Our CAMBRIDGE ST.
a community plan
GETTING TO KNOW ZOOM

Please stay muted until called on
If you are comfortable you can leave your video on
Use Chat to comment or ask questions
Use Reactions to Raise Hand

If you’re having connectivity issues, call in at:
929 436 2866
Meeting ID: 874 1117 3567
Press *9 to Raise Hand

Note: We will be recording this meeting to share online with any interested stakeholders who were not able to attend.
Turn on the closed captioning by clicking on the 'Live Transcript' button on the bottom of your screen. From there, you can:

- Turn on subtitles by clicking on 'Show Subtitle'
- View a streaming transcript with each speaker identified by clicking on 'View Full Transcript'

Alternatively, you may stream closed captioning in a separate window by clicking the link in the chat.

If you require closed captioning for the breakout session, please raise your hand or send a chat to Tobin Stuff.
GROUND RULES

● Share the air - make space for new voices
● Stay on topic & strive to be succinct
● Share your wisdom & expertise
● Honor wisdom & expertise of others
● Listen to each other & honor divergent perspectives
● Advance the group process – maintain focus on what we aim to accomplish
Welcome!

PLEASE SIGN IN

Click the link in the chat to sign
(or add your contact info to the chat)
PROJECT SCOPE

ONCE THE PLAN IS DONE

what is it for?

Coordinating Public Policy And Spending
A Guide For Advocates To Take Action
Creating Partnerships
A Prioritized Investment Plan
OUR TEAM

> CITY OF CAMBRIDGE

COMMUNITY DEVELOPMENT DEPARTMENT
Community Planning, Economic Development, Zoning and Development, Environment and Transportation, Housing

with support from
Department of Public Works
Traffic Parking and Transportation
Council on Aging
Commission for Persons with Disabilities

> CONSULTANT TEAM

INTERFACE STUDIO
Lead, planning and urban design

NINIGRET PARTNERS
Economic strategy

CONSULTECON
Real estate and housing

BURO HAPPOLD
Mobility and climate
AGENDA

01 PROJECT UPDATE
Our process to date

02 KEY PRIORITIES
Key considerations for economic development, housing, and the street

03 BREAKOUT FOR Q&A
Q&A and discussion with subject experts from the City and consultant team

04 NEXT STEPS
A look at the next couple of months
01 PROJECT UPDATE
PROJECT SCHEDULE

12 MONTH PROCESS

2021

AUG | SEPT | OCT | NOV | DEC | 2022 | JAN | FEB | MAR | APR | MAY | JUNE | JULY

LEARNING & ANALYSIS

DRAFT APPROACH

FINAL APPROACH

DRAFT PLAN

Community Engagement Round 1
DECEMBER 2021

Community Engagement Round 2
FEBRUARY 2022

Community Engagement Round 3
APRIL 2022

Community Engagement Round 4
JUNE 2022

Public Comment
ENGAGEMENT so far...

As of February 2022

- Pop ins @ Volpe Block Party, Millers River Housing, Inman Square Holiday Stroll
- Pop ups @ Inman Square, East Cambridge
- Online Community Meeting 1 (~100 attendees)
- Online Vision Workshop 1 (~50 attendees)
- Online survey (730 responses - ongoing, closes 2/21)
- Constant Contact Email Blast ~1600 recipients

>> If you are not on our mailing list please remember to sign in tonight, or drop your email in the chat!
IN DECEMBER...

- Who uses Cambridge Street?
- How can all users be accommodated?
- How can Cambridge Street support climate action and resilience?
- Where are the development pressures?

For those of you who were unable to attend, please visit our website www.cambridge.gov/cambridgestreet to view the recording.
02 KEY PRIORITIES
Three topics for tonight’s discussion, based on feedback to date:

**Small Business**
How can we best support and retain our small business community?

Subject Experts:
- **Pardis Saffari**, Director of Economic Development, City of Cambridge
- **Christina DiLisio**, Economic Development Specialist, City of Cambridge
- **Mason Wells**, Associate Zoning Planner, City of Cambridge
- **Kevin Hively**, President, Ninigret Partners

**Housing**
Are there places that make sense for more housing and other uses?

Subject Experts:
- **Cassie Arnaud**, Senior Housing Planner, City of Cambridge
- **Jeff Roberts**, Director of Zoning and Development, City of Cambridge
- **Robert Brais**, Vice President of ConsultEcon
- **Monica Leveckis**, ConsultEcon

**Access & Safety for All Street Users**
How can we accommodate the needs of all the users of Cambridge Street?

Subject Experts:
- **Cara Seiderman**, Transportation Program Manager, City of Cambridge
- **Brooke McKenna**, Assistant Director for Street Management, City of Cambridge
- **Francesco Cerroni**, Associate Principal, Buro Happold
- **Chris Rhie**, Associate Principal, Buro Happold
How can we best support and retain our small business community?
From residents: They are passionate about supporting local businesses. Some would like to see more restaurants and retail but others worry they are pricing out neighborhood goods and services. Many are concerned about lab and office space.

From businesses: They welcome foot traffic in the form of more residents and workers. They generally see the development on and around Cambridge Street as having the potential to bring new customers.
The diverse, small, and local business culture is key to the way this corridor feels and functions.

The street is full of local businesses, but not dominated by retailers.

Ownership patterns evolve over time which leads to business turnover.

The limited scale of development offers some natural protections to rising prices but commercial spaces vary in quality.

High impact development will add commercial inventory and expand the customer base.
Are there places that make sense for more housing and other uses?
This is what we heard

From residents: They see affordable housing as an urgent citywide need and specifically on Cambridge Street as helping to support local businesses. They see the need to build higher but want to keep it distinct from the large-scale developments happening nearby.

From businesses: They see more development, whether new housing or new uses that bring in new workers, as bringing in more customers.
- Residential unit prices on Cambridge Street are among the lowest in the City
- These ‘low’ costs are still high for many
- To get ahead of the rising costs of housing you can increase the supply, but suitable sites are limited, costs are high, and zoning limits the amount of units you can add to offset costs.
How can we accommodate the needs of all the users of Cambridge Street?
This is what we heard

From **residents**: They support a better environment for walking, biking and enjoying the street in public spaces. They would also like to see better transit options and experience. There is a range of perspectives on how much space to devote to various uses and users of the street.

From **businesses**: They want a street that is comfortable and attractive to support foot traffic. They are also concerned about losing curb access for parking and loading.
Cambridge Street is an important corridor and public space, with many users and uses.

Designing for safety and comfort enables people of all ages and abilities to use the street.

Streets are public spaces; supportive elements such as lighting, benches, outdoor dining opportunities help create a sense of community.

Prioritizing trees and sustainable travel addresses community health and climate change goals.

Support businesses by ensuring needed access, e.g., for loading.

This project will not redesign the street; that will come later.

Change is an opportunity, embrace the possibilities.
Format
We’ll be breaking into three smaller groups tonight, and focusing on each topic for 20 minutes.

You can ask questions using the chat or by raising your hand.

We hope to hear from some new voices so to allow more people a chance to contribute, each participant will have 1 minute to ask their question.

If you require closed captioning for the breakout session, please raise your hand now or send a chat to Tobin Stuff.

Ground Rules Reminder

- Share the air
- Stay on topic & strive to be succinct
- Share your wisdom & expertise
- Honor wisdom & expertise of others
- Respect & honor divergent perspectives
- Advance the group process – maintain focus on what we aim to accomplish
HOW CAN I PARTICIPATE

Here are the guidelines for tonight’s discussion in the breakout rooms:

∙ If you would like to ask questions by microphone, you may use the “raise hand” button at the bottom of your screen. The moderator will unmute participants in the order that they are raised at the end of the presentation.

∙ For call-ins, press *9 to raise your hand and we’ll read the last 4 digits of your phone number when it’s time for you to speak.

∙ We want to give as many people as possible the opportunity to be heard. If you’ve already had a chance to speak, or if someone else has voiced your comment, please let people with new ideas be heard.

∙ If we’re unable to hear from all of you, you can send your comments/questions directly to Drew Kane by phone: 617-349-4640 or by email: dkane@cambridgema.gov.

∙ Each person has one minute to ask their question.

∙ All comments and questions in the chat will become part of the meeting record and will be considered into future recommendations by the project team.
04 NEXT STEPS
HOW YOU CAN BE INVOLVED:

- Sign up for project updates
- Spread the word
- Take the online survey (last chance, closes on 2/22!)