Agenda

• Recap of last public meeting
• Development Principles & Planning Framework
• Breakout Groups – review planning ideas
• Report back
Recap of June 7: Update on Findings
Community Charrette
Reporting Back
Committee Reviewed Charette Findings
Emerging Development Principles – creating a place of enhanced social, environmental and economic value
1: Create a signature public realm of landscaped boulevards, parks and squares
2: Create an enhanced pedestrian environment that weaves the site together including open space, transit, retail/shopping
3: Respect existing neighborhoods in terms of scale, use, open space transitions and managing traffic impacts
4: Encourage alternatives to single occupancy vehicles through transit, bike and pedestrian access. Reduce anticipated auto trip growth in the Study area.
5: Shape densities around proximity to transit. Locate higher densities within 10-15 minute walk to transit.
6: Encourage a mix of uses with a significant housing component
7: Create places on public streets that encourage people to gather and socialize.
8: Improve the quality & the quantity of stormwater in both the public and private realm. Use water for inspiration in planning & design
Market Analysis: Existing Ownership
Market Analysis: Hard Sites/Soft Sites
Market Analysis: Implications for Concord-Alewife

- Plan as vehicle for improved public & private realm
- Use equitable zoning approach to set stage for parcel assemblage and to respond to market drivers
- Identify priority projects
Storm Water and Infrastructure Improvements

- Maintain and improve infrastructure to reduce flooding
- DPW initiatives
- Kinds of interventions
  - Aggregated
  - Individual
- Incorporate BMP’s and LID’s to mitigate stormwater runoff
Green Areas
Enjoyable Places
Preliminary Zoning Concepts

• Zoning to support committee’s broad goals
  – Less density and height close to Highlands
  – Lower density far from transit
  – Allow more density closer to transit
  – Encourage housing with same approach as Citywide (i.e. allow higher FAR for residential than commercial development.)
  – Allow modest increase in retail relative to what is now there, with focus on serving people who live and work in the area

• Informed also by city-wide goals
  – Enhance diversity
  – Improve transportation
20 Year Horizon Land Use Projections within Study Area

- **Existing Development**:
  - Retail: 0.5
  - Residential: 0.7
  - Commercial: 3.3

- **Existing Zoning Buildout**:
  - Retail: 0.8
  - Residential: 1.3
  - Commercial: 4.7

- **Alternate Zoning Buildout**:
  - Retail: 0.7
  - Residential: 2.1
  - Commercial: 4.5
Transportation Analysis

• Trip Generation Analysis to Inform Land Use/Zoning Scenarios
• Next Steps in Traffic Analysis
• Transportation Issues under Analysis
  – Connection across Railroad
  – Possible new Quadrangle Access
  – Local-level Issues
20 Year Horizon (PM Peak Hour)
Auto Trip Generation Projections within Study Area

** Fresh Pond Shopping Center trips do not include pass-by trips.
20 Year Horizon (PM Peak Hour)
Auto Trip Generation within Study Area – Increase over Existing Development

** Fresh Pond Shopping Center trips do not include pass-by trips.
Traffic Analysis

• Trip Distribution and Traffic Operations on Roadway Network

• Regional Traffic Context – Through Traffic v. Study Area Trips
Transportation Issues under Analysis

• Connection Across Tracks
  – Vehicular
  – Pedestrian/Bicycle

• Possible New Quadrangle Access

• Blanchard Road
  – Safety/Speeding
  – Pedestrian Amenities
  – Noise and Vibration
  – Truck Traffic
  – Bypass Traffic

• Concord Avenue
  – Safety/difficulty Crossing
  – Wheeler Street Intersection and Pedestrian Signal

• Smith Place
  – Poor Geometry
  – Lack of Pedestrian Facilities

• Shopping Center
  – Pedestrian Connections
  – Parking Layout and Circulation
Transportation Issues Under Analysis
Blanchard Road Concept Sketch

Not to scale
Concord Avenue Concept Sketch

Not to scale
Planning Framework

• How it reflects the planning principles and goals
  – Land use and density
  – Housing
  – Traffic and transportation
  – Infrastructure, storm-water management and open space
Cambridge Highlands
Planning Opportunities

- Maintain neighborhood character & encourage compatible development
- Improve the pedestrian environment on Blanchard Road
- Connect existing open spaces & create a green buffer
The Quadrangle
Land Use Opportunities

• Encourage housing along Concord Avenue
• Introduce local retail internally and near Alewife Brook Parkway edge
• Create appropriate transitions between Highlands and Quadrangle through green buffers, lower densities/heights
• Create open space that mitigates storm water runoff and serves as a public
• Enhance pedestrian/bike access to Alewife Station
Market Issues

• Existing building improvements
• Highly visible frontage on Concord Avenue
• Limited access to T and Route 2
• Less consolidated ownership and parcelization
Place-Making Examples
Southwestern Quadrangle
Place-Making Examples
Central Quadrangle
Place-Making Examples
Concord Avenue East
Place-Making Examples
Northwest Quadrangle
The Triangle
Land Use Opportunities

• Allow higher densities and heights to take advantage of proximity to T
• Encourage housing closer to the T, while continuing to support commercial development.
• Improve links between Alewife and Fresh Pond Reservations consistent with their masterplans
Market Issues

• Direct T access
• Direct Route 2 access
• Highly visible location
• Consolidated ownership
• Good parcelization
• Coherent infrastructure/public realm
• Track record of successful development
Place-Making Examples
Triangle
The Shopping Center Area
Land Use Opportunities

- Maintain retail and encourage housing and a mix of uses
- Improve connections (vehicular and pedestrian) to other parts of the study area
- Create a vibrant pedestrian realm
Market Issues

- Existing tenants – leases-revenue stream
- Highly visible location
- Consolidated ownership
- Good parcelization
- Proven location
Place-Making Examples
Mixed use retail center