



# MEMORANDUM

**To:** Cambridge Planning Board

**From:** Brooke McKenna, Transportation Commissioner

**Re:** Review of Special Permit Application - 350 Massachusetts Avenue (PB # 409)

**Date:** May 15, 2025

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## Project Overview

The proposed project entails the conversion of an existing 118,265 square foot building—currently comprising 103,315 square feet of office use and 14,950 square feet of ground-floor retail—into a 112,600 square foot building, with 108,720 square feet for lab/technical office use and 3,880 square feet of ground-floor retail use.

## Traffic Study

A Traffic Study, prepared by VHB in February 2025, was submitted as part of the application. The DOT has reviewed this study and finds it accurate and complete.

## Key Findings:

- The change from General Office use to Lab/Technical Office use is not expected to increase vehicle trip generation.
- The development at University Park continues to comply with the 1988 Traffic Mitigation Conditions.

## Bicycle Parking

While the project does not trigger zoning requirements for bicycle parking, the applicant will provide a bike room for employee use that meets the City's design standards for long-term bicycle storage. The DOT supports this measure and its inclusion in the project design.

## Transportation Demand Management (TDM) Commitments

The applicant has committed to implementing the following TDM measures, which are consistent with requirements under the original 1988 University Park Special Permit, consistent with requirements of the University Park Phase IV PTDM Plan F10 (approved August 26, 1999), or proposed by the applicant in Volume III of their application:

- **Employee Transportation Coordinator (ETC):** An ETC will be designated to support and promote sustainable transportation options. The ETC will also publish a quarterly newsletter/bulletin highlighting alternative commuting options.
- **Transportation Packets:** The ETC will prepare and distribute updated transportation packets outlining available commuting options to all tenants, for inclusion in new employee orientation materials.



- **Market-Rate Parking:** All new tenants will be required to charge market rates for parking.
- **Transit Pass Subsidy:** Require tenants to offer employees a 100% monthly transit pass subsidy up to the federal transportation fringe benefit limit.
- **Carpool Parking Discount:** Charge a discounted parking rate for employees who carpool.
- **Ridematching:** Provide ridematching services through the Charles River Transportation Management Association (CRTMA) to assist employees with forming carpools and vanpools.
- **Emergency Ride Home:** An Emergency Ride Home (ERH) program will be provided through the CRTMA. Emergency rides home will be available for all employees who commute by non-SOV mode at least three days a week and who are eligible to park in the project's parking facility.
- **Flexible Work Schedules:** Encourage tenants to allow flexible work schedules.
- **Annual Bike Maintenance Day:** Host a free annual bike maintenance day for employees.
- **Free Shuttle Service:** Extend BMR's EZRide membership with CRTMA to cover 350 Massachusetts Avenue. Provide fare-free shuttle service through EZRide or another service with equivalent service area, operating hours, and headways.

## DOT Recommendations

While the project is not required to implement additional TDM measures beyond those outlined in the 1988 Traffic Mitigation Agreement, the DOT encourages, but does not require, aligning the proposed TDM strategy with best practices observed at other University Park and R&D developments in Cambridge. These may include:

- Offering employees **Gold-Level Corporate Bluebikes** memberships.
- Offering **financial incentives** to employees who walk or bike to work.
- **Charging parking fees as a daily rate**, rather than through monthly parking passes, to give employees flexibility to make daily choices for whether to commute by car or sustainable mode instead of maximizing the sunk cost of a monthly parking pass.

The DOT encourages continued coordination with City staff to ensure the project supports a robust multimodal transportation system.