CAMBRIDGE

CITY WIDE MASTER PLAN

13 NEIGHBORHOODS **ONE CITY**

TEAM

PLANNERS

URBAN DESIGNERS

LANDSCAPE ARCHITECTS

ECOLOGISTS

ENGAGEMENT EXPERTS

PROGRAMMERS

CIVIL ENGINEERS

PUBLIC HEALTH

TRANSPORTATION ENGINEERS

SUSTAINABILITY PLANNERS

ECONOMISTS

DATA ANALYSTS

GRAPHIC DESIGNERS

TEAM

SASAKI TEAM

Brie Hensold
PRINCIPAL-
IN-CHARGE
URBAN PLANNER

Gina Ford, ASLA
DESIGN PRINCIPAL
LANDSCAPE
ARCHITECT

Caitlyn Clauson
PROJECT MANAGER
URBAN PLANNER

Romil Sheth
URBAN
DESIGNER

Nina Chase
LANDSCAPE
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Allen Penniman
PLANNER / MGMT
SUPPORT

CONSULTANT PARTNERS

Nick Jackson
COMPLETE STREETS
TOOLE DESIGN

Eleanor Pries
Grace Wu
URBAN PROTOTYPES
SITELAB

Christi Apicella
Gary McNaughton
TRANSIT/CARS
MCMAHON

Shuprotim Bhaumik
Kyle Vangel
ECONOMICS &
POLICY
HR+A

Byron Stigge, P.E.
INFRASTRUCTURE +
ENERGY
LEVEL

Julia Africa
PUBLIC HEALTH
**HARVARD CENTER
FOR HEALTH AND
THE GLOBAL
ENVIRONMENT**

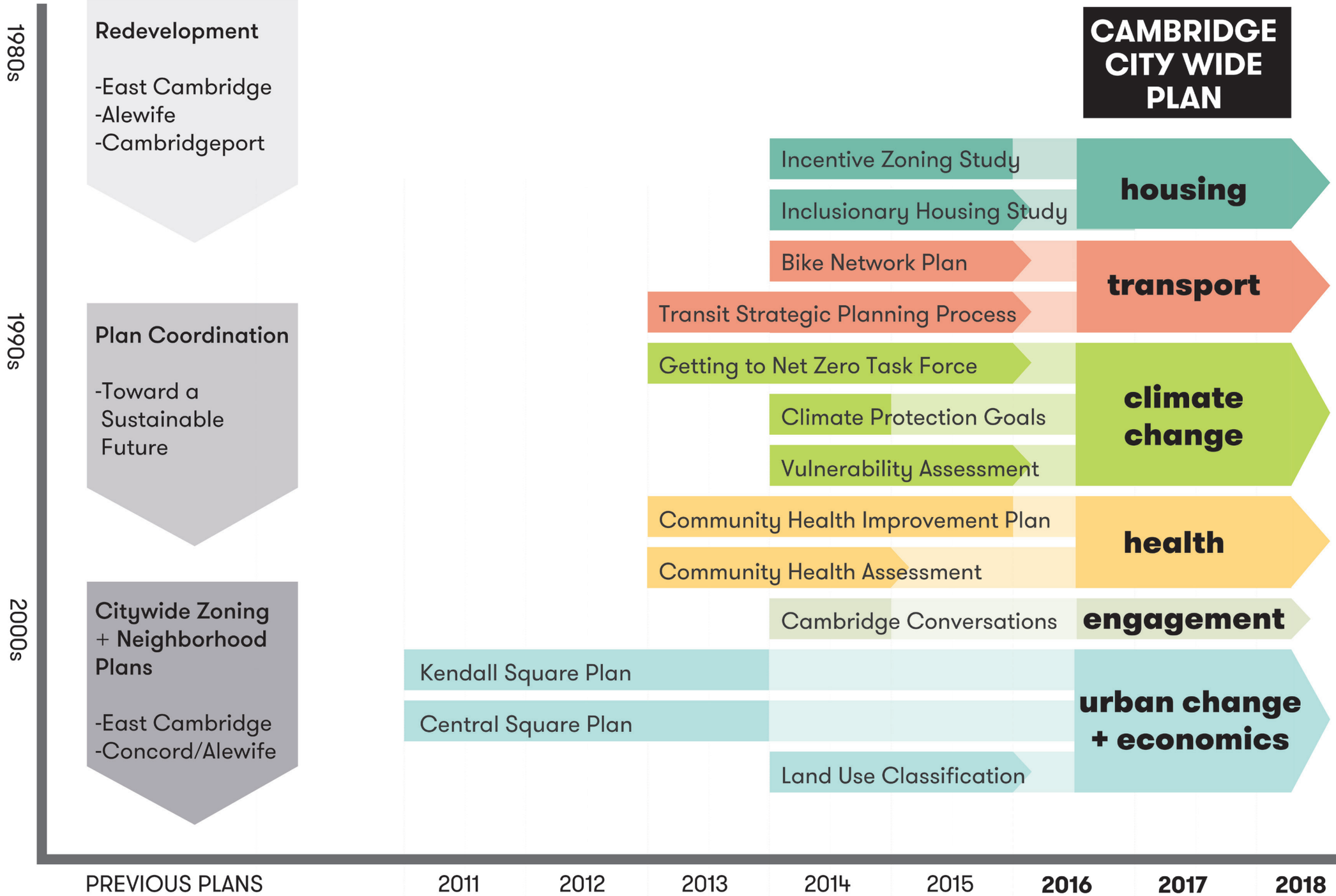
CAMBRIDGE APPROACH

1. SHARED VISION
2. ENGAGEMENT & OUTREACH
3. EXPERIMENTATION
4. ACTION-ORIENTED
5. “SYSTEMS-THINKING”

SHARED VISION
THROUGH
COLLABORATION

"ALL FOR ONE, ONE FOR ALL"

WE KNOW THERE'S A LOT TO BUILD ON



THE TOMORROW PLAN
DES MOINES, IA

WE BELIEVE THAT THERE ARE COMMON VALUES

“#1 VALUE -
ACCESS TO
CLEAN AIR,
WATER, & LAND”

PARK CITY MASTER PLAN
BRIDGEPORT, CT

WE BELIEVE THAT THERE ARE COMMON VALUES

THE TOMORROW PLAN
DES MOINES, IA

BUT IT'S OKAY TO DISAGREE

THINKING ACROSS BOUNDARIES
CAN REVEAL COMMON THREADS

THE TOMORROW PLAN
DES MOINES, IA

ENGAGEMENT AND OUTREACH

"IN YOUR OWN WORDS"

WE BELIEVE THIS PROCESS CAN BE **TRANSFORMATIVE**

REBUILD BY DESIGN
ASBURY PARK, NJ

TECHTOWN INNOVATION DISTRICT PLAN

DETROIT, MI

OPEN FORUMS

PROGRAM CHIPS

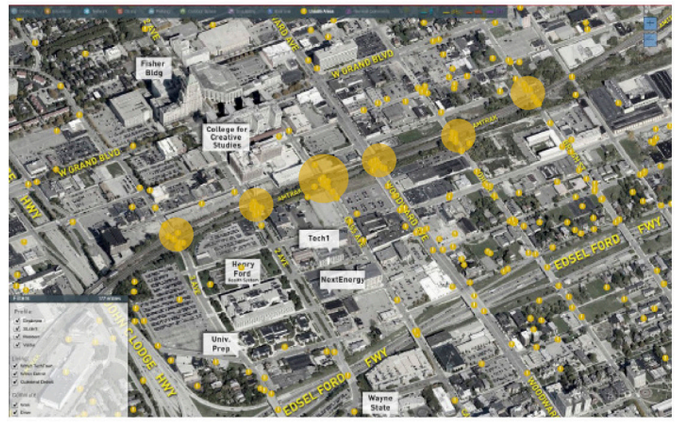
REPORTING

COIN SURVEY

MYDISTRICT SURVEY

WHERE IS THE BOUNDARY FOR TECHTOWN?

WHERE DO YOU COLLABORATE?



WHAT AREAS DO YOU CONSIDER UNSAFE?

WITH NEW PLATFORMS FOR **CONVERSATIONS...**

...SHARING AND LISTENING

THE TOMORROW PLAN
DES MOINES, IA

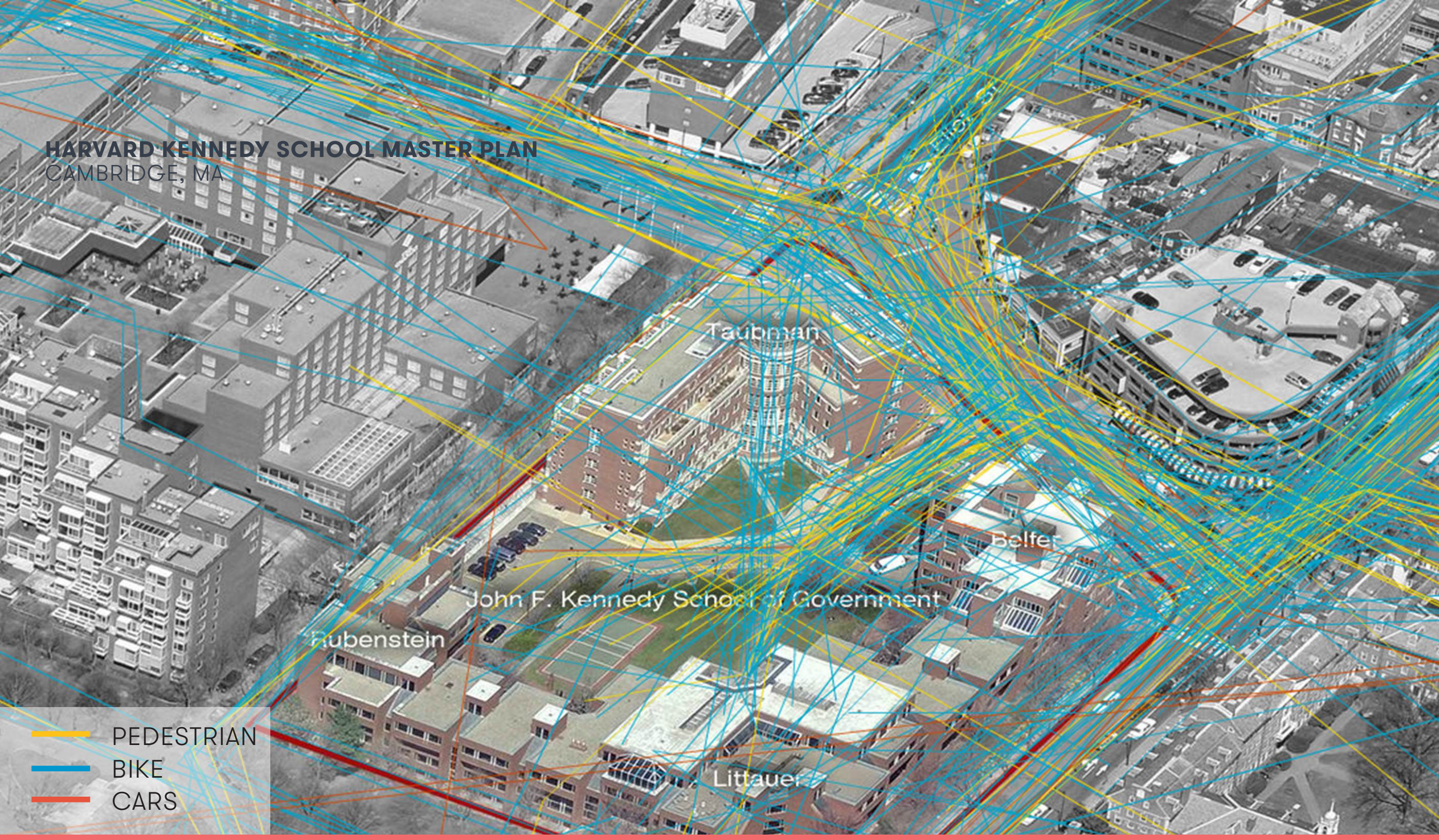
PIER 70 REDEVELOPMENT
SAN FRANCISCO, CA

WE GET INSPIRED BY **YOUR STORIES.**

INQUIRY AND EXPERIMENTATION

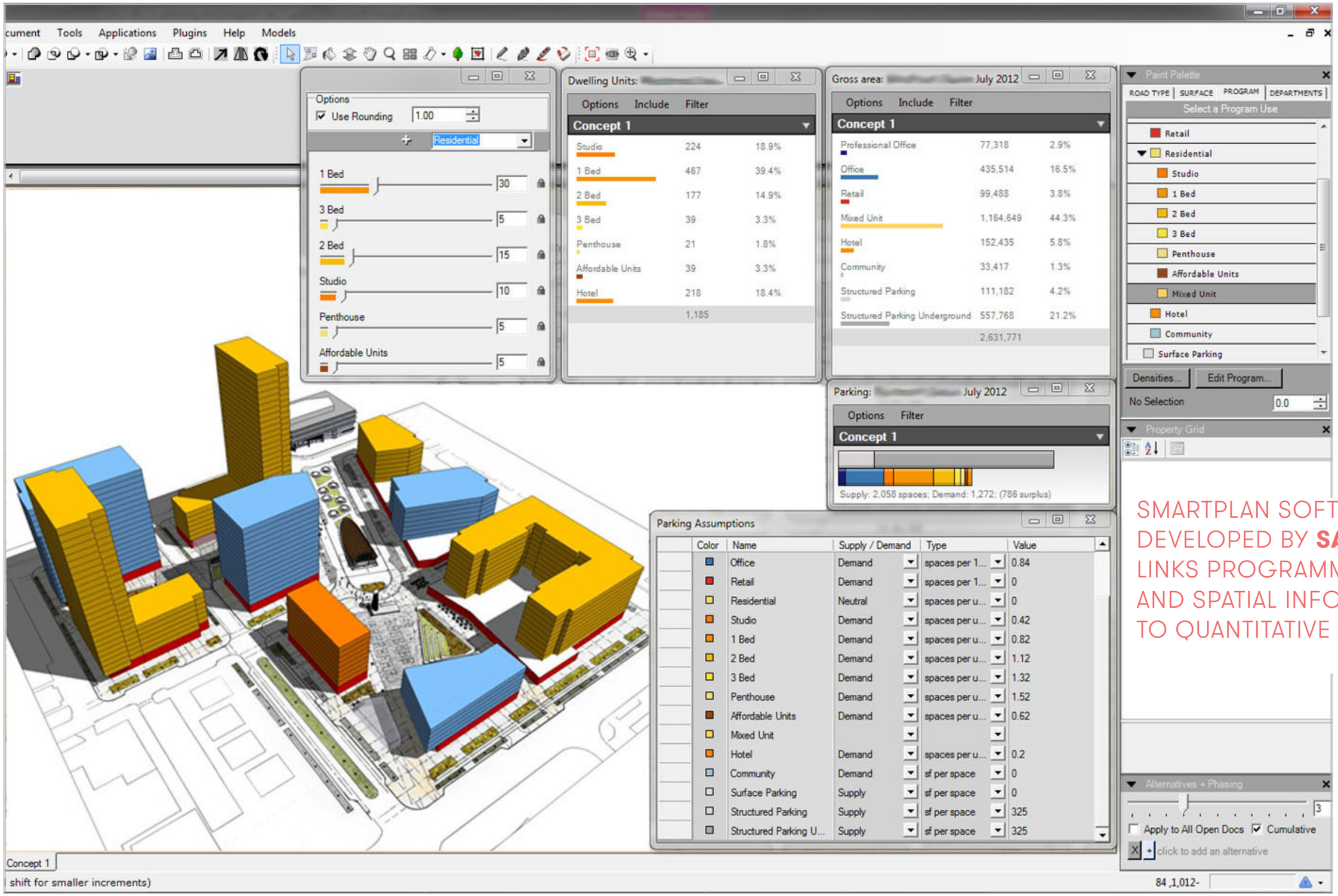
"ASSUME NOTHING; TEST EVERYTHING"

HARVARD KENNEDY SCHOOL MASTER PLAN
CAMBRIDGE, MA



WE BELIEVE IT'S IMPORTANT TO **DEFINE THE PROBLEM** BEFORE SEARCHING FOR ANSWERS

DATA MUST BE **RIGOROUS AND ACCESSIBLE**



SMARTPLAN SOFTWARE DEVELOPED BY **SASAKI** LINKS PROGRAMMATIC AND SPATIAL INFORMATION TO QUANTITATIVE DATA

FEB MAR APR MAY JUN JUL AUG SEPT OCT NOV DEC

SEASONAL PLANTING

Red oak - *Quercus rubra*

Huckleberry - *Gaylussacia baccata*

Eastern Shadbush - *Amelanchier canadensis*

Shad migration up the Charles

MIT end of semester

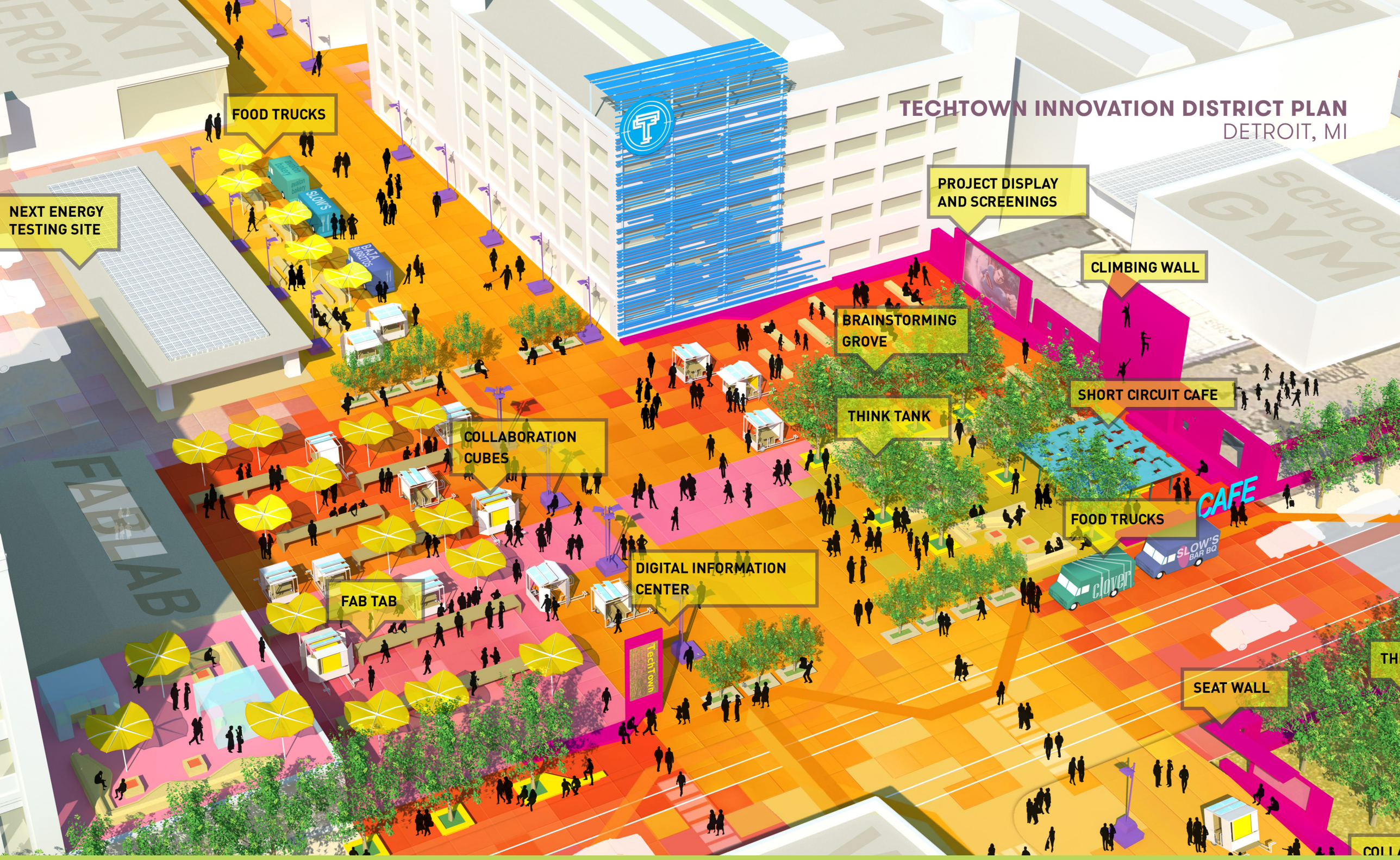
Juvenile Shad migration to the Atlantic

CONNECT KENDALL SQUARE
CAMBRIDGE, MA

DATA, ENGAGEMENT, AND DESIGN **GO HAND IN HAND**

ACTION-ORIENTED

"READY, SET, GO"



OUR PLANS ARE **VISIONARY, YET GROUNDED**

WE TEST OUR IDEAS

ALLEGHENY RIVERFRONT MASTER PLAN
PITTSBURGH, PA

SMALL IS **POWERFUL**

THE LAWN ON D
BOSTON, MA

100 RESILIENT CITIES
BOSTON AND GLOBAL

OUR SOLUTIONS ARE **NOT ALWAYS PHYSICAL**

LIVABILITY, COMMUNITY
HEALTH, AND SUSTAINABILITY

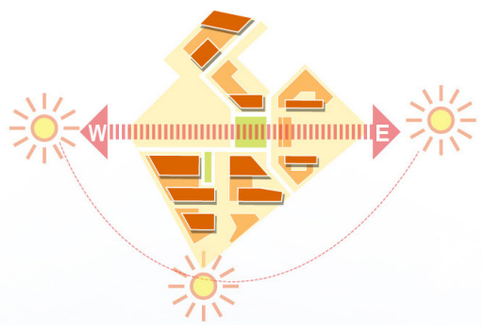
“SYSTEMS-THINKING”

WE KNOW CITIES ARE **INTERCONNECTED SYSTEMS**

RE-SKINNING
New skin minimizes solar heat gain and reduces energy demand of the CEDES tower

PROXIMITY TO TRANSIT
Improved and integrated transit hub encourages anternative transportation

GREEN ROOFS
Greenroofs reduce stormwater runoff while providing pleasant exterior spaces



ORIENTATION
Prioritize building orientation to minimize E-W exposure reducing overall heat gain

WALKABILITY
Compact urban development facilitates access to district amenities and promotes walkability

MIXED USE DISTRICT
Mix of uses reduce trips outside the district and creates a vibrant community

W

E

PUBLIC OPEN SPACE
Recreational amenities improve health and wellness

LOCALLY OWNED RESTAURANTS
Locally owned retaurants and cafes support local economy

PHOTOVOLTAIC CELLS
Photovoltaic cells reduce solar heat gain and support energy demand

Improved streetscape promotes biking and walking, reducing motorized trips

Residential footprints allow for cross ventilation

RESIDENTIAL
RETAIL
GREYWATER

PEDESTRIAN-FRIENDLY STREET

PEDESTRIAN-FRIENDLY STREET

STORMWATER MANAGEMENT

INFILTRATION SURFACE RUNOFF

GREYWATER RECYCLING

UNDERGROUND PARKING

REPURPOSING OF EXISTING BUILDINGS

MONTERRY TEC UNIV MONTERREY, MEXICO

LANDSCAPE AND ECOLOGY

PARK CITY MASTER PLAN
BRIDGEPORT, CT

KENDALL SQUARE
CAMBRIDGE, MA

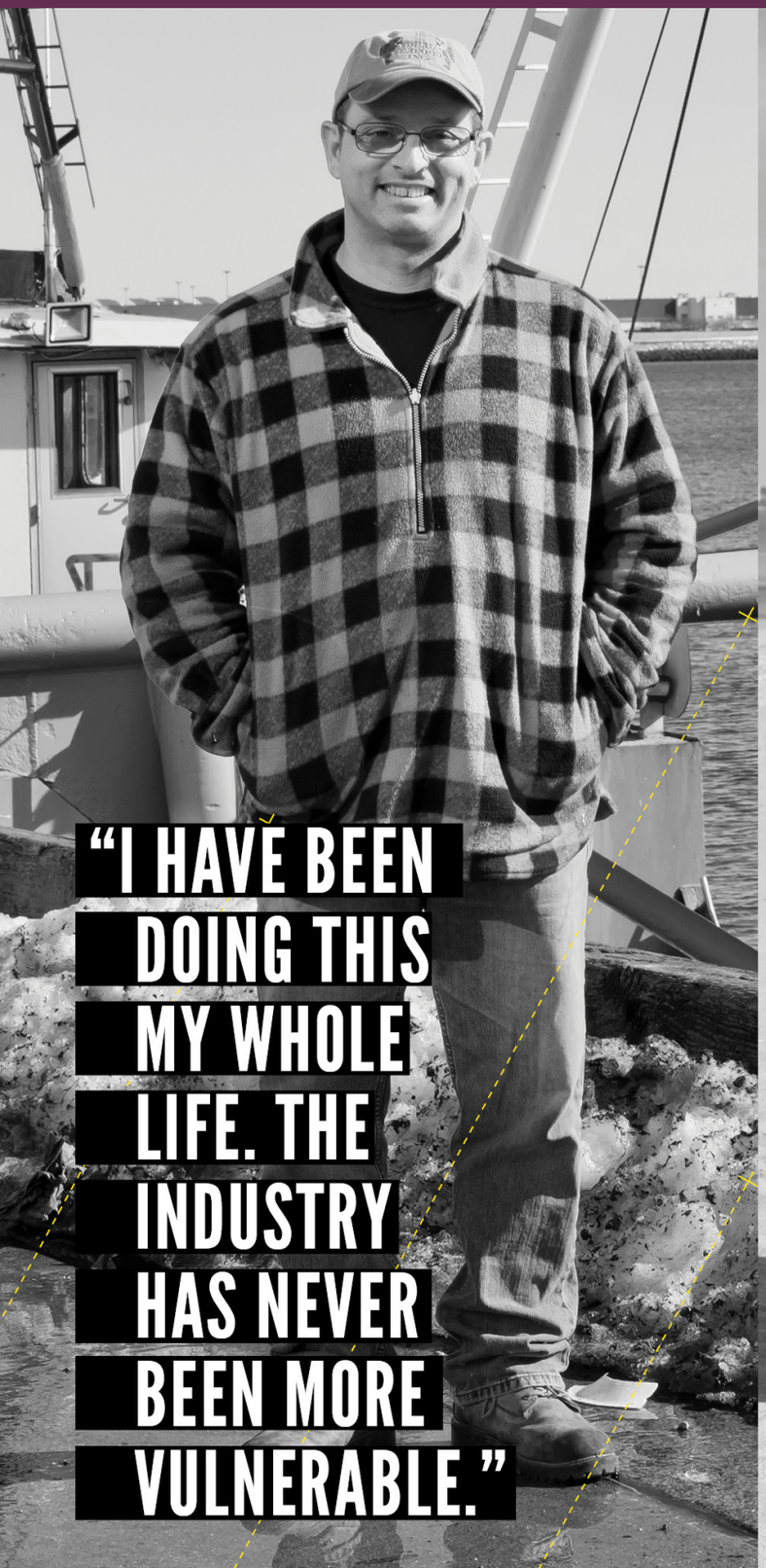
INTEGRATED PUBLIC REALM

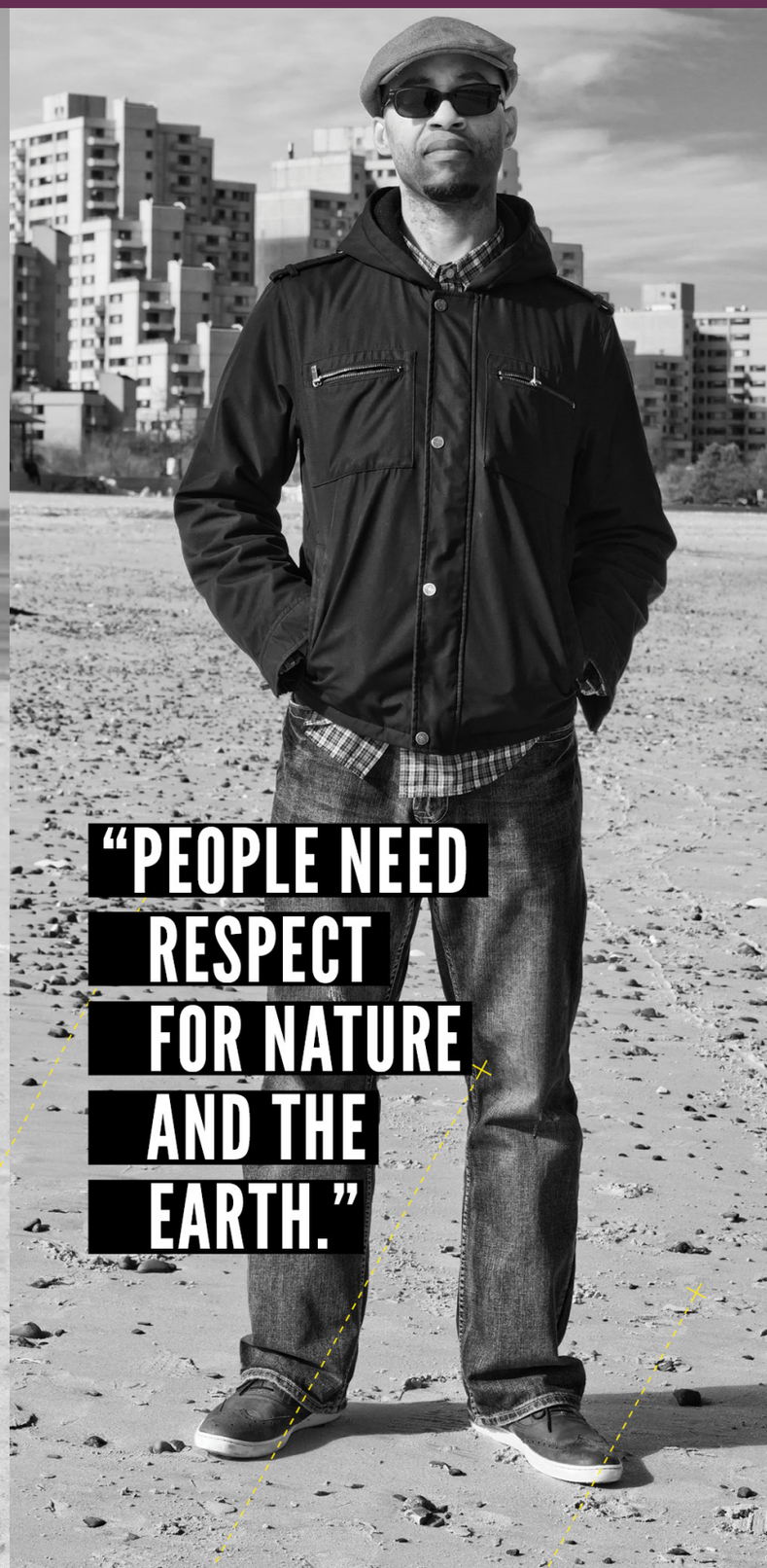
SEA LEVEL RISE + STORM SURGE PROJECTIONS

SEA CHANGE RESEARCH
BOSTON REGION

ENVIRONMENTAL RESILIENCE

SOCIAL RESILIENCE



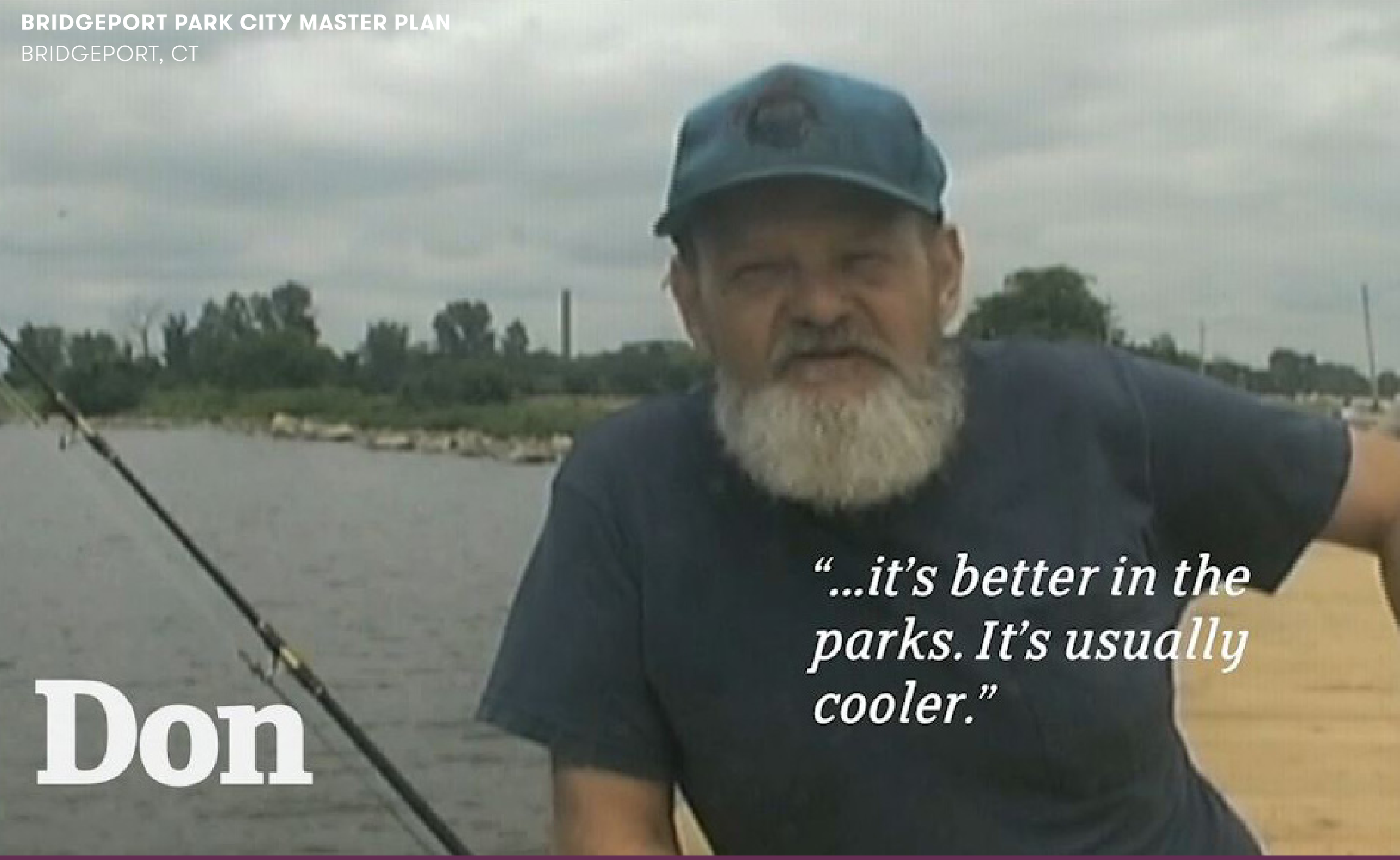


MOBILITY SYSTEMS

GOVERNOR'S ISLAND SHARED STREETS MASTER PLAN

NEW YORK, NY

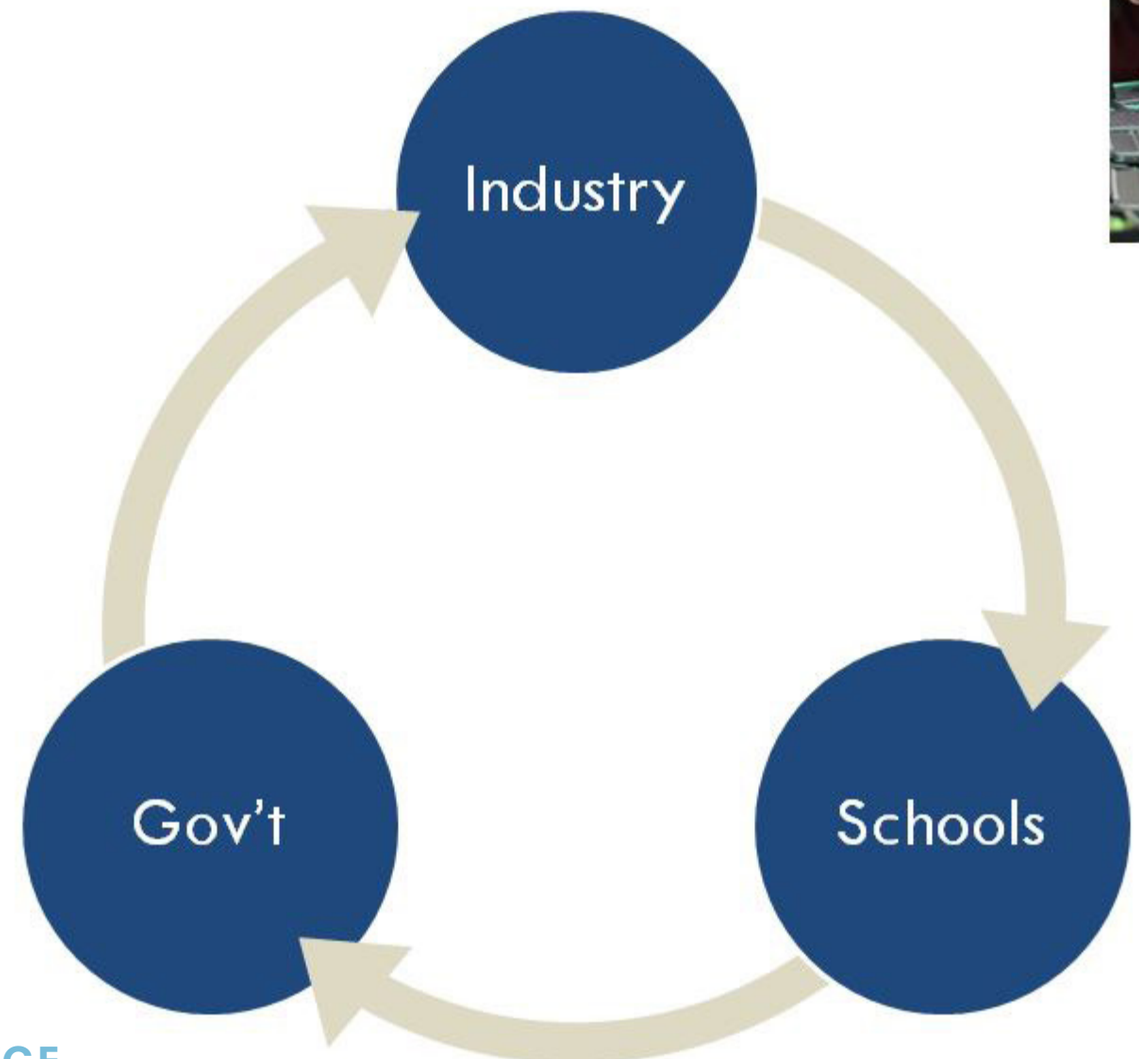
COMMUNITY HEALTH SOCIAL



COMMUNITY HEALTH ENVIRONMENT

ECONOMIC OPPORTUNITY

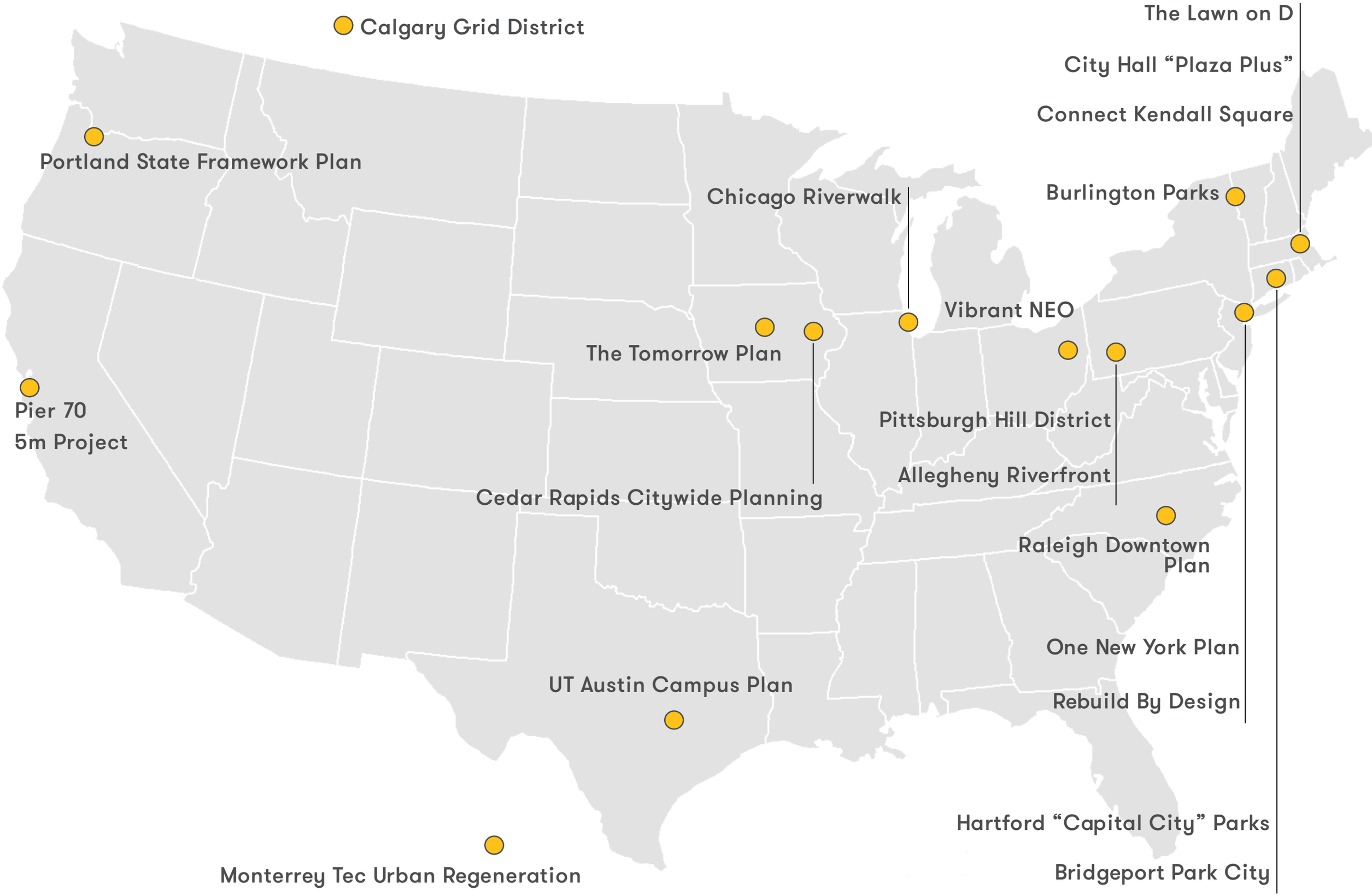
Labor
Supply



Employer
Needs

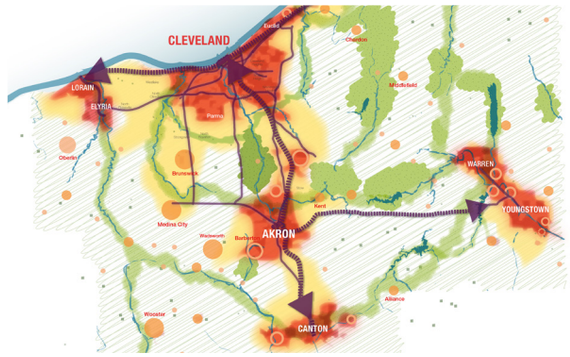
WHAT WE'VE LEARNED

BEST PRACTICES


Calgary Grid District
Portland State Framework Plan
Pier 70
5m Project
Chicago Riverwalk
The Tomorrow Plan
Cedar Rapids Citywide Planning
UT Austin Campus Plan
Monterrey Tec Urban Regeneration
The Lawn on D
City Hall “Plaza Plus”
Connect Kendall Square
Burlington Parks
Vibrant NEO
Pittsburgh Hill District
Allegheny Riverfront
Raleigh Downtown Plan
One New York Plan
Rebuild By Design
Hartford “Capital City” Parks
Bridgeport Park City

RECENT WORK

Town-Gown

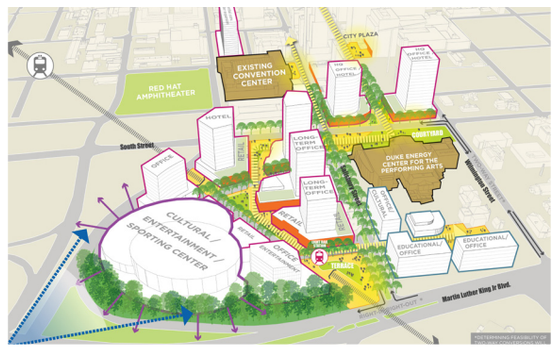


Dynamic Futures

Transit Catalyst

Urban Prototyping

Balancing Old & New

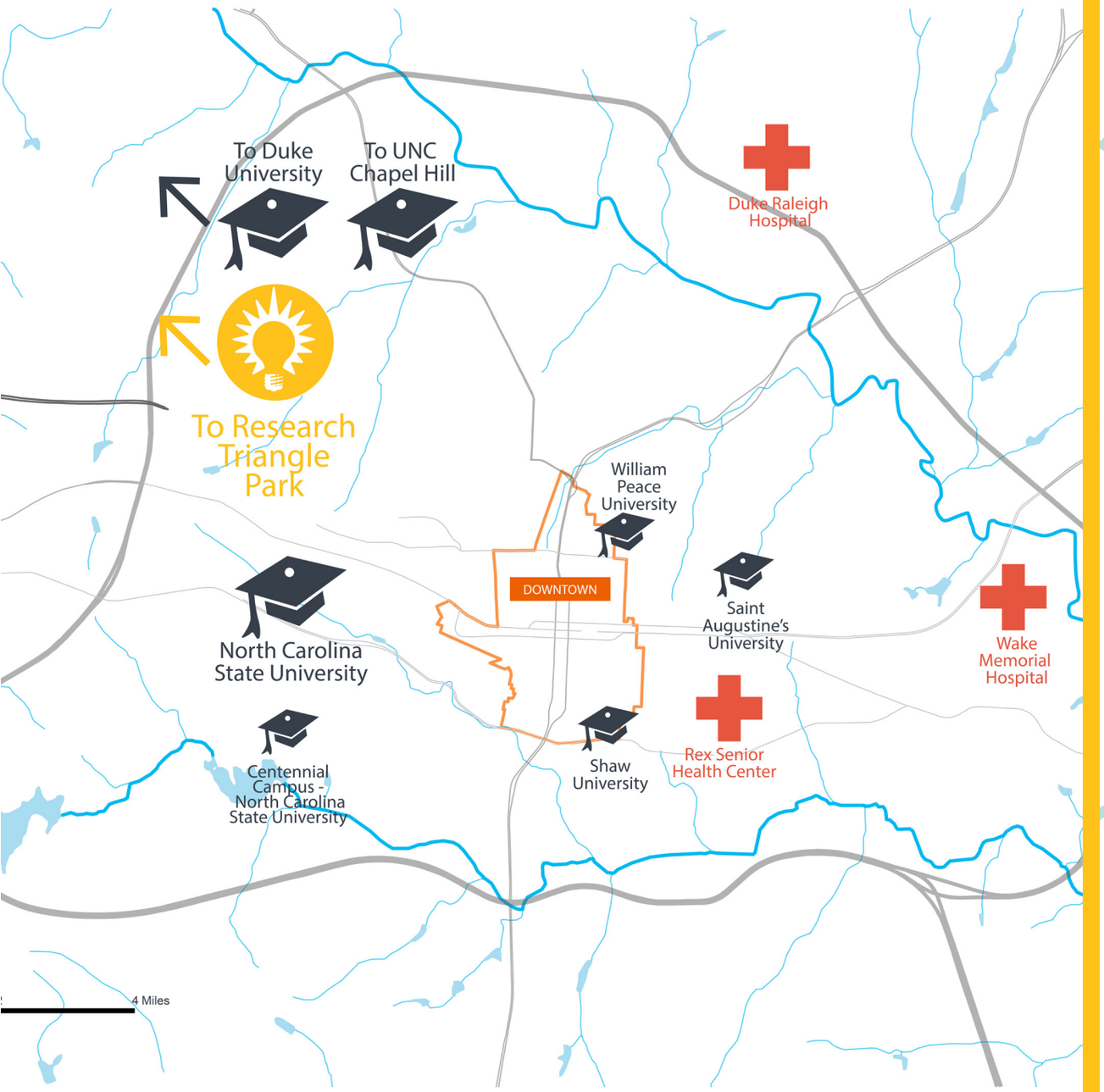


Resilience

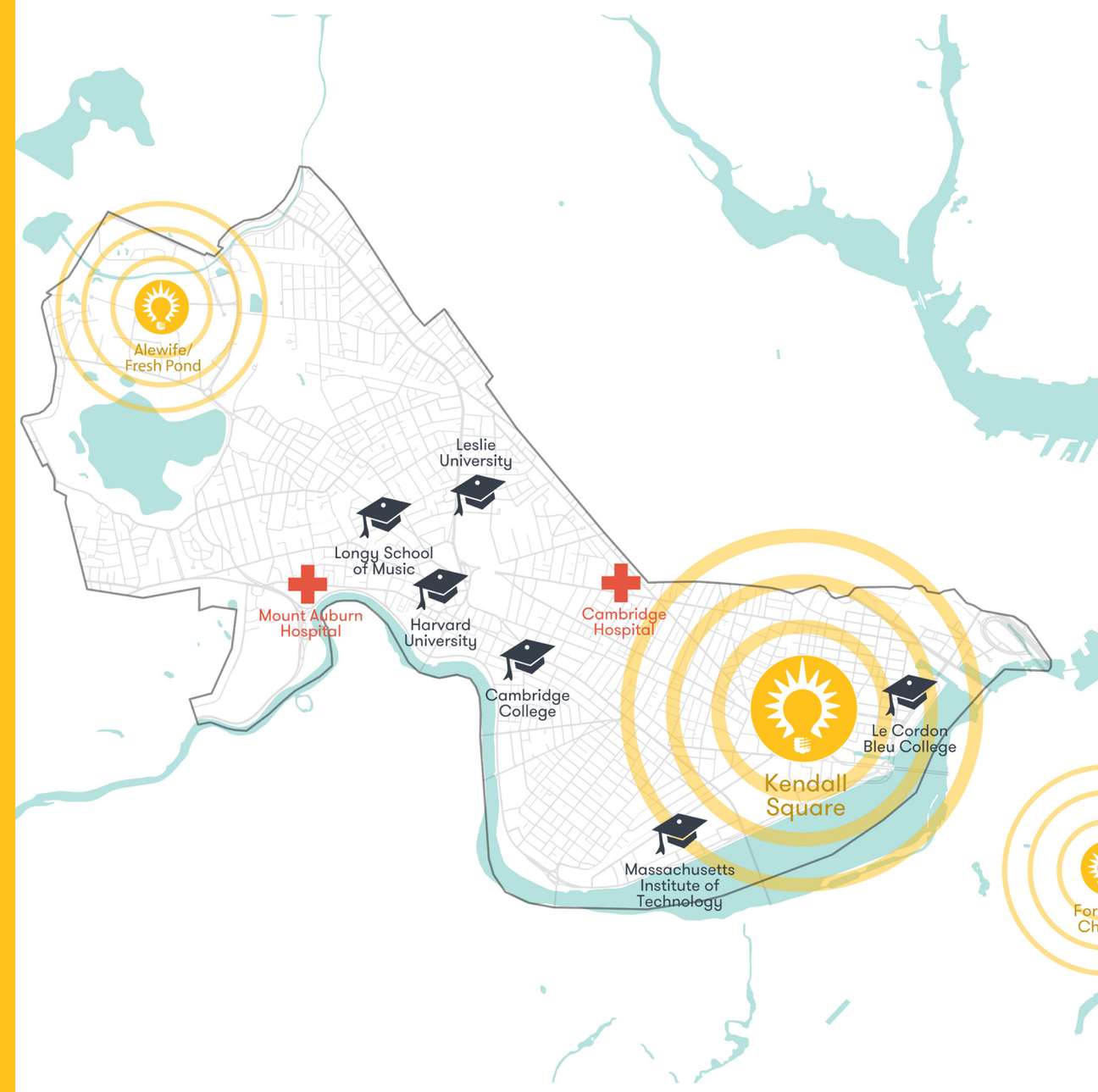
NATIONAL TRENDS

RALEIGH, NC DOWNTOWN EXPERIENCE PLAN

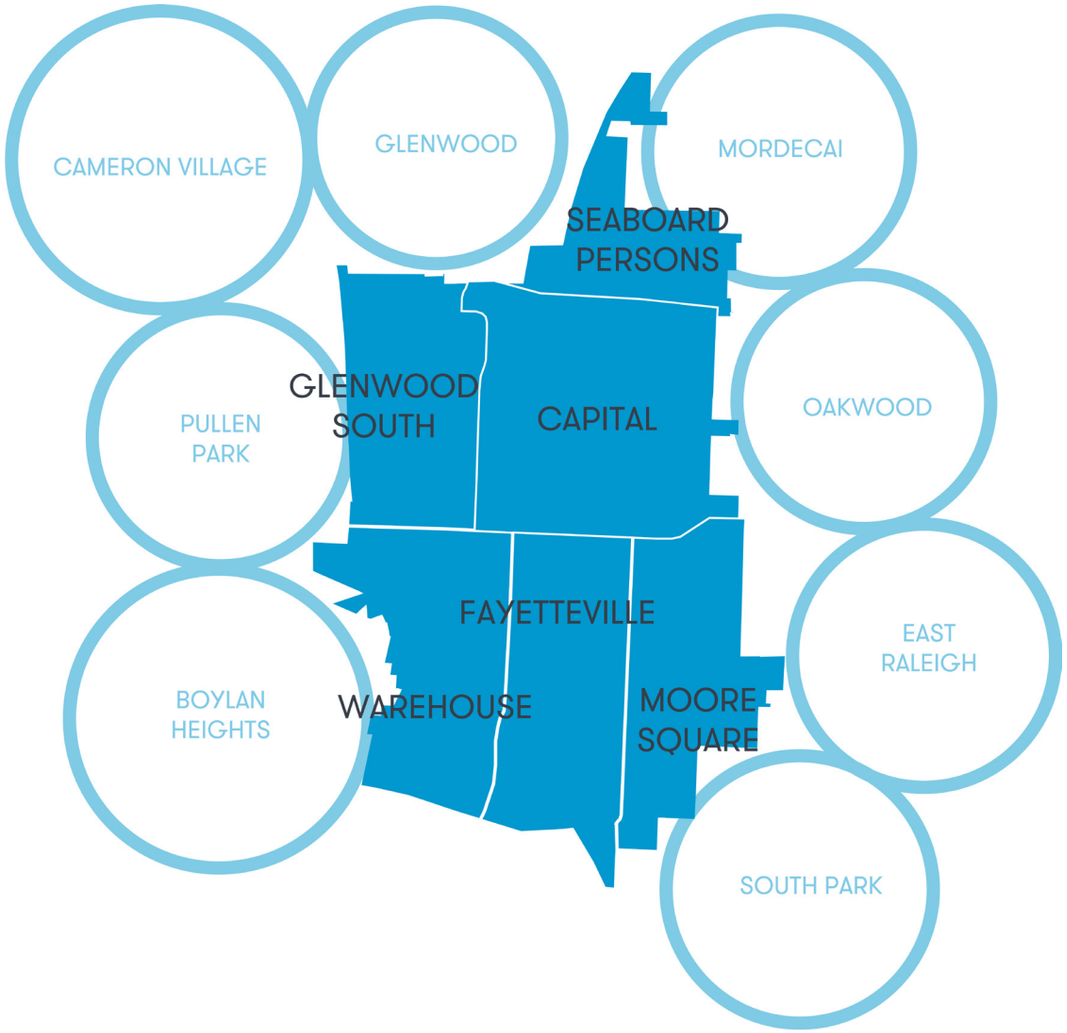
INNOVATION ECOSYSTEMS



RALEIGH



CAMBRIDGE



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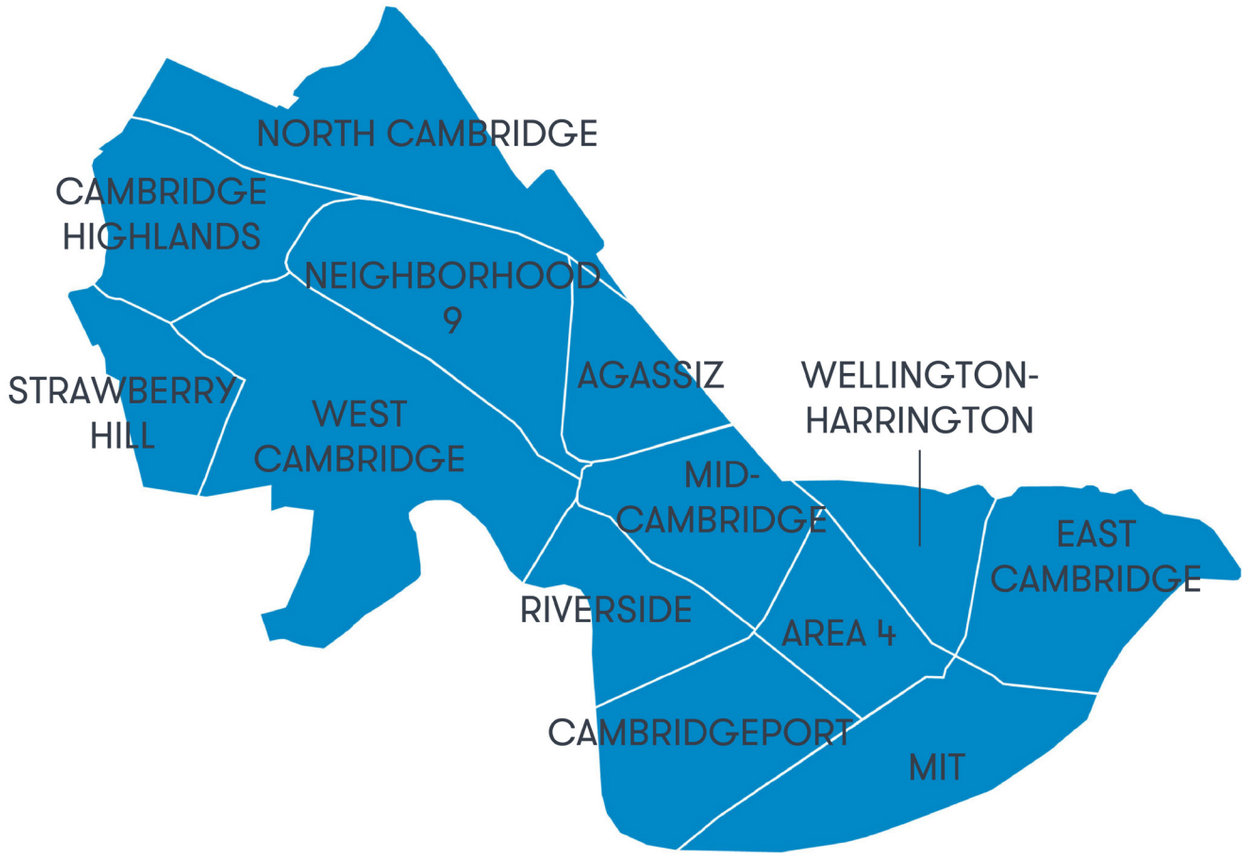


CAMBRIDGE

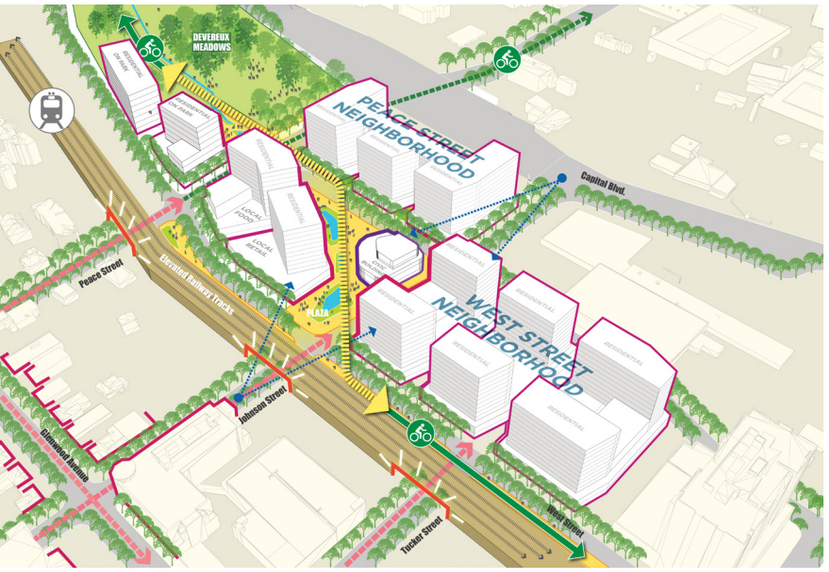
CITIES OF NEIGHBORHOODS

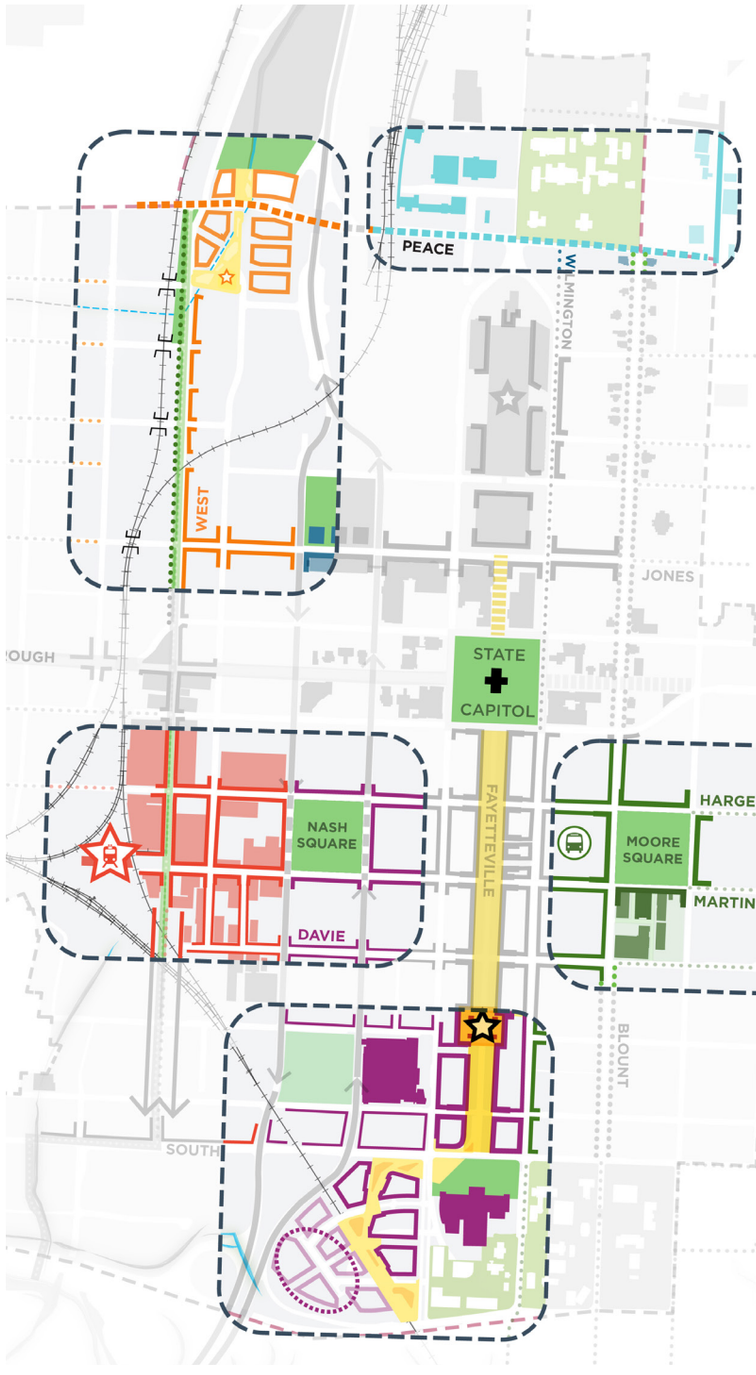
DISTINCT IDENTITIES AND CHARACTERS

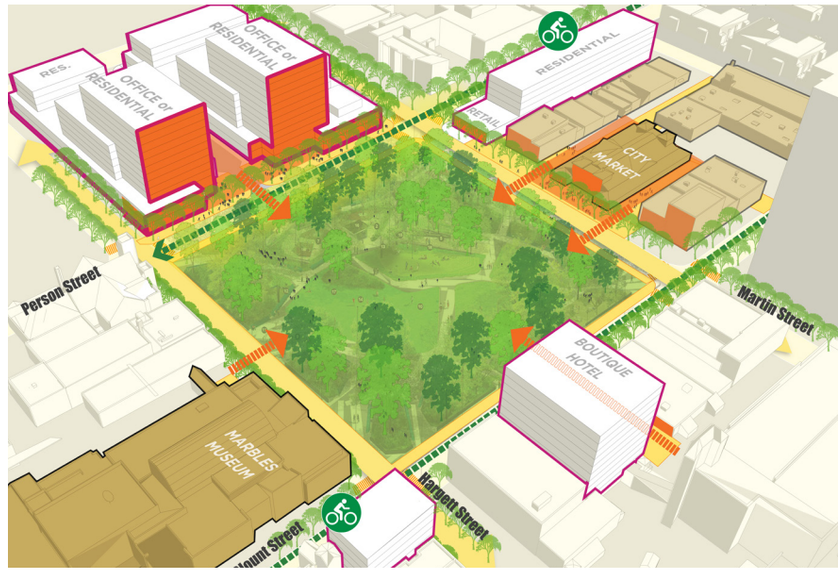
A CITY-WIDE VISION 600 PEOPLE

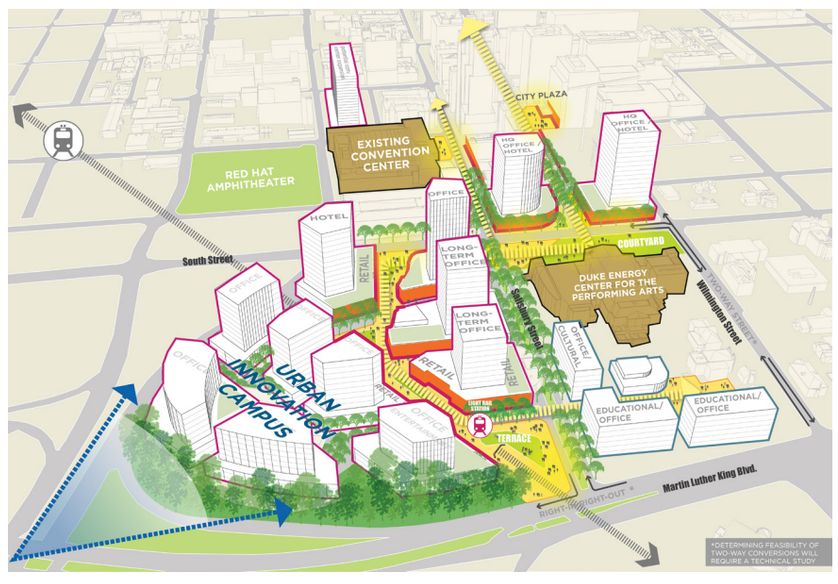
6 NEIGHBORHOOD VISIONS 325 PEOPLE

DISTINCT NEIGHBORHOOD PROJECTS









HR&A + SASAKI

Market analysis ensured the master plan was market feasible and prioritized activating catalyst opportunity sites.

CITIES OF PUBLIC SQUARES
STRONG HISTORY AND SENSE OF PLACE

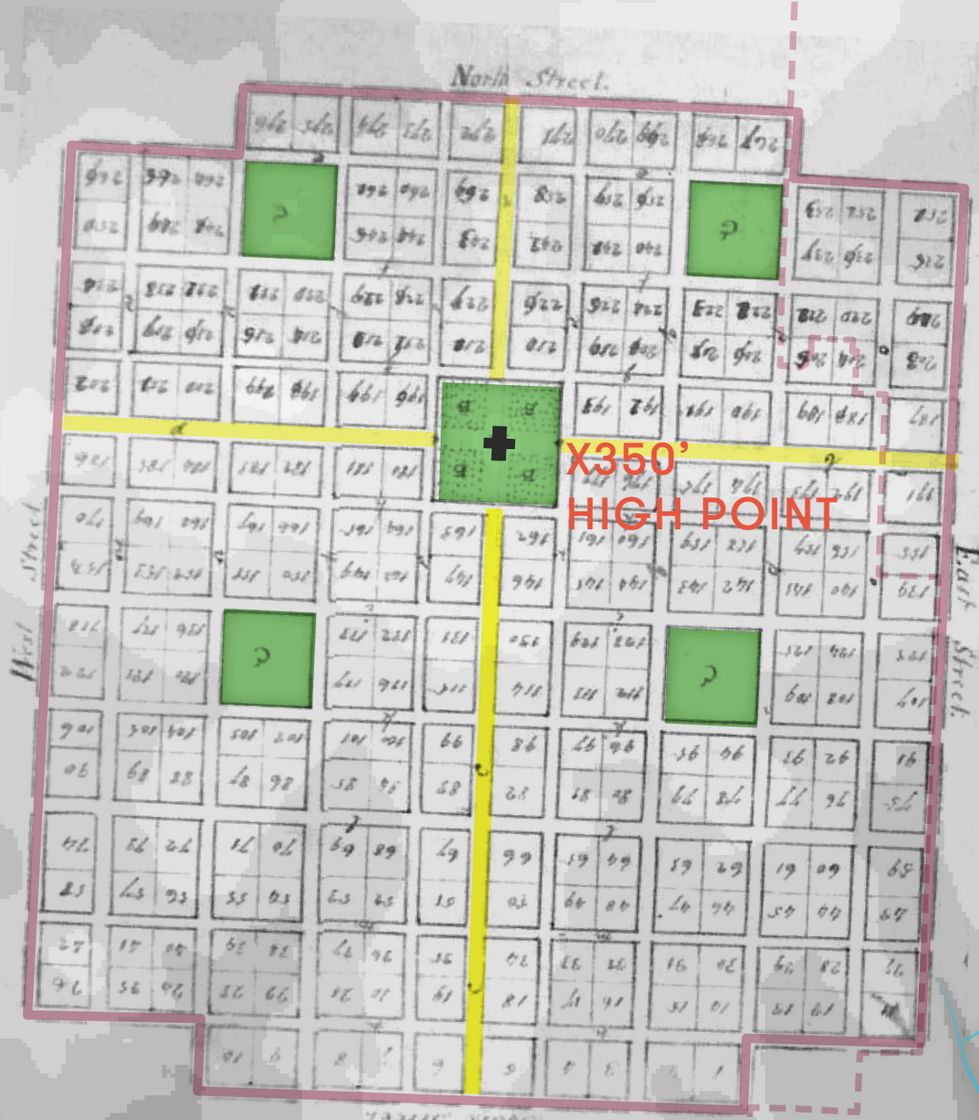
MOORE SQUARE
RALEIGH, NC

HARVARD SQUARE
CAMBRIDGE, MA

HISTORIC FRAMEWORK

X250’
LOW POINT

X250’
LOW POINT

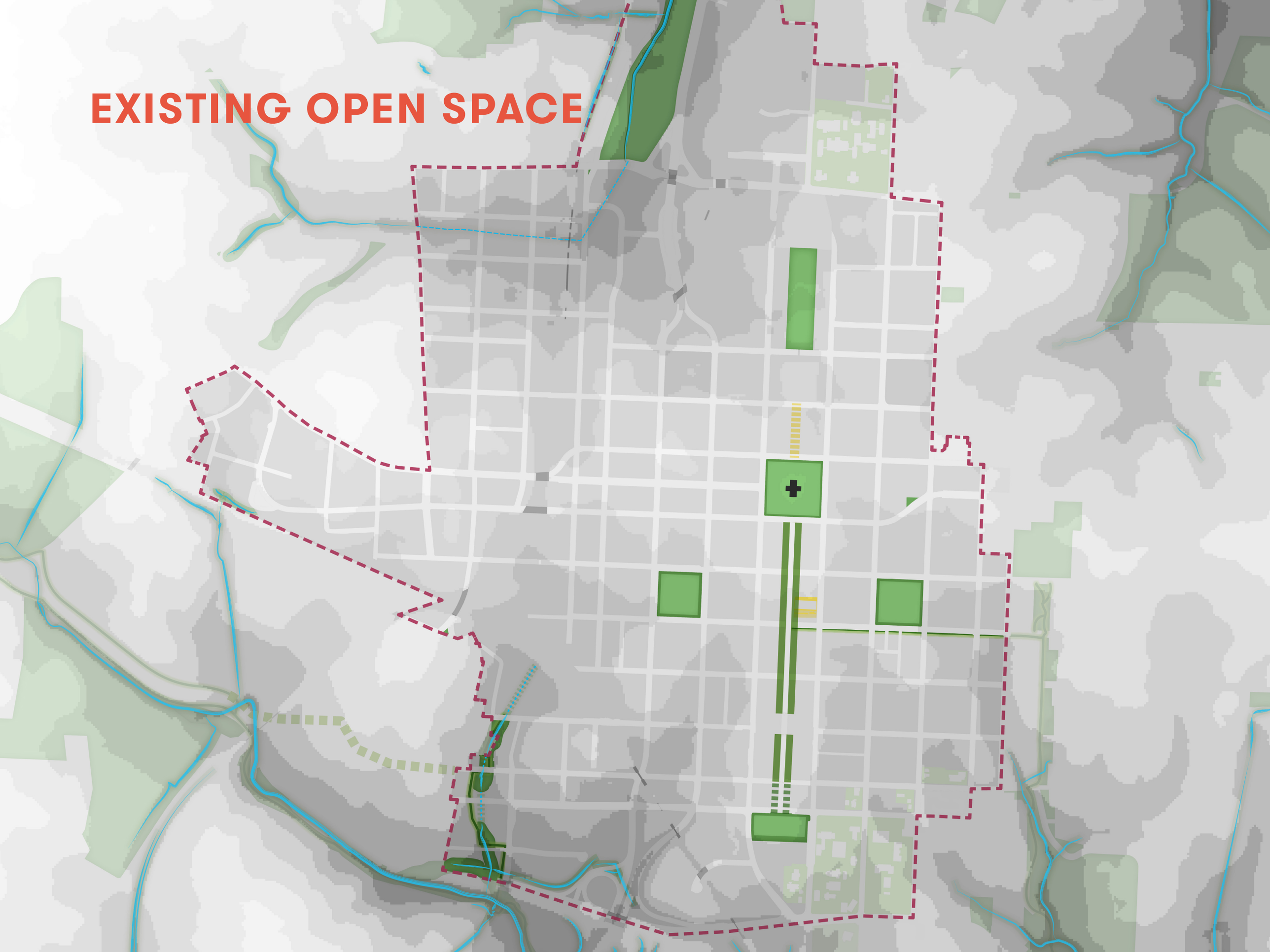


X350’
HIGH POINT

X250’
LOW POINT

X250’
LOW POINT

EXISTING OPEN SPACE



FUTURE OPEN SPACE FRAMEWORK

UNIVERSITY

DIX DEVEREAUX GREENWAY

CHAVIS-OAKWOOD GREENWAY

UNIVERSITY

CHANGING DEMOGRAPHICS

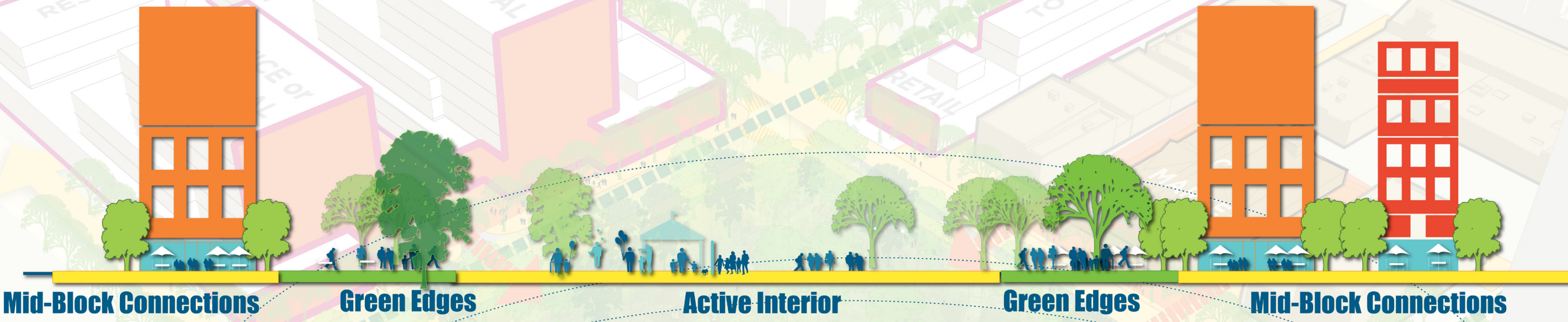
RALEIGH

CAMBRIDGE

IN EACH CITY, 40% OF THE POPULATION IS AGE 25-34. THE NATIONAL AVERAGE: 23.2%

MOORE SQUARE DISTRICT CATALYST

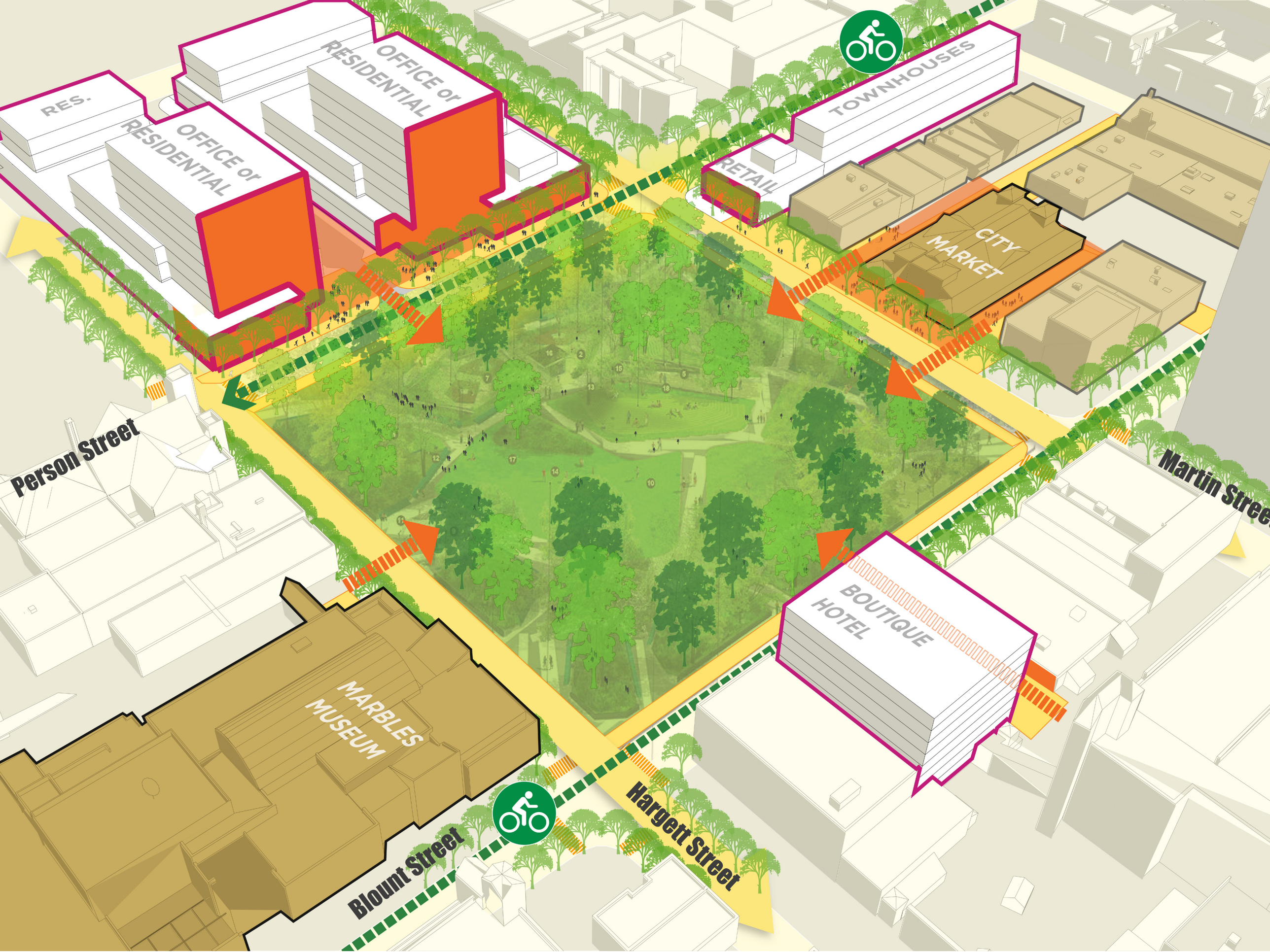
Moore Square / City Market



Connective Streetscape

Art and Food

Family Friendly


RES.
OFFICE or RESIDENTIAL
OFFICE or RESIDENTIAL
OFFICE or RESIDENTIAL
RETAIL
TOWNHOUSES
CITY MARKET
Person Street
Martin Street
BOUTIQUE HOTEL
MARBLES MUSEUM
Blount Street
Hargett Street

IMPLEMENTATION DESIGN AND POLICIES

CLARIFIED GOALS
for city-owned land

DISPOSITION FRAMEWORK
for city land in order to meet community goals

RENEWED FOCUS
on creating affordable housing in Downtown

WHAT IF?

WHAT IF CAMBRIDGE WAS

A MORE EQUITABLE CITY?

WHAT IF CAMBRIDGE WAS

THE MOST SUSTAINABLE & RESILIENT CITY?

WHAT IF CAMBRIDGE WAS EVEN MORE

HEALTHY AND LIVABLE?

WHAT IF THIS WAS A

FUN AND TRANSFORMATIVE PROCESS?

THANK YOU!

QUESTIONS?

WHAT IF CAMBRIDGE WAS **A MORE EQUITABLE CITY?**

WHAT IF CAMBRIDGE WAS
THE MOST SUSTAINABLE & RESILIENT CITY?

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FOR HEALTH AND
THE GLOBAL
ENVIRONMENT**

COLLABORATIVE **RESPONSIVE TEAM**

NEXT STEPS

MONTH 1 | 3 | 9 | 16 | 22 | 31

PROJECT INITIATION

ANALYSIS & VISIONING

VARIABLES & SCENARIOS

SHARED VISION PLAN

ACTIONABLE RECOMMENDATIONS

FINAL PLAN APPROVALS

ALEWIFE FOCUSED STUDY

MULTIPLE ENGAGEMENT OPPORTUNITIES

CAMBRIDGE

CITY WIDE MASTER PLAN