Welcome!

Please sign in

Click the link in the chat to sign in
(or add your contact info to the chat)
RULES OF ENGAGEMENT
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: 826 9059 1243
Here are the guidelines for tonight’s discussion:

- 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.

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- If we’re unable to hear from all raised hands by 7:15 pm, you can **send your comments/questions directly to Drew Kane** by phone: 617-349-4640 or by email: dkane@cambridgema.gov.

- Each person has **two minutes** to speak.

- 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.

*Note: We will be recording this meeting to share online with any interested stakeholders who were not able to attend.*
OUR TEAM

INTERFACE STUDIO
Lead, planning and urban design

NINIGRET PARTNERS
Economic strategy

CONSULTECON
Real estate and housing

BURO HAPPOLD
Mobility and climate
AGENDA

01 OVERVIEW
   Project goals and schedule

02 ENGAGEMENT
   By the numbers

03 KEY ISSUES
   Existing conditions assessment

04 NEXT STEPS
   A look at the next couple of months
QUICK POLL

What’s your relationship to Cambridge Street?
01 OVERVIEW

Project goals
Schedule
REALIZING ENVISION CAMBRIDGE GOALS

BUSINESS
Support small business community

MOBILITY
Improve infrastructure for sustainable choices

HOUSING
Address affordability and supply

PUBLIC SPACE
Increase open space resources

CLIMATE
Plan for climate mitigation and resilience
WHY PLAN?

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
PROJECT SCHEDULE

12 MONTH PROCESS

2021

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

LEARNING & ANALYSIS

DRAFT APPROACH

FINAL APPROACH

DRAFT PLAN

Community Engagement Round 1
NOVEMBER 2021

Community Engagement Round 2
JANUARY 2022

Community Engagement Round 3
MARCH 2022

Community Engagement Round 4
MAY 2022

Public Comment
02 ENGAGEMENT
ENGAGEMENT BY THE NUMBERS

- 30+ interviews (neighborhood organizations, business owners, institutions, city staff)
- Site tour with East Cambridge Business Association
- Pop ins @ Volpe Block Party, Millers River Housing
- Pop ups @ Inman Square, East Cambridge
- Online survey (426 responses - ongoing)
- ~160 direct survey emails to Cambridge Street business owners and community organizations
WHAT WE’VE HEARD SO FAR

**RESIDENTS**
- Want more active street frontage, diverse local businesses, particularly retail
- Concerned about scale of development in neighboring areas and lab/tech space
- More housing is good for the businesses, need affordable for middle income
- Support outdoor dining and public spaces, especially with all the families
- Concerned about conflicts between bikes, parking, loading, pick-up/drop-off

**BUSINESSES**
- Parking is a challenge, particularly for employees - many of whom don’t live nearby
- Retail is challenging and there is a lot of retail/restaurant competition in new developments
- Bars and restaurants facing biggest threat with Covid recovery
A lot is expected on this street: support small businesses, create new affordable housing, manage loading, encourage walking, improve ADA accessibility, integrate separated bike lanes, plant more trees, manage stormwater.....

How can Cambridge Street evolve yet still retain what makes it unique?
03 KEY ISSUES

Who uses Cambridge Street?

How can all users be accommodated?

How can Cambridge Street support climate action and resilience?

Where are the development pressures?
WHO USES CAMBRIDGE STREET?

It’s one of the densest and liveliest places in the city and serves residents, business owners, workers, visitors, and commuters.
Within a 5 minute walk of Cambridge St:
Total population: 21,799
Total number of households: 10,519
Average Household Size: 2
RESIDENTS

2,735 [13%]  
SENORS OVER 65

1,494 [15%]  
HOUSEHOLDS EXPERIENCING POVERTY

2,532 [12%]  
YOUTH UNDER 19

$100,537  
2021 MEDIAN HOUSEHOLD INCOME

34  
MEDIAN AGE

7% LESS  
CITY OF CAMBRIDGE

$107,374
“This neighborhood has been changing, by age and demographics, but it still has quite a diverse population” - resident
14,000+ people work within 5 minutes of Cambridge Street

but a total of 26,000 people travel to or from Cambridge Street for work
COMmuters

2,800+ BICYCLISTS
2019

12,000+ VEHICLES
Spring 2016

3,000+ BUS RIDERS
Fall 2019 (Rt 69 bus)
Cambridge Street is also home to plants and animals that could benefit from planting pollinator and bird-friendly habitats.

- Pollinator and bird populations are declining, threatening ecosystems and food production worldwide.
- Need for native flowers and vegetation, including a healthy tree canopy.

“We use Cambridge Street as our classroom, could be cool to expand stormwater education, watershed, adopt a drain, tree identification, stuff like that.”

-preschool teacher
QUICK POLL

What's the most common ground floor use on Cambridge St?
BUSINESSES

Total number of first floor businesses: 225
BUSINESSES
Total number of first floor businesses: 225
BUSINESSES

Cambridge Street offers a mix of services and destinations. It’s important not to lose this mix in favor of all restaurants and retail.

- Mix makes it a more resilient neighborhood-serving commercial street.
- Changing retail trends and a large amount of new retail space coming in nearby.
- Intense delivery needs of food/beverage businesses.
- Small spaces constrain development type.

We need to make a distinction between active uses and active street frontages.
HOW CAN ALL USERS BE ACCOMMODATED?

How does the current design of Cambridge Street work? How does it support (or not support) its users as well as help the city meet its climate goals?
MOBILITY PRIORITIES

Cambridge Street can get very congested with truck and car through traffic, loading/unloading, a bus route and major cross streets. How do we balance mobility with the other needs of the street?

"Cambridge Street doesn’t connect people, it connects vehicles."

-resident
"Built environments send a message about who is welcome and who is not and it contributes to people's functioning. If you put people in the built environment they need, they will thrive."

- Cambridge Commission for Persons with Disabilities
"We pay hundreds and hundreds of dollars for parking tickets. We have one shared pass in Somerville, and they park and walk over."

- Cambridge Street employee
“What makes Inman Square alive is healthy restaurants and retail - having outdoor space changes the proposition in a meaningful way that could make it easier to withstand the pressure of redevelopment.”

- business owner
Tree canopy in Wellington-Harrington and East Cambridge is low compared to the city.

- Citywide Tree Canopy Coverage: 26%
- 5-Minute Walkshed: 15%
- Wellington-Harrington: 15%
- East Cambridge: 13%
There is very little public space on Cambridge Street and a narrow right-of-way with many competing needs will mean making the most of the small spaces that exist and finding opportunities to incorporate new public patios along the street.

“Create something unique for each of these neighborhoods along the way; not a place, a series of places.”

-resident
There are trade-offs to consider in order to accommodate all users:

- Pedestrians including those with limited mobility
- Bicyclists
- Drivers
- Delivery drivers
- Transit and paratransit riders
- Business owners
WHERE ARE THE DEVELOPMENT PRESSURES?

Cambridge Street is surrounded by major development projects that will influence how it changes.
13m+ square feet of development including 3,313 new residential units are recently constructed, under construction or planned within a 10-minute walk of Cambridge Street.
There is an acute need for affordable housing but residential development faces several impediments.

- High cost of land and construction
- Small size of properties
- Competition from lab/tech which can pay higher prices

“We don’t need anymore $2 million condos. We need family housing.”

- resident
QUICK POLL

What is your biggest priority for Cambridge Street?
QUESTIONS?

Your feedback is important
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04 NEXT STEPS
HOW YOU CAN BE INVOLVED:

- Sign up for project updates
- Spread the word
- Take the online survey
- Stay tuned for our next community meeting in January
HOMEWORK

TAKE OUR SURVEY!

www.surveymonkey.com/r/CambridgeSt