



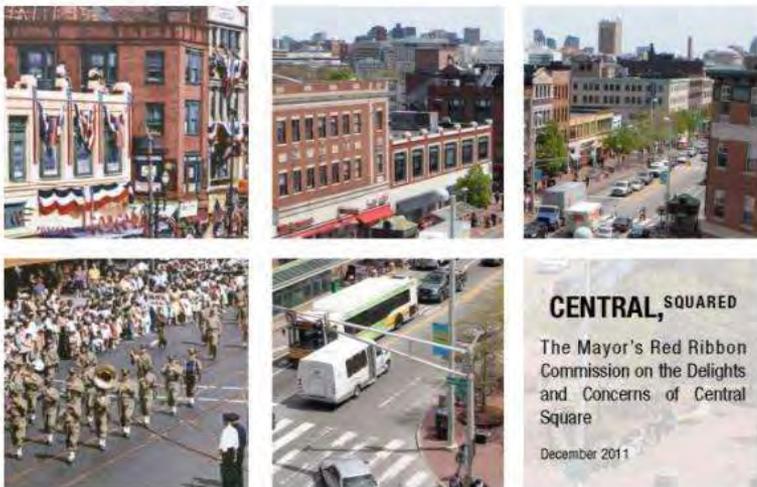
Central Square Planning Neighborhood Outreach Series: Open House Charrettes

July-Aug 2012

Cambridge CDD, Goody Clancy, C2 Advisory Committee

Central Square Planning: Where We Are

- **Informed by past planning processes.** Most recently – **Central Squared: The Mayor’s Red Ribbon Commission on the Delights & Concerns of Central Square, 2011**
- **Central Square Advisory Committee Meetings** (monthly Nov 2011 to date) – background, analysis, formulating preliminary vision & goals, understanding the tools, transportation
- **Public meetings** (June 2011 & April 2012)
- **Community Outreach Series: Open House Charrettes and Mondays in the Square** (Jul – Aug, 2012)
- **Central Square Advisory Committee Meetings** (Sep – Oct, 2012) – refining the vision and committee recommendations



Red Ribbon Commission process

Conduct analysis (land use, building form, urban design, public space, transportation)

Develop draft plan strategies for each area of analysis

Finalize Vision, Plan and Recommendations (zoning and non-zoning)

Advisory Committee review and discussion with public input

- Novartis petition approved with process input
- Forest City Rezoning under consideration at PB/CC

Zoning Recommendations – Process at Planning Board & City Council

Emerging vision

A crossroads that invites diverse people to share a place whose form and character support a unique mix of choices for culture, shopping, living, entertainment, and community.



Goals

- **Celebrate** and maintain the **mix** of old and new, venerable and funky businesses – maintain **affordability for small, local businesses and non-profits**
- Generate added **diversity** through more varied housing choices – maintain and create **middle income, family housing**
- Enrich the Square's public realm as a place that invites **community interaction** at many levels
- Enrich **neighborhood walkability and livability**



*1: Enhance ability of Central Square to support active civic life and dynamic cultural arts – especially in **public spaces***

KEY QUESTIONS

- **Physical Space:** Does the design fit the goals for activities and experiences?
- **Context:** Which uses and buildings animate the public realm? Do we need more in parts of Central Square
- **Culture of use:** Which parts of the Square are welcoming? Why?



2: Maintain and expand *retail diversity* (type, price point, ethnicity...)

KEY QUESTIONS

- **Who uses Central Square?** Key messages from the customer intercept survey
- **Retail market analysis:** what's here, what's emerging
- **Managing change:** supporting long-term *retail* affordability...and economic diversity



Sites with potential for change

3: Preserve diversity of housing choices, community identity, the arts, retail and workplaces by adding *mixed-income housing* and preserving affordable retail

KEY QUESTIONS

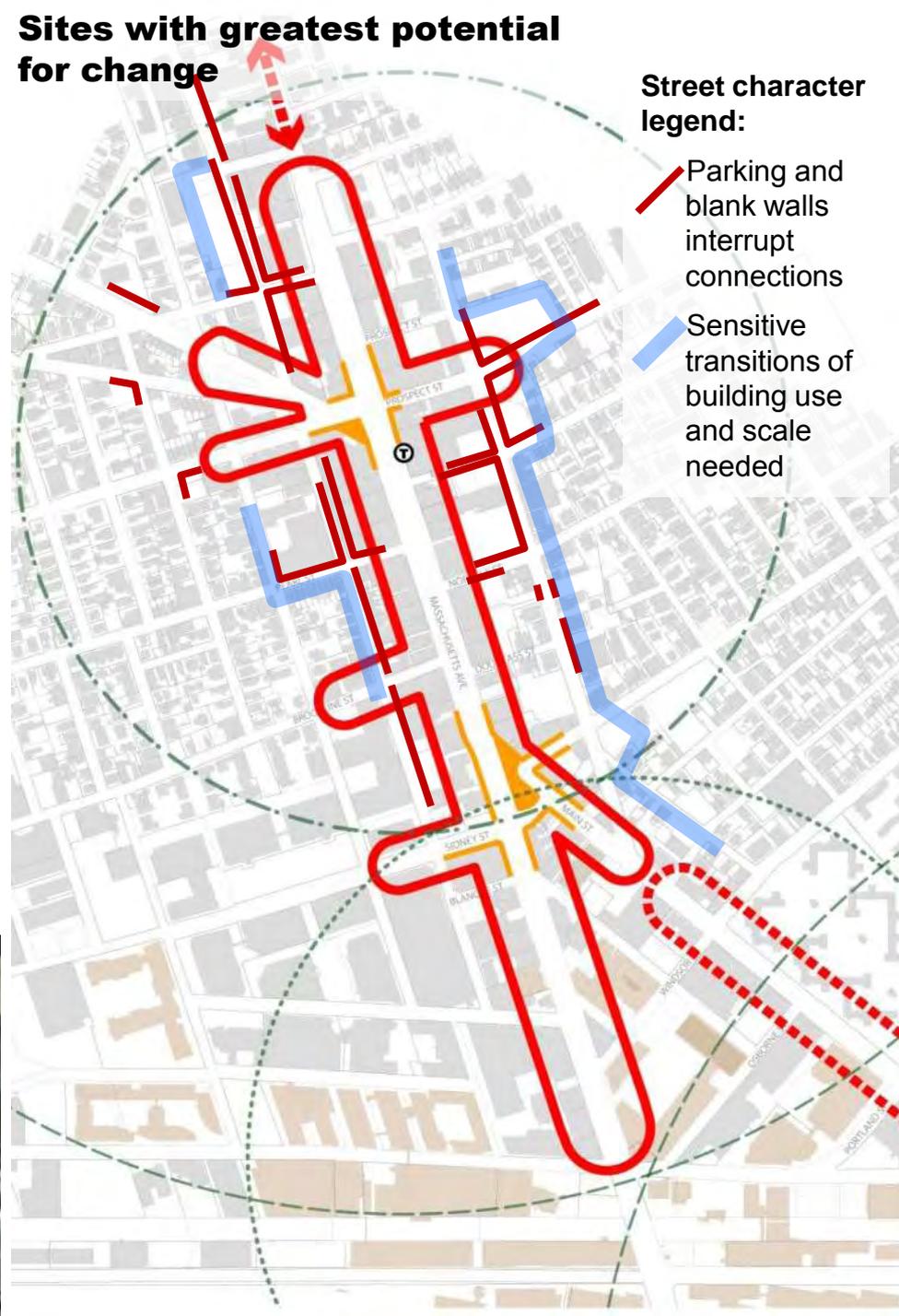
- **Quantity:** Roughly how much housing do we want to add?
- **Scale and character:** How do we make it fit its diverse context
- **Land use mix:** How does housing relate to retail, entertainment, and other uses?
- **Feasibility:** What are the feasibility issues?



4: Connect Central Square with the larger community with a network of *great walking streets* and improved walking, biking and transit choices

KEY QUESTIONS

- **Street character:** How can buildings and streetscapes improve links to neighborhoods and destinations
- **Transportation choices:** How to balance transportation modes (walk, bike, transit, auto)?
- **Parking analysis:** Can we demonstrate a feasible solution accommodating redevelopment and successful retail?



Menu of potential strategies

Goal	Current tools
Housing diversity	<ul style="list-style-type: none">• Inclusionary housing policy• Increased density in return for 15% affordable units
Retail and non-profit diversity	<ul style="list-style-type: none">• Special permit can require ground floor retail• Façade improvement matching grants
Public places to build community	<ul style="list-style-type: none">• Sidewalk dining• Parklets
Neighborhood walkability, livability	<ul style="list-style-type: none">• Design guidelines

Menu of potential strategies

Goal	Current tools	Expanded special permit criteria
Housing diversity	<ul style="list-style-type: none">• Inclusionary housing policy• Increased density in return for 15% affordable units	<ul style="list-style-type: none">• Expand to middle-income family housing (limited funding potential)
Retail and non-profit diversity	<ul style="list-style-type: none">• Special permit can require ground floor retail• Façade improvement matching grants	<ul style="list-style-type: none">• Dedicated affordable space (fit-out, reduced rents)• Small retail spaces• Space convertible to retail
Public places to build community	<ul style="list-style-type: none">• Sidewalk dining• Parklets	<ul style="list-style-type: none">• Plazas• Streetscape enhancements
Neighborhood walkability, livability	<ul style="list-style-type: none">• Design guidelines	<ul style="list-style-type: none">• Active uses along side streets

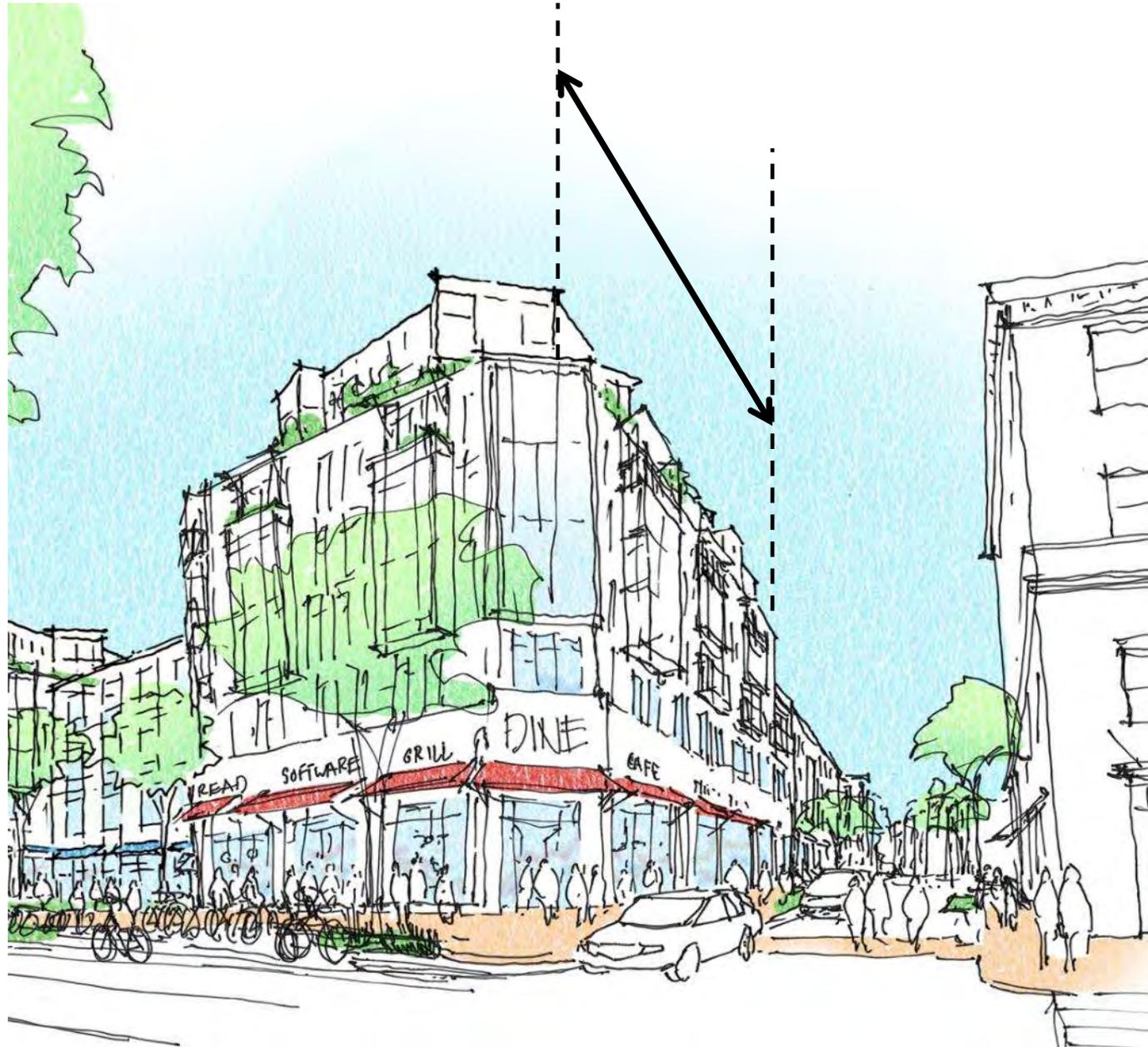
Menu of potential strategies

Goal	Current tools	Expanded special permit criteria	Increased value and/or public/private partnerships
Housing diversity	<ul style="list-style-type: none"> • Inclusionary housing policy • Increased density in return for 15% affordable units 	<ul style="list-style-type: none"> • Expand to middle-income family housing (limited funding potential) 	<ul style="list-style-type: none"> • Tap value of increased housing unit count to subsidize middle-income family units • Write down cost of public parking lots as subsidy
Retail and non-profit diversity	<ul style="list-style-type: none"> • Special permit can require ground floor retail • Façade improvement matching grants 	<ul style="list-style-type: none"> • Dedicated affordable space (fit-out, reduced rents) • Small retail spaces • Space convertible to retail 	<ul style="list-style-type: none"> • Tap value of increased development to subsidize more retail/non-profit space • Write down cost of public parking lots as subsidy • Business Improvement District
Public places to build community	<ul style="list-style-type: none"> • Sidewalk dining • Parklets 	<ul style="list-style-type: none"> • Plazas • Streetscape enhancements 	<ul style="list-style-type: none"> • Tap value to fund larger plazas, winter garden, expanded programming, public art etc.
Neighborhood walkability, livability	<ul style="list-style-type: none"> • Design guidelines 	<ul style="list-style-type: none"> • Active uses along side streets 	<ul style="list-style-type: none"> • Parking lot infill with active uses, improved streetscape

Height/density options: Existing heights & FAR

Possible Benefits:

- Inclusionary housing (15 %)
- Small plaza
- Ground floor retail
- Improved street edge



Height/density options: e.g. +2 floors, +20% FAR

Benefits:

- Inclusionary housing (15%)
- Large plaza
- Ground floor retail
- Improved street edge
- **Middle-income housing (5%)**



Height/density options: e.g. +3 floors+35% FAR

Benefits:

- Inclusionary housing (15%)
- Large plaza
- Ground floor retail
- Improved street edge
- Middle-income housing (5%)
- **Affordable retail/non-profit space**



Transportation Impacts of Growth: K2C2 Scenario

Land Use Growth (2030 buildout)

	Central	Transition/ South of Main	Kendall	Total
Residential	664,800	687,200	1,464,700	2,816,700
R&D/Office	75,000	1,455,300	4,169,500	5,699,800
Retail	61,400	55,600	247,000	364,000
Total	801,200	2,197,900	5,881,200	8,880,500

- Critical Sums Analysis is a planning tool used to evaluate build-out scenarios
- Compares how different levels of build-out impacts specific intersections in general way
- Not a traffic engineering tool
- Same methodology used in prior planning studies:
 - 2001 Citywide Rezoning
 - 2001 ECaPS
 - 2004 Concord-Alewife Plan



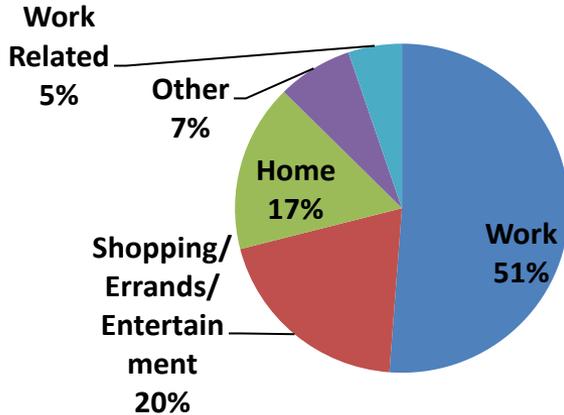
Street 1: $(A+Z) + D$ or $(C+Z) + B$, whichever is more

Street 2: $E + H$ or $G + F$, whichever is more

Critical Sum = Result of Street 1 + Street 2

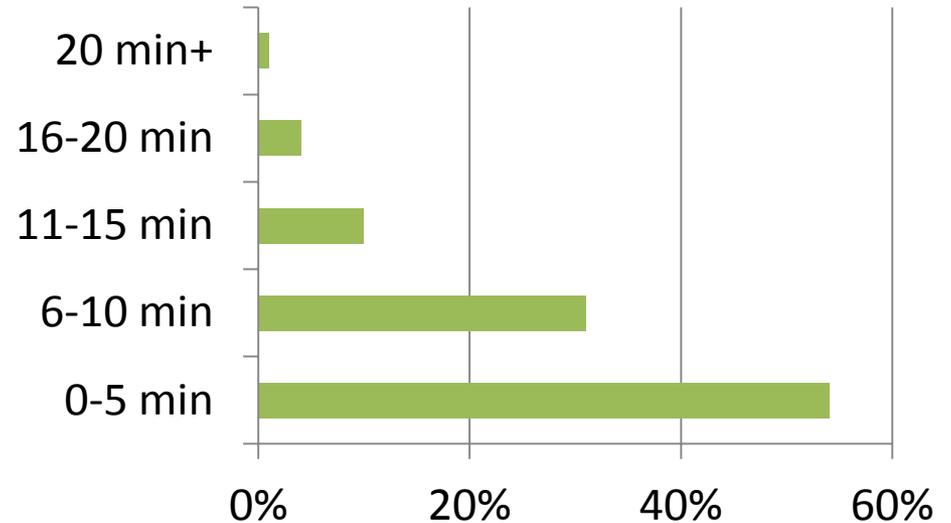
Central Square - Rider Profile

Why are riders coming to Central?



How far will people walk to Central?

Avg. walking time: 7.1 min



What do riders do when they exit at Central?

- 82.2% of people walk
- 14.2% get on an MBTA bus
- 1.5% take a shuttle or a bus
- 2.1% other



Existing Conditions: Red Line

Overall Red Line Ridership: 192,513 daily

Daily Boardings at Central: 14,531 (7.5% of Red Line total)

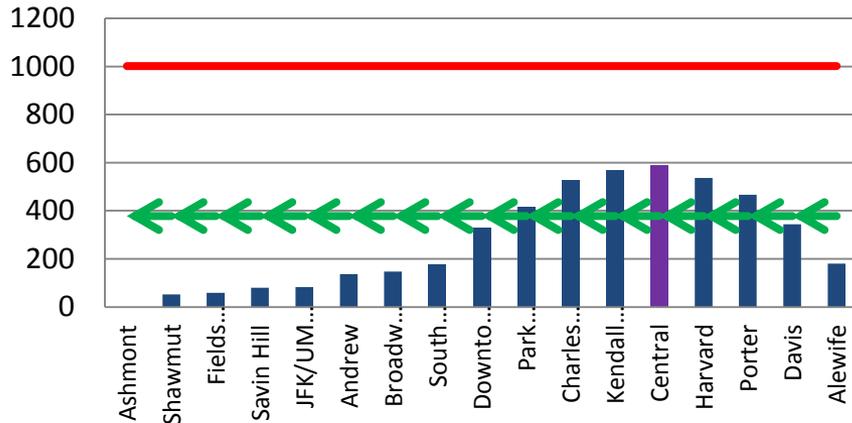
Source: MBTA Ridership Statistics, 2010

Central is the 3rd busiest Red Line station (boardings)

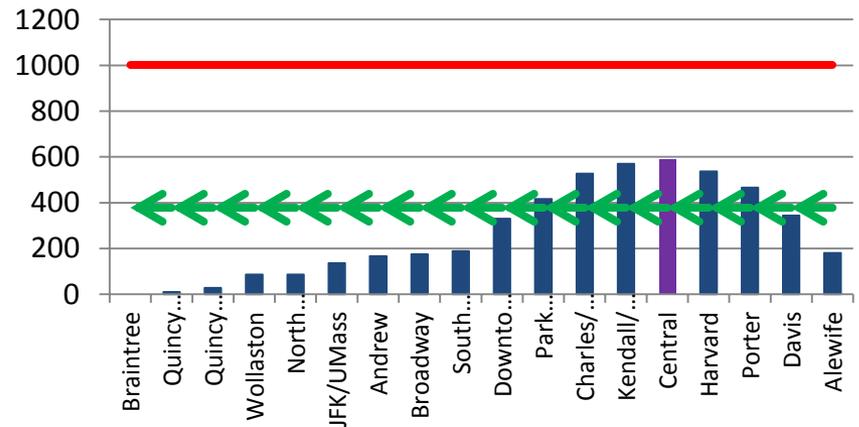
(1st - South Station, 2nd - Harvard)

Frequency: 4.5 minutes Peak
6.5 minutes Mid-Day

Ashmont



Braintree



Legend

- █ Ridership by Stop
- Seated + Standing Capacity
- ← Seated Capacity

Note: The inclusion of “Big Red” standing only cars would increase total capacity (seated + standing) by up to 10% per car.

- Source: Boston Globe, 2008 “MBTA to experiment with nearly seatless subway cars”

Emerging vision

A crossroads that invites **diverse** people to **share** a place whose form and character support a **unique** mix of **choices** for **culture, shopping, living, entertainment, and community.**

www.cambridgema.gov/k2c2



Discussion Questions

1. Public spaces that support active civic life

- *What types of public spaces do you visit in Central Square?*
- *What types of public spaces would you like to see?*
- *Where in Central Square?*

2. Retail diversity

- *What businesses do you use in Central Square?*
- *What would you like to see preserved?*
- *What would you like to see in Central Square that isn't here now?*

3. Housing choices

- *Do you live in Central Square?*
- *Is additional housing needed?*
- *What type?*
- *How much?*
- *How do you want it to relate to other uses in Central Square?*

4. Great walking streets and improved walking, biking & transit choices

- *How do you get to/from and around Central Square?*
- *Are transportation improvements needed?*
- *What kind?*
- *How can buildings and streetscapes improve links between neighborhoods and the Square?*

5. Other thoughts/ideas?