

North Mass Ave Improvement Study
Public Meeting #2
4/29/10

Opportunities and possible approaches

Retail

- Facilitate outdoor seating for restaurants and cafes.
- Meet and coordinate with business owners regarding ideas of plantings, landscaping maintenance, and litter clean up in front of storefronts along the avenue.
- Support an identity for the area (i.e. additional signage and landscaping at Trolley Square).

Streetscape

- Add bike racks at key locations along the avenue. In locations where there is a perceived need, requests, and where suited to take advantage of existing biking (Linear Park) in order to help encourage trips to neighborhood stores via bicycle.
- Consider new way-finding signage.
- Plant additional street trees along the avenue.
- Consider opportunities to take advantage of existing public open space along the avenue such as at Clarendon Ave Park and Linear Park.
- Consider opportunities to improve the entrance to Cambridge with enhanced landscaping and signage at Alewife Brook Parkway.

Zoning/Urban design

- Facilitate outdoor seating.
- Encourage ground floor retail.
- Facilitate redevelopment/reuse of current or abandoned automobile focused uses.
- Preserve historic structures.