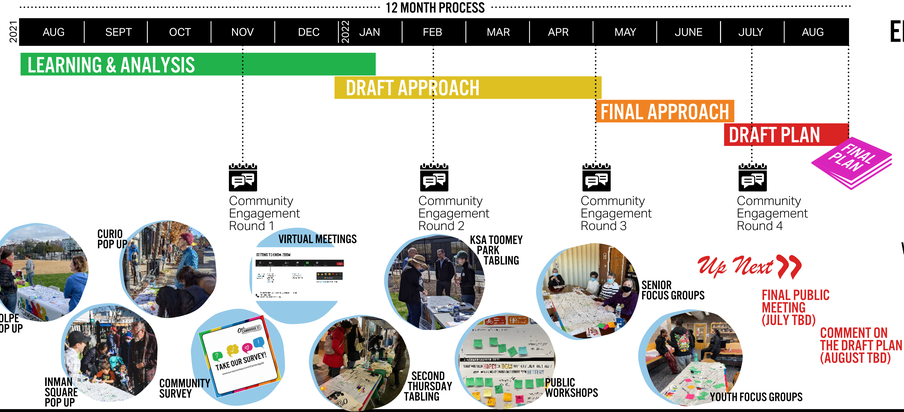
Where WE ARE IN THE PROCESS



ENGAGEMENT BY THE NUMBERS:

3 VIRTUAL PUBLIC MEETINGS

4 IN-PERSON POP UPS

6 FOCUS GROUPS

20 CONVERSATIONS WITH BUSINESSES

750+ SURVEY RESPONSES

1,100+ TOTAL PARTICIPATION

What WE'VE HEARD (SO FAR)

CHARACTER + IDENTITY

- Residents and businesses see Cambridge Street as one of the few places that feel truly local
- They have a deep love for the history and diversity of Cambridge Street, and want to retain these qualities even as the street changes
- Cambridge Street is not just one corridor but a place that spans different neighborhoods and differs from block to block, neighborhood to neighborhood

SMALL BUSINESSES

- Residents are passionate about supporting local businesses
- Some would like to see more restaurants and retail
- Others worry they are pricing out neighborhood goods and services
- Many are concerned about laboratory and office space
- Businesses generally see more local development as having the potential to bring new customers

HOUSING

- Residents feel affordable housing is urgently needed on Cambridge Street to help support local businesses
- Residents understand the need to build denser, which may mean higher, but most people want to keep it smaller than the large-scale developments happening nearby
- Businesses think more development (new housing or new uses) will bring in new workers, which means more customers

SAFE STREETS

- Residents support a better environment for walking, biking and enjoying the street in public spaces
- Residents would also like to see better transportation options and experiences.
- There are many perspectives on how much space to devote to different uses and users of the street (pedestrians, bicycles, cars, etc.)
- Businesses want a street that is comfortable and attractive to support foot traffic

1 *Our* CAMBRIDGE STREET VISION

Our Cambridge Street is a model for a 21st century Main Street. It's inviting, local, affordable, accessible and resilient.

Inviting

Continue to welcome diversity and celebrate our history as a destination for culture while embracing change.

Local

Support a mix of vibrant, local, and small businesses that serve the everyday needs of nearby residents, workers, students, and visitors alike.

Affordable

Support families, seniors, children, immigrants, people of color, those with disabilities, and from all economic and educational backgrounds in continuing to call this street home.

Accessible & Resilient

Create a truly safe and sustainable public realm, and a healthy, walkable environment that serves as the heart of our community.

WHAT ELSE WOULD YOU ADD?

2 Inviting

How can we continue to welcome diversity, and celebrate our history as a destination for culture while embracing change?

Here are some preliminary ideas:

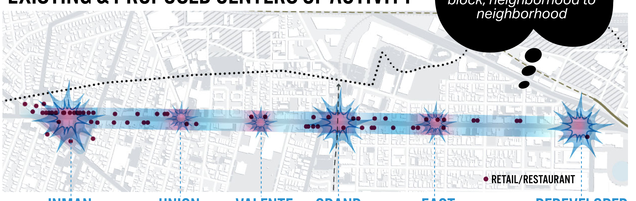
A

Celebrate the unique identities along Cambridge Street from one block to the next by:

- defining different centers of activity with interventions such as signage, public art and parklets to create welcoming spaces

Cambridge Street is not just one corridor but a place that spans different neighborhoods and differs from block to block, neighborhood to neighborhood

EXISTING & PROPOSED CENTERS OF ACTIVITY



INMAN SQUARE | UNION SQUARE GATEWAY | VALENTE LIBRARY | GRAND JUNCTION + CAMBRIDGE STREET INTERSECTION | EAST CAMBRIDGE | REDEVELOPED LECHMERE STATION

WOULD YOU RATHER:

PROMOTE CENTERS OF ACTIVITY WHILE PRESERVING SOME QUIET SPACES?

Your Sticker

KEEP IN MIND LESS ACTIVITY:
- Has potential impacts on foot traffic that would help local businesses propsper
- Would create opportunities for a broader mix of uses and spaces

OR

HAVE MORE ACTIVE USES EVERYWHERE?

KEEP IN MIND MORE ACTIVITY:
- Has potential increases to foot traffic that would help local businesses propsper
- Will create more traffic and loading impacts on Cambridge Street.

B

Bring the community together and celebrate diversity by:

- providing additional cultural programming, festivals, and events (and complementing existing ones)
- advocating for more funding for community organizations to program public spaces

WHAT ADDITIONAL EVENTS

would you like to see on Cambridge Street?

C

Create a modern street with a mix of uses that:

- celebrates the beloved qualities and businesses of Cambridge Street
- evolves in a way that embraces vibrancy and change

I love Inman Square! Let's do what we can to rebuild it.

Love the locally owned businesses from diverse backgrounds

I love the small businesses on Cambridge Street between Lechmere and Inman

I love the businesses; it feels like family.

Cambridge Street is great. I love the fine-grain mix and diversity of businesses and residents. But the quality, safety, and comfort of the pedestrian and bicycle experience can be lacking

I love the buildings supporting residents with assisted living and subsidized living and saying hi to the residents sitting in the few public spaces on Cambridge Street for socializing and people watching. I hope we can continue to support the variety of residents and businesses on Cambridge Street.

As Cambridge Street evolves in the future, it should retain it's character, diversity, small businesses and historic nature.

Quotes from participants in the Our Cambridge Street public engagement process.

WHAT WOULD YOU DO

to further celebrate the character of Cambridge Street?

Our CAMBRIDGE ST.

a community plan

3 Local

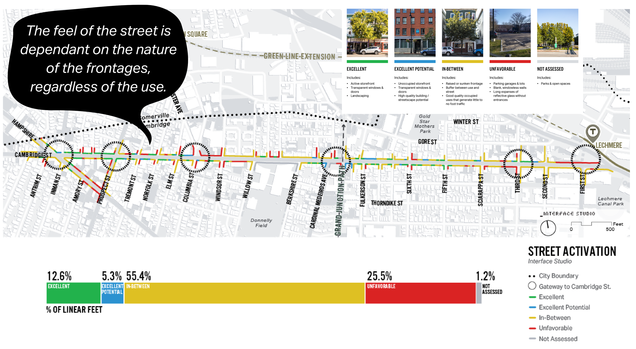
How can we support a mix of vibrant, local, and small businesses that serve the everyday needs of nearby residents, workers, and visitors alike?

Here are some preliminary ideas:

A

Help businesses create active ground floor frontages by:

- marketing City programs for providing alternative storefront and street activation (including outdoor dining/retail, public realm utilization, pop up storefronts)
- targeting marketing of the City's storefront improvement programs and resources for windows, signage, and merchandise display



STREET ACTIVATION
Interface Studio

- City Boundary
- Gateway to Cambridge St.
- Excellent
- Excellent Potential
- In-Between
- Unfavorable
- Not Assessed

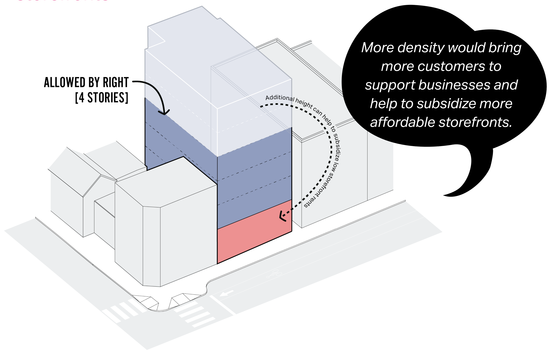
HOW WOULD YOU ACTIVATE

ground floor spaces on Cambridge Street?

B

Work to maintain a supply of affordable commercial spaces for local businesses by:

- assisting businesses to own their properties
- reducing development costs
- leveraging new development to subsidize more affordable storefronts



WOULD YOU SUPPORT ADDITIONAL DEVELOPMENT TO SUBSIDIZE MORE AFFORDABLE STOREFRONT SPACES FOR LOCAL BUSINESSES?

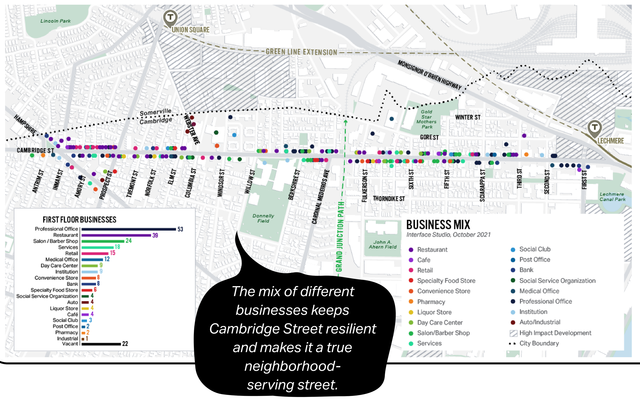
Your Sticker

YES I fully support this	YES I support this with some reservations	I'm not sure/ don't know	NO I don't support these ideas

C

Support activity throughout the day for a range of users (nearby residents, workers, and visitors) by:

- preserving the healthy mix of diverse businesses
- limiting the scale of lab development
- celebrating long-time legacy businesses and small/local businesses owned by woman, BIPOC, and foreign born residents



HOW WOULD YOU CELEBRATE & SUPPORT

long-time legacy businesses and small/local businesses owned by women, BIPOC, and foreign born residents?

Our CAMBRIDGE ST.

a community plan

4 Affordable

How can families, seniors, children, foreign born residents, people of color, those with disabilities, and from all economic and educational backgrounds continue to call this street home?

Here are some preliminary ideas:

A

Preserve existing housing stock by:

- considering a limitation on the conversion of residential units to only commercial use
- exploring ways to provide incentives for landlords to keep rents low

Cambridge Street is home to over 1,000 residential units. This plan is exploring ways to preserve the naturally affordable housing stock that already exists.

WOULD YOU SUPPORT EXPLORING WAYS TO PRESERVE THE EXISTING HOUSING STOCK?

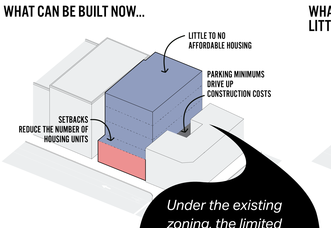
Your Sticker

YES I fully support this	YES I support this with some reservations	I'm not sure/ don't know	NO I don't support these ideas

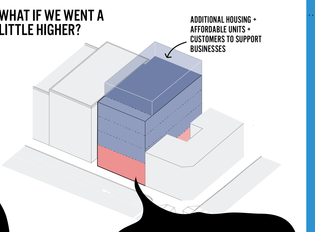
B

Encourage higher density mixed use development and more housing units along Cambridge Street while maintaining the existing character of the Street by:

- considering zoning changes such as changing setback, parking, and height requirements
- favoring mixed use development over single-story commercial
- exploring programs that incentivize mixed use buildings (active storefronts on the first floor and residential units above)



Under the existing zoning, the limited housing units permitted are unable to offset high development costs.



More density would support more affordable units and bring customers to support businesses.

WOULD YOU RATHER:

KEEP THE SAME DENSITIES

Your Sticker

KEEP IN MIND LESS DENSITY:
- Can result in more expensive housing
- Parking minimums further drive up development costs ($30k/space)
- Cannot support subsidy on storefront space pricing

OR

INCREASE HEIGHTS TO SUPPORT MORE DENSITY

KEEP IN MIND MORE DENSITY:
- Can create more middle income housing units
- Can better support transit
- Can help subsidize affordable storefront space for local businesses

C

When new development arises, encourage a mix of unit types that accommodate different household sizes and stages of life, so that families and seniors can continue to call Cambridge Street home by:

- encouraging family friendly units near Cambridge Street (for example first floor 3brs and 1brs for seniors)
- prioritizing universal accessibility in new construction housing
- exploring the creation of home retrofit grants

Encourage 1st floor units that are suitable for seniors and families on properties near to Cambridge St.

WOULD YOU SUPPORT ENCOURAGING HOUSING UNITS TO ACCOMODATE DIFFERENT HOUSEHOLDS?

Your Sticker

YES I fully support this	YES I support this with some reservations	I'm not sure/ don't know	NO I don't support these ideas

Our CAMBRIDGE ST.

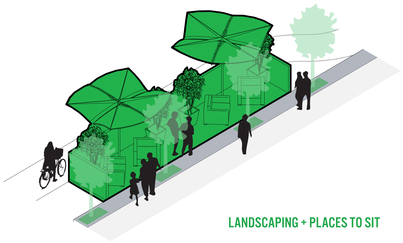
a community plan

5 Accessible & Resilient

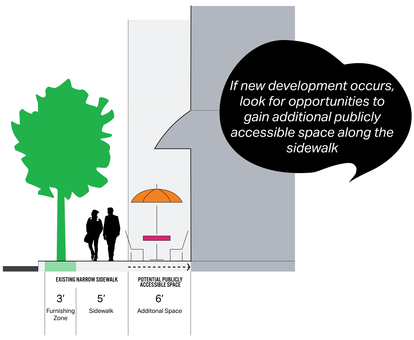
A

Look for opportunities to enhance the street for people **WALKING** by:

- ensuring safe crossings at intersections
- repairing uneven sidewalks and keeping them clear of obstructions
- enhancing pedestrian comfort through more seating, trees/shade, and community gathering spaces
- improving walkability and safe crossings to better access the new Union Square Green Line Station.
- encouraging groundfloor opportunities for open space in new development to create wider sidewalks, where appropriate



LANDSCAPING + PLACES TO SIT



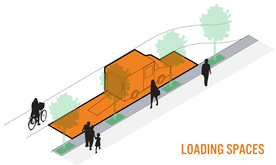
WHAT ARE YOUR IDEAS

for supporting people walking on Cambridge Street?

B

Look for opportunities to enhance the street to enable **DELIVERIES** to be made to support local businesses by:

- clearer designation and better enforcement of existing loading zones
- explore conducting a logistics and delivery study to examine new trends and better delivery management
- providing sufficient loading areas based on the needs of the businesses on each block



LOADING SPACES

WHAT ARE YOUR IDEAS

for improving loading and deliveries on Cambridge Street?

C

Look for opportunities to enhance the street for visitors **PARKING** private vehicles by:

- conducting a parking and utilization study to develop a shared parking model and identify opportunities to use the spaces we have as efficiently as possible
- exploring technology and dynamic pricing of meter rates in peak hours to maximize efficiency of existing parking
- examining the possibility to share the parking garage facility during off hours at the King Open School

WHAT ARE YOUR IDEAS

for supporting visitors arriving by private vehicles on Cambridge Street?

WHAT ADDITIONAL IDEAS DO YOU HAVE TO ENHANCE THE STREET?

How can we create a truly safe and sustainable public realm, and a healthy, walkable environment that serves as the heart of our community?

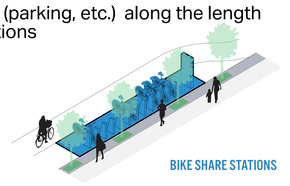
Here are some preliminary ideas:

D

Look for opportunities to enhance the street for people **BICYCLING** by:

- increasing the number of bikeshare stations along Cambridge Street
- incorporating bicycle amenities (parking, etc.) along the length of the street and at key destinations

CYCLING SAFETY ORDINANCE
Separated bike lanes will be installed on Cambridge Street from Oak Street to Second Street by May 2026. The City of Cambridge will host a separate community engagement process will take place to discuss the design of the street in 2024.



BIKE SHARE STATIONS

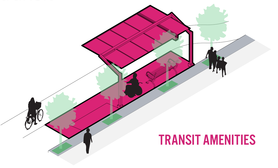
WHAT ARE YOUR IDEAS

for supporting people bicycling on Cambridge Street?

E

Look for opportunities to enhance the street for people **TAKING TRANSIT & PARATRANSIT** by:

- enhancing bus stops to provide comfortable seating and shade
- considering curb access for paratransit



TRANSIT AMENITIES

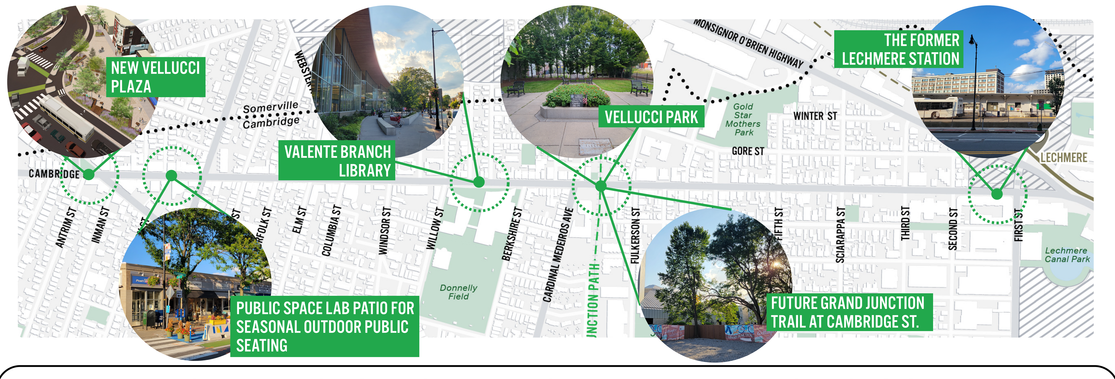
WHAT ARE YOUR IDEAS

for supporting people taking transit/paratransit on Cambridge Street?

F

Maximize all open spaces as community assets to cultivate community interaction by:

- transforming existing public spaces (like the future Grand Junction Trail Intersection at Cambridge Street, Vellucci Park at the future Grand Junction Trail, Valente Branch Library, the former Lechmere Station, etc.) to be more comfortable and welcoming for people of all ages
- partnering with private property owners to create new temporary public spaces on underutilized spaces or parking lots



WHAT ARE YOUR IDEAS FOR ACTIVATING UNDERUTILIZED SPACES ON CAMBRIDGE STREET?

G

Integrate measures to adapt Cambridge Street for climate resiliency by:

- supporting urban biodiversity by **increasing tree cover**, landscaping, and permeability of hard surfaces in the public right of way
- advocating for cool roofs, solar canopies, shade structures, and other climate adaptation measures on existing buildings, as appropriate, and new development to reduce heat impacts
- exploring the feasibility of shared green energy and efficient systems for private property owners
- mitigating street flooding by incorporating green infrastructure

DO YOU SUPPORT THESE IDEAS?

Your Sticker

YES I fully support this	YES I support this with some reservations	I'm not sure/ don't know	NO I don't support these ideas

Our CAMBRIDGE ST.
a community plan