



FIRST STREET

FINAL DEVELOPMENT PLAN

PB #231A, AMENDMENT 3 | PUD SPECIAL PERMIT APPLICATION

NOVEMBER 4TH, 2015

APPLICANT First Street - US, LLC

ARCHITECT Perkins Eastman

PLANNING Boyes-Watson Architects



FINAL DEVELOPMENT PLAN

PUD SPECIAL PERMIT

Case Number 231A, Amendment 3 (Major)

85 First Street; 107-119 First Street; 121-139 First Street; 159 First Street; 65 Bent Street; 29 Charles Street; 14-26 Hurley Street

INTRODUCTION

Pursuant to the provisions of Section 12.36, the applicant, First Street-US, LLC, submits this Final Development Plan setting forth the specifics of the Development Proposal approved by the Planning Board in the above-captioned case on October 28, 2015. This submittal contains modifications to building designs and site plans prepared in response to comments and issues raised by the Board in its Determination and also addresses the five requests enumerated by the Board in its decision. All cited figure numbers reference the attach graphics package.

1. Respond to Community Development and Traffic, Parking, and Transportation Department Memoranda

Community Development originally issued a Memorandum to the Board dated March 18, 2015 in response to the Preliminary Determination submitted by the applicant in Planning Board Case No. 297. Many of the issues raised in the memorandum were incorporated in a subsequent memorandum issued by CDD staff on September 23, 2015 in response to the revised application filed in this case on July 24, 2015 (PB #231 A). The issues raised in the CDD Memo are identified below.

- *Site Planning and Landscape Design*

The Final Development Plan contains modifications to the surface parking areas on Parcel B and Parcel D. **(See Exhibit 5 | Figure 9 and 10; Exhibit 7 | Figure 39 – 46)**

On Parcel B, the surface parking area most proximate to the proposed Open Space has been modified by reducing the number of parking spaces in that location from five (5) to three (3). As a result, the open space has been extended and enhanced. In addition, the three surface parking spaces in that location have been modified to be paved with cobblestones and create a shared use environment for this transition area between the open space and parking lot **(see Figure 40)**. A hardscape surface is required in this area in order to accommodate movement for delivery vehicles **(see Figure 46)**.

The applicant has agreed to closely monitor the utilization of these three spaces and explore strategies that would lead to the conversion over time of the location from three parking spaces to seating and other amenities.

In the surface parking lot on parcel D, the plan has been modified by removing a space at the edge of the parking lot closest to the sidewalk. This area will contain additional landscape screening. **(see Figure 44)**

- *Building Designs*

Revised elevations and renderings accompanying this submission address these issues. **(see Exhibit 6 | Architecture and Exhibit 8 | Building Designs)**

- *Bicycle Amenities*

The location and design of short-term bicycle parking are detailed in the modified site plan section of this submittal. **(see Exhibit 9 | Bicycle Parking Plan)**

Like CDD, Traffic, Parking and Transportation originally issued a memorandum to the Board dated March 18, 2015 in response to the application for a Preliminary Determination in Case No. 297. In a subsequent memorandum dated September 22, 2015, Traffic, Parking and Transportation requested a response to questions raised in its earlier memorandum. The issues identified in the TPT memo are set forth below.

- *Possibility of utilizing existing commercial parking spaces in the area.*

The project involves the creation of a below grade parking garage on Parcels B & C. Those parking spaces will accommodate the residents of the proposed multi-family buildings (136 dwelling units) as well as the office workers in the Parcel A building. As proposed, the below grade garage will accommodate 142 parking spaces. The Zoning Ordinance requires the applicant to provide 163 spaces for the office and multi-family buildings. As a result, included in the application is a request for a Special Permit pursuant to Section 6.35.1 to allow for a reduction in the required amount of parking.

The applicant wishes to satisfy the parking requirements for the project on its own site in a parking facility under its ownership and control. The reliance on third parties and off site locations would complicate financing for the project and introduce an element of uncertainty into the long term feasibility of the project.

- *Ensure that office worker's vehicles do not exceed the 0.9 spaces/1,000 square feet office parking ratio.*

The below grade parking garage is intended to contain a section that will exclusively accommodate residential uses. Vehicles for non-residential uses will not be able to access this area or the elevators leading to the multi-family residential buildings on Parcels B and C. Of the 142 spaces proposed in the underground parking garage, 100 of the spaces will be dedicated to the 136 units above grade, thus yielding a .74 parking ratio for residential units. 40 of the spaces will be dedicated to office workers in parcel "A". These spaces will have the ability to be shared with the residents for nights and weekend usage. The garage will have card key access so that only residents from parcel "B" and "C" or office workers from parcel "A" will be allowed to enter the garage. The 100 residential spaces will be physically separated from the office "swing" spaces by a mechanical gate and card key access thus reducing the chance of office owners parking in residential only spaces.

- *Location of long-term bicycle parking spaces for Parcel A office building*

Long term bicycle parking for the office use and automobile parking for the office use will both be located in the below grade garage. Workers arriving to the building by either mode of transportation will walk the same distance to enter the office building on Parcel A.

- *TDM measures*

The applicant has committed to implementing the following Transportation Demand management (TDM) measures:

1. Offer a 50% subsidy for a bus/subway link for the first three month of a tenant's occupancy.
2. Offer a one year Gold Level Hubway membership to each household (up to 2 per household) upon move-in.
3. Provide a transit screen providing real-time transit and Hubway information.
4. Become a member of the Charles River Transportation Management Association (TMA) and provide access to EZ Ride shuttle for Project residents and employees;
5. Provide information about the transportation options that are available to employees at orientations and on the company website;
6. Provide showers and lockers that are accessible to employees;
7. Encourage employers to work with the Cambridge Office of Workforce Development; and,
8. Provide language in leases that requires retail tenants to offer a 50% T-pass subsidy to full time retail employees.

The applicant has also agreed to work with Traffic, Parking and Transportation on upgrades to the traffic signal at the First Street and Charles Street intersection.

2. Provide detail site plan information to determine appropriate sidewalk widths and setbacks.

The Final Development Plan contains detailed site plan information. (see **Figure 5**)

3. Surface Parking

One of the key components of this mixed use project involves the creation of vibrant retail uses along First Street. Currently, the street is dominated by surface parking lots on one side and the imposing blank façade of the Galleria Mall and its above-grade parking garage on the other. Given these challenges, the applicant has expended considerable effort in analyzing how to create conditions that will maximize the opportunity for retail uses to succeed. Careful attention has been given to glazing, store entrances, sidewalk seating, and other design elements intended to create visual interest and accommodate comfortable pedestrian movement.

The applicant has conducted pedestrian counts along First Street which reveal that the daytime pedestrian activity alone is not adequate to support successful retail uses. Thus providing some off street parking is necessary.

Lunchtime pedestrian activity was found to be fewer than 100 pedestrians per half hour. By contrast, pedestrian activity during that same time period in Harvard, Kendall and Central Squares exceed that level by multiples of four and five (see attached). With the buildout of this project and the surrounding area it is reasonable to anticipate that the pedestrian activity on First Street over the next decade will increase. However, the likely rate of increase in the next decade will still require parking in order to attract retailers who will need to succeed in this location at the outset of their tenancies.

The applicant has been meeting with the staff of the Community Development Department, Traffic, Parking and Transportation Department, and the Economic Development Department for more than a year. During that time, the applicant has consistently been revising the areas proposed for retail surface parking. Since its submission of July 24, 2015, the applicant has further reduced the number of surface parking spaces by four. Moreover, the Final Development Plan contains further modifications that reduce the overall size of the parking lot on Parcel B by converting a portion into the larger open space that it abuts. As a result, the retail parking ratio has been reduced from 1.9 spaces/1,000 sf of retail use to 1.76 spaces/1,000 sf of retail use.

As noted in the response to the comments in the CDD Memo concerning site planning, the applicant has agreed to monitor utilization of the portion of the Parcel B parking lot containing the three spaces proximate to the open space and develop a strategy to convert the spaces over time to seating if the parking demand for the spaces declines.

4. Revisit the design approaches to the Parcel A, B, and C buildings.

The plans submitted with this Final Development Plan contain revisions to all three buildings (see **Exhibit 6 | Architecture and Exhibit 8 | Building Designs**)

5. Type of Retail Anticipated

The retail objective of the project is to create multiple stores in each building that complement each other. However, on Parcel A the nearly 10,000 sf retail ground floor space will serve as the new home of the PetCo store currently on Charles Street. In assessing what retail uses will best be able to respond to the needs and preferences of both the residential community and the workforce of East Cambridge, the applicant has closely reviewed the East Cambridge Intercept Study prepared by the Economic Development Department. The study contains results from December 2013 that identify restaurants, grocery stores, coffee shop, bakery, fresh produce, specialty retail, apparel, personal services, and special food/wine & cheese shop as high priorities. It is anticipated that a number of operators of such businesses would find First Street appealing.

Experience with retailers at locations throughout Greater Boston has provided the applicant with an understanding of those criteria that are most relevant when retailers are evaluating potential locations. Of universal concern is an understanding of the demographics of the surrounding population at various times of the day and on various days of the week. With the notable exception of areas such as Downtown Crossing, availability of parking is a high priority across the full spectrum of retail operators in Greater Boston. In addition, physical characteristics of a space are also a high priority. Experienced retail operators place a premium on features such as frontage, depth, ceiling height, available power, HVAC tonnage, signage and visibility. By paying close attention to those elements at the design stage, it is anticipated that the project will provide attractive venues for a range of mid-sized stores. With the mall across the street attracting national chains and large sized retailers it is anticipated that the project will attract smaller, more independent retailers whose customers are looking for a difference experience. By providing easy access on foot, bicycle and automobile, specialty retailers and smaller food retailers will likely find the location particularly attractive.

Currently sections of metered parking on First Street are located along the mall side of the street. The applicant welcomes the suggestion made by Traffic, Parking and Transportation to explore the possibility of relocating some sections of metered parking across the street to the project's side of the street.

The retail spaces in both the Parcel B and Parcel D buildings are designed to have access from the surface parking areas. In the case of Parcel B, these entrances will also provide access to pedestrians entering the site from the Open Space. The active use of the rear of both buildings

will also serve to improve the appearance of those facades and enhance the potential in the future for portions of the parking areas to be converted to non-automobile uses, such as patio dining and outdoor events.

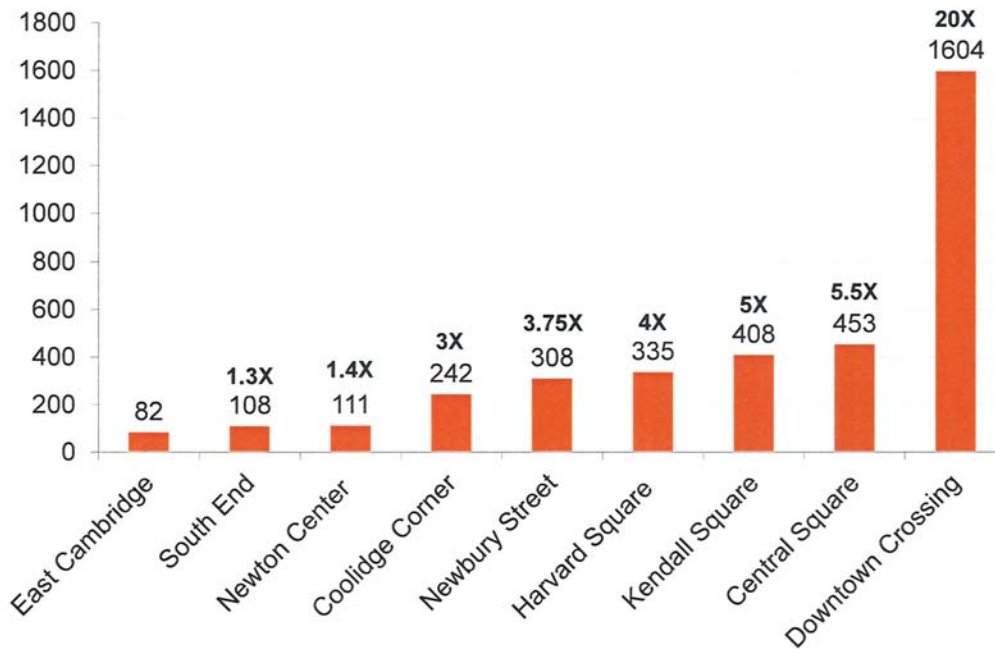
POSSIBLE FUTURE MODIFICATIONS

The applicant anticipates that the proposed retail building on Parcel D will likely be developed to accommodate three or four retail stores of approximately 2,000 – 2,500 square feet per store.

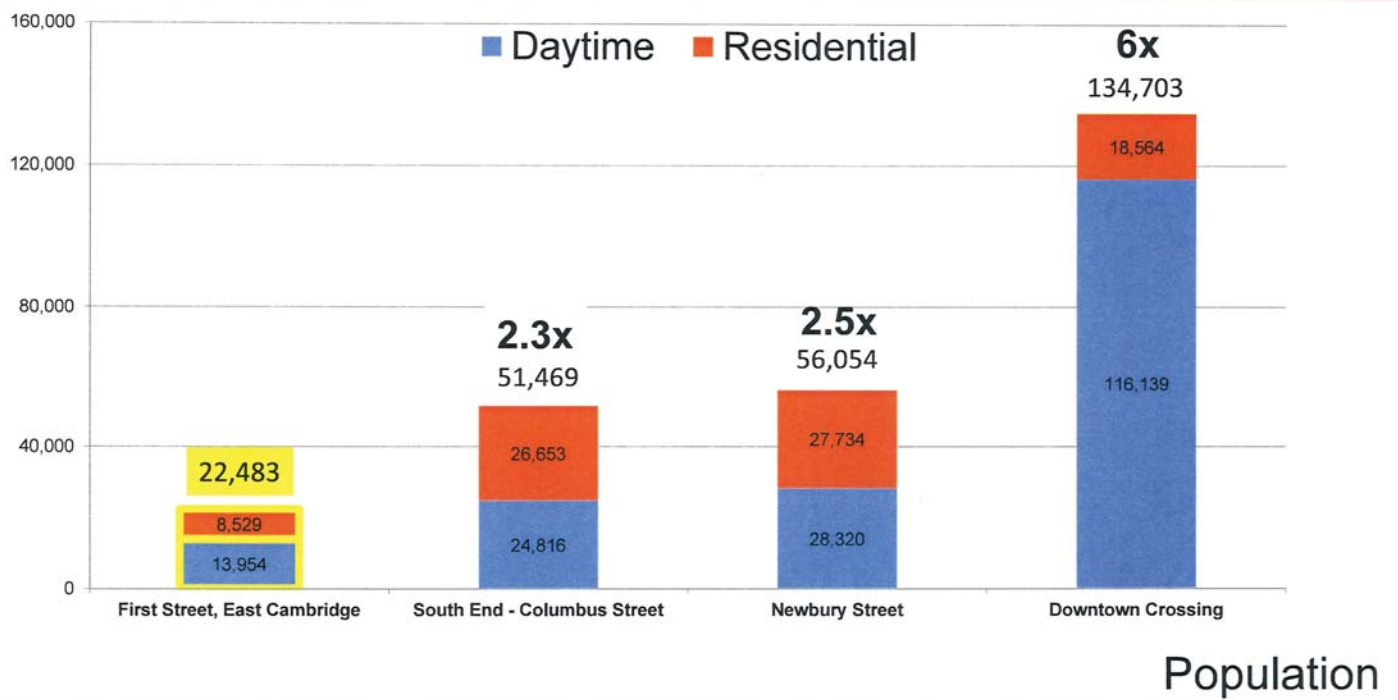
Market forces, however, could influence the final number of retail spaces created in the building. If a single retail operator were interested in occupying the entire building there may be demand to build a slightly larger building than the 7,800 square foot building currently being designed for the site. Since the development parcel can accommodate an additional 2,500 square feet of gross floor area within the allowable FAR for the PUD 4 District, the building could be enlarged to accommodate a single retailer.

In light of that possibility, the applicant requests that in its decision on the Final Development Plan, the Planning Board acknowledge the possibility of such a modification and categorize such future changes, including the potential reduction in the number of surface parking spaces available for retail uses, as consistent with the Final development Plan and thus appropriate for a Minor Amendment.

Weekday Pedestrians - ½ Hour @ Lunch Time



Why do retailers require parking here?



DIMENSIONAL FORM

Project Address: First Street PUD #231A Major Amendment - Aggregate Dimensional Form

Application Date: 7.24.15

	Parcel A (121 First, 131-137 First, 139 First)	Parcel B (107 First, 119 First, 18 Hurley)	* Parcel C (29 Charles)	Parcel D (85 First)	65 Bent (PUD 231A)	* 159 First (PUD 231A)	Proposed	Permitted
Lot Area (SF)	16,473	39,999	20,005	16,250	59,958	29,978	182,663	
Lot Width (SF)	199	199.96		125	199.72	200		
Total Gross Floor Area (SF)	56,691	117,233	18,502	7,750	108,600	126,000	434,776	
Residential Base	0	74,928	18,502	0	0	122,200	215,630.00	
Non-Residential Base	56,691	14,800	0	7,750	108,600	3,800	191,641	
Inclusionary Housing Bonus	0	27,505		0		included above	27,505	
Total Floor Area Ratio	3.1	2.26	0.92	0.47	1.81	4.20	2.127	
Residential Base	0	1.55	0.92	0	0	4.08	1	
Non-Residential Base	3.1	0.24	0	0.47	1.81	0.13	1	
Inclusionary Housing Bonus	0	0.45		0	0	included above	0	
Total Dwelling Units	n/a	118	18	n/a	0	115	251	
Base Units	n/a	91	15	n/a	0	100	106	
Inclusionary Bonus Units	n/a	27	3	n/a	0	15	42	
Base Lot Area / Unit (SF)	n/a	761		n/a	n/a	1,019	761	
Total Lot Area / Unit (SF)	n/a	593		n/a	n/a	886	593	
Building Height(s) (ft)	65'-0"	65'-0"	45'-0"	30'-0"	45'-0"	65'-0"	varies	
Front Yard setback (ft)	0	2'-0"	9'-0"	1'-0"	4'	1'-9"	varies	
Side Yard Setback (ft)	0	18'-0" (on charles street)	0	1'-0"	2'	5'	varies	
Side Yard Setback (ft)	0	0	10'-0"	1'-0"	2'	5'	varies	
Rear Yard Setback (ft)	0	2'-0"	126'-0"	70'-0"	45'	2'	varies	
Open Space (% of Lot Area)	1.90%	33%		1.90%	5.30%	4.00%	23%	
Private Open Space	329	20,227		348	11,297	8,021.00	40,222	
Permeable Open Space	329	0		165		316.00	810	
Other Open Space (specify)								
Off-Street Parking Spaces	10	26	142	24	94	64.00	360	
Long-Term Bicycle Parking	*16 located on Parcel C	159		1	28	74.00	266	
Short-Term Bicycle Parking	9	30		5		8.00	52	
Loading Bays	0	1	0	0	3	0.00	3	

CITY OF CAMBRIDGE, MA

PLANNING BOARD

SPECIAL PERMIT APPLICATION

* Parcel resides within Industry A1 zone. All other parcel without asterisk reside within Business A

DIMENSIONAL FORM

Project Address:

Application Date:

	Existing	Allowed or Required (max/min)	Proposed	Permitted
Lot Area (sq ft)	101,912	none	182,663	
Lot Width (ft)	199.96	none	199.96	
Total Gross Floor Area (sq ft)	234,600	485,243	427,422	
Residential Base	122,200	390,317	213,885	
Non-Residential Base	112,400	195,158	186,085	
Inclusionary Housing Bonus	included above	64,165.5	27,452	
Total Floor Area Ratio	2.3	2.47	2.35	
Residential Base	1.19	2.136	1.17	
Non-Residential Base	1.1	1.068	1	
Inclusionary Housing Bonus	included above	.64	.15	
Total Dwelling Units	115	466	251	
Base Units	100	405	206	
Inclusionary Bonus Units	15	61	45	
Base Lot Area / Unit (sq ft)	1019	450 min	883	
Total Lot Area / Unit (sq ft)	886	422 min	724	
Building Height(s) (ft)	65'	65'	varies	
Front Yard Setback (ft)	1' 9"	no min	varies	
Side Yard Setback (ft)	0'-5'	no min	varies	
Side Yard Setback (ft)	0'-5'	no min	varies	
Rear Yard Setback (ft)	0'-45'	no min	varies	
Open Space (% of Lot Area)	31%	20%	23%	
Private Open Space	10,266		40,222	
Permeable Open Space	1,370			
Other Open Space (Specify)				
Off-Street Parking Spaces	154		358	
Long-Term Bicycle Parking	102	199	262	
Short-Term Bicycle Parking	0	32	37	
Loading Bays	3	3	4	

Use space below and/or attached pages for additional notes:

Comprehensive Summary by Parcel and Phase (at time of this Major Amendment)

Completed (PUD 231A)

Parcel / Address	Lot Area	Res GFA	NR GFA	Retail	D. Units	Pkg	OS
65 Bent St.	59,958	0	108,600	0	0	98	11,297
159 First St.	29,978	122,200	3,800	3,800	115	63	8,021
*29 Charles	-	-	-	-	-	-	-
TOTAL	89,936	122,200	112,400	3,800	115	161	19,318

Phase 1

Parcel	Lot Area	Res GFA	NR GFA	Retail	D. Units	Pkg	OS
A	16,473	0	56,691	9,800	0	10	329
D	16,250	0	7,750	7,750	0	24	316
TOTAL	32,723	0	64,441	17,550	0	34	645
cumul.	122,659	122,200	176,841	21,350	0	195	19,963

Phase 2

Parcel	Area	Res GFA	NR GFA	Retail	D. Units	Pkg	OS
B	39,999	102,423	14,800	14,800	118	26	20,227
*C	20,005	18,502	0	0	18	142	137
TOTAL	60,004	120,925	14,800	14,800	136	168	20,364
cumul.	182,663	243,125	191,641	36,150	251	363	40,327

*29 Charles was previously included in PUD231A, the scope of this parcel has been amended and is now summarized within "Parcel C"

Lot Area = lot area of developable blocks only excluding streets (square feet)

GFA = gross floor area (square feet)

OS = public, green area or permeable open space (square feet)

D.Units = dwelling units

Pkg = motor vehicle parking spaces

"Res" refers to residential *minimum* requirements

"NR" refers to non-residential *maximum* limitations

"total" = total allowed or required within that Phase

"cumul." = cumulative development at the end of Phase