



CITY OF CAMBRIDGE
Traffic, Parking and Transportation
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MEMORANDUM

To: Cambridge Planning Board
From: Joseph E. Barr, Director
Date: February 17, 2017
Re: 907 Main Street (PB#324)

The Cambridge Traffic, Parking and Transportation Department (TP&T) has reviewed the Planning Board Special Permit Application from Patrick Barrett for Sean Casey LLC for a project at 907 Main Street. The proposed project is a renovation and addition of an existing 20,874 Gross Floor Area (GFA) mixed-use building into a 26,138 GFA building containing 58 hotel rooms on the upper three floors, first floor retail use consisting of two existing tenants (Toscanini's and Patty Chen's Dumpling Room), a hotel lobby bar, fifth floor bar, and a courtyard in the back. TP&T offers the Planning Board the following comments for your consideration.

TP&T supports the Special Permit application for a reduction of five automobile parking spaces because of the following reasons:

- The project is not expected to provide any net new trip generation activity for the existing retail uses (Toscanini's and Patty Chen's Dumpling Room), which will remain.
- Many hotel guests are expected to arrive/depart by transit, taxi or airport shuttle services. TP&T expects to provide a loading zone on Columbia Street at the site frontage which can accommodate these activities.
- A five parking space reduction will not have substantial adverse transportation impacts on the neighborhood.
- There are many transportation options in Central Square, including the following:
 - Central Square MBTA Red Line station.
 - Bus Routes #1, #CT1, #47, #64, #70, #70A, #83, and #91.
 - Hubway bike share station at Lafayette Square.
 - Over 10 car-sharing vehicles (i.e. Zipcar, Enterprise) within a 5-10 minute walk.
 - There are 12 existing bicycles spaces on the Main Street sidewalk in front of the site and the project will provide 4 long-term bicycle parking spaces in the basement accessible from an elevator for employee bicycle parking, plus 6 additional short-term bicycle parking spaces.
- For those that must drive there is a commercial parking garage nearby at the 55 Franklin Street parking garage, which is about 5 minutes away, as well as the City's Green Street Garage.

TP&T recommends the Planning Board consider adding the following **Transportation Demand Management (TDM) Measures** to any Planning Board Special Permit that may be granted for the project to encourage and support non-single occupancy vehicle travel for hotel guests and employees, and retail patrons and employees.

1. Provide 65% transit pass subsidies to full time hotel employees.
2. Offer Gold level membership to all employees at the site who wish to enroll in the Hubway bike share program.
3. Provide a real-time transit and Hubway display screen in in the Hotel lobby to help people decide which mode to choose for each trip.
4. Provide incentives for patrons to not bring a car to the hotel.
5. Promote public transportation and other sustainable modes of travel on the hotel's web site.
6. Have available an air pump and bicycle repair tools for employees and customers to use when needed.
7. Provide lockers and showers for employees.
8. Designate an employee of the facility as a Transportation Coordinator (TC) to manage the implementation of Transportation Demand Management (TDM) measures including:
 - a. Compile and provide to all employees up-to date transportation information explaining all commuter options. This information should also be distributed to all new employees as part of their orientation.
 - b. Provide or describe to customers information on transportation options to access the site.
 - c. Provide and maintain information on the projects website, newsletters, social media, etc. on how to access the site by all modes, with emphasis on non-automobile modes.
 - d. The TC will participate in any TC training offered by the City of Cambridge.
9. The hotel should attempt to hire Cambridge residents for a minimum of 20% of employee positions by doing recruitment outreach through local human services agencies, such as the Margaret Fuller House. This is an existing commitment the Applicant has in a small PTDM plan and should continue to be a commitment under the Planning Board Special Permit.