APPENDIX D – PTDM Proposal		

## Fifteen Wilson Road

(aka 40 Smith Place / 45 & 55 Wilson Road)

## PTDM Plan

Cambridge, Massachusetts

#### PREPARED FOR

## The Davis Companies

125 High Street Boston, MA 02110 617.451.1300

PREPARED BY



99 High Street, 10<sup>th</sup> Floor Boston, MA 02110 617.728.7777

DRAFT - March 11, 2022





## **Project Information Summary**

PTDM Project #: F-##

**Project Name:** Fifteen Wilson Road

**Project Address:** 75-109 Smith Place, Cambridge, MA 02138

Owner: The Davis Companies, on behalf of Quad 40 Smith Place, LLC

Contact Person: Chris Chandor
125 High Street
Boston, MA 02110

Phone: 617-451-1300

E-mail: cchandor@TheDavisCompanies.com

#### **Project Description:**

The Proposed Project will consider the development of approximately 265,000 square feet of gross floor area for laboratory and supporting office space in a new building on a 3.85+/- acre site on the corner of Smith Place and Wilson Road in Cambridge, Massachusetts. The redevelopment proposes to construct approximately 323 parking spaces contained in a below-grade parking garage. 273 spaces would serve the tenants of 15 Wilson Road, while 40 spaces would serve the tenants of 10 Wilson Road (the property across the street that is currently served by parking on this site), and 10 spaces would serve 26 Smith Place (the business on the parcel south of the site). The project will provide 90 long-term bicycle parking spaces and 20 short-term bicycle parking spaces.

Table 1: Summary

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Previously Registered Vehicle Parking Spaces	149
Newly Registered Vehicle Parking Spaces	174
Total Vehicle Parking Spaces	323 (for employees and/or guests/visitors)
Bicycle Parking Spaces	90 long-term (min. requirement is 59 spaces); 20 short-term (min. requirement is 16 spaces)
Square Footage of Building*	265,000 SF (gross) of R&D/laboratory (with supporting office)
Estimated Number of Employees	583
Estimated Daily Vehicle Trips	1,517
Census Tract Number	3546

<sup>\*</sup>Note: Special Permit building square footage of 280,046sf includes approximately 15,000sf of overhang space, terraces, and other non-traffic generating space

The existing 10 Wilson Road tenants that currently use the parking at 40 Wilson Road may maintain their current TDM program for the terms of their existing lease (they are required to implement the original PTDM Plan approved on April 6, 1999). The existing 26 Smith Place tenants that currently use the parking at 40 Wilson Road may maintain their current TDM program for the terms of their existing lease (they are not regulated by the PTDM Ordinance)



**Table 2: Net-New Project Generated Vehicle Trips** 

	Project Generated Trips	Credits (Negative Trips)	Net New Trips
Morning Peak Hour			
In	150	-10	140
Out	42	-0	42
<b>Evening Peak Hour</b>			
In	37	-0	37
Out	128	-11	117

Negative trips (or credits) are vehicles currently on the roadways that are generated by the existing on-site office and manufacturing buildings – these trips will be removed from roadways with the demolition of the buildings

### **Project Overview**

On behalf of Quad 40 Smith Place, LLC c/o The Davis Companies (the Owner) presents this Parking and Transportation Demand Management (PTDM) Plan for the proposed redevelopment of 15 Wilson Road (the Project Site) commercial property within the Alewife/Quadrangle area of Cambridge, Massachusetts.

The location of the site and its neighborhood context is shown in Figure A. The project site is part of an approximately 3.85-acre site on the corner of Smith Place and Wilson Road that is located north of Concord Avenue, on the block between Fawcett Street and Wilson Road / Adley Road in the "Quadrangle" area of the Alewife neighborhood of Cambridge.

The Project includes the construction of a new building of approximately 265,000 gross square feet of laboratory/supporting office space. The 15 Wilson Road Project site comprises of three different parcels: Hyperion 38/40 Smith Place (55 Wilson Road), 45 Wilson Road, and an unnumbered Smith Place parcel. The development site currently contains a 58,600 SF office building (55 Wilson Road), a surface parking lot (45 Wilson Road) and an undeveloped site comprised of a portion of a former railroad right-of-way (ROW) (unnumbered Smith Place parcel). All existing buildings and surface lots will be demolished as part of the project.

The development program will be supported by 323 on-site parking spaces (resulting in 174 net new parking spaces), of which 273 spaces will serve the new building and the remaining 50 spaces will serve nearby properties. In addition, the project will provide 90 long-term bicycle parking spaces and 20 short-term bicycle parking spaces, a supply in accordance with the City's Bicycle Parking Guidelines.



The main vehicular access to the Site occurs via one driveway located along Wilson Road. A separate access along Smith Place is provided for vehicles accessing the loading dock (Figure B.1). There are two main pedestrian entrances, one is accessed from Wilson Road and the other is accessed from the back of the building. Long term bicycle parking spaces will be provided in a ground level bike rooms within the building. The Project's short-term spaces for visitors will be located close to the building entrance (Figures B.1 and E).

## **Employee Mode Split**

The owners (or subsequent owner) commit to make reasonable efforts to achieve an employee commute mode share goal to limit trips made to the site by single-occupant vehicle (SOV).

The employee SOV mode share goal for the Project shall not exceed 45 percent.

The employee SOV mode share goal shall not exceed 40 percent beginning ten (10) years after the first PTDM Plan monitoring report is due, or when a bicycle/pedestrian bridge is constructed (and open to travel) over the MBTA tracks, connecting the Quadrangle to the MBTA Alewife Station area, whichever occurs first. The 10-year period of monitoring will include years when the site is partially or fully occupied, and will not include years when the site is fully unoccupied.

The above stated goal was established in coordination with the City of Cambridge by referencing the achieved mode shares at the nearby West Cambridge Science Park (767 Concord Avenue), a similar office/lab property with an established PTDM program (F-17). The most recent three years of monitoring have shown a consistent attainment of about 45 percent drive-alone mode share for employee commutes.

For reference, the employee commute mode shares applied in the TIS for this Project (Table 3) were developed in coordination with the City of Cambridge, Traffic, Parking and Transportation Department (TP&T), and were based on average mode shares from the nearby 10 Wilson Road (2017) and 767 Concord Avenue (2018) PTDM monitoring reports; these are two similar, nearby Office/Lab properties with established PTDM Programs.



**Table 3 - Mode Share Estimates Applied in TIS** 

Mode	Average Mode Share Applied to the Project's Traffic Analysis
Automobile (SOV)	54%
Automobile (HOV)	10%
Transit	16%
Walk	4%
Bicycle	10%
Work at Home/Other	6%
Total	100%

Source:

## **Nearby Transit Service**

Figure C illustrates existing public transportation services in the study area, including subway lines and bus lines. The Alewife TMA Shuttle route is presented in Figure D.

The MBTA operates two bus routes in the immediate area of the Quadrangle, both within reasonable walking distance to the project site:

#### Bus Route #74: Belmont Center - Harvard Station, via Concord Avenue

Route 74 connects Belmont with Harvard Square (Cambridge) via Concord Avenue. The closest stop is located at the intersection of Concord Avenue and Smith Place, approximately 0.3 miles (approximately 5-minute walk) south of the project site. The bus runs from 5:20 AM in the morning until 1:27 AM at night on weekdays, 5:45 AM to 7:10 PM on Saturdays with no service on Sundays. On weekdays, Route 74 operates with infrequent service throughout the day – headways range from 25 to 90 minutes. Route 74's weekday overall reliability is 75%, which exceeds the minimum standard of 70 percent and meets the MBTA's target of 75 percent for local buses.

#### Bus Route #78: Arlmont Village – Harvard Station via Park Circle

Route 78 connects Arlmont Village (Arlington) to Harvard Square (Cambridge) via Frontage Road, Brighton Street and Concord Avenue. The closest stop is located at the intersection of Concord Avenue and Smith Place, approximately 0.3 miles (approximately 5-minute walk) south of the project site. The bus runs from 5:42 AM in the morning until 12:53 AM at night on weekdays, 6:27 AM to 12:58 AM on Saturdays and 6:10 AM to 1:04 AM on Sundays. Weekday service frequencies are as follows:

<sup>\*</sup> F-60 75 Moulton St (2019), F-6 10 Wilson Rd (2017), and F-17 West Cambridge Science Park (2019) PTDM Monitoring Reports - provided by City of Cambridge Traffic, Parking and Transportation Department (TP&T). (10 Wilson Road did not report in 2018 and 2019.)



- Every 15 to 35 minutes from the beginning of service through 9:00 AM, but mostly every 23 to 27 minutes.
- Every 35 minutes between 9:00 AM and 4:00 PM.
- Every 7 to 40 minutes during the PM peak period, but mostly every 24 minutes.

On weekdays, Route 78's overall reliability is 66%, which is below the MBTA's minimum standard of 70 percent for Local bus routes.

#### Red Line: Alewife Station

The site is located 0.9 miles (approximately a 20-minute walk) of Alewife Station on the Massachusetts Bay Transportation Authority's (MBTA) Red Line. The Red Line subway service links Cambridge in the north to Braintree and Ashmont to the south, via the downtown area of the City of Boston. The Red Line connects with the Green Line at Park Street and the Orange Line and Silver Line (Washington Street branches) at Downtown Crossing. At South Station, Red Line riders can connect to the Worcester/ Framingham and all southern commuter rail lines and the Silver Line (Airport, Seaport, and Chelsea). At Porter Square station in Cambridge, the Red Line connects with the Fitchburg commuter rail line.

At Alewife Station, there are addition bus lines available, including:

- Route 62: Bedford V.A. Hospital, Alewife Station via Lexington Center and Arlington Heights
- Route 67: Turkey Hill, Alewife Station via Arlington Center
- Route 76: Hanscom/Lincoln Labs, Alewife Station via Lexington Center and Civil Air Terminal
- Route 79: Arlington Heights, Alewife Station via Massachusetts Avenue
- Route 84: Arlmont Village to Alewife Station
- Route 350: North Burlington, Alewife Station via Burlington Mall
- Route 351: Oak Park/Bedford Woods, Alewife Station via Middlesex Turnpike

#### Alewife TMA Shuttle

Alewife Station is a long walking distance to/from the Quadrangle; thus, the Alewife Transportation Management Association (TMA), operates a shared shuttle service ("Alewife Connect" or the Alewife TMA Loop Shuttle¹) between Alewife Station and the Quadrangle for participating member companies and employers. The service includes stops at 10 Fawcett Street, 80 Fawcett Street, 110 Fawcett Street, 10 Moulton Street, 45 Moulton Street, 75 Moulton Street, 733 Concord Street, and 767 Concord/ Fayerweather Street. The shuttle runs weekday service every 30 minutes, between 7:00 and 10:00 AM in the morning and 3:30 to 7:30 PM in the evening.

<sup>▼

1</sup> www.alewifetma.org/alewife-loop-shuttle



## Sustainable Travel Mode Promotions and Incentives

The owners (or subsequent owner) will support a program of transportation demand management (TDM) actions to reduce automobile trips generated by the Project. For this project, the PTDM Plan covers employees at 15 Wilson Road.

Detailed next are the commitments to implementing TDM actions that aim to satisfy the goal to reduce single-occupancy vehicle (SOV) commuting by encouraging the use of sustainable transportation modes.

## Transportation Coordinator

The owners (or subsequent owner) will designate a Transportation Coordinator (TC) to assist with marketing and promotion of sustainable transportation modes. The Transportation Coordinator will be an employee of The Davis Companies, property management company, or a tenant occupying more than 50 percent of the building, or an independent provider of such services. The Transportation Coordinator will be available to assist employees of any tenant during normal business hours.

In addition, the Transportation Coordinator will be the liaison between the employees and transportation organizations including, but not limited to, the Alewife Transportation Management Association (TMA), MBTA, and the City of Cambridge. The Transportation Coordinator will also participate in any PTDM or Transportation Coordinator training offered by the TMA or the City of Cambridge.

The Transportation Coordinator will compile and provide to all tenants up-to-date transportation packets explaining all commute options for distribution to all existing and new employees as part of their orientation package.

## Alewife TMA

The owners (or subsequent owner) will continue membership with the Alewife Transportation Management Association (Alewife TMA).\* (The Alewife TMA is a public/private partnership focused on reducing traffic congestion and improving air quality in the Alewife area.) The owner (or subsequent owner) will renew its membership annually and extend TMA benefits to all employees of property tenants, including use of the Alewife Shuttle (see next section).

\* TDC is active member of the TMA at 75-109 Smith Place, Quad 75 Moulton Street and 20 Wilson Road, LLC, as successor owner to DIV Fresh Pond 75 Moulton & 20 Wilson,



LLC. TDC is also a member through Quad 10 Wilson Road, LCC, although that is not active while the building is undergoing renovations.

#### **Shuttle Service**

The owners (or subsequent owner) will be a contributing member in the Alewife TMA and make the shuttle service available to 15 Wilson Road tenants. The Alewife TMA already operates a Shuttle Loop service through the Quad, with service along Fawcett Street, Smith Place, Wilson Road, and Moulton Street, connecting to the MBTA's Alewife Red Line Station.

#### **Emergency Ride Home**

Via the Alewife TMA, the owners (or subsequent owner) will provide tenants with an Emergency Ride Home program for all employees who commute by non-SOV mode at least three days a week.

### **Vehicle Parking Charge and Parking Management**

The tenants will charge employees market rate parking fees to park at the site, a TDM measure specified in the Envision Alewife District Plan. Market rate fees are determined by surveying all employee parking facilities and parking available to the public within a radius of ½ mile of the site and within the Quadrangle to determine the median price for parking. The proponent will conduct this market rate survey during the same month each year to determine whether the rate charged to employees should be adjusted upward; if market rates fall during a given period, employees may continue to be charged at the higher rate at the employer's discretion.

## **Subsidy Option Program**

All office/R&D tenants at the 15 Wilson Road project will be required as part of their lease to choose one of the two Subsidy Options from Table 4 and implement it with their employees<sup>2</sup>.

Table 4 Subsidy Options\*

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<sup>&</sup>lt;sup>2</sup> All employees shall be considered as being eligible to park in the project's parking facilities, if, as a term of their employment, the employee is provided with an option to elect to utilize any of the parking spaces allocated to its employer under the employer's lease.



#### **Subsidy Option 1**

For companies that charge employees 100% market rate for parking by the day, with no monthly pass option.

Employees may choose one of the following benefits:

- Minimum 60% transit subsidy up to the federal fringe benefit limit, OR
- 50% monthly vanpool subsidy, OR
- \$90 monthly payment subject to charge with bus/subway link pass fare increases, OR
- Gold level BlueBikes membership

#### **Subsidy Option 2**

For companies that charge employees at least 50% but less than 100% market rate for parking by the day, with no monthly pass option.

Employees may choose one of the following benefits:

- Minimum 100% transit subsidy up to the federal fringe benefit limit, OR
- 50% monthly vanpool subsidy, OR
- \$90 monthly payment subject to change with bus/subway link pass fare increases, OR
- Gold Level BlueBikes membership

With both Subsidy Options, The Davis Companies will include language in leases requiring tenants of the 15 Wilson Road Project to allow employees to set-aside pretax funds as allowable under the Commuter choice provision of the Federal Tax Code. Every office/R&D tenant at the Project will charge a minimum of 50% market rate for parking by the day.

As the 15 Wilson Road Project and innovative approaches to TDM continue to develop, The Davis Companies and tenants of the Project will be allowed to develop additional Subsidy Options to either replace or supplement the Subsidy Options described herein, with the reasonable approval of the PTDM Officer.

#### **Bikeshare Membership and Station**

The owners (or subsequent owner) will require all tenants to become Gold Level Corporate Members of Bluebikes, which offers a subsidy for the bike-sharing program for employees. The membership includes unlimited trips (under 45 minutes each) any day of the week.

TDC is sponsoring the addition of a 19-dock Bluebikes station within the Project Site along Wilson Road, east of the garage driveway.

<sup>\*</sup> Both subsidy options will be available to commercial tenants upon move-in.



### Proforantial Darking Spaces

#### **Preferential Parking Spaces**

The owners (or subsequent owner) will initially allocate 10 percent of parking spaces, or 32 spaces, for registered carpools and vanpools. The spaces will be clearly marked as such and located close to the main building entrance(s), to serve as an incentive to rideshare (Figures B.2 and B.3). The owners (or subsequent owner) will set aside additional parking spaces for carpools to meet demand provided there is additional demand.

The proponent will provide 25% of spaces with electric vehicle (EV) charging stations, or 81 spaces, and all remaining spaces will be EV ready.

Subject to interest by a carsharing company, such as Zipcar, Getaround, and Turo, the proponent will provide a minimum of one on-site, publicly accessible surface parking space to be reserved for carsharing vehicles.

### **Ride Matching**

Via the Alewife TMA membership, the owners (or subsequent owner) will provide ride matching services to all on-site employees to assist employees with finding appropriate carpool or vanpool partners. The Alewife TMA uses a private-member based system to match employees with others who have similar commutes to find carpool and vanpool partners. (The current service is known as eCommuter.)

### **Bicyclist and Pedestrian Amenities and Incentives**

#### **Amenities**

A total of 90 long-term, secure and covered, bicycle parking spaces will be provided on-site, exceeding the minimum 59 spaces required by the City's guidelines. Six spaces can accommodate tandem bicycles. The bike parking spaces, six showers and changing rooms, and lockers, are in a common, centrally located space on the first level of the building (Figure F). The facility will be equipped with a bicycle repair station that includes air pumps and bike repair tools.

There will also be 20 short-term bicycle parking spaces provided for bike messengers and other visitors (exceeding the requirement for 16 spaces). The spaces will be located near the main building entrances on Wilson Road and at the back of the building (Figure G). If additional bicycle racks are necessary based on use (demand), additional racks will be installed. (All bicycle parking is designed in full conformance with Article 6 of the Cambridge Zoning Ordinance and the City's Bicycle Parking Guidelines.)



The owner will provide a sign in the lobby to make it clear to people where they can find the long-term bike parking and in front of the building to make it clear to people where they can find the short-term bike parking.

#### Information and Promotional Incentives

In addition, information on bicycling and walking options will be included in the dissemination of information on all transportation options. (See section on Marketing Programs.)

The owners (or subsequent owner) will provide an annual "Bike to Work" event to encourage and promote bicycling to work.

### Flexible Work Schedules and Telecommuting

The owners (or subsequent owner) will encourage tenant employers to allow flexible work schedules and telecommuting options for employees to reduce the peak period impacts of commuting, particularly by SOV.

Flexible work hour programs can have a significant impact because it allows people to commute outside of peak traffic periods, reducing the number of vehicles on area roadways during the most congested times of the day. Telecommuting eliminates the need for a commute to the work site. Not all job functions are able to use these programs.

## **Marketing Programs**

The owners (or subsequent owner) will provide and maintain a transportation information bulletin board that will include, but not be limited to, the following:

- MBTA maps, schedules and fares
- > TMA Shuttle maps and schedules
- City of Cambridge "Getting Around in Cambridge" map (and other related transportation brochures)
- Bicycle parking and bicycle routes
- Pedestrian walking routes
- Ride-matching programs
- Car-sharing programs, such as Zipcar

Information will also be available in brochures, website, newsletter, and other marketing materials and will be provided to new tenants to distribute to their employees.



### Monitoring and Reporting Plan

The owners (or subsequent owner) will prepare an annual update (monitoring report) on its PTDM initiatives and related transportation activity for submission to the City of Cambridge's PTDM Officer. The monitoring report will include an update on all PTDM initiatives, latest results from the annual employee commute surveys, and the results of the biennial driveway counts and parking utilization surveys. These reports serve to gauge the proponent's progress toward meeting or matching its mode share goal and minimizing the use of single-occupancy vehicles.

The owners (or subsequent owner) will conduct an annual employee survey to determine if the mode split commitment is being met. The survey questions will be PTDM Officer approved and sent out to all employees to obtain a minimum 60 percent response rate. The owner may choose to offer raffle prizes or other incentives to ensure that the minimum response rate is met.

On a biennial basis, entry and exits counts at the site's driveway will be collected during two weekday days coinciding with the week of the employee survey. These counts may be conducted through automatic traffic recorders or manually observed, and capture, at a minimum, activity between 7:00 AM and 7:00 PM, to determine the greatest number of vehicles parked on site at one time. For the same period, bicycle parking utilization counts will be conducted to determine their peak use.

The monitoring report will provide the latest number of employees who are registered in the ridematching database, have participated in carpools and/or vanpools, enrolled in the preferential parking or BlueBikes, purchased monthly transit passes, and/or attended transportation fairs and related events.

Language shall be incorporated into all future new leases or lease renewals dated after the 15 Wilson Road PTDM approval date to ensure that the tenants of all buildings served by parking at 15 Wilson Road will implement the full PTDM Plan.

If the certificate of occupancy for the Project is issued between September 1 and February 29, the monitoring will take place during the months of September or October and be reported to the PTDM Planning Officer no later than November 30. If the certificate of occupancy for the Project is issued between March 1 and August 31, monitoring will take place during the months of April or May and be reported to the PTDM Planning Officer no later than June 30. This will ensure that the monitoring captures a realistic assessment of the performance of the project during a typical busy travel period, while giving time to compile the results and report them to the City.

## Office of Workforce Development



The owners (or subsequent owner) agree to work with the building tenants to submit job listings to the Cambridge Office of Workforce Development to expand employment opportunities for Cambridge residents.



## **Corporate Office Certification**

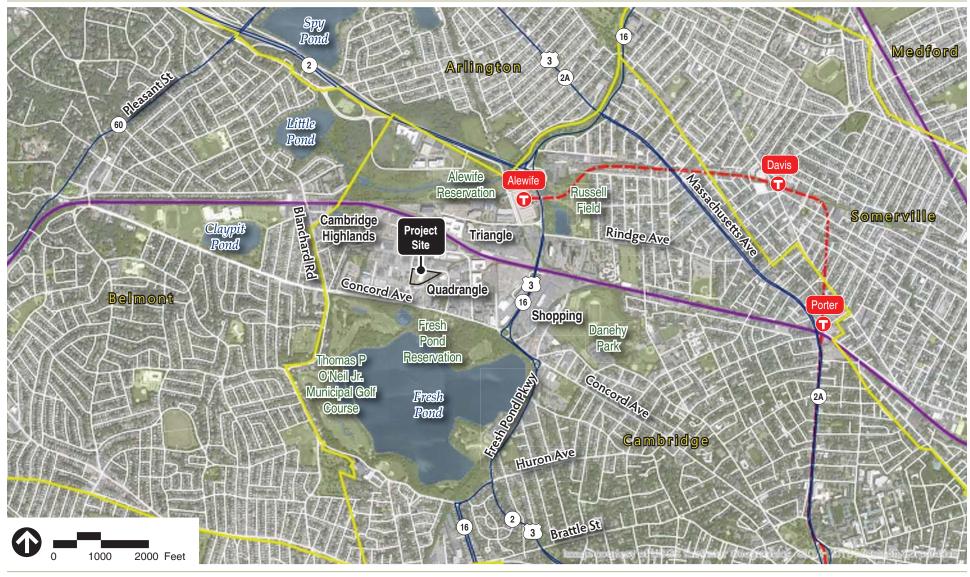
I hereby certify that a commercial parking permit has been obtained for space being used for commercial parking. None of the other existing or proposed parking spaces at this parking facility have been or will be available as commercial spaces until a commercial parking permit has been obtained.

Signed	
	(Officer of The Davis Companies)
Date:	

# **Attachments**

## **Figures**

Figure ANeighborhood Context Map
Figure B.1Site Plan
Figures B.2 & B.3Vehicular Parking Levels 1 and 2
Figure CPublic Transit Map
Figure DAlewife TMA Shuttle Map
Figure EBike Parking: Key Plan
Figure F Bike Parking: Long-Term Bike Parking Plan
Figure G Bike Parking: Short-Term Bike Parking Plan



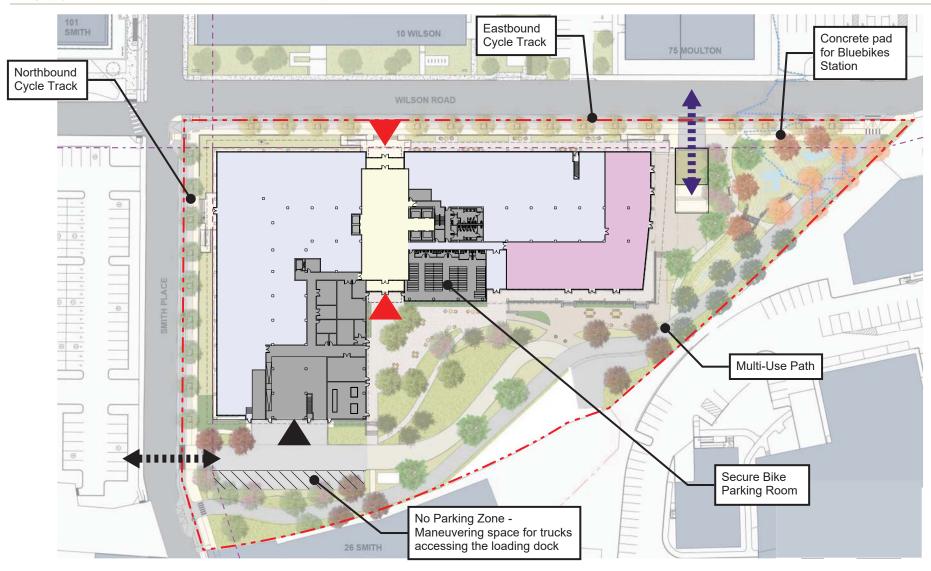
Source: Bing Aerial

Key Regional RoadwaysMBTA Red LineMBTA Commuter Rail



Figure A

Neighborhood Context Map





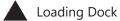


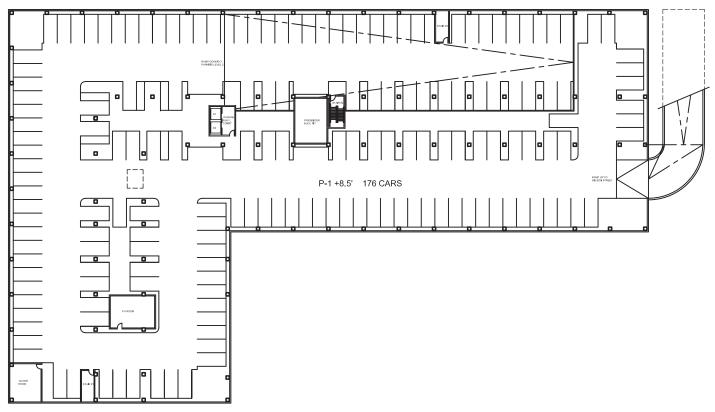






Figure B.1

Site Plan



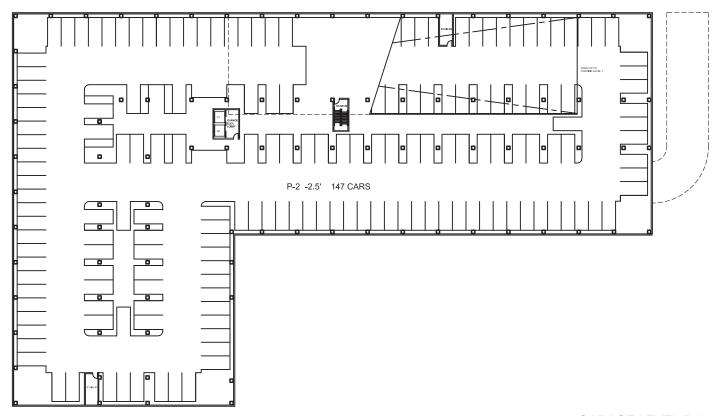
GARAGE LEVEL P-1 176 PARKING SPACES

Source: Jacobs



Figure B.2

Proposed Vehicular Parking - P1



GARAGE LEVEL P-2 147 PARKING SPACES

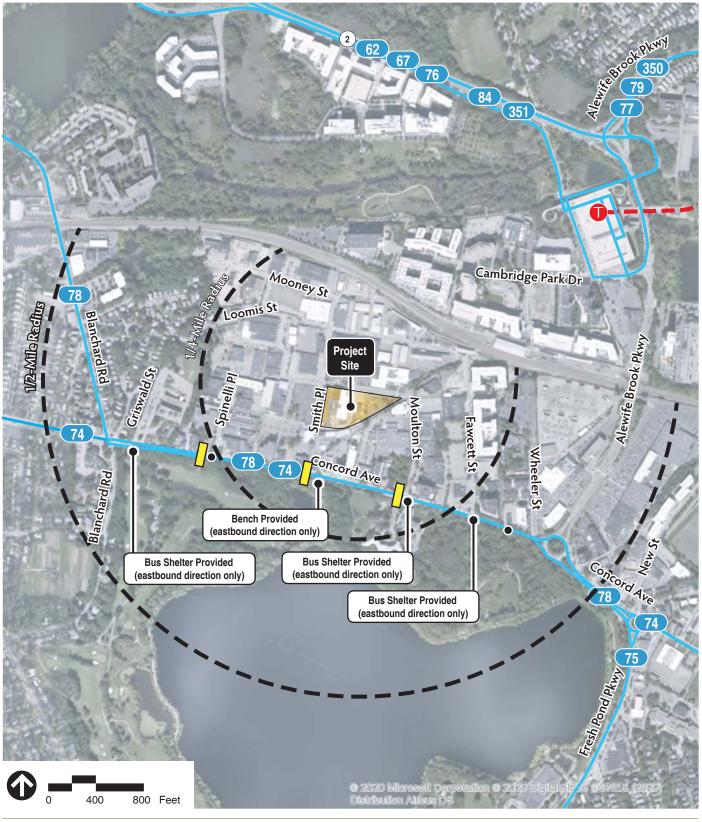
323 - TOTAL NUMBER OF PARKING SPACES

Source: Jacobs



Figure B.3

Proposed Vehicular Parking - P2



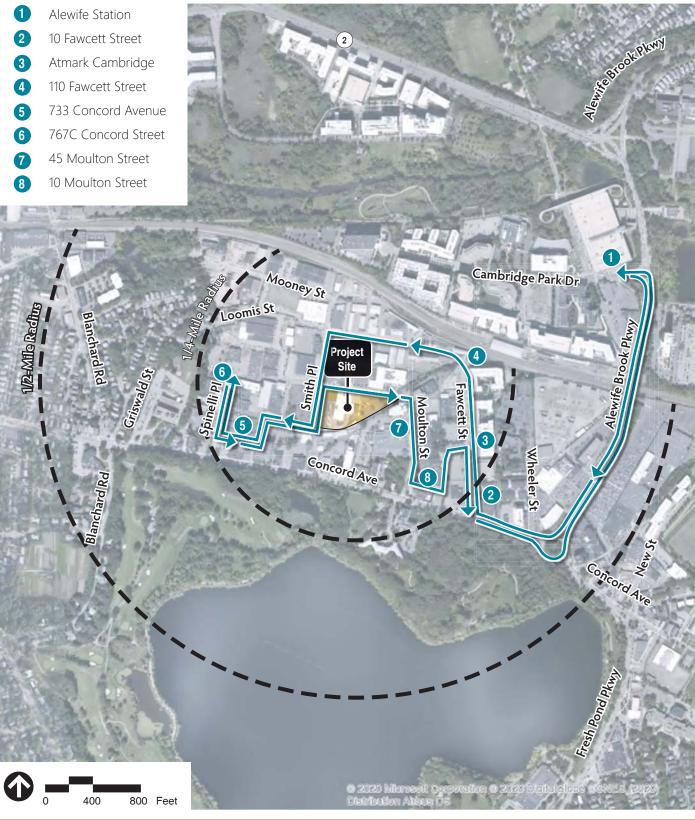
Source: Bing Aerial, MBTA

Bus Stop

Flashing Pedestrian Crossing



Figure C
Public Transit

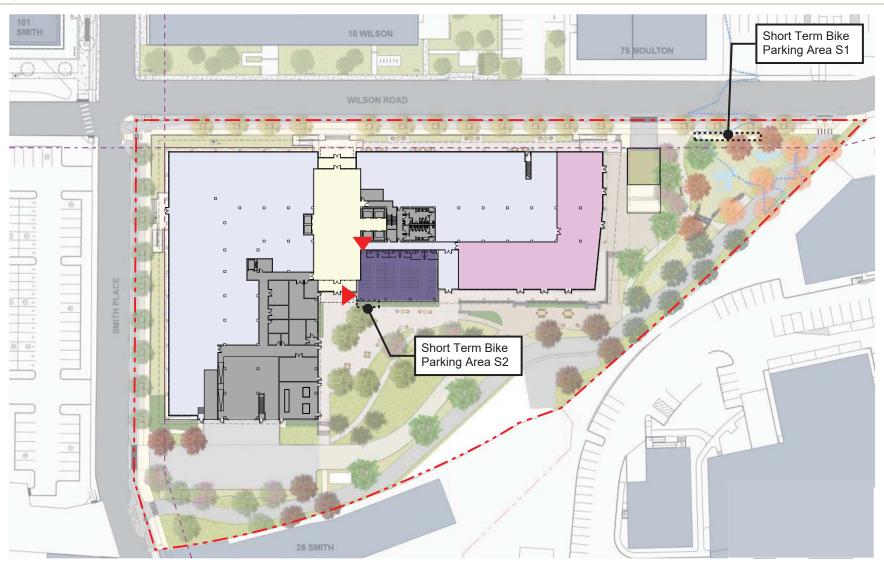


Source: Bing Aerial, Alewifetma.org



Figure D

Private Transit Services (Alewife TMA)





Bicycle Parking Room Entrance

Short Term Bike Parking

Long Term Bike Parking



Figure E

Proposed Bike Parking Key Plan

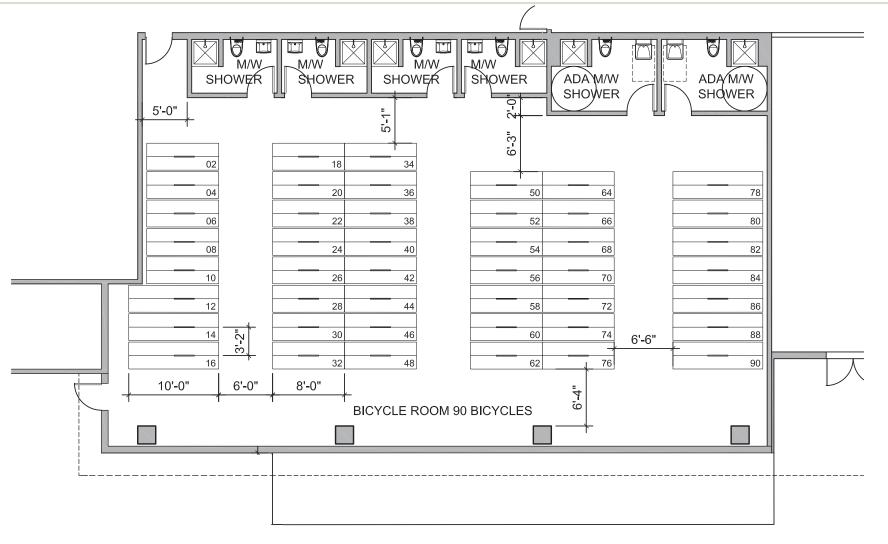


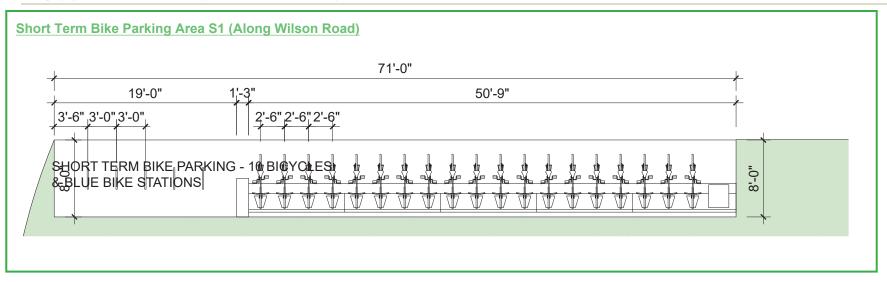


Figure F

Proposed Long Term Bike Parking Plan

6 Tandem Bicycle Parking Spaces
90 Total Bicycle Parking Spaces

84 Standard Bicycle Parking Spaces



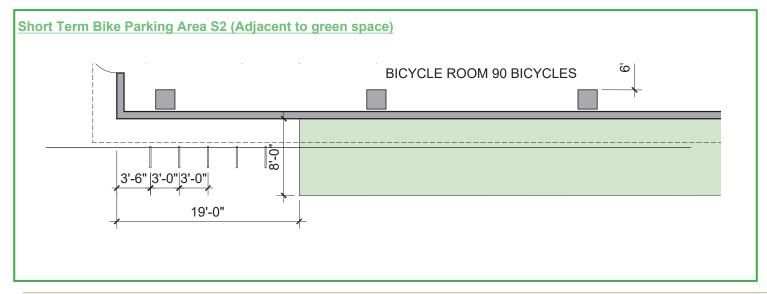




Figure G
Proposed Short Term Bike Parking Plan

20 total short-term bike parking spaces 19-dock BlueBikes Station