



CITY OF CAMBRIDGE

TRAFFIC, PARKING, + TRANSPORTATION

MEMORANDUM

To: Cambridge Planning Board

From: Joseph E. Barr, Director

Date: June 28, 2022

Subject: Proposed Cannabis Retail Store at 1960 Massachusetts Avenue
Healing Green Massachusetts LLC, DBA "Greene Street" (PB392)

The Cambridge Traffic, Parking, and Transportation Department (TP+T) has reviewed the Special Permit Application and the Transportation Logistics Plan from Healing Greene Massachusetts LLC ("Greene Street") to operate an approximately 6,616 square feet Cannabis Retail Store at 1960 Massachusetts Avenue (previously a bank). TP+T offers the Planning Board the following comments for your consideration.

- According to TP+T's parking inventory, 1960 Massachusetts Avenue is registered for 10 parking spaces for customers/visitors to a bank. However, TP+T believes, based on the parcel's property line and historical aerial photos that 3 of the 10 spaces are located on the property of the adjacent Cambridge Masonic Hall at 1950 Massachusetts Avenue, and 7 parking spaces are located on the 1960 Massachusetts Avenue property, which is consistent with the proposed Cannabis Retail Project Special Permit application which indicates 7 total parking spaces.
- As the site have operated in the past, vehicles will enter the parking lot from Porter Road and exit onto Massachusetts Avenue, therefore there will be no traffic circulation changes.
- TP+T supports the Applicant's proposal for loading and deliveries to occur after-hours in the parking lot.
- The Project will provide an employee bike room in the building with 2 bike racks that can support up to 4 bicycle parking space. Because many building entrances have steps, the access to the long-term bicycle parking spaces will be from the ADA entry lobby which has a ramp to access the building. TP+T believes the long-term bike parking plan is acceptable and will work with them during the building permit process.
- The Project proposes at least 3 on-site short-term bicycle parking space for customers/visitors. TP+T has been working with the Applicant on the short-term bicycle parking and we will continue to work with them on it during the building permit process to make sure they meet city standards.
- The Applicant has committed to having no people queuing on any public streets or sidewalks and no customer loitering on the sidewalk or the surrounding area. The Applicant also proposes an appointment-only system for the first month of operation after opening, unless changed by TP+T. To be consistent with other Cannabis Retail Stores that have obtained Planning Board Special Permits, TP+T recommends the

appointment-only system be for the first 6-months of operation, unless changed by TP+T. TP+T should also have the authority to re-instate the appointment-only system if reasonably necessary to manage traffic and public safety.

- TP+T recommends the following transportation mitigation which is consistent with the other Cannabis Retail Stores that have obtained Planning Board Special Permits, including the following Transportation Demand Management (TDM) measures:
 1. Provide 100% MBTA T-Pass subsidies to all employees. (May be pro-rated for part-time employees) The program shall be administered by the employer through the MBTA Corporate Pass/Perq Program.
 2. Offer all employees Gold-Level Bluebikes bikeshare membership, to be administered through the Bluebikes Corporate Program by the employer.
 3. Provide lockers for employees that walk or bike to work.
 4. Have available an air pump and bicycle repair tools for employee and customers to use when needed.
 5. Designate an employee of the facility as a Transportation Coordinator (TC) to manage the implementation of TDM measures and a transportation monitoring program if required. The TC will:
 - a. Post in a central and visible location (i.e., lobby for customers, break room for employees) information on available non-automobile services in the area, including, but not limited to:
 - i. Available pedestrian and bicycle facilities near the Project site.
 - ii. MBTA maps, schedules, and fares.
 - iii. "Getting Around Cambridge" map (available at the Cambridge Community Development office).
 - iv. Locations of bicycle parking.
 - v. Bluebikes regional public bikeshare system.
 - vi. Carpool-matching programs.
 - vii. Other pertinent transportation information.
 - Instead, or in addition to posting paper MBTA schedules, provide a real-time transportation display screen in a central location to help people decide which mode to choose for each trip.
 - b. Compile and provide up-to-date transportation information explaining all commuter options to all employees. This information should also be distributed to all new employees as part of their orientation. Transportation information packets may be obtained from the Community Development Department.
 - c. Provide customers with sustainable transportation information to access the site.
 - d. Provide and maintain information on the project's public website, newsletters, social media, etc. on how to access the site by all modes, with emphasis on sustainable modes.
 - e. Participate in any TC training offered by the City or local Transportation Management Association.
 - f. If requested by TP+T or the Community Development Department (CDD), the Applicant should provide TP+T and CDD information on employee and customer travel modes and where they customarily park, as well as information on loading and delivery operations. Surveys of employees and customer shall be designed and conducted in a manner approved by TP+T and CDD.

- Prior to the issuance of a Building Permit, the Applicant should provide a loading and service delivery management plan that includes all delivery activity to TP+T for TP+T's approval. No offsite deliveries should be made from this location to customers.
- The Permittee shall submit an operations plan to TP+T and Cambridge Police Department for approval prior to issuance of a Building Permit. This plan should address in detail how the Applicant is intending to manage bicycle lane infringement and sidewalk crowding in a manner that maintains safety and access to adjacent buildings, transit, and any other key uses. In addition, there should be a specific plan for the initial opening period, including how the Permittee will identify and respond to any unexpected situations (i.e., sidewalk crowding, blocking bike lanes, or other safety issues). The Permittee shall commit to use an on-line pre-purchase and/or appointment-only scheduling system for operations for a period that is determined by TP&T to be necessary to manage traffic impacts and prevent queuing on the public sidewalk that may cause disruption to the operation of other nearby businesses or to the general public. The City shall extend the commitment beyond that period if it is deemed by the City to minimize transportation impacts.
- Provide a one-time contribution to the City toward transportation, parking, transit and/or bicycle improvements to support non-automobile travel modes for employees and customers and to mitigate the Project's traffic and parking impacts on the surrounding area. As a Priority A or Economic Empowerment Applicant, TP+T recommends the Applicant contribute \$35,000 to the City with half due prior to the issuance of a Building Permit and half due prior to the issuance of an Occupancy Permit to help improve transportation services, operations, and information in the immediate area.