



**CITY OF CAMBRIDGE**  
**Traffic, Parking and Transportation**  
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## MEMORANDUM

**To:** Cambridge Planning Board  
**From:** Joseph E. Barr, Director  
**Date:** January 3, 2019  
**Re:** CambridgeSide Third Floor Re-Tenancing.  
Major Amendment #6 to PUD Special Permit (PB#66) and Project Review Special Permit.

The Traffic, Parking, and Transportation Department (TP&T) has been working with the Cambridgeside Galleria Trust, McKinnon Company, and Vanasse & Associates Inc. (VAI) on a proposed re-tenancing of the third-floor space in the core mall building (approximately 140,000 SF) at CambridgeSide from retail to office use. TP&T certified the project's Transportation Impact Study (TIS) as complete and reliable on December 7, 2018, we submitted our initial comments on the project in a memo to the Planning Board dated December 12, 2018, and we attended the December 19, 2018 Planning Board hearing.

According to the TIS the change from retail to office use on the third floor will generate 108 net new daily vehicle trips (59 net new AM and 23 net new PM peak hour vehicle trips), 558 daily transit trips (60 AM / 60 PM trips), 76 daily pedestrian trips (8 AM / 8 PM trips), and, 88 daily bicycle trips (9 AM / 9 PM trips). The TIS indicated that the project had 4 Planning Board Transportation Special Permit criteria exceedances including, morning and evening peak hour Pedestrian Level of Service F at the mid-block crossing on Cambridgeside Place, and the lack of bicycle facilities on Cambridgeside Place and Land Boulevard.

To mitigate the transportation impacts for the third-floor re-tenancing from retail use to office use and for the project to generate no more vehicle trips than estimated in the TIS, TP&T recommends the following transportation mitigation and Transportation Demand Management (TDM) measures be put in place for all office employees, including those of all tenants:

1. The Third-floor office use space shall have a maximum parking ratio of 0.9 spaces per 1,000 square feet of office space which is consistent with the City's 2013 Kendall Square Planning Study (i.e. for 140,000 square feet this equals up to 126 parking spaces may be rented or leased to tenants or tenant employees working on the Third Floor).
2. Require tenants to charge market rate parking fees directly for third floor employees.
3. Although areas or zones within the parking facility may be associated or pooled together for Third Floor employee parking, do not dedicate or assign individual parking spaces to individual office employees working in the third-floor office space.
4. Make available up to 6 carshare parking spaces and add additional carshare spaces as demanded.

5. Increase the publicly available Electric Vehicle (EV) charging stations in the garage by 1 to serve a total of 5 parking spaces.
6. Provide (or require in lease documents that the lease is required to provide) 100% MBTA pass subsidies to office employees (up to the Federal Fringe Benefit limit).
7. Provide showers and lockers to employees.
8. Continue to maintain membership in the Charles River Transportation Management Associations (CRTMA), including providing the third-floor office employees transportation commuter service benefits, such as an Emergency Ride Home program and a carpool-matching program.
9. Provide free EZRide Shuttle bus stickers to all office employees working on the third floor by paying the standard rates as required by the CRTMA.
10. Work with TP&T and the CRTMA to evaluate consolidating the CambridgeSide Shuttle bus with the EZRide Shuttle bus, which operate over very similar routes. For example, evaluate if the costs for operating the CambridgeSide Shuttle bus could be more effectively used toward the EZRide shuttle bus that provides equal and potentially improved (i.e. more frequent) free shuttle bus service between CambridgeSide and Kendall Square. The scope of this study should be approved by TP&T and CDD and the study should be completed and accepted by TP&T and CDD prior to the first Occupancy Permit for the Third-floor office space.
11. Provide annual Gold level Bluebikes membership to office employees.
12. Install bicycle repair station with air pump and tools.
13. Designate a transportation coordinator (TC) for the third-floor offices to manage the TDM program. The TC will also oversee the marketing and promotion of transportation options to all employees at the site in a variety of ways:
  - a. Post information in a prominent location in the building and on the Project's website, social media, and property newsletters.
  - b. Respond to individual requests for information in person and via phone and email.
  - c. Perform annual transportation surveys.

Because it is currently unknown if the office space will include one or multiple tenants, at the Project may provide either a single Transportation Coordinator or tenant leases could require that the tenant designate a TC to fulfill this requirement for their employees and visitors.

14. The TC will compile and distribute up-to-date information explaining all transportation options to all new employees as part of their New Employee Packet. The packets will contain information on both the range of options available and any TC management programs to support the use of these options.
15. The TC will be on-site during a minimum of 2 hours per week and will be available during other times to employees via email and telephone. Email and phone information for the TC will be posted in the transportation information center.
16. The TC will participate in any TC trainings offered by the City of Cambridge or local TMA.
17. Either install a real-time multimodal transportation display screen to help employees and visitors decide which mode to choose for each trip they take during the day (transit, carsharing vehicle, Bluebikes bike share, etc.), or establish a transportation information center located in an area(s) that is central, visible, convenient, and equally accessible to employees and visitors. The center will feature information on:
  - a. Available pedestrian and bicycle facilities near the site.
  - b. MBTA maps, schedules, and fares.
  - c. Area shuttle maps and schedules.
  - d. "Getting Around in Cambridge" map and other CitySmart materials (available at the Cambridge Community Development office).

- e. Location of bicycle parking.
  - f. Bluebikes regional bikeshare system.
  - g. Carsharing and Ride-matching.
  - i. Other pertinent transportation information
18. Encourage employers to work with the Cambridge Office of Workforce Development to hire Cambridge residents.

**To further support sustainable modes of traveling, the Project should implement the following measures**

19. Because the project will be creating a new entrance on Cambridgeside Place, TP&T recommends the following changes which should be approved by TP&T and the Department of Public Works (DPW) and completed prior to the issuance of the first Occupancy Permit for the third-floor office space:
- a. Reconstruct the mid-block crosswalk on Cambridgeside Place with proper and updated slopes to maximize the visibility, effectiveness, and safety for the crossing which should be a raised pedestrian crossing.
  - b. Cambridgepark Place should also be repaved as needed.
  - c. Refresh pavement marking on Cambridgeside Place with standard roadway markings.
  - d. In coordination with TP&T evaluate and make any approved changes to curb parking regulations.
20. Because the TIS indicated that bikes were observed parking to sign posts and railings on projects' property, if feasible, and as approved by TP&T, the Project should install additional bicycle racks (i.e., 10 racks) on Cambridgeside Galleria property to add short-term bicycle parking at locations that are currently underserved based on demand.
21. Prior to the issuance of the first Occupancy Permit, the Project should replace the existing long-term bike racks that are "wave type" racks with City standard bike racks. Work with TP&T and CDD to evaluate why the existing long-term bike racks are not used or little used, which may also indicate that current location is not an accessible and or convenient location and therefore the long-term bicycle parking should be relocated elsewhere.

**Transportation Monitoring Program**

The currently required Cambridgeside Galleria annual TDM monitoring reports should include mode share and parking demand surveys for the employees working on the third-floor office space. The information should be reported separately from other mall employee and retail patrons' data. Information should be provided in a form approved by TP&T and CDD and should include, but not be limited to, mode share by origin, response rate, number of employees, status of required TDM measures, and parking demand trends over time.

**Commercial Parking Facility Permit**

The CambridgeSide Galleria shall continue to be subject to the CambridgeSide Galleria Commercial Parking Facility Permit as Ammended May 15, 2000) and/or any future changes or Amendments approved by TP&T.

Finally, TP&T looks forward to continuing to work with the Cambridgeside Galleria Trust, McKinnon Company, and Vanasse & Associates Inc. (VAI) to ensure the success of this project.