



*Our*  
**CAMBRIDGE ST.**

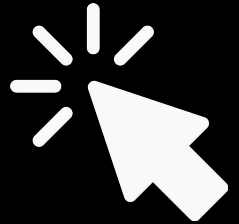
a community plan

Community Meeting 12/08/21

*Welcome!*

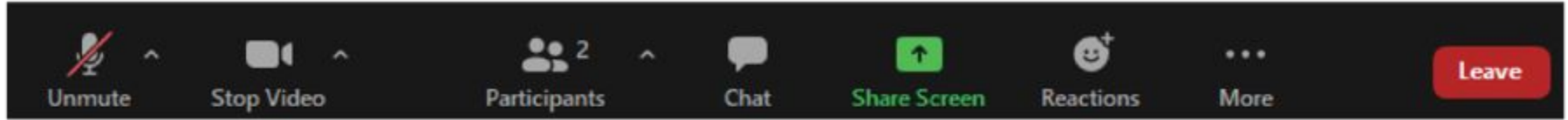
**PLEASE SIGN IN**

*Click the link in the chat to sign in*  
(or add your contact info to the chat)



# RULES OF ENGAGEMENT

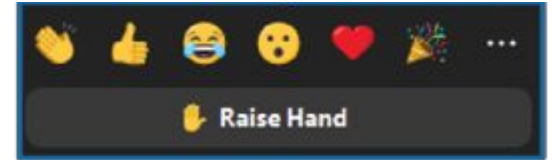
# GETTING TO KNOW ZOOM



Please stay **muted** until called on

If you are comfortable you can leave your **video** on

Use **Chat** to comment or ask questions



Use **Reactions** to **Raise Hand**



If you're having connectivity issues, call in at:  
**929-436-2866**  
**Meeting ID: 826 9059 1243**

# HOW CAN I PARTICIPATE

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Here are the guidelines for tonight's discussion:

- If you would like to ask questions by microphone, you may use the **"raise hand" button** at the bottom of your screen. The moderator will unmute participants in the order that they are raised at the end of the presentation.
- **For call-ins, press \*9** to raise your hand and we'll read the last 4 digits of your phone number when it's time for you to speak.
- We want to give **as many people as possible the opportunity to be heard**. If you've already had a chance to speak, or if someone else has voiced your comment, please let people with new ideas be heard.
- If we're unable to hear from all raised hands by 7:15 pm, you can **send your comments/questions directly to Drew Kane** by phone: 617-349-4640 or by email: dkane@cambridgema.gov.
- Each person has **two minutes** to speak.
- All comments and questions **in the chat** will become part of the meeting record and will be considered into future recommendations by the project team.



*Note: We will be recording this meeting to share online with any interested stakeholders who were not able to attend.*

# OUR TEAM

## INTERFACE STUDIO

Lead, planning and urban design

## NINIGRET PARTNERS

Economic strategy

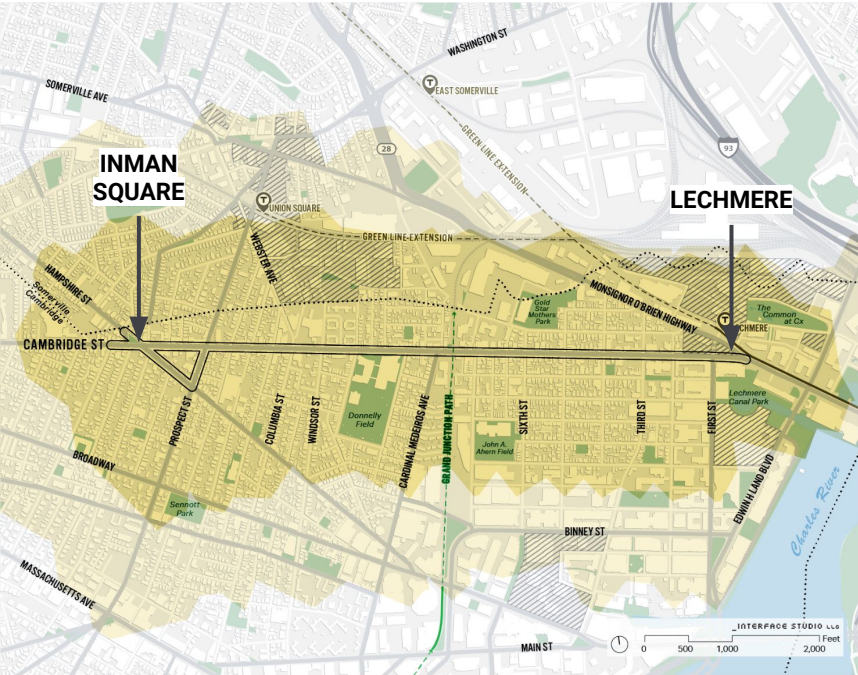
## CONSULTECON

Real estate and housing

## BURO HAPPOLD

Mobility and climate

# AGENDA



- 01** OVERVIEW  
Project goals and schedule
- 02** ENGAGEMENT  
By the numbers
- 03** KEY ISSUES  
Existing conditions assessment
- 04** NEXT STEPS  
A look at the next couple of months

# QUICK POLL

*What's your relationship to Cambridge Street?*





# 01 OVERVIEW

Project goals

Schedule

# REALIZING ENVISION CAMBRIDGE GOALS

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## **BUSINESS**

Support small  
business community



## **MOBILITY**

Improve infrastructure for  
sustainable choices



## **HOUSING**

Address affordability and  
supply



## **PUBLIC SPACE**

Increase open  
space resources

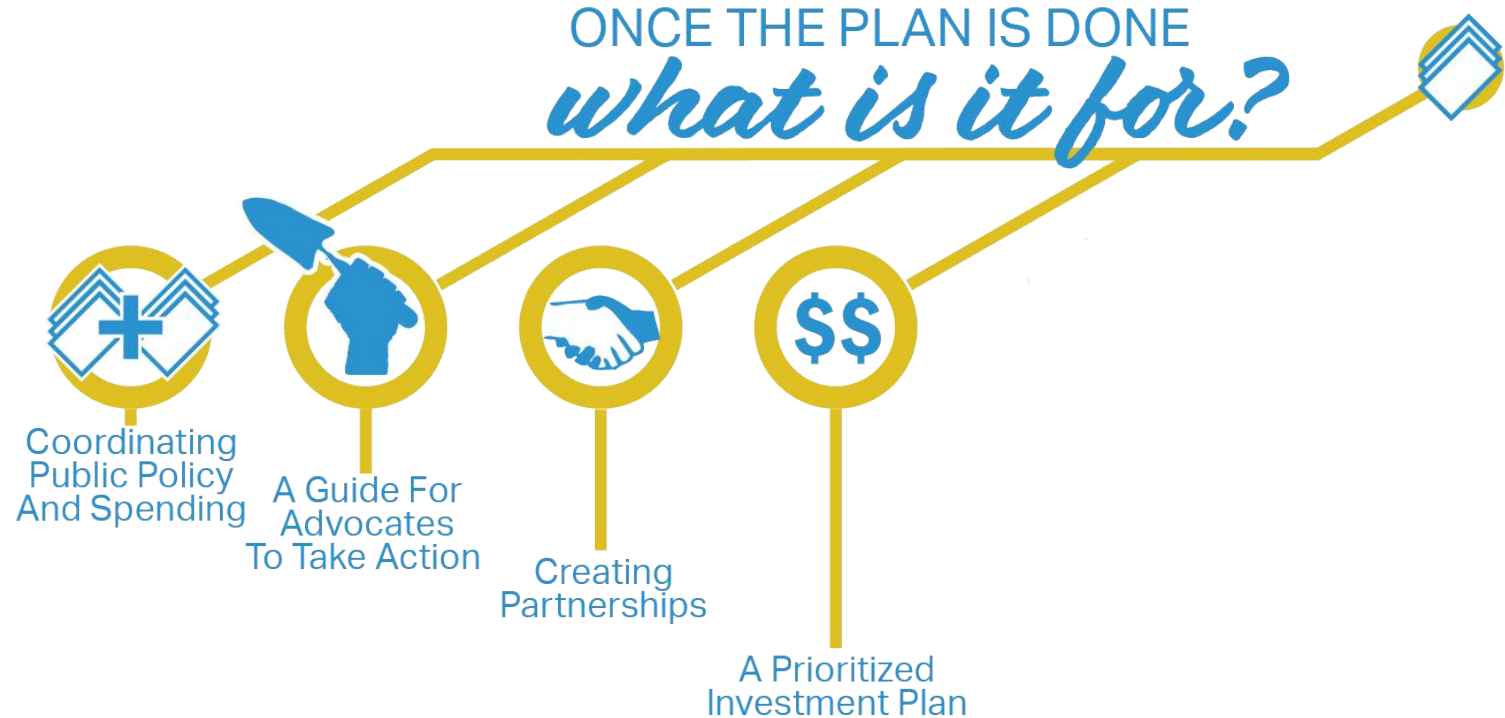


## **CLIMATE**

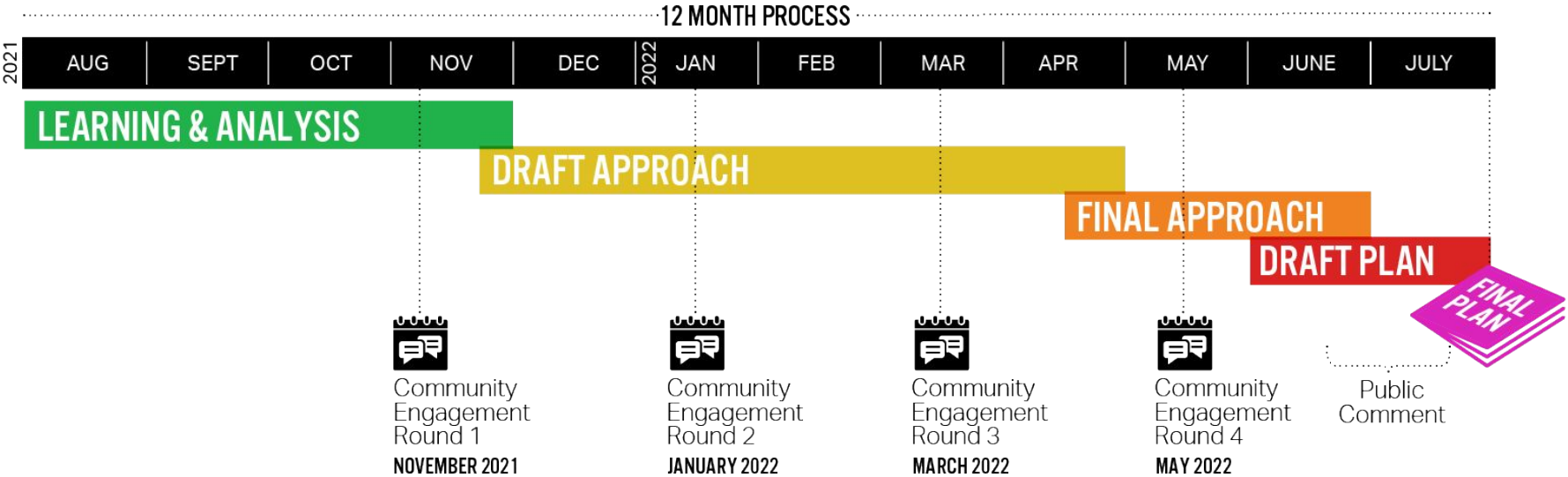
Plan for climate  
mitigation and resilience

# WHY PLAN?

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# PROJECT SCHEDULE



# 02 ENGAGEMENT

# ENGAGEMENT BY THE NUMBERS

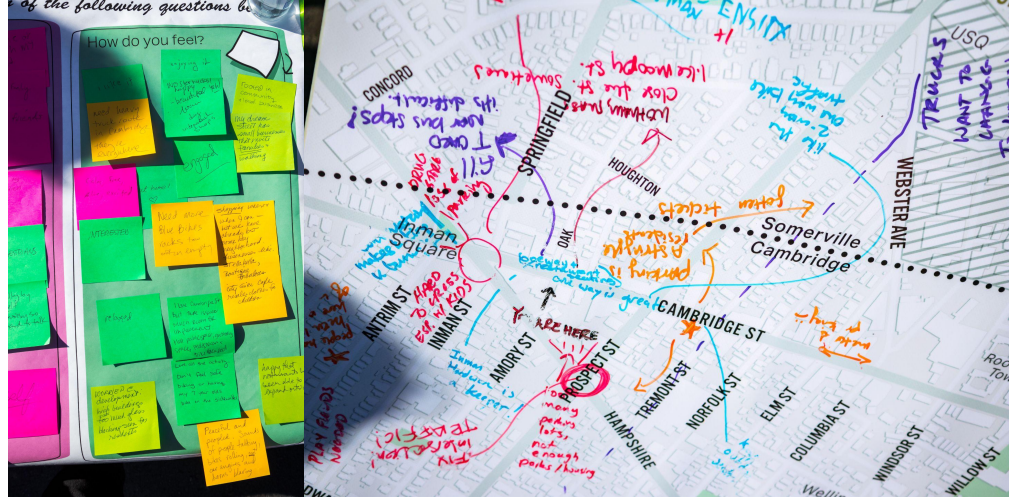
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- 30+ interviews (neighborhood organizations, business owners, institutions, city staff)
- Site tour with East Cambridge Business Association
- Pop ins @ Volpe Block Party, Millers River Housing
- Pop ups @ Inman Square, East Cambridge
- Online survey (426 responses - ongoing)
- ~160 direct survey emails to Cambridge Street business owners and community organizations





**INMAN SQUARE** 3rd Annual East Cambridge Clean Up Day May 5, 2011



**WE-HA: VOLPE BLOCK PARTY**



**EAST CAMBRIDGE**

# WHAT WE'VE HEARD SO FAR

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## RESIDENTS

- Want more active street frontage, diverse local businesses, particularly retail
- Concerned about scale of development in neighboring areas and lab/tech space

## BUSINESSES

- More housing is good for the businesses, need affordable for middle income
- Support outdoor dining and public spaces, especially with all the families
- Concerned about conflicts between bikes, parking, loading, pick-up/drop-off
- Parking is a challenge, particularly for employees - many of whom don't live nearby
- Retail is challenging and there is a lot of retail/restaurant competition in new developments
- Bars and restaurants facing biggest threat with Covid recovery





**A lot is expected on this street: support small businesses, create new affordable housing, manage loading, encourage walking, improve ADA accessibility, integrate separated bike lanes, plant more trees, manage stormwater....**

**How can Cambridge Street evolve yet still retain what makes it unique?**

# 03 KEY ISSUES

Who uses Cambridge Street?

How can all users be accommodated?

How can Cambridge Street support climate action and resilience?

Where are the development pressures?

# WHO USES CAMBRIDGE STREET?

It's one of the densest and liveliest places in the city and serves residents, business owners, workers, visitors, and commuters

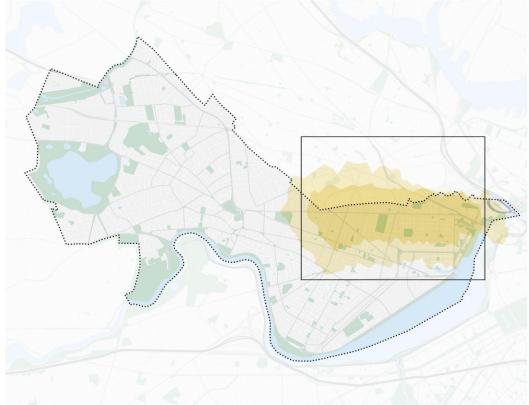
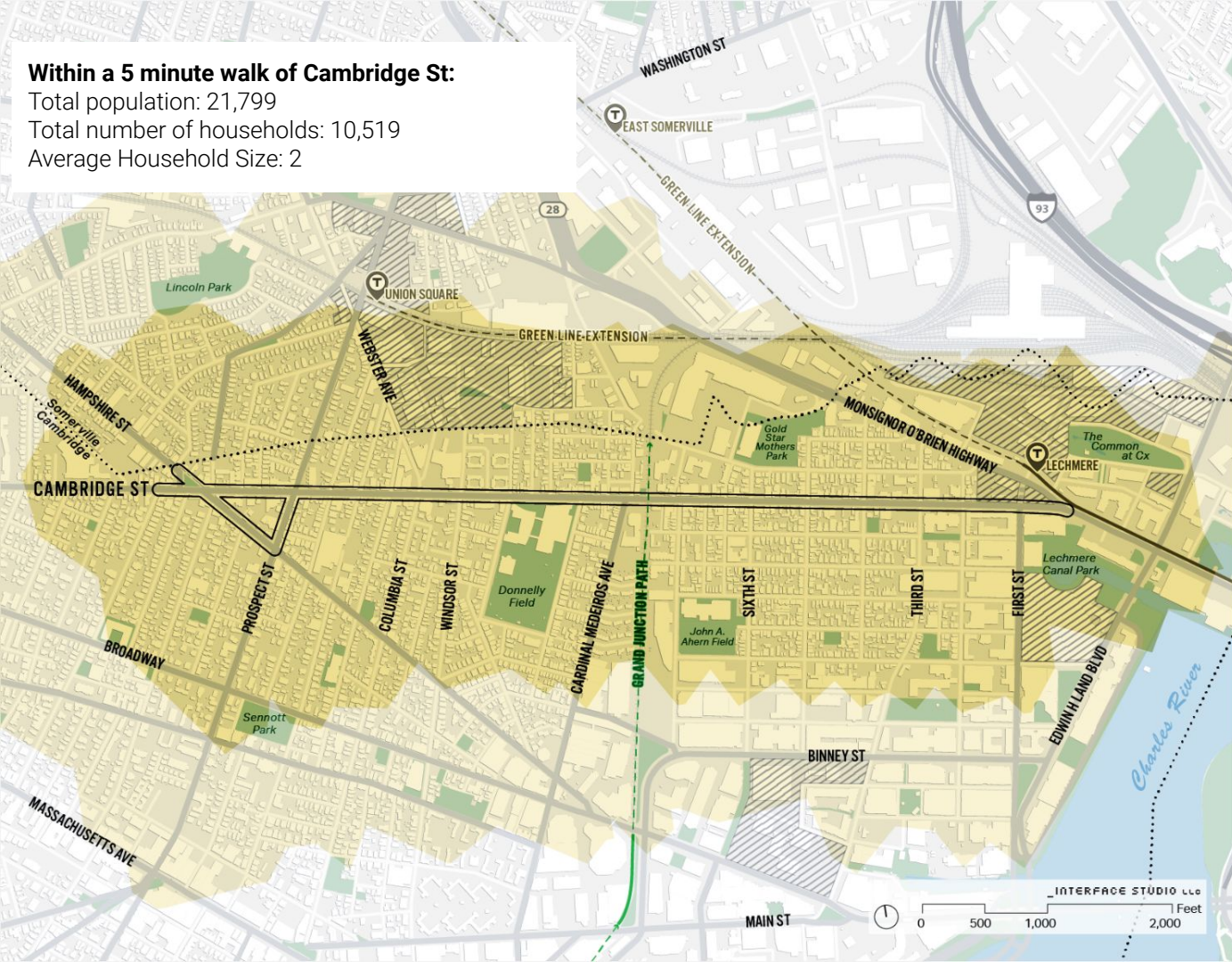


**Within a 5 minute walk of Cambridge St:**

Total population: 21,799

Total number of households: 10,519

Average Household Size: 2



**5- AND 10- MINUTE  
CAMBRIDGE STREET WALKSHED**

*Interface Studio, October 2021*

- 5-Minute Walkshed
- 10-Minute Walkshed
- Parks/Open Space
- Water
- Light Rail
- Light Rail Extension
- Multi-Use Path
- Multi-Use Path Extension
- High Impact Development
- City Boundary

# RESIDENTS



2,735 <sup>[13%]</sup>

SENIORS OVER 65



2,532 <sup>[12%]</sup>

YOUTH UNDER 19



34

MEDIAN AGE

1,494 <sup>[15%]</sup>

HOUSEHOLDS EXPERIENCING POVERTY

\$100,537

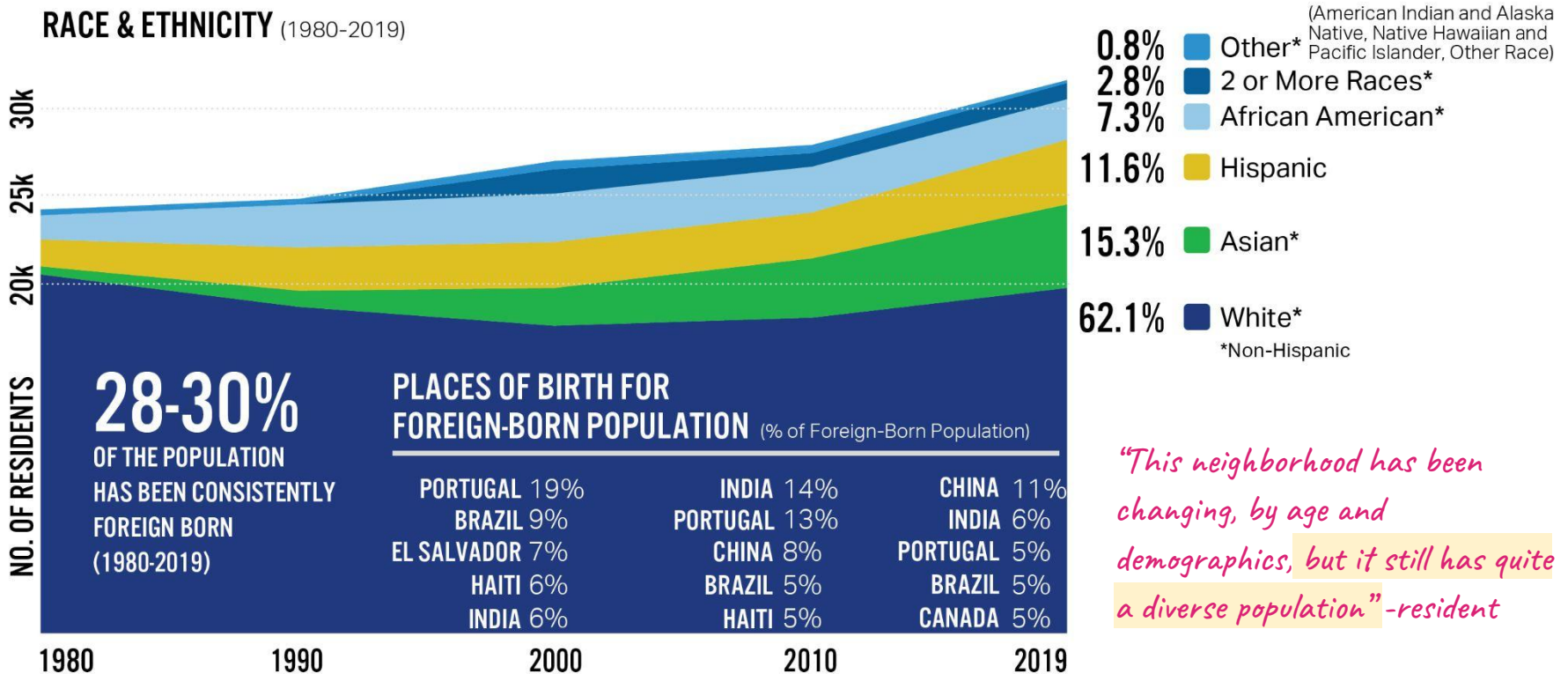
2021 MEDIAN HOUSEHOLD INCOME

7% LESS

**CITY OF CAMBRIDGE**  
\$107,374

# CHANGE OVER TIME

## RACE & ETHNICITY (1980-2019)



*"This neighborhood has been changing, by age and demographics, but it still has quite a diverse population"-resident*

# WORKERS

# 14,000+

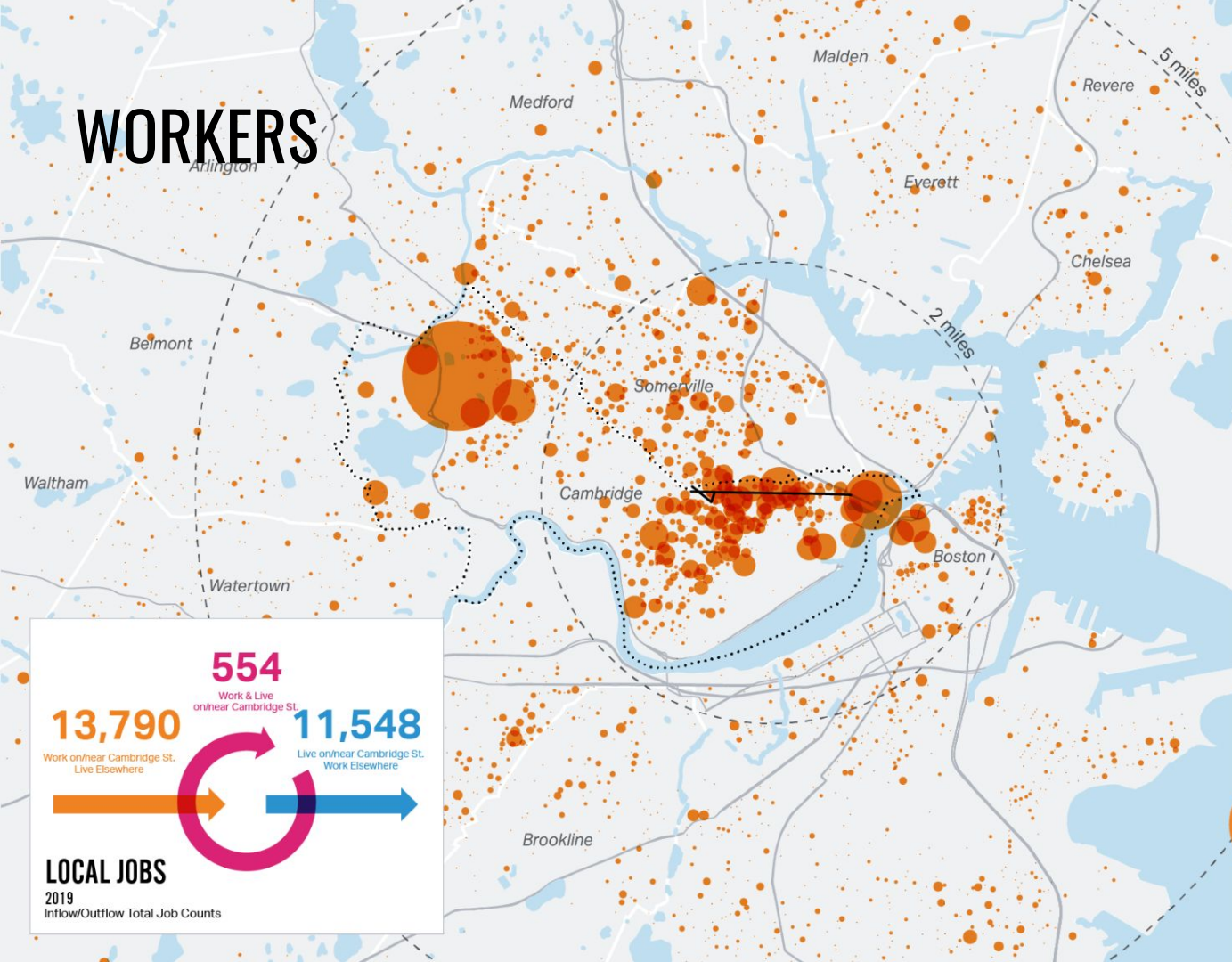
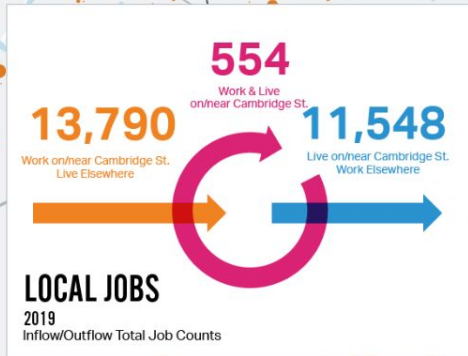
people work within  
5 minutes of  
Cambridge Street

but a total of 26,000  
people travel to or from  
Cambridge Street for work

## WHERE WORKERS LIVE

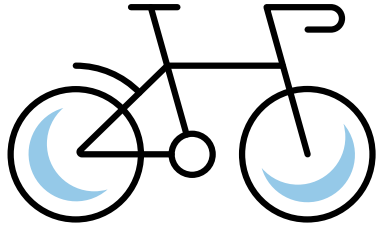
LEHD Onthemap Distance/Direction Analysis, 2019

Number of Workers



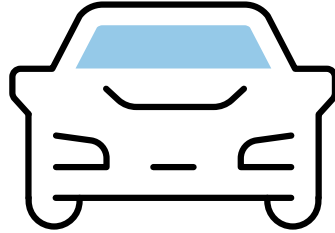
# COMMUTERS

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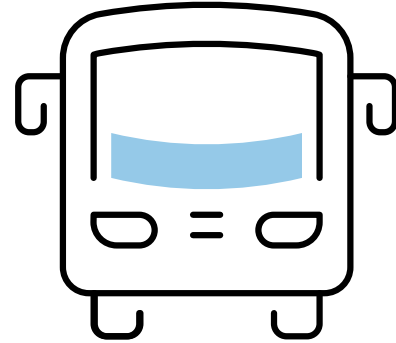
**2,800+ BICYCLISTS**

2019



**12,000+ VEHICLES**

Spring 2016



**3,000+ BUS RIDERS**

Fall 2019 (Rt 69 bus)



# FLORA / FAUNA

**Cambridge Street is also home to plants and animals that could benefit from planting pollinator and bird-friendly habitats.**

- Pollinator and bird populations are declining, threatening ecosystems and food production worldwide.
- Need for native flowers and vegetation, including a healthy tree canopy.

*“We use Cambridge Street as our classroom, could be cool to expand stormwater education, watershed, adopt a drain, tree identification, stuff like that.”*

*-preschool teacher*



Fresh Pond Wildlife and Bike Parade

# QUICK POLL

*What's the most common ground floor use on Cambridge St?*



Lincoln Park



UNION SQUARE

# BUSINESSES

Total number of first floor businesses: 225

GREEN LINE EXTENSION

MONSIGNOR O'BRIEN HIGHWAY

Somerville  
Cambridge

WEBSTER AVE

WINTER ST

GOREST



LECHMERE

HAMPSHIRE

CAMBRIDGE ST

ANTRIM ST

INMAN ST

ANDREY ST

PROSPECT ST

TREMONT ST

NORFOLK ST

ELM ST

COLUMBIA ST

WINDSOR ST

WILLOW ST

BERKSHIRE ST

CARDINAL MEDEROS AVE

FULKERSON ST

THORNDIKE ST

SIXTH ST

FIFTH ST

SCIARAPPA ST

THIRD ST

SECOND ST

FIRST ST

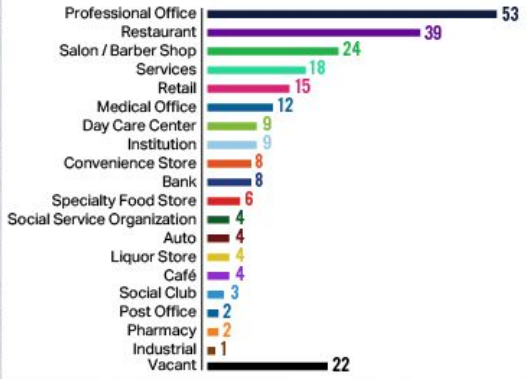
Lechmere Canal Park

Donnelly Field

John A. Ahern Field

GRAND JUNCTION PATH

## FIRST FLOOR BUSINESSES



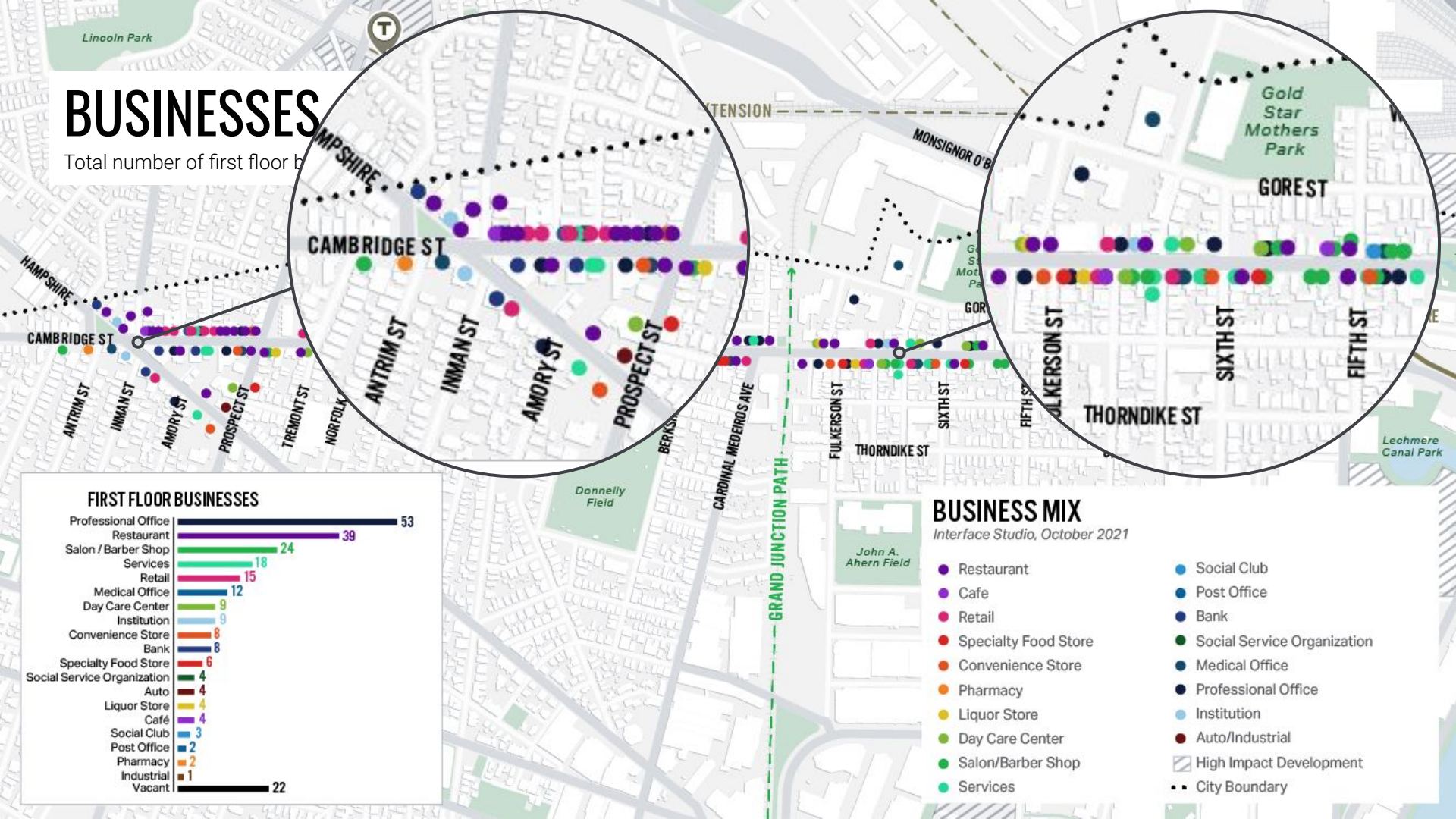
## BUSINESS MIX

Interface Studio, October 2021

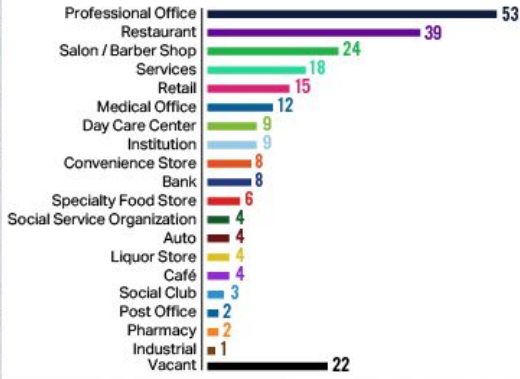


# BUSINESSES

Total number of first floor businesses



## FIRST FLOOR BUSINESSES



## BUSINESS MIX

Interface Studio, October 2021



# BUSINESSES

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Cambridge Street offers a mix of services and destinations. It's important not to lose this mix in favor of all restaurants and retail.

- Mix makes it a more resilient neighborhood-serving commercial street.
- Changing retail trends and a large amount of new retail space coming in nearby.
- Intense delivery needs of food/beverage businesses.
- Small spaces constrain development type.



**+** We need to make a distinction between active uses and active street frontages.

# HOW CAN ALL USERS BE ACCOMMODATED?

How does the current design of Cambridge Street work? How does it support (or not support) its users as well as help the city meet its climate goals?



# MOBILITY PRIORITIES

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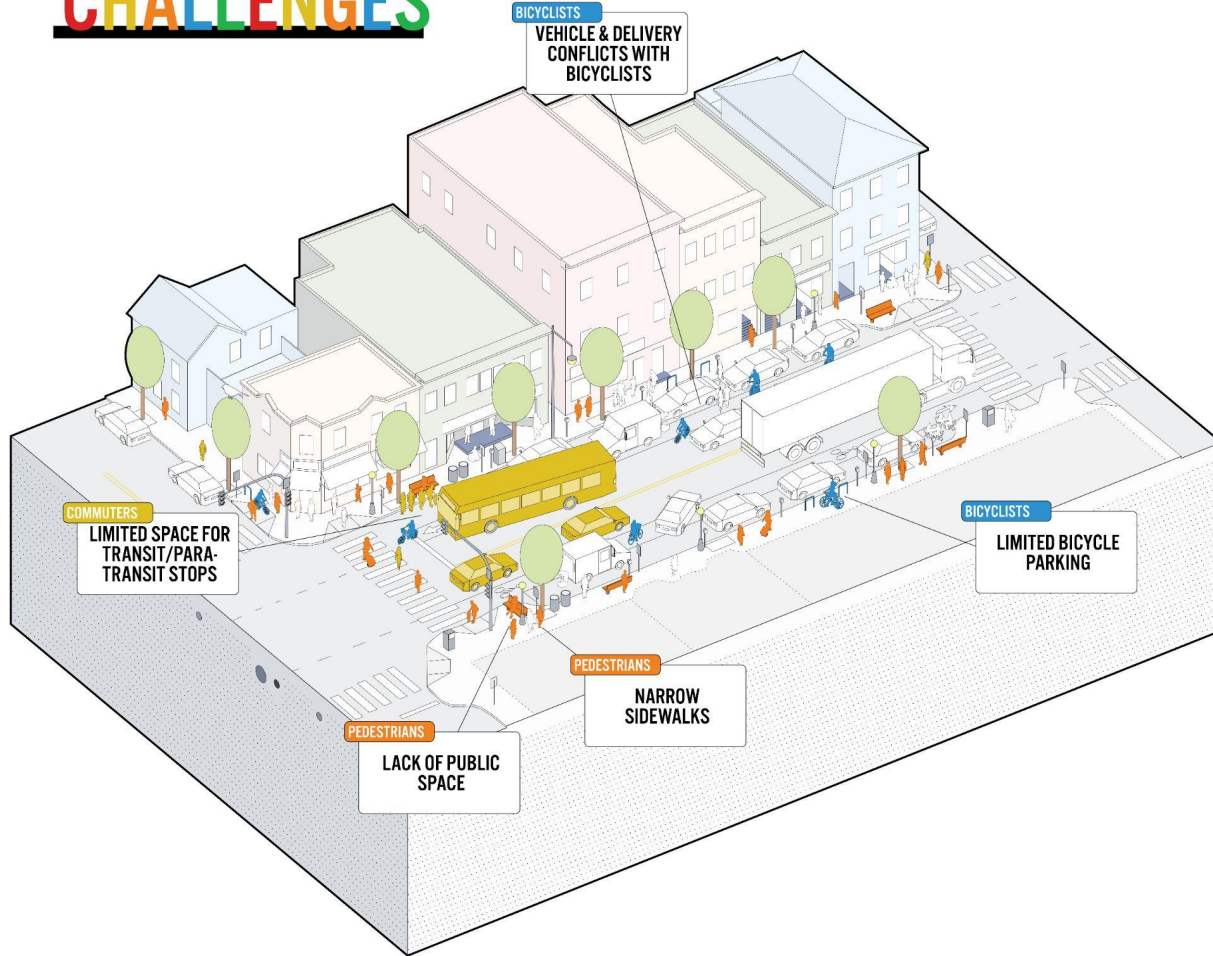
Cambridge Street can get very congested with truck and car through traffic, loading/unloading, a bus route and major cross streets. How do we balance mobility with the other needs of the street?



*"Cambridge Street doesn't connect people, it connects vehicles."*

*-resident*

# CAMBRIDGE STREET CHALLENGES



## MOBILITY

*“Built environments send a message about who is welcome and who is not and it contributes to people’s functioning. If you put people in the built environment they need, they will thrive.”*

*- Cambridge Commission for Persons with Disabilities*



SAFETY  
ZONE  
SPEED  
LIMIT  
**20**

**Moving?**  
Visit:  
[CambridgeMA.Gov/  
Recycle](http://CambridgeMA.Gov/Recycle)  
Find out how to:  
**Get Rid of  
It Right**

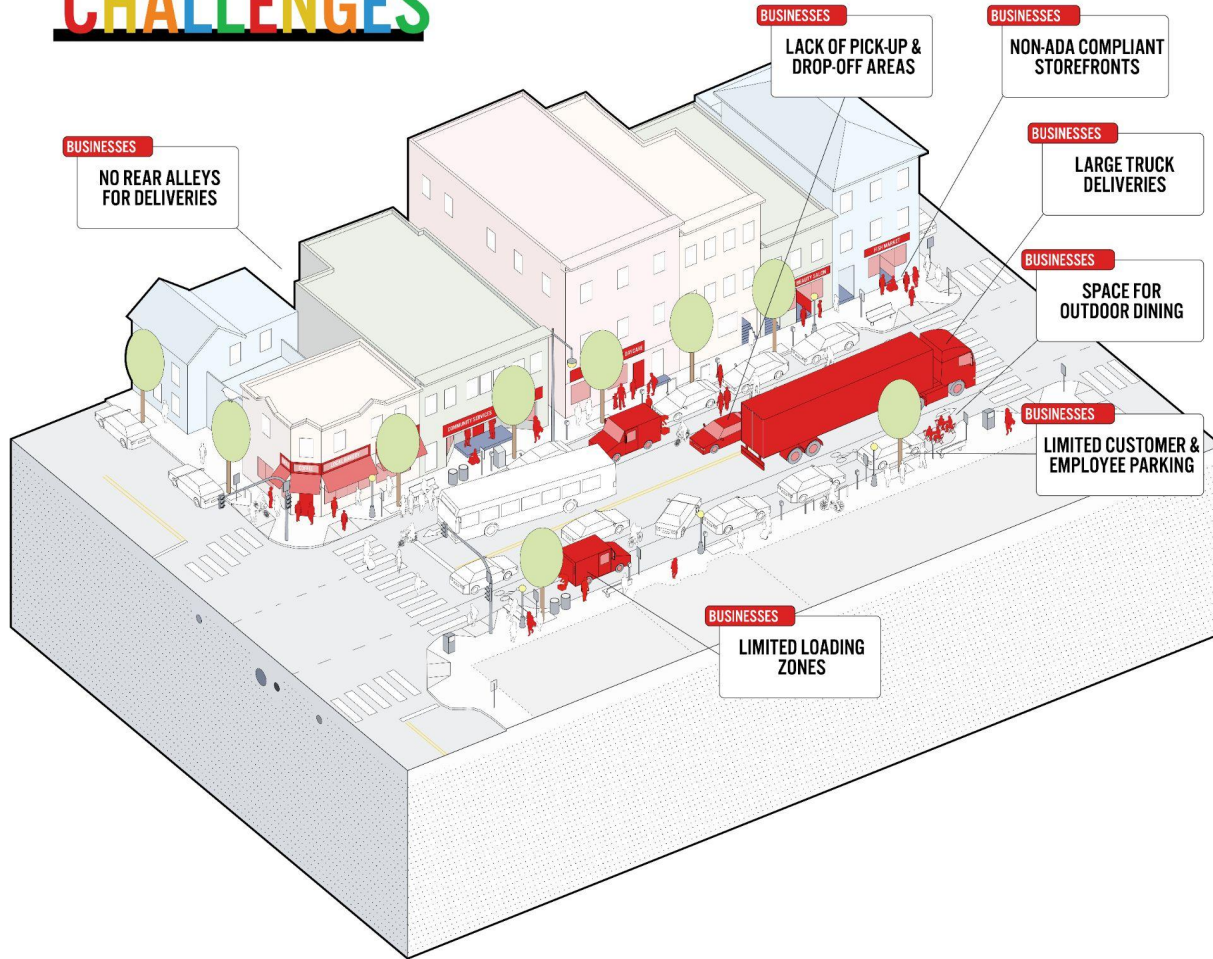


Howland  
Deli

**HOURS**  
Monday-Thursday 11:00-9:00  
Friday-Saturday 11:00-10:00  
Sunday 11:00-9:00

WE  
❤️  
BOS  
SMALL  
BUSINESS

# CAMBRIDGE STREET CHALLENGES



## BUSINESSES

*"We pay hundreds and hundreds of dollars for parking tickets. We have one shared pass in Somerville, and they park and walk over."*

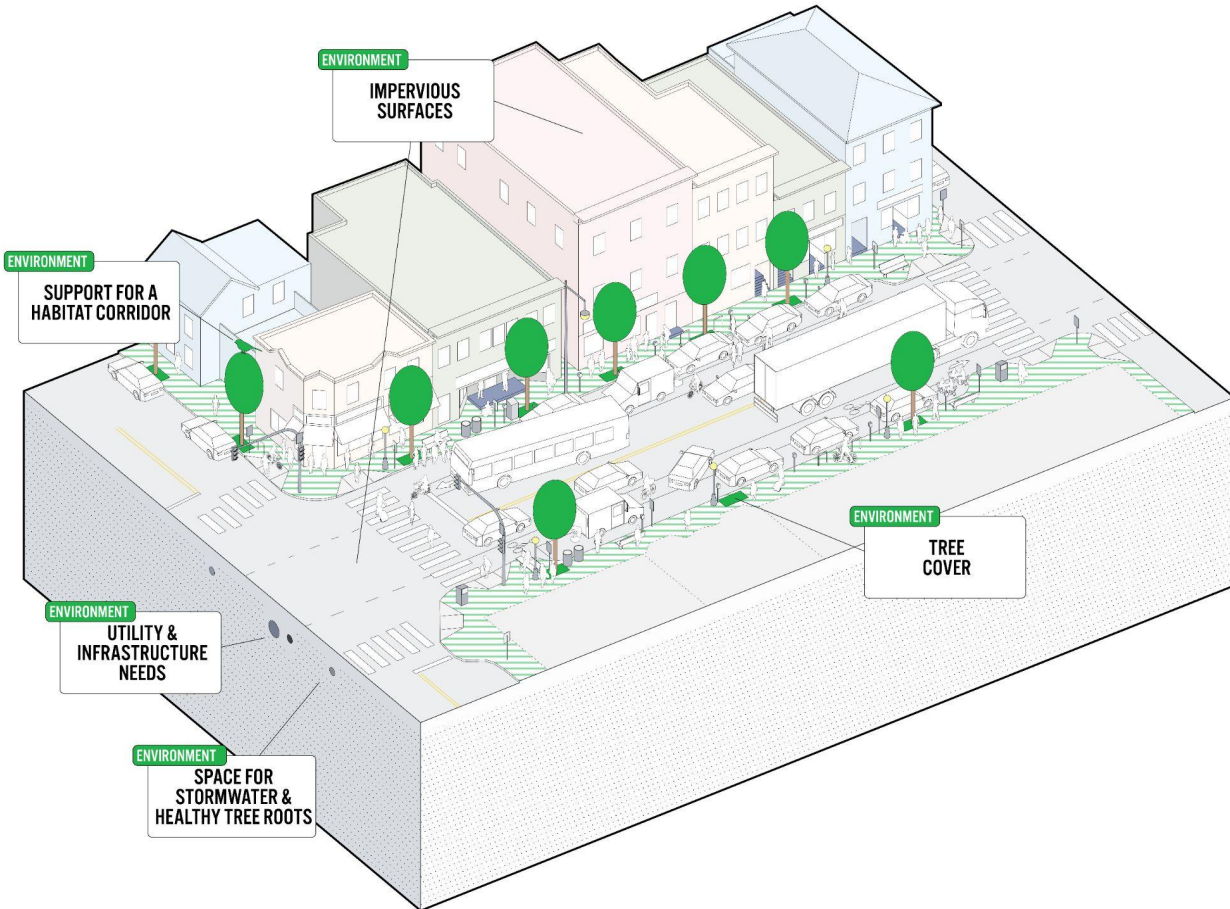
*- Cambridge Street employee*





*“What makes Inman Square alive is healthy restaurants and retail - having outdoor space changes the proposition in a meaningful way that could make it easier to withstand the pressure of redevelopment.”*  
- business owner

# CAMBRIDGE STREET CHALLENGES



## ENVIRONMENT

Tree canopy in Wellington-Harrington and East Cambridge is low compared to the city

**15%**   **15%**   **13%**

5-Minute Walkshed

Wellington-Harrington

East Cambridge

**26%**

Citywide Tree Canopy Coverage

# PUBLIC SPACE

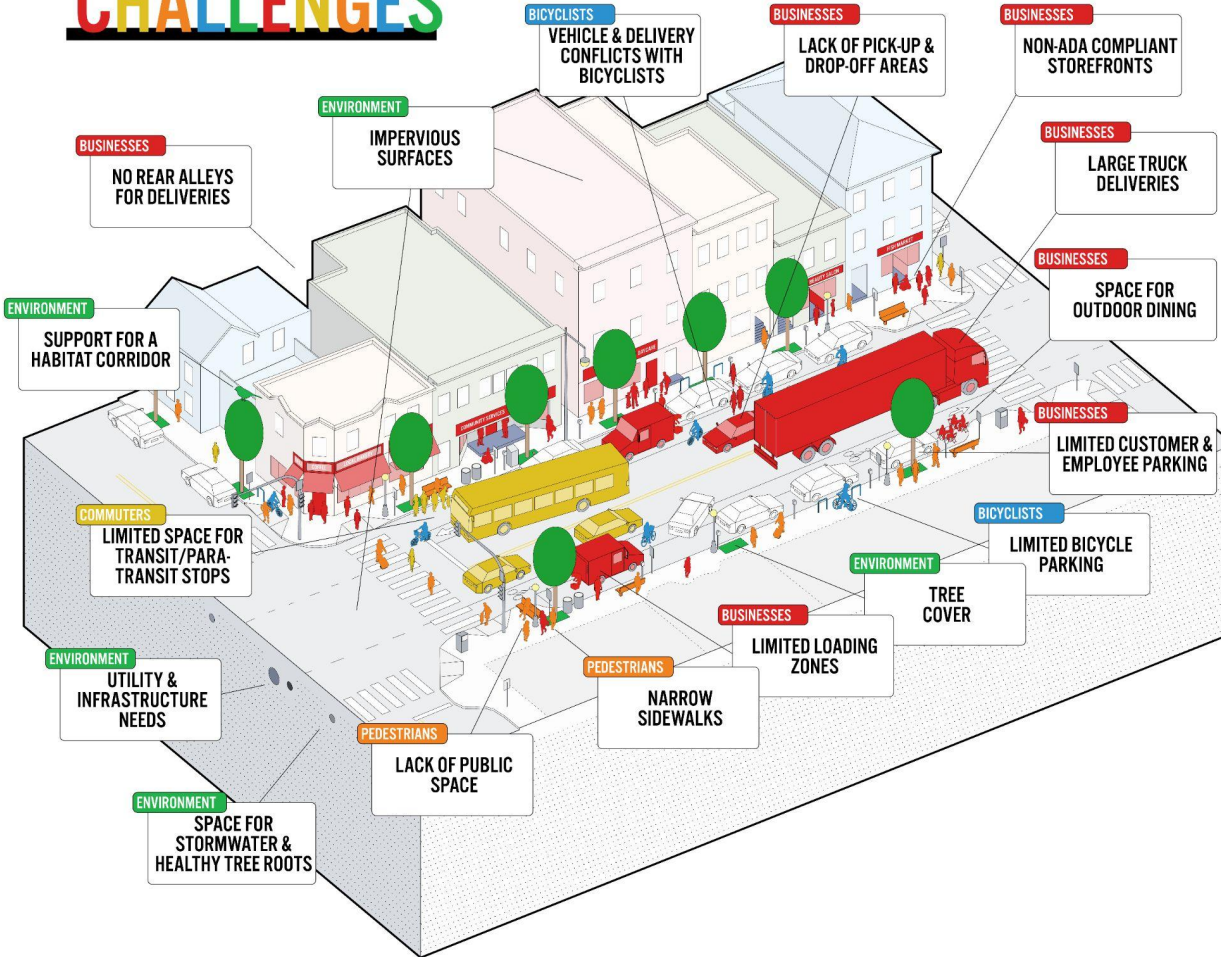
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There is very little public space on Cambridge Street and a narrow right-of-way with many competing needs will mean making the most of the small spaces that exist and finding opportunities to incorporate new public patios along the street.

*“Create something unique for each of these neighborhoods along the way; not a place, a series of places.”  
-resident*



# CAMBRIDGE STREET CHALLENGES



**There are trade-offs to consider in order to accommodate all users:**

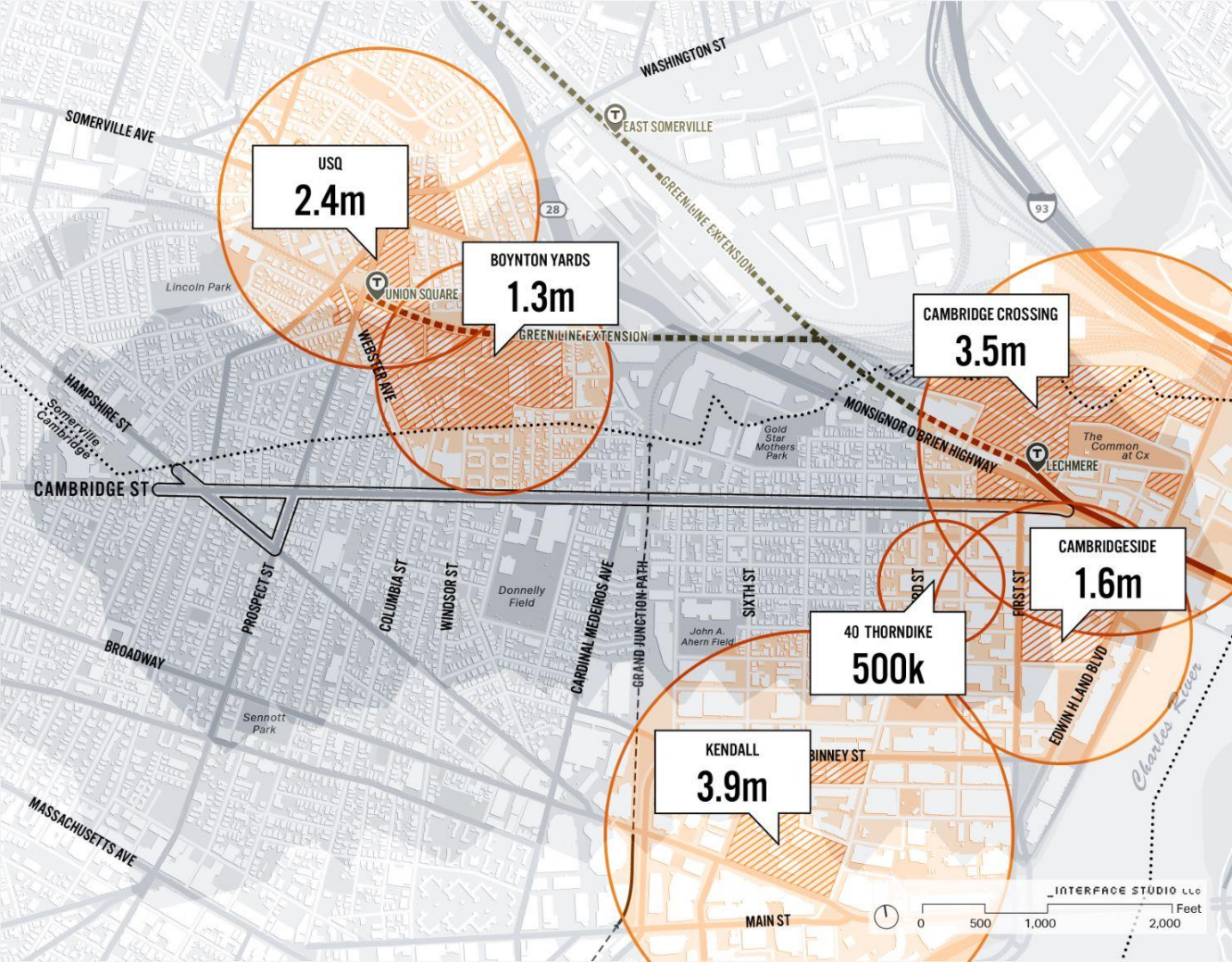
- Pedestrians including those with limited mobility
- Bicyclists
- Drivers
- Delivery drivers
- Transit and paratransit riders
- Business owners

# WHERE ARE THE DEVELOPMENT PRESSURES?

Cambridge Street is surrounded by major development projects that will influence how it changes.







# 13m+

square feet of development including

# 3,313

new residential units are recently constructed, under construction or planned within a 10-minute walk of Cambridge Street

## PLANNED DEVELOPMENT SITES

*Interface Studio, October 2021*

- 5-Minute Walkshed
- 10-Minute Walkshed
- Light Rail
- Light Rail Extension
- Multi-Use Path
- Multi-Use Path Extension
- High Impact Development
- Total Development in Square Feet (SF)



# HOUSING

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**There is an acute need for affordable housing but residential development faces several impediments.**

- High cost of land and construction
- Small size of properties
- Competition from lab/tech which can pay higher prices

*“We don’t need anymore \$2 million condos. We need family housing.”*

*- resident*



# QUICK POLL

*What is your biggest priority for Cambridge Street?*



# QUESTIONS?

## Your feedback is important

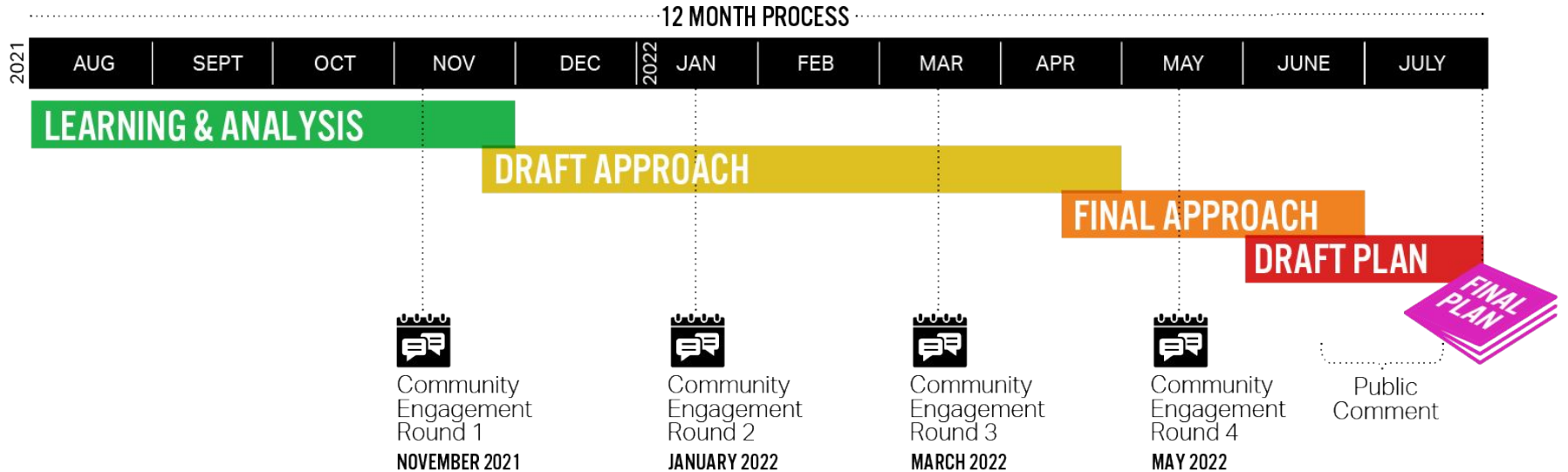
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# 04 NEXT STEPS

# HOW YOU CAN BE INVOLVED:

- Sign up for project updates
- Spread the word
- Take the online survey
- Stay tuned for our next community meeting in January



# HOMEWORK

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*Our*  
**CAMBRIDGE ST.**  
a community plan

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✓

♥

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**TAKE OUR SURVEY!**

[www.surveymonkey.com/r/CambridgeSt](http://www.surveymonkey.com/r/CambridgeSt)

