

How can we create a truly safe and sustainable public realm, and a healthy, walkable environment that serves as the heart of our community?

Here are some preliminary ideas:

D Look for opportunities to enhance the street for people **BICYCLING** by:

- > increasing the number of bikeshare stations along Cambridge Street
- > incorporating bicycle amenities (parking, etc.) along the length of the street and at key destinations

THE CYCLING SAFETY ORDINANCE requires that separated bike lanes will be installed on Cambridge Street from Oak Street to Second Street by May 2026. The City of Cambridge will host a separate community engagement process to discuss the design of the street.



WHAT ARE YOUR IDEAS
for supporting people bicycling on Cambridge Street?

Handwritten notes on sticky notes and a small sketch of a bike lane.

E Look for opportunities to enhance the street for people **TAKING TRANSIT & PARATRANSIT** by:

- > enhancing bus stops to provide comfortable seating and shade
- > considering curb access for paratransit



WHAT ARE YOUR IDEAS
for supporting people taking transit/paratransit on Cambridge Street?

Handwritten notes on sticky notes and a small sketch of a transit stop.

F Maximize all open spaces as community assets to cultivate a vibrant public realm:

- > transforming existing public spaces (like the future Grand Junction Trail, Valente Branch Library, the former Somerville Cambridge Wellesley Center) into welcoming for people of all ages
- > partnering with private property owners to create new temporary public spaces



WHAT ARE YOUR IDEAS FOR CAMBRIDGE STREET?

G Integrate measures to adapt to climate change and increase climate resiliency by:

- > supporting urban biodiversity by increasing landscaping, and permeability of hard surface
- > advocating for cool roofs, solar canopies, and other climate adaptation measures on existing buildings and new development to reduce heat island effect

826

5

AUTOMATIC CAUTION DOOR
ACTIVATE SWITCH TO OPERATE

5 Accessible & Resilient

A Look for opportunities to enhance the street for people **WALKING** by:

- ensuring safe crossings at intersections
- repairing uneven sidewalks and keeping them clear of obstructions
- enhancing pedestrian comfort through more seating, trees/shade, and community gathering spaces
- improving walkability and safe crossings to better access the new Union Square Green Line Station
- encouraging ground floor opportunities for open space in new development to create wider sidewalks, where appropriate



WHAT ARE YOUR IDEAS for supporting people walking on Cambridge Street?

B Look for opportunities to enhance the street for people **DELIVERING** to businesses by:

- clearer designated zones
- exploring and developing new delivery methods

WHAT ARE YOUR IDEAS for supporting people walking on Cambridge Street?

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WHAT ARE YOUR IDEAS for supporting people **BICYCLING** on Cambridge Street?

Look for opportunities to enhance the street for people **TAKING TRANSIT & PARATRANSIT** by:

- adding bus stops to provide comfortable seating and shelter
- improving access for paratransit

TRANSIT AMENITIES

WHAT ARE YOUR IDEAS for supporting people **TAKING TRANSIT & PARATRANSIT** on Cambridge Street?

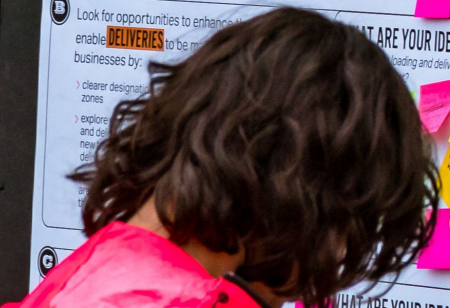


WHAT ARE YOUR IDEAS for supporting people BICYCLING on Cambridge Street?

WHAT ARE YOUR IDEAS for supporting people TAKING TRANSIT & PARATRANSIT on Cambridge Street?

WHAT ARE YOUR IDEAS for supporting people DELIVERING to businesses on Cambridge Street?

WHAT ARE YOUR IDEAS for supporting people WALKING on Cambridge Street?



4

Affordable

How can families, seniors, children, foreign born residents, people of color, those with disabilities, and from all economic and educational backgrounds continue to call this street home?

Here are some preliminary ideas:

A

Preserve existing housing stock by:

- > considering a limitation on the conversion of residential units to only commercial use
- > exploring ways to provide incentives for landlords to keep rents low



Cambridge Street is home to over 1,000 residential units. This plan is exploring ways to preserve the naturally affordable housing stock that already exists.

WOULD YOU SUPPORT EXPLORING WAYS TO PRESERVE THE EXISTING HOUSING STOCK?



B

Encourage higher density mixed use development and more housing units along Cambridge Street while maintaining the existing character of the Street by:

- > considering zoning changes such as changing parking and height requirements
- > favoring mixed use development over other options
- > exploring programs that incentivize storefronts on the first floor and ground floor



Under the existing zoning, the limited housing units permitted are unable to offset high development costs.

WOULD YOU RATHER:

KEEP THE SAME DENSITIES

KEEP IN MIND LESS DENSITY: result in more expensive housing, fewer additional residents to support local businesses, and more space required to subsidize more affordable storefront space for local businesses (more further drive up development costs (\$30k/space))

OR

TO SUPPORT MORE DENSITY: result in more affordable housing units, more residents to better support local business and transit, and more affordable storefront space for local businesses



C

When new development arises, encourage unit types that accommodate different sizes and stages of life, so that families can continue to call Cambridge Street home by:

- > encouraging a mix of unit types (e.g. first floor 30sq ft for families)
- > prioritizing universal design
- > building awareness of HHP loans for building



3

Local

A

Help businesses create active ground frontages by:

- > marketing City programs for providing and street activation (including outdoor realm utilization, pop up storefronts)
- > targeting marketing of the City's storefront programs and resources for windows, merchandise display

The feel of the street is dependent on the nature of the frontages, regardless of the use.



B

Work to maintain open spaces for...



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5 Accessible & Resilient

How can we create a truly safe and sustainable public realm, and a healthy, walkable environment that serves as the heart of our community?

Here are some preliminary ideas:

WHAT ARE YOUR IDEAS?

1. **Improve pedestrian safety and accessibility:**
 - Add crosswalks and bollards at intersections.
 - Add more trees and landscaping to shade sidewalks and provide a more pleasant walking environment.
 - Add more benches and bike racks.

WHAT ARE YOUR IDEAS?

2. **Improve public realm and street activation:**
 - Add more trees and landscaping to shade sidewalks and provide a more pleasant walking environment.
 - Add more benches and bike racks.
 - Add more public art and street furniture.

WHAT ARE YOUR IDEAS?

3. **Improve public realm and street activation:**
 - Add more trees and landscaping to shade sidewalks and provide a more pleasant walking environment.
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4 Affordable

How can families, seniors, children, foreign born residents, people of color, those with disabilities, and from all economic and educational backgrounds continue to call this street home?

Here are some preliminary ideas:

1. Preserve existing housing stock by:
 - Encouraging a reduction in the conversion of residential units to other commercial use.
 - Exploring ways to provide incentives for landlords to keep existing stock.

2. Encourage growth in new or underutilized areas. This may include exploring ways to preserve the already existing housing stock that already exists.

3. Encourage higher density and more housing units while maintaining the character of the neighborhood by:
 - Considering zoning changes to allow for more diverse housing types.
 - Encouraging more infill development.
 - Encouraging more mixed-use development.

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3 Local

How can we support a mix of vibrant, local, and small businesses that serve the everyday needs of nearby residents, workers, and visitors alike?

Here are some preliminary ideas:

1. Help businesses create active ground floor frontages by:
 - Encouraging City programs for providing alternative storefront and street activation including outdoor dining/retail, public realm utilization, pop up storefronts.
 - Targeting marketing of the City's storefront improvement programs and resources for windows, signage, and merchandise display.

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5

Accessible & Resilient

1a Look for opportunities to enhance the street for people **WALKING** by:

- > ensuring safe crossings at intersections
- > repairing uneven sidewalks and keeping them clear of obstructions
- > enhancing pedestrian comfort through more seating, trees/shade, and community gathering spaces
- > improving walkability and safe crossings to better access the new Union Square Green Line Station
- > encouraging ground floor opportunities for open space in new development to create wider sidewalks, where appropriate



WHAT ARE YOUR IDEAS for supporting people walking on Cambridge Street?



1b Look for opportunities to enhance the street to enable **DELIVERIES** (to be made to support local businesses by):

- > clearer designation and better enforcement of existing loading zones
- > explore conducting a logistics and delivery study to examine new trends and better delivery management
- > providing sufficient loading areas based on the needs of the businesses on each block



WHAT ARE YOUR IDEAS for improving loading and deliveries on Cambridge Street?



1c Look for opportunities to enhance the street for visitors **PARKING** private vehicles by:

- > conducting a parking and utilization study to develop a shared parking model and identify opportunities to use the spaces we have as efficiently as possible
- > exploring technology and dynamic pricing of meter rates in peak hours to maximize efficiency of existing parking
- > examining the possibility to share the parking garage facility during off hours at the King Open School



WHAT ARE YOUR IDEAS for supporting visitors arriving by private vehicles on Cambridge Street?



WHAT ADDITIONAL IDEAS DO YOU HAVE TO ENHANCE THE STREET?



How can we create a truly safe and sustainable public realm, and a healthy, walkable environment that serves as the heart of our community?

Here are some preliminary ideas:

2a Look for opportunities to enhance the street for people **BICYCLING** by:

- > increasing the number of bikeshare stations along Cambridge Street
- > incorporating bicycle amenities (parking, etc.) along the length of the street and at key destinations

THE CYCLING SAFETY OBSTACLE: Cambridge Street has a high volume of traffic and is a major thoroughfare. It is a challenge to provide a safe environment for cyclists.



WHAT ARE YOUR IDEAS for supporting people bicycling on Cambridge Street?



2b Look for opportunities to enhance the street for people **TAKING TRANSIT & PARATRANSIT** by:

- > enhancing bus stops to provide comfortable seating and shade
- > considering curb access for paratransit



WHAT ARE YOUR IDEAS for supporting people taking transit/paratransit on Cambridge Street?



3 Maximize all open spaces as community assets to cultivate community interaction by:

- > transforming existing public spaces (like the future Grand Junction Trail Intersection at Cambridge Street, Welucci Park at the future Grand Junction Trail, Valente Branch Library, the former Lechmere Station, etc.) to be more comfortable and welcoming for people of all ages
- > partnering with private property owners to create new temporary public spaces on underutilized spaces or parking lots



WHAT ARE YOUR IDEAS FOR ACTIVATING UNDERUTILIZED SPACES ON CAMBRIDGE STREET?



4a Integrate measures to adapt Cambridge Street for climate resiliency by:

- > supporting urban biodiversity by increasing tree cover, landscaping, and permeability of hard surfaces in the public right of way
- > advocating for cool roofs, solar canopies, shade structures, and other climate adaptation measures on existing buildings, as appropriate, and new development to reduce heat impacts
- > exploring the feasibility of shared green energy and efficient systems for private property owners
- > mitigating street flooding by incorporating green infrastructure



important for those of us
with strollers +
wheelchairs.

up sidewalks
and moving
curbs.
Waste of \$
& resources

THE

WHAT ARE YOUR IDEAS

for improving loading and deliveries on
Cambridge Street?

Schedule
deliveries -
early am -
↓↑

Yes, make
it easy for
deliveries

My friends/family
won't come to
Cambridge due to
lack of parking
for businesses/
restaurants

Make it
easier for
businesses
to have
deliveries

Move
parking to
side streets

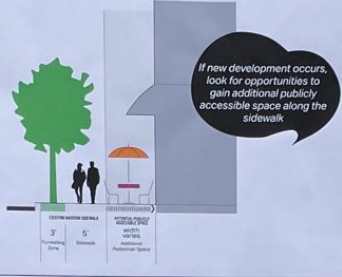
We need to
have more
parking!

WHAT ARE YOUR IDEAS

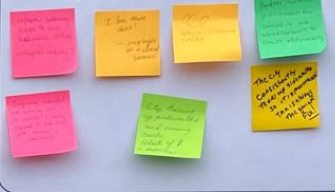
for supporting visitors arriving by private
vehicles on Cambridge Street?

5 Accessible & Resilient

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 - > improving walkability and safe crossings to better access the new Union Square Green Line Station
 - > encouraging ground floor opportunities for open space in new development to create wider sidewalks, where appropriate



WHAT ARE YOUR IDEAS for supporting people walking on Cambridge Street?



- B** Look for opportunities to enhance the street to enable **DELIVERIES** to be made to support local businesses by:
- > clearer designation and better enforcement of existing loading zones
 - > explore conducting a logistics and delivery study to examine new trends and better delivery management
 - > providing sufficient loading areas based on the needs of the businesses on each block



WHAT ARE YOUR IDEAS for improving loading and deliveries on Cambridge Street?



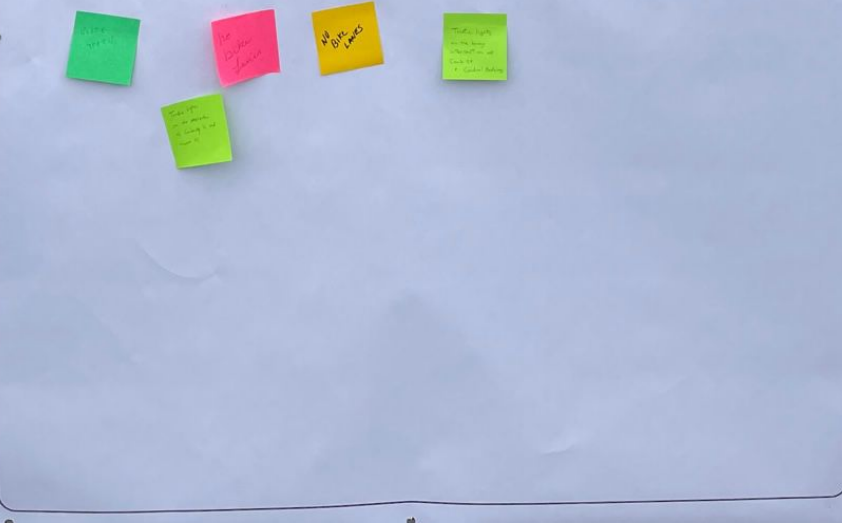
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- > conducting a parking and utilization study to develop a shared parking model and identify opportunities to use the spaces we have as efficiently as possible
 - > exploring technology and dynamic pricing of meter rates in peak hours to maximize efficiency of existing parking
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WHAT ARE YOUR IDEAS for supporting visitors arriving by private vehicles on Cambridge Street?



WHAT ADDITIONAL IDEAS DO YOU HAVE TO ENHANCE THE STREET?



How can we walkable en

- D** Look for oppo people **BICYCLING**
- > increasing t Street
 - > incorporating of the street a

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- E** Look for oppo people **TAKING**
- > enhancing bus shade
 - > considering cu

- F** Maximize all
- > transforming at the future welcoming fo
 - > partnering w



WHAT ARE YOUR IDEAS FOR CAMBRIDGE



- G** Integrate me climate resil
- > supporting u landscaping right of way
 - > advocating f other clima appropriate,
 - > exploring the systems for
 - > mitigating st

Our CAM

5 Accessible & Resilient

Look for opportunities to enhance the street for people WALKING by:

- 1. Enhancing safe crossings at intersections
- 2. Highlighting uneven sidewalks and keeping them clear of obstructions
- 3. Providing pedestrian comfort through more seating, trees/shrubs, and community gathering spaces
- 4. Improving visibility and safe passage to better access the new Union Square Green Line Station
- 5. Encouraging ground floor cover functions for open space in new developments to create safer sidewalks, where appropriate



LANDSCAPE - PLACES TO SIT

WHAT ARE YOUR IDEAS for supporting people walking on Cambridge Street?

Look for opportunities to enhance the street to enable DELIVERIES to be made to support local businesses by:

- 1. Clearer designation and better enforcement of existing loading zones
- 2. Explore conducting a signage and delivery study to examine new signs and better delivery management
- 3. Encouraging off-hour loading/unloading to free up curb space for the businesses on each block



LOADING SPACES

WHAT ARE YOUR IDEAS for supporting loading and deliveries on Cambridge Street by activating underutilized spaces?

Look for opportunities to enhance the street for visitors PARKING private vehicles by:

- 1. Identifying a parking and utilization study to develop a shared parking resource and create a sign network to use the spaces as effectively as possible
- 2. Encouraging shared parking and car-sharing services at our partner sites in our former areas of our former areas
- 3. Encouraging car-sharing services at our partner sites in our former areas

WHAT ARE YOUR IDEAS for supporting parking and visitor services on Cambridge Street?

WHAT ARE YOUR IDEAS FOR ACTIVATING UNDERUTILIZED SPACES ON CAMBRIDGE STREET?

Integrate measures to adapt Cambridge Street for climate resiliency by:

- 1. Encouraging urban biodiversity by increasing tree cover
- 2. Encouraging urban biodiversity by increasing tree cover
- 3. Encouraging urban biodiversity by increasing tree cover

DO YOU...

How can we create a truly safe and sustainable public realm, and a healthy, walkable environment that serves as the heart of our community?
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Look for opportunities to enhance the street for people BIKING by:

- 1. Increasing the number of bike lanes along Cambridge Street
- 2. Encouraging bicycle amenities (parking, etc.) along the length of the street and at key destinations

WHAT ARE YOUR IDEAS for supporting bicycle travel on Cambridge Street?



BIKE SHARE STATION

Look for opportunities to enhance the street for people TAKING TRANSIT & PARATRANSIT by:

- 1. Enhancing bus stops to provide comfortable seating and shade
- 2. Considering curb access for paratransit

WHAT ARE YOUR IDEAS for supporting transit taking on Cambridge Street?



TRANSIT BENCHES

Maximize all open spaces as community assets to cultivate community spirit by:

- 1. Transforming existing public spaces like the Future Grand Junction that maximize the use of public space
- 2. Encouraging the use of public space to create temporary public spaces for people of all ages
- 3. Encouraging the use of public space to create temporary public spaces for people of all ages



WHAT ARE YOUR IDEAS FOR ACTIVATING UNDERUTILIZED SPACES ON CAMBRIDGE STREET?

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DO YOU...

4 Affordable

How can families, seniors, children, foreign born residents, people of color, those with disabilities, and from all economic and educational backgrounds continue to call this street home?
Here are some preliminary ideas:

Preserve existing housing stock by:

- 1. Encouraging additional in-rental units of affordable units for rental use
- 2. Encouraging additional in-rental units of affordable units for rental use
- 3. Encouraging additional in-rental units of affordable units for rental use



WOULD YOU SUPPORT EXPLORING WAYS TO PRESERVE THE EXISTING HOUSING STOCK?

WOULD YOU RATHER:

- 1. Encourage higher density mixed use development
- 2. Encourage higher density mixed use development
- 3. Encourage higher density mixed use development



3 Local

Encourage higher density mixed use development by:

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