

**Committee
Recommendations**

June 2, 2004

*Concord-Alewife Planning Study
Public Meeting*



Concord-Alewife Planning Study

**Goody, Clancy
& Associates**

VANESSA HANSEN BRUSTLIN
KYRKE MCKINNEY & ASSOCIATES
COMMUNITY PLANNING SOLUTIONS



City of Cambridge

1. **CONTEXT: GOALS AND CHALLENGES**

- To fully realize Concord-Alewife’s desired future...
 - Create a people-oriented “sense of place.”
 - Achieve a mix of uses, densities, and character.
 - Develop a neighborhood “heart.”
 - Overcome barriers.
 - Transform Concord Avenue into a “great” avenue.
 - Respond to traffic and transportation issues.
 - Enhance the environment.

Create a people-oriented “sense of place”

- Form clearly delineated streets in the Quadrangle.
- Answer the question: “How do we know when we’re there?”



New possibilities for the quadrangle

Existing conditions, looking north across the quadrangle

Achieve a mix of uses, densities, and character

- Advance Concord-Alewife as a neighborhood serving multiple needs, while preserving existing residential areas.
- Ensure appropriately-scaled, appropriately-placed development.



New residential development in the Triangle across from the T station

Develop a neighborhood “heart.”

- Develop destinations serving a diverse community.
- Generate a more vibrant retail center.



Fresh Pond Shopping Center



A new community focus for the neighborhood.

Overcome barriers

- Connect across the tracks.
- Create open space connections.
- Improve internal connections within the Quadrangle.



*Commuter rail line
divides Triangle and
Quadrangle*

Transform Concord Avenue into a “great” avenue

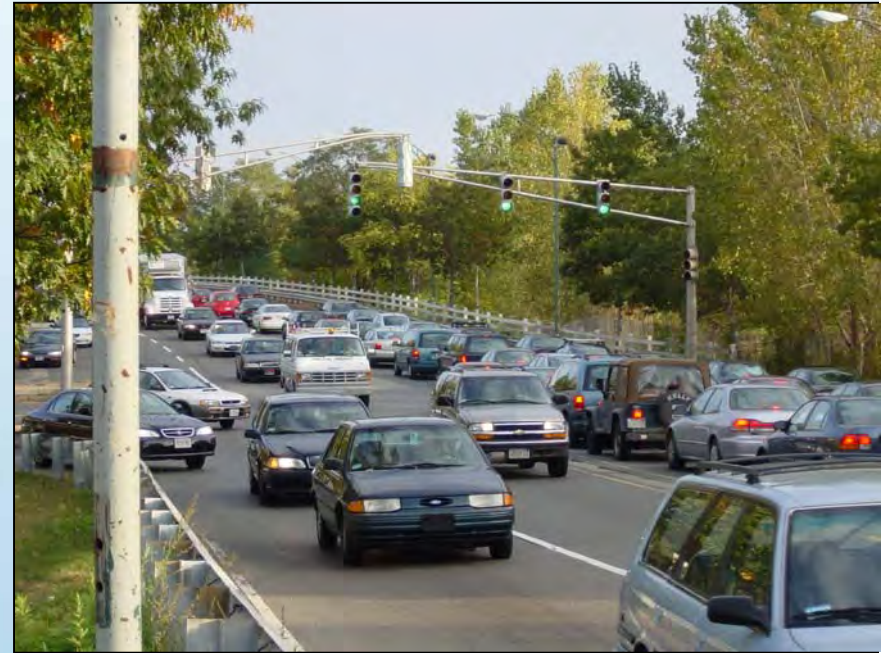
- Relate the residential/ mixed-use northern edge to the park-like southern edge.
- Enhance Concord Avenue’s pedestrian environment.



Concord Avenue with Fresh Pond Reservation to the left

Respond to traffic and transportation issues

- Understand the implications of local vs. regional traffic.
- Avoid cut-throughs.
- Enhance pedestrian movement.
- Reduce auto share.
- Reduce trip growth from future development.



Alewife Brook Parkway

Enhance the environment

- Preserve and enhance quality of life.
- Apply low impact development principles to improve quality and quantity of stormwater discharges.

View from Alewife Reservation to the Triangle



2. MARKET

- Highly fragmented ownership.
- Sites with greater investment focused toward Triangle and Concord Avenue.



Market Analysis: **Hard sites**/**soft sites**



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3. PROCESS

- Steering committee.
- Charrettes and community meetings
 - Education
 - Visioning
 - Reporting

Steering committee



4. VISION



Create a signature public realm of landscaped streets, parks, and squares.



Create an enhanced pedestrian environment that weaves the site together to include open space, transit, retail/shopping.



Respect existing neighborhoods in terms of scale, use, open space transitions, and managing traffic impacts.



Encourage alternatives to single-occupancy vehicles through transit and bike/pedestrian access. Reduce anticipated auto-trip growth in the study area.



Shape densities around proximity to transit. Locate higher densities within a 10- to 15-minute walk of transit.



Encourage a mix of uses, with a significant housing component.



Create places on public streets that encourage people to gather and socialize.

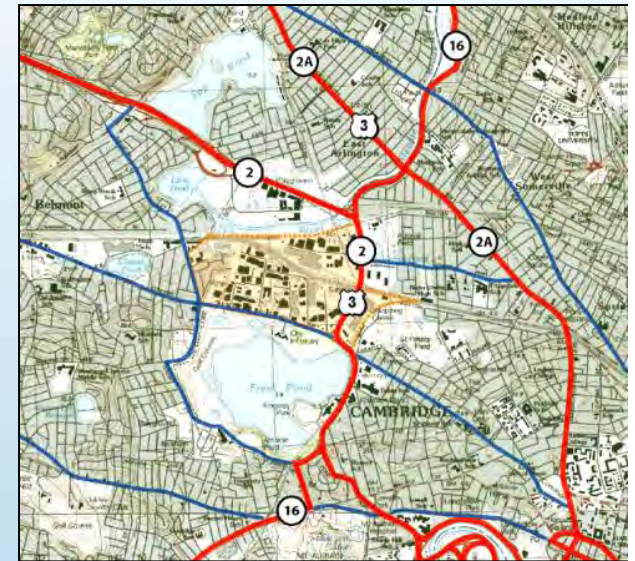


Improve the quality and quantity of stormwater in public and private realms. Use water for inspiration in planning and design.

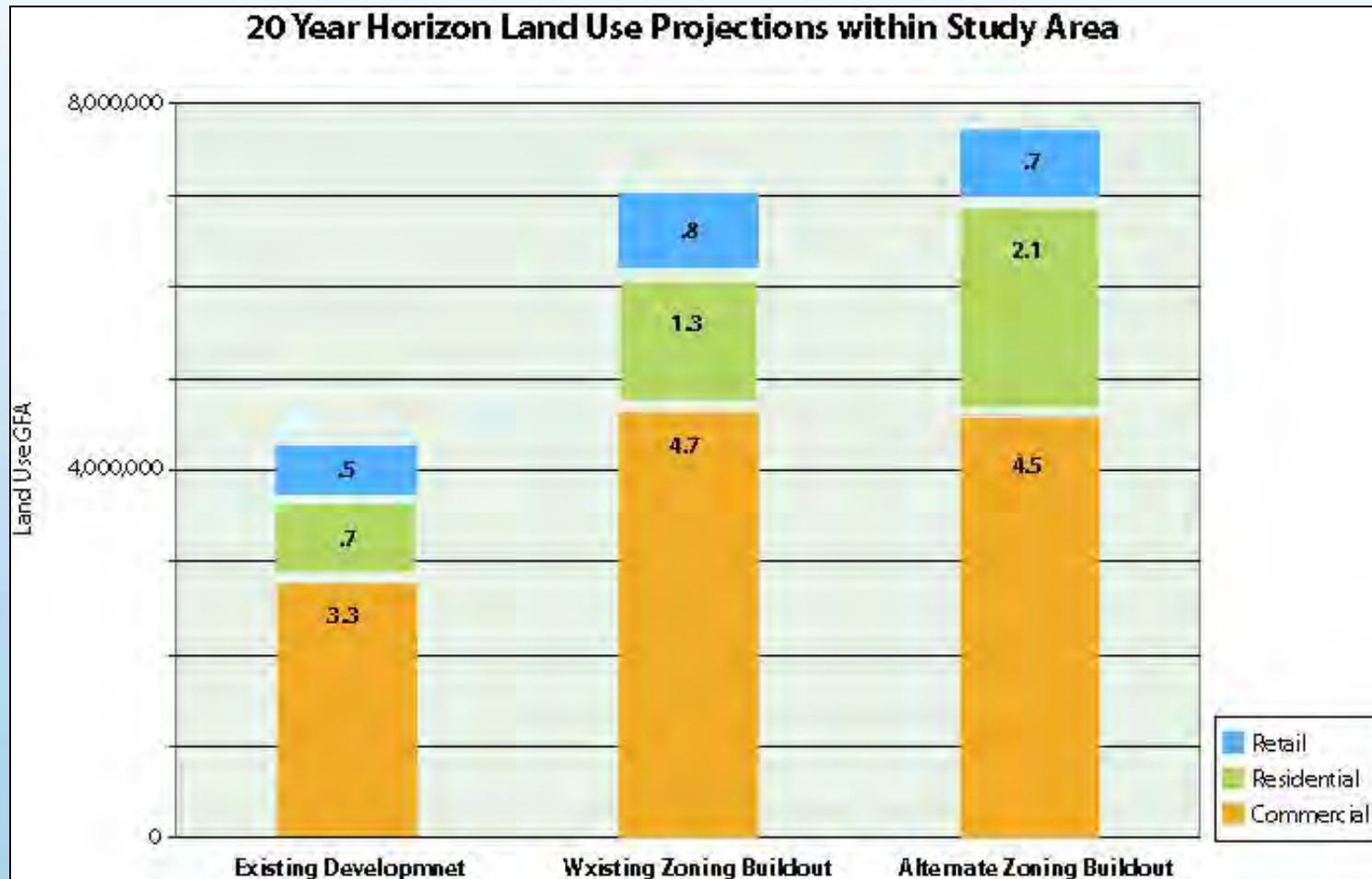


5. TRANSPORTATION & TRAFFIC ANALYSIS

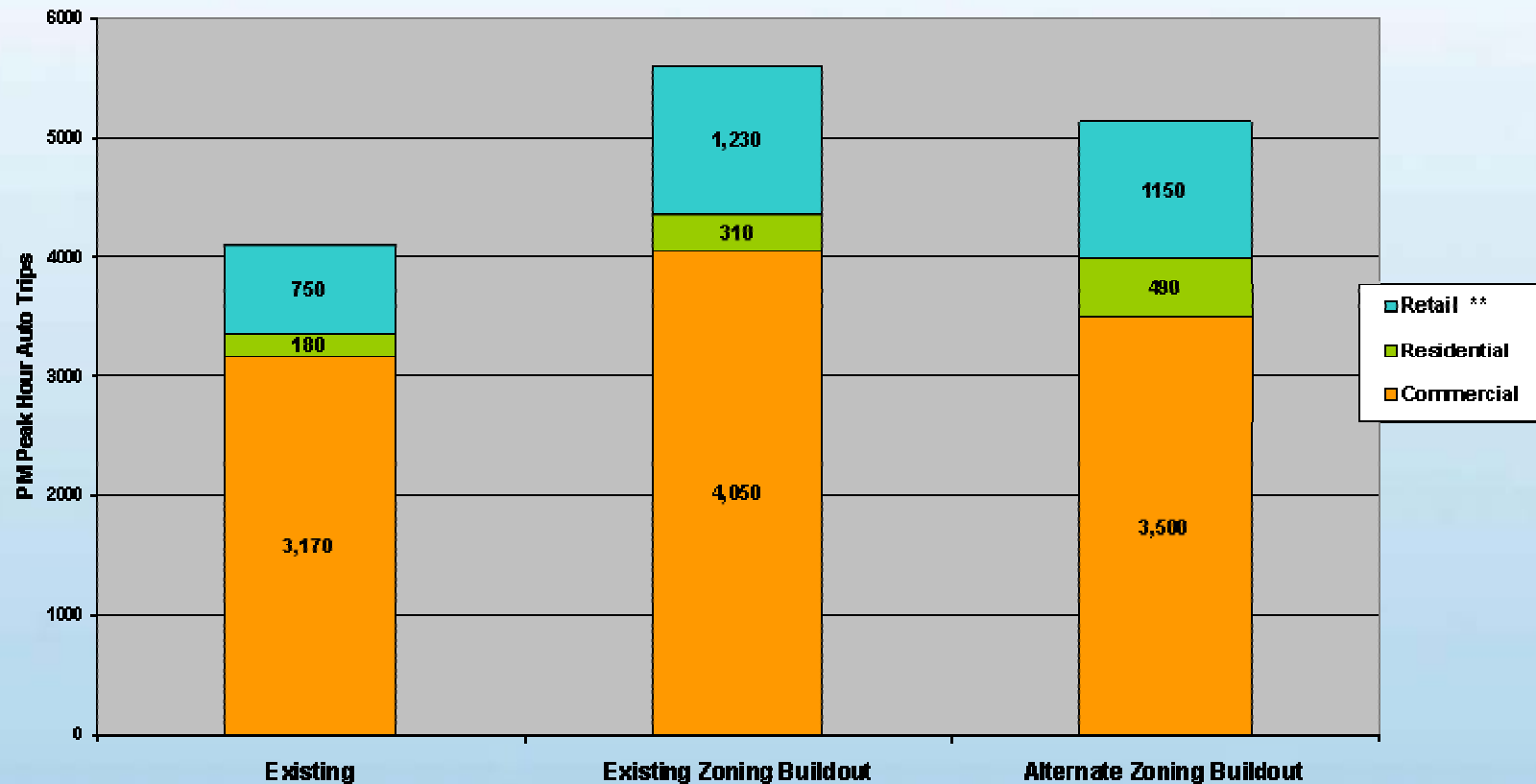
- A. Transportation Analysis
 - Trip-generation analysis to inform land-use/zoning scenarios
 - Transportation issues
 - Connections across railroad
 - Possible new Quadrangle access
 - Local-level issues
- B. Traffic Analysis
 - Trip distribution and traffic operations on roadway network
 - Regional traffic context – through traffic vs. study-area trips



20-year horizon: Land-use projections within study area

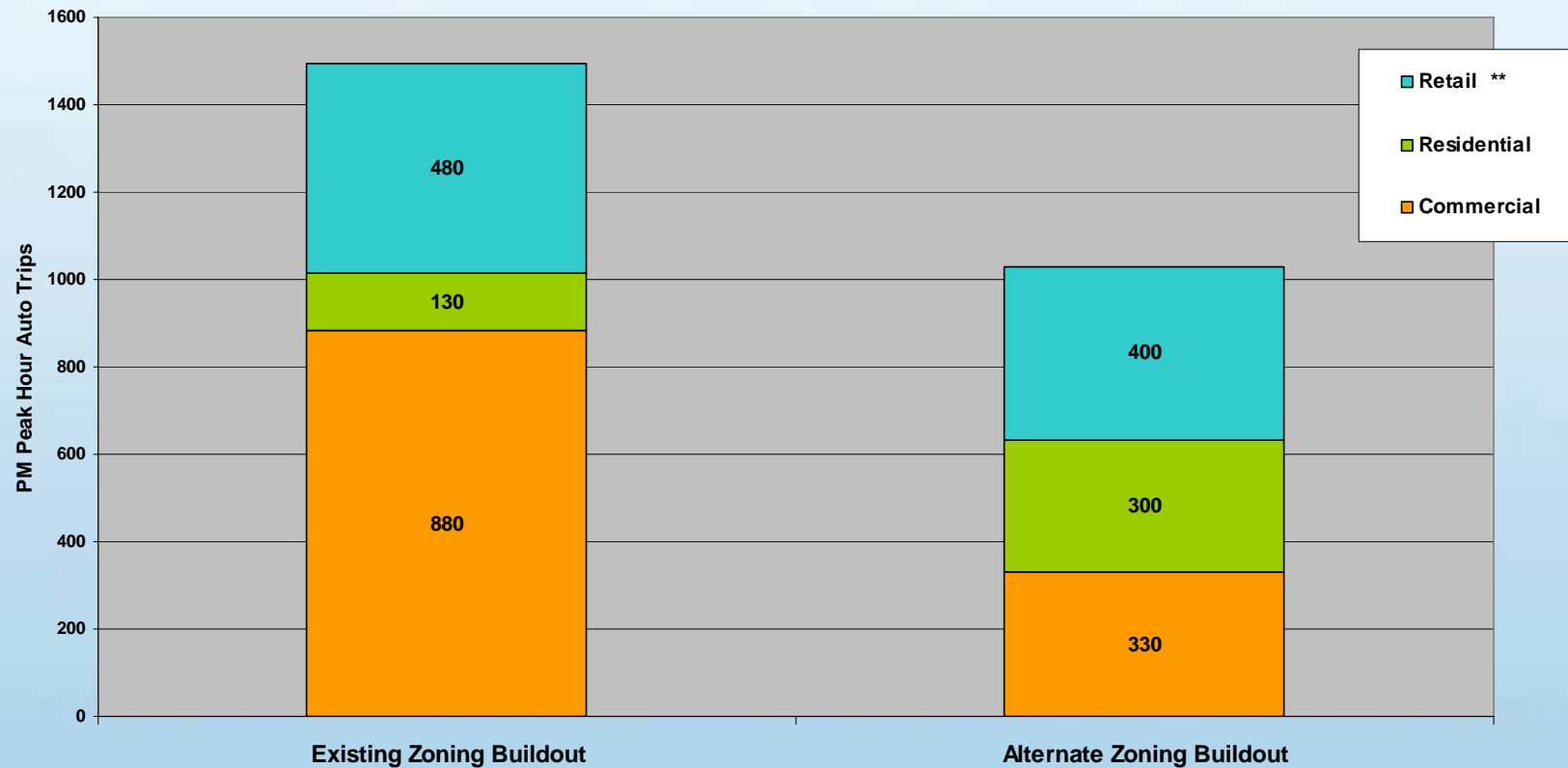


20-year horizon: Auto-trip-generation projections within study area (PM peak)



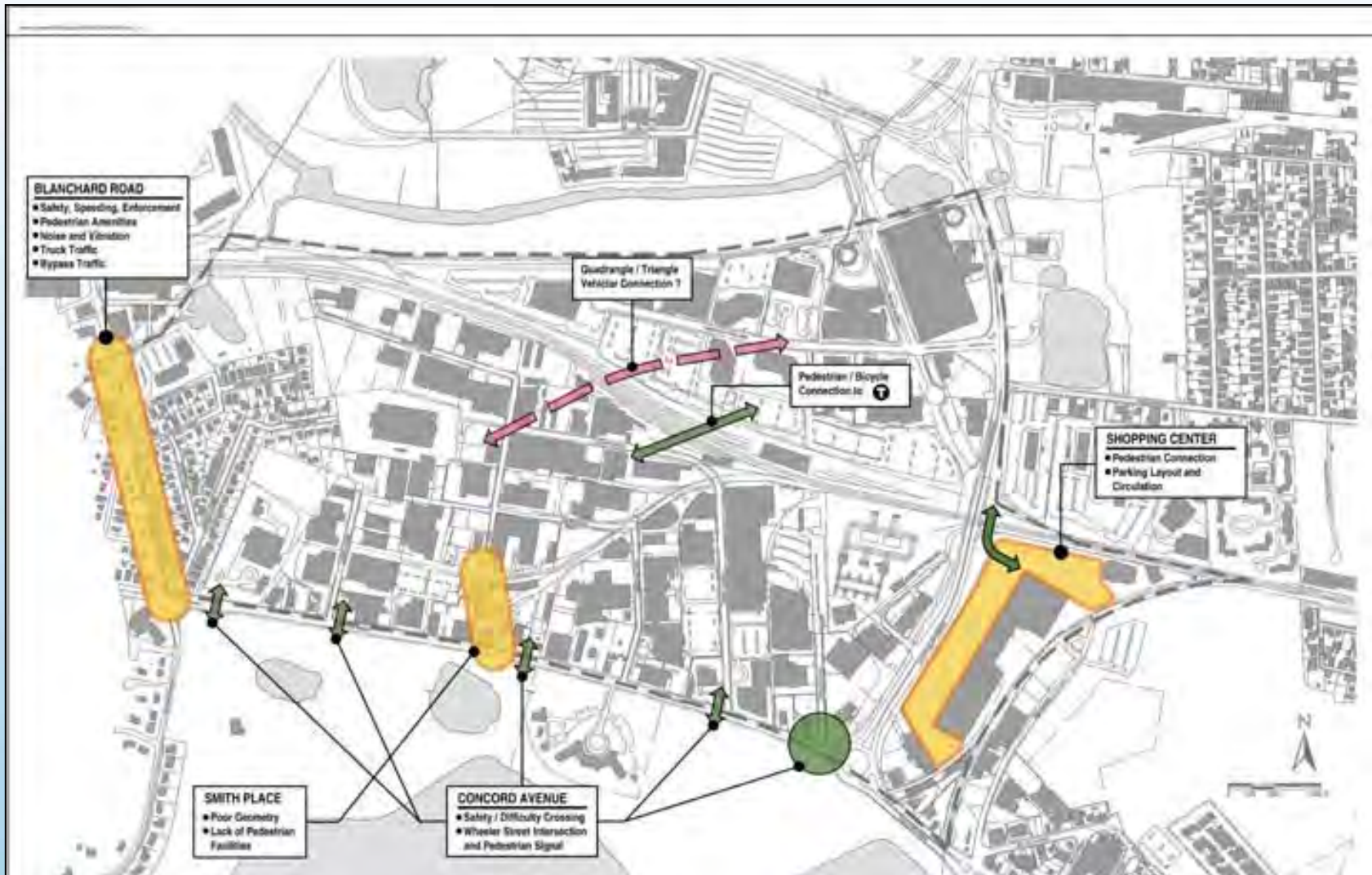
*** Fresh Pond Shopping Center trips do not include pass-by trips.*

20-year horizon: Auto-trip-generation projections within study area—increase over existing development (PM peak)



**** Fresh Pond Shopping Center trips do not include pass-by trips.**

Transportation issues



Transportation recommendations

A. SAFETY IMPROVEMENTS

Objective:

Enhance safety for all modes throughout the Study Area

Strategies:

- ***Blanchard Road***
 - Address speeding, particularly during off peak hours
 - Improve pedestrian facilities
- ***Concord Avenue***
 - Improve safety for pedestrians at crosswalks
 - Improve operations at intersections
- ***Rindge Avenue/Alewife Brook Parkway Crossing***
 - Improve pedestrian crossings at intersection
 - Improve walkway conditions along Parkway
- ***Redesign roadway adjacent to Alewife T Station***
 - Enhance conditions for pedestrians and bikes
 - Clarify traffic lane configuration
 - Reduce speeds
 - Enhance crossing from T to Minuteman Bikeway

Transportation recommendations

B. REDUCE NEW AUTO TRIPS

Objective

Achieve a significant reduction in new auto trip generation from development within the study area

- **Strategies**

Implement transportation demand management (TDM) measures or infrastructure projects that support alternatives to driving

Infrastructure projects to enhance non-auto mobility

C. ENHANCE ACCESS TO SITES WITHIN STUDY AREA

Objective

Ensure that transportation infrastructure supports auto and non-auto access needs of development areas

Strategies

Create new roadways and improve existing roadways

Improve pedestrian access to Fresh Pond Shopping Center

Transportation recommendations

D. REDUCE DISTURBANCE, NOISE AND VIBRATION

Objective

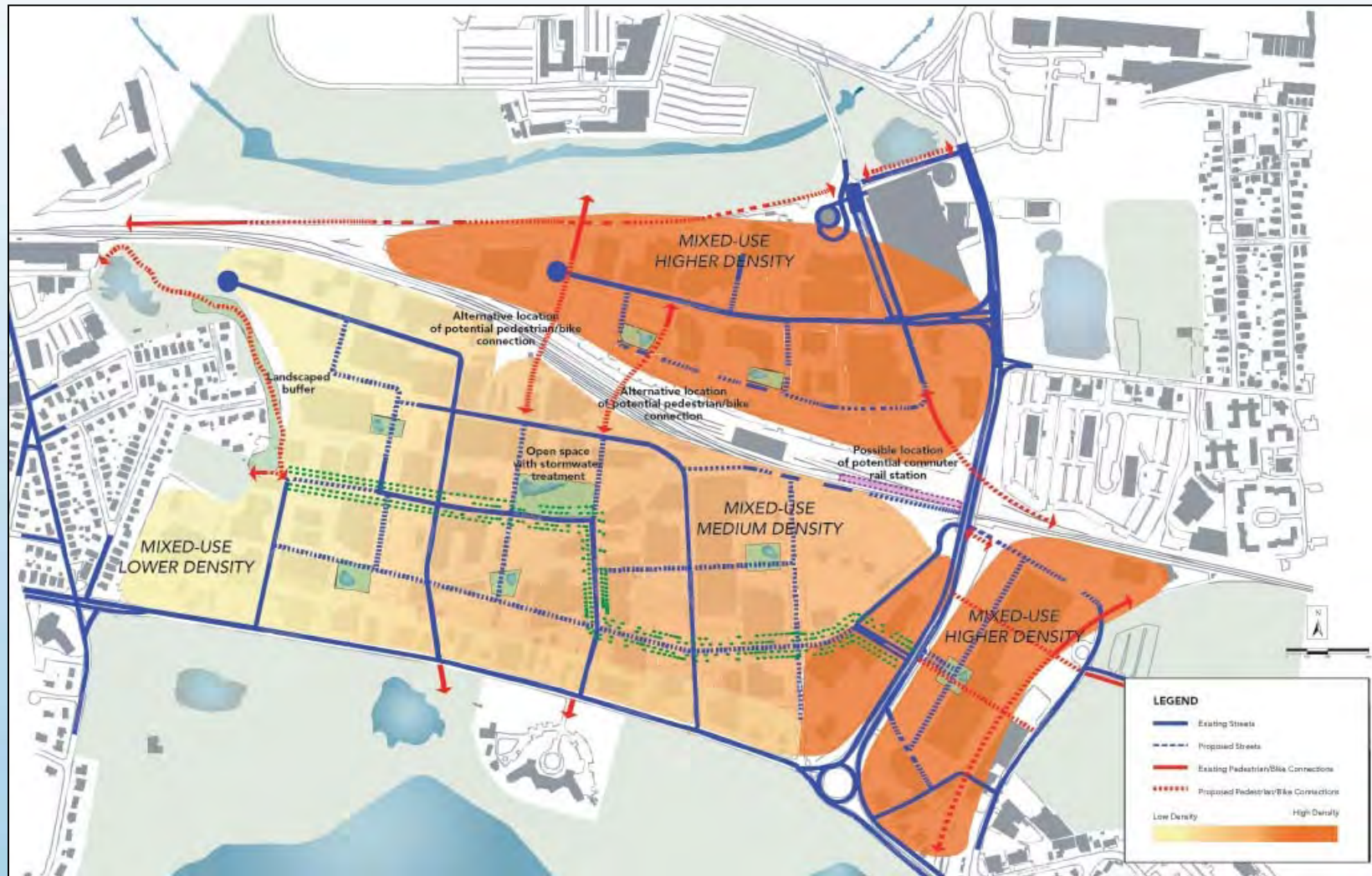
Reduce noise and vibration associated with large vehicles adjacent to Highlands

Strategy

Improve the condition of Blanchard Road

Review enforcement mechanisms, limitations and potential improvements

6. PLANNING FRAMEWORK



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7. RECOMMENDATIONS: OVERALL ZONING GOALS

- Link future development to stormwater, open space, and transportation objectives.
- Create incentives for cooperation among property owners to meet Committee objectives around improved public and private realm.

8. Non-ADA Recommendations
A. Secondary Street (Map Key A)

Category	Item	Comments	Staff Recommendation	Committee Recommendation
Zoning	1. Secondary Street (Map Key A)	1. Encourage use of secondary street for residential and commercial development.	1. Encourage use of secondary street for residential and commercial development.	1. Encourage use of secondary street for residential and commercial development.
	2. Secondary Street (Map Key A)	2. Encourage use of secondary street for residential and commercial development.	2. Encourage use of secondary street for residential and commercial development.	2. Encourage use of secondary street for residential and commercial development.
Design	3. Secondary Street (Map Key A)	3. Encourage use of secondary street for residential and commercial development.	3. Encourage use of secondary street for residential and commercial development.	3. Encourage use of secondary street for residential and commercial development.
	4. Secondary Street (Map Key A)	4. Encourage use of secondary street for residential and commercial development.	4. Encourage use of secondary street for residential and commercial development.	4. Encourage use of secondary street for residential and commercial development.

Staff Zoning Recommendations: 8.11-12

9. Non-ADA Recommendations (Map Key B)

Category	Item	Comments	Staff Recommendation	Committee Recommendation
Zoning	1. Secondary Street (Map Key B)	1. Encourage use of secondary street for residential and commercial development.	1. Encourage use of secondary street for residential and commercial development.	1. Encourage use of secondary street for residential and commercial development.
	2. Secondary Street (Map Key B)	2. Encourage use of secondary street for residential and commercial development.	2. Encourage use of secondary street for residential and commercial development.	2. Encourage use of secondary street for residential and commercial development.
Design	3. Secondary Street (Map Key B)	3. Encourage use of secondary street for residential and commercial development.	3. Encourage use of secondary street for residential and commercial development.	3. Encourage use of secondary street for residential and commercial development.
	4. Secondary Street (Map Key B)	4. Encourage use of secondary street for residential and commercial development.	4. Encourage use of secondary street for residential and commercial development.	4. Encourage use of secondary street for residential and commercial development.

Staff Zoning Recommendations: 9.11-12

10. Non-ADA Recommendations (Map Key C)

Category	Item	Comments	Staff Recommendation	Committee Recommendation
Zoning	1. Secondary Street (Map Key C)	1. Encourage use of secondary street for residential and commercial development.	1. Encourage use of secondary street for residential and commercial development.	1. Encourage use of secondary street for residential and commercial development.
	2. Secondary Street (Map Key C)	2. Encourage use of secondary street for residential and commercial development.	2. Encourage use of secondary street for residential and commercial development.	2. Encourage use of secondary street for residential and commercial development.
Design	3. Secondary Street (Map Key C)	3. Encourage use of secondary street for residential and commercial development.	3. Encourage use of secondary street for residential and commercial development.	3. Encourage use of secondary street for residential and commercial development.
	4. Secondary Street (Map Key C)	4. Encourage use of secondary street for residential and commercial development.	4. Encourage use of secondary street for residential and commercial development.	4. Encourage use of secondary street for residential and commercial development.

Staff Zoning Recommendations: 10.11-12

Proposed overall zoning strategies

- Establish base zoning.
- Allow increased FAR and heights via Special Permits that support design guidelines, low impact development, contribution to a Concord-Alewife Improvement Fund, and overall consistency with the Plan.
- Allow Transfer of Development Rights.
- Support shared infrastructure.

Cambridge Highlands: *Core planning goals*

- Maintain neighborhood character and encourage compatible development.
- Improve the pedestrian environment on Blanchard Road.
- Connect existing open spaces and create a green buffer.
- Create pedestrian, not auto, connections.



Cambridge Highlands



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Quadrangle: *Core planning goals*

- Support mix of uses, including housing, research, office, retail.
- Shift density toward access to transit.
- Use new investment to build a sense of place, system of parks, pedestrian-friendly streets, access to T, improved stormwater retention, etc.
- Introduce limited retail and other uses that foster community.



Quadrangle: Zoning goals

- **Northwest:** Encourage lower density mixed use R&D/office development in proximity to Highlands.
- **Northeast:** Encourage mixed use, high density development emphasizing residential, office, and light industrial.
- **Southwest:** Encourage mixed use, with residential development along Concord Avenue.
- **Southeast:** Encourage mixed use, with residential and higher density commercial development closer to Alewife Brook Parkway.

DRIFT
May 26, 2014

Section	Section Description	Section Description	Section Description
1.0	1.0.1	1.0.2	1.0.3
2.0	2.0.1	2.0.2	2.0.3
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DRIFT Zoning Recommendations & 111 Studies

DRIFT
May 26, 2014

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DRIFT Zoning Recommendations & 111 Studies

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Section	Section Description	Section Description	Section Description
1.0	1.0.1	1.0.2	1.0.3
2.0	2.0.1	2.0.2	2.0.3
3.0	3.0.1	3.0.2	3.0.3
4.0	4.0.1	4.0.2	4.0.3
5.0	5.0.1	5.0.2	5.0.3
6.0	6.0.1	6.0.2	6.0.3
7.0	7.0.1	7.0.2	7.0.3
8.0	8.0.1	8.0.2	8.0.3
9.0	9.0.1	9.0.2	9.0.3
10.0	10.0.1	10.0.2	10.0.3
11.0	11.0.1	11.0.2	11.0.3
12.0	12.0.1	12.0.2	12.0.3
13.0	13.0.1	13.0.2	13.0.3
14.0	14.0.1	14.0.2	14.0.3
15.0	15.0.1	15.0.2	15.0.3
16.0	16.0.1	16.0.2	16.0.3
17.0	17.0.1	17.0.2	17.0.3
18.0	18.0.1	18.0.2	18.0.3
19.0	19.0.1	19.0.2	19.0.3
20.0	20.0.1	20.0.2	20.0.3
21.0	21.0.1	21.0.2	21.0.3
22.0	22.0.1	22.0.2	22.0.3
23.0	23.0.1	23.0.2	23.0.3
24.0	24.0.1	24.0.2	24.0.3
25.0	25.0.1	25.0.2	

Quadrangle: *Urban design guidelines*

- Scale and use transitions adjacent to Cambridge Highlands compatible with residential neighborhood.
- Green buffer between Highlands and Quadrangle that also serves as a north-south link to nearby open spaces
- Streetscape and other improvements to define major new east-west roadway.
- New central park incorporating stormwater management principles.

The Quadrangle



Western Quadrangle



Concord-Alewife Planning Study

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Wilson Road extension looking east



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Central Quadrangle



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A view of the Quadrangle



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Concord Avenue



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Triangle: *Core planning goals*

- Leverage proximity to the T as driver for new development.
- Create incentives that encourage future development to be responsive to stormwater, open space, and transportation objectives, including increased permeability.
- Create incentives for cooperation among property owners to meet study goals around improved public and private realm.



Triangle: Zoning goals

- Encourage increase in transit-oriented development, with residential focus closer to T.
- Support development of structured parking.
- Encourage office/R&D development with first floor retail to support walkable CambridgePark Drive “boulevard.”

8) New Area Recommendations

8.1. Section 1 (Map Key A)

Category	Section	Section Description	Section Objectives	Section Goals
Zoning	Section 1.1	Encourage new residential development in the Triangle area, including medium-density residential development.	<ul style="list-style-type: none"> Encourage new residential development in the Triangle area, including medium-density residential development. Encourage new residential development in the Triangle area, including medium-density residential development. 	<ul style="list-style-type: none"> Encourage new residential development in the Triangle area, including medium-density residential development. Encourage new residential development in the Triangle area, including medium-density residential development.
	Section 1.2	Encourage new office/R&D development in the Triangle area, including first-floor retail.	<ul style="list-style-type: none"> Encourage new office/R&D development in the Triangle area, including first-floor retail. Encourage new office/R&D development in the Triangle area, including first-floor retail. 	<ul style="list-style-type: none"> Encourage new office/R&D development in the Triangle area, including first-floor retail. Encourage new office/R&D development in the Triangle area, including first-floor retail.

Map Keying Recommendations to 10' Gridlines

8) New Area Recommendations

8.2. Section 2 (Map Key B)

Category	Section	Section Description	Section Objectives	Section Goals
Zoning	Section 2.1	Encourage new office/R&D development in the Triangle area, including first-floor retail.	<ul style="list-style-type: none"> Encourage new office/R&D development in the Triangle area, including first-floor retail. Encourage new office/R&D development in the Triangle area, including first-floor retail. 	<ul style="list-style-type: none"> Encourage new office/R&D development in the Triangle area, including first-floor retail. Encourage new office/R&D development in the Triangle area, including first-floor retail.
	Section 2.2	Encourage new office/R&D development in the Triangle area, including first-floor retail.	<ul style="list-style-type: none"> Encourage new office/R&D development in the Triangle area, including first-floor retail. Encourage new office/R&D development in the Triangle area, including first-floor retail. 	<ul style="list-style-type: none"> Encourage new office/R&D development in the Triangle area, including first-floor retail. Encourage new office/R&D development in the Triangle area, including first-floor retail.

Map Keying Recommendations to 10' Gridlines

8) New Area Recommendations

8.3. Section 3 (Map Key C)

Category	Section	Section Description	Section Objectives	Section Goals
Zoning	Section 3.1	Encourage new office/R&D development in the Triangle area, including first-floor retail.	<ul style="list-style-type: none"> Encourage new office/R&D development in the Triangle area, including first-floor retail. Encourage new office/R&D development in the Triangle area, including first-floor retail. 	<ul style="list-style-type: none"> Encourage new office/R&D development in the Triangle area, including first-floor retail. Encourage new office/R&D development in the Triangle area, including first-floor retail.
	Section 3.2	Encourage new office/R&D development in the Triangle area, including first-floor retail.	<ul style="list-style-type: none"> Encourage new office/R&D development in the Triangle area, including first-floor retail. Encourage new office/R&D development in the Triangle area, including first-floor retail. 	<ul style="list-style-type: none"> Encourage new office/R&D development in the Triangle area, including first-floor retail. Encourage new office/R&D development in the Triangle area, including first-floor retail.

Map Keying Recommendations to 10' Gridlines

Triangle: *Urban design guidelines*

- Active pedestrian-friendly street-level uses along CambridgePark Drive.
- Service areas screened from Cambridge Park Drive
- Strengthened pedestrian connections to Alewife Reservation.
- Façade setbacks between 85' and 105'.
- Small setbacks from right-of-way for café seating, benches, small open spaces.
- New development sited to preserve right-of-way for future crossing to Quadrangle.

The Triangle



The Triangle



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The shopping center: *Core planning goals*

- Transform strip retail into pedestrian-friendly mixed-use district.
- Use new investment to redevelop surface parking, build a sense of place, parks, pedestrian-friendly streets, etc.
- Create links to Danehy Park.



Shopping Center: Zoning goals

- Encourage new residential development.
- Encourage mix of retail, including destination and neighborhood.
- Support development of structured parking.

8) New Area Recommendations (Map Box A)

8) Shopping Center (Map Box A)

Category	Current Zoning	Proposed Zoning	Proposed Zoning Description	Proposed Zoning Description
Shopping Center	Commercial 1.0 Commercial 1.0 Commercial 1.0	Commercial 1.0 Commercial 1.0 Commercial 1.0	Encourage new residential development... Encourage mix of retail, including destination and neighborhood... Encourage development of structured parking... Encourage development of structured parking... Encourage development of structured parking...	Encourage new residential development... Encourage mix of retail, including destination and neighborhood... Encourage development of structured parking... Encourage development of structured parking... Encourage development of structured parking...

Shopping Recommendations to City Council

9) New Area Recommendations (Map Box C)

9) Shopping Center (Map Box C)

Category	Current Zoning	Proposed Zoning	Proposed Zoning Description	Proposed Zoning Description
Shopping Center	Commercial 1.0 Commercial 1.0 Commercial 1.0	Commercial 1.0 Commercial 1.0 Commercial 1.0	Encourage new residential development... Encourage mix of retail, including destination and neighborhood... Encourage development of structured parking... Encourage development of structured parking... Encourage development of structured parking...	Encourage new residential development... Encourage mix of retail, including destination and neighborhood... Encourage development of structured parking... Encourage development of structured parking... Encourage development of structured parking...

Shopping Recommendations to City Council

10) New Area Recommendations (Map Box D)

10) Shopping Center (Map Box D)

Category	Current Zoning	Proposed Zoning	Proposed Zoning Description	Proposed Zoning Description
Shopping Center	Commercial 1.0 Commercial 1.0 Commercial 1.0	Commercial 1.0 Commercial 1.0 Commercial 1.0	Encourage new residential development... Encourage mix of retail, including destination and neighborhood... Encourage development of structured parking... Encourage development of structured parking... Encourage development of structured parking...	Encourage new residential development... Encourage mix of retail, including destination and neighborhood... Encourage development of structured parking... Encourage development of structured parking... Encourage development of structured parking...

Shopping Recommendations to City Council

Shopping Center: *Urban design guidelines*

- Physical and visual pedestrian links to Danehy Park.
- Smaller block sizes comparable to those in surrounding neighborhoods; new street network, including north-south “Main Street”.
- Active street-level facades with frequently-spaced entrances.
- Below-grade/screened at-grade/or structured parking with active uses at street level.
- An architecturally diverse district with varied building design.

Shopping Center



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Shopping Center



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City of Cambridge

**Committee
Recommendations**

June 2, 2004

*Concord-Alewife Planning Study
Public Meeting*



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KERRY MCKINNEY & ASSOCIATES
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