

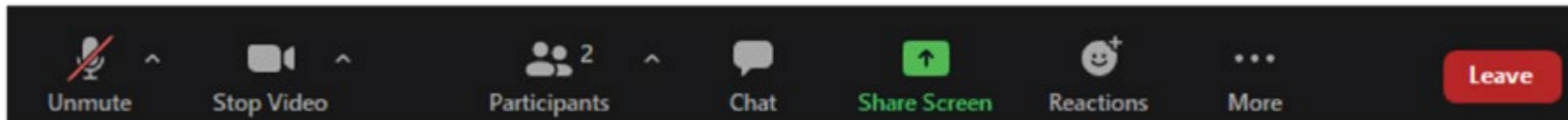


*Our*  
**CAMBRIDGE ST.**

a community plan

Community Workshop 02/17/22

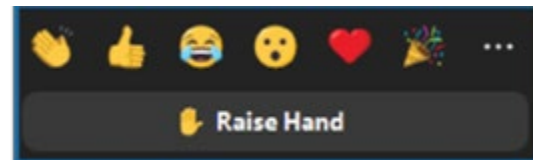
# GETTING TO KNOW ZOOM



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: 874 1117 3567**

Press **\*9** to **Raise Hand**



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

# CLOSED CAPTIONING IS AVAILABLE

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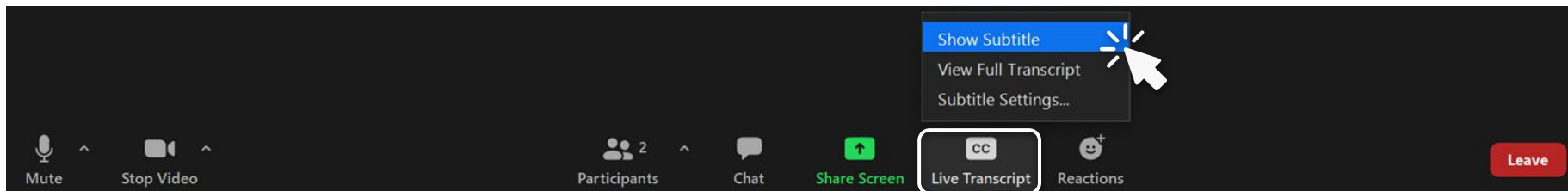


Turn on the closed captioning by clicking on the **'Live Transcript'** button on the bottom of your screen. From there, you can:

- Turn on subtitles by clicking on **'Show Subtitle'**
- View a streaming transcript with each speaker identified by clicking on **'View Full Transcript'**

Alternatively, you may stream closed captioning in a separate window by clicking the [link in the chat](#).

**If you require closed captioning for the breakout session, please raise your hand or send a chat to Tobin Stuff.**



# GROUND RULES

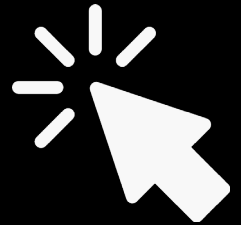
- Share the air - make space for new voices
- Stay on topic & strive to be succinct
- Share your wisdom & expertise
- Honor wisdom & expertise of others
- Listen to each other & honor divergent perspectives
- Advance the group process – maintain focus on what we aim to accomplish

# Welcome!

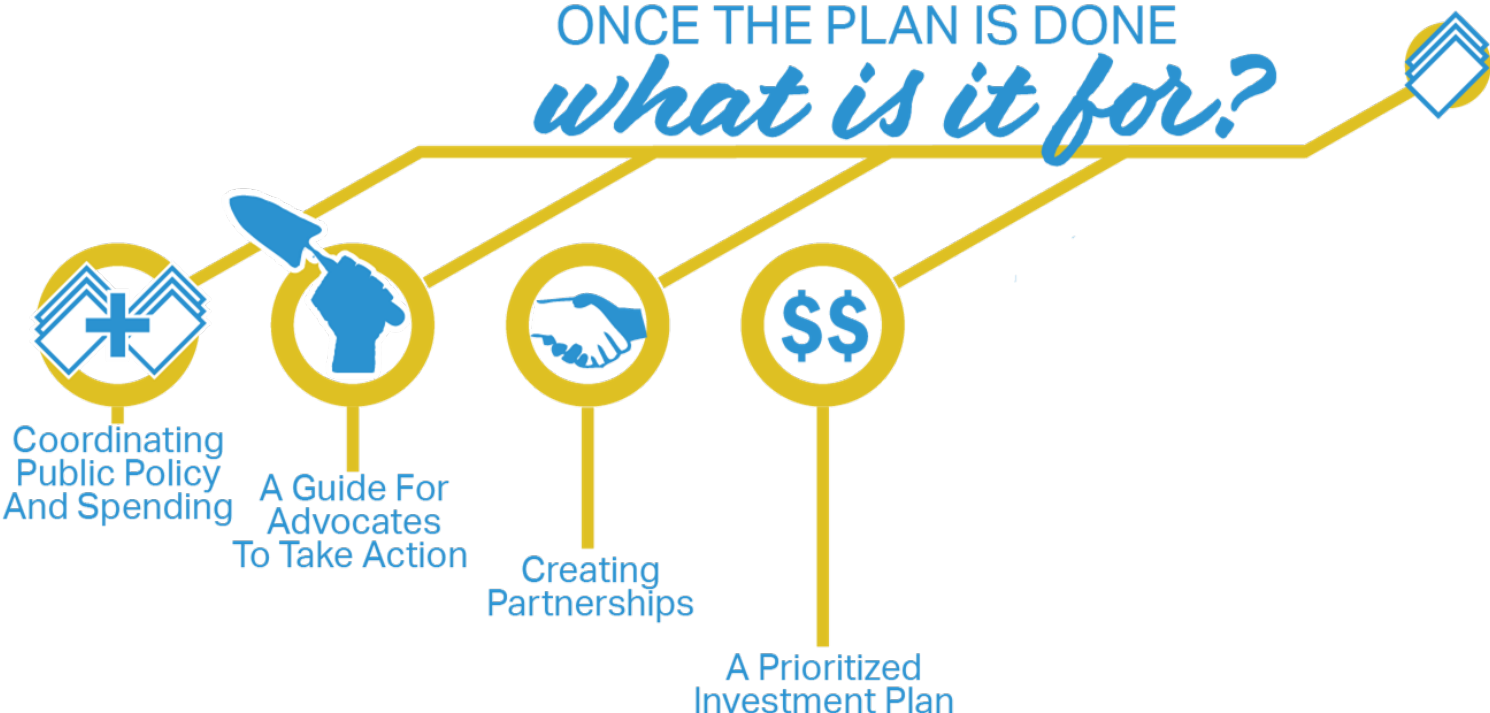
**PLEASE SIGN IN**

**Click the link in the chat to sign**

(or add your contact info to the chat)



# PROJECT SCOPE



# OUR TEAM

## > CITY OF CAMBRIDGE

### COMMUNITY DEVELOPMENT DEPARTMENT

Community Planning, Economic  
Development, Zoning and Development,  
Environment and Transportation, Housing

### with support from

Department of Public Works  
Traffic Parking and Transportation  
Council on Aging  
Commission for Persons with Disabilities

## > CONSULTANT TEAM

### INTERFACE STUDIO

Lead, planning and urban design

### NINIGRET PARTNERS

Economic strategy

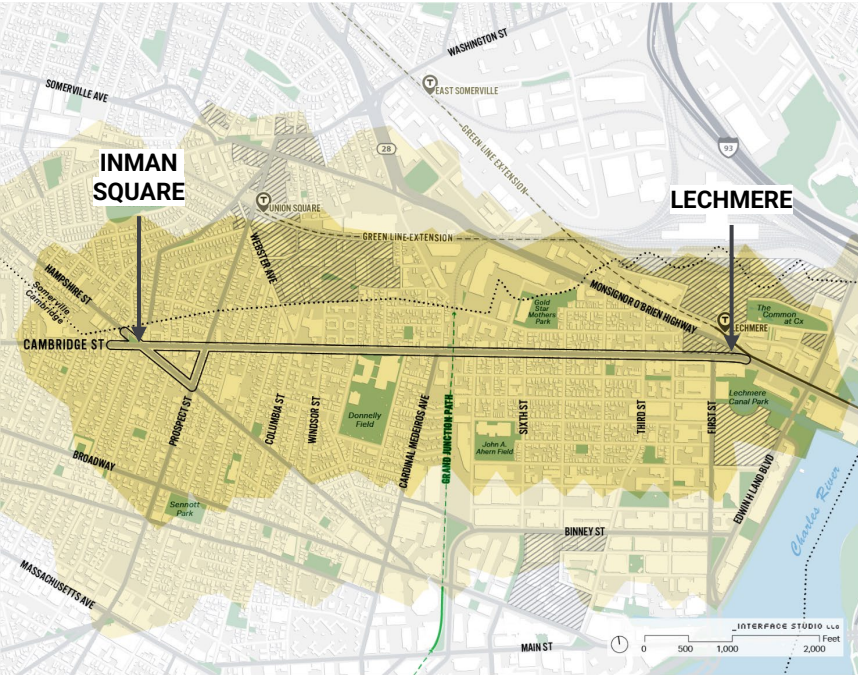
### CONSULTECON

Real estate and housing

### BURO HAPPOLD

Mobility and climate

# AGENDA



**01** PROJECT UPDATE  
Our process to date

**02** KEY PRIORITIES  
Key considerations for economic development, housing, and the street

**03** BREAKOUT FOR Q&A  
Q&A and discussion with subject experts from the City and consultant team

**04** NEXT STEPS  
A look at the next couple of months



# 01 PROJECT UPDATE





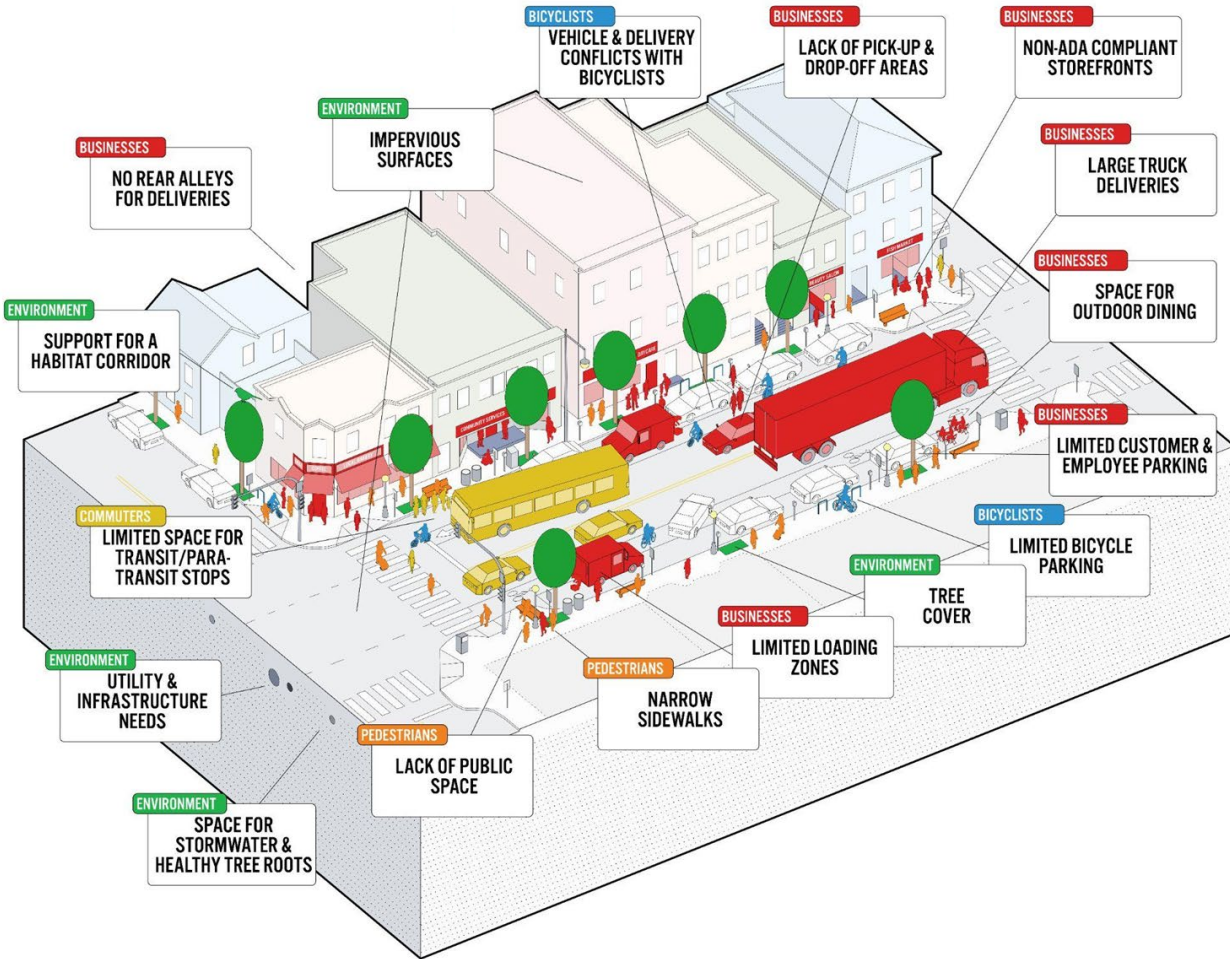
# ENGAGEMENT so far...

As of February 2022

- Pop ins @ Volpe Block Party, Millers River Housing, Inman Square Holiday Stroll
- Pop ups @ Inman Square, East Cambridge
- Online Community Meeting 1 (~100 attendees)
- Online Vision Workshop 1 (~50 attendees)
- Online survey (730 responses - ongoing, closes 2/21)
- Constant Contact Email Blast ~1600 recipients

>> If you are not on our mailing list please remember to sign in tonight, or drop your email in the chat!





## IN DECEMBER...

- Who uses Cambridge Street?
- How can all users be accommodated?
- How can Cambridge Street support climate action and resilience?
- Where are the development pressures?

For those of you who were unable to attend, please visit our website [www.cambridge.gov/cambridgest](http://www.cambridge.gov/cambridgest) to view the recording.

# 02 KEY PRIORITIES

# Three topics for tonight's discussion, based on feedback to date:



How can we best support and retain our small business community?

Subject Experts:

**Pardis Saffari**, Director of Economic Development, City of Cambridge

**Christina DiLisio**, Economic Development Specialist, City of Cambridge

**Mason Wells**, Associate Zoning Planner, City of Cambridge

**Kevin Hively**, President, Ninigret Partners



Are there places that make sense for more housing and other uses?

Subject Experts:

**Cassie Arnaud**, Senior Housing Planner, City of Cambridge

**Jeff Roberts**, Director of Zoning and Development, City of Cambridge

**Robert Brais**, Vice President of ConsultEcon

**Monica Leveckis**, ConsultEcon



How can we accommodate the needs of all the users of Cambridge Street?



Subject Experts:

**Cara Seiderman**, Transportation Program Manager, City of Cambridge

**Brooke McKenna**, Assistant Director for Street Management, City of Cambridge

**Francesco Cerroni**, Associate Principal, Buro Happold

**Chris Rhie**, Associate Principal, Buro Happold

# SMALL BUSINESS

How can we best support and retain our small business community?





## **This is what we heard**

From residents: They are passionate about supporting local businesses. Some would like to see more restaurants and retail but others worry they are pricing out neighborhood goods and services. Many are concerned about lab and office space.

From businesses: They welcome foot traffic in the form of more residents and workers. They generally see the development on and around Cambridge Street as having the potential to bring new customers.

- **The diverse, small, and local business culture is key to the way this corridor feels and functions.**
- **The street is full of local businesses, but not dominated by retailers.**
- **Ownership patterns evolve over time which leads to business turnover.**
- **The limited scale of development offers some natural protections to rising prices but commercial spaces vary in quality.**
- **High impact development will add commercial inventory and expand the customer base.**

# HOUSING

Are there places that make sense for more housing and other uses?

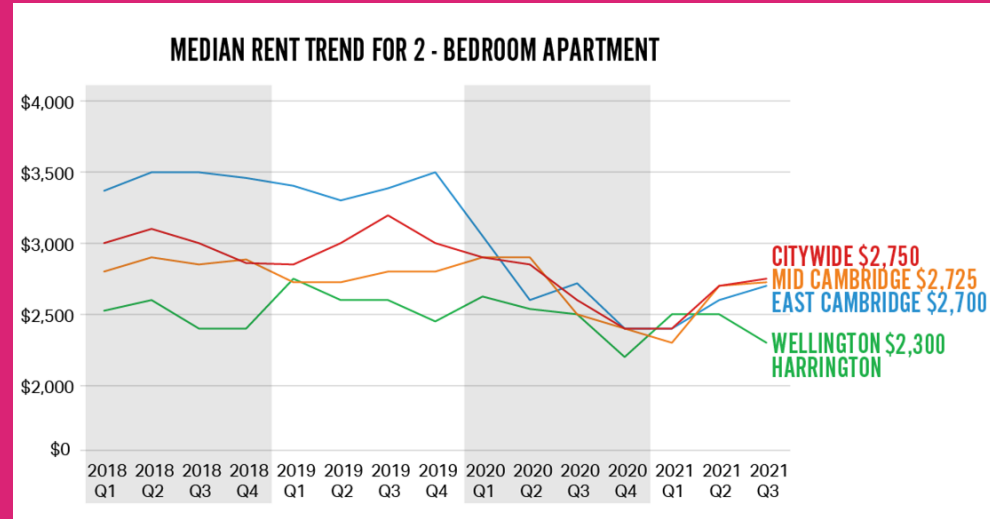


## **This is what we heard**

From residents: They see affordable housing as an urgent citywide need and specifically on Cambridge Street as helping to support local businesses. They see the need to build higher but want to keep it distinct from the large-scale developments happening nearby.

From businesses: They see more development, whether new housing or new uses that bring in new workers, as bringing in more customers.

- Residential unit prices on Cambridge Street are among the lowest in the City
- These 'low' costs are still high for many
- To get ahead of the rising costs of housing you can increase the supply, but suitable sites are limited, costs are high, and zoning limits the amount of units you can add to offset costs.



Source: MAPC Rental Housing Data Collaborative, ConsultEcon

# ADDRESSING ACCESS AND SAFETY FOR ALL STREET USERS



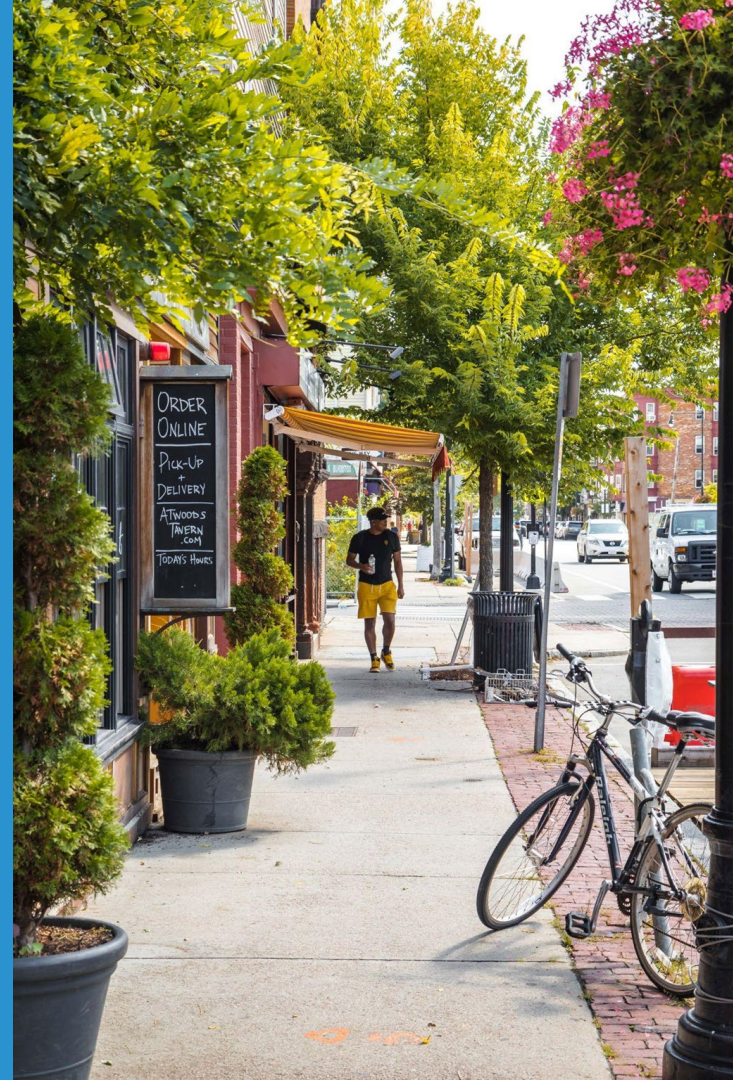
How can we accommodate the needs of all the users of Cambridge Street?

## **This is what we heard**

From residents: They support a better environment for walking, biking and enjoying the street in public spaces. They would also like to see better transit options and experience. There is a range of perspectives on how much space to devote to various uses and users of the street.

From businesses: They want a street that is comfortable and attractive to support foot traffic. They are also concerned about losing curb access for parking and loading.

- **Cambridge Street is an important corridor and public space, with many users and uses**
- **Designing for safety and comfort enables people of all ages and abilities to use the street.**
- **Streets are public spaces; supportive elements such as lighting, benches, outdoor dining opportunities help create a sense of community**
- **Prioritizing trees and sustainable travel addresses community health and climate change goals**
- **Support businesses by ensuring needed access, e.g., for loading**
- **This project will not redesign the street; that will come later**
- **Change is an opportunity, embrace the possibilities**





# BREAK OUT ROOMS

## Format

We'll be breaking into **three smaller groups** tonight, and focusing on each topic for 20 minutes.

You can ask questions using the **chat** or by **raising your hand**.

We hope to hear from some new voices so to allow more people a chance to contribute, each participant will have **1 minute** to ask their question.

**If you require closed captioning for the breakout session, please raise your hand now or send a chat to Tobin Stuff.**

## Ground Rules Reminder

- Share the air
- Stay on topic & strive to be succinct
- Share your wisdom & expertise
- Honor wisdom & expertise of others
- Respect & honor divergent perspectives
- Advance the group process – maintain focus on what we aim to accomplish

# HOW CAN I PARTICIPATE

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Here are the guidelines for tonight's discussion **in the breakout rooms**:

- 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 of you, you can **send your comments/questions directly to Drew Kane** by phone: 617-349-4640 or by email: dkane@cambridgema.gov.
- Each person has **one minute** to ask their question.
- 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.

# 04 NEXT STEPS

# HOW YOU CAN BE INVOLVED:

- Sign up for project updates
- Spread the word
- Take the online survey (last chance, closes on 2/22!)

