

Working Group Meeting #3

4/24/24

CAMBRIDGE COMMON TO
ALEWIFE BROOK PARKWAY

COMMUNITY MEETING 2 - WHAT WE HEARD

As a group, think about Mass Ave South of Porter in 2040. How is it ...

More Neighborhood Oriented?

Initial Ideas:

1	Create more places for the community to gather
2	Foster a mix of local businesses to support community needs and services
3	Build on the strengths of vibrant commercial corridor <i>"Build on good bones"</i>
4	Support a location for fresh food/farmers market/grocery
5	Explore the creation of a community kitchen or other similar incubator spaces

● Most repeated

● Multiple community members shared this idea as a way to see and meet their neighbors

-More funky retail - fewer chains

-Faces we want to see in community can't own here - let's create and provide services and activation spaces

COMMUNITY MEETING 2 - WHAT WE HEARD

As a group, think about Mass Ave South of Porter in 2040. How is it ... **More of a Destination?**

Initial Ideas:

1	Integrate more public and performance art through building activation and community events - more things to do
2	Ensure easy and convenient access with multiple mobility options
3	Encourage more live music and entertainment options

● **Most repeated**

More art along the corridor is not only a neighborhood amenity but would be an invitation for visitors to learn more about the neighborhood

Community members noted that Lesley and Baldwin have art programs

-More art!
(pop ups in empty galleries, unexpected color)

-This stretch of Mass Ave needs to be accessible to folks coming from further than walking distance

COMMUNITY MEETING 2 - WHAT WE HEARD

As a group, think about Mass Ave South of Porter in 2040. How is it ... **More Beautiful?**

Initial Ideas:

1	Share community identity through creativity and art
2	Plant more trees and vegetation along corridor and open spaces
3	Install more seating and public amenities along the corridor
4	Create more space for sidewalk activation
5	Leverage new development to create more green space <i>Building setbacks, green roofs, etc)</i>

● Most repeated

-Old cambridge vs. the new- art/visuals can bring folks together

-New development with setbacks could provide space for more greenery and make it easier to walk

COMMUNITY MEETING 2 - WHAT WE HEARD

As a group, think about Mass Ave South of Porter in 2040. How is it ...

Easier to Walk Around?

Initial Ideas:

1	Balance sidewalk activation with user accessibility	● Most repeated
2	Maintain and repair sidewalks	
3	Improve pedestrian crossings	● Partial Build Suggestions
4	Reduce transportation user conflicts	

-Love the outdoor dining but it's sometimes challenging to walk on the sidewalk

-Important to manage obstacles for people with disabilities

COMMUNITY MEETING 2 - WHAT WE HEARD

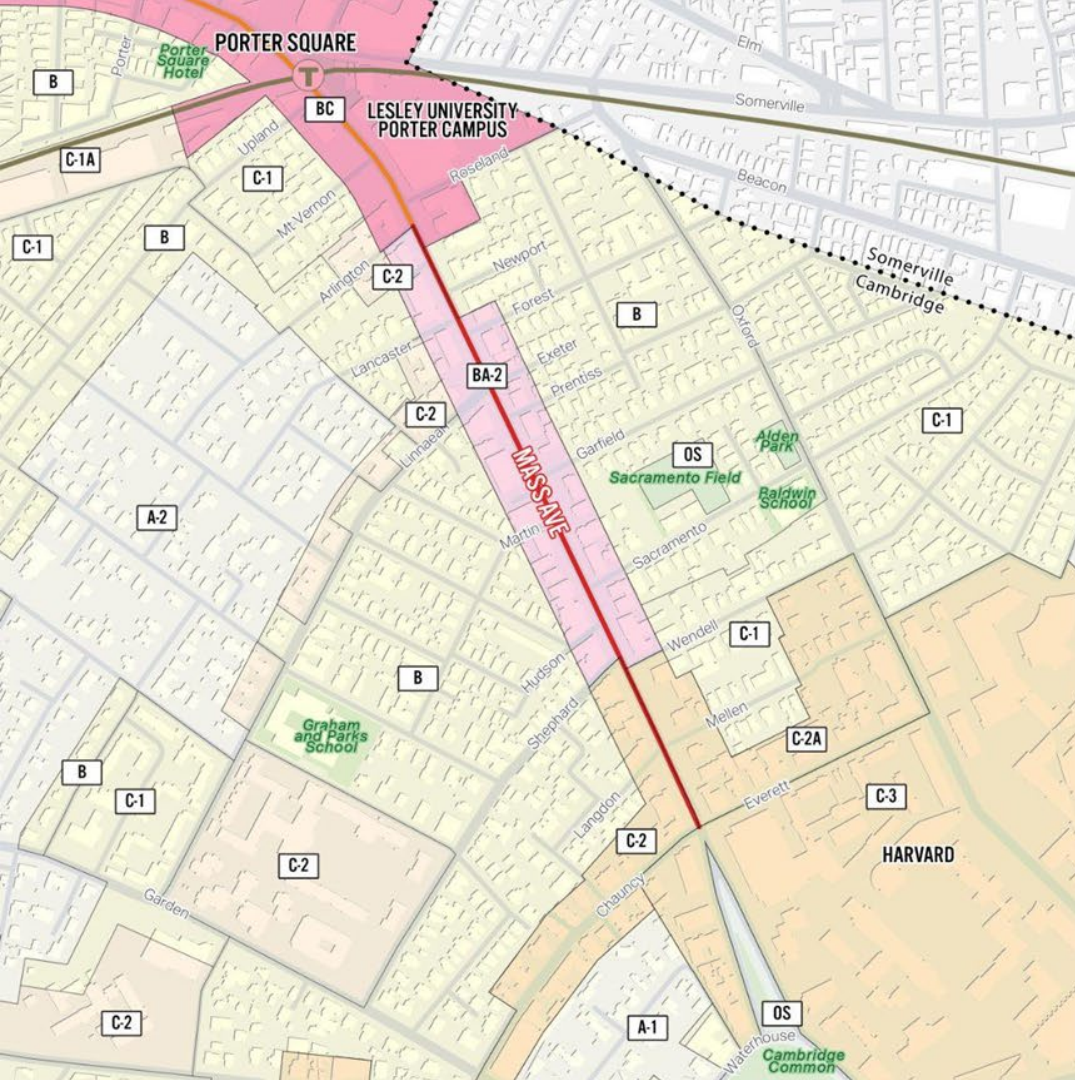
As a group, think about Mass Ave South of Porter in 2040. How is it ... **More Affordable?**

Initial Ideas:

1	Support a diverse mix of housing price points	● Most repeated
2	Encourage more housing/residents on the corridor. Set standards for the scale of buildings and architecture styles.	
3	Explore opportunity to redevelop specific sites (ie. dry cleaner, former grocery)	● Community members noted that the former dry cleaning building on Hudson and the former Evergood grocery store would be potential sites for redevelopment to include housing
4	Advocate for local universities to provide more on-campus graduate student housing	

-We want a diverse spectrum of people living here, not all one thing/all affordable

-Universities should be creating more student housing on their campus, more room for others to have housing



ZONING

66% of Lower Mass Ave is zoned BA-2.

Zoning	Acres	Parcels
B	2	4
BA-2	6	33
BC	1	1
C-2	3	8
C-2A	2	4
Grand Total	13	50

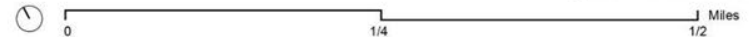
ZONING DISTRICTS

Interface Studio, October 2023

Base Zoning

- A-1
- A-2
- B
- BA-2
- BC
- C-1
- C-1A
- C-2
- C-2A
- C-3
- OS

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ZONING OVERLAYS

Lower Mass Ave has several overlapping overlays.

The Mass Ave Overlay District promotes retail, design, and pedestrian amenities.

- Maximum height 45' in BA-2 or 50' if mixed use
- Required Ground Floor Non-Residential Uses
- Regulated store size maximums (to promote small businesses)

ZONING DISTRICTS

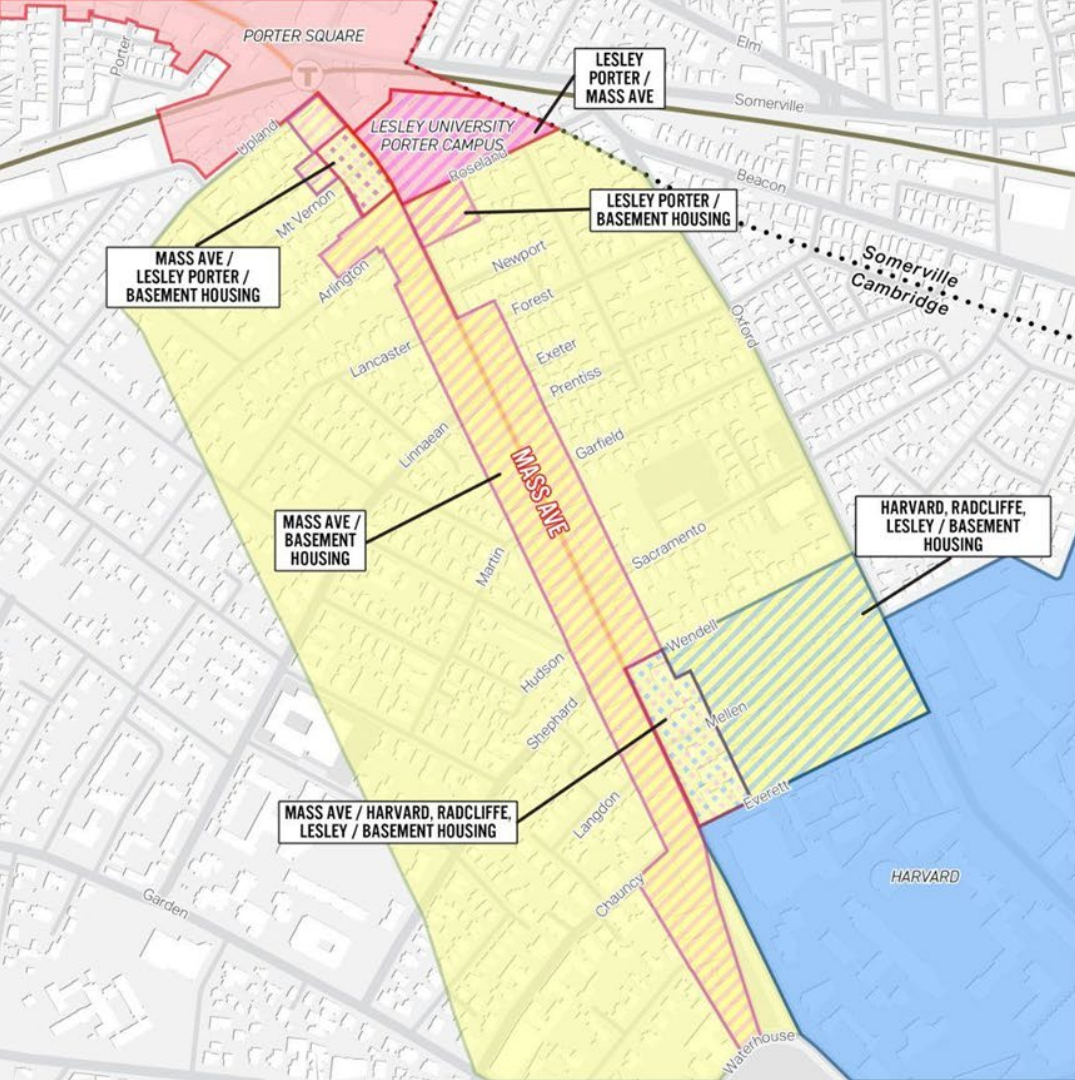
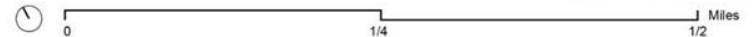
Interface Studio, October 2023

Relevant Overlay Districts*

- Massachusetts Avenue
- Lesley Porter
- Harvard, Radcliffe, Lesley
- Basement Housing
- Lesley Porter / Mass Ave
- Lesley Porter / Basement Housing
- Mass Ave / Basement Housing
- Mass Ave / Lesley Porter / Basement Housing
- Mass Ave / Harvard, Radcliffe, Lesley / Basement Housing
- Harvard, Radcliffe, Lesley / Basement Housing

* Affordable Housing Overlay not mapped but applies citywide

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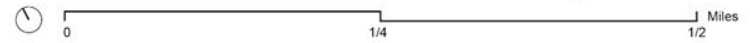
DEVELOPMENT POTENTIAL

The single story retail poses an opportunity to increase the utilization of vertical space. This would allow for additional density with a priority on housing.

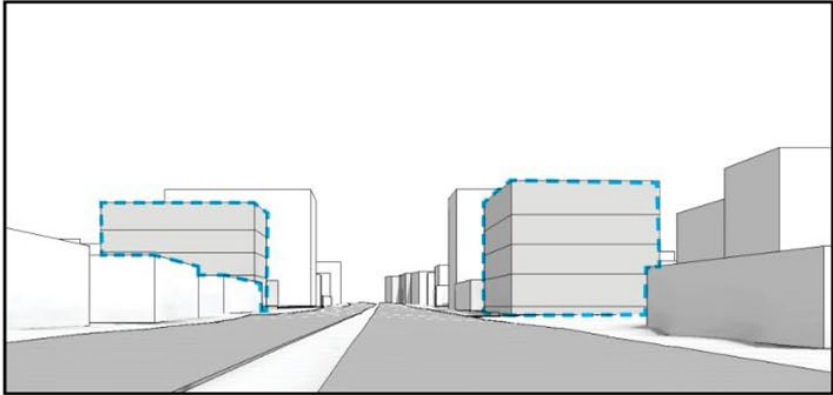
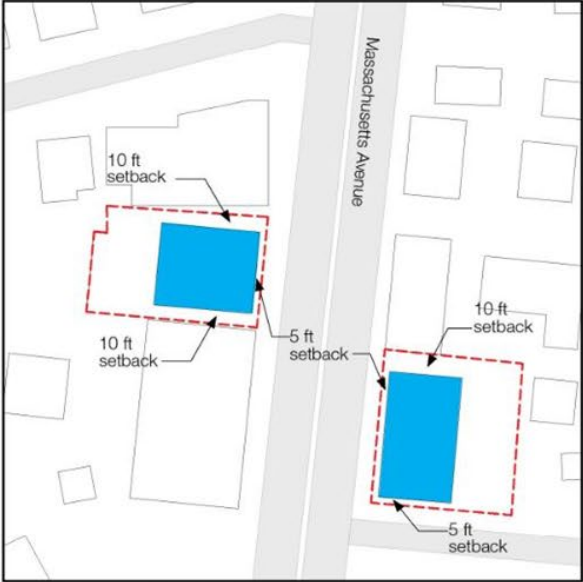
SUSCEPTIBILITY TO CHANGE

Interface Studio, March 2024

- South of Porter Square Study Area
- Some Potential
 - > Parking lots adjacent to active uses
- High Potential
 - > One or two story commercial use
- Parcel within the Mass Ave Overlay District
Historic preservation or National Register



WHAT CAN BE TODAY: BY-RIGHT ZONING



Mixed Use - Max Height

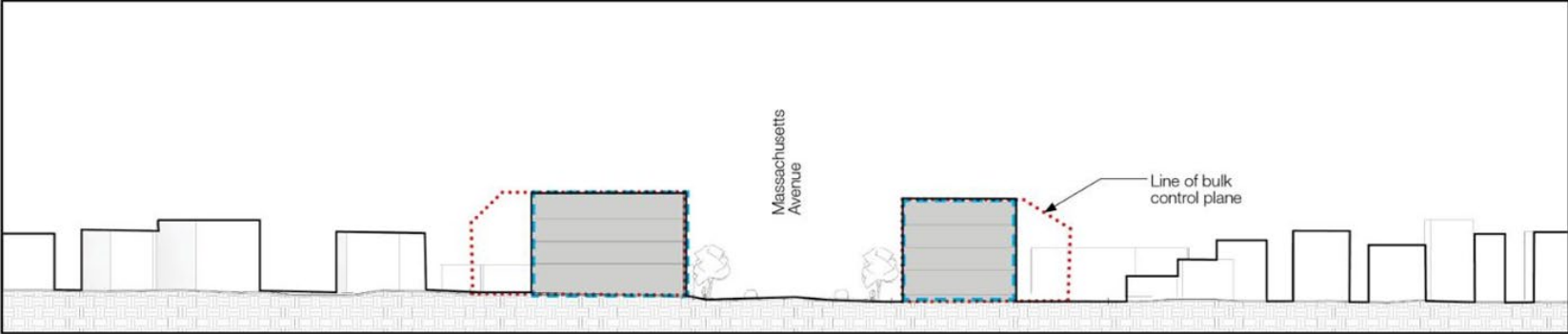
Mid-Block

Stories: 4
 Height: 50'-0"
 FTF: 15'-0" | 10'-0"
 Lot Area: 10,519 ft²
 Building Footprint : 4,588ft²
 Units: 13

Corner Lot

Stories: 4
 Height: 50'-0"
 FTF: 15'-0" | 10'-0"
 Lot Area: 12,088 ft²
 Building Footprint: 5,197ft²
 Units: 16

WHAT CAN BE BUILT TODAY: BY-RIGHT ZONING

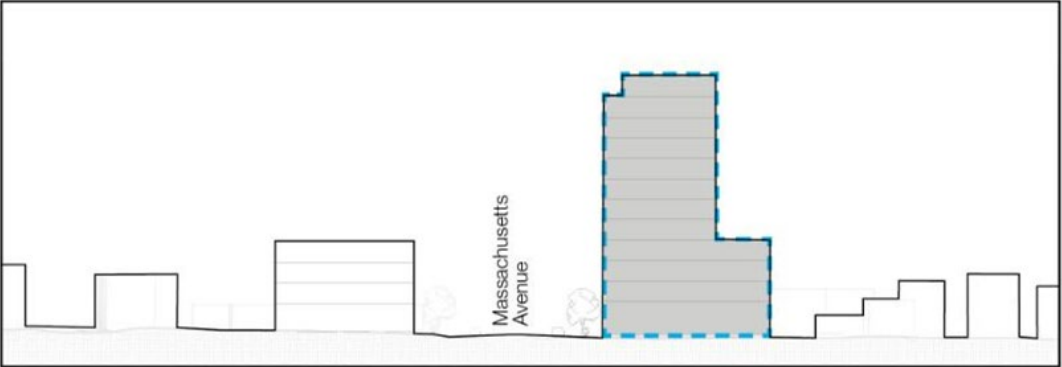


Mixed Use - Max Height

Mid-Block
Stories: 4
Height: 50'-0"
FTF: 15'-0" | 11'-0"
Lot Area: 10,519 ft²
Building Footprint: 4,588ft²
Units: 13

Corner Lot
Stories: 4
Height: 50'-0"
FTF: 15'-0" | 11'-0"
Lot Area: 12,088 ft²
Building Footprint: 5,197ft²
Units: 16

WHAT CAN BE BUILT TODAY: AFFORDABLE HOUSING OVERLAY ZONING



**Building massing may vary*

Affordable Housing Overlay

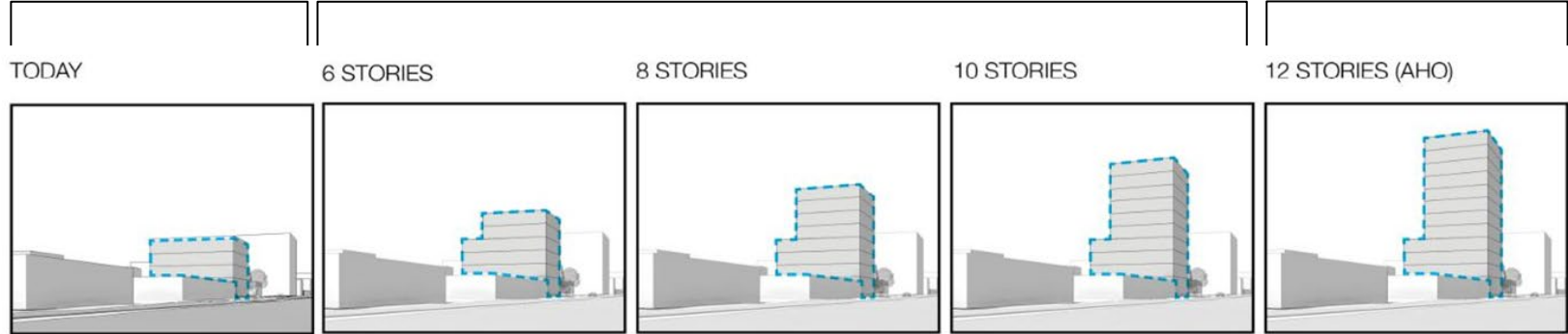
Corner Lot
Stories: 12 Lot Area: 12,088 ft²
Height: 140'-0" Building Footprint: 5,197ft²
FTF: 19'-0" | 11'-0" Units: 89
FAR: 7.70

DENSITY SCENARIOS: WHAT WOULD CHANGES LOOK LIKE?

What can be built by-right...

What if the by-right height changed???

What is allowed today under AHO zoning overlay



Mixed Use - Max Height

Mid-Block

Stories: 4
Height: 50'-0"
Lot Area: 10,519 ft²
Building Footprint: 4,588ft²
Units: 13
FTF: 15'-0" | 11'-0

Mid-Block

Stories: 6
Height: 72'-0"
Lot Area: 10,519 ft²
Building Footprint: 4,588ft² | 3,410ft²
Units: 18
FTF: 15'-0" | 11'-0

Mid-Block

Stories: 8
Height: 94'-0"
Lot Area: 10,519 ft²
Building Footprint: 4,588ft² | 3,410ft²
Units: 23
FTF: 15'-0" | 11'-0

Mid-Block

Stories: 10
Height: 116'-0"
Lot Area: 10,519 ft²
Building Footprint: 4,588ft² | 3,410ft²
Units: 28
FTF: 15'-0" | 11'-0

Mid-Block

Stories: 12
Height: 138'-0"
Lot Area: 10,519 ft²
Building Footprint: 4,588ft² | 3,410ft²
Units: 33
FTF: 15'-0" | 11'-0

PROJECT SCHEDULE

PHASE 1 PROJECT KICKOFF

PHASE 2 SOUTH OF PORTER SQUARE

PHASE 3 NORTH MASS AVE + PORTER SQUARE

PHASE 4 FINAL PLAN

