

# mass+main

## CAMBRIDGE, MASSACHUSETTS

Article 19 Special Permit Project Review Application

OCTOBER 11, 2016



#### PREPARED BY



#### APPLICANT

Watermark Central Venture LLC  
c/o Twining Properties  
One Broadway, 14th Floor  
Cambridge, MA 02142

#### SUBMITTED TO

Cambridge Community Development Department  
City Hall Annex  
344 Broadway  
Cambridge, MA 02139

#### IN ASSOCIATION WITH

CBT Architects  
DLA Piper  
Haley and Aldrich, Inc.  
Steven Winter Associates, Inc.  
John Moriarty & Associates  
Landworks Studio, Inc.  
Cosentini Associates

# Mass+Main

## Cambridge, Massachusetts

SUBMITTED TO **Cambridge Community Development Department**  
City Hall Annex  
344 Broadway  
Cambridge, MA

PROPONENT **Watermark Central Venture LLC**  
c/o Twining Properties  
One Broadway, 14th Floor  
Cambridge, MA 02142

PREPARED BY **VHB**  
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*In association with:*

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Steven Winter Associates, Inc.  
John Moriarty & Associates  
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Cosentini Associates

October 11, 2016

September 30, 2016

Via Hand Delivery

Cambridge Planning Board  
City Hall Annex  
Cambridge, MA 02139  
Attention: Elizabeth Paden

Subject: Mass + Main Special Permit Application  
47 Bishop Allen Drive Special Permit Application

Dear Chairman Cohen and Members of the Board:

On behalf of Watermark Central Venture LLC, the owner of the above referenced projects, I am submitting the following special permit applications:

- **Mass+Main** – Project Review Special Permit with requested Special Permit for Functional Green Roof Area, and
- **47 Bishop Allen Drive** – Project Review Special Permit with requested relief from parking and setback requirements.

These applications represent the culmination of almost four years of community outreach and engagement in Central Square following the acquisition of these properties from Dr. Fennell/Quest Diagnostics in 2012. Through adoption of Ordinance No. 1368 in May of 2015 and additional property acquisitions, we have been able to further refine the proposal that accompanied our zoning petition and are now proposing to replace the existing 3-level garage at 47 Bishop Allen Drive with an additional 23 units of housing. Replacement parking spaces for the Mass+Main project will be provided in a two-level below-grade garage under the building on Massachusetts Avenue.

While a key aspect of the zoning adopted for the Mass+Main project was to ensure that existing parking resources along Bishop Allen Drive (the existing garage at 47 Bishop Allen Drive and the surface lot at 65 Bishop Allen Drive) would remain available for the residential development on Massachusetts Avenue and Columbia Street, we heard from the community, the City and the Planning Board that the long-term preservation of the parking structure at 47 Bishop Allen Drive was less than desirable. At significant expense, we have been able to revise the projects to address these concerns.

With the relief requested by the Special Permit application for 47 Bishop Allen Drive, the creation of 23 additional units of housing on this site will be leveraged in order to permit the construction of the underground parking as part of the Mass+Main project.

Together, we believe these two projects have the potential to transform the former underutilized end of Central Square into a lively residential, mixed-income community with retail uses that serve Central Square and adjacent communities.

We have reviewed the projects described in these applications with City staff (CDD, DPW, and Traffic, Parking and Transportation) and believe that all comments and questions have been addressed at this time. Our team prides itself on community interaction, and we look forward to continuing to engage with our neighbors and the City as we move forward with the Special Permit review process.

We look forward to meeting with the Board and sincerely thank you for your time and consideration of these projects.

Sincerely,

A handwritten signature in black ink, appearing to read "Alex Twining". The signature is fluid and cursive, with a large initial "A" and a long, sweeping underline.

Alex Twining  
President, Twining Properties  
On behalf of Watermark Central Venture LLC

Enclosures

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- 1: Wind Study** (provided electronically on the enclosed CD-ROM)
- 2: Copy of Certified TIS** (provided electronically on the enclosed CD-ROM)
- 3: Green Building Supporting Documentation**
- 4: Tree Study** (provided electronically on the enclosed CD-ROM)
- 5: Community Outreach Supporting Documentation**
- 6: Coolidge Place Land Transfer Diagram**

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**OWNERSHIP CERTIFICATE**

411-413, 415-429, 433-445 and 453-457  
**Project Address:** Massachusetts Avenue; 9-19 and 25  
Columbia Street; 65 Bishop Allen Drive **Application Date:** 9/30/16

This form is to be completed by the property owner, signed, and submitted with the Special Permit Application:

I hereby authorize the following Applicant: Watermark Central Venture LLC  
at the following address: c/o Twining Properties, LLC, One Broadway 14th Floor,  
Cambridge MA 02142  
to apply for a special permit for: a mixed-income residential complex with community-centric retail  
on premises located at: 411-413, 415-429, 433-445 and 453-457 Massachusetts Ave;  
9-19 and 25 Columbia Street; 65 Bishop Allen Drive  
for which the record title stands in the name of: Watermark Central Venture LLC  
whose address is: [see above]

by a deed duly recorded in the:  
Registry of Deeds of County: Middlesex **Book: 67029 - Page: 490 [for 411-413,  
415-429, 433-445 and 453-457  
Massachusetts Ave; 9-19 Columbia Street; 65  
Bishop Allen Drive]  
Book: 67029 - Page: 505 [for 25 Columbia  
Street]**

\_\_\_\_\_  
Signature of Land Owner (If authorized Trustee, Officer or Agent, so identify)

To be completed by Notary Public:

Commonwealth of Massachusetts, County of Suffolk

The above named Mark S. Bauer personally appeared before me,  
on the month, day and year October 6, 2016 and made oath that the above statement is true.

Notary: Carla M Michals  
My Commission expires: 6/1/2023



**FEE SCHEDULE**

---

**Project Address:** 411-413, 415-429, 433-445 and 453-457  
Massachusetts Avenue; 9-19 and 25  
Columbia Street; 65 Bishop Allen Drive

**Application Date:**

---

The Applicant must provide the full fee (by check or money order) with the Special Permit Application. Depending on the nature of the proposed project and the types of Special Permit being sought, the required fee is the larger of the following amounts:

- If the proposed project includes the creation of new or substantially rehabilitated floor area, or a change of use subject to Section 19.20, the fee is ten cents (\$0.10) per square foot of total proposed Gross Floor Area.
- If a Flood Plain Special Permit is being sought as part of the Application, the fee is one thousand dollars (\$1,000.00), unless the amount determined above is greater.
- In any case, the minimum fee is one hundred fifty dollars (\$150.00).

**Fee Calculation**

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New or Substantially Rehabilitated Gross Floor Area (SF):	× \$0.10 =
Flood Plain Special Permit	Enter \$1,000.00 if applicable:
Other Special Permit	Enter \$150.00 if no other fee is applicable:
<b>TOTAL SPECIAL PERMIT FEE</b>	<b>Enter Larger of the Above Amounts:</b>

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**DIMENSIONAL FORM**

**Project Address:** Mass + Main\*

**Application Date:** 9/30/16

	Existing	Allowed or Required (max/min)	Proposed	Permitted
Lot Area (sq ft)	38,773		38,773	
Lot Width (ft)			(multiple lots)	
Total Gross Floor Area (sq ft)	62,905	252,025	252,025	
Residential Base			247,209	
Non-Residential Base			4,816	
Inclusionary Housing Bonus		0	0	
Total Floor Area Ratio	1.6	6.5	6.5	
Residential Base			6.4	
Non-Residential Base			0.1	
Inclusionary Housing Bonus		0	0	
Total Dwelling Units	0		283	
Base Units				
Inclusionary Bonus Units				
Base Lot Area / Unit (sq ft)			137	
Total Lot Area / Unit (sq ft)			137	
Building Height(s) (ft)	35	195 and 70	195 and 70	
Front Yard Setback (ft)	0	0	0	
Side Yard Setback (ft)	0	0	10	
Side Yard Setback (ft)	0	0	0	
Rear Yard Setback (ft)	0	0	0	
Open Space (% of Lot Area)	0%	10%	19%	
Private Open Space	0			
Permeable Open Space	0			
Other Open Space (Specify)	0			
Off-Street Parking Spaces	51	142 min / 212 max	146	
Long-Term Bicycle Parking	0	298	298	
Short-Term Bicycle Parking	0	38	39	
Loading Bays	0	1	1	

*Use space below and/or attached pages for additional notes:*

**\*See Supplemental Documentation for additional detail**

# Special Permit Application Form Supplemental Documentation

The following section provides supplemental information to support the Special Permit Application Form for the Mass+Main Mixed-Income Residential project (the "Project"). It provides a list of requested special permits for the Project, a list of submitted materials for the application, as well as a Dimensional Form that presents the required project information. This section also demonstrates how the Project conforms to Article 10.43: Criteria for Issuance of Special Permits and describes coordination of proposed plans with city departments (in place of signed Certification of Receipt of Plans forms by each department).

## List of Requested Special Permits

- Section 10.40 - Special Permit
- Section 19.20 - Project Review Special Permit
- Section 22.33.2 - Special Permit for Functional Green Roof Area

## List of Submitted Materials

- Application Form
- Owner Certificate
- Dimensional Form
- Project Narrative
- Urban Design Narrative
- Noise Mitigation Narrative
- Sustainable Design/LEED Narrative
- Sewer Service Infrastructure Narrative
- Water Service Infrastructure Narrative

- Tree Study
- Transportation Impact Study (TIS) Summary (submitted separately to Cambridge Traffic, Parking and Transportation Department)
- Site Plans
- Elevations
- Sections
- Perspective Renderings
- Floor Plans

## Dimensional Form Information

**TABLE 1 DIMENSIONAL FORM INFORMATION**

	Existing	Allowed or Required (max/min)	Proposed	Permitted
Lot Area (sq ft)	38,773 sq ft	N/A <sup>1</sup>	38,773 sq ft	
Lot Width (ft)		N/A <sup>1</sup>	(multiple lots)	
Total Gross Floor Area (sq ft)	62,905 sq ft	252,025 sq ft	252,025 sq ft	
Residential Base		N/A <sup>1</sup>	247,209 sq ft	
Non-Residential Base		N/A <sup>1</sup>	4,816 <sup>3</sup>	
Inclusionary Housing Bonus		-0-	-0-	
Total Floor Area Ratio	1.6	6.5	6.5	
Residential Base		N/A <sup>1</sup>	6.4	
Non-Residential Base		N/A <sup>1</sup>	0.1	
Inclusionary Housing Bonus		-0-	-0-	
Total Dwelling Units	-0-	N/A <sup>2</sup>	283	
Base Units		N/A <sup>2</sup>		
Inclusionary Bonus Units		N/A <sup>2</sup>		
Base Lot Area/Unit (sq ft)		N/A <sup>1</sup>	137	
Total Lot Area/Unit (sq ft)		N/A <sup>1</sup>	137	
Building Height(s) (ft)	35 feet	195 and 70 feet <sup>4</sup>	195 and 70 feet <sup>5</sup>	
Front Yard Setback (ft)	-0-	-0-	-0-	
Side Yard Setback (ft)	-0-	-0-	10	
Side Yard Setback (ft)	-0-	-0-	-0-	
Rear Yard Setback (ft)	-0-	-0-	-0-	
Open Space (% of Lot Area)	0%	10% <sup>6</sup>	19% <sup>6</sup>	



	Existing	Allowed or Required (max/min)	Proposed	Permitted
Private Open Space	-0-			
Permeable Open Space	-0-			
Other Open Space (specify)	-0-			
Off-Street Parking Spaces	51 <sup>7</sup>	142 minimum/ 212 maximum	146 <sup>8</sup>	
Long-Term Bicycle Parking	-0-	298	298	
Short-Term Bicycle Parking	-0-	38	39	
Loading Bays	-0-	1	1	

N/A Not Applicable

- 1 Not applicable in Mass and Main Residential Mixed Income Subdistrict.
- 2 17% low and moderate, 3% middle income, 10% 3-bedroom, per Section 20.307.8. Minimum 8% micro-housing units pursuant to the Letter of Commitment dated May 18, 2015 and referenced in Section 20.307.13.
- 3 See discussion in section 1.3 of Chapter 1, *Project Description* of this application regarding retail exemption for retail spaces under 1,500 square feet.
- 4 Up to 195 feet in Mass Ave Height Area and up to 70 feet in Columbia/Douglass Street Height Area, per Section 20.307.6.2, provided that only one building within the Mass Ave Height Area may exceed 80 feet and subject to a 10,000 SF floor plate restriction for all floors above 80 feet in height.
- 5 The Project will be 195 feet along Mass Ave and 70 feet along Columbia Street, per section 20.307.6.2.
- 6 May be satisfied with any combination of Private Open Space and pedestrian amenities open to the public, such as a pedestrian plaza or arcade, per Section 20.307.6.4.
- 7 51 spaces in the existing lot at 65 Bishop Allen lot to remain (39 of which to support the Project where the remaining 12 spaces will be designated for the 47 Bishop Allen Drive project). This lot is within 400 ft of the Project and, therefore, allowed without a special permit pursuant to Section 20.307.7.c.
- 8 Up to 95 spaces are proposed in the garage below Building B-1 less 3 spaces to be provided as carshare spaces. In addition, 39 of the existing surface parking spaces in the 65 Bishop Allen Drive parking lot will be allocated to the Project and a credit of 15 parking spaces, in accordance with Section 20.307.7.d. This section requires a minimum of 2 carshare spaces and each carshare space equates to 5 parking spaces.

## Coordination with City Departments

The Applicant has met on several occasions with various Community Development Department (CDD) staff regarding the overall Project, including public realm improvements, urban design approach, sustainability approach and the community outreach program as well as the Special Permit Project Review application and process. Initial design review sessions have also taken place with CDD to evaluate proposed building massing and initial building design. The Applicant has also met with Cambridge Historical Commission (CHC) staff numerous times regarding retaining 411-413 Massachusetts Avenue, an on-site historic property that is considered a contributing building to the Central Square Historic District.

The Applicant along with its site civil engineering team attended meetings with the Cambridge Department of Public Works (CDPW) and Cambridge Water Department (CWD) to discuss the infrastructure anticipated to serve the Project, as well as stormwater measures pursuing on-site and neighborhood solutions. Additionally, the Applicant and project landscape architect met with CDPW to discuss proposed streetscape and landscape improvements.

The Applicant along with its transportation planners attended multiple meetings with the Department of Transportation, Parking, and Traffic (TP&T) to confirm the Transportation Impact Study (TIS) and, more specifically, bike parking, and building service and loading design. A copy of the Certified TIS and TP&T certification letter dated August 11, 2016 is provided in Attachment 2 of the application.

The Applicant retained an arborist to conduct a tree study for the Project, which is provided in Attachment 4. The project landscape architect has coordinated directly with the City Arborist on this study.

# 1

## Project Description

This is an application for the Project Review Special Permit, pursuant to Article 19.20 of the Cambridge Zoning Ordinance, for the Mass+Main Mixed-Income Residential project in the Central Square neighborhood of Cambridge (the “Project”). Watermark Central Venture LLC (the “Applicant”) is proposing to construct an approximately 283-unit, mixed-income, transit-oriented residential complex with community-centric retail. The Project is located at the terminus of Massachusetts Avenue (“Mass Ave”), Main Street, and Columbia Street. Refer to Figure 1.1 for a site location map and Figure 1.2 for site context.

The Applicant has been working closely since April with neighborhood groups, city leaders, and the Community Development Department (CDD) to refine the Project. Following an extensive, two-year process that involved the community and the City of Cambridge, the City Council voted 7:2 to adopt Zoning Petition Ordinance Number 1368—Mass and Main Residential Mixed Income Subdistrict (Article 20.307 – the “Subdistrict”)—at the May 18, 2015 meeting. The zoning aims to encourage the development of a mixed-income residential community by allowing additional height on Mass Ave and density if 20 percent affordable and middle-income apartments and a local retail program are included.

As demonstrated herein, the Project as submitted conforms to the Citywide Urban Design Objectives of Article 19.30, the Sustainable Design and Development requirements of Article 22.23, and satisfies all other requirements necessary for the issuance of the requested Project Review Special Permit, including the applicable requirements of the Subdistrict.

### 1.1 Project Background

#### 1.1.1 Land Acquisition and Ownership

In December 2012, Dr. J.R. Fennell sold his property to a joint venture between Normandy Real Estate Partners and Twining Properties (“Normandy/Twining”). The property was formerly occupied by Quest Diagnostics, which relocated to Marlborough, MA by the end of 2015. Located in Central Square, the Fennell property consisted of a collection of 16 parcels on four blocks at Mass Ave and Main Street.

Today, the Applicant, which is managed by Twining Properties, is the sole developer for the Project on a site consisting of eight parcels totaling 1.5 acres of land subject to Article 20.307. The original land area proposed for residential development on Block B was approximately 35,997 square feet, which would have accommodated approximately 230 apartments. In April 2016, the Applicant purchased an additional adjacent parcel at 25 Columbia (at the corner of Bishop Allen Drive) increasing the land area to approximately 38,773 square feet and permitting the Applicant to propose 283 units for the Project.

### **Original Applicant Portfolio**

The original Normandy/Twining land acquired from Dr. Fennell included 16 parcels totaling approximately 2.4 acres, consisting of:

- **BLOCK A:** two buildings set on 4 parcels totaling 0.6 acres on Mass Ave between Norfolk and Douglass Street;
- **BLOCK B:** multiple buildings set on 5 parcels totaling 0.8 acres on Mass Ave and Columbia Street, between Columbia and Douglass Street;
- **BLOCK C:** one building set on 5 parcels totaling 0.4 acres on Main St between Columbia and School Street; and
- **BLOCK D:** 2 parcels totaling 0.6 acres on the north side of Bishop Allen Drive consisting of a garage at #47 and a parking lot at #65.

In February 2016, Normandy/Twining sold the Block A parcels. In April 2016, Twining sold its Block C interest to Normandy, and purchased from Normandy their interest in Blocks B and D (the land in the May 2015 zoning petition). In June 2016, Normandy sold Block C.

### **Additional Parcel Purchased**

In April 2016, the Applicant purchased 25 Columbia St (Marks Wholesale) consisting of one parcel totaling approximately 2,776 square feet of land.

### **Current Land Owned by the Applicant**

The Applicant currently owns eight parcels totaling 1.5 acres in the Mass and Main Residential Mixed income Subdistrict consisting of:

- **BLOCK B:** Multiple buildings set on six parcels totaling 0.9 acres on Mass Ave and Columbia Street between Columbia Street and Douglass Street, including 25 Columbia Street (the "Project Site"); and
- **BLOCK D:** Two parcels totaling 0.6 acres on the north side of Bishop Allen Drive consisting of a garage at #47 and a parking lot at #65. The 47 Bishop Allen Drive project is subject to a separate Special Permit application for a proposed residential development consisting of approximately 23 units. The application for 47 Bishop Allen Drive is being filed concurrently by the Applicant.

The Project Site is also subject to the Coolidge Place land transfer, as described further in section 1.1.3 below.

### **1.1.2 Rezoning Process**

During 2013, Twining Properties and Normandy discussed development options for the Mass+Main portfolio with the City Manager, the Mayor, City Councilors, and community groups. A clear consensus was reached: a mixed-income residential community with retail on the street level was strongly preferred over an “as-of-right” office or commercial building.

The Mass+Main zoning petition was filed in November 2014. Four public Open Houses were hosted November through March of 2015. Direct meetings were held with abutters. The City Ordinance Committee held three hearings between January and April 2015, and issued a positive report to the City Council. The Planning Board held two hearings February through April 2015, and also issued a positive report with recommendations. The Council voted 7:2 to adopt the Zoning Petition in May 2015 as Ordinance #1368. Overall, the 2½-year community outreach and zoning process included 15 public meetings attended by over 250 people.

### **1.1.3 Revised Parking Resources – New Housing at 47 Bishop Allen Drive**

One key aspect of the Mass+Main zoning Subdistrict was to ensure that existing resources along Bishop Allen Drive (the existing garage at 47 Bishop Allen Drive and the surface lot at 65 Bishop Allen Drive) would remain available for the residential development on Massachusetts Avenue and Columbia Street. However, in response to community concerns regarding the preservation of structured parking garage in such a key location in the neighborhood, and at great expense, this Special Permit application proposes replacement parking spaces in a two-level below-grade garage under the building on Mass Ave. Correspondingly, a related Special Permit application for 47 Bishop Allen Drive proposes 23 additional housing units to replace the existing parking structure, achieving many community and City objectives.

Although technically two separate projects, it is important to note the interrelationship between the Mass+Main Project and 47 Bishop Allen Drive. In particular, the development of 47 Bishop Allen Drive for an additional approximately 23 units of housing is dependent upon the granting of relief from parking and setback requirements, which (as noted above) is the subject of a separate Special Permit application. In the event that this relief is not granted, the Applicant will need to utilize the existing parking structure at 47 Bishop Allen Drive to support the Project and will therefore remove the proposed below-grade parking from this application as permitted in the Subdistrict.

### **1.1.4 Coolidge Place Land Transfer**

The Project Site includes an eight-foot wide passageway referred to as “Coolidge Place” that is currently owned by the City of Cambridge and is subject to a Memorandum of Agreement (the “MOA”) providing for its transfer to the Applicant in exchange for a cash payment, certain property owned by the Applicant and other property rights and benefits.

Coolidge Place, which contains approximately 1,042 square feet of land area, is currently used to provide pedestrian passage between the City parking lot on Bishop Allen Drive and Mass Ave, and bifurcates the land currently owned by the Applicant.

Following applicable State and City procedures, the City of Cambridge issued a Request for Proposals (“RFP”) for the disposition of Coolidge Place, and Normandy/Twining responded with a proposal on November 6, 2015. In November of 2015, after holding the required public hearings, the City Council accepted the Normandy/Twining proposal for the acquisition of Coolidge Place and voted to discontinue Coolidge Place as a public way in accordance with M.G.L c.82, Section 21, as amended. The City and Normandy/Twining executed the MOA memorializing the terms of the conveyance on March 11, 2016, and the MOA was subsequently assigned to the Applicant.

Key provisions of the MOA include:

- The 1,042-square foot Coolidge Place to be purchased by the Applicant for \$325,000;
- The Project to provide two public passageways between Mass Ave and the City parking lot on either side of Building B-1: a 10-foot wide replacement for Coolidge Place referred to as “New Coolidge Place”; and a 15-foot wide passageway to the East of Building B-1 shown in this application as the “Central Market”; and
- The Applicant will modify its existing easement rights over the City parking lot (Lot 6) to reconfigure access to the Project in a manner consistent with the planned future development of the parking lot.

Pursuant to the MOA, the acquisition of Coolidge Place is anticipated to occur upon issuance of a building permit for the Project. The 10-foot wide New Coolidge Place passageway will be a combination of City and Applicant-owned land as follows:

- The first 8 feet of width next to McDonald’s will be transferred to the City as sub-surface “fee simple” parcel with accompanying above-grade easement –swapping the same area (1,042 sf) for the original Coolidge Place location; and
- An additional 2 feet of width will be provided as a public access easement on the Project Site.

Other provisions require coordination with the City for the storm drainage storage tank proposed under the City parking lot, including a contribution up to \$300,000 toward those improvements.

Refer to Attachment 6 of this application for diagrams that illustrate the Coolidge Place land transfers.

## 1.2 Existing Site Conditions

Figure 1.3 presents the existing site survey plan. The Project Site consists of an approximately 0.9-acre redevelopment site that fronts Mass Ave on the western edge, and is bounded by Douglass Street to the north, by Bishop Allen Drive to the east, and by Columbia Street to the south. Main Street runs into Columbia Street at Lafayette Square, which is also known as Jill

Brown-Rhone Park (referred to herein as "Lafayette Square" or "Jill Brown-Rhone Park") just southwest of the Project Site (Figure 1.2). The Project Site is set within the heart of the active and transit-accessible Central Square neighborhood with access to extensive retail and services, and in close proximity to the MIT campus.

As shown in Figure 1.4, the Project Site is currently occupied by a collection of vacant medical office/laboratory buildings previously operated by Quest Diagnostics. The building at 411-413 Mass Ave, known as the William A. Taylor House and Store, is a three-story brick building that had ground floor retail with residential flats above (the 19th century version of "mixed use"). This structure is one of the only remaining pieces of the former Lafayette Square, which is considered a historic structure that contributes to the Central Square Historic District listed on the National Register. It is now used as a small commercial office building with a dentist's office on the first floor. The Project Site extends to the corner of Columbia and Bishop Allen Drive in the former Mark's Wholesale, a single story retail structure. Refer to Figure 1.5 for photographs of the existing site conditions.

There are two parcel north of Bishop Allen Drive, together totaling approximately 0.6 acres, which were designed as parking resources in the Mass+Main zoning: 47 Bishop Allen Drive (a 3-level parking structure); and 65 Bishop Allen Drive (a surface parking lot). The parking structure is a steel structure with exterior precast concrete spandrel panels, built to the parcel property lines without yard setbacks. The structure has 113 parking spaces overall, including many tandem spaces. The surface parking lot is fenced in and gated with 51 striped parking spaces.

### 1.3 Proposed Project Description

Figure 1.6a presents the proposed site plan for the Project and Figure 1.6b show the Project in context with the 47 Bishop Allen Drive project. The Project includes construction of 283 residential units and related amenities with ground floor retail space set in two buildings totaling approximately 252,025 square feet of gross floor area. Working closely with the Cambridge Historical Commission (CHC), the Applicant proposes to retain and reuse the existing 411-413 Mass Ave building. A total of 134 physical parking spaces will be provided to support the Project. Refer to Chapter 5, *Transportation* of this application for a more detailed description of the shared parking approach for the Project in combination with the 47 Bishop Allen Drive project.

Table 1-1 below presents the proposed development program.

**TABLE 1-1 PROPOSED DEVELOPMENT PROGRAM**

<b>Component</b>	<b>Size (Zoning Gross Floor Area)</b>	<b>Quantity</b>
Building Height (tallest)	-	195 feet
<b>Residential</b>		
Building B-1	198,246 GFA	225 units
Building B-2	48,900 GFA	58 units
411-413 Mass Ave Building Reuse <sup>1</sup>	2,079 GFA	NA
<i>Residential Sub-Total</i>	<i>249,225 GFA</i>	<i>283 units</i>
Retail (non-exempt)	2,800 GFA	NA
<b>Total Building Area</b>	<b>252,025 GFA</b>	
Retail (exempt) <sup>2</sup>	14,479 SF	NA
Below Grade Structured Parking <sup>3</sup>	-	95 spaces
Surface Parking (existing to remain) <sup>4</sup>	-	39 spaces
<b>Total Parking</b>		<b>134 spaces<sup>5</sup></b>

- 1 Includes reuse and renovation of the historic building for residential amenity space (2,079 sf).
- 2 See discussion below regarding exemption for retail spaces under 1,500 SF.
- 3 Provided underground below Building B-1.
- 4 Located at 65 Bishop Allen Drive.
- 5 Three (3) of these spaces will be carshare spaces.

In order to encourage a mix of retail, including local and independent retailers, retail spaces at the Project smaller than 1,500 square feet will be excluded from the calculation of floor area ratio, per Section 20.307.9.5. The Applicant respectfully requests that, in order to accommodate potential larger retail tenants, minor deviations in the retail/residential allocation of Project GFA up to 5 percent shall be permitted subject to approval by CDD in connection with its approval of the final Retail Plan for the Project, provided that total Project GFA continues to meet applicable zoning requirements.

The Project will include a range of unit types and sizes including Micro units (as required by the Commitment Letter), studios, loft-style units, 1-bedroom units, 2-bedroom units and 3-bedroom units. Table 1-2 below reflects the Applicant's current estimated unit mix and will be subject to change based on market conditions and as the building design, internal layout, retail configuration and structural engineering are finalized.



**TABLE 1-2 ESTIMATED UNIT MIX**

<b>Unit Type</b>	<b>Number</b>	<b>Percentage</b>	<b>Size Range (square feet)</b>
Micro <sup>1</sup>	23	8%	338-352
Studio	64	23%	353-554
Loft	32	11%	570-779
1-Bedroom	65	23%	602-817
2-Bedroom	59	21%	710-1,176
3-Bedroom	40	14%	965-1,415
<b>Total</b>	<b>283</b>	<b>100%</b>	

<sup>1</sup> Residential micro-housing units measuring between 338 and 352 square feet in size. Per the Commitment Letter, such units will include in leasehold agreements (or other equivalent occupancy agreements) a covenant by the tenant that such tenant shall not apply to the City of Cambridge Traffic, Parking & Transportation Department for a Residential Parking Permit.

### 1.3.1 Project Schedule & Phasing

The Applicant anticipates beginning construction in mid-2017. The total construction timeframe for the Project is expected to take approximately two years. Although the construction for Building B-1, Building B-2, and associated site work will commence at the same time, some portions of the Project will be ready for occupancy sooner than others based on the anticipated construction timeline. Figure 1.7 presents the proposed notification panel locations.

### 1.3.2 Proposed Building Design

Figures 1.8a through 1.8e present the floor plans for Building B-1. The design of Building B-1 as a high-rise is based upon a very active ground plane with major new retail presence. The podium of Building B-1 is set back from the sidewalk to reduce the impression of building mass and is designed as a contextual brick facade. The residential tower rises from the podium and is set back further still. Refer to Figure 1.9 for building sections and 1.10a and 1.10b for building elevations for Building B-1.

Figures 1.11a through 1.11d present the floor plans for Building B-2. Building B-2 is designed as a low-rise, 6-story building to respond to the residential context of Columbia and Bishop Allen. A series of setbacks break down the mass of the building, allowing it to fit in with the vernacular of triple-deckers. Use of wood laminate panel cladding further reinforces the residential character of the building. Refer to Figure 1.12 presents the building sections for Building B-2 and Figures 1.13a through 1.13c shows building elevations for Building B-2. Figures 1.14a-f present view perspectives from key vantage points surrounding the Project.

### 1.3.3 Site Planning and Open Space

The design of the buildings is heavily focused on creating an active public realm. The new retail space is accessed by the public frontage on Lafayette Square, as well as a series of pedestrian passages connecting the Mass Ave sidewalk on the south side of the Project Site with the City parking lot and Bishop Allen Drive at the north side. Both the high-rise (referred to as "Building B-1") and mid-rise (referred to as "Building B-2") residential buildings are designed with private thru-building residential lobbies, continuing the theme of pedestrian porosity thru the block. This aims to continue the Central Square theme of pedestrian ways as well as allowing for the potential of future development of additional housing and public space in what is currently the City parking lot. Additionally, substantial new public space will be provided, contiguous to the existing Jill Brown-Rhone Park within Lafayette Square, allowing for increased programming possibilities in all seasons. The pedestrian passageway is fronted on both sides by retail uses, allowing a variety of market-type events and uses.

Figure 1.15 presents the proposed site improvement plan, which includes the following key elements:

- Central Market;
- Mass Ave Streetscape;
- New Coolidge Place; and
- Columbia Street Streetscape.

The Project will provide a significant addition of publicly accessible open space. This addition to the public realm will be activated by ground-floor retail program focused on local and independent retailers and enhanced by an improved Mass Ave streetscape. Directly adjacent to existing Lafayette Square/Jill Brown-Rhone Park, this public space will enhance the successful aspects of this existing public space while creating new public space truly unique to the Project. Additionally, the Project includes upgrading the Columbia Street streetscape.

A generous setback is proposed at the south end of the Project Site, essentially extending Lafayette Square/Jill Brown-Rhone Park to the north. This setback area has been designed for maximum flexibility. All proposed site furnishings are movable so the space can be transformed from a bustling patio to an open, programmable extension of Lafayette Square. This expanded public realm has the potential to host larger events, such as farmer's markets and performances. The design goal is to seamlessly compliment and combine with existing adjacent public open spaces.

#### **Central Market**

The pedestrian way within the Central Market will stretch north from the setback for approximately 90 feet and varies from 22 to 15 feet wide. Refer to Figure 1.16 for a site improvement plan, Figure 1.17 for typical cross sections, and Figures 1.18a through 1.18c for a

rendered perspectives of the Central Market and its connection to the site frontage along Mass Ave.

This corridor will host numerous retail establishments with a focus on local and independent businesses. This unique retail strategy is more particularly described in section 1.3.4 below. Design features that contribute to the enhancement of this space include an open-ended glass canopy to provide an extended seasonal use-public space, a trench drain and feature paving (Refer to Figures 1.25a and 1.25b for precedent imagery). The orientation of the surrounding streets has been used as a departure point for structuring these ground plane elements. The trench drain runs parallel with Columbia Street bisecting the corridor (Figure 1.16). This structuring element provides the dividing line between adjacent paving orientations. To the east of the trench drain, paving is aligned perpendicular to Main Street, while to the west paving is oriented perpendicular to Mass Ave. The confluence of these three orientations creates a landscape design truly derived from its urban context.

The north end of the Central Market pedestrian way will host a small stand of birch trees and sheltered seating area. (Refer to Figure 1.16 for a site plan and Figure 1.25a for precedent imagery.) Intended as a 'beacon' to pull people to the north end of the corridor, the grove of trees and seating area creates a moment of refuge from the activity of the corridor and street beyond. The trees will also provide a windbreak, sheltering the corridor from northwest winds. From here pedestrian routes head north along the back of Building B-2 to Bishop Allen Drive.

### **Mass Ave Streetscape**

Figure 1.19 presents the streetscape improvement plan for Mass Ave, Figure 1.20 shows typical cross sections of the proposed streetscape improvements, and Figure 1.21 presents a rendered perspective. The Project will improve tree canopy and activate the Mass Ave streetscape with the addition of bike racks, street furniture, planting beds and space for sidewalk patios. (Refer to Figures 1.25a and 1.25b for precedent imagery.) Existing trees along Mass Ave. show signs of stress, many of which are severely damaged or at the end of their growth potential. The Project proposes replacing 10 of the 11 existing trees. Existing compacted soil will be replaced with structural soils, as specified by the Cambridge Department of Public Works (CDPW) in order to promote the circulation of air and water, promoting root growth and enhancing tree health. Further benefits will be afforded to the street trees through the construction of raised open planting beds. A steel edge will raise the soil surface six inches above the sidewalk (Figure 1.23a). This design move is due in part to the shallow depth to the MBTA tunnel and below grade utilities, but will also protect the soil from road salt and compaction. These raised beds find precedent in the nearby Lafayette Square where open beds along Mass Ave host both street trees and perennials. These improved growing conditions for the street trees will allow for the planting of shade providing canopy species, creating a more habitable streetscape and mitigating against urban heat island effect.

A diversity of seating options is being proposed for the Mass Ave streetscape (Figure 1.23b). Currently there are two fixed benches between Douglass St. and Lafayette Square, this number

will be brought up to seven. In addition to fixed seating, space has been made for movable patio seating in the 'street furniture zone.' Part of this space is necessitated by the proximity of the city's storm water infrastructure to the surface, which precludes tree planting.

### **New Coolidge Place**

The Project enhances pedestrian access by providing new and improving existing through block connections towards Bishop Allen Drive. In addition to the Central Market, the existing Coolidge Place walkway will be widened from 8 to 10 feet and moved approximately 40 feet to the west, as per section 1.1.3. Refer to Figure 1.22 for a site plan for the proposed improvements to Coolidge Place.

The pedestrian experience of the new Coolidge Place will be enhanced by windows in the adjacent retail establishment.

### **Columbia Street Streetscape**

The streetscape along Columbia Street will be vastly improved with the addition of over 175 feet of retail frontage and nine street trees (Figure 1.15). The seven-foot sidewalk width limits the potential for additional green space. However, the Applicant proposes to widen the sidewalk between the building columns at the sidewalk level to 8 feet. The presence of overhead wires necessitate that the trees added are smaller ornamental varieties. Even given these limitations Columbia Street will be transformed from an unpleasant side street to a bustling pedestrian destination.

#### **1.3.4 Public Realm Activation/Retail Plan**

The Applicant along with Graffito SP has developed a conceptual plan for activating the public realm around the Project Site. The early concepts recognize the incredible diversity of retail, restaurants, services, and culture that currently exist and aim to create the opportunity to enhance any already dynamic retail experience within the existing neighborhood fabric.

The preliminary retail plan, as shown in Figure 1.24, for the Project includes approximately 17,000 square feet of retail along Mass Ave and Columbia Street with the retail space demised into numerous separate premises, including a mix of retail services, casual dining and small-format goods and food. The tenants envisioned along Mass Ave are highly active, intense uses that feel more "Main Street" while the uses along the Columbia Street are more passive, service-oriented businesses, which are more appropriate for their proximity to the surrounding neighborhood. Pursuant to Section 20.307.9, a final Retail Plan satisfying the requirements of Section 20.307.9 and the Letter of Commitment referenced in Section 20.307.13 will be submitted for review and approval by the Community Development Department prior to the issuance of a Certificate of Occupancy for the Project.

The Central Market anchors the Project and will be lined with unique shops and purveyors connecting Lafayette Square to the City parking lot. The condensed retail corridor will create

an intimate pedestrian experience and allows people to explore the Project and neighborhood in new and unexpected ways. The retail premises along this corridor will be smaller than others within the Project to attract a mix of start-up and satellite spaces for more established operators. (Refer to Figures 1.25a and 1.25b for images of examples of retail uses/types.) Some spaces will provide lower barriers for entry for community vendors and start-up businesses, offering selective built-in infrastructure and shorter lease terms.

The following values and principles are key to executing the retail strategy for the Project:

- Actively recruit and prioritize deals with small, local, owner-operated businesses;
- Target retail tenants for the Project that offer certain services and uses that have been identified as missing from the neighborhood by community and CDD studies of past half-decade (i.e. more affordable restaurants, neighborhood shops and amenities);
- Allow for retail premises within the Project of varying shapes, delivery conditions and sizes (under 1,500 square feet) in an effort to: (i) foster texture on the ground floor; (ii) support a diverse tenant mix; and (iii) lower barriers of entry for independent business; and
- Ensure ground floor activation extends beyond the retail premises into the public realm by implementing certain best practices that enhance the ground floor edges throughout the project (signage, seating, operable or textured storefronts, etc.) and improve the pedestrian experience (safety, light and activity).

Central Square offers an ideal canvas for the above retail program while providing a more creative, flexible and welcoming approach to retail in the neighborhood. As noted above, the Retail Plan to be presented for the Project will satisfy the requirements of Section 20.307.9 and the Letter of Commitment referenced in Section 20.307.13.

### **1.3.5 Planning for Future Development**

The creation of a 2-story parking garage beneath Building B-1 allows for the demolition of the existing garage at 47 Bishop Allen Drive so that parcel can then become new residential development, which is a long-term goal of the City for Bishop Allen Drive (and the subject of a separate Special Permit application by the Applicant). Furthermore, the Project is being developed in such a manner as to provide maximum flexibility for the City to redevelop the existing City parking lot adjacent to the Project Site. For example, both Buildings B-1 and B-2 have been designed with thru-building residential lobbies to allow access to the parking lot, providing for integration with a variety of potential future uses, including a public courtyard space in the future or other uses.

## **1.4 Project Benefits**

This section presents a list of public benefits anticipated to be afforded by the Project.

### **Meet C2 Plan Goals**

- Public spaces that aim to build a community through:

- The creation of a central market (the Central Market)—a seasonal public marketplace proposed between Lafayette Square and the City parking lot;
- An extended plaza area along Mass Ave;
- Retail diversity:
  - Large number of space vendors;
  - Strong local retail program with a minimum 25% of “local and independent” retailers;
  - 70% of at grade Building Frontage (as defined in Section 20.307.9.2) will be retail; and
  - Active daily retail services (i.e., no banks or financial institutions permitted on the ground floor along Mass Ave).
- Increase housing stock and promote residential diversity by:
  - Creation of approximately 283 new apartments in buildings facing Mass Ave and Columbia Street;
  - New apartment units to take pressure off older neighborhood housing stock;
  - Diverse building types that offer lifestyle choices with a high-rise tower on Mass Ave and a low-rise on Columbia St; and
  - Diverse apartment types, including micro units, 1-bedroom Lofts, and large units (i.e., 3-bedroom units for a minimum 10 percent) in addition to the typical Studios, and 1- and 2-bedrooms.
- Connect people to Central Square through:
  - Creation of two passageways connecting Mass Ave to Bishop Allen Drive;
  - Relocation of Coolidge Place next to the existing McDonald’s and increased width to 10 feet;
  - Creation of the Central Market as a new 15-foot wide passageway linking Lafayette Square to the City parking lot, line with a small vendor marketplace.
- A sustainable future for Central Square through:
  - Creation of a “green” community with a focused sustainable lifestyle program;
  - Commitment to Leadership for Energy and Environmental Design (LEED™) for New Construction version 4 (v4) Gold level certification;
  - Transit Oriented Development (TOD) – higher density at a location with direct access to public transit, including:
    - Within 600 feet of the MBTA Red Line station entrance;
    - Location on major MBTA bus routes;
    - Increased focus on alternative forms of transportation, such as walking and biking to reduced automobile dependency;
    - Provide a low parking ratio (0.5 cars per unit);
    - Opportunity to support a car sharing program (like ZipCar® or equivalent) by providing three dedicated carshare parking spaces (and up to five dedicated parking spaces if demand warrants them); and

- A minimum of 8 percent of the units are required to be micro units, the residents of which will be restricted from applying for City parking permits.

### **Community Economic Development Opportunities**

- Creation of job openings in construction, retail and property management.
- Utilization of service vendors from the community for the Project.
- Ongoing outreach and collaboration with the City and community members for public space programming.
- Increase retail opportunities in the neighborhood through the engagement of the community leaders to serve as member of the retail advisory committee and ongoing community liaison for the Project to ensure a strong local retail program.
- Dedicated retail spaces are designed for small spaces, short-term commitment and low start-up costs to encourage strong local retail programs.

### **Urban Design/Public Realm**

- Preferred uses of housing and retail, not office or commercial uses.
- Activate the public realm through a thoughtful retail plan, including clustering smaller vendors along passageways and building edges to create marketplace environment.
- Remain sensitive to the architectural character of the Central Square National Register historic district by retaining and reusing a portion of the historic building at 411 Mass Ave.
- Increase housing opportunities and diverse unit types for multiple income ranges, including additional units through the purchase of additional land (Mark's Wholesale).
- Investment in below-grade parking allowing for the removal of the existing parking garage at 47 Bishop Allen Drive and redevelopment of additional 23 residential units, including affordable units (as part of the 47 Bishop Allen Drive project).
- Anticipate future redevelopment of the existing City parking lot by:
  - Aligning the garage levels under Building B-1; and
  - Providing access from residential lobbies.

### **Transportation/Access & Circulation**

- Provide limited parking to reduce single-occupancy vehicle trips.
- Provide parking underground by adding a garage under Building B-1 and removal of the existing 47 Bishop Allen Drive garage.
- Contain all building service and loading activities on-site and off public streets eliminating disruption to traffic flow.
- Improve pedestrian access from Mass Ave and Lafayette Square/Jill Brown-Rhone Park to Bishop Allen Drive through the creation of a new pedestrian way.

- Provide sufficient bicycle parking exceeding requirements (340 bicycle parking spaces on-site: 298 long-term; and 42 short-term spaces).
- Implement a program of Transportation Demand Management (TDM) measures to reduce automobile trips generated by the Project.

### **Environment/Sustainability**

- Incorporate high performance building design measures so that both buildings could achieve a high level of LEED certification under the LEEDv4 rating system (i.e., 60+ points for a Gold rating).
- Assist and participate in finding a solution to address neighborhood flooding through coordination with CDPW project for storm drainage storage system to alleviate stormwater flooding.
- Minimize noise impacts by placing all major mechanical equipment on the roof behind a screenwall sized to prevent both visual and audible impact by the units.
- Limit new shadows off of public ways and public open space.
- Incorporate dark-sky outdoor lighting requirements to limit light pollution from outdoor lighting associated with the Project.
- Incorporate canopies into building and site design to ensure that wind conditions are within comfortable ranges for the various public and private uses planned for the entire Project Site.

### **Socioeconomic**

- Provide an unprecedented number of affordable housing units (52 units to equal 17% low-mod and 3% middle-income).
- Approximately \$905,600 in property tax revenue annually to the City.
- Creation of over 800 construction jobs and approximately 100 permanent jobs.

### **Community Outreach**

- Extensive public participation over the three-year rezoning process, including over 20 community and public meetings, involving approximately 340 participants and communications with nearly 1,100 community members via Constant Contact emails.
- Following the rezoning approval, the Applicant held four public open house events and continues to provide extensive website and social media use: [www.massandmain.com](http://www.massandmain.com), MindMixer, Facebook, and Twitter.
- Documented community concerns with multiple surveys, including the 2013-14 MindMixer, January 2015 Open Houses, and July and September 2016 Open Houses.



## **1.5 Zoning Compliance**

### **1.5.1 General Applicable Criteria for Approval of a Special Permit (Section 10.43)**

As discussed in further detail in Section 3 of this application, the Project satisfies the generally applicable criteria for the approval of a Special Permit.

### **1.5.2 Required Findings for a Project Review Special Permit (Article 19.000; Section 19.20)**

#### **Section 19.25.1: Traffic Impact Findings**

As discussed in further detail in Chapter 5, *Transportation* of this application, the Project will have no substantial adverse impact on city traffic within the study area as analyzed in the Traffic Study.

#### **Section 19.25.2: Urban Design Findings**

As discussed in further detail in Chapter 2, *Urban Design* of this application, the Project will be consistent with the urban design objectives of the City set forth in Section 19.30, as well as the specific design guidelines applicable to Residential Mixed Income Projects pursuant to Section 20.307.12.

### **1.5.3 Mass and Main Residential Mixed Income Subdistrict (Section 20.307)**

For developers electing to conform to the provisions of the Subdistrict, any such project is referred to as a "Residential Mixed Income Project" and, notwithstanding any other provisions of the Ordinance, the use, dimensional, open space, parking, loading and inclusionary housing requirements applicable to a Residential Mixed Income Project are as set forth in Section 20.307, unless divergence is explicitly allowed by Special Permit consistent with the requirements of Section 20.307.3. Compliance of the Project with the Subdistrict requirements is outlined as follows:

#### **Section 20.307.6: Dimensional Standards**

As reflected on Table 1 of the Special Permit Application Form Supplemental Documentation ("Supplemental Documentation"), with the exemption for retail spaces smaller than 1,500 square feet and the Special Permit requested pursuant to Section 22.33.2, the Project will satisfy the dimensional standards applicable to a Residential Mixed Income Project within the Subdistrict.

**Section 20.307.7: Required Parking**

As discussed in further detail in Chapter 5, *Transportation* of this application and as shown on Table 1 of the Supplemental Documentation, the Project will satisfy the parking and loading requirements applicable to a Residential Mixed Income Project within the Subdistrict.

**Section 20.307.8: Affordable Housing and Unit Mix Requirements for Residential Mixed Income Projects**

As discussed in further detail in Chapter 2, *Urban Design* and as shown on Table 1 of the *Special Permit Application Form Supplemental Documentation* of this application, the Project will satisfy the Affordable Housing and Unit Mix requirements applicable to a Residential Mixed Income Project within the Subdistrict.

**Section 20.307.9: Local Retail and Street Activation**

As discussed in further detail in Section 1.3.3 of this application, the Project will satisfy the requirements applicable to retail space at a Residential Mixed Income Project. As noted above, the Retail Plan to be presented for the Project will satisfy the requirements of Section 20.307.9 and the Letter of Commitment referenced in Section 20.307.13.

**Section 20.307.10: Grandfathered Parking Structures within the Bishop Allen Drive Residential Support Zone**

This section is not applicable to the Project since the Applicant is proposing replacement of the only existing parking structure in the Bishop Allen Drive Residential Support Zone with additional housing pursuant to a separate Special Permit application. In the event that the 47 Bishop Allen Drive project does not receive the requested relief, then the Project will be served by the parking provided in this grandfathered structure pursuant to Section 20.307.10.

**Section 20.307.11: Sustainable Design Requirements for Residential Mixed Income Projects**

As discussed in further detail in Chapter 4, *Sustainable Design and Development* of this application, the Project will satisfy the Sustainable Design requirements applicable to a Residential Mixed Income Project within the Subdistrict.

**Section 20.307.12: Design Guidelines Applicable to Residential Mixed Income Projects**

As discussed in further detail in Chapter 2, *Urban Design* of this application, the Project will be consistent with the urban design objectives of the City set forth in Section 19.30, as well as the specific design guidelines applicable to Residential Mixed Income Projects pursuant to Section 20.307.12.

**Section 20.307.13: Letter of Commitment**

The Applicant understands that the Project will be bound by the commitments contained in that certain Letter of Commitment dated May 18, 2015 and referenced in Section 20.307.13. The Applicant intends to comply with the requirements of said Letter of Commitment and understands that the issuance of any building permit or certificate of occupancy for the Project will be conditioned upon certification by CDD and all other relevant City departments that the Project is proceeding in accordance and in compliance with said letter.

**1.5.4 Findings Required for Special Permit for Floor Area Exemption for Functional Green Roof Area (Section 22.30)**

The Project will include a green roof area accessible to residents of Building B-1. Pursuant to Section 22.33.2, the Applicant is seeking a Special Permit to allow this space to be exempt from the calculation of Gross Floor Area for the Project, while also serving as required open space for the Project. The Applicant, through its manager Twining Properties, has experience operating functional green roof areas serving this dual purpose at the Watermark buildings in Kendall Square and anticipates utilizing similar design techniques at the Project.

**Section 22.32: Functional Green Roof Area**

As shown in Figure 1.26, the green roof to be provided at the Project above the third floor of Building B-1 will meet the definition of "Functional Green Roof Area" because it will be open to the sky and air and surfaced with soil and living plant materials for the purpose of retaining rainwater and absorbing heat from sunlight. The depth of soil and planted material will be at least two (2) inches. The Project's Functional Green Roof Area will be accessible for use by building occupants and will be designed to meet all applicable zoning requirements, similar to the Functional Green Roof Area at the Watermark buildings in Kendall Square, as discussed below.

The Applicant applied for and received the first Special Permit for a Functional Green Roof issued by Cambridge in December 2012—an amenity for the Watermark Kendall West community. Located on the roof of the 21<sup>st</sup> floor of Watermark Kendall West, the 2,300-square foot terrace has a spectacular view of Boston and Cambridge. After three years of experience, the 'Sky View' terrace continues to be popular, frequented by the residents for social gatherings, celebrations like the 4th of July, and simply a place to relax in the sun. Figure 1.27 presents current photographs of this functional green roof area as a precedent for the Project.

The fully accessible terrace is a retrofit of a former mechanical equipment roof. A 300-square foot wood deck area is setback from the glass railing system at the building edge, and is surrounded by a green area known as "structural lawn" and planters that retain rainwater and absorb heat. The "structural lawn" has 4 to 5 inches of grass and soil embedded in a plastic grid that allows the lawn to withstand the weight of pedestrian traffic and furniture without compressing the lawn itself. (A product cut sheet for such a plastic grid is provided in

Attachment 3 of this application.) A terrace-wide drainage system is below the green areas and deck.

### **Section 22.33.2: Floor Area Exemptions for Functional Green Roof Area**

The Project's Functional Green Roof Area will be accessible to building occupants and will be located above the third floor of Building B-1. The Functional Green Roof Area will be designed such that vegetation will withstand foot traffic associated with its anticipated use. The Applicant anticipates using a similar design to that utilized at the Watermark buildings in Kendall Square, which has been a success. The height at which the Functional Green Roof Area will be provided and its location have been designed in order to minimize visual, noise, and privacy impacts on adjacent properties.

## **1.6 Agency Coordination and Community Outreach**

The Application aimed to cultivate a strong and lasting relationship with both members of the community and the City starting in early 2013. Following zoning approval, the Applicant has participated in a 5-month period of technical and design reviews with the City. Over 40 agency coordination and public outreach meetings were held from January to June 2016 and included discussions with the City Manager, CDD, City Councilors, area groups, neighbors and abutters. Four public Open Houses were held in 2016: two in July where 90 people were in attendance; and two in September where another 80 people attended (described further below).

### **1.6.1 Early Community Engagement Summary**

In addition to public meetings and communications, the Applicant has coordinated public outreach efforts with elected officials, local neighborhood associations, property owners, and other interested parties. Major topics discussed at these meetings include City of Cambridge's planning and urban design goals, community engagement efforts, as well as a project overview and progress update. The Applicant's community outreach efforts to date not only meet the Planning Board's requirements of the recent Early Community Engagement process (Section 5 of the Planning Board's Rules, revised March 2016), but also demonstrate its commitment to conducting meaningful and productive dialogue with the community. The CDD staff was consulted on and notified of all planned meetings and activities in advance of the community outreach effort required for this Special Permit Application.

**Elected Officials** – In April 2016, the development team met with Mayor Denise Simmons (April 14<sup>th</sup>), Vice Mayor Marc McGovern (April 6<sup>th</sup>), and City Manager Richard Rossi (April 6<sup>th</sup>) to discuss about the City's master planning overview.

**City Councilors** – On April 12, 2016, the development team met with City Councilors Dennis Carlone and Jan Devereux. They also met with Councilor Leland Cheung on April 14<sup>th</sup>, with Councilors Craig Kelly and Nadeem Mazen on April 26<sup>th</sup>, and with Councilors David Maher and Tim Toomey on April 28<sup>th</sup>.

**City Departments** – The Applicant met with staff in the City’s Community Development Department (CDD).

The Applicant also coordinated a meeting with Department of Public Works and Central Square Business Association (CBSA) on May 2<sup>nd</sup>.

**Neighborhood and Business Groups** – On April 20, 2016, the Applicant met with members of the Central Square Advisory Committee.

A meeting with the Cambridge Residence Alliance (CRA) took place on April 28<sup>th</sup>

The Applicant met with the Central Square Business Association (CBSA) twice, on April 20<sup>th</sup> and May 19<sup>th</sup>. The Applicant also coordinated phone call as well as meeting in person with representatives of the Cambridgeport Neighborhood Association (CNA) on May 9<sup>th</sup> and 10<sup>th</sup>.

The Applicant met twice with leadership committee members of A Better Cambridge (ABC) on April 26<sup>th</sup> and June 28<sup>th</sup>.

Other neighborhood meetings and outreach efforts included:

- Executive Director of the Margaret Fuller Neighborhood House (MFH), on April 27<sup>th</sup>. The team also attended MFH’s Open House on April 29<sup>th</sup>.
- Adjacent property owners, on May 3<sup>rd</sup>
- Public meetings with abutting property owners, on May 5<sup>th</sup> and 10<sup>th</sup>

Throughout June and July, the development team frequently posted project updates, FAQ’s and other information on Twitter, Facebook and the Mass+Main website ([www.massandmain.com](http://www.massandmain.com)). Custom posters were also installed on the windows at 435 Mass Ave. In addition to employing interactive social media platforms like Facebook and Twitter, the team also used Constant Contact to reach out and track interactions with over 1,100 neighbors, including event announcements, reminders, surveys ([www.massandmain.com/survey](http://www.massandmain.com/survey)), and follow-up inquiries to Open Houses attendees. Notices in newspapers of event-calendars, neighborhood group listserves/websites, and over 100 direct telephone calls were also used to communicate the Project to the public.

### **Public Open Houses**

In early July, the development team reached out to over 1,100 people, neighborhood groups, and abutters with emails, social media, and telephone calls about Open Houses on July 13<sup>th</sup> and July 26<sup>th</sup>. The Open Houses, each of which consisted of a 45-minute presentation on the Project and a Question/Answer session, were located on the Project Site in the heart of Central Square at 435 Mass Ave. A press release about the Open Houses was issued and promoted at the following membership organizations: Cambridgeport Neighborhood Association, Central Square Business Association, Cambridge Chamber of Commerce, A Better Cambridge and others.

Two public meetings were held in September 2016. The Margaret Fuller Neighborhood House hosted a community meeting on September 13<sup>th</sup>, which was attended by 60 people. The presentation and discussion included an update of the Project and 47 Bishop Allen Drive. The September 15<sup>th</sup> meeting focused on plans for the redevelopment of 47 Bishop Allen Drive (plans include new infill housing to replace the existing garage), which is being submitted separately for Planning Board approval, as well as provided a design update for the Project. In addition, the Applicant provided further updates to community members about the buildings on Mass Ave and Columbia Street.

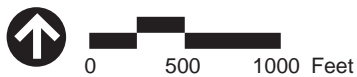
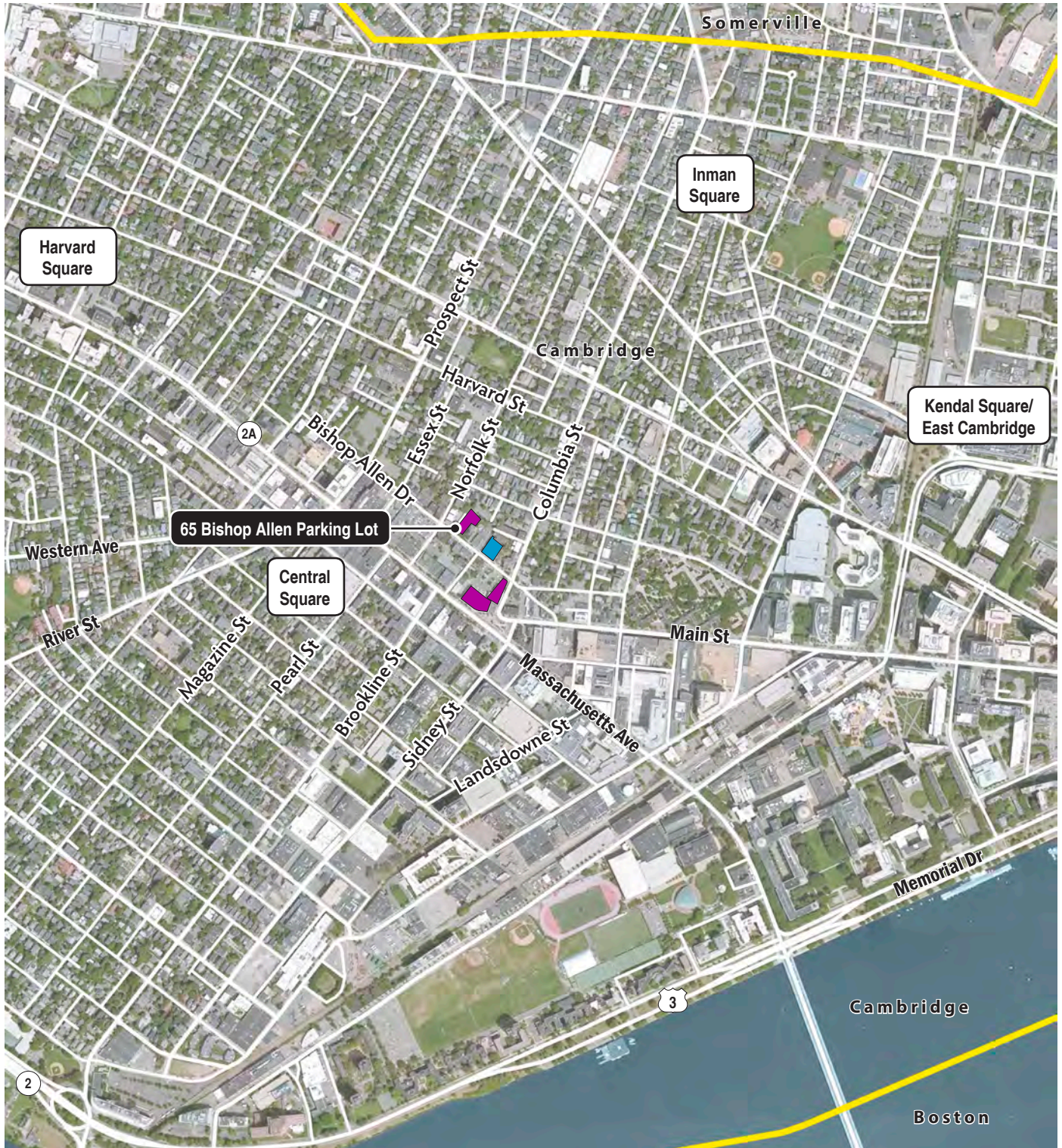
### **Public Resources**

Additional information and resources regarding the Project are provided as follows:

- Project Update (Jan-June 2016): [www.massandmain.com/resources/massmain-community-update/](http://www.massandmain.com/resources/massmain-community-update/)
- Twitter: [twitter.com/massandmain](https://twitter.com/massandmain)
- Facebook: [www.facebook.com/massandmain/](https://www.facebook.com/massandmain/)
- FAQ's: [www.massandmain.com/resources/faq-frequently-asked-questions-july-2016-update/](http://www.massandmain.com/resources/faq-frequently-asked-questions-july-2016-update/)
- Open House Presentations:
- Resources from July 13<sup>th</sup> Open House: [www.massandmain.com/resources/mm-open-house/](http://www.massandmain.com/resources/mm-open-house/)
- Resources from July 26<sup>th</sup> Open House: [www.massandmain.com/resources/mm-2nd-open-house/](http://www.massandmain.com/resources/mm-2nd-open-house/)
- Resources from September 13<sup>th</sup> Community Meeting hosted by Margaret Fuller House: <http://www.massandmain.com/resources/913-community-meeting-hosted-by-margaret-fuller-house/>
- Resources from September 15<sup>th</sup> Open House: <http://www.massandmain.com/resources/915-open-house-housing-at-47-bishop-allen-drive/>

### **Overview of Public Comments**

The Applicant recorded questions and issues raised by community members. Attachment 5 provides a summary of the comments and responses from the July 2016 Open Houses. An online survey was also conducted to solicit community input. Community members that attended either Open House held in July and provided their email addresses were sent a link to the survey: [www.massandmain.com/survey](http://www.massandmain.com/survey). The results of the results of this survey are summarized in a memo provided in Attachment 5.



Source: City of Cambridge GIS

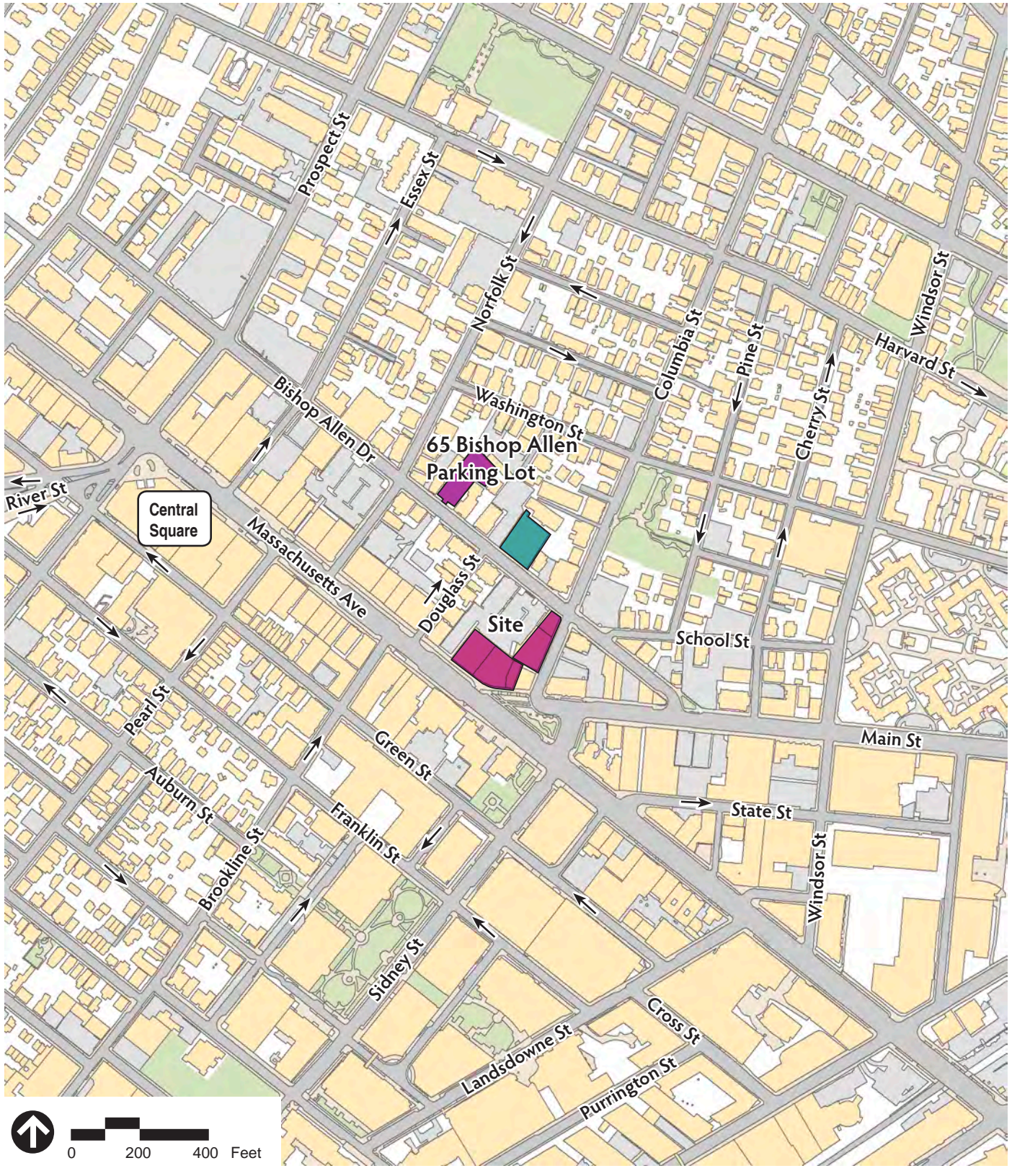
■ Project Site

■ 47 Bishop Allen Drive Project Site  
To be approved under a separate Special Permit Project Review submission



Figure 1.1  
Site Location Map

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Source: City of Cambridge GIS

Project Site

47 Bishop Allen Drive Project Site

To be approved under a separate Special Permit Project Review submission

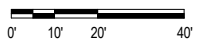
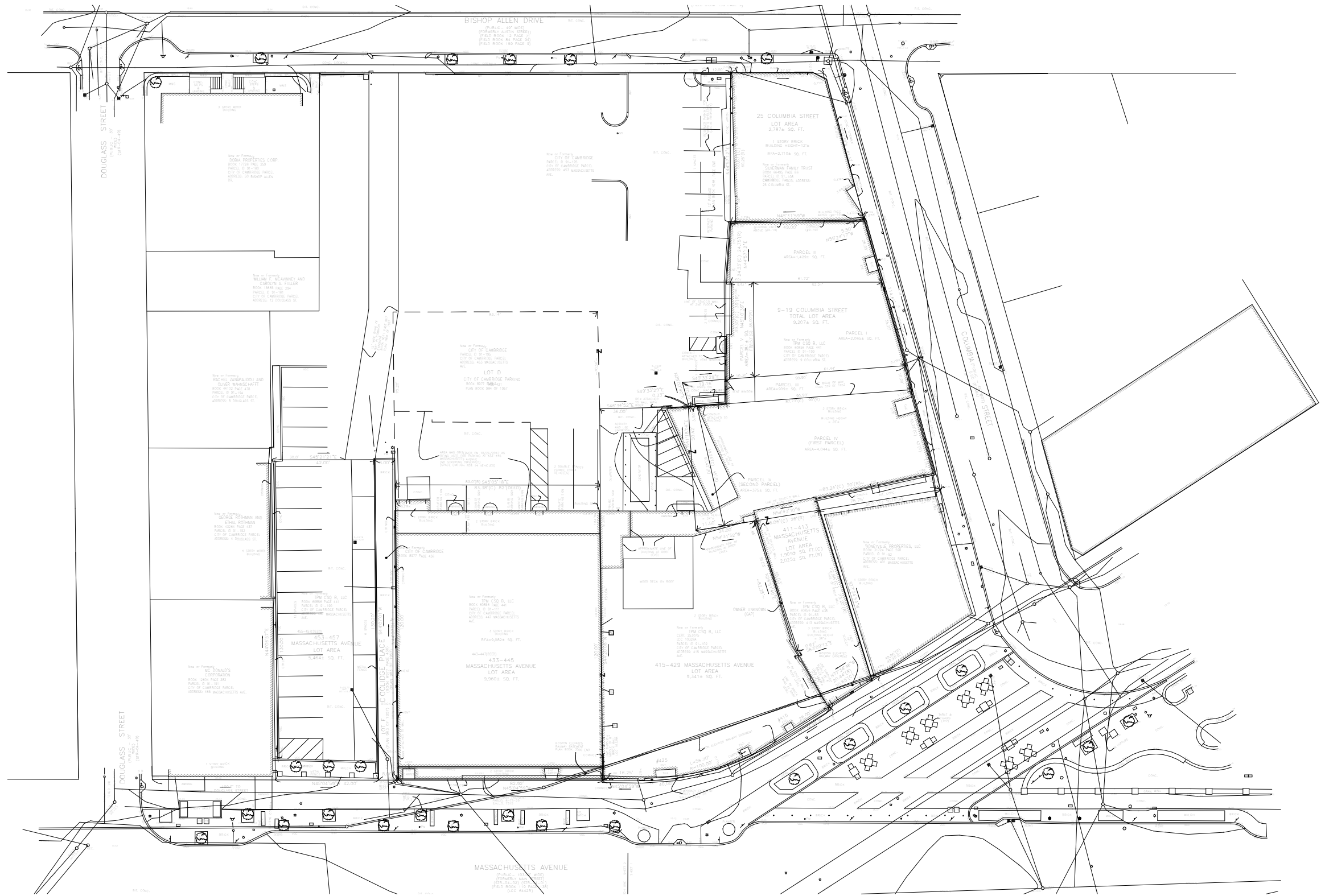


Figure 1.2

Project Site Context

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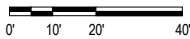
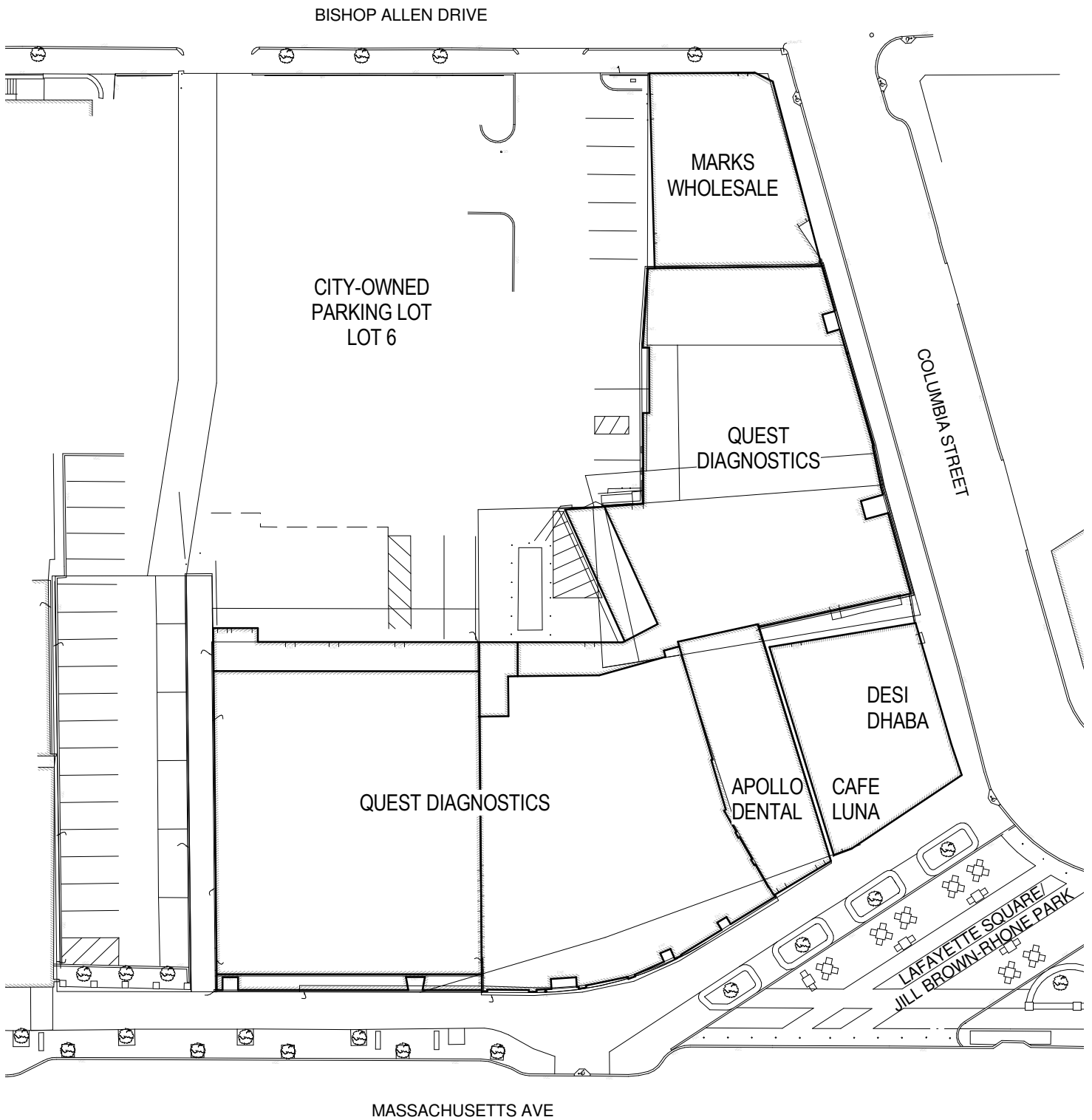




Prepared By: CBT Architects

Figure 1.3  
Existing Site Survey

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Prepared By: CBT Architects

Figure 1.4  
Existing Conditions Site Plan

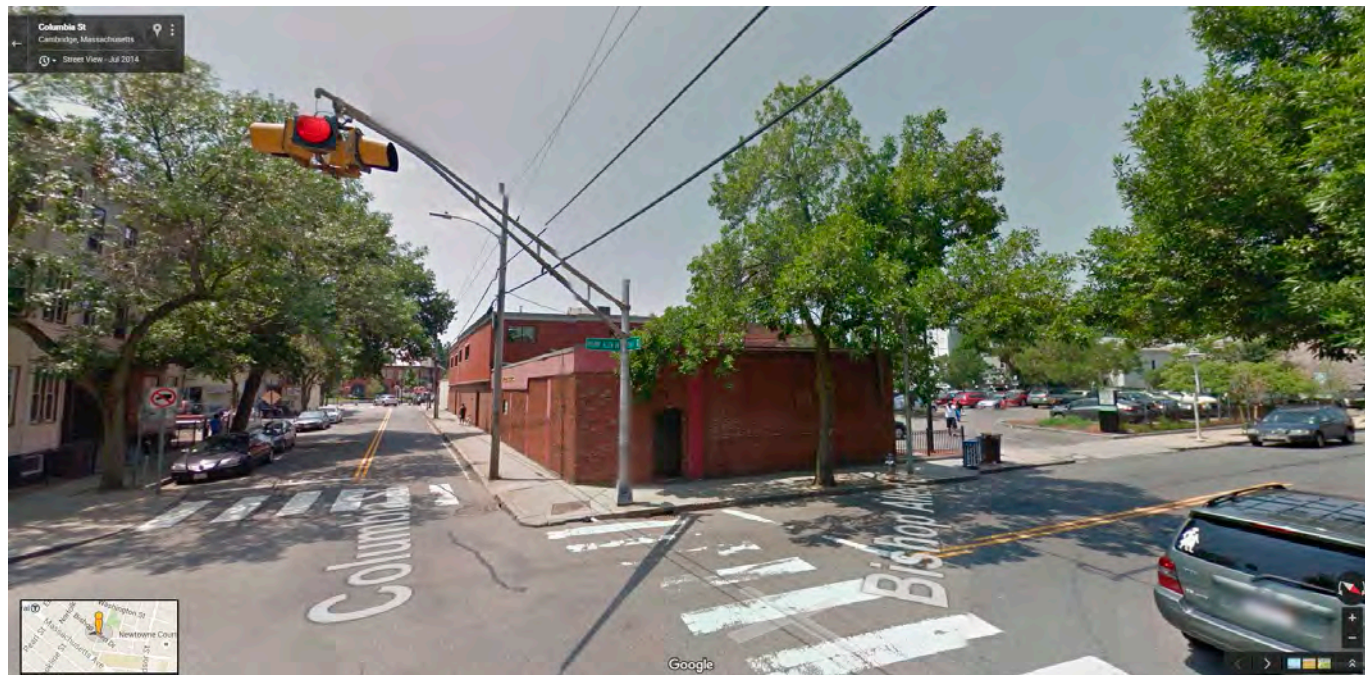
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Intersection of Columbia Street and Bishop Allen Drive



Project Site frontage along Massachusetts Avenue



Lafayette Square along Massachusetts Avenue

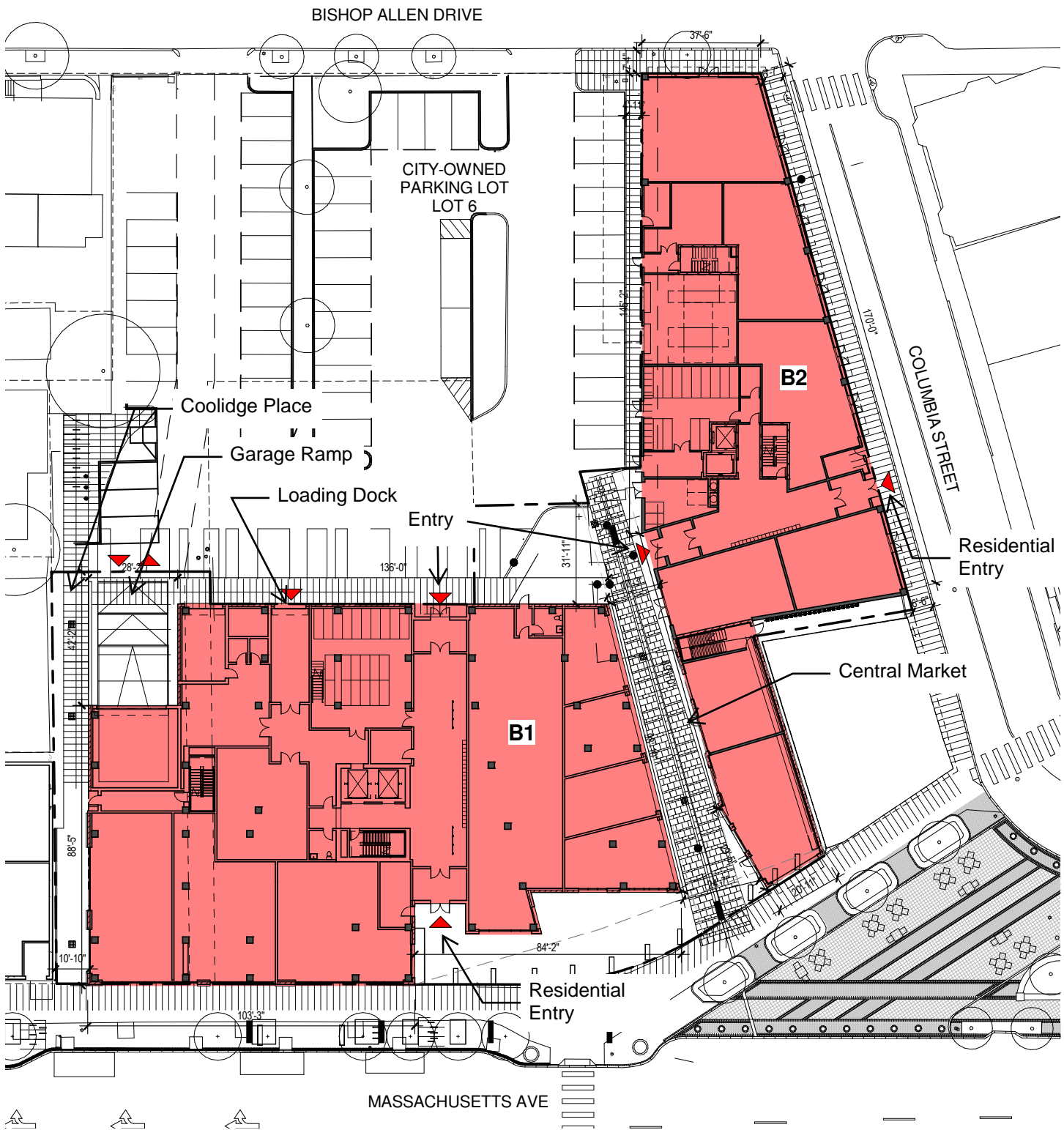


Lafayette Square and Columbia Street



Figure 1.5  
Existing Conditions Photos

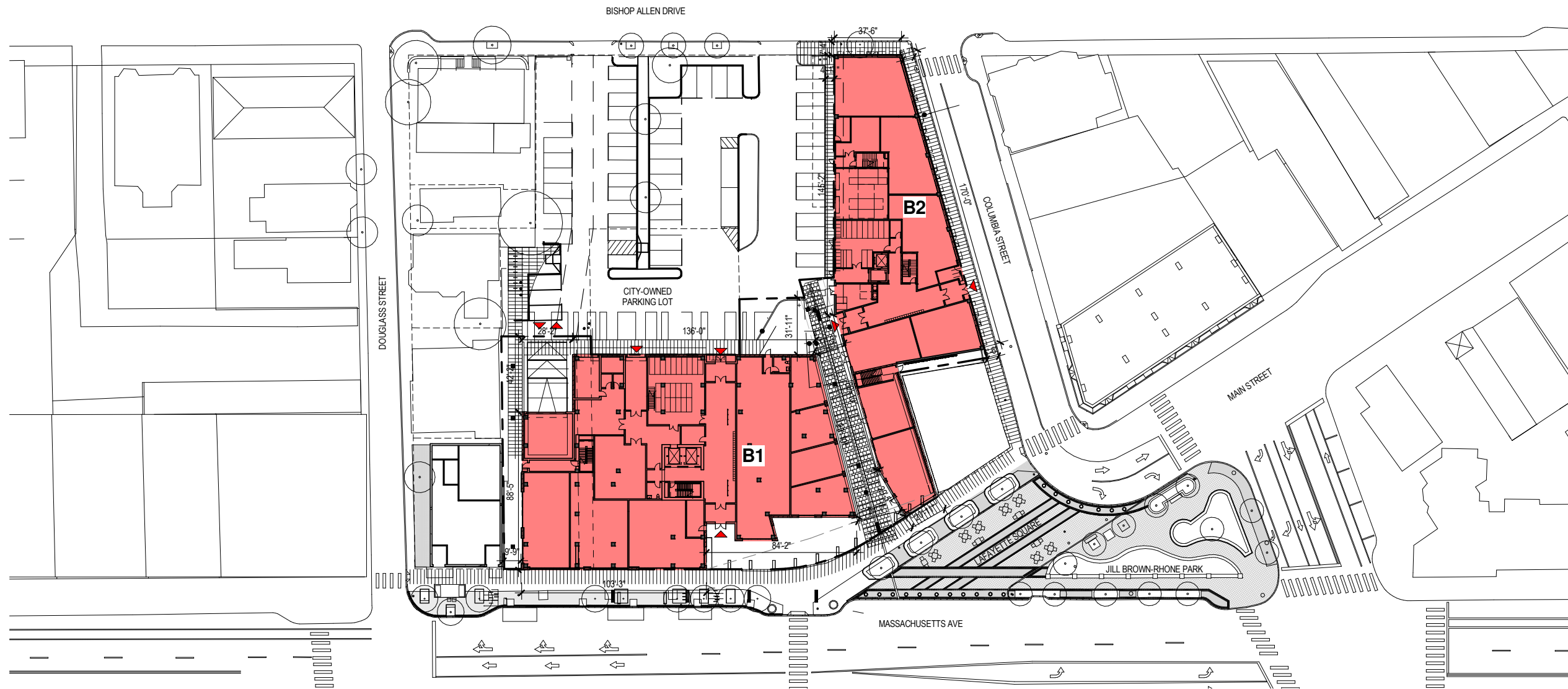
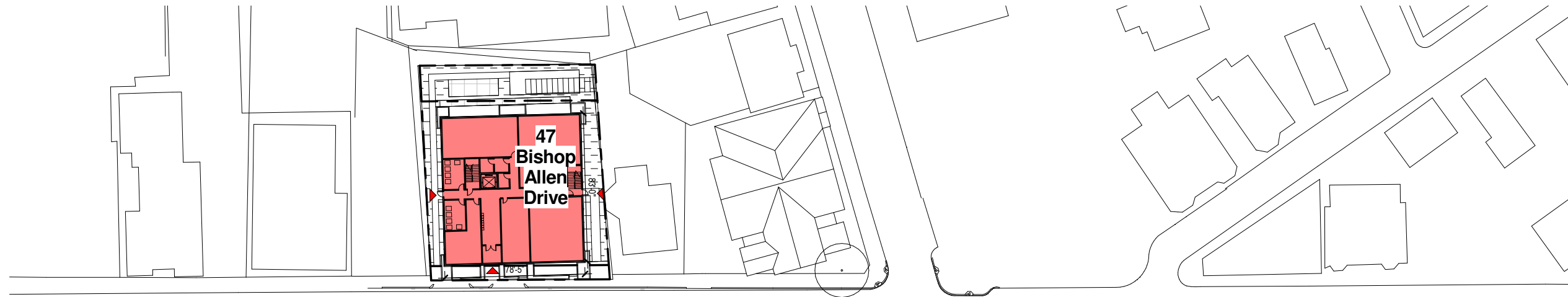
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Prepared By: CBT Architects

Figure 1.6a  
Proposed Development Plan

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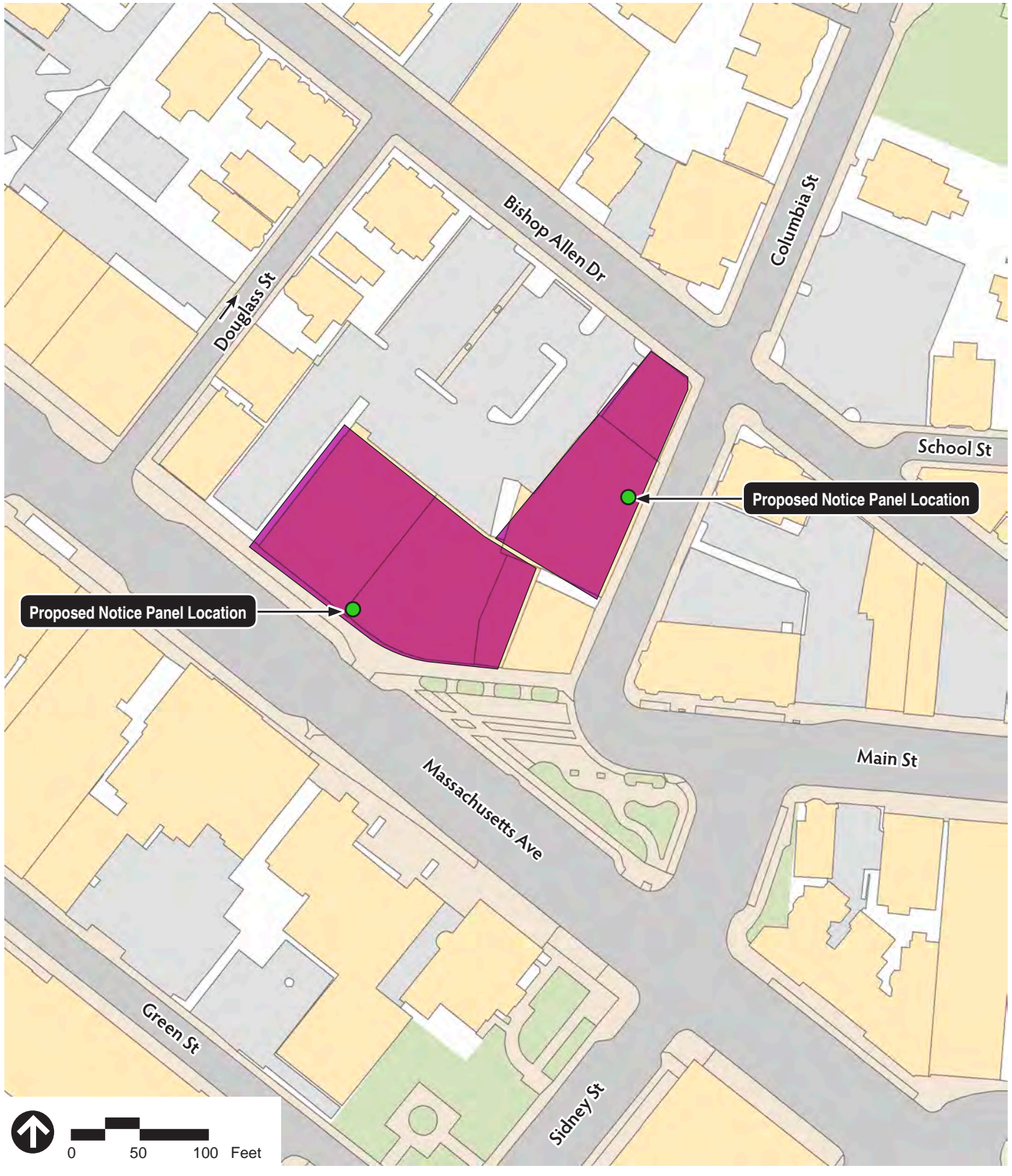


Prepared By: CBT Architects

Figure 1.6b

Proposed Development Plan  
Mass+Main and 47 Bishop Allen Drive

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Source: City of Cambridge GIS



Figure 1.7  
Proposed Notice Panel Locations

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