

Community Meeting #4

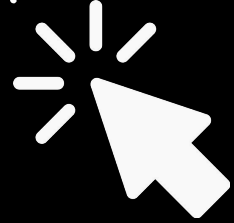
7/25/24

CAMBRIDGE COMMON TO
ALEWIFE BROOK PARKWAY

Welcome!

PLEASE SIGN IN

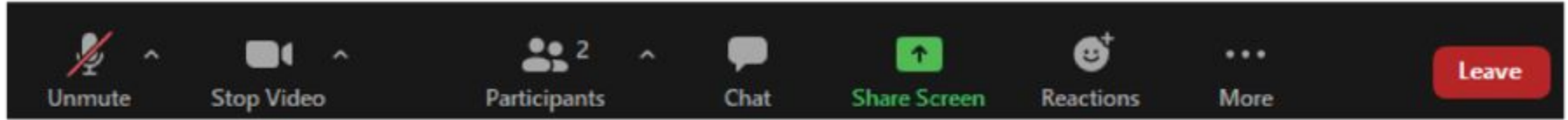
Click the link to sign in



Or scan:



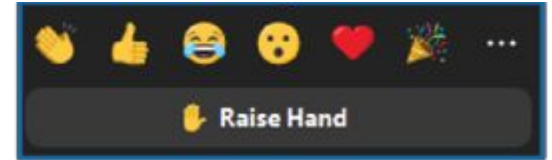
GETTING TO KNOW ZOOM



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: 832 2370 1974

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

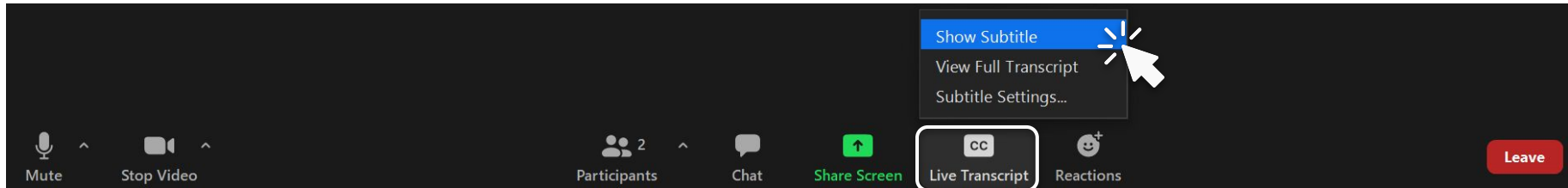


Turn on the closed captioning by clicking on the **'Live Transcript'** button on the bottom of your screen. From there, you can:

- 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.



OUR TEAM

PROJECT LEAD:

COMMUNITY DEVELOPMENT DEPARTMENT (CDD)

Melissa Peters, Director of Community Planning

Drew Kane, Senior City Planner

IN PARTNERSHIP WITH:

CDD - EOD (Economic Opportunity and Development) Division

CDD - Environment & Transportation Division

CDD - Housing Division

CDD - Zoning & Development Division

CDD - Community Planning Division

DPW - Dept. of Public Works

TPT (Traffic, Parking, and Transportation)

CHC - Cambridge Historical Commission

DHSP - Department of Human Services Program (Council on Aging and Commission for Persons with Disabilities)

CDD CET - Community Engagement Team

GIS - Geographic Information System

CONSULTANT TEAM:

INTERFACE STUDIO

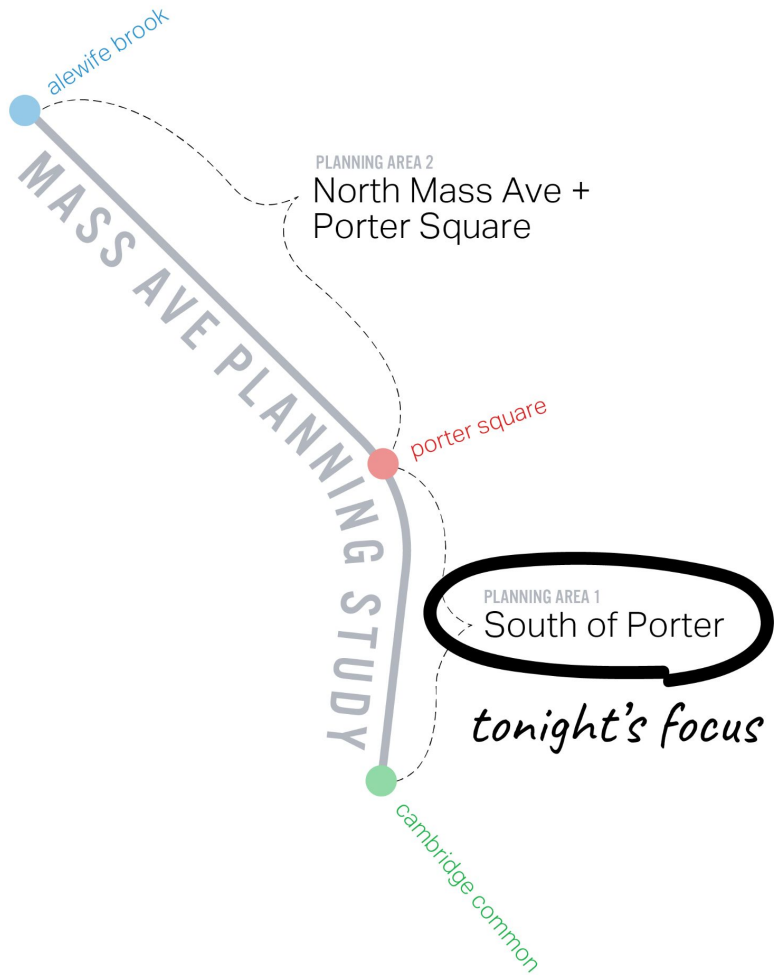
Lead, planning and urban design

CAMBRIDGESEVEN

Architecture

CONSULTECON

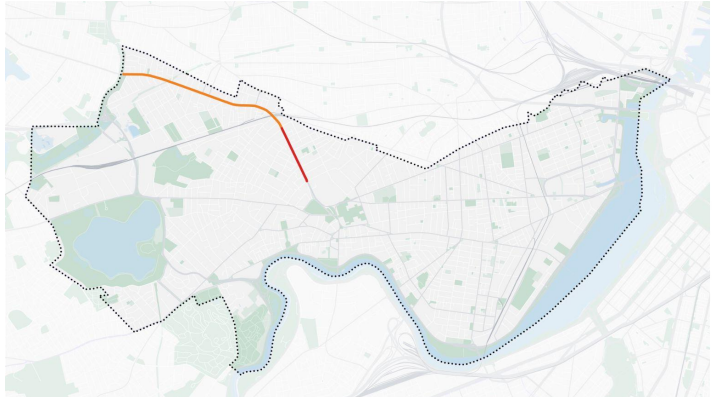
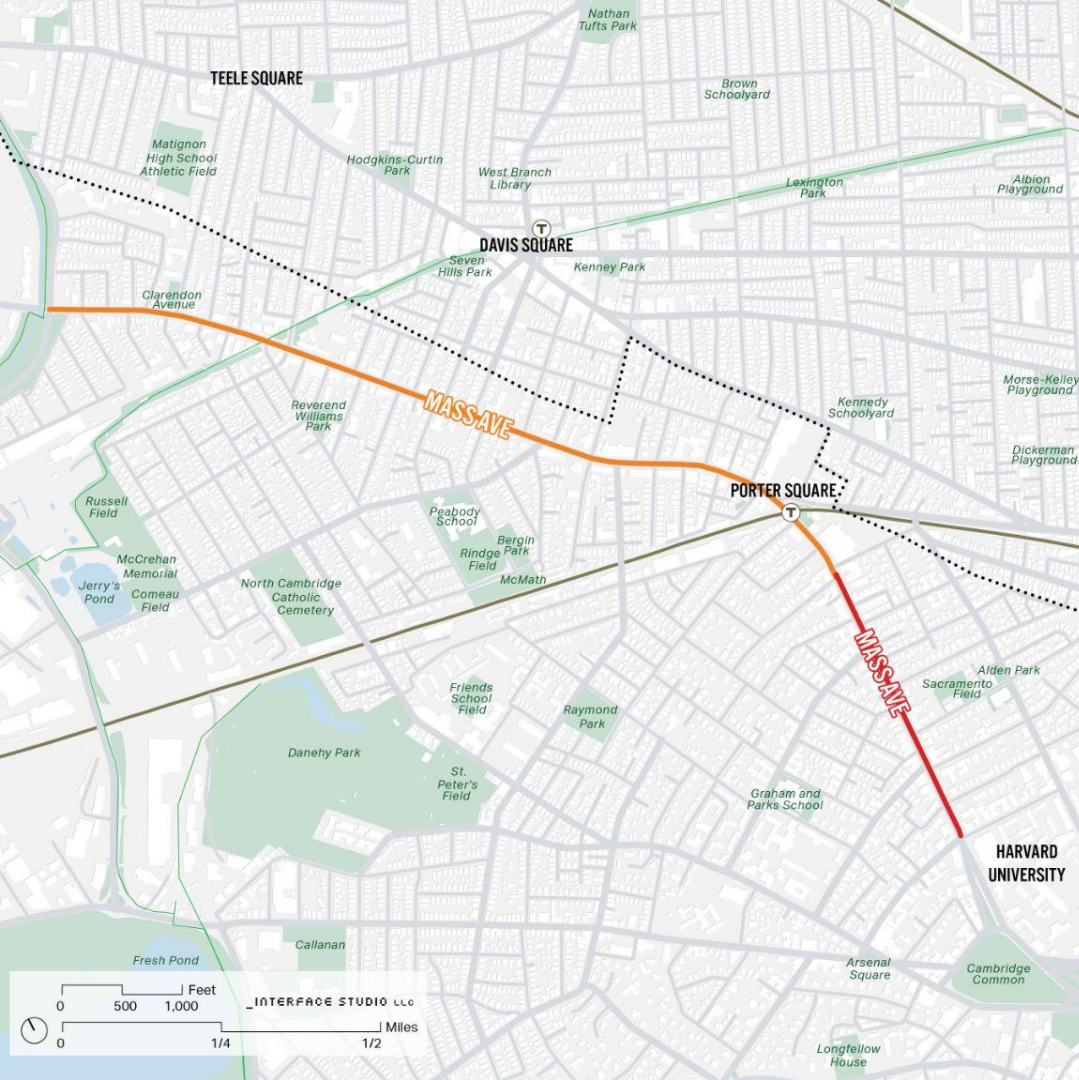
Real estate and housing



AGENDA

- 01** Process
Project Information
- 02** What We Learned
From Existing Conditions + From The Community
- 03** Draft Recommendations
- 04** Q&A
- 05** Break Out Rooms
- 06** Next Steps
Survey

PROJECT BACKGROUND



STUDY AREA

Interface Studio, October 2023

- South of Porter Square Study Area
- North Mass Ave + Porter Square Study Area
- Parks/Open Space
- Water
- Commuter Rail
- - - City Boundary

OUR CHARGE:

**WHAT DOES
MASS AVE
LOOK LIKE **15**
YEARS FROM
NOW?**

... and HOW do we get there?

- **Prioritization of goals and implementation**
- **Coordination with other planning initiatives**
- **Policy recommendations**
- **Proposed changes in zoning**
- **Complementing future Citywide Design Guidelines**
- **Long term infrastructure projects (public realm, open spaces, sidewalks, etc)**

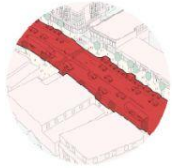
OUR ROLES:

WE ARE ALL
CONTRIBUTING
TO A COMMON
VISION AND
GOALS

ROLES CLARIFICATION

- **The Community** is informing the goals and strategies of the plan
- **Working Group** is a representative body that serves as a sounding board that guides and advises the planning efforts
- **Planning Department** is authoring the plan
- **City Council** is the deciding body and adopts proposed policy changes
- **City Departments** are implementing the plan

FOUR CONCURRENT CITY INITIATIVES



PARTIAL CONSTRUCTION

Planning and Design of the separated bike lanes along Mass Ave

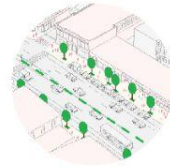
Near term



IMPACT STUDY

Assessing economic impact of bike lanes to businesses along Mass Ave

Annually For The Next Five Years



COMBINED SEWER OVERFLOW MITIGATION

Exploring Green Stormwater Infrastructure Mitigation measures to prevent Combined Sewer Overflow events on North Mass Ave.

Five -10 Years From Now

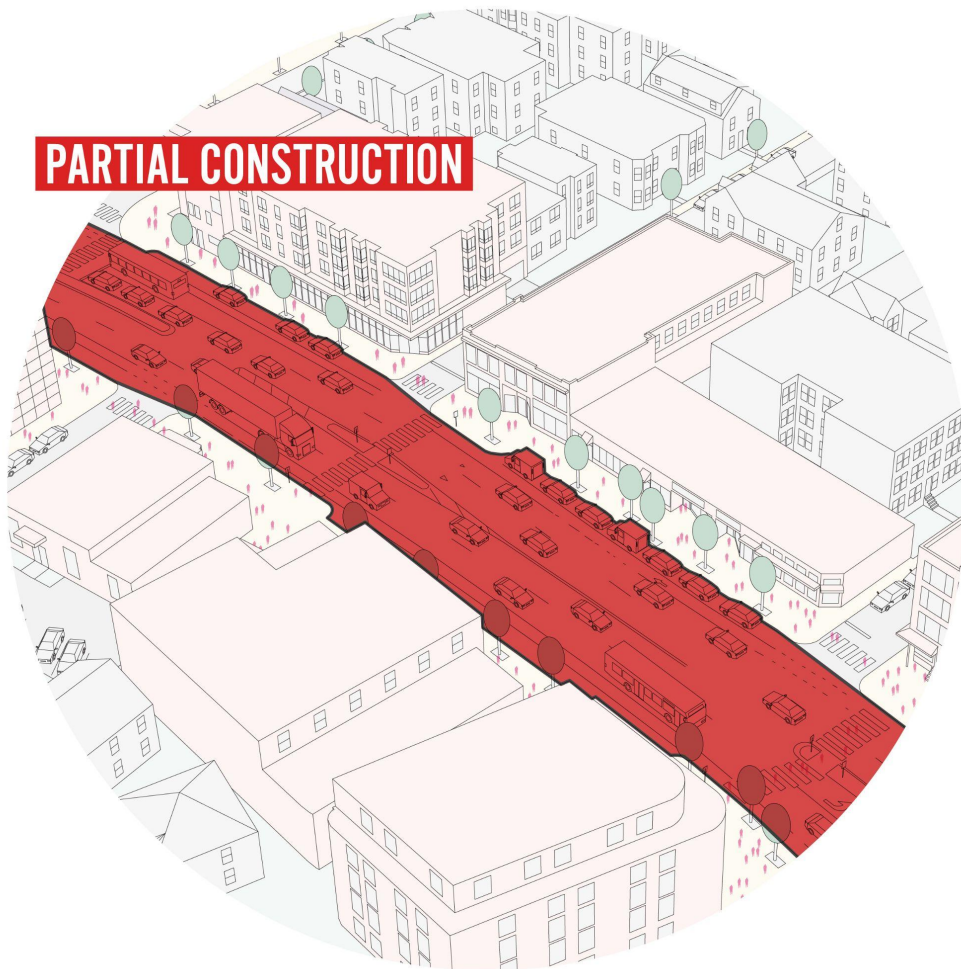


PLANNING STUDY

Vision plan for the properties surrounding Mass Ave, including Zoning, Urban Design, Housing and Business Supports.



15 Years From Now



The Mass Ave Partial Construction is focused on the **near term street design of Mass Ave, curb to curb**. The project was initiated in response to the city's Cycling Safety Ordinance (CSO) and includes:

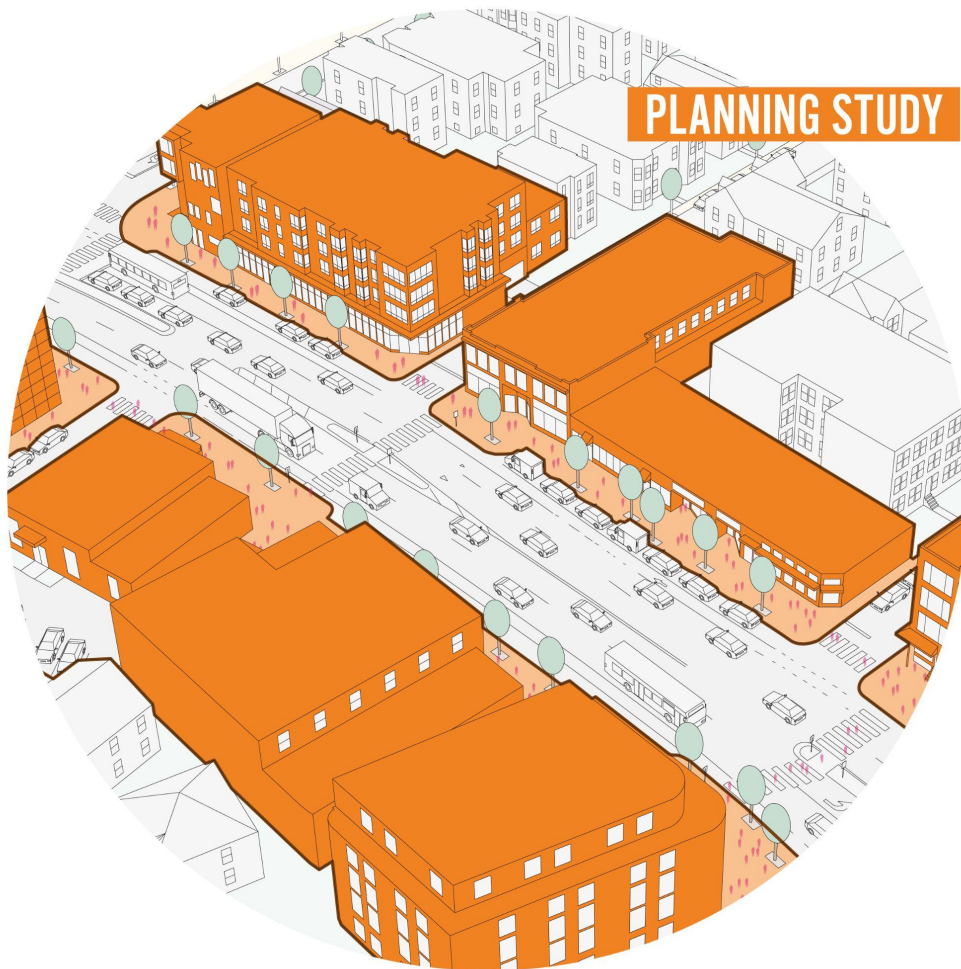
- The design of **separated bicycle lanes**
- Evaluating existing crossing locations for pedestrians and recommendations for additional crossing opportunities
- Curb use regulations (i.e., understand where parking/stopping/loading is possible and not possible)
- Options for bus priority to reduce travel times and improving the reliability of MBTA buses

For more information:

cambridgema.gov/massavepartialconstruction

Questions or comments? Contact:

massave4@cambridgema.gov



This Mass Ave Planning Study (MAPS) is a planning effort help map Mass Ave's future for the next 15 years and will focus on areas including:

- Increasing density & housing opportunities along the corridor
- Addressing affordability issues
- Supporting small & local businesses
- Creating and enhancing vibrant sidewalks & public spaces

For more information:

www.cambridgema.gov/massaveplan

Questions or comments? Contact:

Drew Kane, Senior City Planner
dkane@cambridgema.gov

FOUR CONCURRENT CITY INITIATIVES



PARTIAL CONSTRUCTION
Planning and Design of the separated bike lanes along Mass Ave

IMPACT STUDY
Assessing economic impact of bike lanes to businesses along Mass Ave

COMBINED SEWER OVERFLOW MITIGATION
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PLANNING STUDY
Vision plan for the properties surrounding Mass Ave, including Zoning, Urban Design, Housing and Business Supports.



For more information on the Partial Construction:
cambridgema.gov/massavepartialconstruction

Questions or comments? Contact: massave4@cambridgema.gov

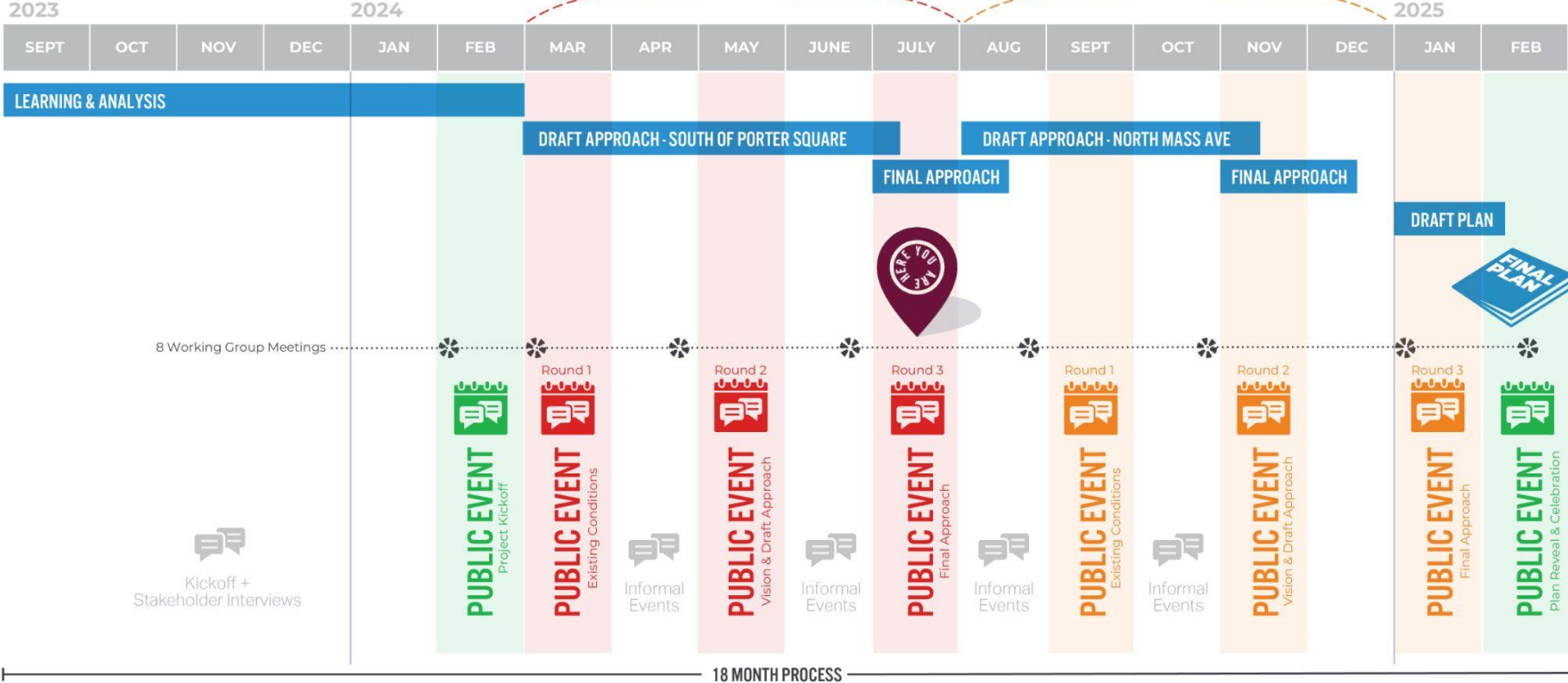
PROJECT SCHEDULE

PHASE 1 PROJECT KICKOFF

PHASE 2 SOUTH OF PORTER SQUARE

PHASE 3 NORTH MASS AVE + PORTER SQUARE

PHASE 4 FINAL PLAN



COMMUNITY PROCESS SUMMARY

Format

Virtual Zoom

Attendees

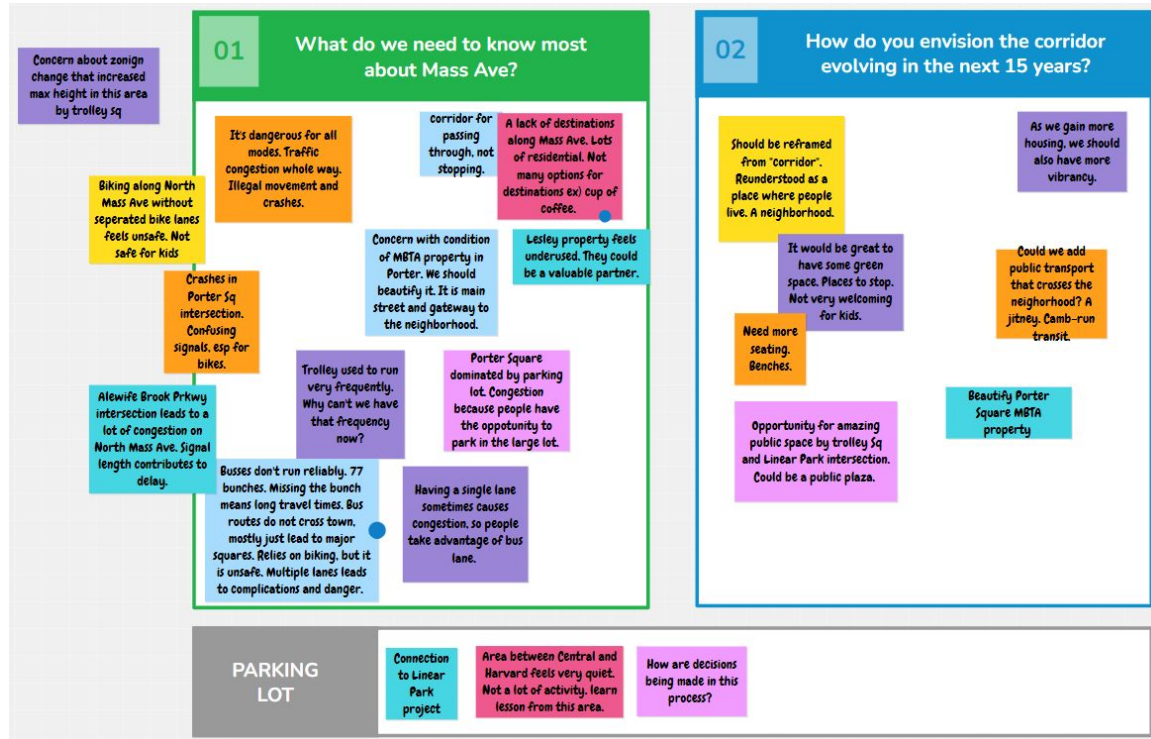
80 Participants, including 11 City/Consultant Facilitators and 1 CART Professional

Purpose

Project Introductions, Collab Map Demo

Discussion included a brief Q+A and then 30 minute breakout rooms to discuss two questions:

1. What do we need to know most about Mass Ave?
2. How do you envision the corridor evolving in the next 15 years?



SOPO COMMUNITY MEETING 1 - WHAT WE DID

MARCH 27, 2024
6:00pm - 7:45pm

Format

Virtual Zoom

Attendees

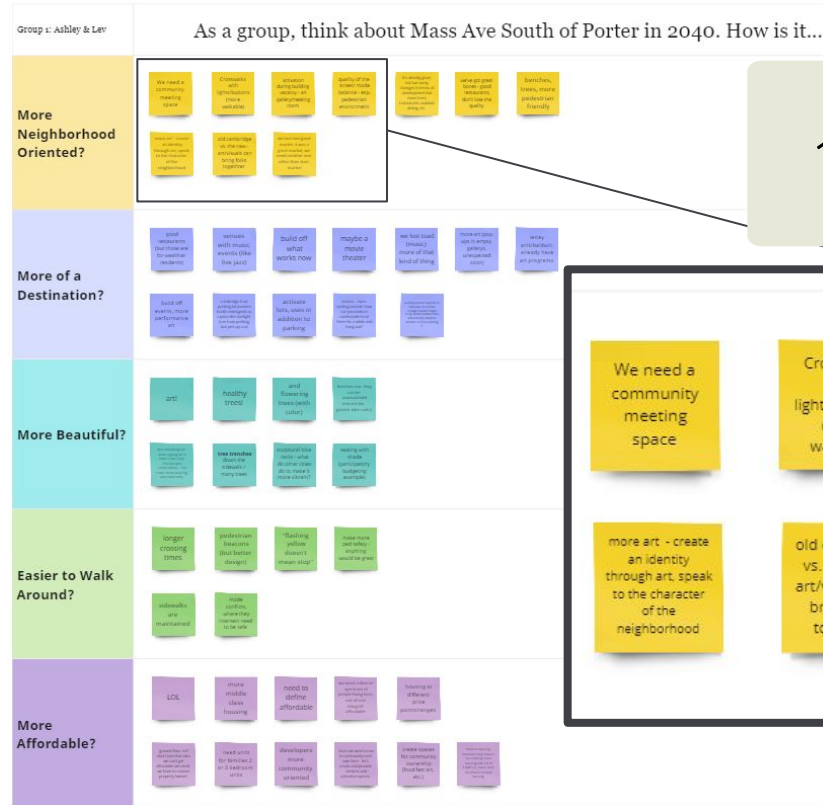
109 Pre-Registrants

50 Participants including 11 City/Consultant Facilitators

Purpose

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

1. More Neighborhood Oriented?
2. More of a Destination?
3. More Beautiful?
4. Easier to Walk Around?
5. More Affordable?



124 Ideas + Insights!

We need a community meeting space

Crosswalks with lights/buttons (more walkable)

activation during building vacancy - art gallery/meeting room

quality of the street/ mode balance - esp. pedestrian environment

more art - create an identity through art, speak to the character of the neighborhood

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

we lost evergood market. it was a great market. we need another one other than starr market

SOPO COMMUNITY MEETING 2 - WHAT WE DID

MAY 31, 2024

Format

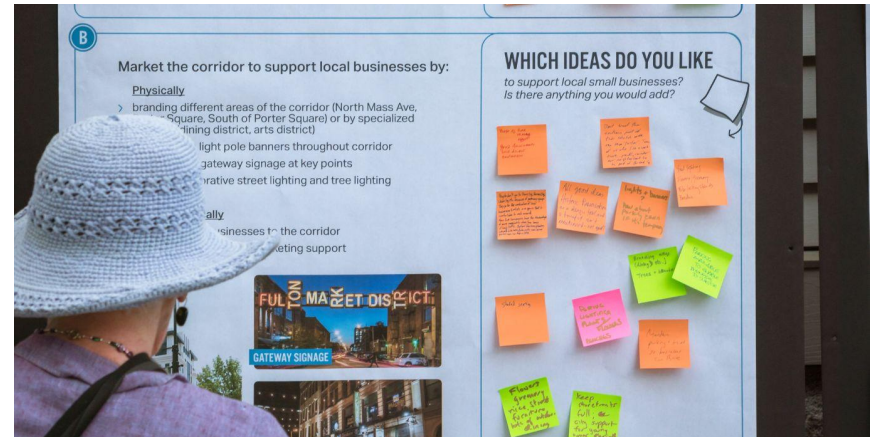
OPEN HOUSE! At the Lesley Lunder Arts Center on Mass Ave.

Attendees

100+

Purpose

Share draft recommendations and gather feedback on priorities, place-based observations, and



UPDATED *(DRAFT)*
RECOMMENDATIONS



**MORE OF A
NEIGHBORHOOD
& DESTINATION**

**MORE
INVITING**


**EASIER
TO GET
AROUND**

**MORE
HOUSING
OPTIONS**



MORE OF A NEIGHBORHOOD & DESTINATION

How can Mass Ave continue to provide neighborhood goods & services and foster an active corridor for residents and visitors?

- A. Foster a mix of neighborhood-serving, family-friendly goods and services
 - B. Market the corridor to support local businesses
 - C. Organize and host more community events and performance art
- 

A. Foster a mix of local businesses including neighborhood-serving, family-friendly goods and services:

1. Support the creation of a local business association to support and attract new businesses and to organize community events and programming
 - a. Areas of support a local business association can provide includes:
 - i. Identifying business member needs (*loading, permits, marketing, etc.*)
 - ii. Streamlining loading zone process
 - iii. Advocating for commercial parking permits for employees
 - iv. Coordinating corridor business-to-business exchange
 - b. The local business association will guide the implementation of additional neighborhood & destination recommendations
2. Explore partnerships to create a community kitchen or other similar incubator spaces to encourage growth of small businesses and attract entrepreneurs
3. **Explore ways to keep commercial rents affordable and vacancies low, for example anti-displacement measures and policies that subsidize retail rents such as a Master Leases, grants, commercial co-ops, long term lease agreements, etc.**



B. Market the corridor to support local businesses

Physically by:

1. Creating a branding strategy to highlight the corridor's identity
2. Implementing the branding strategy through interventions like:
 - a. Gateway signage at key points along the corridor
 - b. Light pole banners
 - c. Murals

Programmatically by:

3. Recruiting new businesses to the corridor and helping attract businesses to spaces that have been long vacant through financial assistance and marketing by a business association
4. Providing business and marketing support with tools such as an online directory and user-friendly websites



C. Organize and host more community events and performance art

1. Partner with local institutions such as Lesley University and Harvard University, organizations, property owners like Wilder Co., and businesses to organize and fund events
2. Connect with local artists and performers from the community and through programs at Lesley University and Harvard University

START HERE

What's one event that could happen tomorrow without a lot of structured support?

Who would organize the event?
What type of event would it be?
Where would it take place?

Event ideas we heard from the community included Somerville's Porchfest, micro events, and farmers markets



**MORE
INVITING**

What are ways to build more community identity along Mass Ave, make it greener, and to create more places to gather?

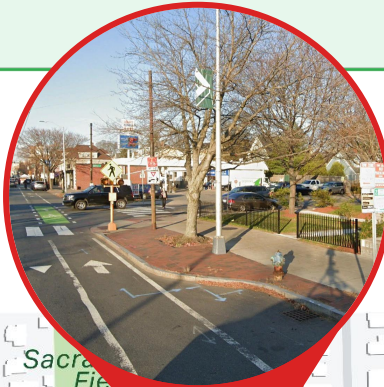
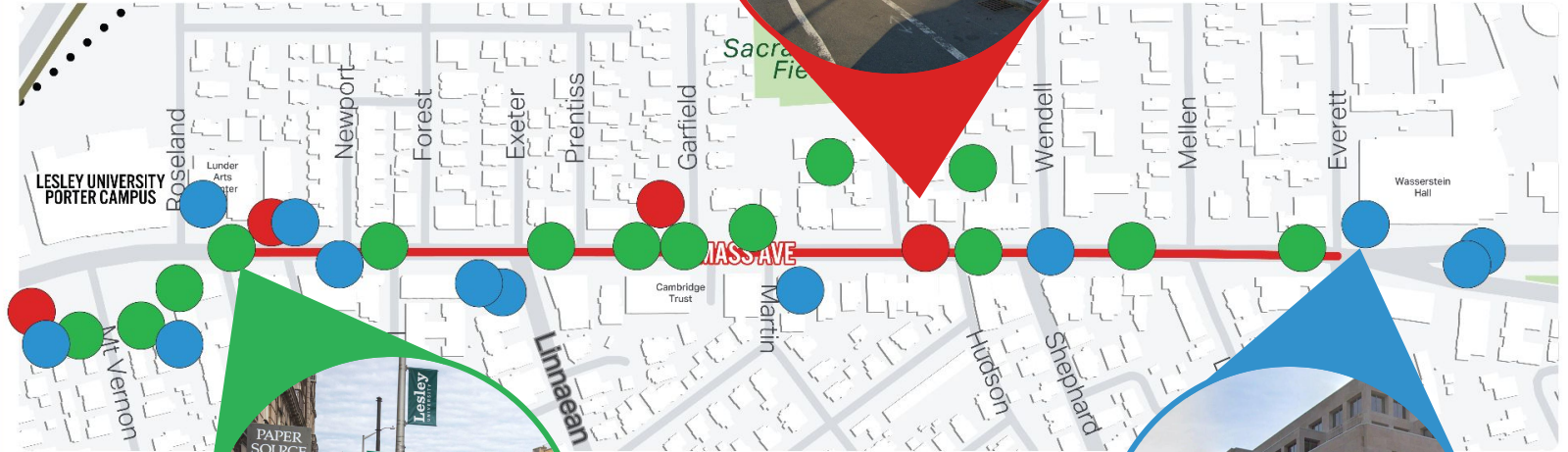
- A. Share community identity through creativity and art
- B. Plant more trees and vegetation along corridor and open spaces
- C. Create more places for the community to gather

MORE INVITING

WHERE ARE OPPORTUNITIES

to make Mass Ave more inviting or build community identity?

-  = MORE ART!
-  = MORE GREENERY!
-  = GATHERING SPACES!



MORE INVITING

A. Share community identity through creativity and art

Big walls need lively murals

1. Target locations for neighborhood murals and public art such as larger walls and open spaces
2. Install decorative street lighting and tree lighting in key commercial areas
3. Activate vacant commercial spaces with art



MURAL EXAMPLE



STREET AMENITIES EXAMPLE

MORE INVITING

B. Plant more trees and vegetation along corridor and open spaces

1. Install more shade elements and street trees to develop large mature canopies
2. Enlarge existing street tree wells to provide more space for additional ground-level vegetation
3. Work with property owners to maintain trees and vegetation on their property
4. Coordinate with citywide green stormwater infrastructure mitigation measures



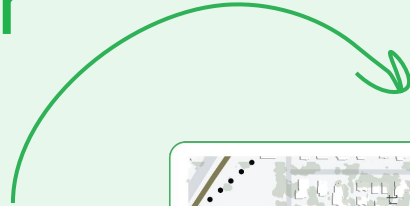
Four ways to add shade to Mass Ave:

1. Identify any municipal property appropriate for public plantings (ie. Porter Square)
2. Incentivize private property owners to plant trees in city Cooling Corridors (like Mass Ave)
3. Incorporate shade elements in design guidelines (MAOD) that will apply to future development
4. Prioritize shade elements (awnings, umbrellas) as a design feature in future gathering spaces and on building facades

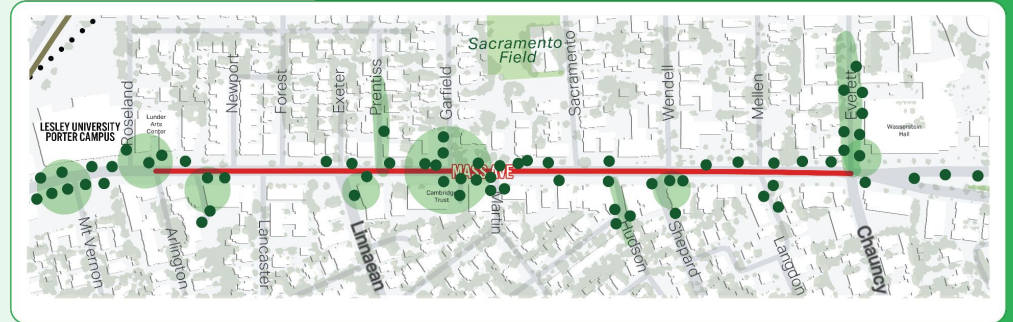
MORE INVITING

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*Priority Locations
to add shade to Mass Ave:*

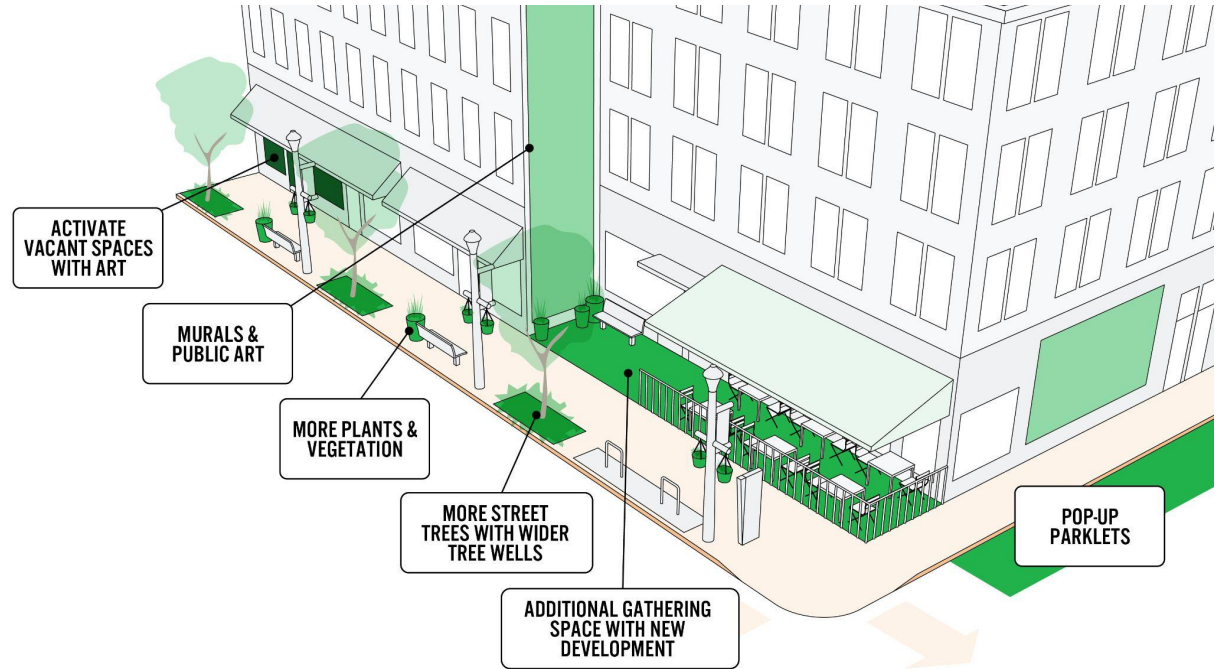


Potential new tree sites. Site selection considerations include areas lacking in sufficient tree canopy, intersections, institutions, bus stops, and/or potential future gathering spaces.

MORE INVITING

C. Create more places for the community to gather

1. Partner with property owners and institutions, such as Lesley University and Harvard University, to create more publicly accessible spaces
2. Identify opportunities for pop-up parklets on Mass Ave and side streets
3. Advocate for indoor, affordable community spaces for events and meetings on the ground floor in new development
4. Create meaningful connections to existing open spaces nearby



**EASIER
TO GET
AROUND**

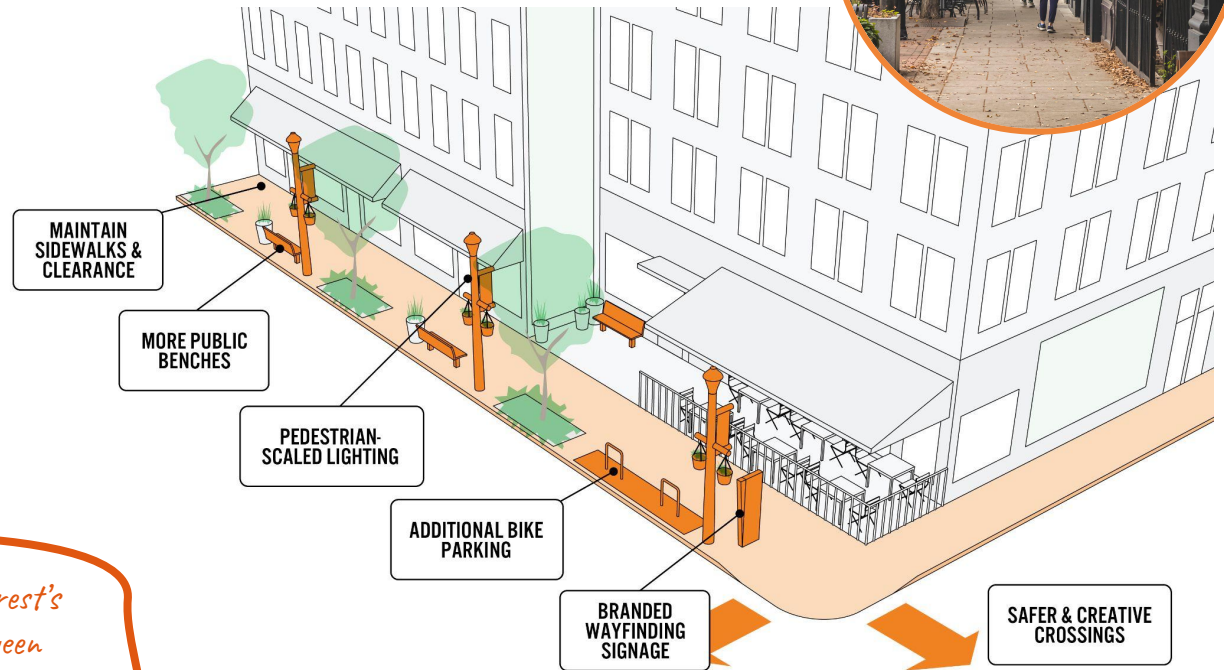
What are ways to make it easy for everybody on Mass Ave to access and navigate the corridor?

- A. Ensure sidewalks are accessible for everybody
- B. Provide safe, convenient access to sustainable transportation options
- C. Streamline signage and wayfinding

EASIER TO GET AROUND

A. Ensure sidewalks are accessible for everybody

1. Maintain and repair sidewalks by reporting poor sidewalk conditions or sidewalk obstructions
2. Install more benches, bike racks, crosswalks, shade structures, and other public infrastructure
3. Balance sidewalk activity with access for people with mobility limitations, for example ensuring outdoor dining leaves enough sidewalk clearance

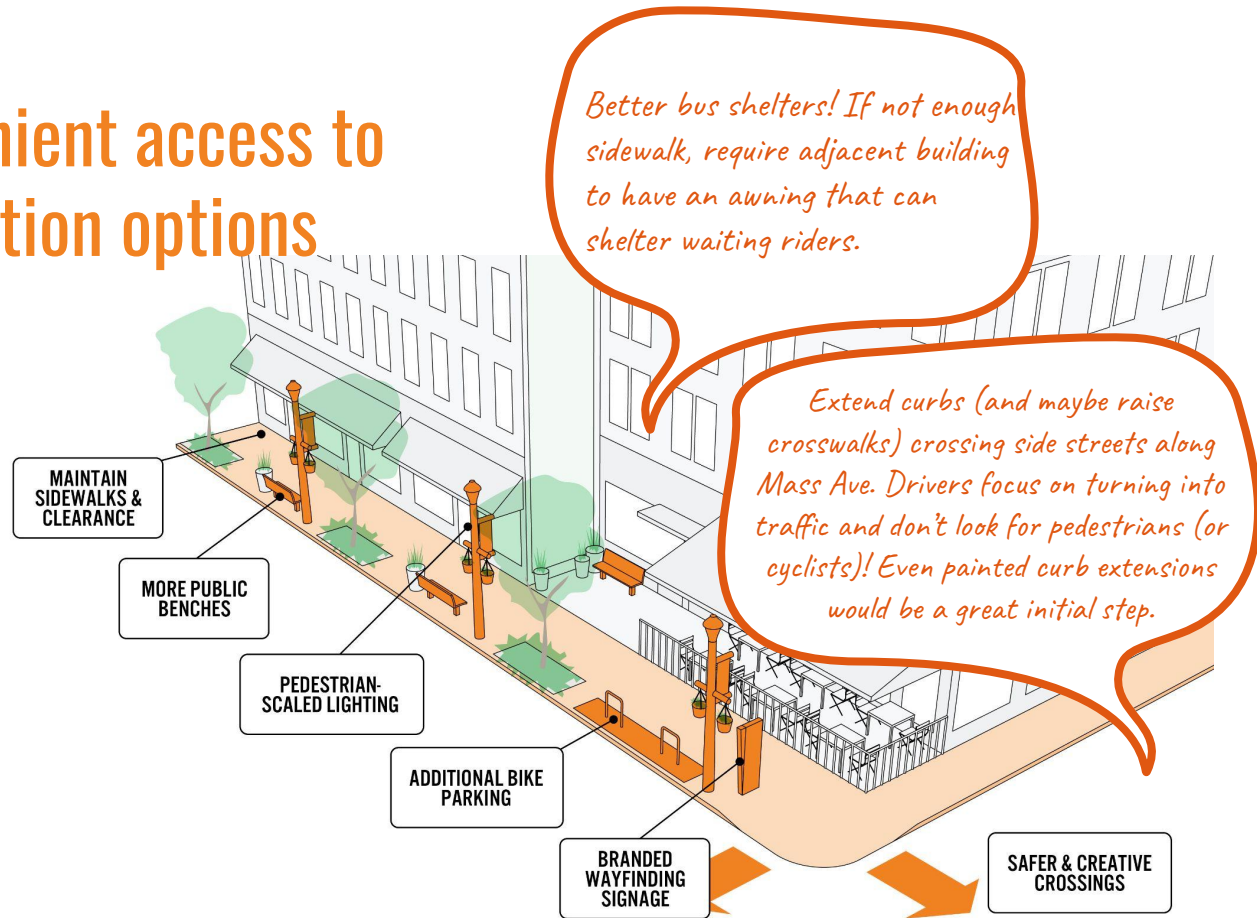


Focus on Garfield's intersection, Forest's intersection, and sidewalk in between Chauncy and Langdon

EASIER TO GET AROUND

B. Provide safe, convenient access to sustainable transportation options

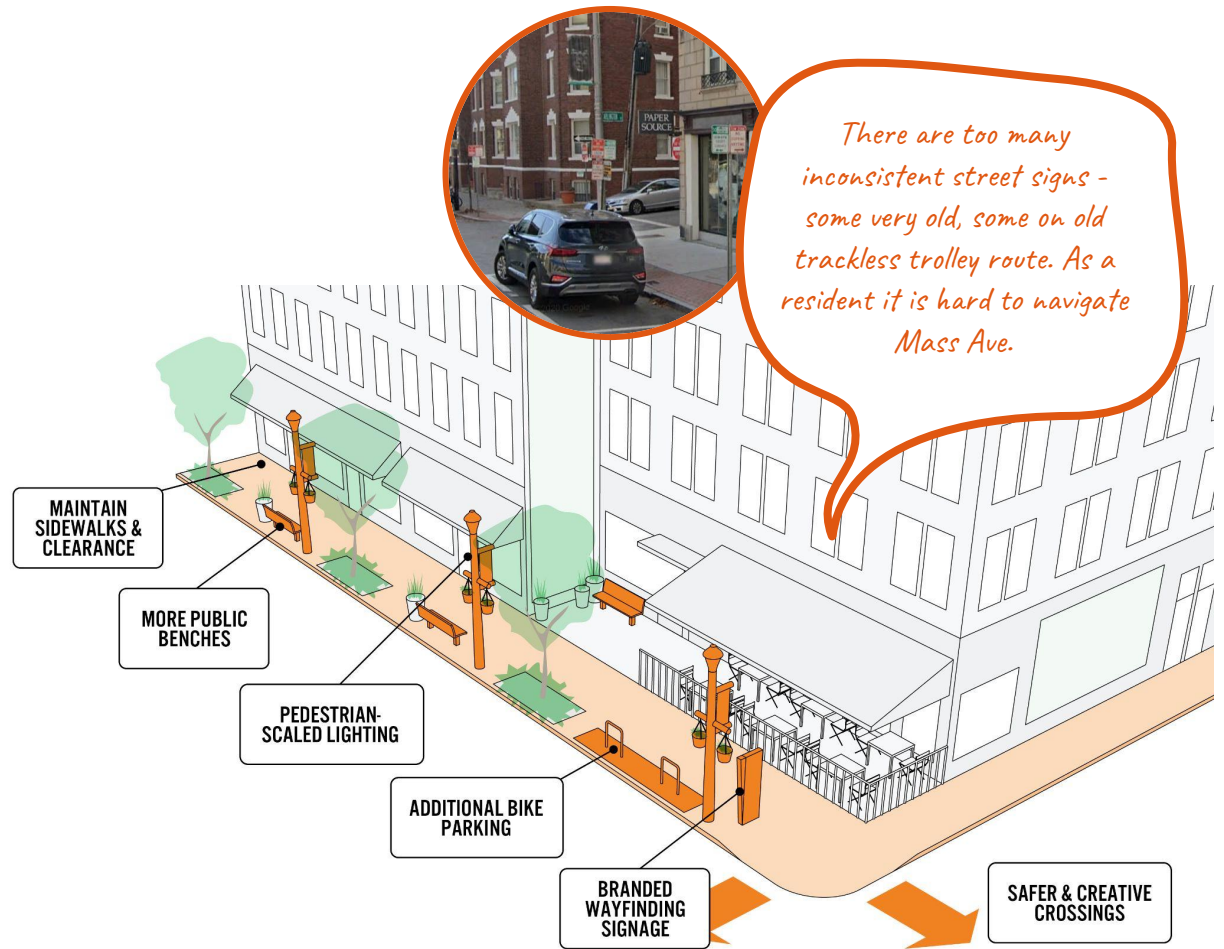
1. Provide safer, more visible crossings on Mass Ave and perpendicular streets
2. Coordinate with MBTA to install more bus shelters where appropriate
3. Provide additional bike parking and blue bike station areas
4. Encourage shared off-street parking between businesses as recommended in the parking study
5. Coordinate with the city and the parking study to maintain reasonable loading and vehicle parking for businesses



EASIER TO GET AROUND

C. Streamline signage and wayfinding

1. Locate branded wayfinding signage at key gateways and destinations such as Mass Ave and Chauncy
2. Remove outdated and redundant signage
3. Install a variety of signage types including: pedestrian and roadway signage and sidewalk markers




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MORE HOUSING OPTIONS

A red circular graphic element in the top right corner of the slide, partially cut off by the edge.

How can Mass Ave provide more housing options?

- A. Encourage more housing/residents on the corridor
 - B. Support City policy for a diverse mix of housing price points
 - C. Encourage context-sensitive design
- 
- A red circular graphic element in the bottom center of the slide, partially cut off by the edge.

MORE HOUSING OPTIONS

A. Encourage more housing/residents on the corridor

- Adjust zoning along the corridor to allow for **greater height**
- **Review density bonus allowances** for additional housing and resident and community amenities such as community spaces, preferred ground floor uses, publicly accessible spaces, and greening
- Streamline/Simplify processes, including **split zoned parcels**



B. Continue to support City policy for a diverse mix of housing price points

- Coordinate a mix of market and affordable housing developments along the corridor through the Affordable Housing Overlay (AHO), inclusionary housing policy, and housing trust fund
- Explore other strategies and funding mechanisms at the state and federal level for encouraging affordable and mixed-income housing



AFFORDABLE HOUSING OVERLAY

The AHO allows the creation of new, permanently affordable housing that is denser than what might be currently allowed.



INCLUSIONARY HOUSING

Market-rate developments of ten or more units are required to allocate 20% of residential floor area for low- and moderate- income tenants or homebuyers.



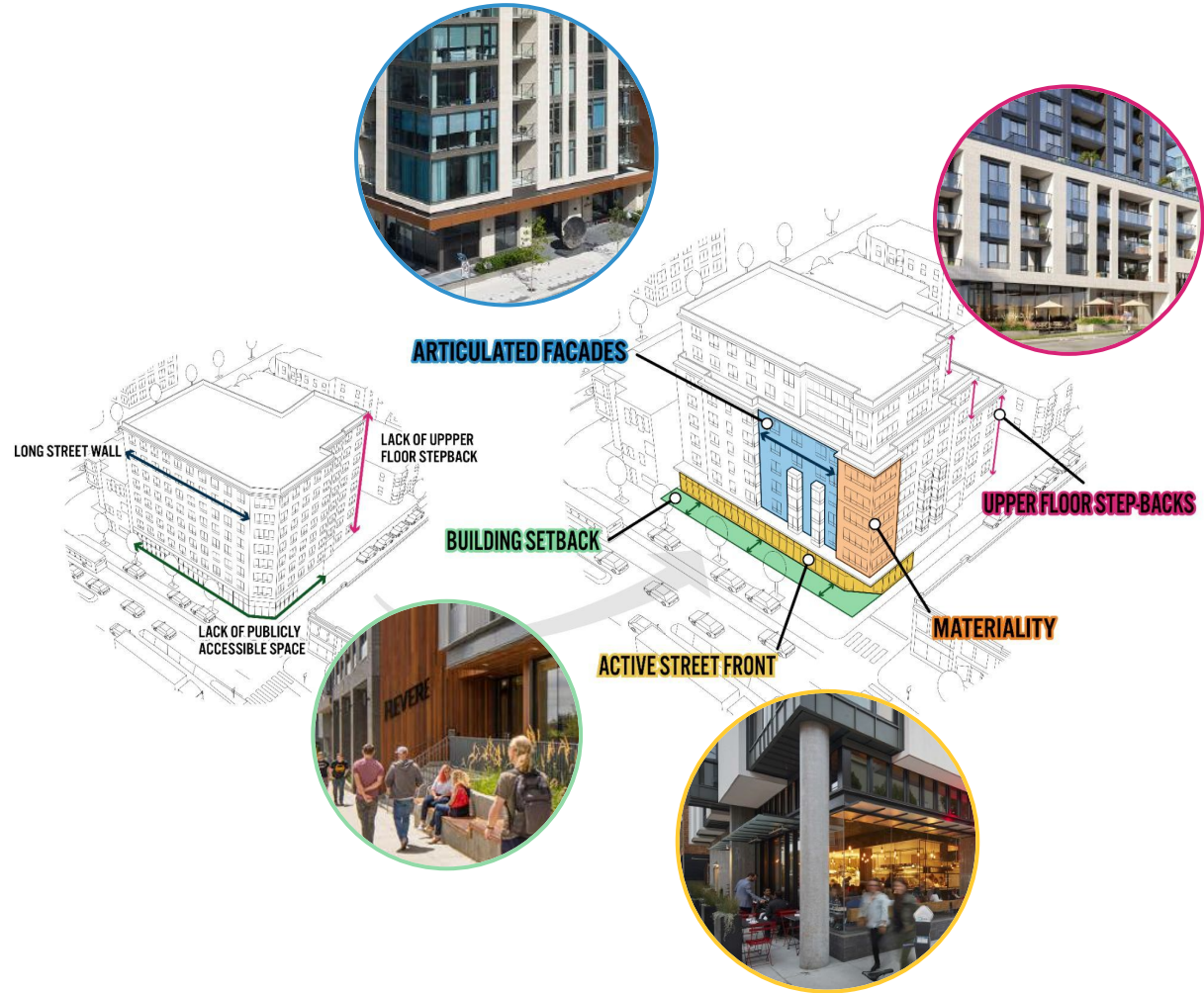
CAMBRIDGE AFFORDABLE HOUSING TRUST

City funding and funding from contributions from non-residential developers of large projects.

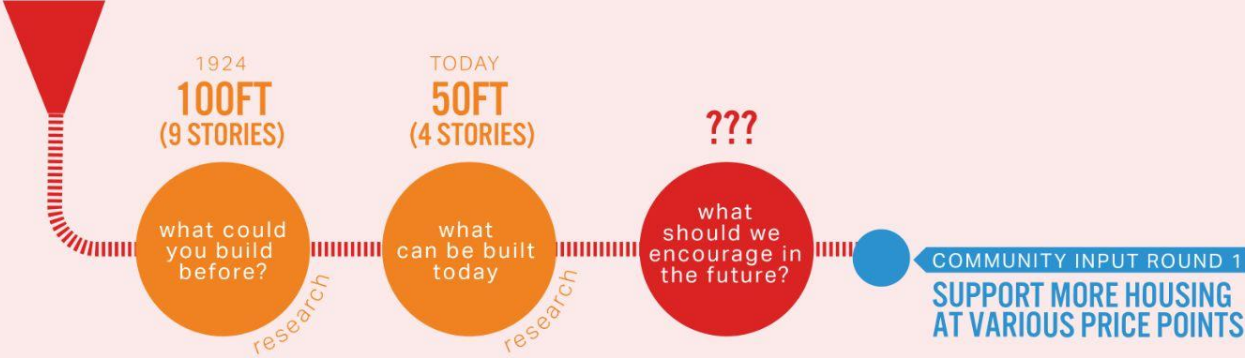
MORE HOUSING OPTIONS

C. Encourage context-sensitive design

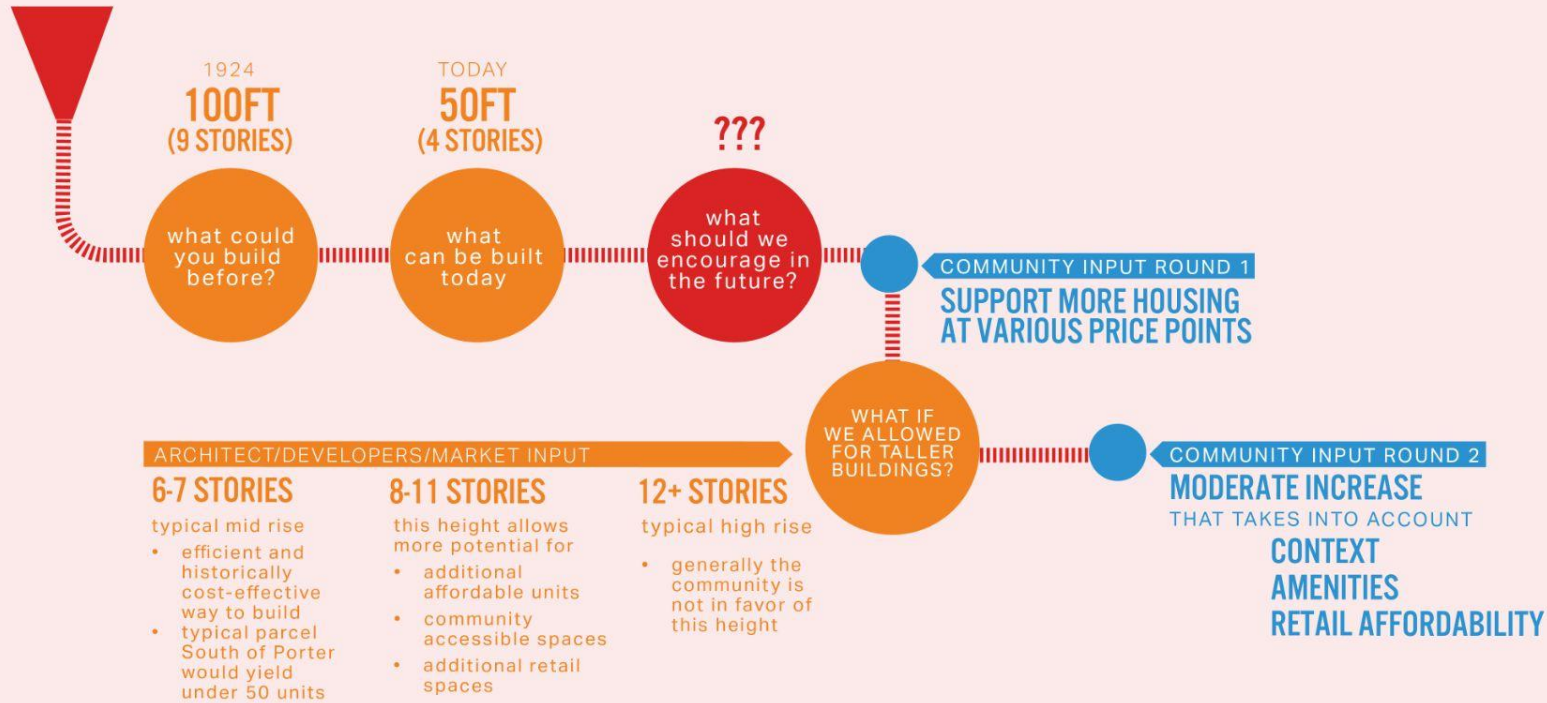
- Set standards for the scale of buildings and architecture styles (to align with Citywide design guidelines), for example, articulated facades, building setbacks, active street fronts, materiality, and upper floor step-backs
- Leverage new development to create more green and publicly accessible spaces (building setbacks, green roofs, etc)
- Prioritize the preservation of historic facades in future development, where possible



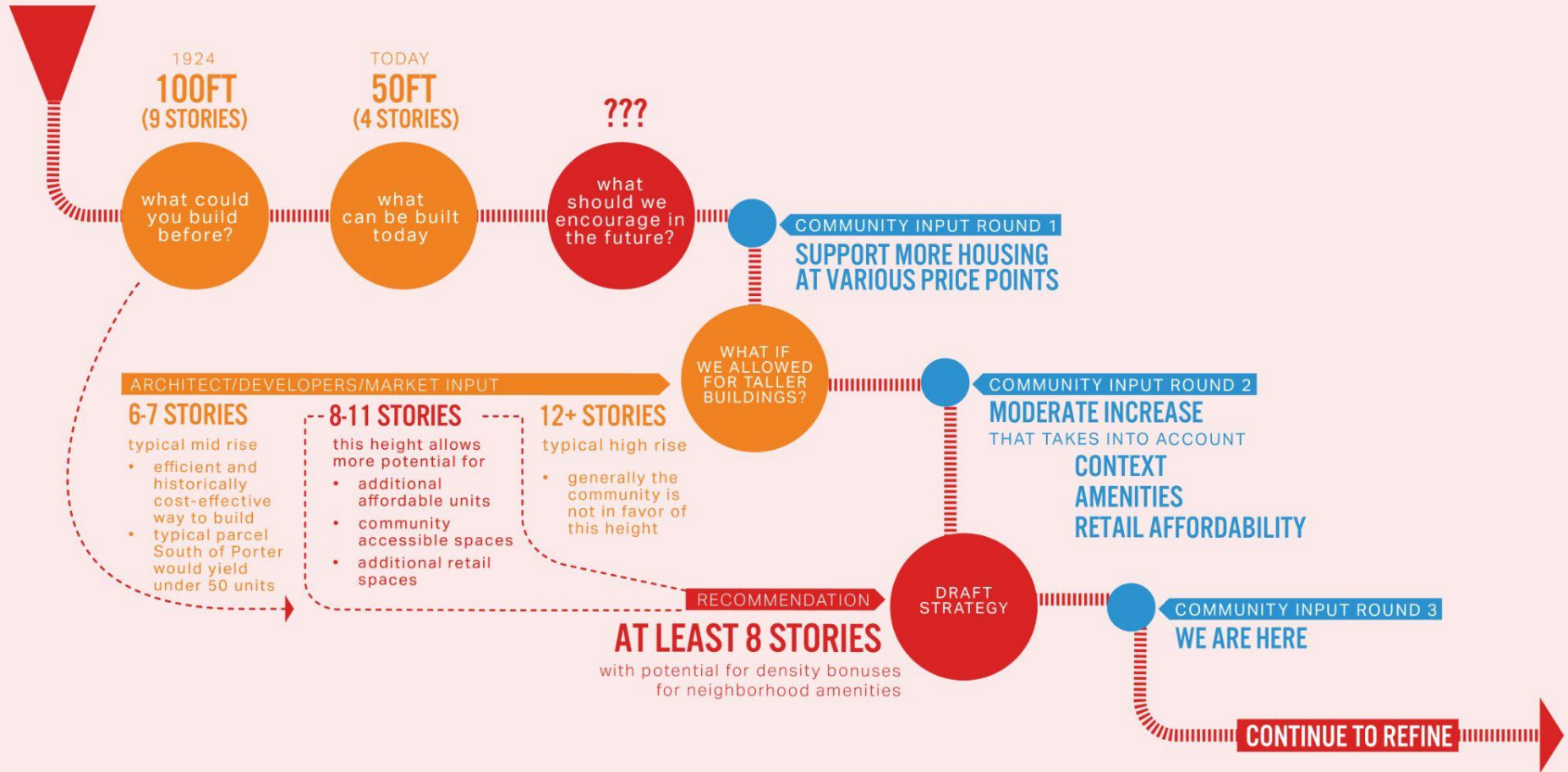
GOAL MORE HOUSING OPTIONS ON MASS AVE



GOAL MORE HOUSING OPTIONS ON MASS AVE



GOAL MORE HOUSING OPTIONS ON MASS AVE



What's right for Mass Ave?

What if....

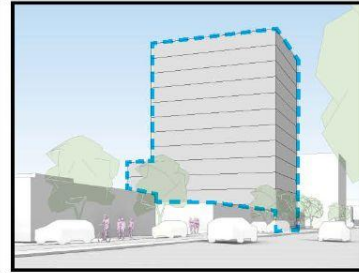
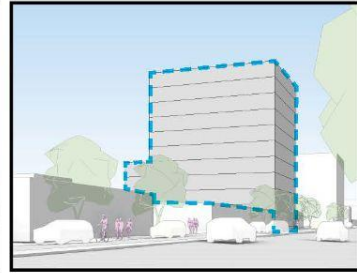
TODAY

6 STORIES

8 STORIES

10 STORIES

12 STORIES (AHO)



Mixed Use - Max Height

Mid-Block
 Stories: 4
 Height: 50'-0"
 Lot Area: 10,519 ft²
 Building Footprint: 4,588ft²
 Units: 13-16
 FTF: 15'-0" | 11'-0

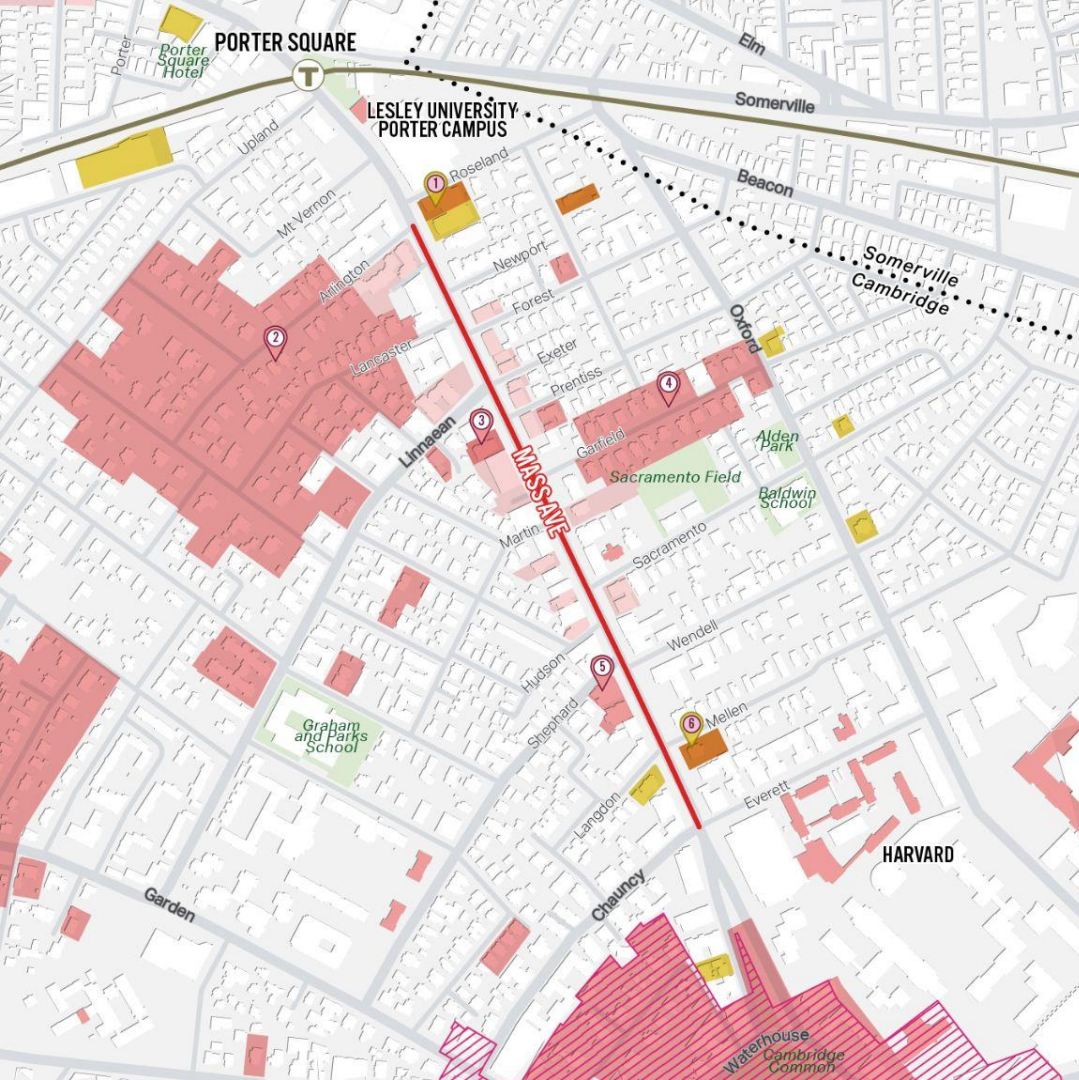
Mid-Block
 Stories: 6
 Height: 72'-0"
 Lot Area: 10,519 ft²
 Building Footprint: 8,788ft² | 7,177ft²
 Units: 34-43
 FTF: 15'-0" | 11'-0

Mid-Block
 Stories: 8
 Height: 94'-0"
 Lot Area: 10,519 ft²
 Building Footprint: 8,788ft² | 7,177ft²
 Units: 49-61
 FTF: 15'-0" | 11'-0

Mid-Block
 Stories: 10
 Height: 116'-0"
 Lot Area: 10,519 ft²
 Building Footprint: 8,788ft² | 7,177ft²
 Units: 63-79
 FTF: 15'-0" | 11'-0

Mid-Block
 Stories: 12
 Height: 138'-0"
 Lot Area: 10,519 ft²
 Building Footprint: 8,788ft² | 7,177ft²
 Units: 78-97
 FTF: 15'-0" | 11'-0

- For example, an sample parcel illustrates that we can produce **more than triple the amount** of units (both market rate and affordable) if a development were able to go to 8 stories.



Selected Historic Places

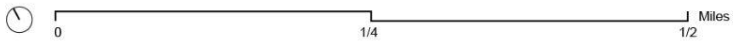
- ① North Avenue Congregational Church
- ② Avon Hill National Register Historic District
- ③ Worcester House
- ④ Garfield Street National Register District
- ⑤ The Montrose
- ⑥ Charles Hicks House

Natural evolution of the Street involves historic preservation

HISTORIC PRESERVATION

Interface Studio, January 2023

- Historic Districts (Old Cambridge)
- Historic Landmarks and Easements
- National Register of Historic Places
- Mass Ave Overlay District Historic Properties





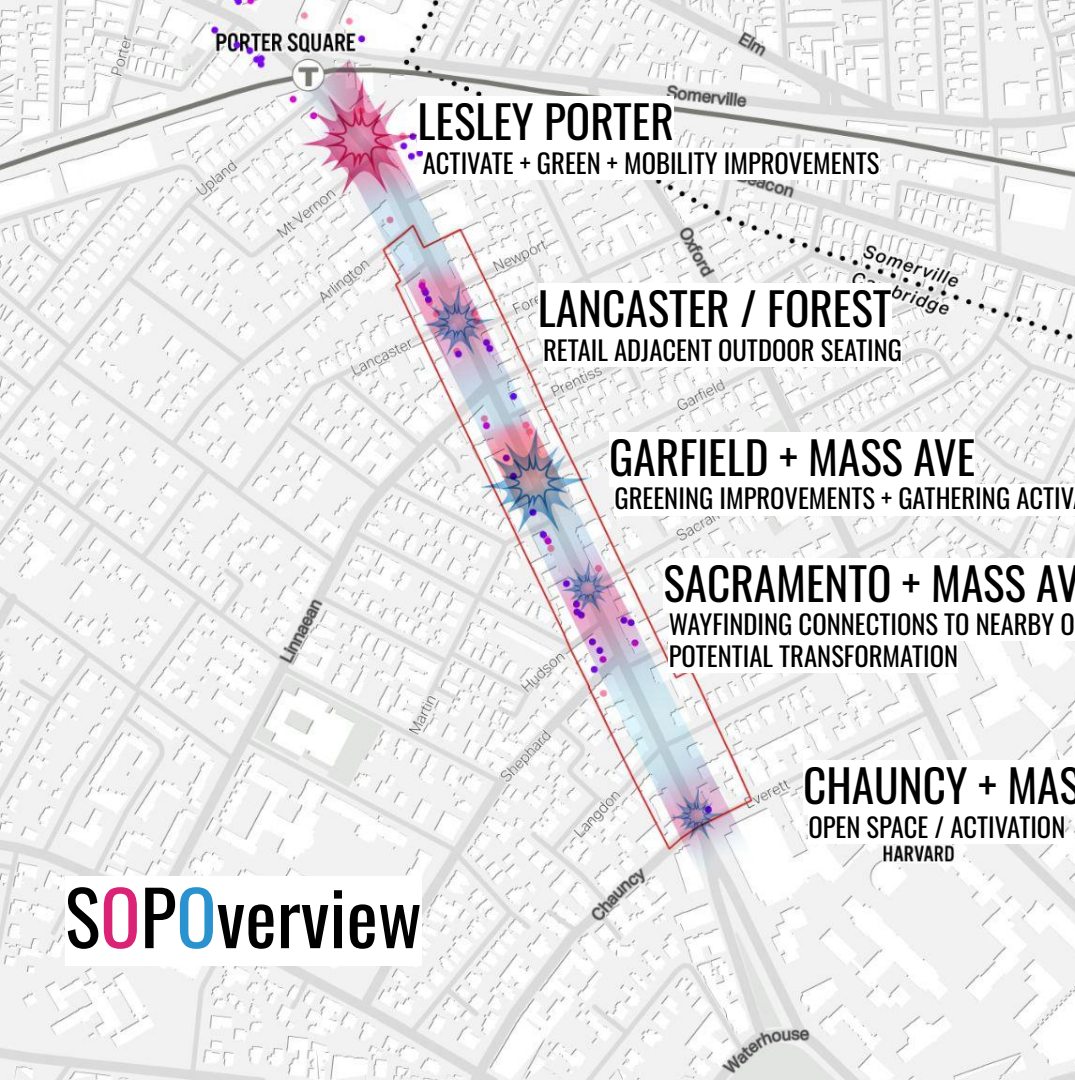
MORE OF A
NEIGHBORHOOD
& DESTINATION

MORE
INVITING

EASIER
TO GET
AROUND

MORE
HOUSING
OPTIONS

Bringing it all together...



PORTER SQUARE



LESLEY PORTER

ACTIVATE + GREEN + MOBILITY IMPROVEMENTS

LANCASTER / FOREST

RETAIL ADJACENT OUTDOOR SEATING

GARFIELD + MASS AVE

GREENING IMPROVEMENTS + GATHERING ACTIVATION

SACRAMENTO + MASS AVE

WAYFINDING CONNECTIONS TO NEARBY OPEN SPACES,
POTENTIAL TRANSFORMATION

CHAUNCY + MASS AVE

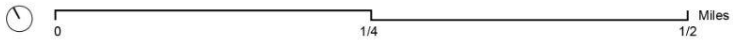
OPEN SPACE / ACTIVATION
HARVARD

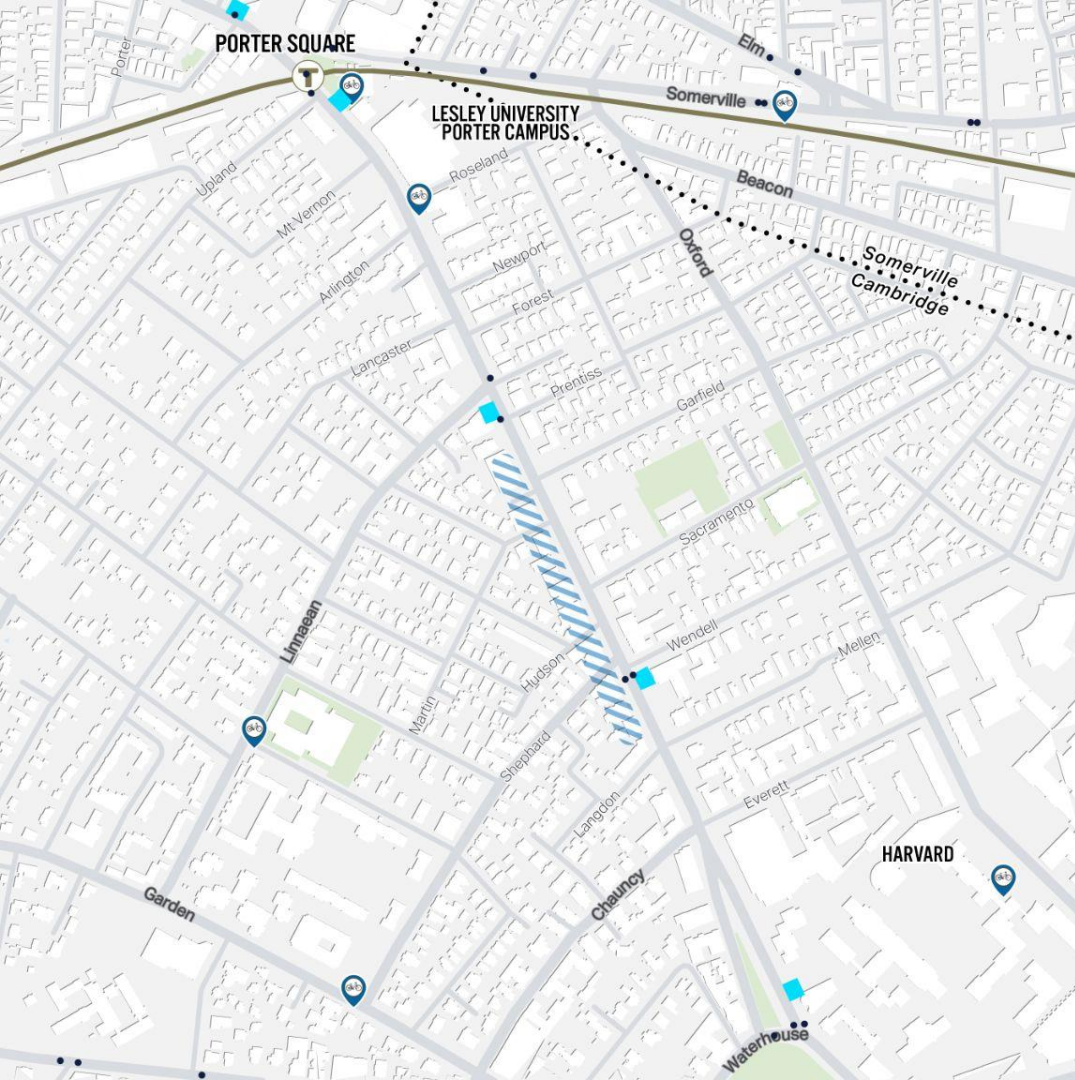
SOPOverview

EXISTING & PROPOSED CENTERS OF ACTIVITY

Interface Studio, July 2024

- Activity Node (Existing and Future)
- Retail/Cafe/Restaurant

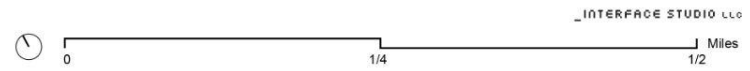


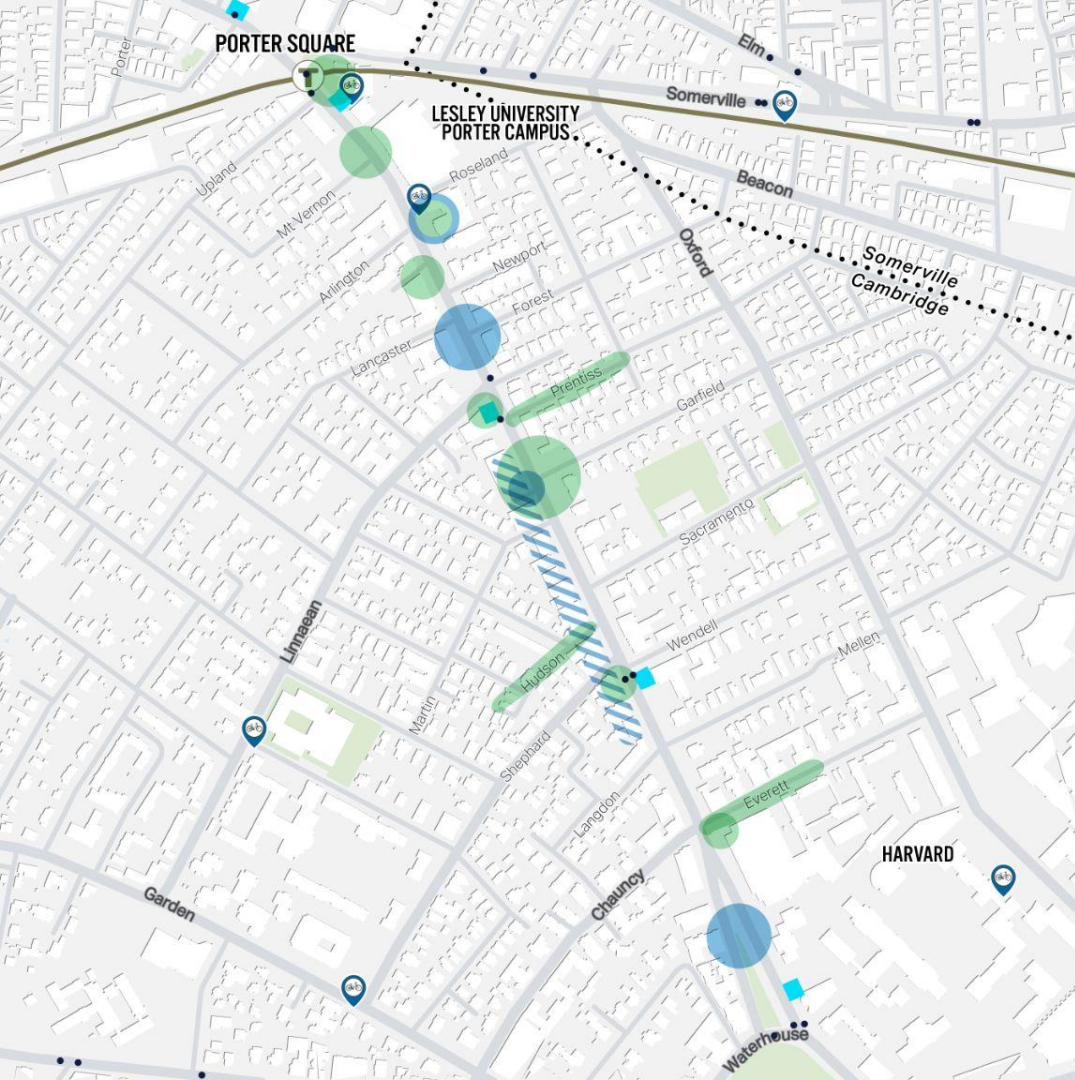


SHORT TERM STREET ENHANCEMENT PLANNING STUDY RECOMMENDATIONS

Interface Studio, July 2024

- Existing Bus Stops
-  Existing Blue Bikes
-  Existing Bus Shelters
-  Consider Additional Blue Bike Station

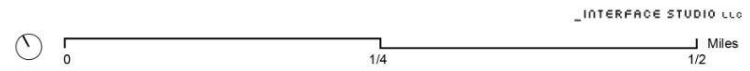


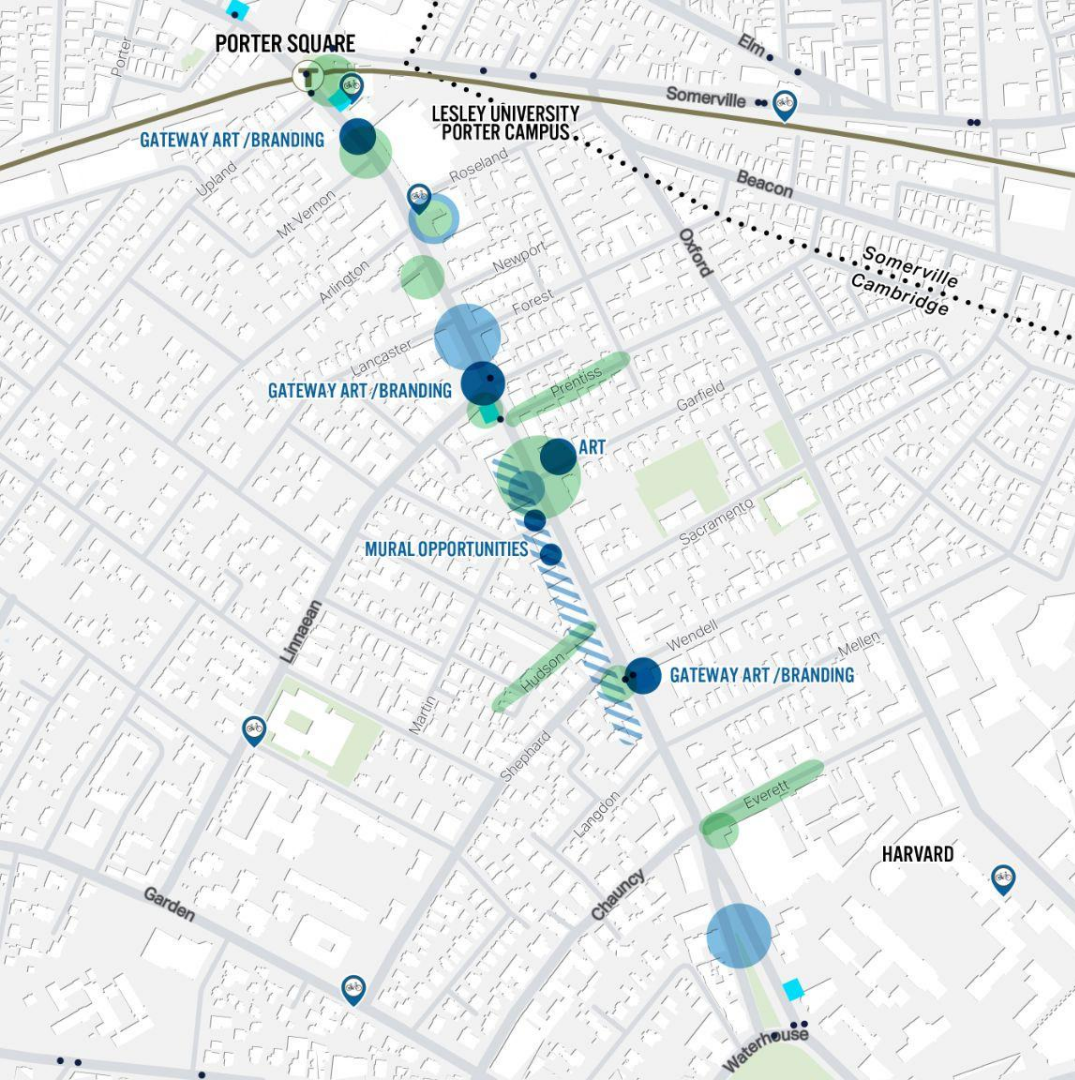


SHORT TERM STREET ENHANCEMENT PLANNING STUDY RECOMMENDATIONS

Interface Studio, July 2024

- Existing Bus Stops
- 📍 Existing Blue Bikes
- ◆ Existing Bus Shelters
- ▨ Consider Additional Blue Bike Station
- Public Realm Activation/Gathering Priority Area
- Shading / Greening Priority Area



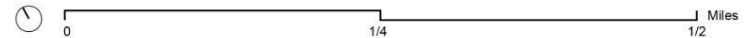


SHORT TERM STREET ENHANCEMENT PLANNING STUDY RECOMMENDATIONS

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- 📍 Art/Branding Opportunities

INTERFACE STUDIO LLC

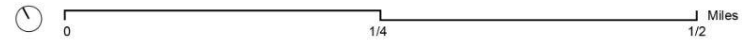




SHORT TERM STREET ENHANCEMENT PLANNING STUDY RECOMMENDATIONS

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- 📍 Art/Branding Opportunities
- 📍 Lighting
- 📍 Wayfinding
- 📍 Sidewalk Improvements



MASS AVE - TODAY



MASS AVE - TOMORROW

**ZONING
ADJUSTMENTS TO
ALLOW FOR
TALLER
RESIDENTIAL-
MIXED USE
DEVELOPMENT**

**URBAN DESIGN
GUIDELINES TO
SHAPE
DEVELOPMENT**

**PEDESTRIAN-
SCALED
LIGHTING WITH
BANNERS FOR
CORRIDOR
BRANDING AND
COMMUNITY
ANNOUNCEMENTS**

**MORE STREET
TREES WITH WIDER
TREE WELLS**

**ADDITIONAL BIKE
PARKING**

**MORE PUBLIC
BENCHES**

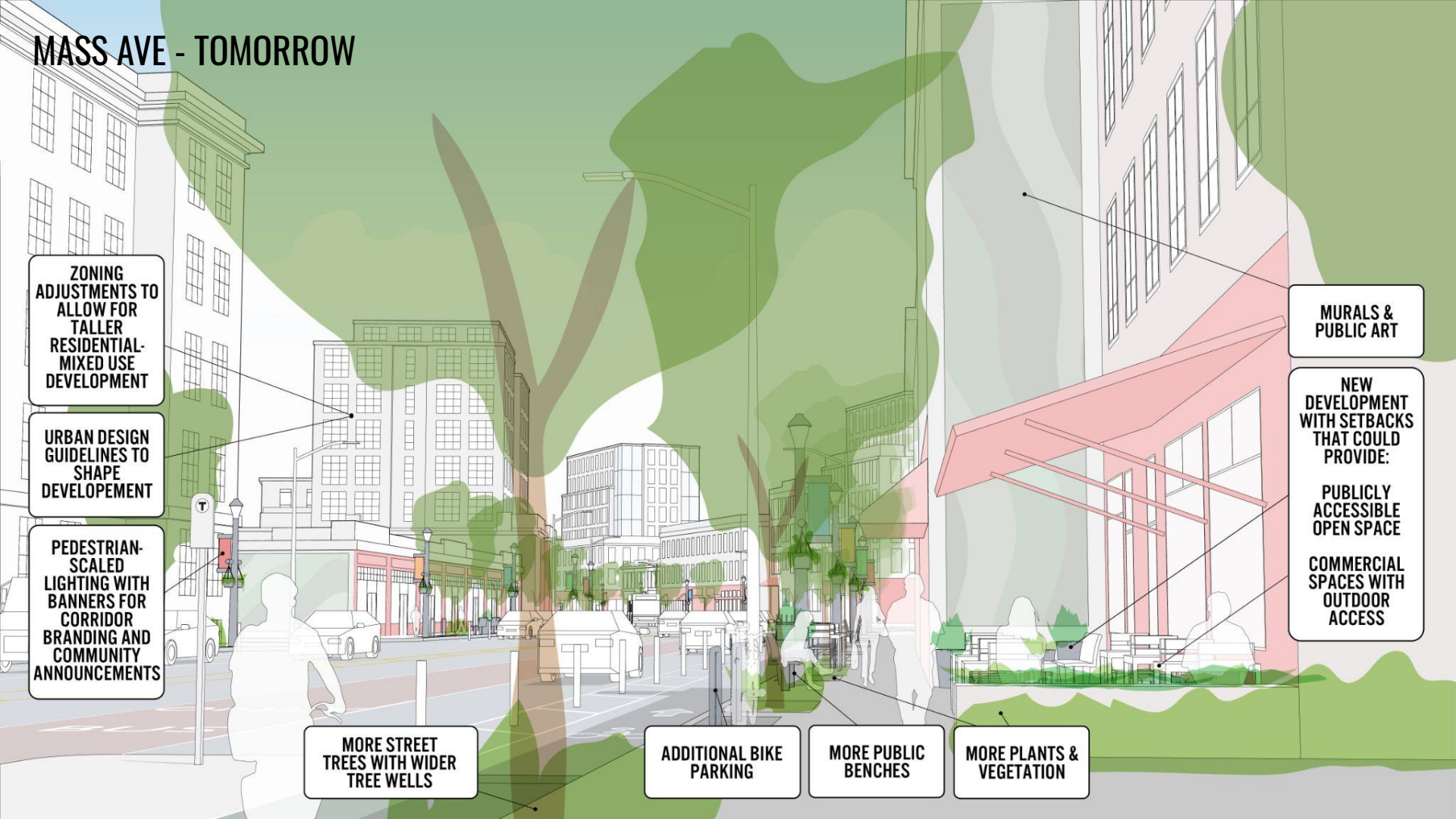
**MORE PLANTS &
VEGETATION**

**MURALS &
PUBLIC ART**

**NEW
DEVELOPMENT
WITH SETBACKS
THAT COULD
PROVIDE:**

**PUBLICLY
ACCESSIBLE
OPEN SPACE**

**COMMERCIAL
SPACES WITH
OUTDOOR
ACCESS**





QUESTIONS?

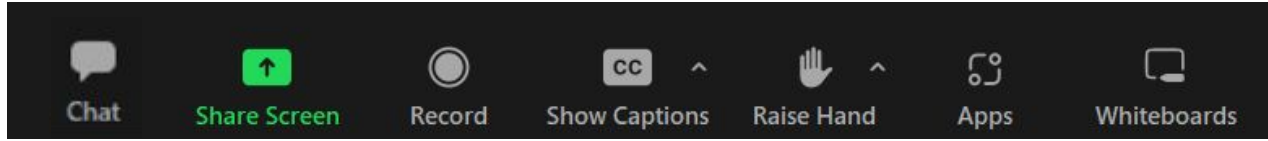
Your feedback is important

Here are the guidelines for tonight's discussion:

- 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.
- Respect the experiences of others
- Listen to each other & divergent perspectives
- Stay on topic and strive to be succinct
- Each person has **two minutes** to speak.
- If we're unable to hear from all raised hands by 7:15 pm, you can **send your comments/questions directly to Drew Kane** by phone: 617-349-4640 or by email: dkane@cambridgema.gov.

Visit www.cambridgema.gov/massaveplan to sign up for our email list!

Q+A: RAISE YOUR HAND TO ASK A QUESTION



Use **chat** to type a question

Call out who -- 0_AdminQuestion

Use **Raise Hand** to ask a question
and we will unmute you!



On your phone, use *9 to request to speak,
we'll read the last 4 digits of your phone number when it's time for you to speak.

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

BREAKOUT GROUPS (30 MINUTES)

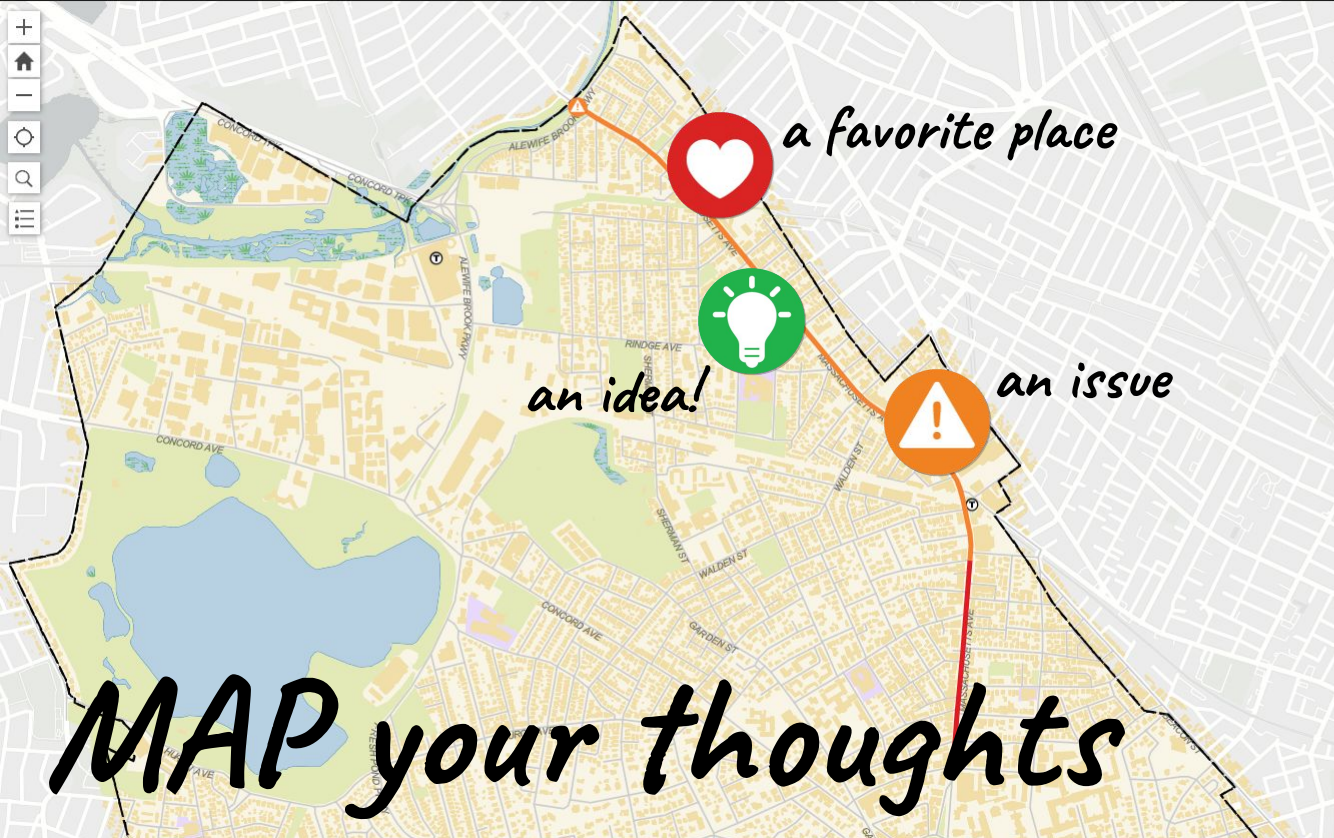
- Is there an idea that **excites you?**
- Are there potential strategies missing that **you would like to see?**

NEXT STEPS

Fill out our survey!

SCAN:





on our crowdsource map: bit.ly/MAPS_map

Mass Ave Comments

Location
Click the map to draw the location.
Enter an address to search

Share your thoughts!
I want to share
 Select...
 Select...
A favorite place
 An issue
 An idea

Map Comment

SCAN:  bittly



