

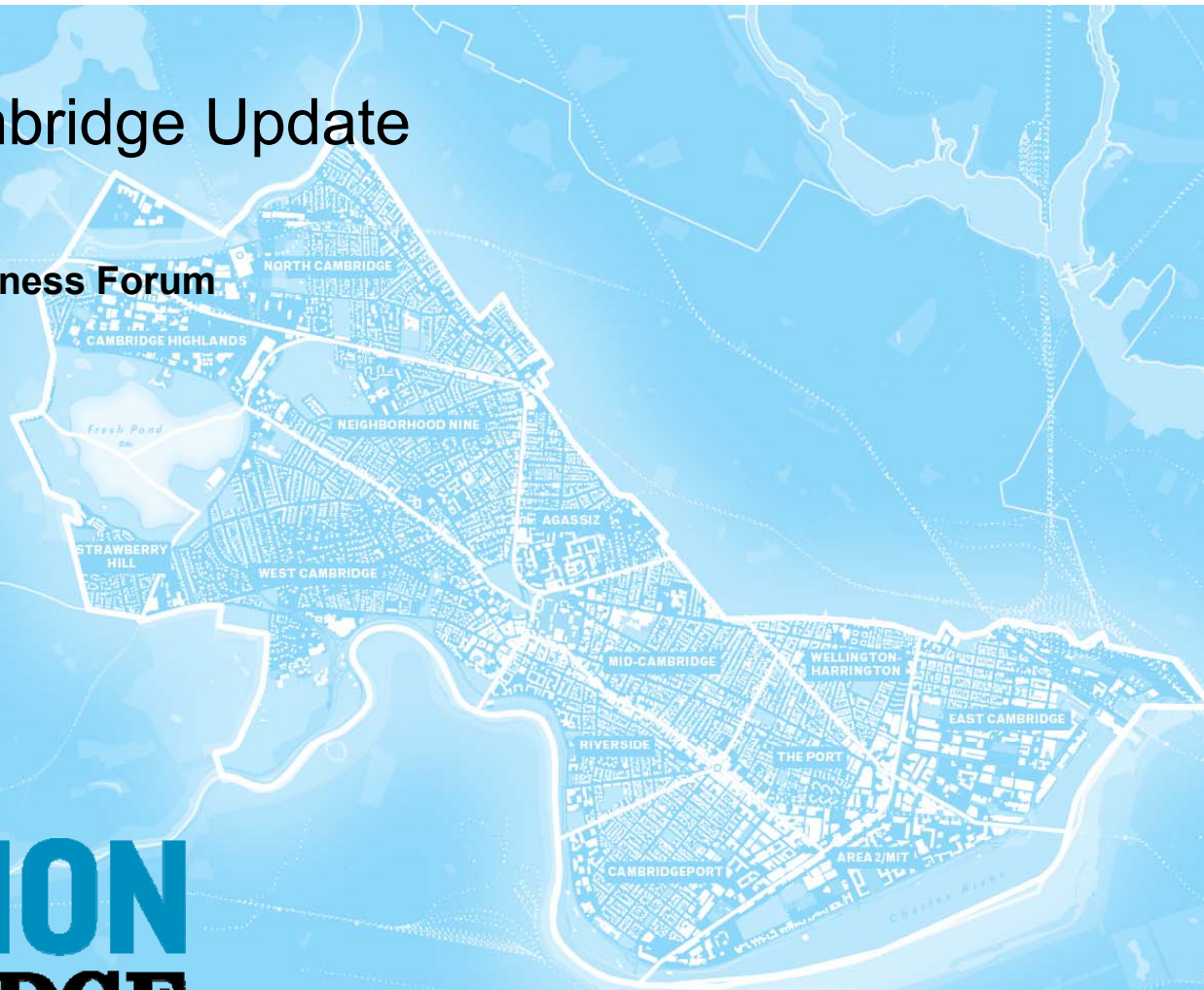
Envision Cambridge

# Envision Cambridge Update

The Carl Barron Business Forum

February 28, 2017

# ENVISION CAMBRIDGE

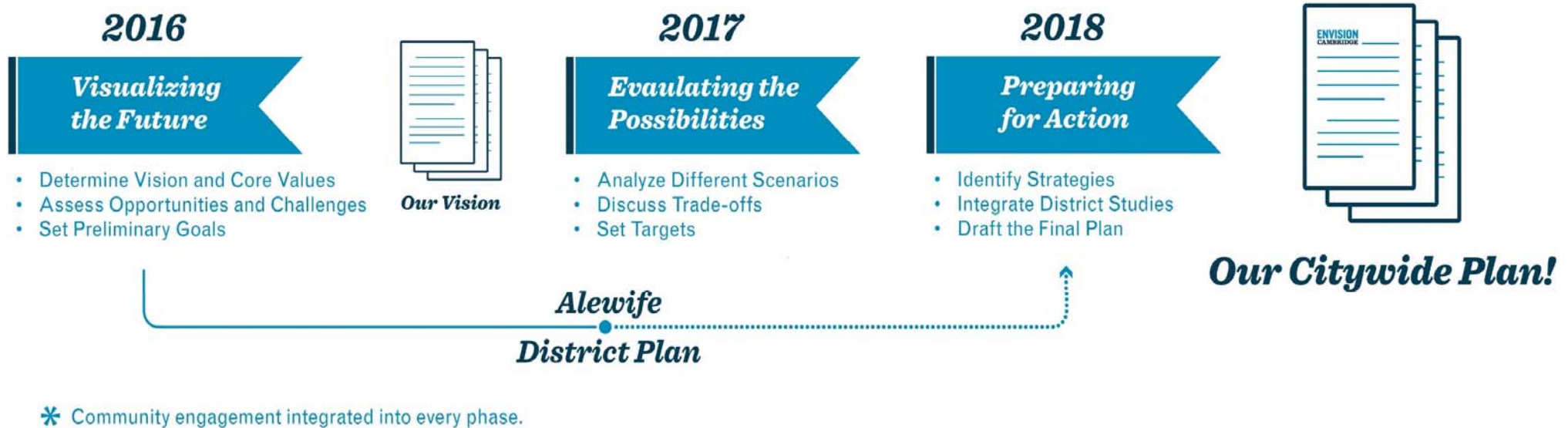


# Envision Cambridge

- Community process to establish a **shared citywide vision** for Cambridge.
- **Plan for growth and change** based on shared priorities.
- **Get a more holistic perspective** on key city policy decisions about energy, climate change, mobility, growth management, etc. so these issues are not considered in silos.
- **Create an inclusive citywide discussion** that engages the voices who aren't typically at the table.



# Project Schedule



Community Engagement will be an integral part of every phase.

# Vision and Core Values

## Vision: What we want to be

*“Cambridge is a forward-thinking, welcoming, and diverse city. We enjoy a high quality of life and thrive in a sustainable, inclusive, and connected community.”*

## Core Values: What is important to us

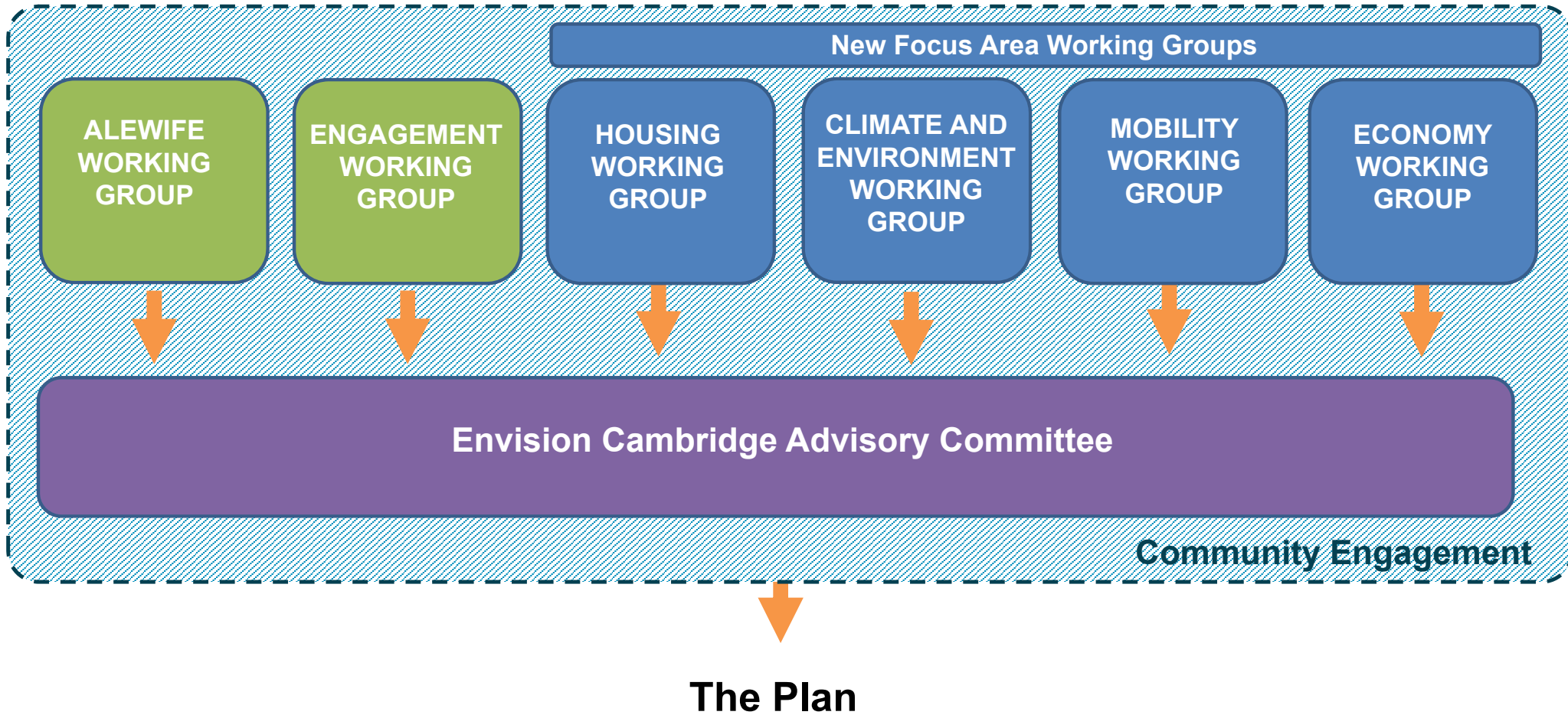
- Livability
- Diversity and Equity
- Learning
- Community Health and Wellbeing
- Economic Opportunity
- Sustainability and Resilience



# Planning Framework

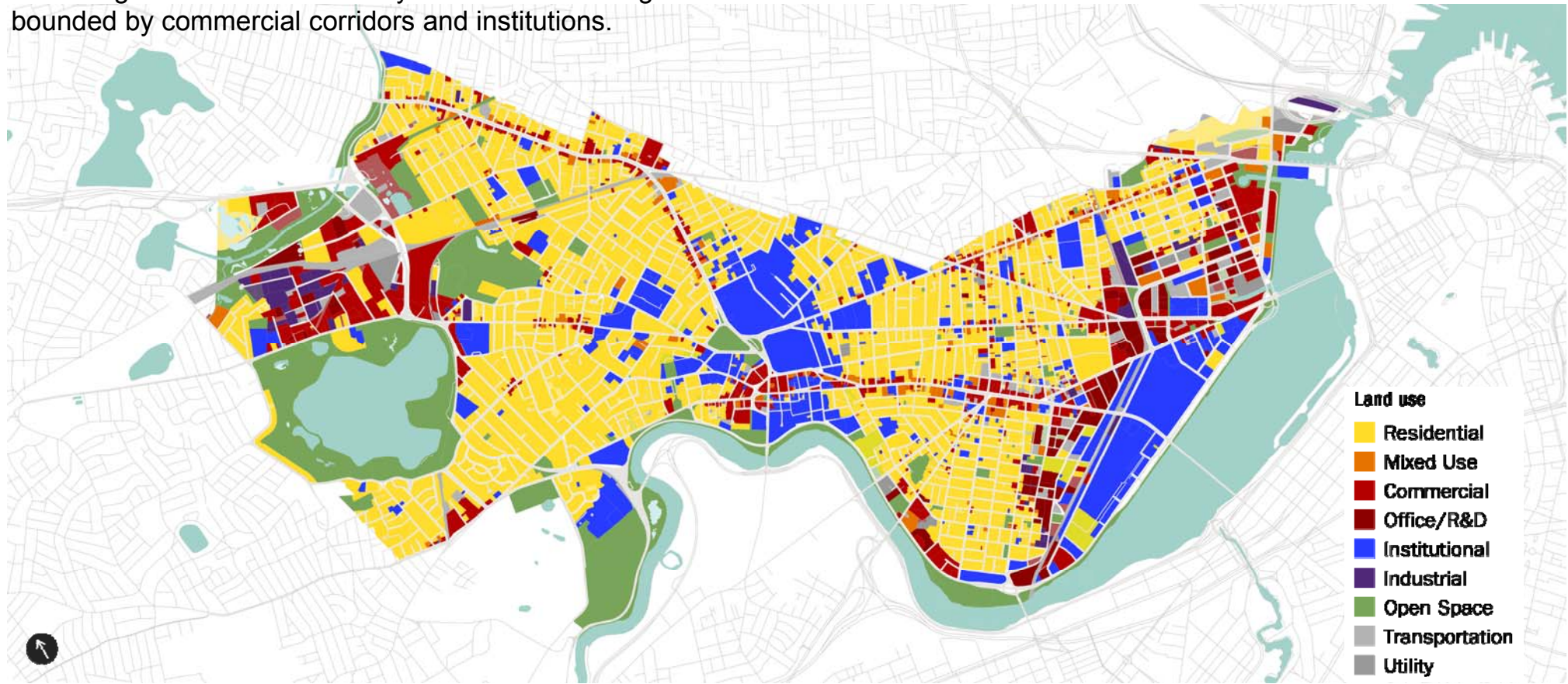


# Envision Cambridge Advisory Committee and Working Groups



# Setting the Larger Context: Parcels by Land Use

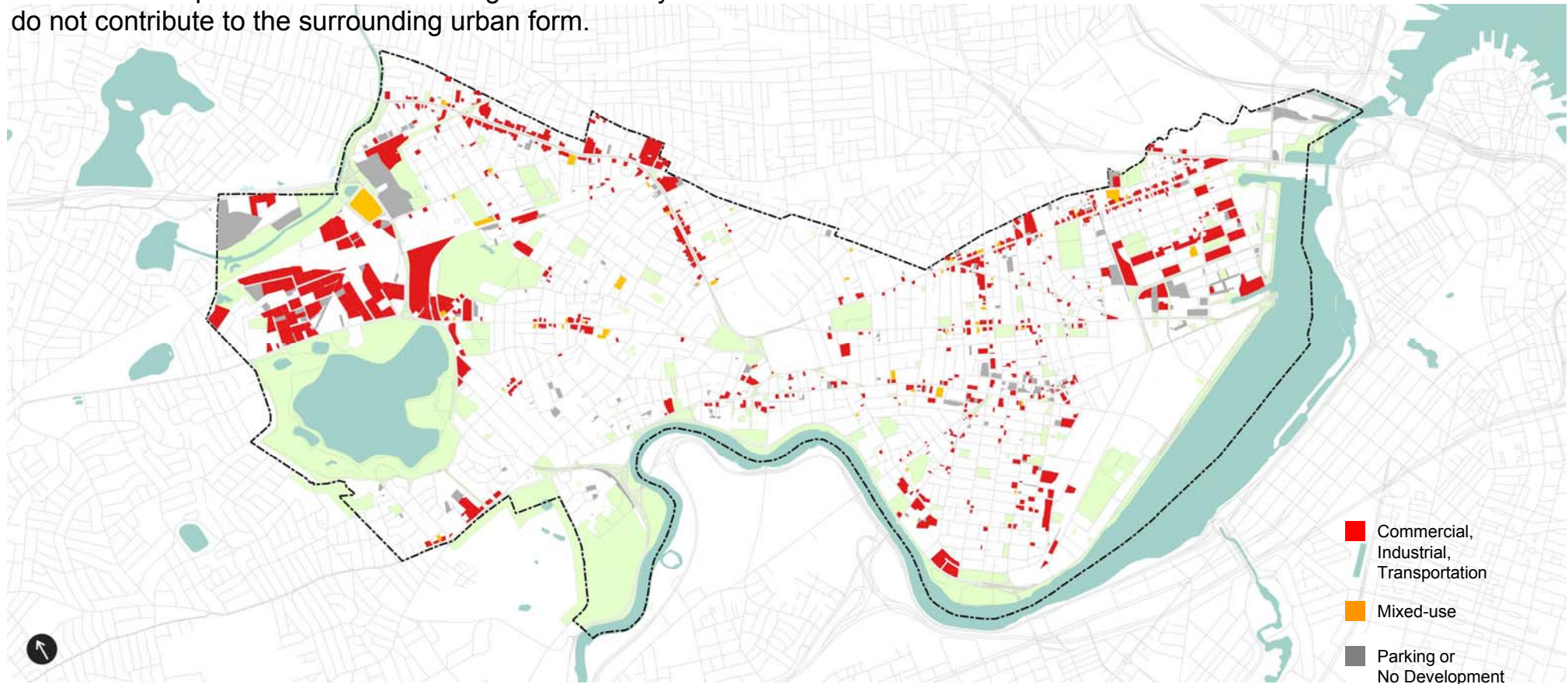
Cambridge's diverse and socially-rich residential neighborhoods are bounded by commercial corridors and institutions.



Source: Cambridge CDD

## Commercial and Mixed-use: FAR < 1.5 or Height < 40 ft.

Some of these parcels are built to a height and density that do not contribute to the surrounding urban form.



Source: Cambridge CDD and Assessing Department, excludes institutionally owned parcels

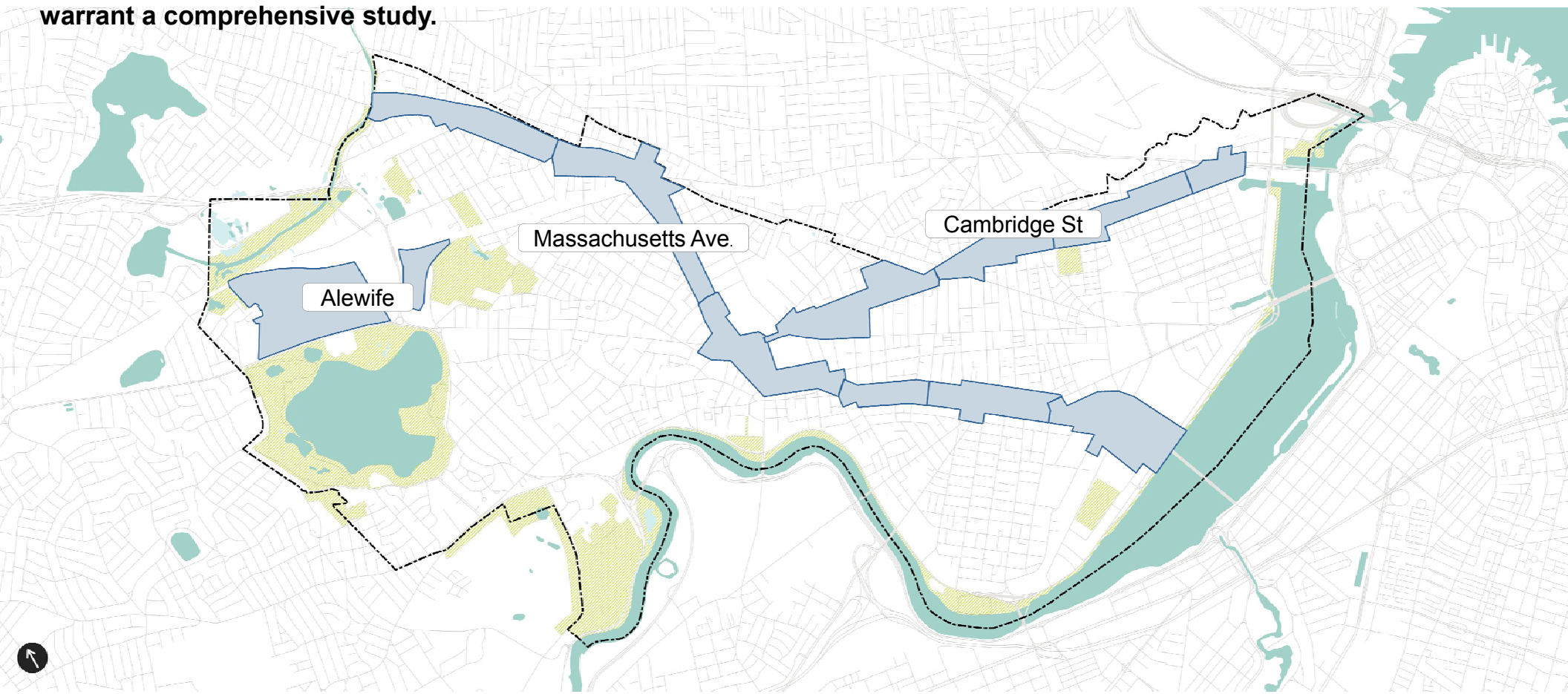
# Corridors



# The Quadrangle, Alewife



The corridors and Alewife are two areas of the City that warrant a comprehensive study.

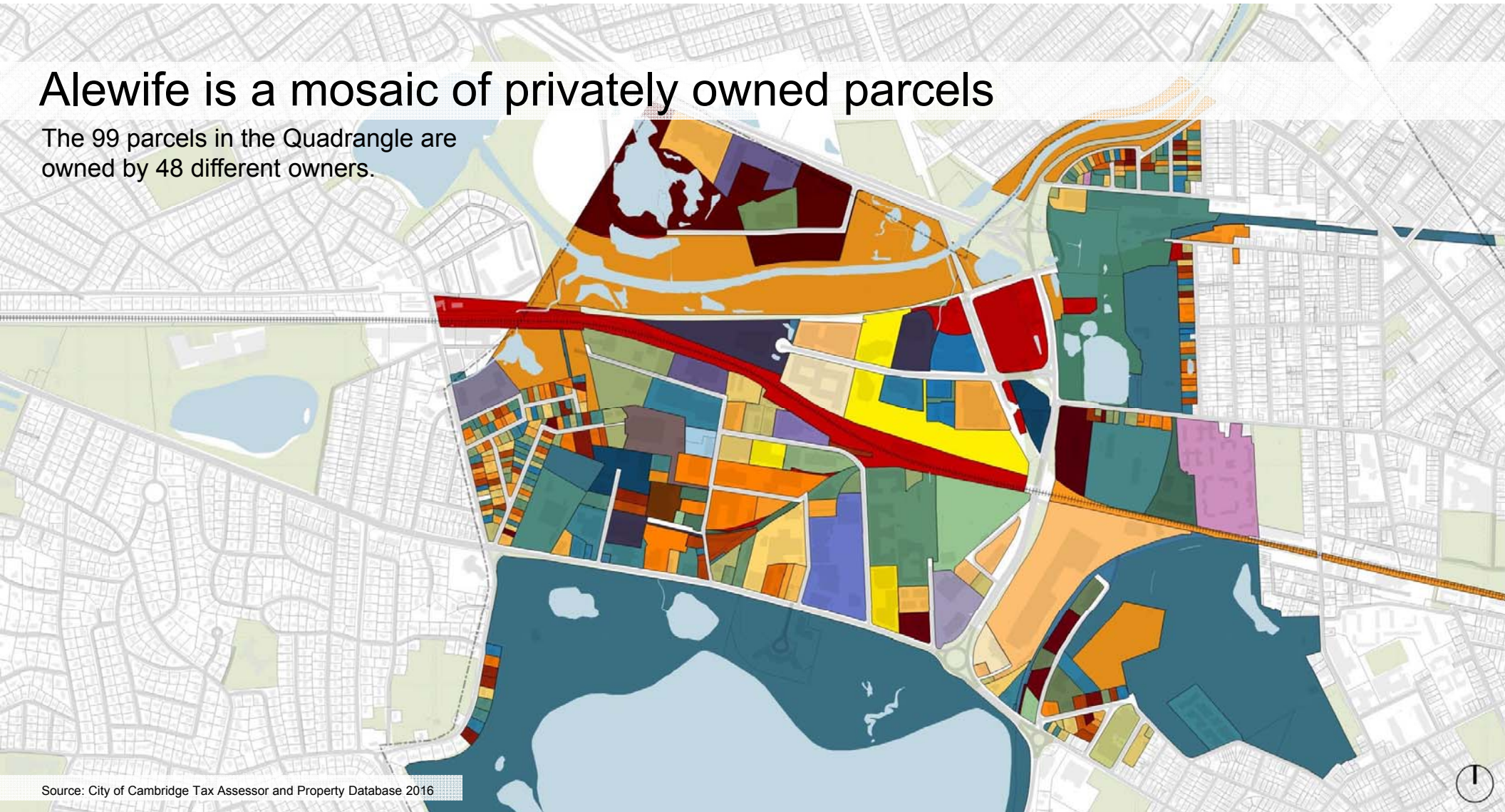


## Alewife Vision

*“Alewife should be a sustainable, resilient, mixed-used district with convenient and safe connections within the neighborhood and to the rest of the city along with amenities that support interaction and social ties among its residents.”*

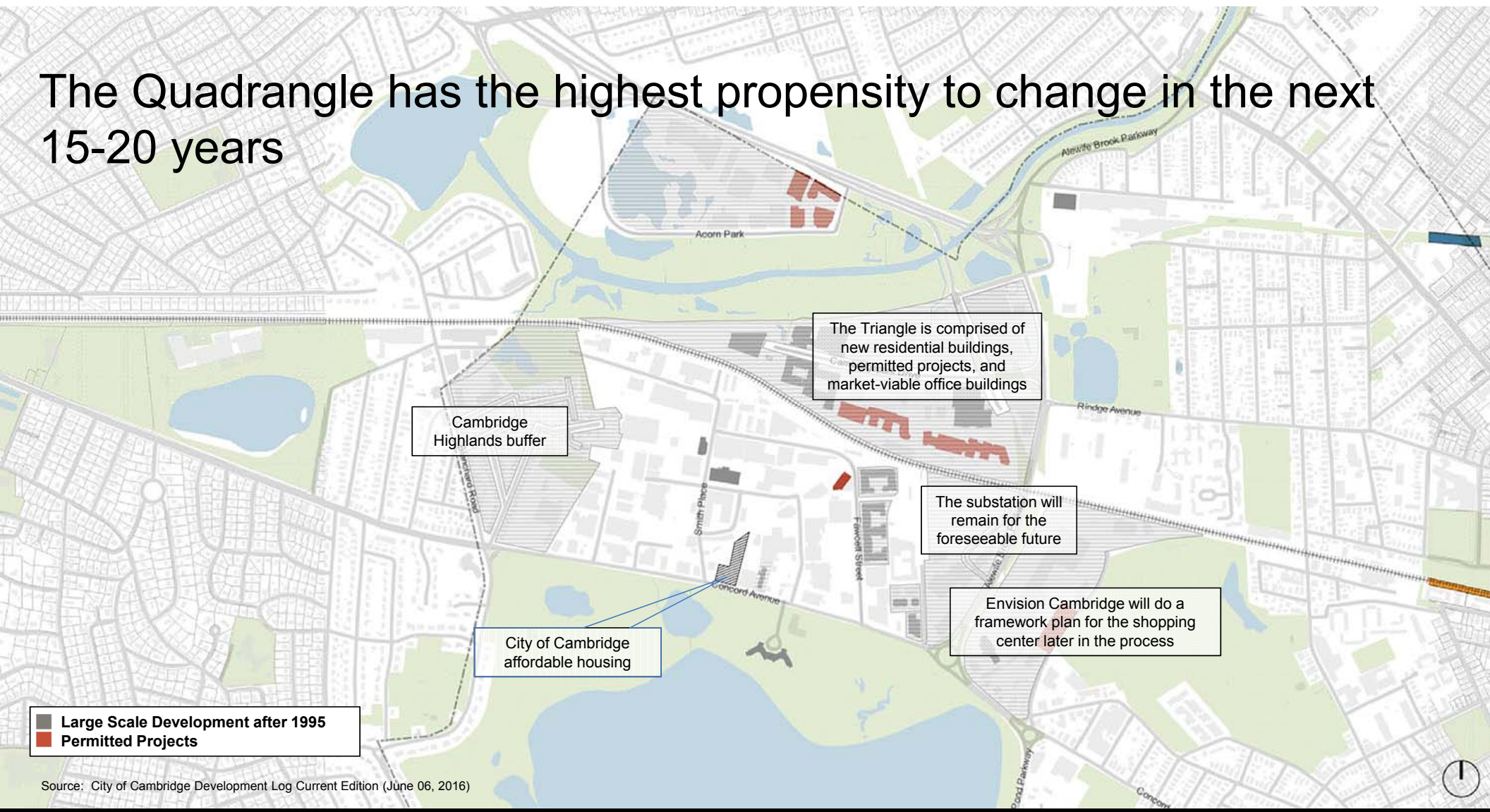
# Alewife is a mosaic of privately owned parcels

The 99 parcels in the Quadrangle are owned by 48 different owners.



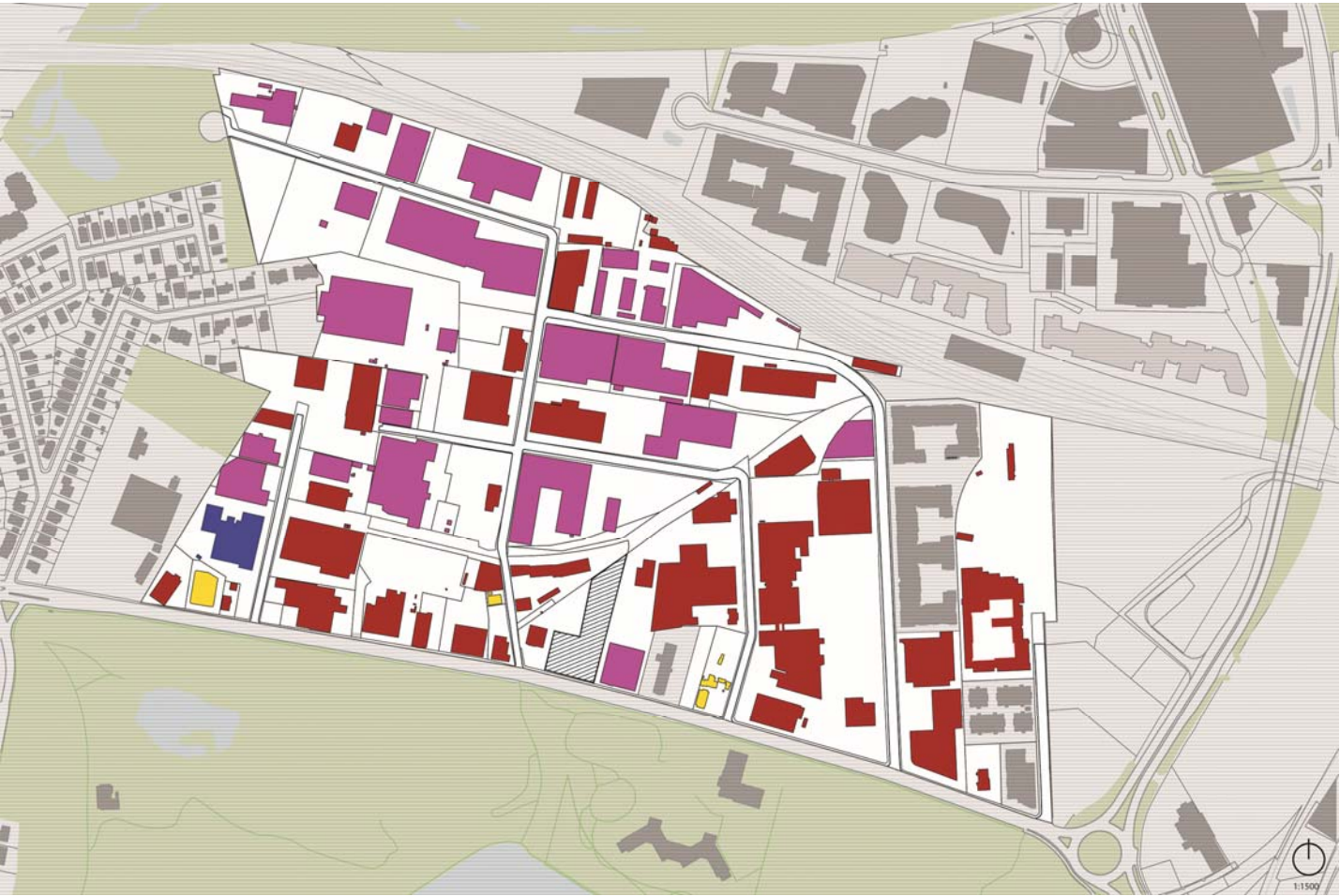
Source: City of Cambridge Tax Assessor and Property Database 2016

# The Quadrangle has the highest propensity to change in the next 15-20 years



Source: City of Cambridge Development Log Current Edition (June 06, 2016)

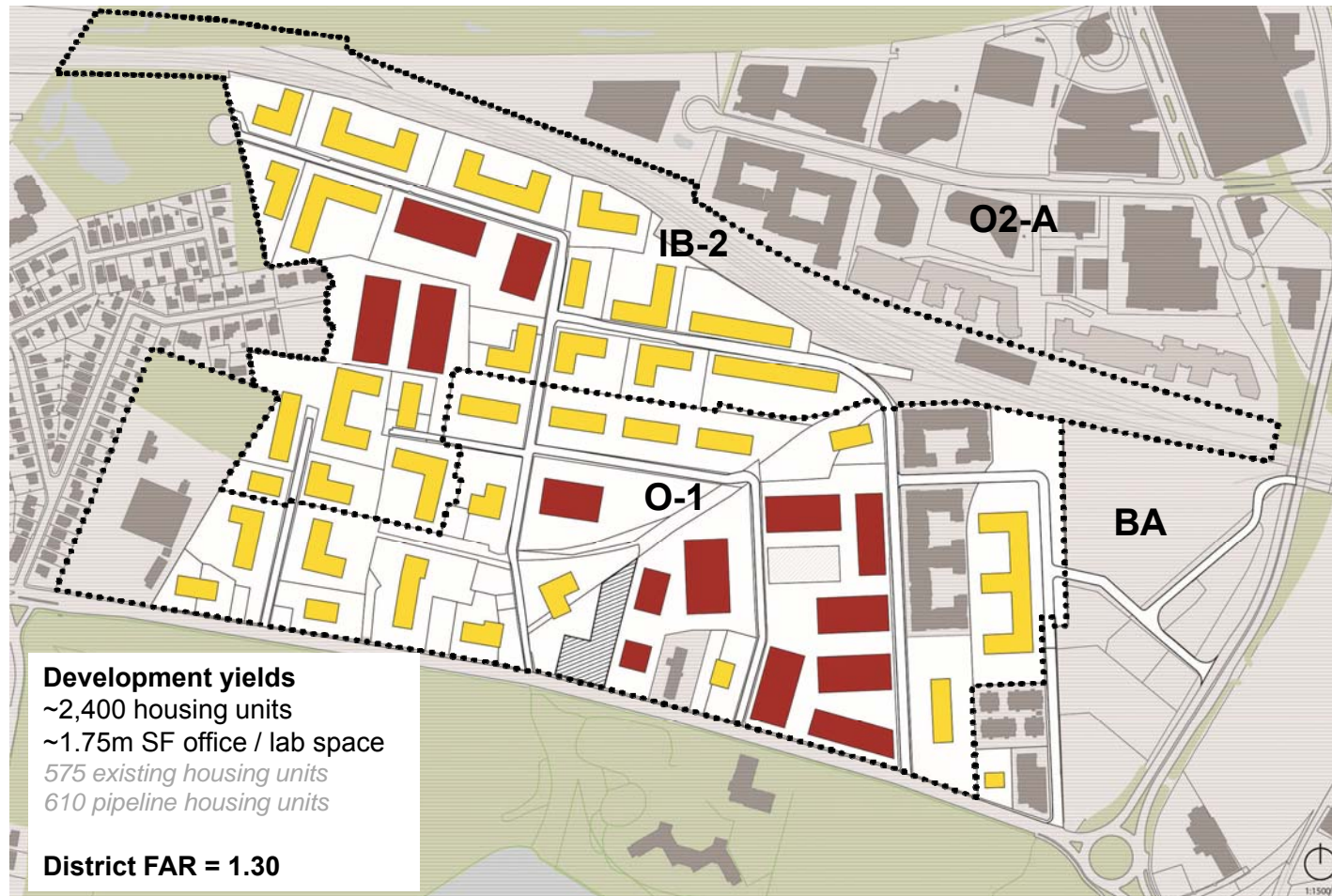
# Existing Land Use



District FAR = 0.61

- Educational
- Industrial
- Commercial
- Residential
- Parcels less likely to be developed
- Existing Development
- Permitted Projects
- Future Projects

# Baseline: Testing capacity and urbanism under current zoning



## Zoning Summary

**IB-2:** 15' front setback with no required rear or sideyards. Under special permit:

- Max. FAR: 1.5
- Max. Height Non-residential: 55'
- Max. Height Residential: 65'

**O-1:** All setback determined by formula relating to the building's dimensions. Under special permit:

- Max. FAR Non-Residential: 1.5
- Max. FAR Residential: 2.0
- Max. Height Non-residential: 70'
- Max. Height Residential: 85'

- Commercial
- Residential
- Parcels less likely to be developed
- Existing Development
- Permitted Projects
- Future Projects



# Scenario development

Optimized Baseline	Mixed-use residential	Mixed-use commercial	Mixed-use industrial
<ul style="list-style-type: none"><li>• Create better urbanism at the same density and use-mix as currently allowed</li></ul>	<ul style="list-style-type: none"><li>• Significantly increase housing</li><li>• Incentivize less suburban development</li><li>• Fewer vehicular trips generated</li></ul>	<ul style="list-style-type: none"><li>• Create better urbanism with the same use-mix at a higher density</li><li>• Increase the commercial tax base</li><li>• Create jobs</li><li>• Minimize residents in the floodplain</li></ul>	<ul style="list-style-type: none"><li>• Provide low-barrier-to-entry jobs for residents</li><li>• Provides space for fabricators and start-ups</li><li>• Avoid building residential in floodplain</li><li>• Add minimal vehicular traffic (trade-off of higher percentage of truck traffic)</li></ul>

# Optimized Baseline



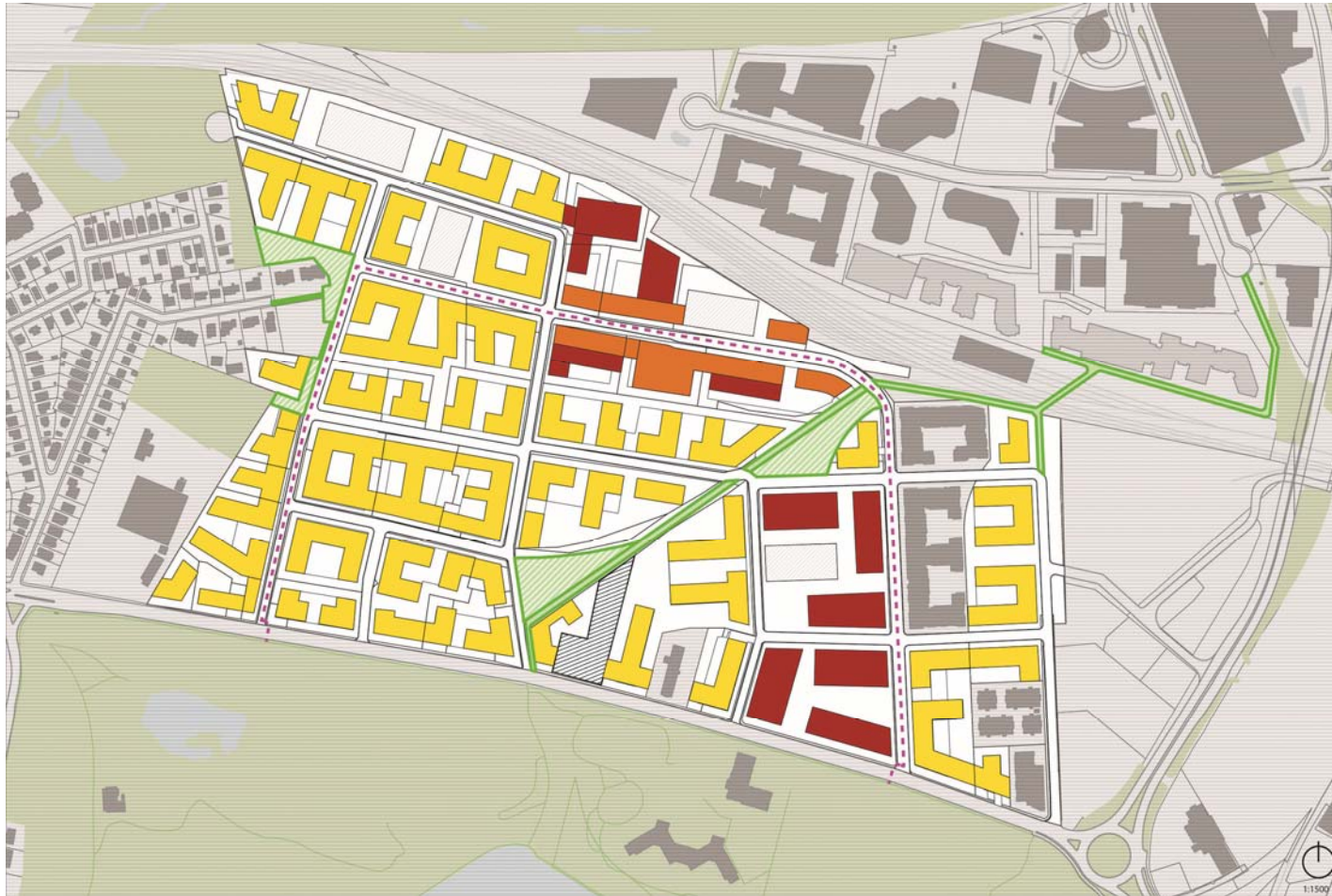
## Development yields

- ~2,800 housing units
- ~1.51m SF office / lab space
- ~142,000 SF of ground floor retail
- *575 existing housing units*
- *610 pipeline housing units*

**District FAR = 1.50**

- Retail (Mixed-use)
- Commercial
- Residential
- New Bicycle/Pedestrian Connections
- ... Bicycle Lanes
- ▨ Open Space

# Mixed-use Residential



## Development yields

- ~4,000 housing units
- ~2.61m SF office / lab space
- + 390,000 SF office / lab (with HRO)
- 126,000 SF of ground floor retail
- 575 existing housing units
- 610 pipeline housing units

## District FAR = 2.05

## District FAR = 2.37 (with HRO)

- Retail (Mixed-use)
- Commercial
- Residential
- New Bicycle/Pedestrian Connections
- ... Bicycle Lanes
- ▨ Open Space

# Mixed-use Commercial



## Development yields

- ~1,800 housing units
- ~5.9m SF office / lab space
- + 860,000 SF office / lab (with HRO)
- 126,000 SF of ground floor retail
- 575 existing housing units
- 610 pipeline housing units

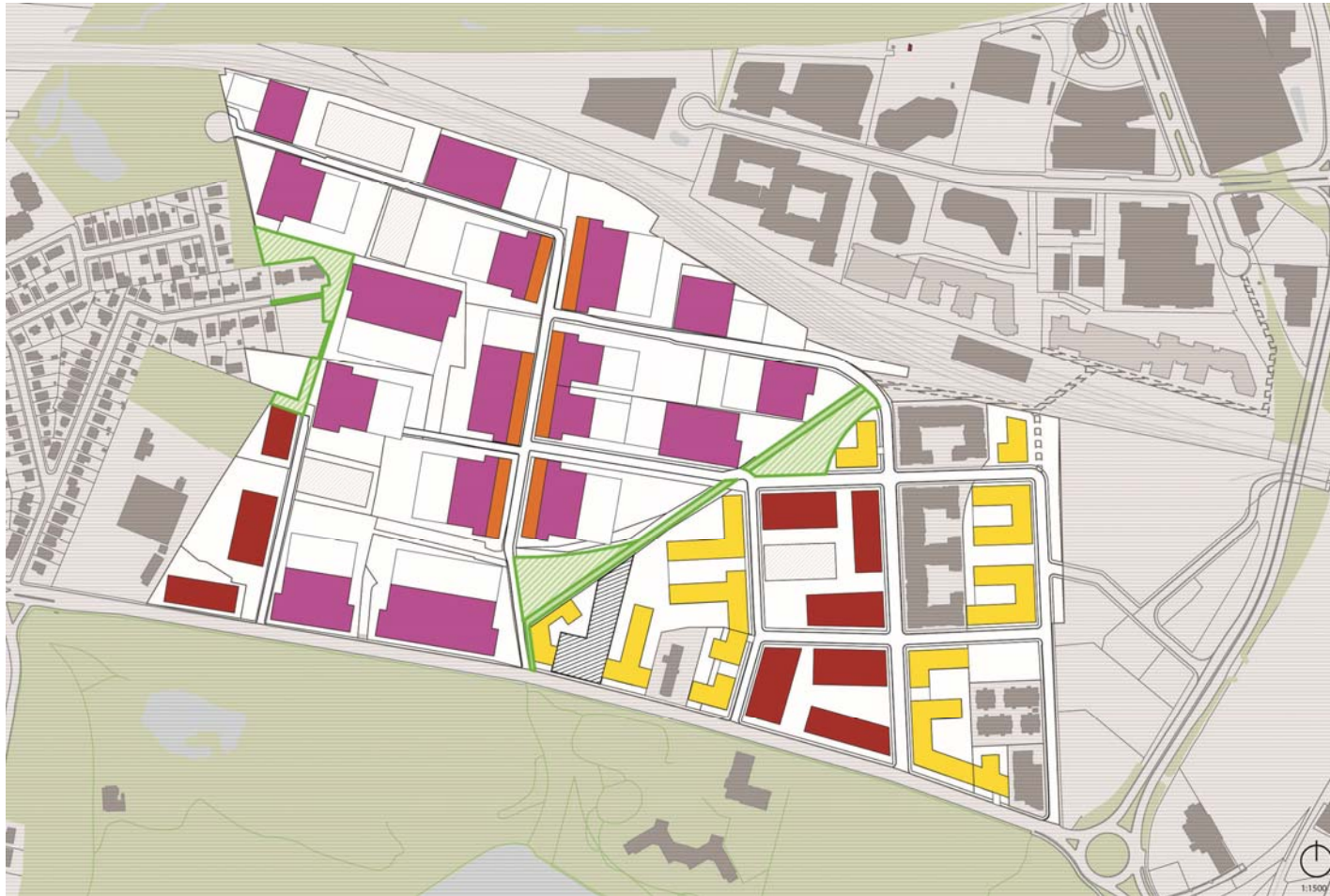
**District FAR = 2.34**

**District FAR = 2.64 (with HRO)**

- Retail (Mixed-use)
- Commercial
- Residential
- New Bicycle/Pedestrian Connections
- ... Bicycle Lanes
- ▨ Open Space










# Mixed-use Industrial



## Development yields

- ~1,000 housing units
- ~2.16m SF office / lab space
- ~79,000 SF of ground floor retail
- ~648,000 SF of industrial space
- ~1,300 industrial jobs
- *575 existing housing units*
- *610 pipeline housing units*

## District FAR = 1.27

-  Mixed use light industrial, commercial above
-  Retail (Mixed-use)
-  Commercial
-  Residential
-  New Bicycle/Pedestrian Connections
-  Bicycle Lanes
-  Open Space

# What to consider when evaluating scenarios: Housing



**Housing units:** Number of housing units created to meet citywide housing needs

**Affordable units:** Number and type (e.g., 3-bedroom) created

**Housing market:** Potential effect of new housing growth on the overall Cambridge housing market





# What to consider when evaluating scenarios: Jobs

## **Commercial space and jobs:**

Increased space for growing economic sectors

**Access to jobs:** Skill and education level needed for different economic sectors



# What to consider when evaluating scenarios: Mobility

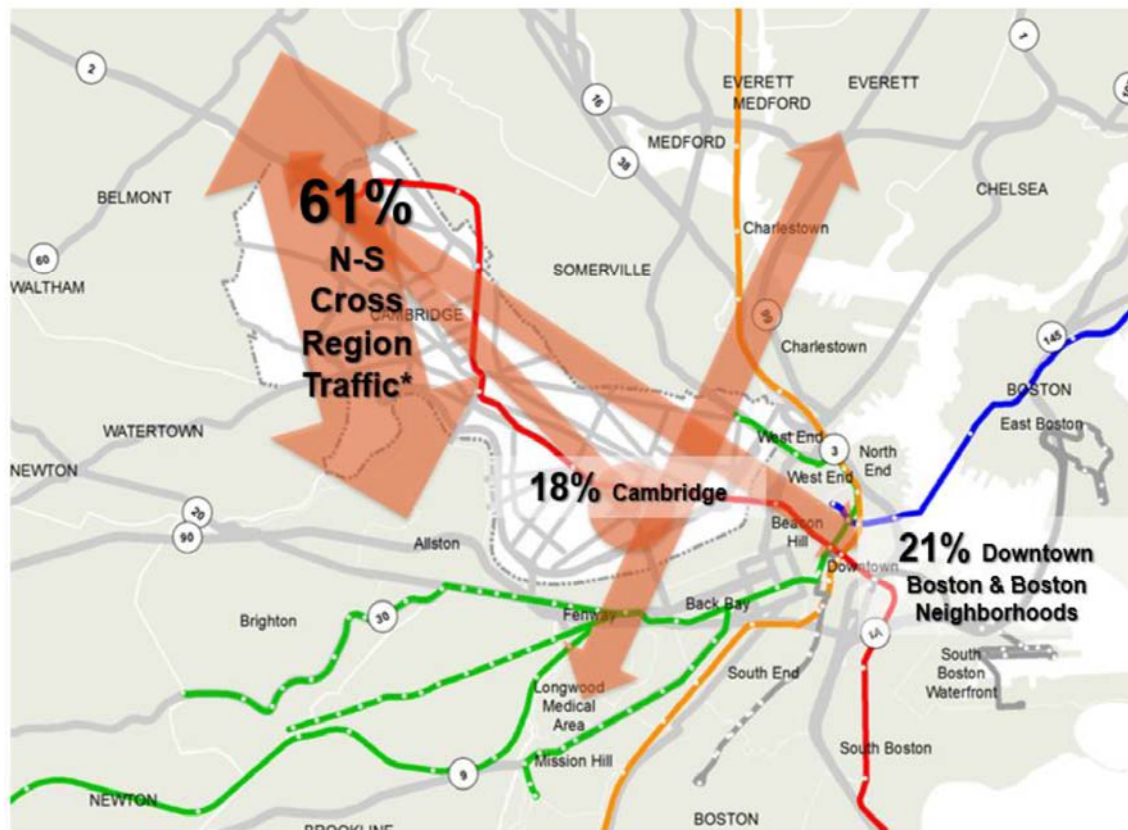


**Vehicular trips:** Managed number of auto of trips generated and/or vehicle trip reduction

**Transit:** Increased number of transit users and transit options

**Active Transportation:** Increased number of people biking and walking

Through Volumes



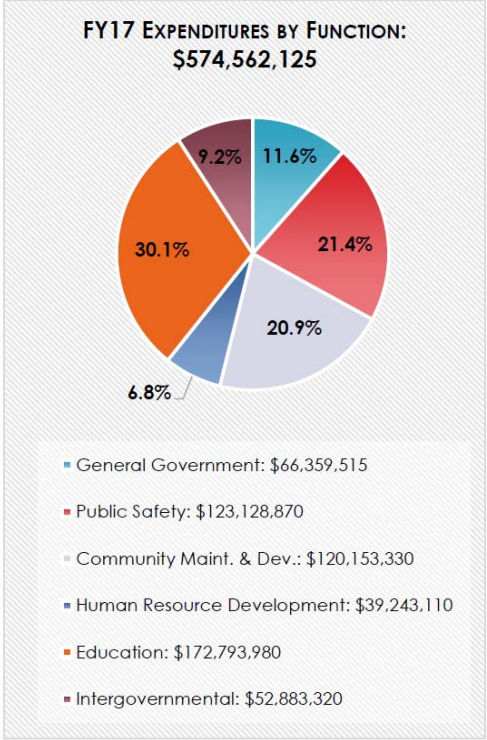
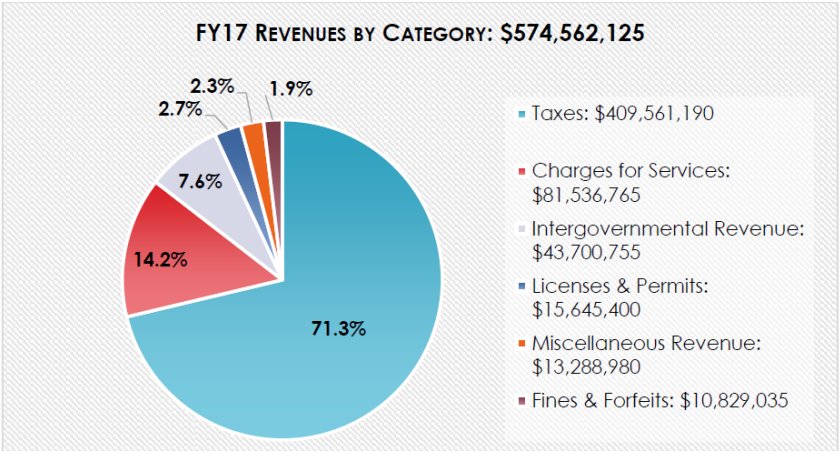
\* Based on interpretation of 2010 CTPS regional travel demand model data

# What to consider when evaluating scenarios: Revenue and Fiscal Impacts

**Tax revenue:** Increased commercial or residential tax base, which supports robust city services, schools, open space improvements, etc.

**Fiscal Impacts of Development:** Increased cost of service for new residents and workers

## FINANCIAL SUMMARIES – FY17 OPERATING BUDGET



# Environment

**Resilience from sea level rise, storm surge, and precipitation:**  
Reduced vulnerability

**Energy:** Reduced GHG emissions and enhanced resilience

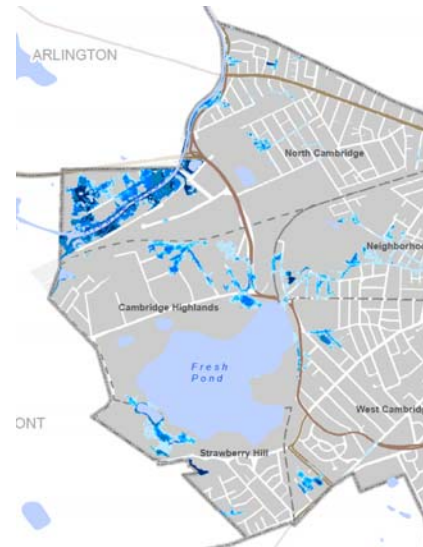
**Water:** Water conservation, clean waterways, and reliable drinking supply

**Materials and Waste:** Soil remediation, zero waste goals, circular economy

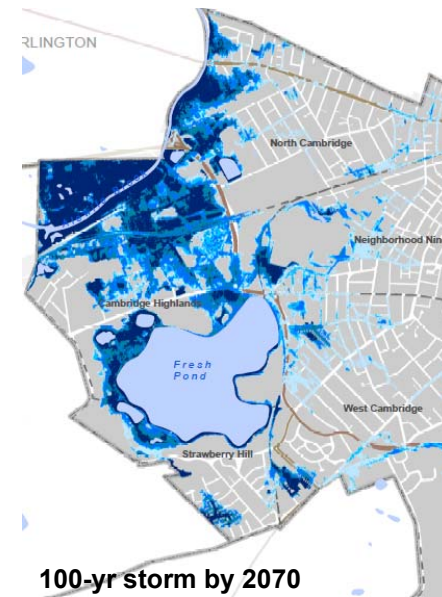
**Urban Heat Island:** Increased tree canopy, reduced pavement, open space requirements



**Present 10-yr storm**



**10-yr storm by 2070  
Additional 35 MG Flood Volume**



**100-yr storm by 2070  
Additional 290 MG Flood Volume**

# Resilient Urbanism



# Next Steps

## Alewife

- Present detailed impacts of scenarios (March)
- Develop new or refined scenarios based on feedback (April)
- Public workshop (early spring)
- Draft plan (late spring/early summer)

## Citywide

- Existing conditions analysis report coming soon
- Focus Area Working Groups: First meetings in April
- Next Envision Cambridge Advisory Committee meeting: March 1, 6pm at 344 Broadway



## Discussion Questions

- What do you think about the Alewife scenarios?
- What do you see as the greatest challenge for your business/sector?
- What do you see as the greatest opportunity for your business/sector?
- What kind of change would you like to see on the commercial corridors?