

An aerial photograph of Cambridge, Massachusetts, showing a mix of urban development, green spaces, and water bodies. The image is overlaid with a semi-transparent blue filter. The text 'ENVISION CAMBRIDGE' is prominently displayed in the upper left corner in a large, bold, black sans-serif font. Below it, 'Alewife Planning' is written in a smaller, black sans-serif font. In the lower left, 'Planning Board Update' is written in a large, white sans-serif font, and 'June 6, 2017' is written below it in a smaller, white sans-serif font. The footer contains logos and text for the City of Cambridge, utile, Envision Cambridge, and the planning board update date, along with the website 'envision.cambridgema.gov' and the page number '1'.

# ENVISION CAMBRIDGE

Alewife Planning

## Planning Board Update

June 6, 2017



# Agenda

## **Project Update**

### **Alewife**

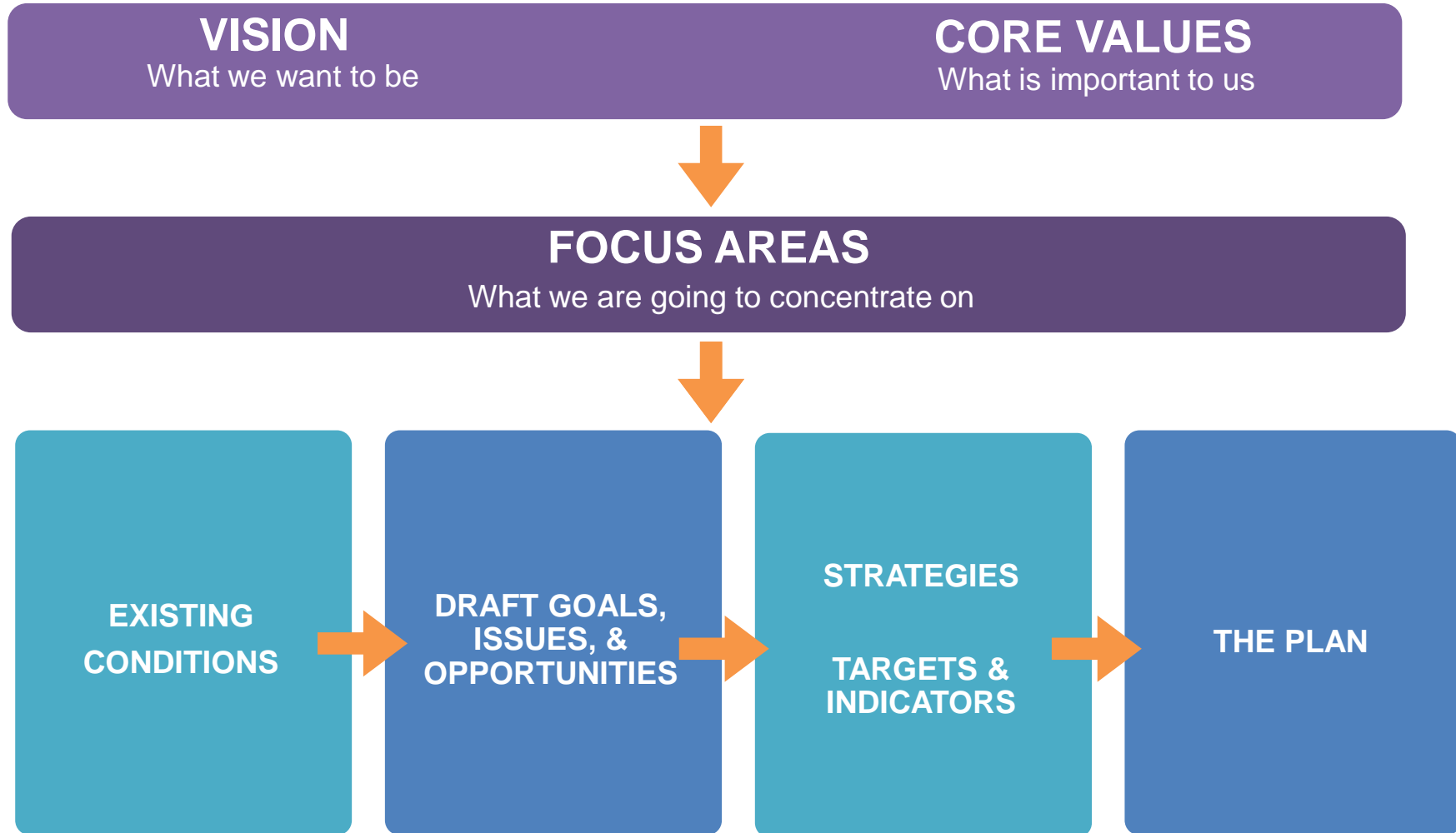
Quadrangle Scenario

### **Next Steps**

Corridors

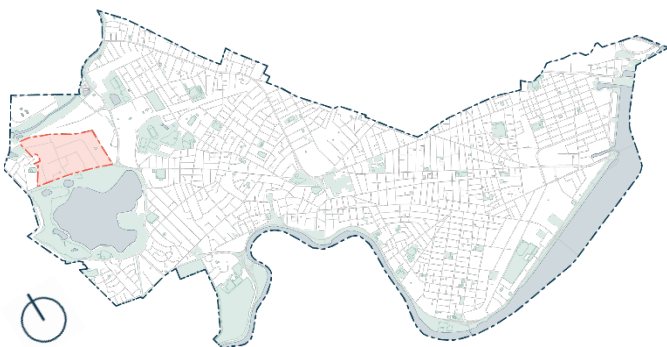
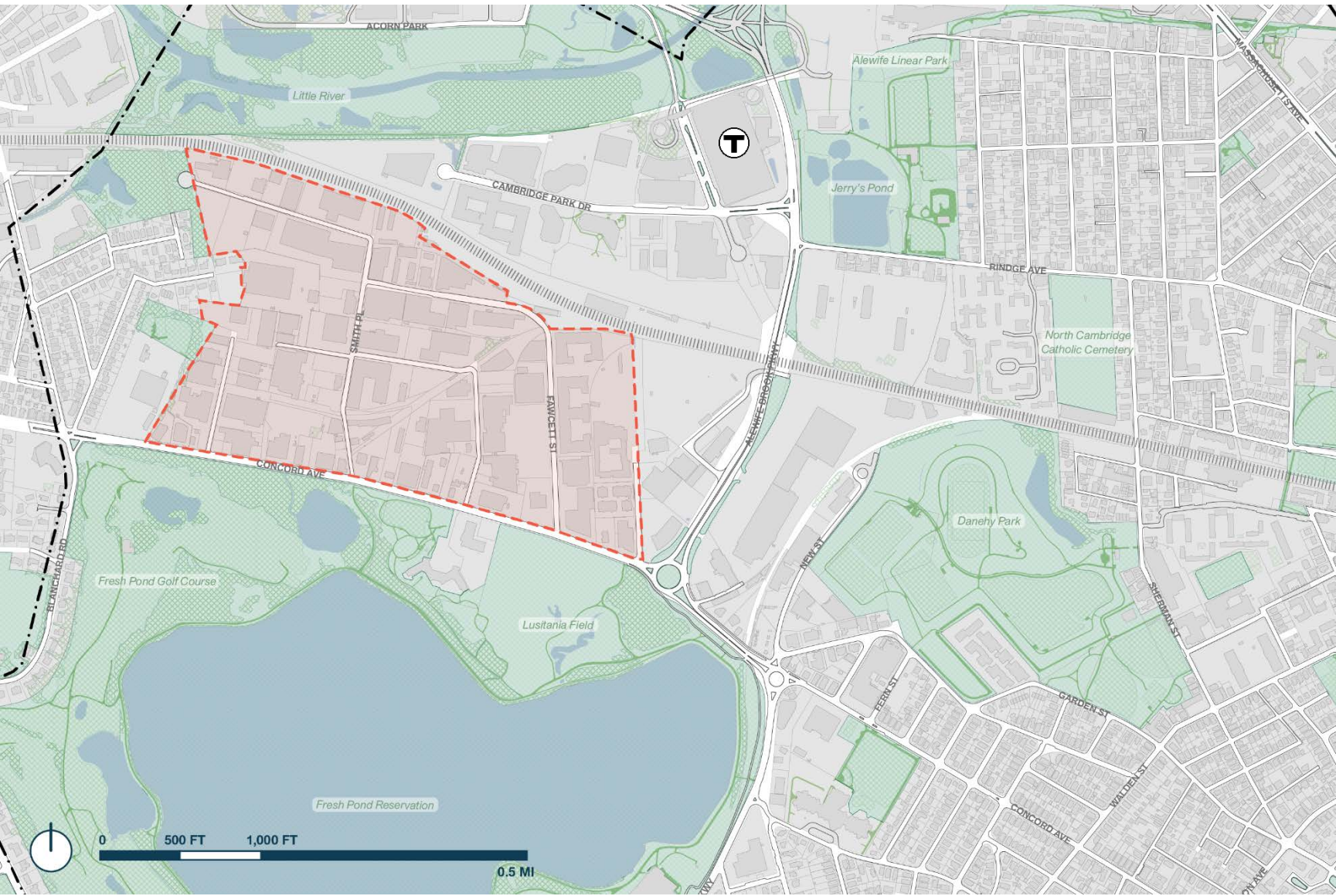
## **Discussion**

# Project Framework





# Alewife: The Quadrangle



 Alewife Quadrangle



# District As-Built



District FAR	0.61
Total GFA	2.48m SF
– Housing units*	494 units
– Office / lab space	905,500 SF
– Industrial space	826,550 SF
– Institutional uses	197,300 SF

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





# Relevant Engagement to date

## Mobile Engagement Station:

- Huron Avenue, March 26, 2016
- Alewife Sewer Separation, Tobin School, March 30, 2016
- Alewife T Station, April 6, 2016
- Collins Branch Library, April 11, 2016
- Fresh Pond Day, June 11, 2016
- Family Fun Day, Rindge Field, June 24, 2016
- Summer Barbecue, Rindge Towers, July 28, 2016
- DPW BBQ at Observatory Hill, September 15, 2016
- Danehy Park Family Day, September 17, 2016
- DPW Neighborhood BBQ: North Cambridge, September 22, 2016
- DPW Neighborhood BBQ: West Cambridge, October 5, 2016
- Fresh Pond Day, May 20, 2017

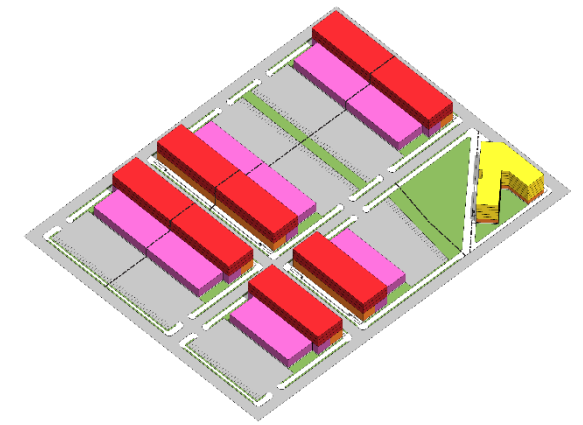
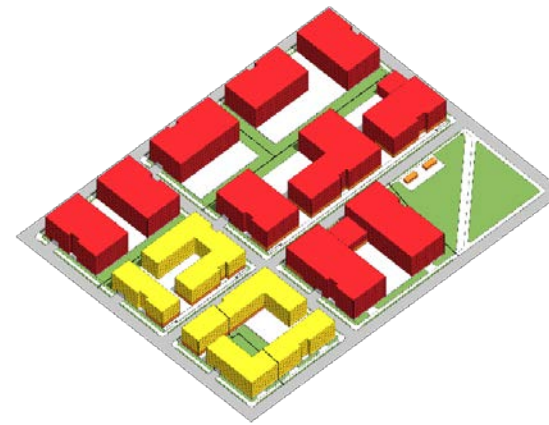
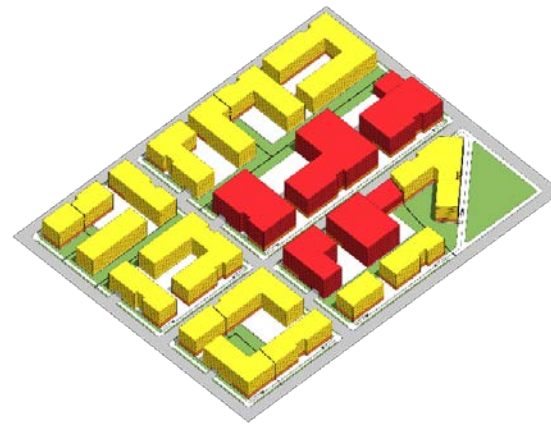
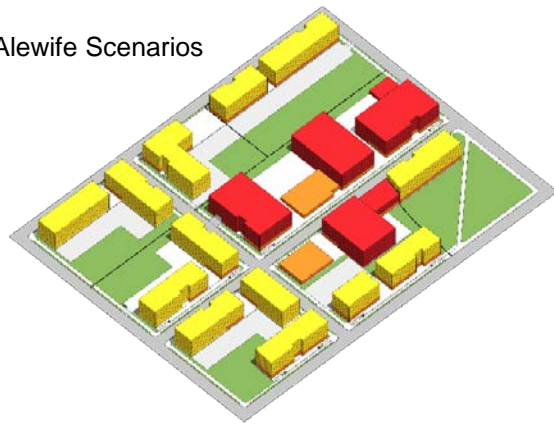
## Street Teams / Surveys:

- Alewife T
- Alewife Reservation
- Fresh Pond
- Trader Joe's in Alewife
- Rindge Towers
- Danehy Park
- Rindge Field
- Russell Field
- Sarah's Market and Café
- Gately Youth Center
- Haggerty School
- Cambridge Center for Families
- Banneker Charter School
- O'Neill Branch Library
- Tobin School
- Sofra Bakery
- Crate Escape too



*Mobile Engagement Station, Family Day at Danehy Park, September 17, 2017*





Optimized Baseline	Mixed-use Residential	Mixed-use Commercial	Mixed-use Industrial
<ul style="list-style-type: none"> <li>• Same use-mix as the Baseline: 2/3 Residential and 1/3 Commercial</li> <li>• Revised setback requirements to improve the urbanism and increase flood resiliency</li> </ul>	<ul style="list-style-type: none"> <li>• Same use-mix and urban design/resiliency approach as the Optimized Baseline</li> <li>• Increased densities</li> <li>• Increase the housing supply (market-rate and affordable)</li> </ul>	<ul style="list-style-type: none"> <li>• Same urban design/resiliency approach and densities as the Mix-use Residential</li> <li>• Use-mix favors Commercial: 2/3 Commercial and 1/3 Residential</li> <li>• Increase commercial tax base and minimize residents in the flood plain.</li> </ul>	<ul style="list-style-type: none"> <li>• Density same as Baseline</li> <li>• Same resiliency approach as other scenarios</li> <li>• Provide low-barrier-to-entry jobs for residents</li> <li>• Provide space for fabrication and maker businesses</li> <li>• Minimize residents in the floodplain</li> </ul>

*These scenarios for the Quadrangle were presented in February and March 2017.*

# Alewife Process to date

## 8 Alewife Working Group meetings

- May 19, 2016 (25 attendees)
- June 14, 2016 (11 attendees)
- September 15, 2016 (18 attendees)
- October 20, 2016 (20 attendees)
- November 17, 2016 (24 attendees)
- *January 26, 2017 (38 attendees)*
- *March 7, 2017 (38 attendees)*
- *April 27, 2017 (21 attendees)*

## One Alewife-focused Envision Cambridge Advisory Committee meeting

- *January 18, 2017 (29 attendees)*

*Note: Alewife Quadrangle scenarios were shared at the italicized meetings above.*

## 3 Public Workshops at the Tobin School

- Listening Workshop, March 2016 (40+ attendees)
- Visioning Workshop, July 2016 (45+ attendees)
- *Alewife Scenarios Workshop, February 2017 (70+ attendees)*



*Workshops in March 2016 (top) and July 2016 (bottom)*



# What we heard

**Existing businesses:** There was general concern about existing businesses and how they fit into the long-term plan for Alewife.

**Industrial uses:** Several people stated that industrial uses are **an important part of Cambridge's history, job base, and identity**. However, there was also concern that industrial uses remaining would mean keeping the same urban form, traffic patterns, etc.

**Public Improvements and Amenities:** Several people asked about open space and want to understand the **proposed open space** in relation to other open spaces nearby and elsewhere in Cambridge.

**Land Use:** There was general interest in pursuing **a more complex mixed-use scenario, with 21<sup>st</sup>-century industrial and innovation uses** and maintaining **a balance of housing and jobs**.

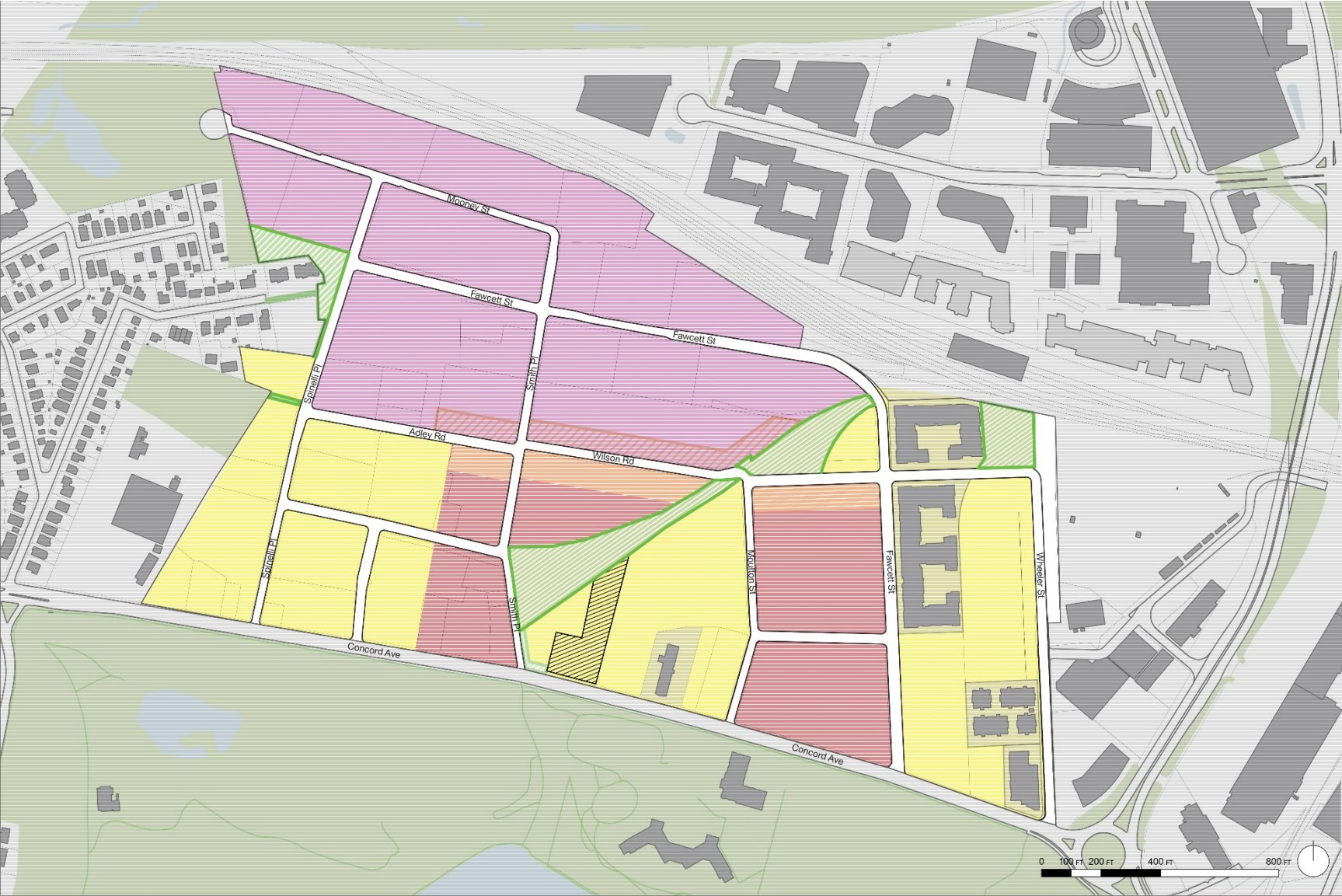
**Effects of new development:** Members of the public asked about the need for new infrastructure and streets with new development, as well as new costs, such as schools and City services. Several people mentioned **traffic** and said that the surrounding streets (Concord Ave, Alewife-Brook Parkway) are already at a breaking point.

**Urban Form:** Several people expressed a **desire for building variety** and a stronger urban form, with similarly scaled buildings and **less monolithic facades**.

**Surrounding neighborhoods:** There were conflicting desires to **connect neighborhoods**, such as the Highlands to Alewife, and also for a **buffer**. Many wanted to understand how the scenarios would relate to the Highlands, Huron Village, and the rest of West Cambridge.

**Vision:** Alewife needs a **vision that goes beyond pragmatism** in these scenarios. It needs to become a **real neighborhood**.

# Proposed land use



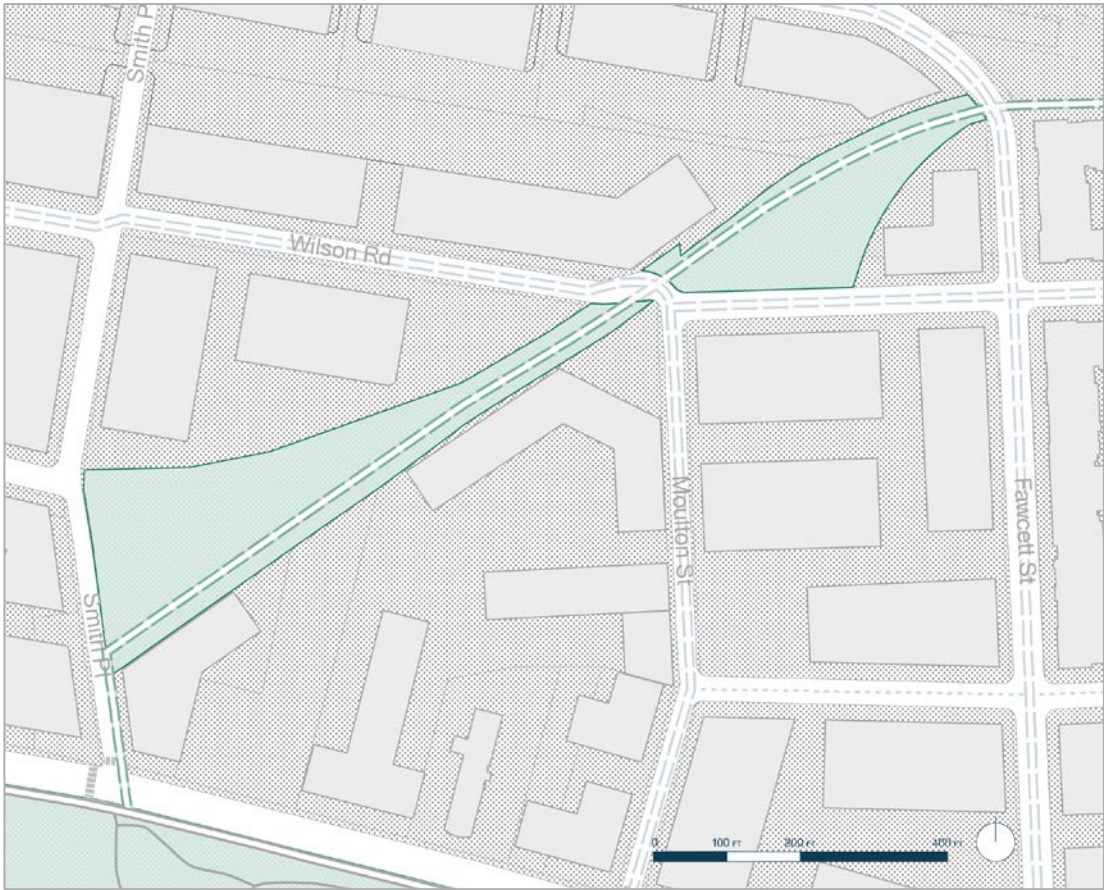
## Guiding considerations:

- Create a mixed-use district that has low barrier-to-entry jobs.
- Create a “Main Street” with active ground-floor uses.
- Achieve a scaled transition towards Cambridge Highlands.

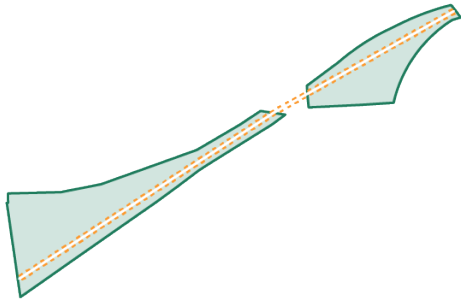
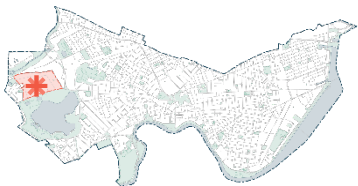
- Open Space
- Residential
- Commercial
- Mixed-use
- Industrial/Commercial Hybrid
- Institutional
- Other



# Proposed Open Space Network



- .... Proposed Bike Accommodations
- Open Space



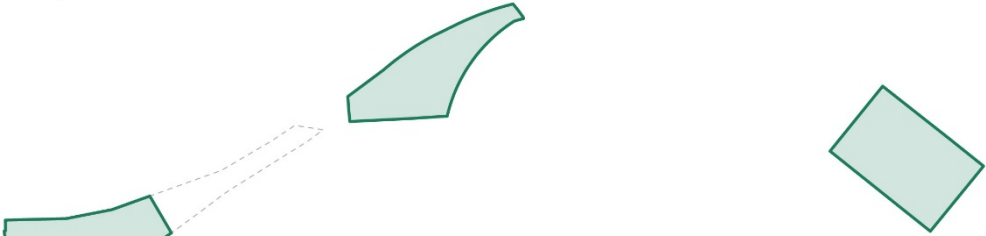
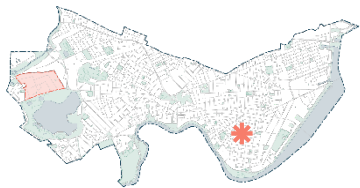
## Proposed Open Space Network

Path Length	0.25 miles
Path Type	Protected Bike Lane with Separate Pedestrian Path
Area	3.3 acres
Important Features	Two adjacent triangular parks; storm water management swale; connects to Concord Avenue cycle track and Fresh Pond

# Open Space Comparison: Dana Park



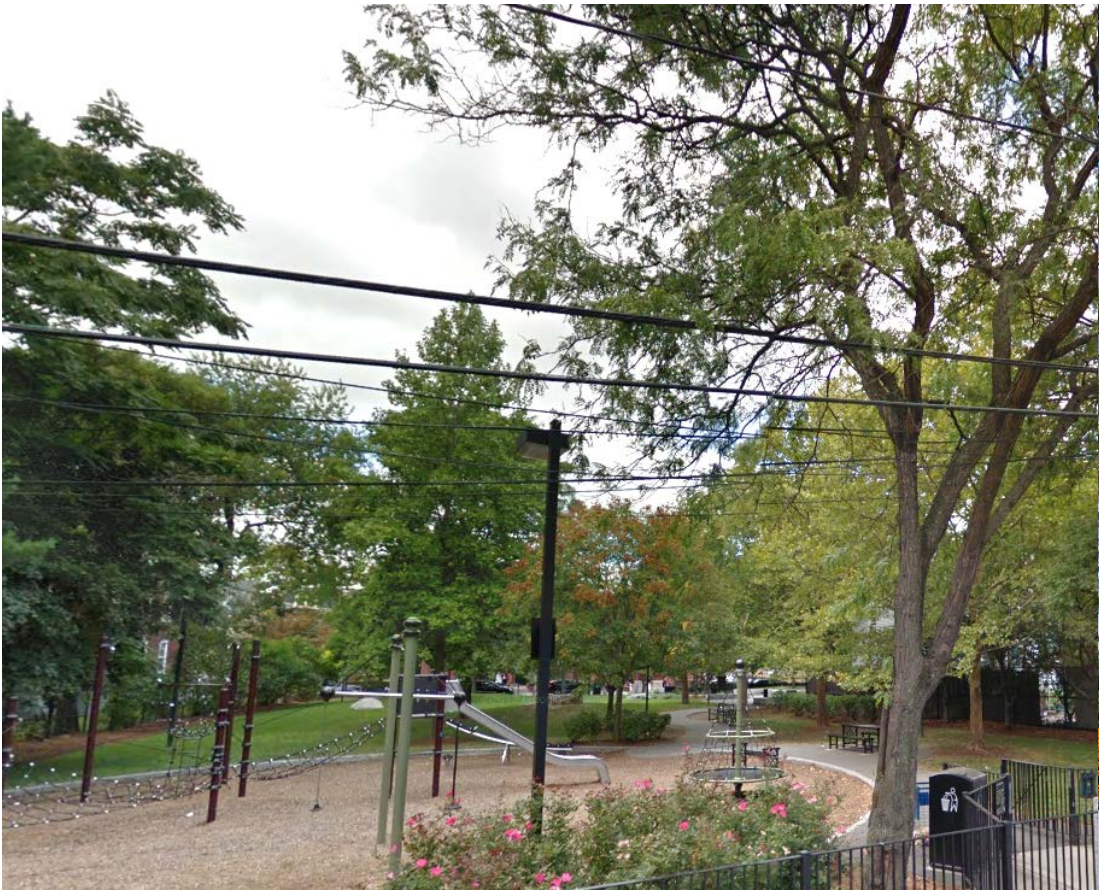
Dana Park



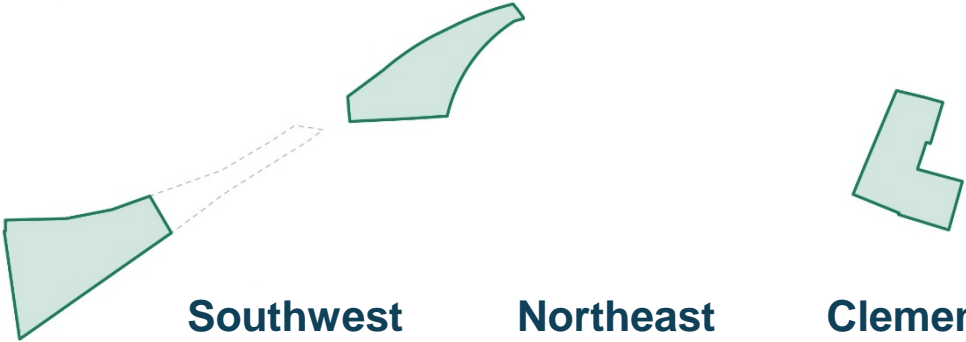
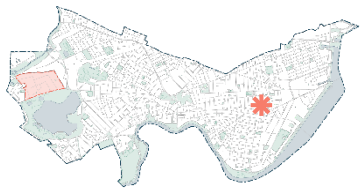
	Southwest Park	Northeast Park	Dana Park
Area	1.60 acres	1.10 acres	1.40 acres
Important Features	Direct connection to Fresh Pond	Completes retail corridor with an active open space	Playground, Water Play, Basketball
Location	Smith Place	Wilson Road and Fawcett Street	Magazine St and Lawrence St Cambridgeport



# Open Space Comparison: Clement Morgan Park



Clement Morgan Park

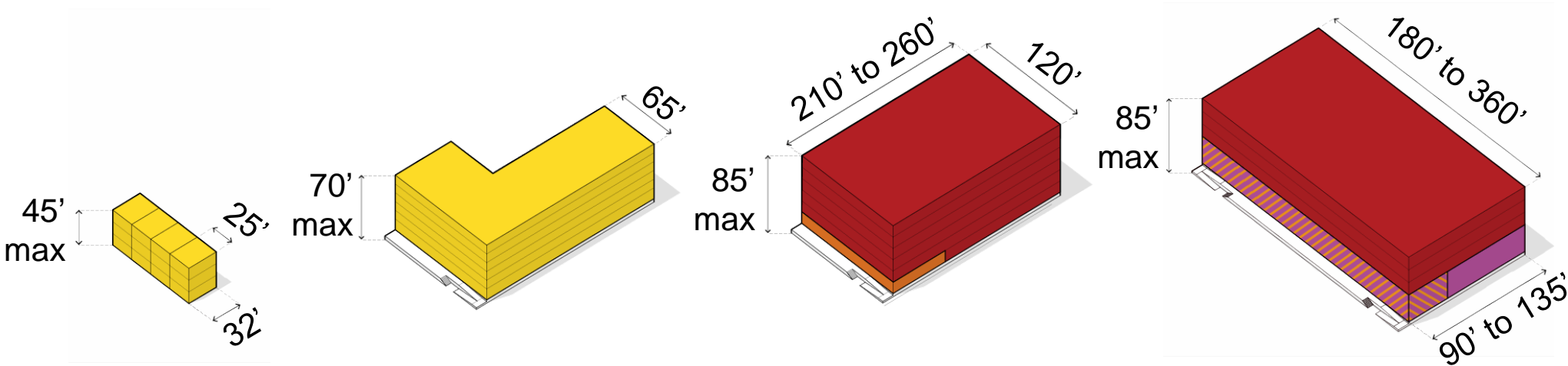


	Southwest Park	Northeast Park	Clement Morgan Park
Area	1.60 acres	1.10 acres	1.04 acres
Important Features	Direct connection to Fresh Pond	Completes retail corridor with an active open space	Playground, basketball
Location	Smith Place	Wilson Road and Fawcett Street	Columbia St and Washington St <i>The Port</i>

# Scenario Building Prototypes

	Townhouse	Residential	Commercial	Industrial/Commercial Hybrid
Typical Floorplate	800 SF <i>per townhouse</i> 6,400 SF <i>per row</i>	14,000-20,000 SF	25,000-32,000 SF	24,300-48,600 SF <i>Ground Floor</i> 16,200-48,600 SF <i>Upper Floor</i>
Minimum Floorplate	800 SF	10,000 SF	20,000 SF	12,150 SF
Typical Building Width	25 Feet	65 Feet	120 Feet	135 Feet

**All Prototypes:**  
First habitable floor  
raised 4’ for flood  
protection, with  
parking below.  
Continuous raised  
walkway/porch along  
“A Streets”



Residential

Commercial

Ground-floor Active Uses  
(in Commercial building)

Accessory Retail Zone  
(in Light Industrial Space)

Light Industrial



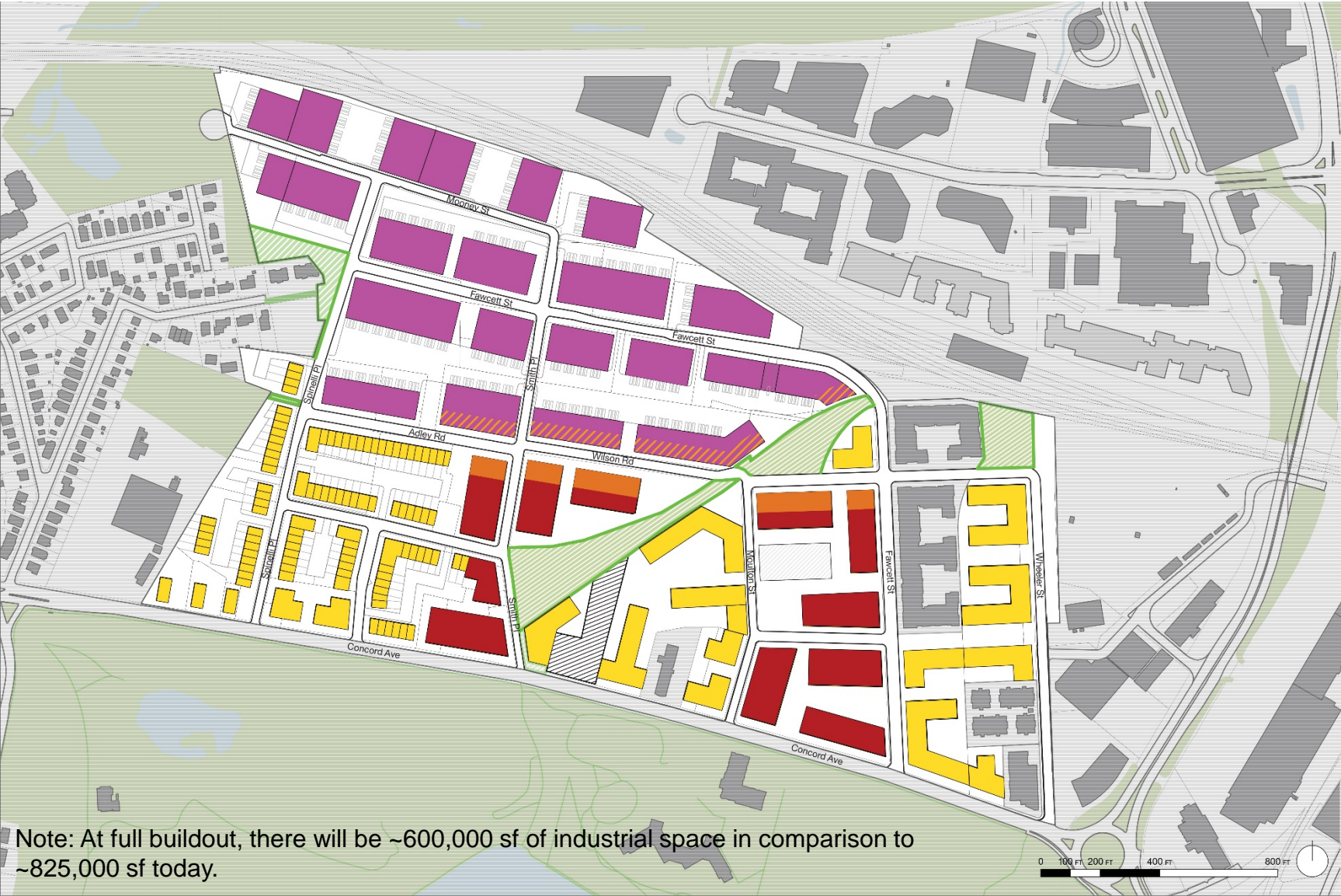
# 60% Buildout



Total GFA at 60% buildout	3.36m SF
– New housing	1,080 units
– Office / lab space	1.78m SF
– Ground floor active uses	31,100 SF
– Industrial space	387,120 SF

- Parcel excluded
- Accessory retail
- Industrial/Commercial Hybrid
- Retail (Mixed-use)
- Commercial
- Residential
- Bicycle Lanes
- Open Space

# 100% Buildout



Total GFA at 100% buildout	5.61m SF
District FAR	1.56

- Accessory Retail Zone
- Industrial/Commercial Hybrid
- Retail (Mixed-use)
- Commercial
- Residential
- Open Space



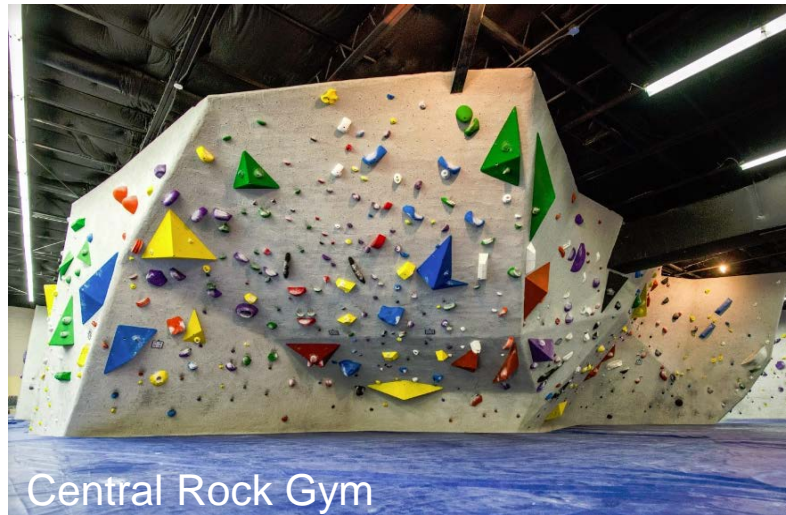
# Why Light Industrial Uses

## Existing businesses provide:

- Important amenities for Cambridge residents
- Diverse jobs for Cambridge residents that are different in profile than the jobs in Kendall Square

## A diverse innovation jobs district can provide:

- Low barrier to entry jobs with a living wage
- Economic and environmental sustainability of the supply chain through local production of goods to local end-users





## Food Manufacturing

4% job growth nationally, 2011-2015  
*Only 38% of regional demand for beverage manufacturing is met by local companies.*

Examples:  
 Manufacturing of baked goods  
 Fruit and Vegetable Preserving  
 Grain Milling  
 Confectionery Product  
 Manufacturing  
 Dairy Product Manufacturing



## Beverage Manufacturing

4% job growth nationally, 2011-2015  
*Only 41% of regional demand for beverage manufacturing is met by local companies.*

Examples:  
 Breweries  
 Wine manufacturing  
 Ice manufacturing  
 Soda or tea manufacturing



## Fabricated Metal Product Manufacturing

2% job growth, 2011-2015  
*Only 53% of regional demand for fabricated metal manufacturing is met by local companies*

Examples:  
 Machine shops  
 Makerspace  
 Forging and Stamping  
 Architectural and Structural Metals  
 Manufacturing



## Medical Equipment and Supplies Manufacturing

Level employment nationally, 2011-2015  
*Only 37% of regional demand for medical manufacturing is met by local*

Examples:  
 Medical kit assembly  
 Manufacturing of surgical and medical instruments, appliances, and supplies  
 Dental equipment and supplies manufacturing



Sources: National job growth rates calculated from U.S. Census Bureau LEHD. All other stats are calculated using EMSI.

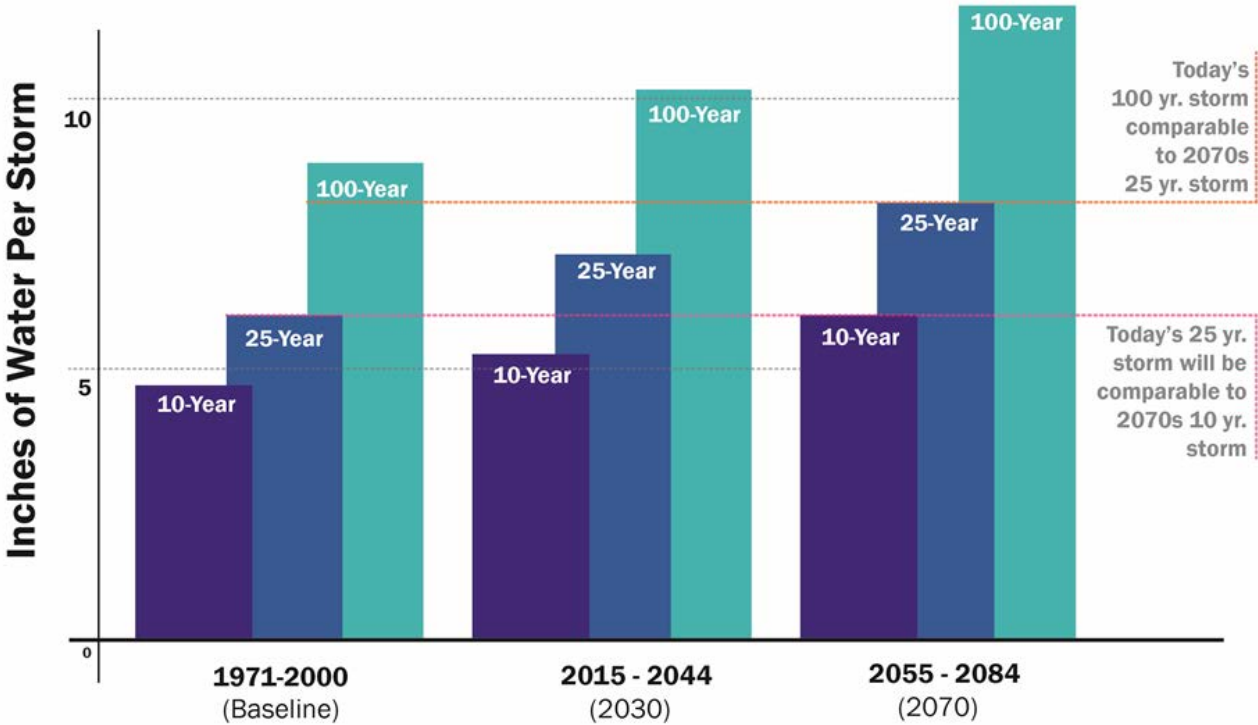
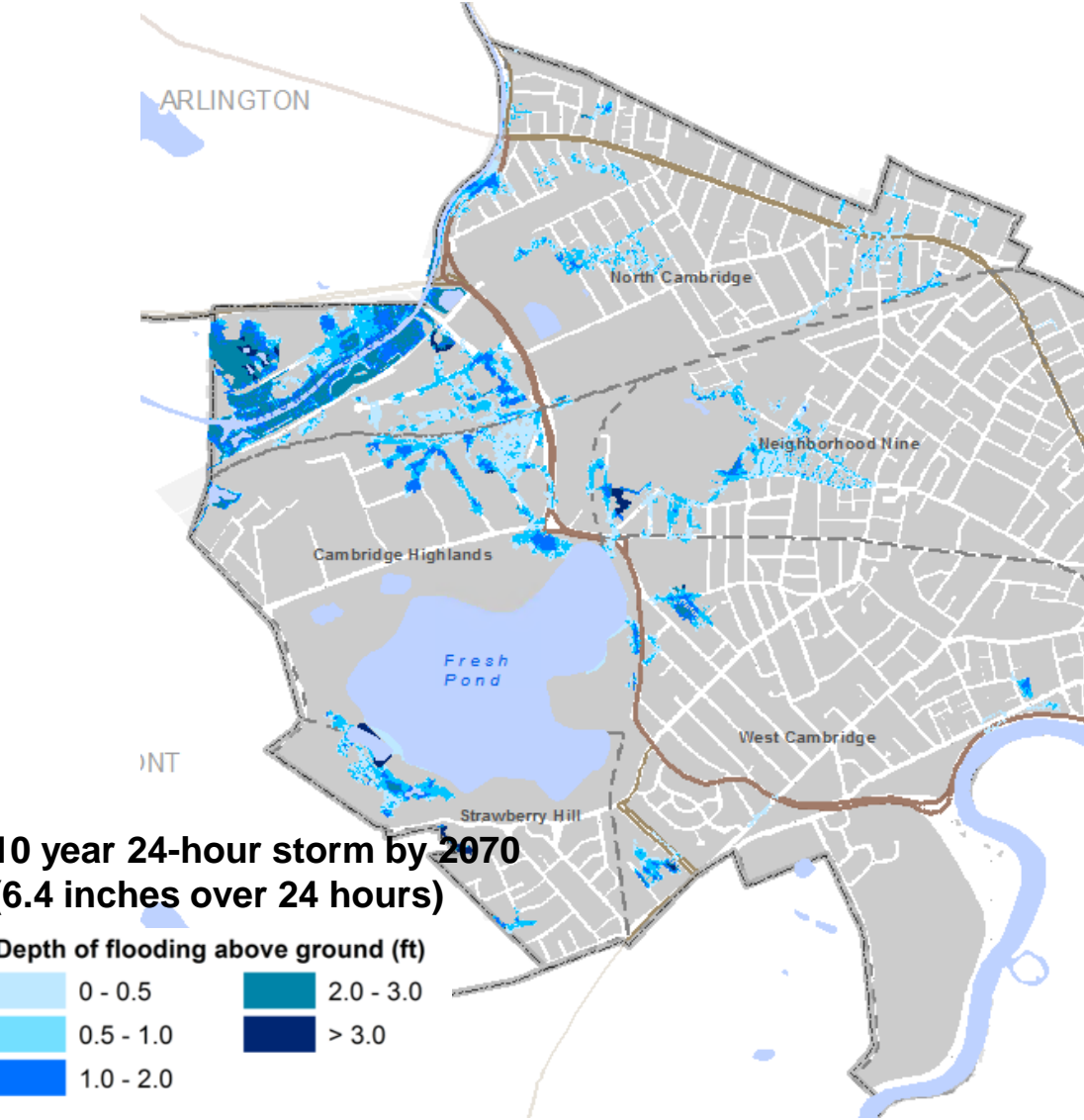


# Light Industrial Jobs and Wages

	National Salary	Regional Salary
<b>Manufacturing</b>	\$80,018	\$114,472
Food	\$56,300	\$62,105
Beverage	\$69,600	\$88,960
Medical Equipment	\$97,400	\$119,630
Fabricated Metal Product	\$65,800	\$86,865
<b>Wholesale Trade</b>	\$85,133	\$112,639
<b>Accommodation and Food Services</b>	\$22,868	\$28,128
<b>Retail Trade</b>	\$35,729	\$39,473

Source: EMSI, 2016

# Increasing Intensity of Precipitation - Flooding



- Rain and snow will fall harder
- More rain and snow in the winter and spring
- Overbank flooding from Alewife Brook will worsen
- Street flooding will worsen

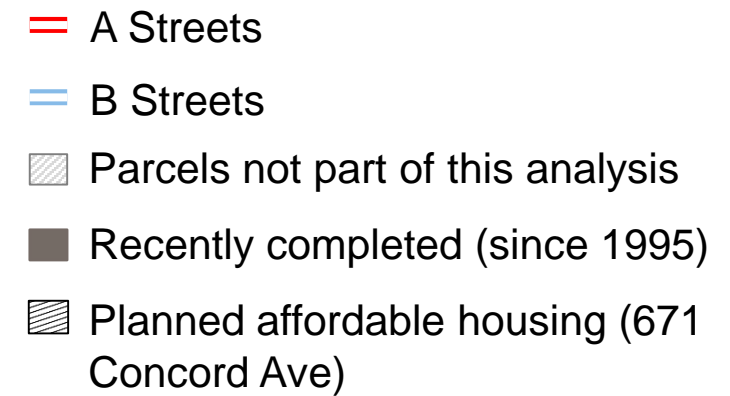
Source: Kleinfelder for the City of Cambridge Climate Change Vulnerability Assessment, updated 2017



# Raised Platform as Urban Realm













# Open for business!





# A network of bike and pedestrian connections



# Evaluating Housing, Employment, and Fiscal Impacts



# Ground-floor uses 60% buildout



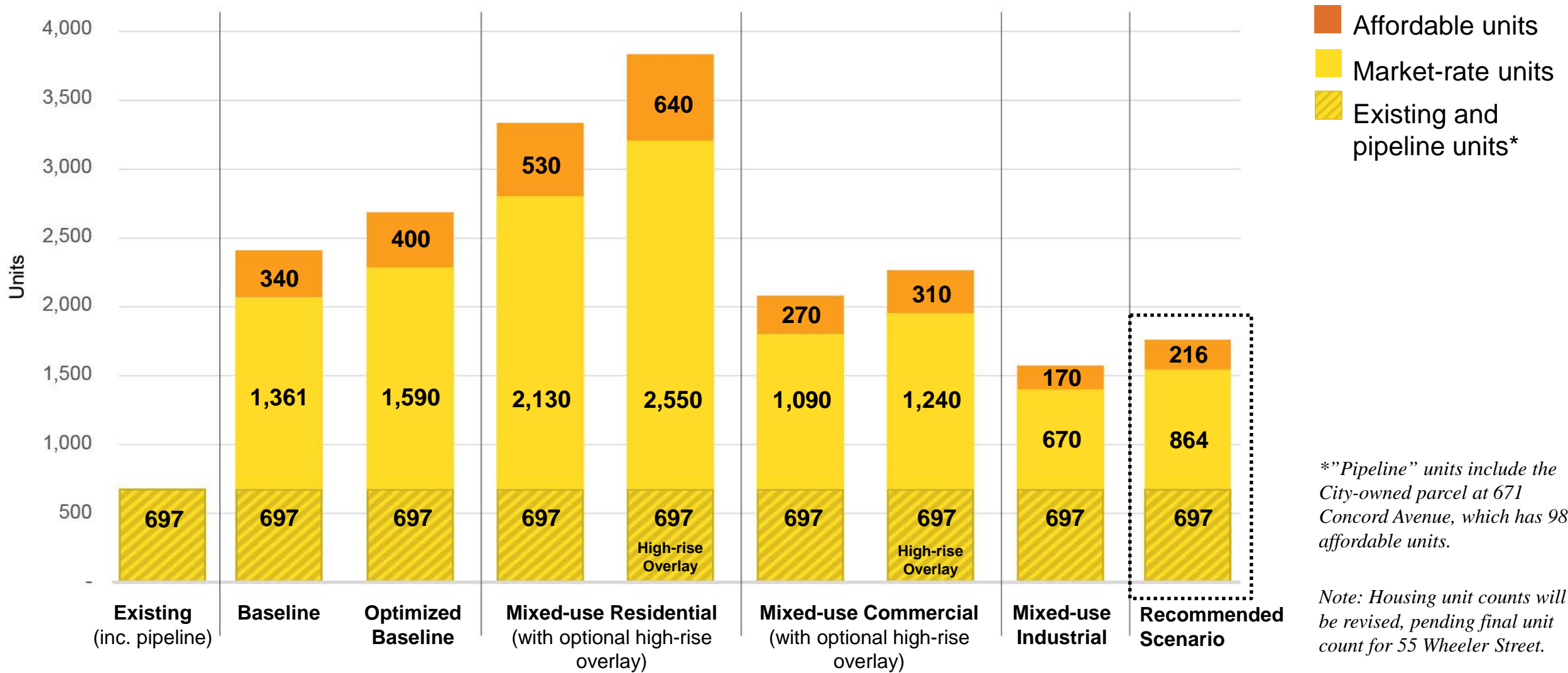
<b>Total GFA at 100% buildout</b>	<b>5.61m SF</b>
<b>District FAR</b>	<b>1.56</b>

<b>Total GFA at 60% buildout</b>	<b>3.36m SF</b>
– New housing	1,080 units
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– Industrial space	387,120 SF

-  Accessory Retail Zone
-  Industrial/Commercial Hybrid
-  Retail (Mixed-use)
-  Commercial
-  Residential
-  Open Space

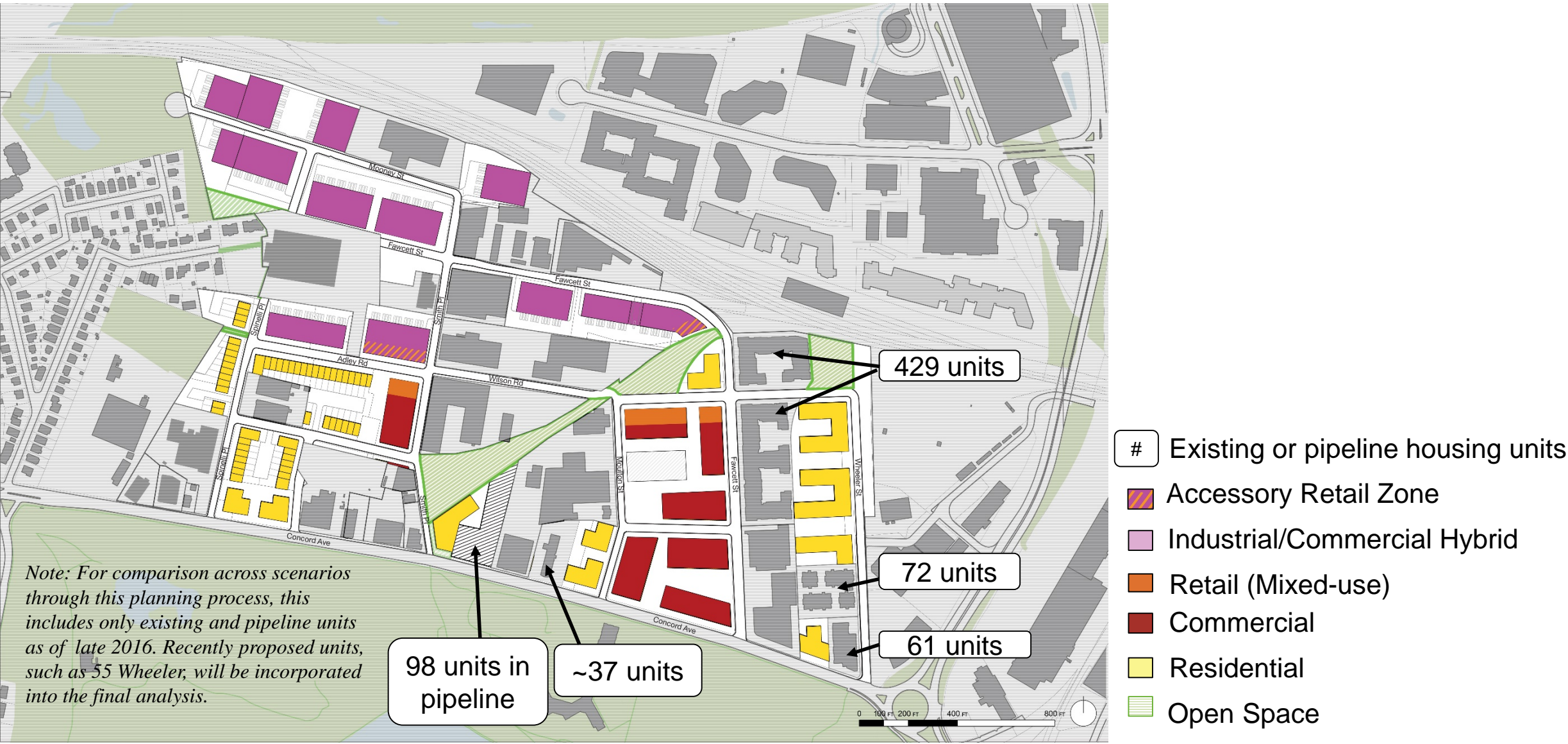
Represents a 60% Build-Out

# Estimated Housing Units



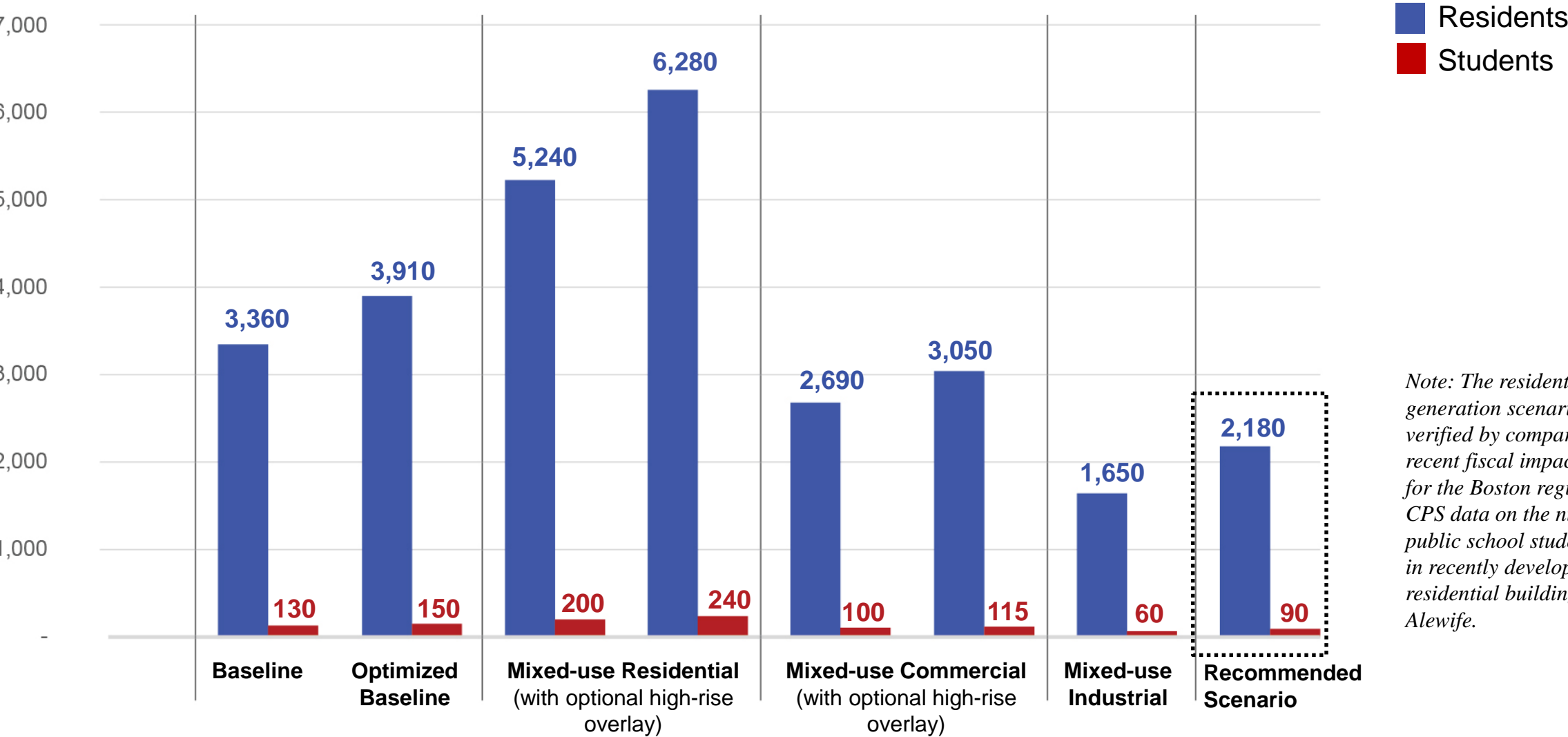


# Housing Units – Existing and Pipeline



Represents a 60% Build-Out

# Estimated Public School Students

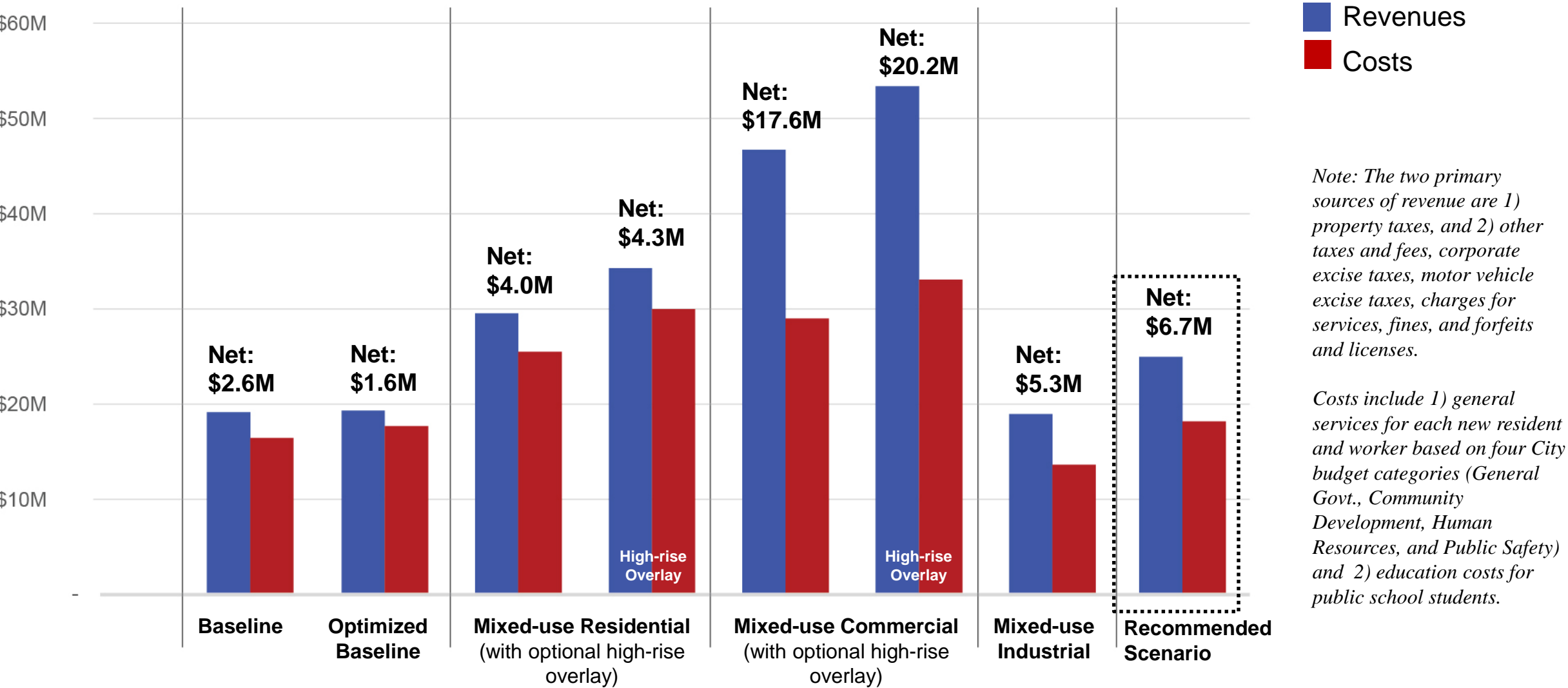


*Note: The resident and student generation scenarios were verified by comparing to 1) recent fiscal impact scenarios for the Boston region, and 2) CPS data on the number of public school students living in recently developed residential buildings in Alewife.*



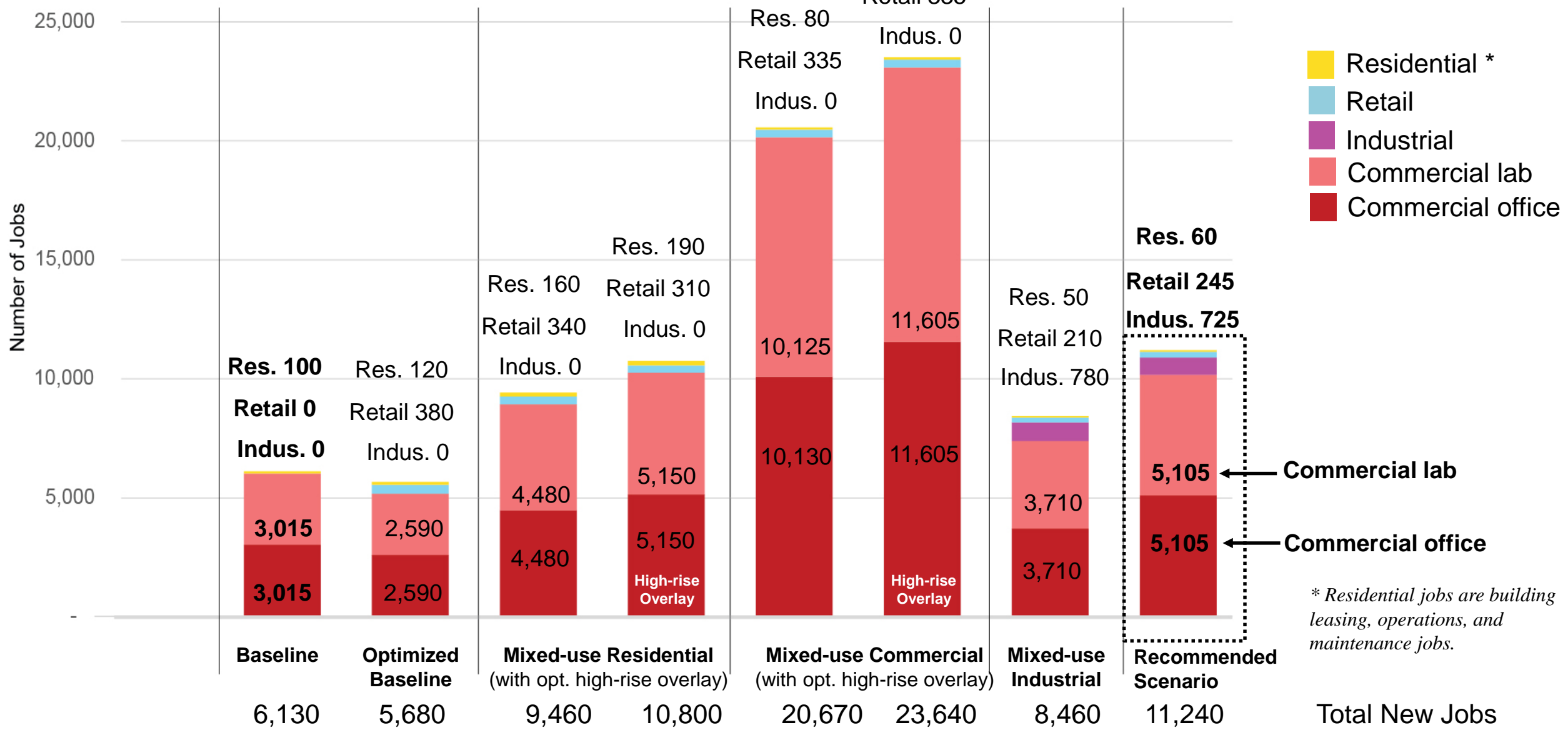
Represents a 60% Build-Out

# Estimated Annual Fiscal Revenues and Costs



Represents a 60% Build-Out

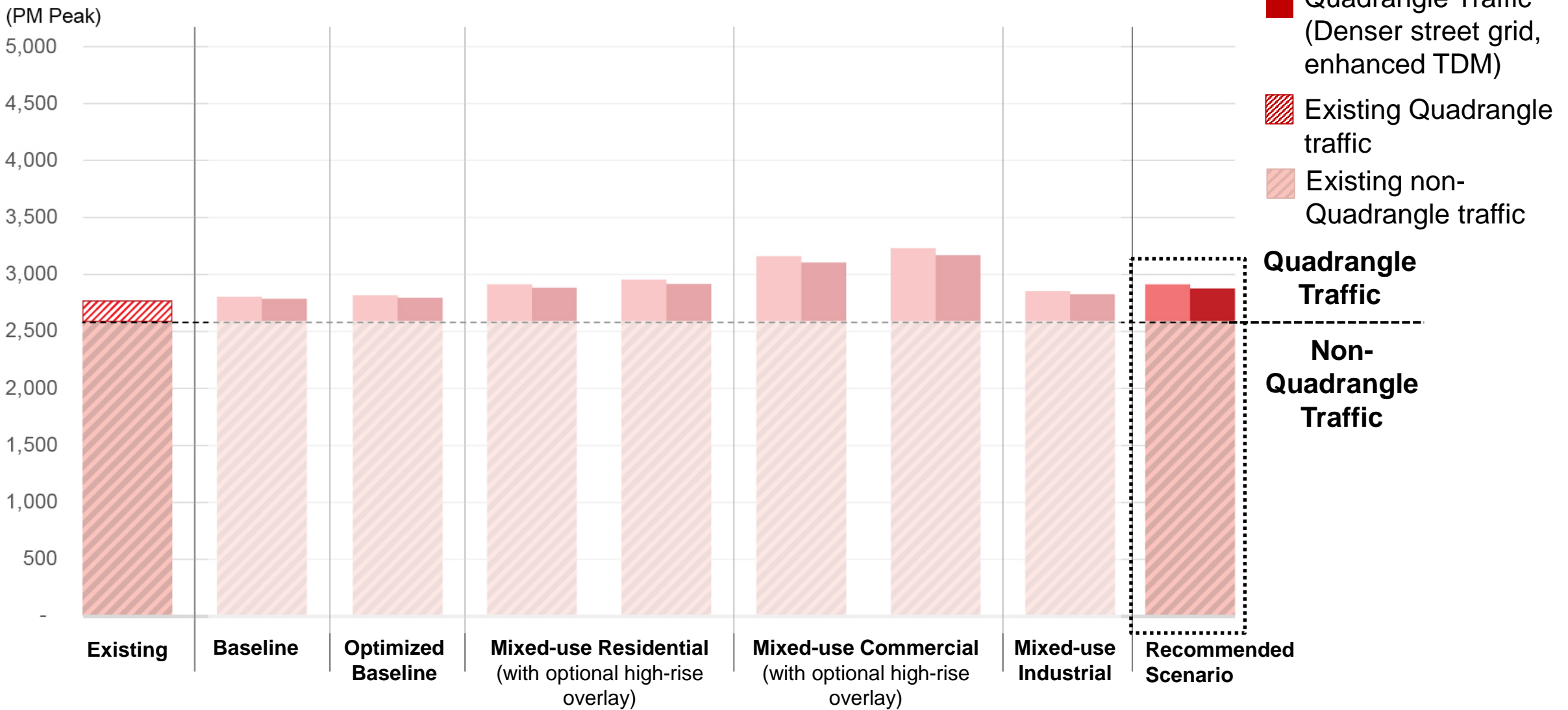
# Estimated Jobs





Represents a 60% Build-Out

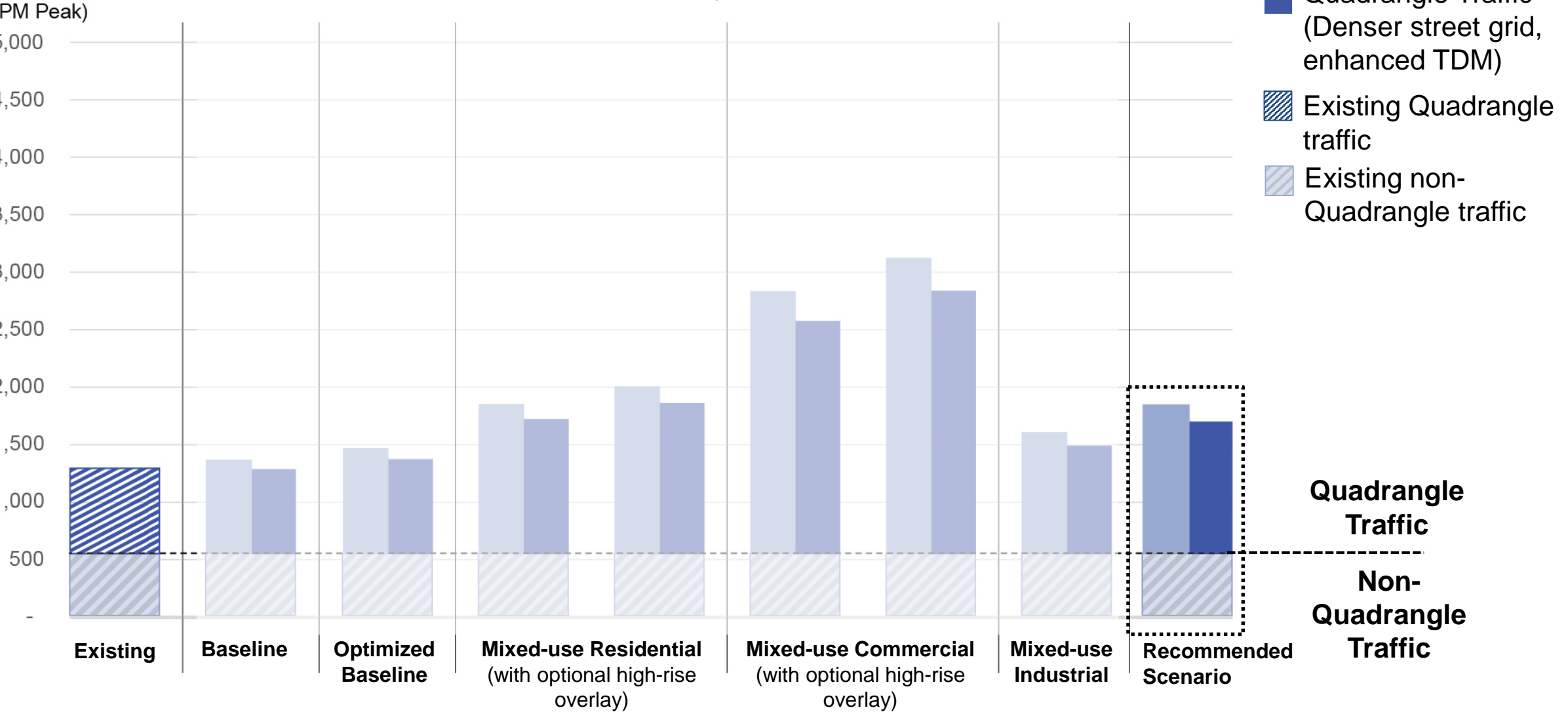
# Estimated Auto Trips on Alewife Brook Parkway



Represents a 60% Build-Out

# Estimated Auto Trips on Outer Concord Avenue

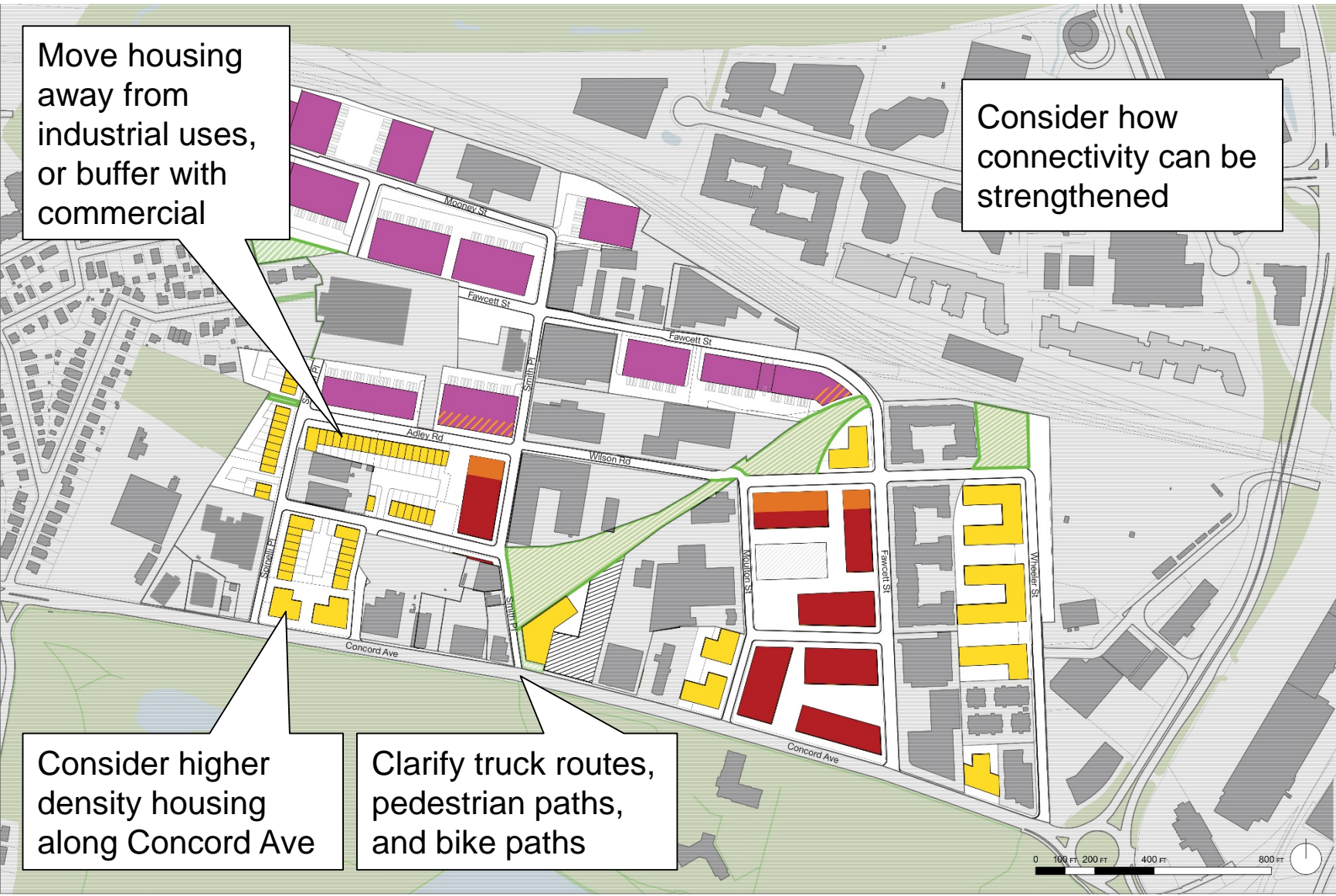
(from rotary to the Belmont line)





# Alewife Next Steps

Key comments from Alewife Working Group, April 27, 2017

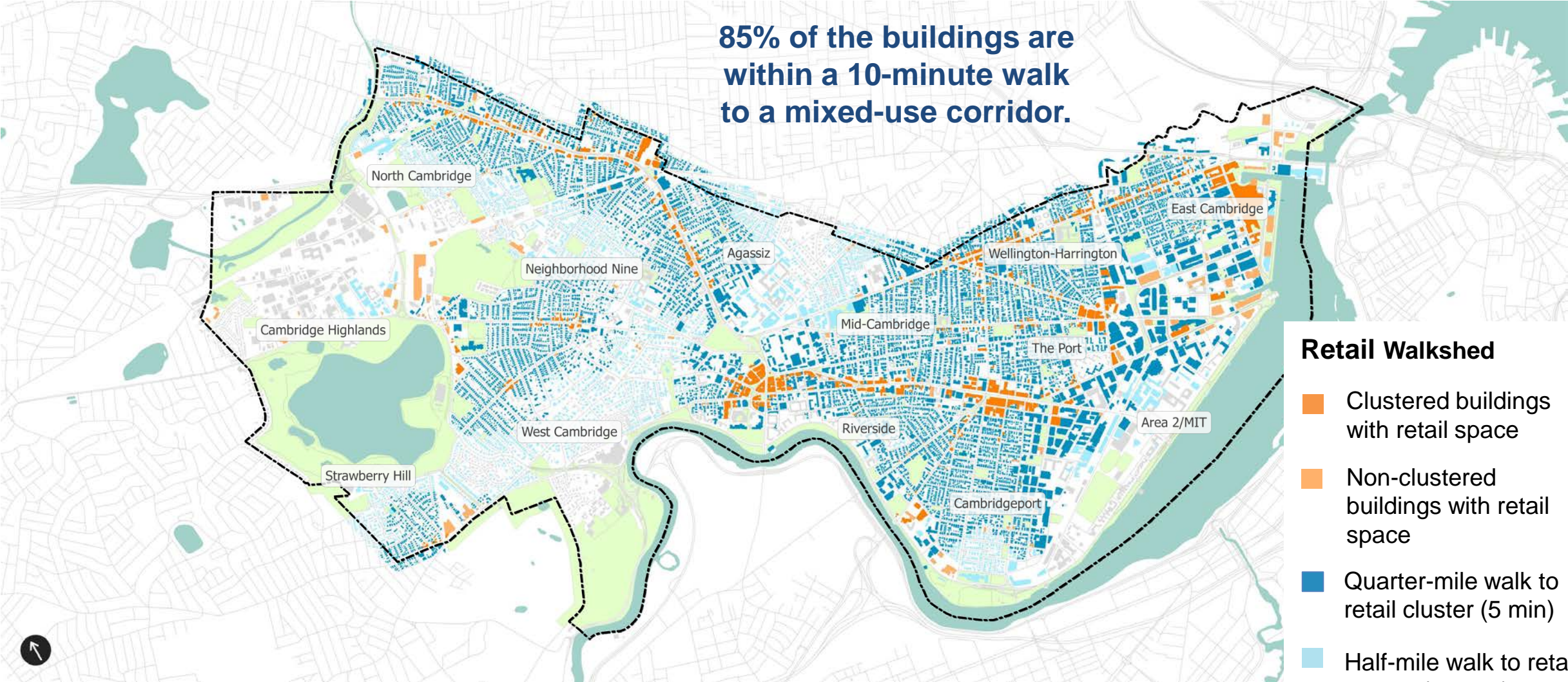


## Next Steps

- Incorporate feedback of the Alewife Working Group, City Council, and Planning Board into the overall plan
- Develop plan for the shopping centers and integrate into the larger vision for Alewife
- Develop draft implementation strategies
- Next Alewife Working Group meeting: June 8 – focused on the shopping mall.



# Next Steps: the Corridors



Source: City of Cambridge CDD, Envision Cambridge Analysis. Retail clusters are any group of five or more buildings with retail space without a distance of 400 ft. or greater between those buildings. List of land use codes used to determine retail space available upon request.



# Corridors Scenarios: Cambridge Street / Inman Square



- Most Likely to Transform
- Less Likely to Transform
- Study Boundary



Approximately 160 units and 79,800 SF of retail generated by stick-built construction



# Next Steps

## **Alewife Working Group**

Thursday, June 8

Russell Youth Center

680 Huron Avenue, 2nd floor Community Room

6:00 - 8:30pm

## **Economy Working Group**

Thursday, June 15

Community Development Department

344 Broadway, 2nd floor Community Room

9:00 - 11:30am

## ***Housing Working Group***

Thursday, June 15

Community Development Department

344 Broadway, 2nd floor Community Room

6:00 - 8:30pm

## **Climate & Environment Working Group**

Monday, June 19

Community Development Department

344 Broadway, 4th floor Conference Room

6:00 - 8:30pm

## **Mobility Working Group**

Wednesday, June 21

Citywide Senior Center

806 Massachusetts Avenue, Large Ballroom

6:00 - 8:30pm



# Discussion