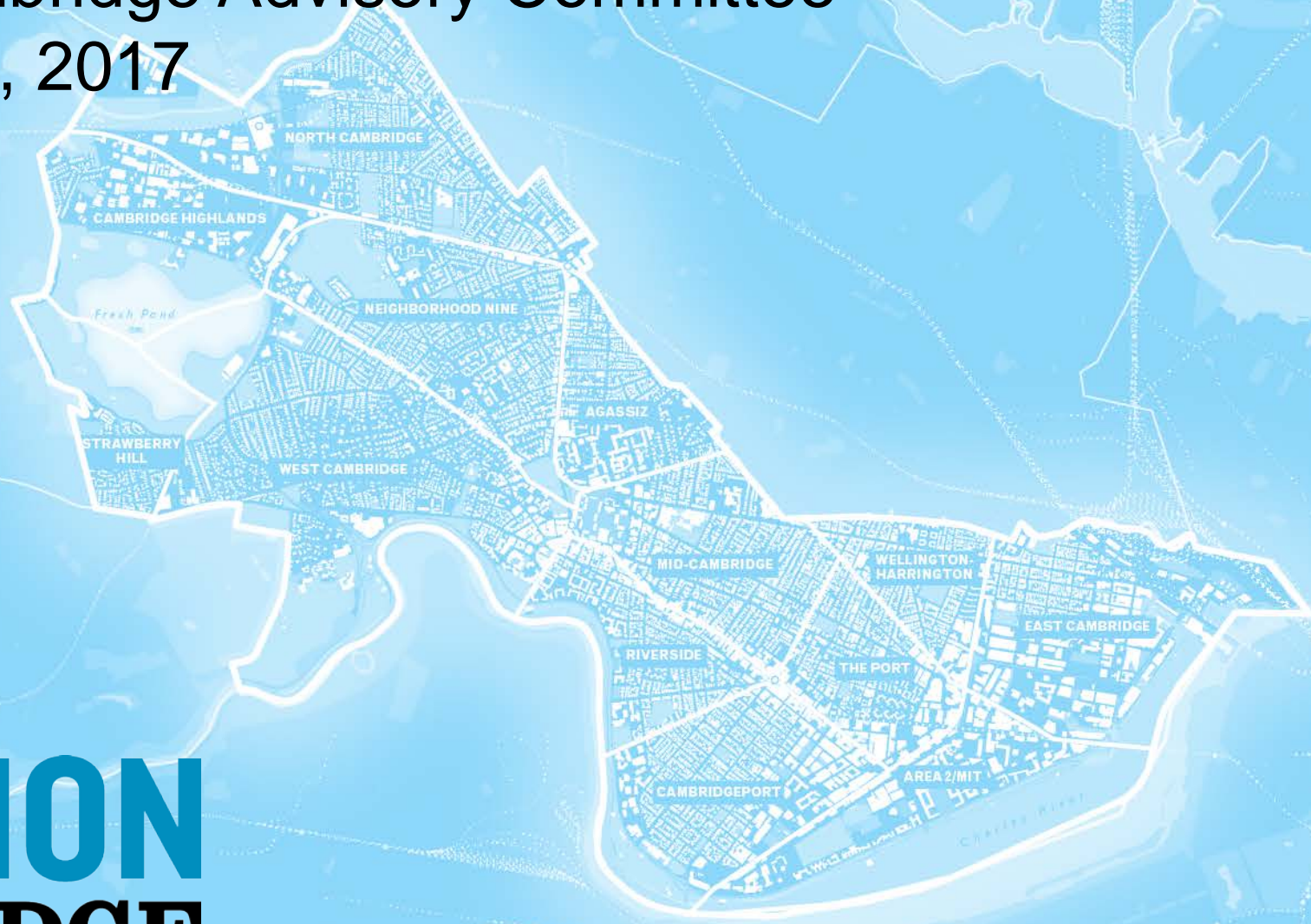


Envision Cambridge Advisory Committee

November 27, 2017

ENVISION CAMBRIDGE



Agenda

Community Interaction

- Revised goals and indicators (10 mins)
- Discussion (20 mins)

Urban Form

- Goals and indicators (10 mins)
- Strategies and actions (40 mins)
- Discussion (40 mins)

Next steps

Community Interaction



Community Interaction Goals

- A. Inclusion of Diversity and Social Cohesion:** Maintain and enhance the diversity of Cambridge's population, highlight a set of shared values and spaces, and enable interaction and cohesion across demographic lines.
- B. Social and Racial Equity:** Design for equity and promote social capital among economically and socially disadvantaged populations and historically disadvantaged racial and ethnic groups.
- C. Civic Engagement:** Empower all people to participate in public life, whether that participation is through formal political processes, community organizations, or informal community life.
- D. Healthy Living:** Enable all people to engage in healthy behaviors, live healthy lifestyles, and access health treatment.
- E. Learning and Play:** Facilitate lifelong learning and encourage healthy and enriching play and entertainment for people of all ages.
- F. Art and Expression in Public Life:** Embed cultural and artistic expression in all parts of Cambridge life. Cultivate creative expression among all people in Cambridge.

Community Interaction Indicators

Goal	Proposed Indicators	Directional Targets
A	Racial, ethnic, and income diversity over time	Maintain or increase proportions of racial and ethnic minorities; as well as low-, middle-, and moderate-income households
B	Economic mobility for low income populations and historically disadvantaged racial and ethnic groups	Parity in economic mobility between the groups assessed
B	Minority representation on City committees and City government	Committee membership reflects the racial and socioeconomic diversity of Cambridge
C	Voter turnout by precinct	Parity in voter turnout between precincts, and a majority of eligible voters participating in local elections
B, D	Life expectancy by race and income	Parity in life expectancy between the groups assessed
E, F	Per capita City spending on recreation, arts, libraries, and non-K-12 education	Maintenance or increase in per capita spending on identified items
F	Number of arts organizations, performance/exhibition venues, and permits for public events	Maintenance or increase in the number of identified items

Discussion

- Do you feel the indicators adequately track progress toward achieving the goals?
- Which are the most important indicators for tracking progress?
- Is there anything you would add to the list of actions? Is there anything you would remove?

Urban Form



Urban Form Goals

- A. Patterns of City Development:** Strengthen the existing patterns of the city, which are marked by distinct neighborhoods, squares, corridors, institutional districts, and open spaces.
- B. Transitions between Uses and Districts:** Ensure that new development acknowledges and complements the existing city fabric, especially at the seams between different types and scales of districts.
- C. Human-Scaled Urban Form:** Shape new development, including uses that favor large footprints, so that it creates human-scaled experience and an active public realm.
- D. Public Life:** Shape the design of public and publicly-accessible private spaces so they are inclusive of all people and encourage social interaction.
- E. Open Space:** Create a connected network of high-quality open spaces that link all residents to local and regional natural assets that provide a range of activities and experiences.
- F. Regulatory and Development Review Process:** Streamline the development review process to ensure transparent procedures, predictable outcomes, and high-quality design.

Urban Form Indicators

Proposed Indicators <i>(to be tracked annually)</i>	Directional Targets
Percentage of frontage along Mass Ave, Cambridge Street, Prospect Street, Main Street, Binney Street that has active uses.	Maintain or increase the percentage of active frontage on primary and secondary corridors.
New publicly accessible open space as a percentage of net new development.	Increase the percentage of publicly accessible open space negotiated through private development.
Percentage of residents within a 5-minute walk of an uninterrupted, high-quality pedestrian route connecting to a major open space.	Increase access to areas underserved by safe and pleasant routes to major open spaces.

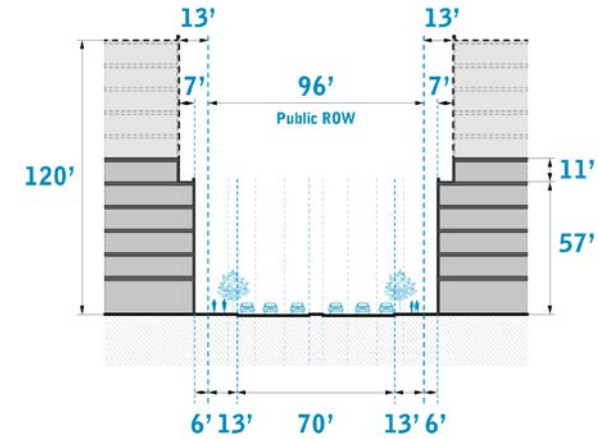
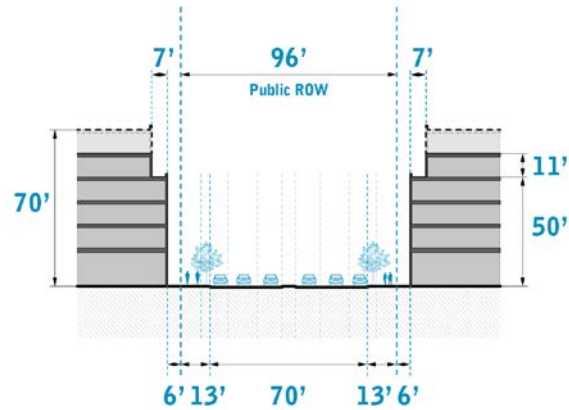
Urban Form Strategies and Actions

- **Form of Corridors**
- **Active Uses along the Corridors**
- **Design of the Street Wall**
- **Potential Areas of Change**
- **Open Space Network**
- **Publicly Accessible Private Open Space**
- **Development Review Process**

Form of Corridors

- Develop a form-and-performance-based code along the corridors.
- Base the zoning on context-responsive “character zones”
- Require a 7’ minimum setback at the fourth or fifth floor (depending on the character zone) to create a horizontal datum appropriate to the scale of the street.
- No façade plane can be longer than 200’ in order to make large new development projects fit into the existing physical fabric.
- Allow for height bonuses based on a flexible menu of social and environmental policies that include an additional percentage of affordable housing, higher than mandated environmental performance, the inclusion of district energy, etc.

Urban form along the corridors



Corridor B:
4-over-1



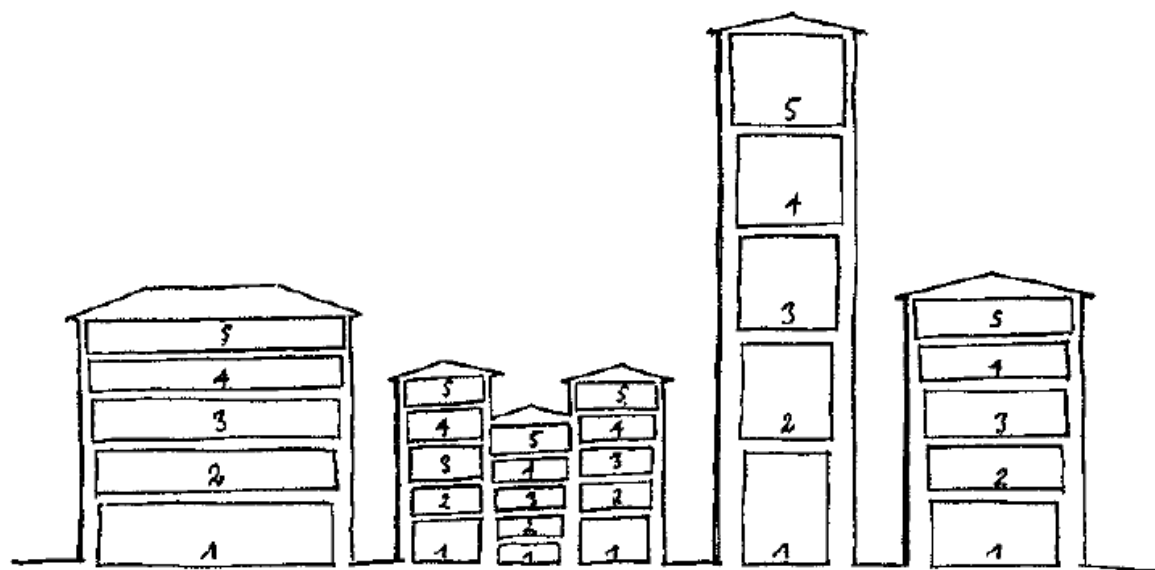
1924 Mass Ave.

Corridor C:
5-over-1 + bonus



300 Mass Ave

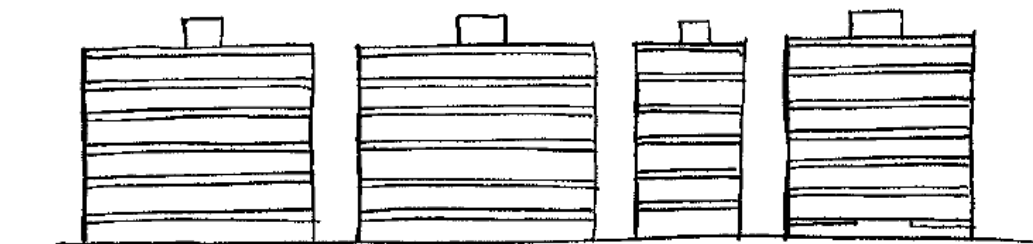
Case for regulating number of floors (vs. height)



Limited Number of Floors

No Height Limit ~ Maximum Variation of Building's Ceiling Height

VARIED SKYLINE



Limited Building Height

Maximum realisation of rentable floors ~ Minimum Ceiling Height

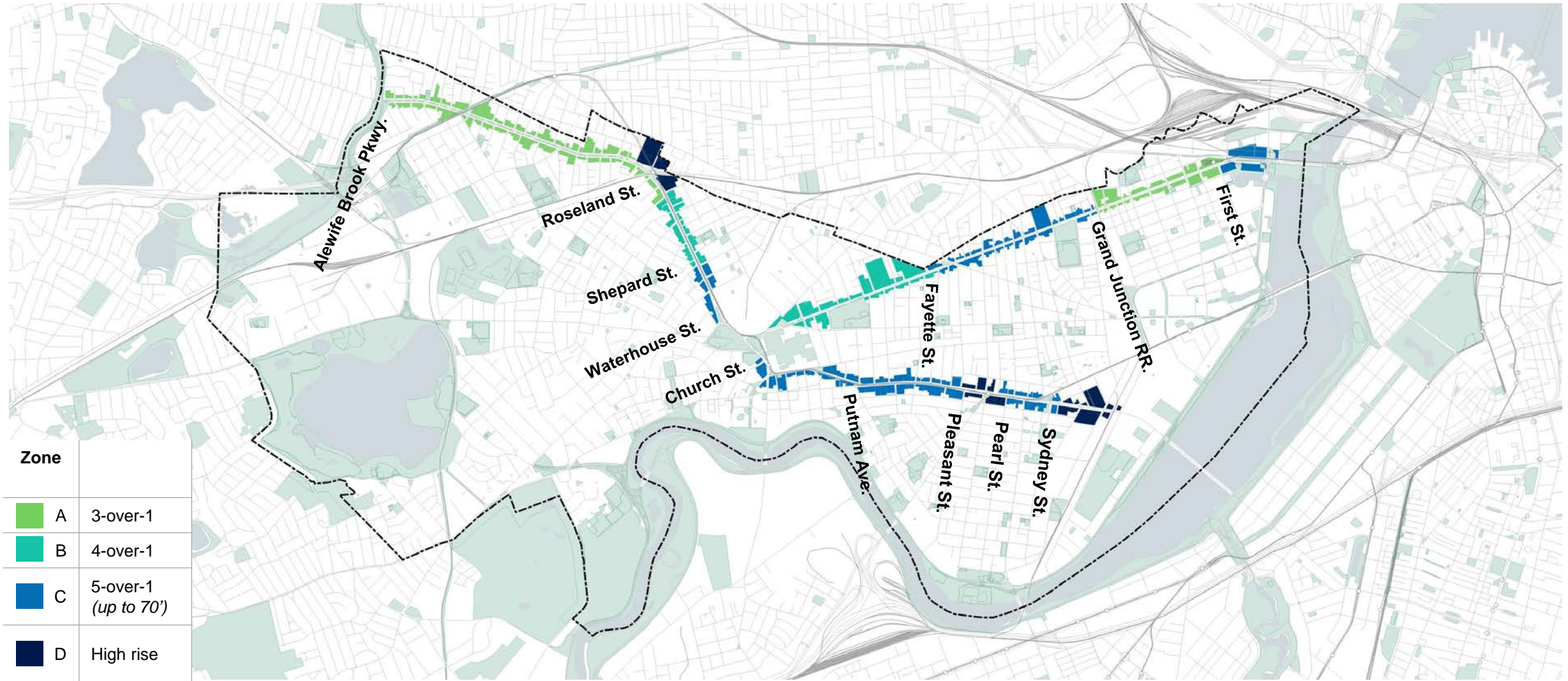
UNIFORM SKYLINE

Source: Léon Krier, 2009, *Drawing for Architecture*.

Corridor Character Zones along Mass. Ave.



Draft Corridor Character Zones



Active Uses along the Corridors

- Prohibit parking within 40' of the front lot line.
- Eliminate parking requirements (let the market decide).
- Allow curb cuts on the corridors only if the parcel only has frontage on the corridor and garage entrance is no more than 20% of the width of the façade or 12' (whichever is larger).
- Loading and service areas are prohibited along corridors; access must be provided from side streets or service alleys.
- Eliminate the minimum ground-level open space area requirement for parcels that are 0.25 acres in area or less.
- Require sidewalk-activating uses for a minimum percentage of the front lot frontage (TBD).
- Restrict areas dedicated to lobbies to 40% of the frontage or 40 LF (whichever is larger).*
- For buildings with ground floor areas larger than 10K, require at least one storefront that is between 800-1200 SF*
- Revise the use table to incentivize “third place” uses that have a social component.

*To encourage entrepreneurial retail

Active Uses along the Corridors

What the code should prevent



345 West Broadway, South Boston



918 Cambridge Street, Cambridge

Design of the Street Wall

- A single storefront design can be no longer than 70' in order to create visual variety at the sidewalk level.
- Require the ground floor façade to be at least 75% transparent to encourage visual connections between the public realm and lobbies and shops.
- Require primary building entrances to be located on the corridors to create visual variety and to encourage the mixing of building residents, shoppers, and pedestrians passing by.
- Require developers to install a minimum number of street trees, as determined by the corridor character zones and the length of the parcel frontage.

Design of the Street Wall



Assembly Row, Somerville

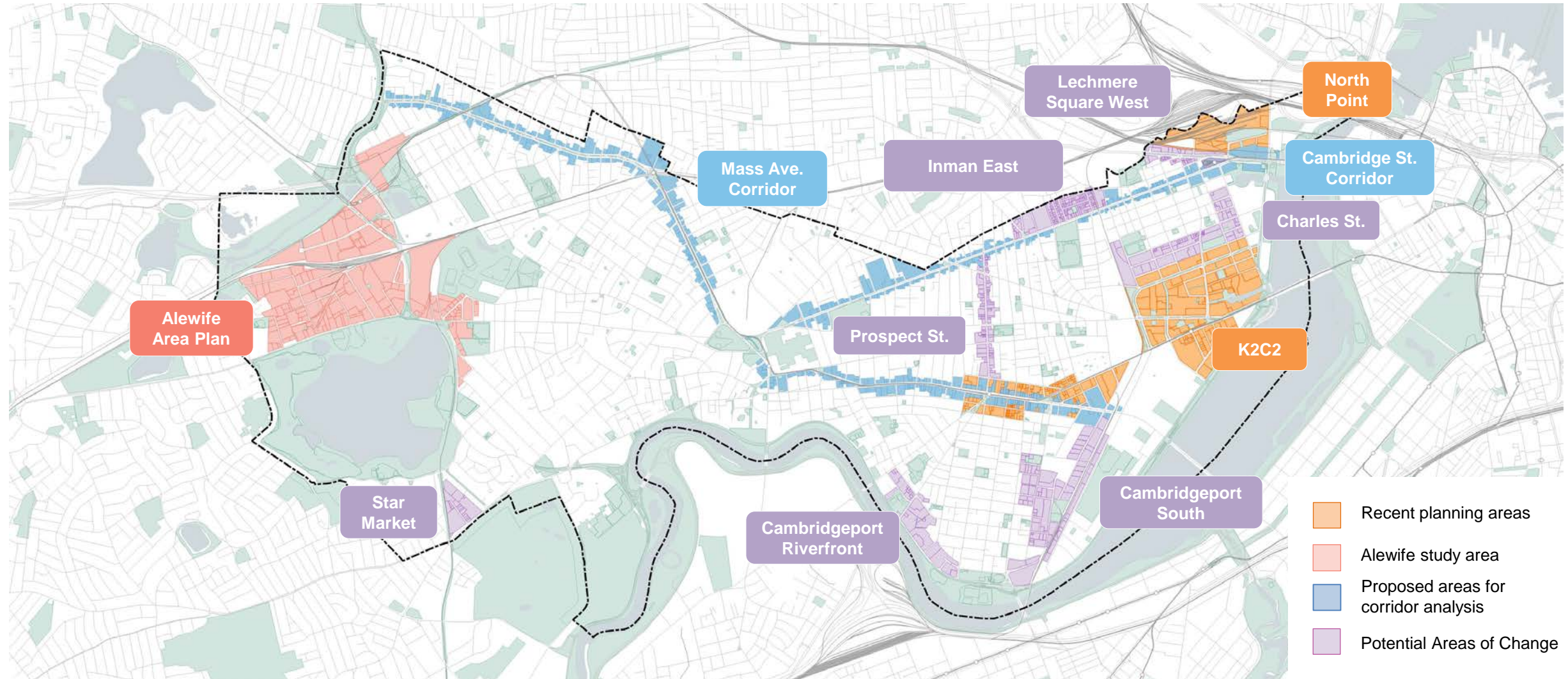


Central Square, 1960s

Potential Areas of Change

- Develop plans for “Potential Areas of Change” as recommended in the Envision Cambridge plan to inform new form-and-performance based codes
- Recommend a mix of uses in each Potential Area of Change to guide a district-wide land use plan and the development review process.
- Appoint an advisory committee when plans in the Potential Area of Change are launched to help shape the plan and review subsequent development projects.

Potential Areas of Change

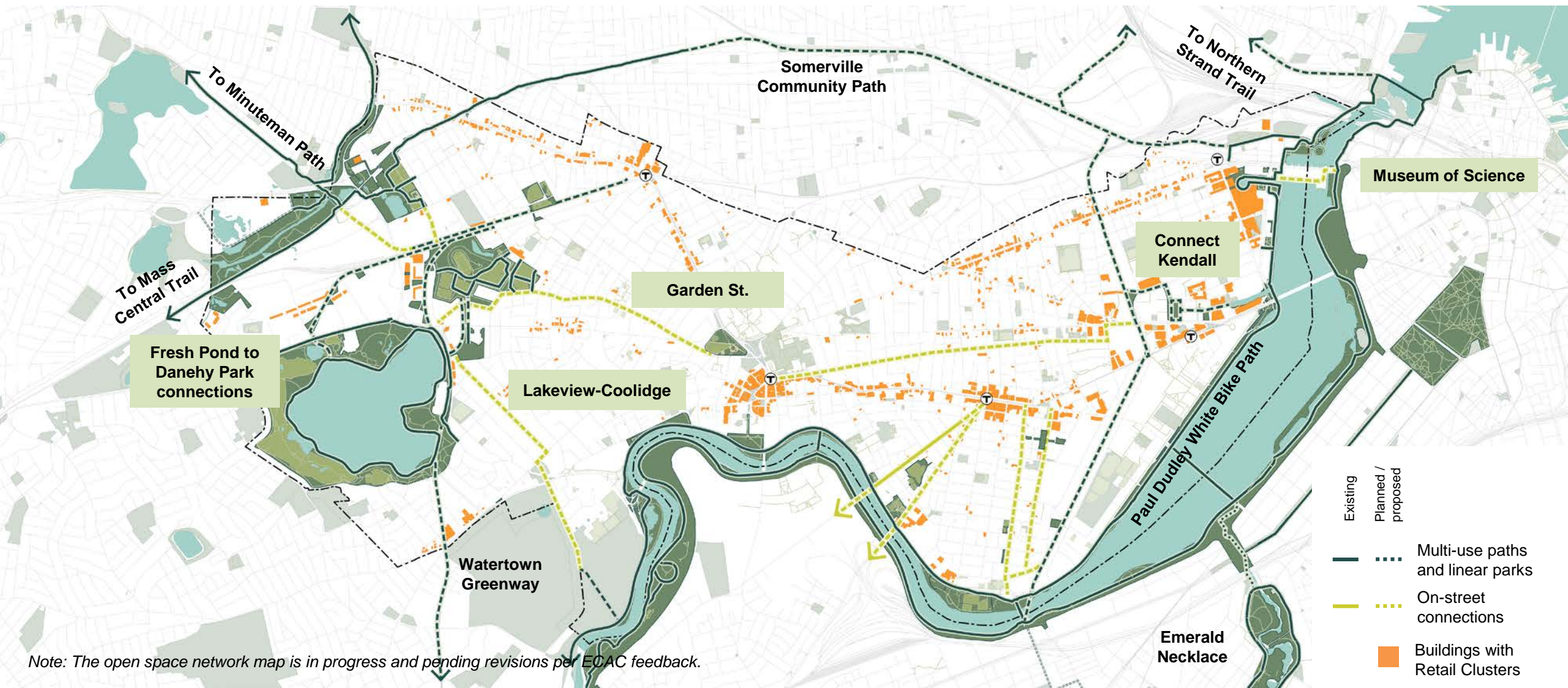


Open Space Network

- Design and implement clear wayfinding for biking and walking routes to the City's open spaces.*
- Build the connections to integrate "Alewife Square"** into the fabric of the City.*
- Commit funds to implement priority multi-use paths.*
- Commit funds to improve pedestrian and bicycle comfort and safety on priority streets*
- Build partnerships with local non-profit and community organizations to develop additional year-round park programming for all ages.
- Launch a targeted advocacy campaign to encourage DCR to allow for more active uses along the Charles River, including canoe/kayak launches, boat rentals, public swimming, and restaurants and cafes.

*As recommended in the Envision Cambridge open space network plan **The site of the Fresh Pond Mall

Cambridge's open space circuit – Links to neighborhoods, corridors



Publicly Accessible Private Open Space

- When a new development is proposed on a parcel larger than 0.75 acres, require the development team to do a neighborhood open space study to help frame and justify the location and amenities of on-site open space(s).
- Create incentives that encourage abutting property owners to collaborate on public realm benefits.
- Require the addition of on-site pathways on large development sites that create new neighborhood pedestrian and bicycle connections.*
- Develop citywide programming and design guidelines for publicly accessible private open space (POPs).

*As recommended in the Alewife plan and future Transformative Area plans

Publicly Accessible Private Open Space



Roasting marshmallows at the Harvard Science Center Plaza



Berklee College of Music musicians in front of the Marriott in Kendall Square

Development Review Process

- Create new form-and-performance-based codes that make the urban design outcome of projects appropriate to their specific neighborhood context and more predictable to stakeholders and developers.
- Require an initial meeting with the City's urban design team before developers hold community meetings. This will allow the City to frame the essential urban design issues of a project, as defined by Envision Cambridge and other relevant plans, before conceptual design commences.
- Create a design review advisory committee, modeled on the Boston Civic Design Commission, to review development projects larger than 50K SF during early conceptual design and Schematic Design phases. This body would make recommendations to the Planning Board.
- Institute and enforce term-limits for neighborhood Advisory Committees and the future design review committee.

Development Review Process



Discussion

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