

ENVISION CAMBRIDGE

Planning Board Update

December 5, 2017



Agenda

Project Update

Citywide Plan Update & Next Steps

Alewife Plan Update

Engagement

District Plans

Impacts

Next Steps

Discussion

Public Engagement

Corridor Walkshops:

- Cambridge Street: Aug 3
- Mass Ave.: Sep 6
- Porter Square: Sep 26, May 22



Street Team Activity, Envision Cambridge Streets



Survey on draft goals
<https://envisioncambridge.consider.it/>

Survey 05: Draft Goals

Shaping our city's future

Envision Cambridge is a community-wide process to develop a comprehensive plan for a more livable, sustainable, and equitable Cambridge. Envision Cambridge working groups drafted goals related to housing, mobility, economy, and climate & environment. We need your feedback to help refine the draft goals for these focus areas and to shape the City's future policies and programs. There will be additional draft goals on urban form and community interaction released for public comment soon.

Tell us what you think

Indicate how much you think the City should prioritize the draft goal statements. Feel free to comment on all draft goals or specific goals of interest. You may also provide a written comment on each draft goal or the overall topic area.

Housing

Housing Diversity: Provide a variety of housing options for individuals and families at different socioeconomic levels, life stages, and physical needs (including those requiring supportive services).



Comments: _____

Housing Supply: Increase the overall housing supply in Cambridge and encourage additional regional supply in order to manage housing costs, lessen future housing price increases, and continue policies that result in new affordable housing.



Comments: _____

Affordable Housing: Maintain and expand affordable rental and homeownership opportunities to enable Cambridge to thrive as a mixed-income community that includes very low-, low-, moderate, and middle-income individuals and families.



Comments: _____

Housing Stability: Support the ability for current Cambridge residents and families to remain in Cambridge and contribute to the community.



Comments: _____

05: Draft Goals



Citywide Strategies and Actions

Four Working Groups have developed citywide goals and draft strategies and actions for each of the plan’s focus areas – Housing, Economy, Mobility, and Climate and Environment. The Envision Cambridge Advisory Committee functions as the Working Group for Community Interaction and Urban Form/Open Space.

Process to date:

- **3 rounds of Working Group meetings (May, June, July, 2017):** Developed goals; developed and prioritized strategies and actions; identified indicators and targets.
- **Advisory Committee meeting, September:** Identified synergies and conflicts, discussed citywide priorities.

Next steps:

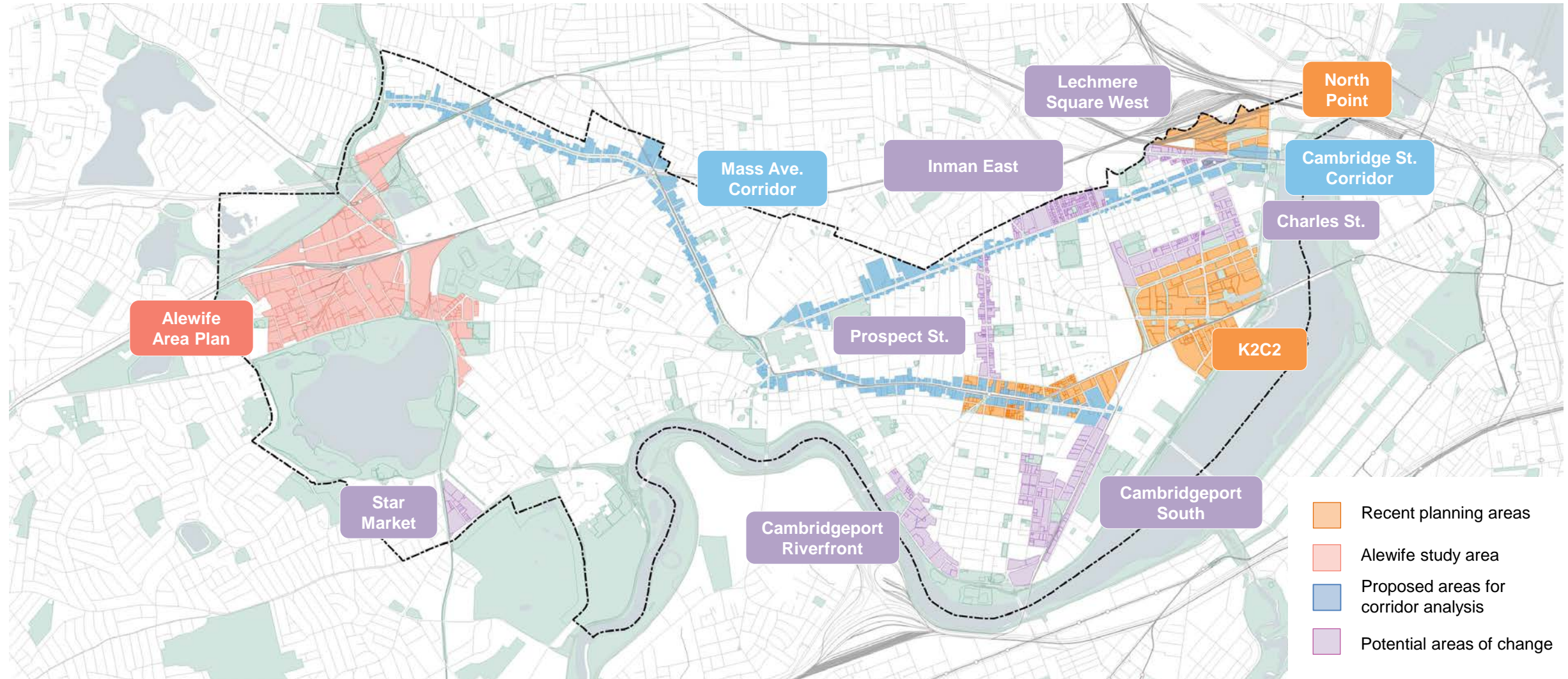
- **Working Groups meeting #4, Dec ‘17:** Gain consensus on actions that will be written into the plan as recommendations; identify 3-5 indicators that the City will measure on an ongoing basis after the plan has been released.
- **Public meeting focused on citywide scenarios: Winter ‘18**
- **Working Groups meeting #5, Spring ‘18:** Finalize prioritized list of actions based on citywide scenarios.



Upcoming citywide scenario analysis

- Envision Cambridge will be testing land use mixes and densities that compares the level of development under existing zoning with three alternative scenarios.
- The alternative scenarios will focus on the corridors and other selected areas that have a higher propensity for change.
- The scenarios will be compared based on urban form outcomes and performance on citywide metrics such as:
 - Housing Units
 - Affordable Units
 - Jobs
 - % Trips by Sustainable Modes
 - GHG Emissions (MT CO₂e)
 - Net Revenue (\$)

Study areas for citywide scenarios



Alewife: Stakeholder and public engagement

The Alewife scenarios and plan have been developed through:

- 12 Alewife Working Group Meetings
 - 2 Advisory Committee Meetings
 - 2 Public Workshops
 - 3 Interdepartmental Working Group Meetings
 - 1 City Council Roundtable
 - 1 Planning Board Update
- = **21 Meetings**, not counting meetings with the core project team, CET focus groups, surveys, and an additional planned Alewife Working Group meeting.



Alewife Visioning Workshop, Tobin School, July 21, 2016.

Alewife: Key Objectives



Create an identity and sense of place for the whole Alewife District.

- Ensure that both new development and existing infrastructure, neighborhoods, and community resources are prepared for climate change, in particular the challenges of flooding and heat.
- Encourage forms of development, a mix of uses, and a range of improvements that will facilitate and encourage walking, biking, and transit use and reduce the growth of vehicular trips.
- Better integrate the district with the rest of the city through new walking and biking paths, streets, and open spaces.
- Ensure that new development benefits the adjacent residential neighborhoods by introducing new amenities and services and creating neighborhood destinations.

Alewife: Key Objectives



The Quadrangle: Introduce diverse innovation spaces that provide low-barrier-to-entry jobs. Increase residential living and connections. Encourage development that helps prepare the neighborhood for flooding and extreme heat.

Shopping Center: Create a walkable community destination that complements the main street proposed for the Quadrangle.

Fresh Pond Parkway: Encourage sensitive development that supports the surrounding neighborhoods.

Triangle: Better connect the Triangle to the surrounding neighborhoods and improve the urban form of the area through streetscape improvements and improvements around its edges.

Rindge Ave: Improve biking and walking connections to the rest of the district.

Jerry's Pond: Identify development opportunities to enhance connections, address flooding, and support the neighborhood. Enhance Jerry's Pond as a neighborhood amenity.

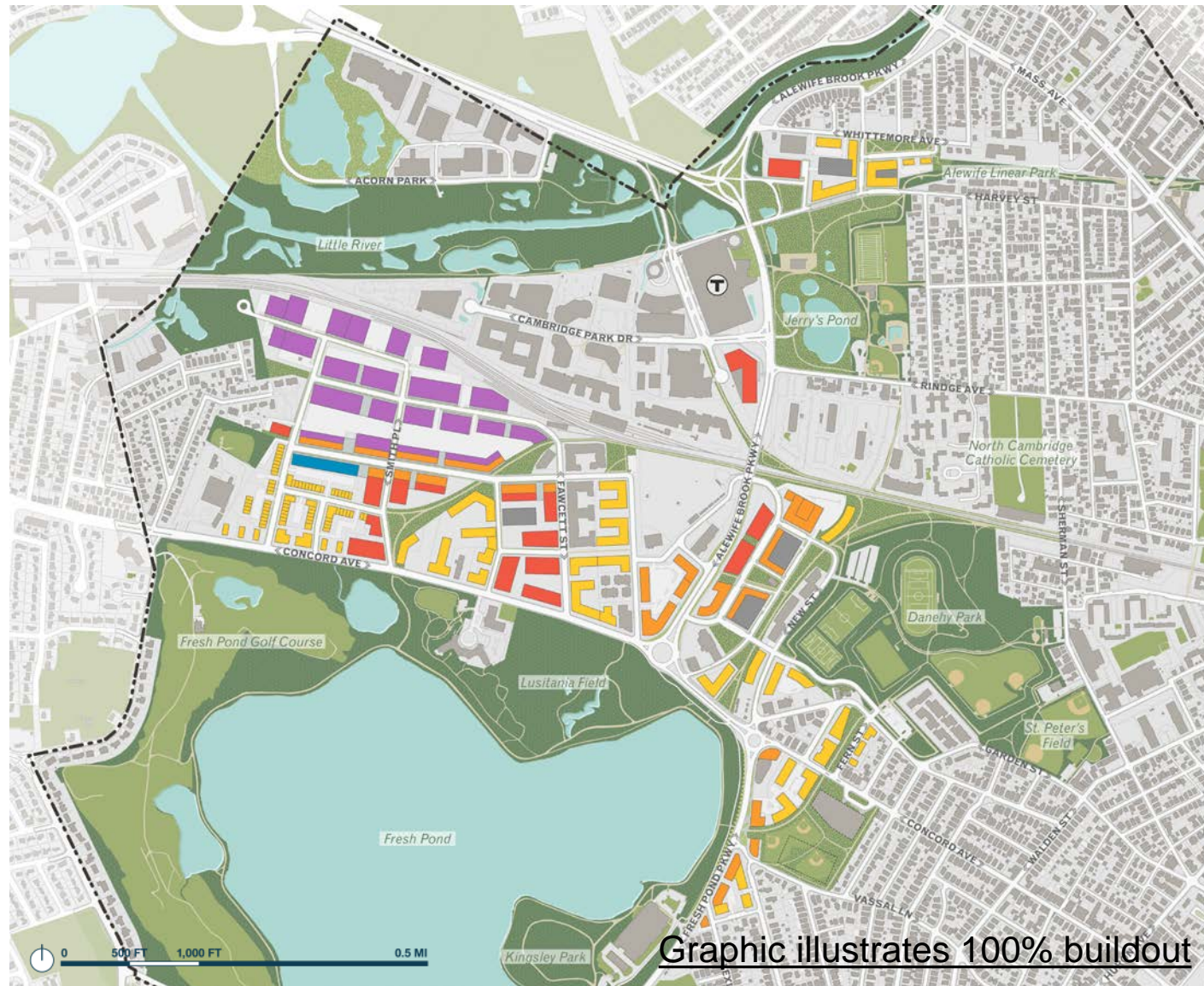
Alewife: Vision Benefits



Benefits of Achieving the Vision

- Increased acreage of publicly accessible open space.
- New connections can help rationalize the existing street grid, catalyze development, and facilitate achievement of the vision set out in the plan.
- Additional off-street pedestrian and bicycle as an alternative to vehicular transit.
- Balance of new housing units and jobs.
- Flood mitigation that also strengthens the urban street edge and pedestrian experience.

Alewife: Proposed Land Use



Net New Housing Units at 60% Buildout (2030)

~2,110 units

– Quadrangle	~725 units
– Shopping Center	~745 units
– Jerry's Pond	~310 units
– Fresh Pond Parkway	~330 units

Net New Jobs at 60% Buildout (2030)

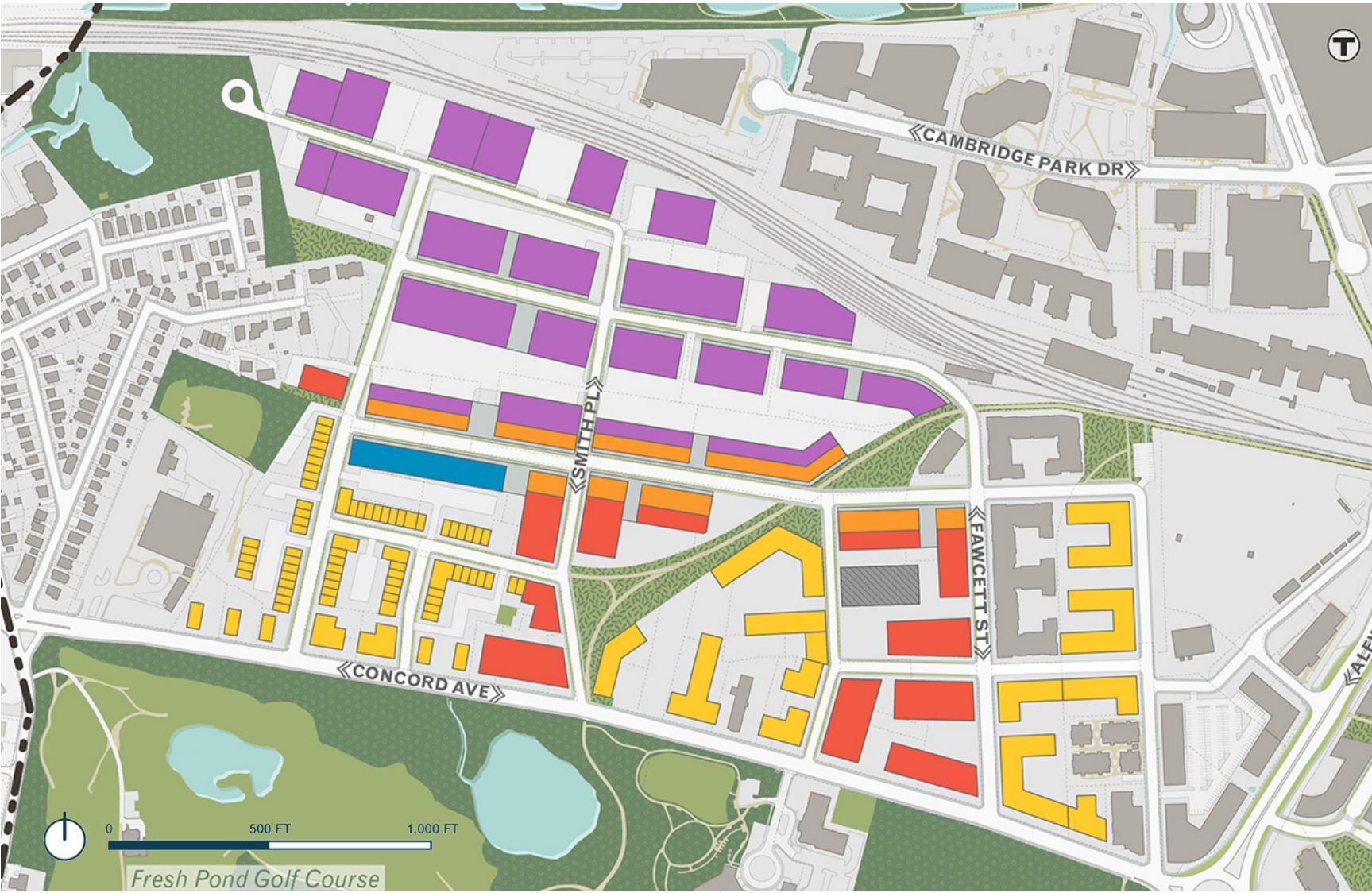
~9,290 jobs

– Quadrangle	~7,020 jobs
– Shopping Center	~1,030 jobs
– Jerry's Pond	~350 jobs
– Triangle	~720 jobs
– Fresh Pond Parkway	~170 jobs

Proposed Land Use

■ Residential	■ Mixed-use Industrial
■ Commercial	■ Live/Work Space
■ Mixed-use Retail	

Quadrangle: Proposed Land Use

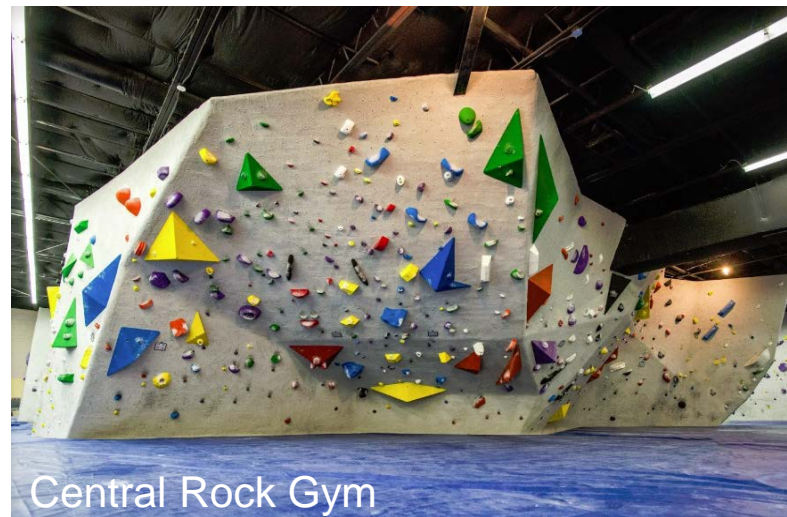


Gross GFA at 100% buildout	~6.44m SF
District FAR	1.62
Gross GFA at 60% buildout (2030)	~4.30m SF
– New housing	~725 units
– Ground floor active uses	~68,400 SF
– Office / lab space	~1.90m SF
– Industrial	~399,500 SF
New Open Space	~4.0 acres
<ul style="list-style-type: none"> Artist Live/Work Accessory Retail Zone Industrial/Commercial Hybrid Retail (Mixed-use) Commercial Residential Open Space 	

Existing Businesses as a Starting Point

Existing businesses provide:

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



Food Manufacturing

4% job growth nationally, 2011-2015

Only 38% of regional demand for beverage manufacturing is met by local companies



Manufacturing of baked goods (Pictured: Iggy's Bakery. Source: FreeFoodBoston.Wordpress.com.)



Fruit and Vegetable Preserving (Pictured: Tiptree Jam Factory in England. Source: BBC.com.)

Grain Milling

Confectionery Product Manufacturing

Dairy Product Manufacturing

Fabricated Metal Product Manufacturing

2% job growth, 2011-2015

Only 53% of regional demand for fabricated metal manufacturing is met by local companies



Machine shops (Pictured: Student Machine Shop at UC Berkeley. Source: Physics@ Berkeley)



Makerspace (Pictured: The Foundry in Baltimore, which trains residents for manufacturing jobs. Source: Technically Baltimore)

Forging and Stamping

Architectural and Structural Metals Manufacturing

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

Beverage Manufacturing

4% job growth nationally, 2011-2015

Only 41% of regional demand for beverage manufacturing is met by local companies



Breweries (Pictured: Lamplighter Brewery. Source: Christopher Mark)



Wine manufacturing (Source: Manufacturing & Technology Enterprise Center)

Ice manufacturing

Soda or tea manufacturing

Medical Equipment and Supplies Manufacturing

Level employment nationally, 2011-2015

Only 37% of regional demand for medical manufacturing is met by local



Medical kit assembly (Source: iStock)



Manufacturing of surgical and medical instruments, appliances, and supplies (Source: TeluguOne News)

Dental equipment and supplies manufacturing

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



Raised Plinth



Shopping Center Vision



Urban Plaza with Housing over Retail

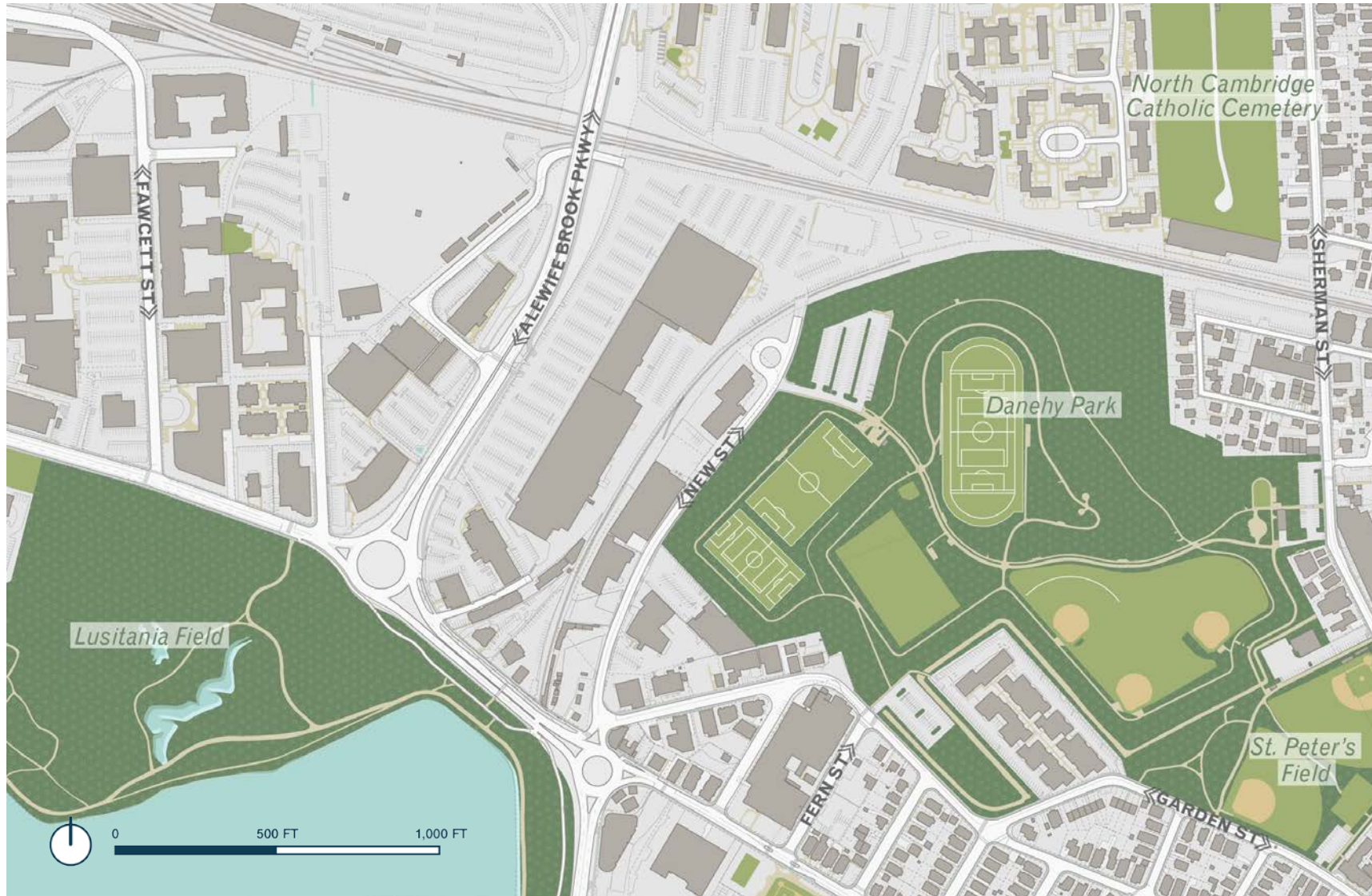


Mixed Use Residential Housing

Shopping Center

Create a walkable community destination that complements the main street proposed for the Quadrangle.

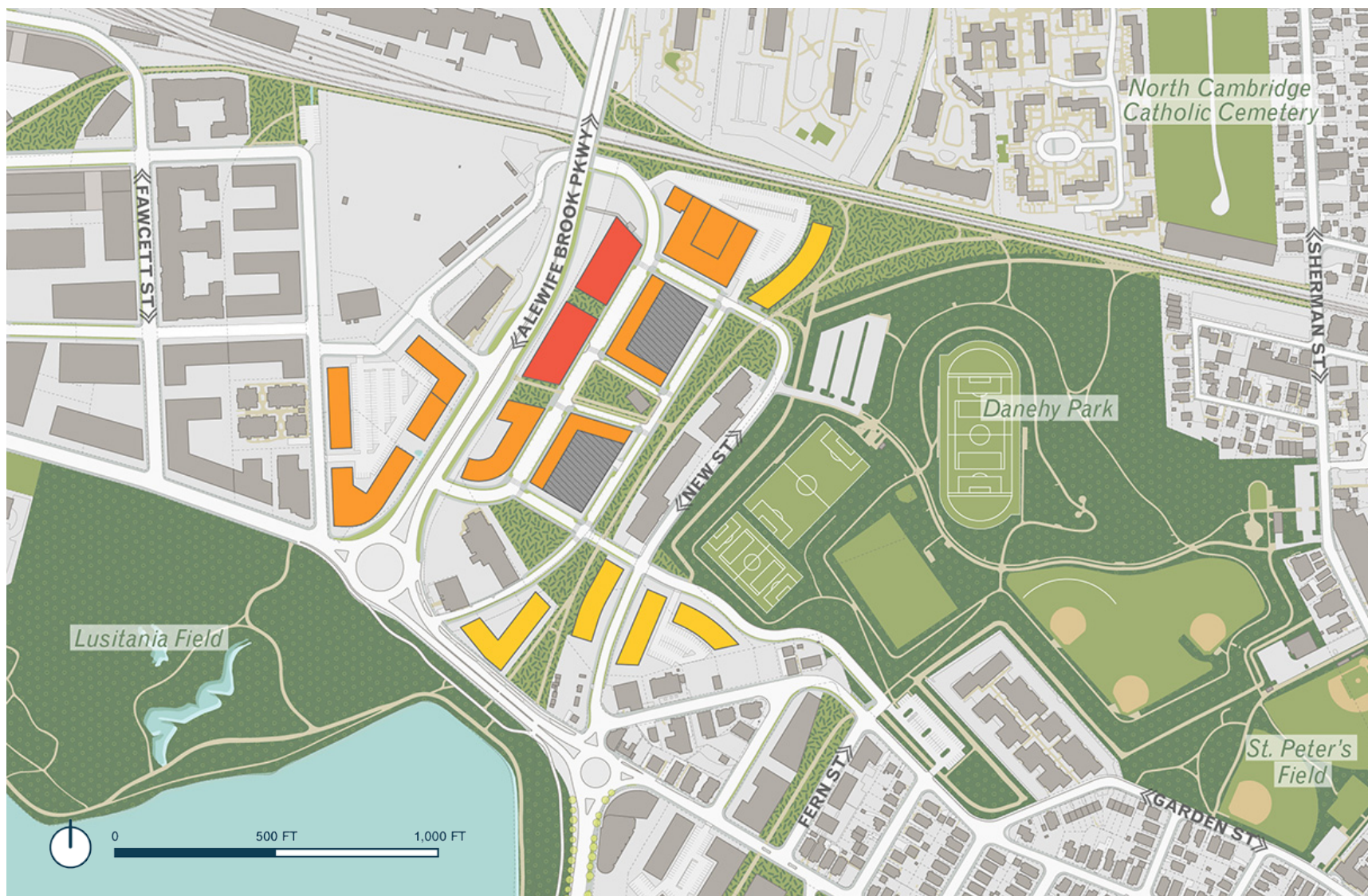
Shopping Center: Existing



Shopping Center

Create a walkable community destination that complements the main street proposed for the Quadrangle.

Shopping Center: Proposed Land Use



Gross GFA at 100% buildout	~2.05m SF
District FAR	1.54

Gross GFA at 60% buildout (2030)	~1.35m
– New housing	~745 units
– Ground floor active uses	~127,550 SF
– Commercial Office	~325,300 SF

New Open Space	~9.4 acres
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Proposed Land Use

- Mixed-use Commercial
- Residential
- Mixed-Use Residential
- Open Space
- Parking Garage

Jerry's Pond Vision



Photo Source: <https://lowrypei.wordpress.com/posts/>

Jerry's Pond

Identify development opportunities to enhance connections, address flooding, and support the neighborhood. Enhance Jerry's Pond as a neighborhood amenity.

Jerry's Pond: Existing



Jerry's Pond

Identify development opportunities to enhance connections, address flooding, and support the neighborhood. Enhance Jerry's Pond as a neighborhood amenity.

Jerry's Pond: Proposed Land Use



Gross GFA at 100% buildout	~803,750 SF
District FAR	0.60
Gross GFA at 60% buildout (2030)	~524,050 SF
– Housing Units	~310 units
– Commercial Office	~202,350 SF
– MBTA	7,484 SF
New Open Space	~16.8 acres

Proposed Land Use

- Long Term Vision
- Commercial
- Residential
- Parking Garage
- Emergency Access Only

Fresh Pond Parkway Vision



Fresh Pond Parkway

Encourage sensitive development that supports the surrounding neighborhoods.



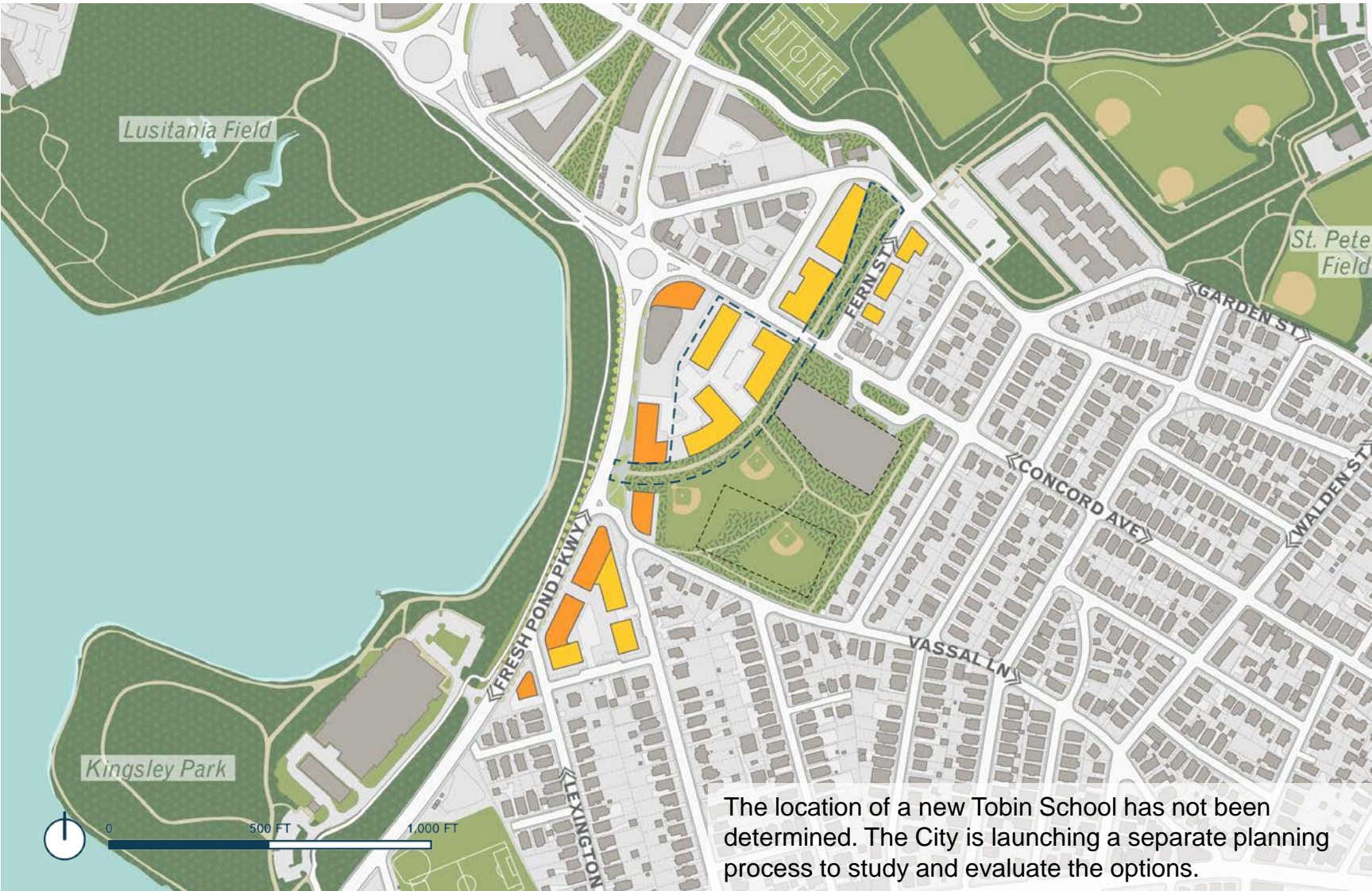
Fresh Pond Parkway: Existing



Fresh Pond Parkway

Encourage sensitive development that supports the surrounding neighborhoods.

Fresh Pond Parkway: Proposed Land Use



Gross GFA at 100% buildout	~600,000 SF
District FAR	1.80
Gross GFA at 60% buildout (2030)	~414,550 SF
– New housing	~330 units
– Ground floor active uses	~44,550 SF
New Open Space	~2.5 acres

Armory is a long term vision.
School location to be determined.

- Proposed Land Use
- Long Term Vision
 - Residential
 - Mixed-Use Residential

Alewife: Existing Conditions



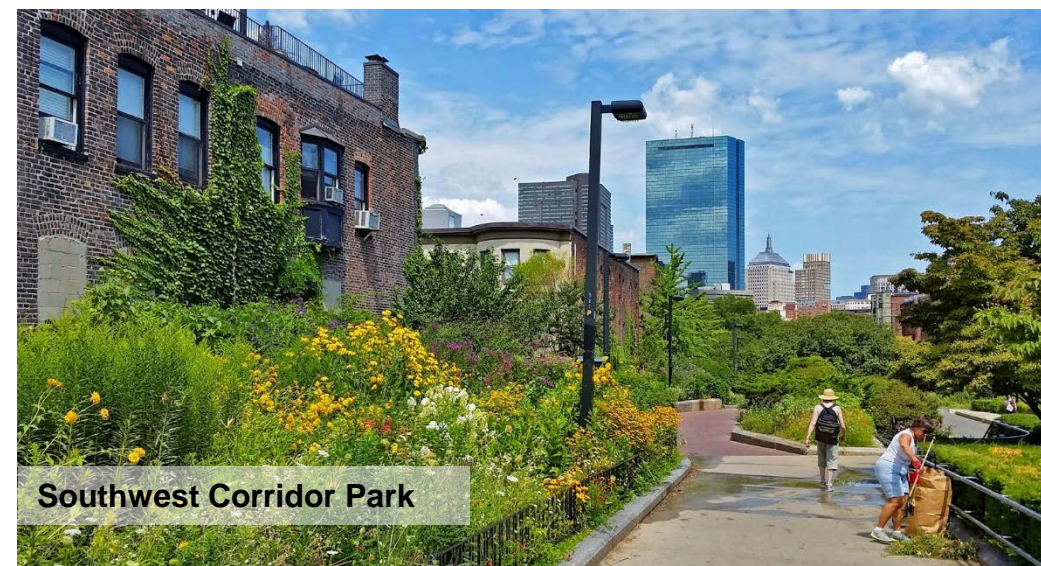
Alewife: Existing Street and Open Space Network



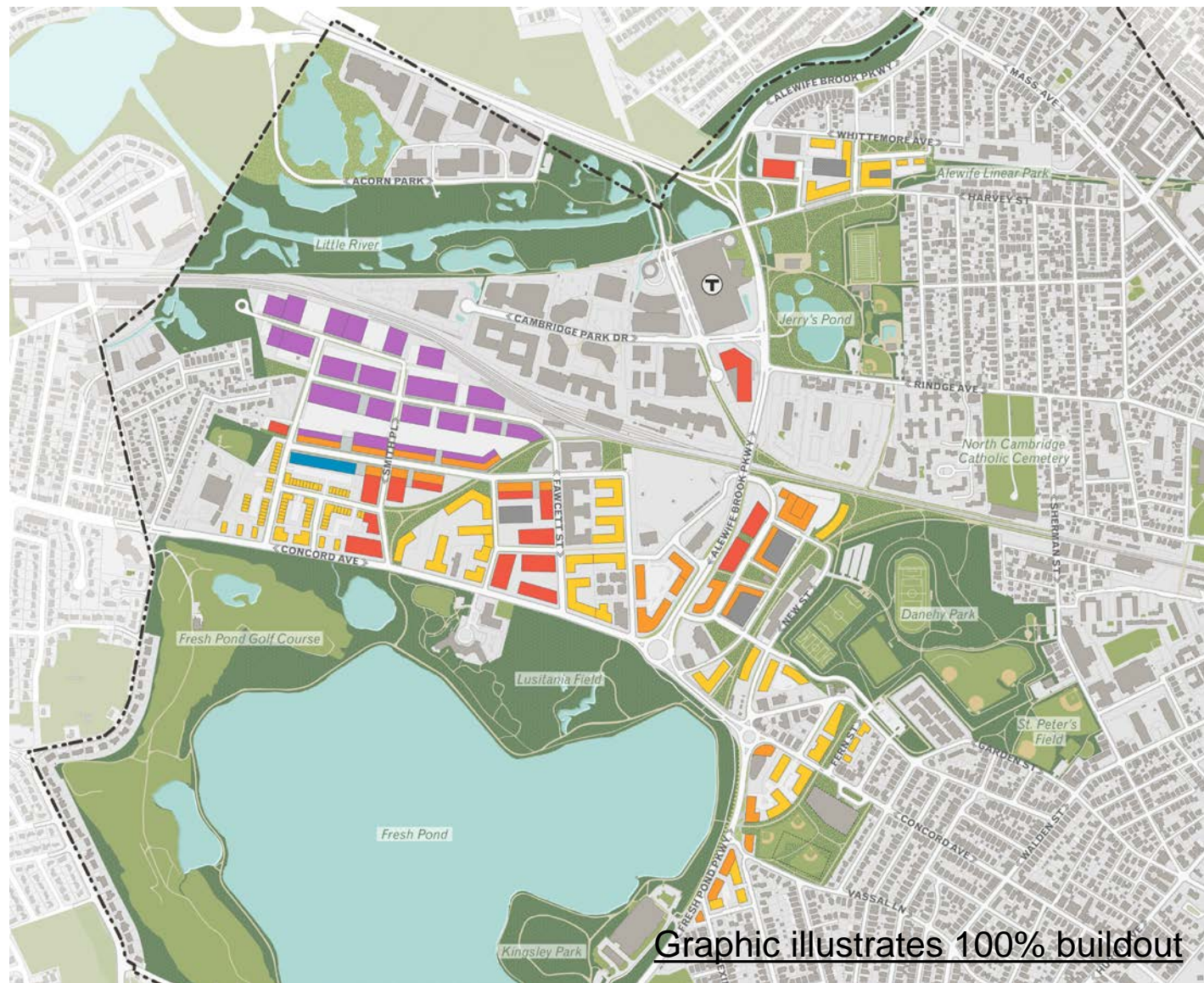
Opportunities

- Encourage walking and biking to reduce growth vehicular trips.
- Provide off-street connections between disconnected existing open spaces.
- Create recreation loops at two scales in Alewife.
- Reduce urban heat island affect through increased shading and permeable surfaces.
- Increase storm water storage options using existing City-owned parcels.

Alewife: Proposed Street and Open Space Network



Alewife: Proposed Land Use



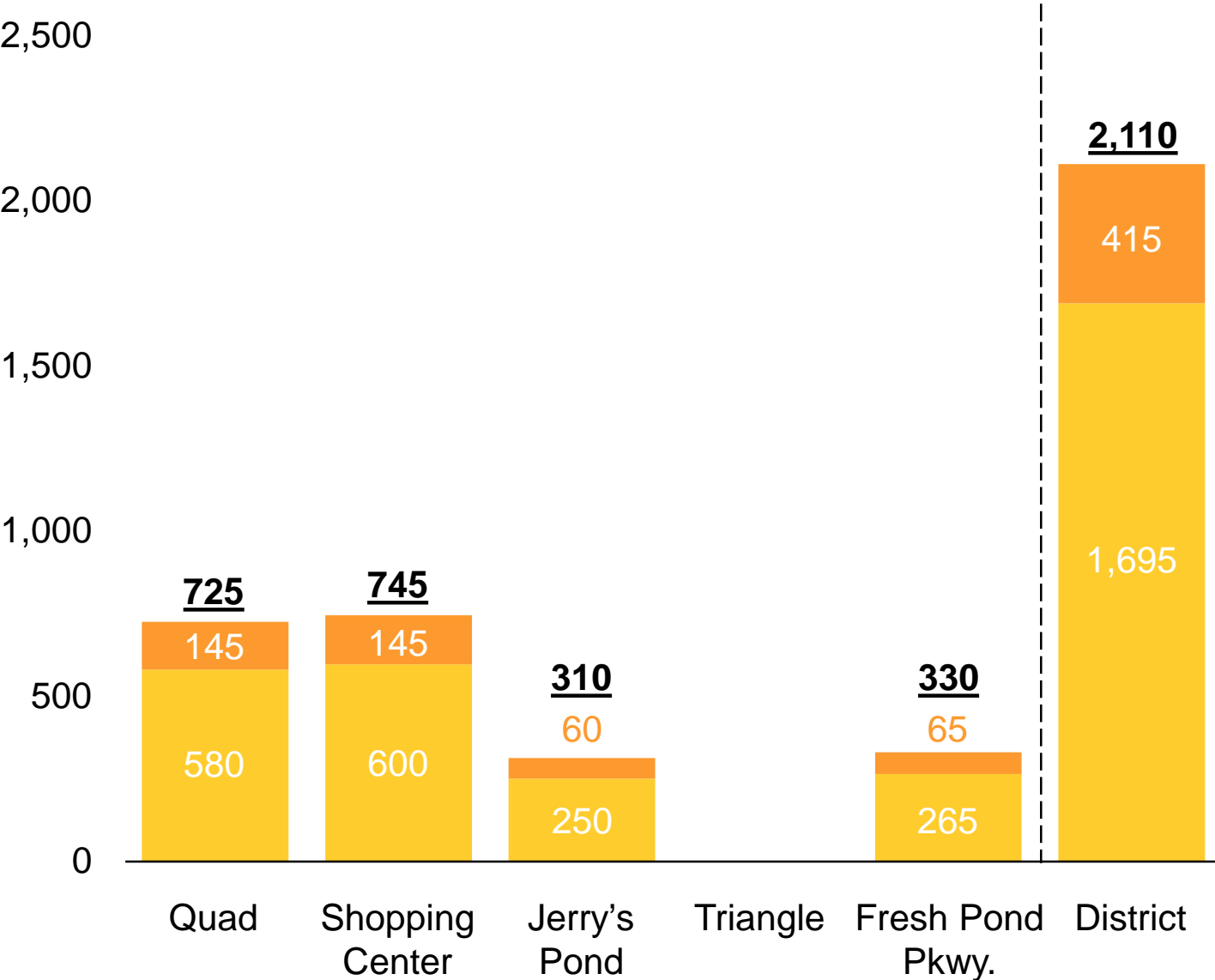
Net New Housing Units at 60% Buildout (2030)	~2,110 units
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Net New Jobs at 60% Buildout (2030)	~9,290 jobs
– Quadrangle	~7,020 jobs
– Shopping Center	~1,030 jobs
– Jerry's Pond	~350 jobs
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– Fresh Pond Parkway	~170 jobs

Proposed Land Use

- Residential
- Commercial
- Mixed-use Retail
- Mixed-use Industrial
- Live/Work Space

Housing Unit Breakdown



Net New Housing Units at 60% Buildout (2030)	Market-Rate	Affordable	Total Units
– Quadrangle	~580	~145	~725
– Shopping Center	~600	~145	~745
– Jerry’s Pond	~250	~60	~310
– Triangle	0	0	0
– Fresh Pond Parkway	~265	~65	~330
District Total	~1,695	~415	~2,110

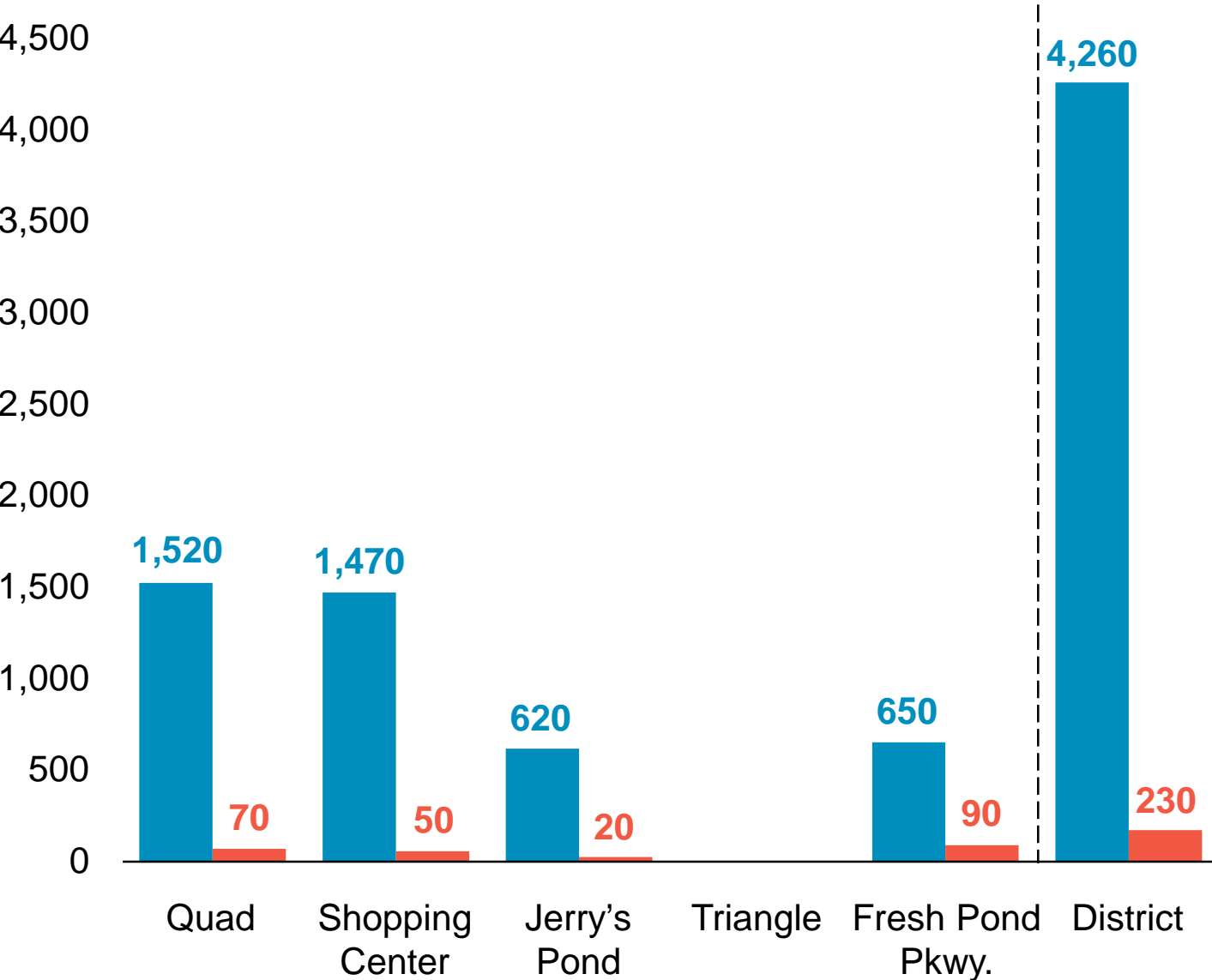
Housing Units

■ Affordable

■ Market-rate

Net new units do not include permitted projects. Calculations rounded to the nearest 5 units and based on an average unit size of 1000 SF, not including townhouses.

Residents & Public School Students

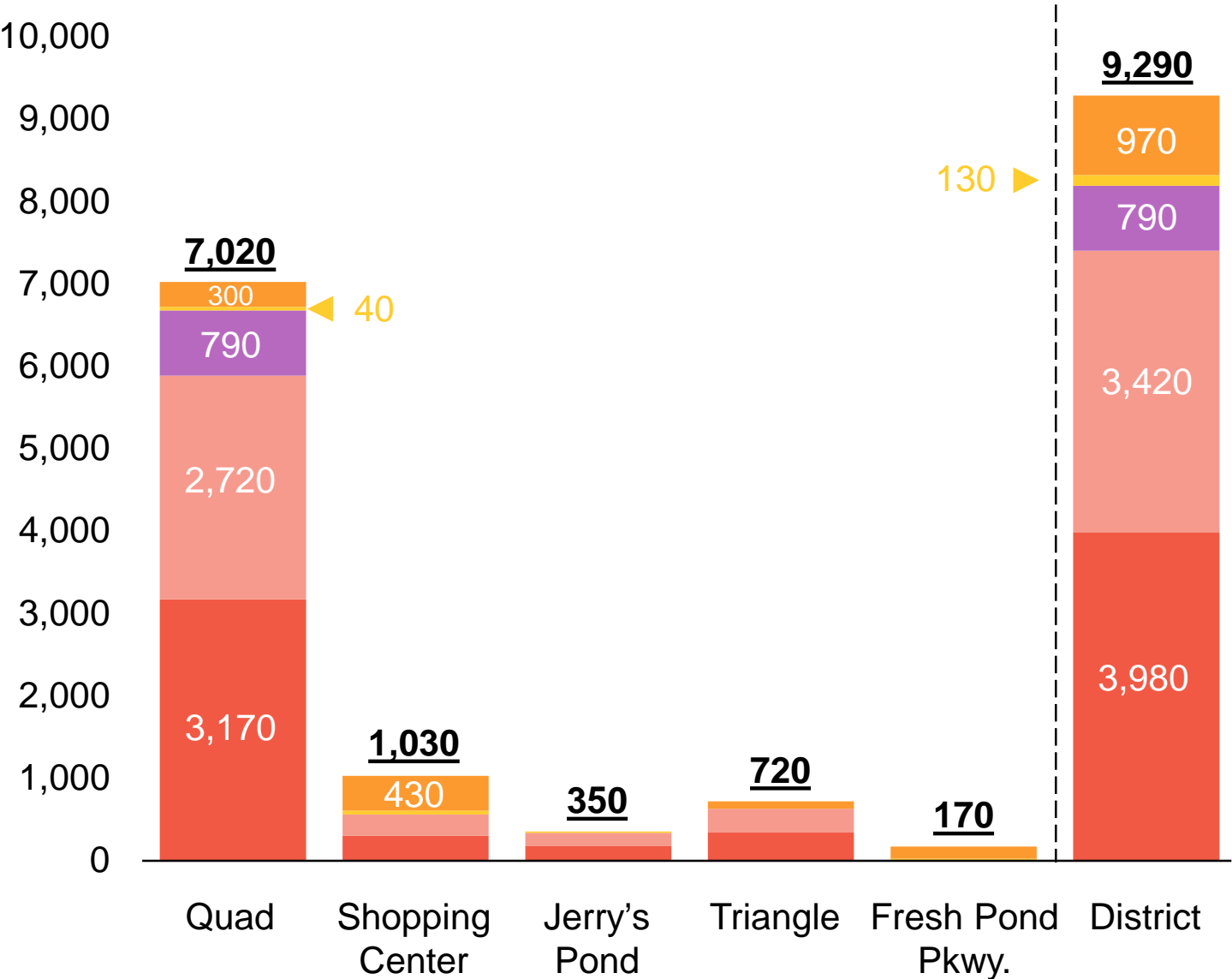


Net New at 60% Buildout (2030)	Residents	Students
– Quadrangle	~1,520	~70
– Shopping Center	~1,470	~50
– Jerry’s Pond	~620	~20
– Triangle	0	0
– Fresh Pond Parkway	~650	~90
District Total	~4,260	~230

Estimates are based on Census Bureau data for the City of Cambridge and data from Cambridge Public Schools, while taking into account the effect of the updated Inclusionary Housing Program.



Jobs Breakdown



Net New Jobs at 60% Buildout (2030)	Total Jobs
– Office	~3,980
– Lab	~3,420
– Industrial	~790
– Retail	~970
– Residential	~130

Jobs Total	<u>~9,290</u>
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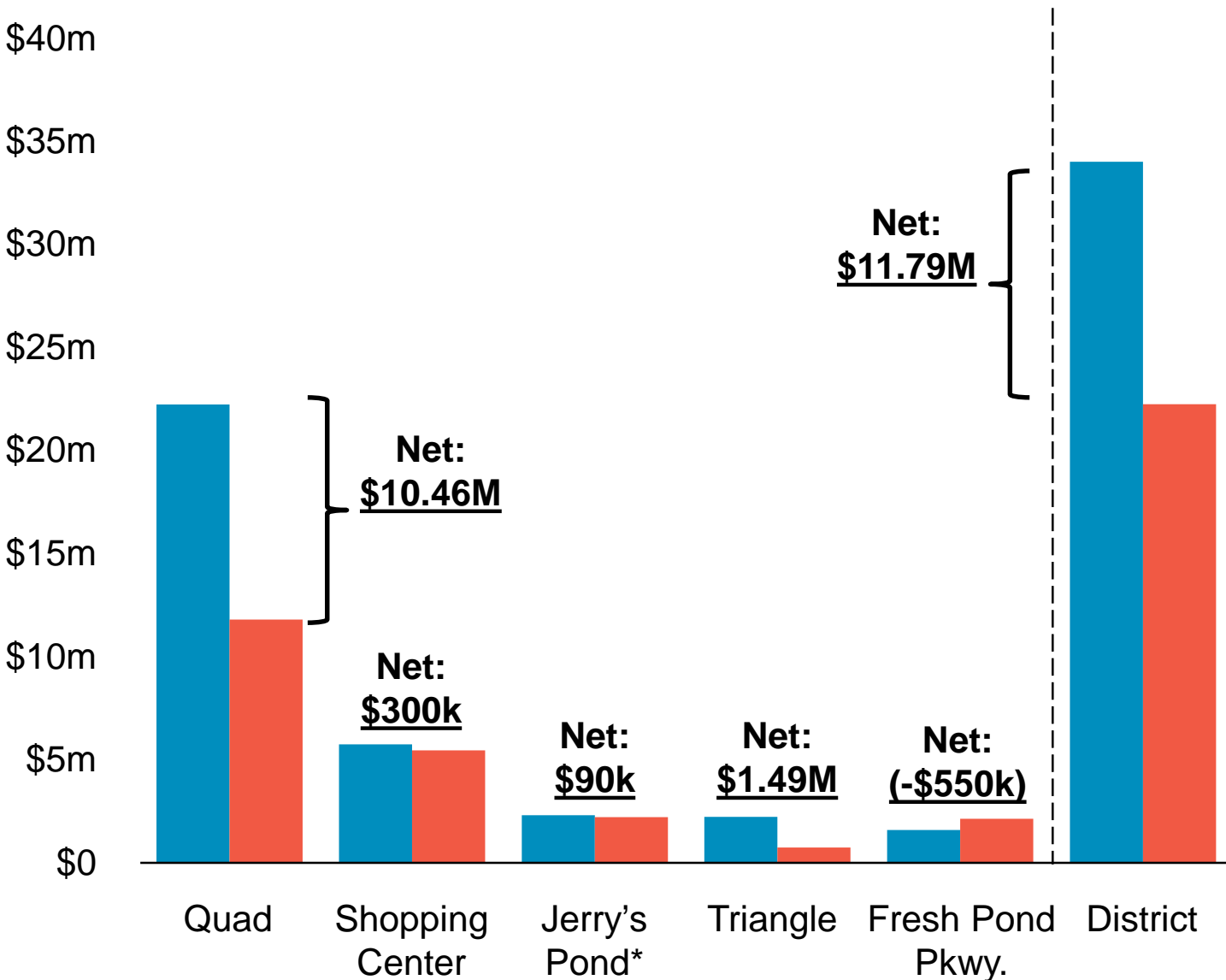
Residential jobs are building leasing, operations, and maintenance jobs.

Estimated jobs are based on the number of workers per gross floor area (GFA) of use category.

Jobs Breakdown

- Office
- Lab
- Industrial
- Residential
- Retail

Annual Fiscal Revenues and Costs



Net Fiscal Impact Per Square Foot	Fiscal Impact
– MF Rental	(\$1.93)
– Office — Class A	\$5.23
– Office — Class B	\$3.11
– Lab — Class A	\$8.63
– Lab — Class B	\$6.00
– Industrial	\$2.43
– Retail	\$4.39

*Does not include remediation costs associated with Jerry’s Pond.

Estimates based on City of Cambridge property taxes, other taxes and fees, general service costs, and education costs for public school students.

Total Revenues
Total Costs

Next Steps for Alewife

- **Alewife Working Group #13: December 14, 2017**
 - Traffic Impacts and Implementation
- **Alewife Plan Release: Winter 2018**



Alewife Visioning Workshop, July 2016



Alewife Public Workshop, February 2017

Discussion

