Joint Working Group Meeting
March 22, 2017

ENVISION
CAMBRIDGE

Today’s agenda

Meeting objective: Discuss how to prioritize actions across focus areas

- **Session Overview** (15 minutes)
- **Small Group Discussion** (70 minutes)
- **Report Out** (30 minutes)
- **Next Steps** (5 minutes)

Working Groups

ENGAGEMENT WORKING GROUP

ALEWIFE WORKING GROUP

HOUSING WORKING GROUP

ECONOMY WORKING GROUP

MOBILITY WORKING GROUP

CLIMATE AND ENVIRONMENT WORKING GROUP

URBAN FORM

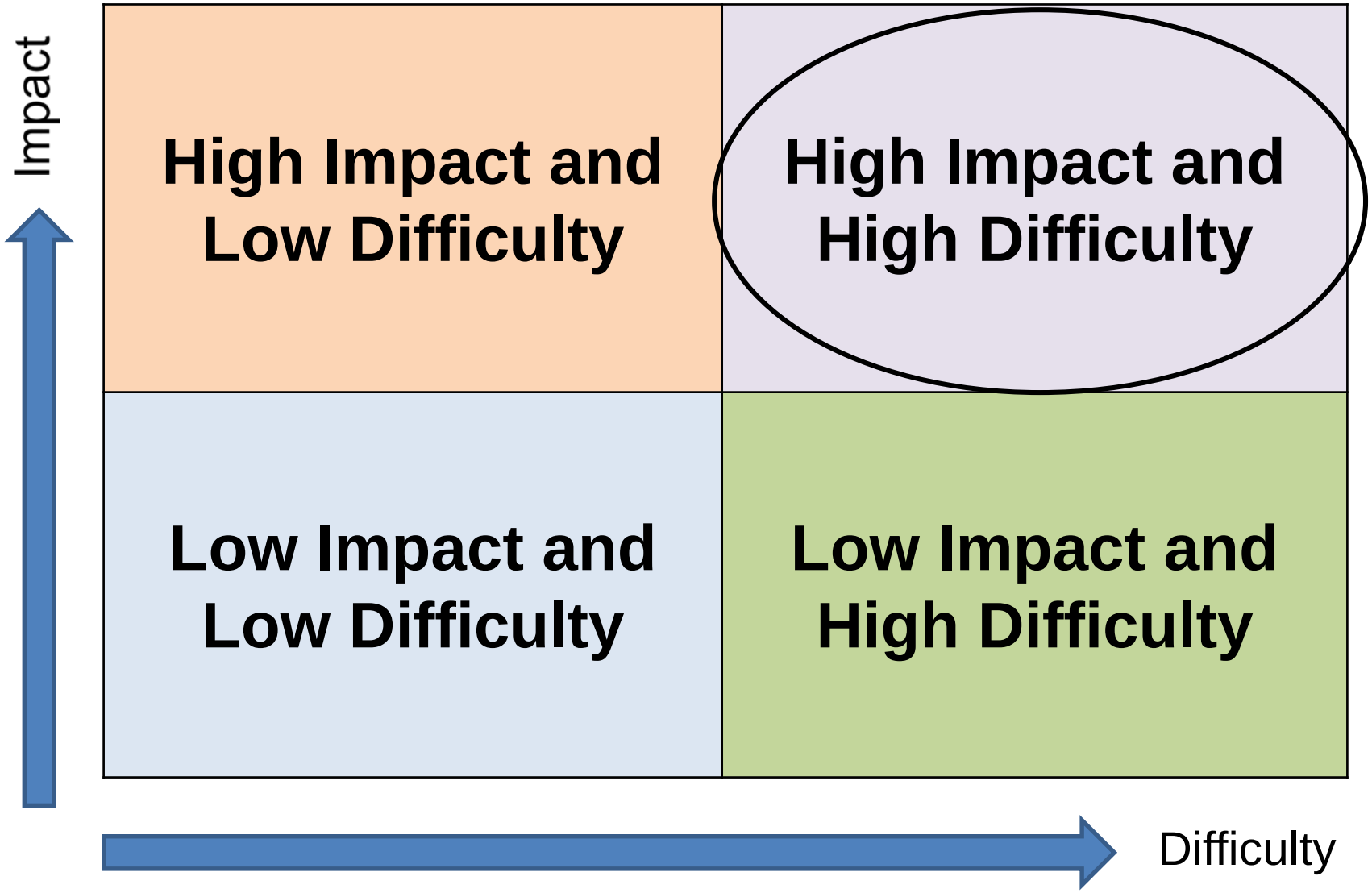
Envision Cambridge Advisory Committee

COMMUNITY INTERACTION

The Plan

Meeting Overview

Action prioritization



Discussion 1: Priorities (40 minutes)

Objective: Prioritize high impact/high difficulty actions

1. Individually, review list of actions and choose your top ten priorities.

2. Place stickers on the board marking your top ten.

3. Discuss your choices with the group.

4. As a group, create a single list of top ten priorities.

How do they support our vision and core values?

Are there key synergies or conflicts between any actions?

Discussion 2: Development Requirements and Incentives

Several working groups recommend requiring and incentivizing additional community benefits.

Desired public benefits

- Increased affordable housing beyond 20% Inclusionary Zoning requirement
- 100% affordable housing
- Family-sized units
- District energy systems
- Net zero buildings ahead of Net Zero Action Plan schedule
- Green roofs
- Increased trees
- Additional open space beyond required minimum
- Public gathering spaces (community rooms, childcare facilities, library)

Potential Incentives

- Increase height
- Increase density
- Exempt from minimum parking requirements

Activity B: Development Requirements and Incentives

Objective:

Answer the following questions as a group:

- Which should be requirements?
- Which should be incentivized through additional height/density bonuses?
- What are your top two priorities for height/density bonuses?
- Where would these work best? (i.e. citywide, near transit, commercial districts)
- Should they apply to residential or commercial uses, or both?
- Is the size of the project a factor?

If all are required, development projects would not be financially feasible for a typical developer.

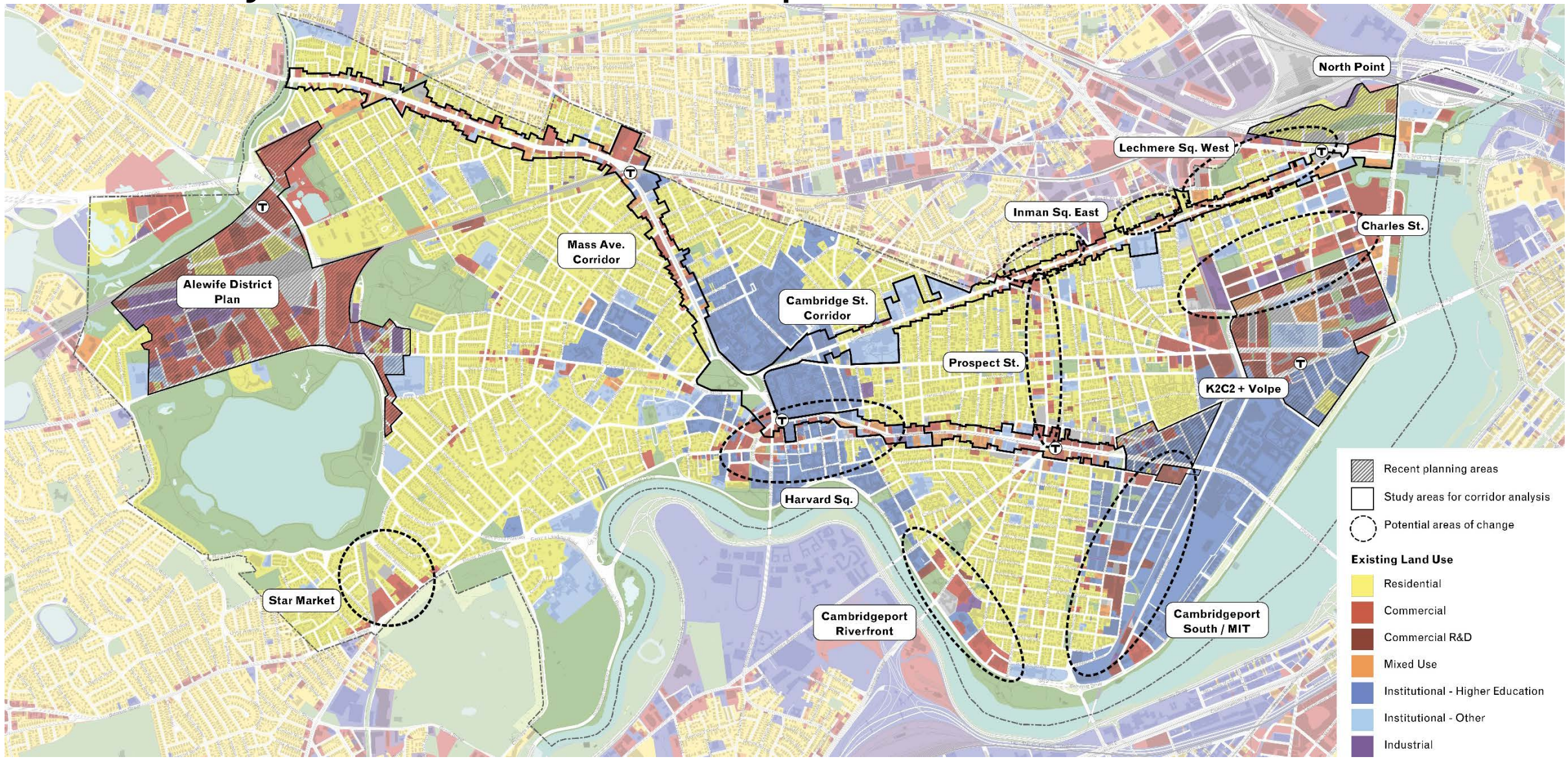
Additional height and density must be balanced with urban form goals.

Activity B: Background

Currently, the city regulates height and density through zoning and advances the following goals:

- Improved urban form outcomes (higher quality architectural design and open space)
- Transportation mitigation
- Green building design
- Public infrastructure improvements
- Payment to affordable housing from commercial development (Incentive Zoning)
- A density bonus is given to residential projects more than 10 units or 10,000 sf for including 20% affordable housing (as of 2017).

Areas likely to see some redevelopment



Important Notes

- During your activity, try to take a general view of Cambridge's needs, rather than only advocating for your given topic area
- Step up, step back
- Explore disagreement (respectfully)

Activity Time

Next Steps

- Final topic-focused working groups in April to decide on targets for each indicator

- Public meetings on citywide development projections under existing zoning and discussion of potential changes