

ENVISION CAMBRIDGE



Cambridgeport Neighborhood Association
January 17, 2019



Our Process

2016

- Work with community to develop a shared understanding of key planning issues
- Determine vision and core values with community input
- Assess challenges and opportunities through data analysis and public feedback

2017

- Dive into planning topics with working groups
- Set goals
- Identify strategies
- Develop the Alewife district plan

2018

- Develop focus area recommendations with working groups
- Discuss trade-offs and scenarios
- Draft final plan
- Refine and integrate Alewife district plan

***Planning
Topics***

Housing

Economy

Mobility

***Climate and
Environment***

Urban Form

***Community
Wellbeing***



Engagement Activities

- Public meetings, workshops, and panels
- Mobile Engagement Station at community events and select locations
- Corridors and Streets activities
- Walk-shops
- Focus Groups with underrepresented populations
- Surveys (paper and online)
- Newspaper
- Working groups and committees
- Drop-in sessions at senior centers
- Youth engagement workshops
- Hubway ads



Engagement by Numbers

5,000+ participants reached with the mobile engagement station and other mobile activities

2,000+ online and in-person survey responses

5,000+ social media interactions

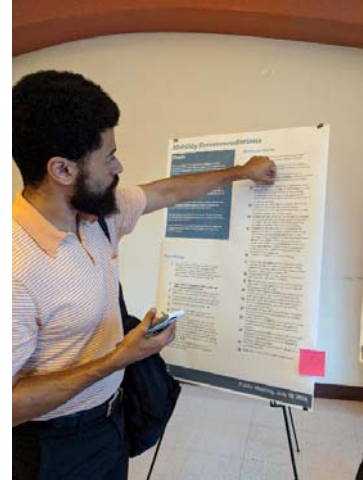
400+ public workshop attendees

115 working group members

138.5 hours of committee and working group meetings

160 participants in focus groups with hard-to-reach populations

61 public meetings, including workshops, panels, and working group discussions



Vision and Core Values

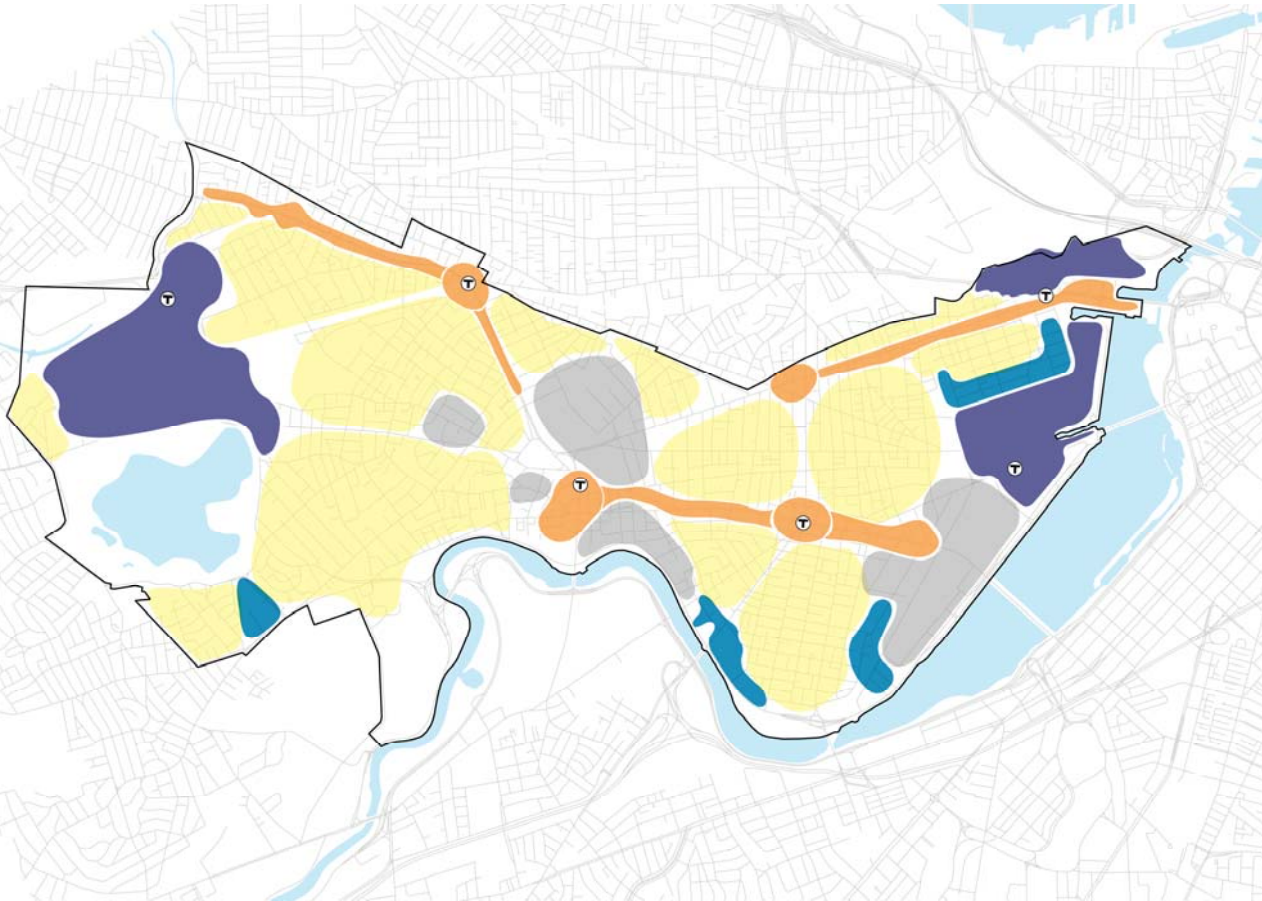
Vision: What we want to be

“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



Framework for Growth Management



Residential Neighborhoods areas of low expected growth, largely retaining their existing fabric while allowing for complementary infill development

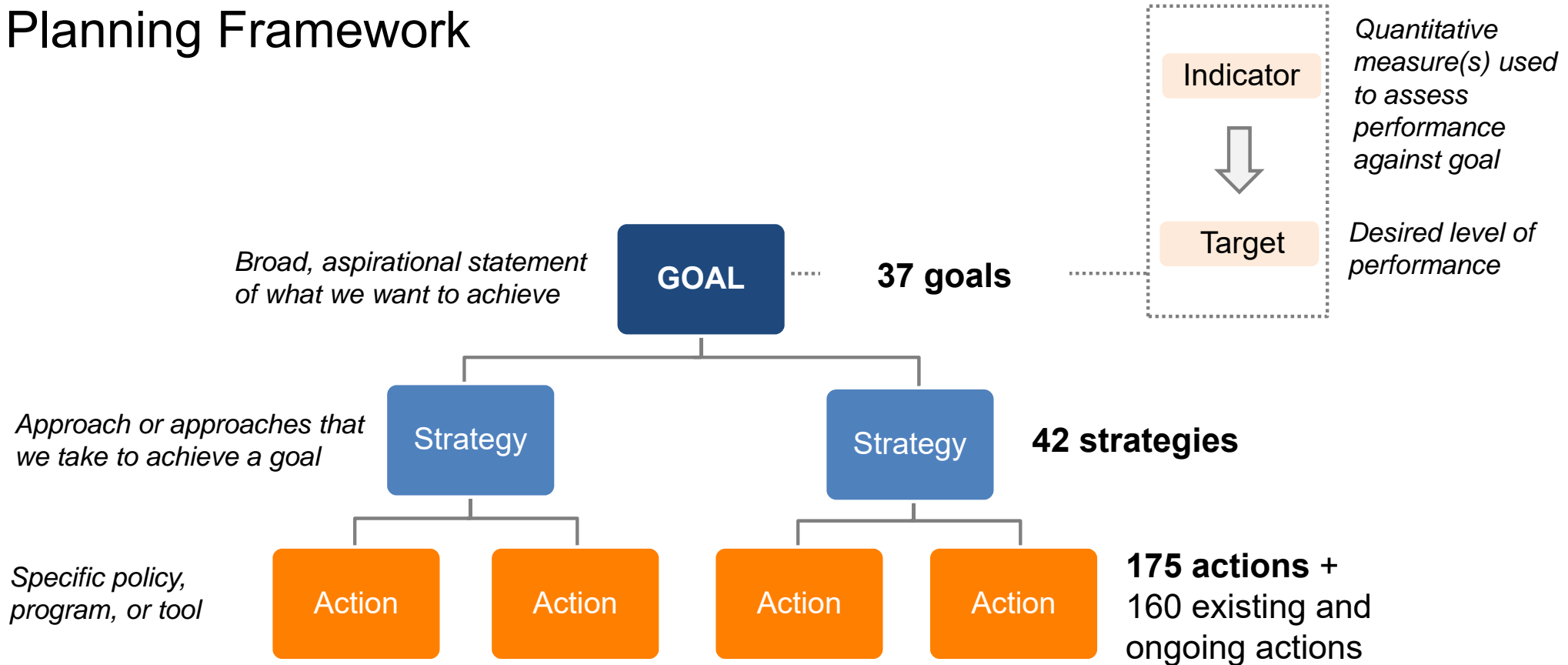
Squares and Major Mixed-Use Commercial Corridors along Massachusetts Avenue and Cambridge Street should grow at a moderate, measured pace that takes advantage of transit proximity and enhances their unique character and sense of place.

Higher Education Institutions should grow primarily within their traditional core campuses.

Transition Areas should accommodate development of varying types that creates an intermediate sense of scale between adjacent activities and emphasizes the benefits of proximate land uses.

Evolving Mixed-Use Districts should continue to accommodate the bulk of the city's growth and change and positively transforming areas characterized by surface parking lots, automobile-oriented uses, and obsolete commercial buildings.

Planning Framework



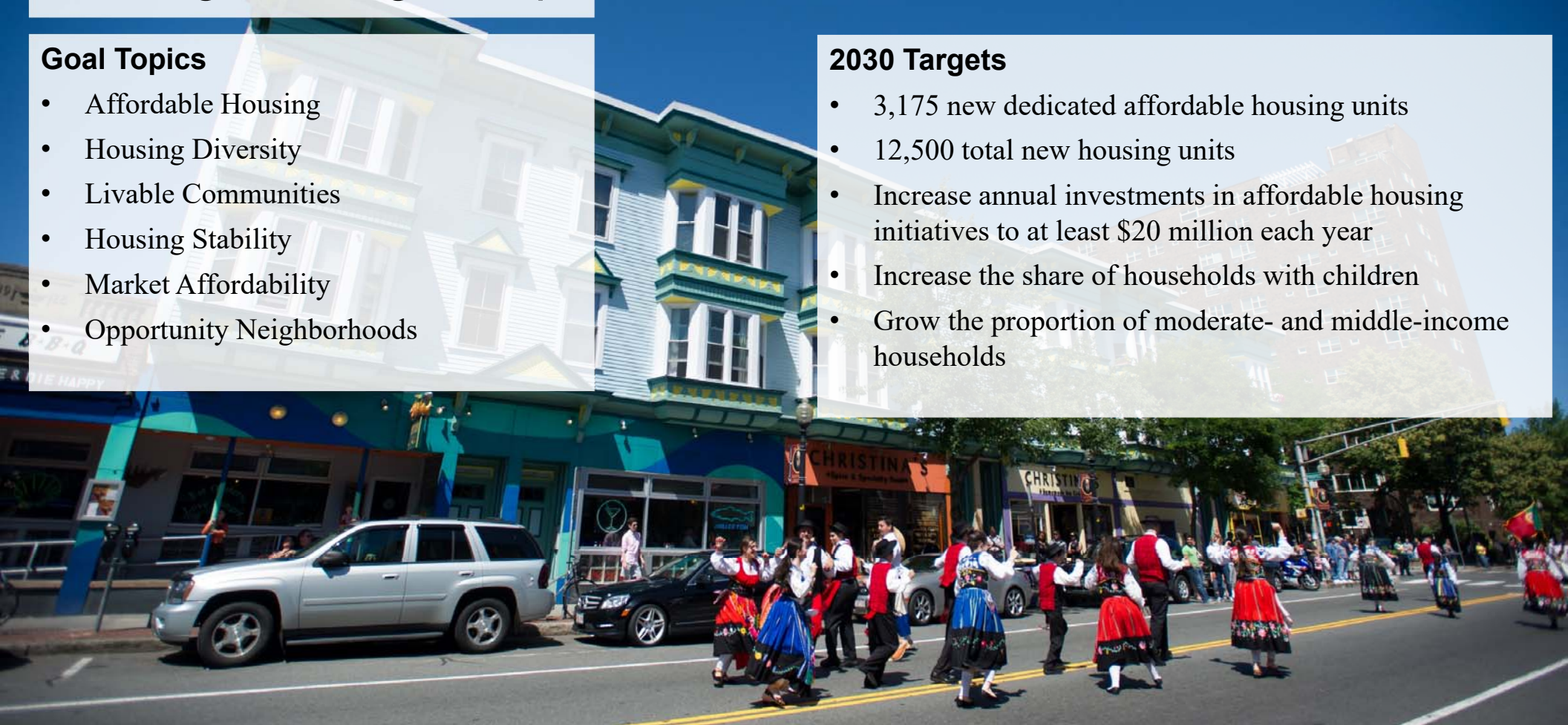
Housing Working Group

Goal Topics

- Affordable Housing
- Housing Diversity
- Livable Communities
- Housing Stability
- Market Affordability
- Opportunity Neighborhoods

2030 Targets

- 3,175 new dedicated affordable housing units
- 12,500 total new housing units
- Increase annual investments in affordable housing initiatives to at least \$20 million each year
- Increase the share of households with children
- Grow the proportion of moderate- and middle-income households



Top Housing Actions

Increase existing City funds dedicated to affordable housing...

Explore options for new revenue sources to support affordable housing

Change zoning to enable more housing, including affordable housing, to be built along major corridors and in other transforming areas that have the capacity to accommodate growth...

Establish or expand the use of taxes that provide dedicated revenue for affordable housing...

Expand existing financial support to match rising costs associated with nonprofit efforts to develop affordable housing...

Require the creation of significant new housing in areas that are being rezoned.

Prioritize City and other public property that is available for disposition to develop affordable housing.

Offer density bonuses and relief from other dimensional regulations for fully affordable housing developments.

Change base zoning to require that developers of multi-family projects...provide a certain amount of family-sized units...

Evaluate gaps in supportive housing services provided by the City, increase capacity...to address identified gaps, and increase awareness of available services.

Economy Working Group

Goal Topics

- Shared Community Prosperity
- Equity
- Global Economic Center
- Employment Diversity
- Business Diversity
- Great Commercial Districts

2030 Targets

- Reduce the post secondary degree attainment gap between Black and Hispanic vs White Non-Hispanic and low-income vs. higher income for CRLS students
- Growth in labor force participation for Black, Latina/o, and women workers, and workers with disabilities
- 90% of workers earn a living wage
- Increase the annual number of MWBE businesses participating in grants or programs
- 30 small businesses per 1,000 residents



Top Economy Actions

Undertake targeted business recruitment efforts to attract firms that offer low barrier-to-entry jobs...

Change zoning to increase density and achieve a mix of uses in targeted areas...

Explore financing mechanisms to support the industrial economy through infrastructure funding or land assembly, supporting firms that provide light industrial jobs, and encouraging the development of a manufacturing incubator space.

Allocate resources to assess the training and education needs of low/moderate income residents to access existing industry-focused training program...

Expand capacity and funding to provide additional “earn and learn” opportunities with local employers for Cambridge residents...

Expand existing industry-focused training programs to incorporate pre-vocational education...

Expand scholarships and number of slots in quality early education programs with a particular focus on low income families...

Mobility Working Group

Goal Topics

1. Equity and Accessibility
2. Reliability and Efficiency
3. Safe and Active Transportation
4. Connectedness and User Friendliness
5. Community Character and Vitality
6. Climate Mitigation and Resilience

2030 Targets

- Zero transportation-related fatalities serious injuries
- 20% increase in portion of residents who live within walking distance of high-frequency transit
- Increase the number of streets meeting the city's standard for bicycle comfort
- Reduce proportion of people driving alone by 15% for all trip types



Top Mobility Actions

Develop an implementation plan and increase funding to complete gaps in the updated Bicycle Network Plan...

Prepare transportation infrastructure to be more resilient to periodic flooding...

Implement bus priority treatments on key bus corridors at points of recurrent delay to increase transit speed and reduce traffic delays.

Install co-located carshare, bikeshare, and transit nodes in areas that are currently underserved...

Increase funding to improve multimodal access to key public facilities...by adding crosswalks, bus shelters, bike lanes, and bike parking, etc.

Increase funding to improve intersection safety in locations with high rates of crashes.

Better manage freight movement and delivery to improve safety and efficiency...

Build a pedestrian/bicycle connection across the railroad tracks connecting the Alewife Quadrangle to the Triangle, and work with MassDOT to advocate for urban rail on the Fitchburg Line

Climate and Environment Working Group

Goal Topics

- Climate Action
- Climate Change Preparedness
- Ecological Protection
- Water Quality
- Waste Management
- Community Engagement

2030 Targets

- Growth in citywide tree canopy coverage citywide
- Annual GHG emissions reduced to 0.8 mt CO₂e
- Growth rate in potable water use slower than population and employment growth
- Average trash collection reduced to 12 lbs per household per week
- Reduce impervious surfaces



Top Climate and Environment Actions

Develop disaster preparedness plans at the neighborhood level in conjunction with neighborhood organizations, service providers, public housing residents and other vulnerable populations

Incorporate green infrastructure into city sidewalk and street reconstruction projects as conditions and space allow

Procure 100% of municipal electricity from renewable sources

Leverage new communication technologies to alert residents and workers, by geography, of risks in the event of an emergency (e.g. text message, smartphone app)

Purchase additional land reserved to be used as open space

Establish a cool roof requirement for new construction in all zoning districts

Urban Form Working Group

Goal Topics

- Development Patterns
- Growth in Evolving Areas
- Transitional Development
- Public Realm
- Activation
- Design Process

2030 Targets

- On Massachusetts Ave, Cambridge St, and in major squares, grow the percent of blocks that foster active street life (based on specific targets around building entrances, retail and restaurant frontages, street wall, transparency, curb cuts, and street furniture).
- 87% of homes within walking distance to three or more different parks
- 90% of survey respondents rate Cambridge's overall appearance as good or excellent
- Percent of tree canopy over streets and sidewalks (TBD by Urban Forest Master Plan)



Top Urban Form Actions

Build the connections to integrate “Alewife Square” into the fabric of the City...

Establish development standards to promote street-activating uses (such as retail) on ground floors, including minimum ground-floor heights, limitations on the frontage length occupied by lobbies, etc....

Design and implement clear wayfinding for biking and walking routes to the City’s open spaces and other destinations.

Encourage family-friendly design in residential and commercial buildings and public realm improvements through development review (i.e. playgrounds, etc.)

Eliminate minimum parking requirements for development along the corridors.

Incentivize flexible community space in private and institutional developments.

Conduct a citywide assessment to determine where new public or publicly accessible open space should be expected as part of redevelopment projects.



Community Wellbeing Working Group

Goal Topics

- Access to Opportunity
- Racial Justice
- Civic Engagement
- Health and Wellness
- Art and Culture
- Learning and Play
- Sense of Belonging

2030 Targets

- Grow the proportion of people of color on city committees
- Increase percentage of population that engages in physical activity
- Increase percentage of survey respondents that rate Cambridge's open spaces and recreational opportunities as good or excellent
- Increase percentage of survey respondents that say there is a good or excellent sense of community in Cambridge
- Increase percentage of survey respondents that rate Cambridge as a safe place to live



Top Community Wellbeing Actions

Expand City efforts, including targeted outreach and recruitment, to ensure diverse representation on City boards, commissions and advisory committees

Support Community Engagement Team, a multi-agency collaborative that reaches out to underserved Cambridge families and connects them to community events and resources, develops community leaders, and supports agencies in working with a diverse community.

Increase capacity to conduct ongoing racial equity analyses of new and existing policies, programs, services, procurement practices, and community engagement

Create a program that pairs artists with vacant spaces waiting for tenancy or redevelopment for pop-up shops, studio space, or other artistic use.

Invest in technology in additional meeting spaces to make meetings available for streaming online, including both high and low-tech options (i.e. Facebook Live)

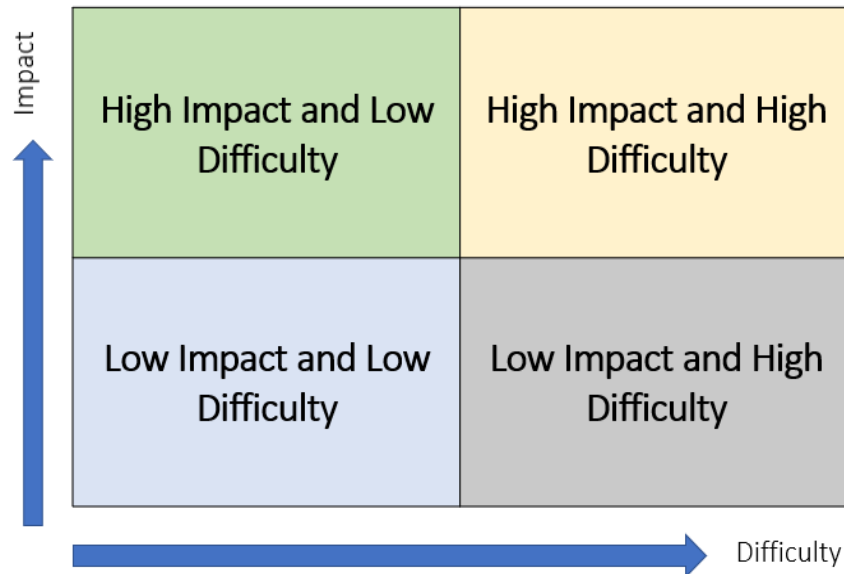
Conduct an inventory of publicly-accessible indoor meeting spaces, including an analysis of the hours, capacity, location, and contact information, and make available to public.

Provide information to new residents on ways to access affordable grocery stores

Next Steps

- Implementation of recommendations – now through 2030
 - 175+ new recommendations
 - Many recommendations will require additional study and public engagement
 - Plan is a flexible document to adapt to changing priorities over time
 - Measure and communicate progress to ensure we are on track to achieve our shared goals

Action prioritization



Join us to celebrate the completion of the Envision Cambridge planning process!

Thursday, January 24
Cambridge Public Library Main Branch
6pm

The event will include a speaking program, refreshments, and a gallery exhibit detailing the planning process.

