

ENVISION CAMBRIDGE

City Council Update

June 5, 2017



Agenda

Project Update

Alewife

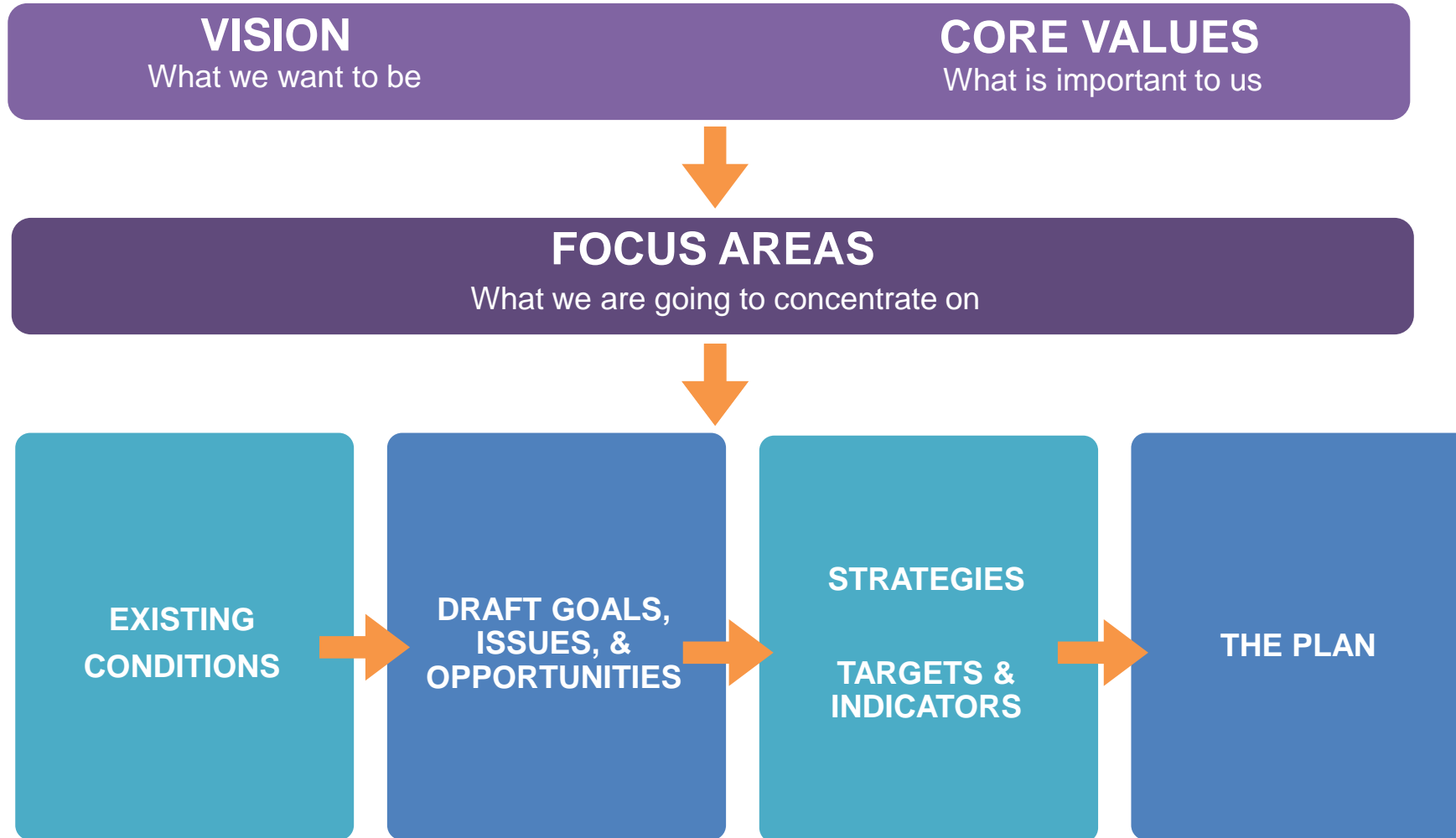
Quadrangle Scenario

Next Steps

Corridors

Discussion

Project Framework



Alewife: The Quadrangle



 Alewife Quadrangle

District As-Built



District FAR	0.61
Total GFA	2.48m SF

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

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)*

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)

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

Alewife Process 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

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.

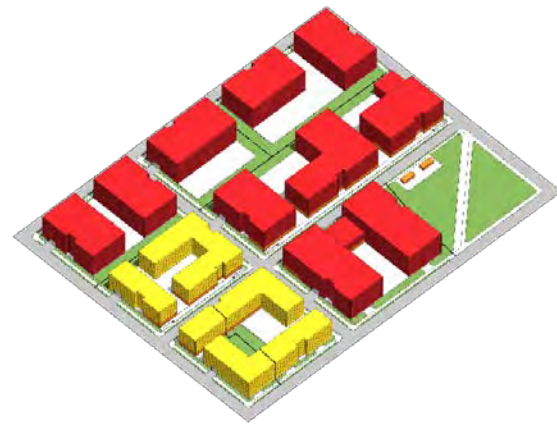
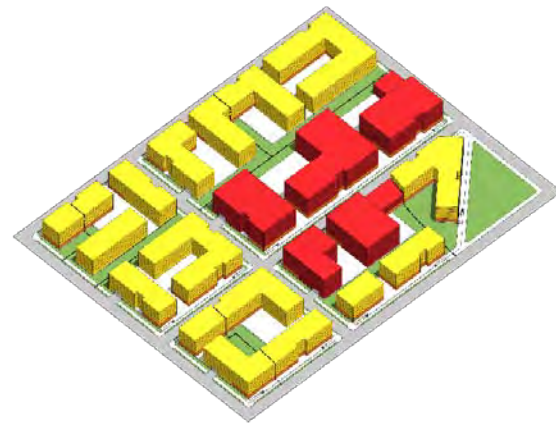
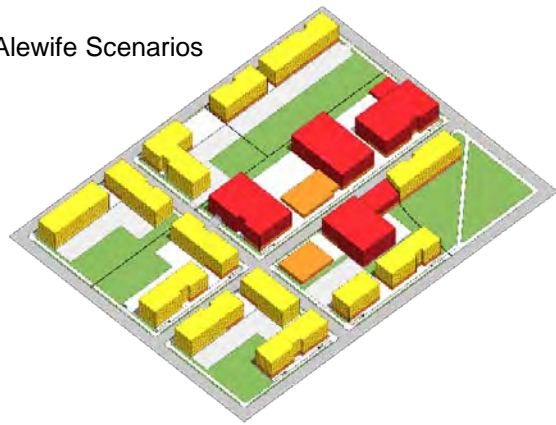
Land Use: There was general interest in pursuing **a more complex mixed-use scenario, with 21st-century industrial and innovation uses** and maintaining **a balance of housing and jobs**.

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.

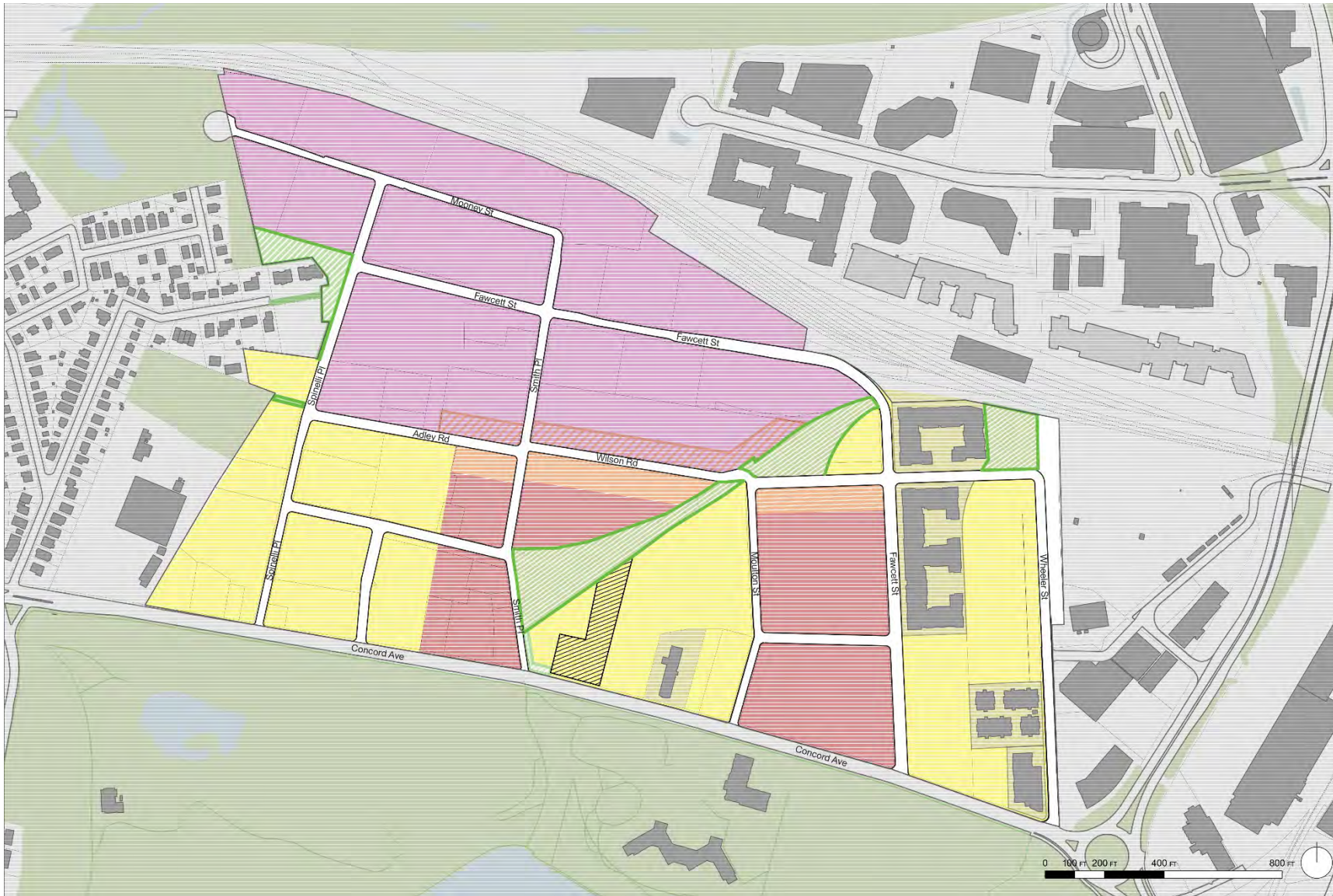
Vision: Alewife needs a **vision that goes beyond pragmatism** in these scenarios. It needs to become a **real neighborhood**.



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

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

Proposed land use



Guiding considerations:

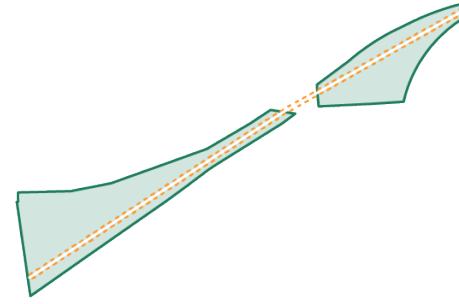
- Create a mixed-use district that has low barrier-to-entry jobs.
- Create a “Main Street” with active ground-floor uses.
- Achieve a scaled transition towards Cambridge Highlands.

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

Proposed Open Space Network



- Proposed Bike Accommodations
- Open Space



Proposed Open Space Network

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

Open Space Comparison: Dana Park



Dana Park

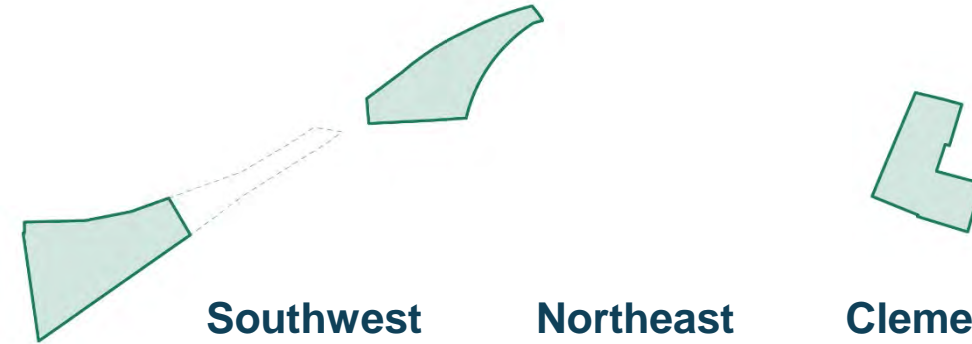


	Southwest Park	Northeast Park	Dana Park
<i>Area</i>	1.60 acres	1.10 acres	1.40 acres
<i>Important Features</i>	Direct connection to Fresh Pond	Completes retail corridor with an active open space	Playground, Water Play, Basketball
<i>Location</i>	Smith Place	Wilson Road and Fawcett Street	Magazine St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

Open Space Comparison: Clement Morgan Park



Clement Morgan Park



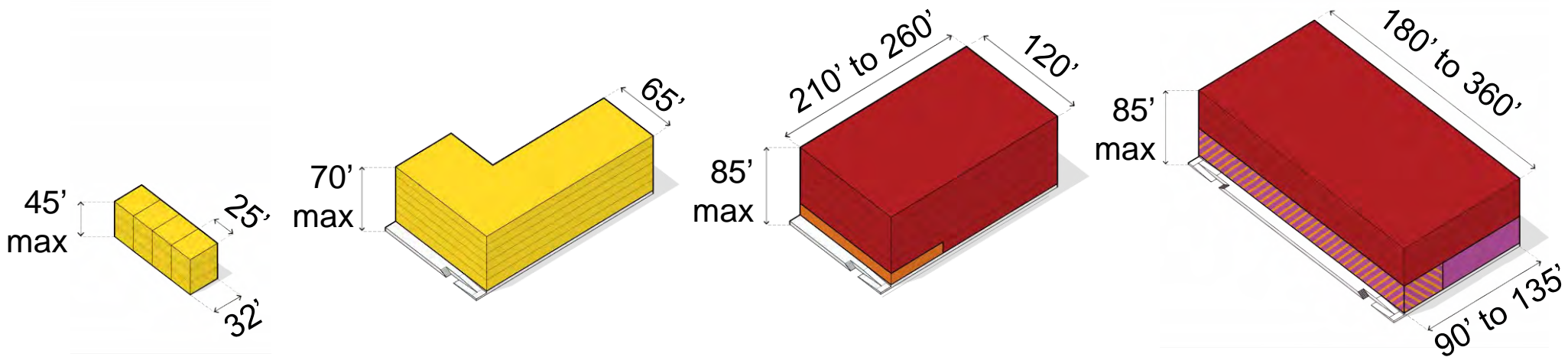
	Southwest Park	Northeast Park	Clement Morgan Park
<i>Area</i>	1.60 acres	1.10 acres	1.04 acres
<i>Important Features</i>	Direct connection to Fresh Pond	Completes retail corridor with an active open space	Playground, basketball
<i>Location</i>	Smith Place	Wilson Road and Fawcett Street	Columbia St and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

Scenario Building Prototypes

	Townhouse	Residential	Commercial	Mixed-use Industrial
<i>Typical Floorplate</i>	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>
<i>Minimum Floorplate</i>	800 SF	10,000 SF	20,000 SF	12,150 SF
<i>Typical Building Width</i>	25 Feet	65 Feet	120 Feet	135 Feet

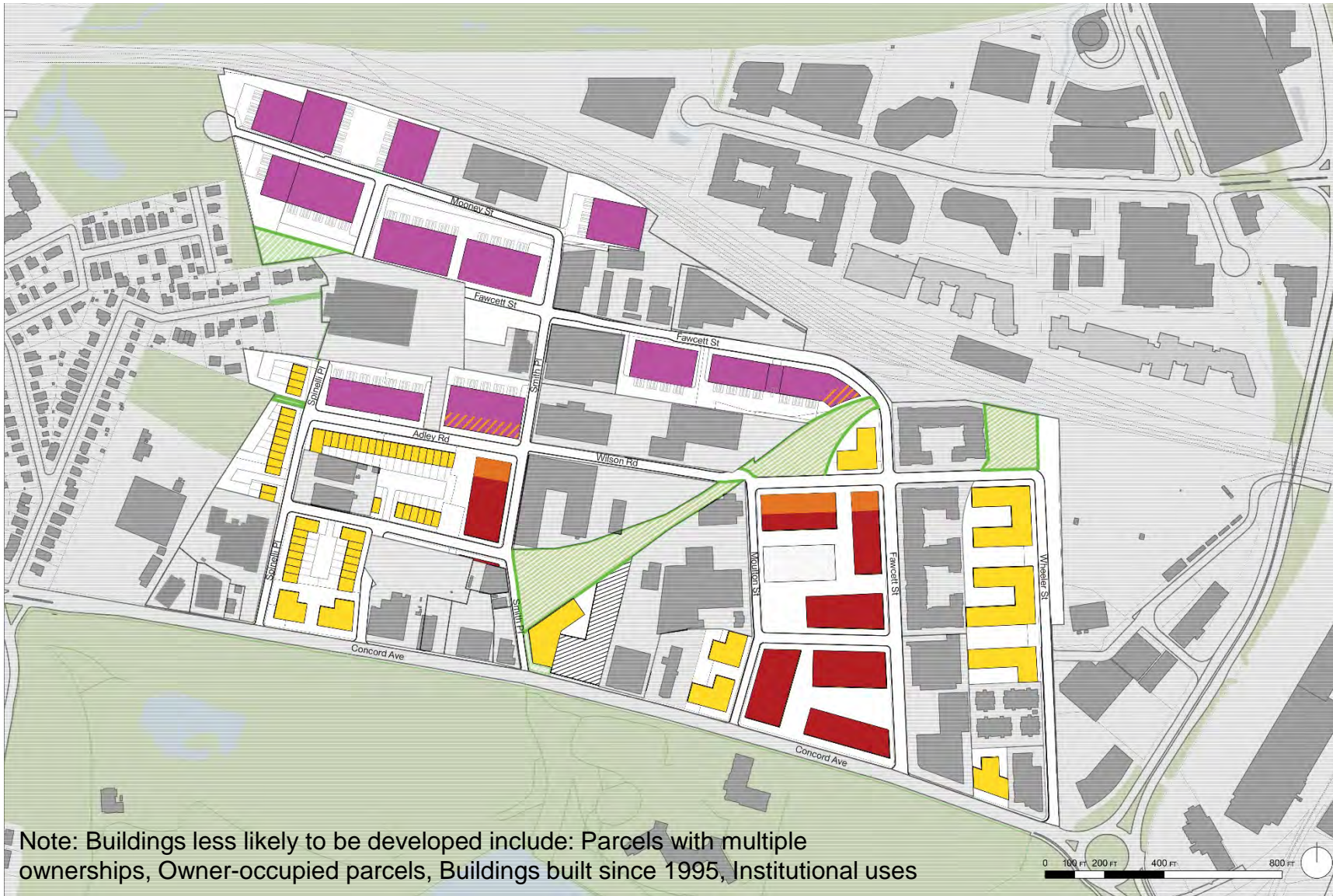
All Prototypes:

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

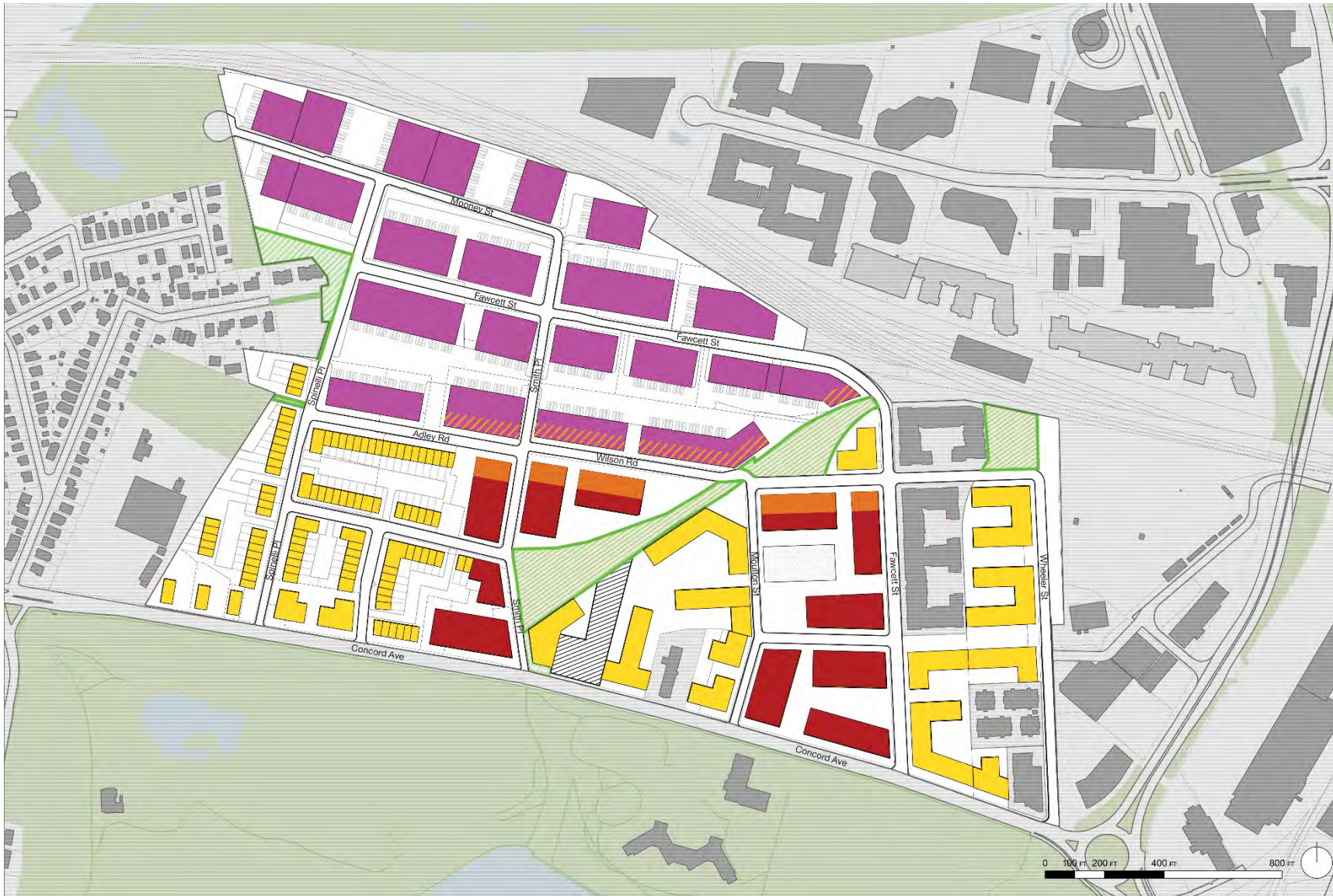


Note: Buildings less likely to be developed include: Parcels with multiple ownerships, Owner-occupied parcels, Buildings built since 1995, Institutional uses

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
-  Mixed use light industrial, commercial above
-  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 (in Light Industrial Space)
-  Mixed-use Light Industrial with Commercial above
-  Ground-floor Active Uses (in Commercial building)
-  Commercial
-  Residential
-  Open Space

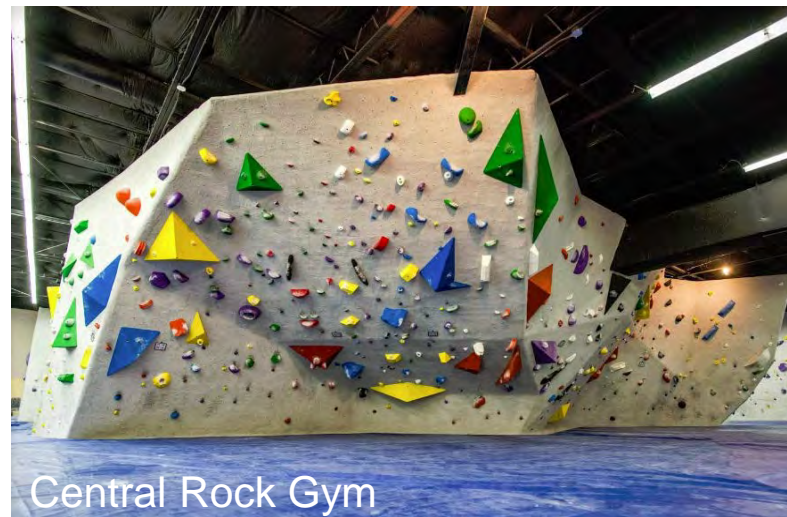
Why Light Industrial Uses

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



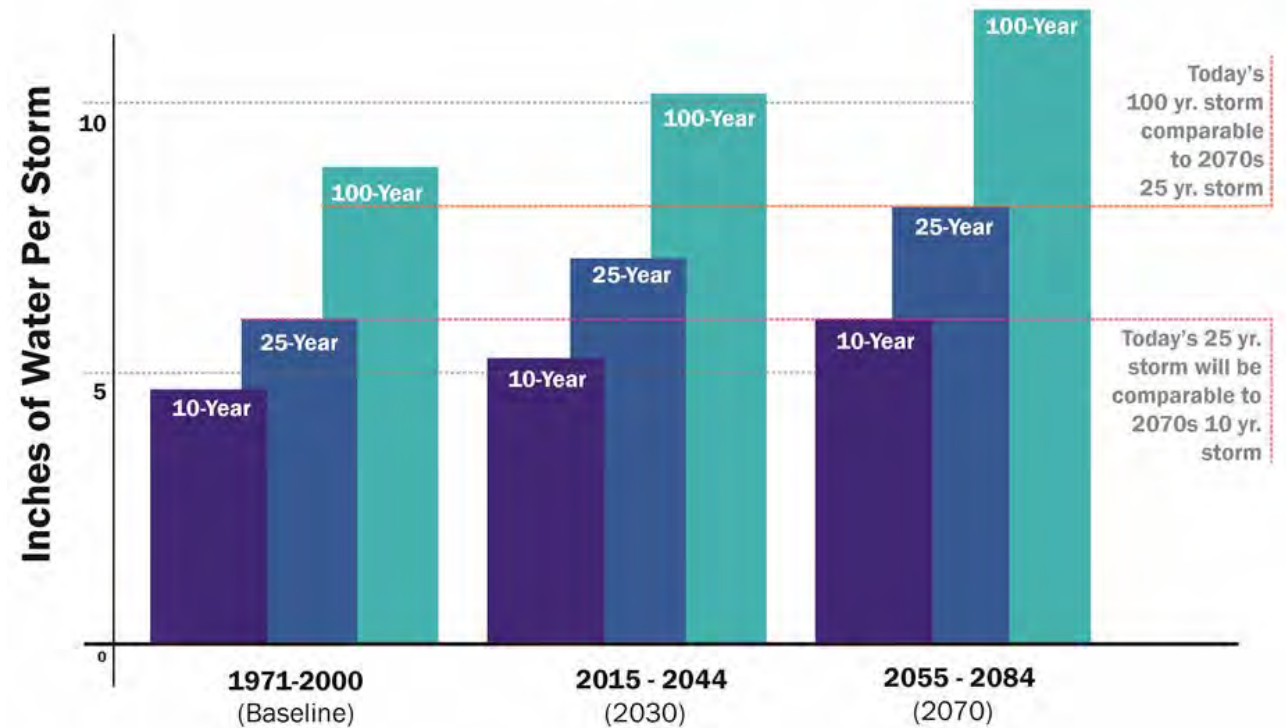
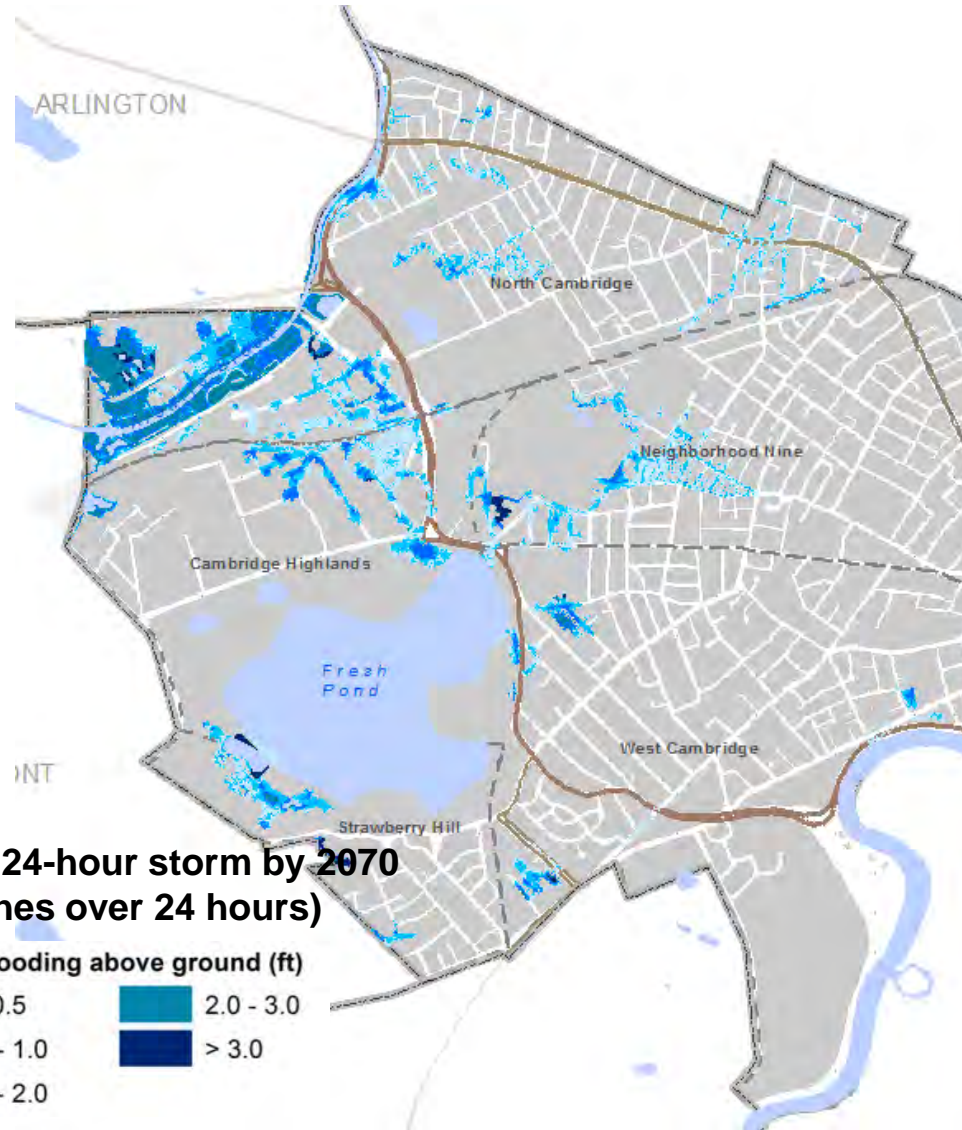
Sources: National job growth rates calculated from U.S. Census Bureau LEHD. All other stats are calculated using EMSI.

Light Industrial Jobs and Wages

	National Salary	Regional Salary
Manufacturing	\$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
Wholesale Trade	\$85,133	\$112,639
Accommodation and Food Services	\$22,868	\$28,128
Retail Trade	\$35,729	\$39,473

Source: EMSI, 2016

Increasing Intensity of Precipitation - Flooding



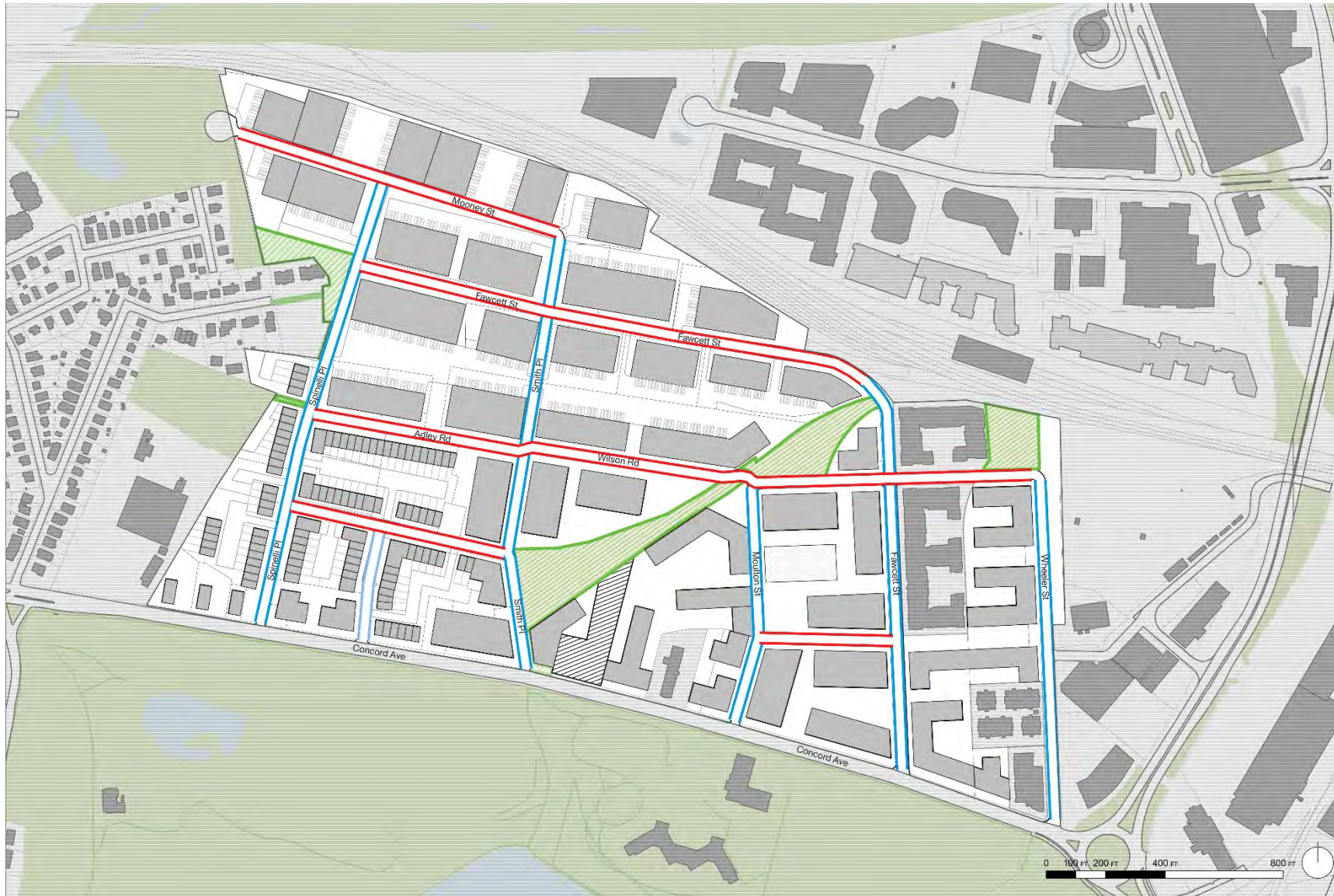
- Rain and snow will fall harder
- More rain and snow in the winter and spring
- Overbank flooding from Alewife Brook will worsen
- Street flooding will worsen

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

Raised Platform as Urban Realm



A and B streets



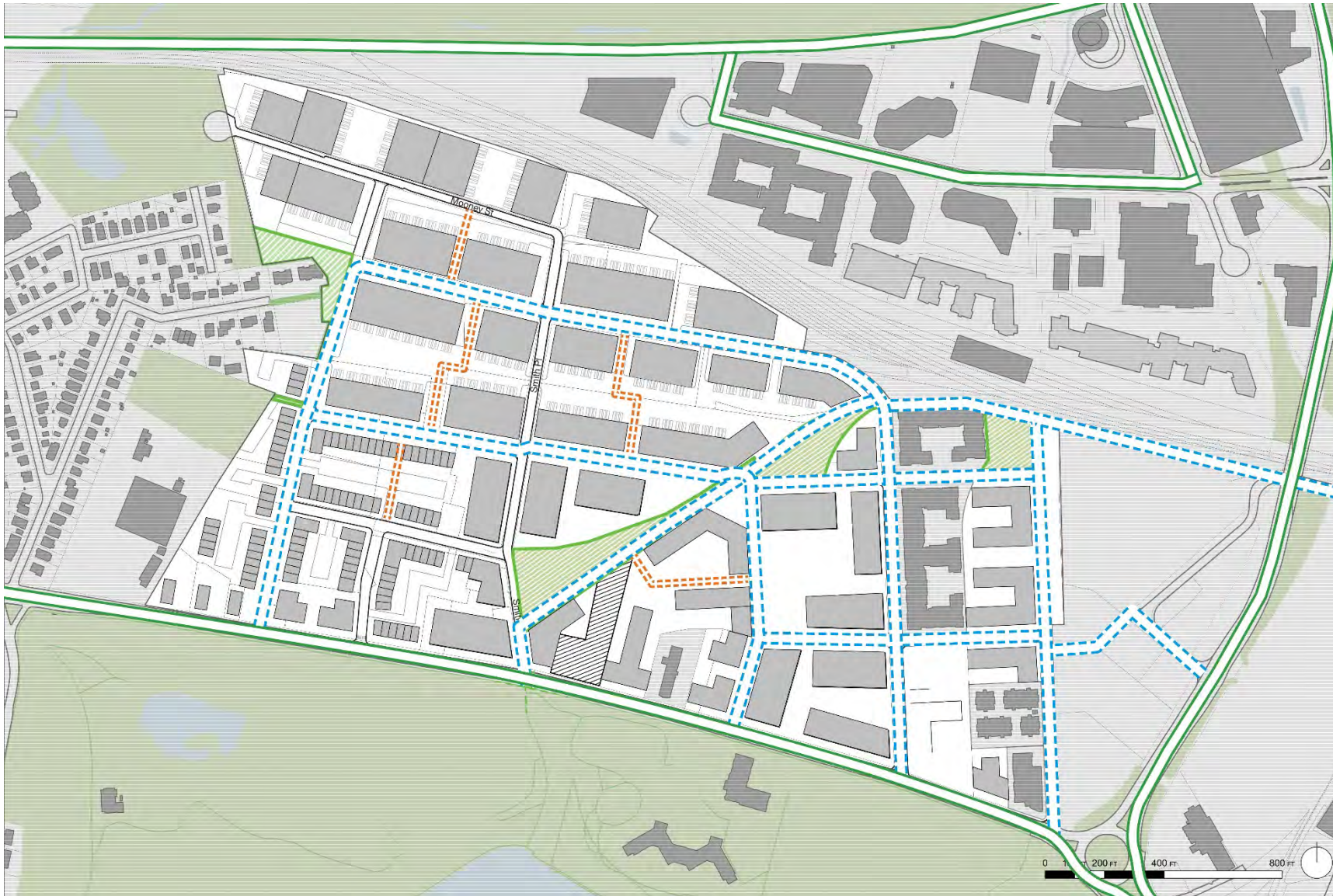
- A Streets
- B Streets
- Parcels not part of this analysis
- Recently completed (since 1995)
- Planned affordable housing (671 Concord Ave)



Open for business!



A network of bike and pedestrian connections



- Proposed pedestrian walkways
- Proposed bike accommodations
- Existing bike accommodations
- Proposed open space
- Proposed figure-ground
- Parcels not part of this analysis
- Existing Development
- Permitted Projects
- Pipeline affordable housing (671 Concord Ave)

Ground-floor uses 60% buildout



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

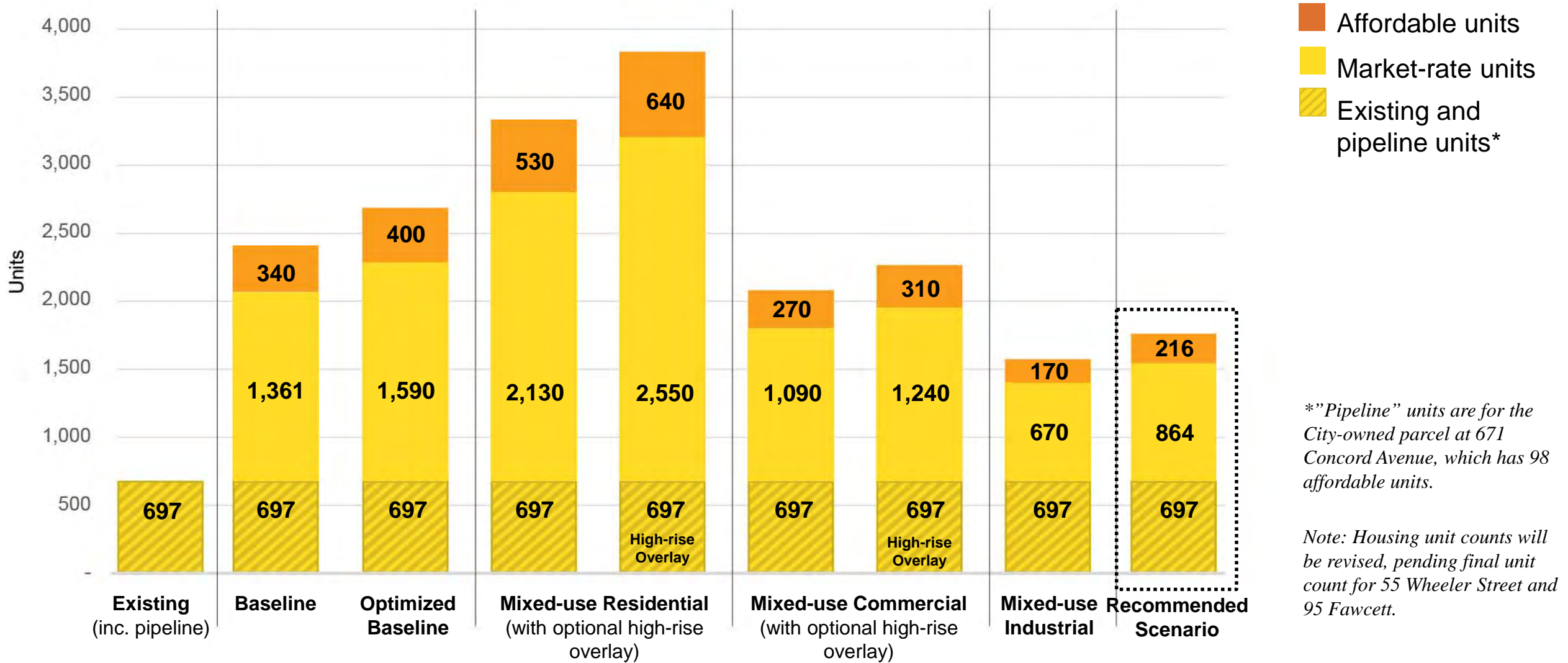
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-  Mixed-use Light Industrial with Commercial above
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-  Commercial
-  Residential
-  Open Space

Evaluating Housing, Employment, and Fiscal Impacts

Represents a 60% Build-Out

Estimated Housing Units



*"Pipeline" units are for the City-owned parcel at 671 Concord Avenue, which has 98 affordable units.

Note: Housing unit counts will be revised, pending final unit count for 55 Wheeler Street and 95 Fawcett.

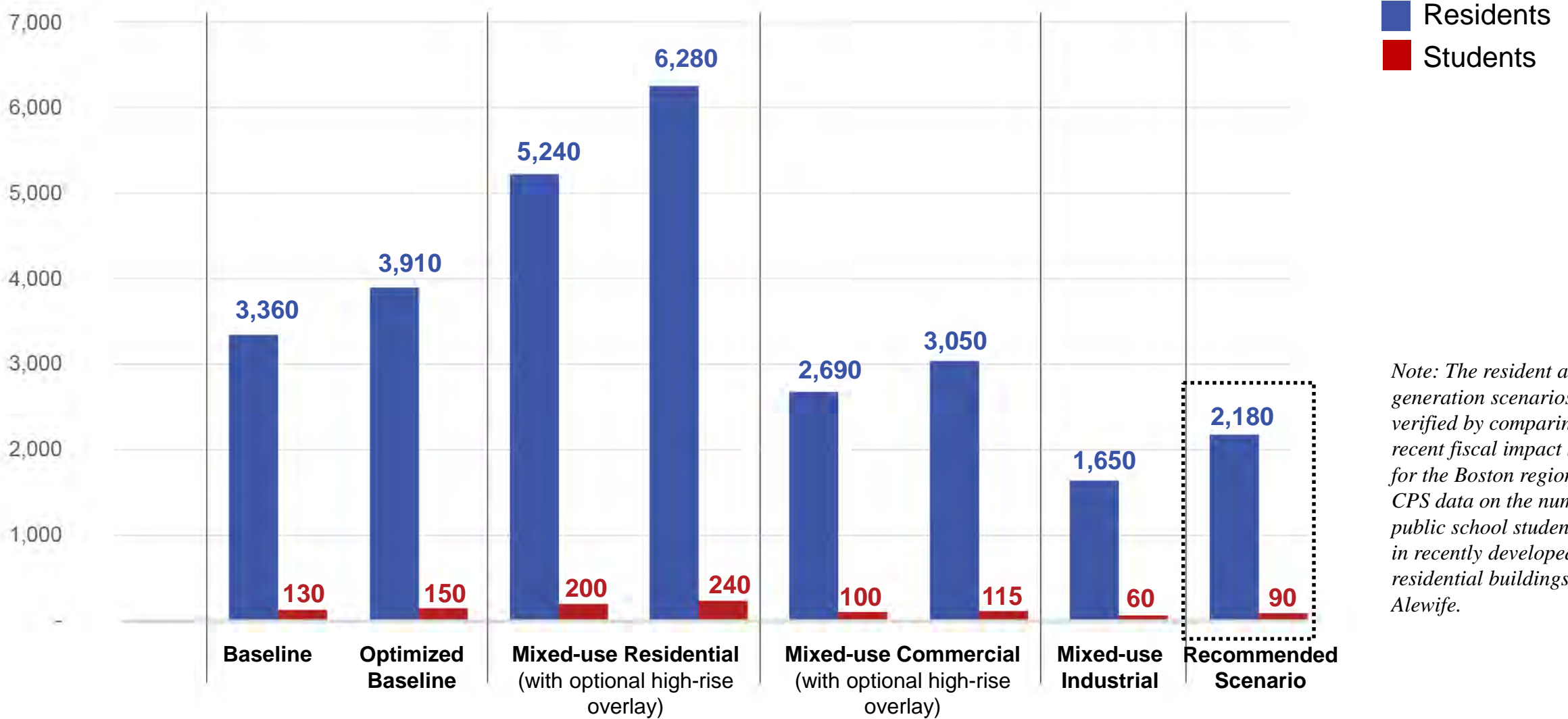
Housing Units – Existing and Pipeline



- # Existing or pipeline housing units
- Accessory Retail Zone (in Light Industrial Space)
- Mixed-use Light Industrial with Commercial above
- Ground-floor Active Uses (in Commercial building)
- Commercial
- Residential
- Open Space

Represents a 60% Build-Out

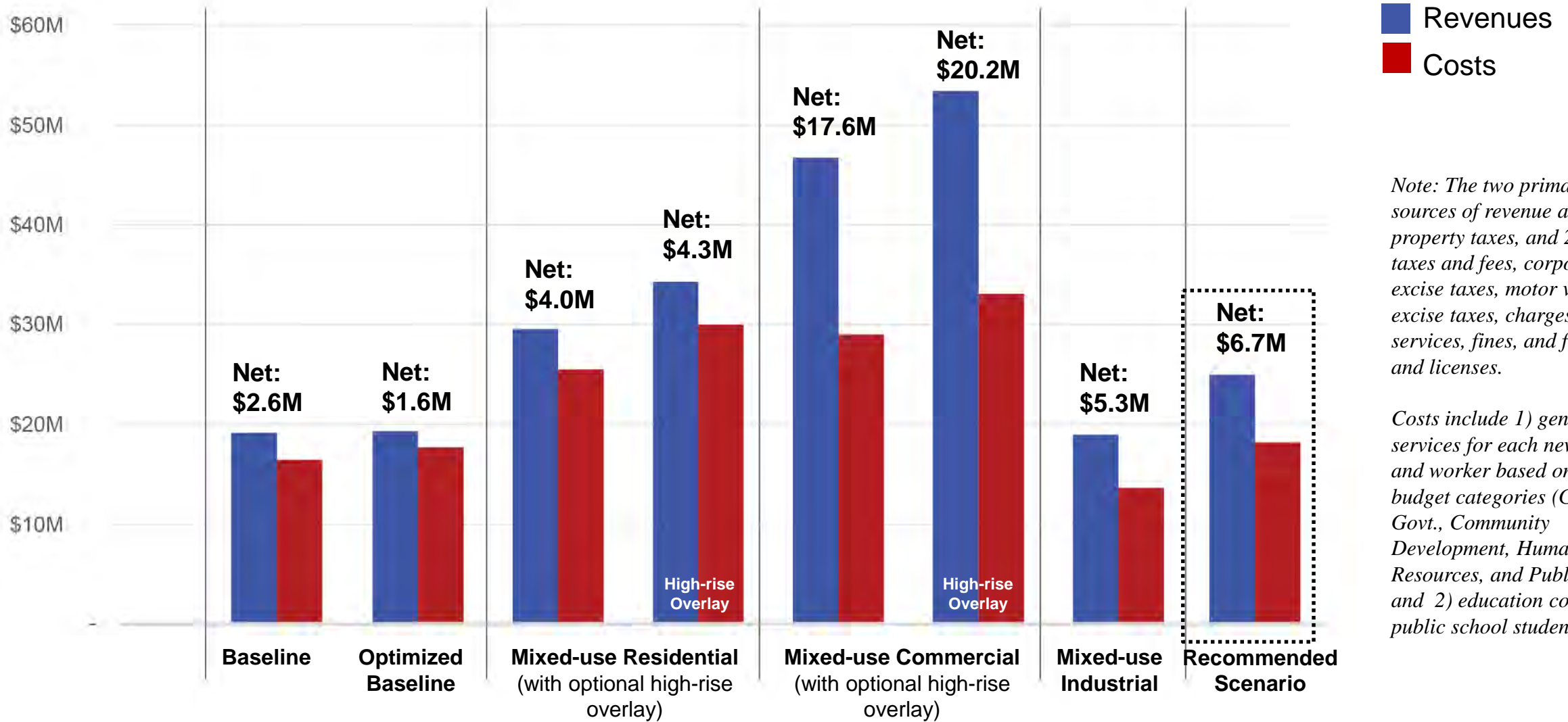
Estimated Public School Students



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

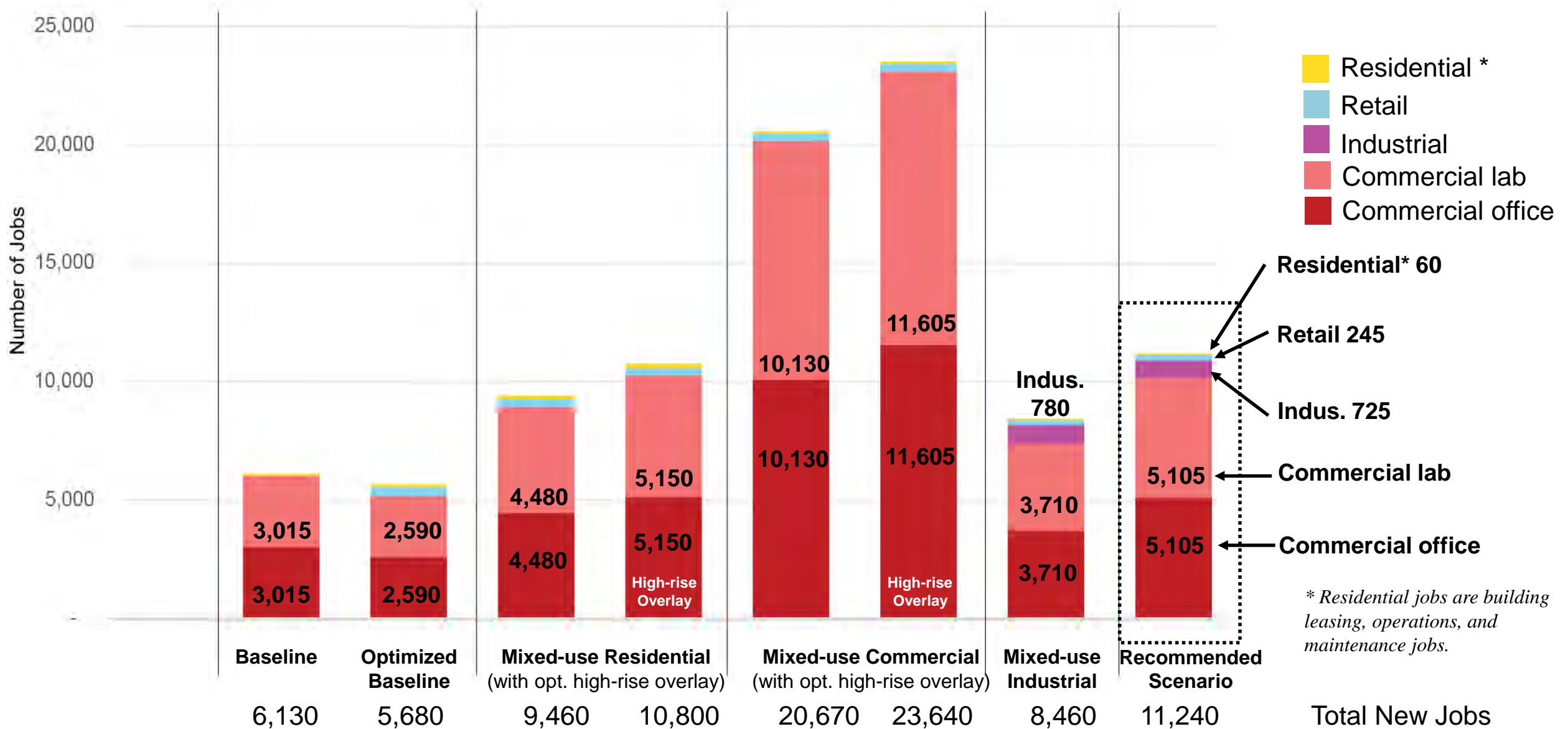


Note: The two primary sources of revenue are 1) property taxes, and 2) other taxes and fees, corporate excise taxes, motor vehicle excise taxes, charges for services, fines, and forfeits and licenses.

Costs include 1) general services for each new resident and worker based on four City budget categories (General Govt., Community Development, Human Resources, and Public Safety) and 2) education costs for public school students.

Represents a 60% Build-Out

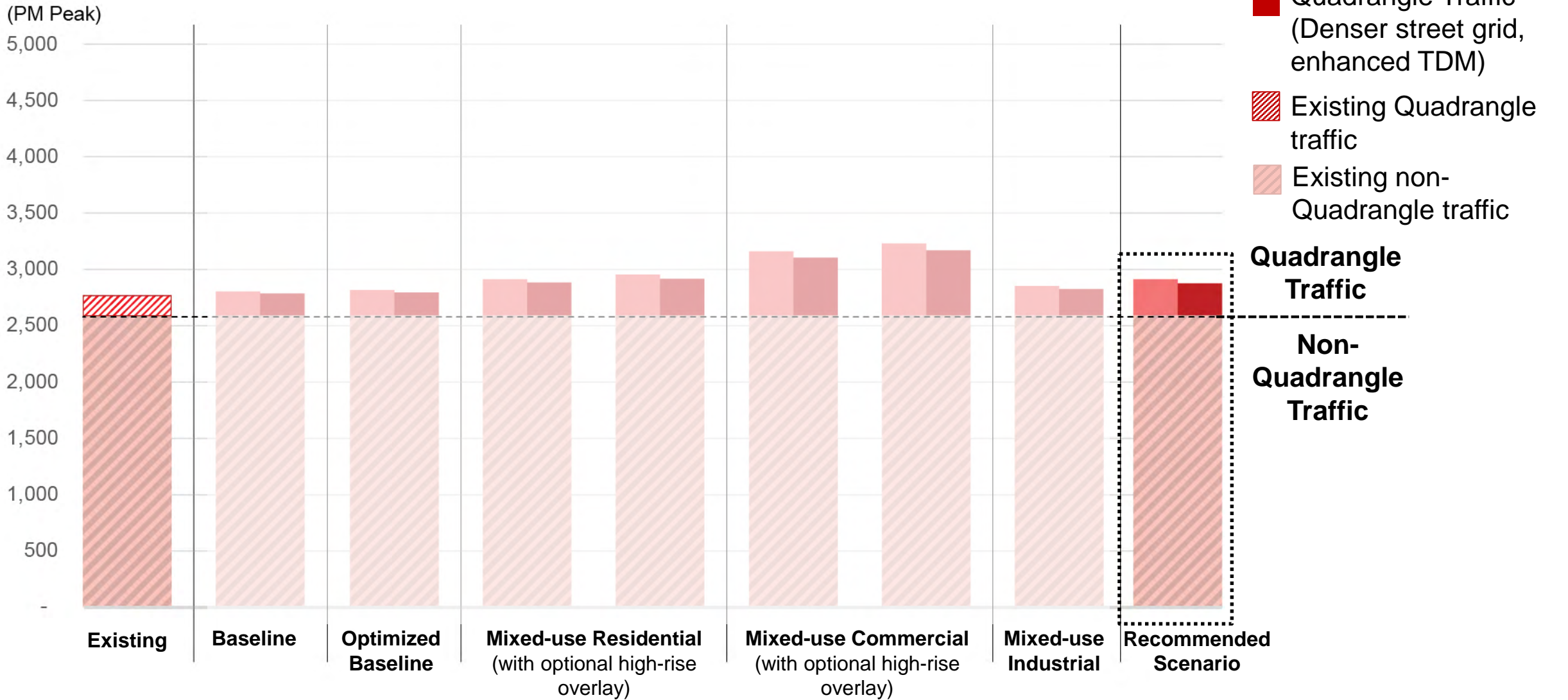
Estimated Jobs



** Residential jobs are building leasing, operations, and maintenance jobs.*

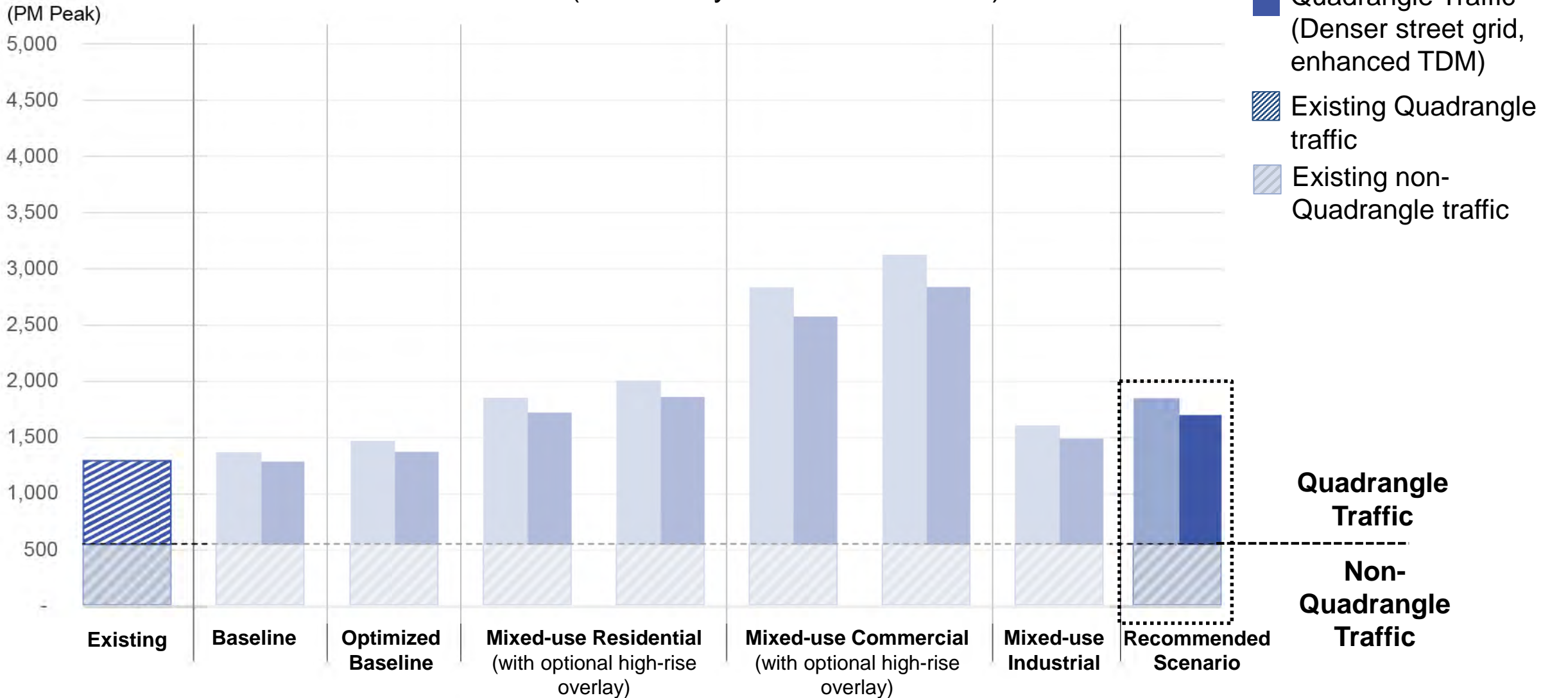
Represents a 60% Build-Out

Estimated Auto Trips on Alewife Brook Parkway



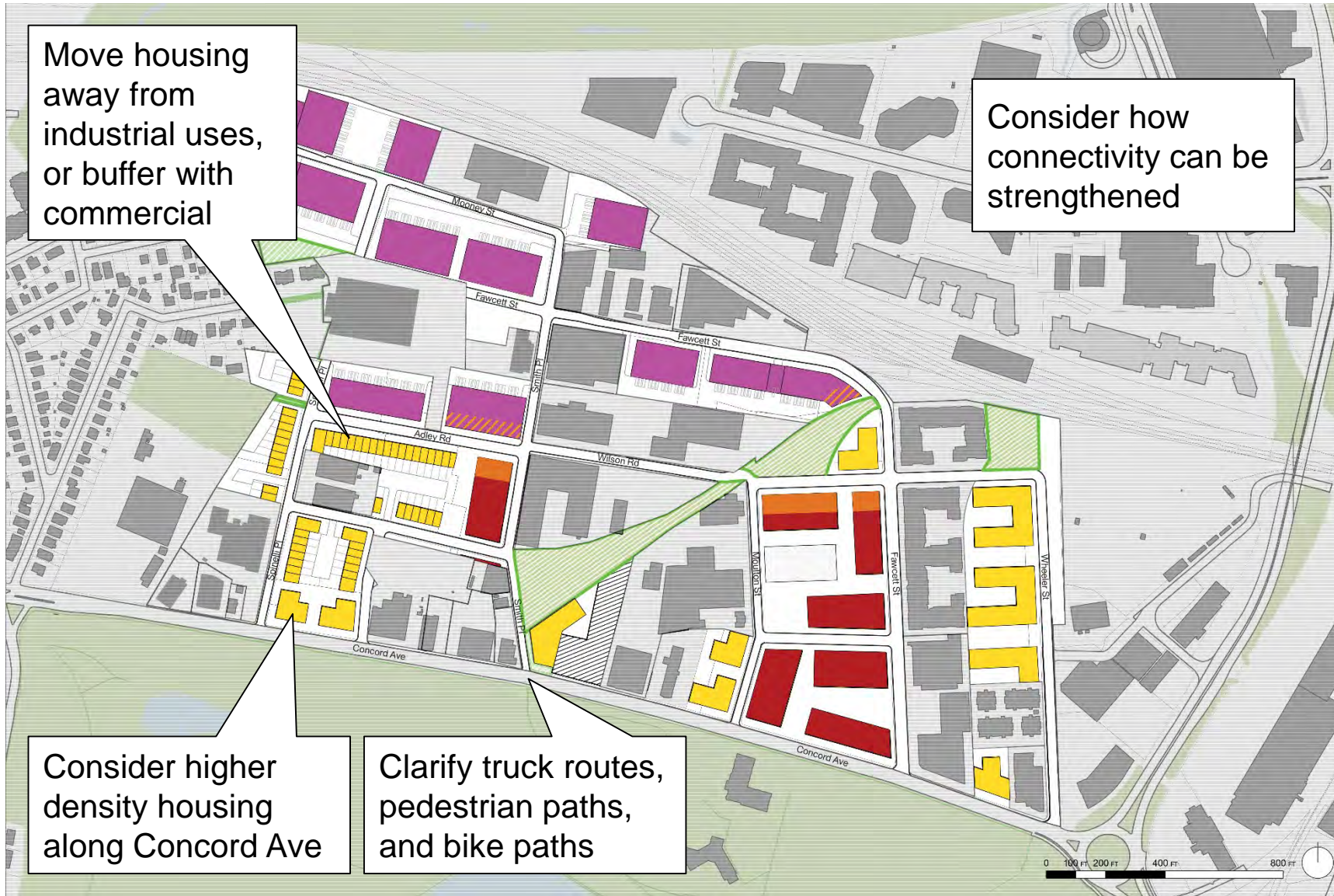
Represents a 60% Build-Out

Estimated Auto Trips on Outer Concord Avenue (from rotary to the Belmont line)



Next Steps

Key comments from Alewife Working Group, April 27, 2017



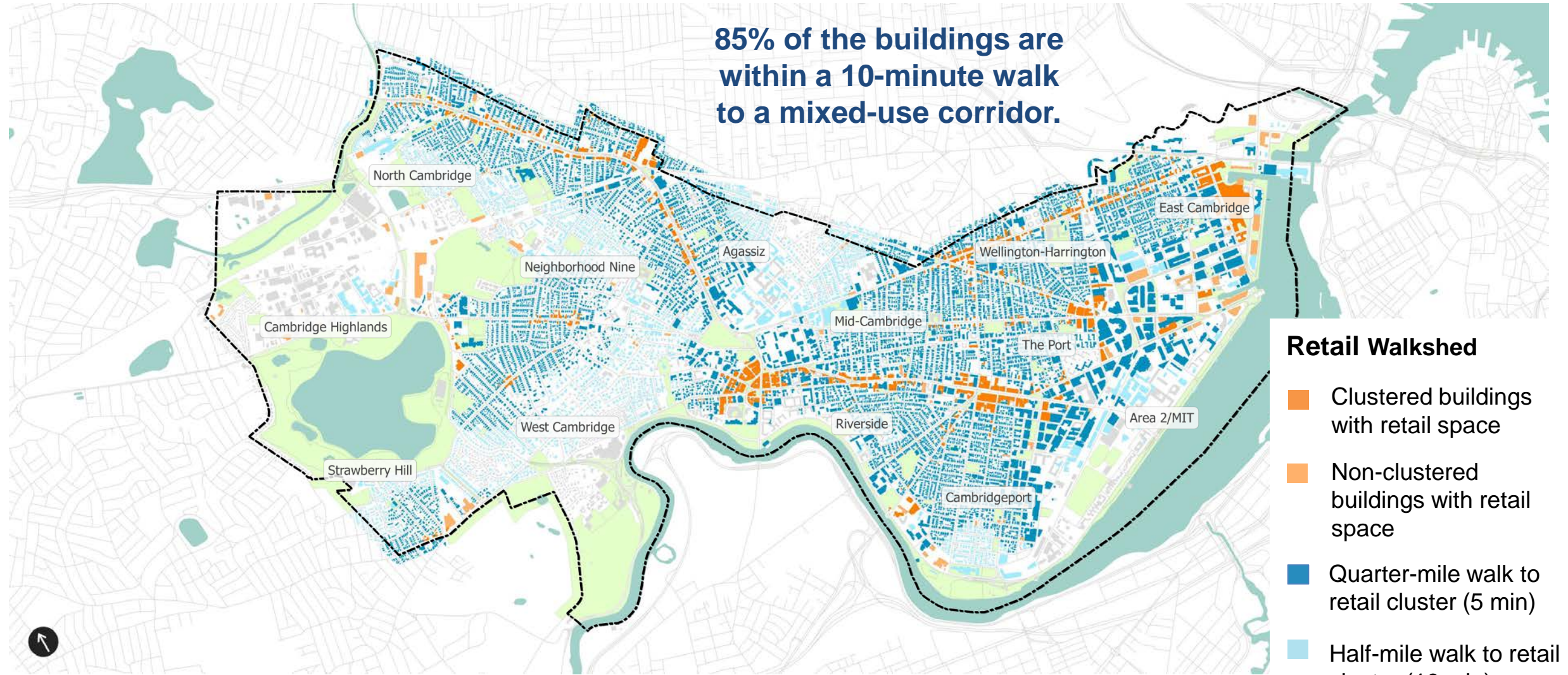
Next Steps

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

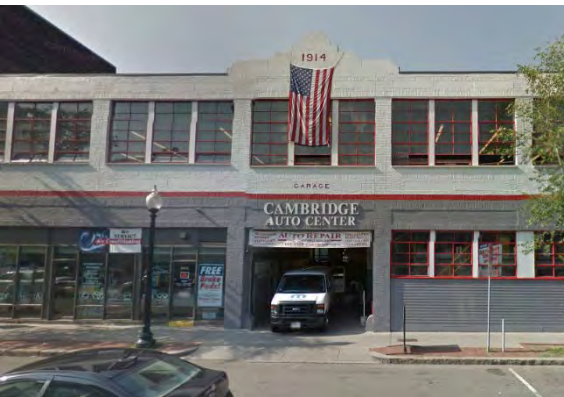
The corridors complement Cambridge's residential neighborhoods.



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.



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

Discussion