

CAMBRIDGE SIDE

**PUD-8 SPECIAL PERMIT
PRE-APPLICATION
COMMUNITY MEETING**

CAMBRIDGE, MASSACHUSETTS

APRIL 16, 2020

NEW ENGLAND
DEVELOPMENT

ELKUS | MANFREDI
ARCHITECTS



Given Governor Baker’s March 15, 2020 Order imposing strict limitations on the number of individuals allowed to gather in one place, our CambridgeSide 2.0 community meeting is being conducted via remote participation. **We encourage the public to participate by remote access, following the instructions detailed below. You will be able to listen to our CambridgeSide 2.0 redevelopment presentation and ask questions, which we will answer during the community meeting.** Given Governor Baker’s statewide restrictions, no one is allowed to attend the meeting in person.

Ways to Participate

1. **To join by computer:** At the above date and time, go to <https://goulstonstorrs.zoom.us/j/436805159> and follow the download instructions that will appear.
2. **To join by mobile device:** Download the FREE “Zoom Cloud Meetings” app in any app store or at www.zoom.us. At the above date and time, click on “Join a Meeting” and enter the following Meeting ID: 436-805-159.
3. **To join without internet access:** At the above date and time, dial 1-929-205-6099 and enter the following Meeting ID: 436-805-159. If you plan to join by dial-in and would like to participate by asking questions, please contact Greg O’Brien at 508-360-5888 to have your name added to the comment list.
4. **To submit questions if you are unable to attend the meeting:** Email CS20@nedevdevelopment.com or leave a message at 617-243-7877 in advance of the meeting.

We will also provide any presentation materials after the meeting to the Community Development Department and will post such materials on New England Development’s project website: <https://nedevdevelopment.com/projects/cambridgeside> and at <https://cambridgesidevision.com>

Community Meeting

PUD-8 SPECIAL PERMIT PRE-APPLICATION

Date and Time:

Thursday April 16, 2020 from 5:30pm to 7:30pm

Location:

VIRTUAL MEETING to take place remotely via ZOOM¹, easy to use on-line video conferencing.

Regarding:

Planning Board special permits to redevelop CambridgeSide into a vibrant mixed-use center, including retail, office, laboratory, restaurant and housing uses as well as being a place to gather, meet and enjoy local artists and exhibits.

Presenters:

New England Development
Elkus Manfredi Architects and the
McKinnon Company

¹ The City of Cambridge has provided a helpful webpage to assist the public with using Zoom to participate remotely in public meetings: <https://www.cambridgema.gov/Departments/citycouncil/zoomonlinemeetinginstructions>



Richard McKinnon

THE MCKINNON COMPANY



John Twohig

NEW ENGLAND DEVELOPMENT



David Manfredi

ELKUS MANFREDI ARCHITECTS

Background

- Site History
- Unique Challenges
- Public Process

Project Description

- Proposed Development Program
- Public Benefits
- Sustainability and Resiliency
- Transportation
- Phasing

Proposed Development Program

- General Urban Design, Architecture and Landscape Features
- Building Proposals
- Open Space Improvements

Anticipated Timeline / Next Steps

Q&A

- Ways to Participate

CAMBRIDGE SIDE

BACKGROUND

RICHARD MCKINNON

CAMBRIDGE, MASSACHUSETTS

APRIL 16, 2020



CambridgeSide 1979

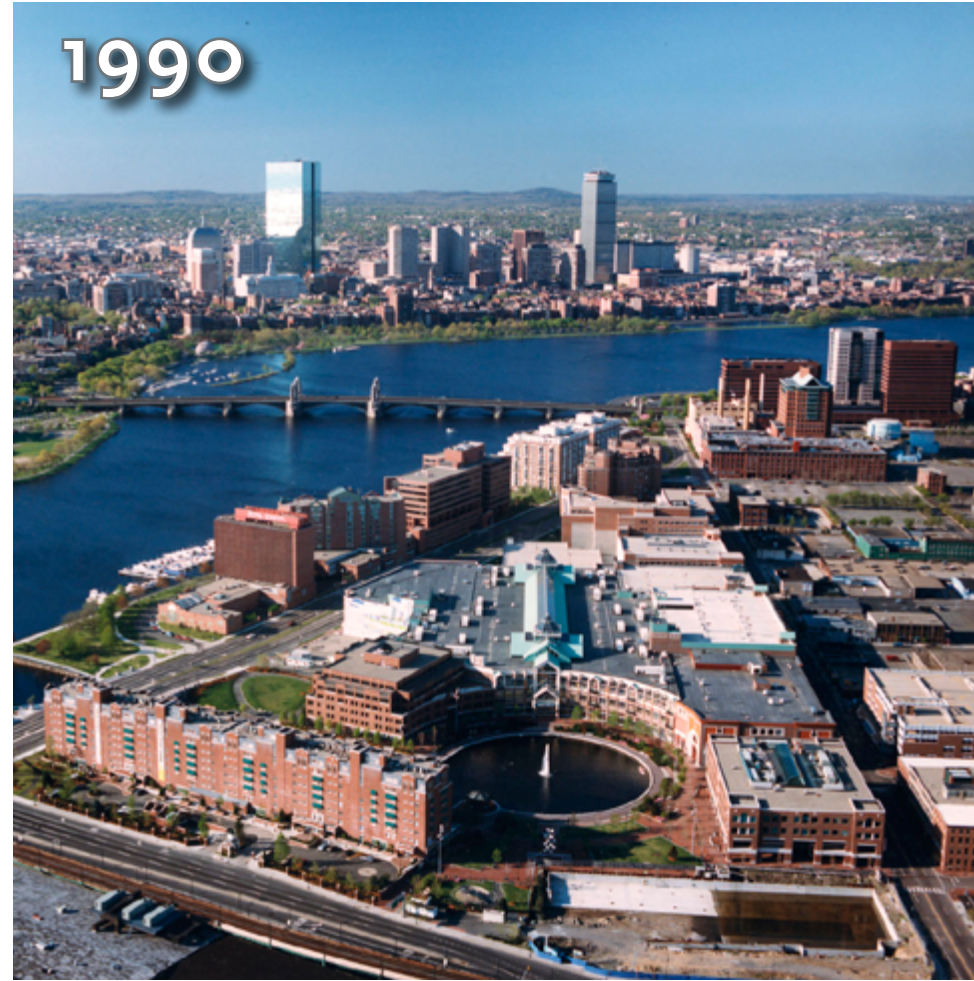
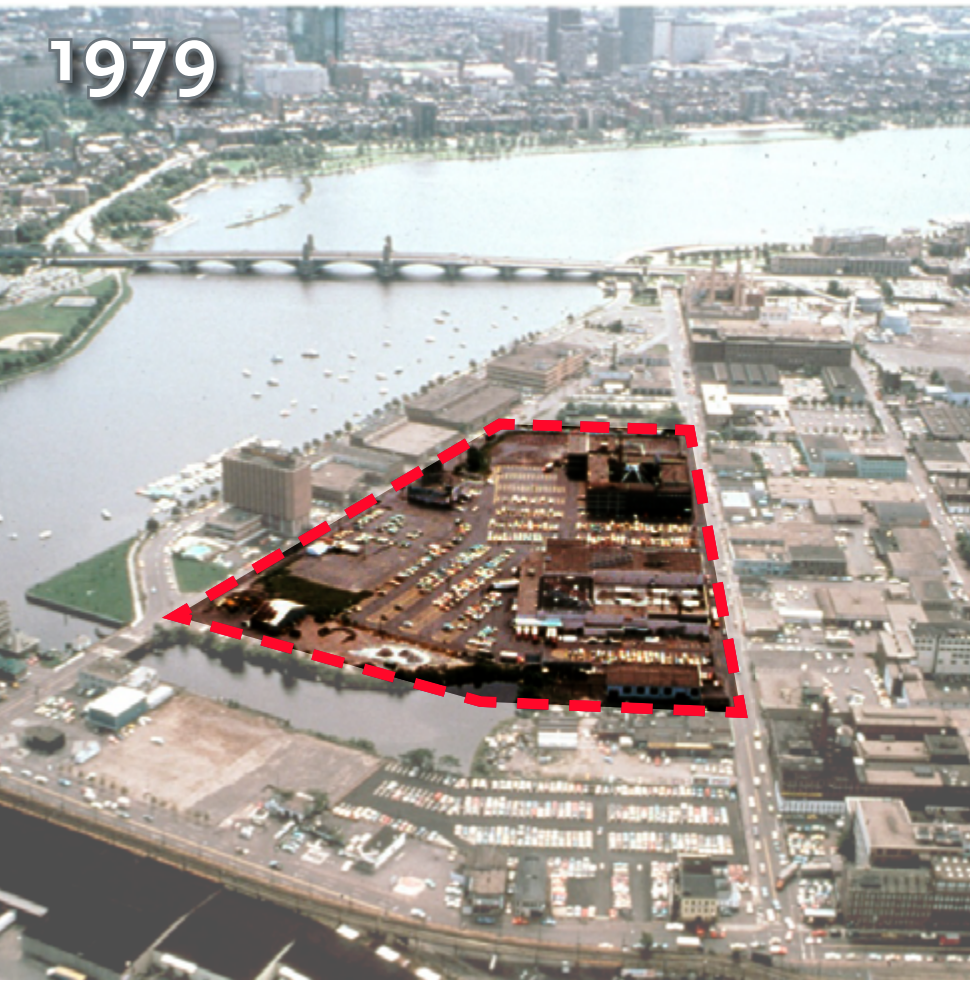
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CambridgeSide

40 YEARS

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CambridgeSide
Cambridge, MA



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MALLS ARE CLOSING

Taunton
Swansea
Berkshire
Hanover

Anchor stores are closing

- Sears & Macy's -
impacting smaller stores

+

Fewer and smaller stores

+

High cost of operating
and maintaining the mall

CambridgeSide

A CHANGING LANDSCAPE

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Announced retail closures by square footage

2018 data as of August.



Source: CoStar (David H. Montgomery / CityLab)



2018 SEARS CAMBRIDGESIDE

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ARCHITECTS

Unique Challenges, Need and Urgency

- Convert existing single-use buildings to multi-use
- Infrastructure intertwined (parking, access, utilities)
- Several property owners
- Keep mall open during construction
- Maintain over 1,500 jobs

IT'S COMPLICATED



CambridgeSide

FIRST STREET

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CambridgeSide

MEETINGS AND HEARINGS SUMMARY

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1. City Council

✓ November 26, 2019
December 16, 2019

2. Ordinance Committee

✓ April 3, 2019
September 26, 2019
November 14, 2019

3. Planning Board

✓ March 19, 2019
May 14, 2019
May 28, 2019
September 24, 2019
October 29, 2019

4. Community Development Department

April 10, 2019
April 30, 2019
May 21, 2019
June 20, 2019
September 24, 2019
October 16, 2019

5. East Cambridge Planning Team

✓ February 27, 2019
March 13, 2019
May 8, 2019
July 10, 2019
December 11, 2019

6. Thomas Graves Landing

March 27, 2019
May 13, 2019
August 22, 2019

7. One First

May 23, 2019
September 12, 2019

8. Regatta Riverview Condo

March 11, 2019

9. Charles River Cruise

June 12, 2019

10. Other City Agencies*

Public Works
Traffic, Parking &
Transportation
Buildings
Water Conservation
Commission
Individual Council
Members

11. State Agencies

MassDCR
MassDEP
MEPA

*Numerous additional
reviews over the past
two years.

C A M B R I D G E S I D E

**PROJECT
DESCRIPTION**

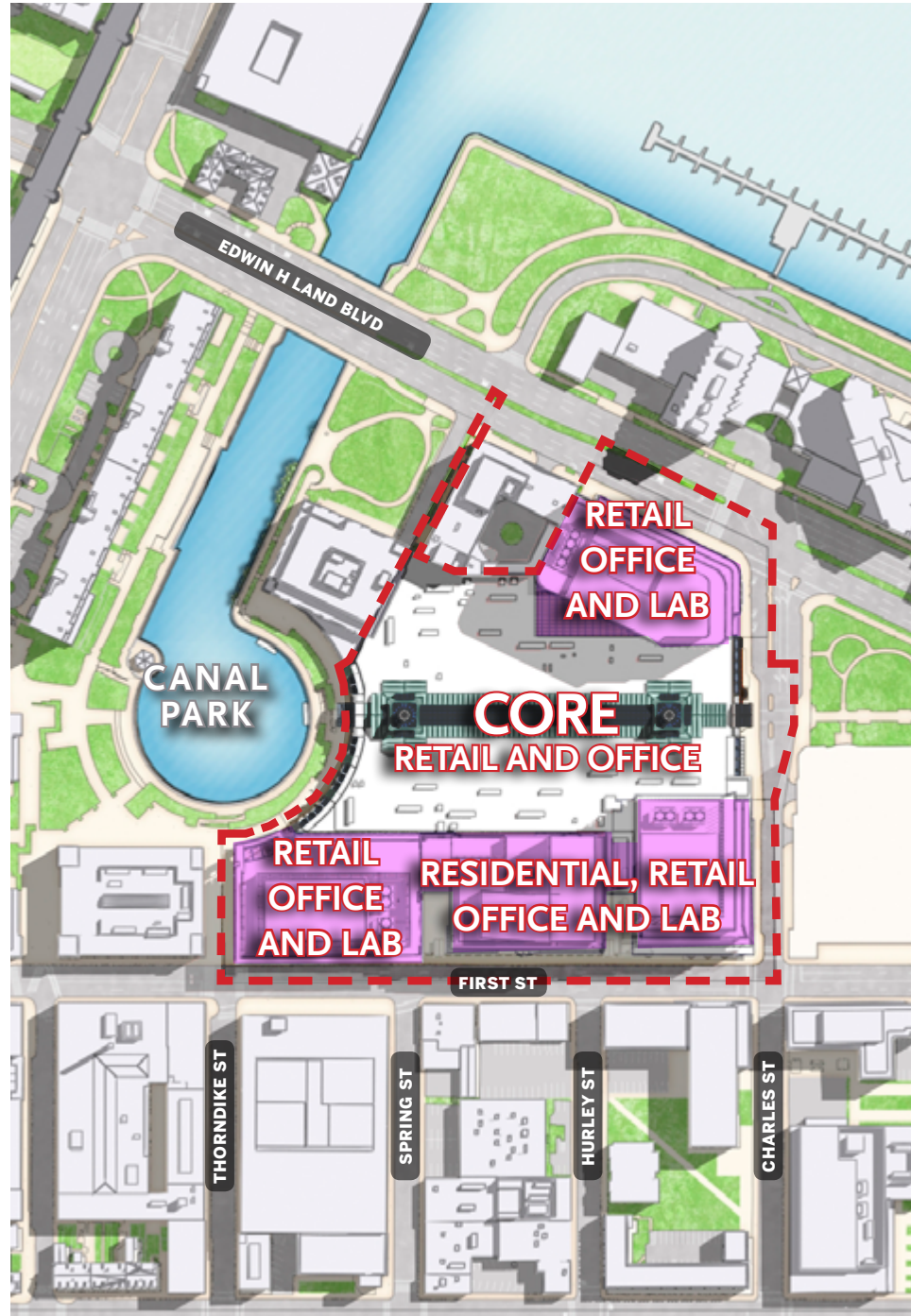
JOHN TWOHIG

CAMBRIDGE, MASSACHUSETTS

APRIL 16, 2020

THE PROPOSED PLAN = THE APPROVED ZONING PLAN

PROPOSED PLAN



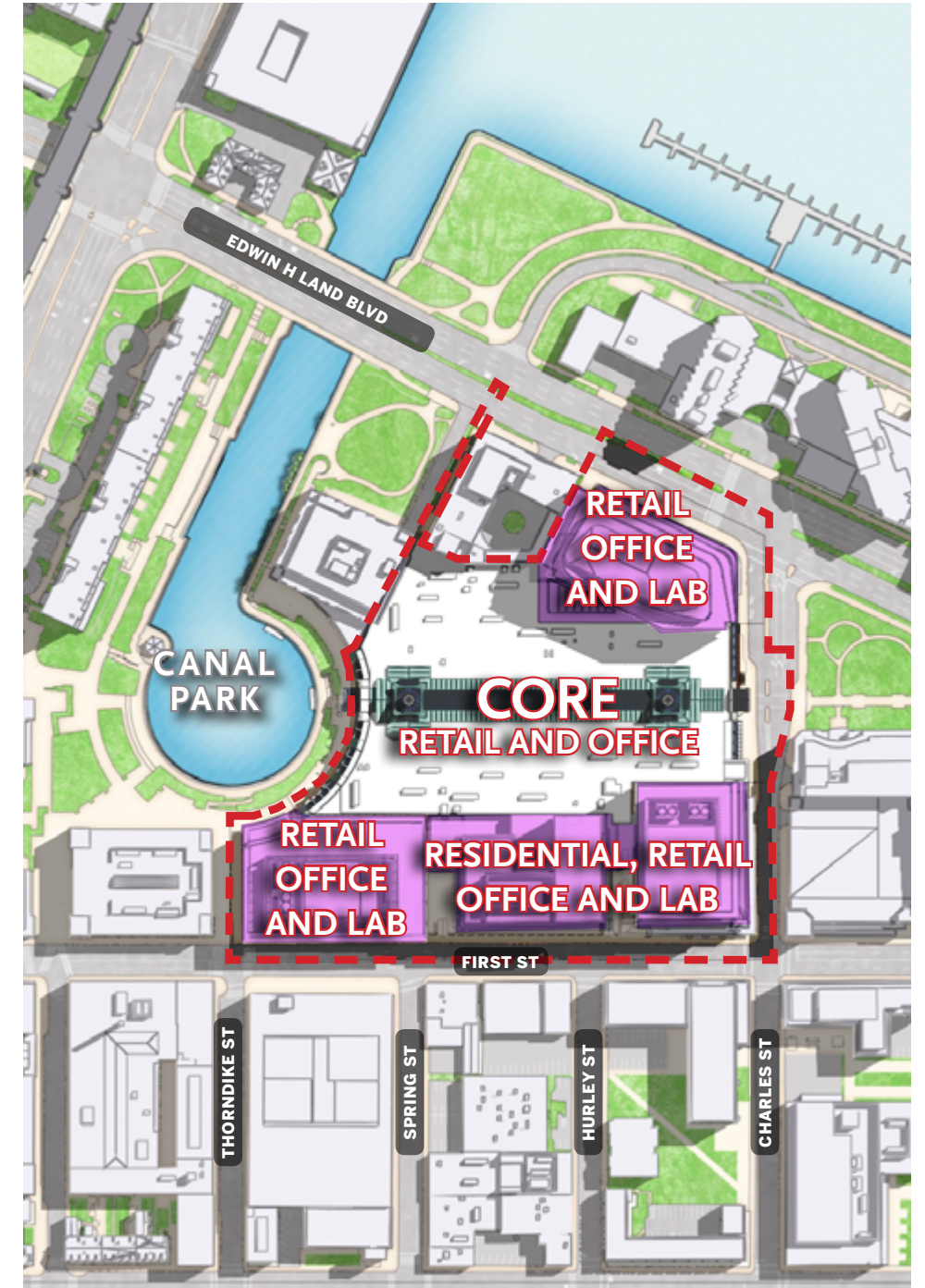
NET NEW AREA
575,000 GFA

HEIGHT
85'-155'

SETBACKS
AND STEPBACKS
10' AT CRITICAL
ELEVATIONS

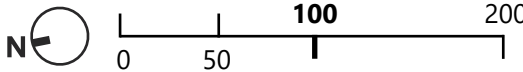
RESIDENTIAL
175,000 SF
200 +/- UNITS
65% AFFORDABLE
NO FOSSIL FUEL

APPROVED ZONING



Development PROPOSED USES

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CambridgeSide
Cambridge, MA



Legend

	PUD BOUNDARY	
	CORE MALL	455,000
	MACY'S	365,000
	BEST BUY	335,000
	SEARS	210,000
	UPPER RETAIL+OFFICE	125,000
	GARAGE RESIDENTIAL	175,000

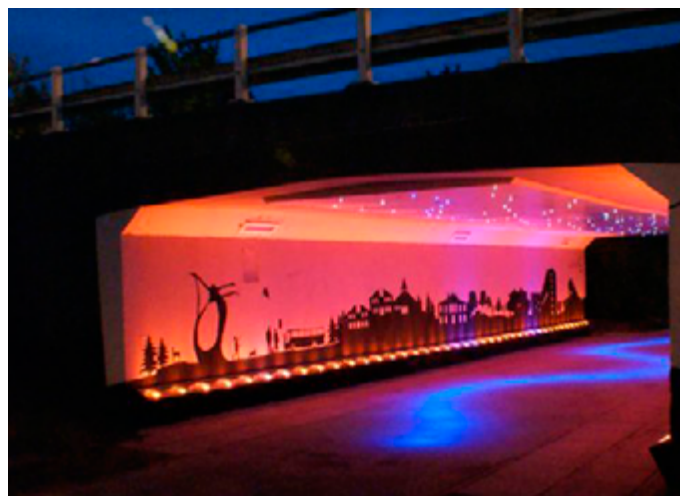
	TOTAL	1,665,000
	EXISTING TOTAL	1,090,000
	NET NEW	575,000



Commitment Letter Highlights

OVER \$90 MILLION IN COMMUNITY BENEFITS AND MITIGATION INCLUDING:

- \$9,000,000 FOR THE REVITALIZATION OF THE EAST END HOUSE
- \$15,000,000+ INVESTMENT IN:
 - THE ARTS,
 - TREES AND PARKS,
 - INFRASTRUCTURE,
 - TRANSPORTATION, AND
 - THE ENVIRONMENT
- \$2,000,000+ IN SCHOLARSHIPS, ACTIVITIES AND EDUCATIONAL OPPORTUNITIES
- SUBSIDIZED CHILDCARE, OFFICE AND RETAIL SPACE
- 130 +/- AFFORDABLE HOUSING UNITS





Sustainability & Resiliency

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Cambridge, MA

LEED GOLD CORE AND SHELL

- Emphasis on energy and water reduction

REDUCE CARBON EMISSIONS

- High-efficiency systems
- Local and regional renewables
- No fossil fuels in residential

INFRASTRUCTURE IMPROVEMENTS

- Divert nearly 400,000 GPD from the MWRA combined sewer

TRANSPORTATION ALTERNATIVES

- Provide housing near jobs
- Enhanced TDM measures

FLOOD MITIGATION

- Raise grade and/or provide deployable barriers at vehicular entries
- Protect critical electrical and life safety systems

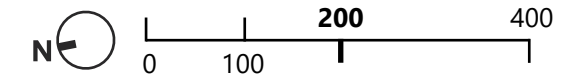
LANDSCAPING IMPROVEMENTS AND COOLING OASIS

- Enhance landscaping along the Canal and sidewalks
- Provide summer shade
- Lower temperatures 10 to 20 degrees

Transportation

TRAFFIC SCOPING LETTER

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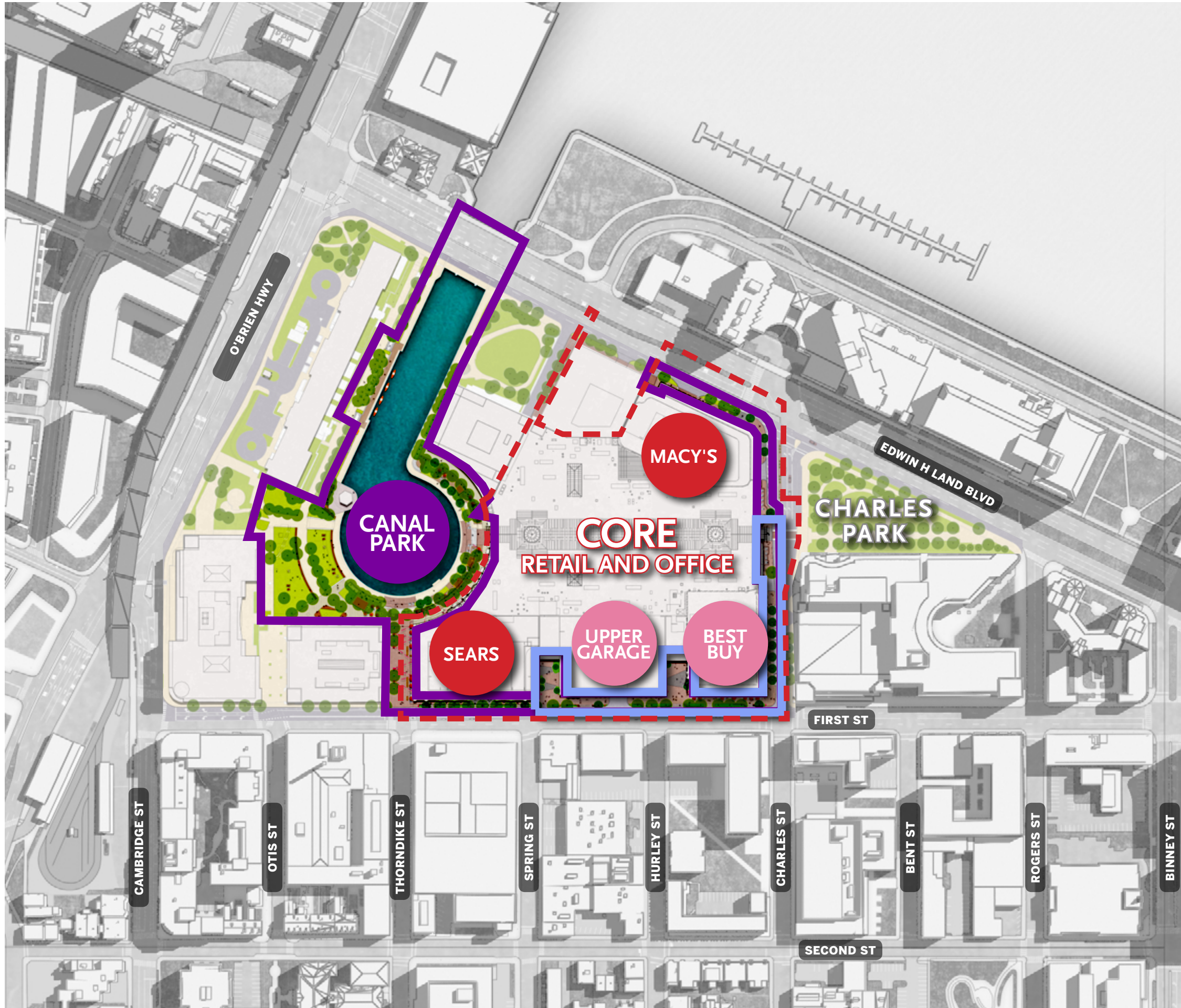
Legend

PUD BOUNDARY

INTERSECTION



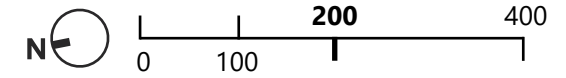
- 19 intersections studied
- Ongoing discussion with Traffic, Parking & Transportation (TPT) Department
 - Confirmation of traffic scope
 - First Street activation
- \$7,000,000 +/- in transportation commitments



Plan

SITE DEVELOPMENT PHASING

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 CambridgeSide
 Cambridge, MA



Legend

 PUD BOUNDARY

 2020-2023 LANDSCAPE

2020-2023 BUILDINGS

 2023-2027 LANDSCAPE

2023-2027 BUILDINGS

CAMBRIDGESIDE

**URBAN DESIGN
ARCHITECTURE
LANDSCAPE**

DAVID MANFREDI

CAMBRIDGE, MASSACHUSETTS

APRIL 16, 2020

NEW ENGLAND
DEVELOPMENT

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Architectural Character and Public Realm



NEW ENGLAND
DEVELOPMENT

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Architectural Character

GUIDELINES AND PRINCIPLES

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CambridgeSide
Cambridge, MA

SETBACK

NEW BUILDINGS TO PROVIDE MORE SIDEWALK ACTIVITY

ACKNOWLEDGE THE PREVAILING HEIGHTS OF NEIGHBORING BUILDINGS THROUGH

MATERIAL CHANGE AND STEPBACKS

ON FIRST STREET, CAMBRIDGESIDE PLACE, AND LAND BOULEVARD

USE MATERIALS THAT COMPLEMENT **THE HISTORIC INDUSTRIAL FABRIC** OF THE NEIGHBORHOOD



Architectural Character

GUIDELINES AND PRINCIPLES

PUD-8 Special Permit
CambridgeSide
Cambridge, MA

ACKNOWLEDGE THE
PREVAILING HEIGHTS OF
NEIGHBORING BUILDINGS THROUGH
**MATERIAL CHANGE
AND DETAILS**
ON FIRST STREET.

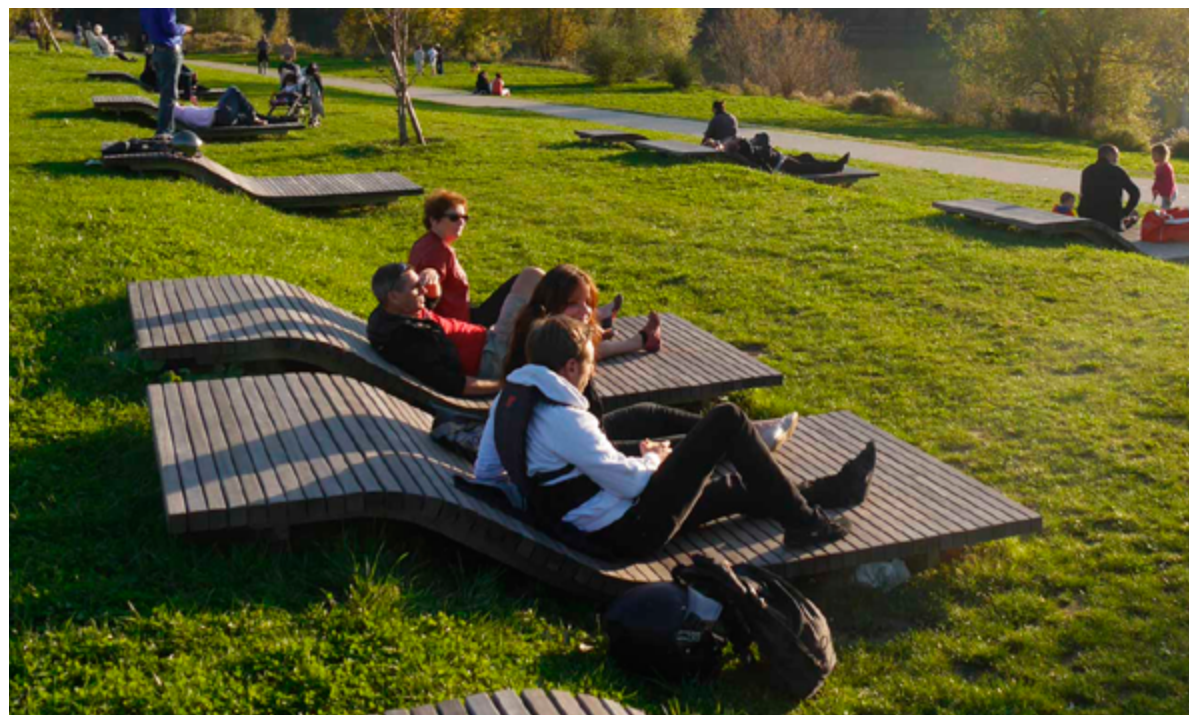
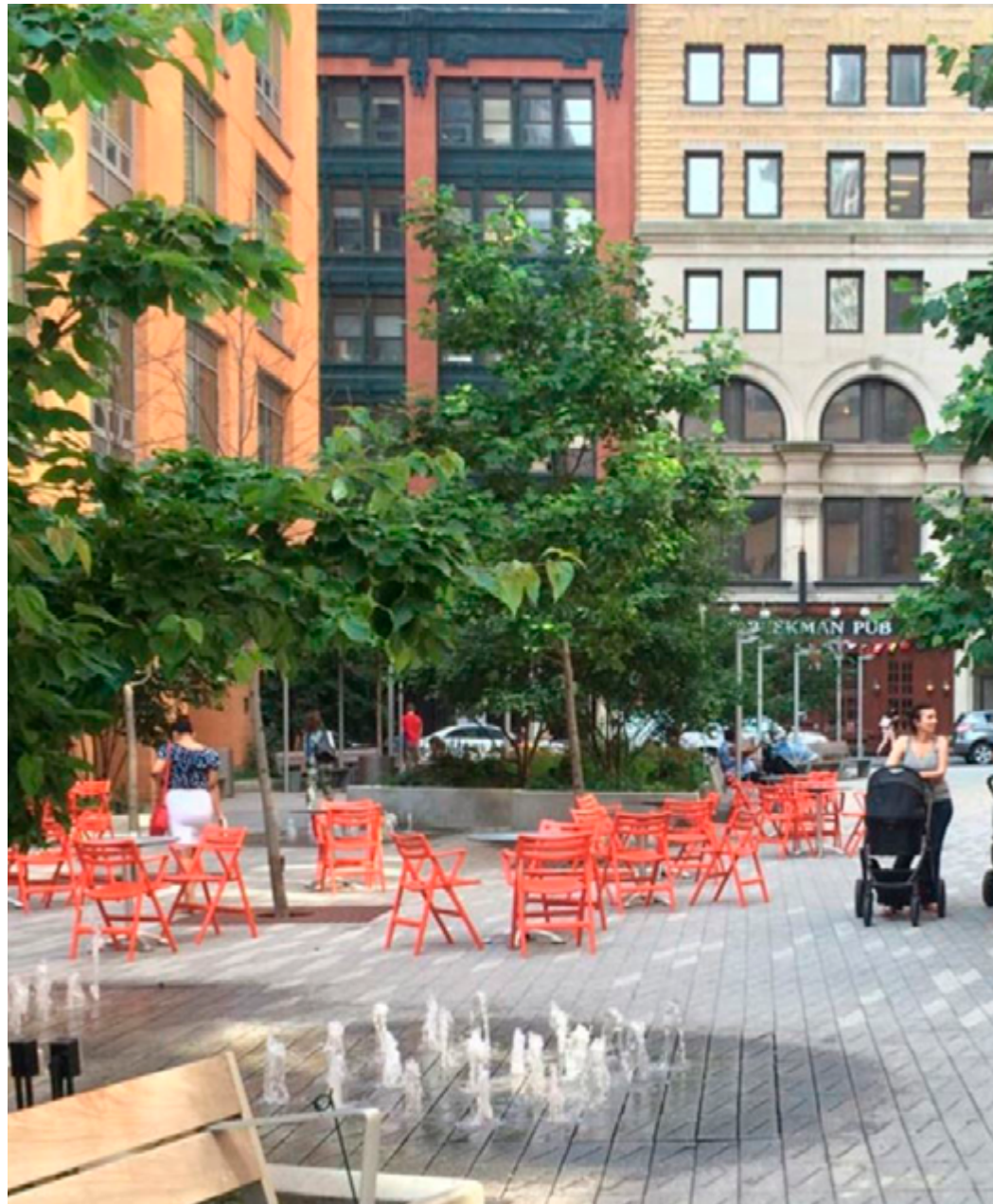
USE MATERIALS THAT COMPLEMENT
THE HISTORIC INDUSTRIAL FABRIC
OF THE NEIGHBORHOOD



Architectural Character

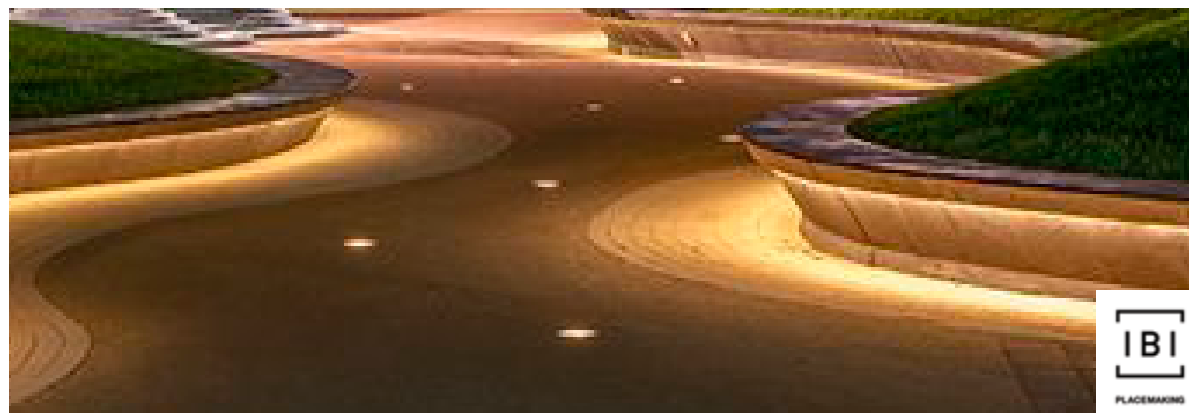
SITE FURNISHINGS

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CambridgeSide
Cambridge, MA



NEW ENGLAND
DEVELOPMENT

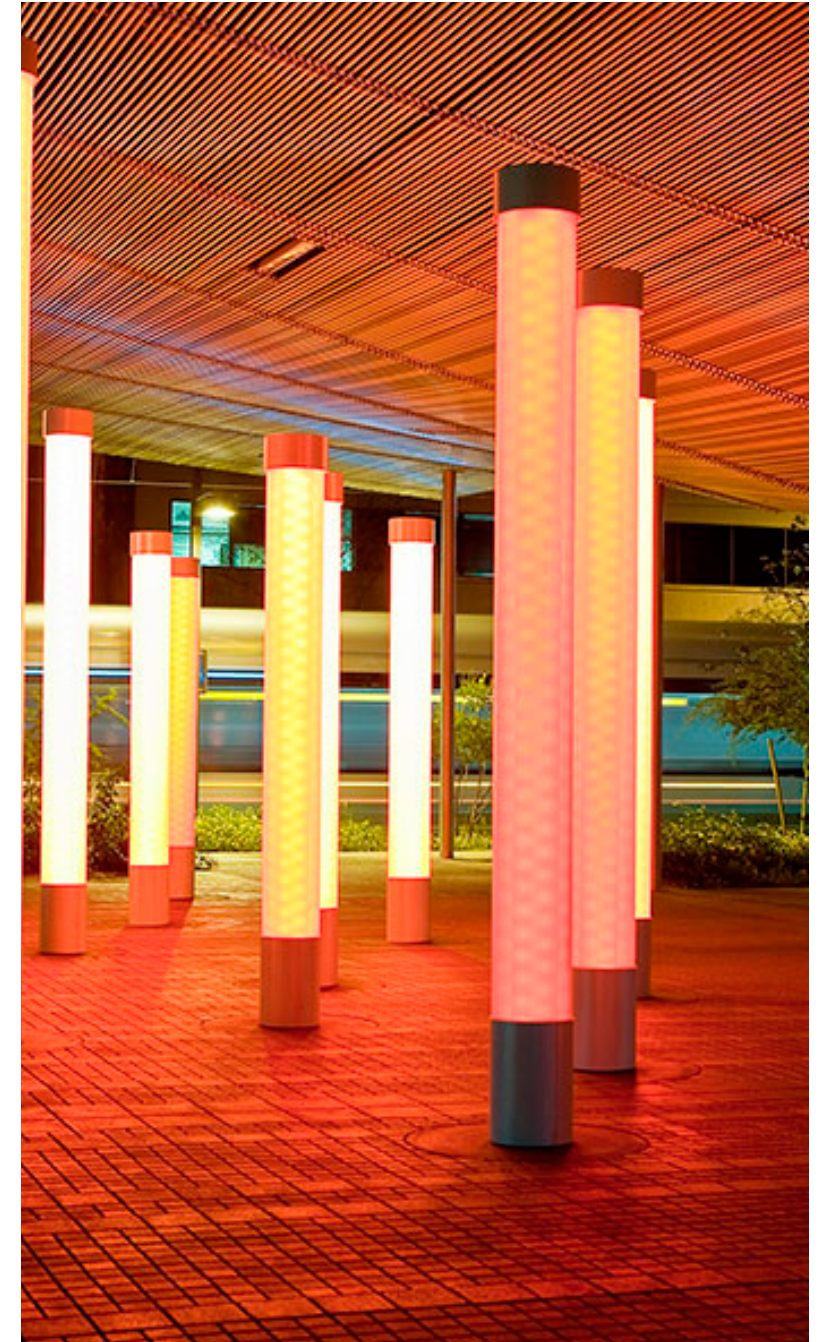
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ARCHITECTS



Architectural Character

SITE LIGHTING

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CAMBRIDGESIDE

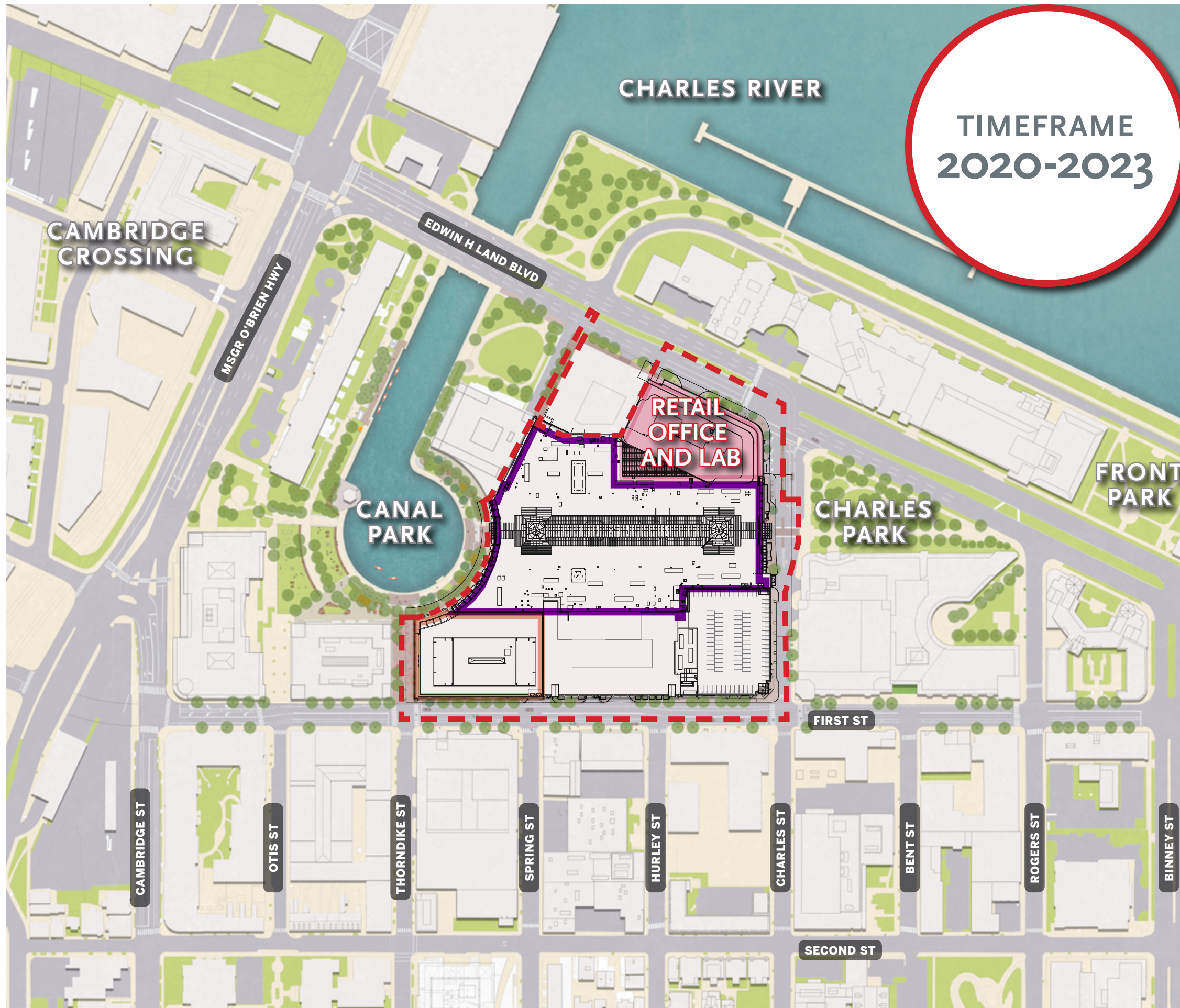
**MACY'S
BUILDING
PROPOSAL**

CAMBRIDGE, MASSACHUSETTS

APRIL 16, 2020

NEW ENGLAND
DEVELOPMENT

ELKUS | MANFREDI
ARCHITECTS

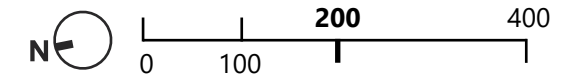


TIMEFRAME
2020-2023


Macy's

DEVELOPMENT PLAN

PUD-8 Special Permit
CambridgeSide
Cambridge, MA



Legend

 PUD BOUNDARY

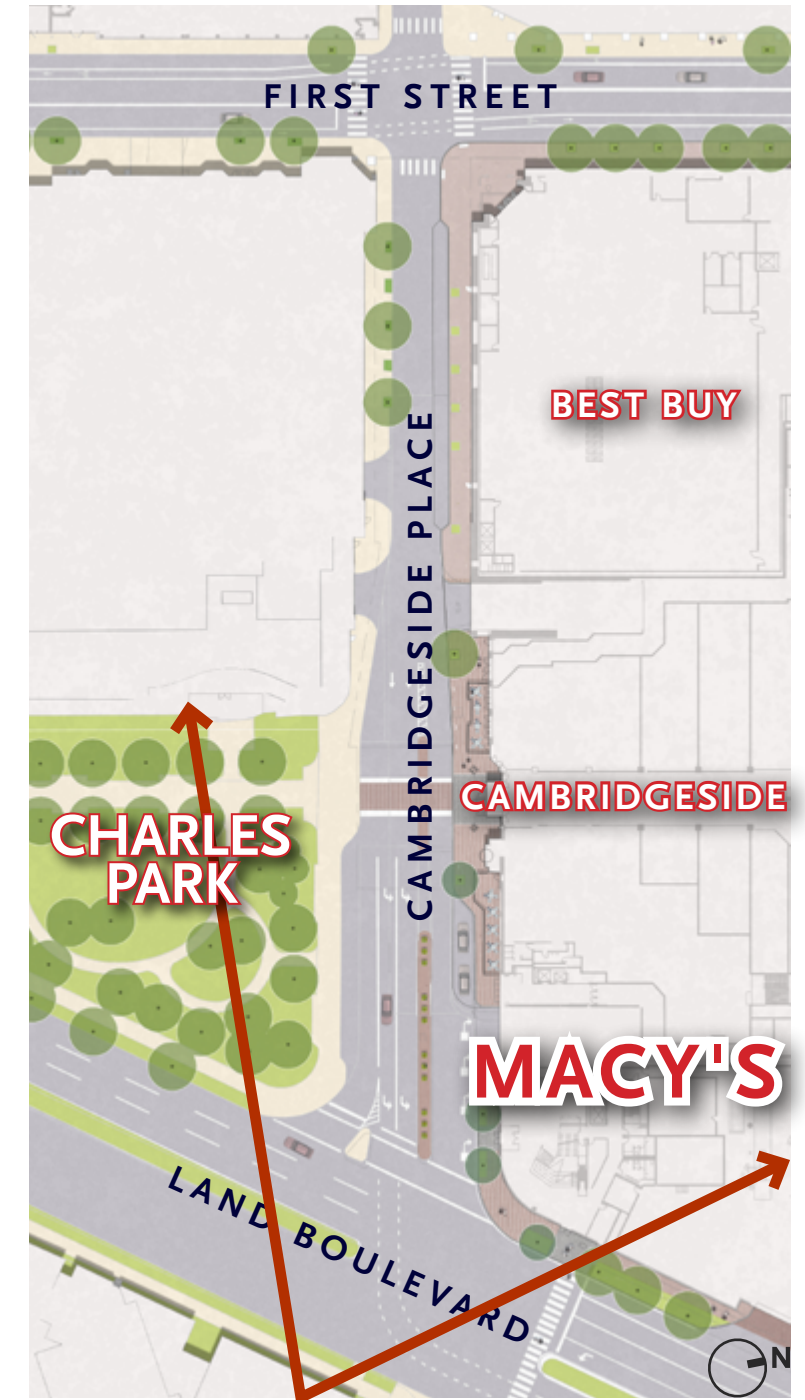


A NEW GATEWAY TO CAMBRIDGE

Macy's

STREETSCAPE VIEW

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EXISTING CAMBRIDGESIDE PLACE



NEW ENGLAND
 DEVELOPMENT

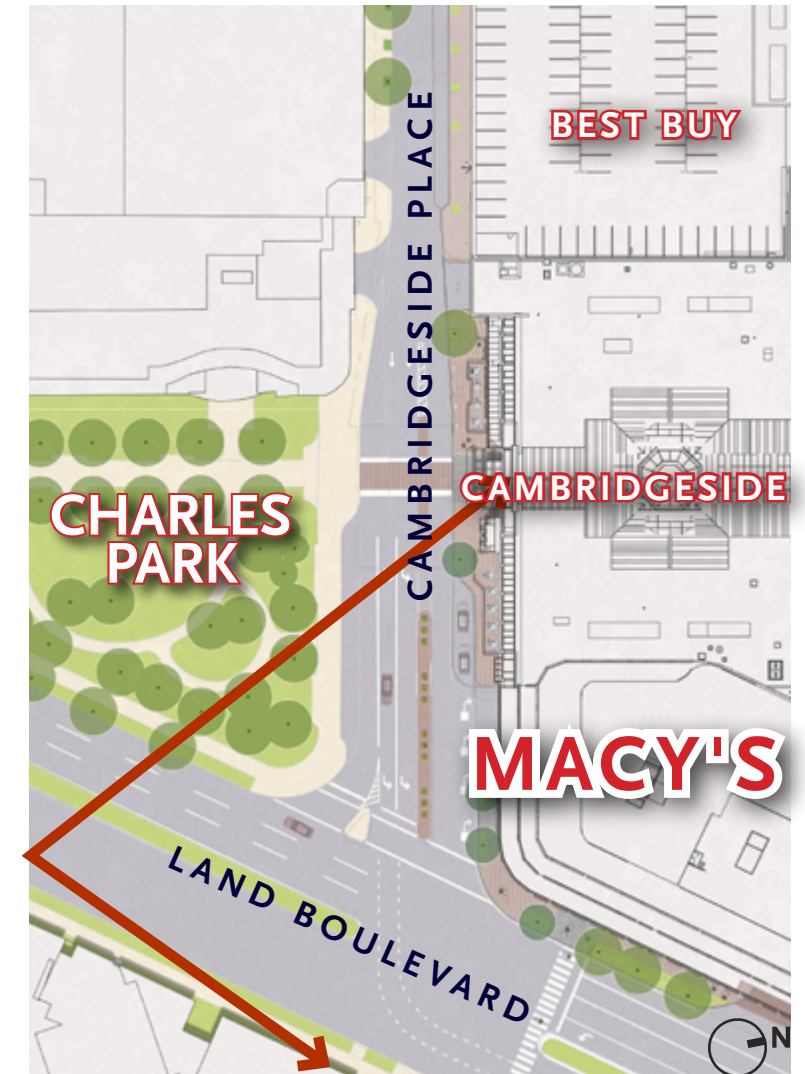
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Macy's

LAND BOULEVARD VIEW

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 CambridgeSide
 Cambridge, MA



HEIGHT	155 FEET
FLOORS	10
AVG. FLOOR	36,500
SETBACK	N/A
STEPBACK @	85/130

NEW ENGLAND
 DEVELOPMENT

ELKUS | MANFREDI
 ARCHITECTS

C A M B R I D G E S I D E

**SEARS
BUILDING
PROPOSAL**

CAMBRIDGE, MASSACHUSETTS

APRIL 16, 2020

NEW ENGLAND
DEVELOPMENT

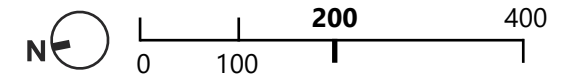
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ARCHITECTS

Sears

DEVELOPMENT PLAN

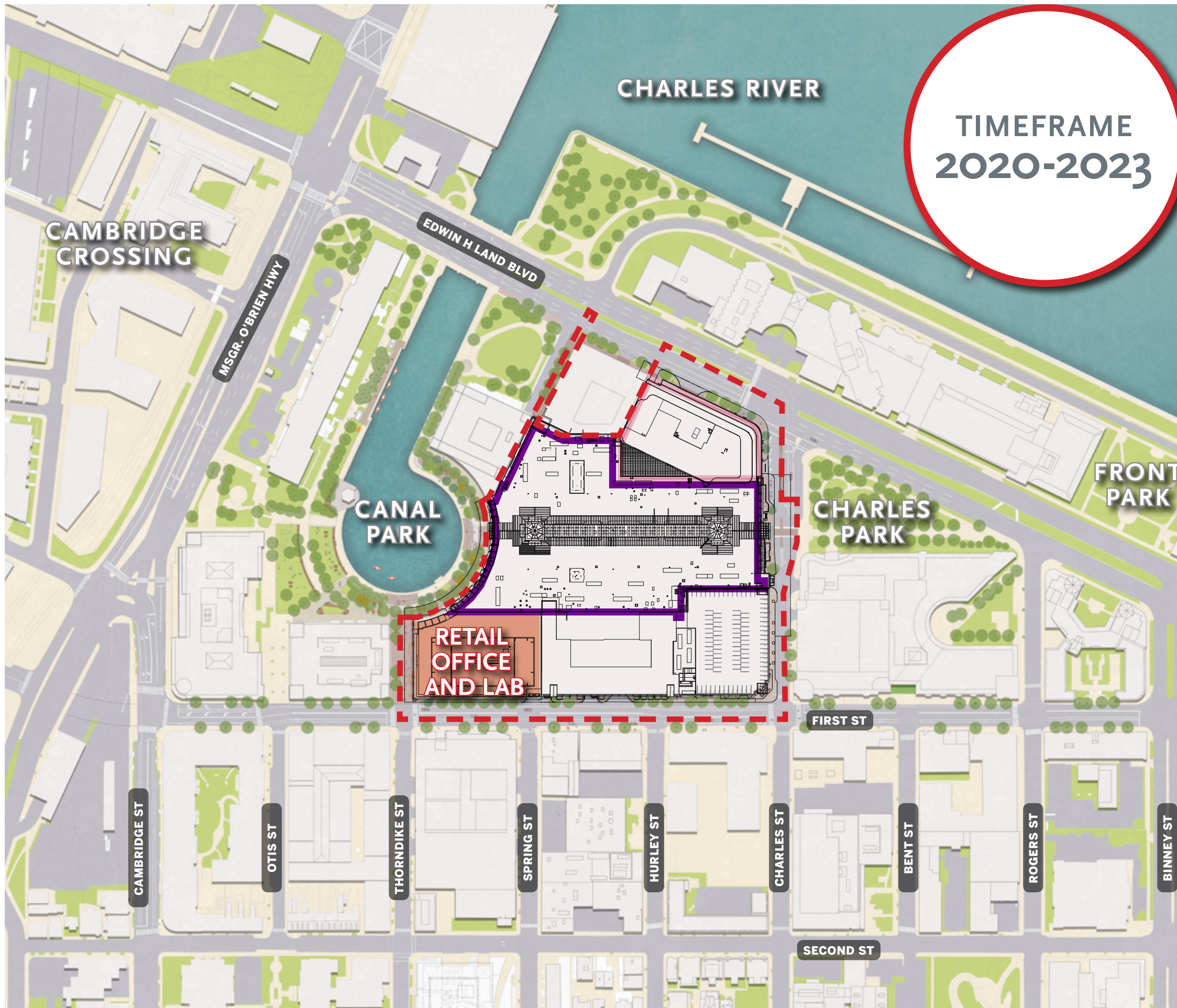
PUD-8 Special Permit
CambridgeSide
Cambridge, MA

TIMEFRAME
2020-2023



Legend

PUD BOUNDARY





A NEW ENTRY ON FIRST STREET



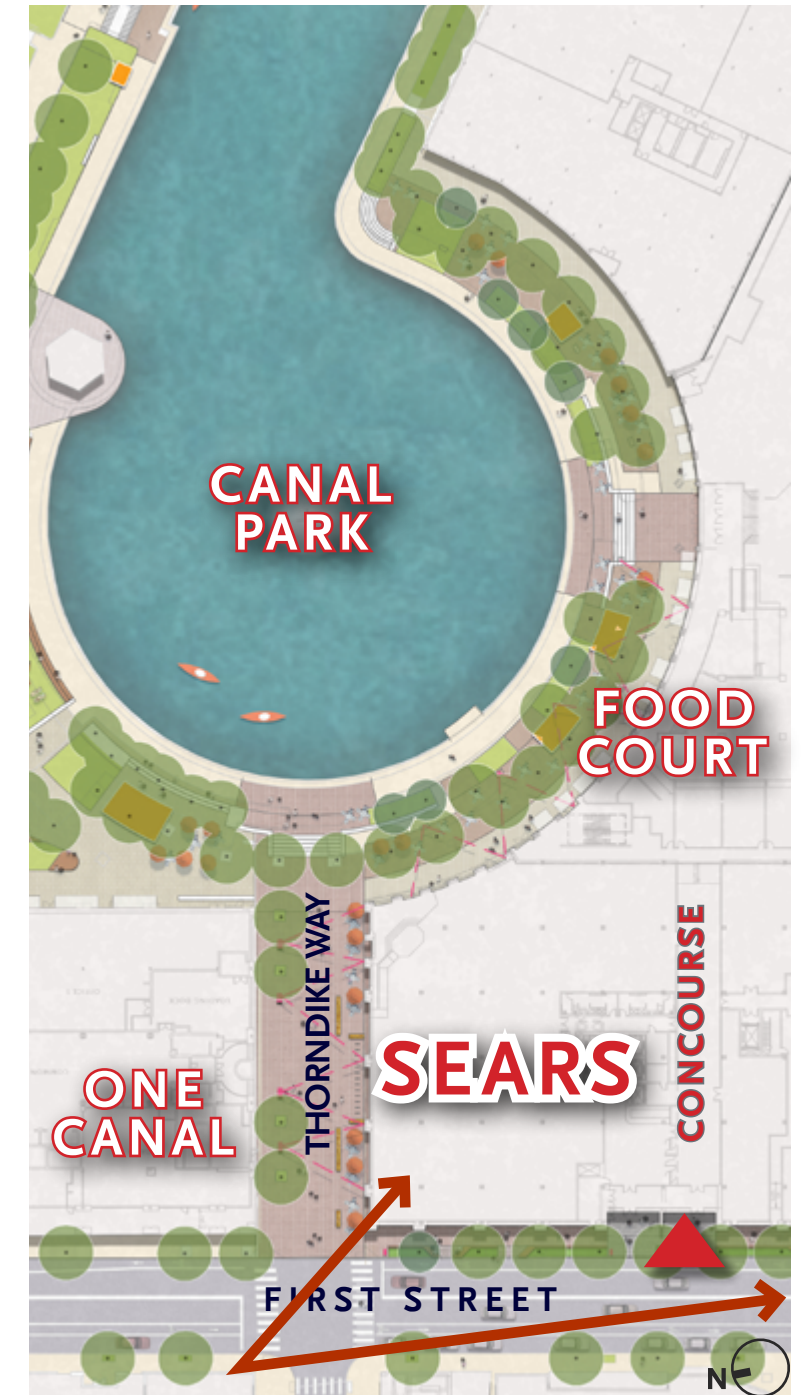
EXISTING FIRST STREET



Sears

STREETSCAPE VIEW

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 CambridgeSide
 Cambridge, MA



NEW ENGLAND
 DEVELOPMENT

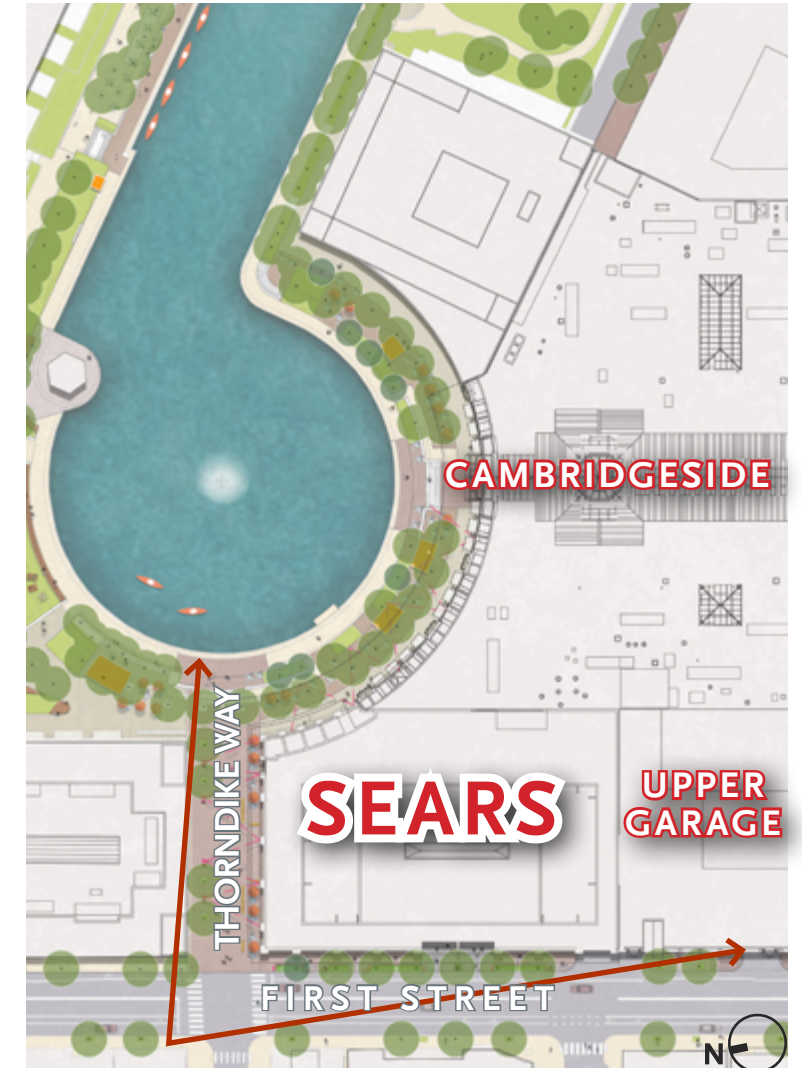
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Sears

FIRST STREET VIEW

PUD-8 Special Permit
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 Cambridge, MA



HEIGHT	85 FEET
FLOORS	5
AVG. FLOOR	42,000



NEW ENGLAND
 DEVELOPMENT

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 ARCHITECTS

CAMBRIDGESIDE

**BEST BUY
BUILDING
PROPOSAL**

CAMBRIDGE, MASSACHUSETTS

APRIL 16, 2020

NEW ENGLAND
DEVELOPMENT

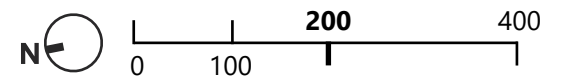
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ARCHITECTS

Best Buy

DEVELOPMENT PLAN

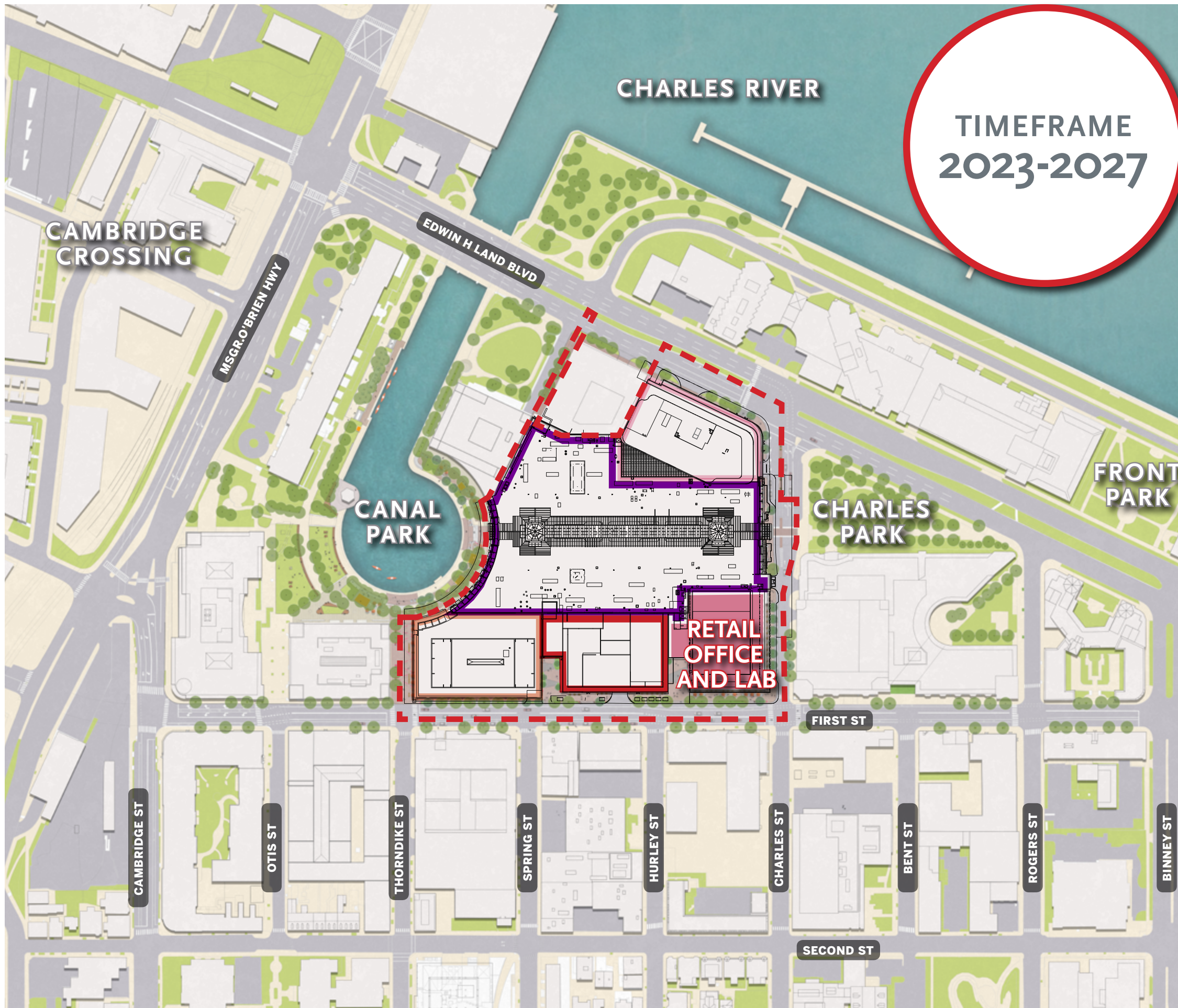
TIMEFRAME
2023-2027

PUD-8 Special Permit
CambridgeSide
Cambridge, MA



Legend

PUD BOUNDARY



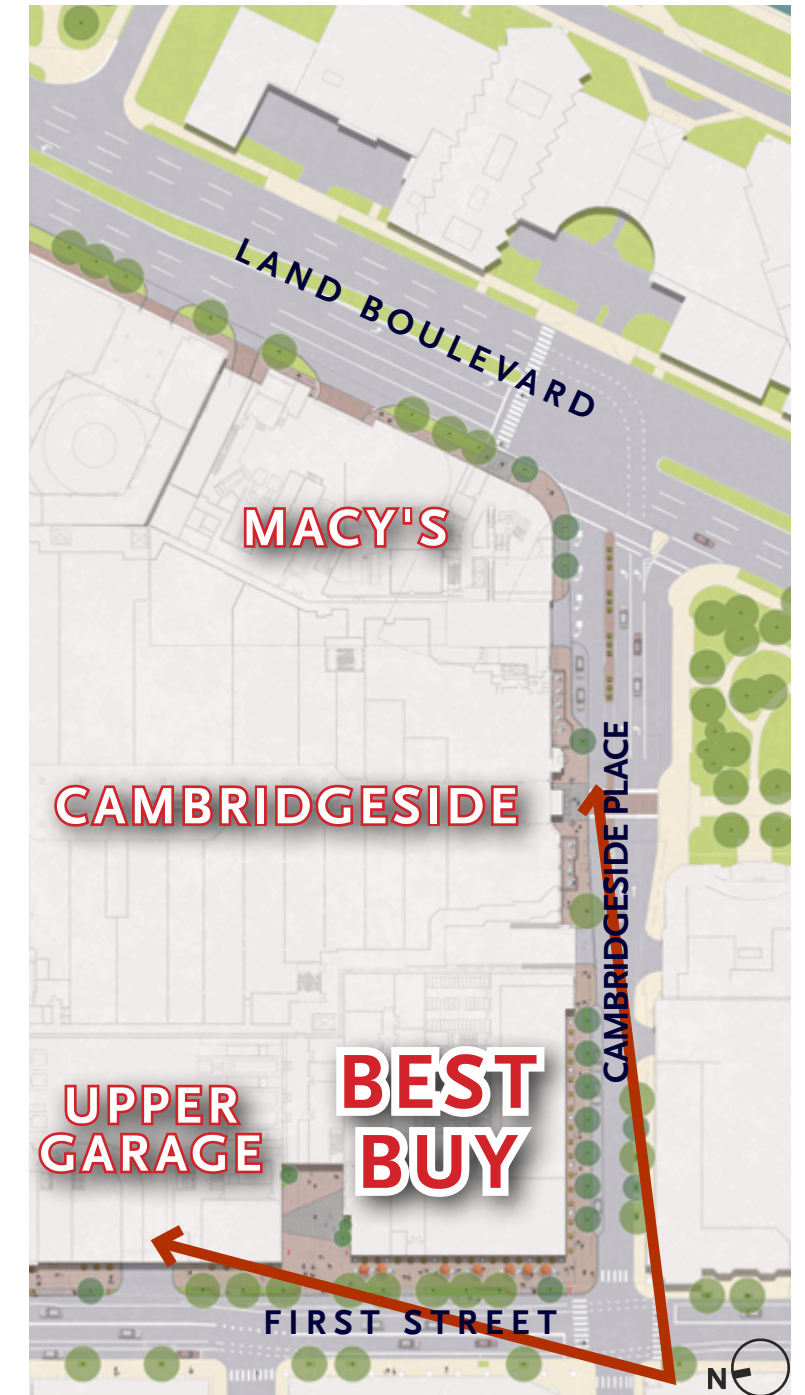


AN ATTRACTIVE FIRST STREET

Best Buy

STREETSCAPE VIEW

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 Cambridge, MA



EXISTING FIRST STREET

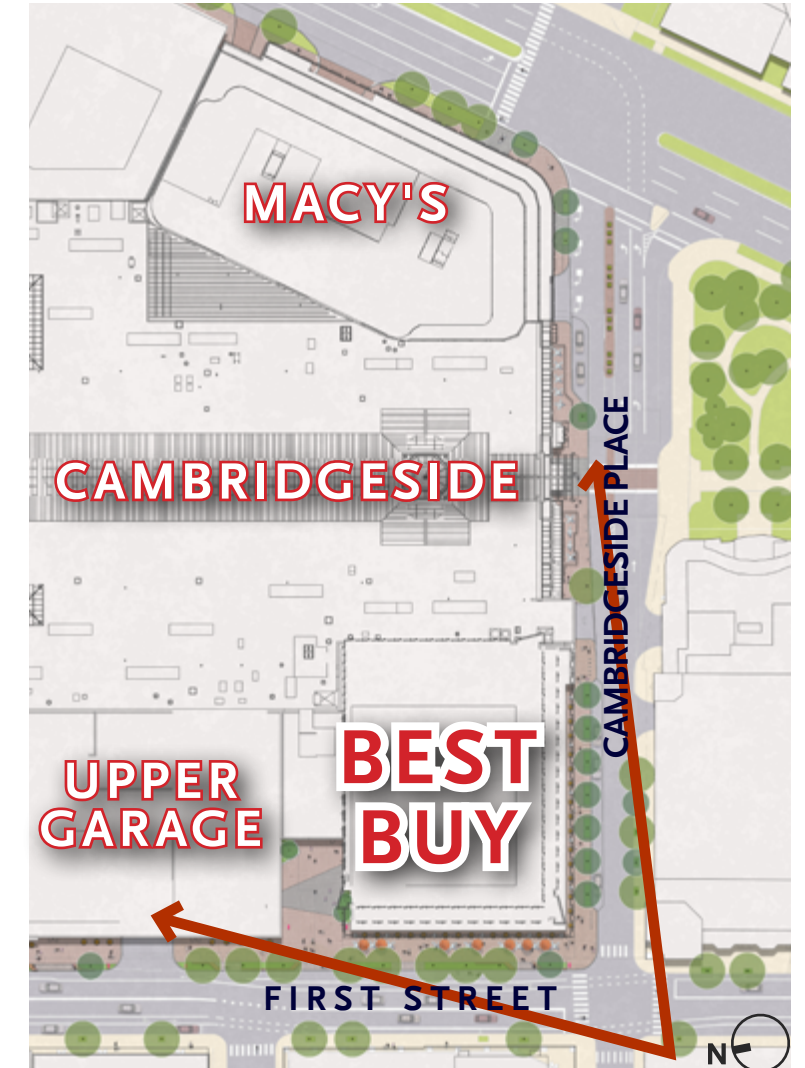




Best Buy

FIRST STREET VIEW

PUD-8 Special Permit
 CambridgeSide
 Cambridge, MA



HEIGHT	155 FEET
FLOORS	11
AVG. FLOOR	30,455
SETBACK	YES
STEPBACK	65/130

NEW ENGLAND
 DEVELOPMENT

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CAMBRIDGESIDE

**UPPER GARAGE
BUILDING
PROPOSAL**

CAMBRIDGE, MASSACHUSETTS

APRIL 16, 2020

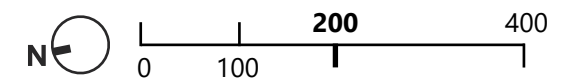
NEW ENGLAND
DEVELOPMENT

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Upper Garage DEVELOPMENT PLAN

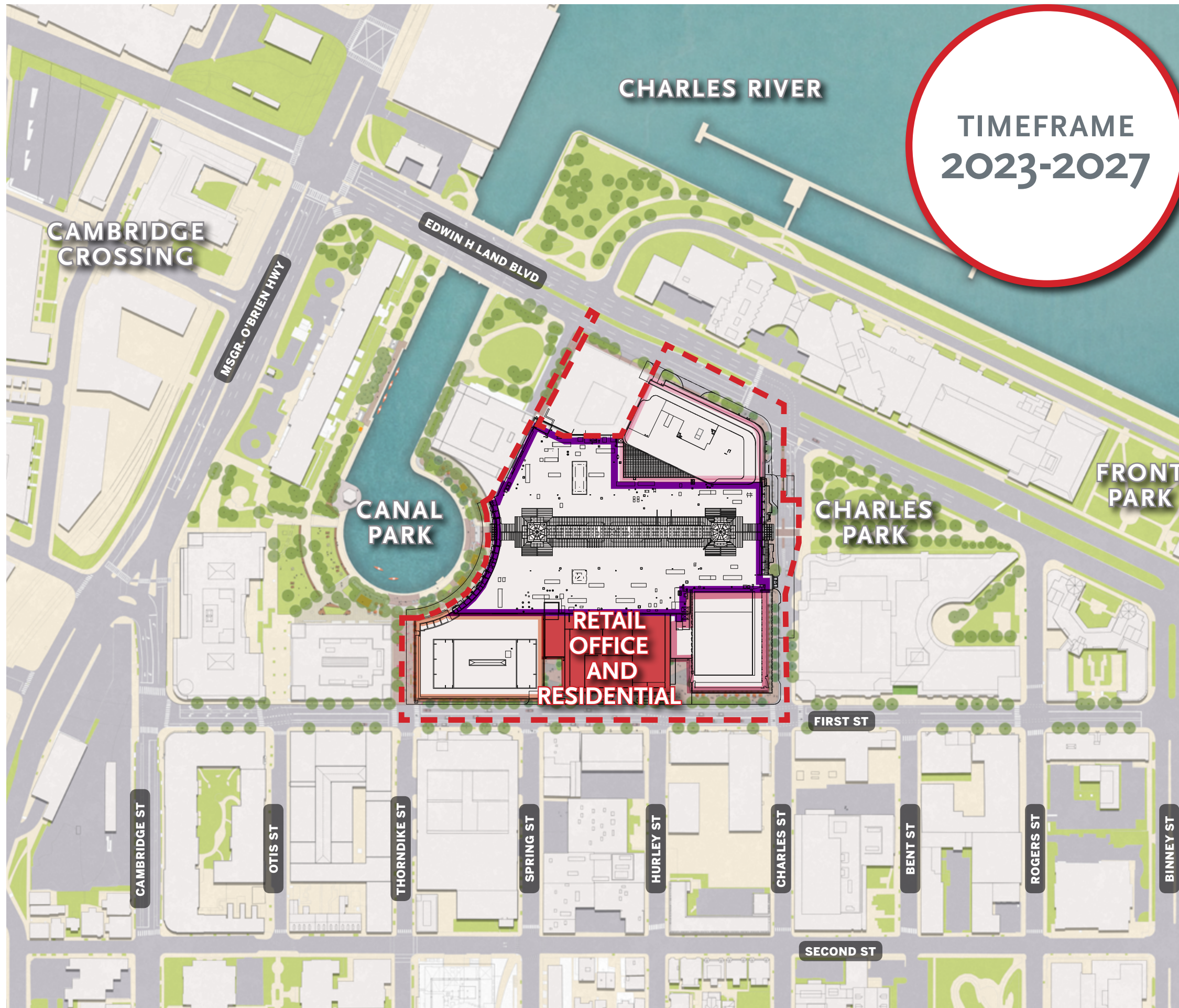
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TIMEFRAME
2023-2027



Legend

PUD BOUNDARY



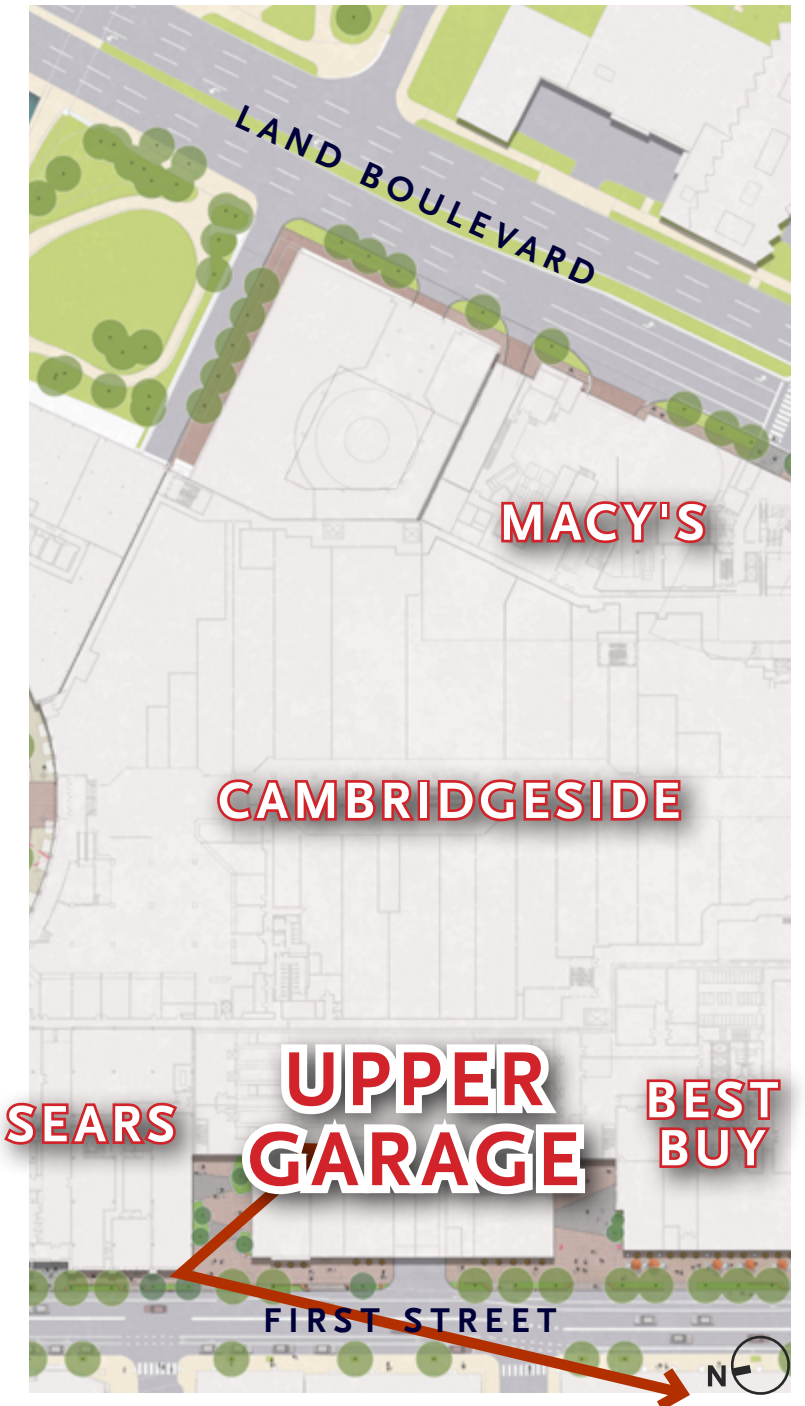


AN ACTIVE FIRST STREET

Upper Garage

STREETSCAPE VIEW

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EXISTING FIRST STREET



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 DEVELOPMENT

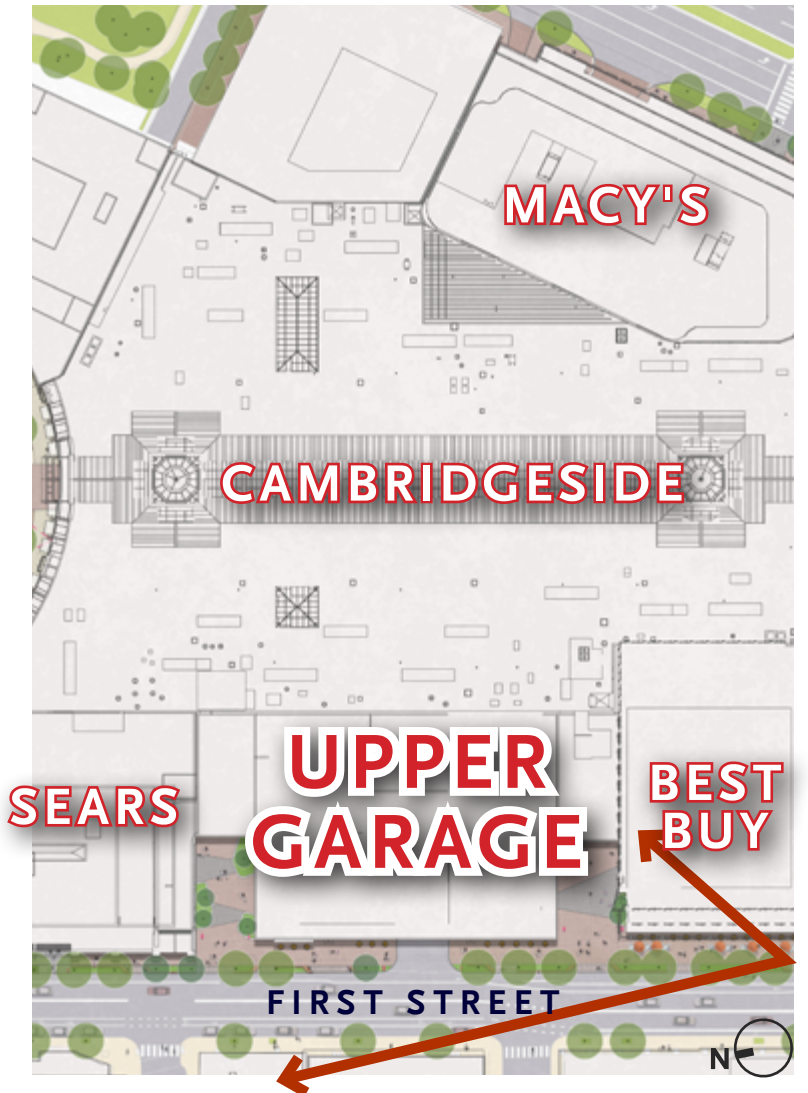
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 ARCHITECTS



Upper Garage

FIRST STREET VIEW

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 CambridgeSide
 Cambridge, MA



HEIGHT	145/155 FEET
FLOORS	13
AVG. FLOOR	35,000/20,000
SETBACK	YES
STEPBACK @	65/130

NEW ENGLAND
 DEVELOPMENT

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 ARCHITECTS

CAMBRIDGESIDE

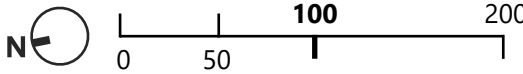
**OPEN SPACE
IMPROVEMENTS**

CAMBRIDGE, MASSACHUSETTS

APRIL 16, 2020

Open Space Improvements

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CambridgeSide
Cambridge, MA



Legend

- PUD BOUNDARY
- 2020-2023 LANDSCAPE
- 2023-2027 LANDSCAPE
- NEW SIDEWALK AND POCKET PARKS



NEW ENGLAND
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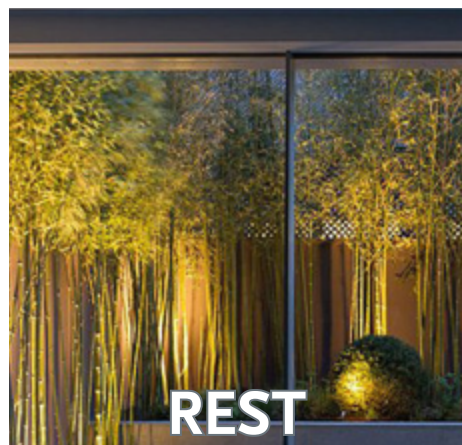


1

POCKET PARKS



WORK



REST



GATHER



2

STREETSCAPE

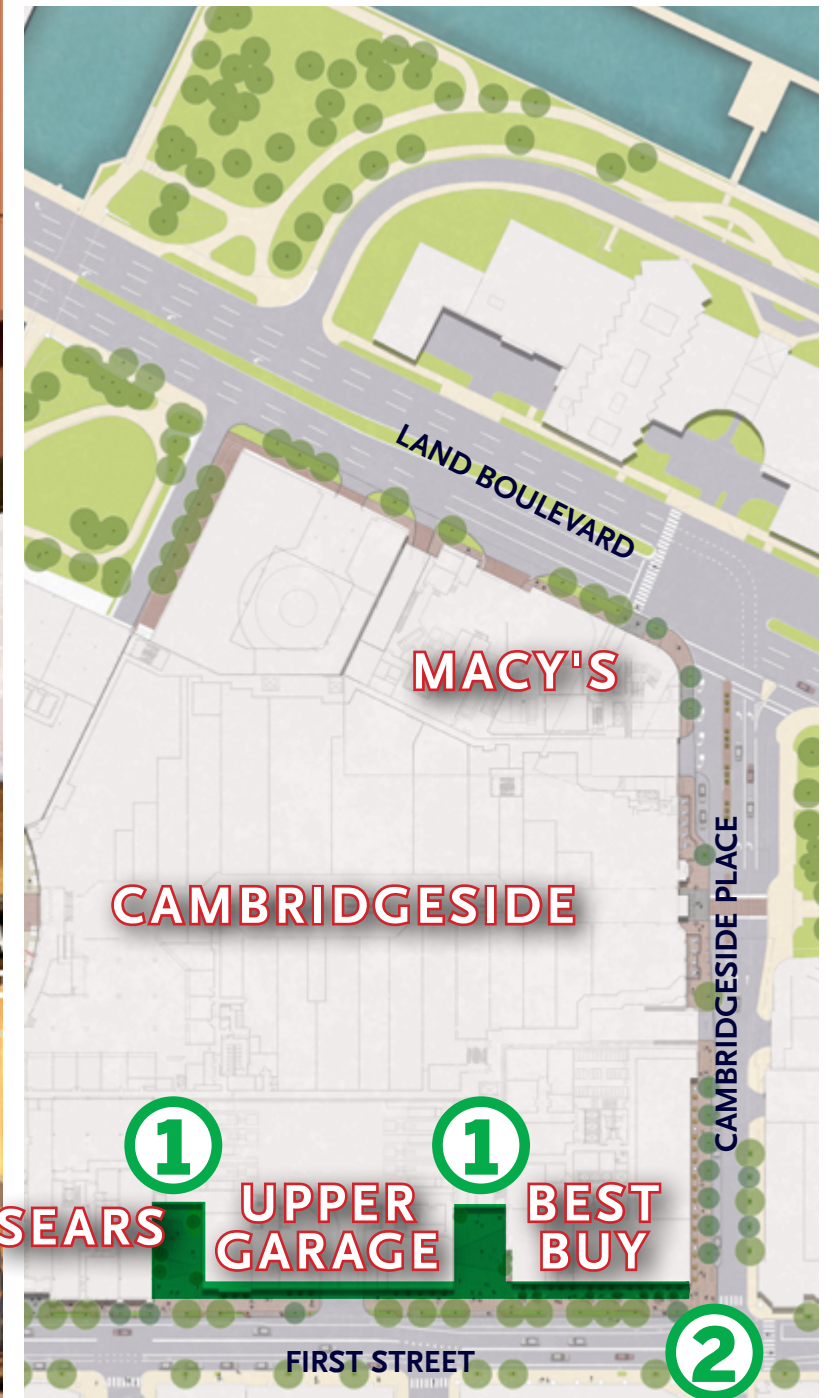


Open Space Plan

STREETSCAPE

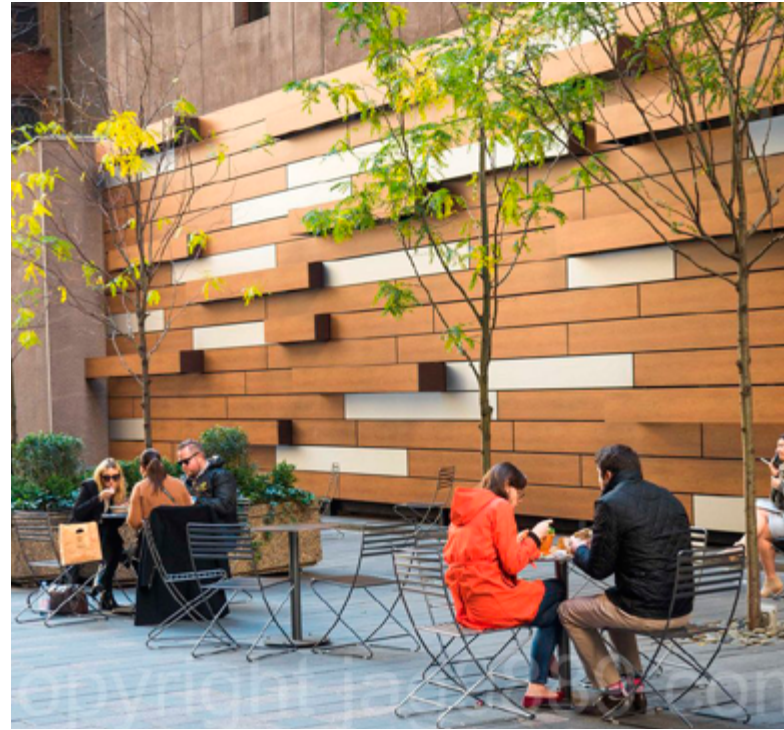
2023-2027

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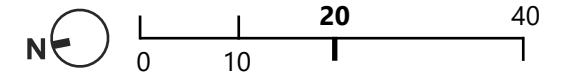


Open Space Plan

POCKET PARK CONCEPT

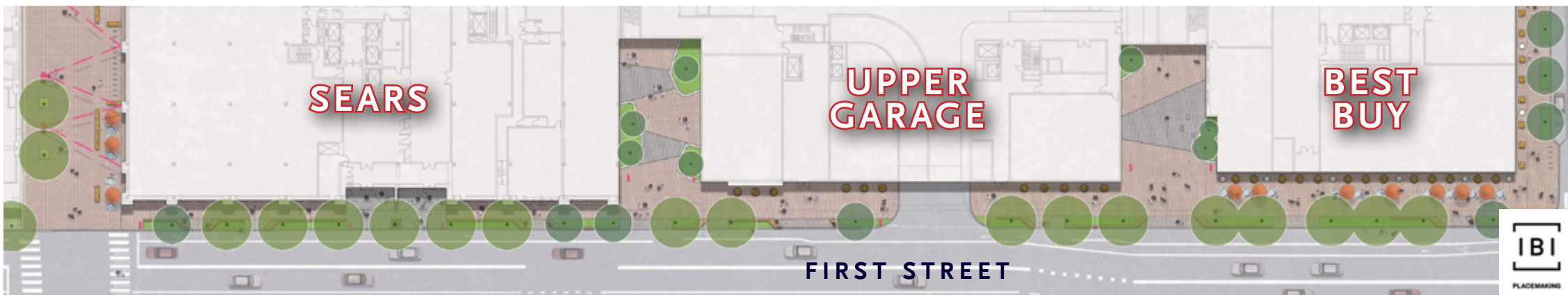
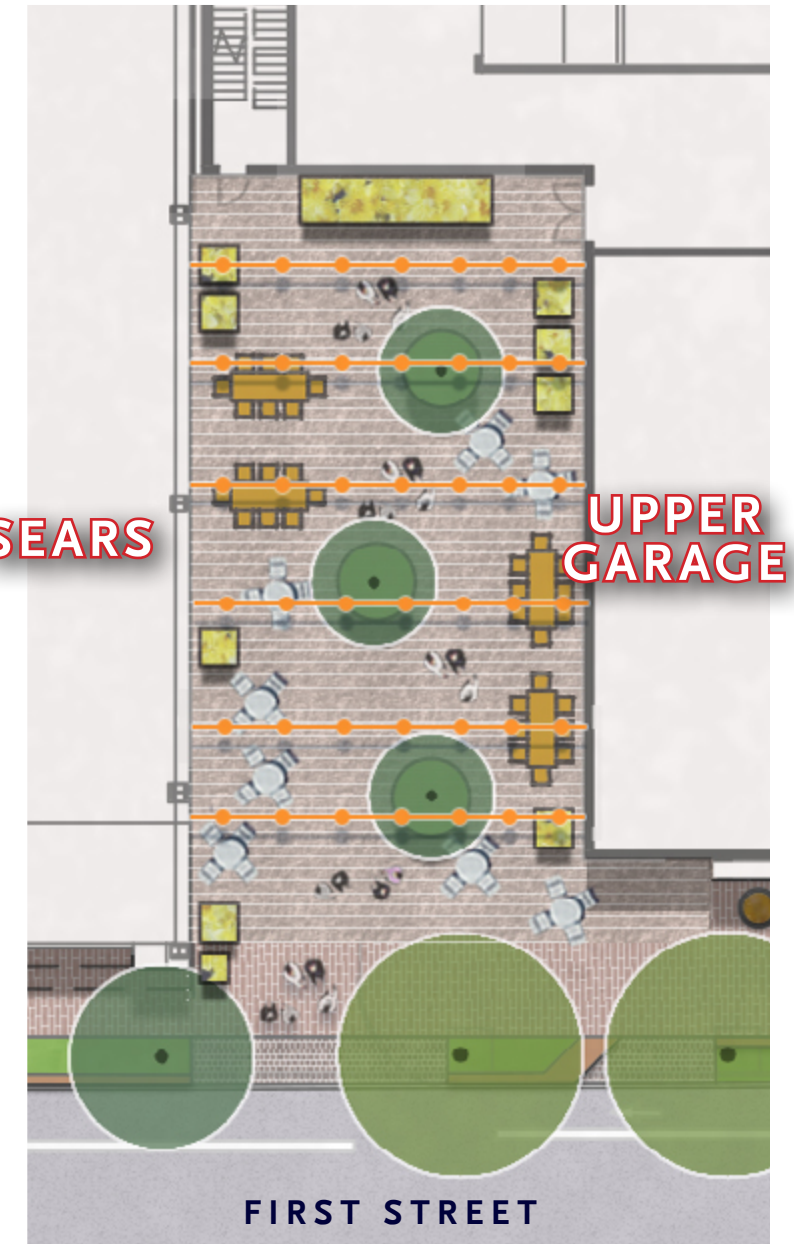
RETAIL PLAZA

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SEARS

UPPER GARAGE



NEW ENGLAND
DEVELOPMENT

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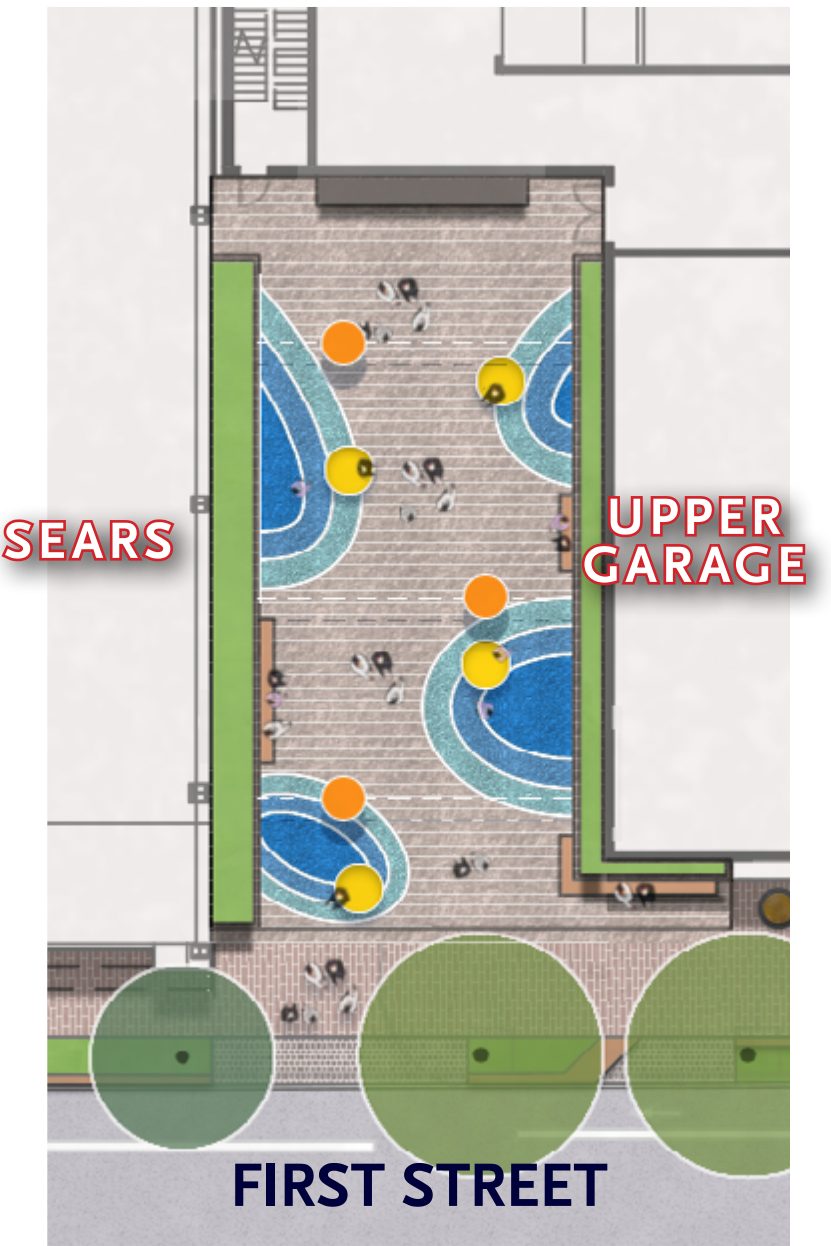
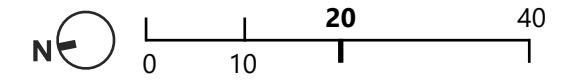


Open Space Plan

POCKET PARK CONCEPT

POCKET PLAYSPACE

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NEW ENGLAND
 DEVELOPMENT

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 ARCHITECTS

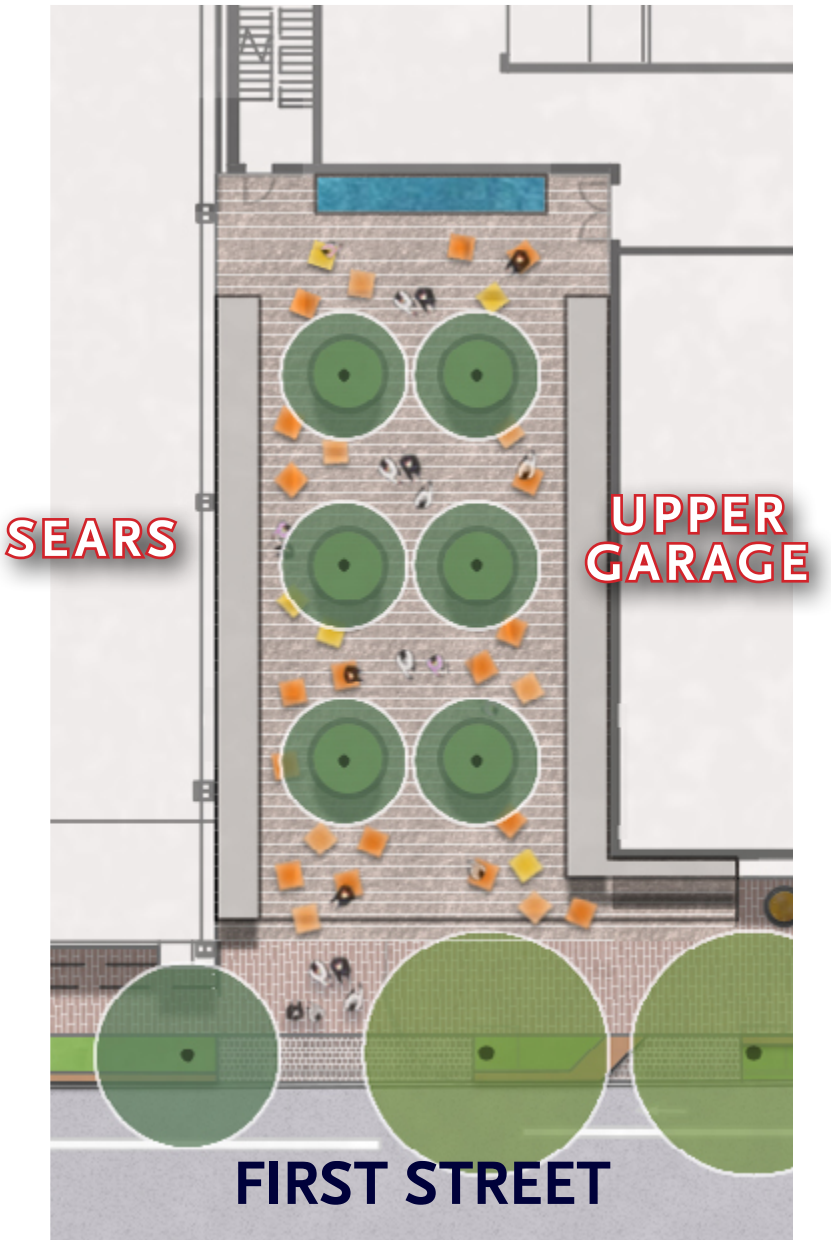
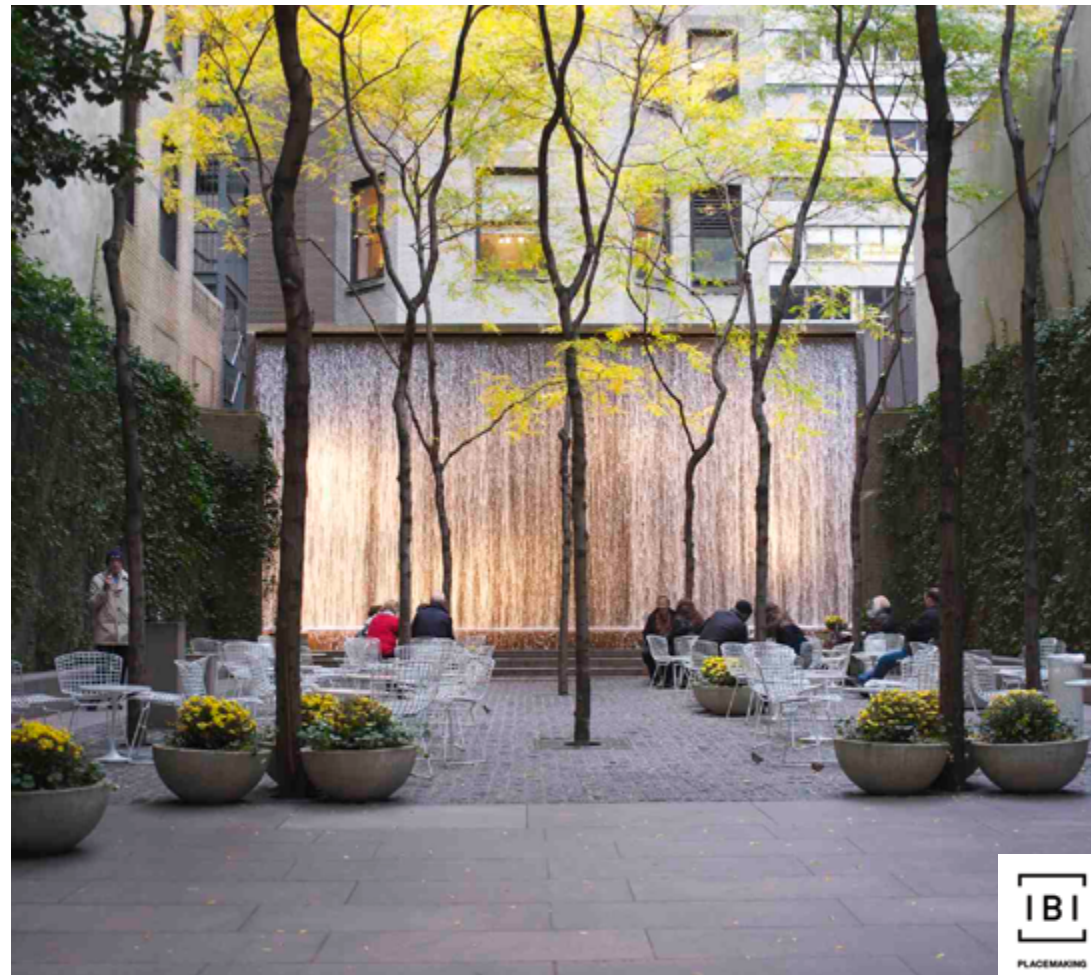
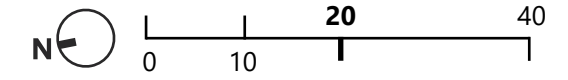


Open Space Plan

POCKET PARK CONCEPT

READING ROOM

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NEW ENGLAND
 DEVELOPMENT

ELKUS | MANFREDI
 ARCHITECTS



SCULPTURAL ELEMENT



LOCAL ART INSTALLATION



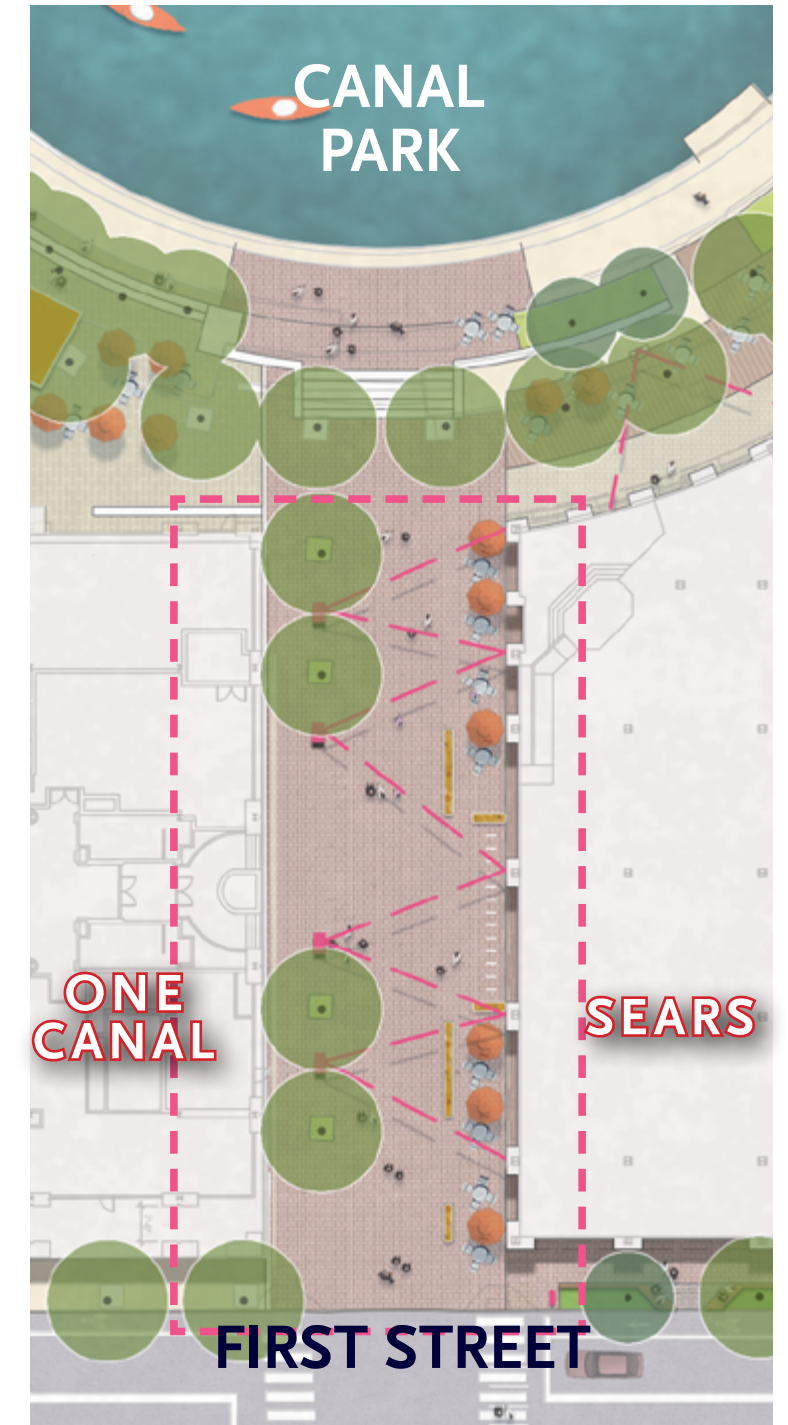
OVERHEAD LIGHTING



OUTDOOR SEATING

Open Space Plan THORNDIKE WAY 2020-2023

PUD-8 Special Permit
CambridgeSide
Cambridge, MA



NEW ENGLAND
DEVELOPMENT

ELKUS | MANFREDI
ARCHITECTS



AN ENHANCED ENTRY TO CANAL PARK



Open Space Plan

VIEW OF THORNDIKE WAY

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 DEVELOPMENT

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 ARCHITECTS

Open Space Plan

CANAL IMPROVEMENTS

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1

NEW PLANTING, LIGHTING, FURNISHINGS AND IMPROVED CANAL WALK



2

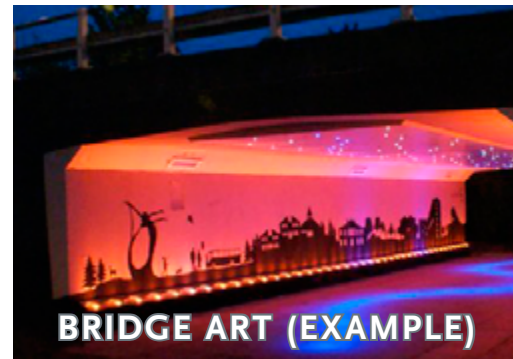
LIGHTING, ART AND ACTIVITY UNDER LAND BOULEVARD



EXISTING CANAL WALK



LIGHTING (EXAMPLE)



BRIDGE ART (EXAMPLE)



EXISTING BRIDGE



3

ARTS



5

ENGAGING THE WATER



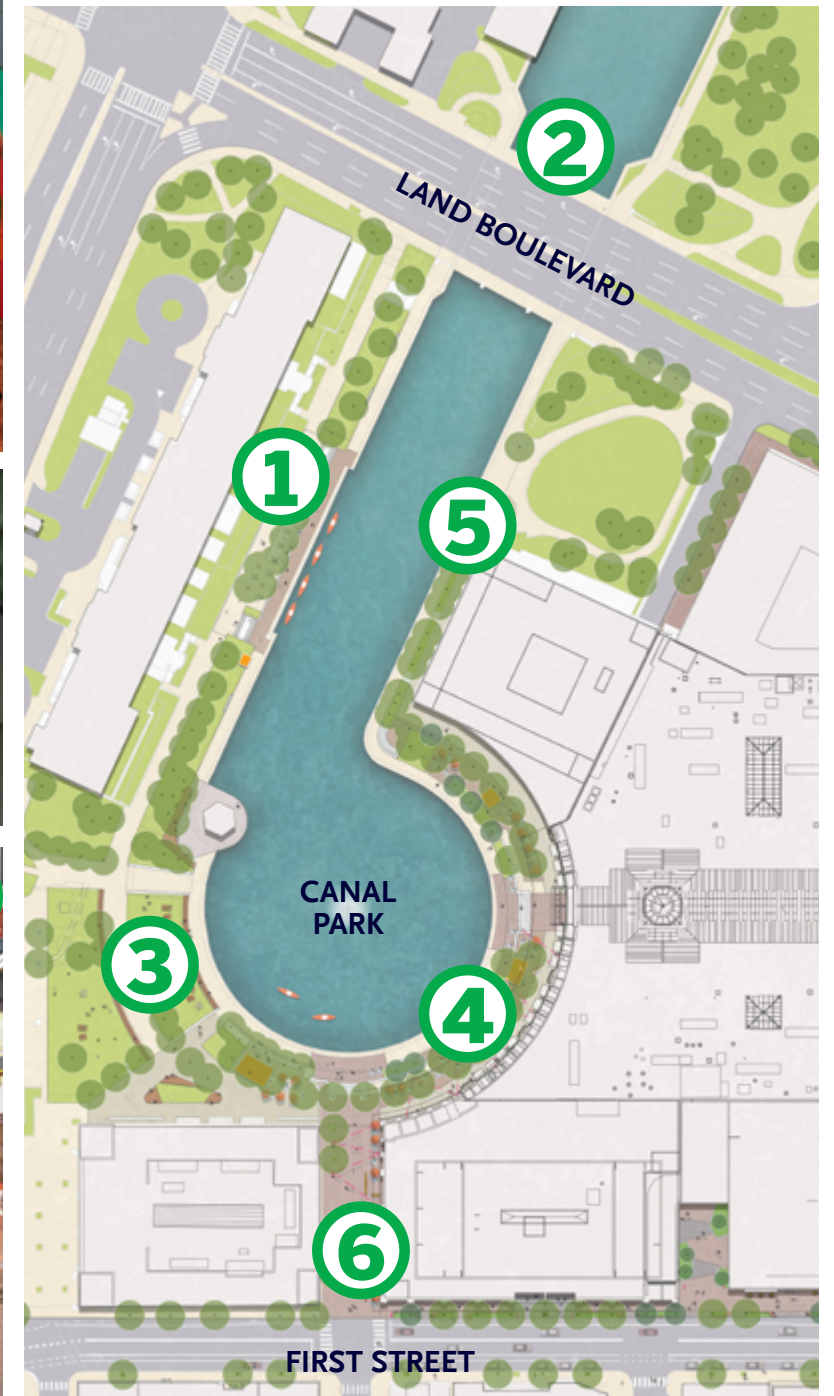
4

ACTIVITIES



6

THORNDIKE WAY





Open Space Plan

LANDSCAPE AND ACTIVITY

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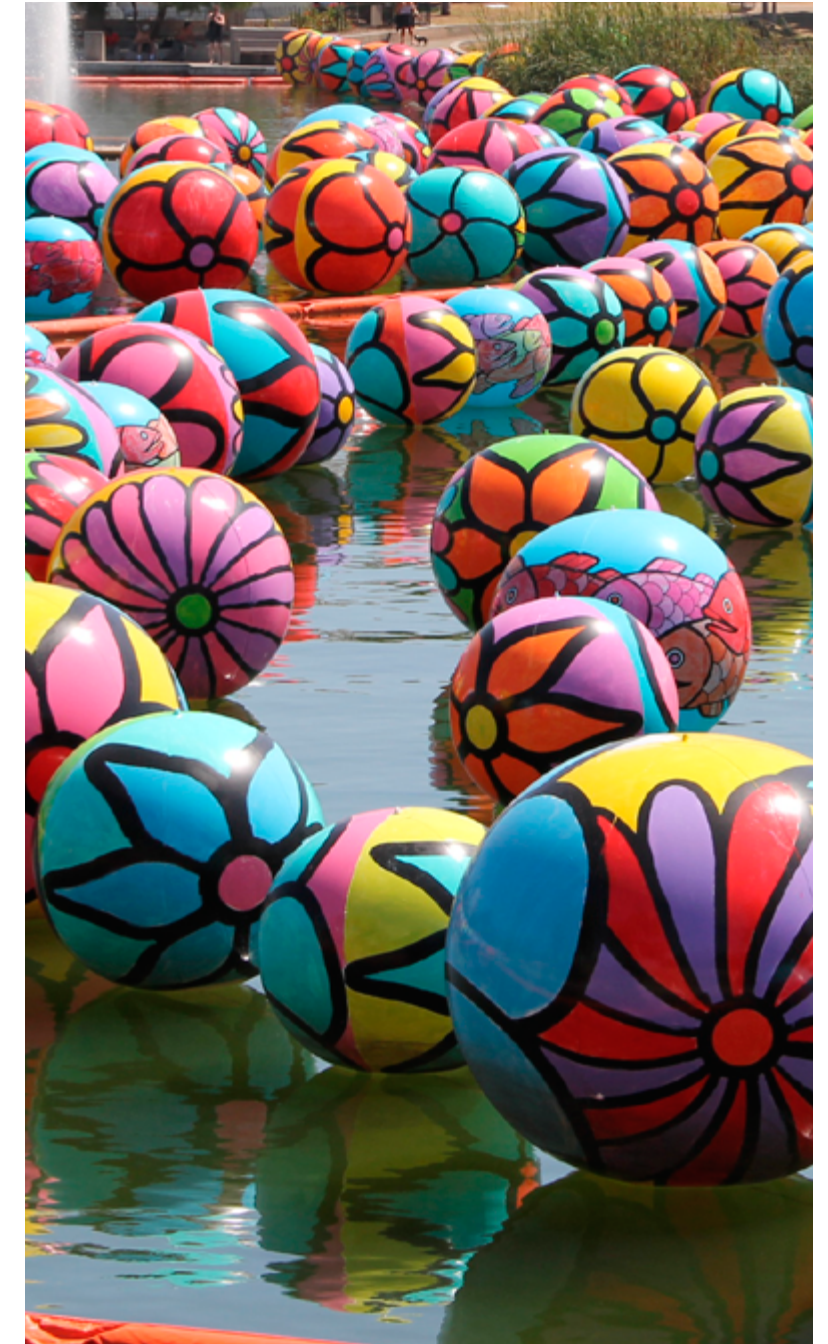
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Open Space Plan

LOCAL ARTS PROGRAM

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CANAL IMPROVEMENTS

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Open Space Plan UNDER BRIDGE

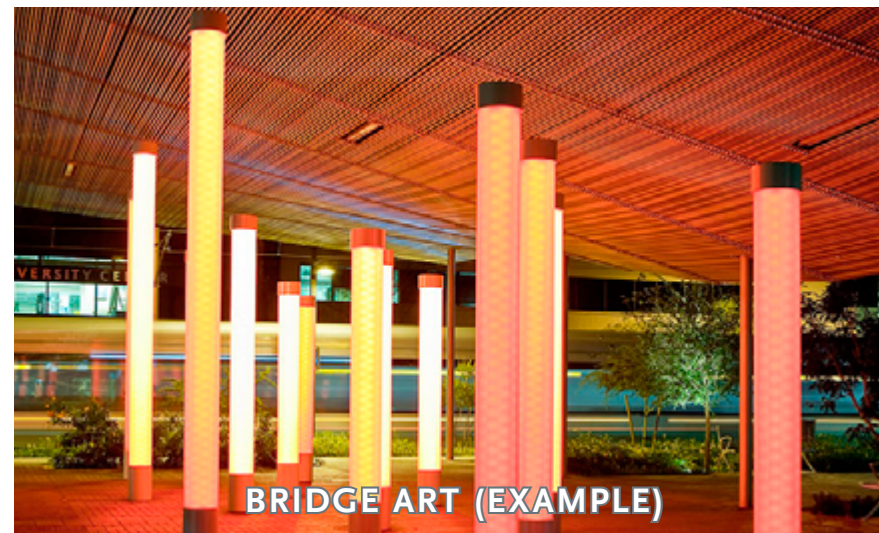
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EXISTING BRIDGE



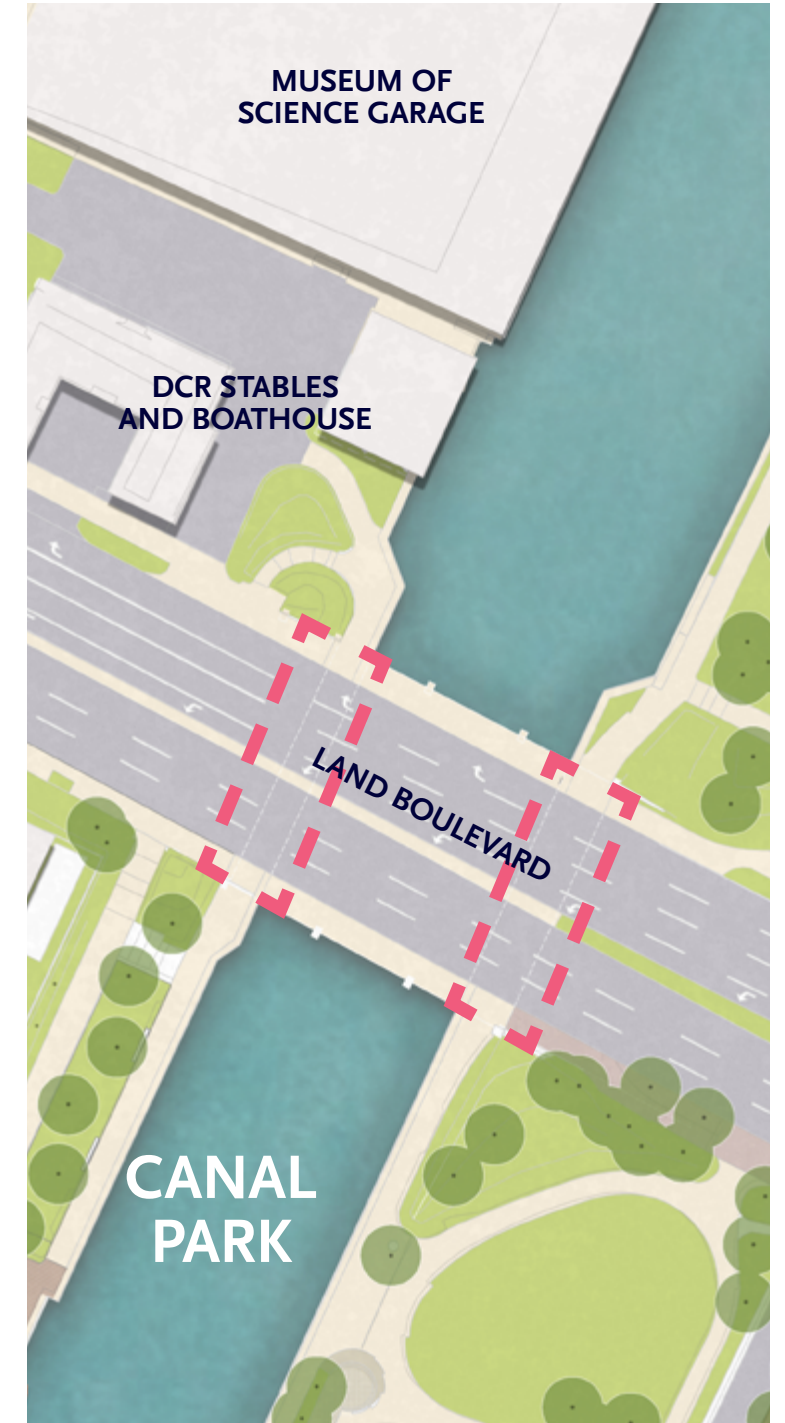
BRIDGE ART (EXAMPLE)



BRIDGE ART (EXAMPLE)



LIGHTING, ART AND ACTIVITY UNDER LAND BOULEVARD



NEW ENGLAND
DEVELOPMENT

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CAMBRIDGESIDE

**ANTICIPATED TIMELINE
NEXT STEPS**

JOHN TWOHIG

CAMBRIDGE, MASSACHUSETTS

APRIL 16, 2020

2019

PUD-8 ZONING PROCESS AND APPROVAL

JAN - APR 2020

PUD-8 SPECIAL PERMIT
PRE-FILING PROCESS

APR - LATE 2020

- PUD-8 SPECIAL PERMIT AND BUILDING DESIGN REVIEW PROCESS
- STATE APPROVALS PROCESS

LATE 2020 - 2023

INITIAL REDEVELOPMENT

- Sears and Macy's buildings and associated streetscape
- Canal Park and Thorndike Way improvements

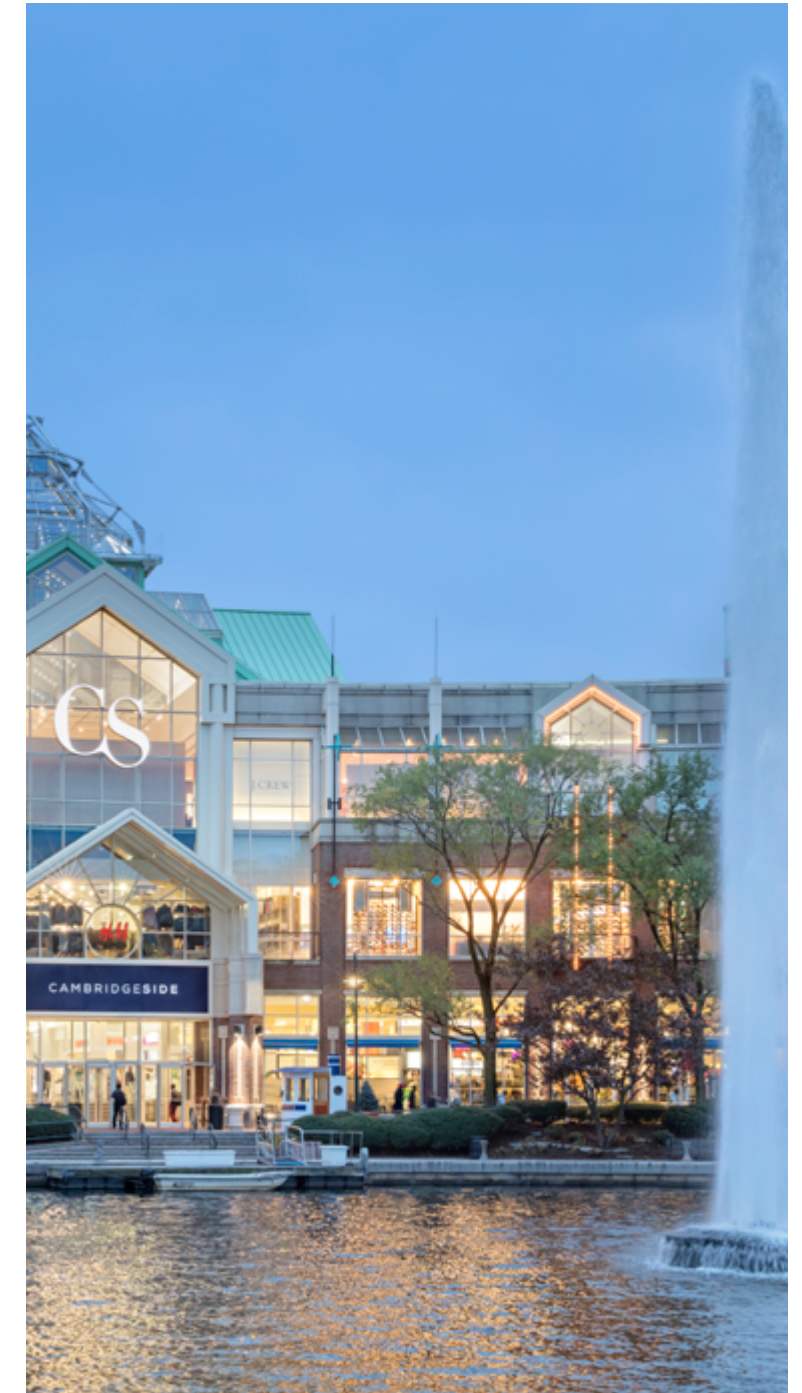
2023 - 2027

FUTURE REDEVELOPMENT

- Best Buy and Upper Garage buildings and associated streetscape

Anticipated Timeline

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Cambridge, MA



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QUESTIONS AND COMMENTS

WAYS TO CONNECT

Via Zoom - wait to be called on, and the host will unmute you.

1. Raise hand

2. Use chat function to submit a question

Via Email - your question will be sent to the host.

Email **CS20@nedevdevelopment.com**

Be sure to include your name and street address in the email.

Via Telephone - your question will be sent to the host.

Call **508-360-5888**

Be sure to provide your name, telephone number and street address.

CAMBRIDGE SIDE

THANK YOU

A COPY OF TONIGHT'S PRESENTATION CAN BE VIEWED AT:
cambridgesidevision.com

CAMBRIDGE, MASSACHUSETTS

APRIL 16, 2020