

CAMBRIDGE SIDE



OCTOBER 6, 2020
 PUD-8 SPECIAL PERMIT CAMBRIDGE PLANNING BOARD

NEW ENGLAND DEVELOPMENT | ELKUS | MANFREDI ARCHITECTS | 

Introduction



CAMBRIDGE SIDE

Tonight



Richard McKinnon
THE MCKINNON COMPANY

Introduction



John Twohig
NEW ENGLAND DEVELOPMENT

**The
Development
Proposal and Zoning**



David Manfredi
ELKUS MANFREDI ARCHITECTS

**Planning and
Architecture**

Community Engagement

Community	City and State
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East Cambridge Planning Team

February 27, 2019

March 13, 2019

May 8, 2019

July 10, 2019

December 11, 2019

June 10, 2020

September 23, 2020

Thomas Graves Landing

March 27, 2019

May 13, 2019

August 22, 2019

One First

May 23, 2019

September 12, 2019

Regatta Riverview Condo

March 11, 2019

Charles River Cruise

June 12, 2019

Community Meeting

April 16, 2020

City Council

November 26, 2019

December 16, 2019

March 24, 2020

Ordinance Committee

April 3, 2019

September 26, 2019

November 14, 2019

Planning Board

March 19, 2019

May 14, 2019

May 28, 2019

September 24, 2019

October 29, 2019

June 16, 2020

Community Development Department

April 10, 2019

April 30, 2019

May 21, 2019

June 20, 2019

September 24, 2019

October 16, 2019

More in 2020

Other City Agencies*

Public Works

Traffic, Parking & Transportation Buildings

Water Conservation Commission

Individual Council Members

State Agencies

MassDCR

MassDEP

MEPA

**Numerous additional reviews over the past two years.*



Timeline

2019	<ul style="list-style-type: none"> • PUD-8 Zoning Process and Approval
JAN - JULY 2020	<ul style="list-style-type: none"> • PUD-8 Special Permit pre-filing process
JULY/AUG 2020	<ul style="list-style-type: none"> • Filed application with the Planning Board to begin PUD-8 Special Permit and Building Design Review for Sears and Macy's • State Approvals Process
OCTOBER 6 2020	PUD-8 DEVELOPMENT PROPOSAL PRELIMINARY DETERMINATION
FALL 2020	<ul style="list-style-type: none"> • PUD-8 Special Permit Final Development Plan / Article 19 Project Review Special Permit / PUD-4 Minor Amendment • Design Review for 20 CambridgeSide and 60 First Street
2021	INITIAL REDEVELOPMENT <ul style="list-style-type: none"> • Sears and Macy's buildings and associated streetscape • Canal and Thorndike Way improvements
FUTURE YEARS	SUBSEQUENT REDEVELOPMENT <ul style="list-style-type: none"> • Review and Approval of the Best Buy and Upper Garage buildings and associated streetscape

The Proposed Plan



- **Mall is open**
Jobs, goods and services remain
- **First Street is renewed**
Demolish 800 car Parking Garage and Best Buy for wider sidewalks and more activity
- **Open Space is refreshed**
Trees, lighting, furniture and activity in Canal Park
- **Sustainable and Resilient**
Economic, Environmental and Community Benefits

Tonight's Discussion

- Describe the Proposed Project as it relates to the Approved Zoning
- Describe the Proposed Design as it relates to the Approved Guidelines
- Describe the Proposed Benefits as they relate to the Commitment Letter



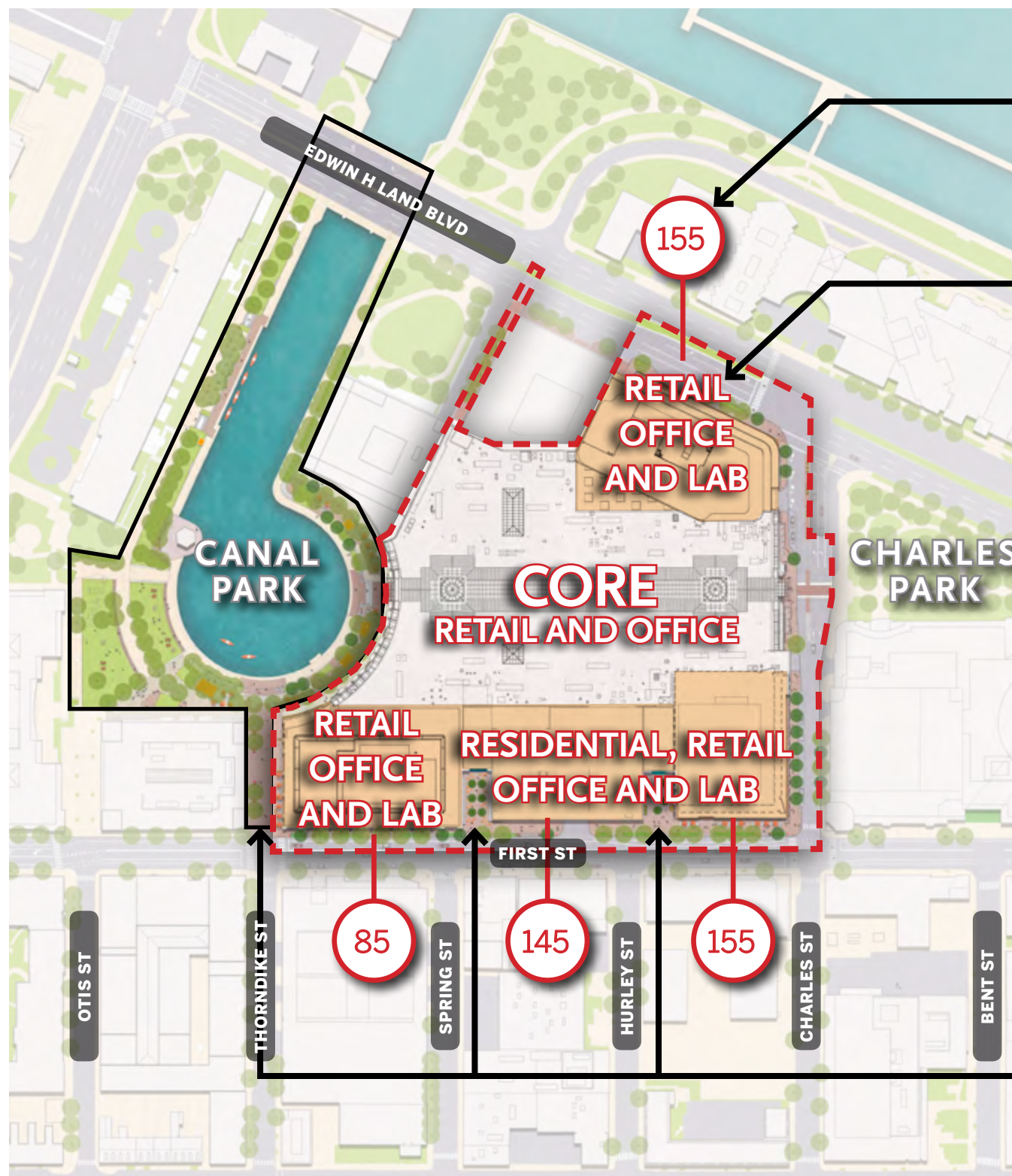
Development Proposal Standards

The Applicant must show that the Project's Development Proposal:

- Conforms with the General Development Controls set forth in Section 12.50, and the PUD-8 development controls;
- Conforms with adopted policy plans and development guidelines for East Cambridge; and
- Provides benefits to the City which outweigh its adverse effects, as set forth more specifically in Section 12.35.3.



The Development Proposal is what was anticipated by the Zoning Amendment



Allowable and Proposed
HEIGHT
85'-155'

Allowable and Proposed
USES
Retail & Restaurant
Office and Lab
Residential

Allowable and Proposed
NET NEW AREA
575,000 GFA

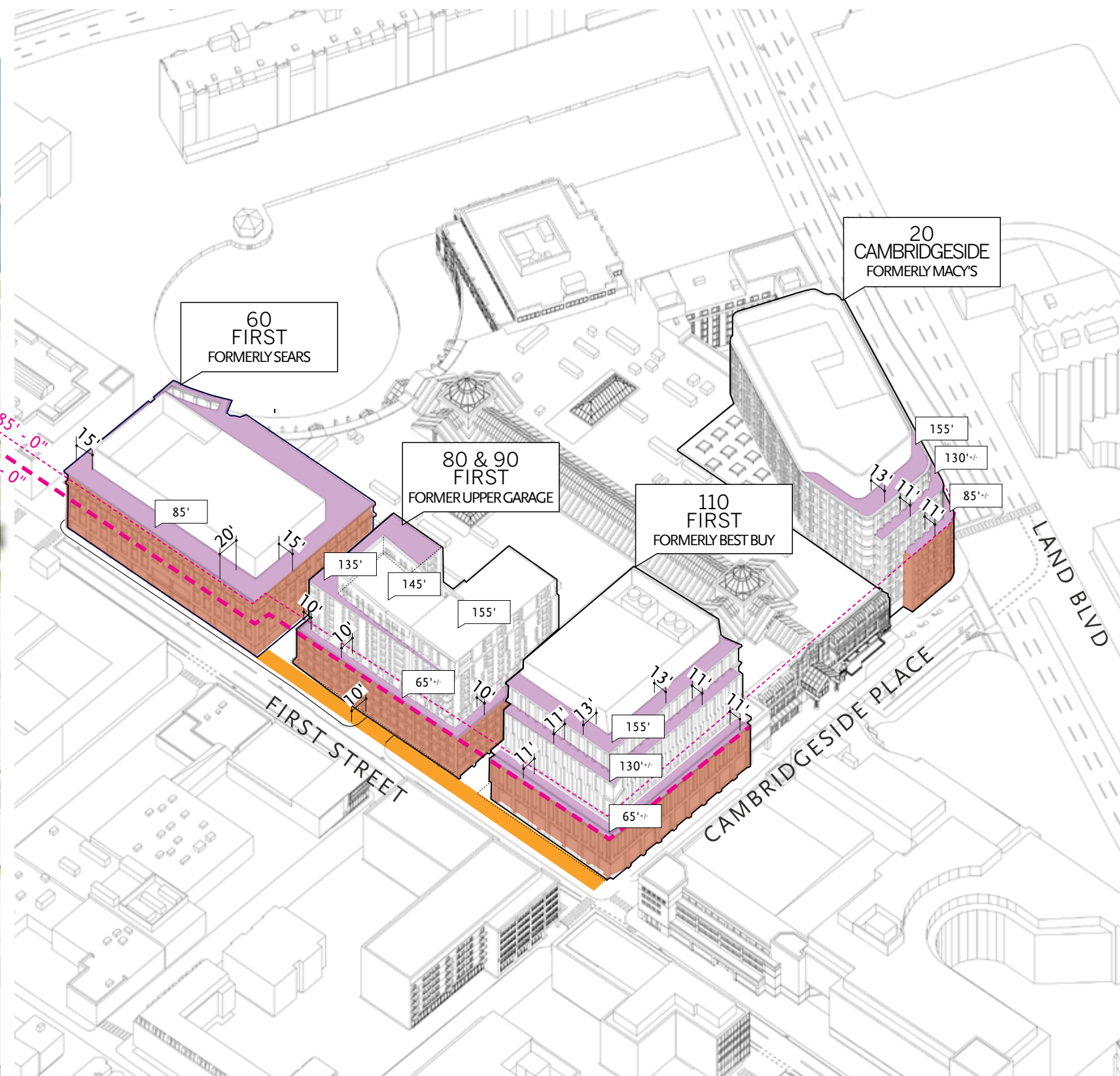
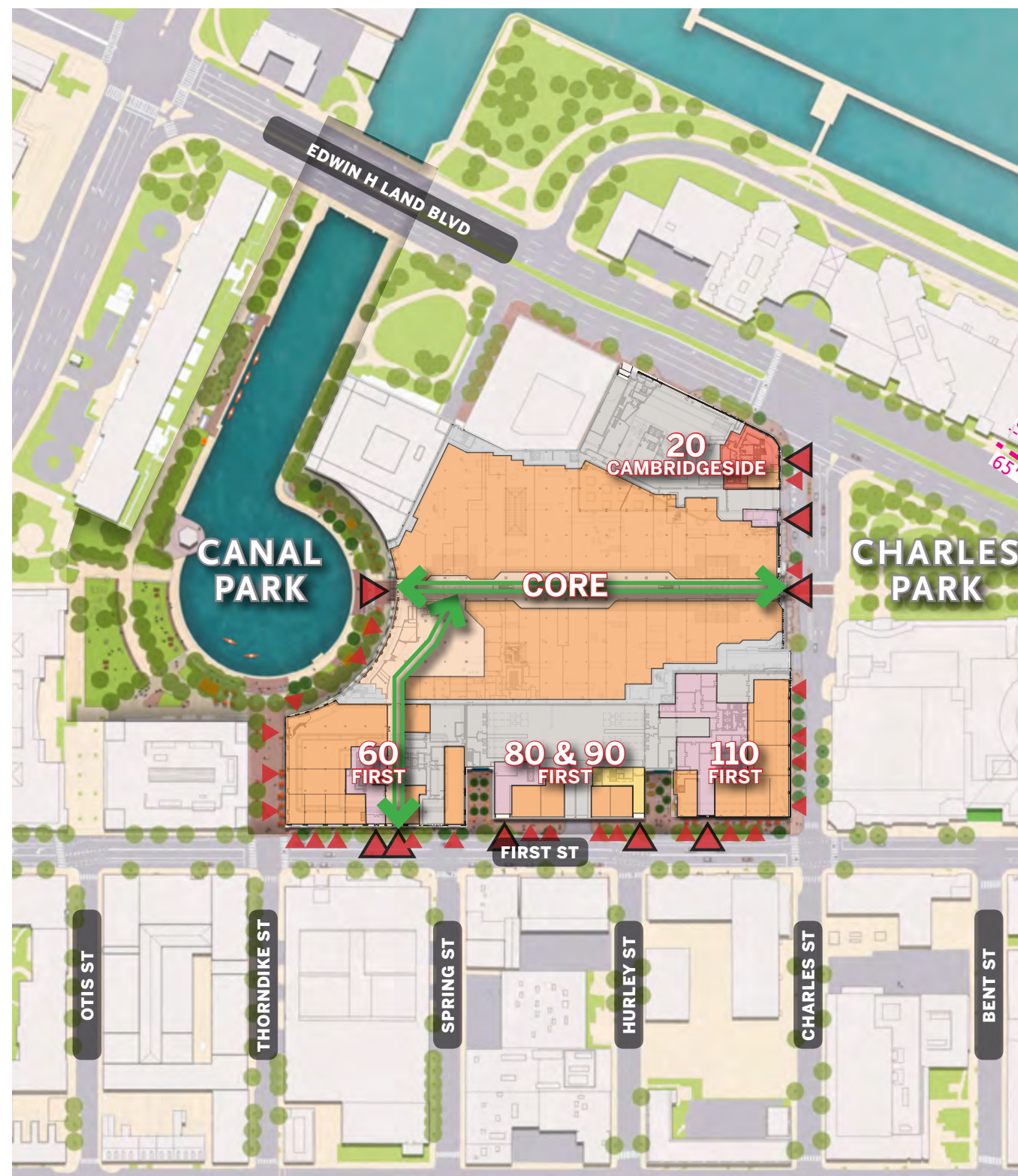
Required
RESIDENTIAL
175,000 SF

PARKING (all below grade)
1695 spaces (exist. 2,490 - 795 spaces in Upper Garage)

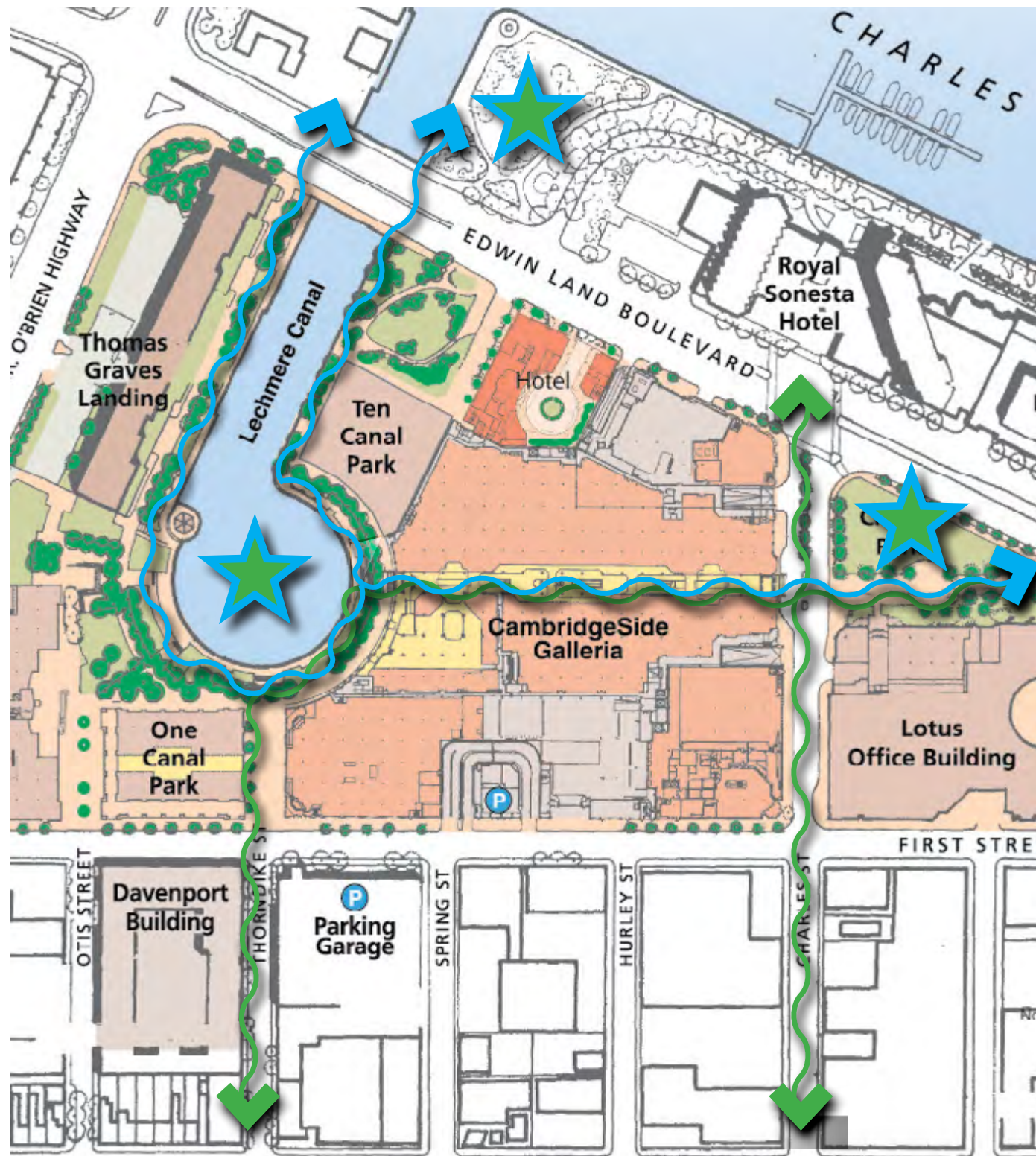
Public and Publicly Beneficial
OPEN SPACE
231,400 square feet

30% of Net New Area
200 +/- Units
65%
Affordable &
Middle Income

Conforms with the General Development Controls



Conforms with City Planning Policy Documents



1978 East Cambridge Riverfront Plan

- Shopping, office, and housing uses...
- Strong and inviting pedestrian environment...
- Diverse and active urban focus...
- Design that is colorful in details and rich in open space amenities.

2002 DCR and 2011 Cambridge Riverfront Plans

- Activities that bring people to the river...
- Public access and programming...
- Trees, improved sidewalks, lighting and furnishings...

Envision Cambridge

- Maintain the character of the neighboring urban fabric...
- Growth near existing public transit, employment corridors, shopping districts and other community amenities...
- Strengthen the tax base, provide more housing, contribute to the arts, and support the local community...

Over \$90,000,000 in Community Benefits, including

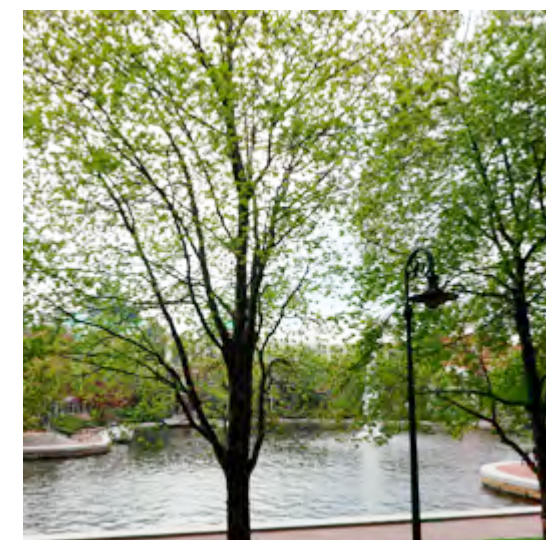
East End House

\$4,000,000 in July, \$9,000,000 total



First Street Corridor Study and Transportation Improvements

\$6,900,000



Tree Fund

\$1,000,000

Contribution to the Arts

and exhibit local artists

\$500,000



Scholarships

\$1,300,000

Diversity, Equity and Inclusion

Diverse Residential Mix

Affordable Childcare Space

Innovation/Start-Up/Non-Profit Office Space

Support for Minority and Women-Owned Businesses

Support for Local Retail

Community Meeting Space

Programming and Activities

Charles River programs for students and seniors

Jobs for and in the Community

Participate in the Building Pathways Program
to provide access to the building trades
for low-income area residents, women, people of color,
individuals with disabilities, and transitioning veterans

APPROXIMATELY

65%
AFFORDABLE
AND
MIDDLE INCOME

130
AFFORDABLE AND
MIDDLE INCOME
UNITS

20
AFFORDABLE
FAMILY-SIZED
UNITS



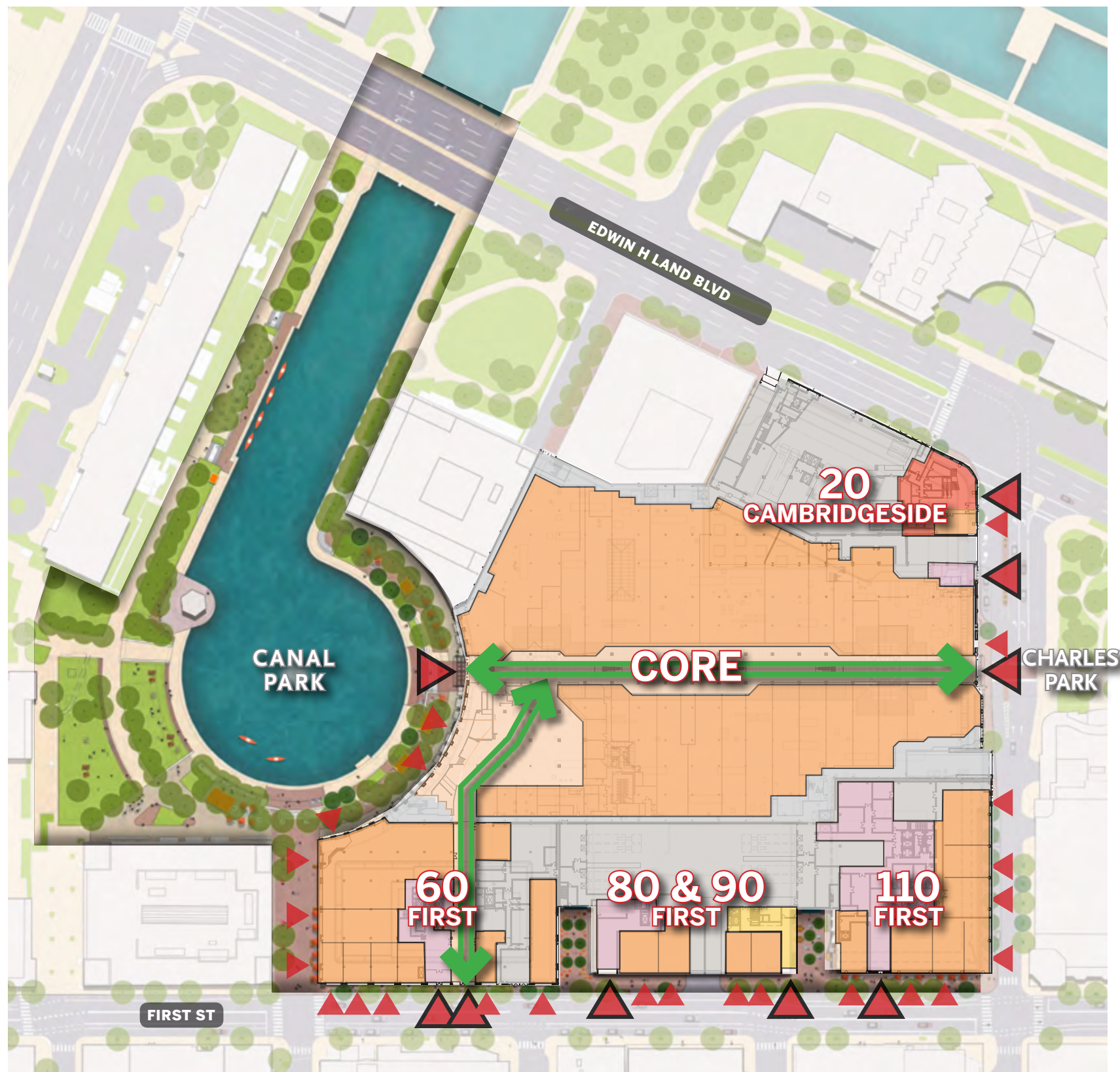
The Project's Development Proposal

Complies with the requirements of the approved zoning

- ✓ Section 12.50 General Development Controls and PUD-8 development controls.
- ✓ East Cambridge policy plans and development guidelines
 - ✓ 1978 East Cambridge Riverfront Plan
 - ✓ 2001 Eastern Cambridge Design Guidelines
 - ✓ 2011 Cambridge Riverfront Plan
- ✓ \$90,000,000 in Community Benefits



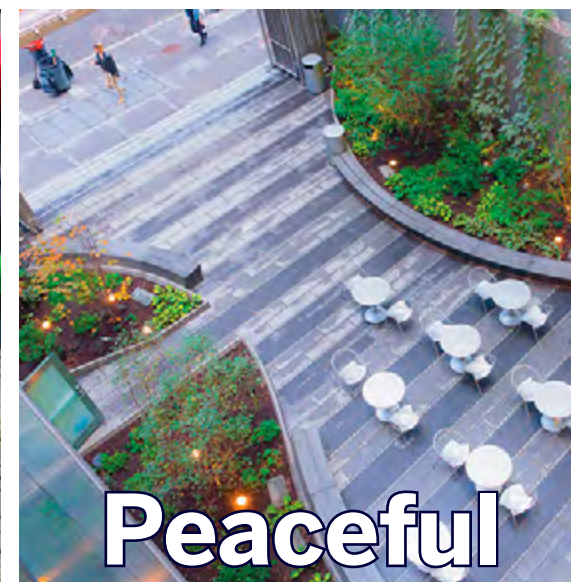
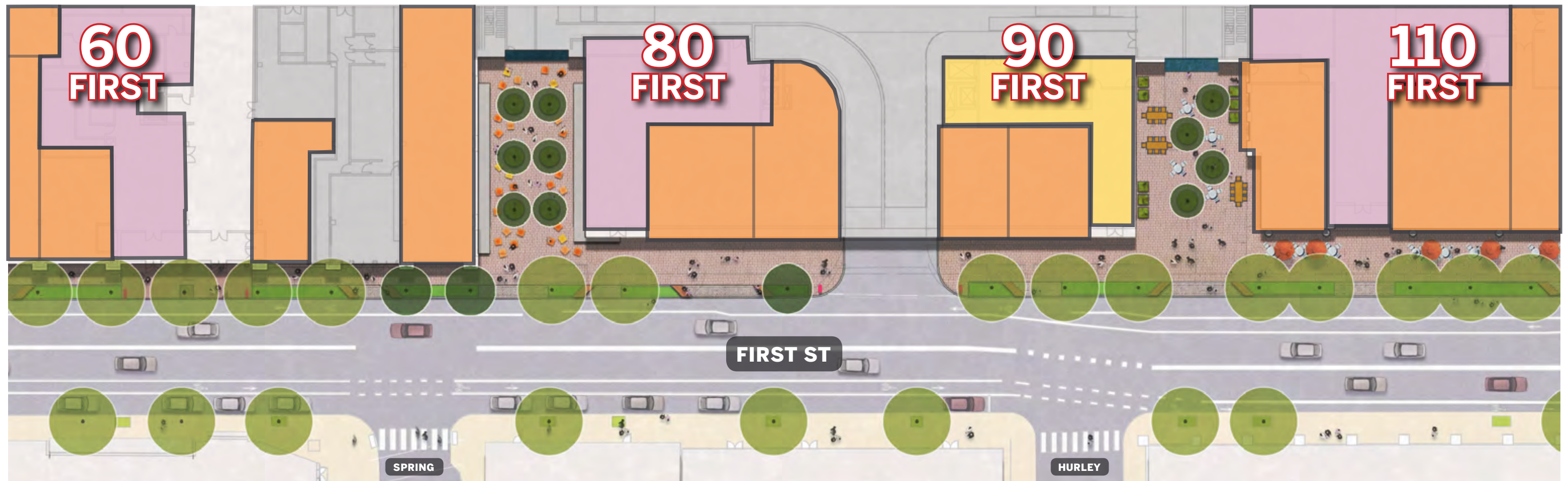
The Proposed Design



First Street. Today.



First Street. Pocket Parks.



First Street. Best Buy and Upper Garage.



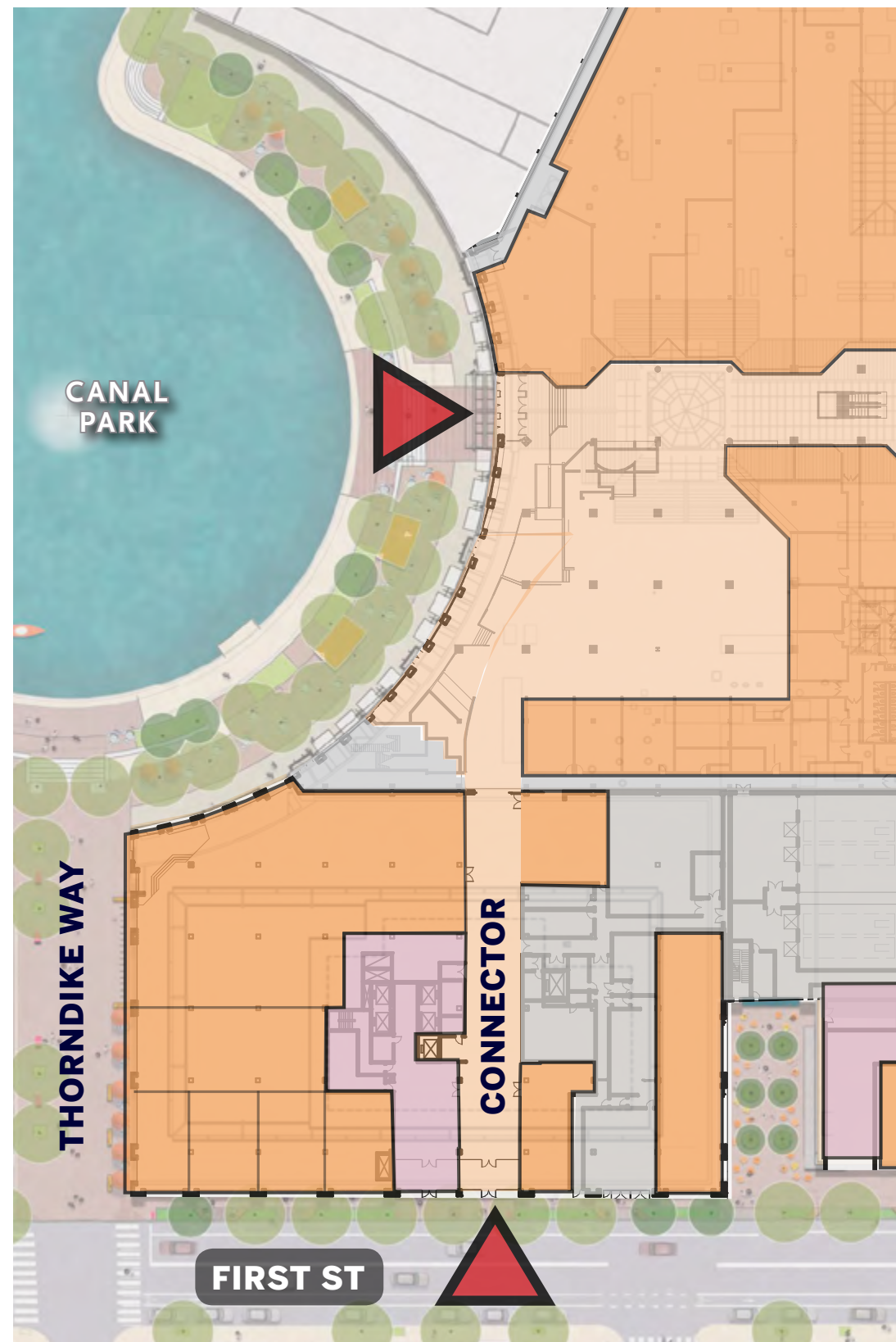
First Street. Inclusive and Diverse.



First Street. Transformed.



60 First Street



Thorndike Way



Canal Park



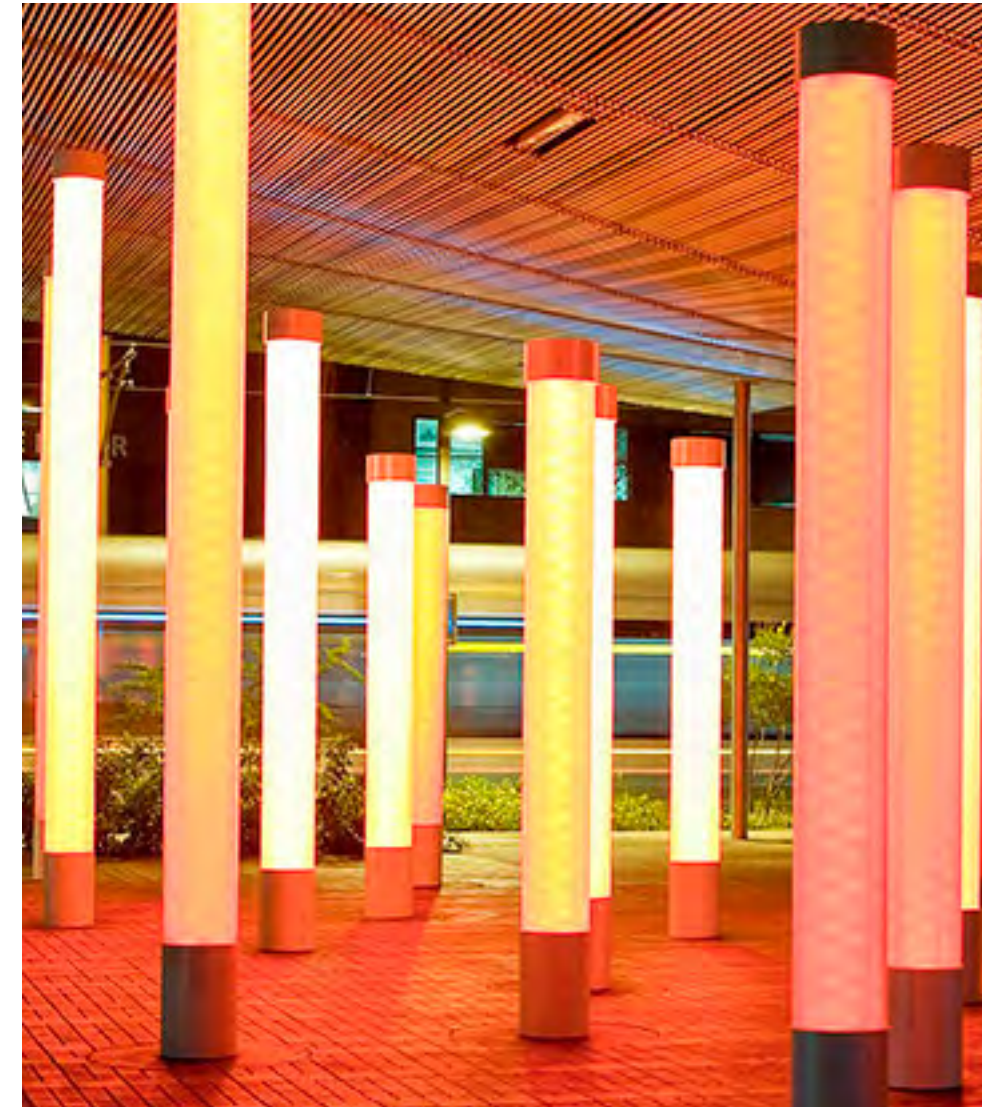
Land Boulevard Bridge. Today.



Land Boulevard Bridge. Transformed.



Lighting



20 CambridgeSide



Land Boulevard



Longfellow Bridge



110
FIRST STREET

20
CAMBRIDGESIDE

LOOKING NORTH

First Street



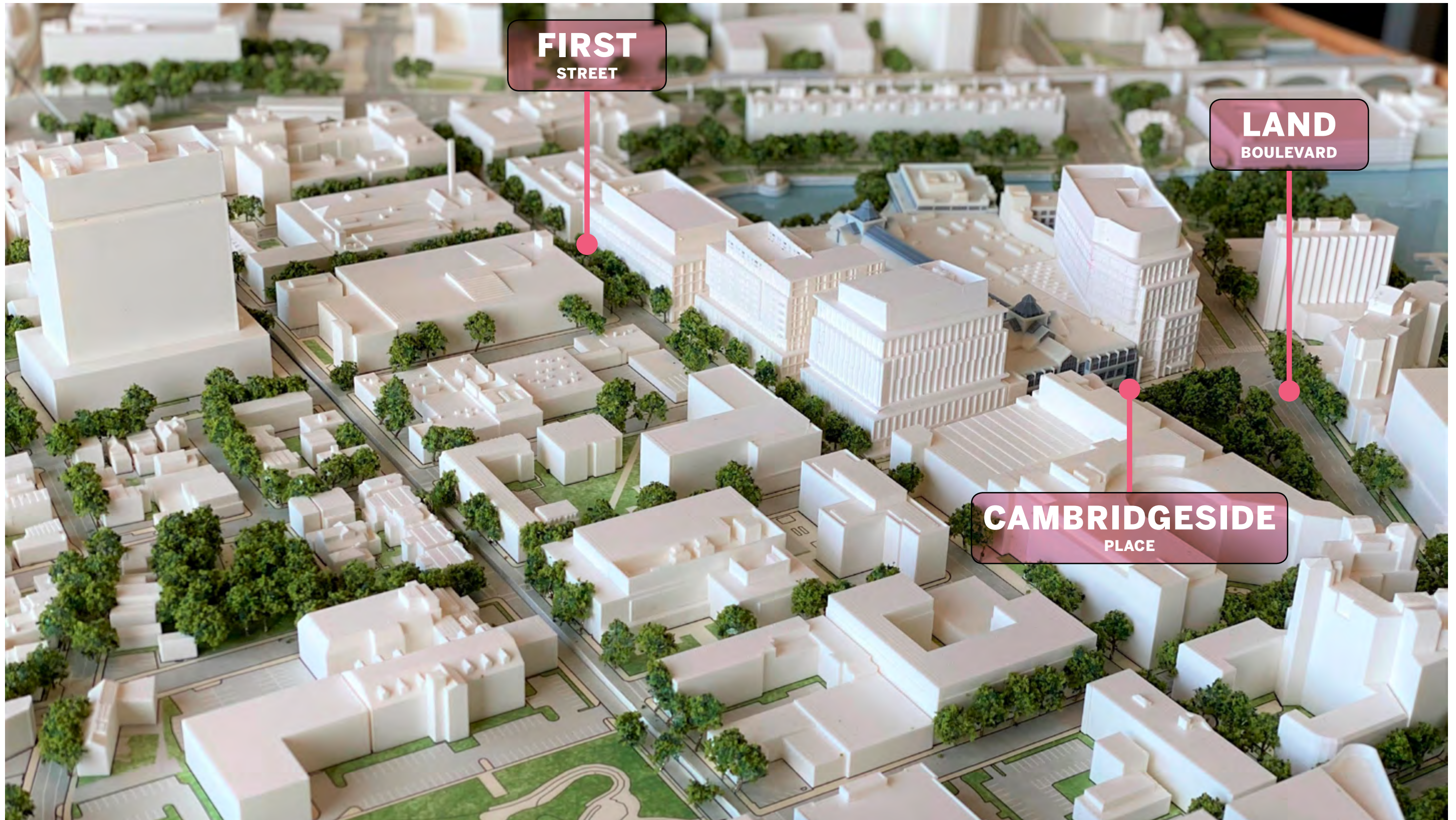
FROM OTIS STREET LOOKING SOUTH

First Street



FROM ROGERS STREET LOOKING NORTH

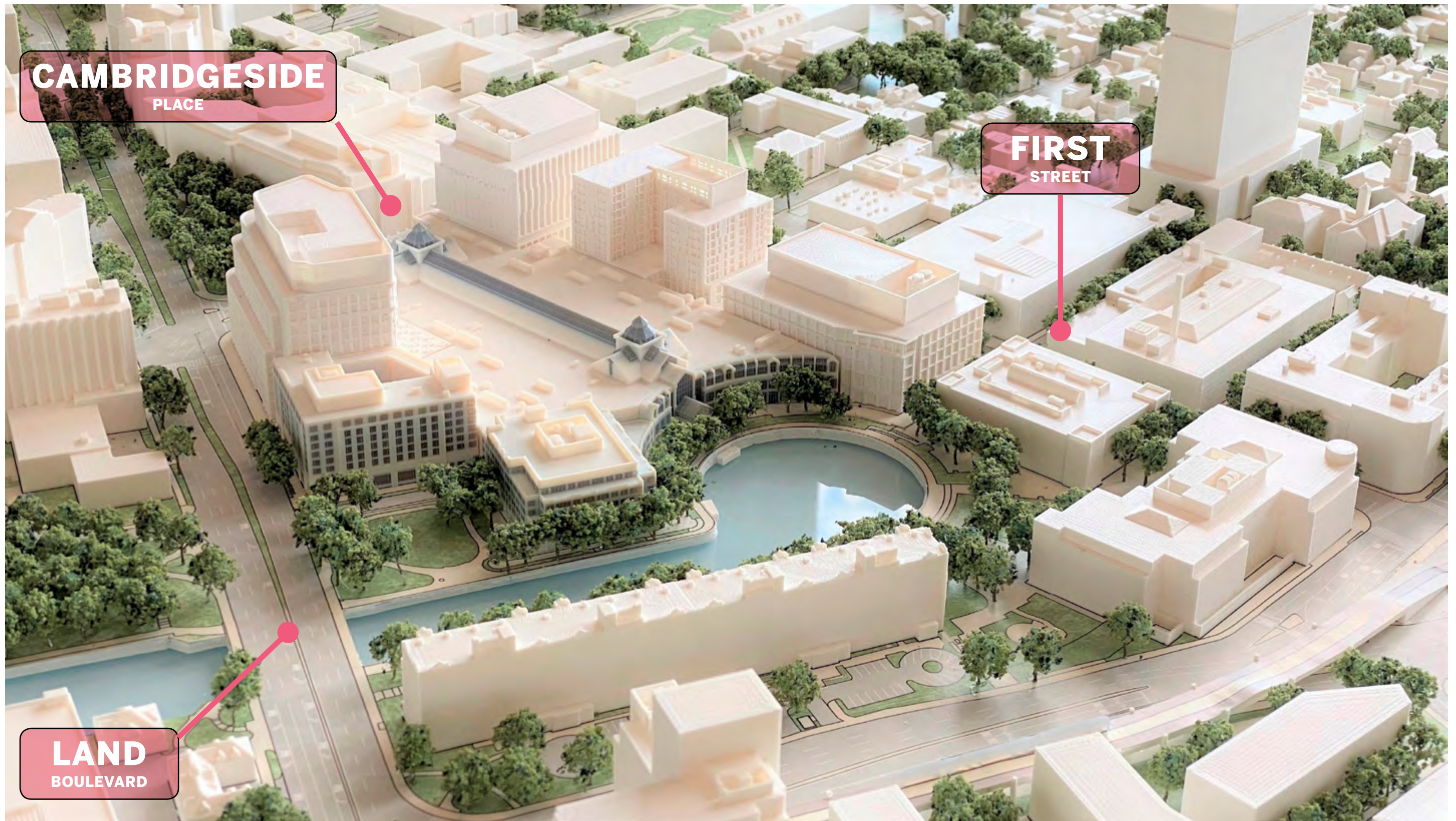
Model View



Model View



Model View



**CAMBRIDGESIDE
PLACE**

**FIRST
STREET**

**LAND
BOULEVARD**

Environmental Benefits



LEED GOLD CORE AND SHELL

- CDD has Certified the PUD-8 Master Plan Green Building Report
- 20 CambridgeSide (Macy's) and 60 First (Sears) anticipate LEED Gold Core and Shell certification

REDUCE CARBON EMISSIONS and NET ZERO

- Solar-ready rooftops on all redeveloped buildings
- No fossil fuels in residential
- Residential evaluated for Passive House design

TRANSPORTATION

- Provides housing near jobs, goods and services
- Transportation Improvements and TDM measures
- First Street Corridor Study
- TP&T has Certified the Transportation Impact Study

INFRASTRUCTURE and FLOOD MITIGATION

- Improved drainage and stormwater measures
- Providing for protection and recovery from weather events

COOLING OASIS

- Enhanced Canal Park and streetscape improvements provide shade and more opportunities to enjoy the public realm

The Development Proposal is what was anticipated by the Zoning Amendment



The Proposed Development Plan Conforms with the PUD Development Proposal Criteria

- Transforms First Street
- Refreshes Canal Park
- Includes Sustainable Design
- Introduces a Mix of Uses consistent with the City's Planning Initiatives
- Responds to COVID challenges
- Creates Thousands of Jobs
- Provides centrally located Affordable Units
- Provides significant Community Benefits

A vibrant, modern urban street scene. In the foreground, a woman in a colorful patterned dress walks away from the camera. To her right, a man in a dark vest and tan pants stands talking to a woman in a plaid shirt. Further right, a man in a red shirt and a woman in a plaid shirt are engaged in conversation. In the middle ground, several children are playing on a paved area with chalk drawings. One child is riding a yellow tricycle. In the background, a brick building with large windows and a sign that says "90 FIRST" is visible. The scene is bright and sunny, with trees and a clear sky.

THANK YOU

cambridgesidevision.com