ATTACHMENT A

NORTHPOINT

NORTHPOINT
EAST CAMBRIDGE, MA

RULES & ORDINANCE COMMITTEE
OCTOBER 15, 2014

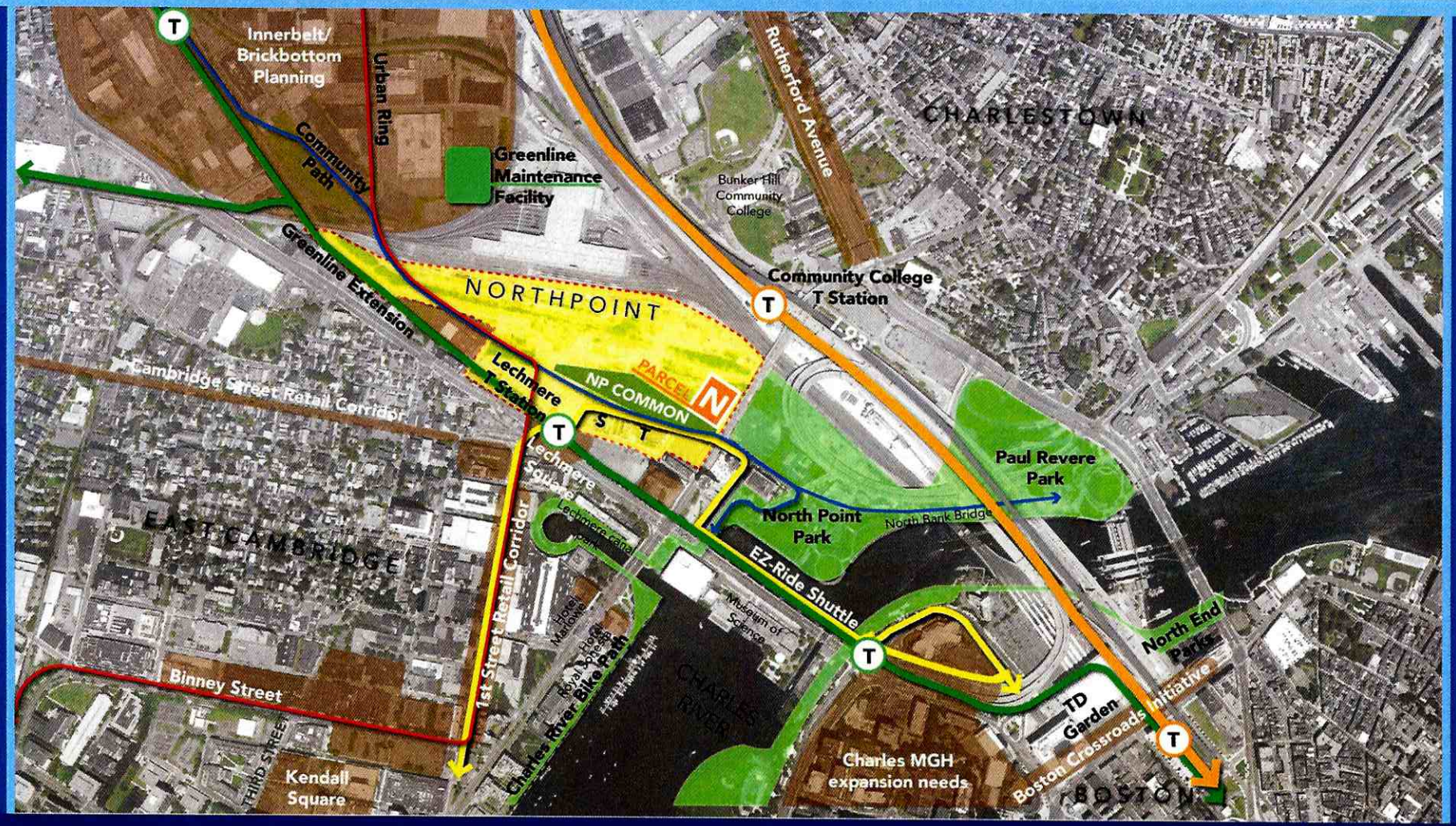
THE HYM INVESTMENT GROUP, LLC

Development

NORTHPOINT

- 45 Acre Mixed-Use Campus
- 5,245,00 SF
  - Resi: 3,060,000 SF
  - Com: 2,185,000 SF
- Completed
  - Parcels S + T
  - NorthPoint Common
  - Earhart Park
  - NorthPoint Boulevard
- Under Construction
  - Parcel N (Apartments)
  - Ped. Bridge Connection
  - Child St. Park

NORTHPOINT



NORTHPOINT TRANSPORTATION

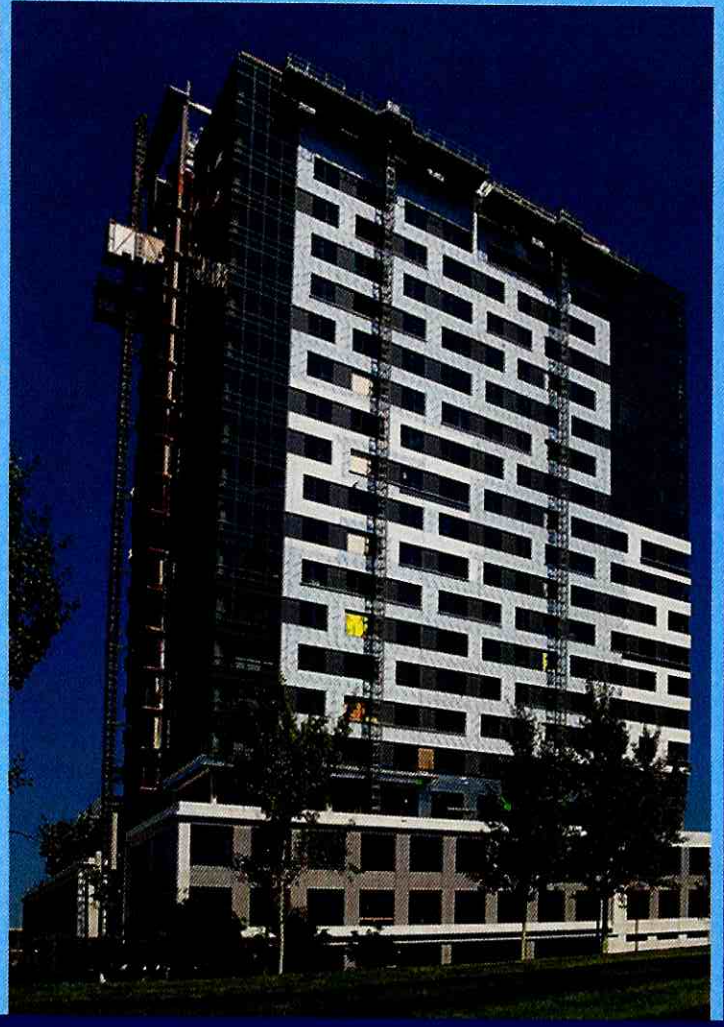
THE HYM INVESTMENT GROUP, LLC

NORTHPOINT

MASTER SITE PLAN

THE HYM INVESTMENT GROUP, LLC

NORTHPOINT



355
Residential Units

41
Affordable units

8,000 SF
Ground Floor Retail

17,000 SF
Ellipse Park

Pedestrian Connection
to Gilmore Bridge

355 Bicycle
Parking Facility

NORTHPOINT

Foundation Commencement

April 2013

Concrete Core Complete

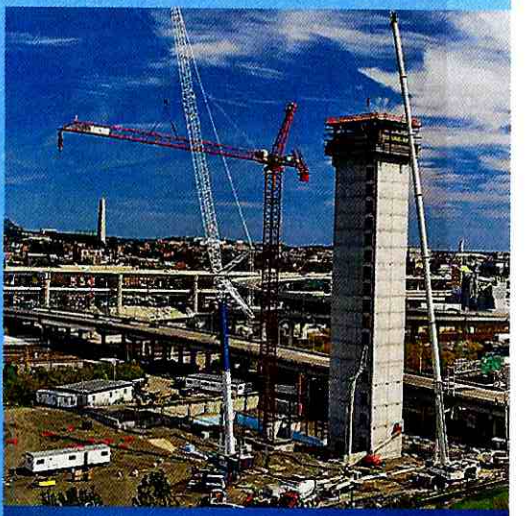
November 2013

Steel Topped Off

April 2014

Building Opening

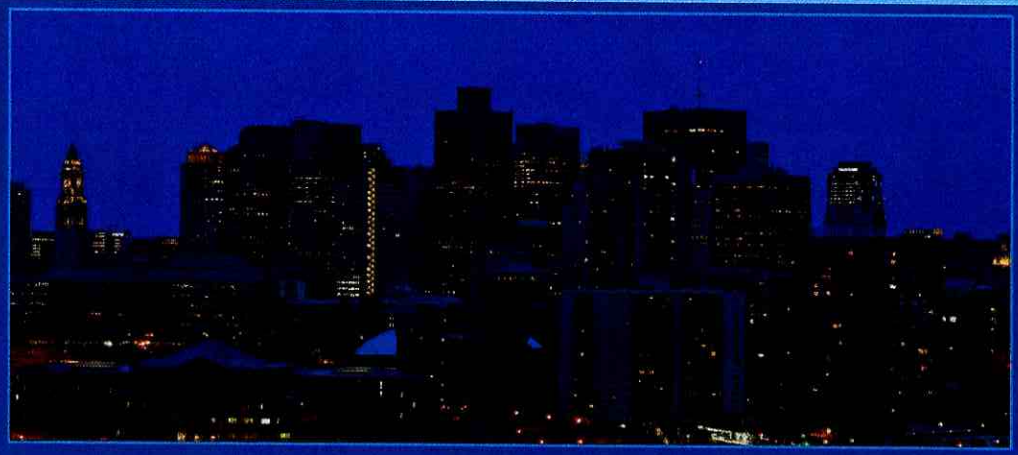
Spring 2015



CONSTRUCTION PROGRESS

THE HYM INVESTMENT GROUP, LLC

NORTHPOINT



VIEWS FROM TWENTY|20

THE HYM INVESTMENT GROUP, LLC

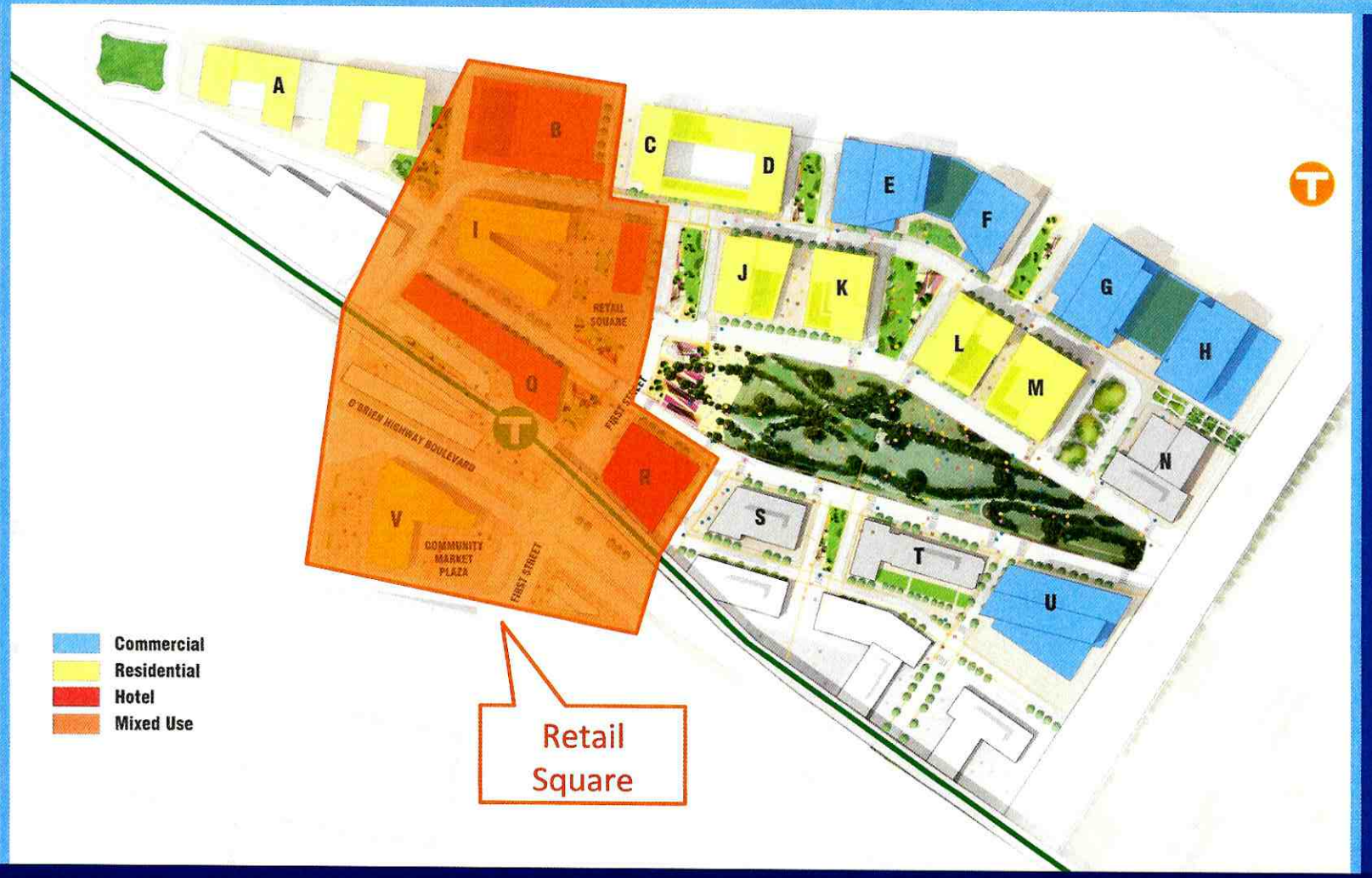
Lechmere Square

NORTHPOINT

MASTER SITE PLAN

THE HYM INVESTMENT GROUP, LLC

NORTHPOINT



MASTER SITE PLAN – RETAIL SQUARE

THE HYM INVESTMENT GROUP, LLC

NORTHPOINT

300,000 SF Retail

Concentrated at Lechmere

Street Front Retail

Mix of Restaurants, Cafes, and Boutique Shops

50,000 SF

Grocery Store

10,000 Max Size

RETAIL SQUARE – LOOKING NORTH

THE HYM INVESTMENT GROUP, LLC

NORTHPOINT

RETAIL SQUARE – LOOKING SOUTH

THE HYM INVESTMENT GROUP, LLC

13.73.1 Special Provisions Related to Permitted Retail Uses

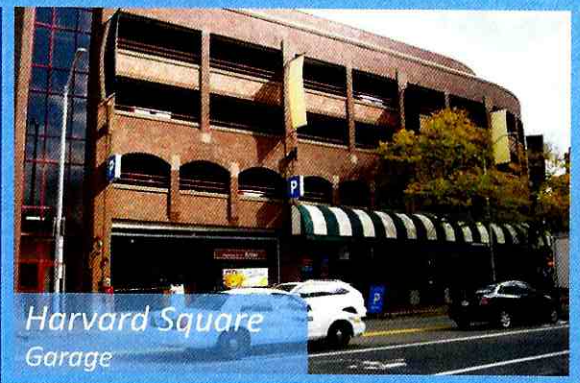
(ii) No off street parking is provided *except as permitted by the Planning Board in a Special Permit up to 0.5 spaces per 1,000 gross square feet.*

300,000 SF Retail

- Under 6% of total development rights

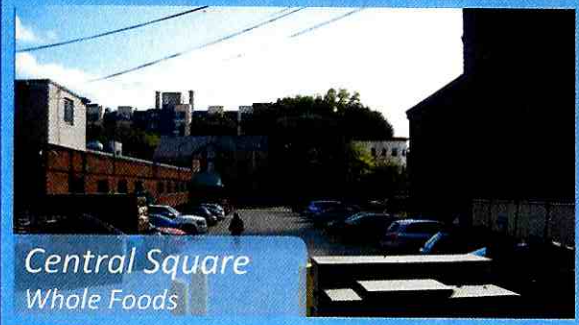
0.5 Spaces per 1,000 SF Retail

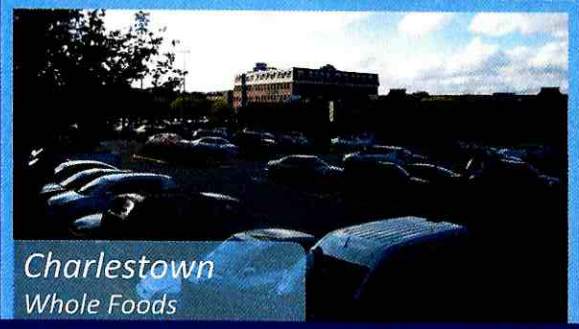
- Same limit as the MIT Kendall Square zoning adopted in 2013
- Well below typical parking utilization rates (3 Spaces per 1,000 SF)



150 Retail Parking Spaces

- Under 4% of total parking on NorthPoint site
- Still a highly constrained parking supply
- Necessary for economic viability of grocers





Additional Measures

- Still subject to review by Planning Board within context of full development plan.
- New retail parking subject to Parking & Traffic Demand Management plan. (PTDM)

NORTHPOINT

NORTHPOINT
East Cambridge, MA

Rules & Ordinance Committee
October 15, 2014

THE HYM INVESTMENT GROUP, LLC

ATTACHMENT B

CITY OF CAMBRIDGE
COMMUNITY DEVELOPMENT DEPARTMENT

BRIAN MURPHY
Assistant City Manager for Community Development

IRAM FAROOQ
Deputy Director for Community Development

To: Planning Board

From: CDD Staff

Date: October 14, 2014

Re: **Zoning Petition – North Point Retail Parking**

Overview

CJUF III Northpoint LLC – represented by the HYM Investment Group – has proposed an amendment in Section 13.70 of the Zoning Ordinance, which regulates development under the Planned Unit Development provisions in the North Point Residence District (PUD-6).

The proposed zoning amendment is connected to a broader proposal by HYM to amend the PUD Final Development Plan for North Point, currently under review by the Planning Board. That proposal would reduce the total number of residential and commercial parking spaces in the project, implement a shared parking arrangement allowing a more flexible assignment of residential and commercial spaces at different times of day, and increase the total amount of retail uses in the project from 150,000 square feet to 300,000 square feet, including a 50,000 square-foot supermarket.

This proposed zoning amendment is more limited in scope. The current zoning for PUDs in the North Point district does not allow any off-street parking for retail uses. This zoning proposal intends to remove that prohibition and to allow off-street parking at a maximum rate of 0.5 space for every 1,000 square feet of retail Gross Floor Area.

The following subjects are covered in this memo:

1. Retail Zoning Requirements currently in effect for PUD-6, with proposed zoning change (Page 2)
2. Retail Goals and Strategies for North Point, as articulated in the Eastern Cambridge Planning Study (Page 2)
3. Analysis of Zoning Proposal (Pages 3-6)

CDD staff have prepared this material with assistance from Traffic, Parking and Transportation Department (TPT) and Parking and Transportation Demand Management (PTDM) staff. CDD and TPT staff will be available to discuss at the Planning Board's public hearing on October 21, as well as the public hearing being held by the Ordinance Committee of the City Council on October 15.

344 Broadway
Cambridge, MA 02139
Voice: 617 349-4600
Fax: 617 349-4669
TTY: 617 349-4621
www.cambridgema.gov

Retail Zoning Requirements for PUD-6 District with Proposed Amendment

Proposed new text is underlined.

13.73.1 Special Provisions Related to Permitted Retail Uses.

The total Gross Floor Area for retail and consumer service establishments authorized by the Planning Board in all approved PUDs within that portion of the PUD in the North Point Residence District located west of Charlestown Avenue shall not exceed 75,000 square feet or 25,000 square feet for that portion of the PUD located east of Charlestown Avenue, unless a finding is made by the Planning Board that additional retail use will better serve the objectives of this Section 13.70 and the objectives of the Eastern Cambridge Plan. All retail and consumer services establishments shall be subject to the following limitations:

(i) In no instance shall any individual retail or consumer service establishment exceed 10,000 gross square feet unless the Planning Board determines in writing that establishments of a greater size better support and serve the residents within the PUD district and better advance the policy objectives set forth in the Eastern Cambridge Plan and the guidance proved in the Eastern Cambridge Design Guidelines.

(ii) No off street parking is provided except as permitted by the Planning Board in a Special Permit up to 0.5 spaces per 1,000 gross square feet.

(2) The initial 50,000 square feet of retail and consumer service establishments authorized in total in approved PUDs shall be exempt from any limitations as to non-residential Gross Floor Area as set forth in Section 13.73.1 above subject to the following limitations:

(i) The GFA is located on the ground floor and fronts on and has a public entry onto a publicly accessible street.

(ii) The establishment is located within the 500-radius described in Section 13.74.11 below.

North Point Retail Goals and Strategies

Goals in Eastern Cambridge Planning Study (ECaPS), 2001:

- *In mixed-use districts (North Point and Kendall Square), emphasize housing together with a mix of other uses such as office, R&D, and retail to create lively streets, promote walk-to-work opportunities, and limit the increase in traffic. (Goals, Land Use and Density)*
- *Focus street-fronting retail and related pedestrian-friendly uses along streets that offer opportunities to support active commercial districts. (Goals, Land Use and Density)*
- *Strengthen existing neighborhood retail, especially along Cambridge Street, and encourage a limited amount of new retail to serve those who live and work in the area. (Goals, Economic Development)*
- *Create a new retail edge at the relocated Lechmere T station and at the intersection of First Street, Cambridge Street, and O'Brien Highway that will complement, not compete with, existing retail on Cambridge Street. (Eastern Cambridge Design Guidelines, Goals, North Point)*

Analysis of Zoning Proposal

Key Considerations

- Is the proposed change consistent with prior planning for North Point?
- Is it appropriate to refine earlier planning assumptions given current knowledge and trends?
- What are the likely results if the change is adopted?
- Are there alternatives to the proposed text that should be considered?

Current Thinking About Retail

Assumptions about retail development in Cambridge have evolved significantly from 2001 to the present. By that time, it was an established goal of the City to encourage ground-floor retail activity to support areas that were redeveloping from industrial to mixed-use. However, office and residential developers largely resisted ground-floor retail in mixed-use buildings. In general, new retail development was focused on single-use developments such as malls and "big-box" stores. The most recent retail development in Eastern Cambridge was the Cambridgeside Galleria mall, built in the 1990s. Although the Planning Board encouraged and sometimes required ground-floor retail, spaces near the Galleria sat vacant and many were eventually converted to offices.

In the intervening time, there have been substantial changes in demographics, investment trends, and overall attitudes about urban development in Cambridge and cities around the country. Place-making has become increasingly important, with interesting ground-floor retail playing a central role. Recent developments in Kendall Square have shown that smaller, local retailers – especially restaurants – not only can be economically viable but can help raise the profile of otherwise office-oriented districts. Although the square footage of new retail is small compared to office and residential uses, pedestrian-oriented retail has been a central and highly visible component of large development proposals by Alexandria and MITIMCo, and most recently the proposed Sullivan Courthouse redevelopment. Instead of employing a "mall" or "big box" retail strategy, these new developments are using a "cluster" strategy in which mixed-use buildings include retail spaces of varying sizes and types that are positioned to take advantage of anticipated foot traffic and complementary retail uses in adjacent buildings. In many ways this results in a pattern similar to more traditional retail "squares."

From a planning perspective, while it is important to ensure that new retail is supporting the overall goals of the City and the community, it is equally important to ensure that the uses are economically viable. As developers have focused more on retail in the past several years, it has become clear that parking is a factor in this balance. The Alexandria Center development plan, in additional to allowing off-street parking for retail uses, will result in a full redesign of Binney Street in order to provide on-street parking near retail spaces. Limited amounts of retail parking were also contemplated in the MIT Kendall Square rezoning. Especially where grocery uses are proposed – as in the current North Point proposal – some amount of dedicated off-street parking is important to ensure viability.

In sum, while retail development has moved in a direction that is much more supportive of the City's goals for walkability and place-making, there is still an ongoing conversation about the role of parking.

Instead of simply considering whether or not there should be parking, the conversation has progressed to consider how much parking is appropriate to ensure viability, and what other urban design or operational strategies should be employed to make sure that retail remains primarily focused on pedestrians and other non-driving modes of transportation.

Proposed Parking Rate

The proposed zoning amendment suggests a limit of 0.5 space per 1,000 square feet of retail development, which is the same as the limit established in the MIT Kendall Square zoning adopted last year.

To put this rate in context, the Cambridgeside Galleria (as approved by the Planning Board in 1987) contains about 944,000 square feet of retail Gross Floor Area and about 2,500 parking spaces, a rate of about 2.6 spaces per 1,000 square feet. As the Planning Board is aware, the parking facility at the Galleria can be as much as 40% empty at times. Still, the retail parking utilization at the Galleria is significantly higher than the 0.5 rate proposed for North Point.

According to the Institute of Traffic Engineers (ITE), for suburban-type retail development, parking supply rates tend to be around 4 to 6 spaces per 1,000 square feet, and typical parking utilization tends to average around 3 spaces per 1,000 square feet (*ITE, Parking Generation Manual, 3rd Edition*).

Therefore, the limited rate of 0.5 space per 1,000 square feet remains substantially lower than rates for typical urban or suburban mall-style retail development.

Traffic Generation

An important consideration is the trip generation characteristics of retail. Retail uses may attract many trips throughout the course of the day as customers come in and out for shorter visits than for office or residential uses. However, these trips are not necessarily concentrated at peak travel hours, when traffic generation is a more critical issue. Also, retail uses are not necessarily more auto-oriented than other uses, especially when they are part of an overall development plan with offices, housing and public transportation nearby that will provide a customer population within a walkable distance.

The PUD-6 zoning encourages a limited amount of retail in North Point. Even if the proposal to increase retail use to 300,000 square feet is approved, it will still be under 6% of the total development in the project. In addition, the parking supply will be highly constrained (with a maximum of 150 retail parking spaces across the entire development parcel), which will further discourage people from driving if they have other choices.

Moreover, as discussed below, specific traffic impacts will be reviewed and conditions may be applied to mitigate those impacts as part of the Planning Board's review and approval of the development plan. In addition, the new retail parking will require an amendment to the project's PTDM plan in order to include measures to reduce auto travel by patrons and employees.

Planning Board Review

Generally speaking, the intent of PUD zoning regulations is to establish a set of strict limitations meant to encourage a desired planning outcome and protect the public interest, but to allow flexibility within those limits to craft a balanced development plan that is subject to detailed review and approval by the Planning Board. The proposed amendment is not an "as-of-right" provision and will be subject to review and approval by the Planning Board within the context of the full development plan.

Planning Board review also provides an opportunity to apply additional requirements as conditions of the special permit that will help mitigate undesirable impacts. In the case of parking requirements, the Planning Board will be able to review the specific location of spaces and set requirements on how the spaces will be managed and monitored to ensure that potential impacts are controlled.

Conclusions

- *Is the proposed change consistent with prior planning for North Point?*

  The goal is for retail uses to support the other uses at North Point and complement nearby existing retail areas, without generating excessive auto traffic. Allowing some retail parking, at a limited rate, will help to ensure that the retail is viable and will allow for some desired uses like a grocery store that will complement nearby retail. Even with limited parking, the retail will remain primarily neighborhood-oriented and will rely on walking, bicycling and public transportation.

- *Is it appropriate to refine earlier planning assumptions given current knowledge and trends?*

  The balance between making retail economically viable and ensuring consistency with area planning goals is better understood now than it was thirteen years ago. It is now recognized that some retail parking may be desirable even when retail is primarily neighborhood-oriented. It is more important to ensure that parking rates are kept low enough to not encourage excessive auto traffic, and that the retail is designed to be more pedestrian and bicycle friendly. Even Harvard Square, one of the most pedestrian-oriented retail centers in the region, has some parking available.

- *What are the likely results if the change is adopted?*

  The most immediate outcome will be the implementation (pending Planning Board approval) of the plan by HYM to reduce overall parking and increase retail use at North Point. The Planning Board may establish conditions to control the management of retail parking spaces to prevent negative outcomes.

  The HYM development parcel (PB #179) occupies the bulk of the PUD-6 District. Other permitted residential and office developments in the district include only small amounts of retail, and while some may take advantage of this provision, the impacts would be minor and approval from the Planning Board would be required. A property owner is not likely to consider drastic changes to the use of a property simply because a limited amount of retail parking may be approved.

- *Are there alternatives to the proposed text that should be considered?*

  The text could be further clarified for consistency with other zoning regulations for the district and to emphasize the role of Planning Board review and approval, as suggested below:

  Section 13.73.1, Paragraph (ii), suggested CDD text underlined:

  No off street parking is provided except that the Planning Board, in approving a Final Development Plan, may explicitly permit accessory off street parking not to exceed one space per two thousand (2,000) square feet of Gross Floor Area occupied by retail and consumer service establishments, provided that mitigating measures are included to ensure that the goals of the district will be met.