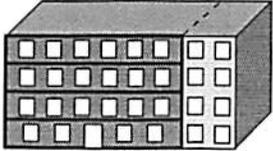
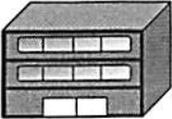
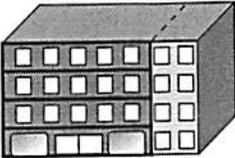
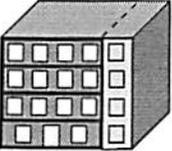
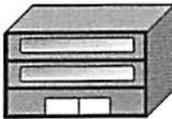
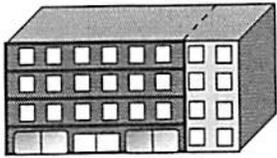


Consider ways to encourage ground floor retail through zoning

Examples for comparison based on 10,000sf lot and 4,000sf of ground floor retail			
	Housing	Commercial	Housing with retail
<p>CURRENT ZONING: Currently a disincentive for ground floor retail.</p>	 <p>Housing 1.75 FAR <input type="checkbox"/> With inclusionary bonus 2.28 FAR</p>	 <p>Commercial 1.00 FAR</p>	 <p>Housing and retail 1.45 FAR <input type="checkbox"/> With inclusionary bonus 1.88 FAR</p>
<p>APPROACH: Remove the current disincentive to including ground floor retail <i>and</i>; Create a disincentive for developing only residential</p> <ul style="list-style-type: none"> • 1.00 FAR for residential uses and 1.00 FAR commercial uses. • When including ground floor retail height bonus to 50 feet bulk control plane setback waiver. 	 <p>Housing 1.00 FAR <input type="checkbox"/> With inclusionary bonus 1.30 FAR</p>	 <p>Commercial 1.00 FAR</p>	 <p>Housing and retail 1.75 FAR <input type="checkbox"/> With inclusionary bonus 2.28 FAR</p>

Notes:

Bulk control plane is not accounted for.

Special Permit would still be required for all projects over 20,000sqft on Mass. Ave.

Diagrams do not represent actual buildings and are intended only to generally compare different FARs based on a 10,000 square foot lot.

Attachment A

I. North Massachusetts Avenue Ground Floor Retail Incentive Proposal

I. Establish a North Cambridge Subdistrict in the Massachusetts Avenue Overlay District

II. Define minimum physical requirements for ground floor retail uses. Initial thoughts:

** Require retail/active office use as part of a mixed use residential/dorm building; minimum 50% residential/dorm use*

** Minimum depth of 40 feet/ minimum of 75% of frontage facing the street*

** Store size no greater than 5,000 square feet*

** Minimum ground floor height of 15 feet*

** Limit range of permitted uses:*

- 4.35 a Retail sales, c beauty shops, d dry cleaning, e and f restaurant or bar, g entertainment, h theater, i commercial recreation, l pet shop, k printing shop, o fast order food, q art studio, r bakery; 4.36 a garden supplies and sale.

- 4.34 a Doctor, b law offices, c real estate and insurance, e retail banking

- 4.56 a 4 Religious recreation center, c 4 college theater, f social service or community center, g 3 museum, g 5 recreation building, i 2 private non-profit gallery or museum

** Waive parking for the retail space*

III Establish special FAR limits for the subdistrict

** 1.0 for non-residential uses and residential/dorm uses in buildings without minimum retail*

** 1.75 for a mixed use retail/residential-dorm building; minimum 50% residential/dorm use*

- Other dimensional incentives

+ Eliminate 10 foot side yard setbacks/require 5 foot front yard

+ Eliminated height setback at 35 feet

+ Allow 50 foot height

IV Provisions for modifying the retail requirements by special permit

** Relaxation of dimensional standards (II above) within limits*

** Introduction of a wider range of uses*

II. Required Ground Floor Retail Option

- I. Establish a North Cambridge Subdistrict in the Massachusetts Avenue Overlay District
- II. Define retail nodes, as appropriate, in the Subdistrict
- III. Require ground floor retail use in the Subdistrict

a. Define minimum physical requirements for required retail use

- * Retail/active office use as part of a mixed use building
- * Minimum depth of 40 feet/minimum 75% of frontage
- * Store size no greater than 5,000 square feet
- * Minimum floor height of 15 feet
- * Limit range of permitted uses
 - 4.35 a Retail sales, c beauty shops, d dry cleaning, e and f restaurant or bar, g entertainment, h theater, i commercial recreation, l pet shop, k printing shop, o fast order food, q art studio, r bakery; 4.36 a garden supplies and sale.
 - 4.34 a Doctor, b law offices, c real estate and insurance, e retail banking
 - 4.56 a 4 Religious recreation center, c 4 college theater, f social service or community center, g 3 museum, g 5 recreation building, i 2 private non-profit gallery or museum
- * Waive parking requirement

b. Establish special FAR limits for the Subdistrict

- * 1.0 for all uses in non-residential buildings
- * 1.75 for residential buildings including the required ground floor retail uses; minimum 50% residential uses
- * Exempt required retail uses from GFA calculation within retail nodes

c. Other special dimensional provisions

- * Eliminate 10 foot side yard setbacks/require 5 foot front yard
- * Eliminated height setback at 35 feet
- * Allow 50 foot height

d. Provisions for modifying the retail requirements by special permit

- * Relaxation of dimensional standards within limits
- * Introduction of a wider range of uses

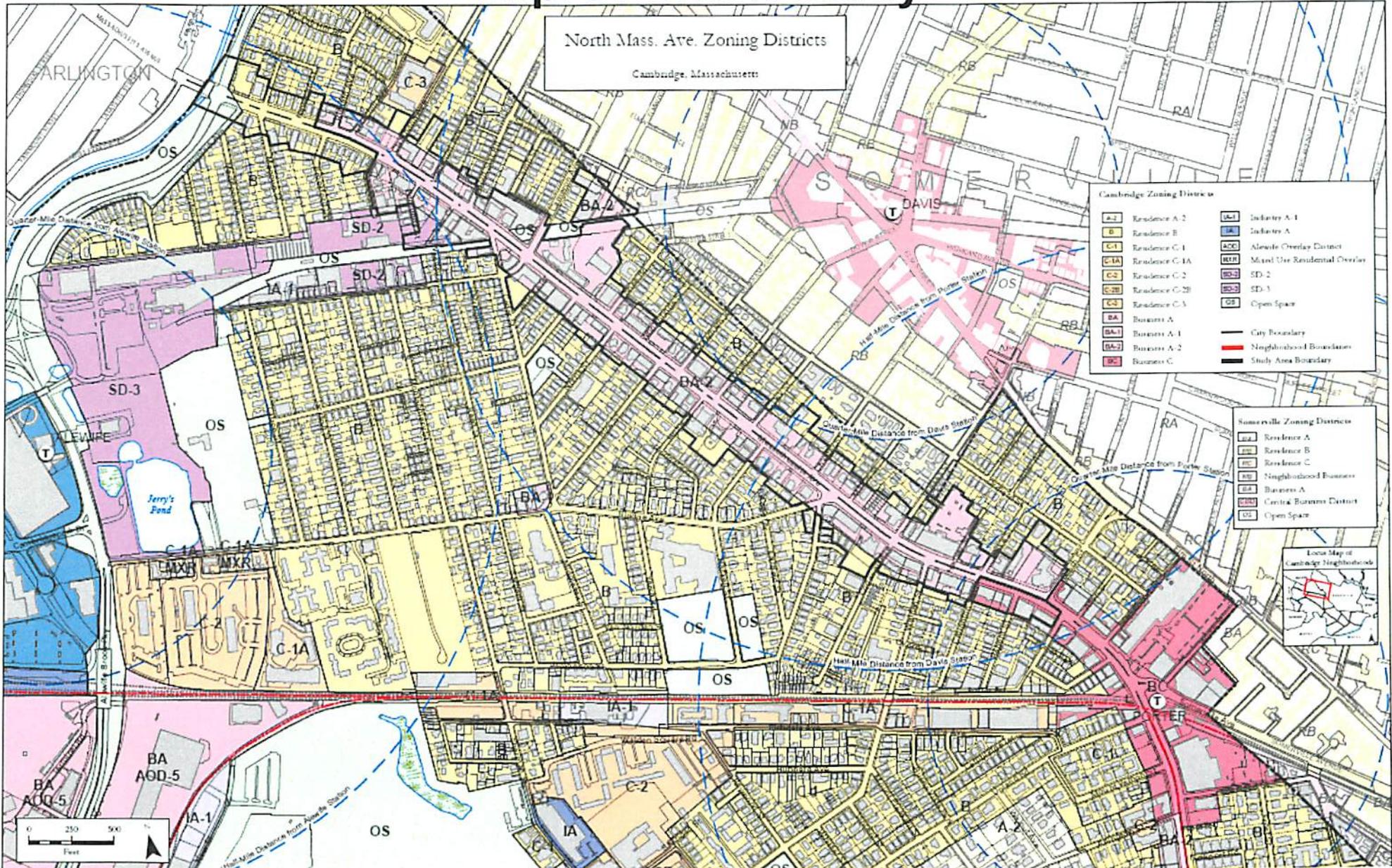
** Reduction or waiver of the ground floor retail requirement with the following considerations directing the outcome:*

- Within a retail node, or not*
- Existing retail on the site, or not*
- Undesirable use on site, or not*
- Historic structure on site, or not*

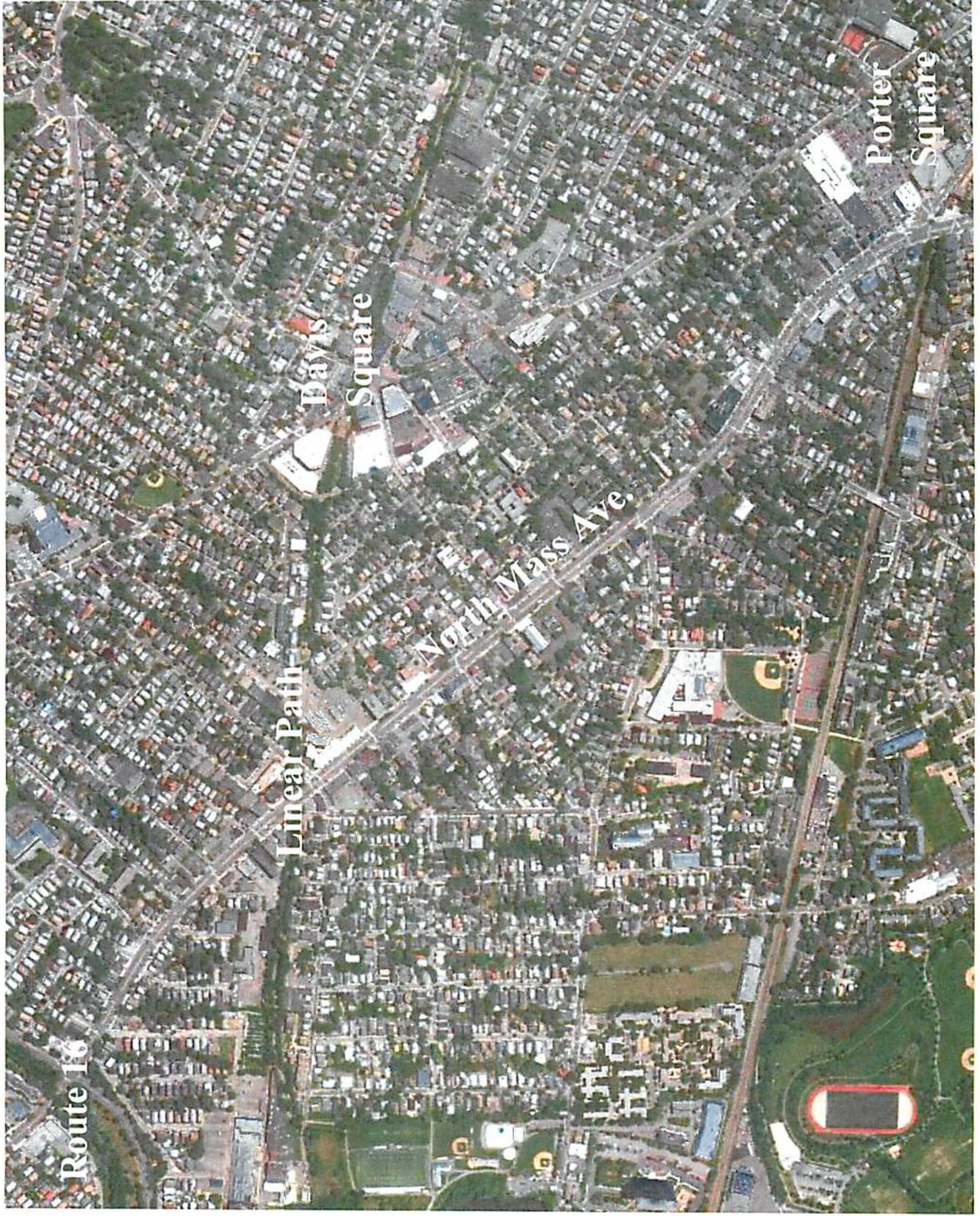
North Mass Ave Zoning Requirement to Preserve Retail

**Main Street North Cambridge
February 22, 2011**

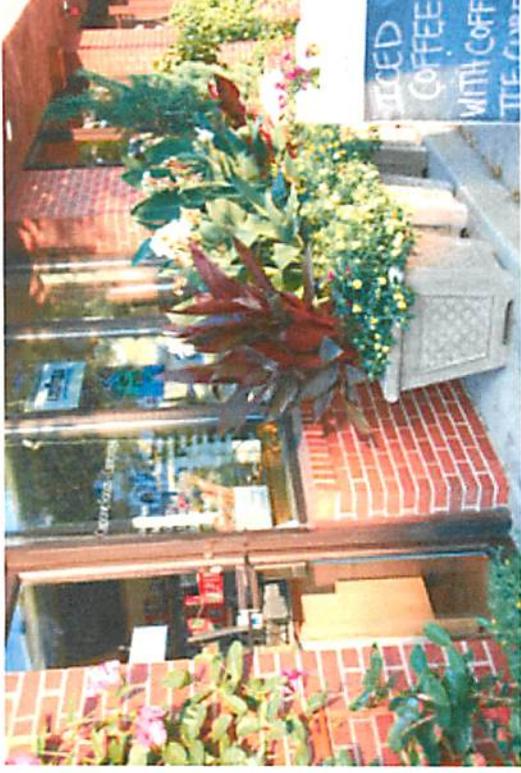
CCD has been meeting with our North Cambridge Neighborhood for 10 months on the North Mass Ave Area Improvement Study



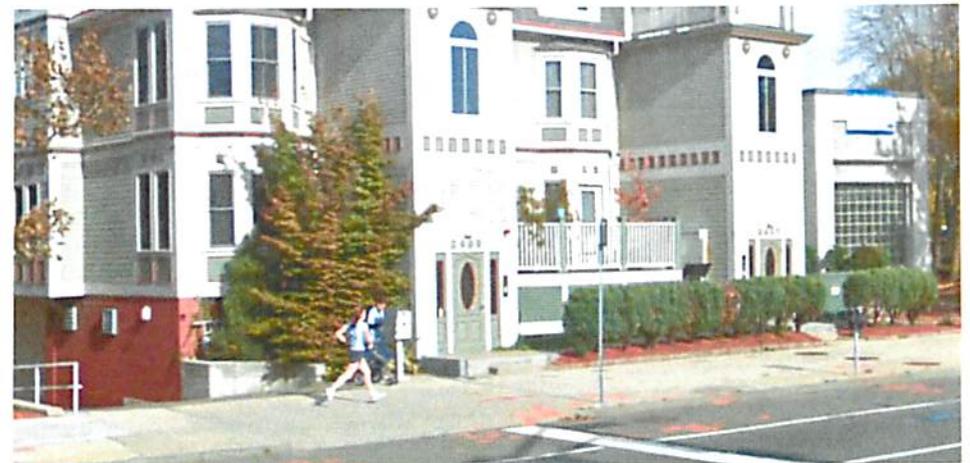
For 25 years, CCD studies have called for promoting retail and mixed use development on North Mass Ave



North Mass Ave is a thriving neighborhood retail and restaurant environment



Recent condo-only developments eliminated retail on North Mass Ave which threatens neighborhood retail viability



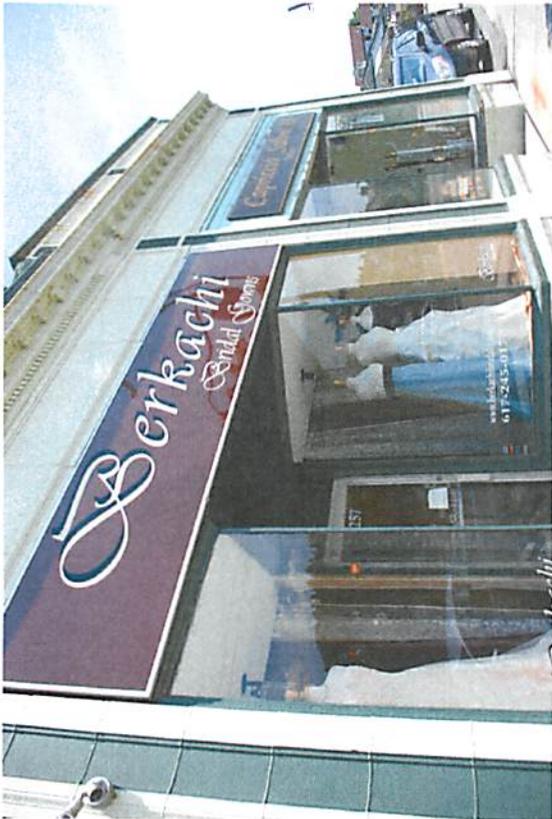
CCD is looking to create zoning incentives to encourage developers to put in ground floor retail



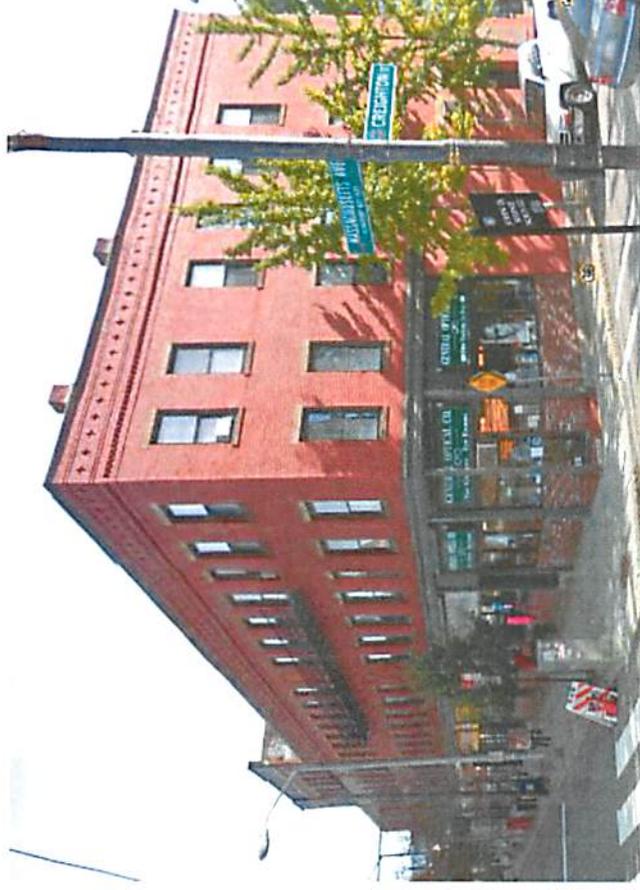
North Cambridge neighborhood wants the incentives but believes they are not strong enough



North Cambridge residents are asking for a zoning change that requires developers to replace any North Mass Ave retail they remove in their new developments



Mixed use development succeeds on North Mass Ave



But the neighborhood fears developers will ignore incentives and build only condos unless they are required



But Condo-Only Developers May Well Ignore Mixed-Use Incentives to Keep Business Simple

SIMPLE CONDO-ONLY BUSINESS PLAN:
Design, Build, Sell Condos

VS.

MORE COMPLEX MIXED-USE BUSINESS PLAN:
Design, Build, Sell Residential Condos +
Design, Market, Lease Retail Space in Retail Condominium



Cambridge City Council needs to address this market inefficiency with a zoning requirement that existing retail be replaced

CCD has expressed a fear of repeating their First Street experience of requiring retail and then it failing.



But unlike First Street:

- 1. North Mass Ave is a major thoroughfare**
- 2. We are trying to save retail that already works, not pioneer it**

Community Consensus

- CCD has had six public neighborhood meetings and two meetings in their offices
- During all discussions of the zoning requirement North Cambridge neighborhood have been in consensus that incentives alone are insufficient. We want a zoning requirement that retail be replaced in new developments.
- Not a single voice of opposition has been expressed at any meeting.
- Main Street North Cambridge, North Cambridge Stabilization Committee and Cambridge Local First endorse this zoning requirement
- Over several afternoons we gathered 265 signatures of our neighbors asking the Planning Department to create this zoning change.

**Retail lost is lost forever
and along with it the viability of our neighborhood**



Please ask CCD and the Planning Commission for a zoning requirement that developers replace existing retail space with an equal amount of new retail space in new North Mass Ave developments

ATTACHMENT D

February 17 2011

Dear Councilor Cheung and members of the Cambridge Economic Development Committee,

As a retail business owner on North Mass Ave, I am writing to express my support for the zoning change proposed by the neighborhood group, Main Street North Cambridge and under consideration by the City's Community Development Dept. I understand that this requirement will preserve the existing retail spaces along North Mass. Ave., and remove the current and long-standing zoning incentives favoring conversion of that existing ground-floor space to residential units.

The success of retail along North Mass. Ave. is largely dependent upon foot traffic, which is a function of both nearby residential density and a concentration and diversity of commercial services and businesses along the avenue. Recent history illustrates that the residential density is there (hundreds of new condo units have been built along North Mass. Ave. and in the adjacent neighborhoods in the past 10 years), and many more are in the pipeline. However, if we continue to lose retail -- at least four retail locations were lost with these new developments - this area of Cambridge will cease to be the walkable, livable and vibrant community that is drawing new residents and supporting the existing and future businesses.

I am pleased to add my voice in support of this important zoning change which I see as critical to the success of a mixed use and vibrant main street for North Cambridge.

Sincerely,

CR Powers
The Bicycle Exchange

ATTACHMENT E

February 17, 2011

Dear Councilor Cheung and members of the Cambridge Economic Development Committee,

As a retail business owner on North Mass Ave, I am writing to express my support for the zoning change proposed by the neighborhood group, Main Street North Cambridge and under consideration by the City's Community Development Dept. I understand that this requirement will preserve the existing retail spaces along North Mass. Ave., and remove the current and long-standing zoning incentives favoring conversion of that existing ground-floor space to residential units.

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I am pleased to add my voice in support of this important zoning change which I see as critical to the success of a mixed use and vibrant main street for North Cambridge.

Sincerely,


GARY R. DRINKWATER

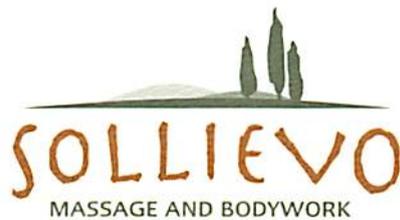
DRINKWATER'S.

2067 MASSACHUSETTS AVENUE

CAMBRIDGE MA 02140

617.547.2067.

GARY@DRINKWATERSCAMBRIDGE.COM.



ATTACHMENT F

February 18, 2011

Dear Councilor Cheung and members of the Cambridge Economic Development Committee,

As a retail business owner on North Mass Ave, I am writing to express my support for the zoning change proposed by the neighborhood group, Main Street North Cambridge and under consideration by the City's Community Development Dept. I understand that this requirement will preserve the existing retail spaces along North Mass. Ave., and remove the current and long-standing zoning incentives favoring conversion of that existing ground-floor space to residential units.

The success of retail along North Mass. Ave. is largely dependent upon foot traffic, which is a function of both nearby residential density and a concentration and diversity of commercial services and businesses along the avenue. Recent history illustrates that the residential density is there (hundreds of new condo units have been built along North Mass. Ave. and in the adjacent neighborhoods in the past 10 years), and many more are in the pipeline. However, if we continue to lose retail -- at least four retail locations were lost with these new developments -- this area of Cambridge will cease to be the walkable, livable and vibrant community that is drawing new residents and supporting the existing and future businesses.

I am pleased to add my voice in support of this important zoning change which I see as critical to the success of a mixed use and vibrant main street for North Cambridge.

Sincerely,

A handwritten signature in black ink, appearing to read "Laura Barricelli", with a long, sweeping underline that extends across the width of the signature.

Laura Barricelli, LMT
Co-owner: Sollievo Massage & Bodywork
2285 Massachusetts Avenue
Cambridge, MA 02140
617-354-3082
www.sollievo.org

ATTACHMENT G

Dear Councilor Cheung and members of the Cambridge Economic Development Committee,

As a retail business owner on North Mass Ave, I am writing to express my support for the zoning change proposed by the neighborhood group, Main Street North Cambridge and under consideration by the City's Community Development Dept. I understand that this requirement will preserve the existing retail spaces along North Mass. Ave., and remove the current and long-standing zoning incentives favoring conversion of that existing ground-floor space to residential units.

The success of retail along North Mass. Ave. is largely dependent upon foot traffic, which is a function of both nearby residential density and a concentration and diversity of commercial services and businesses along the avenue. Recent history illustrates that the residential density is there (hundreds of new condo units have been built along North Mass. Ave. and in the adjacent neighborhoods in the past 10 years), and many more are in the pipeline. However, if we continue to lose retail -- at least four retail locations were lost with these new developments -- this area of Cambridge will cease to be the walkable, livable and vibrant community that is drawing new residents and supporting the existing and future businesses.

I am pleased to add my voice in support of this important zoning change which I see as critical to the success of a mixed use and vibrant main street for North Cambridge.

Sincerely,

Jennifer Hegarty
Capone Foods

A handwritten signature in black ink, appearing to read 'Jennifer Hegarty', with a long horizontal flourish extending to the right.

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... ..

... ..

... ..



... ..

From: Janneke House <cambridgelf@gmail.com>
To: Cheung, Leland <lcheung@cambridgema.gov>
Cc: Bedell, Elizabeth <ebedell@cambridgema.gov>
Subject: North Cambridge Retail Letter
Date: Tue, Feb 22, 2011 12:40 pm

ATTACHMENT H.

To: Councilor Cheung and members of the Cambridge Economic Development Committee

From: Executive Committee of Cambridge Local First

Cambridge Local First is an organization dedicated to building a strong Cambridge economy and a vibrant community. On behalf of our over 300 business members, I am writing to express my support for the zoning change proposed by the neighborhood group, Main Street North Cambridge, and under consideration by the City's Community Development Dept.

This proposed zoning change will preserve the existing retail spaces along North Mass. Ave., and remove the current and long-standing zoning incentives favoring conversion of that existing ground-floor space to residential units.

The success of retail along North Mass. Ave. is largely dependent upon foot traffic, which is a function of both nearby residential density and a concentration and diversity of commercial services and businesses along the avenue. Recent history illustrates that the residential density is there (hundreds of new condo units have been built along North Mass. Ave. and in the adjacent neighborhoods in the past 10 years), and many more are in the pipeline. However, if we continue to lose retail -- at least four retail locations were lost with these new developments -- this area of Cambridge will cease to be the walkable, livable and vibrant community that is drawing new residents and supporting the existing and future businesses.

Cambridge Local First is pleased to say that North Cambridge is already home to many unique locally owned businesses that provide fine products and services to local residents. It is our hope that the City of Cambridge will do everything possible to strengthen the already existing local businesses and to create a climate that encourages more local entrepreneurs to set up shop in the North Cambridge neighborhood.

We fully support and appreciate the efforts of Main Street North Cambridge to build a strong local business district in this livable and walkable community.

Locally yours,

Janneke House, Executive Director
Cambridge Local First Executive Committee

Janneke House
Executive Director
Cambridge Local First

P.O. Box 381701
Cambridge MA 02238
www.cambridgelocalfirst.org
857.998.7392