



CITY OF CAMBRIDGE
Traffic, Parking and Transportation
344 Broadway
Cambridge, Massachusetts 02139

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Susan E. Clippinger, Director
Brad Gerratt, Deputy Director

Phone: (617) 349-4700
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October 14, 2014

Fresh Pond Mall Limited Partnership
c/o Vast Capital
545 Concord Avenue, Suite 400
Cambridge, MA 02138

Nishan Atinizia, President
Kevork Atinizian, Treasurer

Dear Mr Atinizia and Mr Atinizia,

We have received comments from residents and two City Council Orders raising concerns about pedestrian safety and access to your stores. I have attached the two Council Orders to this letter. I also asked the transportation engineers working in this department to review the lot and see what they might recommend. They have reviewed engineering guidelines for safe pedestrian access in a mall parking lot such as yours.

The facade improvements you have made look great. I am sure they bring increased business to your tenants. The growth in retail on the opposite side of Alewife Brook Parkway has strengthened the area's offerings. We have also seen an increase in office employees who benefit from the retail offerings available to them. And there are nearly 2,000 new housing units permitted, in construction, or recently opened. These new residents are within walking distance of your mall which is a significant amenity for them. The catchment area for your mall tenants is experiencing a strong growth in residents and some growth in office employees. The new residents include:

603 Concord Ave (Phase 1)	61 units
70 Fawcett St	428 units
75 New St (phase 2)	93 units
88 Cambridgepark Drive	254 units
130 Cambridgepark Drive	220 units
160 Cambridgepark Drive	398 units
165 Cambridge Park Drive	244 units
The Residences at Rt. 2 (VOX on 2)	227 units

Our transportation policy is to strongly encourage walking, bicycling and transit as the sustainable modes of transportation. Your mall provides retail opportunities for those who find it convenient to drive and park. But as I am sure you already know, you are also getting an increasing number of people who walk to your stores from nearby residences, offices or from the Alewife MBTA station. Given the heavy

traffic using Alewife Brook Parkway, making it comfortable for people to walk to the Mall benefits the City and the Mall.

The pedestrian safety problems exist because there is no clear and safe path of travel between the signalized intersection on Alewife Brook Parkway and the sidewalk along the face of your building. The most effective way to address this problem is to create a walkway between Alewife Brook Parkway and the Mall frontage. Most new mall parking lots include marked paths for pedestrians. These pedestrians also include patrons who are walking from their parked car. I have attached a plan showing how this concept can be implemented at the Mall. We recommend the relocation of 13 parking spaces to create space for a raised walkway that directly connects the crosswalk at the signal on Alewife Brook Parkway to the mall building.

One of the council orders requests the creation of a stairway between the bridge and the Mall following the worn and grooved path that exists today. This path is on State owned land and creating a stairway raises concerns about accessibility issues. We would recommend that construction of a safe pedestrian pathway in your lot is of far more benefit than the creation of a stair that serves only the patrons coming from one direction, is not accessible, and does not address safety concerns within the lot.

Our second suggestion for improving pedestrian safety is to also create a striped walkway for people walking to the Mall from New Street and the residents in that area. The location where it appears this can most easily be accommodated is show on the conceptual plan drawing.

I have included some photos of walkways implemented in other mall parking lots. I hope you will see these suggestions as beneficial to your business and worth implementing. Let me know if we can provide any further assistance. And most importantly please let us know if you are going to implement this or other pedestrian safety improvements. We will forward your response to the City Council.

Sincerely,



Susan E. Clippinger
Director

cc: Rich Rossi, City Manager
Owen O'Riordan, Public Works Commissioner
Brian Murphy, Community Development Department Director
Jeff Parenti, Traffic Parking and Transportation Department Engineering Division
City Council members

Fresh Pond Shopping Center Parking Lot (Main Lot)

Proposed Pedestrian Safety Improvements

September 2014

(2 of 2)



Fresh Pond Shopping Center Parking Lot (North Lot)

Proposed Pedestrian Safety Improvements

September 2014

(1 of 2)

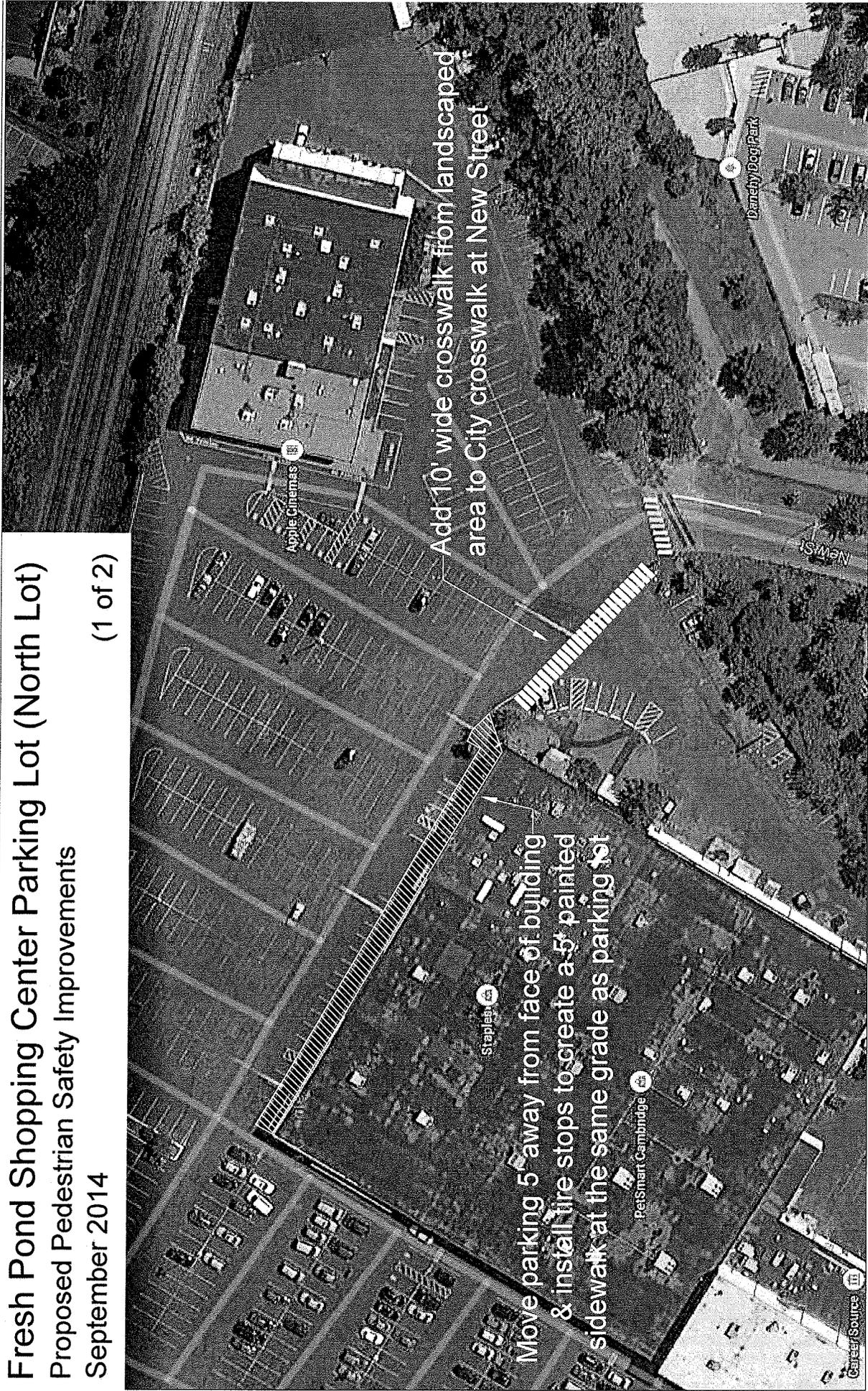




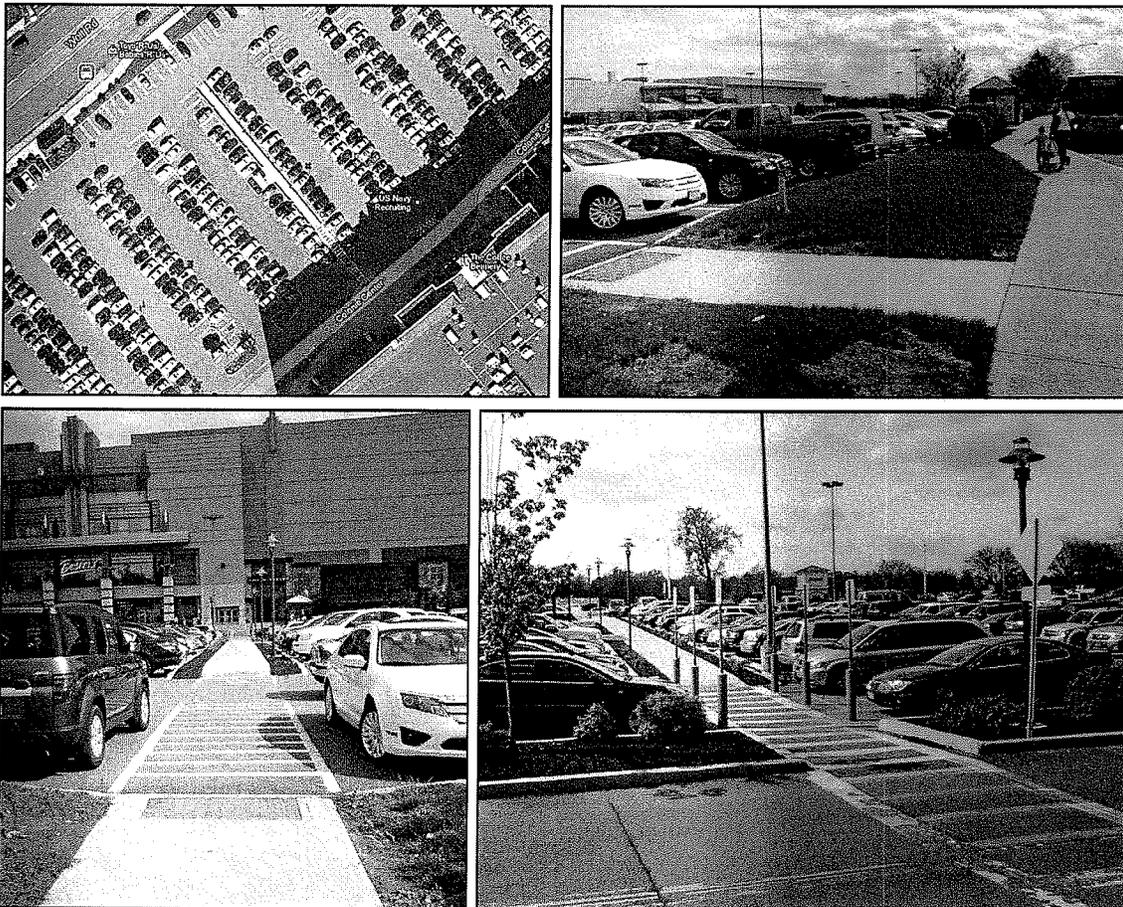


Figure 15: Dedicated "Centerwalk," Target, New Braunfels, TX



Photo by: John Stark

Figures 16-19: Dedicated "Centerwalk" & Bus Stop Connection, Colonie Center, Colonie, NY



Photos by: Bing Maps, John Stark

CITY COUNCIL

Policy Order Resolution

O-10
IN CITY COUNCIL

June 30, 2014

COUNCILLOR MCGOVERN
COUNCILLOR CARLONE

- WHEREAS: Many community members have raised concerns regarding the difficulty of walking, and biking safely through the Fresh Pond Shopping Mall to reach the mall's businesses and the Alewife MBTA Station; and
- WHEREAS: The design of the Fresh Pond Shopping Mall parking lot is often confusing and chaotic for motorists, pedestrians, and bicyclists; and
- WHEREAS: The City is looking at ways to improve the safety of driving, walking, and bicycling along New Street which leads to and from the Fresh Pond Shopping Mall; and
- WHEREAS: Facilitating a safe way for pedestrians and bicyclists to move between the Alewife Train Station and Danehy Park will support the city's efforts to reduce driving; therefore be it
- ORDERED: That the City Manager be and hereby is requested to reach out to the owners of the Fresh Pond Shopping Mall and to strongly encourage them to make parking lot improvements to create a safe, clearly marked, and well-lighted passage for those walking or bicycling through the parking lot to reach the Alewife Train Station; and be it further
- ORDERED: That the City Manger be and hereby is requested to reach out to the appropriate State agency to explore the feasibility of creating a safe pedestrian way from the Fresh Pond Mall parking lot up the current dirt path to reach Alewife Brook Parkway; and be it further
- ORDERED: That the City Manger be and hereby is requested to report back to the City Council regarding these conversations and any possible action to improve this dangerous thoroughfare for pedestrians, bicyclists, and motorists.

In City Council June 30, 2014
Adopted by the affirmative vote of nine members.
Attest:- Donna P. Lopez, City Clerk

A true copy;

ATTEST:-
Donna P. Lopez, City Clerk

CITY COUNCIL

Policy Order Resolution

O-9
AMENDED ORDER
IN CITY COUNCIL

September 8, 2014

COUNCILLOR MCGOVERN

WHEREAS: The Fresh Pond Residents Alliance and other community members have expressed concern regarding safety for pedestrians trying to reach the Alewife train station; and

WHEREAS: Many residents from Rindge Towers, Jefferson Park, and Rindge Avenue often cross the railroad tracks as a shortcut to reaching Fresh Pond Mall; and

WHEREAS: Pedestrian traffic has created a desire trail through the Massachusetts Department of Transportation-owned plot of land that separates Alewife Brook Parkway from the Fresh Pond Mall parking lot in the northwest corner of the lot, just south of Terminal Road; and

WHEREAS: The resulting dirt path is steep, often slippery, and crowded by growth, creating unnecessary hazard for pedestrians; and

WHEREAS: This City Council has an interest in pedestrian safety and increasing the walkability of this city; now therefore be it

ORDERED: That the City Manager be and hereby is requested to work with the Massachusetts Department of Transportation, the Department of Conservation and Recreation and any other appropriate City or State Departments to create a pedestrian way leading from the sidewalk on Alewife Brook Parkway to the Fresh Pond Mall parking lot ; and be it further

ORDERED: That the City Manager be and hereby is requested to report back to the City Council on this matter.

In City Council September 8, 2014
Adopted as amended by the affirmative vote of eight members.
Attest:- Donna P. Lopez, City Clerk

A true copy;