

### **Land Use and Zoning**

- LU1. Residents appreciate the current scale, density, walkability, and mixed-use character of the neighborhood. Future planning and development should support this prevailing urban character, and new development that is of a substantially different character from surrounding areas should be discouraged.
- LU2. Consider possible zoning regulations to discourage the development of “infill” housing units into existing residential backyards.
- LU3. Consider the potential uses of the Longfellow School if it is discontinued as a school building in the future. It currently serves as an important community resource, as a center for neighborhood programs and events as well as a playspace for families. Neighbors should be involved in discussions around the future use of the building.
- LU4. The acquisition of properties by Harvard along Kirkland Street is of concern to neighbors. Expansion of institutional facilities should be limited to the existing campus and areas that have been agreed upon by neighbors and the City.

### **Energy and Environment**

- EE1. Develop better ways to inform homeowners and landlords about what they can do to improve the energy-efficiency and environmental sustainability of their properties. Provide clear information about what types of improvements can have the most impact (e.g., insulation, green roofs, white roofs, solar energy), and what resources and financial incentives are available to make those improvements.
- EE2. Explore tools to reduce hardscape and increase plantings and pervious surfaces on public and private property in the neighborhood. Consider installing rain gardens (as being proposed on Western Avenue) in flood-sensitive areas to help manage stormwater and increase vegetation.
- EE3. Improve energy-efficiency in all city buildings, infrastructure and programs.

### **Transportation**

- T1. Improve the walking environment in the neighborhood to encourage people of all ages and levels of ability to walk outside. Consider the aesthetic and environmental benefits of features such as street trees, plantings and brick sidewalks, while balancing these benefits with the need to ensure accessible sidewalks of an appropriate width for seniors and people with disabilities.
- T2. Support the growing trend toward bicycling in the neighborhood by providing more bicycle parking and amenities such as bike-repair stations in places where there is high demand. Consider installing temporary on-street bike parking in the summer when there is less of a strain on vehicular on-street parking. Also consider implementing a bike-sharing system that allows all residents to use bicycles on a short-term basis.
- T3. Work with the MBTA to improve public transportation, particularly bus service, in the neighborhood.

- T4. Improve enforcement of rules such as sidewalk snow clearance and traffic laws for drivers and cyclists.

### **Housing**

- H1. Provide more affordable housing options to people at all income levels – including low, moderate, and particularly middle-income.
- H2. Provide affordable housing scattered throughout the neighborhood instead of concentrated in large developments.
- H3. Encourage housing that supports “aging in place” for seniors in the neighborhood community.

### **Economic Development**

- ED1. Encourage vibrant retail districts and work to fill vacant storefronts in existing retail districts such as Central Square, Massachusetts Avenue, Inman Square, and other small retail clusters within the neighborhood.
- ED2. Encourage more small-scale, local, independent retail and fewer banks, chains or “mall-like” stores. Support the neighborhood as a place to attract unique types of businesses, such as the “do-it-yourself” stores that have occupied spaces along Broadway.
- ED3. Preserve existing clusters of retail in the neighborhood, with particular attention to the future of non-conforming business clusters in residential zoning districts (such as the Skendarian Apothecary block).
- ED4. Encourage more options for neighborhood residents to purchase affordable fresh food, convenience goods, clothing and other necessities.
- ED5. Consider the creation of a winter farmers’ market to serve the neighborhood.

### **Open Space**

- OS1. While it will be difficult to create large new parks in the neighborhood, consider ways to improve the open space feel of the neighborhood with improvements such as more attractive streetscapes, street trees and other greenery, attractive outdoor seating (including outdoor dining space near restaurants) and public art. Consider closing roads on a temporary basis to provide more space for residents to enjoy.
- OS2. Create more open space amenities that can be enjoyed by adults without children, such as quiet outdoor spaces to sit, read, or people-watch. An example would be a long wooden bench to provide more seating near Holyoke Center in Harvard Square.
- OS3. Provide community gardening opportunities in the neighborhood.
- OS4. Improve Wilder-Lee Playground to address safety and security issues.