



CITY OF SOMERVILLE, MASSACHUSETTS
MAYOR'S OFFICE OF STRATEGIC PLANNING & COMMUNITY DEVELOPMENT
KATJANA BALLANTYNE
MAYOR

TOM GALLIGANI
ACTING EXECUTIVE DIRECTOR

January 25, 2023

Mark Development, LLC
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Dear Mr. Chaviano, Mr. Cohen, and Mr. Duverne,

This letter is the Final Decision of the Director of Mobility for the Mobility Management Plan ('MMP') submitted by Mark Development, LCC & Beacon Communities, LLC & RISE Together, LLC (the 'Applicant') for 299 Broadway as required by §11.4 Mobility Management of the Somerville Zoning Ordinance (SZO). The decision is an **Approval with Conditions**. This letter details the conditions necessary for the successful implementation of your plan.

Background & Applicability

The Applicant proposes to redevelop two buildings equaling approximately 39,700 square feet (sf) and a parking lot consisting of approximately 125 parking spaces along Broadway and Temple Street in Somerville, Massachusetts ("Project"), located in a MR6 Zoning district. The Site is bordered by Broadway to the south, Temple Street to the west, and a residential neighborhood to the north and east. The Project will consist of two buildings with a total of approximately 288 residential units and 13,643 sf of ground-floor supporting retail. In addition, one of the buildings will host 3,001 sf of community space.

The Project will include a new civic pocket plaza fronting Broadway. The civic pocket plaza will be open to members of the public and will serve as a new central gathering place for residents and guests to the Winter Hill neighborhood. On the northern edge of the Site, the Project will include another public pocket park known as Sewall Park. A pedestrian walkway will be constructed between the pocket plaza and Sewall Park, creating a new connection for pedestrians between Broadway and Sewall Street.

There will be zero (0) on-site vehicle parking spaces for the redevelopment project. Residents of the Project's affordable housing units are able to apply for on-street parking permits. The Applicant requests that 50% of the market rate units be eligible for an on-street parking pass from the City.

The Project proposes to construct a small surface parking lot to serve the adjacent private property, with six off-street parking spaces, including one accessible parking space and one parking space to be made available for car share vehicles. The application package shows these surface parking spaces as using a back-in, angled design.

Approximately seven short-term metered parking spaces and two dedicated loading/pick-up/drop-off spaces are proposed along the curb fronting the Project on Broadway. The new short-term metered parking spaces and dedicated loading/pickup/drop-off spaces will be intended to serve patrons visiting the ground floor retail businesses as well as residents being picked-up/dropped-off.

Loading and deliveries on-site will be accommodated via a single-access driveway on Broadway at the location of an existing curb cut. Short term loading and deliveries via small vehicles that will not use the dedicated loading space on-site are expected to utilize the dedicated curb space along Broadway.

Approximately 293 long-term secured and 46 short-term bicycle parking spaces will be provided on-site. The indoor bicycle parking spaces will be located in ground floor bicycle parking rooms in each building that will have direct access to the outdoors. The Project is located within 0.1 miles of an existing Bluebikes station at the intersection of Broadway and Walnut Street.

The Project area is within one-half mile of the MBTA Green Line Gilman Square station and is currently served by five MBTA bus routes within one-half mile.

The Project meets the twenty (20) or more total dwelling unit threshold to trigger Mobility Management Plan (MMP) requirements of the property owner.

Due to the smaller size of the ground floor retail spaces, the future tenants of those spaces may not meet the fifty (50) employee threshold to trigger individual MMP requirements – making the property owner primarily responsible for implementation of the required mobility management programs and services. Annual reporting will be necessary to verify the cumulative employee count each year and implementation of programs & services required of the property owner and/or retail/restaurant tenants should this threshold be exceeded.

Plan Commitments

Programs and Services Required by SZO

As required by the SZO, the Applicant shall commit to the following mode share requirements for all mobility management plans:

- To control the percentage of trips made by automobile at fifty percent (50%) or less and to implement additional mobility management programs and services if annual monitoring and reporting identifies a shortfall in meeting this goal.

As required by the SZO, the Applicant shall commit to the following in relation to the programs and services required for the property owner of a residential building with 20 or more dwelling units:

- To post and distribute mobility management information, including information pertaining to pedestrian, cycling and transit access to the Project Site.

As required by the SZO, the Applicant shall commit to the following programs and services required for buildings with fifty thousand (50,000) square feet or more of commercial space and for multi-tenant buildings where the tenants, in combination, have fifty (50) or more employees:

- To provide an on-site transportation coordinator.
- To post and distribute mobility management information, including information pertaining to pedestrian, cycling and transit access to the Project Site.
- To host an annual mobility management education meeting for tenants and their employees.
- To provide their employees with Qualified Transportation Fringe benefits per current U.S. Internal Revenue Code.
- To offer a guaranteed ride home program to employees.

As required by the SZO, the Applicant shall commit to require in all commercial lease agreements for all future tenants:

- To provide their employees with Qualified Transportation Fringe benefits per current U.S. Internal Revenue Code.
- To provide a guaranteed ride home program.

As required by the SZO, the Applicant shall commit to require in all commercial lease agreements for all future tenants with 50 or more employees:

- To submit their own Mobility Management Plan and provide for their employees all programs and services required by the Somerville Zoning Ordinance of employers with 50 or more employees.

Additional Commitments

The Applicant has also made commitments to the following additional programs and services:

- The on-site TDM coordinator will provide a central commuter information center within the Project in a prominent location, such as in a building's lobby. This will provide employees, residents, and visitors with transit maps, transportation schedules, and route information for pedestrians and cyclists.
- The Applicant is committed to refreshing crosswalk pavement markings and preserving the integrity of the sidewalk network adjacent to the Project throughout construction. The Proponent will continue to coordinate with the City of Somerville's Mobility Division to enhance pedestrian facilities.
- The Applicant will continue to coordinate with the City of Somerville's Mobility Division to enhance bicycle facilities.
- The Applicant will seek to attract a variety of retail shops, restaurants, and service tenants as ground-floor supporting uses. The retail TDM program may include the following:
 - Improved site amenities, such as cycling paths and pedestrian crossings, which enhance the ability of employees to walk or cycle to work.
 - Ride matching services and transit information provided by the on-site TDM coordinator or MassRIDES.
 - Secured bicycle storage with a bicycle repair facility.
 - Promotional events for cyclists, pedestrians, and transit-riders.
 - Direct deposits to employees.

The Applicant has made the following commitment to disincentivize the acquisition of Resident Parking Permits:

- The Property Owner will charge a minimum of \$50/month for each RPP issued to a market rate unit.

Approval Conditions

Condition #1: In order to meet the City's SomerVision 2040 goals, the Applicant shall control the percentage of trips made by automobile at 37.5% or less by 2030 and at 25% or less by 2040. The Applicant will implement additional mobility management programs and services if annual monitoring and reporting identifies a shortfall in meeting this goal.

Condition #2: The Applicant shall prepare an initial Mobility Management Information Package for review and approval by the Director of Mobility. The initial Mobility Management Information Package will include local transit maps and schedules, mobility management information and the locations of nearby car-sharing stations, Bluebikes stations, and the availability of carpool/vanpool opportunities. Upon approval, the materials will be disseminated to tenants of the building and posted in common facilities. After approval by the Director of Mobility and prior to the issuance of any Certificate of

Occupancy for the building, the Mobility Management Information Package must be posted in building lobbies, on the project website, and on related media.

Condition #3: Mobility management information must be provided to residents when they move in. Yearly emails or newsletters with this information must also be sent to residents, with additional emails sent if there are notable changes to public transportation schedules, bicycle/pedestrian infrastructure, or the availability of ride-share, car-share, or bike-share services in the area.

Condition #4: The Applicant will sponsor the installation of a city owned 19-dock, 11-bike Bluebikes bike share station to be located either on the Applicant's property or a city determined location on a public sidewalk adjacent to the site. Location must be approved prior to the issuance of any building permit for the site and identified on building plans. Sponsorship agreement must be executed and payment must be made at least six months prior to issuance of any Certificate of Occupancy for the site.

Condition #5: The Applicant shall provide a single stored value MBTA Charlie Card, with the value of a combined bus/subway pass (currently set at \$90 but subject to MBTA fare increases) to each new tenant household upon move in. This requirement renews each time a new tenant household moves in to incentivize new households to use public transportation.

Condition #6: In any lease agreement with future retail/commercial tenants, the Applicant shall require retail/commercial tenant(s) to offer to subsidize MBTA transit passes for employees working 8 hours or more hours per week at the site by at least 50% of the pass cost within Zone 1A, up to the federal maximum Qualified Transportation Fringe benefits per current U.S. Internal Revenue Code subject to annual increases. The Applicant shall be obligated to ensure said transit subsidy is available to a minimum of 50 employees sitewide or 100% of eligible employees who opt-in to the program, whichever is fewer. Standard lease agreement language for subsidized MBTA transit passes must be approved by the Director of Mobility prior to their execution in lease agreements. To verify ongoing conformance, the property owner or property manager must provide either a copy of executed lease agreements or an affidavit signed by the property owner and tenant(s) verifying that this language was included and agreed to in the lease or other agreement. Alternatively, the Applicant may choose to provide these subsidies themselves directly and must provide these subsidies directly for qualifying employees of any tenant that does not comply with this condition.

Condition #7: The Applicant shall provide a single one-month Bluebikes membership (currently set at \$26.75 but subject to Bluebikes fare increases) to each new tenant household during the first month of initial occupancy of a new household upon move in. This requirement renews each time a new tenant household moves in to incentivize new households to use the bikeshare system.

Condition #8: In any lease agreement with all future retail/commercial tenants, the Applicant shall require retail/commercial tenant(s) to enroll in the Bluebikes Bike Share Corporate Partner Program (or equivalent) at the Silver subsidy level or higher (50% subsidy) or offer to subsidize annual Bluebikes memberships at an equivalent rate for employees working eight (8) hours or more per week at the site.

The Applicant shall be obligated to ensure said transit subsidy is available to a minimum of 50 employees sitewide or 100% of eligible employees who opt-in to the program, whichever is fewer. Standard lease agreement language for subsidized Bluebikes annual passes must be approved by the Director of Mobility prior to their execution in lease agreements. To verify ongoing conformance, the property owner or property manager must provide either a copy of executed lease agreements or an affidavit signed by the property owner and tenant(s) verifying that this language was included and agreed to in the lease or other agreement. Alternatively, the Applicant may choose to provide these subsidies themselves directly and must provide these subsidies directly for qualifying employees of any tenant that does not comply with this condition.

Condition #9: A least one (1) bicycle repair facility must be provided in a convenient location such as the bike storage room and must be maintained in a state of good repair.

Condition #10: The Applicant shall provide real time transit information, consisting of four (4) TransitScreen displays (or equivalent service) that displays real time MBTA and bike share information. One (1) screen shall be located in the residential lobby of each building near the entrance (total of 2). One (1) screen shall be located in the commercial space of each building facing the sidewalk so to be visible to pedestrians (total of 2). Details on the locations of all real time transit information screens will be submitted to the Director of Mobility for approval.

Condition #11: The property owner must have a signed contractual agreement to become a dues paying member of any Transportation Management Agency (TMA) established to serve the neighborhood. Proof of membership must be submitted to the Director of Mobility prior to the issuance of the any Certificate of Occupancy for the site or within six months of the start of TMA operations, whichever occurs later.

Condition #12: For the purpose of reducing daily peak-hour vehicle trips, the Applicant shall, to the extent practicable, work with retail/commercial tenants, the City of Somerville's Economic Development Division, and the community to develop strategies to advertise employment opportunities and seek qualified candidates that live within Somerville. The Applicant shall provide annual reports of data on the compliance with this condition, including but not limited to employee's daily trip place of origin data (i.e. home city/town), and other relevant information as required by the Director of Mobility.

Condition #13: Applicant will not lease any off-site parking spaces on behalf of retail/commercial tenants, their employees, or residents.

Condition #14: To ensure appropriate turnover of retail parking in the proposed off-street lot on Lot 3, the Applicant shall submit a plan for regulating these parking spaces through appropriate signage for short-term parking. This condition shall no longer be applicable if Lot 3 no longer contains an off-street parking lot.

Condition #15: At least one (1) vehicle parking space in the off-street parking lot on Lot 3 must be made available for car share vehicles at no cost to a car share service provider. The space(s) may be brought

online at the discretion of the car share service provider. Notification of the available space(s) to car share service providers must be documented prior to the issuance of any Certificate of Occupancy and in annual reporting. This condition shall no longer be applicable if Lot 3 no longer contains an off-street parking lot.

Condition #16: At initial occupancy, no more than 78 (equivalent to 50% of market rate residential units) Resident Parking Permits (RPPs) shall be issued to market rate residential units. As proposed by the Applicant, to disincentivize RPPs, the Property Owner will charge a minimum of \$50/month for each RPP issued to a market rate unit. The funds collected by the Property Owner from said additional monthly charge shall be held and allocated towards mobility services and programs identified by the Director of Mobility. To achieve the required SomerVision mode share target of 25% auto mode share in 2040, the Applicant shall use best efforts to implement parking management strategies to disincentivize driving; these strategies may include reducing the number of available on-street parking permits or increasing the price of on-street parking permits to reflect market rates. Data will be submitted on an annual basis to help determine the appropriate strategies.

Monitoring and Reporting

The property owner shall commit to Annual Reporting to track, assess, and report on the implementation of the Mobility Management program as required by the Director's submittal requirements, which include:

- Annual travel surveys of residents and employees of participating non-residential tenants.
- Annual reporting of bicycle parking utilization.
- Status update of Mobility Management program & service implementation.

All monitoring must be conducted at the same time each year, as determined by the Certificate of Occupancy. If the Certificate of Occupancy is issued between September 1 and February 29, the monitoring shall take place during the months of September or October and be reported to the Mobility Division no later than November 30. If the Certificate of Occupancy is issued between March 1 and August 31, monitoring shall take place during the months of April or May and be reported to the Mobility Division no later than June 30. This will ensure that the monitoring captures a realistic assessment of the performance of the project, while giving time to compile the results and report them to the City.

It is important to note that while approved Mobility Management Plans are transferable by and among private parties, this transfer is contingent upon the new owner agreeing to continue to operate in accordance with the previously approved Mobility Management plan, as conditioned. Should the property owner elect to transfer some portion or all of the development subject to this Mobility Management Plan, commitment to the previously approved Mobility Management Plan is required by the new property owner.

I look forward to working with you in the future as you implement this plan. If you have any questions, please feel free to contact me at (617) 625-6600 or brawson@somervillema.gov.

Sincerely,



Brad Rawson
Director of Mobility
Mayor's Office of Strategic Planning & Community Development
City of Somerville, Massachusetts

I certify that I have read and agree to implement the Mobility Management Plan in the form approved by the Director of Mobility. I understand that failure to implement the approved plan may result in enforcement actions taken by the City of Somerville.

Agreed and accepted,



Robert Korff
Mark Development, LLC



Josh Cohen
Beacon Communities, LLC



Herby Duverne
RISE Together, LLC