



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

THOMAS F. GALLIGANI, JR.  
EXECUTIVE DIRECTOR (ACTING)

September 6, 2022

Ed Doherty  
366 Broadway Somerville LLC  
100 Conifer Hill Road, Suite 103  
Danvers, MA 01923

Dear Mr. Doherty,

This letter is the Final Decision of the Director of Mobility for the Mobility Management Plan ('MMP') submitted by 366 Broadway Somerville LLC (the 'Applicant') as required by §11.4 Mobility Management of the Somerville Zoning Ordinance for a Development Review Application. The decision is an **Approval with Conditions**. This letter details the conditions necessary for the successful implementation of your plan.

### Background & Applicability

The Proponent proposes to redevelop approximately 13,495 square feet (0.31 acres) of land along Broadway in Somerville, Massachusetts ("Project"), located in a Mid-Rise 4 (MR-4) district. The proposed development will be an approximately 49,410 square foot (sf), pedestrian- and transit oriented, residential development that will consist of 58 residential units on four (4) floors. There will be approximately 34,265 square feet of residential dwelling space and approximately 15,145 square feet of common space. There will be zero (0) vehicle parking spaces provided, 58 long-term bicycle parking spaces, and 6 short-term bicycle parking spaces provided.

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

### Plan Commitments

#### Programs and Services Required by SZO

The following section details the baseline Mobility Management programs and services that are required by the current Somerville Zoning Ordinance ('SZO') for all applicants submitting a Mobility Management Plan.



In relation to the mode share commitment requirement for all mobility management plans, **the Applicant must make the following mode share commitment:**

- 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.

In relation to the programs and services required for property owners with twenty (20) or more dwelling units, **the Applicant is required to provide:**

- Posted and distributed mobility management information
- Unbundled parking charged at market rates
- Car share vehicle spaces

The Applicant is not constructing any motor vehicle parking as part of this development; therefore, zoning requirements related to parking do not apply.

### Additional Commitments

In addition to the above, the Applicant has committed to the following additional programs & services:

- To host an annual mobility education meeting for all residents in the building.
- To distribute an information packet to all residents, both in paper and digital format that includes carshare and bikeshare information as well as local bike and transit maps and schedules.
- To provide secure long-term bicycle parking (62 spaces) located on-site with consideration for clear wayfinding, 24-hour access, secure bicycle racks, and locations close to entrances.

The Mobility Division notes that, any bicycle parking that is constructed must comply with all design and access requirements in Article 11 of the SZO.

### Approval Conditions

- **Condition #1:** *In addition to the initial mode share commitment of 50% or less trips made by automobile, the Applicant will make reasonable efforts to control the percentage of trips made by vehicles at 37.5% or less by 2030 and at 25% or less by 2040 in order to meet the city's SomerVision 2040 goals. 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 submit posted and distributed mobility management information to the Director of Mobility for review and approval. In addition to local transit maps and schedules, mobility management information must include the locations of nearby car-sharing stations, Bluebikes stations, and the availability of carpool/vanpool opportunities. After approval by the Director of Mobility and prior to the issuance of any*

*Certificate of Occupancy for the building, mobility management information must be posted in building lobbies, on the project website, and on related media.*

- **Condition #3:** *The same mobility management information that must be posted (detailed in Condition #1) must also 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 shall provide a 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 adult member of a new household during the first month of initial occupancy of a new household. Up to two Charlie Cards total per household are required. This requirement renews each time a new household moves in to incentivize new households to use public transportation.*
- **Condition #5:** *The Applicant shall provide a one-month Bluebikes membership (currently set at \$20 but subject to Bluebikes fare increases) to each adult member of a new household during the first month of initial occupancy of a new household. Up to two one-month Bluebikes memberships total per household are required. This requirement renews each time a new household moves in to incentivize new households to use the bikeshare system.*
- **Condition #6:** *The Applicant shall provide real time transit information in the building common area/lobby which shall consist of a connected TransitScreen display (or equivalent service) that displays real time MBTA and bike share information.*

## Monitoring and Reporting

The property owner has committed 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 employees of participating non-residential tenants.
- Annual reporting of parking utilization and operations for any Commercial Service Vehicular Parking facility
- Biennial (every other year) counts of automobile trips entering & exiting any parking facilities.
- 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 for each building. If the Certificate of Occupancy for a building 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 for a building 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](mailto: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,



Ed Doherty  
366 Broadway Somerville LLC