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CITY OF CAMBRIDGE
Traffic, Parking and Transportation
57 Inman Street,
Cambridge, Massachusetts 02139

Susan E. Clippinger
Director

Administration	349-4700
Parking Violations	349-4705
Resident Parking	349-4701

MEMORANDUM

To: Susan E. Clippinger, Traffic Director
From: Wayne S. Amaral, Asst. Traffic Engineer *WSA*
Date: October 5, 2000
Re: Council Order Response 0-26 of September 11, 2000 (Fresh Pond Shopping Center)

A site investigation was conducted on October 4, 2000 to evaluate potential pedestrian conflicts with motor vehicles traveling through the Fresh Pond Shopping Center parking lot. After observing the operation/patterns of the parking lot, the following is my findings and recommendations for improving the traffic patterns through this lot.

1. It was observed that many vehicles coming from New Street, proceeded diagonal through the parking lot (over the marked parking spaces) to gain access to Terminal Road. With the high volumes of pedestrians entering and exiting the theatre, this traffic pattern **does not offer any pedestrian safety**. This pedestrian versus vehicle conflict is a major concern with the high volume of young children and teens visiting the theatre.
 - **Recommendation:**
Install two landscaped traffic medians, 5' wide, at the second and fifth row from the theatre. See sketch for locations. These traffic medians would eliminate vehicles from proceeding diagonally through the lot.
 - **Recommendation:**
Develop a pedestrian walking path from the north east corner of the shopping center building sidewalk (in front of Staples) to the theatre. Possible green paint with white edge lines. This path would give drivers a warning of where to expect to see higher volumes of pedestrians.
2. It was also observed and confirmed by an employee of the Fresh Pond Shopping Center, that vehicles in the early morning and late evenings also proceeded diagonally from Terminal Road to the Mall Discount Liquors side of the parking lot. This can cause a pedestrian versus vehicle conflict.
 - **Recommendation:**

Install two landscape traffic medians, 5' wide, in front of J.C. Penny and in front of T.J. Max. See sketch for locations. These traffic medians would eliminate vehicles from proceeding diagonally through this section of the lot.

I believe these recommendations would improve pedestrian and vehicle safety throughout the Fresh Pond Shopping Center parking lot.

TERMINAL ROAD

ROUTE 16

GRASS

5' WIDE
LANDSCAPE
MEDIAN

J.C.
PENNY

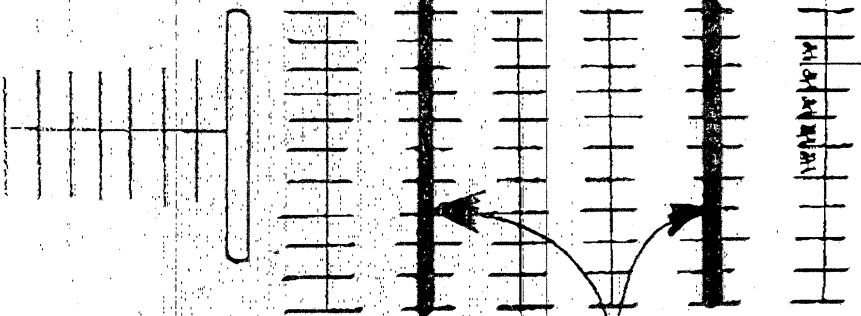
LO
HAY

5' WIDE
LANDSCAPE
MEDIAN

FRESH POND SHOPPING CENTER

LOEW'S
THEATRES

NEW STREET





CITY OF CAMBRIDGE
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238 Broadway
Cambridge, Massachusetts 02139

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Director

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Rusen Atiniz, Trustee
Fresh Pond Shopping Center Trust
186 Alewife Brook Parkway, Suite 305
Cambridge, MA 02138

Dear Mr. Atiniz:

At the City Council meeting of September 11, 2000, the Council passed the enclosed order expressing their concern about safety in your parking lot. The Emergency Communication Department, which operates our 911 system, has also received reports of accidents in the lot.

In reviewing the lot operation, it appears that safety can be enhanced by a few raised medians that would prevent cars from cutting across the lot when not full.

Our engineering report is attached. We could be happy to discuss our analysis and/or recommendations with you. Please let me know what steps you plan to take to improve the safety of your lot. I will be happy to pass on your response to the City Council.

Sincerely,


Susan E. Clippinger
Director

SEC:lb



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CITY OF CAMBRIDGE • EXECUTIVE DEPARTMENT

Robert W. Healy, City Manager

Richard C. Rossi, Deputy City Manager

December 18, 2000

To The Honorable, The City Council:

Please find attached a response to Awaiting Report Item No. 00-69, regarding a report on pedestrian and vehicle safety at the Fresh Pond Shopping Center, received from Traffic, Parking and Transportation Director Susan Clippinger.

Very truly yours,

A handwritten signature in black ink, appearing to read "Robert W. Healy". The signature is fluid and cursive, with a long horizontal stroke at the end.

Robert W. Healy
City Manager

RWH/mec
Attachment



2000 Things 2 Do in 2000

5457

Consent Agenda Item#14

Awaiting Report Item Number
00-69, regarding a report on
pedestrian and vehicle safety
at the Fresh Pond Shopping
Center.

In City Council December 18, 2000

PLACED ON FILE