



CENTRAL SQUARE BUSINESS ASSOCIATION

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May 19, 2014

Members of the Cambridge City Council
795 Massachusetts Avenue
Cambridge MA 02139

Re: Policy Orders and Resolutions concerning Central Square

Dear Councilors

Several years ago many of us began anew the exploration and formulation of a future vision for Central Square. While all of us love Central Square in many different ways, we all agree that it is the Square's unflinching ability to resist homogeneity and flaunt its physical and human grittiness that both distinguishes and sustains Central Square's spirit and flavor. Today, two years after the Central Square report was issued, no official action of any kind has been taken and the council has yet to accept the C2 report.

Tonight you will consider council order #2 to investigate the feasibility of having vendors and artists inhabit and enliven Carl Barron plaza and other spaces in the Square. As part of the C2 proposal to address regulatory impediments to a livelier public realm, much like the earlier move to allow and encourage sidewalk dining, the CSBA supports any effort to remove unnecessary regulation to promote and encourage new forms of retail and food vending.

Tonight you will consider council order #16 to resurrect the non-zoning recommendations of the K2C2 Report. Regardless of irresponsible characterizations of the C2 report as the work of vested real estate interests, the K2C2 study was a long and collaborative process involving stakeholders of all stripes from large owners to local residents. Non-zoning recommendations deserve serious consideration by the administration and the council because they represent relatively easy and immediately effective actions to move forward on a vision for Central Square that will make it more lively and enjoyable for all of us.

With the appointment of the new C2 Advisory Committee and on-going engagement of the CSBA, we are confident that initiatives such as these can have a great and positive impact on the vitality and uniqueness of the square for all stakeholders. We urge you adopt all three of these orders, thank you for your continued support, and pledge to work with you for an exciting future for Central Square.

Respectfully yours,

George R. Metzger
President