

Urgent: Your voices are needed TODAY to get Mass+Main petition over the "Finish Line" at City Council Tonight!

Robin Lapidus <robincentralsquare@gmail.com>

Mon 4/27/2015 2:37 PM

City Clerk Agenda

To: Robin Lapidus <robincentralsquare@gmail.com>;

Dear CSBA Members and Friends,

Tonight's vote on the Mass+Main petition is CRITICAL to the future of Central Square!

The business community has made a big impact leading up to tonight. Our voices have been heard. Our efforts have been met with a favorable recommendation to move the Mass+Main petition to the City Council TONIGHT where another vote will be taken.

A YES vote for the Mass+Main petition tonight means:

- A MIX of new, lively, necessary retail along Mass Ave in an area that is currently a large inactive space.
- A MIX of housing! Approx. 230 Residential units **AND 47, permanently & privately, subsidized affordable housing units.**
- Mass+Main adds neighbors who will be invested in our Central Square community and will help create a sense of place in the fabric of Central Square's "Main Street."
- Mass+Main brings an invested property owner who CAN & WILL contribute to making Central Square active, safe and welcoming to all.
- As a members of the CSBA, the Mass+Main property owners, Twining/Normandy, will work together with us and our other member Property Owners, and the City to continue to improve Central Square.
- This project is aligned with the public processes we participated in over the past several years: The Red Ribbon Commission and the K2C2 report.

Those who seek to stall or stop development in Central Square have been campaigning widely against this petition in neighborhoods throughout Cambridge with phone calls, flyers, and letters to Councilors.

Please help us make the business and and resident community of Central Square heard!

Please write or speak-out TODAY in favor of the Mass+Main proposal to help add anew the integral aspects that have been absent from our business area and neighborhood for many years.

IN PERSON: Sign up by phone today between 9 and 3, if you can come and speak tonight between 5 and 6pm - call [617-349-4280](tel:617-349-4280). Public comment sign-up stops at 6pm in person.

Send an e-mail or a letter to the entire council at Council@Cambridgema.gov

Please let me know if you have any questions.

Thank you,

Robin Lapidus

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Robin Lapidus
Executive Director, Central Square Business Association (CSBA)
robincentralsquare@gmail.com
Office: [617- 864-3211](tel:617-864-3211)

www.centralsquarecambridge.com
[@go_centralsq](#)
[Central Square Culture FB Page](#)