



City of Cambridge

O-28
IN CITY COUNCIL
February 20, 2015

MAYOR MAHER

- WHEREAS: A zoning petition was filed on November 24, 2014 by Normandy/Twining entitled Mass and Main Residential Mixed Income Subdistrict within the Central Square Overlay District; and
- WHEREAS: Pursuant to Chapter 40A all public hearings by the City Council and Planning Board must be held within 65 days; and
- WHEREAS: A public hearing was held by the Ordinance Committee on January 22, 2015; and
- WHEREAS: The public hearing before the Planning Board was scheduled for Tuesday, January 27, 2015; this hearing was cancelled as a result of a state of emergency declared by the Governor; and
- WHEREAS: Due to the cancellation of the Planning Board hearing the requirements of Chapter 40A have not been met; now therefore be it
- ORDERED: That the attached petition be refiled to amend the Zoning Ordinances to amend Article 20.000 of the Zoning Ordinances and the zoning map of the City of Cambridge by adding a new section 20.800 entitled Mass and Main Residential Mixed Income Subdistrict within the Central Square Overlay District; and be it further

ORDERED: That the petition be referred to the Ordinance Committee and Planning Board for hearings and report.

Attachment



3
[t] Twining Properties

November 19, 2014

Honorable Members of the Cambridge City Council
Cambridge City Hall
795 Massachusetts Avenue
Cambridge, MA 02139

2014 NOV 20 AM 11 24
OFFICE OF THE CITY CLERK
CAMBRIDGE, MASSACHUSETTS

Dear Mayor Maher, Vice Mayor Benzan, and Councilors Carlone, Cheung, Kelley, Mazen, McGovern, Simmons and Toomey:

On behalf of Normandy Real Estate Partners and Twining Properties, we respectfully submit for your consideration a zoning petition for the "Mass and Main Street Residential Mixed Income Housing Subdistrict."

In December of 2012, Normandy Real Estate Partners and Twining Properties acquired several properties in Cambridge's Central Square neighborhood occupied by Quest Diagnostics. We have spent the past twenty-one (21) months analyzing, listening and working to understand the planning goals and vision for this edge of Central Square.

These properties, while complicated, represent a critical connection point to the hub of Central Square along Mass Avenue, Main Street, Columbia and Bishop Allen Drive. This subdistrict is a practical and focused attempt to respond to the very clear message to create a mixed income housing community of approximately 230 apartment units and to activate retail along the edges of our properties.

Although the office market remains very strong and attractive to us, the C-2 planning process, the City's Central Square Customer Survey and our many interactions with our neighbors indicate that housing and retail space in Central Square are the most critical to the neighborhood's long-term vibrancy. In support of this goal, the subdistrict does not allow for additional commercial FAR above base zoning.

Our neighbors love Central Square and want to preserve its diversity. They believe that the addition of residential communities in Central Square will invite new civic life to its streets, and that higher percentages of affordable housing will help continue to foster the diversity that has long defined the neighborhood's cultural identity.

This petition is focused on our mid-block property along Massachusetts Avenue (between Columbia and Douglass Streets) because that parcel affords us the greatest opportunity to create a significant number of apartments along Massachusetts Avenue with building massing that will step down in height as we move toward Bishop Allen Drive. We have not included the City parking lot in the petition because we do not own it and want to allow the community and the City to shape the best plan for the lot themselves without our influence. Our vision is

one that will embrace any uses that may come out of the disposition of the City lot now or in the future.

Our proposal limits heights to seventy feet (70') along the edges of Columbia Street and Bishop Allen Drive, while permitting a single tall building along Massachusetts Avenue. In 2013, we had initially proposed taller buildings, but now recognize that those heights were too tall and did not include housing for a sufficiently broad mix of incomes. Our new proposal requests less additional height and conditions such additional height on requirements tailored to the intersection of Massachusetts Avenue and Main Street. Such requirements, we believe, are appropriate in light of the parcel's unique configuration and the critical nature of maximizing height and density in order to deliver a financeable and attractive mixed-income residential community.

In order to take advantage of any new height and density under our proposal, no less than seventeen percent (17%) of units must be set aside for low- and moderate-income residents. Along with this requirement for affordable housing, the proposed subdistrict requires ten percent (10%) of all new units to be 3-bedroom units and allows for the potential of up to five percent (5%) smaller innovation units. This combination requires an unprecedented mix of incomes and unit sizes.

Our petition also requires retail activation along the edges of Massachusetts Avenue and Main Street, and creates the potential for a new public connection between Massachusetts Avenue and Main Street, improving pedestrian access to the heart of Central Square and connecting the nearby residential community to Massachusetts Avenue's businesses.

Our team prides itself on community interaction, and we look forward to further engaging our neighbors going forward during a thorough and productive community process. We believe that the attached petition provides a unique approach to overcome the challenges that have long hindered residential and retail development along the Red Line in Central Square. If adopted, our proposed zoning, combined with our commitment to invest large amounts of time, energy and resources to Central Square, can bring a vital new mixed-income housing community to the edge of Central Square within the next 2-3 years. Thank you in advance for your consideration.

Sincerely,



Mark Roopenian
Principal, Normandy Real Estate Partners
617.443.0710



Alex Twining
President, Twining Properties
617.401.2873

Zoning Petition

The undersigned, owners of land to be affected by this petition, hereby petition the Cambridge City Council to see if the City Council will vote to amend Article 20.000 of the Zoning Ordinance of the City of Cambridge by adding a new Section 20.800 and accompanying Map 20.800 to said Zoning Ordinance as follows:

20.800 Mass and Main Residential Mixed Income Subdistrict

20.801 Establishment and Scope.

There is hereby established within the Central Square Overlay District, the Mass and Main Residential Mixed Income Subdistrict which shall be governed by the regulations and procedures specified in this Section 20.800. These regulations are intended to provide incentives for residential development and provide a transition between the character, uses and scale of Kendall Square, as well as the adjacent Cambridgeport Revitalization Development District, and provide a transition to the abutting residential districts behind Bishop Allen Drive. The subdistrict is within the City's C-2 Study area and adoption of this Section 20.800 follows extensive planning efforts to encourage residential and ground-floor retail uses and transit-oriented development. The C-2 Study expands on past zoning changes in industrial and commercial zones to encourage residential housing by offering greater density to incentivize the creation of residential buffers for existing neighborhoods. The Mass and Main Residential Mixed Income Subdistrict will also enable the City to respond to the 2014 Central Square Customer Survey by supporting vibrant ground-floor retail and active retail uses at this key intersection in Central Square, adjacent to mass transit. It is the intent of this Section that these regulations will apply to a single area located at the intersection of Main Street and Massachusetts Avenue and bounded and described in Section 20.802 below. The Mass and Main Residential Mixed Income Subdistrict will further the objectives of the C-2 Study findings by encouraging residential housing and requiring both low- and moderate-income affordable housing in amounts above those required by the City's inclusionary housing requirements in Section 11.200.

20.802 Boundaries of the District.

The Mass and Main Residential Mixed Income Subdistrict shall be bounded as shown on Map 20.800 and shall include two zones: the Mass Ave Residential Zone and the Bishop Allen Drive Residential Support Zone.

The Mass Ave Residential Zone affects lots or portions of lots as shown on:

Assessors Plat #4773 and Map 91, Lot 191,
Assessors Plat #4772 and Map 91, Lot 190,
Assessors Plat #4759 and Map 91, Lot 111,
Assessors Plat #4752 and Map 91, Lot 102,
Assessors Plat #4715 and Map 91, Lot 53,
Assessors Plat #4714 and Map 91, Lot 52,
Assessors Plat #4777 and Map 91, Lot 199,
Assessors Plat #4758 and Map 91, Lot 108,
Assessors Plat #4767 and Map 91, Lot 180,
Assessors Plat #4768 and Map 91, Lot 181,

Assessors Plat #4775 and Map 91, Lot 194,
Assessors Plat #4774 and Map 91, Lot 192, and
Assessors Plat #4776 and Map 91, Lot 195 (the portion of such lot containing Coolidge Place).

The Bishop Allen Drive Residential Support Zone affects lots or portions of lots as shown on:
Assessors Plat #4750 and Map, 91, Lot 98,
Assessors Plat #4751 and Map 91, Lot 99,
Assessors Plat #4732 and Map 91, Lot 81,
Assessors Plat #4763 and Map 91, Lot 119, and
Assessors Plat #4710 and Map 91, Lot 23.

20.803 Applicability.

The Mass and Main Residential Mixed Income Subdistrict shall be an overlay subdistrict on the zoning map established by Section 3.20. Within the Mass and Main Residential Mixed Income Subdistrict, there shall be two zones as shown on the map attached hereto as Map 20.800: the Mass Ave Residential Zone and the Bishop Allen Drive Residential Support Zone. Except as otherwise noted herein, the provisions of this Section 20.800 shall apply to both zones within the subdistrict. For any lot within the Mass and Main Residential Mixed Income Subdistrict, a developer may choose to conform either to all of the controls which govern the base district (including, where applicable, the Central Square Overlay District) or, in the alternative, to all of the subdistrict controls set forth in this Section. For developers electing to conform to the provisions of this subdistrict, any such project shall be referred to herein as a "Residential Mixed Income Incentive Project" and, notwithstanding the provisions of the Central Square Overlay District or other provisions of the Ordinance, the use, dimensional, open space, parking, loading and inclusionary housing requirements applicable to a Residential Mixed Income Incentive Project shall be as set forth in this Section 20.800. Divergence from the standards established in this Section may be allowed only by issuance of a Special Permit by the Planning Board as specified in Section 10.40. The Board may grant such a permit upon its determination that the development proposed will better serve the objectives of this Section 20.800 and that the criteria specified in Section 10.43 will be satisfied. A Residential Mixed Income Incentive Project may contain more than one building constructed as part of a common scheme of development.

20.804 Review Process.

The Mass and Main Residential Mixed Income Subdistrict shall be considered an area of special planning concern. Development proposals listed in Subsections 19.42 and 19.43, Development Consultation Procedures, shall be subject to the Development Consultation Procedures specified in Section 19.40 except that any Large Project Review (new buildings of two thousand (2,000) square feet or more) shall be conducted by the Central Square Advisory Committee using procedures as specified in Section 20.304.1.

20.805 Use Regulations.

Use regulations of the applicable base zoning designation shall apply to each lot within the Mass and Main Residential Mixed Income Subdistrict. Notwithstanding anything to the contrary contained in the Ordinance, in addition to the uses permitted in the applicable base district, lots within the Mass and Main Residential Overlay District may be used as accessory parking for any other lot within the overlay district, subject to the requirements set forth in Section 20.806.5 below.

20.806 Dimensional Standards.

20.806.1 Floor Area Ratio. The maximum floor area ratio permitted in the Mass and Main Residential Mixed Income Subdistrict shall be the same as permitted in the applicable base zoning district, except as set forth in Section 20.807 below. Notwithstanding the foregoing, the floor area ratio applicable to residential uses shall apply to and include any retail space included within a Residential Mixed Income Incentive Project such that the provisions of Section 5.30.12 shall not be applicable to Residential Mixed Income Incentive Projects within the Mass and Main Residential Mixed Income Subdistrict.

20.806.2 Maximum Height. The maximum height permitted in the Mass and Main Residential Mixed Income Subdistrict for a Residential Mixed Income Incentive Project shall be the same as permitted in the applicable base zoning district, except as follows:

- a. Within the area shown as the "Mass Ave Height Zone" on Map 20.800, building heights up to 195 feet shall be permitted for a Residential Mixed Income Incentive Project, provided that only one building within such zone may exceed 80 feet.
- b. Within the area shown as the "Columbia/Douglass Street Height Zone" on Map 20.800, building heights up to 70 feet shall be permitted for a Residential Mixed Income Incentive Project without the need for a special permit for additional height pursuant to Section 20.304.2, provided that no building permitted under this Section 20.806.2 shall exceed 70 feet in height.

20.806.3 Minimum Yards. Minimum yard requirements in the Mass and Main Residential Mixed Income Subdistrict shall be the same as required in the applicable base zoning district. Notwithstanding any other provisions in the Ordinance, including without limitation the provisions of Section 5.28.1(c), the minimum yard requirements for the Business B zoning district shall apply to all Residential Mixed Income Incentive Projects within the Business B district.

20.806.4 Private Open Space. Open space requirements in the Mass and Main Residential Mixed Income Subdistrict shall be the same as required in the applicable base zoning district. Notwithstanding any other provisions in the Ordinance, including without limitation the provisions of Section 5.28.1(c), the minimum private open space required for the Business B zoning district shall apply to all Residential Mixed Income Incentive Projects within the Business B district.

20.806.5 Required Parking. Required parking in the Mass and Main Residential Mixed Income Subdistrict shall be as required in the applicable base zoning district, including without limitation Article 6.000, except as follows:

- a. Notwithstanding any other provisions in the Ordinance, including without limitation the provisions of Section 6.36, the required parking for Residential Mixed Income Incentive Projects in the Mass and Main Residential Mixed Income Subdistrict shall be 0.7 parking spaces per residential unit (not including any Innovation Units, which shall be limited to 5% of the units as described in Section 20.808 and for which no dedicated parking shall be permitted) and shall be further subject to waiver/reduction in accordance with the provisions of Section 20.304.6 and Article 6.000.

- b. No separate parking shall be required for ground-floor retail uses in a Residential Mixed Income Incentive Project.
- c. Accessory off-street parking facilities for a Residential Mixed Income Incentive Project may be located on the same lot as the use being served or on another lot within the Mass and Main Residential Mixed Income Subdistrict, in accordance with the following conditions:
 - 1. said other lot is contiguous to the lot on which the use being served is located; or
 - 2. said other lot is within four hundred (400) feet of the lot on which the use being served is located.

The design and layout of off-street parking and loading facilities within the Mass and Main Residential Mixed Income Subdistrict shall be consistent with the requirements of Article 6.000, except as may be permitted pursuant to Large Project Review. Notwithstanding the foregoing, any tandem parking spaces for two vehicles shall count as two parking spaces within the Mass and Main Residential Mixed Income Subdistrict.

For purposes of Section 6.104.1, the applicable distance for Long-Term Bicycle Parking shall be measured from the lot line of the lot on which the Long-Term Bicycle Parking is located to the lot line of the lot on which the building or project intended to be served is located.

20.807 Affordable Housing and Unit Mix Requirements.

20.807.1 Minimum Inclusionary Housing Requirements. Any Residential Mixed Income Incentive Project that qualifies as an Inclusionary Project (as such term is defined in Section 11.200) shall comply with the provisions of Section 11.200 with respect to inclusionary housing for all above-ground gross floor area up to and including the maximum gross floor area (FAR 3.0 in the Business B District) permitted pursuant to the base zoning, including without limitation the modification to the allowable FAR (30% increase) set forth in Section 11.203.2(b) (the "Base Inclusionary FAR"); provided, however, that in no event shall fewer than 15% of the units in such Base Inclusionary FAR be Affordable Units for low income households (which shall be an additional 3.5% over the 11.5% effective base zoning requirements for such Base Inclusionary FAR).

20.807.2 New FAR Development Rights. Any Residential Mixed Income Incentive Project meeting the requirements of this Section 20.807 shall receive an additional FAR bonus of 2.6 (the "Residential Incentive Bonus FAR") above the base zoning (after applying the modifications to the requirements for FAR as set forth in Section 11.203.2(b)). There shall be no minimum lot area per dwelling unit required for a Residential Mixed Income Incentive Project. In addition to the minimum affordable housing requirements set forth in Section 20.807.1 above, the Residential Incentive Bonus FAR of a Residential Mixed Income Incentive Project shall comply with the following additional requirements:

20.807.2.1 Additional Affordable Housing Requirements. The Residential Incentive Bonus FAR of a Residential Mixed Income Incentive Project shall include, at a minimum, 20% of the units within such Residential Incentive Bonus FAR as Affordable Units for moderate income households earning between eighty percent (80%) and one hundred twenty percent (120%) of the area median income (the "Additional Affordable Units").

20.807.2.2 Minimum Required 3-Bedroom Units. A minimum of 10% of the units in a Residential Mixed Income Incentive Project shall be 3-bedroom units.

In no event shall the combined total number of Affordable Units for low and moderate income households required in Sections 20.807.1 and 20.807.2 above be fewer than 17% of the total number of units in a Residential Mixed Income Incentive Project.

20.808 Innovation Housing.

For Residential Mixed Income Incentive Projects containing Residential Incentive Bonus FAR, no more than 5% of the units within such Residential Mixed Income Incentive Project may be devoted for use as Innovation Units.

“Innovation Units” shall be residential units measuring five hundred (500) square feet or less in size. Such Innovation Units may include flexible unit layouts, combined living and working spaces, and other design features to increase affordability and communication among residents. Innovation Units provided pursuant to this Section 20.808 shall be exempt from the parking requirements of Article 6.00, provided that (i) such Innovation Units shall not be provided with any dedicated parking within the Residential Mixed Income Incentive Project and (ii) the developer of any Residential Mixed Income Incentive Project containing Innovation Units pursuant to this Section 20.808 shall include in the residential leases (or other equivalent occupancy agreements) for all such Innovation Units a covenant by the tenant of such Innovation Unit that the tenant shall not apply to the City of Cambridge Traffic, Parking & Transportation Department for a Residential Parking Permit.

20.809 Local Retail and Street Activation.

In order to effectuate the goals of promoting a vibrant retail environment and street-level activation, any proposed development within the Mass Ave Residential Zone with building frontage along Massachusetts Avenue or Main Street shall include a plan (the “Retail Plan”) for encouraging local, independent retail and active street-level uses meeting the requirements of this Section 20.809.

20.809.1 No banks or financial institutions shall be permitted on the ground floor level within the Mass Ave Residential Zone.

20.809.2 The ground floor space in any such building frontage along Massachusetts Avenue or Main Street and extending 30 feet into such building shall be devoted to retail uses, except for spaces required for accessory uses and other building functions serving the other floors of such building which are typically located at the ground level, including without limitation lobby space, building security, access/egress, mailrooms, mechanical spaces and bike storage.

20.809.3 A minimum of 25% of the retail space required pursuant to Section 20.809.2 above shall consist of Independent and Local Retailers. “Independent and Local Retailers” shall include any retail operator which does not own or operate more than 10 retail locations in the Commonwealth of Massachusetts with the same name and retail concept, such determination to be made as of the date of execution of a lease or commencement of ownership of or other right to occupy such retail space.

20.809.4 The Retail Plan shall include a proposal for a seasonal public market concept/space (the “Public Market”).

20.809.5 The required loading for Residential Mixed Income Incentive Projects in the Mass and Main Residential Mixed Income Subdistrict shall be 1 off-street loading bay for each building in which the total amount of retail space exceeds 10,000 square feet of gross floor area. All loading bays, drives, and a maneuvering space shall be located entirely on the lot or adjacent easement areas with immediate and direct ingress to the building intended to be served.

20.810 Grandfathered Parking Structures Within the Bishop Allen Drive Residential Support Zone.

Notwithstanding the provisions of Article 8.000, any nonconforming parking structure within the Bishop Allen Drive Residential Support Zone which existed at the time of the first notice of public hearing by the Planning Board for this Section 20.800 may be continued, provided that it primarily serves a use permitted in the Mass and Main Residential Mixed Income Subdistrict.

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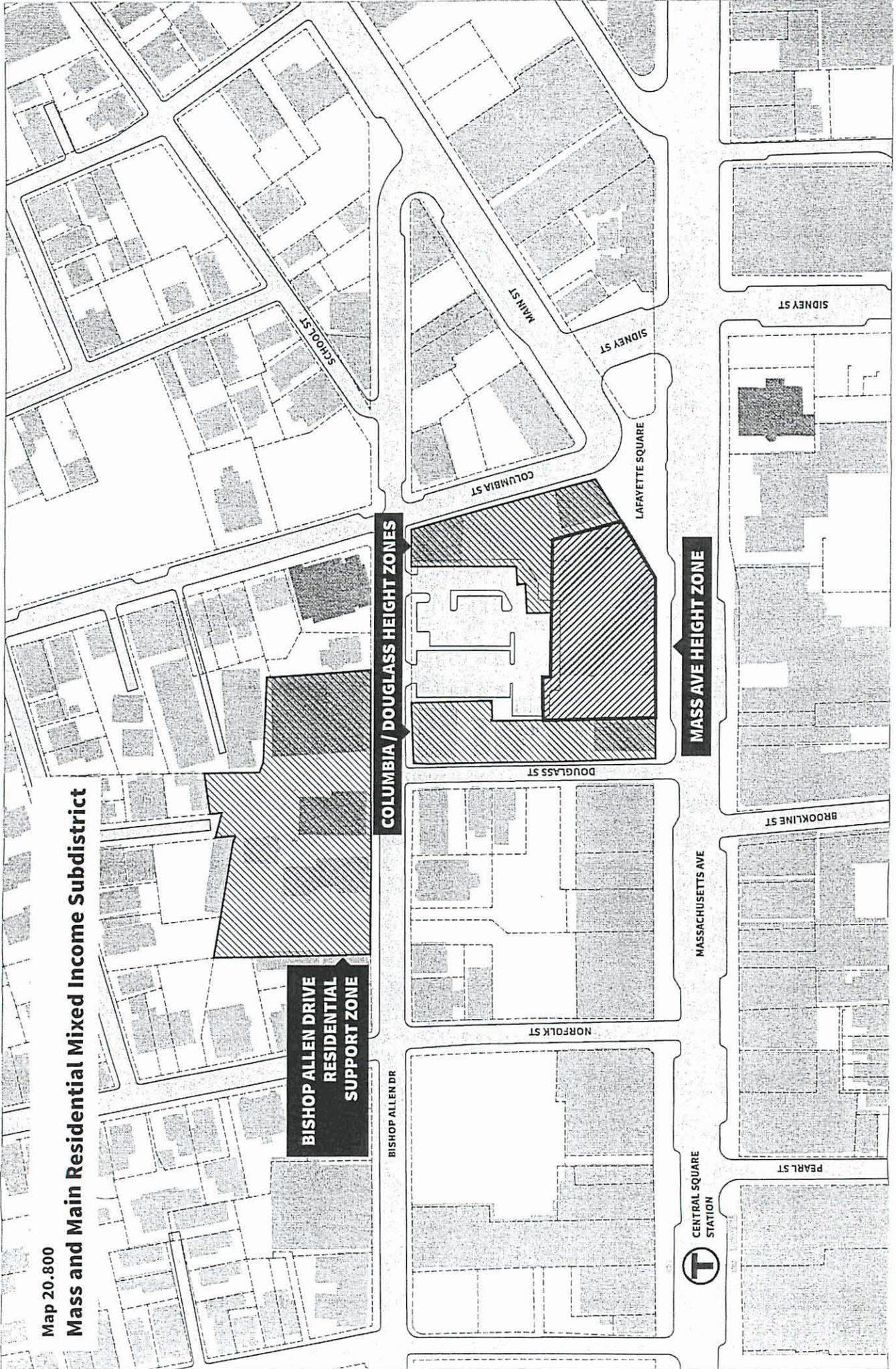
Map 20.800

Mass and Main Residential Mixed Income Subdistrict

[see attached]

Map 20.800

Mass and Main Residential Mixed Income Subdistrict



**BISHOP ALLEN DRIVE
RESIDENTIAL
SUPPORT ZONE**

COLUMBIA / DOUGLASS HEIGHT ZONES

MASS AVE HEIGHT ZONE

T
CENTRAL SQUARE
STATION

MASSACHUSETTS AVE

SCHOOL ST

MAIN ST

SIDNEY ST

COLUMBIA ST

LAFAYETTE SQUARE

DOUGLASS ST

NORFOLK ST

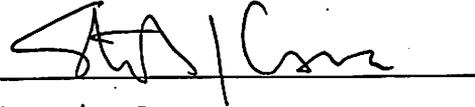
BROOKLINE ST

PEARL ST

SIDNEY ST

Executed as of November 19, 2014

TPM CSQ A, LLC

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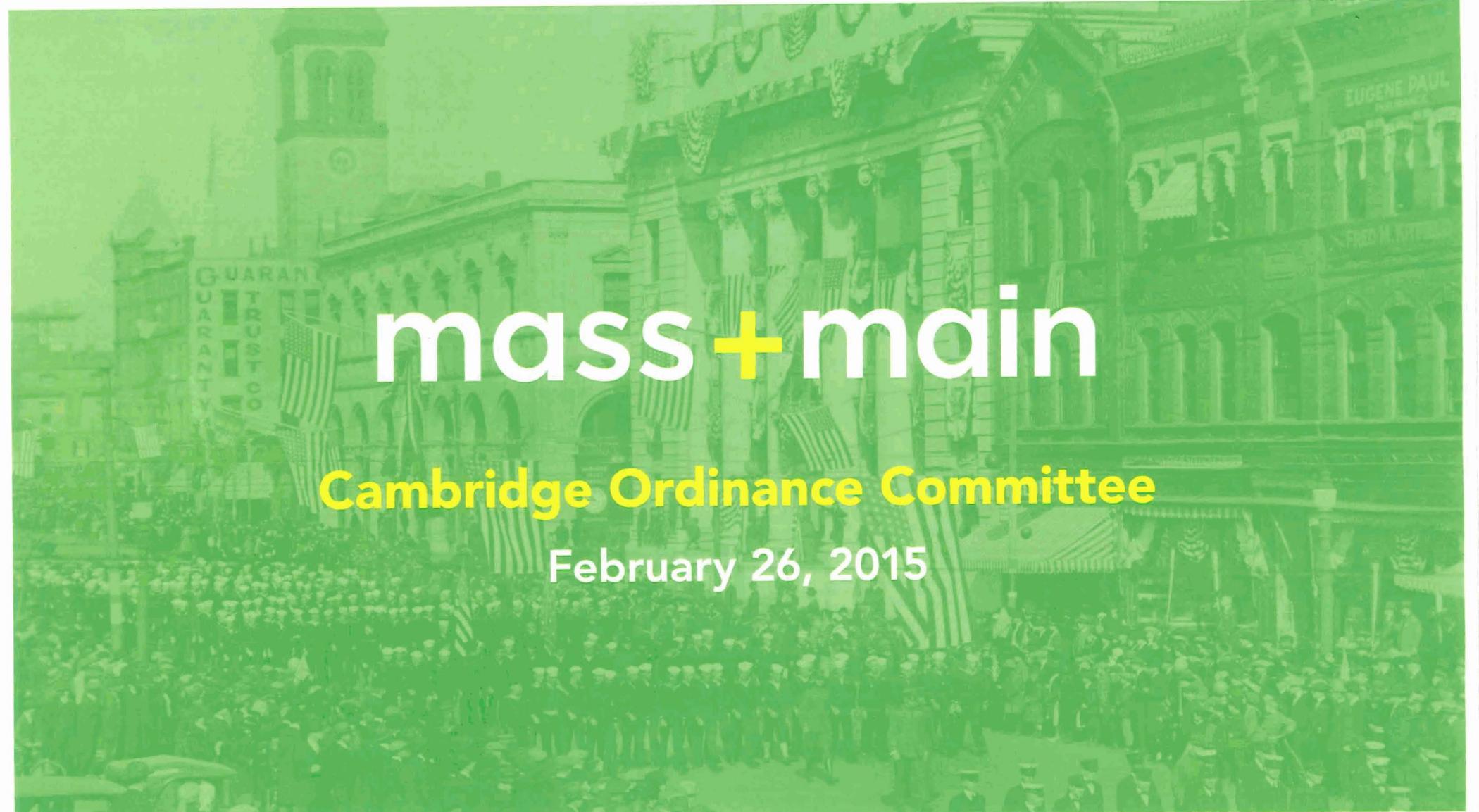
Stephen J. Cusma Authorized Signatory

TPM CSQ B, LLC

A handwritten signature in black ink, appearing to read "SJA / Cusma", written over a horizontal line.

Stephen J. Cusma Authorized Signatory

ATTACHMENT B



mass + main

Cambridge Ordinance Committee

February 26, 2015

Welcome: Introduction Of Our Team

mass+main

01 Who We Are & Calendar

02 Public Feedback

03 The Quest Portfolio

04 Overview of Petition

05 C2 Principles

06 Evolution of Design

mass+main



Who We Are

Who We Are: Partnership

mass+main

[t] Twining Properties



Partnership formed and property acquired December 28, 2012

Who We Are: Watson & Galluccio

mass+main

Anthony Galluccio, Esq.

- Real Estate Attorney
- Local Counsel
- Lifetime Cambridge Resident



GALLUCCIO & WATSON, LLP

Who We Are: Normandy Real Estate Partners

mass+main

Mark Roopenian, Principal

- Development expertise in office sector
- Market area in Boston/Washington corridor
- Largest presence: Boston office
- Excited to bring residential to Mass + Main



Who We Are: Twining Properties

Alex Twining, President

- Founded Twining Properties and City Retail
- Developed housing in cities for over 30 years
- Over 450 apartments in Cambridge
- Pioneer in green buildings at transit nodes

mass+main



Who We Are: CBT

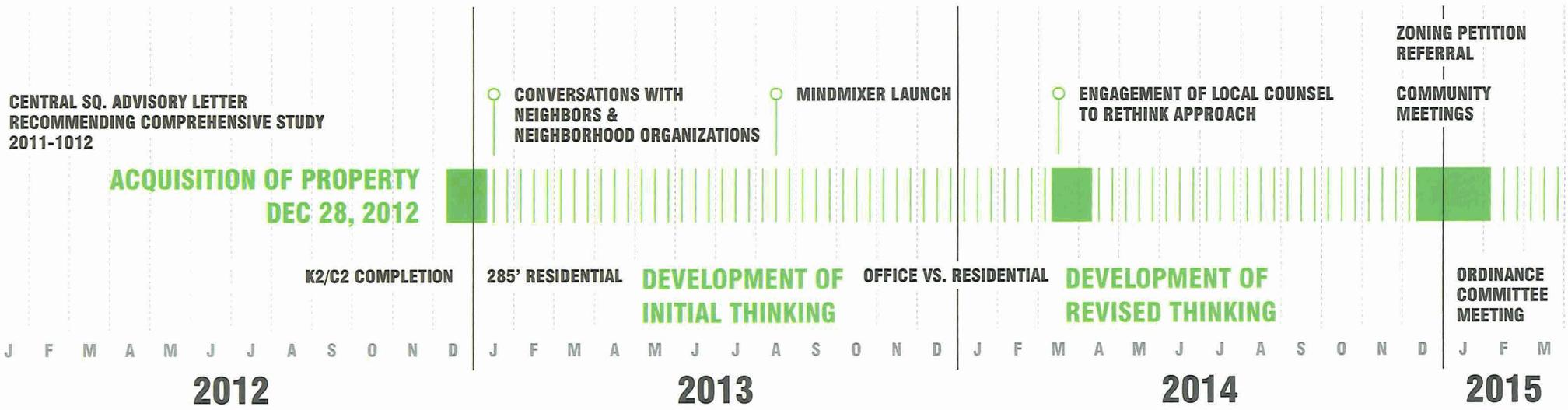
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David Nagahiro, AIA, LEED AP, Principal

- Local firm with 45 year history
- Strong presence in Cambridge
- Focused on sustainability, neighborhood building, sensitivity



Timeline: Involvement at M+M



PLANNING BOARD

Timeline: Community & Neighborhood Group Mtgs.



DATE	MEETINGS	DATE	MEETINGS
<input checked="" type="checkbox"/> Fall 2013	AREA 4 COALITION	<input checked="" type="checkbox"/> 01/22/15	ORDINANCE COMMITTEE MEETING
<input checked="" type="checkbox"/> Fall 2013	CAMBRIDGEPORT NEIGHBORHOOD ASSOC.	<input checked="" type="checkbox"/> 02/12/15	AREA 4 COALITION
<input checked="" type="checkbox"/> 12/03/14	PUBLIC MEETING (PRESENTATIONS)	<input checked="" type="checkbox"/> 02/18/15	CAMBRIDGEPORT NEIGHBORHOOD ASSOC.
<input checked="" type="checkbox"/> 12/09/14	PUBLIC MEETING (PRESENTATIONS)	<input checked="" type="checkbox"/> 02/24/15	PLANNING BOARD HEARING
<input checked="" type="checkbox"/> 01/10/15	PUBLIC OPEN HOUSE #1	<input type="checkbox"/> 02/26/15	ORDINANCE COMMITTEE MEETING
<input checked="" type="checkbox"/> 01/14/15	PUBLIC OPEN HOUSE #2		
<input checked="" type="checkbox"/> 01/15/15	CENTRAL SQUARE BUSINESS ASSOC.		
<input checked="" type="checkbox"/>	VARIOUS DIRECT ABUTTER MEETINGS		

50 ATTENDED

100+ ATTENDED

Over 200 people passed through in two months

The primary goal of this petition is to build a mixed-income housing community at Mass + Main.

Petition Goals and Principles

mass+main

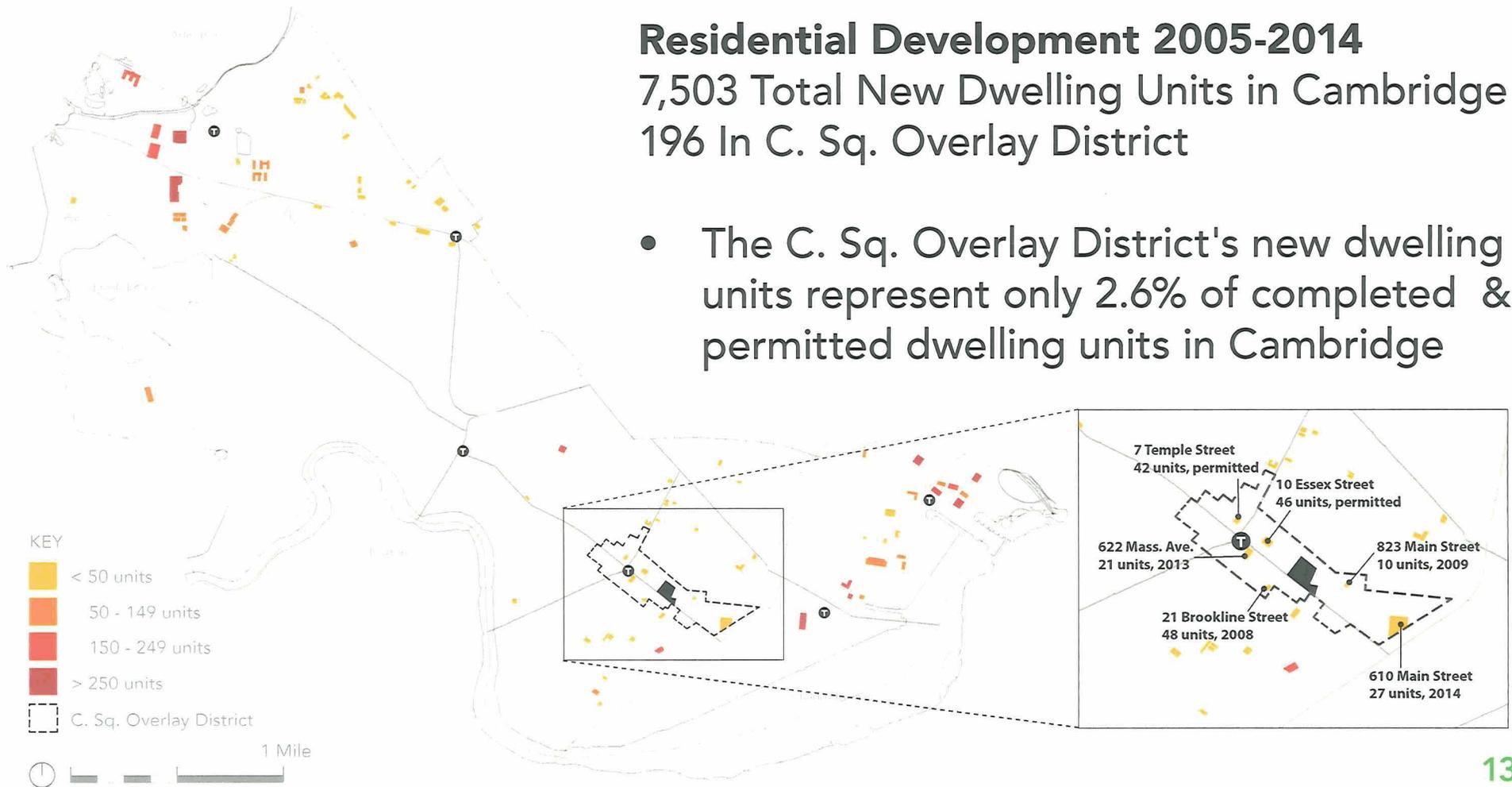
- Sustainable housing for a mix of incomes
- No new commercial development rights for office or lab
- Activate retail & enhance public connections (public market)
- Limits floorplate size on upper floors, unlike commercial buildings

New Residential In C. Sq. Overlay District

Residential Development 2005-2014

7,503 Total New Dwelling Units in Cambridge
196 In C. Sq. Overlay District

- The C. Sq. Overlay District's new dwelling units represent only 2.6% of completed & permitted dwelling units in Cambridge





Public Feedback

Issues Raised

mass+main

- Number and mix of affordable
- Activation of surface lot
- Understanding the benefits
- C2 Alignment
- Petition clarity
- Design detail
- Shadows and wind



The Quest Portfolio

The Quest Portfolio: Our Properties

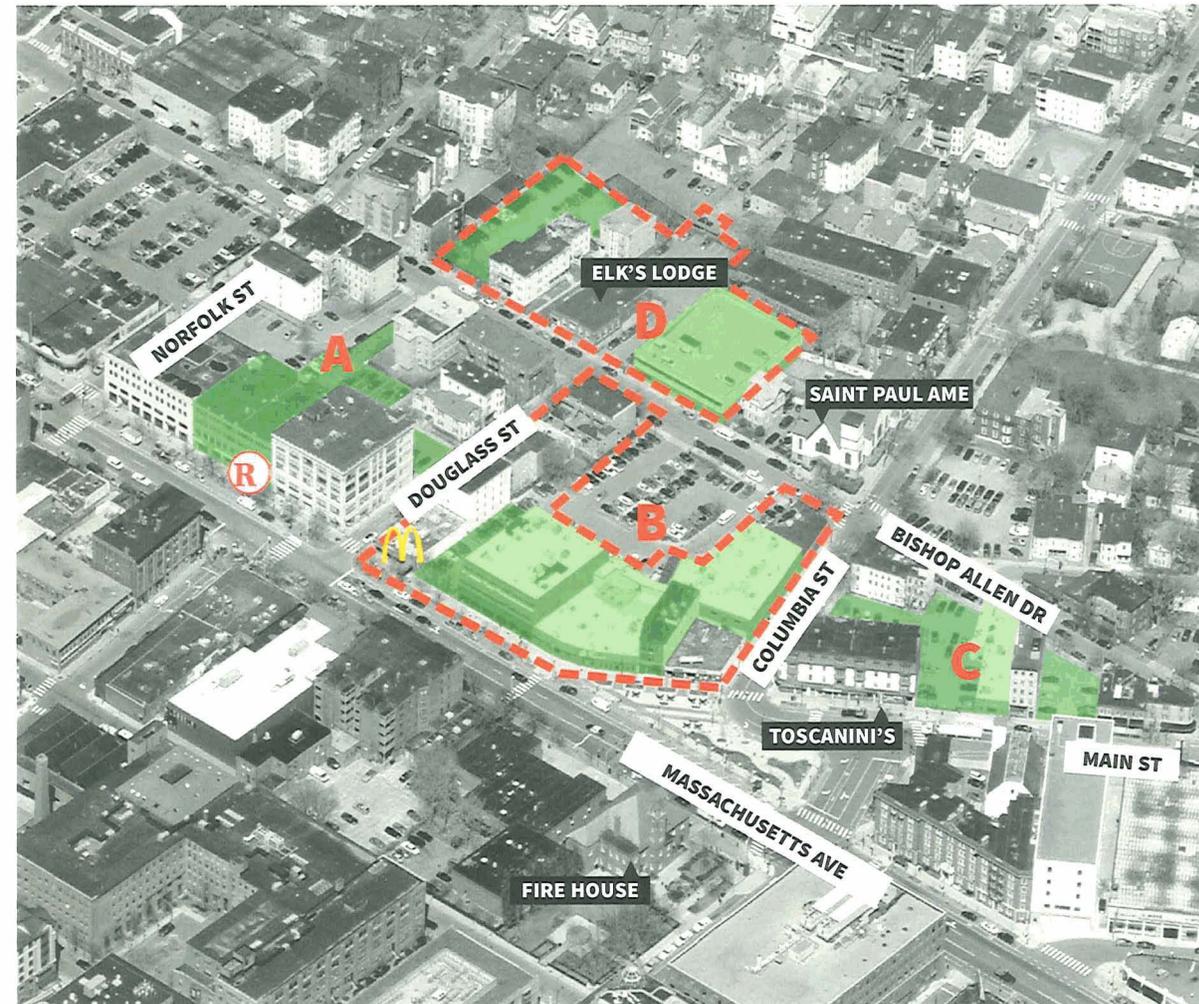
mass+main

- Block A: maintain
- Block B: petition area
- Block C: maintain
- Block D: support

Key

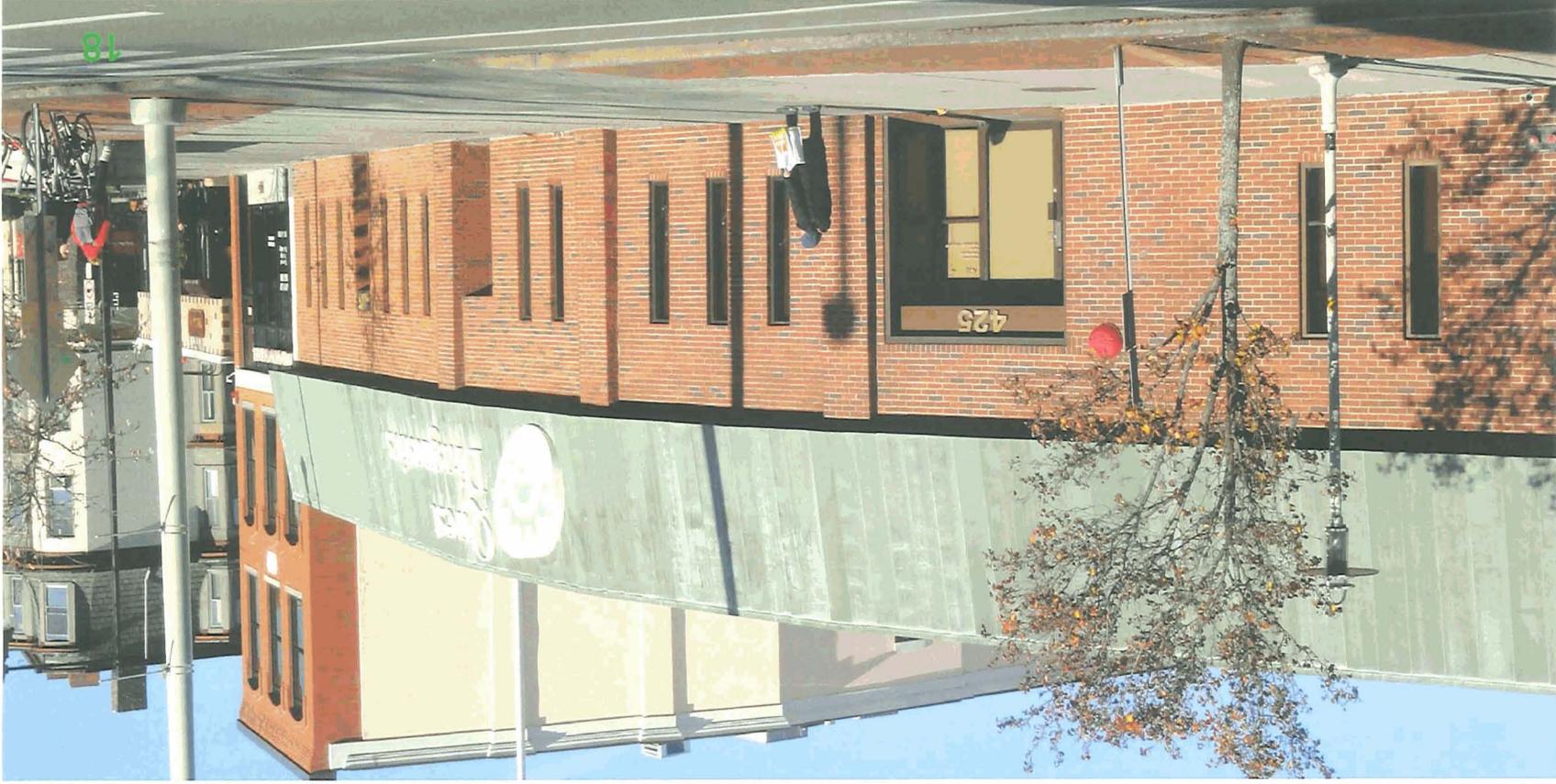
Owned Properties

Petition Area



The Quest Portfolio: Block B

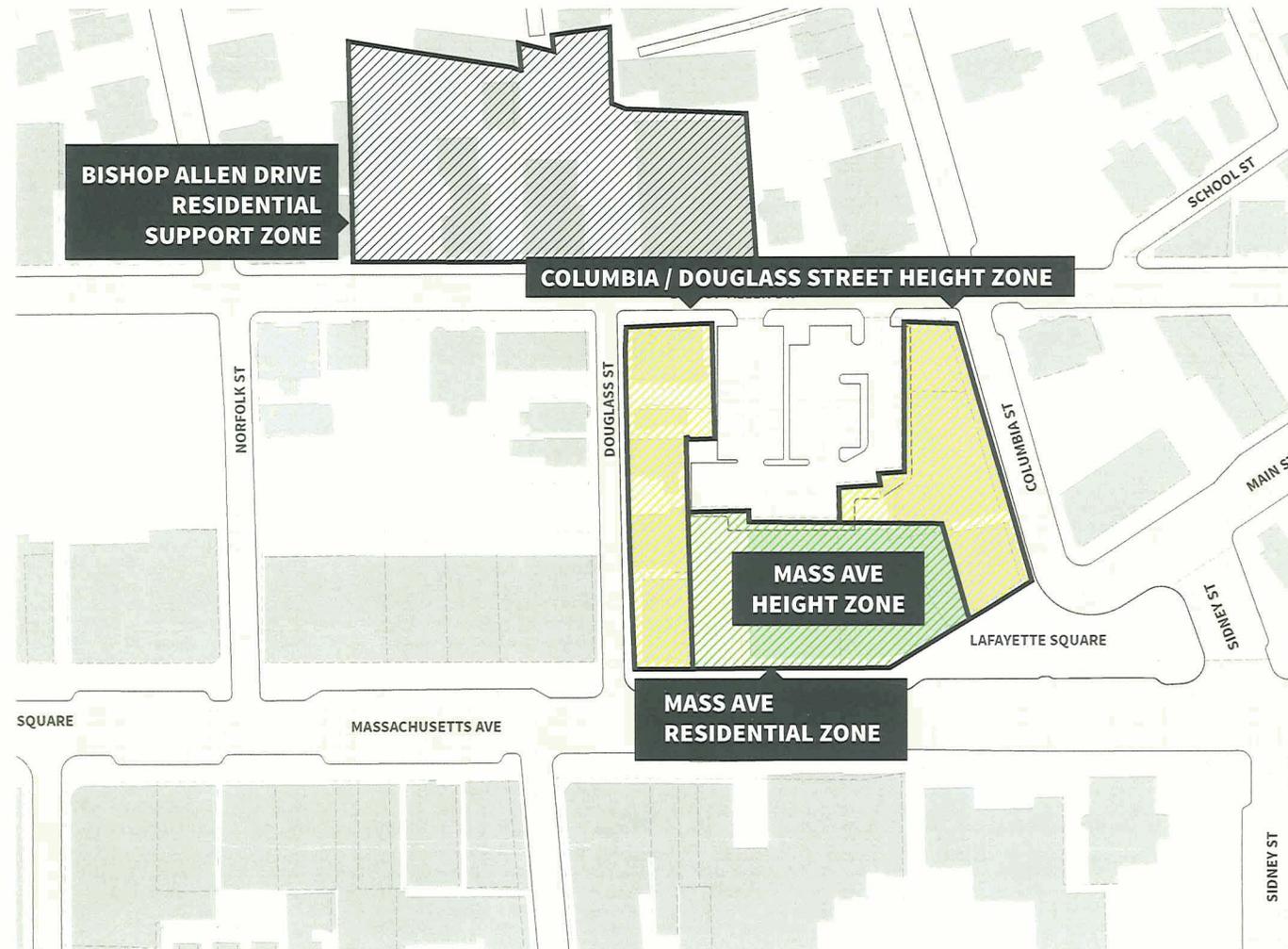
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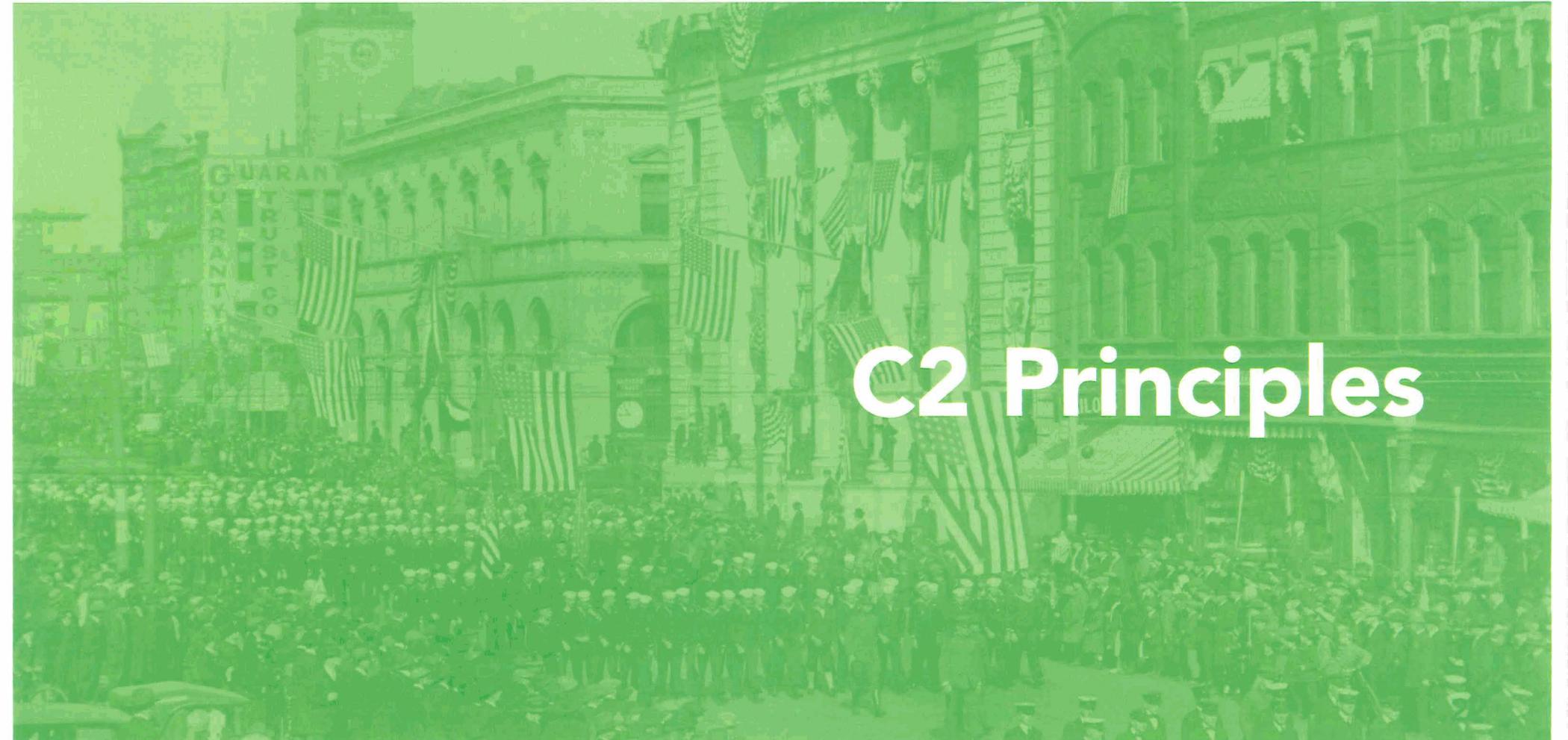
Overview of Petition



M + M Mixed-Income Subdistrict



- An opt-in provision within the overlay that provides new rights and new requirements and conditions
- 6.5 FAR
- 195', 70', 45'
- 0.7 parking



C2 Principles

The Petition Is Grounded In C2 Principles

mass+main

Land Use

Emphasis on housing and locally-owned ground floor

Open Space

Attention to the roles of parks and plazas (e.g. Lafayette Square and Jill Rhone Park)

Housing

Central Sq. surrounded by residential neighborhood

Economic Development

Mix of traditional and innovation and cultural economy

Environmental

Increase environmental responsibility and address storm water

Transportation

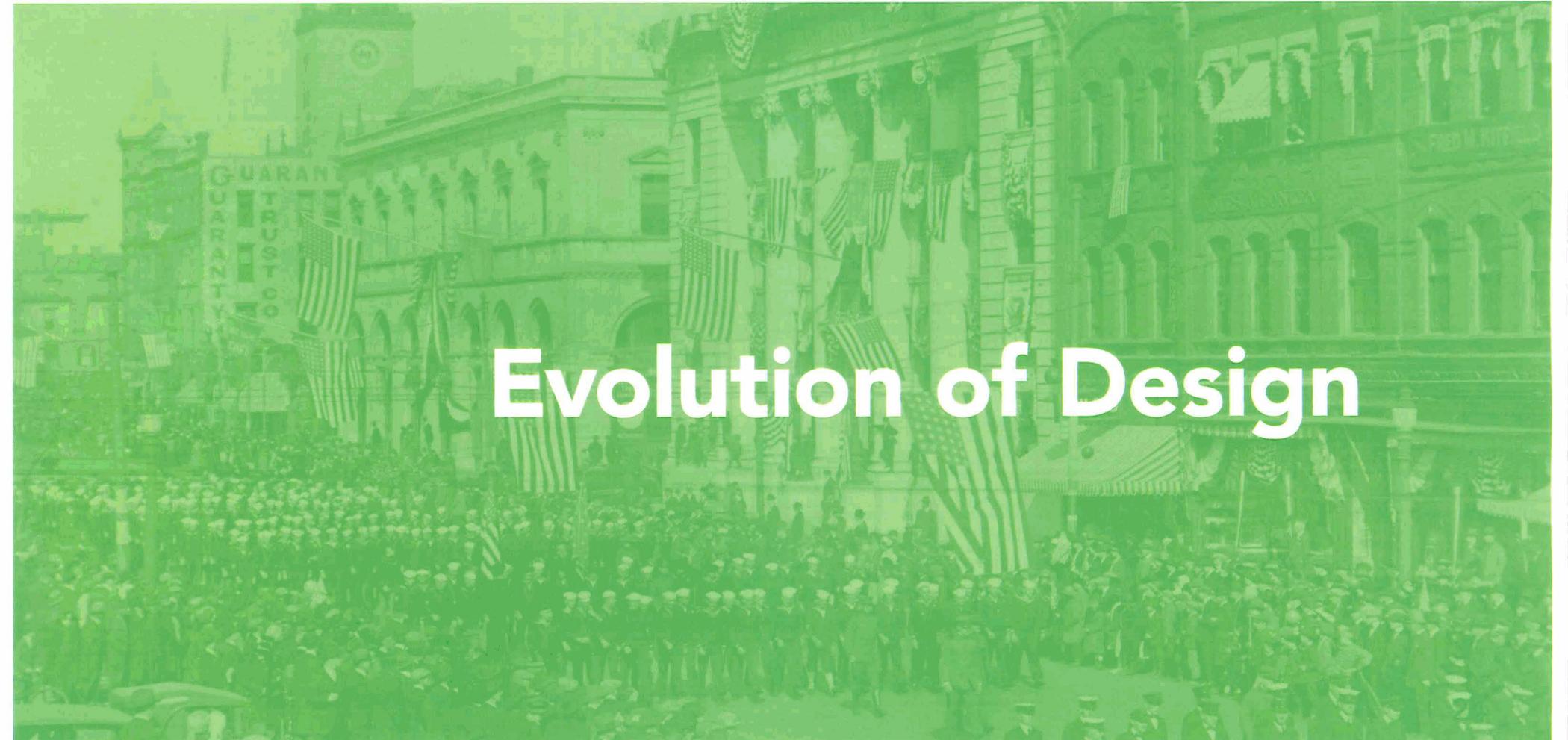
Invest in multi-modal transportation center
Consider reducing parking requirements.

Use of Development Tools

Leverage public benefits from new development.
Allow density in exchange for affordable housing and public benefits.

Mix of Uses

Increase housing and maintain local retail
Development of surface parking



Evolution of Design

Mass + Main Defines Residential Character of C2

mass+main

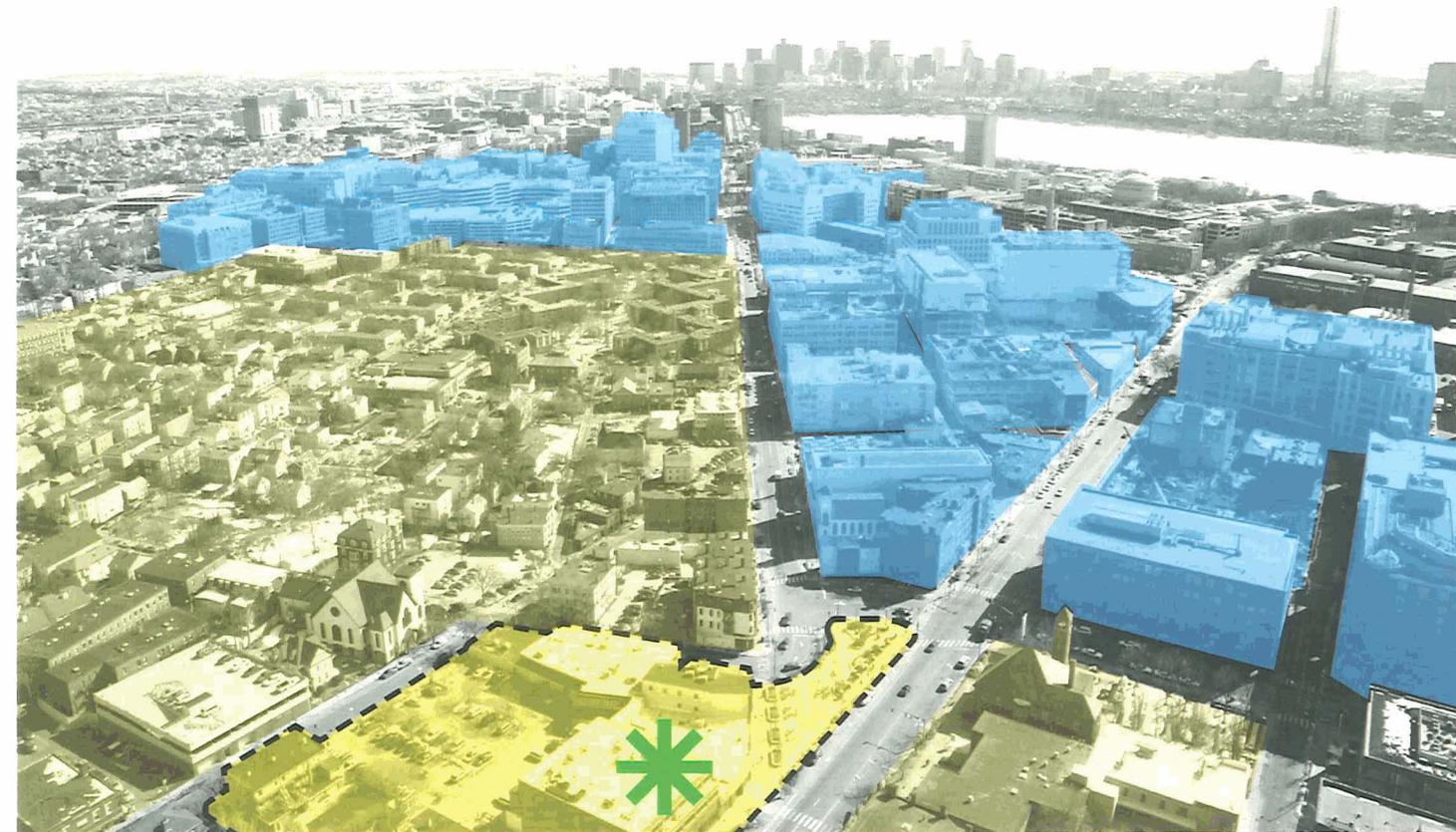
- * Our proposal will set the residential and retail edge of the Central Square neighborhood.

Key

Majority Office/Lab/Institution

Existing Residential

Mass + Main



Residential Benefits:

- Residents who **live, work, play, and shop** in Central Square
- Residents will **patronize local retailers** ...the cafes, restaurants and retail stores
- Residents will make Central Square feel **more safe and secure**...“more eye and ears”... especially in this area
- Residents will **value public transportation** / the Red Line

Residential Benefits:

- Bringing more residents to TOD site is a **sustainable value proposition** for communities...
breathing welcome new life into areas that will benefit from more residents
- Residents **balance the neighborhood** and create a **diverse mixed use community**...
and not one dominated by office and labs.
- Residents **bring life to the skyline at night (lights are on...people are HOME)**...
whereas the offices and labs go to sleep



Quest Today Creates No Activity

mass+main

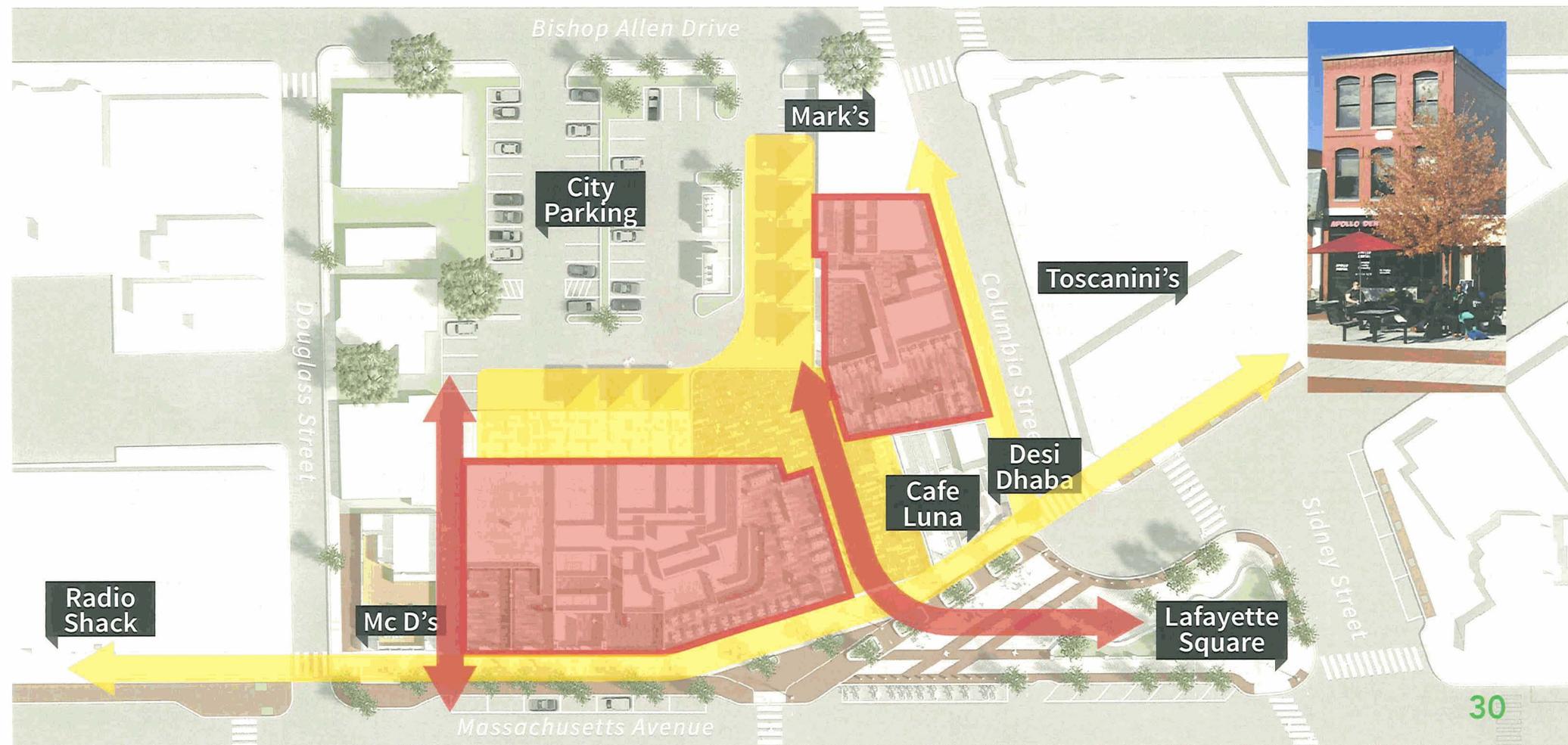
Retail and Residential Will Activate the Street

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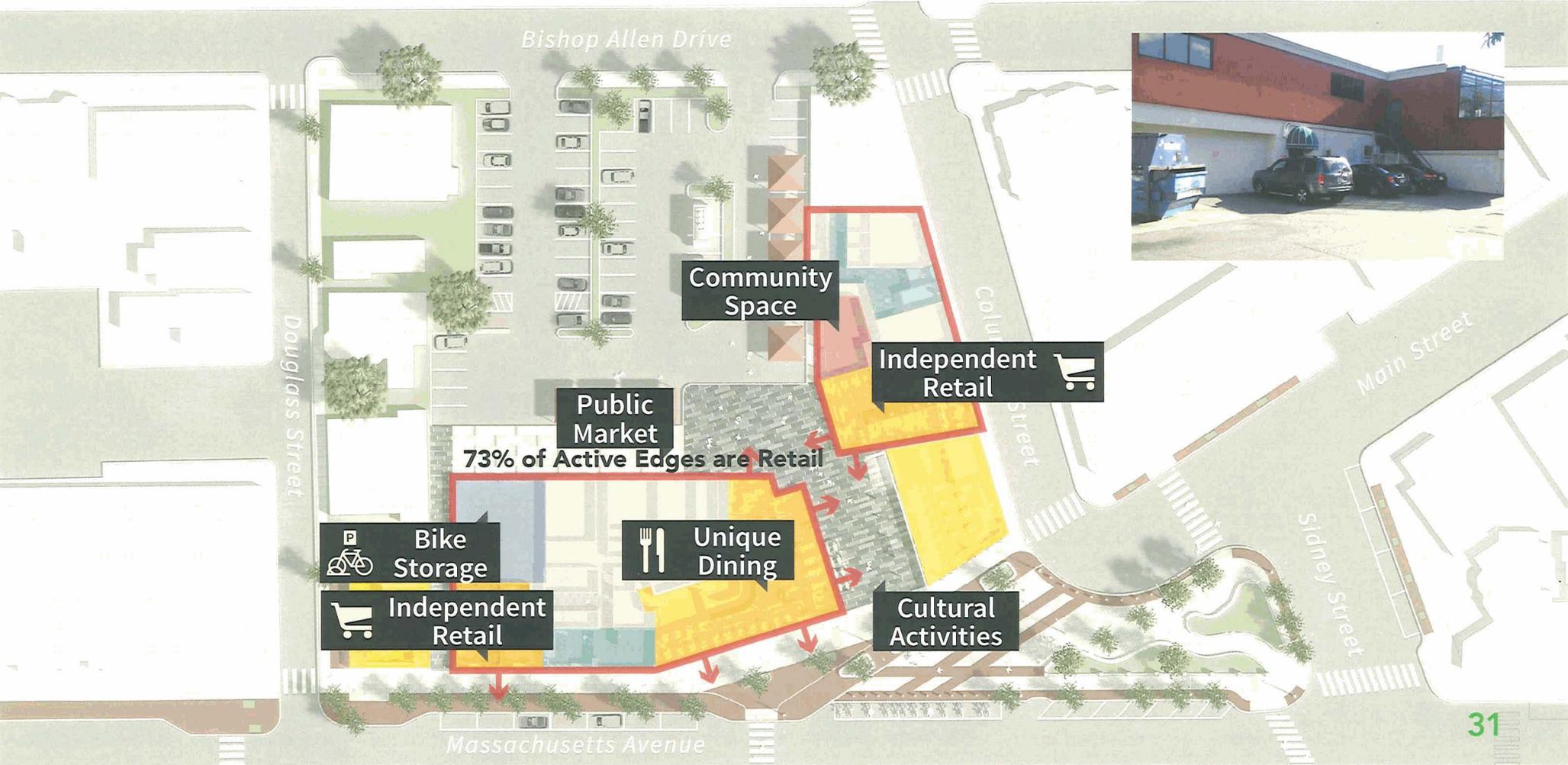


Buildings Fit In and Connect Cambridge to JR Park

mass+main



Retail & Cultural Spaces Activate the Passage



Design Criteria:

- Creates vitality and activation at ground floor; **strong public realm**
- **Enhances** the great success of Jill Brown Rhone Park; **Lafayette Square**
- **Encouraging local retailers** and not banks
- Creates an active circulation system; **multiple public pathways** (avoids privatizing the site)
- **Creates new open space** for seasonal markets

Design Criteria:

- **Creating a contextual building**; using familiar materials, building proportions and scaling elements...**an authentic building rooted in Central Square values**
- **Creating a pedestrian friendly environment**; Jill Brown Rhone Park
- Considering the effects the buildings will have on **shadow and wind conditions**
- **Adheres to the strong principles of the C2 study**; we have used the C2 study to guide our design + master planning (we can list principles)

Retail & Cultural Spaces Activate the Passage

mass+main



Park, Housing & Retail Come Together

mass+main



Shadow Studies: Spring and Fall Animation

mass+main

mass+main
SHADOW STUDY

195' RESI BUILDING
Spring/Fall Equinox
8:00 a.m. - 6:00 p.m.

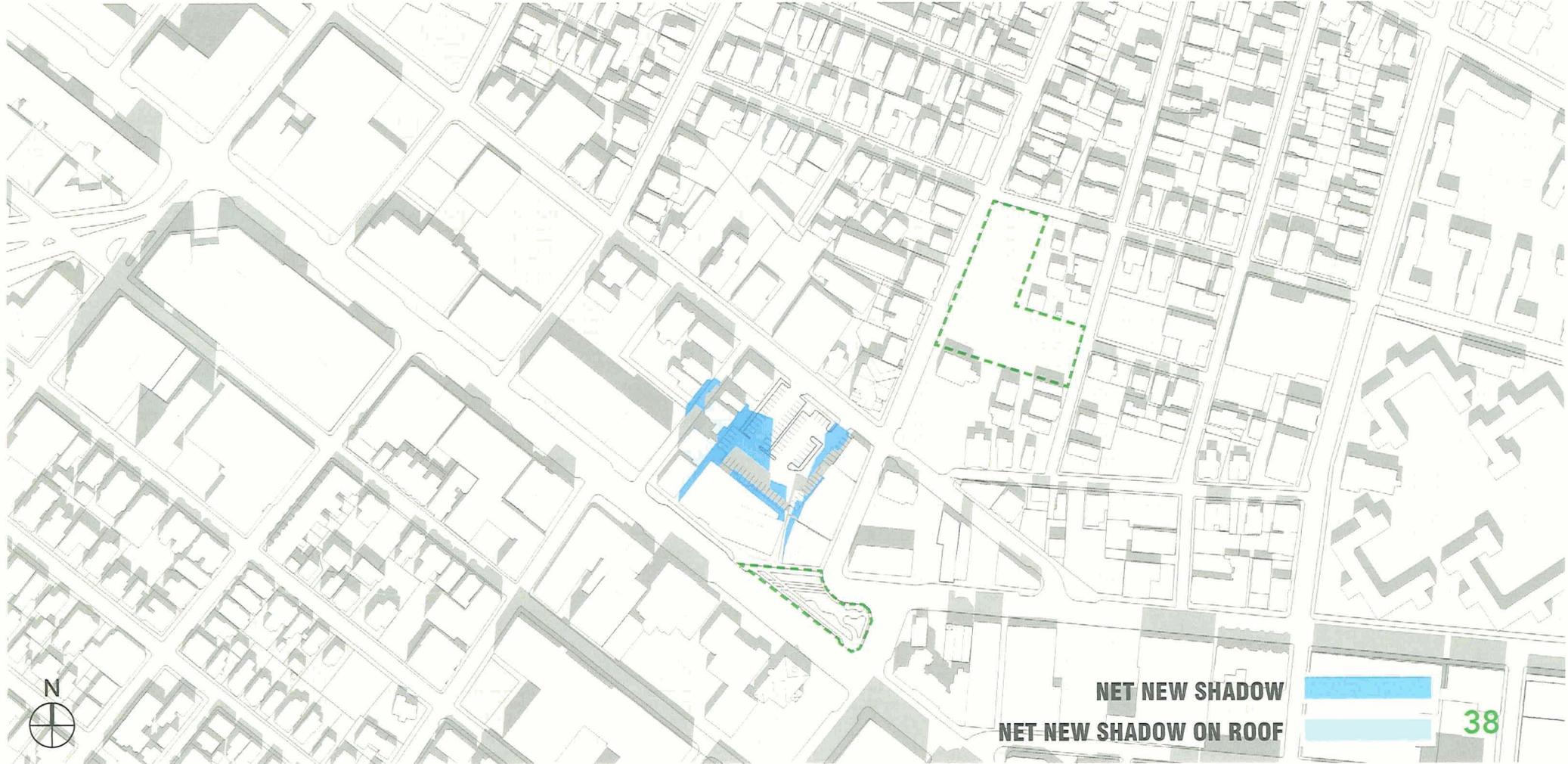
Net New Shadow: Spring/Fall 9:00 AM

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Net New Shadow: Spring/Fall 12:00 PM

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NET NEW SHADOW
NET NEW SHADOW ON ROOF

38

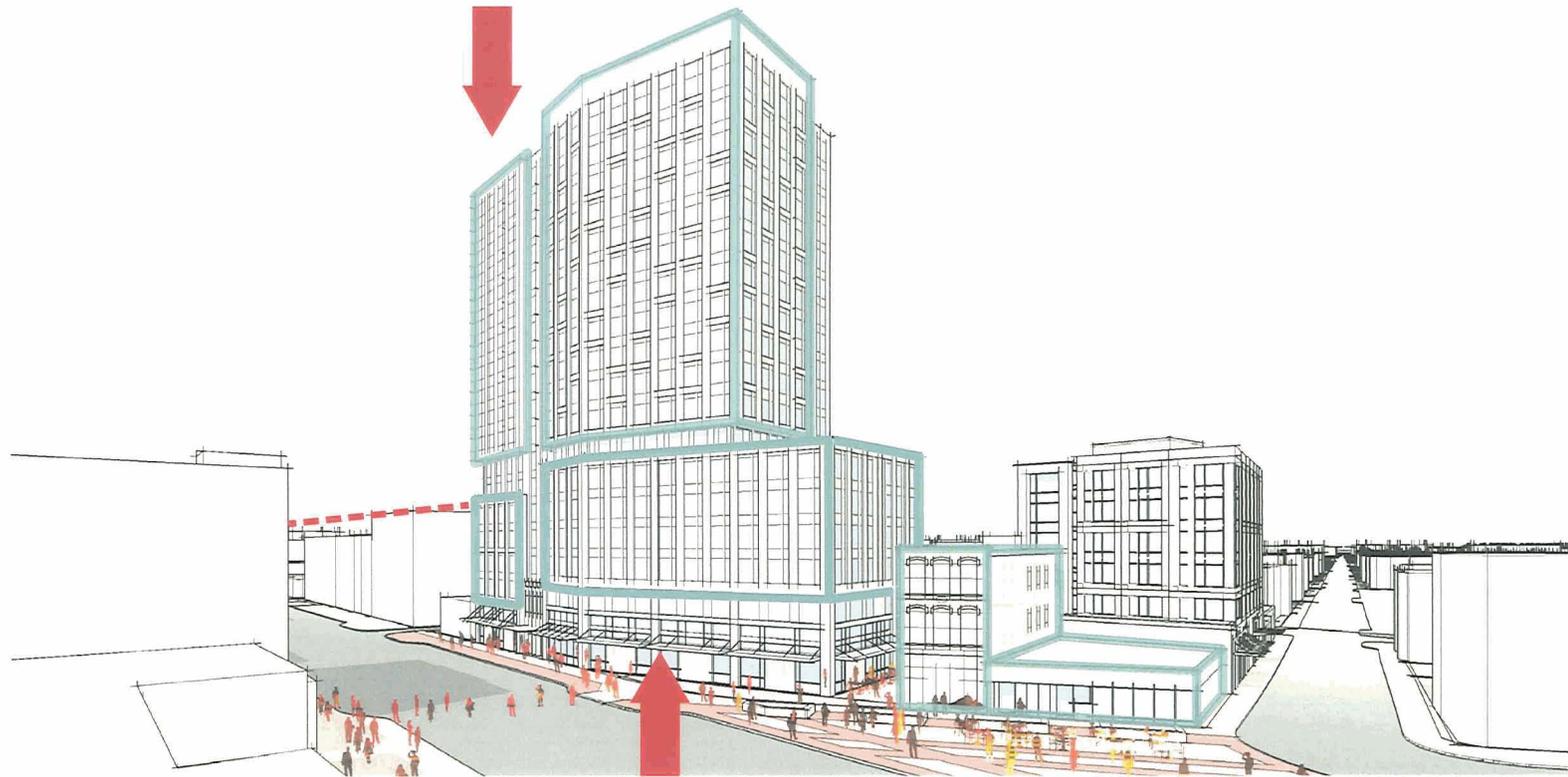
Net New Shadow: Spring/Fall 3:00 PM

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Design Option A: Initial Design

- Contextual podium relates to older buildings
- Scaling elements break down the massing



Design Option B: Setback

- Initial design with setback above 70 feet
- Contemporary, geometric design



Design Option C: Stepped

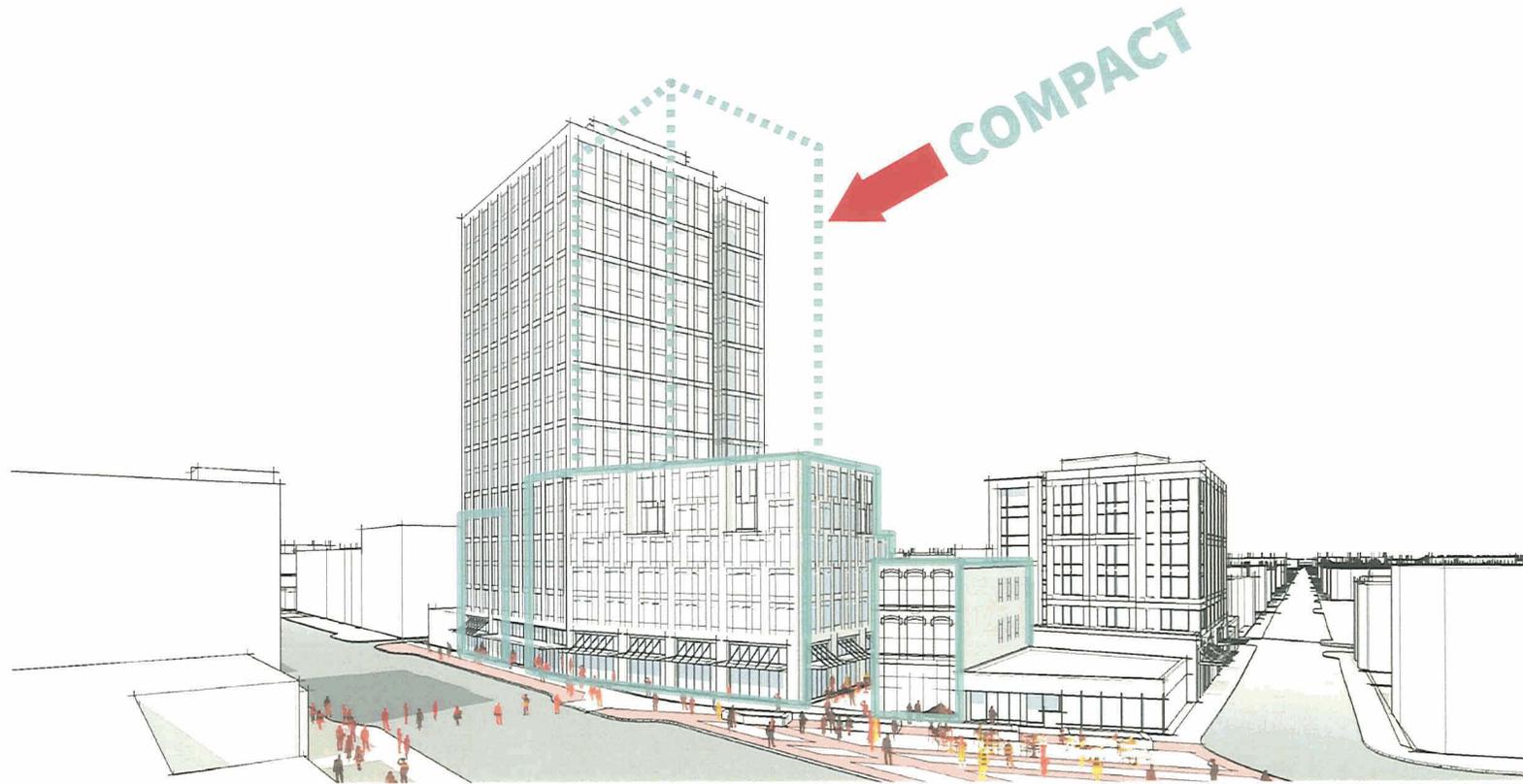
- Greater open space at retail level
- Sequence of volumes scales the form



Design Option D: Point Tower

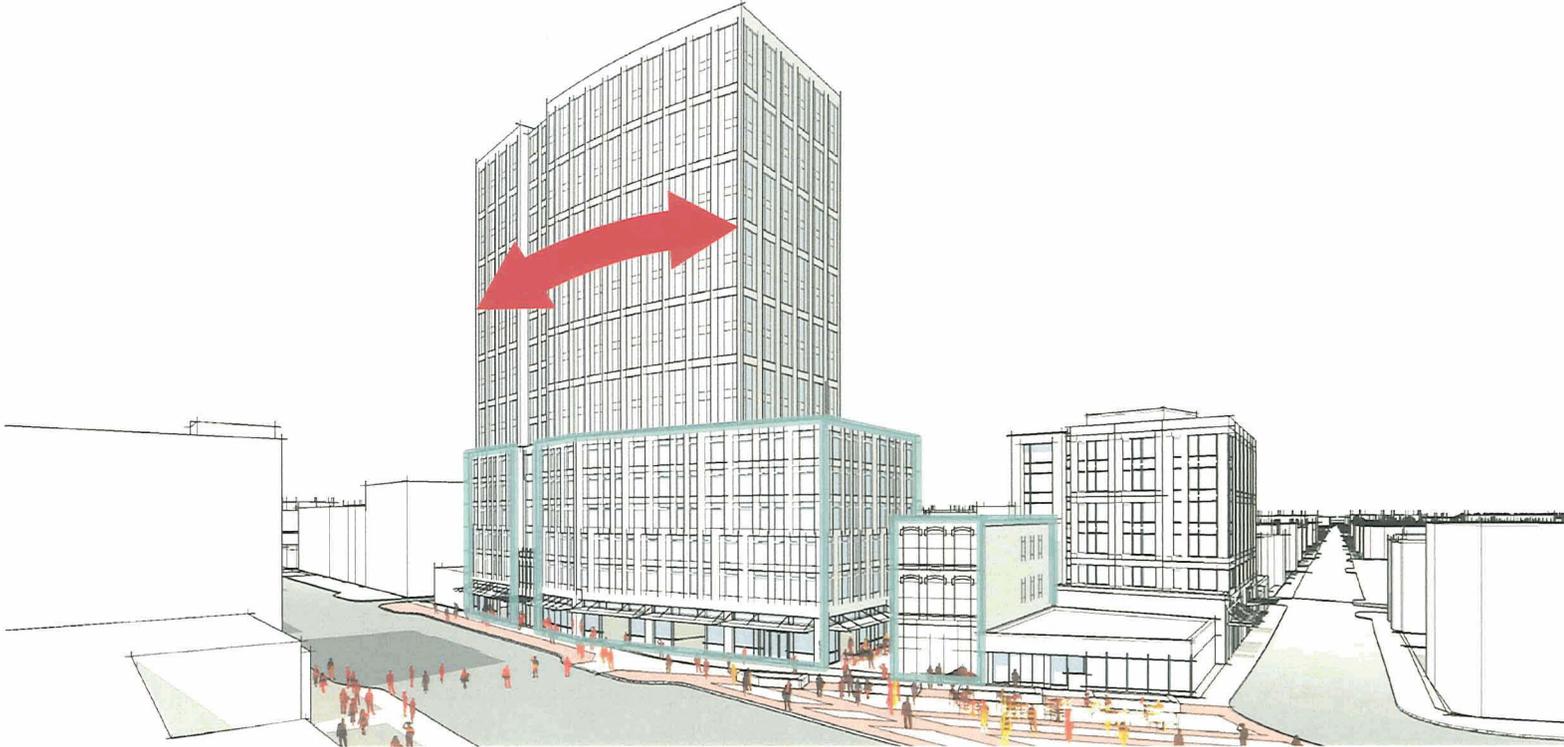
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- Compact profile casts smallest shadows
- Open sky is maximized from neighborhood views



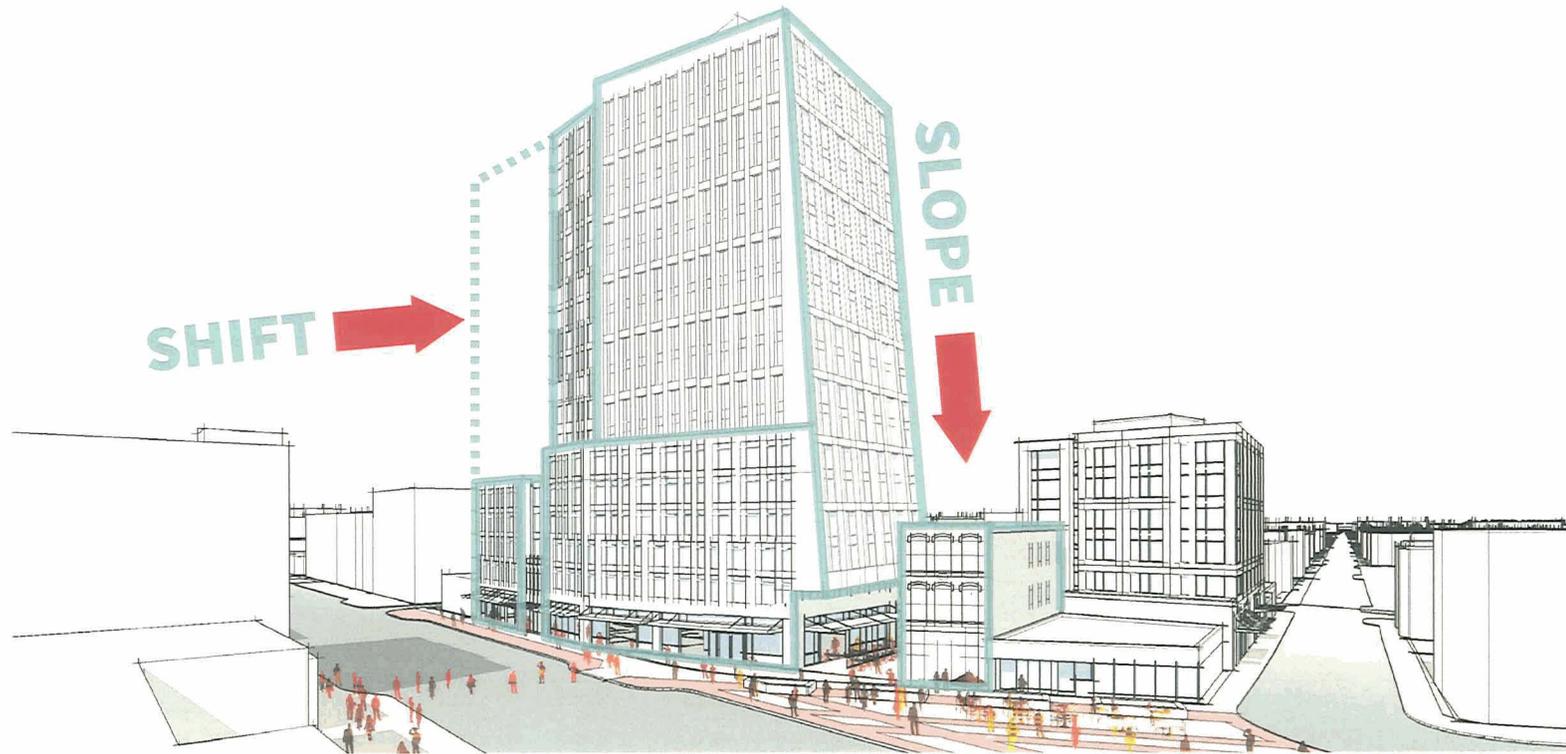
Design Option E: Curved

- Simple expression
- Formal gesture toward Main Street



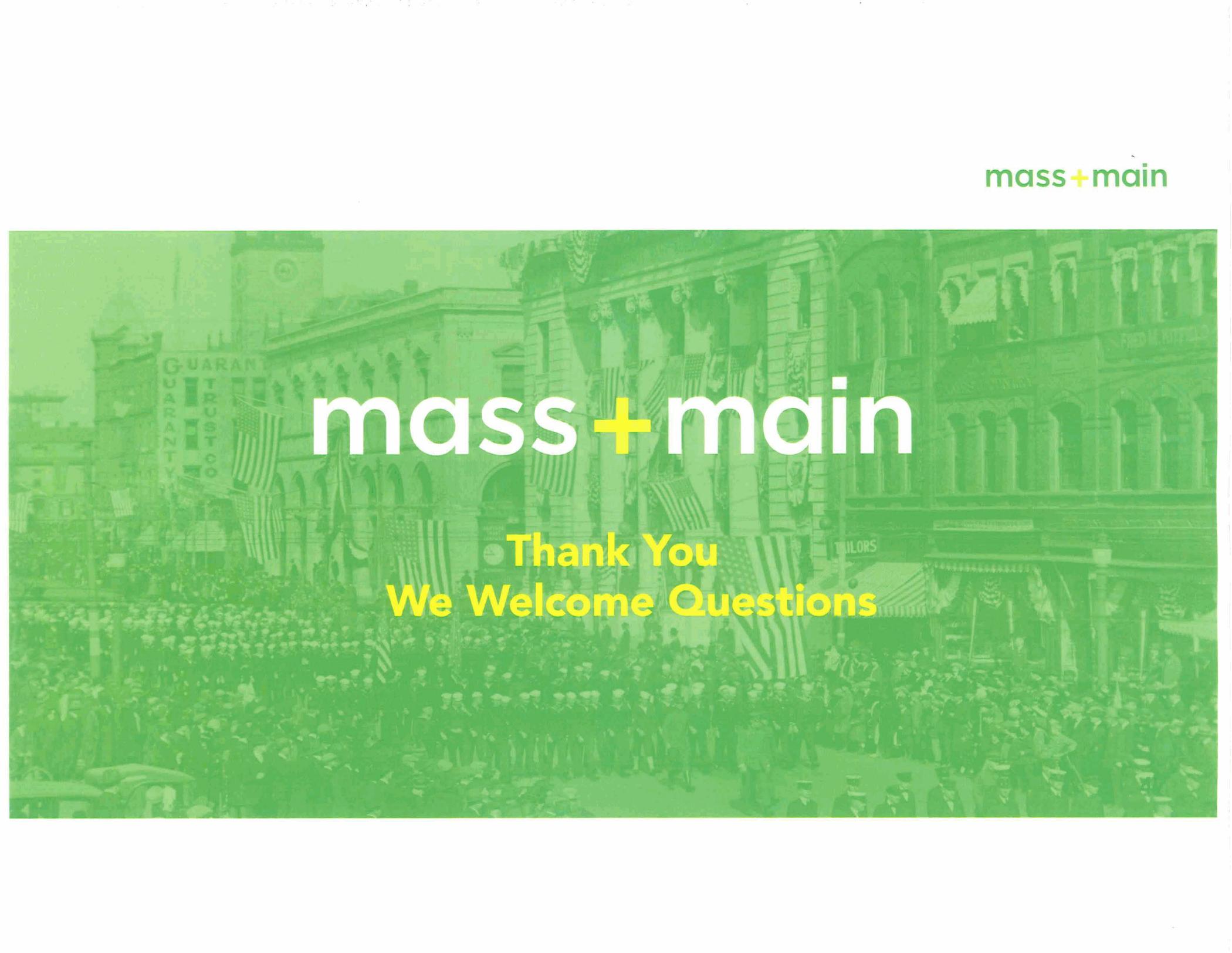
Design Option F: Sloped

- Iconic image
- Smallest shadow on abutters



**We need to deliver a
special building at this location.**

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A historical black and white photograph of a large crowd in a city street, likely during a patriotic event. The crowd is dense, and many people are holding American flags. Buildings with signs like "GUARANTEE" and "TAILORS" are visible in the background. The entire image is overlaid with a semi-transparent green filter.

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Thank You
We Welcome Questions

ATTACHMENTS



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Ordinance Committee Hearing

January 22, 2015

Welcome: Introduction Of Our Team

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01 Who We Are & Calendar

02 Public Feedback

03 The Quest Portfolio

04 Overview of Petition

05 Office Vs. Residential

06 Evolution of Design

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Who We Are

Who We Are: Partnership

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[t] Twining Properties



Partnership formed and property acquired December 28, 2012

Who We Are: Watson & Galluccio

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Anthony Galluccio, Esq.

- Real Estate Attorney
- Local Counsel
- Lifetime Cambridge Resident



Who We Are: Normandy Real Estate Partners

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Mark Roopenian, Principal

- Development expertise in office sector
- Market area in Boston/Washington corridor
- Largest presence: Boston office
- Excited to bring residential to Mass + Main



Who We Are: Twining Properties

Alex Twining, President

- Founded Twining Properties and City Retail
- Developed housing in cities for over 30 years
- Over 450 apartments in Cambridge
- Pioneer in green buildings at transit nodes

mass+main



Who We Are: CBT

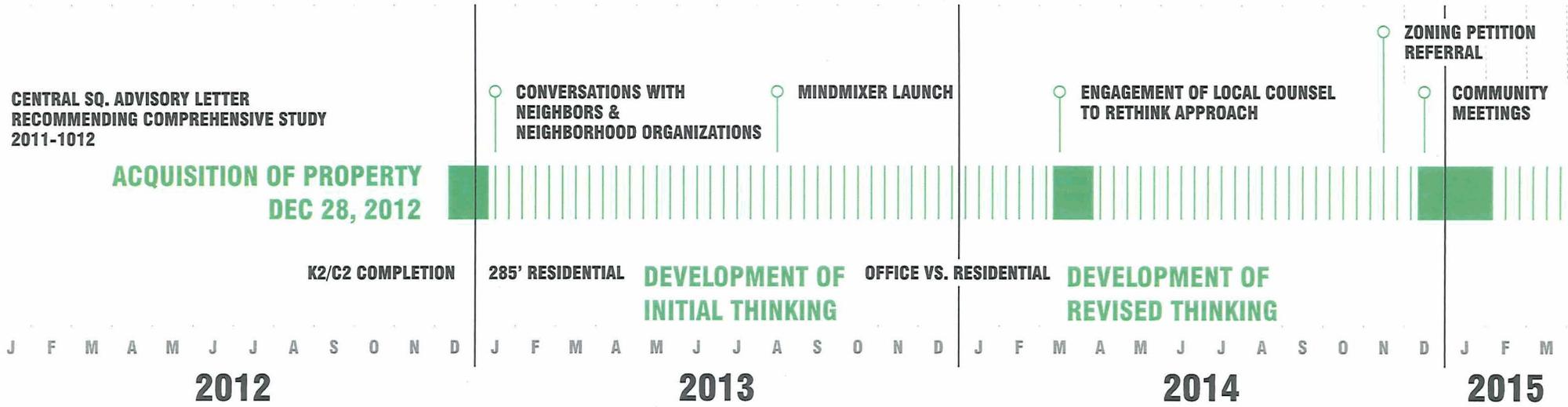
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David Nagahiro, AIA, LEED AP, Principal

- Local firm with 45 year history
- Strong presence in Cambridge
- Focused on sustainability, neighborhood building, sensitivity



Timeline: Involvement at M+M



Timeline: Community & Neighborhood Group Mtgs.



DATE	PAST MEETINGS	
<input checked="" type="checkbox"/> 12/03/14	PUBLIC MEETING (PRESENTATIONS)	50 ATTENDED
<input checked="" type="checkbox"/> 12/09/14	PUBLIC MEETING (PRESENTATIONS)	
<input checked="" type="checkbox"/> 01/10/15	PUBLIC OPEN HOUSE #1	100+ ATTENDED
<input checked="" type="checkbox"/> 01/14/15	PUBLIC OPEN HOUSE #2	
<input checked="" type="checkbox"/> 01/15/15	CENTRAL SQUARE BUSINESS ASSOC.	
<input checked="" type="checkbox"/>	VARIOUS DIRECT ABUTTER MEETINGS	

DATE	UPCOMING MEETINGS
<input type="checkbox"/> 01/27/15	PLANNING BOARD HEARING
<input type="checkbox"/> 02/12/15	AREA 4 COALITION
<input type="checkbox"/> T.B.D.	ESSEX ST. NEIGHBORHOOD ASSOC.
<input type="checkbox"/> 02/04/15	CAMBRIDGEPORT NEIGHBORHOOD ASSOC.

Over 200 people passed through in two months



Public Feedback

Survey Results: Priorities for Survey Overview

- Total responses: 41
- Middle income housing ranked most important
- Affordable housing was a close second
- General Housing came in third
- Transit-Oriented Development was fourth
- Lowest ranking were Office/lab, and Parking

Survey Results: Retail Survey Information

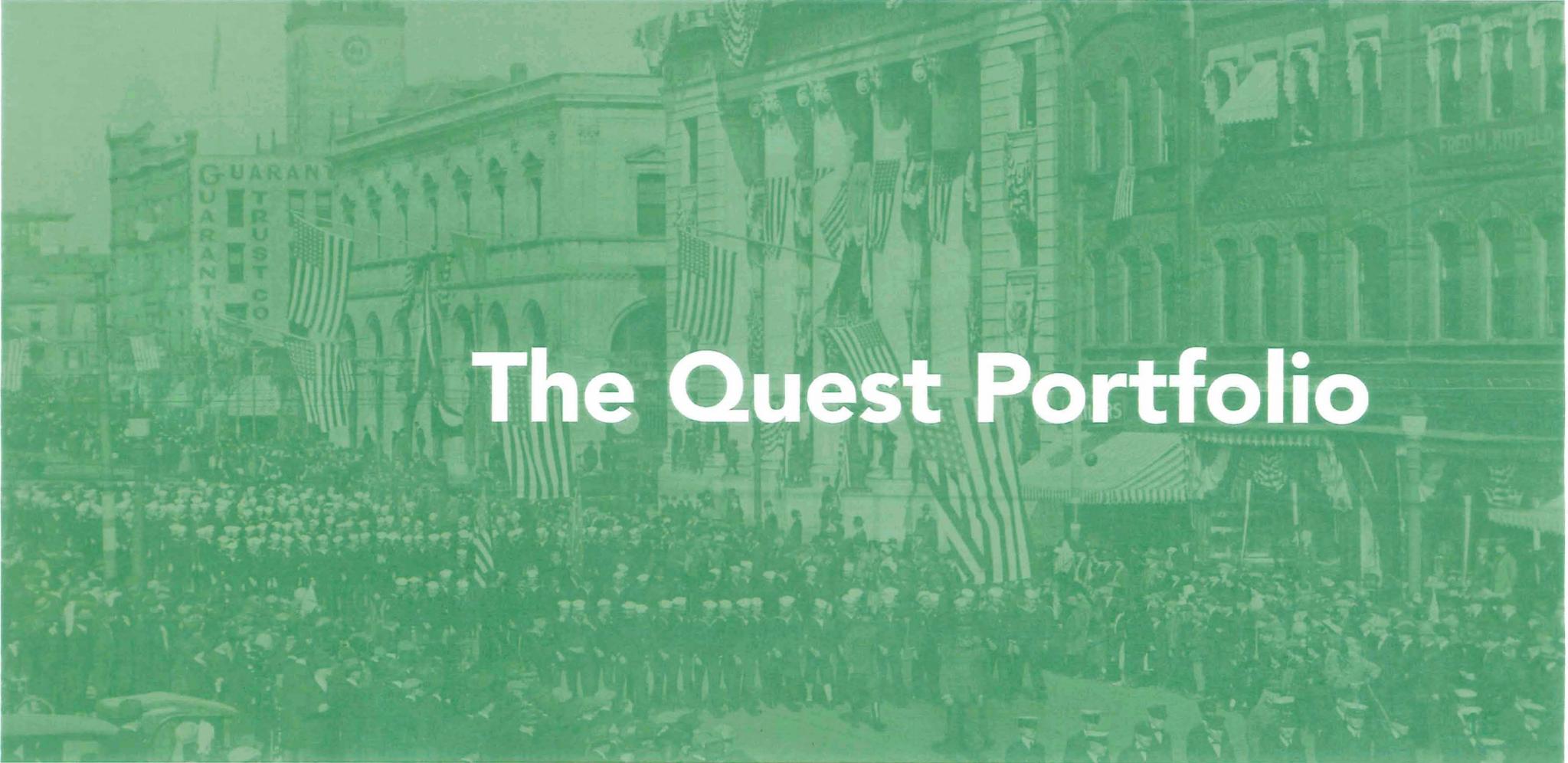
- Total responses: 38
- Local independant retailers ranked most important
- Specialty/cultural goods was second
- Healthy Restaurant/food specialties was third
- Lowest ranking was Beauty/spa

Survey Results: Public Market Survey Information

mass+main

- Total responses: 38
- Art and Culture ranked most important
- Ethnic food was second
- Lowest ranking was Handcrafts

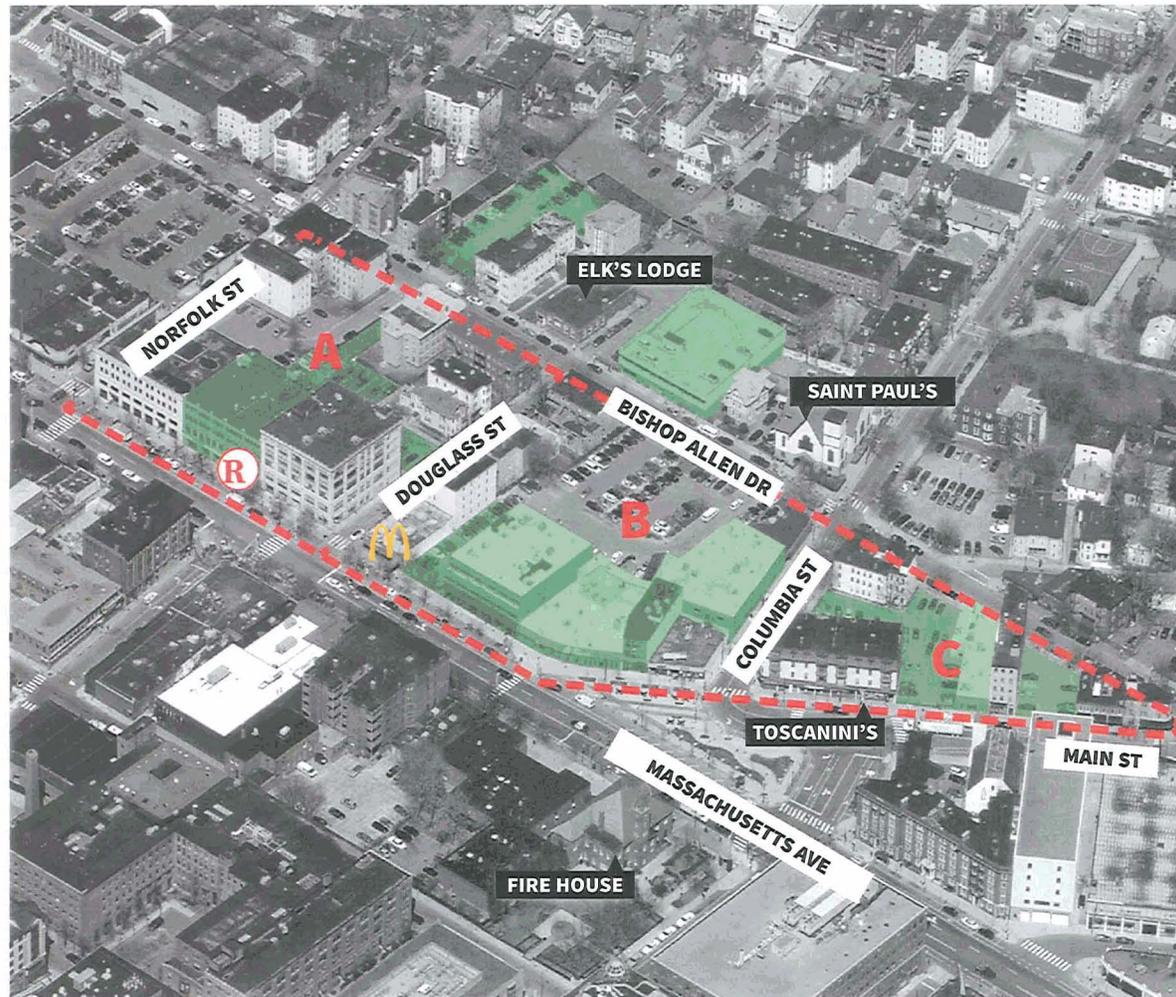
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The Quest Portfolio

The Quest Portfolio

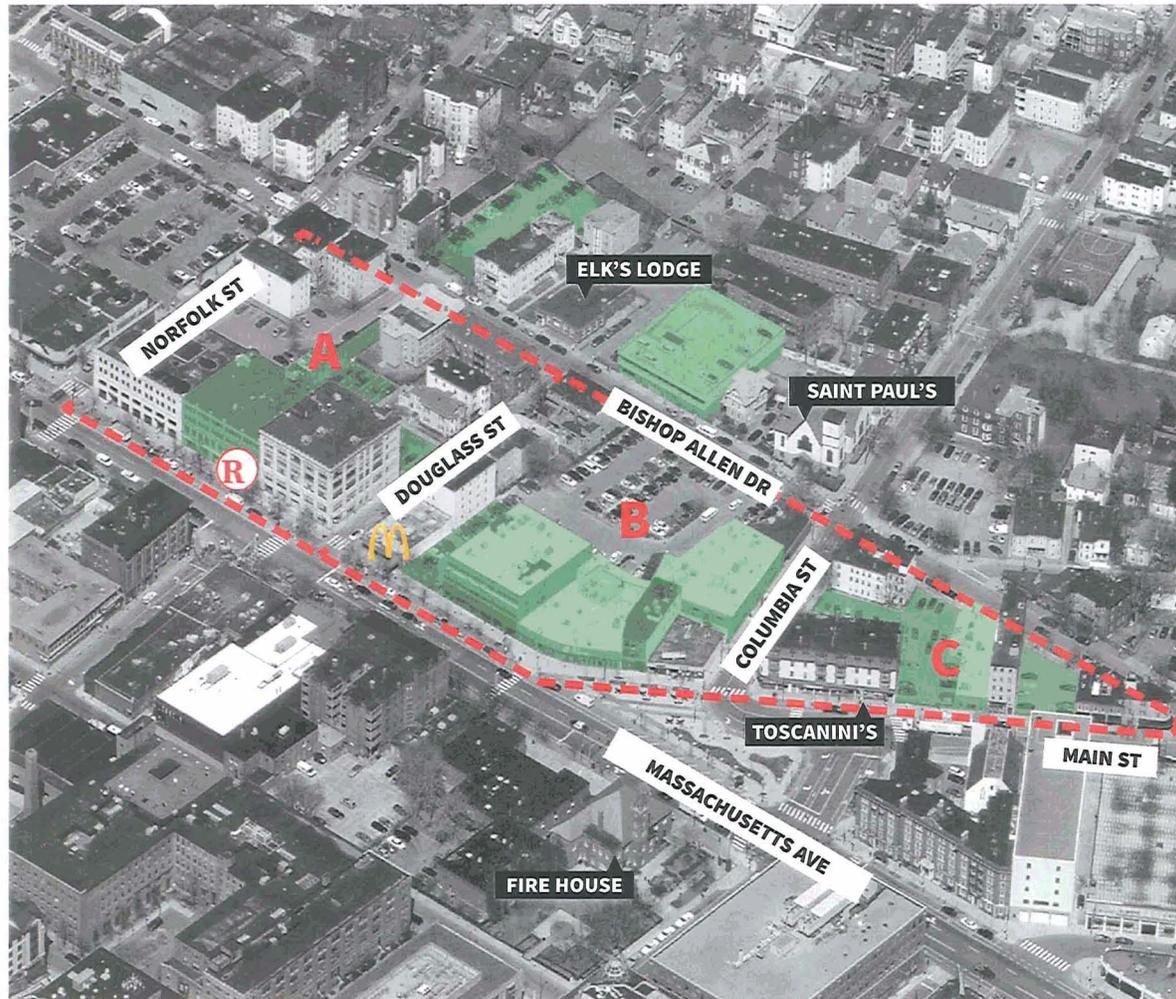
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Quest continues to lease these spaces, and is in the process of moving out.

The Quest Portfolio

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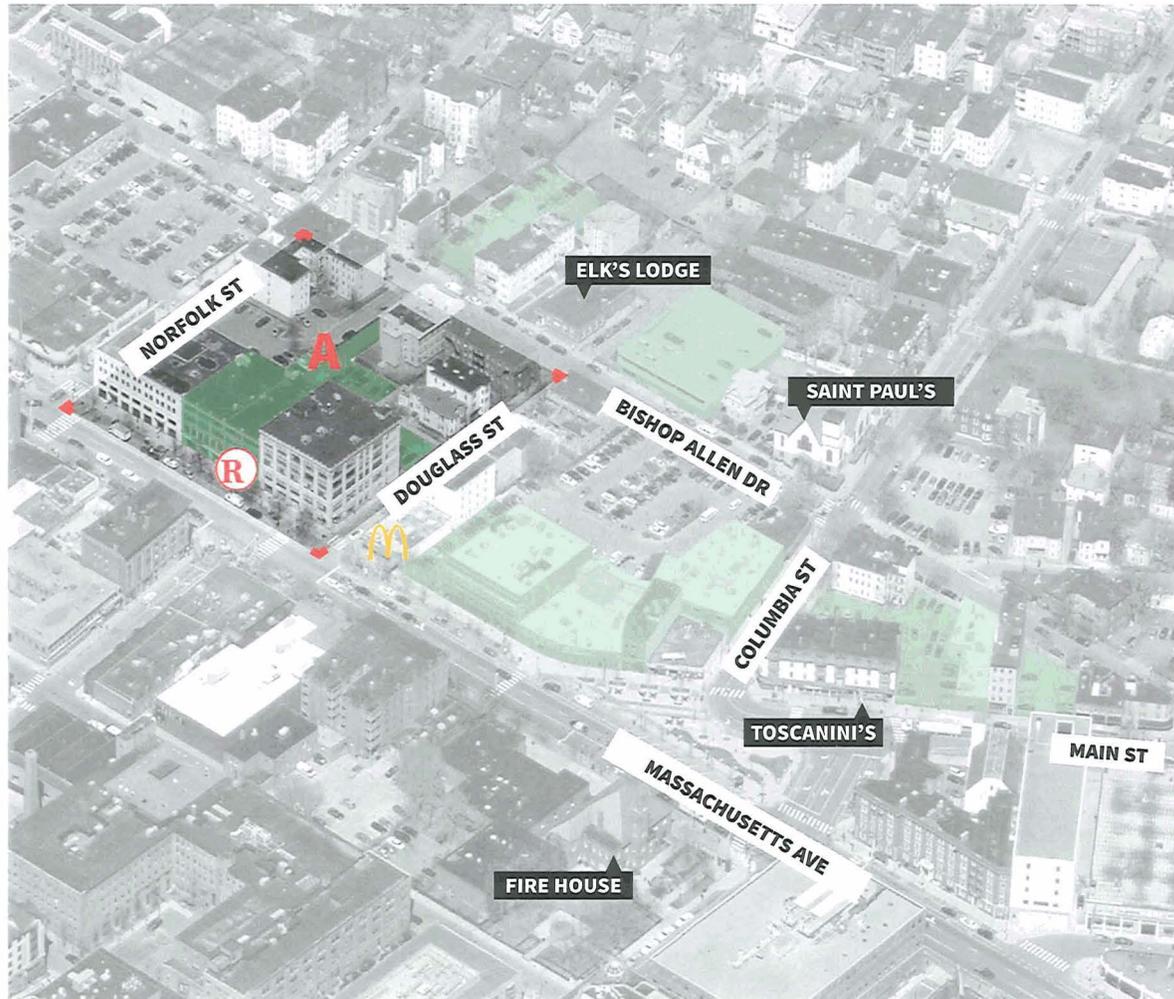
We have not
acquired any
additional
properties
outside the
Quest properties.

The Quest Portfolio

mass+main

Block A (Gallery Location)

- Block A not in petition
- Plan to renovate office
- Maintain existing height
- Radio Shack and new retail planned
- Parking lot 48 spaces

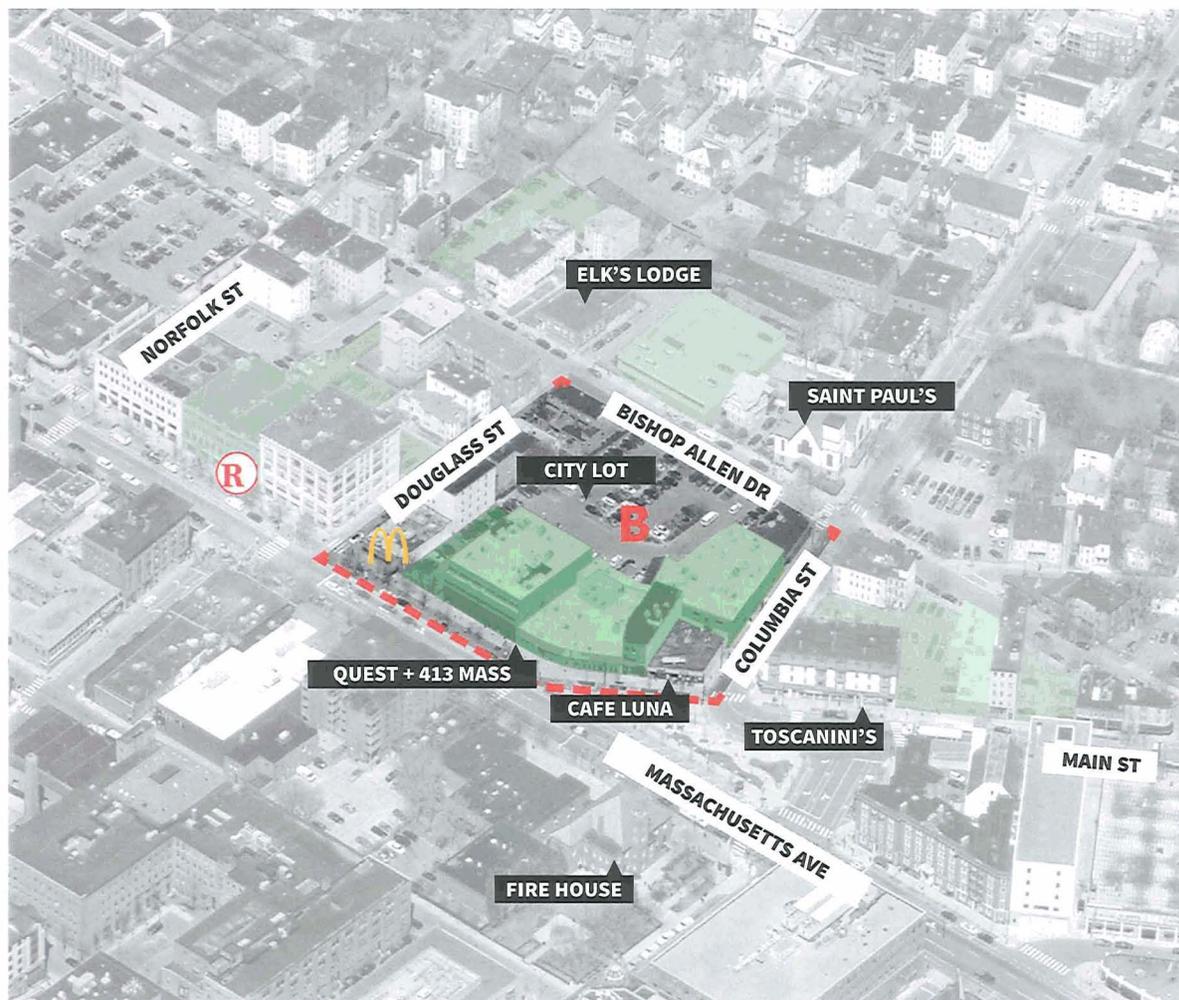


The Quest Portfolio

mass+main

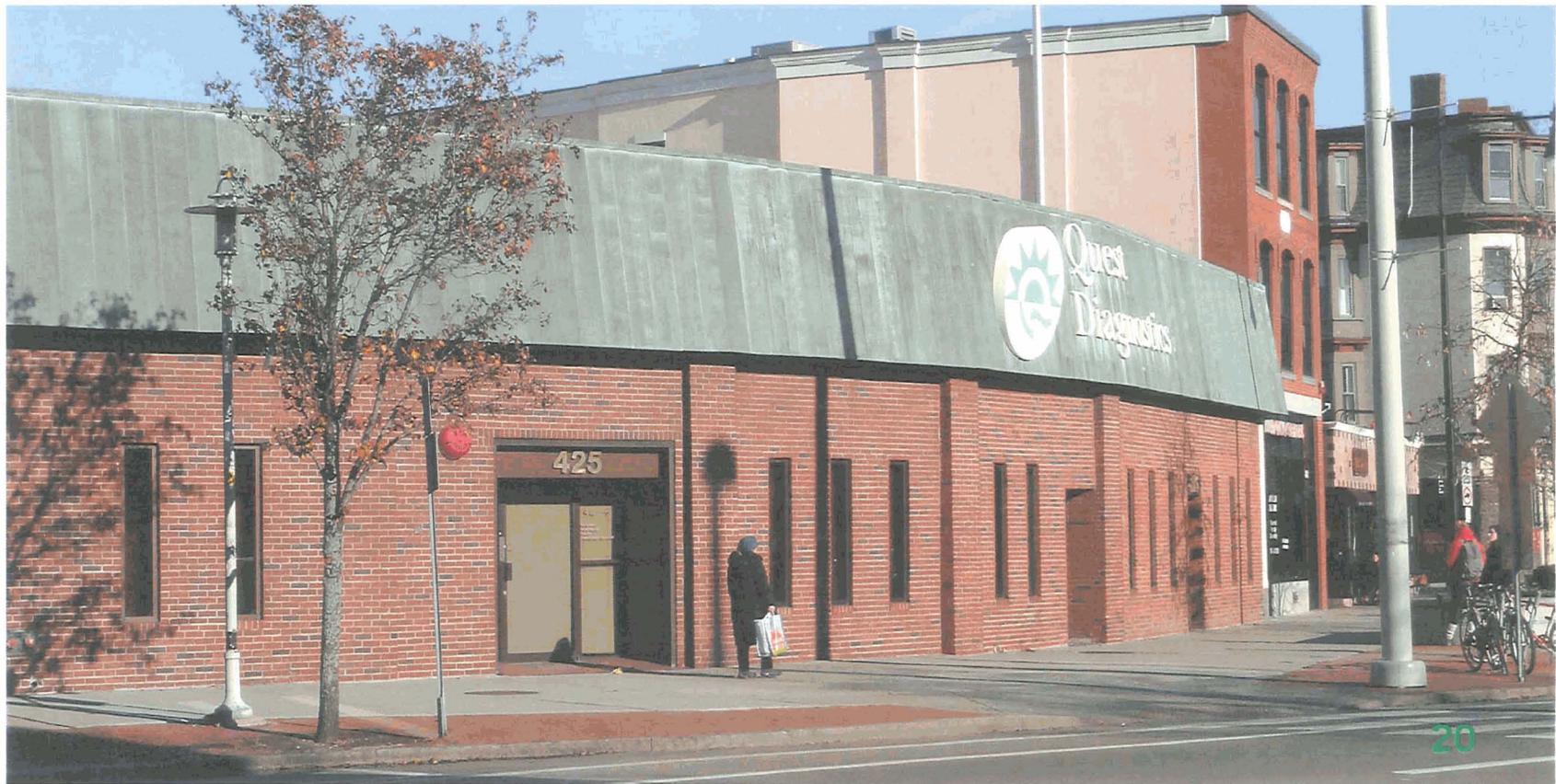
Block B: Focus of Petition

- McDonald's, Luna, Mark's plan to continue
- 413 Mass Ave. (Apollo Dental) conversations with historic commission
- Various residential properties
- City Lot not in petition



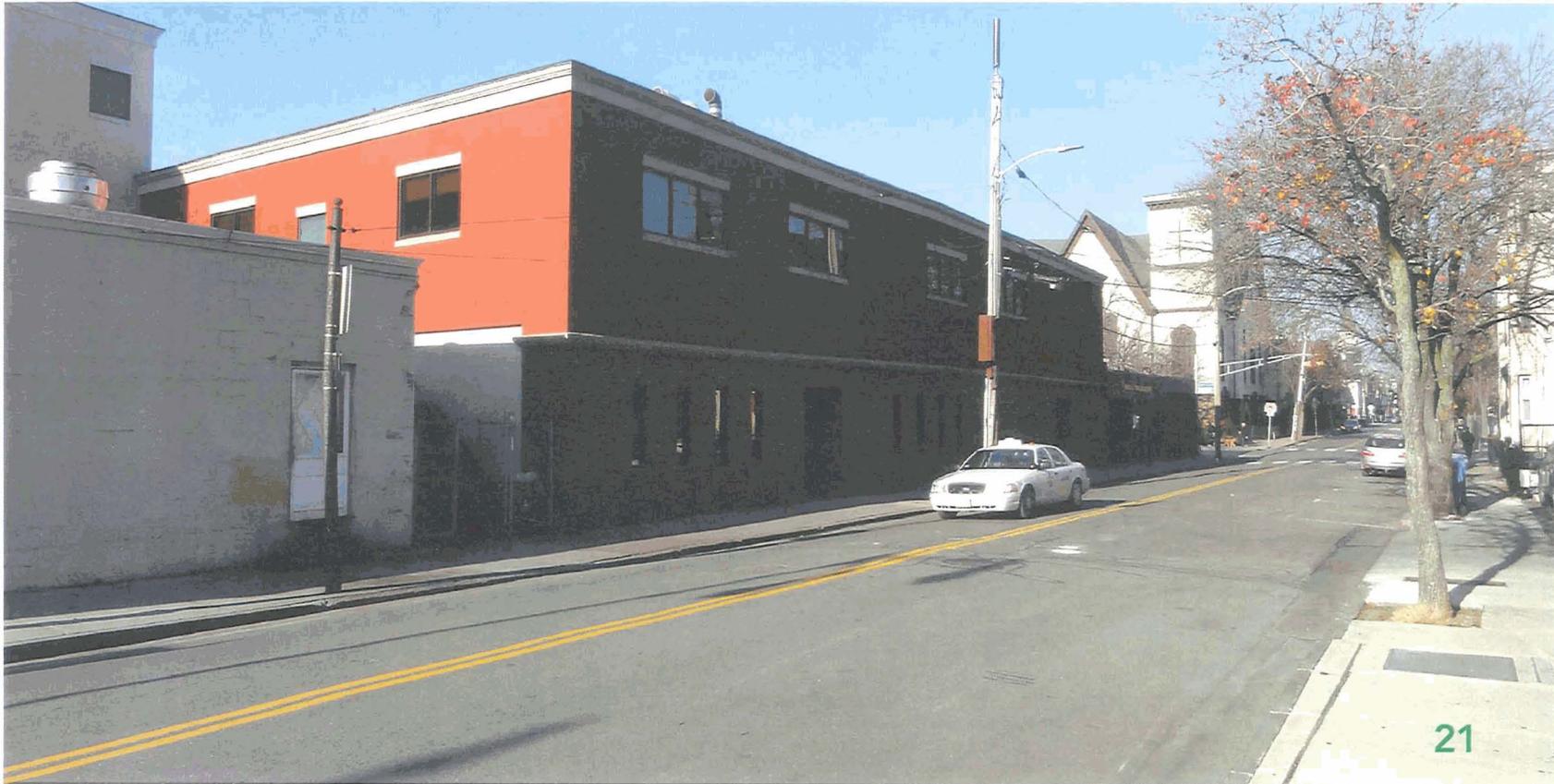
The Quest Portfolio: Block B

mass+main



The Quest Portfolio: Block B

mass+main



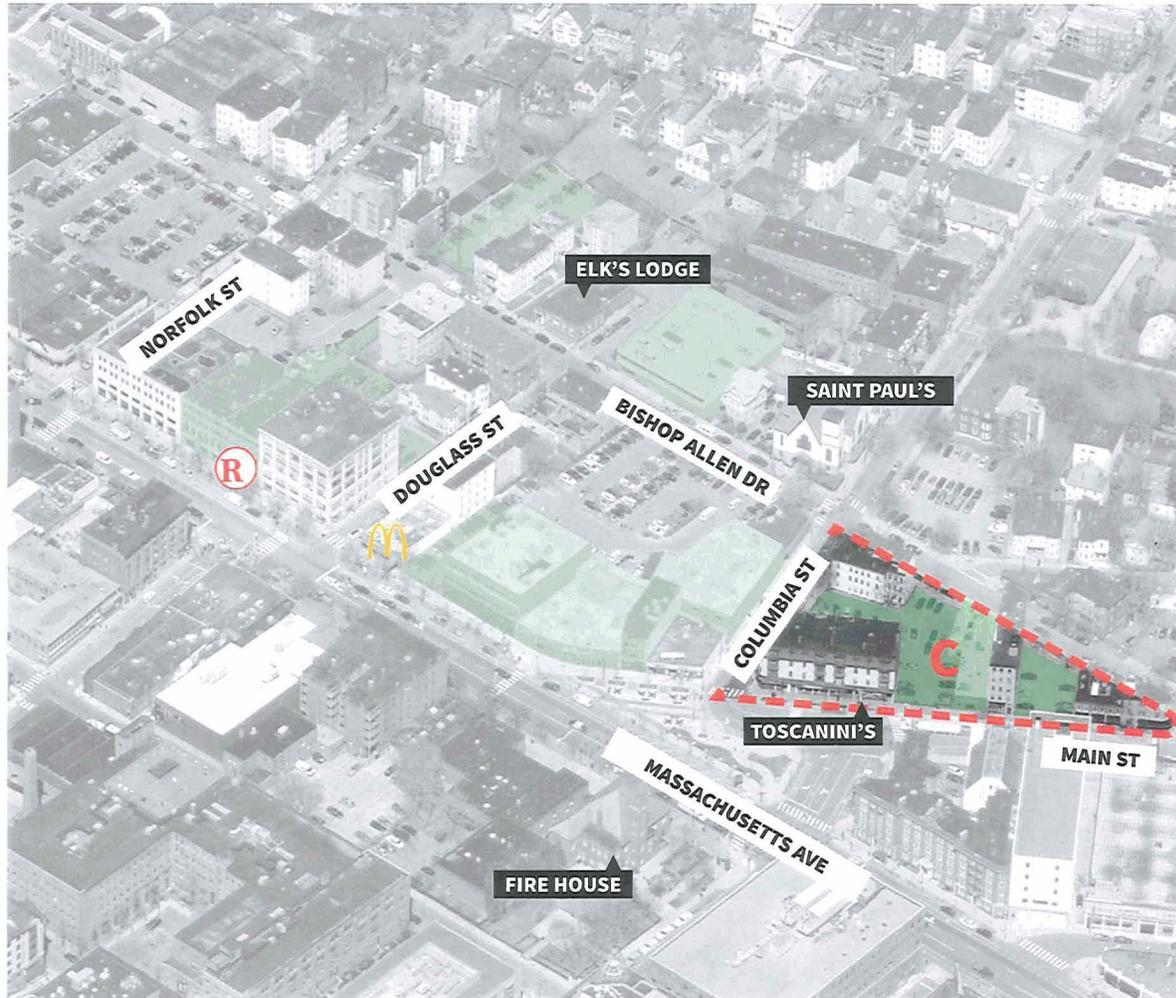
The Quest Portfolio: Block B

mass+main



The Quest Portfolio

mass+main



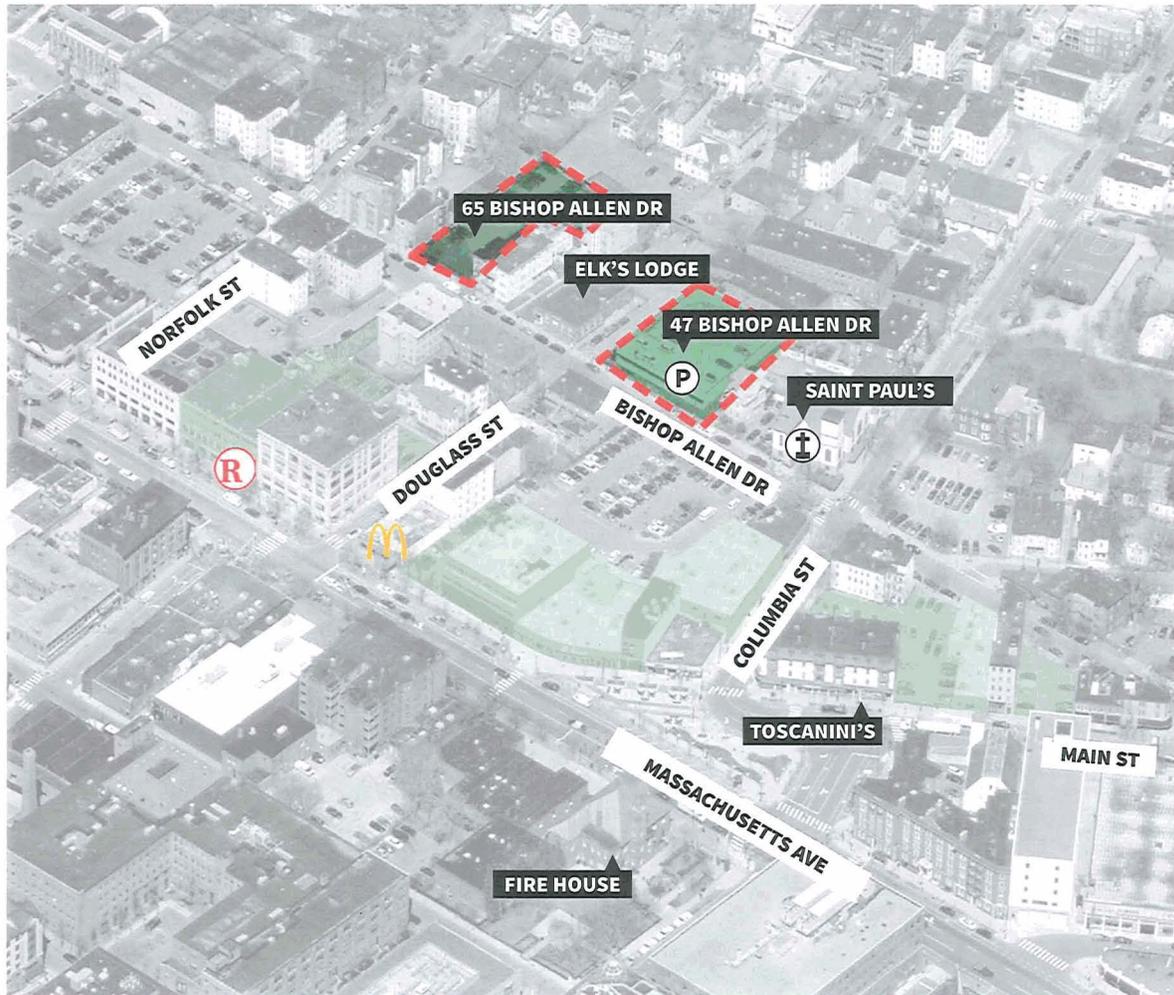
Block C

- Not in petition
- Toscanini and residential are a good transition to Mass + Main
- Several small parking lots
- 55 spaces



The Quest Portfolio

mass+main



Bishop Allen Parking Garage and lot

- Parking lot with 51 spaces
- Parking garage with 113 spaces
- Currently serves Quest, will serve residential development
- Lot and Garage critical to new residential development



The Quest Portfolio: Parking Garage and Lot

mass+main



The Quest Portfolio

Summary of Quest Properties

- Fennell purchased scattered properties and lots to house his business
- Development site is non-cohesive
- This makes development a challenge

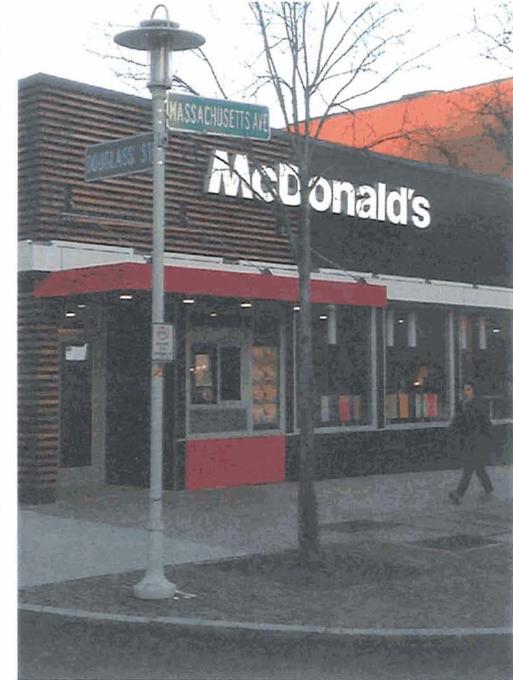
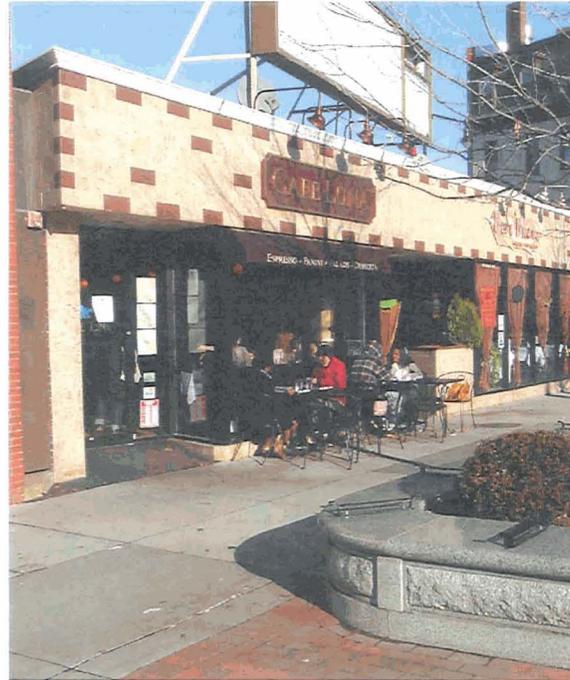


The Quest Portfolio: Adjacent Properties

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Properties

- Retail is an asset
- McDonald's
- Cafe Luna
- Mark's
- Abutting residential properties

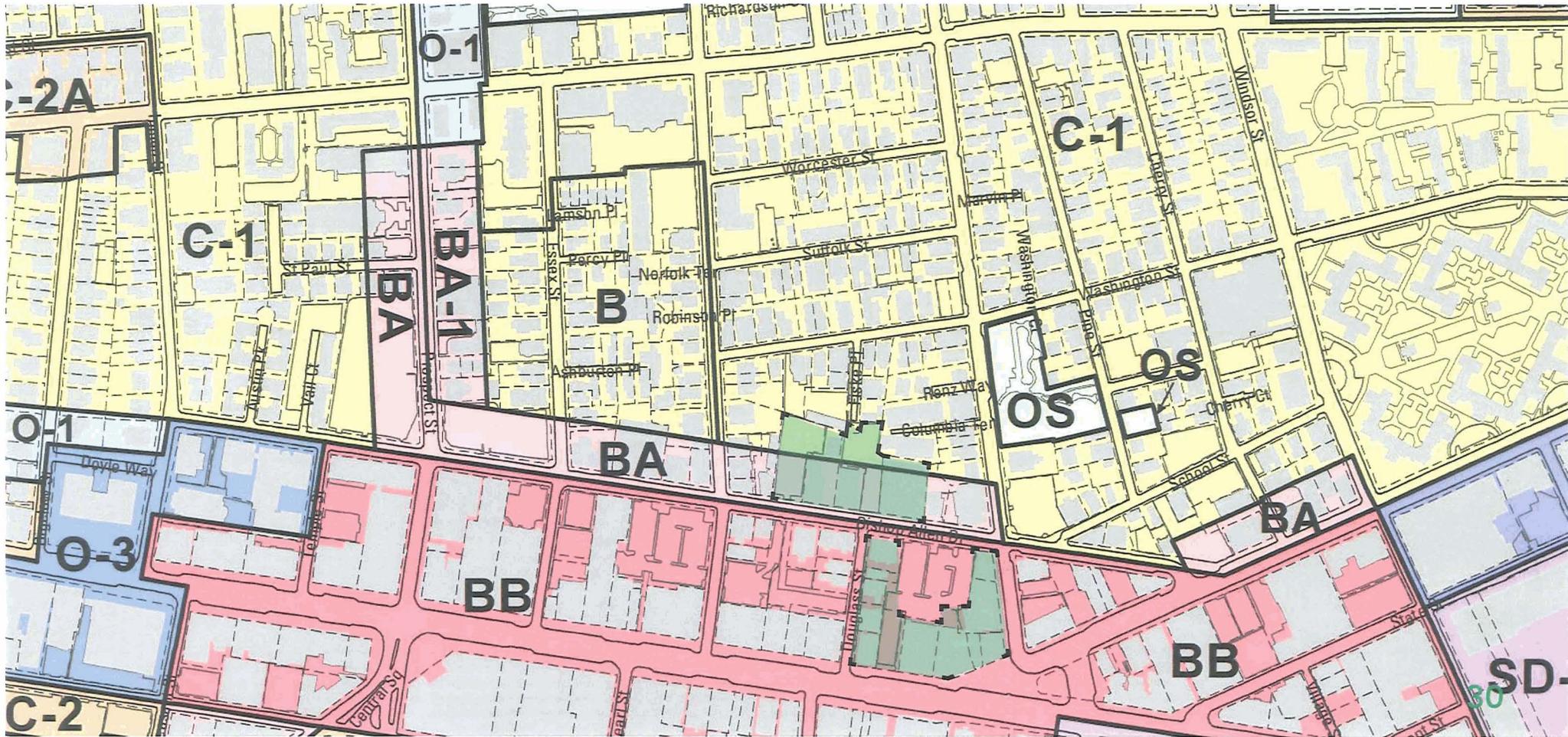


Overview of Petition

Office v. Residential: Mid Block Project

- Petition focuses on mid-block
(between Columbia and Douglass Streets)
- We are NOT asking for new commercial rights (office or lab development rights)
- Location on Central edge, affordable housing and parking requirements make this difficult to set precedent for height

Existing Zoning Map



Zoning Petition

**BISHOP ALLEN DRIVE
RESIDENTIAL
SUPPORT ZONE**

COLUMBIA / DOUGLASS STREET HEIGHT ZONE

**MASS AVE
HEIGHT ZONE**

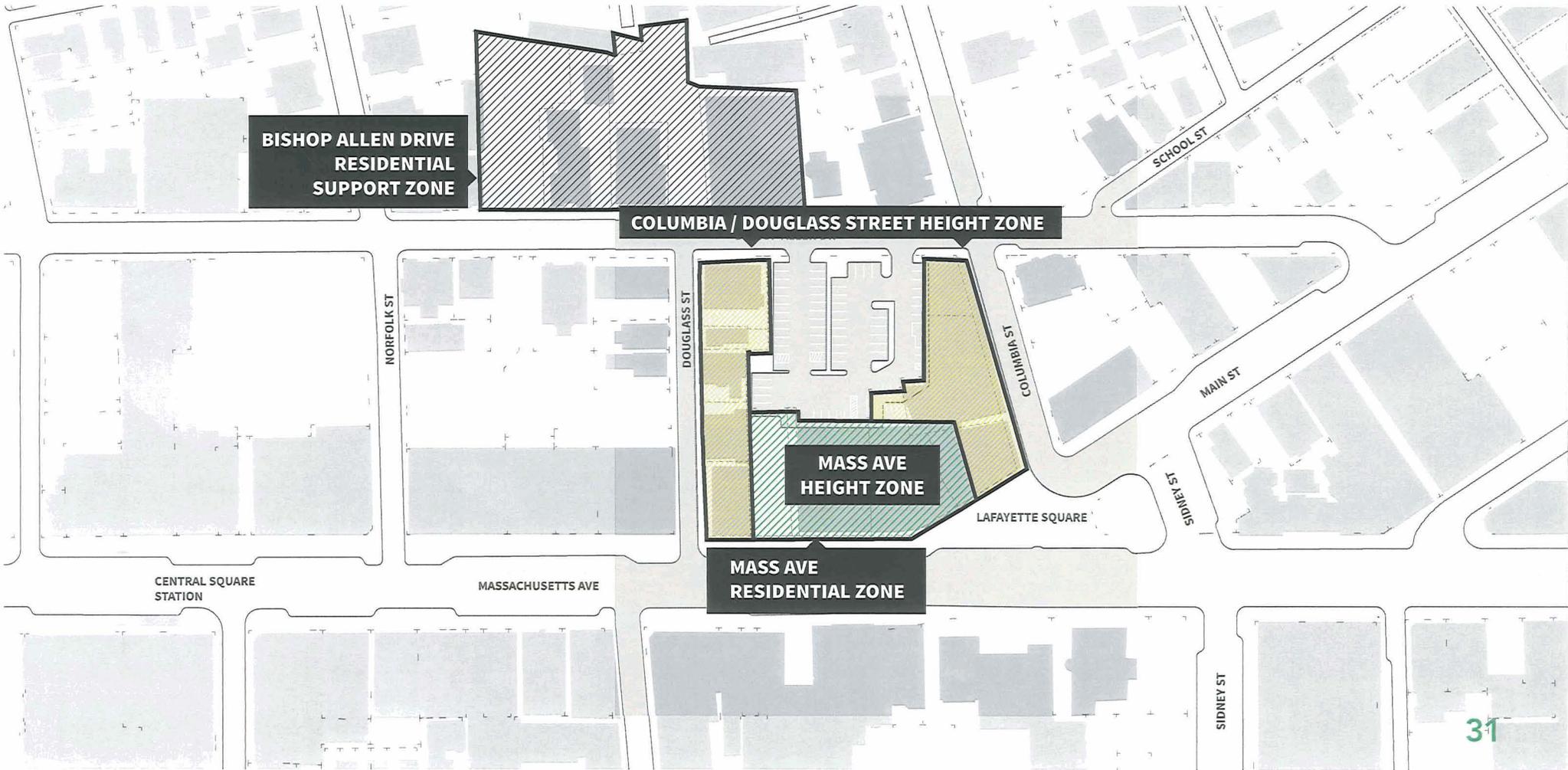
**MASS AVE
RESIDENTIAL ZONE**

CENTRAL SQUARE
STATION

MASSACHUSETTS AVE

LAFAYETTE SQUARE

SIDNEY ST



Zoning Petition: Mass Ave. Residential Zone

Floor Area Ratio (20.806.1, 20.807.2)

- 3.0 base + 0.9 bonus under Inclusionary Zoning (11.200)
- 2.6 bonus FAR permitted in exchange for compliance with
Affordability, Unit Mix, Retail Space and Public Market requirements
- 6.5 maximum total potential FAR

Zoning Petition: Bishop Allen Drive Res. Support Zone **mass+main**

Floor Area Ratio (20.806.1, 20.807.2)

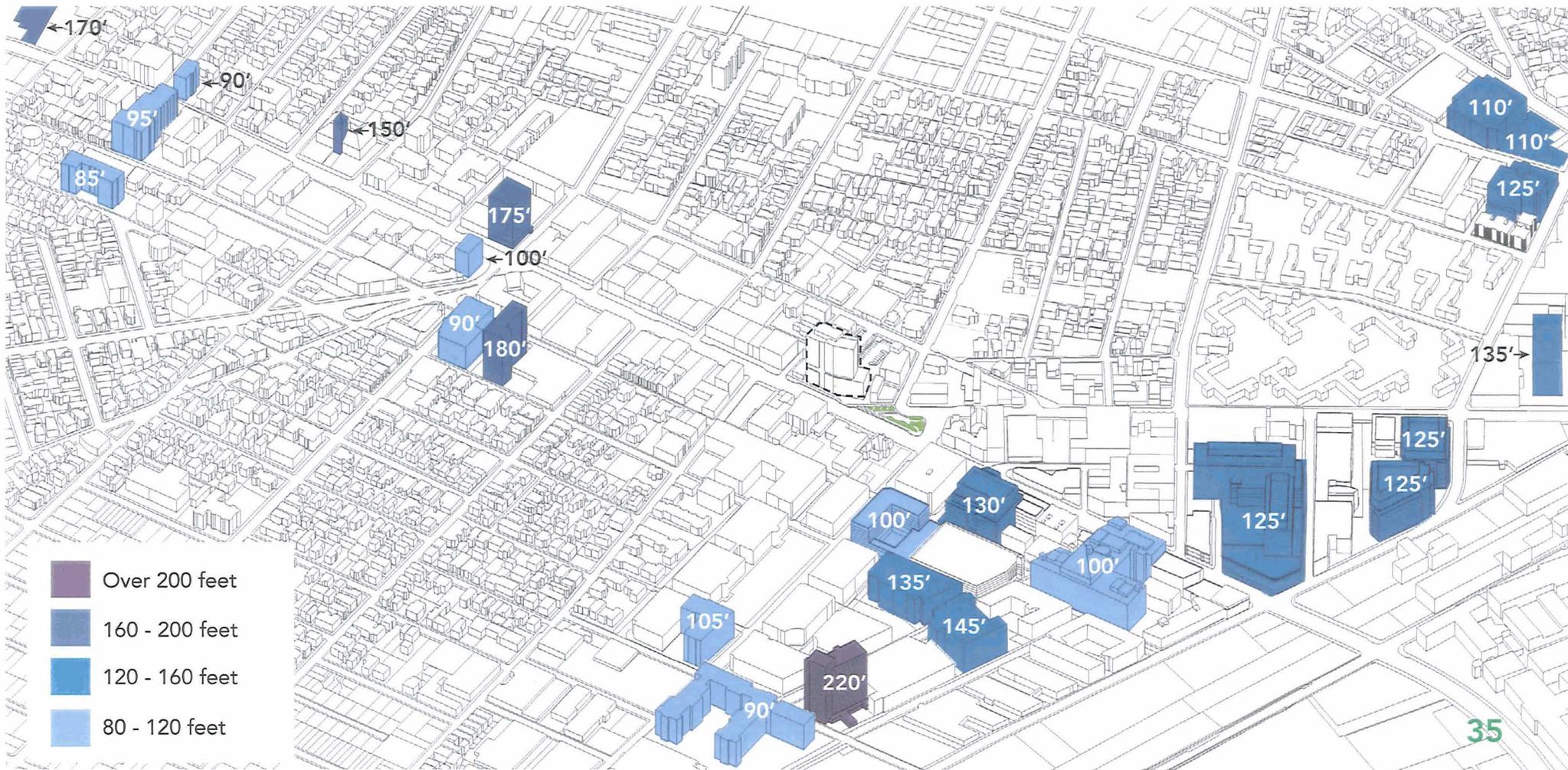
- 1.75 base + 0.525 bonus under Inclusionary Zoning (11.200)
- 2.6 bonus FAR permitted in exchange for compliance with
Affordability, Unit Mix, Retail Space and Public Market requirements
- 4.875 maximum total potential FAR

Zoning Petition: Mass Ave. Residential Zone

Height (20.806.2)

- 195' (one building only) along Mass Ave
- 70' in the Columbia / Douglass Street Height Zone
(but only if "opted in" and complying with Affordability,
Unit Mix, Retail Space and Public Market requirements)

Zoning Petition



Zoning Petition: Bishop Allen Drive Res. Support Zone **mass+main**

Height (20.806.2)

- No Change

Zoning Petition

Open Space (20.806.4)

- Seasonal Public Market space required (Mass. Ave. Residential Zone only)
- 15% Green Area or Permeable Open Space if 19.50 applies

Zoning Petition

Parking (20.806.5)

- 0.7 Per Residential Unit
- Retail parking is exempt from parking requirements
- Up to 5% of units (Innovation Units) not permitted to obtain residential stickers and exempt from parking requirement

Zoning Petition

Affordable Units (20.807)

- Low Income: 15% of Base FAR
- Moderate Income: 20% of Bonus FAR
- Total: 17% of total units affordable to low- and moderate-income households
- 20 Affordable units
- 20 Middle income units

Zoning Petition

Dev. Parcel Land Area 35,997 sf

PROPOSED PETITION	FAR	FAR SF	Less: Ground Floor Retail & Lobbies	Residential Floors FAR	Units	% non-market	non- market units	% of units non- market
Base FAR	3.90	140,388	23,773	116,615	129	15% of Base FAR units as Affordable	20	8.6%
Additional FAR	2.60	93,592	0	93,592	103	20% of Add'l FAR units as Moderate	21	9.1%
Total	6.50	233,981	23,773	210,208	232		41	17.7%

EXISTING ZONING	FAR	FAR SF	Less: Ground Floor Retail & Lobbies	Residential Floors FAR	Units	% non-market	non- market units	% of units non- market
Base FAR	3.90	140,388	23,773	116,615	129	11.54% of units as Affordable	15	11.6%

ADDITIONAL NON-MARKET UNITS REQUIRED UNDER ZONING PETITION	26
---	-----------

Zoning Petition

Mass+Main Proposed Housing Program

<u>Unit Size</u>	<u>Occupants</u>	<u><----- Affordable -----></u> <u><----- Moderate -----></u>				
		<u>50%</u>	<u>Target = 65%</u>	<u>80%</u>	<u>Target = 100%</u>	<u>120%</u>
Studio	1 person	\$32,950	\$42,835	\$52,720	\$65,900	\$79,080
1 Bedroom	2 persons	\$37,650	\$48,945	\$60,240	\$75,300	\$90,360
2 Bedrooms	3 persons	\$42,350	\$55,055	\$67,760	\$84,700	\$101,640
3 Bedrooms	4 persons	\$47,050	\$61,165	\$75,280	\$94,100	\$112,920

Percent of Income for Rent (incl. utility allowance) 30.0%

Monthly Rent

<u>Unit Size</u>	<u>Occupants</u>	<u><----- Affordable -----></u> <u><----- Moderate -----></u>				
		<u>50%</u>	<u>Target = 65%</u>	<u>80%</u>	<u>Target = 100%</u>	<u>120%</u>
Studio	1 person	\$824	\$1,071	\$1,318	\$1,648	\$1,977
1 Bedroom	2 persons	\$941	\$1,224	\$1,506	\$1,883	\$2,259
2 Bedrooms	3 persons	\$1,059	\$1,376	\$1,694	\$2,118	\$2,541
3 Bedrooms	4 persons	\$1,176	\$1,529	\$1,882	\$2,353	\$2,823

Zoning Petition

Unit Mix (20.807)

- 10% of units must be 3 - Bedroom units

Zoning Petition

Innovation Housing (20.808)

- Up to 5% Innovation Units
- An innovation unit is defined as under 500 square feet
- No parking space allowed

Zoning Petition: Mass Ave. Residential Zone

mass+main

Retail Space Requirements (20.809)

- Ground-floor retail frontage required along Mass + Main
- 25% local and independent retailers
- No banks
- Seasonal public market concept/space

Project Review (Article 19) (20.804)

- Article 19 Large Project Review requirements apply to qualified projects, subject to review by the Central Square Advisory Committee as applicable

Base Zoning Comparison: Business B District

	Existing Zoning		Proposed Zoning
	Existing Zoning for Commercial Development	Existing Zoning for Residential Development	Residential Mixed Income Incentive Project (“Opt-In”) Under Proposed Zoning
Floor Area Ratio (20.806.1, 20.807.2)	2.75	<ul style="list-style-type: none"> 3.0 base + 0.9 bonus under Inclusionary Zoning (11.200) 3.9 total potential FAR 	<ul style="list-style-type: none"> 3.0 base + 0.9 bonus under Inclusionary Zoning (11.200) 2.6 bonus FAR permitted in exchange for compliance with Affordability, Unit Mix, Retail Space and Public Market requirements 6.5 total potential FAR
Height (20.806.2)	55’ (80’ with Special Permit)	55’ (80’ with Special Permit)	195’ (one building only) along Mass Ave 70’ in the Columbia/Douglass Street Height Zone (but only if “opted in” and complying with Affordability, Unit Mix, Retail Space and Public Market requirements)
Open Space (20.806.4)	No Private Open Space Required 15% Green Area or Permeable Open Space if 19.50 applies	10% Private Open Space Required 15% Green Area or Permeable Open Space if 19.50 applies	Seasonal Public Market space required 15% Green Area or Permeable Open Space if 19.50 applies
Parking (20.806.5)	1:1,000 SF Office 1:1,800 SF Retail 1:10 Seats Restaurant	1 Per Residential Unit 1:1,800 SF Retail 1:10 Seats Restaurant	0.7 Per Residential Unit No additional retail parking Up to 5% of units (Innovation Units) not permitted to obtain residential stickers and exempt from parking requirement

Base Zoning Comparison: Business B District

	Existing Zoning		Proposed Zoning
	Existing Zoning for Commercial Development	Existing Zoning for Residential Development	Residential Mixed Income Incentive Project ("Opt-In") Under Proposed Zoning
Affordable Units (20.807)	N/A (Housing Contribution may apply to certain projects under 11.200)	<ul style="list-style-type: none"> • <u>Low Income</u>: 11.5% under Inclusionary Zoning (11.200) • <u>Moderate Income</u>: None • <u>Total</u>: None 	<ul style="list-style-type: none"> • <u>Low Income</u>: 15% of Base FAR • <u>Moderate Income</u>: 20% of Bonus FAR • <u>Total</u>: 17% of units affordable to low- and moderate-income households
Unit Mix (20.807)	N/A	None	10% of units must be 3-Bedroom units
Innovation Housing (20.808)	N/A	None	Up to 5% Innovation Units
Retail Space Requirements (20.809)	None	None	Ground-floor retail frontage required along Mass + Main; 25% local and independent retailers; no banks; seasonal public market concept/space
Project Review (Article 19) (20.804)	Article 19 Large Project Review requirements apply to qualified projects, subject to review by the Central Square Advisory Committee as applicable	Article 19 Large Project Review requirements apply to qualified projects, subject to review by the Central Square Advisory Committee as applicable	Article 19 Large Project Review requirements apply to qualified projects, subject to review by the Central Square Advisory Committee as applicable

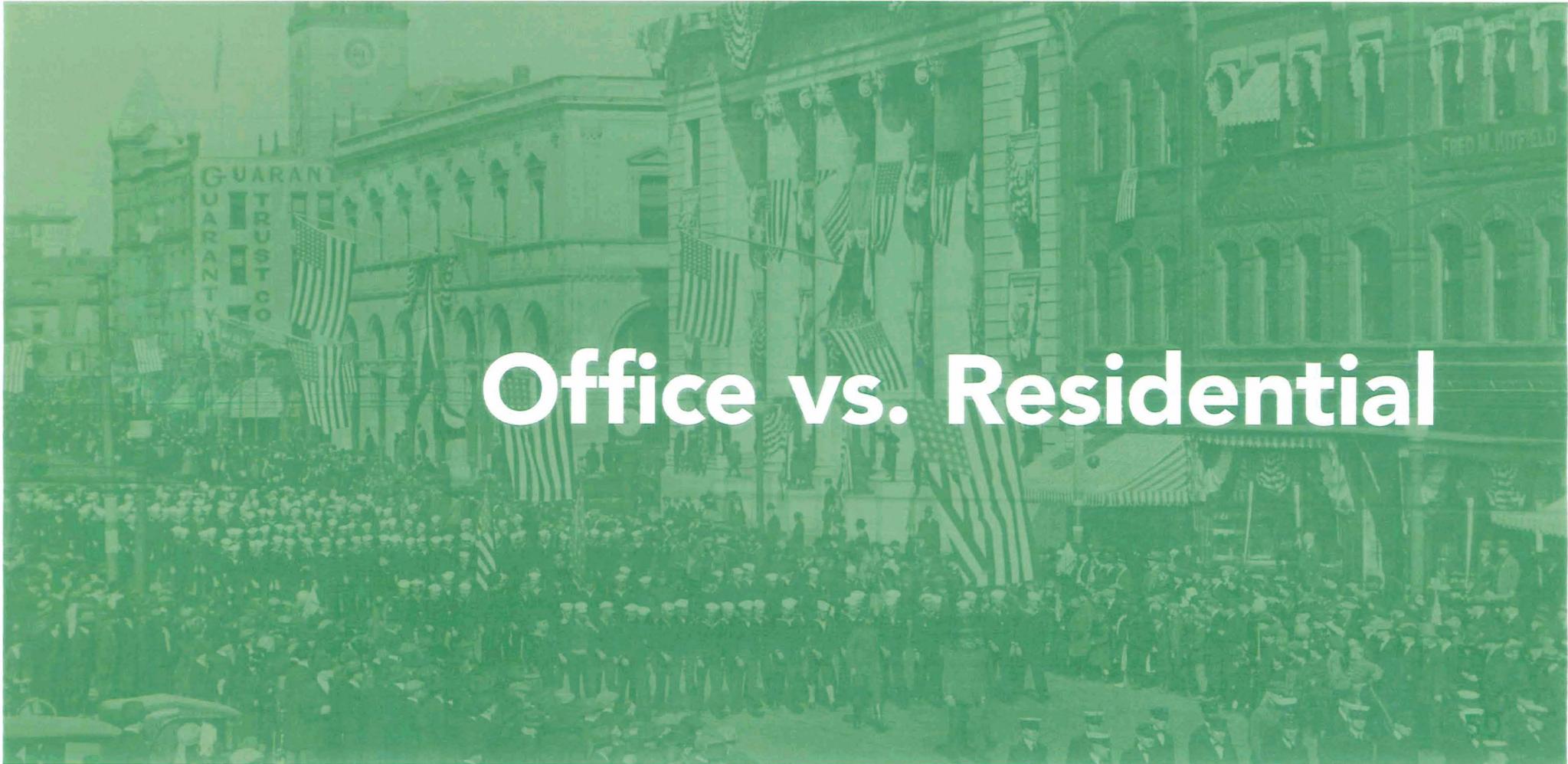
Base Zoning Comparison: Business A District

	Existing Zoning		Proposed Zoning
	Existing Zoning for Commercial Development	Existing Zoning for Residential Development	Residential Mixed Income Incentive Project ("Opt-In") Under Proposed Zoning
Floor Area Ratio (20.806.1, 20.807.2)	1.0	<ul style="list-style-type: none"> 1.75 base + 0.525 bonus under Inclusionary Zoning (11.200) 2.275 total potential FAR 	<ul style="list-style-type: none"> 1.75 base + 0.525 bonus under Inclusionary Zoning (11.200) 2.6 bonus FAR permitted in exchange for compliance with Affordability, Unit Mix, Retail Space and Public Market requirements 4.875 total potential FAR
Height (20.806.2)	35' (80' with Special Permit, height plan setbacks apply along Bishop Allen for portions of buildings above 45')	45' (80' with Special Permit, height plan setbacks apply along Bishop Allen for portions of buildings above 45')	No Change
Open Space (20.806.4)	No Private Open Space Required 15% Green Area or Permeable Open Space if 19.50 applies	15% Private Open Space Required 15% Green Area or Permeable Open Space if 19.50 applies	Seasonal Public Market space required 15% Green Area or Permeable Open Space if 19.50 applies
Parking (20.806.5)	1:1,000 SF Office 1:1,800 SF Retail	1 Per Residential Unit 1:1,800 SF Retail	0.7 Per Residential Unit No additional retail parking Up to 5% of units (Innovation Units) not permitted to obtain residential stickers and exempt from parking requirement

Base Zoning Comparison: Business A District

	Existing Zoning		Proposed Zoning
	Existing Zoning for Commercial Development	Existing Zoning for Residential Development	Residential Mixed Income Incentive Project ("Opt-In") Under Proposed Zoning
Affordable Units (20.807)	N/A (Housing Contribution may apply to certain projects under 11.200)	<ul style="list-style-type: none"> <u>Low Income</u>: 11.5% under Inclusionary Zoning (11.200) <u>Moderate Income</u>: None <u>Total</u>: None 	<ul style="list-style-type: none"> <u>Low Income</u>: 15% of Base FAR <u>Moderate Income</u>: 20% of Bonus FAR <u>Total</u>: 17% of units affordable to low- and moderate-income households
Unit Mix (20.807)	N/A	None	10% of units must be 3-Bedroom units
Innovation Housing (20.808)	N/A	None	Up to 5% Innovation Units
Retail Space Requirements (20.809)	None	None	None
Project Review (Article 19) (20.804)	Article 19 Large Project Review requirements apply to qualified projects, subject to review by the Central Square Advisory Committee as applicable	Article 19 Large Project Review requirements apply to qualified projects, subject to review by the Central Square Advisory Committee as applicable	Article 19 Large Project Review requirements apply to qualified projects, subject to review by the Central Square Advisory Committee as applicable

Office vs. Residential



Office v. Residential

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- Office is what Normandy does
- Central Square office market is very strong

Office v. Residential

- Difficult choice because of economics
- Community desire for housing was very clear
- Comparing office vs. residential plan caused us to pause and re-evaluate

Office / Lab / Institutional Surround Central Square

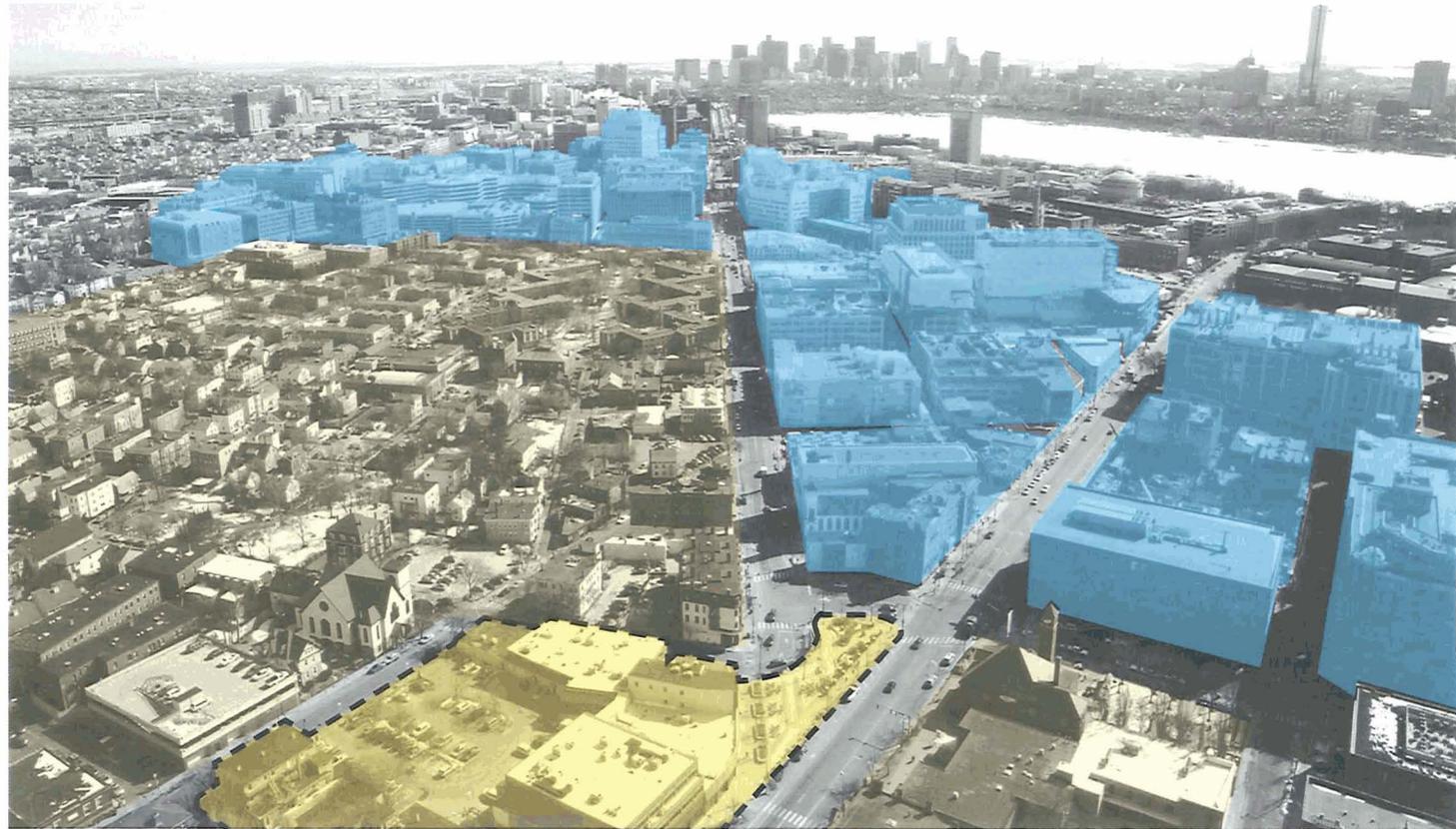
mass+main

Key

Office/Lab/Institutional

Existing Residential

Mass + Main



Central Square Is Different

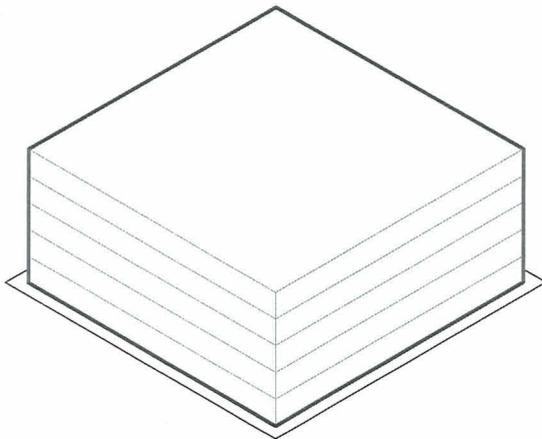
mass+main

- Residential is what Twining Properties does
- Central Square needs residential



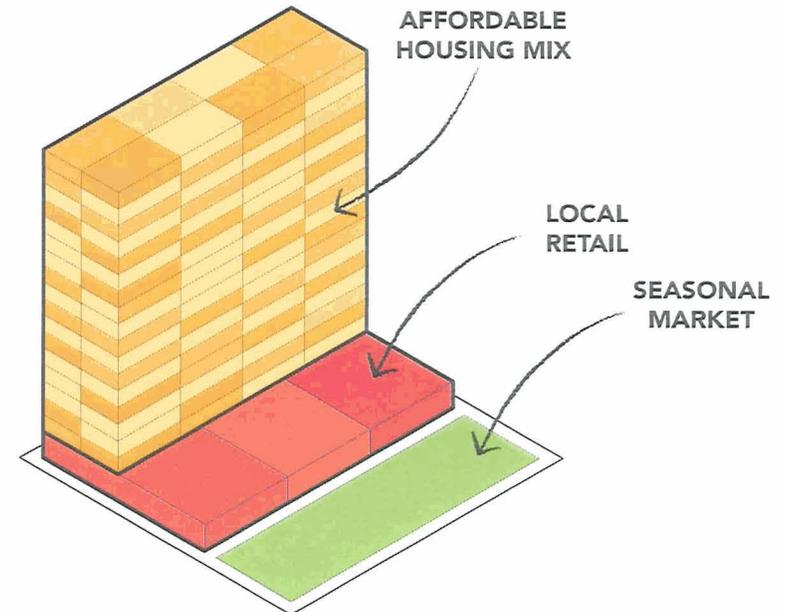
Use Drives Building Form

*Not to scale



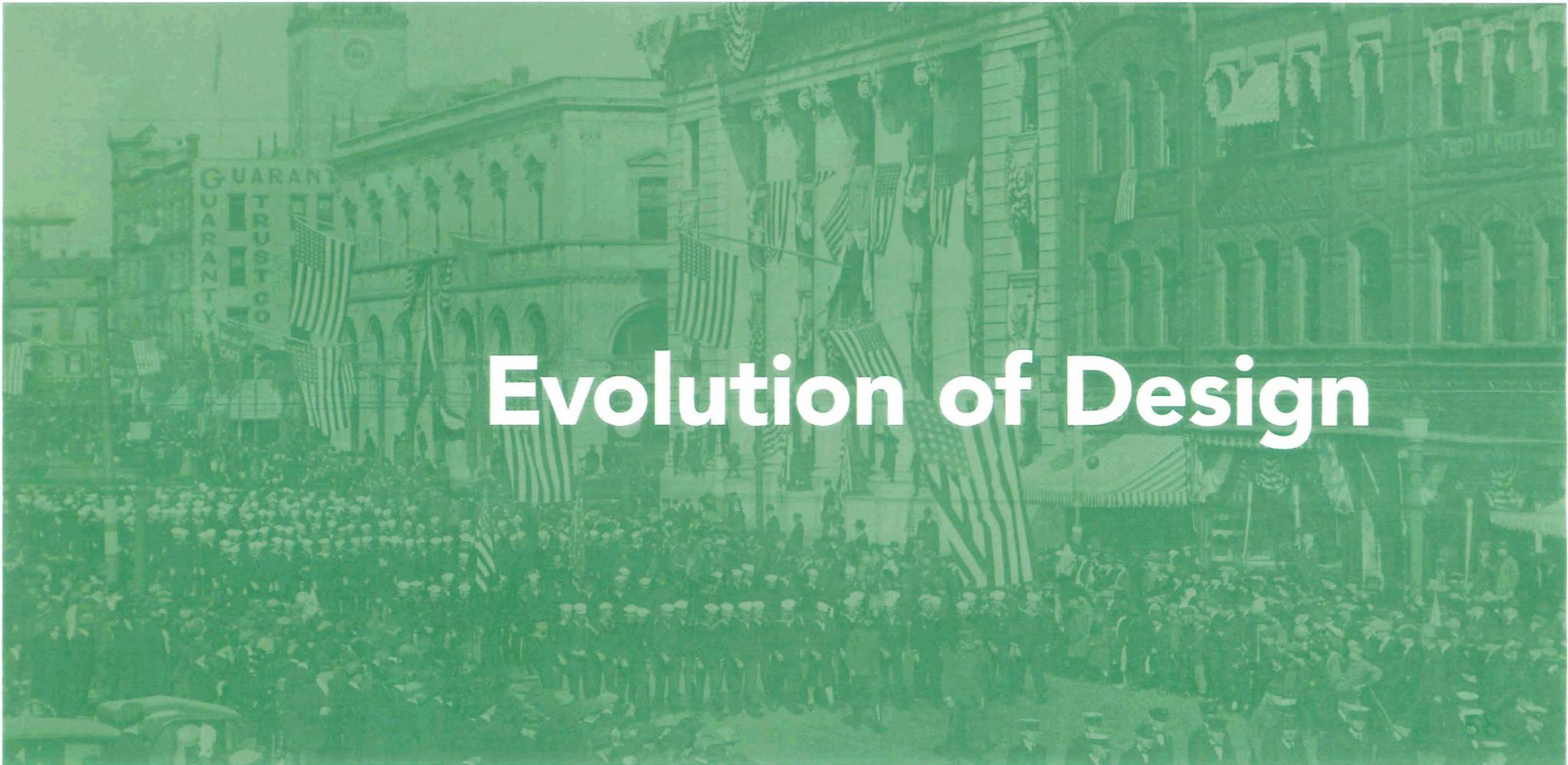
OFFICE

- Less open sky
- Large floor plate
- Very dense
- Dark at night
- No on-site affordable housing



RESIDENTIAL

- Retail supported 3x better by residential
- Mix of affordable on site
- Active 24/7



Evolution of Design

Central Square is Different

mass+main

- A diverse, thriving place to live, work, play
- Not just housing: it's mixed-income housing
- Diverse and funky retail

We Listened & Made Changes

mass+main

- Dropped the height from 285 to 195 feet
- Raised the parking from .25 to .7
- Added more connections from Mass Ave. to neighborhood
- Continued to work with neighbors & abutters

We Included C2 Goals

C2 Goals

1. Public Places .

2. Retail & Cultural .

3. More Housing .

4. Connections to
Central Sq. .

5. Sustainability .

Mass + Main meets these goals by

. Activating J. Rhone Park and extending park into block.

. Offering retail, cultural and community programs which line the streets and passages.

. Mixed income housing and no office.

. Creating Two through-block passages lined with retail

. Transit oriented and bike friendly
Green Building design

Mass + Main Anchors Central Square

mass+main



Quest Today Creates No Activity

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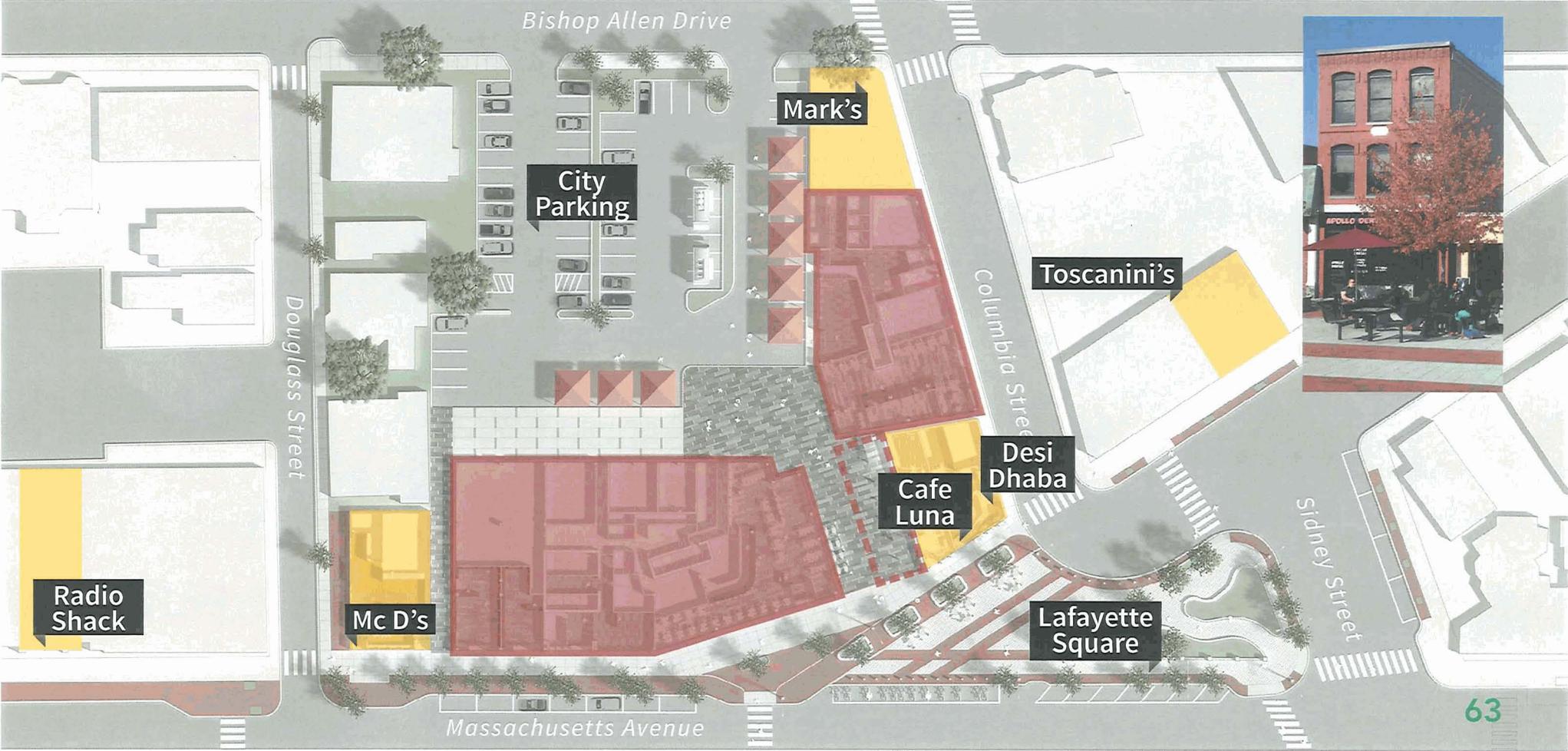
Retail and Residential Will Activate the Street

mass+main



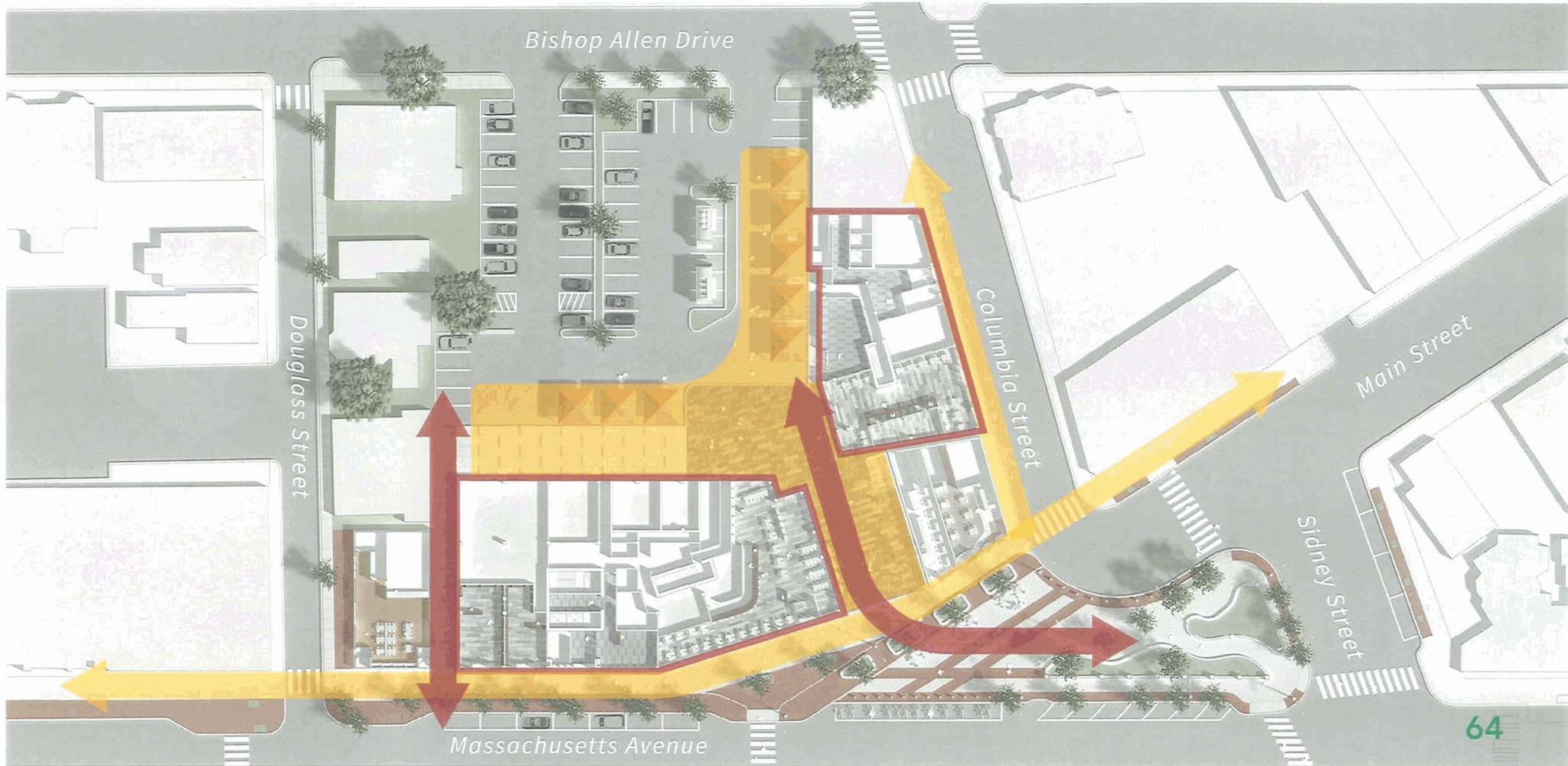
Two New Buildings Fit Into the City Fabric

mass+main

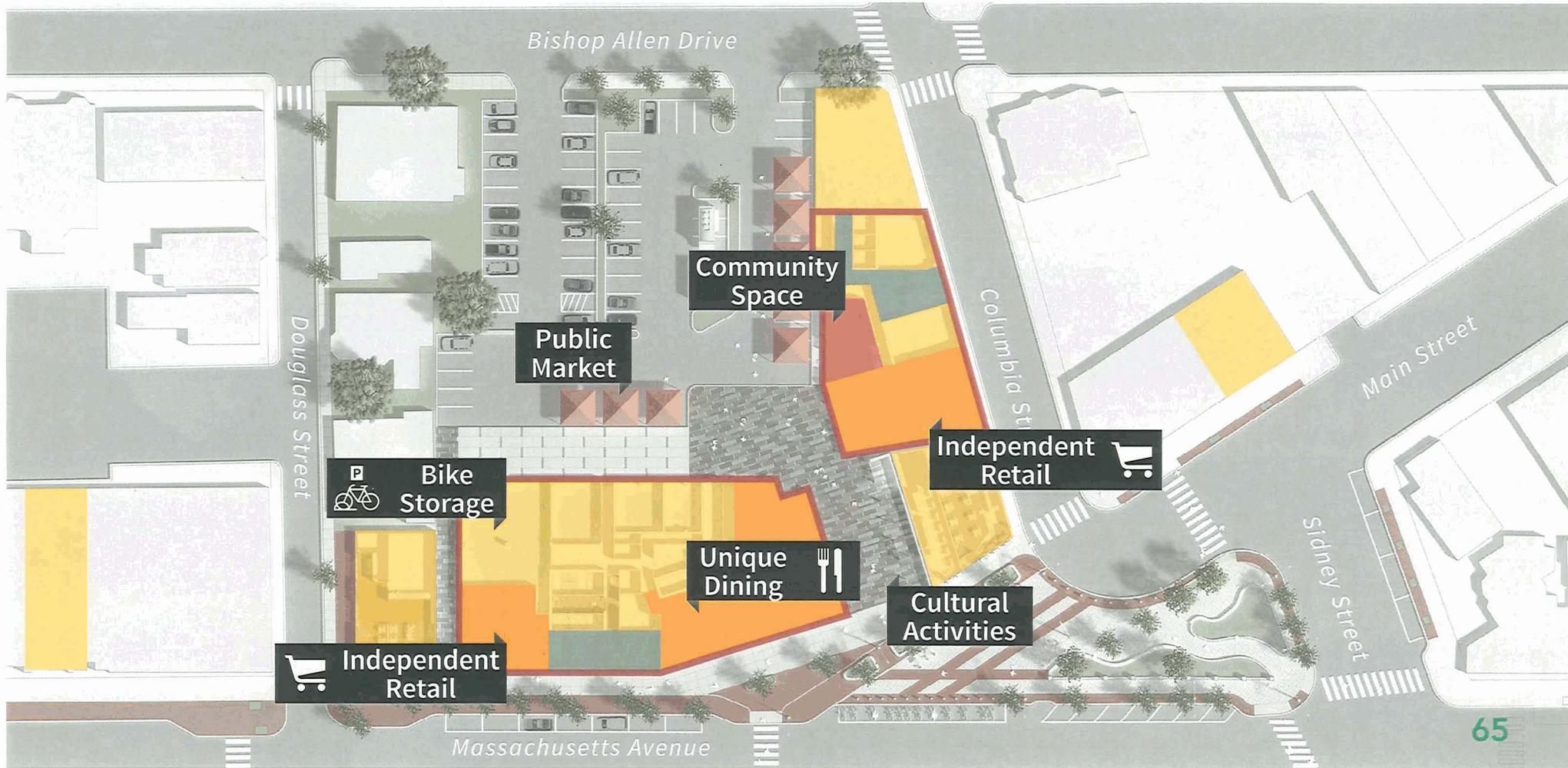


Pedestrian Passages Connect to the Neighborhood

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Retail & Cultural Spaces Activate the Passage



Park, Housing & Retail Come Together

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Shadow Studies: Spring and Fall

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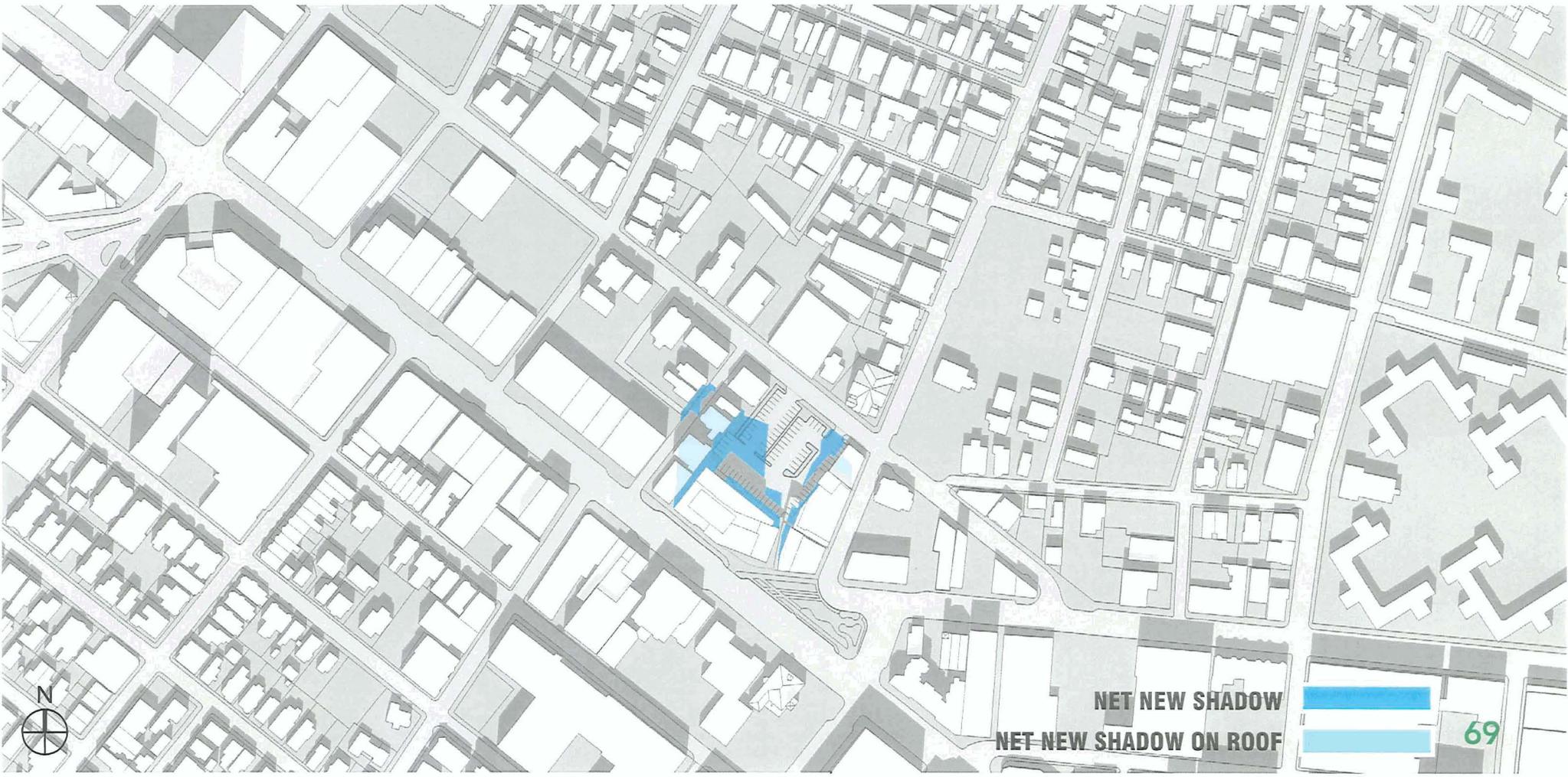
Net New Shadow: Spring/Fall 09:00 AM

mass+main



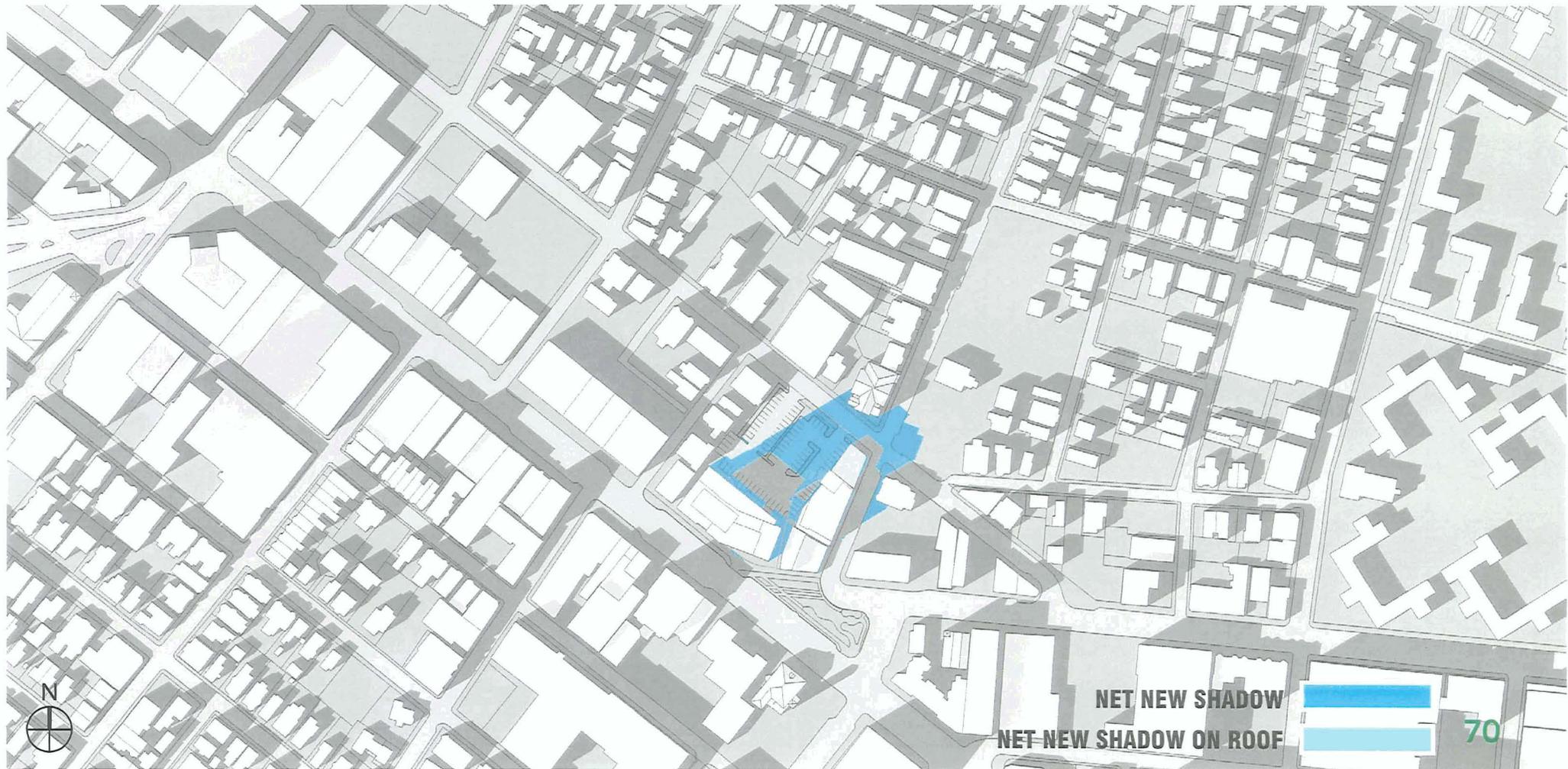
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mass+main



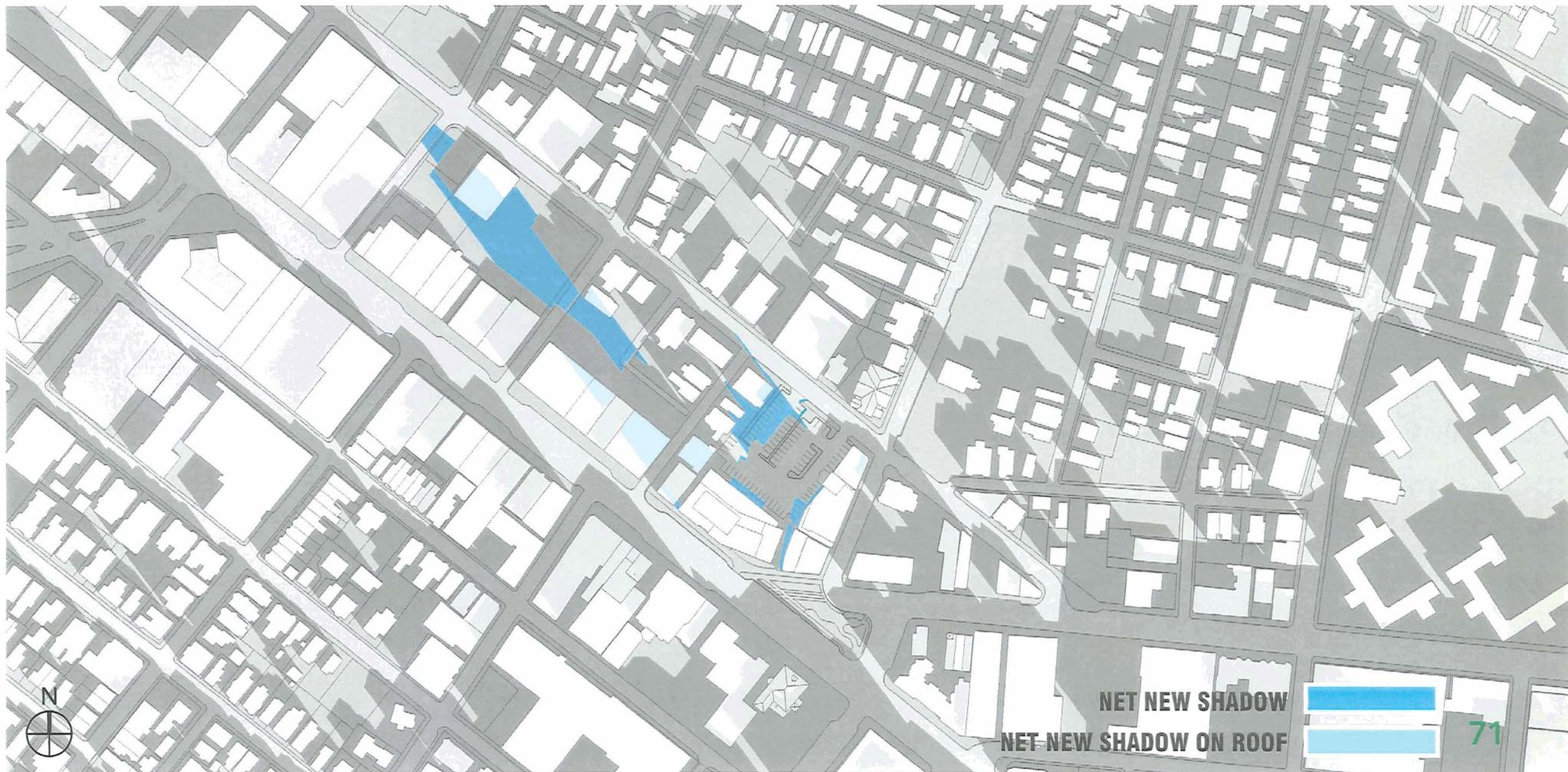
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mass+main



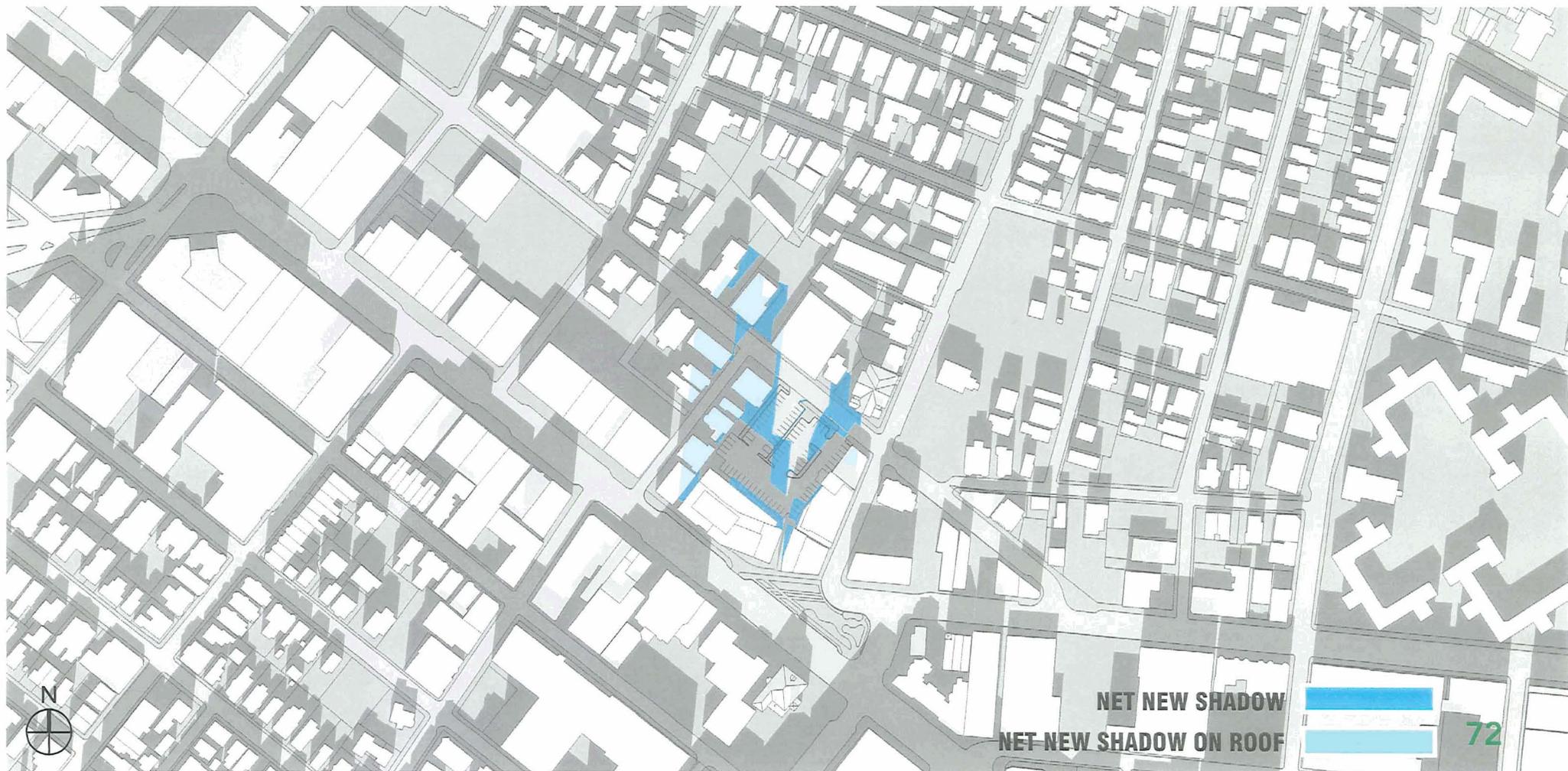
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mass+main



Net New Shadow: Winter 12:00 PM

mass+main



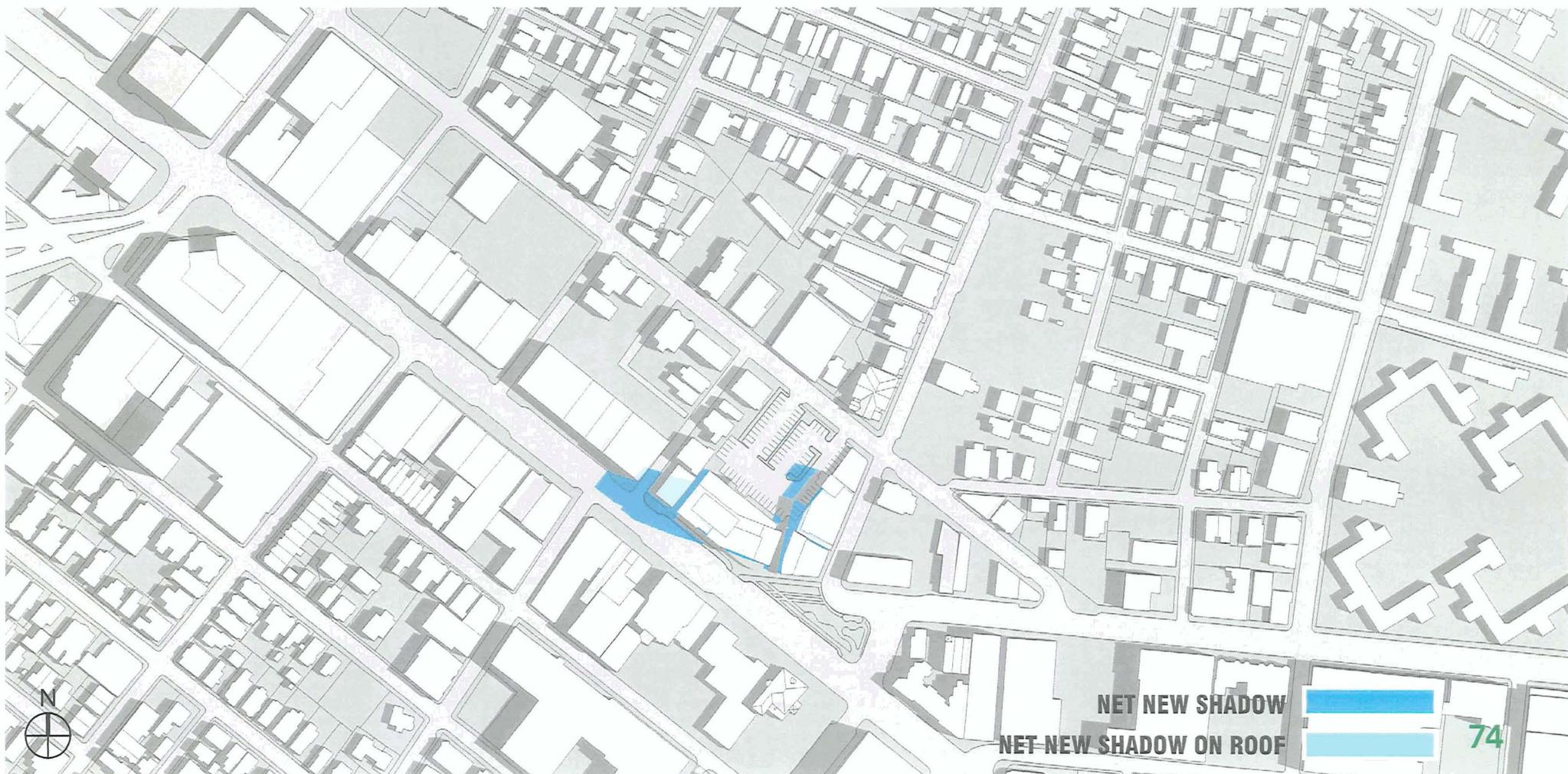
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mass+main



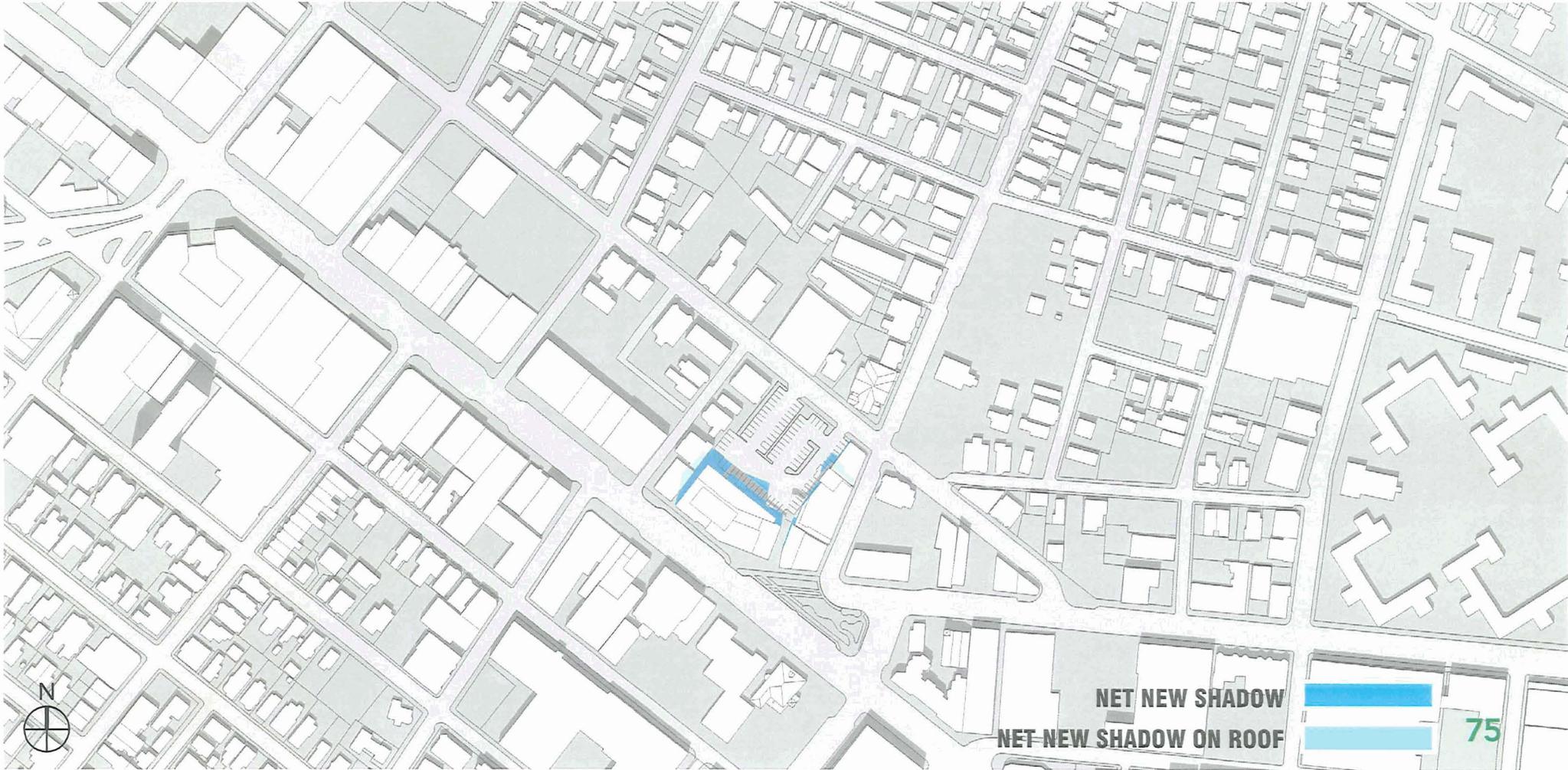
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mass+main



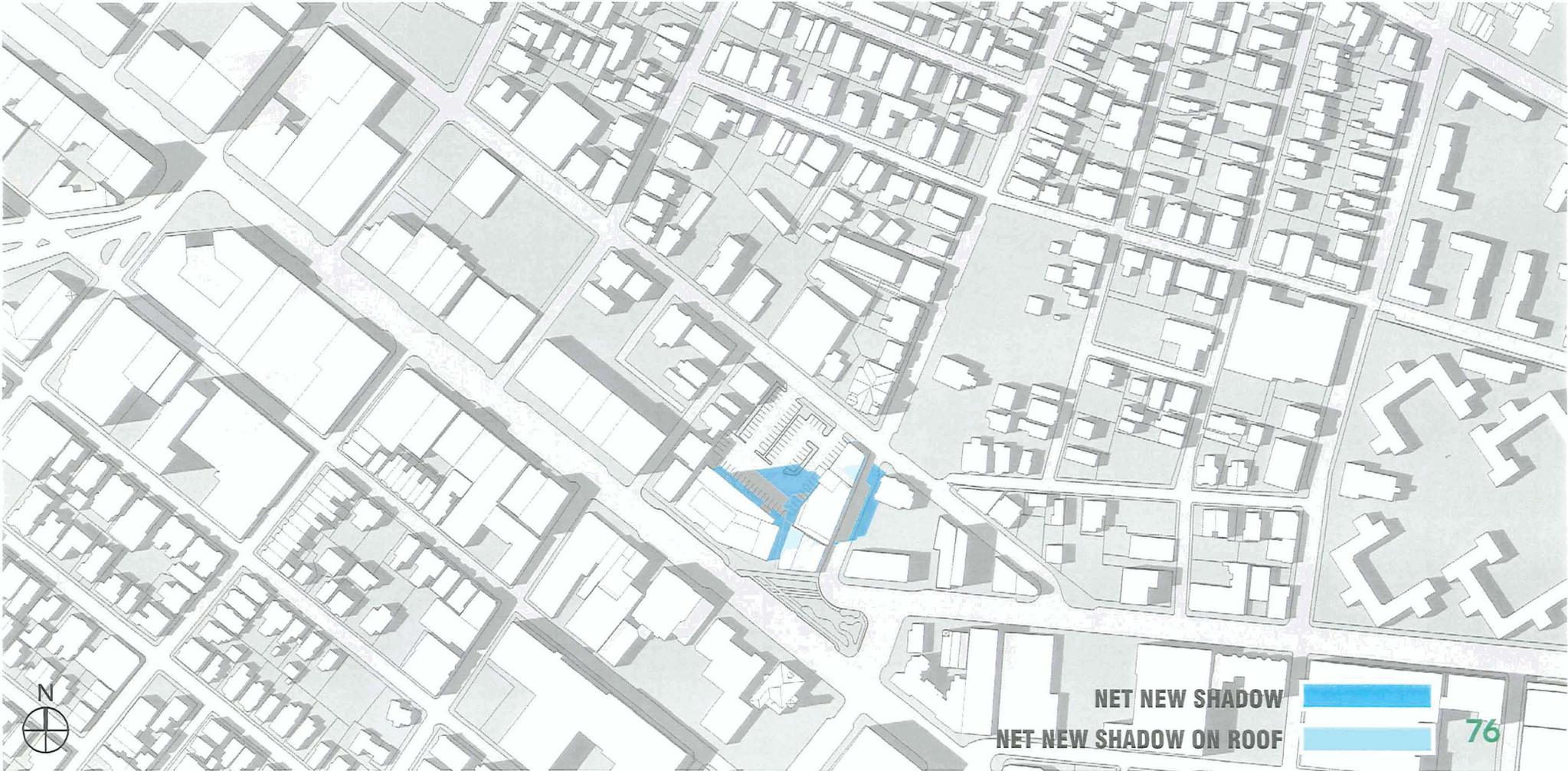
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mass+main



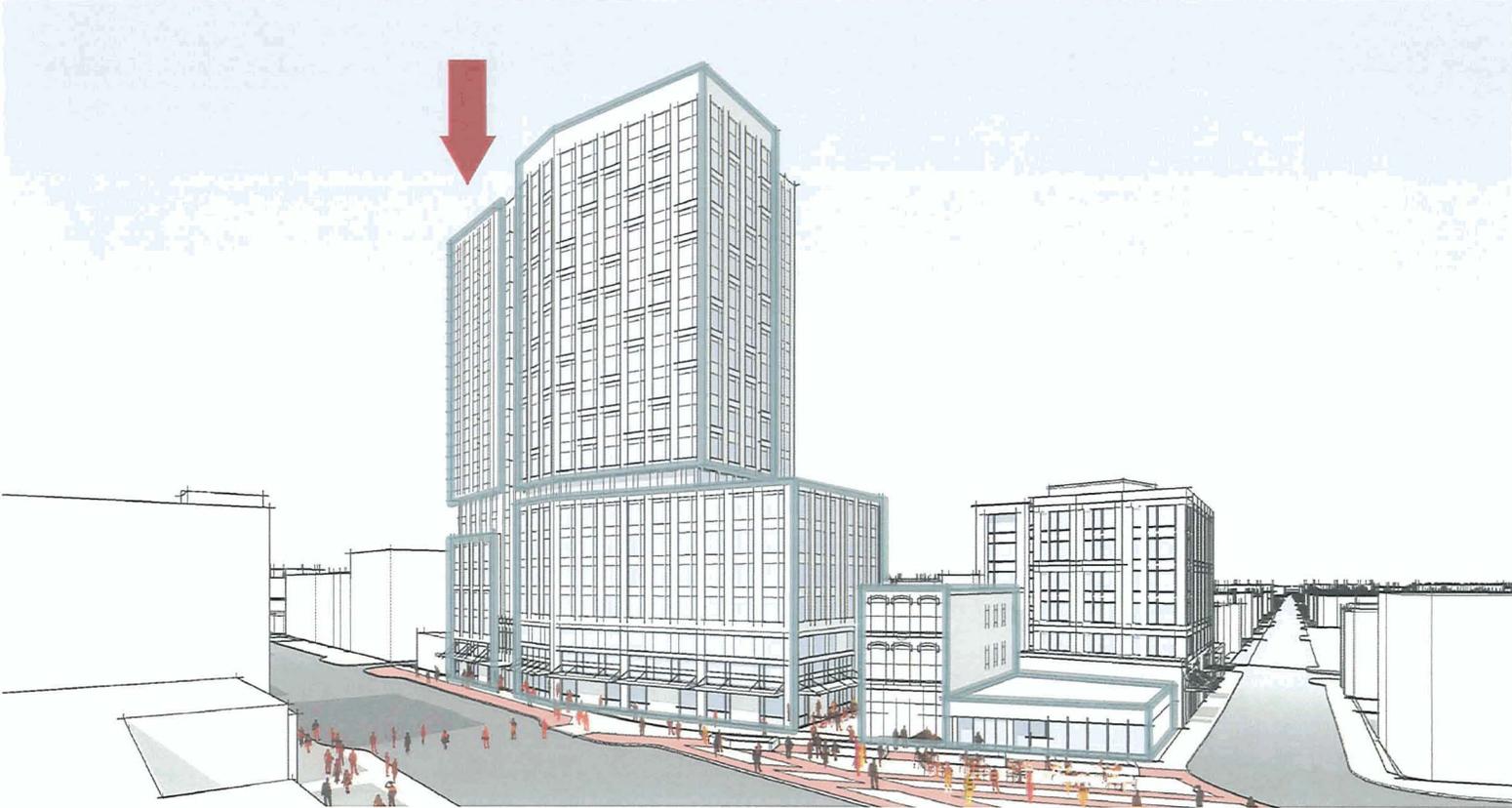
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mass+main



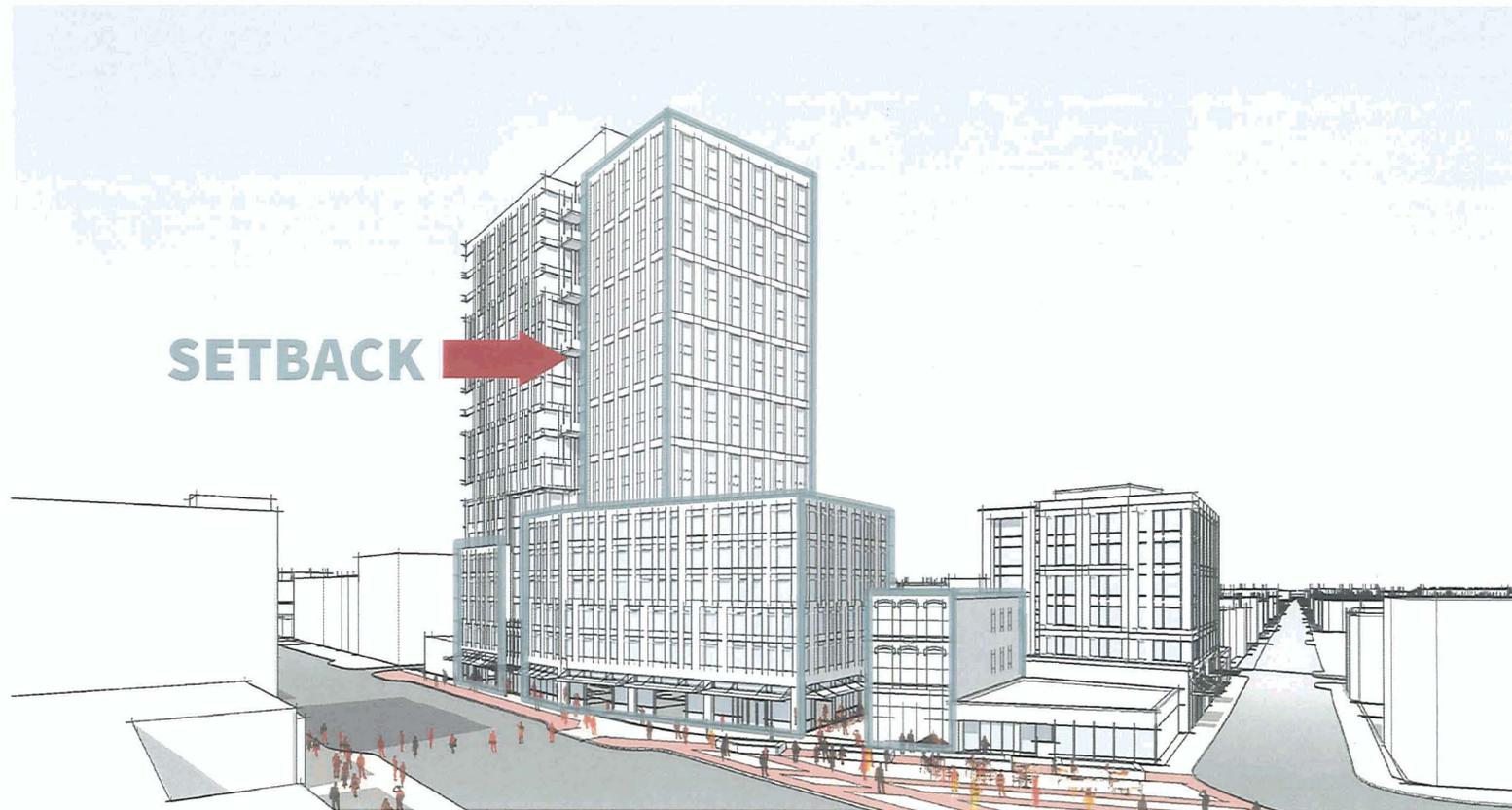
Option A: Initial Design

- Contextual podium



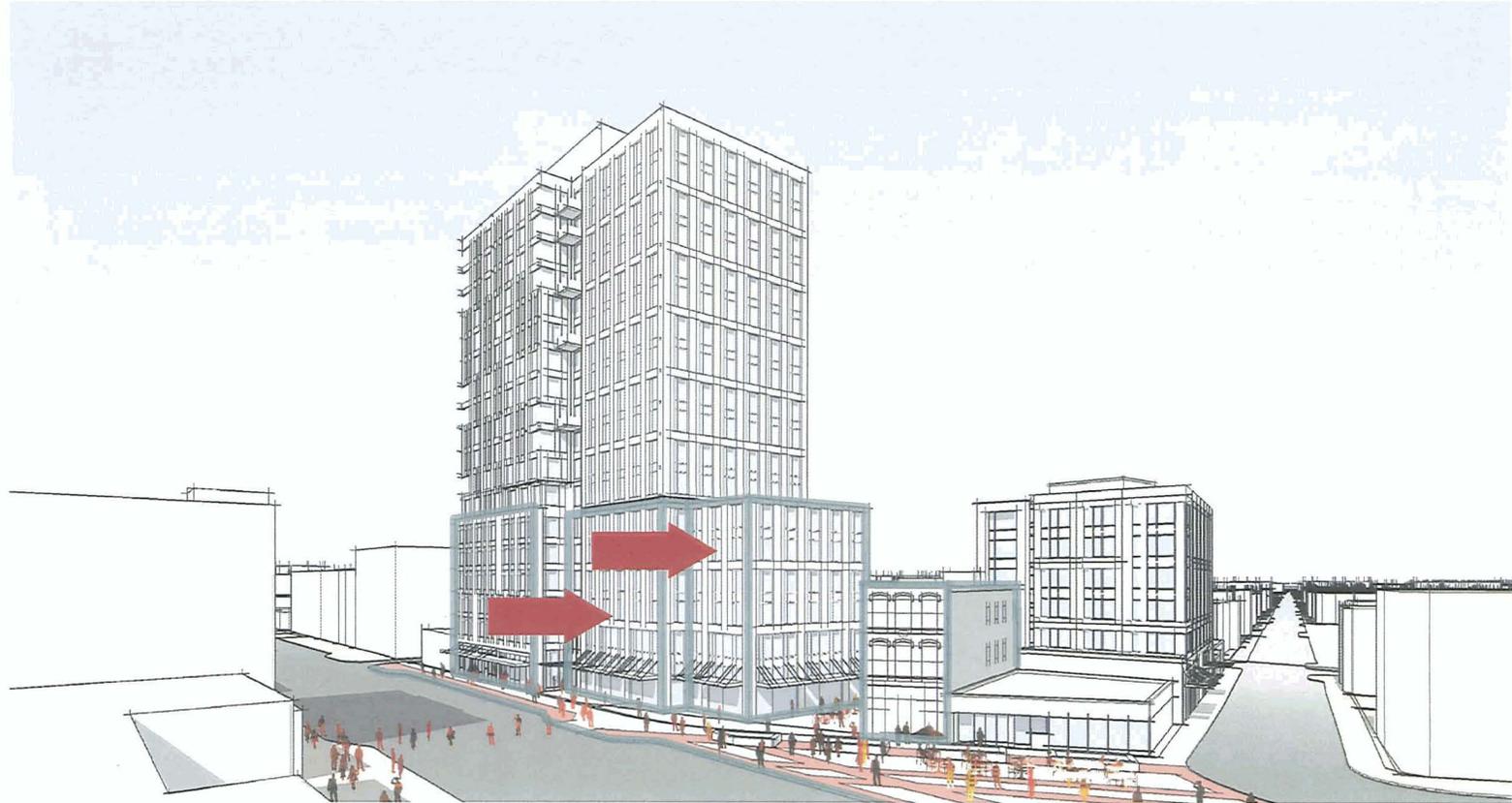
Option B: Setback

- Initial design with setback above 70 feet
- Contemporary, geometric design



Option C: Stepped

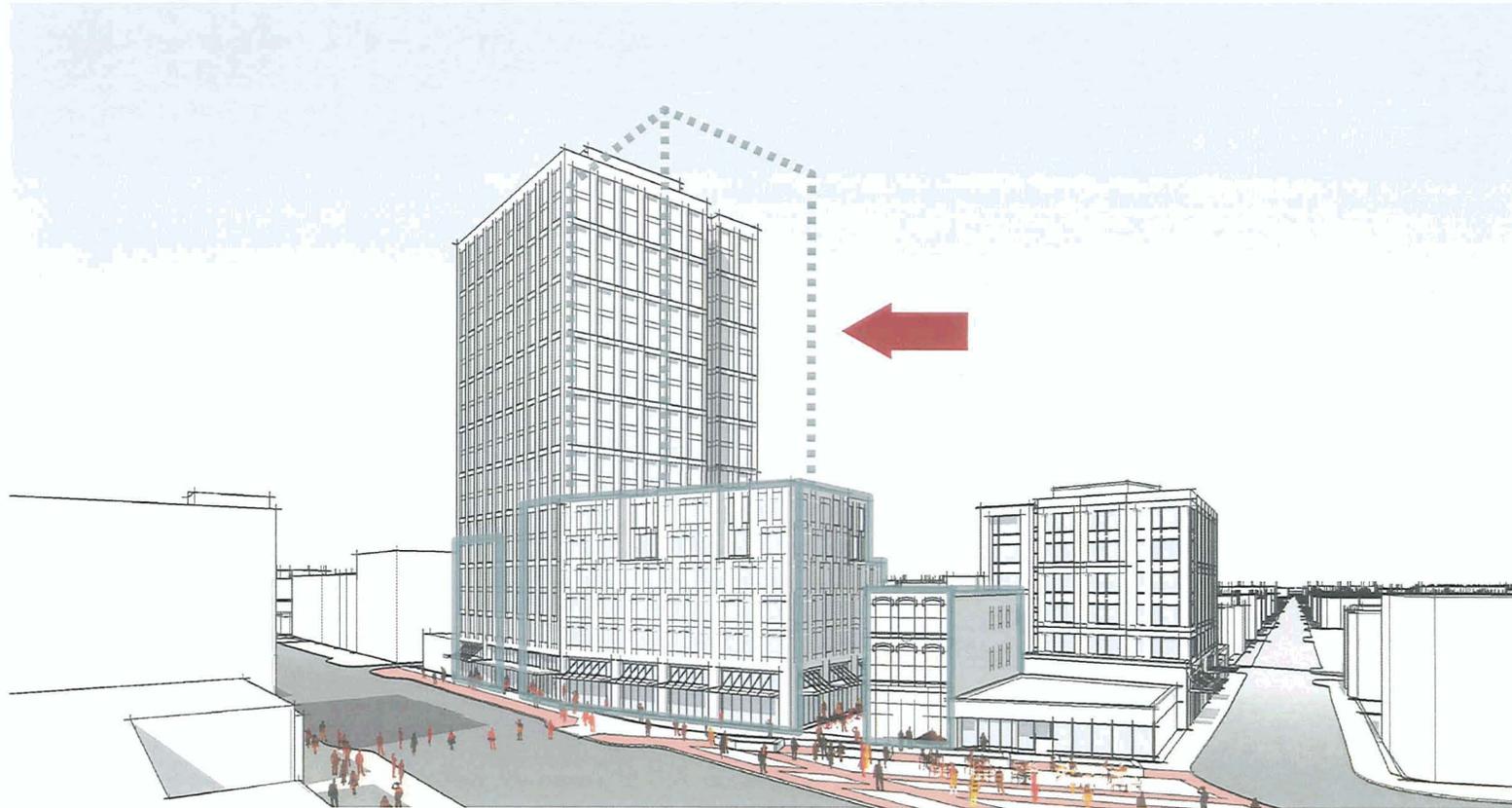
- Max. open space



Option D: Point Tower

mass+main

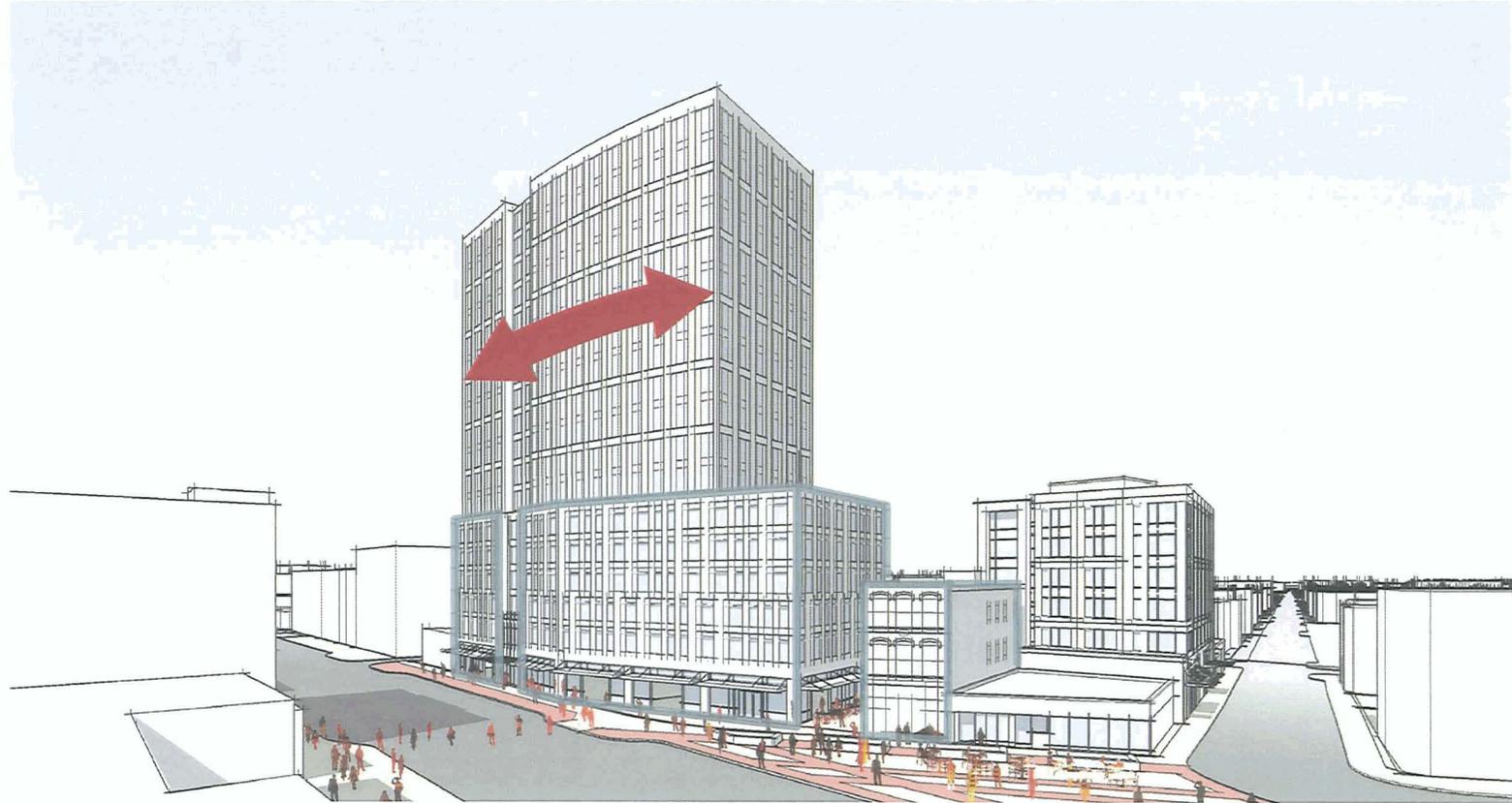
- Compact profile casts smallest shadows



Option E: Curved

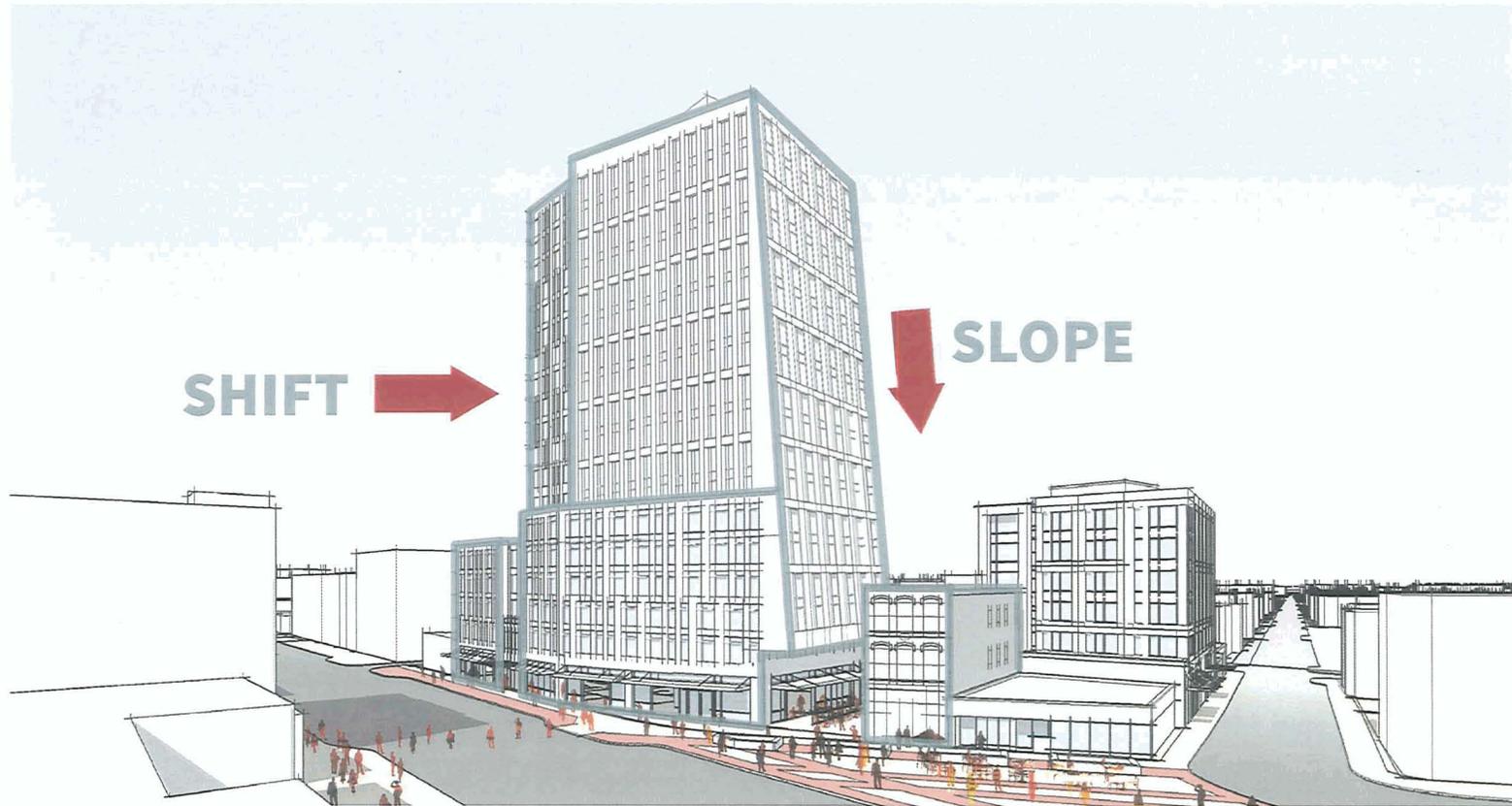
mass+main

- Simple expression

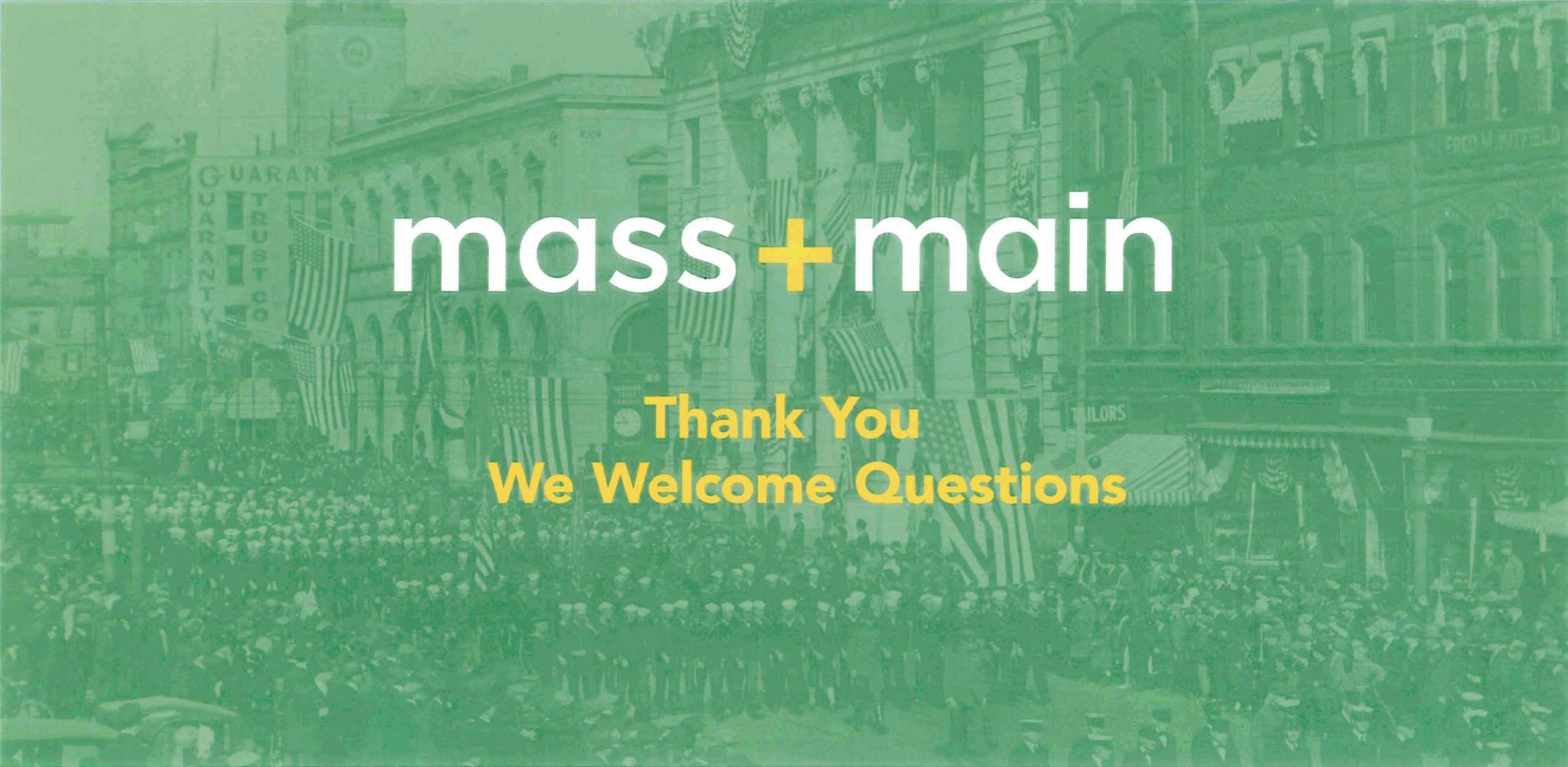


Option F: Sloped

- Iconic image



mass+main



mass+main

Thank You
We Welcome Questions

My take is that this zoning is the definition of a missed opportunity. This would be ^{OBVIOUS} clear if we had a ~~real~~, coherent, city-wide master plan that quantified our housing and ~~transportation needs~~. ^{THE TRUE STATUS OF THE RED LINE}

But ~~we~~ ^{CDD SAYS WE} do have a plan, ^{MASTER} the C2 plan which is limited in ^{MADE UP OF SMALLER PLANS} geography, ^{TO CENTRAL SQ} but it is a plan.

This zoning throws out even the C2 planning for 5 extra units. Forest City bought about the same number of SF for extending 168 affordable unit to the 75 year lease, added another 25 affordable units in perpetuity, and threw in \$2,000,000.

~~REMEMBER THAT A BOTTOM LINE~~ ^{REMEMBER THAT A BOTTOM LINE} ~~SUPPORTED FOREST CITY W/OUT ANY AFFORDABLE UNITS.~~ ^{SUPPORTED FOREST CITY W/OUT ANY AFFORDABLE UNITS.}

More importantly, C2 planned to address big issues. For instance, to replace surface parking with structured parking, preferably underground. C2 admitted to not having a plan for a bus depot. So right now, when it's bitter cold, and we know that our future holds more buses over the years of the Red Line re-hab, we know a depot would be a very good thing.

With this piecemeal zoning we are missing the opportunity to be far bolder and think bigger. C2 started to get to this and ^{OUR} ~~the~~ re-habbed Redevelopment Authority can implement it.

Build the entire block, a set of dense buildings within the current height limits with ^{AT LEAST TWO OF} three things:

1. underground parking to replace more than one of the surface lots.
2. a warm place to take the bus.
3. a lot, lot more affordable units.

SAUNDRA

AT THE PLANNING BOARD

Please do not pass this "as is". Former Councillor Graham said ^{40%} affordable and that sounds good to me.

ATTACHMENT E

February 24, 2015

Dear Mayor Maher, Vice Mayor Benzan, and Councilors Carlone, Cheung, Kelley, Mazen, McGovern, and Simmons, and Toomey

1. Passing the huge Normandy/Twining upzoning petition would let developers instead of residents and city officials and staff drive zoning in Central Square.

The Central Square Overlay District is the current zoning in Central Square. The City initiated a C2 planning process (which was not adequately democratic). The C2 process included both property owners and residents chosen by then City Manager Healey. Passing the Normandy petition would mean property owners in effect get two chances to decide our city's zoning.

City Council has not considered or voted on the draft zoning resulting from the C2 process, nor did the Planning Board approve it. Cambridge is or will be considering changes to both the inclusionary housing formula and the incentive (aka linkage) formula. The City is beginning a city-wide comprehensive planning process. The Normandy/Twining petition is jumping the gun in all those areas.

2. Passing the huge Normandy/Twining upzoning petition would benefit the developer far more than it benefits the Area 4/Port community or the city of Cambridge. The C2 participants proposed the maximum height in Central Sq. should be 140' and the maximum FAR should be 5.125 with the inclusionary housing bonus. Current height in the Central Square Overlay District is 80' with a special permit and current FAR with an inclusionary housing bonus is 3.9. The Normandy petition's 195' height and 6.5 FAR hugely exceeds that proposal. That 6.5 FAR is higher than anywhere else in the city- even Kendall Square. It is hugely out of scale with Mass. Ave. in Central Sq. All that increase in height and density benefits the developer, not the community.

3. We do not want to see the northern side of Bishop Allen locked into long-term surface and structured parking to support the giant housing tower. We would rather that the developer used this land for housing under the current zoning, and provided parking underground. The petition would upzone this area to a 4.8 FAR, which is vastly out of line with the surrounding neighborhood residences.

4. We want low and moderate income affordable housing of an appropriate height. Under the current zoning, the developer would provide 15 such units. With a building that is 2 1/2 times taller than current zoning, the developer will provide 20 low and moderate income affordable units- only 5 more than under current zoning. The petition's percent of low and moderate income units is only 8.5%- far below the currently required 11.5%. We would rather the city move forward with building 40+ units of entirely low- and moderate-income affordable housing on the city parking lots- that is a much better way to get lots of truly affordable housing.

5. We do not want our Area 4/Port neighborhood to become even more a bedroom area for well-off Kendall Sq. workers, so we think building 11 floors of market rate housing more

than can be built under current zoning is not a community benefit. Instead it is a negative for our community.

6. When we finally met on 2/12 with Normandy representatives, we asked if there would be below-market retail rents so that the retail would be affordable to people in our neighborhood. We were told that the petition only calls for local retail. So we do not think the retail will be affordable to our community.

7. We noted that the T had completely failed during the recent snowstorms. We were told that about 42% of the proposed residents will take the T. The developers did not have any ideas about how the T would work better to accommodate these additional residents.

In summary, the Normandy/Twining development upzoning petition should not be approved. Adding a massive amount of market luxury housing and a small number of middle income and inclusionary units will accelerate the pressure on rents in the neighborhood,, aggravate traffic and especially parking in the neighborhood, create shadows in the city-owned lot in back of the tower monolith, block views from the Lafayette Square Plaza, and saddle the residential neighborhood with an above-ground parking structure permanently. It makes no sense to favor one developer over the interests of not only the neighborhood but of other potential developers ("If Twining/Normandy got a variance, why can't we?") Esst Cambridge got stuck with the Courthouse. Will Central Square repeat this folly?]

For all these reasons, the Area 4/Port Neighborhood Coalition oppose the Normandy/Twining upzoning petition, and we ask that the Planning Board and City Council reject it.

Sincerely,

Richard Goldberg. Leadership group of the Area 4/The Port
Coalition

Cc: Clerk of the Council

ATTACHMENT F

BLATMAN, BOBROWSKI & MEAD, LLC

ATTORNEYS AT LAW

9 DAMONMILL SQUARE, SUITE 4A4
CONCORD, MA 01742
PHONE 978.371.3930
FAX 978.371.3828

MARK BOBROWSKI
mark@bbmatlaw.com

February 26, 2015

TO: Cambridge City Council
FR: Mark Bobrowski and Adam Costa

RE: Normandy/Twining Zoning Petition

Please be informed that I represent the Friends of Lafayette Square with regard to the above-referenced zoning petition. I would like to take this opportunity to express several concerns of my clients as the City Council considers the Normandy/Twining Zoning Petition (N/T Petition).

As I understand the facts, the N/T Petition would authorize a transit oriented mixed income development of approximately 230 units located principally in the former Quest Diagnostics lab buildings on the block bounded by Douglass Street, Massachusetts Avenue, Columbia Street and Bishop Allen Drive. Parking is proposed in two locations on Bishop Allen Drive.

The Petition constitutes an “upzoning” of the subject property. The current zoning places the property in the Central Square Overlay District (CSOD). The CSOD has a height limitation of 80 feet with a special permit. One building proposed for development under the N/T Petition’s “Mass. Ave. Residential Zone” would be 195 feet. Similarly, total available FAR is set at 3.9 in the current CSOD with a special permit for increased affordable housing; the N/T Petition allows for a total FAR of 6.5 as-of-right. That 6.5 FAR is much higher than anywhere else in the city. Jeff Roberts, the City’s Land Use and Zoning Planner, captured some of these differences nicely in his Memorandum to the Planning Board dated January 20, 2015 (the Roberts Memo).

The Petition also constitutes an upzoning when compared with the recommendations of the Central Square Final Report 2013 (the C2 Study). The proposed C2 Study height limitation was 140 feet, or 160 feet if development rights are transferred. Total FAR would be limited to 5.125.

The upzoning of these properties raises the spectre of spot zoning. Spot zoning occurs when a zoning change is designed solely for the economic benefit of the owner of the property receiving special treatment and is not in accordance with a well considered plan for the public welfare. See, *Board of Appeals of Hanover v. Housing Appeals Comm.*, 363 Mass. 339, 362 (1973). The test for spot zoning was succinctly stated in *Leahy v. Inspector of Buildings of New Bedford*, 308 Mass. 128, 132-133 (1941):

A city council is empowered to amend a zoning ordinance when the character and use of a district or the surrounding territory have become so changed since the original ordinance was enacted that the public health, morals, safety and welfare would be promoted if a change were made in the boundaries or in the regulations prescribed for certain districts; but mere economic gain to the owner of a comparatively small area is not sufficient cause to involve an exercise of this amending power for the benefit of such owner.

In effect, spot zoning occurs where one lot or a small area has been singled out for treatment less onerous than that imposed upon nearby, indistinguishable properties. *Id.* at 134.

Our appellate courts have relied on a balancing test to assess a spot zoning challenge. The factors used by the court include the size of the parcel, changes to the neighborhood, the location of the rezoned parcel relative to other differently treated parcels, consistency with local plans, and the recommendation of the Planning Board. Each of these factors will be addressed below.

The size of the parcel(s) is a factor, but is not controlling. *Lanmer v. Board of Appeal of Tewksbury*, 348 Mass. 220, 229 (1964); *Town of Marblehead v. Rosenthal*, 316 Mass. 124, 126 (1944); *Raymond v. Building Inspector of Brimfield*, 3 Mass. App. Ct. 38, 42 (1975). However, case law reveals that our appellate courts have clearly preferred bigger spots. In the instant matter, the size of the Mass. Ave. Residential Zone is approximately 58,000 square feet. The Zone consists of 12 properties. Normandy/Twining own five, with a total area of approximately 35,000 square feet.

Change to the neighborhood is a factor when weighing a spot zoning challenge. *Cohen v. City of Lynn*, 333 Mass. 699, 704 (1956); *Raymond v. Commissioner of Pub. Works of Lowell*, 333 Mass. 410, 413 (1956). The City's recent studies analyzing growth in Central Square make it clear that change is in the wind. However, the N/T Petition, and its supporting materials, do not adequately tie the Petition to the goals and objectives of either the CSOD (which is still the City's operative plan for the area) or the C2 Study. The CSOD and subsequent planning discourage surface parking lots. The petition proposes a Support Zone on the north side of Bishop Allen Dr. It solely serves to provide parking for the housing. The FAR in this area is upzoned to 4.8, which substantially exceeds existing zoning.

Where the rezoned area is surrounded by differently treated properties, the amendment is less likely to survive review. *Caputo v. Board of Appeals of Somerville*, 331 Mass. 547, 549 (1954); *Whittemore v. Building Inspector of Falmouth*, 313 Mass. 248, 249 (1943). In the instant matter, the N/T Petition proposes different rules for the rezoned parcels. It is not permissible "to single out one lot ... and impose restrictions upon this lot that are less onerous than those imposed upon the remaining portions of what is really the same zoning district." *Leahy v. Inspector of Buildings of New Bedford*, 308 Mass. 128, 134 (1941).

Consistency with local plans is a final factor. *Rosko v. City of Marlborough*, 355 Mass. 51, 53 (1968); *Durand v. Superintendent of Pub. Bldgs. of Fall River*, 354 Mass. 74, 77 (1968). *Mitchell v. Board of Selectmen of South Hadley*, 346 Mass. 158, 161 (1963). I am informed that the C2 Study has not been endorsed by either the Planning Board or the City Council. This

leaves the CSOD as the planning baseline. For the reasons stated above, the N/T Petition is not consistent with the CSOD.

Just as important as whether the N/T Petition constitutes spot zoning is the corollary question of whether it constitutes good planning.

Mr. Roberts points out that several provisions of the Petition are unclear, while others may have unintended consequences. Most importantly, he identifies the overriding issues (on page 2) that the Council must reckon with:

- * What future changes might occur on other properties that are within the petitioner's land holdings?
- * How will increasing the density on one lot affect the future use and development opportunities on adjacent properties, such as the City's municipal parking lot and nearby one-story retail buildings?
- * How will this proposal help support positive change across Central Square as a whole?

I submit that unless the Council fully grasps the answers to these questions, the adoption of the N/T Petition fails the test for good planning.

In *National Amusements, Inc. v. City of Boston*, 29 Mass. App. Ct. 305 (1990), the Appeals Court chastised the Boston Redevelopment Authority for its poor performance in the downzoning of a property in West Roxbury:

What is striking about the record is the absence of analysis of land use planning considerations by municipal authority before the decision to change the zoning was taken. Among the considerations to be taken into account are the physical characteristics of the land, its location, size, and the nature of adjoining uses. There were, before the fact of the rezoning, no market studies. In the brief it submitted as amicus curiae, the BRA writes that "[I]and use planning begins with studying and understanding overall developments in a community. Consequently a planning agency needs to study population patterns, economic trends, social developments, and a wide range of other matters impacting its community." In fulfillment of its self-described assignment, the BRA was singularly inattentive. It produced no information, for example, concerning access to educational facilities, recreational facilities, or public safety services should the locus be used for residential purposes. (Footnotes and citations omitted)

The City Council should be mindful of such good planning practices, even if such measures are not legally required by the terms of G.L. c. 40A, s. 5. My clients urge the defeat of the Normandy/Twining Petition, until such time as the City's planning studies for Central Square are comprehensive in nature, are approved by the Planning Board and City Council, and the petition can be shown to be in the spirit of the desired direction for Central Square.

Thank you for your consideration.

ATTACHMENT G

To: Cambridge City Council Ordinance Committee

From: Jonathan King

Re: Twining/Normandy petition

February 25, 2015

Six problems with the Twining/Normandy Give-away petition, any one of which should lead to rejection:

- 1. A Blight on Jill Brown Rhone Park/Lafayette Square;**
- 2. Will Reduce the Affordable Housing Stock in Area 4/Port:**
- 3. Sabotages Proper Central Square Planning:**
- 4. Sets an Unacceptable Zoning Precedent;**
- 5. Sacrifices Residential Sites for Parking;**
- 6. Enriches Global Corporate Investors on the Backs of Cambridge Residents:**

1). **A Blight on Lafayette Square:** Central Square is the unique crossroads of four major Cambridge low-rise residential neighborhoods – Area 4/Port, Cambridgeport, Mid-Cambridge, and Riverside. Jill Brown Rhone Park in Lafayette Square is the major open public space in Central Square. Though there is no grass, Jill Brown Rhone Park offers open sky views in all directions.

The proposed high-rise out-of-scale tower will significantly undermine its public plaza value, as well as seriously disrupt the fabric and character of the Central Square Cultural District. The building, like the Middlesex Courthouse in East Cambridge, will blight Lafayette Square for a half century to come.

To the north, the proposed tower would loom over and shadow abutting low-rise neighborhood residences and churches on the north side of Bishop Allen Drive and further, as well as the public parking lot #6 behind McDonald's that has been discussed as a site for potential 100% affordable housing.

In August 2012, responding to testimony from hundreds of residents, the City Council rejected the Forest City/Ratner up zoning proposal to build a 14-story tower in the small park across Mass. Ave. from Jill Brown Rhone Park.

2). **Will Reduce the Affordable Housing Stock in Area 4/Port:** Out of the proposed 230 units, 83% will be market rate and luxury apartments that will be priced far outside the rental range of local residents and will drive up rents in the adjoining neighborhoods, negating the value of the affordable units. 17% of the total units are designated for low-, moderate-, and middle-income households, or 20 low- and moderate-income units and 20 middle-income units. However, only 8.5% of the units will be for low- and moderate-income people, which is less than the currently required 11.5%; it could set a dangerous precedent.

The need for affordable local housing will be better served by increasing the percent of required affordable inclusionary units in a residential building that is within the current zoning.

3). **Sabotaging Central Square Planning:** The petition completely ignores – in fact disdains – the years of work and thousand of hours of resident and city staff participation in developing a comprehensive plan for the rezoning of Central Square. Twining/Normandy's decision to request a major up zoning for their parcels before the completion of the Central rezoning process makes a mockery of planning and democratic processes in making zoning law.

Planning should come before major zoning changes like this one. Given that the Central Sq. study recommendations have not been approved and are contested by many residents, and the citywide Comprehensive Planning process has not yet begun, it is unacceptable to continue with the piecemeal zoning approach exemplified by the petition. There should at least be a planning process for all of Central Sq.

This area of Central Square is zoned now for maximum height of 45 feet along Bishop Allen Drive (the residential interface), and 80 feet along Mass Ave., with a special permit. The Normandy/Twining Petition would increase those heights to 70 feet along Columbia and Douglass streets – with no need to get a special permit -- and 195 feet (19 stories not counting roof-top mechanicals) on Massachusetts Avenue.

4). **Sets an Unacceptable Zoning Precedent:** According to the Community Development Dept. (CDD) memo, the current density in Central Sq. is 3.9 FAR (floor area ratio) with an inclusionary housing bonus. The developer asks for a 6.5 FAR, so the building would be massively denser than currently allowed. Allowing such a tall and dense building could set a precedent for similar buildings in Central Sq.

5). **Sacrifices Residential Sites for Parking:** All of the parking would be in the proposed "Bishop Allen Residential Support Zone" sub-district on the north side of Bishop Allen Drive, where parking lots, a parking garage, the Elks Lodge and St. Paul's Church are mixed in with residences, which is all outside the Central Square Overlay District.

The CDD memo states that it would be better if the petition did not lock in on-street parking lots, which means that parking lots on Bishop Allen Dr. can not become low-rise housing more compatible with the neighborhood in the future.

6). **Enriches Global Corporate Investors on the Backs of Central Square Residents:** The Normandy/Twining up zoning petition would benefit primarily one developer, rather than representing a significant benefit to the common good of the residents of Cambridge.

Normandy Partners is the major investor behind the proposal. Normandy invests in gentrifying metro areas across the US. It owns or has developed 25 million square feet of commercial property, 2,500 residential units and 1,100 hotel rooms. Its investors have invested \$1.5 billion, and it controls \$5 billion of real estate. Normandy has little interest in the lives of Cambridge residents. They are trying to maximize profits for their investors, to the detriment of Cambridge residents.

Normandy is welcome to build on their property within the current zoning, as long as their project is not detrimental to the surrounding communities. Current zoning is quite generous, allowing residential buildings of up to 8 stories on Mass Ave. The Cambridge City Council has no responsibility to Normandy's investors. If the investors are unable to reach their profit margins at this site, perhaps they shouldn't have purchased it at a high price.

Lopez, Donna

From: David Sullivan <davidesullivan77@gmail.com>
Sent: Saturday, February 21, 2015 11:01 AM
To: City Council; Lopez, Donna
Subject: Support for Normandy/Twining development

Dear Honorable City Council Members:

As a former five-term City Councillor, and a long-time supporter of affordable housing in our city, I am writing to support most strongly the zoning petition for the "Mass. Ave. and Main Street Residential Mixed Income Housing Subdistrict."

This rezoning would enable the Normandy/Twining transit-oriented development, which would bring much needed affordable and family housing to this key part of our city. As a former tenant only a block from the proposed development, I can attest to the importance of its location.

Thank you for your favorable consideration of this important proposal.

Sincerely,
David E. Sullivan
16 Notre Dame Ave., Cambridge

Memo

To: Mayor Maher, Vice Mayor Benzan and Cambridge City Councillors
Mr. Cohen, Chair, Ms. Connolly, Vice Chair, and Planning Board Members
Cc: Rich Rossi, Nancy Glowa, Tom Evans and Donna Lopez (for filing with the Official Record)
Fr: Carol O'Hare, 172 Magazine St., Cambridge
Date: January 21, 2015
Re: Ordinance Committee Hearing, 1/22/15
Planning Board Hearing, 1/27/15
Twining/Normandy Proposed Zoning Amendment

For the moment, I'm ignoring the merits of this rezoning petition, such as: Is this likely precedent-setting tower too tall for Central Sq.? How many low- and moderate-income apartments might make up for the proposed, towering height? Instead, I'll focus on some telling aspects of the proposed Amendment's text and "Map." My conclusion is:

This Amendment is not ready for prime-time. And, the Devil is not just in the details.

Twining/Normandy, the Developer, started the rezoning clock ticking by filing the proposed Amendment. The Developer's Amendment may seem simple and straightforward: a high-rise apartment + a mid-rise apartment + accessory parking. But, after attempting to grasp its essence, its details and its effect, I've concluded that it is murky, subject to different interpretations, and, in some cases, practically incomprehensible.

This makes me wary and should make the Ordinance Committee, the Planning Board and the City Council even warier, especially because the Developer chose to start the "rezoning clock" ticking by filing the Amendment.

1. Amendment Text (a mere 5 ¼ pages) + 1-page "Map 20.800": This is a barebones rezoning + map that would have a significant impact, both by itself and as a precedent for Central Sq.

Why is it so brief? Because there are so many cross-references to other Zoning Ordinance substantive and procedural provisions. Example:

20.804 Review Process.

The Mass and Main Residential Mixed Income Subdistrict shall be considered an area of special planning concern. Development proposals listed in Subsections 19.42 and 19.43, Development Consultation Procedures, shall be subject to the Development Consultation Procedures specified in Section 19.40 except that any Large Project Review (new buildings of two thousand (2,000) square feet or more) shall be conducted by the Central Square Advisory Committee using procedures as specified in Section 20.304.1.

What does that critically important sentence even mean? Who can figure out how this Review Process will work?

Who can follow the Amendment's many cross-references, exceptions and exceptions to exceptions? 8 "notwithstanding's"; 7 "except's"; 6 "including without limitation's"; 5 "provided that's"; and 1 "not including." Example:

Notwithstanding the provisions of Article 8.000, any nonconforming parking structure within the Bishop Allen Drive Residential Support Zone which existed at the time of the first notice of public hearing by the Planning Board for this Section 20.800 may be continued, **provided that** it primarily¹ serves a use permitted in the Mass and Main Residential Mixed Income Subdistrict. [Emphasis added.]

¹ For example, what does "primarily" mean? 51%? 75%? And, does this proviso mean the garage must serve only uses that are geographically located within the Subdistrict or uses of the type permitted in the Subdistrict, no matter where they're located? Just in this one sentence, there are "devils in the details."

Why is the [Developer's graphic submission](#) so minimal? The sole plan accompanying this rezoning [petition shows](#), in fairly fudgy fashion, only the proposed new "zones." The Developer filed no map or other graphic submission showing: (i) the lot [lines](#) of the properties to be rezoned [or](#) (ii) the existing Base Zoning District(s) or Overlay Zoning District boundaries in which the properties are located.

2. Property/Lot Ownership: [I spent several days](#) researching the [Cambridge Assessor's Property Database, Cambridge GIS and tax block/parcel maps, License Commission Hearing Minutes and the Middlesex South Registry of Deeds](#) records. Here's what I learned:

The Developer's proposed "Subdistrict" (**Mass and Main Residential Mixed Income Subdistrict**) would be composed of 2 "zones": "**Residential Zone**" (where apartments would be located) [and](#) "**Support Zone**" (where accessory parking would be located).

- The **Residential Zone** is bounded by Mass Ave., Douglass St. (abutting McDonald's), [Bishop Allen Drive and Columbia St.](#) This "Zone" includes [12 properties totaling >58,000 sq. ft. or 1.35 acres.](#)
 - [5 properties \(approx. 35,000 sq. ft.\) are owned by the Developer. That is 60.3% of the area and where the Developer intends to build high-rise \(195' plus mechanical penthouse\) and mid-rise rental apartments.](#)
 - [6 properties \(approx. 22,000 sq. ft.\) are owned by other private individuals and entities, including McDonalds. That's 37.9% of the area.](#)
 - [1 property \(approx 1,040 sq. ft.\) known as Coolidge Way, a passageway owned by the City that leads from the City-owned parking lot on Bishop Allen Drive to Mass Ave. That is 1.8% of the area.](#)

Notes & Questions:

1. The entire [city block](#) is not included in the Residential Zone. The 27,800 sq. ft./64-acre City-owned parking lot in the middle of this block is excluded, leaving a U-shaped Residential Zone.
2. The Developer owns [only 41%](#) of this block, while the City and private parties own [59%](#).
3. Is this spot-zoning?
4. What rights would this rezoning confer on the 6 other privately owned properties in this block?
5. Might the Developer acquire some or all of those other 6 properties?
6. What do the other private property owners think of this rezoning? Would it enhance their property values, too? If so, are they incentivized to support this rezoning because of that?

- The **Support Zone** is across Bishop Allen Drive from the Residential Zone and contains [5 properties totaling approx. 52,800 sq. ft. or 1.2 acres.](#)
 - [The 2 end properties \(approx. 26,000 sq. ft\) are owned by the Developer. That is 50% of the area and where the Developer intends to provide parking accessory to the apartments. One of its properties is an existing garage building.](#)
 - [The 3 middle properties \(approx. 26,800 sq. ft.\) owned by private entities, including the Elks Lodge. That is 50% of the area.](#)

Notes & Questions:

1. Is this spot-zoning?
2. What rights would this rezoning confer on the 3 other privately owned properties?
3. Might the Developer acquire some or all of those 3 properties?
4. What do the private property owners think of this rezoning? Would it enhance their property values, too? If so, are they incentivized to support this rezoning because of that?

3. Observations & Question:

a. Per the Assessor's records, the Developer's properties are actually legally owned by Delaware limited liability corporations with contact address in Morristown, N.J.: TPM CSQ B owns the Developer's properties in the Residential Zone and the parking garage property in the Support Zone. TPM CSQ A owns the parking lot in the Support Zone.

b. I'd guess the initials stand for Twining Management Company Central Square A and B. I'd also guess that Normandy Real Estate Partners is the primary owner <http://www.normandyrealty.com/normandycorporate/> and that Twining Properties earns professional fees and may also have a minority ownership interest in the project <http://www.twiningproperties.com/>.

c. The Developer also owns at least eight other properties in 8 Central Sq. that are located outside this proposed Subdistrict. They are 493-495 Mass Ave., 499 Mass Ave. 501-507 Mass. Ave., 7 Douglass St., 877 Main St., 865-871 Main St., 22 Bishop Allen Dr., 16 Columbia St. Some are parking lots. These are owned by TPM CSQ A and TPM CSQ C.

d. Most important, what sort of precedent would this rezoning establish for the Developer and other Central Square property owners before the C2 plan is even finalized, if ever, or any Master Plan has been developed?

Lopez, Donna

ATTACHMENT 14-2

From: Carol O'Hare <cbo1066@gmail.com>
Sent: Thursday, February 26, 2015 9:37 AM
To: City Council
Cc: Rossi, Rich; Lopez, Donna
Subject: Ordinance Committee: Normandy/Twining Rezoning Petion, Hearing 2/26/15, 5:30 p.m.
Attachments: Zoning-TwiningNormandy-OwnedParcelsCentralSqPlan140127.pdf; Zoning-Twining-Normandy-OrdinanceCommittee&PlanningBoard-CBOMemo150121.doc

Importance: High

Dear Councillors Benzan and Carlone, Chairmen, and Members of the Ordinance Committee:

City-wide, residents have been pleading for: Planning 1st; Rezoning 2nd (if necessary and appropriate). If this Normandy/Twining-tailored rezoning occurs before Central Sq. Planning because of the project's admittedly enticing affordable housing, why not the next project, the next, the next...? Normandy/Twining's ("Normandy") presentation, professionals and models are very impressive. If their presentation this evening tracks their Tues. presentation to the Planning Board, they will rush through the comparison chart: **What is permitted by current zoning (with special permit/incentives)? v. What would be permitted by this zoning amendment?**

Residential Tower Block: Normandy owns only 41% (or 35,000 sq. ft.) of the City block where its apartment tower would be located. Other private property owners and the City own 59% of that block. **See Attachment #1, plan (Plan) showing Normandy's 5 "blue" parcels, abutting Mass Ave., between Douglass & Columbia.**

Parking Parcels: Normandy owns 2 parcels across Bishop Allen Dr. that would be used for parking for the apartments. See Plan showing those 2 "blue" parcels

Some questions:

- Why is Normandy seeking a zoning amendment for this very small area instead of going through the normal zoning process? They're asking for up-zoning that's 2 ½ times more than even a special permit would allow.
- What is Normandy planning in the near, mid- and far future for their 8 (or more) other properties they own in Central Sq.? Even if Normandy declares what their plans are, without binding commitments, they can change them at any time and/or sell the other properties to one or more buyers. **See Plan showing Normandy's other properties in blue to the west of Douglass St. and to the east of Columbia St.**
- Will Normandy use this same rezoning process for its other Central Sq. properties?
- Won't Normandy's proposed rezoning set a pernicious precedent for other property owners to get around zoning limitations by mini-rezonings like this throughout Central Sq. and other City neighborhoods? One-by-One... Is this a sound and holistic way to plan our growth? What's the point of our Zoning Ordinance?
- Is the meager number of proposed, affordable residential units enough to warrant this vast over-reach? At the Planning Board hearing, former City Councillor Sandra Graham said that the 800 Memorial Drive building offered 40% low- and moderate-income rental units. Yes, there were likely more subsidies available then, but that is still a huge discrepancy with what's being proposed by Normandy.
- What about the Central Sq. master-planning process that is getting under way?
- What about the C2 process that seems to have been shelved?
- What, if any, agreements and special arrangements has Normandy made with nearby property owners in connection with this project?
- Won't at least some of the property owners in the proposed rezoning area support the rezoning because it would significantly increase their own property values?
- What would the shadow-effects and the **wind-effects (which, to my knowledge, have not been addressed)** be of a single tower at that location, especially on Jill Brown Rhone Park, Lafayette Sq. and the affordable housing that may possibly be built on the City's parking lot adjacent to the Normandy apartments?

My sense: This project is premature. Even though there is affordable housing, how many affordable housing units would "compensate for" this zoning amendment tailored for one developer's project? And, will this be the first zoning domino to fall?

Thank you, as always, for your time and consideration.

Carol O'Hare

172 Magazine St.

Cc: Donna Lopez: Please file this with the Official Record.

Lopez, Donna

ATTACHMENT I

From: Bill Mcavinney <bmcavinney@alum.mit.edu>
Sent: Thursday, February 26, 2015 8:10 PM
To: City Council
Cc: Lopez, Donna; Bill Mcavinney
Subject: Bill McAvinney's statement to Ordinance Cmte in support of Twining Normandy proposal

Dear Councilors,

By now you all know I'm very upset about losing my neighbors from radically increasing housing costs. I really don't want our city to become a place where only the rich and long time homeowners like myself can afford to live. So what does a half million dollar home in Area IV look like today. This is 302 Broadway. Currently under agreement for over \$500,000. For those of you thinking the half million dollar home in this photo is the entire building, think again. It's not even half the building. This condo is a little less than 40% of the building, 700 sq ft of living space on the 1st floor and a finished room in the basement. This home last sold on Sept 28, 2012 for \$360,000. That's an annual increase of 14%. We have a highly pressurized housing market, especially in these small starter homes, with far too many buyers chasing too few homes. This is what our current strategy of building more labs and offices than housing is getting us.

Some of my neighbors will argue The Twining project will change the character of our neighborhood by bringing in an influx of affluent people. Please wake up and notice that influx is here, and if we don't build places for them to live, they'll continue to displace our neighbors and our children. We're near unanimous in wanting to curb rising housing costs, but can't agree how to do it. Can anyone really look me in the eye and say adding hundreds of new lab workers to our housing market will slow costs more than adding 230 places for people to live?

We can and should use the power the rapidly increasing price of housing gives us at the negotiating table. I think this project should be 25% affordable and middle income units. I ask you to be the toughest negotiators you can, and get the most affordable units this project can afford.

A couple of days ago at the planning board meeting someone asked who would want to live in the shadow of these buildings. Well for one, me. Even if I didn't think this project would help slow the rise in housing costs, I'd much prefer this proposed project full of people 24-7, than a squat big box corporate Pharma lab that turns into a black hole energy drain at 6 o'clock. I live in the square and not away from it because I love it's constant dynamism. In the 40 years I've been here lots has changed, but through it all Central Square always hops. Let's keep it that way by adding people, not labs.

Thank you,
Bill McAvinney

Lopez, Donna

ATTACHMENT J

From: Kent Johnson <kent3737@gmail.com>
Sent: Friday, February 20, 2015 7:23 AM
To: Paden, Liza; City Council; Lopez, Donna
Subject: Deny Normandy/Twining Petition

City Councillors and Planning Board members,

I urge you to deny the Normandy/Twining zoning petition for Central Square.

The proposed zoning allows buildings far out of scale with the rest of the square. They would overshadow the square and the neighborhood and set a poor precedent for future development.

The proposed zoning does not meet the current standard for affordable housing. The inclusion of moderate income housing is welcome but it should be in addition to affordable housing.

Piecemeal zoning of Central Square by developers does not serve the long-term interests of Cambridge residents; a comprehensive plan is needed.

Finally, the CDD memo points out numerous technical problems with the petition.

Again, I urge you to deny this petition.

Thank you for your consideration,
Kent Johnson
North Cambridge

Lopez, Donna

ATTACHMENT K

From: Marge Amster <margeamster@gmail.com>
Sent: Sunday, February 22, 2015 3:55 PM
To: City Council; Lopez, Donna
Subject: Ordinance Committee Hearing re Normandy/Twining
Attachments: twining ordcomm 0215.docx

Letter of Support for Normandy Partners/Twining Properties Proposal

Dear Ordinance Committee/City Council:

I strongly support the Normandy/Twining proposal to build additional housing in Central Square - both "affordable" as well as market rate. I also strongly support a tall building on this site. It is not in the middle of a neighborhood (even though the Erie St senior housing building is in the middle of a neighborhood and I don't mind that tall building). And the shadow studies show that the adjacent park will not be affected. I care more about what happens on the first two floors of a building when I walk by than how high the building eventually goes.

I attended many meetings studying Central Square (beginning with those chaired by Ken Reeves as well as the C2 process) where experts on zoning and urban planning all came to the same conclusions: Central Square would benefit from more housing and not benefit from more offices, and Mass Ave in Central Square is an appropriate location for tall buildings.

It is not possible to stop all development while the city works on a master plan. So something is going to be built there - and I would like it to be as much housing as possible. It's pretty obvious that there is still a dynamic Cambridge market for office/lab space and Normandy/Twining could make a good profit not doing housing. So please let's support developing housing here and try to work with them to make this project a real benefit to the area.

Sincerely,

Marge Amster
10 McTernan Street
Cambridge, MA 02139

From: Margaret Amster
10 McTernan Street
Cambridge, MA 02139

To: Vice Mayor Benzan and Councilor Carlone, co-chairs of the Ordinance Committee
At council@cambridgema.gov
Cc: City Clerk Donna Lopez at dlopez@cambridgema.gov

Letter of Support for Normandy Partners/Twining Properties Proposal

Dear Ordinance Committee/City Council:

I strongly support the Normandy/Twining proposal to build additional housing in Central Square - both "affordable" as well as market rate. I also strongly support a tall building on this site. It is not in the middle of a neighborhood (even though the Erie St senior housing building is in the middle of a neighborhood and I don't mind that tall building). And the shadow studies show that the adjacent park will not be affected. I care more about what happens on the first two floors of a building when I walk by than how high the building eventually goes.

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It is not possible to stop all development while the city works on a master plan. So something is going to be built there - and I would like it to be as much housing as possible. It's pretty obvious that there is still a dynamic Cambridge market for office/lab space and Normandy/Twining could make a good profit not doing housing. So please let's support developing housing here and try to work with them to make this project a real benefit to the area.

Sincerely,

Marge Amster

From: Alec <apapazian@gmail.com>
Sent: Monday, February 23, 2015 6:46 PM
To: Lopez, Donna; City Council
Subject: Twining/Normandy Proposal

Vice Mayor Benzan and Councilor Carlone, Co-Chairmen of the Ordinance Committee,

I am re-sending this email in support of the Twining/Normandy zoning proposal in order to have it as a part of the public record.

I would first like to state that I wish these changes were part of a more comprehensive rezoning based on the K2C2 studies and recommendations. However, I believe that the desperate need for more housing in Cambridge makes this proposal a worthy one. This is an important step in the right direction for adding to the supply of housing while bringing community benefits such as new retail, affordable units, and bringing additional life to that area of Central Square.

Gentrification and Displacement

I am sure that you are receiving emails against this proposal claiming that it will cause further displacement and gentrification, but in fact it is just the opposite. The gentrification pressures and extreme increases in the cost of housing are part of wider societal shifts as there is a move back to cities and a strong desire to live in walkable neighborhoods with access to public transportation. We should welcome this change as it is a greener, healthier, and more sustainable way of living compared to the suburban car-based sprawl that characterized the second half of the 20th century. At the same time the number of actually walkable urban communities and the supply of units within them has not sufficiently increased primarily due to overly restrictive zoning making the rising cost of housing even more extreme. The Boston metro area has one of the strongest job markets in the country, which is pushing housing prices up further and further out of reach. Downzoning and saying no to new development does nothing to solve these issues and actually makes them worse. Most importantly, no one is being displaced by this development as it is replacing Quest Diagnostic buildings not existing housing.

The rich and highly educated will find a way to stay here, but if others can't, that leads to less vibrant and diverse communities. For example, a two family house on my street was recently purchased and is being converted into one large house. While I respect the right of the property owners to do that, it is an example of how not building housing does nothing to stop the gentrification and displacement so many are railing against. I fear that turning down this opportunity to add housing, including a significant number of affordable units, will lead to the developers deciding to instead build commercial or lab space as of right which would be a waste. The area will already experience additional housing pressure once the Novartis building is completed and many of those employees will want to live close to where they work. In addition, if those employees are pushed farther out that will likely lead to more traffic by commuters in addition to rising rents in Area IV and surrounding communities.

This one development will not solve our housing crisis, but these things add up over time and we have to start somewhere. Our region has not built enough housing for decades leading to the high costs we see today. The affordable units are only a drop in the bucket when it comes to solving the problem, but for the eventual residents of those units it will be an enormous benefit to their welfare. Affordable units are an important tool in this situation, but they cannot be the only tool. If we focus on just the regulated end of the market it will eventually lead to a Cambridge where only those at the very top and bottom of the income ladder will be here which is not the forward thinking, welcoming, and diverse Cambridge we all want.

Low-Rise Versus High-Rise

While much of the surrounding neighborhoods are characterized by low rise construction, that should not be used as a point against this proposal. Given that it is right on Mass. Ave. and Main Street, two main thoroughfares of Cambridge, in which there are currently high rise buildings, including between Harvard and Central Squares this would not be significantly detrimental or out of place. In reality it could be a

nice contrast and add vibrancy to the area. I would also point out that there are buildings of similar height along Green St. in Central Square and in parts of Riverside. These neighborhoods are still great places to live and the residents of those buildings are just as valuable to our community as those in two story houses.

Some are claiming to not want MIT driven and Kendall Square development to march into Central Square as a reason to oppose the proposal. By not allowing buildings such as those proposed in which retail and housing is developed, the likelihood that this is turned into commercial or lab space will increase leading to the very outcome that they say they oppose.

Shadows are also used as a reason to oppose the proposed zoning. To be honest I do not understand how a shadow on what is now a parking lot is reason enough to not build housing given the problems we face. As a progressive community should we really be prioritizing shadows over housing, especially affordable units? With the over 40 affordable units proposed are we really going to say no to those life changing opportunities for individuals and families to live in Cambridge close to transit because of shadows? I know that the parking lot is under consideration for possible development of 100% affordable housing which I support, and I believe that a shadow during one part of the day on the possible development will be extremely outweighed by the stability and opportunity such a building can provide.

In addition, if we reduce the height of this building as many demand it will most definitely lead to a lower absolute number of affordable units even if the percentage is raised slightly. I am of the mind that if we truly care about providing affordable housing we should be maximizing the number of units.

Protecting Cambridge from Developers

Within our community there is a belief that, "voracious developers are seeking to harm Central Square." While we all should push developers to provide as many community benefits as we can, including more affordable units, units large enough for families, space for local retailers, and less parking (all things Twining/Normandy is offering) the fact that a private company will make money from this development should not be a point against it. If not them, who is going to turn this underutilized block into a more vibrant and valuable part of our city? Attempting to make a profit is not evil, and does not mean that the developers, "have no interest in the lives of Cambridge residents." Having recently attended one of the numerous open houses hosted by the developers I was impressed with the outreach, dialogue, and opportunity for engagement and feedback on the project including design, retail, and other amenities.

Traffic and Parking

One thing that I especially like about this proposal is that there will not be any new parking constructed. The minimum parking requirements in our communities have led to an enormous amount of surface parking in the immediate vicinity of Central Square that is often underused, and leads to more barren streetscapes and less potential housing that we need. I find it interesting that some of the opposition to this proposal is decrying the use of the existing parking for this tower as preventing those facilities from being turned into low rise housing on the other side of Bishop Allen Drive. This is not a Twining/Normandy problem, but a zoning problem which the City could easily remedy. If you lower the required parking to say 0.5 or even lower given the proximity to transit and walking distance to the jobs in Kendall Square those surface lots could be turned into housing. The minimum parking requirements have not served our community and in some cases have actively harmed our neighborhoods causing more traffic, and leading to less and more expensive housing.

Zoning Failures

Zoning in Cambridge is notoriously complicated and restrictive. When walking around Cambridge I am struck by how many of the most interesting, cherished, or vibrant areas would likely be opposed today because they would not conform to what the zoning now says it should be. I believe that we need to take a more critical look at what the zoning is for areas of the city, especially those next to transit. While I hope that this is a part of the Master Plan, the development of the plan should not be used as an excuse to say no to proposed changes that provide community benefits now, especially housing. Our zoning should not be treated as sacred rules that are inherently correct or without error. Just because a project is as of right does not mean that it is therefore good or beneficial to the community. I point you to the housing being

constructed across from the Porter Square T and Commuter Rail stop that will have more parking than units as one example. At the same time, just because a developer is requesting variances, that does not mean they are trying to take advantage of the community or harm the neighborhood.

Finally, I know in your position it can be easy to say no to things like this, especially when it appears on the surface that the opposition is widespread. The anti-development crowd is very well organized and does an amazing job at getting their message out. I would ask you to look beyond the naysayers to the future. Think about a Cambridge in which less people have to get in their car to get to work or to go to the store. A Cambridge in which at least 40 more households now have a stable place to live in a vibrant and amazing community. A Central Square in which Columbia Street and the surrounding area is more active due to the increased retail. An Area IV in which there is more housing to help relieve the pressures from the already coming new employees and jobs. Even if you aren't ready to say yes, I ask that you at least keep an open mind. There are going to be people in the community that say no to this and virtually any project proposed. They have every right to do that, but it will do nothing to solve the affordability crisis that we all agree is real.

Thank you for your time and service,

Alec Papazian

105 Norfolk St. #3

The excerpt below is from Article III of the Cambridge City Code, which enables the establishment of neighborhood conservation districts. I feel its language is appropriate to single out here:

To preserve, conserve and protect the beauty and heritage of the City of Cambridge and to improve the quality of its environment through identification, conservation, and maintenance of neighborhoods ... which constitute or reflect distinctive features of architectural, cultural, political, economic or social history of the City; to resist and restrain environmental influences adverse to this purpose; to foster appropriate use and wide public knowledge and appreciation of such neighborhoods ...; and by furthering these purposes to promote the public welfare by making the city a more attractive and desirable place in which to live and work.

February 24, 2015

Vice Mayor Benzan and Councilor Carlone, Co-Chairs
Ordinance Committee
Cambridge City Council
795 Massachusetts Avenue
Cambridge, MA 02139

H. Theodore Cohen, Chair
Cambridge Planning Board
344 Broadway
Cambridge, MA 02139

RE: "Mass and Main" Zoning Petition proposed by Normandy/Twining Partnership

Dear Chairs and Members:

I write to express my vehement opposition to the "Mass and Main" zoning petition proposed by the Normandy/Twining Partnership. The reasons for this opposition are briefly characterized below.

Housing Perspective. I am a 39-year resident of Cambridge, having lived in Mid-Cambridge for most of these years. I frequent Central Square regularly in my day-to-day living. I rent and have always chosen to rent. In the past several years, my rent has spiked dramatically such that it is only a matter of time before I will become a statistic—one of those forced out of Cambridge by the next, greatest wave of gentrification during my time in Cambridge. The first was when rent control was abolished, by a state-wide referendum. My cousins in Western MA were then deciding whether Cambridge would have rent control. The referendum was driven by a real estate industry that seeks profit above all else. The City's policies allowed, and even encouraged, this to happen. I see the Normandy/Twining petition as just the next phase of this process of gentrification, but on a dangerous global scale.

When rent control was first abolished, I watched numbers of neighbors—good neighbors, families, couples, single professionals forced out of Cambridge. It was an extremely sad parade to watch. We had a strong and stable community. In the recent wave of displacement, I am seeing more and more of the good neighbors that survived the first displacement being forced out. Neighbors that know your name, ask how you are doing, and can they help in neighborly ways. What was once our home is becoming a dormitory for rich young entrepreneurs that for the most part lack interest in community and for multiple students in one apartment because their universities are not providing adequate housing for them and they can't afford the rents singularly. What was our home, our community, is being dissolved into an anonymous, transient, fend for yourself, get out of my way environment. The apartment building has become a revolving door, always tenants moving in and out, often closing the door in your face, because they are driven by the devices in their hands and the profit margin in their minds. It is rather disheartening to be forced out of home and community as I prepare to retire—a community that I have enjoyed, served, and have been committed to making better.

I, in no way, see that the Normandy/Twining (N/T) petition and proposed development to include a 195-foot tower, with only 40 “affordable” (whatever that really means) units of the 230 units, will contribute anything positive to rectify the housing conditions, but will only exacerbate the current conditions I describe above. This is not a development that has the community’s best interest at heart from a social, economic, or urban design standpoint.

Urban Design Perspective. I am a civil servant, with 41 years of federal service in the field of architectural conservation and historic preservation. It is from this perspective that I have reviewed the N/T petition. I unequivocally find the petition, from a programmatic and a design perspective, as potentially very harmful to the architectural character and socio-economic dynamics of Central Square and its surrounding neighborhoods. There is nothing in this proposal that is driven to preserve and enhance those qualities that are at the foundation of Central Square’s soul, identity, and urban fabric. Everyone agrees that Central Square needs some help, but the direction being proposed by this petition is dangerous for not only the visual character of Central Square but for the vitality, livability, and the preservation of the abutting neighborhoods. This latter point cannot be stressed enough.

My reaction to this zoning petition is an informed judgment. I have studied the N/T petition, the CCD memo, and the C2 Study. I attended one of the community open houses that was orchestrated by the petitioners. The increase of height beyond—significantly beyond what is allowable—to 195 feet, would set a ruinous precedent for the architectural character of Massachusetts Avenue and would certainly be the catalyst for detrimental change along the avenue. Central Square still has a rich volume of 19th and early 20th century structures that impart a rhythm, a rich character, a homogeneity, and an identity to the strip. The proposed tower, with all of its accessories, in this location will be the death of Central Square as we know it.

I hope to submit a more detailed analysis from a historic preservation and open space perspective. For now, I just wanted to be counted in the record as being opposed to the Normandy/Twining Partnership petition for a 195-tower, along with its ancillary plan. As I write this, I am sitting at my desk and I have an unimpeded view of the old and new John Hancock Buildings in Back Bay. This view will be seriously compromised if this tower is built, along with my streetscape experience at “Mass and Main” of light, sky, human scale, architectural character and of Lafayette Square, Jill Brown Rhone Park, and the abutting Area 4/Port neighborhood along Bishop Allen Drive. It is the taking of public benefit for private benefit in many accountable ways. Is it not the City’s responsibility to protect public assets over private assets? Who is this N/T petition really designed to benefit?

Respectfully submitted,

Carole L. Perrault

Carole L. Perrault
9 Dana Street, #41
Cambridge, MA 02138

Lopez, Donna

ATTACHMENT N

From: Colleen McCarthy <colleen.mccarthy8@gmail.com>
Sent: Wednesday, February 25, 2015 12:28 PM
To: Paden, Liza; Lopez, Donna
Subject: Twining Properties in Central Square

Chairman Cohen, Councilor Carlone and Vice Mayor Benzan-

I own and operate EVOO and Za restaurants in the Watermark Building in Kendall Square. I understand that Twining Properties is interested in a similar project in Central Square, and are looking to provide mixed-income housing with retail space on the bottom level. I think it would be a great addition to Central Square.

We first visited the site that is now EVOO and Za in 2006 when the building was still being constructed and while we were intrigued by the space it was a pretty quiet area. Over the years we continued to be interested in the space and occasionally stopped by the area to see what was happening. I've obviously seen quite a change in the area in the nine years that I have been observing Kendall Square. I still can't get over how much the area has changed in the five years we have been operating the restaurants here. I love the fact that it is filled with great businesses but also love the residential element. Without the residential element I don't think the area would be as vibrant as it is, it would end up being just a business district. Having mixed-use and mixed-income Watermark and other similar buildings has created a great neighborhood in Kendall Square. The neighborhood has such a great vibe to it and I'm so happy that we are part of it.

Twining Properties had been fantastic to deal with. The physical property is meticulously maintained and things that need attention are taken care of immediately. Landscaping and snow removal are done quickly and efficiently.

Having seen first hand how the Kendall Square neighborhood has been revitalized since we first looked at the building when it was under construction in 2006, I think that a similar project in Central Square would be a great addition to that neighborhood.

Best,
Colleen McCarthy

--
Colleen McCarthy
EVOO Za
350 Third Street
Cambridge, MA 02142
617-661-3866

Lopez, Donna

ATTACHMENT 0

From: Pam Matz <pjminca@gmail.com>
Sent: Wednesday, February 25, 2015 12:33 PM
To: Lopez, Donna; City Council
Subject: No Special Permit to upzone Central Square!!!

- we need a concrete plan for maximizing affordable housing in Central Square using every tool in our toolbox;
- we cannot allow one owner/developer's project to up-zone a whole swath of the square to maximize housing profits while providing less low/moderate housing than our zoning ordinance requires;
- this is a time to be serious and creative about housing, not a time to bless a 195-foot housing tower that offers only 20 low income units and 20 "middle" income units;
- all the historic plans for Central Square and the recent C2 call for affordable housing on some of our public parking lots with parking underground to replace them; this plan towers over and overshadows one of them;
- we cannot allow zoning that protects a private parking garage and open air lot on the borders of residential Area 4 on Bishop Allen Drive for the use of the Normandy/Twining residents and staff.

Lopez, Donna

ATTACHMENT P

From: Justin Crane <jfcrane@gmail.com>
Sent: Wednesday, February 25, 2015 3:22 PM
To: City Council; Lopez, Donna
Subject: Support for Normandy / Twining Proposal

To Whom it May Concern,

I'm writing to encourage you and other members of the planning board to support the Normandy Partners / Twining Properties request for commercial FAR and an increase in height limits.

Housing in Cambridge is in high-demand, with few opportunities to increase the supply of units around rapid transit stations. The City badly needs new units, both market-rate and low- to moderate-income, in hopes of keeping a diverse population. The Normandy/Twining proposal is an opportunity the City should take, and Mass. Ave. in Central Square is the right location for this project. I also appreciate the proposal's suggestion of stepping down massing towards Columbia and Bishop Allen.

I want to express special support for the provision of as many low- and moderate-income units as possible as well as 3- and 4-bedroom units for families. I also want to express support for reserving as much commercial space as possible for local businesses.

Many thanks for your consideration,
Justin Crane
220 Harvard Street

Lopez, Donna

ATTACHMENT G

From: Gerald Bergman <poka1@comcast.net>
Sent: Wednesday, February 25, 2015 5:19 PM
To: Lopez, Donna
Subject: Normandy/twining ordinance Committee hearing

There are many, many questions to be answered regarding the Normandy/Twining proposal, many of them are outlined in the CDD memo regarding the proposed development.

I have no problem with the height of the proposed building and the suggested parking requirements. I will wait to hear more about the details of the parking. We live in a city!

Before this proposal receives approval, there must be an increase in the number of two/three bedroom units for low and moderate income families. I would suggest at least 25% of the units devoted to low and moderate income housing. Middle income housing opportunities should be added to the 25%....Middle-income housing should never be substituted for low and moderate income housing.

Sadly, but not surprisingly, the City Council has abdicated their role in planning for Central Square, and has failed to pass a radically increased inclusionary zoning requirement.

This failure only leads to division within the community and does nothing to bring equity and affordability to the Port.

Gerald Bergman

Lopez, Donna

ATTACHMENT R

From: judithblack <judithblack@me.com>
Sent: Wednesday, February 25, 2015 8:43 PM
To: City Council; Paden, Liza; Lopez, Donna
Cc: Esther Hanig
Subject: New development in Central Sq.

Dear Fellow Cantabridgians,

I am writing, a day late, to endorse the proposal from Normandy and Twining to develop mixed residential and commercial projects that would add more affordable housing in the Central Square area.

I have lived in Cambridgeport since 1979. We raised a family of four here. Buying one of the first condo units on Pleasant Street was, as one real estate person told me, as I was looking to rent, was "as good as you are going to get." I thought that I would finish the MIT program and leave because of job and housing needs. We stayed. We reaped the benefits of living here. Good public schools. Good transportation. Good health care. Good politics. Good business opportunities.

We have been part of the change in this part of Cambridge. We have benefited in every way and want to see others afford the opportunities Cambridge has to offer.

I was lucky. A nice woman gave me a first mortgage when I could not afford, nor find, a suitable rental. Let's find a way for others to be lucky.

Thanks for your support of this project and others like it.

Best,
Judith Black

Lopez, Donna

ATTACHMENT 5

From: Jan Devereux <jan.devereux@gmail.com>
Sent: Thursday, February 26, 2015 7:16 AM
To: Carlone, Dennis; Mazen, Nadeem; Simmons, Denise; Kelley, Craig; Cheung, Leland; Maher, David; McGovern, Marc; Toomey, Tim; Benzan, Dennis
Cc: City Council; Lopez, Donna
Subject: Normandy/Twining zoning petition: opposed

Dear Councilors,

I'm writing to add my voice to the chorus of those opposing the Normandy/Twining up-zoning petition. I hope that all of you read Fred Salvucci's letter and will keep his objections firmly in mind as you consider a decision of this magnitude.

In my opinion the developer's petition seeks to make an end-run around prior area planning studies like C2 by dramatically up-zoning a pivotal portion of Central Square. I believe some supporters are using the acute need for affordable housing to stifle public debate on the many other urban design, transit, neighborhood context, and housing policy questions the petition raises. Regardless of the actual number of affordable units N/T's initial project in the re-zoned area ultimately might supply, it would be irresponsible for the Council to rush to approve the petition on this basis while the City is in the midst of reviewing its inclusionary and incentive zoning policies and poised to embark on a master planning process.

Instead of privileging this developer to rewrite our zoning ordinance (and setting a precedent for all the others who will surely seek to jump on the piecemeal up-zoning bandwagon in Central Square and elsewhere), I ask that you work with the City Manager and his staff to develop a more robust affordable housing policy within the context of a citywide master plan. MIT and Harvard, the city's two largest employers, must be part of this conversation -- and part of the solution -- to create more affordable and workforce housing for their affiliates. The housing crisis we are facing stems, in part, from a lack of proactive planning and policymaking; it would be a huge mistake to approve this flawed petition in order to try to make up for time lost to inaction.

Respectfully,

Jan Devereux

255 Lakeview Ave.

Lopez, Donna

ATTACHMENT 7

From: Susan Yanow <susan@susanyanow.com>
Sent: Thursday, February 26, 2015 8:20 AM
To: Carlone, Dennis; Simmons, Denise; Kelley, Craig; Cheung, Leland; Maher, David; McGovern, Marc; Toomey, Tim; Benzan, Dennis; Mazen, Nadeem
Cc: City Council; Lopez, Donna
Subject: Opposition to the Normandy/Twining zoning petition

Dear City Councilors,

I write to urge you to reject the petition by Normandy/Twining to radically upzone a portion of Central Square. While the petitioners focus on the small number of affordable units that this massive development will create, the reality is that this project undermines the Council's ability to thoughtfully implement a plan for the future of Central Square. With the well publicized failures of our transit system, the many unanswered questions about the impact of radically increased development on the infrastructure of our neighborhood, and the attempt to "short cut" the deliberative planning process that has been underway for several years, this is not the time to approve a project that is so out of scale.

As a resident of Area Four and a strong advocate for affordable housing, I hope the Council will create a citywide plan for maintaining the diversity of our neighborhoods rather than allowing the development of a huge market rate complex in exchange for a few affordable units.

Sincerely,

Susan Yanow

221 Norfolk Street
Cambridge MA 02139
617 702-4202
susan@susanyanow.com

Lopez, Donna

ATTACHMENT 4

From: Watson, Charlotte <CWatson@StateStreet.com>
Sent: Thursday, February 26, 2015 9:09 AM
To: Paden, Liza; Lopez, Donna
Cc: cawatson_1966@yahoo.com
Subject: a letter for tonight's meeting
Attachments: Mass and Main from Charlotte Watson.docx.zip

Please read my letter into the record of tonight's meeting, due to the rescheduling I am not able to make, I waited a long time after the last meeting and did not get to speak, so I would appreciate if this is read tonight.

Thank you very much,
Charlotte

Charlotte Watson
Vice President, Payroll Services Manager
GHR GLOBAL SHARED SERVICES US
617-985-7221
JAB1
CWatson@StateStreet.com

February 26, 2015

Cambridge City Council
Ordinance Committee
City Hall
Massachusetts Avenue
Cambridge MA 02139

Re: Mass and Main Zoning Petition

Dear Honorable City Council Members:

I have lived in Cambridge for over 47 years and I am a resident, an African American and a property owner. As a property owner I chose to make my other unit affordable. There is a dire need to have housing of any kind in Cambridge it is more of an emergency to have affordable housing for not just low income but also for the middle income.

As a child of Cambridge you always want to be able to afford a home in your town, but that is not a reality for our children anymore. The price to live in Cambridge has sky-rocketed; this is a good and bad thing. The good is that we have attracted the best companies and the smartest people in the world, the bad is that we have out priced our families which has created less diverse communities. When I mean our families I mean the diverse culture of people who want to raise their children and start businesses in our city. The families that understand what it means to be part of the "people's Republic" of Cambridge, MA.

Not only have I lived in Cambridge but I grew up in the Central Square and Area 4 neighborhood. The project brings more life to Central Square which was the part of Cambridge that was and perhaps is the most diverse both ethnically and economically. This project will attempt support our goals of inclusion for all people.

Another point that has been presented is the safety updates that come along with this project, my grandparents have held a huge property on Green St for over 67 years and my parents live on Cherry Street and walk pass that property often to get to the Square. Putting life on the corner will make it safe for all people, young, old and disabled.

"Since new developments are the products of a creative mind, we must therefore stimulate and encourage that type of mind in every way possible," George Washington Carver. This quote is important to this project, as a community we can make sure that any progress that we make is for the good of all of us and not just a chosen few; we must change but we now have a chance to control the change.

I support Mass and Main. I attempted to appear at the prior public hearing however due to the City Councilor's questioning the public comment section was cut short. I cannot attend tonight's hearing but would like my voice heard by all of you.

As a voting member of the Cambridge community and I know, grew up with and even worked with most of you, I urge you to approve this project. The communities and families of Cambridge need this project to feel safer, have more vibrant retail and small businesses that are not banks and to keep their families in their hometown.

Graciously Yours,

Charlotte Watson

401 Norfolk Street

Cambridge, MA 02139

January 19, 2015

2015 FEB 26 AM 11 05

To: Cambridge City Council Ordinance Committee

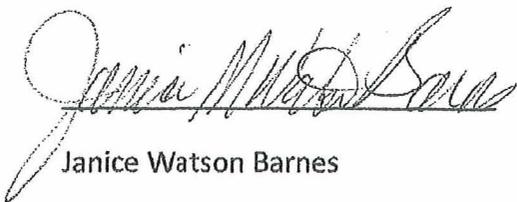
OFFICE OF THE CITY CLERK
CAMBRIDGE, MASSACHUSETTS

Our name is Janice and George Barnes and we have lived at 154 Cherry Street for over 30 years and prior to that always in Area 4. We are retired and currently walk to Central Square for everything. In fact over 40 years ago we recall walking to the Square for Purity Supreme and other stores. I have watched Kendall Square become a booming place for businesses so now we need Central Square to remain as a place to live and reside. Housing is key to the city's survival as a community.

I want to submit my support for the Mass + Main mixed income housing subdistrict which will create housing along Mass. Ave. and Columbia Streets.

I have attended the community meetings seen the models and renderings of the project. I believe the housing and retail will be an improvement to that block and the mix of affordable housing is a strong community benefit.

I believe that new housing and retail makes far more sense than new office or laboratory space and I urge the City Council to act on this petition as quickly as possible. The community should not have to wait 5 or more years to get this done. Please vote in favor of the zoning so we can see this happen in the next 3 years.



Janice Watson Barnes



George E. Barnes

Catherine Zusy
202 Hamilton Street, Cambridge, MA 02139
617-868-0489 cathzusy@gmail.com

2.26.2015

To: Councilor Carlone and Vice Mayor Benzan, co-chairs of the Ordinance Committee,
c/o dlopez@cambridgema.gov and council@cambridgema.gov

Cc: All Cambridge City Councilors

From: Cathie Zusy, 202 Hamilton St., Cambridge, MA

Re: Twining/Normandy's Development Proposal

I write in support of Twining/Normandy's proposal to build a residential high rise at Mass & Main. Why?

*I believe it would be far better for Central Square to have housing at this site rather than biotech.

*T/N have impressed me with their many thoughtful efforts to reach out to the community and to respond to community sentiment.

*T/N have impressed me with their high caliber work. We want top notch, talented, creative, thoughtful, responsive and successful developers building in Cambridge, especially at this gateway to Central Square. Twining has experience with first-floor rental and we need that. No more Holmes Blocks for Central Square (or anywhere), please!

We need Twining Properties/Normandy Real Estate Partners to build as many affordable and middle-income units as is possible (without building TOO high) and to create as little shadow and wind as possible. (I am concerned about the long shadow the proposed tower casts over Area 4 during winter months.) We also need T/N to build green and inspired architecture with solid, reliable, quiet systems that will benefit residents and shoppers, both.

Two ideas:

1. Have Twining/Normandy do a parking lot exchange w/ the City, so that T/N owns the lot their tower shades. Shadows are OK for parking, but not for housing.
2. Have the City help Twining/Normandy negotiate for air rights over McDonalds in exchange for T/N building far more affordable and middle-income units. This would be good PR for McDonalds & T/N and benefit the City. (Also, it will look goofy to have a 1-story McDonalds beside at 195'-high building and the McD's small parcel would be difficult to develop independently.

Thank you. Cathie Zusy

Lopez, Donna

ATTACHMENT X

From: pbretholtz@comcast.net
Sent: Thursday, February 26, 2015 4:33 PM
To: Lopez, Donna
Cc: Paden, Liza
Subject: A letter to the Ordinance Committee, Planning Board, Community Development Department

Cambridge City Council Ordinance Committee

CC: Cambridge Planning Board

Community Development Department

February 26, 2015

Dear Board and Council Members,

By now, you have heard many responses to the development plan proposed by Normandy/Twining for Central Square. And many have been filled with data.

So, I am now writing from my heart and sense of community as a long-time (almost fifty year) resident of mid Cambridge. and twenty eight year veteran of teaching at Cambridge Rindge and Latin School. Having made a commitment to living and participating in the life of this great city, I am deeply concerned about a few issues. Nothing I am about to write will come as a surprise to you, but I feel compelled to share my thoughts and concerns.

I applaud the decision of the Planning Board, as of the meeting on Wednesday, February 25, to request more detailed information. As we know, the current request for up-zoning by Twining/Normandy would result in a building taller than current zoning allows. I am pleased to note that Mr. Steve Cohen, member of the Planning Board, cited concern that if this request for up-zoning is granted, there is virtually no defense in denying future requests for similar up-zoning in Central Square. And this is in the context of no serious consideration of the city's C2 study, or a Master Plan.

Our Planning board is a group of remarkable volunteers who meet more often than almost any other commission or board that I am aware of. And, in their meeting schedule, over the past 3 years that I have been paying closer attention, they are overwhelmed with petitions to respond to. There is virtually NO time for them to PLAN, to dialogue with innovators here in Cambridge who are exploring options for cities far in to the future, way beyond the development of a single block in Central Square. And, in fact, one of the significant limitations of presentations I have recently observed present ideas in a silo manner with little evidence of collaboration between various city departments.

We pride ourselves as an innovation hub, and yet, there has been little evidence of innovation among the proposals before the Planning Board, CDD and the City Council.

No one has to make an expensive trip to some other American or international city to see what current creative planners and designers are doing. Urban planners, visionaries at our very local universities could bring ideas to us.

Imagine a group of urban design masters or PH D candidates being given a problem to develop the seven square miles of Cambridge; or think/design creatively the corridor from MIT to Harvard Square. We rush to judgment, to decision making, at the peril of piecemeal development that only further break our little vibrant city into small jewel like blocks that do not systematically relate to one another.

We are at a critical moment in time when the future of our city is being decided bit by bit, and by a very small group of people who do not appear to be planning with a large vision in mind.

The most well intentioned of us - elected city officials, citizens, volunteer board members -- all have complex lives with little time to do the kind of research and collaboration that is a major part of university programming. Just go on the MIT Urban Planning website to see what masters and PH D candidates study. There is, in addition, an international development group grappling with urban design for cities much larger and more complex than Cambridge. It is not too late to put our city on their landscape, invite some of them to bring their research, planning, cross-disciplinary collaboration to our Planning Board, Community Development Department, Ordinance Committee and interested citizens.

Many of us who enjoy a sense of community in Cambridge, live on streets with one, two and three family houses. We walk our dogs, share gardening tools, consult with one another about schools, politics (local, national and international). When people are stacked up in apartment buildings with elevators and long corridors, there is little to encourage interaction. And, in fact, many of the newest residents to Cambridge, lured by the innovation center, are young dynamic people completely involved in their careers. They are not attending school committee, city council, planning board meetings. And their career focus is totally appropriate. But, when they do decide to have families, there are too few apartments large enough to accommodate a family; there is little space for young children to play; houses and apartments are very expensive - and they move out/move on. We need this young vibrant energy in our city, along with the families who currently live here, send their children to schools here, and are in danger of being priced out of the housing market.

Many of us committed to living in Cambridge and its future, no matter how well intentioned and how willing to attend meetings and give opinions cannot do what full time faculty and students are doing. If we really see ourselves as an innovation hub, then let's throw ourselves in to the center of this exciting activity and invite others to get involved with us.

We need to think, plan, even dream large. Our future is at stake. And, while time is not necessarily on our side, it should not be the determining factor in decision making. Stop long enough to have deep conversations across departments, with experts who have no vested or financial interest in development in Cambridge. Make a Master Plan. Then, with the Big Picture of Cambridge in the 21st century in sharp focus, begin to consider a vision of the city - not block by block - but as a vibrant, community based whole.

Phyllis Bretholtz

65 Antrim Street

Cambridge, MA 02139

Lopez, Donna

ATTACHMENT Y

From: Shelley <shelleyrieman@gmail.com>
Sent: Thursday, February 26, 2015 9:51 AM
To: City Council; Lopez, Donna
Cc: cambridge-residents-alliance-core@googlegroups.com
Subject: ordinance meeting re:Twining/Normandy

I am writing to register my opposition to the proposed 195 ft. housing tower that Twining/Normandy is trying to build in Central Square. There are several reasons why this project should not go forward. The building is 2.5 times taller than the current zoning permits. A master plan process has been approved and should be completed before any up zoning proposals are accepted. And, importantly, a building of this height is inappropriate for the character and liveability of Central Square.

Thank you, Shelley Rieman
201 Franklin St.
617-388-8712

Sent from my iPad