ATTACHMENT A

mass + main

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

NORMANDY
REAL ESTATE PARTNERS

Partnership formed and property acquired December 28, 2012

Who We Are: Watson & Galluccio

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Anthony Galluccio, Esq.

G & W
GALLUCCIO & WATSON, LLP

- 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

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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

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

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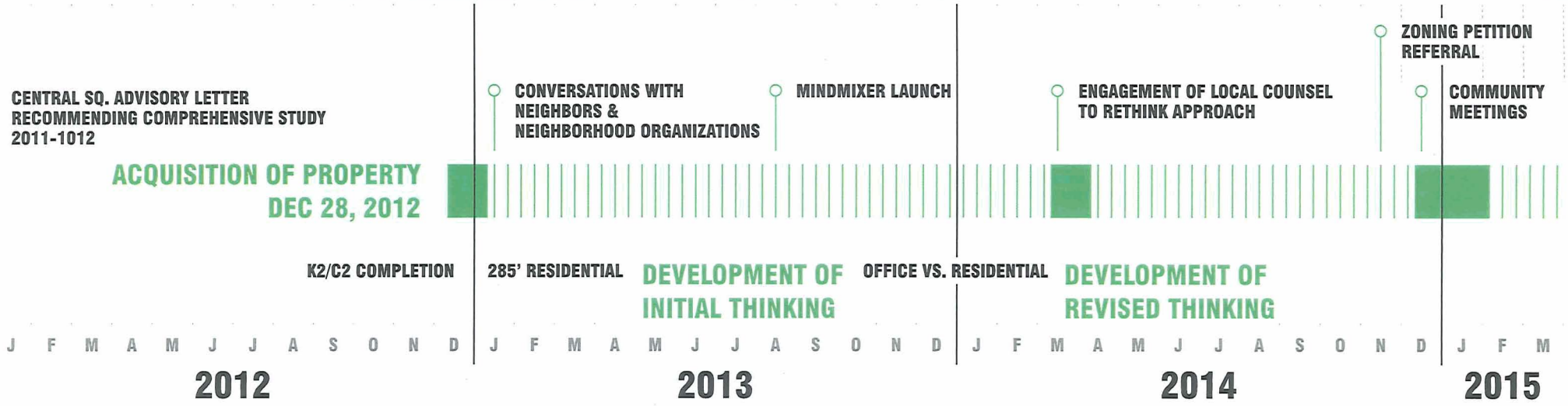

Timeline: Community & Neighborhood Group Mtgs.

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	DATE	PAST MEETINGS	
☑	**12/03/14**	PUBLIC MEETING (PRESENTATIONS)	50 ATTENDED
☑	**12/09/14**	PUBLIC MEETING (PRESENTATIONS)	
☑	**01/10/15**	PUBLIC OPEN HOUSE #1	100+ ATTENDED
☑	**01/14/15**	PUBLIC OPEN HOUSE #2	
☑	**01/15/15**	CENTRAL SQUARE BUSINESS ASSOC.	
☑		VARIOUS DIRECT ABUTTER MEETINGS	

	DATE	UPCOMING MEETINGS
☐	**01/27/15**	PLANNING BOARD HEARING
☐	**02/12/15**	AREA 4 COALITION
☐	**T.B.D.**	ESSEX ST. NEIGHBORHOOD ASSOC.
☐	**02/04/15**	CAMBRIDGEPORT NEIGHBORHOOD ASSOC.

Over 200 people passed through in two months

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Public Feedback

Survey Results: Priorities for Survey Overview

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- 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

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- 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

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

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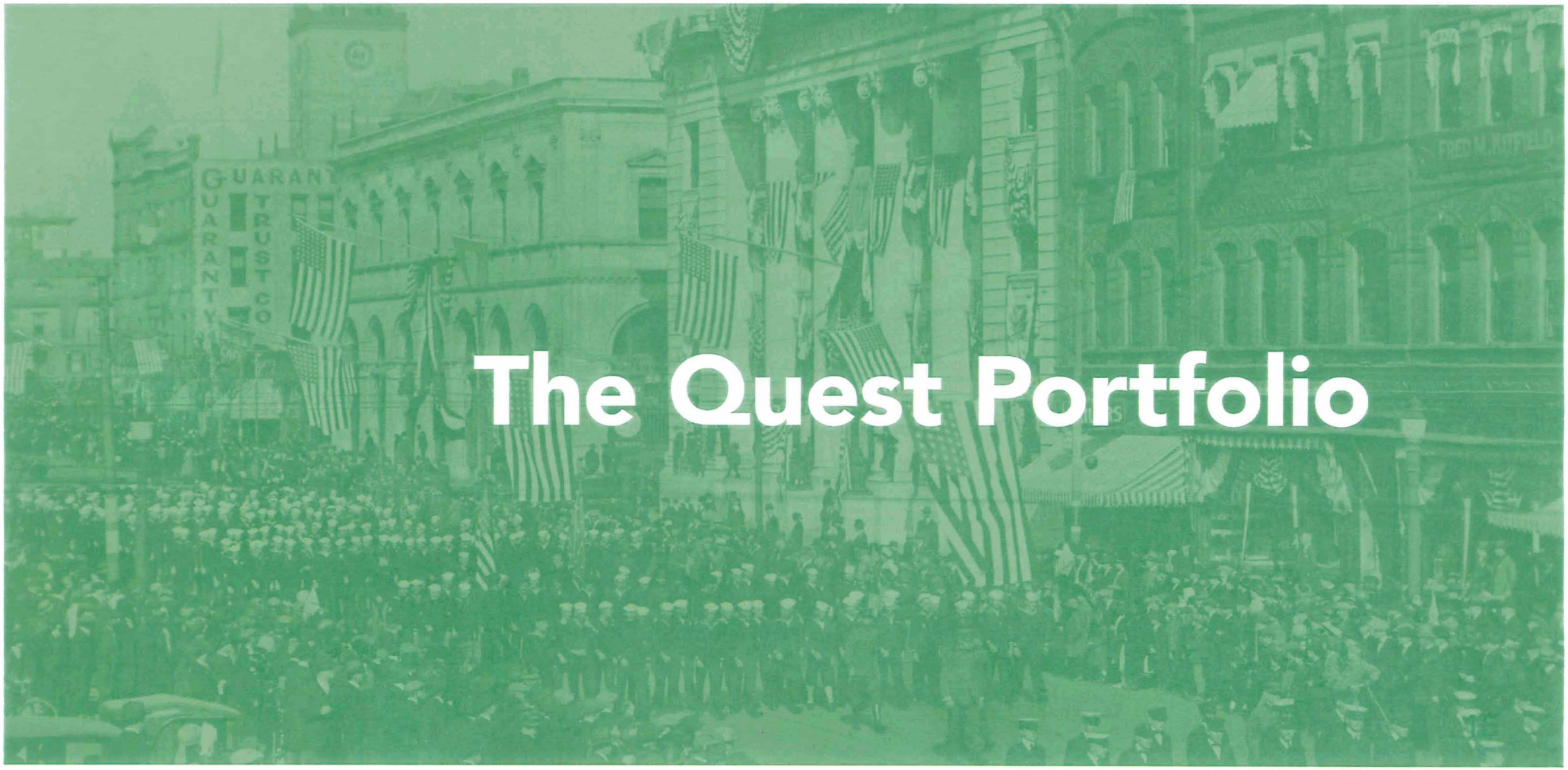

The Quest Portfolio

The Quest Portfolio

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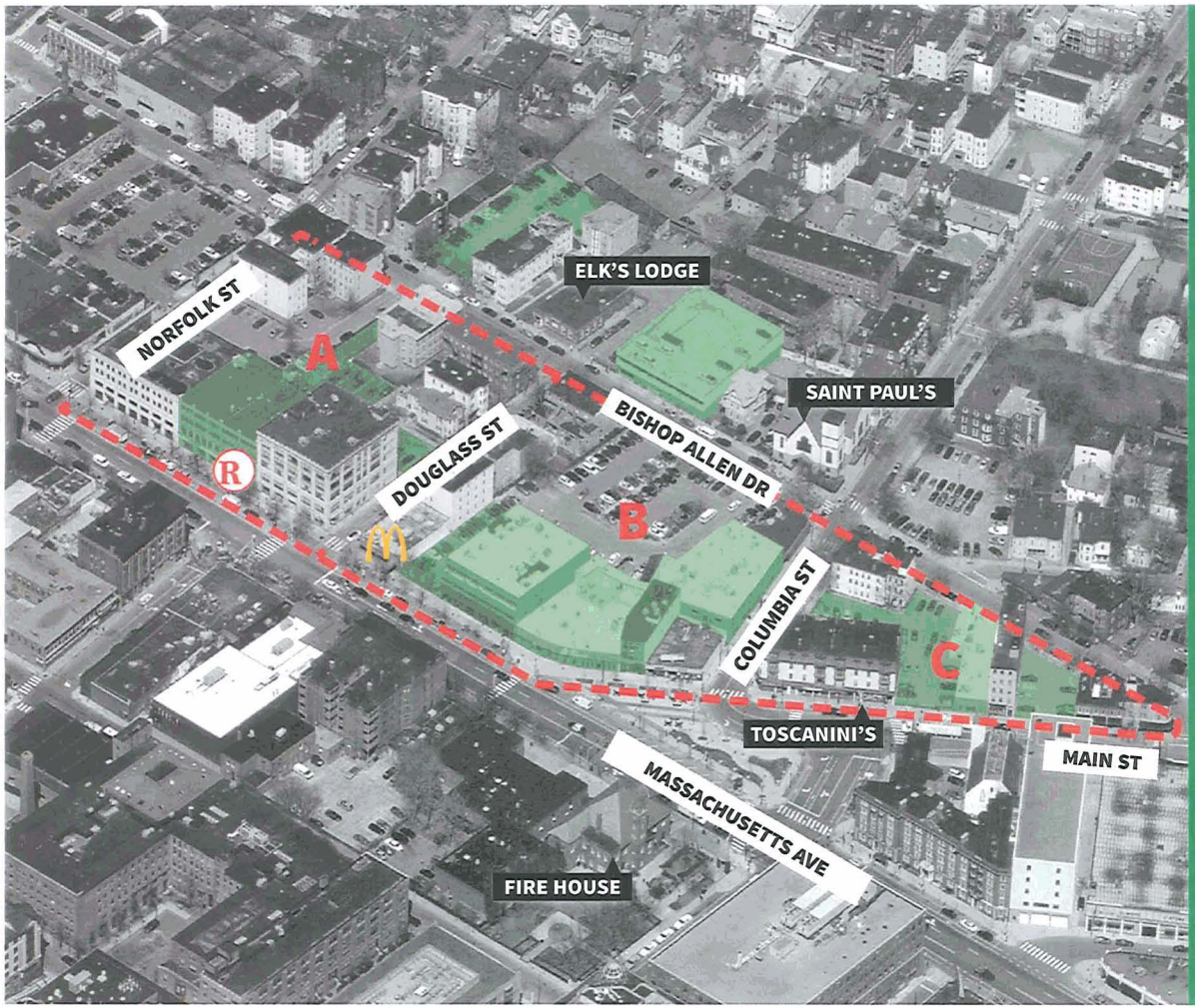

Quest continues to lease these spaces, and is in the process of moving out.

The Quest Portfolio

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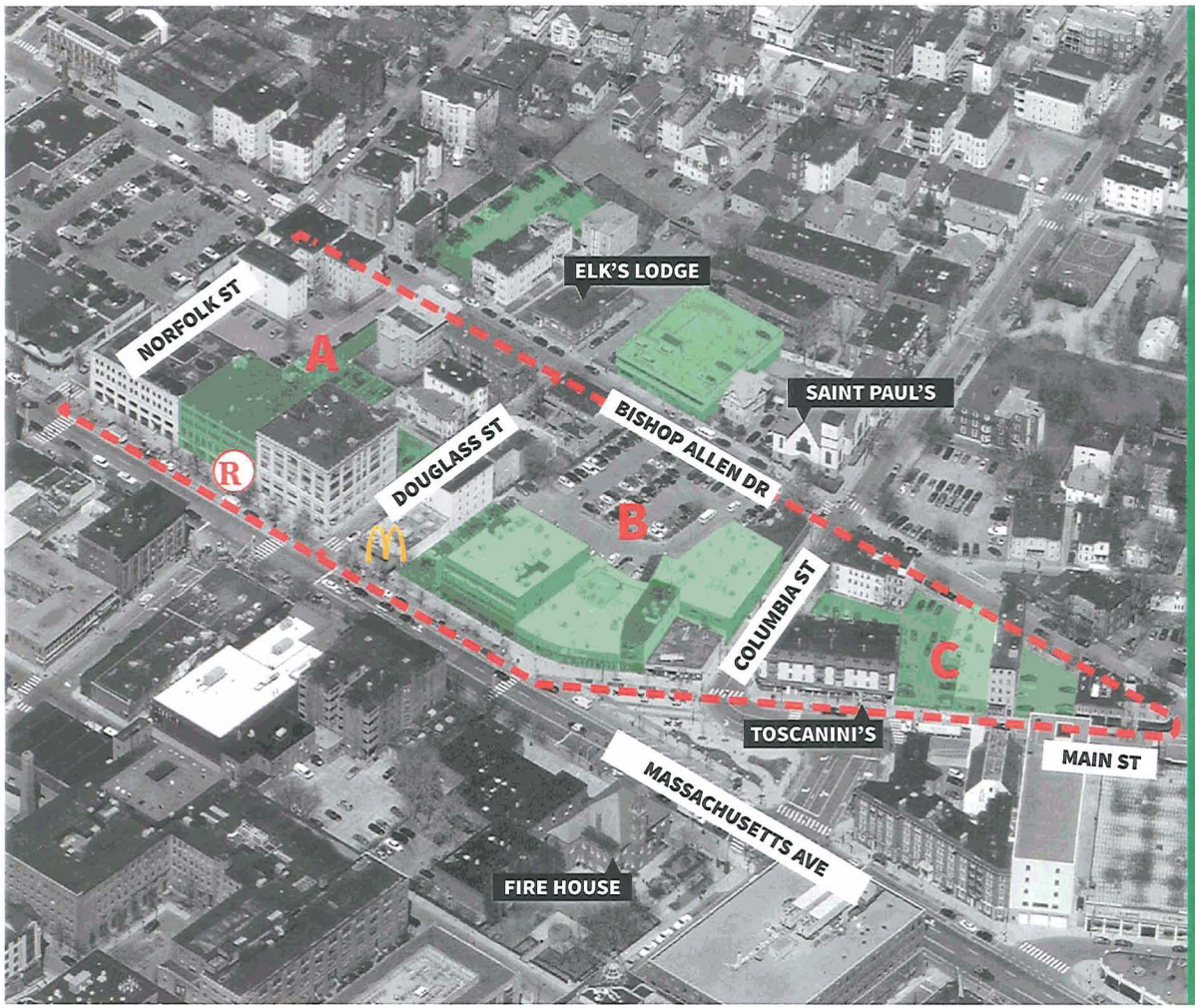

We have not acquired any additional properties outside the Quest properties.

The Quest Portfolio

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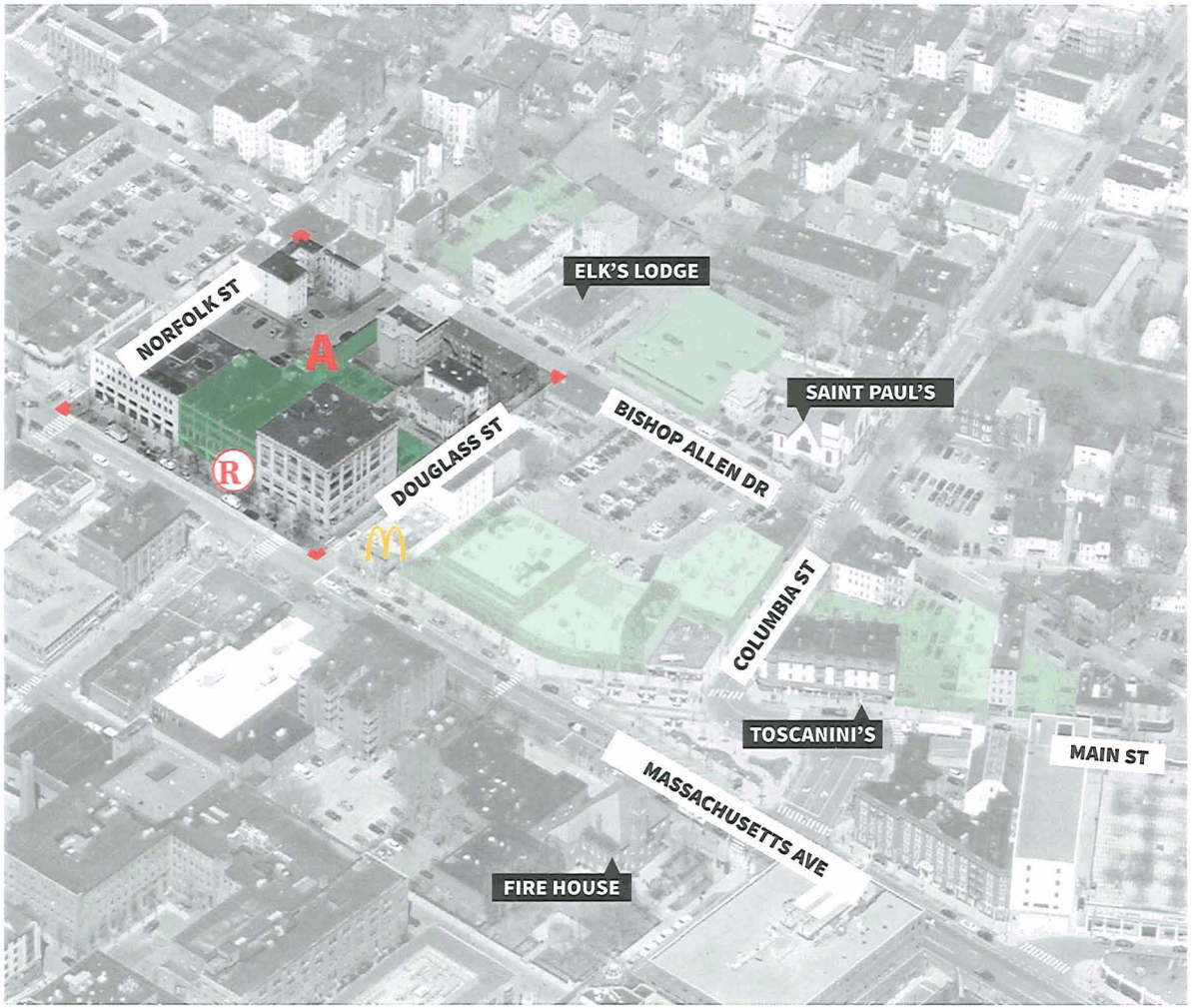

Block A (Gallery Location)

- 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

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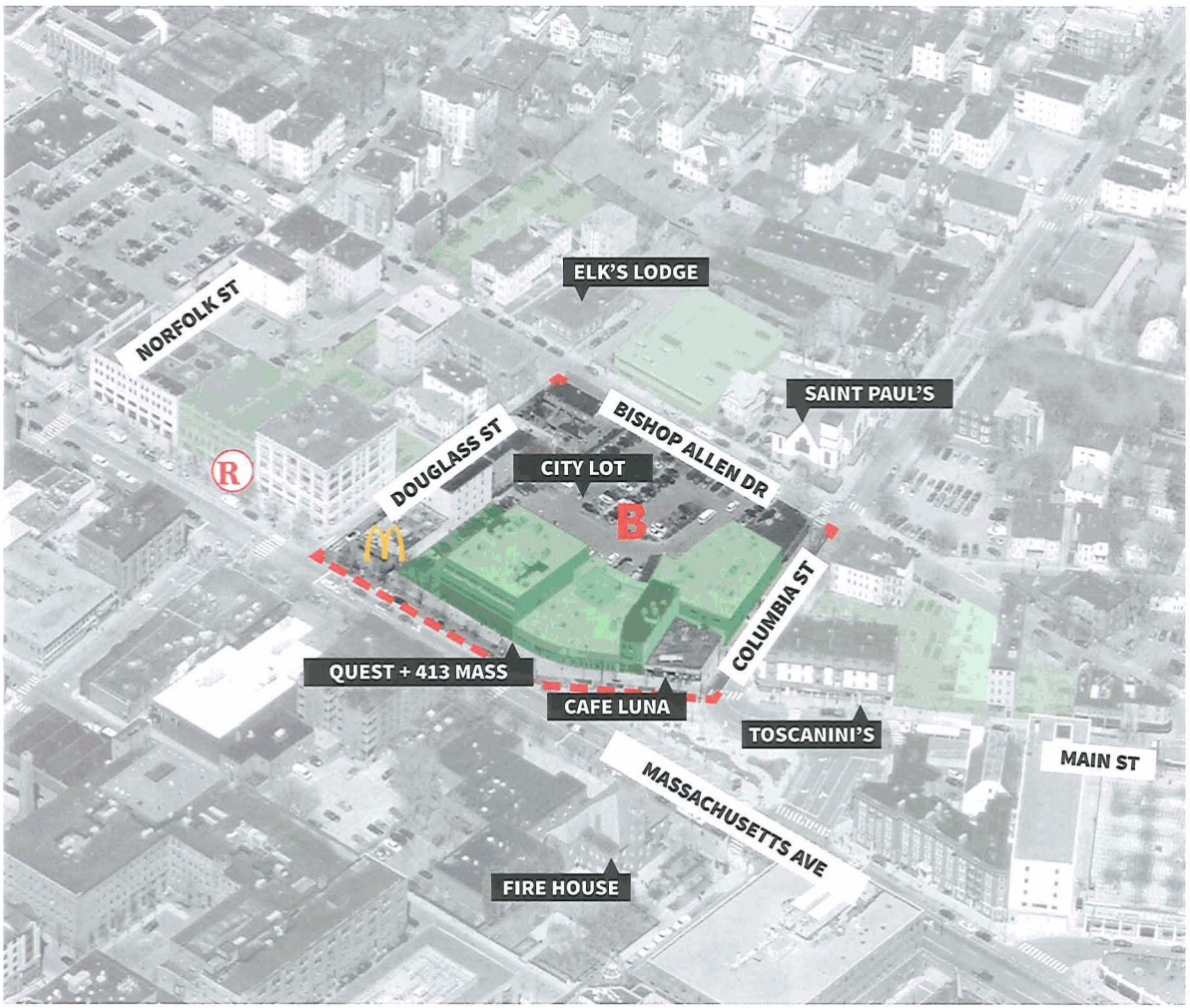

Block B: Focus of Petition

- 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

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The Quest Portfolio: Block B

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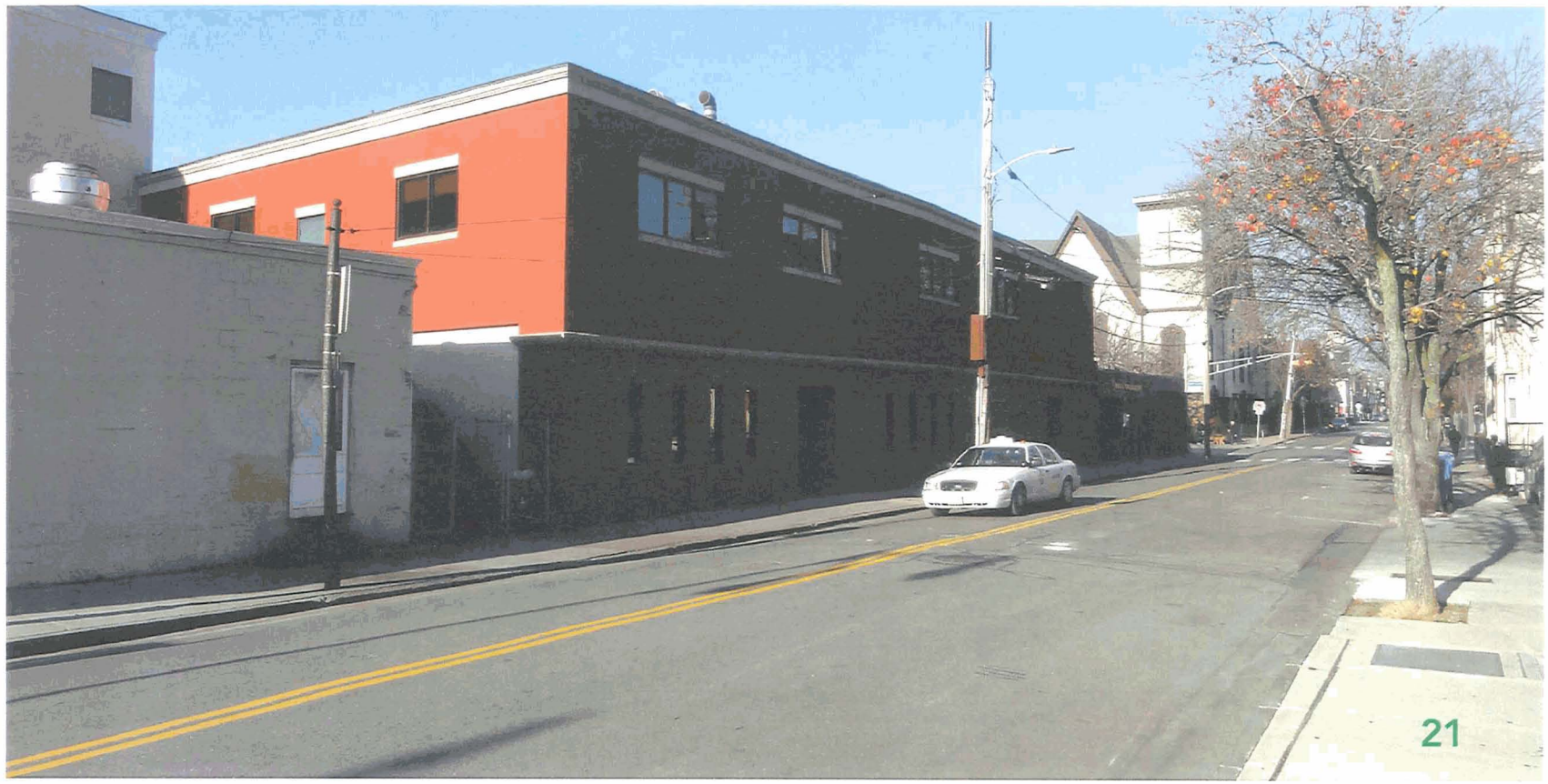

The Quest Portfolio: Block B

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The Quest Portfolio

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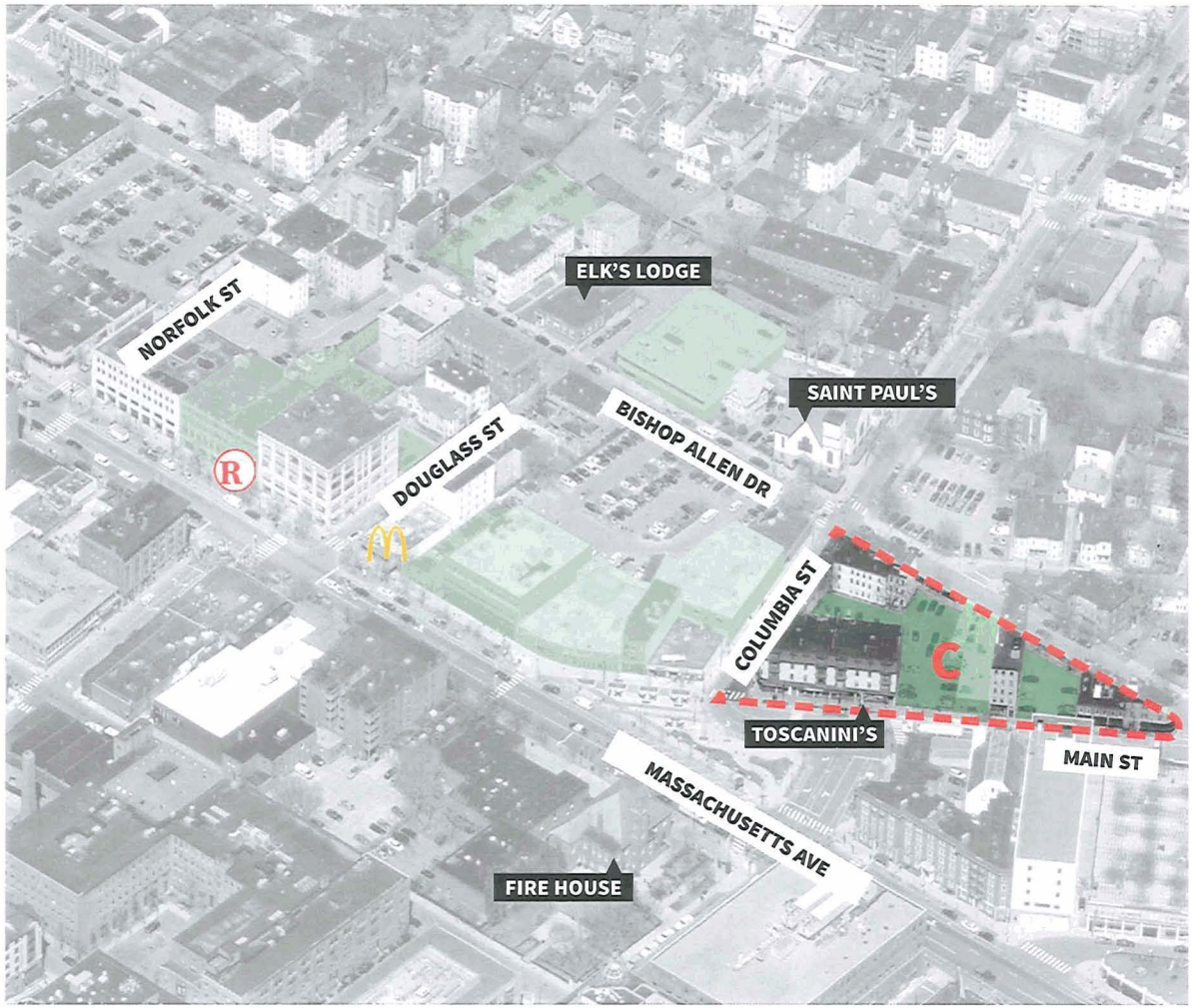

Block C

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

The Quest Portfolio

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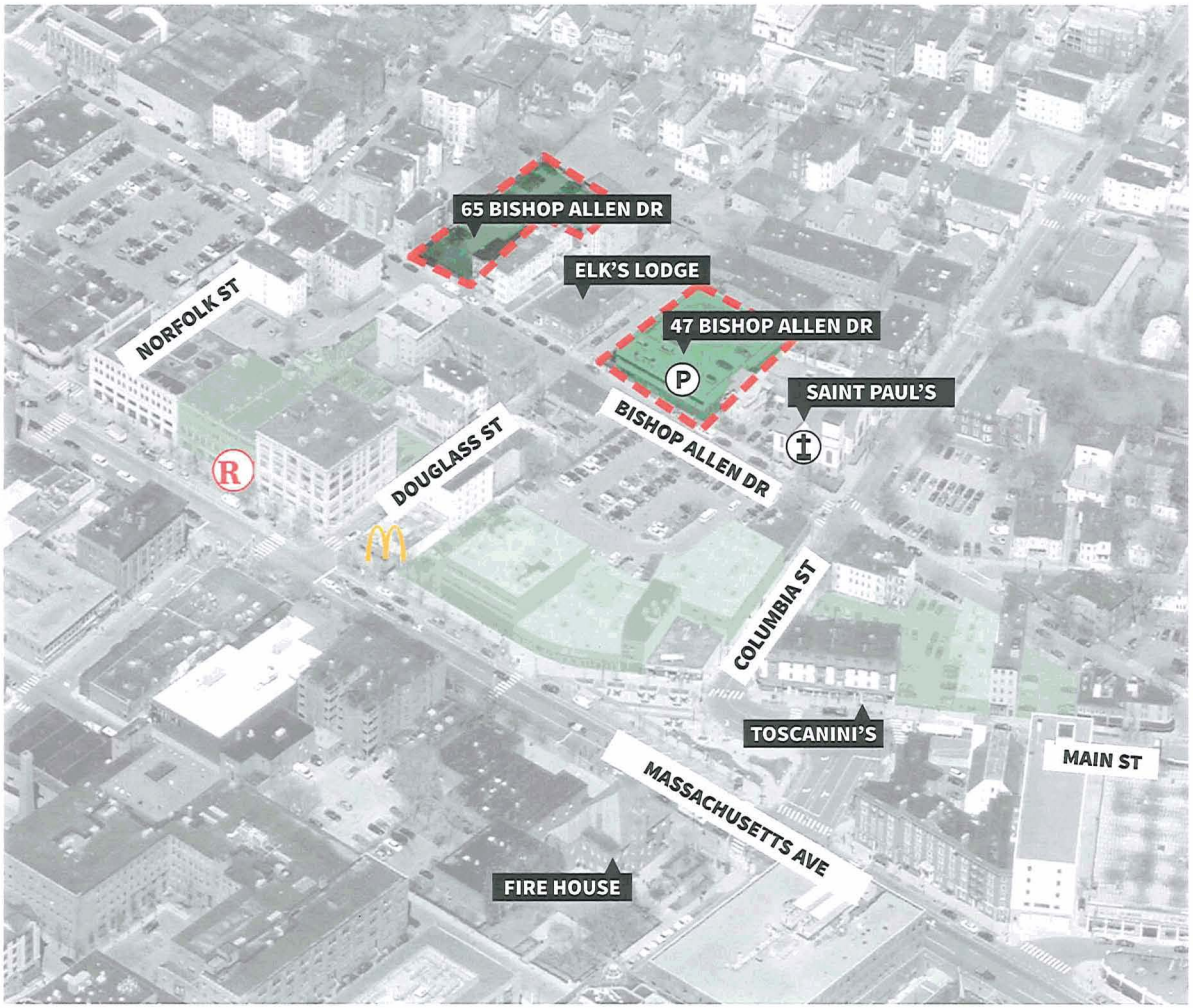

Bishop Allen Parking Garage and lot

- 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

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The Quest Portfolio

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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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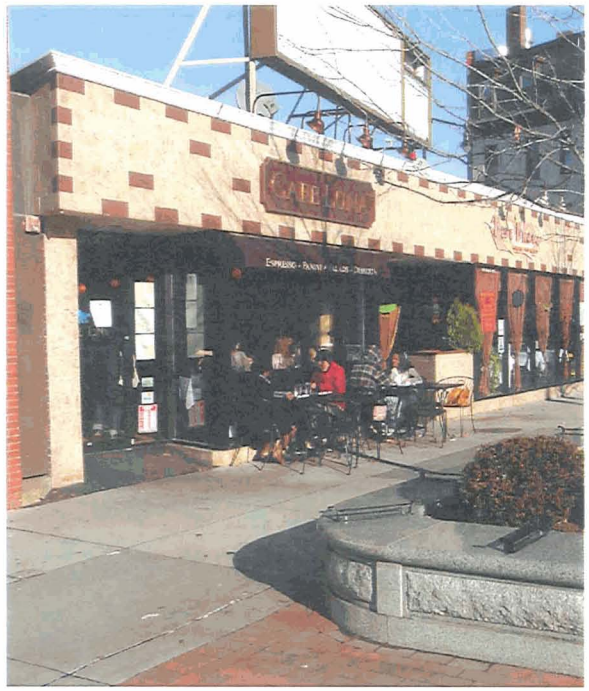
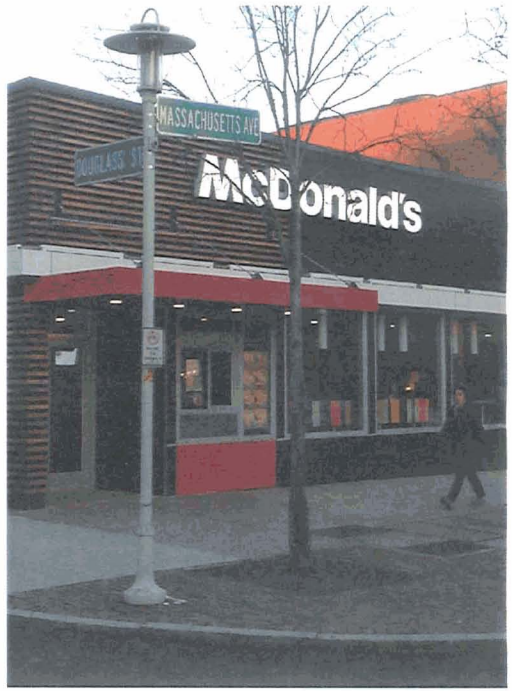
Properties

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





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Overview of Petition

Office v. Residential: Mid Block Project

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- 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

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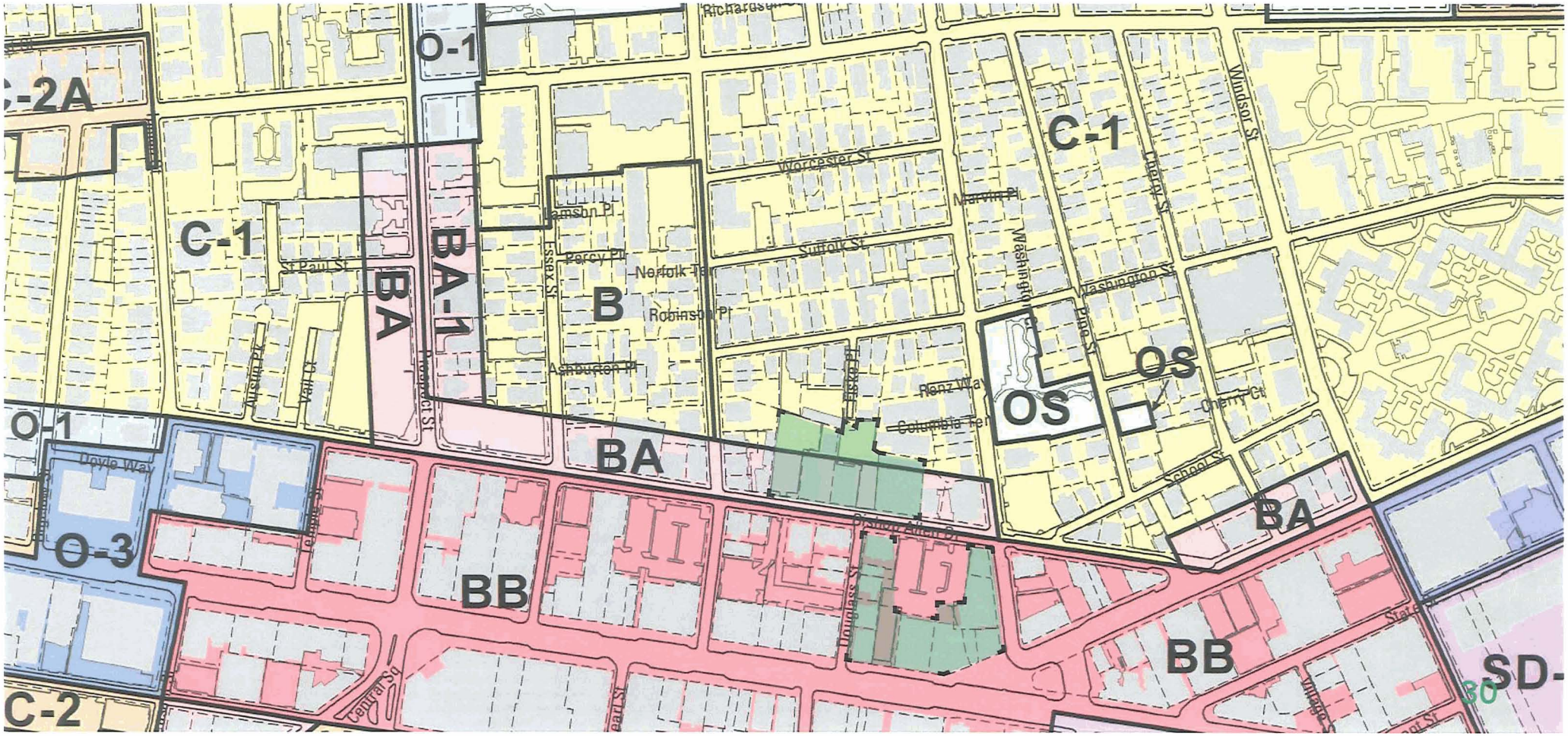

Zoning Petition

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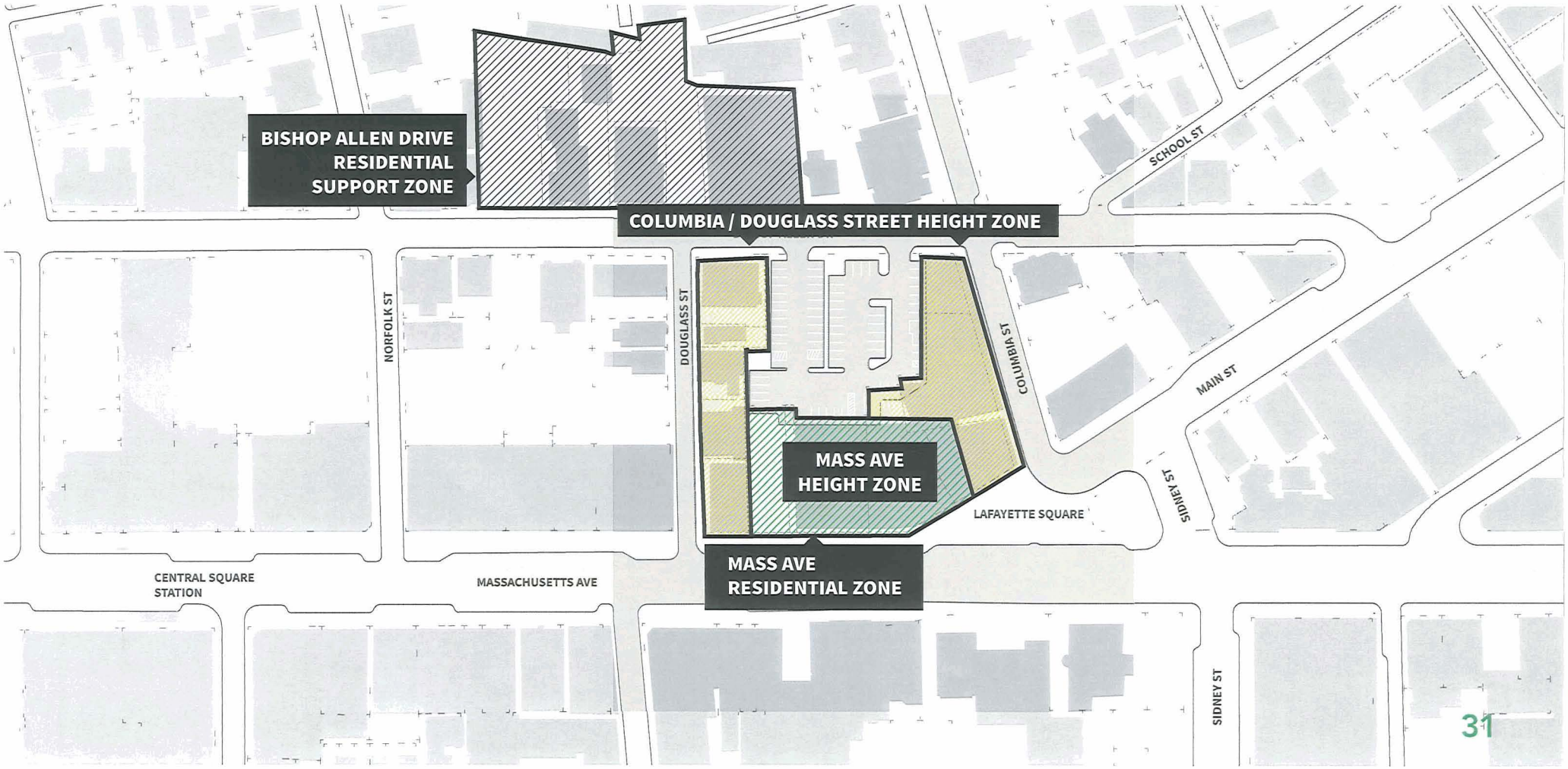

Zoning Petition: Mass Ave. Residential Zone

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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

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

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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

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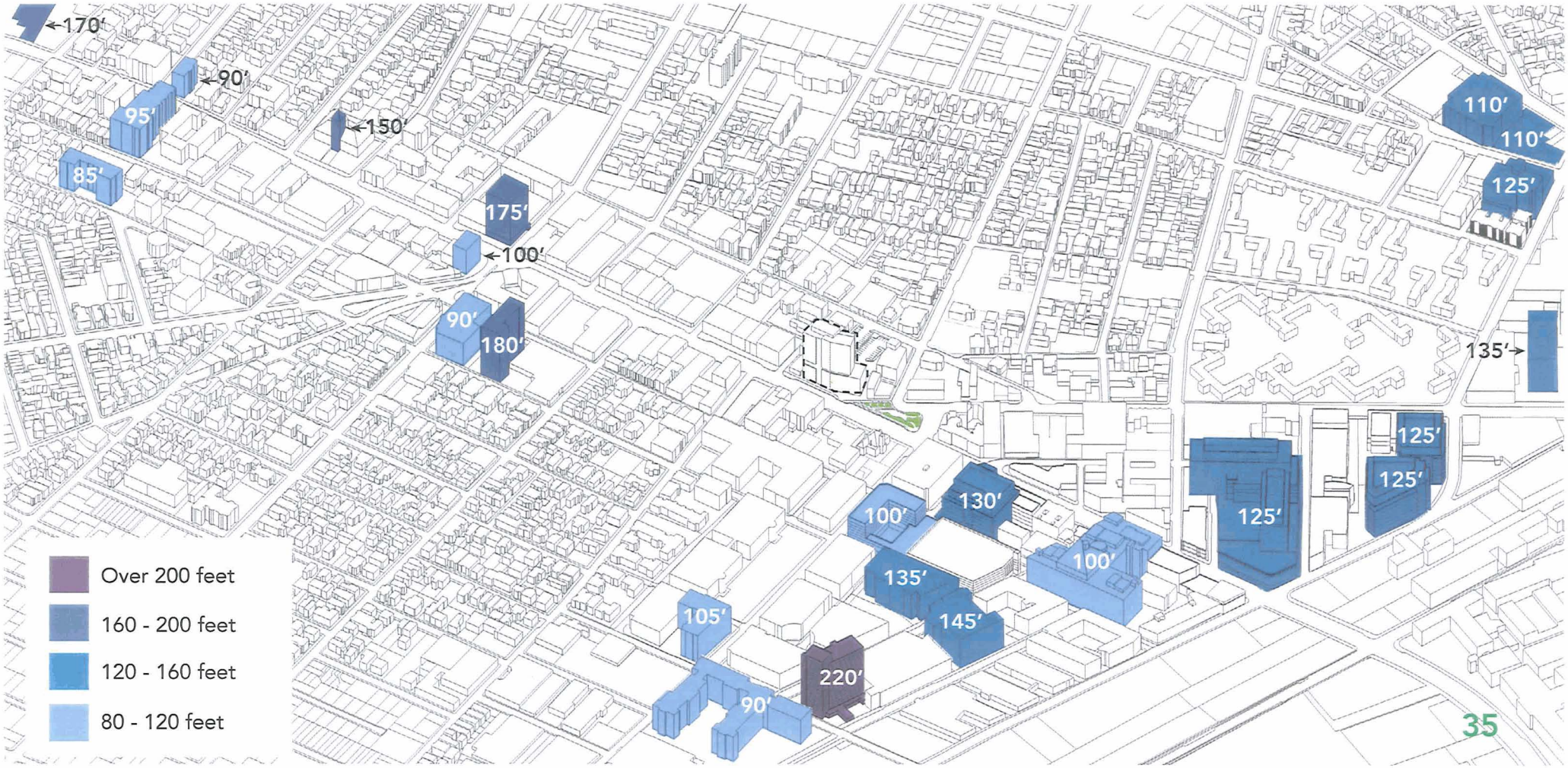

Height (20.806.2)

- No Change

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

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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

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

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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

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Mass+Main Proposed Housing Program

		<---------- Affordable --------->		| <---------- Moderate --------->		
Unit Size	Occupants	50%	Target = 65%	80%	Target = 100%	120%
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

		<---------- Affordable --------->		| <---------- Moderate --------->		
Unit Size	Occupants	50%	Target = 65%	80%	Target = 100%	120%
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

Unit Mix (20.807)

- 10% of units must be 3 - Bedroom units

Zoning Petition

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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

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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

mass+main

	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	• 3.0 base + 0.9 bonus under Inclusionary Zoning (11.200) • 3.9 total potential FAR	• 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

mass+main

	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)	• Low Income: 11.5% under Inclusionary Zoning (11.200) • Moderate Income: None • Total: None	• Low Income: 15% of Base FAR • Moderate Income: 20% of Bonus FAR • Total: 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
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Base Zoning Comparison: Business A District

mass+main

	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	• 1.75 base + 0.525 bonus under Inclusionary Zoning (11.200) • 2.275 total potential FAR	• 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
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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

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- 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

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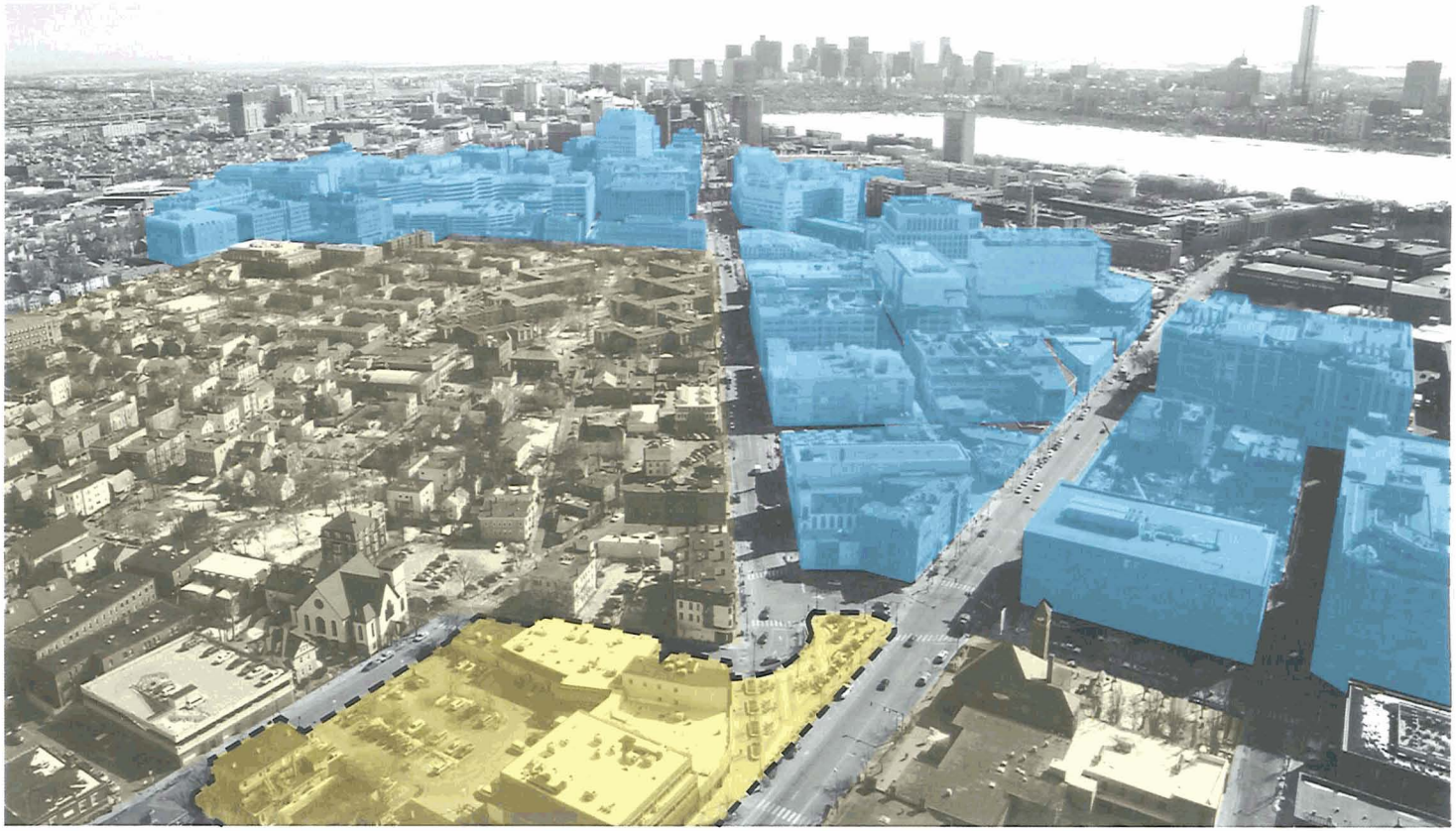

Key

- Office/Lab/Institutional
- Existing Residential
- Mass + Main

Central Square Is Different

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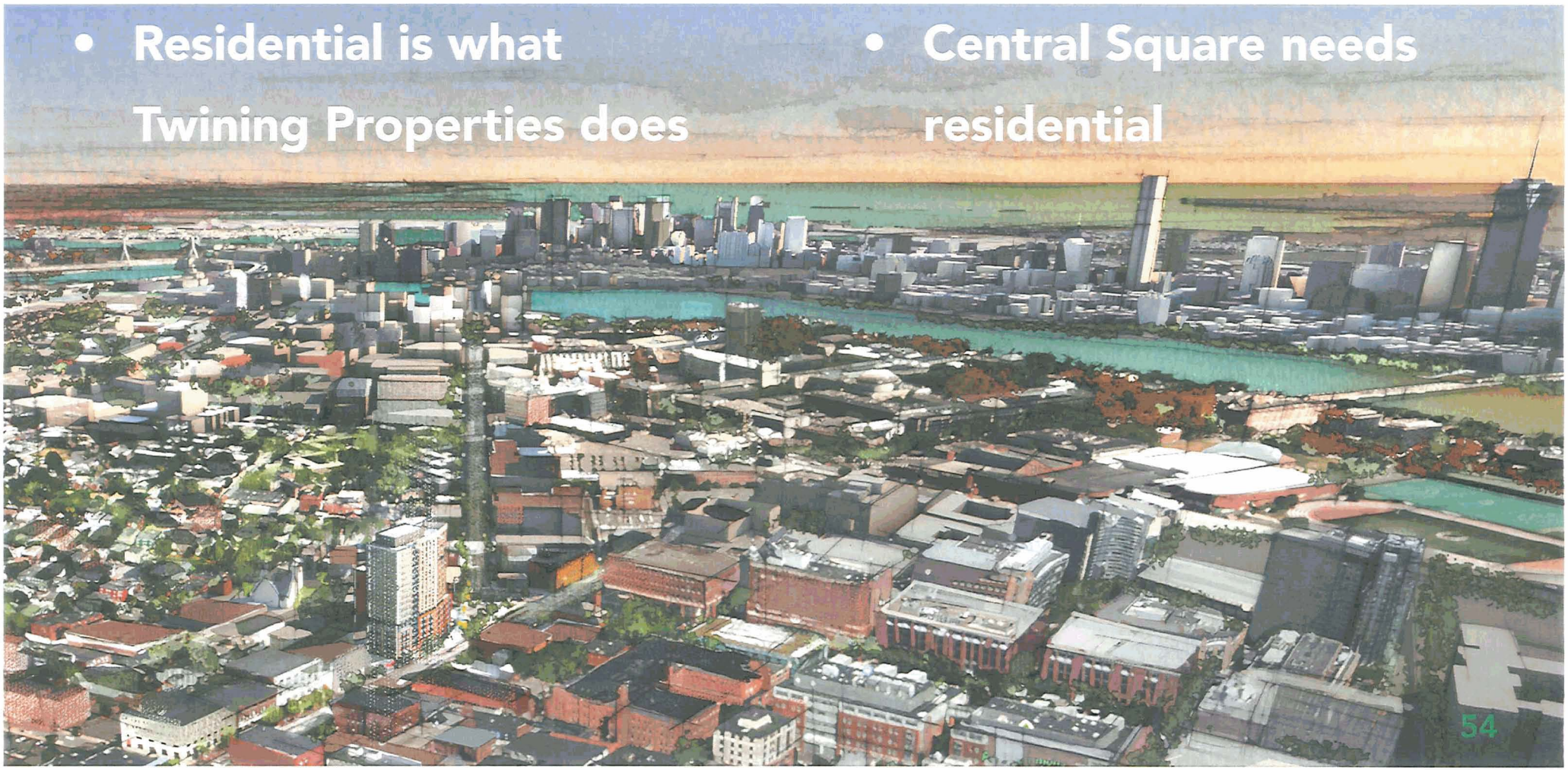

Use Drives Building Form

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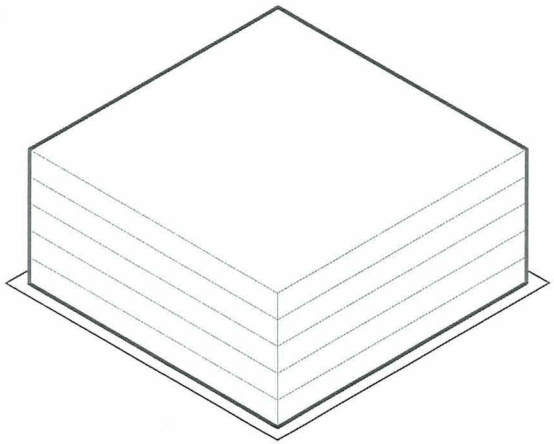
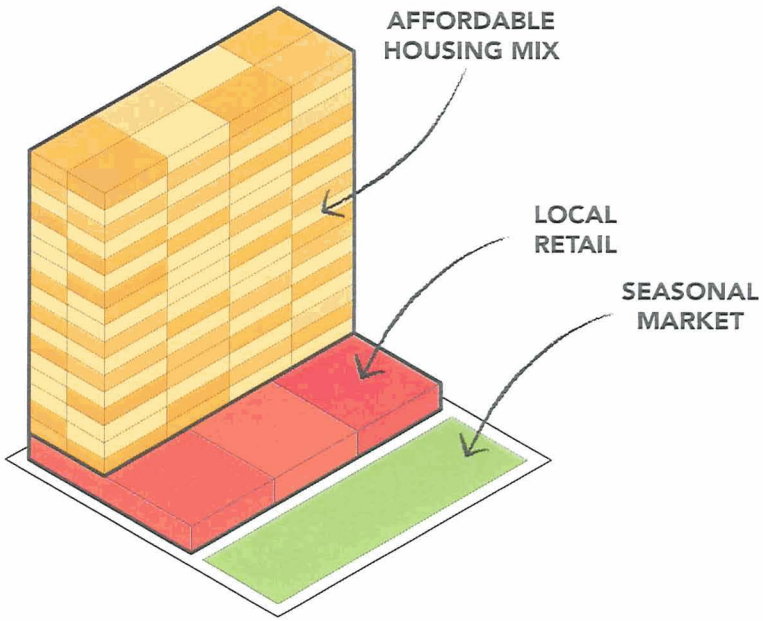
*Not to scale





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

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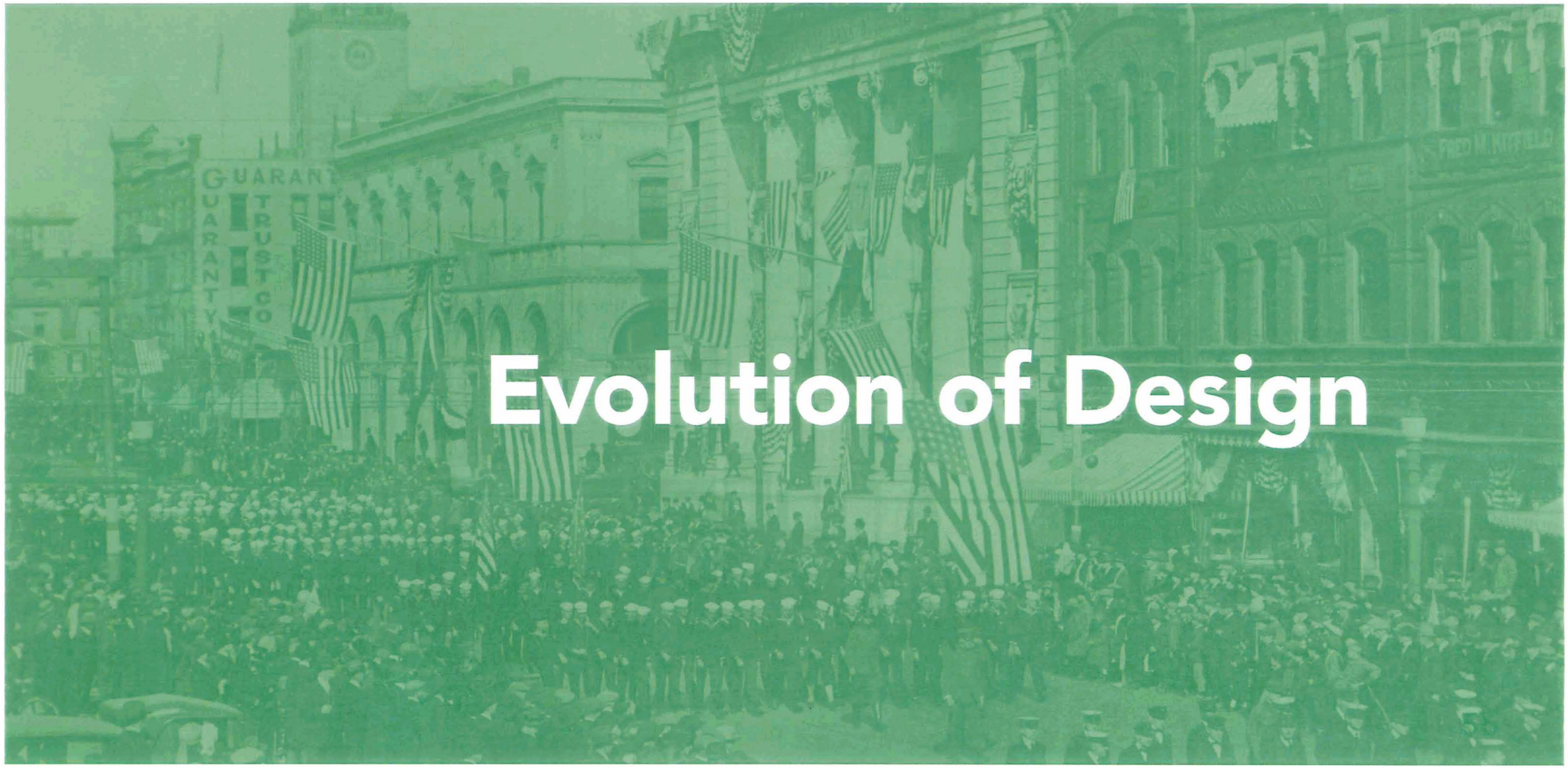

Evolution of Design

Central Square is Different

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

We Listened & Made Changes

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- 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

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C2 Goals	Mass + Main meets these goals by
1. Public Places	Activating J. Rhone Park and extending park into block.
2. Retail & Cultural	Offering retail, cultural and community programs which line the streets and passages.
3. More Housing	Mixed income housing and no office.
4. Connections to Central Sq.	Creating Two through-block passages lined with retail
5. Sustainability	Transit oriented and bike friendly Green Building design

Mass + Main Anchors Central Square

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Quest Today Creates No Activity

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Retail and Residential Will Activate the Street

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Two New Buildings Fit Into the City Fabric

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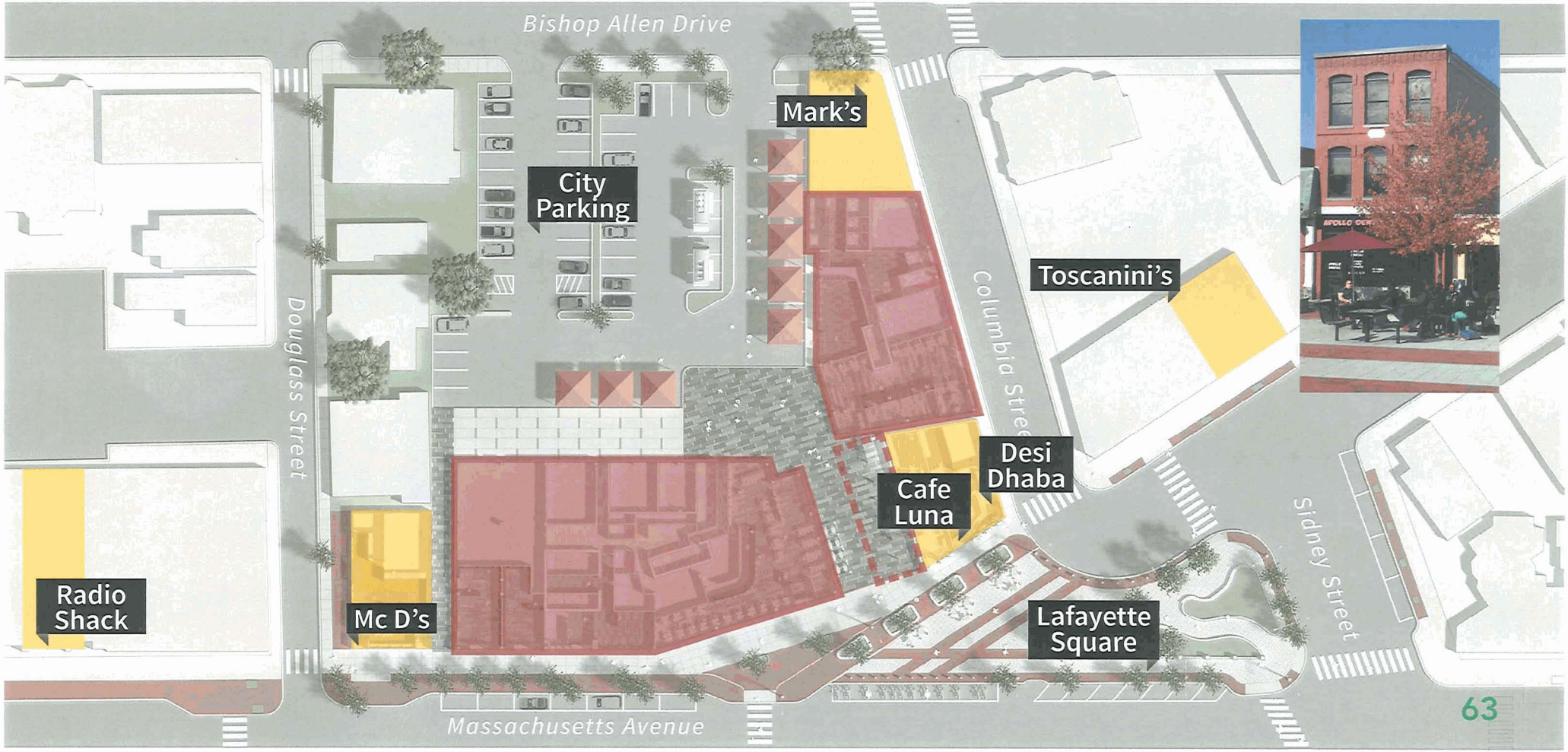

Pedestrian Passages Connect to the Neighborhood

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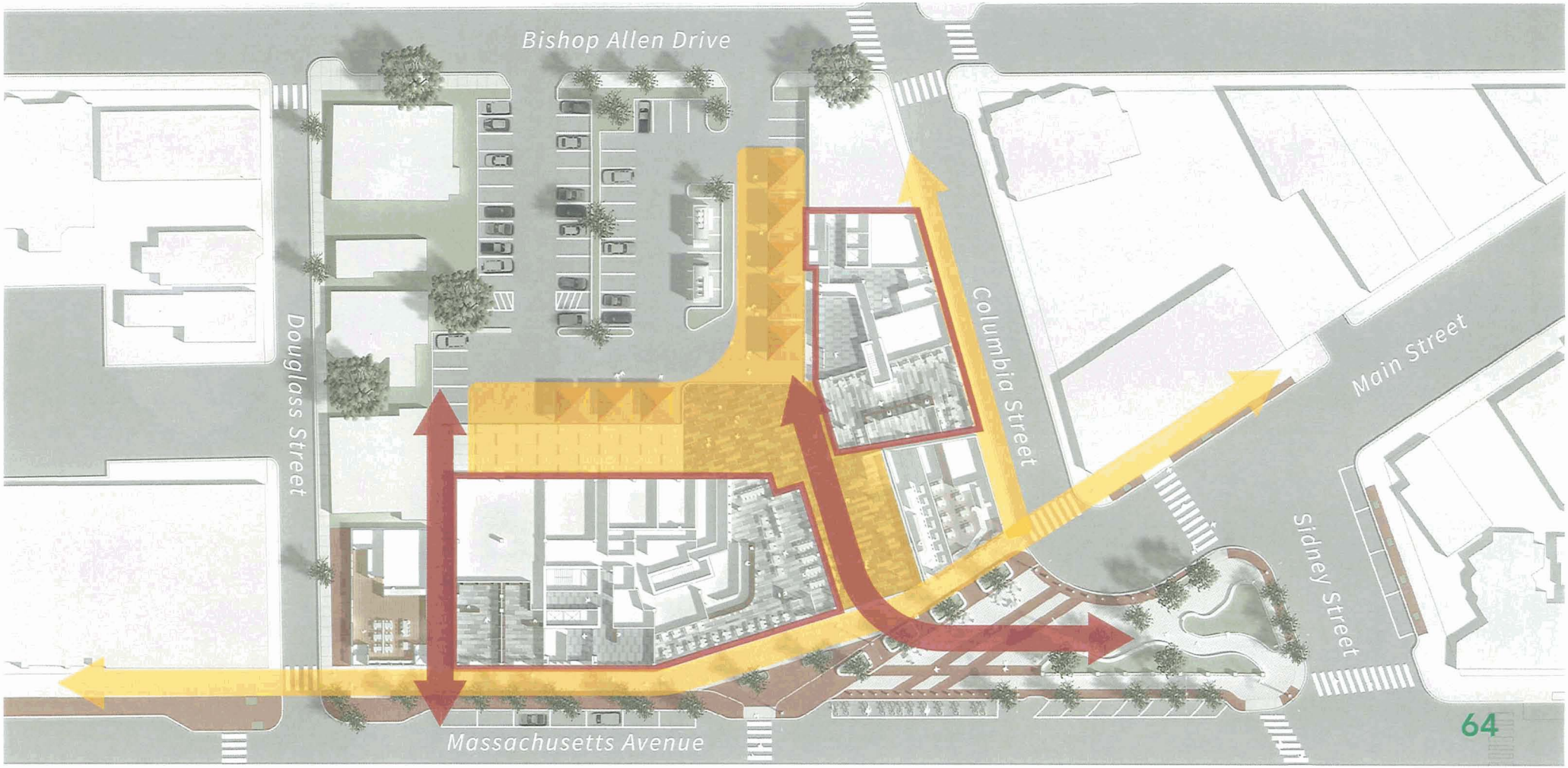

Retail & Cultural Spaces Activate the Passage

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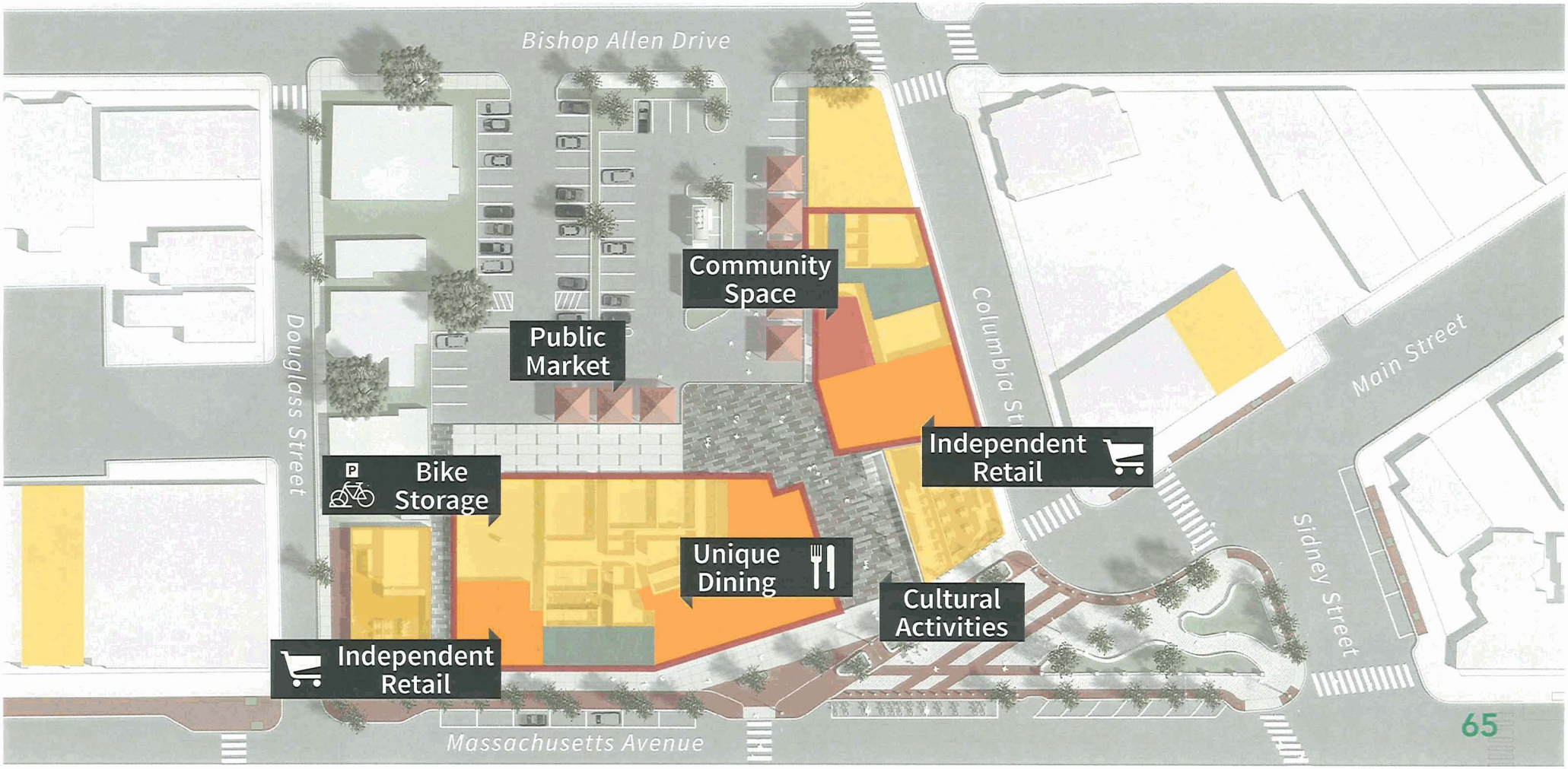

Park, Housing & Retail Come Together

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Shadow Studies: Spring and Fall

Net New Shadow: Spring/Fall 09:00 AM

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Net New Shadow: Spring/Fall 12:00 PM

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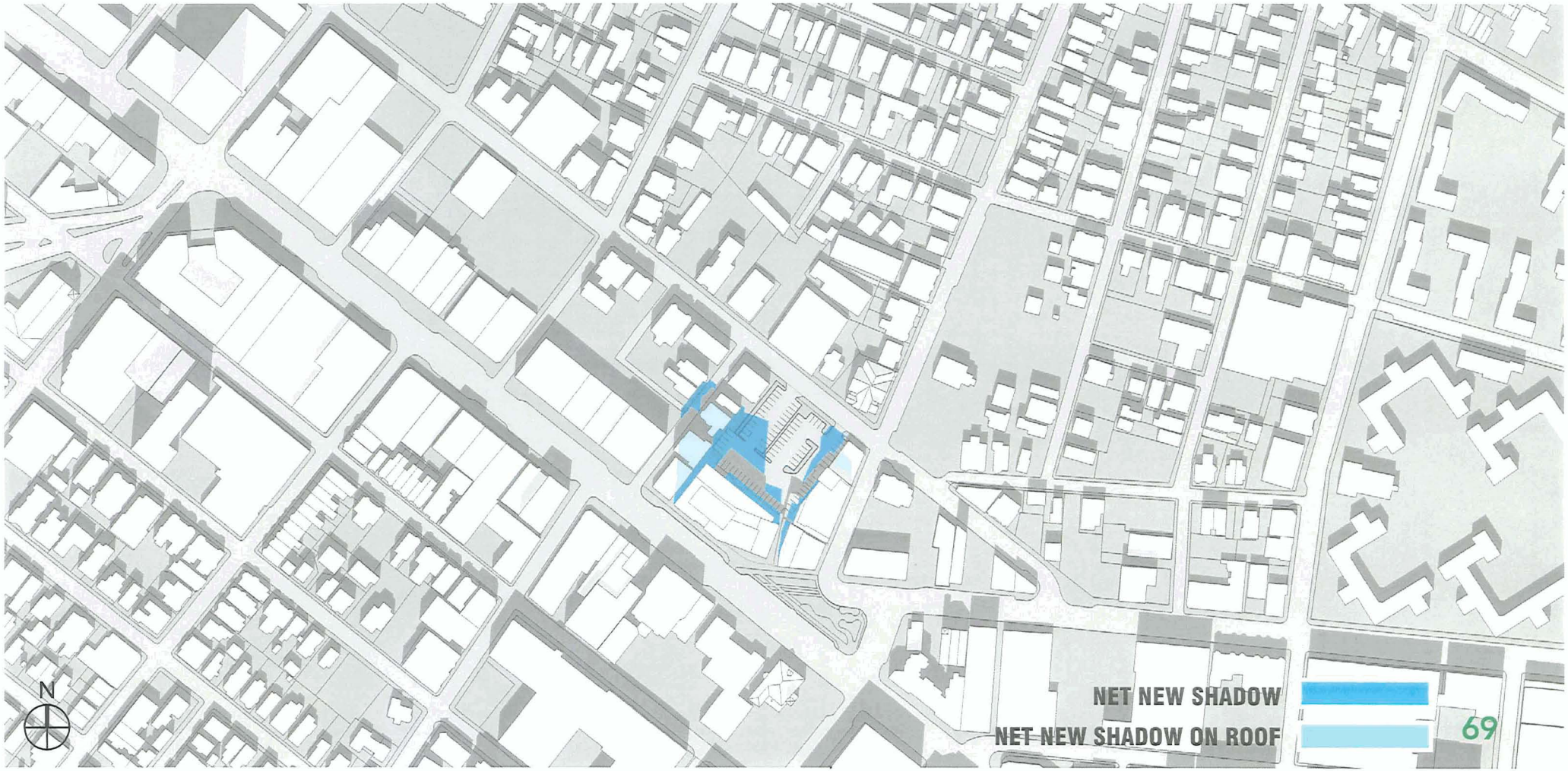

Net New Shadow: Spring/Fall 03:00 PM

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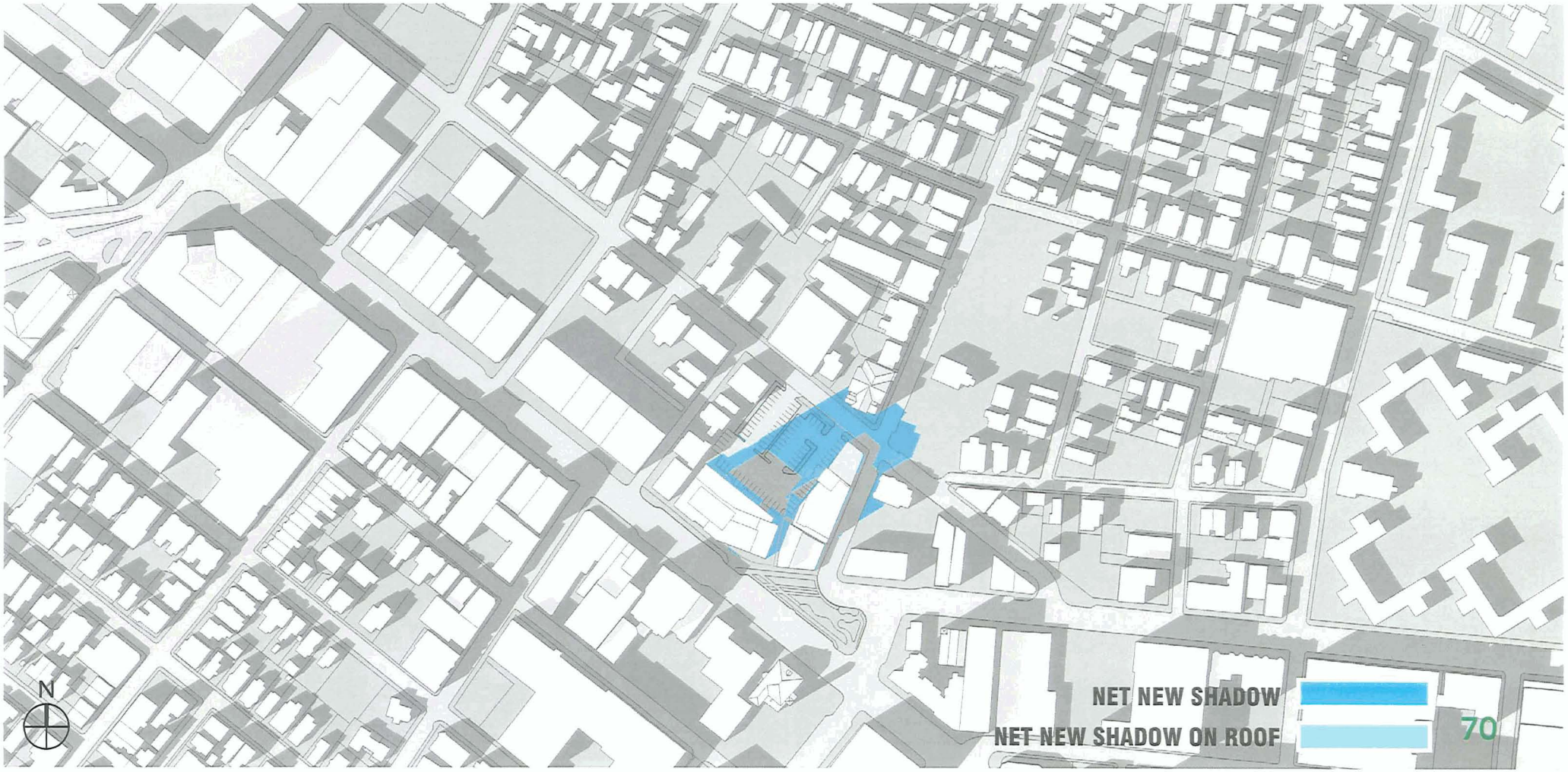

Net New Shadow: Winter 09:00 AM

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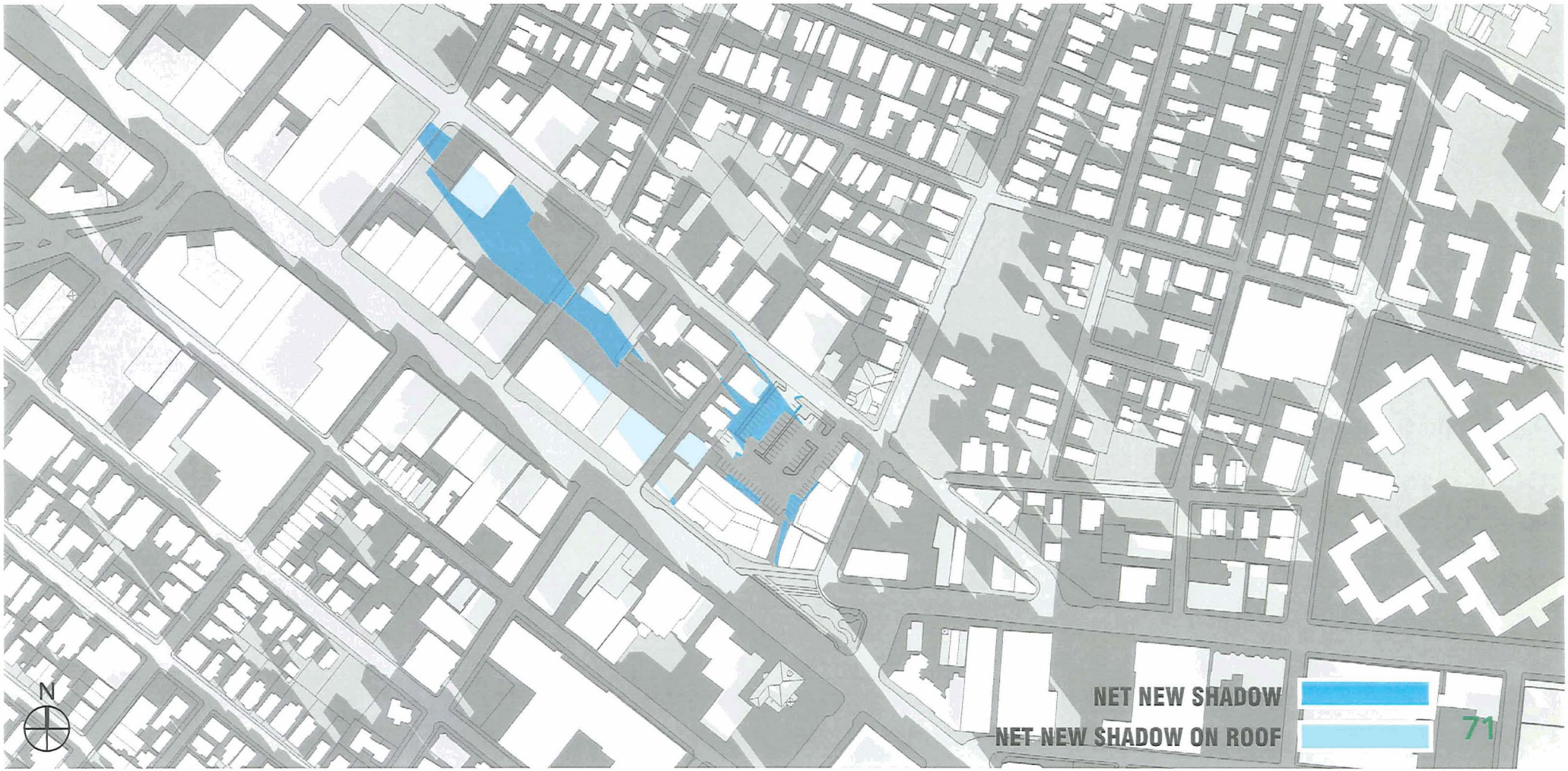

Net New Shadow: Winter 12:00 PM

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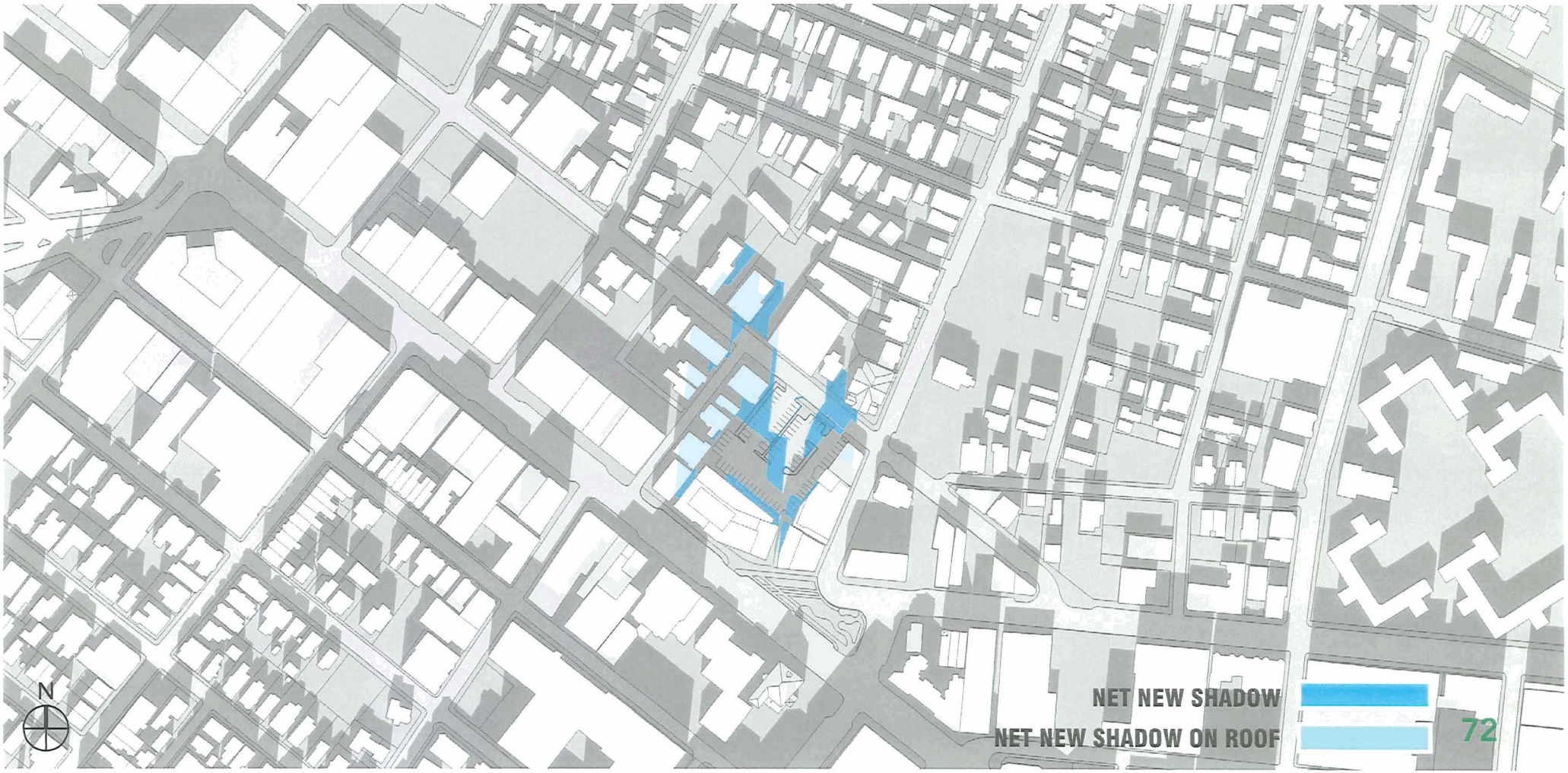

Net New Shadow: Winter 03:00 PM

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Net New Shadow: Summer 09:00 AM

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Net New Shadow: Summer 12:00 PM

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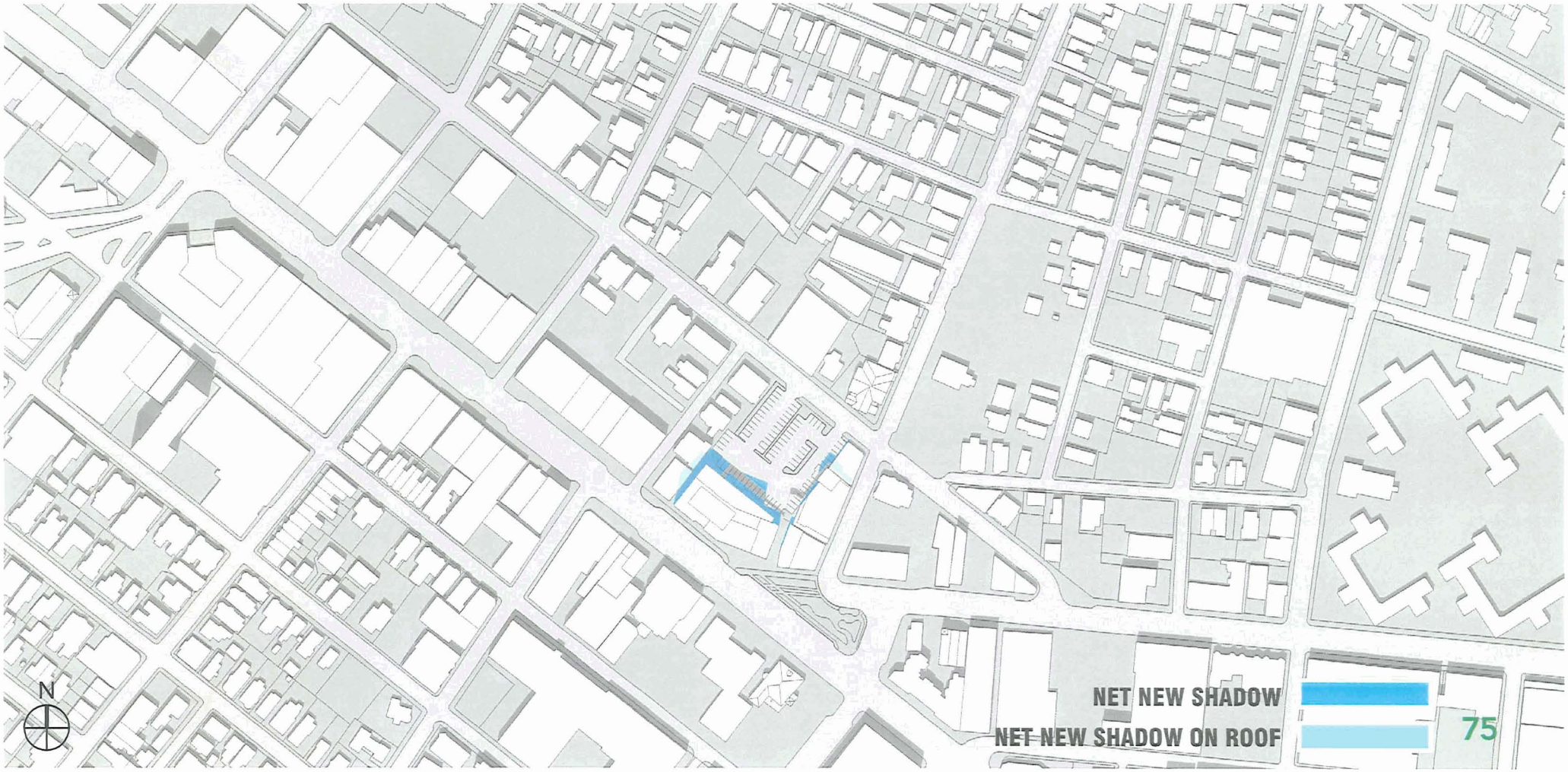

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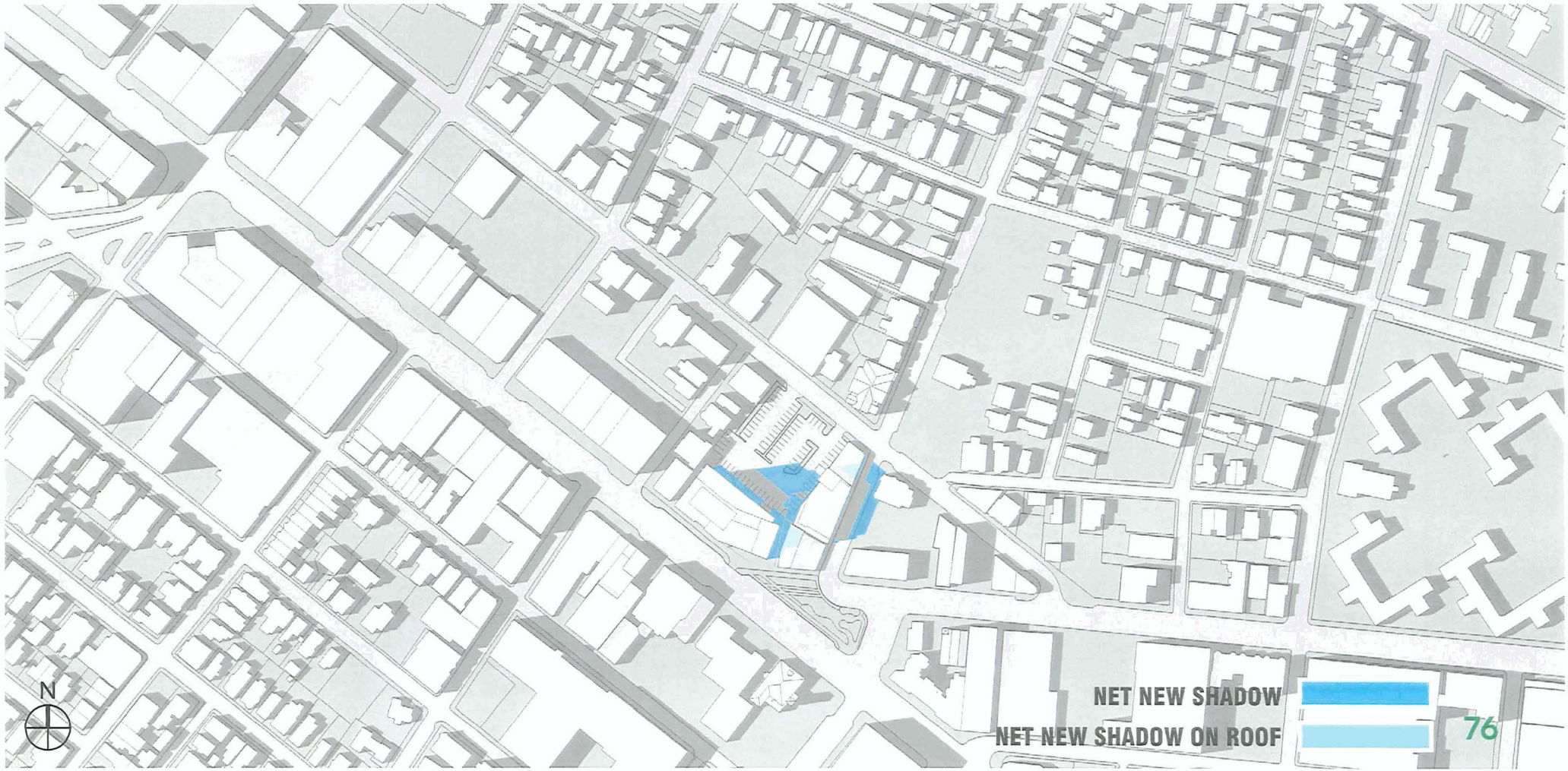
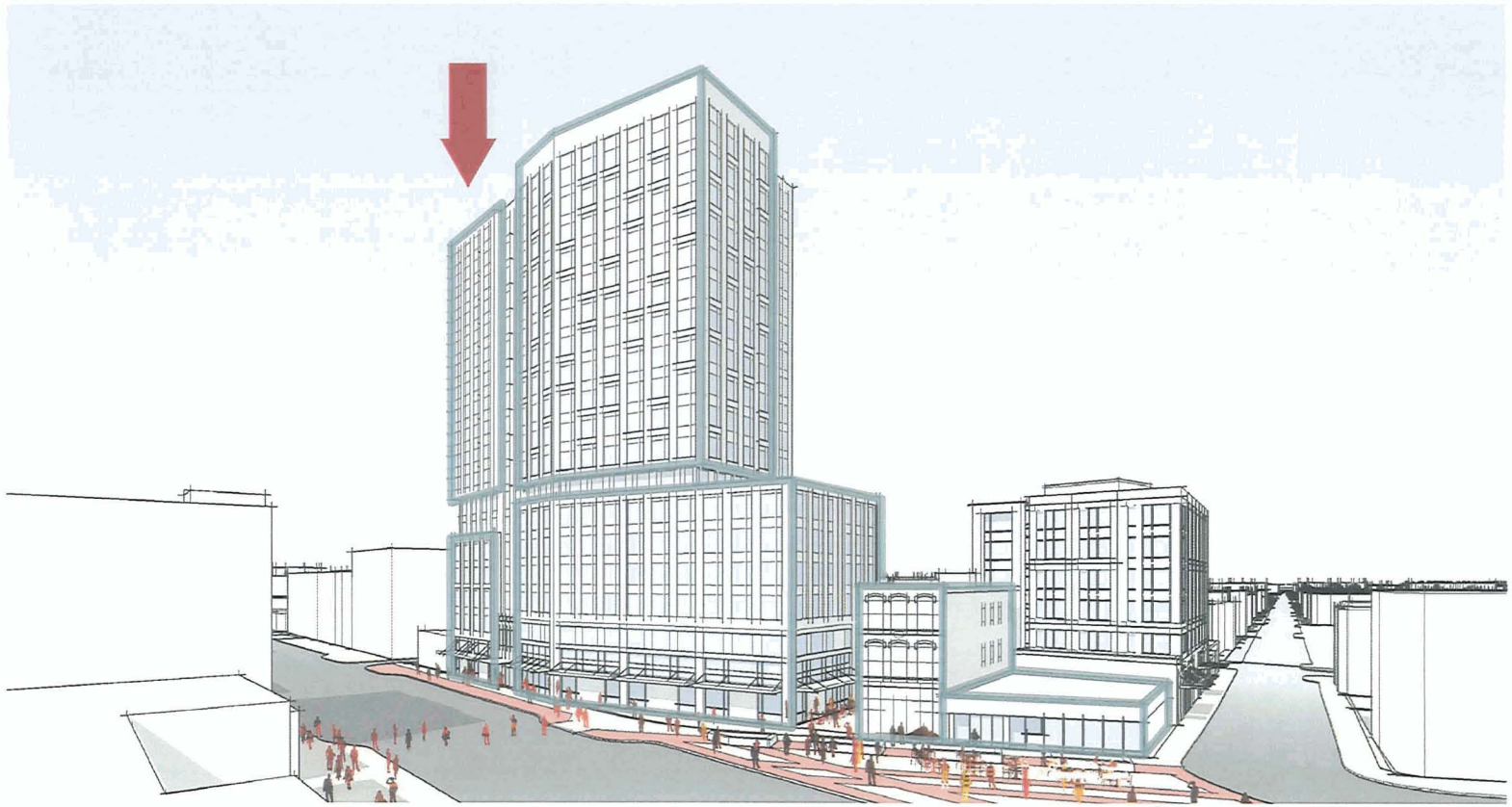


Option A: Initial Design

mass+main

- Contextual podium



Option B: Setback

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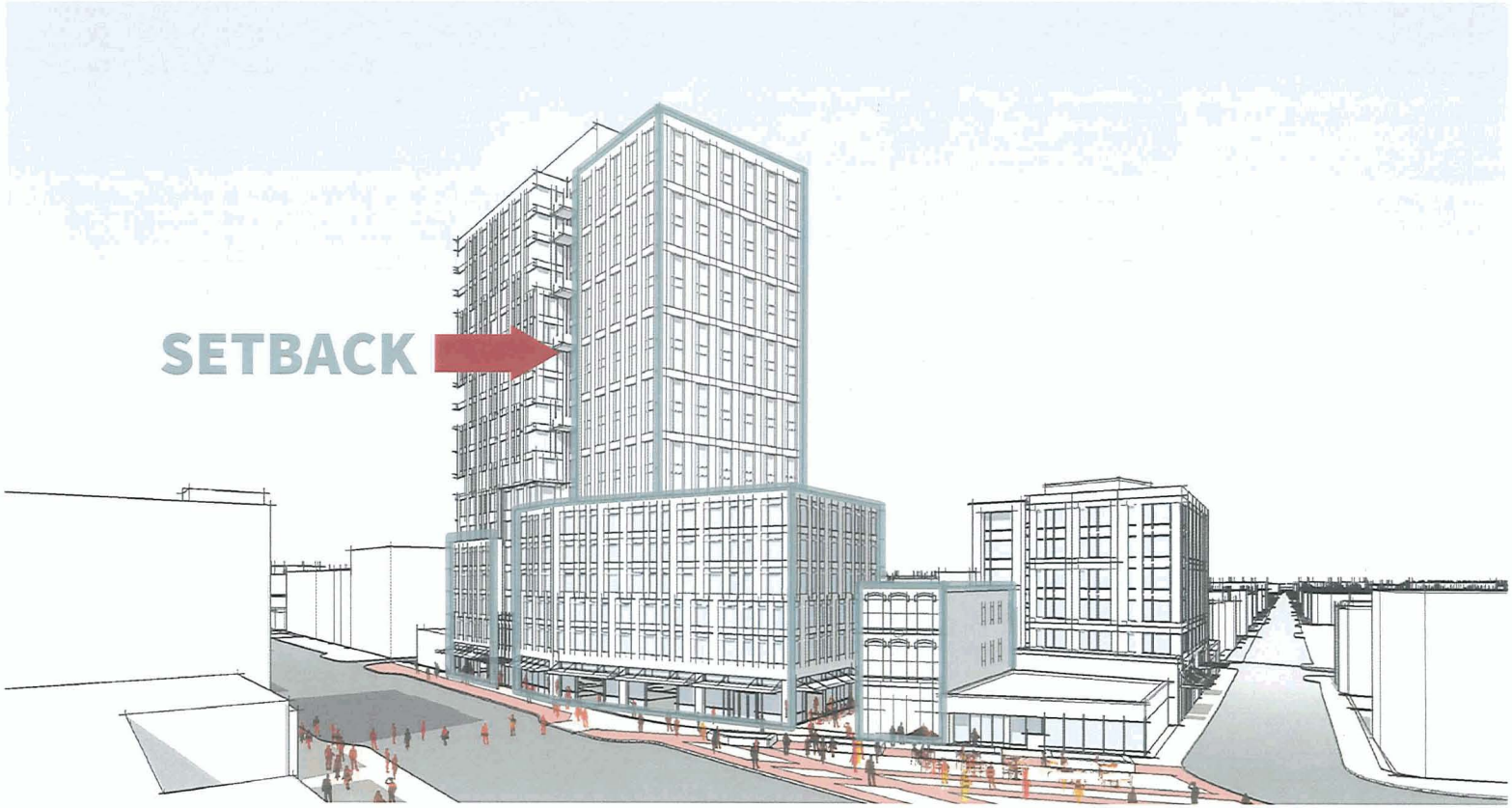
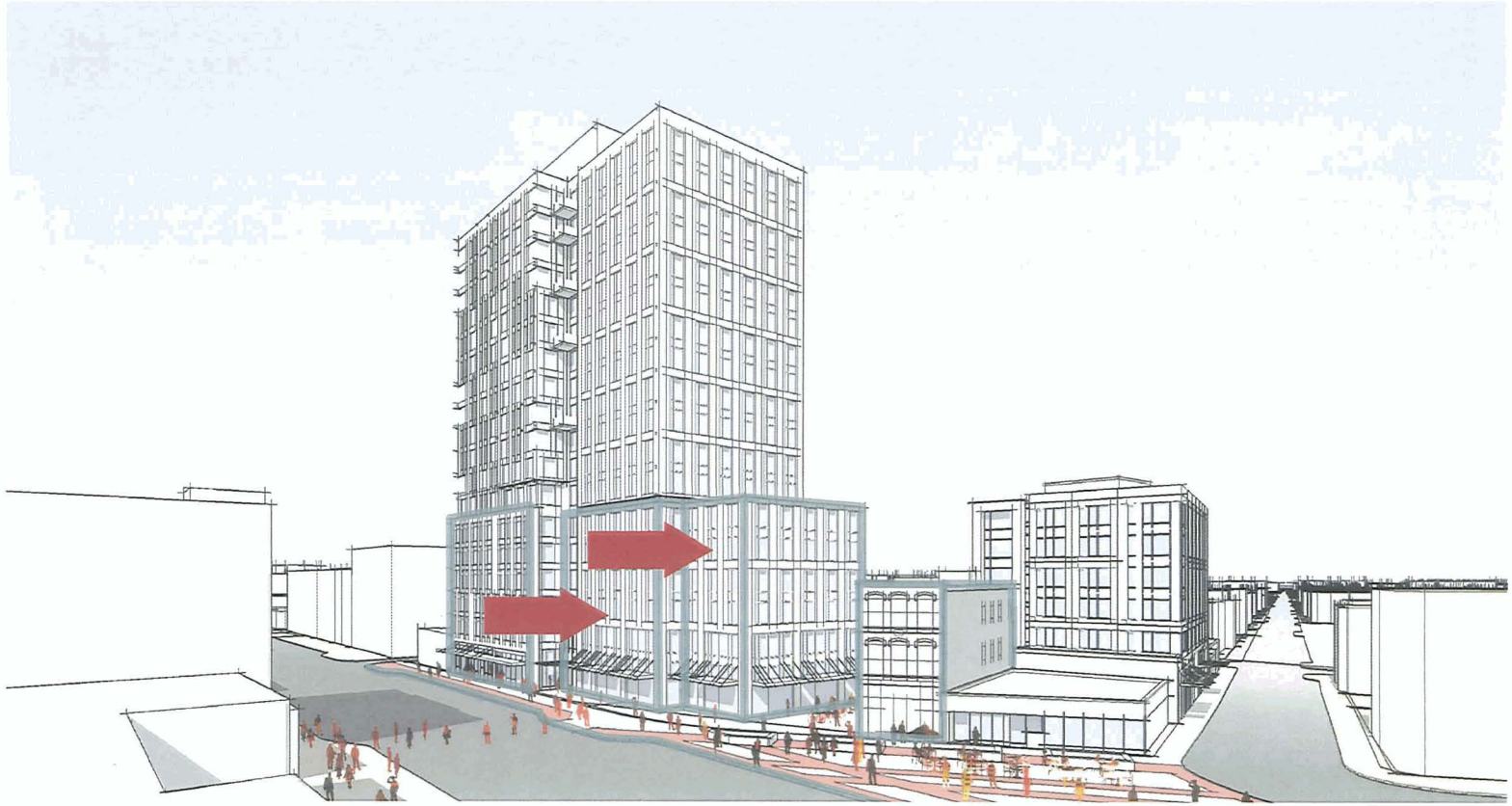
- Initial design with setback above 70 feet
- Contemporary, geometric design



Option C: Stepped

mass+main

- Max. open space



Option D: Point Tower

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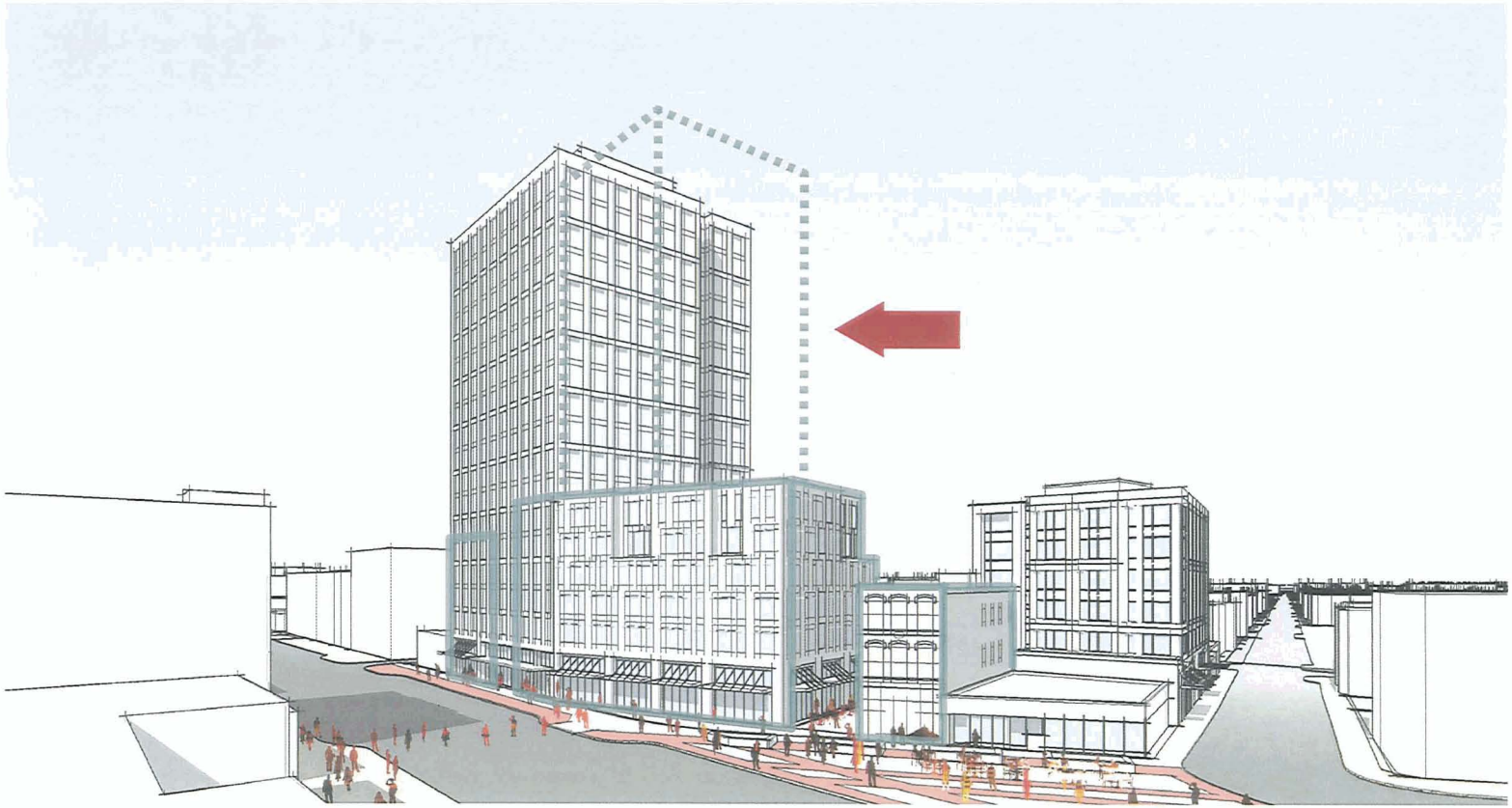
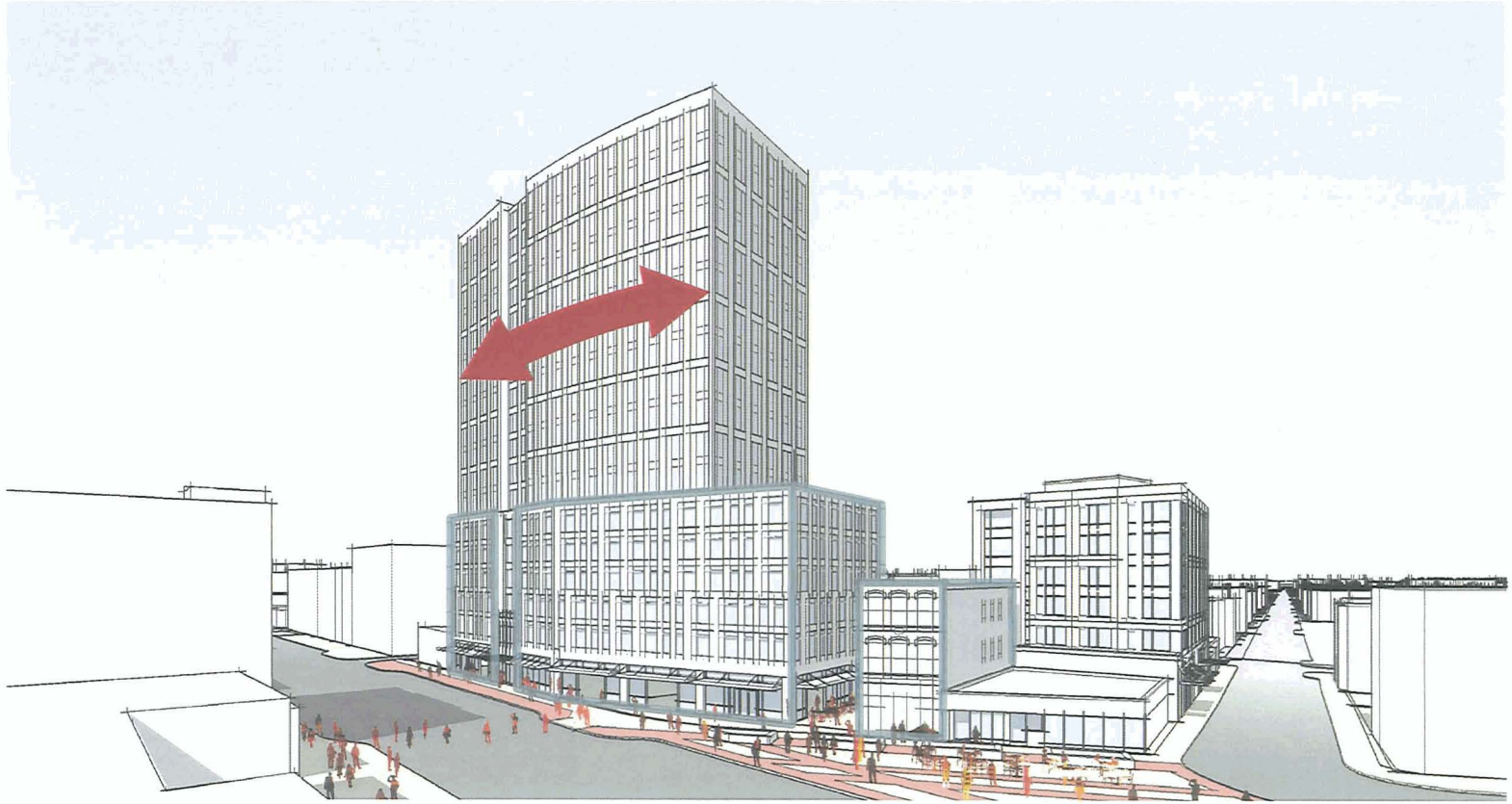
- Compact profile casts smallest shadows



Option E: Curved

mass+main

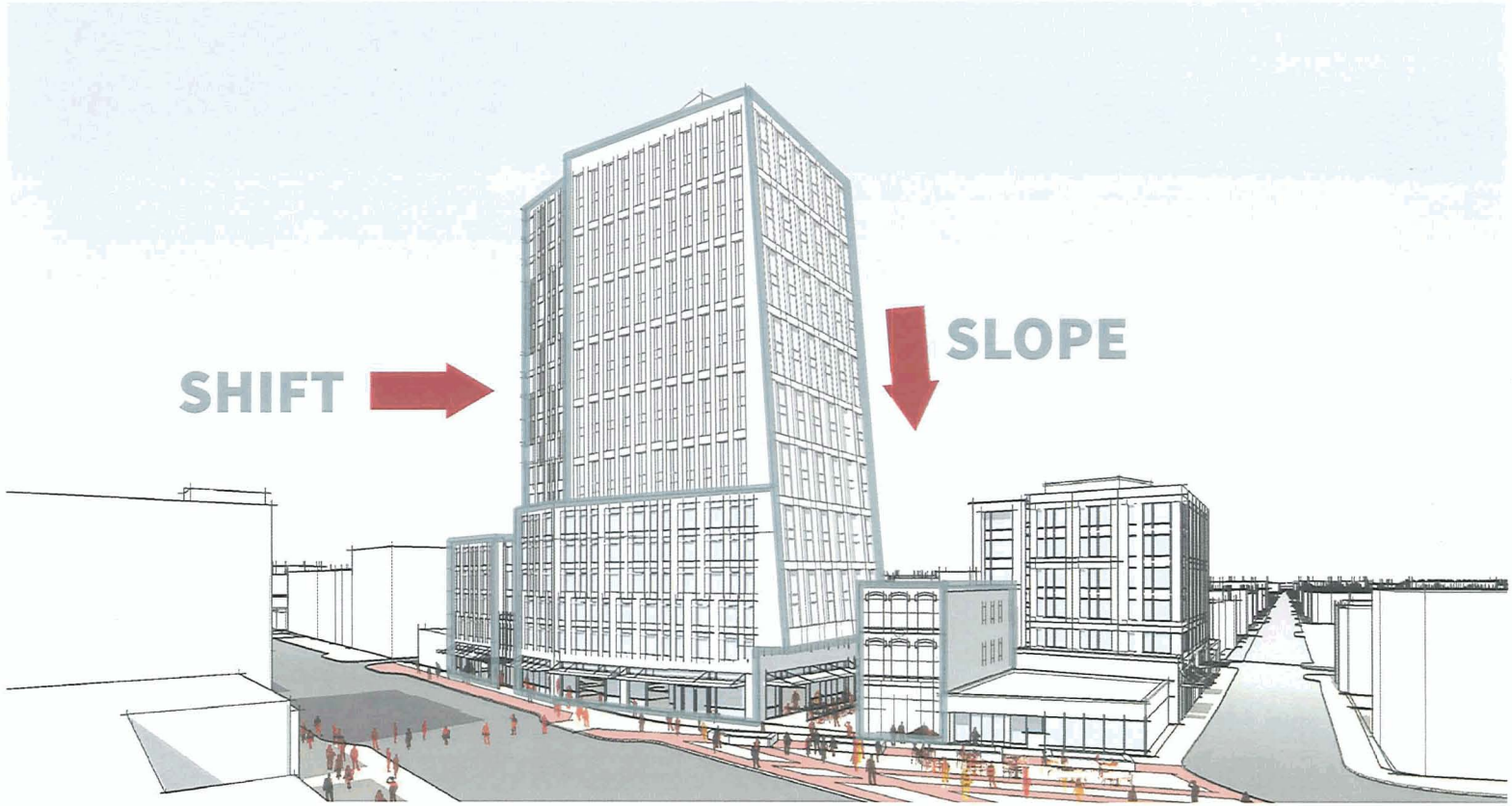
- Simple expression

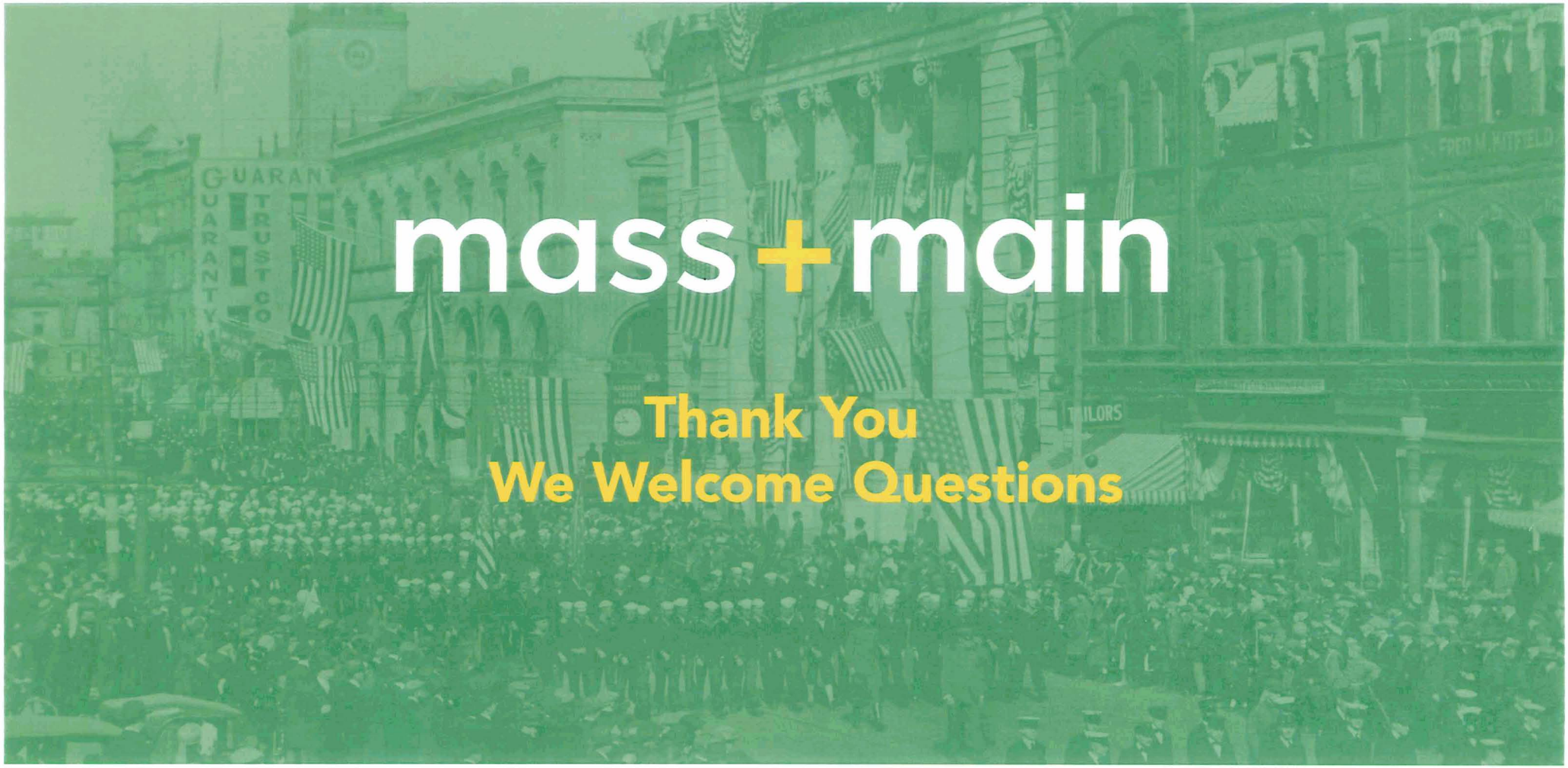


Option F: Sloped

mass+main

- Iconic image





mass+main

Thank You
We Welcome Questions

ATTACHMENT B

CITY OF CAMBRIDGE
COMMUNITY DEVELOPMENT DEPARTMENT

BRIAN MURPHY
Assistant City Manager for Community Development

IRAM FAROOQ
Deputy Director for Community Development

To: Planning Board

From: Jeff Roberts, Land Use and Zoning Planner

Date: January 20, 2015

Re: **Mass and Main (Normandy/Twining) Zoning Petition**

The "Mass and Main" zoning petition proposed by the Normandy/Twining Partnership, which controls a number of properties in the Central Square area, proposes significant changes to the zoning regulations of specific parcels located on the block bounded by Mass Ave, Columbia Street, Bishop Allen Drive and Douglass Street and the adjacent block on the opposite side of Bishop Allen Drive.

This memo provides some initial reactions and comments from CDD staff about the overall approach of the zoning and specific zoning and urban design topics, including:

- Residential Density and Affordability
- Height Limits
- Yard Setbacks and Private Open Space
- Parking
- Housing Unit Mix
- Sustainability
- Ground-Floor Retail and Public Space
- Design Guidelines

Zoning Construction and Language

While this memo focuses on broader planning considerations, there are issues with the zoning language itself that require clarification. For instance, the area of the petition is first described as a subdistrict of the Central Square Overlay District, but later treated as a separate overlay district whose requirements supersede the requirements of both base and overlay zoning, which creates some ambiguity. It is further complicating that the map included with the petition contains entire lots of which only portions are located within the current Central Square Overlay District boundaries (shown on the attached map). Also, it is stated that "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 intent of that sentence is not clear, given that the proposed zoning is meant to apply as an alternative to as-of-right requirements.

These issues should be remedied before any zoning amendment is acted upon, and may be better addressed after the planning issues raised by the petition have been discussed more thoroughly.

344 Broadway
Cambridge, MA 02139
Voice: 617 349-4600
Fax: 617 349-4669
TTY: 617 349-4621
www.cambridgema.gov

Overall Planning Approach

The proposal envisioned in this zoning petition has similar elements to the recommendations of the Central Square ("C2") Planning Study, conducted in 2012 by CDD, Goody Clancy (the City's planning consultant) and a community advisory committee and described in the Central Square Final Report. The petition aligns with the approach recommended in the C2 study in that it would increase the potential for new housing, reduce parking requirements, improve the streetscape and public realm with retail and other spaces for public use, and increase affordable housing requirements with a focus on low, moderate and middle-income households and units designed for families with children.

Despite the similarities, the petition differs in its overall strategy. The C2 study recommends modifying zoning requirements throughout the Central Square Overlay District, increasing allowed housing densities and providing the ability for development to be transferred flexibly (but subject to review) across lots within the district. By treating potential housing development in a more fluid way, new housing can be directed to underutilized sites such as surface parking lots and marginal buildings, while protecting more valued resources such as historic buildings and open spaces.

The petition would affect a small portion of the Central Square Overlay District. Moreover, it would affect only a small portion of the land holdings of the petitioner. Rather than allowing transfer of development rights across sites, it would significantly increase the allowed residential density on two individual, non-contiguous sites. While this approach would limit the areas that might be impacted by the rezoning, it raises the following questions to be considered during the public hearing process:

- 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?

Another concern is how the proposal relates to some of the citywide and area-specific urban design principles that have guided development for many years. It is a longstanding citywide planning policy and a principle in the Central Square Design Guidelines (created in 1989 and revised through the C2 study) to encourage parking below-grade instead of in structured garages and surface parking lots, or if parking is at-grade, to surround it with active uses such as housing and retail in order to promote a more pedestrian-friendly streetscape. The approach of the petition suggests that new residential development would be supported by the existing surface parking lots and garage along Bishop Allen Drive, abutting the residential neighborhood. This approach could make it more difficult to move parking below-grade in the future.

The discussion on the following pages addresses the more specific recommendations in the proposal and how they relate to the C2 study recommendations and other city planning objectives.

Specific Zoning Provisions

Residential Density and Affordability

The petition proposes increasing residential density and in exchange requiring a greater amount of affordable housing as a public benefit, which is similar to the recommendation in the C2 study. In either case, the concept of "affordable housing" is expanded beyond the current definition to include low, moderate and middle income households (earning up to 120% of area median income).

The zoning petition and the C2 study each apply layered approaches to calculating affordable housing requirements and density increases. The C2 study recommends an increase in residential floor area ratio (FAR) from 3.0 to 4.0, with 25% of the incremental increase dedicated to Middle-Income Units. The normal citywide Inclusionary Housing requirements would apply to the portion of the development that is not Middle-Income, resulting in a required number of affordable units and a compensating density bonus.

The zoning petition proposes a modified approach to applying inclusionary housing requirements, by first applying the density bonus to the base zoning, then requiring a number of affordable units to be provided from the resulting amount of development, then applying a separate "incentive" development on top of the base and affordable housing, and finally requiring that a portion of the "incentive" development must be for Middle-Income Units.

It should be noted that the zoning petition uses terms such as "low," "moderate" and "affordable" in ways that differ from normal usage elsewhere in zoning and by state and federal housing programs. For the purpose of this analysis we have assumed that the following terms are intended:

- *Affordable Units:* Cost is no more than 30% of household income for *low-to-moderate income* households, earning up to 80% of area median income.
- *Middle-Income Units:* Cost is no more than 30% of household income for *middle income* households, earning more than 80% but no more than 120% of area median income.

Also, in the zoning petition, some requirements apply FAR, which controls the amount of floor area that can be built on a lot, and other requirements apply to Lot Area Per Dwelling Unit, which controls the number of dwelling units on a lot. When discussing density controls, the zoning petition varies between references to floor area and dwelling units; in a final regulation, it should be clear which regulations apply to which control. For the purpose of this analysis they are treated as comparable.

The table on the following page assumes a generic development proposal on a generic lot in the Business B district, and calculates the resulting FAR and affordability requirements. Some assumptions have been made to simplify the analysis, such as assuming that the amount of residential floor area and number of dwelling units are proportional across all development scenarios. The area of ground-floor retail uses has been left out of the calculation for simplicity; in either case retail would be assumed to be present but relatively small in proportion to the residential development.

The table compares the current zoning, the zoning recommendations of the C2 study, and the zoning proposed in the current petition.

Lots In Business B / CSOD District	**Current Zoning**	**C2 Study**	**Proposal**
Base FAR	3.0 (res. only)	4.0 (res. + retail)	3.0 (res. + retail)
Inclusionary Housing Bonus (30%)	0.9	1.125	0.9
"Residential Incentive Bonus FAR"	N/A	N/A	2.6
Total FAR	3.9	5.125	6.5
Affordable Housing FAR (Percent of Total)	0.45 (11.5%)	0.5625 (11%*)	0.585 (9%)
Middle Income Housing FAR (Percent of Total)	N/A	0.25 (5%)	0.52 (8%)
Total Below-Market FAR (Percent of Total)	0.45 (11.5%)	0.8125 (16%)	1.105 (17%)

** Note that the lower percentage of affordable housing is because the middle-income housing would not be subject to additional inclusionary housing requirements.* ***ALL FIGURES APPROXIMATE***

The table reveals some differences that result from the different approaches. First, the zoning petition would allow a higher residential density on the lot (by approximately 25%) than would be allowed by the recommended C2 zoning. As recommended in the C2 study, higher densities could be achieved through the use of transfer of development rights (TDR), which would increase the allowed density on a "receiving" site by commensurately reducing the allowed density on a "donating" site. One advantage of a TDR approach is that the "donating" site could be dedicated to a publicly beneficial use such as open space or neighborhood-scale affordable housing. In the case of the zoning petition, the assumption is that the surrounding lots controlled by the Normandy/Twining partnership would continue to be used as private parking facilities in the immediate term, but in the future could be developed privately under base zoning requirements.

Second, it appears that the resulting amount of affordable housing would be similar in both cases, though slightly higher in the Normandy/Twining petition. However, the petition would require a somewhat smaller overall percentage of Affordable (low-to-moderate income) Units, and a somewhat greater overall percentage of Middle-Income Units.

Height Limits

A key element of the recommended C2 zoning strategy is to impose height, setback and other dimensional standards that are more restrictive near residential neighborhoods and more permissive along Mass Ave, which would further help to guide development intensity to areas where it is more desired. The zoning proposal takes a similar overall approach, with some variations.

In the petition, the maximum allowed height for residential development on the site with direct frontage on Mass Ave would be 195 feet. The C2 study recommended that the maximum residential height along Mass Ave should be 140 feet, with heights allowed up to 160 feet if development rights are transferred. The rationale in the C2 study was that such a height would, on a limited number of sites, enable the construction of high-rise housing. Under current building codes, residential buildings taller than 70 feet (6 stories) become much more costly to construct. Therefore, heights would need to reach around 12-14 feet to make housing projects more economically feasible. Those heights were studied in urban design models developed during the C2 study process.

In addition to the absolute height, the C2 study recommended design standards and guidelines aimed to ensure that the built form above 80' would have a more slender form that would be less disruptive to surrounding areas. It was recommended that floorplates above 80' be limited to 10,000 square feet, or no more than 25% of the lot area on sites greater than 40,000 square feet.

The zoning petition proposes a maximum height of 195 feet within the "Mass Ave Height Zone," which has an area of approximately 24,500 square feet and about 250 feet of street frontage. However, the petition does not include studies of the impact of such increased height and floorplate size above the limits recommended in the C2 study. The proposed height would be similar to the heights of some of the tallest buildings in Central Square, such as 675 Massachusetts Ave (at the corner of Prospect Street) and the Manning Apartments; however, the tallest elements of each of those buildings have floorplates of less than 10,000 square feet in area.

The Central Square Design Guidelines encourage a "point tower" massing style for buildings taller than 80 feet, with a strong podium element that would continue the cornice line of adjacent buildings on Mass Ave. A 45' height limit at neighborhood edges and use of a 45 degree "bulk control plane" in areas that abut residential districts are also recommended. Another important consideration is the impact of additional height on adjacent historic buildings. The zoning petition does not include the types of standards or guidelines recommended in the C2 study that would inform the desired design outcomes. These should be discussed by the petitioner during the hearing process.

Yard Setbacks and Private Open Space

The C2 study recommends retaining the current provision in the Central Square Overlay District allowing the Planning Board to grant special permit relief from yard (i.e. setback) requirements if the project follows the established urban design principles for the area. The language in the zoning petition addresses setback requirements but the intent of the language is not entirely clear. The text reads:

> *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 ...*

The reference to Section 5.28.1(c) relates to a longstanding provision in the Zoning Ordinance requiring residential development in the Business B (BB) district to follow the dimensional (including yard) requirements of the Residence C-3 district. While there are no yard requirements for commercial uses in the BB district, there are formula yard requirements for residential buildings that can be somewhat strict, especially in the case of large buildings. This has often presented complications for designers, especially in the case of mixed-use buildings where the commercial component must follow one set of standards while the residential component must follow a different set of standards.

From the wording of the text, it is not clear whether the provisions of 5.28.1(c) are waived (implying that there would be no yard requirements for residential development) or would apply in any case (implying that the Planning Board would not be able to waive the requirements as is currently the case in the Central Square Overlay District zoning). Assuming the former, the impact of allowing yard

requirements to be waived as-of-right rather than after Planning Board review and approval should be carefully considered. In either case, the intent should be made clear.

The petition includes similar language to private open space requirements, which are applied in a similar way to yard requirements. The same considerations should be taken into account.

Parking

The petition proposes a reduction in required parking to 0.7 space per unit, except in the case of "Innovation Units" (as discussed below) for which no parking would be required or provided, resulting in an overall minimum rate of 0.665 space per unit. The parking recommendations of the C2 study, which are based on parking demand data that has been gathered and studied by the Traffic, Parking and Transportation Department and CDD over many years, would require a minimum of 0.5 space per unit and a maximum of 0.75 space per unit. While the proposed rate falls within that range, it should be noted that it is only the minimum rate and there is no maximum rate proposed. Establishing a maximum parking ratio is seen as an important tool in managing the traffic impacts of a project.

As mentioned previously, another concern regarding parking is the impact of allowing parking needs for new residential development to be served in off-site facilities. While the City is generally in favor of meeting parking needs in more flexible ways, such as through shared parking among different uses, the intent is not to rely on the continued use of surface parking lots and above-grade facilities that abut residential neighborhoods. Rather, the intent is to reduce the total amount of new parking that would need to be created in new facilities that are either below-grade or otherwise screened from public streets and adjacent uses.

Housing Unit Mix

The C2 study establishes a preference for encouraging some larger-sized units in new residential development, especially in the case of affordable and middle-income units. The proposed zoning petition responds to this issue by requiring 10% of units in a development to be three-bedroom units. Conversely, the petition defines the term "Innovation Units" (not otherwise used in the Ordinance) to refer to very small units, and limits the number of such units to 5% of the total units in the project.

In general, the proposed requirements are consistent with the longstanding city policy of encouraging a mix of unit sizes in a residential development, including some larger units suitable for families with children. However, because the affordability requirements vary somewhat from the standard inclusionary housing requirements (which require affordable units to be provided as a representative mix of units in the building), it should be clarified how the three-bedroom units and Innovation Units will be allocated to meet affordability requirements.

The requirement that Innovation Units should be neither allowed nor required to provide parking is a concept that should be discussed further with the Traffic, Parking and Transportation Department. It is possible that there might be some small demand for parking among those residents, which would likely be accommodated somewhere off-site. Also, the imposition of lease restrictions prohibiting a tenant from applying for a Residential Parking Permit is not a concept that would typically be enforced through zoning, and should be discussed in more detail with the City Solicitor.

Sustainability

The C2 study recommended that new residential development should not be required to meet a higher standard of sustainability than other projects throughout the city (while it did recommend that commercial development should be designed to LEED Gold), but that all new development would be encouraged to meet higher standards of sustainable design. The petition does not propose any change to the Green Building Requirements and therefore the citywide requirements would apply. It should be noted that additional sustainability standards are expected in the future as the City completes studies on "Net Zero" development goals and climate change resiliency.

Ground-Floor Retail and Public Space

The inclusion of a plan for street-activating, ground-level retail and public space is a core element of the C2 study. The zoning petition includes a set of provisions that seem similar in intent but are somewhat different than those in the C2 zoning recommendations.

The petition would require street frontage to be dedicated to retail use, similar to the recommendation of the C2 study, but the proposed zoning also allows that space to be occupied by "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." These are precisely the types of spaces that should have limited frontage because they do not actively serve the public. While it is reasonable to allow those uses on the ground floor, standards or guidelines should be provided to limit the extent to which they would occupy street frontage.

The proposed requirement that 25% of retail space be occupied by enterprises defined as "Independent and Local Retailers" requires further examination. In general, zoning regulations can place restrictions only on the use of land, not the owner or operator who occupies that land. In the C2 study, it is recommended that requirements and incentives be used to encourage smaller-sized retail spaces, which are generally more desirable to local retailers than they are to larger national chains.

The "Public Market" concept emerged as a major desire from the C2 study as a public benefit that would be included with large-scale property redevelopment or adaptive reuse. The definition in the proposed zoning does not provide much detail as to how such a space would be designed, located and operated. The C2 study recommends that such a facility be located near areas of heavy pedestrian traffic and well connected to existing and proposed residential areas and public spaces. Further objectives for indoor public space are articulated in the Design Guidelines. It would be important to have more discussion on that topic at the public hearings.

The petition also does not discuss how the creation, programming or activation of public open space would be incorporated into new development. In an area such as Central Square, it is important to consider development proposals as arrangements of buildings and open spaces that integrate with the spaces around them in a holistic way. Pedestrian connections, loading and servicing, building siting and design, and public open space are all important factors in achieving a development plan that results in improvements to the entire area and does not negatively influence the potential of other parcels.

Design Guidelines

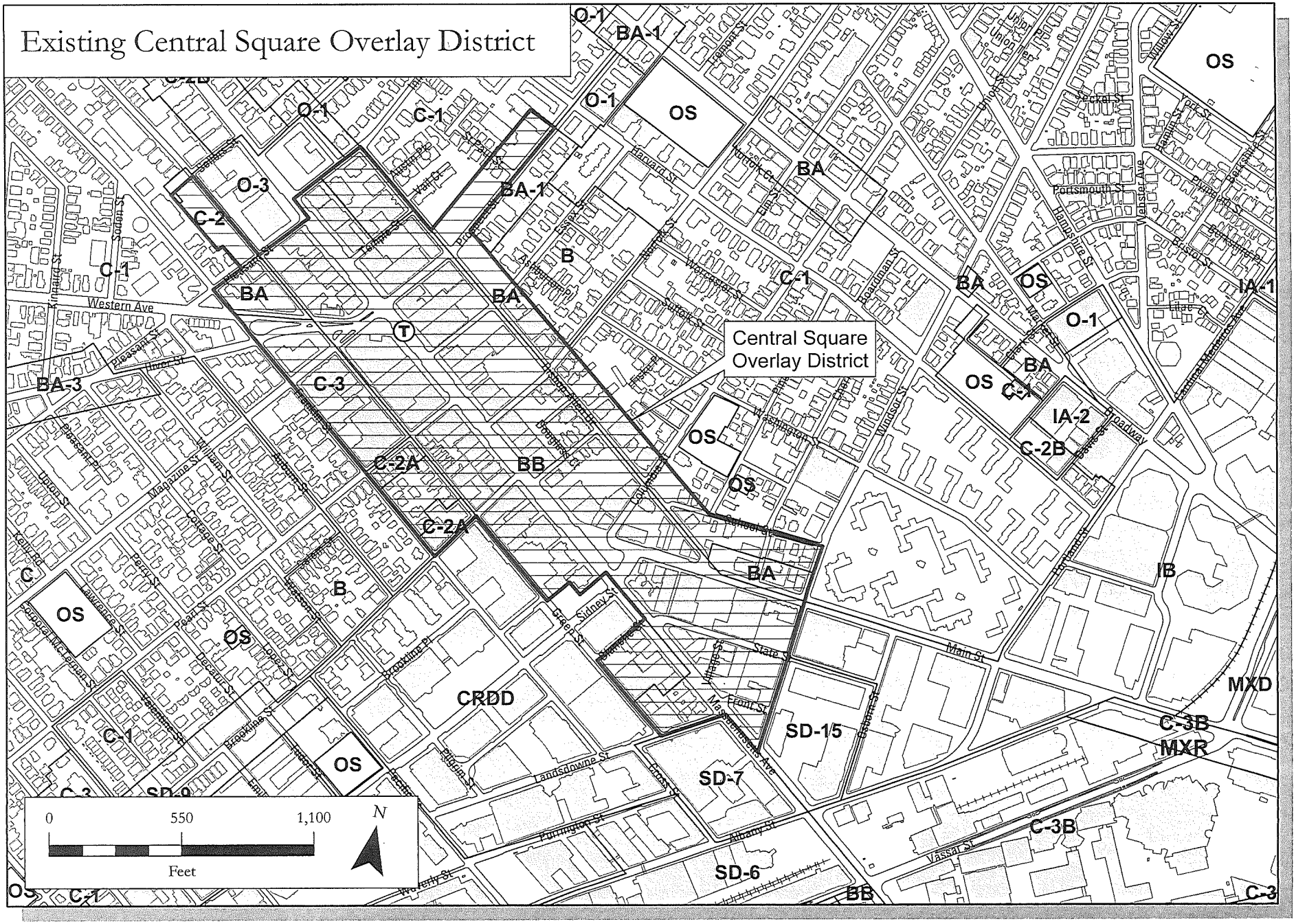
As previously mentioned, the Central Square Design Guidelines applicable to the area were revised during the C2 study to guide project designers and to inform the review of projects requiring approval by the Planning Board or other review authorities. While some of the guidelines are very detailed, they are necessary to articulate several of the key built form requirements in the zoning language in order to more clearly express the City's desired outcomes for the site.

The key urban design issues to consider are how the petition establishes an overall vision for the site and shapes the future urban form. In many respects the future vision for the area is encapsulated in the following C2 study goals:

- *Enrich the Square's public realm to invite community interaction at many levels from meeting a friend to citywide festivals.*
- *Celebrate the mix of old and new, venerable and funky, culture and business and other sources of diverse activities that make the Square a great Main Street and Cultural District.*
- *Support a diverse community through more and varied housing choices.*
- *Enrich neighborhood walkability and livability with safe, green streets and improved access choices.*
- *Enhance the Central Square environment by making "green" development choices.*

The petition itself focuses more on the provision of mixed income housing than on urban design characteristics, and does not provide reference to the Central Square Design Guidelines or any alternative guidelines. While the site is recognized as possessing some landmark potential, an urban design context analysis should be provided to explain the proposed deviations from the City's own planning study. For instance, a more nuanced discussion of building height and massing provisions is needed to consider whether or not more height is appropriate and the best location for such height. In addition, the proposed building heights need to be considered in full cognizance of their likely impact on the immediate surroundings and the wider neighborhood.

Existing Central Square Overlay District



mass+main

ATTACHMENT C

To: Planning Board; City Council Ordinance Committee
CC: Jeff Roberts, Land Use and Zoning Planner
From: Mass and Main Team
Date: January 21, 2015
Re: Mass + Main (Normandy/Twining) Zoning Petition Response Memo

Please accept this memo as our response to the memo from Jeff Roberts dated January 20, 2015, which raised certain questions related to the zoning construction, language and broader planning considerations in the above-referenced petition (the "Roberts Memo").

Zoning Approach

Our petition creates incentives for the development of mixed-income housing with active ground-floor uses in close proximity to transit by providing an "opt in" opportunity to take advantage of the sub-district development rights by complying with certain affordable housing, retail and parking requirements. For purposes of "opt-in" projects (referred to in the petition as "Residential Mixed Income Incentive Projects"), our petition treats the "base" zoning as being inclusive of the requirements of the Central Square Overlay District (which it is for all practical purposes since the stated intent of the Central Square Overlay District is to "augment" existing zoning regulations – see Section 20.302 of the Cambridge Zoning Ordinance). Section 20.803 of our petition is explicit to this effect.

The Roberts Memo raised certain questions related to the zoning construction and language of the above-referenced petition, including the issue of the boundaries of the "mixed income housing sub-district" going outside of the Central Square Overlay District as well as potential confusion regarding the applicability of special permit requirements.

- **It is accurate that our petition, which creates an overlay sub-district, extends beyond the boundaries of the Central Square Overlay District in that it includes the rear portions of certain lots with frontage along Bishop Allen Drive. These lot segments have been included for purposes of completeness, in an effort to eliminate confusion as to the treatment of these split lots.** None of the lot segments that are included within the sub-district (and not included within the Central Square Overlay District) have any frontage and most of them are not of

sufficient size for development, thereby prohibiting any of these lot segments from being developed on their own. As a result, the inclusion of these small parcels does not create any new development parcels or otherwise extend the impact of the zoning beyond the boundaries of the legal lots that are already included in the Central Square Overlay District. We believe the inclusion of these lots along Bishop Allen Drive in their entirety is appropriate in order to address development issues along the neighborhood edge and define the rights on those properties with clarity. We have been clear that parking supply is critical to our proposal and that including these areas, where existing parking facilities can support the proposed residential density along Mass Ave, is important as a matter of feasibility.

- **Our petition is designed to preserve the authority of the Planning Board and the Board of Zoning Appeal to grant special permits for good cause and where requirements are met, as well as our ability to apply for these special permits as our project proceeds with design and project review.** The Cambridge Zoning Ordinance currently provides opportunities for the Planning Board and/or the Board of Zoning Appeal to waive or alter requirements for good cause and upon satisfaction of certain requirements utilizing the special permit process set forth in Section 10.40.We wanted to be clear that the overlay sub-district would preserve this authority and would preserve our ability to apply for such waivers as the project proceeds with design and project review by the Planning Board. For example, we have considered some innovative means of bicycle storage that could require a special permit under Section 6.108. Additionally, future development of the parking lot on Bishop Allen Drive for residential uses would likely require a special permit to reduce the parking for the "Block B" building and could require additional special permits in order to accommodate residential uses on that lot.

Planning Approach

As the Roberts Memo points out, there are numerous alignments of the proposed sub-district with the C2 planning study considerations, including increasing new housing, confronting parking challenges, improving the public realm with retail and public spaces, and increasing affordable housing and units for families. Our goal was to utilize C2, the Red Ribbon Commission, the Central Square customer survey, as well as our own public feedback, to recommend a practical zoning petition that would result in

a predictable development plan that responds to both the articulated goals of the C2 planning effort and the varied public feedback we heard through our outreach efforts over the last 12-24 months. We believe that when proposing new rights the community should understand exactly what buildings and uses could arise from such proposed new rights. We have been clear that our goal is the creation of mixed-income housing and that the parking spaces in existing facilities along Bishop Allen are critical to support the substantial affordable housing contained in the proposal. We appreciate the questions raised in the memo and are happy to consider the potential long-term development goals the surface lot, particularly at such time as parking demand no longer requires its use. On the other hand, we want to be honest that the parking garage is an asset we need to continue using and we have no plans of changing.

With respect to transferrable development rights, we believe that these rights can be confusing and lead to making undeveloped rights a saleable commodity that could just lead to more real estate speculation and future up zonings to replace transferred rights. We believe the public wants to know exactly what is likely to come out of new development rights and what the public is getting in return via both positive development impacts and community benefits. For these reasons we did not embrace transfer rights in the petition. Our petition both embraces C2 and offers a practical and predictable set of zoning principles that, as the Roberts memo points, out is specific to the creation of housing only and does not offer a complicated set of transferable development rights or engage properties that are less predictable in terms of future development (e.g. the City parking lot). Transferable development rights have been adopted elsewhere in Cambridge, but have never been utilized in a way that has made them a viable zoning tool or has been predictable to the public.

Impacts on City Lot

We are eager to share information regarding shadow-related impacts on abutting properties and have been actively engaged with our neighbors. We believe that the mixed income housing that would be allowed under our petition is a far better impact on the future development of the City lot into housing than an office use and we also believe that an integrated housing community makes perfect sense. Our choice is office or residential and the impacts due to shadows are relatively similar at the varying heights. We believe the community would rather see housing and this is a positive impact on the future development of the lot.

We have specifically designed the building to function as a four-sided building. We do not turn our back to the city lot on the ground floor and have instead incorporated retail uses, open space, and our public market concept into the portion of the site that faces the city lot.

Impacts on Central Square

The proposal allows us to literally "break down the Quest wall" that has been a dead zone for retail and activity for decades. We believe that the petition defines the edge of Central Square at the Kendall corridor as the gateway to a residential and retail district. We believe this zoning petition, by excluding new development rights for office or lab, responds to the community concern about the commercial pressures on Central Square. By infusing new retail, a new connection from Mass Ave to the neighborhood, and creating 230 units with a mix of incomes, the edge of Central Square will be activated and defined by people who live and shop in Central Square, not just daytime office workers.

Residential Density and Affordability

We believe this location is appropriate for this height and density and we believe the mix of affordable, moderate and 3-bedroom units are the appropriate community benefit to exchange for these rights. The Roberts Memo is accurate on this topic. We do request more FAR than is discussed inC2. The memo is accurate that our formula results in a balance of affordable and middle-income units and we concur with the definitions. The goal was to create a "mix" that was both responsive and feasible. We establish 17 percent as a threshold but embrace the traditional categories of affordable and moderate via income guidelines. We embrace 3 bedrooms as a new requirement, a concern and theme that has been clearly articulated in C2 and elsewhere.

As to clarity of FAR and lot area per dwelling unit, both FAR and lot area requirements govern residential projects under existing zoning. The zoning petition (see proposed Section 20.807.2) eliminates the lot area per dwelling unit requirement, which is currently 300 feet, to enable the creation of the 230 units we have designed. Based on our existing property area of 35,997 square feet located on the block bounded by Massachusetts Ave., Bishop Allen Drive, Douglass Street, and Columbia Street, and our

proposed 230-unit project, the actual lot area per dwelling unit would be approximately 150 SF.

Additionally, while the incentive "bumps" in our petition are expressed in terms of FAR, we wanted to stay within the City's affordability requirements, which are written in terms of affordable units and not floor area. For this reason, the affordability requirements for a Residential Mixed Income Incentive Project are also expressed in terms of units.

Height Limits

Our goal was to propose zoning that offered appropriate height to deliver the housing mix and retail that was desired by the community. This location and our requirements will prevent this height from creating a "precedent". This height at this location is slightly higher than C2. The heights are far lower than Kendall, lower than North point and comparable to a few other buildings in Central. We believe this edge of Central along the Kendall transition is appropriate for 195 feet for one building along Mass Ave. We will point out that shadows have a far different impact than those of the tall buildings on the other side of Mass Ave. via sun rotation. As our zoning articulates the community deserves a predictable outcome founded in solid planning basis. Our petition offers both.

Form Build and Floor Plates

Our models address this concept and adopt the C2 vision as well as common and sustainable residential design guidelines. We are happy to articulate this in the zoning or consider design guidelines separately. Again our goal is to offer an understandable and predictable outcome so further articulation of floor plates is open to us. Please note that Article 19 project review will continue to apply to Residential Mixed Income Incentive Projects developed within the sub-district.

Yard Setbacks and Private Open Space

Our petition is designed to provide additional incentives for the development of housing, particularly a mix of income limits and unit sizes, which is not currently the case in Central Square. As noted in the memo, Section 5.28.1(c) may in some

circumstances create a disincentive for the creation of housing in a Business B district because its effect is to apply the more restrictive dimensional standards of a Residence C-3 district to the development of residential uses. For example, a developer seeking to build a residential project in a Business B district such as this one would have minimum lot size, setback and open space requirements that are ***all more restrictive*** than those that would apply to a commercial project. Sections 20.806.3 and 20.806.4 of the proposed zoning would eliminate this disincentive by clarifying that the Business B dimensional requirements for setbacks and open space apply to Residential Mixed Income Incentive Projects notwithstanding the provisions of Section 5.28.1(c).

Parking

The expense and complexity of below-grade parking would make a development with the level of affordable and moderate income units proposed here unworkable. We purchased these parking assets with a value for that use. We are happy to look at long term use of particularly our surface lot should parking demand make it unnecessary and should the surrounding neighbors agree.

We agree that the 0.7 ratio is within C2 and is higher than the new minimums in other areas because we heard that neighborhood parking was a major issue. We think that ensuring predictability around parking is critical to neighbors. The "private" covenants we will include in leases prohibiting parking by tenants of the 5 percent innovation units we believe requires no enforcement by the city but will require the sharing of "parking permit" information so we may enforce. We believe the size of these units and the caps on this category make this feasible and practical. As stated the ability to provide above grade-parking at reduced ratios make the economics of developing a mixed income residential project in this sub-district work.

Housing Mix

We are very proud to take the lead on 3 bedrooms. We have addressed the innovation units and related parking regulations above. We looked at other new housing areas and have listened to comments about "why not more income mix, 3 bedrooms, more retail" and we have responded with a petition to not only deliver housing, but also to address these broader issues

Sustainability

Our team has an excellent record of building green sustainable housing and are happy to consider going beyond current standards. We have waited for direction on this issue given the recent deliberations, which is why this was not included in our petition.

Ground Floor Retail and Public Space

We share the objectives of the City to maximize retail space on the ground floor and to maximize retail frontage. The activation of the current dead zone created by the Quest properties is critical. In fact, we are extending the retail frontage along the through-block connections to activate the pedestrian walkways from Mass Ave to the neighborhood and we are providing retail along Columbia Street. It is accurate we regulate the uses (no banks and require 25 percent local and independent) but not the size. We heard more about the need for local and independent operators than we did the size of space. Our focus (unlike C2) is what those retail businesses are like, as opposed to a strict size requirement.

Public Market

We agree that the Public Market should be situated on a highly trafficked area and requires more planning and detail, which can be accomplished through the design review and Article 19 project review process. Public Markets are destination experiences. Our expectation is to locate it in our open space in a way that it connects to our retail spaces as well as the City lot. We want to draw people into our public spaces and activate them.

Open space programming

We agree that activation of public spaces is a major benefit of our proposal and needs more articulation – we are happy to work with the Community Development Department, the Planning Board and the community on this as our design progresses. Again, breaking down the wall to the neighborhood with gathering spaces that connect to Lafayette Park is an historic opportunity that is integral to our proposal.

Design guidelines

We have been very open with our design models and are happy to articulate these principals in the zoning or by reference. Active and diverse public realm and retail along with a diversity of inhabitants to activate and support the culture of Central Square is our goal.

Lopez, Donna ATTACHMENT D

From: Seth Zeren <seth.zeren@gmail.com>
Sent: Tuesday, January 20, 2015 5:21 PM
To: City Council; Lopez, Donna
Subject: Letter to the City Council and Ordinance Committee concerning the zoning petition for Mass&Main

Dear members of the City Council and Ordinance Committee,

I am writing to express my support for the overall project vision and the zoning petition that would permit the proposed Mass+Main residential development for Central Square. The City and the region are facing a crisis of housing affordability brought on by decades of barriers to new residential development and disinvestment in core cities. Now that demographic and economic changes have lead to surging demand to participate in Boston's dynamic, dense, diverse, knowledge economy we have vacancy rates near zero and rents increasing 5% or more per year. The City desperately needs more residential units to help off-set rising demand and keep traditional neighborhoods more affordable. Cambridge is still below its 1950 peak population. This is a better place for more residential; better than out at Alewife, for example.

However, office rents far exceed residential rents in eastern Cambridge. More density than is currently allowed is the only way to make residential uses competitive with office and R&D for a private developer. A market rate 900 gross SF two bedroom apartment renting for an expensive $3,000 per month is around $40 per SF per year, while today office/R&D space in Kendall Square goes for $60 per SF per year, reflecting the economic growth and productivity of that industry. You need a zoning incentive, in this case height and density, to balance the economic value of these two uses; and as buildings get taller, cost of construction increases as well. There are always trade offs in development: shall we keep the existing low-rise, low-value building; bring more labs down Main Street; or create new homes, including 40 additional affordable units?

I also support the effort to reduce the amount of parking provided for residential units. A ratio of 0.7 per unit is appropriate in this walk score 100 location adjacent to transit. If car free living isn't possible here, we may as well give up. Obviously it's not for everyone; fortunately residents can self select what works for them. As Cambridge strives to reduce its climate impact we should be encouraging more walking, transit, biking, and car sharing. This project helps advance that objective.

In contrast to some recent comments, I am in favor of market-lead development and urbanism. That was market-lead development that incrementally built Cambridge into a rich tapestry over many years: developers large and small responding to market needs. Right now that need is housing. To those who say, "Wait! Wait until we've got it all sorted out! Master Plan." Master Plan is the language of urban renewal. The Inner Belt's Master Plan thought it all out for many years—thank God it didn't get built. Comprehensive, centralized planning schemes hamper incrementalism, small experiments. I think "piecemeal change," a few buildings each year, is the right model for development in Cambridge, so that there will always be buildings of a range of ages, rents, and styles. My hope would be that over the next twenty years the low-rise buildings around central square have been converted piecemeal into a mix of mid-rise residential buildings, a few towers, and a more robust, mixed-use street wall along Mass Ave.

Some opponents of development in Cambridge have raised complaints about "what happened to the C2 plan?" Yet it was the efforts of the leaders of the Cambridge Resident's Alliance and their allies that stalled and de-legitimized the C2 process. The City Council has failed to act on the recommendations of the C2 process for almost two years; let's face it C2 is dead. The "Master Plan" process too, will likely take two+ more years... before once again the absolutists among the activists declare that effort too void because it does not reflect their personal vision. The opponents of development do not have the votes to get their way, but are unwilling to

negotiate a compromise in good faith. I for one have lost my faith in consensus planning. It is unreasonable for a property owner to wait in limbo for an unspecified amount of time. In such a situation, it is appropriate for the owners of the land to come forward with their own proposal for development. Doubtless there are many details to be worked out about the specific technical language of the text in collaboration between the City and the development team; none are insurmountable if the goal is to allow a project to move forward.

This building would be something new in Cambridge, not renowned for its high rise residential downtown. Careful attention to it's design and streetscape will be essential during development review. "New" is hard for some residents of Cambridge. We're proud of this great city that we live in. But life is about change, without change we die.

Seth Zeren
183 Chestnut Street, Cambridgeport

ATTACHMENT E

TO: The Ordinance Committee of the Cambridge City Council
Chairpersons Vice Mayor Dennis Benzan and Councilor Dennis Carlone

FROM: Nancy Ryan, 4 Ashburton Place, Cambridge, MA 02139

RE: Zoning Petition filed by Normandy Real Estate Partners and Twining Properties for a "Mass and Main Mixed Residential Mixed Income Housing Sub District

DATE: January 22, 2015

As a 34-year resident of Area 4/The Port in Cambridge, years that represent half of my life, and as a founder of the Area 4 Neighborhood Coalition, I was moved last night at the Black Lives Matter march to hear two speakers talk of our failure to establish policies that guarantee some future here for the young people of this neighborhood. What has been historically the lowest-income neighborhood with the largest percentage of people of color and immigrants is now some of the hottest real estate in the country and some would say the world. While other cities, including San Francisco, are beginning to require 30% and more of new housing to be affordable to lower and moderate income families, we have neglected to increase our incentive and linkage percentages to protect at least some of our residents from the impact of vast real estate conglomerates that are buying up and trying to re-shape our City for their investors. For 30 years and more, our Area 4/Port residents have fought for housing and resources against this tide.

I will leave it to others to talk about the paltriness of 40 affordable units within a luxury tower on the borders of this neighborhood. About the height, the faulty zoning proposals that are ambiguous and give the owner future leverage, the impact on nearby land prices, rents and retail. I want to discuss neighborhood review and transparent decision making by elected officials.

Early neighborhood review has been under intense discussion and recently the Planning Board endorsed it verbally, and by changing their own rules to make sure that developers have conferred with residents before a proposal is brought forward. Neighborhood review does not mean casual "open houses" – it means serious and thorough discussions conducted through existing neighborhood organizations that are registered on the Community Development web site. It has been a strong tradition in Cambridge that particularly long-term organizations are consulted prior to a final plan. The Normandy/Twining owners have consistently avoided meeting residents through our on-going, active organizations that were formed to create vehicles for coherent neighborhood participation in planning and preserving resources that serve its residents. The Community Development knows well that the Area 4/Port Neighborhood Coalition and the Margaret Fuller Neighborhood House have served this function through three decades and more, and should have been insisting that

Normandy/Twining bring their project before us. They should have expressed this strongly to the developer before this came to you.

As for the governing of our city: the Central Square or C2 study is only a set of incomplete recommendations. It is not official city policy and was never debated or adopted by the City Council. Our system of government, with a strong City Manager, works well when there is an equally strong elected body that takes recommendations and makes law, in this case our cornerstone Zoning Ordinance. The process was decidedly not democratic as non-member residents were given very little opportunity to provide input as we sat mutely during dozens of meetings. But most importantly, the city administration is now acting as if the C2 recommendations are the official public policy of the city. In the CDD memo responding to Normandy/Twining, the link and reference to Central Square Design Guidelines takes the reader to the K2C2 report. This is not how government should work, especially when the stakes are so high. Even if C2 report were adopted today, the Normandy/Twining proposal is significantly larger, and seeks more zoning relief, than is recommended there.

I urge you to take a deep breath and stop the parade of building development before there is any kind of Master Plan or local plan to determine how much affordable housing we need, for whom, set goals and determine how we can achieve it. The Normandy/Twining proposal must be considered within the context of a plan that you, our elected officials, debate and adopt.

ATTACHMENT F

Stephen H. Kaiser
191 Hamilton St.
Cambridge Mass. 02139

To : Councillors Dennis Benzan and Dennis Carlone, Chairmen,
City Council Ordinance Committee

From : Stephen H. Kaiser, PhD

Legal and Procedural Problems with the Normandy-Twining Petition

The zoning amendment proposed by the Normandy and Twining companies is flawed in a most fundamental way. This petition offers a legal definition of a new subdistrict entirely within the existing Central Square Overlay District, yet almost half of the new subdistrict is actually outside the existing overlay. The petition contains two quite different descriptions of the land affected. Every opportunity should be offered to the developers to admit that their petition is fatally flawed.

Contradictions in Identifying the Land Area to be Rezoned

At Central Square, the area between Mass Avenue and Bishop Allen Drive is zoned as Business B zone. In 1989, this same area became part of the Central Square Overlay District.

By section 20.801, the Normandy-Twining petition seeks to create "within the Central Square Overlay District" a new subdistrict called the "Mass and Main Residential Mixed Income Subdistrict." Because the main overlay district extends from Mass Avenue to Bishop Allen Drive, the new subdistrict must extend no further north of Bishop Allen Drive -- if it is to be within the main overlay.

As shown in Map 20.800 of the submission, the subdistrict is divided into two zones as described in Section 20.803. The first zone is called "the Mass Avenue Residential Zone" and is zoned Business B. Being located between Mass Avenue and Bishop Allen, it is indeed within the larger overlay zone.

However, the second zone with the peculiar name of "Bishop Allen Drive Residential Support Zone" is north of the Drive. This "support zone" is in a Business A zone that extends into the adjacent Residence B district.

I estimate that about 55% of the land area proposed for rezoning is properly within the Central Square Overlay area, while 45% is not and is outside the overlay district. Of this 45%, about 30% is in a Business A district and 15% is in Residence B.

In all cases, the Ordinance Committee would be wise to oppose any expansion of overlay districts via the addition of an alleged subdistrict. The approval of such a concept would set a very bad precedent for future zoning amendments, whereby zoning overlays could be effectively changed and extended beyond prior boundaries. The fundamental stability of Cambridge zoning would be undermined and threatened by overlay extensions proceeding by the stealth of complex legal language. The City Council does not need such an intrusion. Neither do the citizens.

Necessary Clarity to Reduce the Chance of Error

The proper procedure to avoid confusion in the future is for the applicant to submit a table showing the existing zoning district(s), followed by the base zoning in FAR, height and setbacks. The table would also show the effects of special permit approvals on FAR, height and setbacks. Similar treatment would be given to proposed base zoning changes (if any), and proposed special permits.

Such an approach could have reduced the errors and confusion associated with the Normandy-Twining proposal. Understanding new zoning proposals would become much simpler for City officials as well as residents and area businessmen. Both the Council and the public do not need such undue complexity and frustrating confusion.

The Proper Function of Planning vs. Zoning

Another problem with this petition is a broken relation with planning. The common practice in Cambridge is to do zoning first, and then do the planning -- if a plan is considered at all. This common practice is backwards. The proper thing is to do planning first : have the zoning reflect the objectives identified by the planning.

When I complained to a CDD employee about this backwards sequence, I was told "We know it's wrong, but that's the way we have always done it." It happened for Central Square planning in 2012 and at Alewife in 2005.

In other situations the planning appears to have been done but is incomplete or flawed. The Central Square C2 plan was incomplete, because the traffic study was never finished. Concerns about wind and shadow were not addressed, as they also were not reviewed for the East Cambridge courthouse.

The test of good zoning is this : does it implement the recommendations of the planning process in a fair and accurate way? Zoning must follow the completion of planning. It cannot be built on the weak foundation of an incomplete plan. Worst of all, new zoning must not disregard the recommendations of the plan.

Two examples of disregarding planning will suffice for Normandy-Twining : the C2 Advisory Committee proposed maximum FAR for housing under special permit as 4.0. The petition appears to propose 5.9 (the petition is unclear). The Advisory Committee recommended 140 foot heights in the Business B zone, with a special permit. The petition proposes 195 feet by special permit, and supplants the recommendations of the planning committee with its own biased preferences.

At this stage, it is difficult to assign a cause for these misfortunes. It could be carelessness or ignorance. But with the demonstrated skills of the developers, it is more likely simple arrogance and greed.

If these developers have demonstrated one thing, it is that developers should never again be encouraged to submit an upzoning petition. If they do submit an upzoning petition, the Planning Board and City Council should vote against it.

Needed Corrections to the Housing Plan

Good zoning should also seek to discover failures in the plan itself and to seek their correction. The C2 committee supported incentives for middle income housing, at the evident sacrifice of affordable or low income housing. If this trend continues to offer subsidies to the more affluent, the Cambridge may end up with housing incentives for the *one percent*, while everyone else receives no incentives.

An Orderly Approach to Zoning Reform

The experience last year with the Courthouse and New Street special permits has exposed some serious weaknesses in the way the Planning Board does its business. The Board should go beyond the limitations of Section 19.30, with its approvals of vague urban design objectives and other criteria.

Instead, the Board should give priority to the fundamental objectives of zoning as contained in Section 1.30. Key consideration should be given to the provisions of the ordinance : *lessening congestion in the streets, avoiding undue concentrations of population, providing housing for all [sic] income levels, facilitating adequate provision of transportation [especially transit], and preserving the amenities of the city.*

The 10 Essex Street project illustrates that development is possible at Central Square within the current 80-foot height limits. During the planning phase, the most fundamental question to be asked is this : why is any increase in building height needed in zoning? If such a rationale is found, what is the logic for a particular maximum height and what are the alternatives? Often zoning numbers appear to have been pulled out of a hat, with no evident justification. That arbitrary process in zoning should stop.

Evidence of Deceit and Improvement in the Planning Process

All City personnel, all residents and businessmen should consider transit service and capacity as vital to the life and future of the city -- for business and residents alike. Past claims by the MBTA and CDD that there is 25%, 40% or 50% unused capacity on today's Red Line are totally misleading and unacceptable.

I welcome the recent announcement by the state Department of Transportation that they have established a Kendall Square Mobility Task Force to take a look at "an integrated multimodal approach" to achieving quality transportation service at Kendall Square. This effort can be a model for other stations along the Red Line, such as Central, Harvard and Alewife. The Kendall Square Association helped to get this study established. The Boston Globe publicized their concerns. Top MBTA managers met with the Association, heard their concerns and set up the task force.

Article 7 of the Declaration of Rights Must Be Considered

The Council, Planning Board and Redevelopment Authority must investigate the implications of Article 7 of the Declaration of Rights of the Massachusetts State Constitution. In essence, the purpose of government is for the common good, and not for the private profit of special interests. Without a doubt, any upzoning petition is a request for special favors which will increase the value of private real estate and its development potentials. It serves the same effect as a cash gift from public officials to private developers. As a minimum, every landowner who would benefit from an upzoning should reimburse the City for any increase in land and development value.

Other Legal Issues

Spot zoning to benefit the interests of one developer or a close set of landowners should be avoided as unwise and illegal. Other instances which I would consider to be spot zoning are the Novartis and Forest City/Ratner sites on Mass Avenue. MIT's rezoning at Kendall Square was also very close to giving benefits to a single owner by a zoning change.

I thank you for this opportunity to comment in writing to the committee. I plan to testify in summary form at the January 22 hearing.

Sincerely,

Stephen H. Kaiser, PhD

cc. City Council
City Clerk
City Manager
Planning Board
Redevelopment Authority
City Solicitor
Citizen Groups

Steve Kaiser

ATTACHMENT G

 January 22, 2015

SK COMMENT ON ZONING FOR LAFAYETTE SQUARE

My concerns have been expressed in my letter of January 20 to the committee. Let me summarize and place those concerns in context.

For us today, the proper discussion is about housing. It is not about office or lab space.

The timing for this zoning proposal is bad. It comes after neighborhood protests blossomed over the past year, with West Cambridge concerned about a wave of development and massive traffic congestion. East Cambridge struggled with the future of the Courthouse and citizens ended up taking their Planning Board to Court. For myself, I supported the Courthouse appeals 100%. I have not been to a Planning Board meeting since September because I am so upset with that operation.

As appointed in 2011, the committee respnsible for planning the future of Central Square did not include a single representative of a citizen group. The committee did zoning proposals first, only later did they produce planning proposals. City staff tell me they know it is wrong to do zoning before planning, "but we have always done it that way." The traffic study which was started was never completed. To this day the only traffic study of Central Square was prepared by a citizen, not by CDD or Traffic and Parking. The work of the committee was never the subject of a public hearing, with comments allowed from citizens.

The developer team tonight has had to wander into that planning morass. They present their own zoning, with the City parking lot notably left out. They try to call the project Mass and Main.

In truth we are talking about Lafayette Square. Mass and Main is dead. The proper name is Lafayette Square at Jill Rhone Park

As with almost all zoning hearings, the primary interest is planning. It is land uses, architecture, traffic and transit, stores, meeting places, activities. Unfortunately we do not get a discussion of planning. We are confronted with a zoning petition that is complex and technical, and especially difficult to understand. Indeed it is written in such a way to generate even more confusion that occurs with most zoning petitions.

This petition cannot offer a consistent identification of the area to be rezoned -- either in text or by mapping. Its recommendations for height and FAR limits are not consistent with the recommendations of the planning committee.

Stated rather gently, this zoning petition is not ready for prime time. However, for all the criticisms offered to date, the sitution is not hopeless -- because of the mutual interest in housing. Whatever may be the defects in the zoning proposal before you, we are in a position to have a useful discussion on how Central Square and in particular Lafayette Square can be designed to create an acceptable and legal housing proposal.

We should look at the alternatives that are possible and determine whether there is an acceptable compromise in the mix. We should consider the implications of the planning committee proposals, as well as reduced increases in height and FAR. We should also consider the 10 Essex Street option of a proposal to conform with existing zoning. In such a case, a new zoning amendment is not needed. The key element would be the existing 80-foot height limit.

From this time forward we should see planning as a time for discussion and alternatives. Zoning is a service function to translate planning into zoning language. We should not have any zoning proposal come before the City Council if the planning has not been done.

If I seem unduly critial of the developer, I should remind the Council that we have a Planning Board that will not plan, we have no master plan for guidance, we have a local planning process that remains controversial and is undermined by citizen distrust, we have a Planning Board that began considerations of comprehensive rezoning of Central Square in May 2013 and the following month simply stopped.

Across the River in Boston Mayor Walsh is in hot water for the way he has handled the 2024 Olympics proposal, insisted on secrecy, opposed a referendum, and signed an agreement required by the US Olympic committee to require all city employees to speak only positively about the Olympics proposal. One interpretation is that the agreement would also muzzle the Boston City Council. Boston city officials claim that they are being transparent and want to hear what citizens have to say. There is no reason for Boston residents to believe a word of it. The Boston Globe today called upon the US Olympic Committee to release this gag order on Boston City Hall.

We should believe that Cambridge is better than that. We should believe that our City Manager and the City Council are better than that. No outside power should tell Cambridge public employees what to think. Let us begin the conversation for a better housing program at Lafayette Square.

ATTACHMENT N

To: Cambridge City Council Ordinance Committee

My name is Amanda Tramont and I live at 3 Dana Street and work at WBZ NewsRadio. Since moving to Cambridge in 2012, I've had the privilege of spending a great deal of time in Central Square. Whether it's eating lunch at Life Alive, hanging out at the Middle East on Friday night, or enjoying a cup of coffee at 1369 Coffee House, Central Square has been a part of my life since I moved to Cambridge, and I wouldn't have it any other way.

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

I have attended the community meetings and 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.

Yours truly,

Amanda Tramont

Lopez, Donna

From: Amanda Tramont [amandatramont@gmail.com]
Sent: Friday, January 23, 2015 8:40 AM
To: City Council; Lopez, Donna; Paden, Liza
Subject: Letter of support read last night for Mass+Main
Attachments: Scan Jan 20, 2015, 5_13 PM-page2 (1).jpg

Good morning,
My name is Amanda Tramont, and I read a letter of support for Mass+Main at the meeting held at City Hall.

I wanted to also attach the letter I read in this email.

Please let me know if you have any questions. Thank you, and take care!

Best,
Amanda Tramont

--
(305) 213-7096

Lopez, Donna ATTACHMENT I

From: Patrick Verbeke <verbeke.patrick@gmail.com>
Sent: Wednesday, January 21, 2015 7:59 PM
To: City Council
Cc: Lopez, Donna
Subject: mass+main project

Dear Vice Mayor Benzan and Councilor Carlone:

The mass+ main project would provide additional rental housing in Central Square, including a high percentage of affordable units. It would also include some 3 bedroom units, which would allow some families to stay and continue renting in Cambridge.

Because of its location near the Central Square T station and a number of bus lines, most renters would not need a car. As a result, this project would not create significant car-related and parking-related issues.

This project would also provide additional retail space, which would be welcomed.

Cambridge needs additional rental housing, including affordable housing. Central Square, being on the Red Line and close to several bus lines, is a good location for such a project.

I support zoning changes that would allow this project to be implemented.

Best regards,

Patrick

Patrick Verbeke
91 Sidney St
Cambridge, MA 02139

ATTACHMENT J

ACTION ALERT: Support Affordable Housing & Smart Growth in Central Square

Posted by Jesse Kanson-Benanav 520sc on January 16, 2015

I'm writing to ask for your action to build a more diverse and sustainable Central Square.

Right now the City Council and Planning Board are considering a major proposal from Normandy Partners/Twining Properties to build a **mixed residential and commercial development** that would add **more affordable housing just steps from the Central Square T.**

A Better Cambridge has urged the City Council to pass zoning to create more housing along Mass. Ave, other major corridors, and transit centers in the city. **We believe that zoning changes proposed by Normandy/Twining are a productive step towards address the challenges we face as a city** -- encouraging our dynamic economy while creating enough housing to give families of all income levels the opportunity to live here.

ABC is especially supportive of the following elements of the Normandy/Twining Proposal:

- **A commitment to affordable housing**, with no less than 17% of the housing units set aside for low- and moderate-income residents;
- **A commitment to family housing**, including 10% of all new housing units with three bedrooms;
- **A commitment to transit-oriented development**, by building new residential units close to amenities, only feet from the entrance to the Red Line and the #1 bus;
- **A commitment to local and independent retailers**, with a public market, 25% of retail space reserved for local businesses, and a promise of no banks;
- **A responsible strategy for parking**, that will limit the number of cars associated with the project.

HOW CAN YOU TAKE ACTION?

1. Attend one or both of the upcoming City Council Ordinance Committee and Planning Board meetings to publicly testify in support of this proposal:

Ordinance Committee - Thursday, 1/22 at **5:30 P.M.** in the Sullivan Chambers at Cambridge City Hall

Planning Board - Tuesday, 1/27 at **7:00 P.M.** in the Second Floor Meeting room at 344 Broadway.

2. If you cannot attend the meetings, **email the Ordinance Committee and Planning Board before the above meeting dates indicating your support for this proposal.** Even if you can attend, consider sending an email to reinforce your support:

Ordinance Committee - Address to Vice Mayor Benzan and Councilor Carlone, Co-Chairmen of the Ordinance Committee - be sure to email council@cambridgema.gov AND City Clerk dlopez@cambridgema.gov to get your message on the official record.

Lopez, Donna

ATTACHMENT K

From: Carolyn A Fuller [fuller@mit.edu]
Sent: Thursday, January 22, 2015 8:20 PM
To: City Council; Lopez, Donna
Subject: Ordinance Meeting

My public statement:

Carolyn Fuller 12 Douglass St in Central Square right behind the proposed buildings where I have lived for 35 years. We are truly in the shadow of this project.

I am here tonight to speak in support of the Normandy and Twining Zoning proposal.

There is consensus amongst our progressive political leaders from our former Governor, Deval Patrick, to Dr. Don Berwick. The Metro Boston area needs 435,000 new homes by 2040. Both Governor Patrick and Dr. Berwick advocated for policies that would encourage Cambridge to invest in dense multi-family housing and transit oriented development. To quote Dr. Berwick, "Smart growth and zoning reform are essential to increasing our housing stock, but they are also important strategies to facilitate healthy lifestyles, create vibrant downtowns, fight sprawl, and preserve open spaces." He also went on to say that progressive leadership was needed to recommit to providing affordable opportunities for people of all income levels. I could not agree more.

So despite the fact that I will greatly miss the dead of winter sun shine that shoots through my home today, I want my city leaders to support the Normandy and Twining height request. I want you to negotiate for as many affordable & moderate income units as possible out of the deal while also getting some open green space that is available 24/7 to the general public. Even though, I would like more affordable & moderate income units, I don't want to sacrifice residential units to office spaces to make the greater mix of income units economically feasible.

Ultimately, I also would like the city to look at changing the zoning laws pertaining to parking to de-incentivize car ownership. I hope that one day our parking requirements will state maximum not minimum requirements.

Carolyn (fuller@mit.edu)

Lopez, Donna

ATTACHMENT L

From: Jeff Byrnes [thejeffbyrnes@gmail.com]
Sent: Friday, January 16, 2015 3:12 PM
To: City Council; Lopez, Donna
Subject: Regarding the Normandy Partners/Twining Properties proposal (aka Mass+Main)

To the Cambridge city council & city clerk:

I want to voice my approval for the proposal put forth by Normany Partners & Twining Properties for their project in Central Square. I attended their community meeting this week, and believe that they are committed to helping to drastically improve Central Square, and Cambridge as a whole.

The zoning changes proposed by them should be approved, as it permits a significant addition of housing to our city, while remaining responsible about the addition of more cars, committing to local retailers, and providing affordable and family-friendly housing.

I live very close to Central Square, in Cambridgeport (7 Lawrence St, Apt. 2), and as such am very interested in the neighborhood improving and providing a denser, more transit-oriented community.

I understand there are objections to the potential height of the building, but I urge you to consider that we need taller, denser housing to maintain the diversity and quality of life we currently enjoy in Cambridge, especially in Central Square, and the other hubs of our city.

Again, please consider approving the zoning changes put forth in this proposal.

--
Jeff Byrnes
thejeffbyrnes.com
@thejeffbyrnes

Lopez, Donna ATTACHMENT M

From: mike g [pixelsand@gmail.com]
Sent: Friday, January 16, 2015 4:53 PM
To: City Council; Lopez, Donna; Paden, Liza
Subject: supporting the proposal for zoning change by Twining/Normandy

I'm writing to say I am in support of these zoning changes for the reasons illustrated in this link;

http://www.abettercambridge.org/action_alert_twining_central_square

As a resident of subsidized housing myself, I say that Cambridge needs more - lots more - any way we can get it.

Thank you.

Michael Goodman
2050 Massachusetts Ave, Apt #210
Cambridge, MA, 02140

--
- mike g -

Lopez, Donna

ATTACHMENT N

From: oliver kendall [oliverkendall@hotmail.com]
Sent: Friday, January 16, 2015 3:54 PM
To: City Council; Lopez, Donna; Paden, Liza
Subject: Mass and Main project

Dear Vice Mayor Benzan, Councilor Carlone and Chairman Theodore Cohen,

I am writing in support of the Mass and Main proposed project by Twining. My husband and I live at 71 Norfolk St #1 right in central square, just a few blocks from the proposed site. I have lived here for 18 months, but have worked in Cambridge now for almost 5 years and I plan on living in this home for the foreseeable future.

I did go to one of the early open houses they held more than a month ago and I fully support the project. I am aware of the height and the 17.5% middle/low income units. We have a terrible housing shortage here for all income levels and I think projects like this that allow us to build vertically along major streets and near T stations is long overdue. I think this will bring more bright, forward thinking people into our neighborhood and will allow the new employees of the pending biotech buildings to have a place close to work. I know that I will secondarily benefit from this building because other amenities will come to the neighborhood as our density increases.

I won't be able to make it to the ordinance or planning board meetings so I am voicing my support by email.

Thank you,

Oliver Kendall
71 Norfolk Street #1, Cambridge.

Lopez, Donna ATTACHMENT O

From: Paul Stone [paul1106@comcast.net]
Sent: Tuesday, January 20, 2015 10:55 AM
To: City Council; Lopez, Donna
Subject: Please say "No" to Twining Tower and Spot Zoning

Dear Council Members:

I'm writing to encourage you to reject the Twining/Normandy petition to build a 19-story tower in Central Square. Aside from modeling the exact kind of spot zoning that tears down city planning and community-building, it also promises far more than it delivers in affordable housing.

I don't believe we should consider it a benefit to the community that 1-bedroom apartments will be offered at $1,000, Twining's so-called "affordable" units.

There are many reasons why you should reject this petition; I'll let others enumerate.

Sincerely,

Paul

Paul Steven Stone
219 Harvard Street

Paul Steven Stone
"Damn Good Writer"
www.PaulStevenStone.com
857-389-2158

Lopez, Donna ATTACHMENT P

From: Wendy Jacob [wendywjacob@gmail.com]
Sent: Tuesday, January 20, 2015 11:41 AM
To: City Council
Cc: Lopez, Donna
Subject: NO to Twining/Normandy

Dear Council Members,

As a resident of area four, I urge you to reject Twining/Normandy's plans to build a high-rise tower in Central Square. I am alarmed by the height of the proposed tower in our low-rise neighborhood. I am alarmed by the addition of more luxury apartments that would be outside the rental range of local residents.

As my area four neighbor, Steve Kaiser, noted, the Twining/Normandy zoning petition does not represent a benefit to the common or general good. It is spot zoning, with one enticement: housing for middle income people and higher.

The Cambridge City Council is responsible to the residents and communities of Cambridge at large, NOT to Normandy's investors. In support of a livable, affordable, and diverse Cambridge, I strongly urge you to reject the Twining/Normandy tower proposal.

Sincerely,

Wendy Jacob
2 Lamson Place
Cambridge, MA 02139

Lopez, Donna ATTACHMENT Q

From: Michael Hawley [mike@media.mit.edu]
Sent: Tuesday, January 20, 2015 2:48 PM
To: City Council
Cc: Lopez, Donna; Rossi, Rich; Paden, Liza
Subject: the Normandy-Twining Zoning Petition

Councilors:

In a better world (presumably, the world we all aspire to create), wise civic planning is followed by effective zoning (not the other way around), and the zoning implements a plan intended for the benefit of all. The rubber meets the road when building plans are approved with variances and special permits granted judiciously in adherence with zoning and planning so that our city can evolve with excellence and sustainability.

So, where's the wise plan that the Normandy-Twining Zoning Petition implements? There isn't one. This petition is a classic example of "spot" zoning absent a sensible plan. It essentially benefits one developer, which clearly does not justify such a zoning change. What is being sought here is a significant exemption — and it's not one that a desirable plan would have stimulated.

Many citizens feel strongly that one of the Council's and City Management's primary responsibilities is to direct exemplary planning efforts on behalf of our city. The Normandy-Twining Zoning Petition is clearly not that. This petition needs to be tabled quickly so that you can all focus on planning first, and then zone accordingly.

To put it another way, citizens would like to believe that the master planning process is meaningful and enlightened. If you really are serious about it, then focus on making that plan, and giving it teeth. Discussions of significant zoning changes, particularly where single developers are the primary beneficiary, should simply be deferred until after plans are resolved.

Sincerely,
Michael Hawley

Lopez, Donna ATTACHMENT R

From: Patricia Lotterman [patricialotterman@gmail.com] on behalf of Patricia Lotterman [patricia@lotterman.org]
Sent: Tuesday, January 20, 2015 8:06 PM
To: City Council
Cc: Lopez, Donna
Subject: No to Twining/Normandy

Dear Cambridge Council Members,

Neighborhood residents and businesses have been intensively engaged in planning for its future for more than 6 years, starting with the Red Ribbon Commission, and continuing through the Forest City battle and C2 deliberations, and dozens of open meetings.

This area of Central Square is zoned for maximum height of 45 feet along Bishop Allen Drive (the residential interface), and 80 feet along Mass Ave. The Twining/Normandy Petition would increase those heights to 70 along Bishop Allen and 195 feet (!) on Mass Ave.

From Steve Kaiser : "...an up zoning petition that would benefit primarily one Developer, rather than representing a benefit to the common or general good. It is virtual spot zoning, with one enticement: housing for middle income people and higher. Everything in the zoning that offers help to low income and middle incomes people can be satisfied by the developer building middle income housing and ignoring low income or low-middle income."

Kaiser continued: "..the C2 committee represented a maximum Floor Area Ratio of 4.0 as the housing incentive. The Normandy-Twining zoning proposal wants an FAR of at least 5.6, although it might be higher (the language is confusing). The proposal is a hodge-podge of base zoning, special permits from base zoning, a zoning overlay district and a subdistrict overlay which is supposed to be within the main overlay area, but actually spills over into an adjacent Business A zone and part of a Residence B zone."

A central arena of agreement has been the need to prevent Kendall Square high- rise development from marching into Central Square, which the Twining/Normandy proposal represents.

The majority market rate and luxury apartments proposed 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.

The need to keep local housing affordable will be better served by increased affordable inclusionary units in a residential building within the current zoning.

The high-rise out- of-scale tower proposed by Twining/Normandy will completely disrupt the fabric and character of the Central Square Cultural District. It repeats the East Cambridge Courthouse error of building a tall tower in a residential area

Respectfully,

Patricia Lotterman, resident and small business owner in Central Square.

Patricia Lotterman, LMHC
44 Pearl Street
Cambridge, MA 02139
617.818.6758
patricia@lotterman.org
www.lotterman.org

Lopez, Donna ATTACHMENTS

From: bjhumenp@aol.com
Sent: Tuesday, January 20, 2015 9:24 PM
To: City Council
Cc: Lopez, Donna
Subject: Normandy/Twining Proposed Up-Zoning

I am adding my voice to other interested Central Square residents, asking you to postpone any hearing about the Normandy/Twining Proposed Up-Zoning until they respond to requests to meet directly with long-established neighborhood organizations that abut or will be directly affected by the development. Also I would like to express concerns about how their proposed high-rise, out-of-scale tower could disrupt the fabric and character of the Central Square Cultural District.

As I understand it, their proposed project represents a request for up-zoning that is 2 ½ times what is permitted at this time with a special permit. The up-zoning they seek will impact properties they don't own, a city-owned parking lot, and area residents. It repeats the East Cambridge Courthouse error of building a tall tower in a residential area. The proposed high-rise 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 that has been discussed as a site for potential 100% affordable housing. The proposed 230 units will be majority market rate and luxury apartments, 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. The need to keep local housing affordable will be better served by increased affordable units in a residential building within the current zoning policies.

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 and Lafayette Square are its major public open spaces. This out of scale tower will significantly undermine their public plaza value. I applaud the City Council for listening to community concerns and rejecting the Forest City/Ratner proposal to build a 14-story tower across from Jill Brown Rhone Park in August 2012 and urge you to take the same approach to the current Normancy/Twining proposal.

Sincerely,
Barbara Hume
33 Essex Street

Lopez, Donna ATTACHMENT J.

From: Alec [apapazian@gmail.com]
Sent: Tuesday, January 20, 2015 10:37 PM
To: City Council
Cc: Lopez, Donna
Subject: Twining/Normandy Zoning Proposal

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

I am writing to you in support of the Twining/Normandy zoning proposal under your consideration. 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

Lopez, Donna ATTACHMENT U

From: Jonathan King [jonking1@verizon.net]
Sent: Wednesday, January 21, 2015 9:53 AM
To: City Council
Cc: Lopez, Donna
Subject: Reject Twining/Normandy Tower Petition

To: Ordnance Committee of the Cambridge City Council; "council@cambridgema.gov", <dlopez@cambridgema.gov>.

From: Jonathan King

Re: Twining/Normandy petition

Jan 20, 2015

Dear Chairman Maher and members of the Ordnance Committee:

The proposed Twining/Normandy high-rise tower and spot zoning petition is a serious threat to the integrity of Central Square's residential neighborhoods and should be rejected.

Central Square is the 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 its major public open space.

Neighborhood residents and businesses have been intensively engaged in planning for its future for more than 6 years, starting with the Red Ribbon Commission, and continuing through the Forest City battle and C2 deliberations, and dozens of open meetings and charrettes.

A central arena of agreement has been the need to prevent Kendall Square high- rise development from marching into Central Square, which the Twining/Normandy proposal represents.

The majority market rate and luxury apartments proposed 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. Thousands of market rate units have beenbuilt in recent years in Cambridge with no decrease whatsoever in citywide rental rates or sales prices.

The need to keep local housing affordable will be better served by increased affordable inclusionary units in a residential building within the current zoning.

The high-rise out- of-scale tower proposed by Twining/Normandy will completely disrupt the fabric and character of the Central Square Cultural District. It repeats the East Cambridge Courthouse error of building a tall tower in a residential area.

Jill Brown Rhone Park and Lafayette Square is the major open public space in Central Square. This looming out of scale tower, will significantly undermine its public plaza value.

In August 2012, responding to testimony from hundreds of residents, the City Council rejected the Forest City/Ratner proposal to build a 14-story tower across from Jill Brown Rhone Park, where Main street leaves Mass Ave.

This area of Central Square is zoned for maximum height of 45 feet along Bishop Allen Drive (the residential interface), and 80 feet along Mass Ave. The Twining/Normandy Petition would increase those heights to 70 along Bishop Allen and 195 feet (!) on Mass Ave.

Normandy Partners is the major investor behind the proposal. The majority of Normandy operations are in the Boston, New York and Washigton, D.C. areas, with minor operations in Los Angeles and San Francisco. Normandy invests in gentrifying metro areas. 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 no interest in the lives of Cambridge residents. They are baldly trying to maximize profits for their investors.

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 they are unable to reach their profit margins at this site, perhaps they shouldn't' have purchased it.

Jonathan King 40 Essex Street Cambridge 02139

Lopez, Donna ATTACHMENT V

From: Parker Brooks Heckner [pbheckner@gmail.com]
Sent: Wednesday, January 21, 2015 8:46 AM
To: City Council; Lopez, Donna
Subject: Normandy/Twining Proposal

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

Unfortunately, I will not be able to attend either of the upcoming meetings scheduled over the next few days, but wanted to write to you in support of the Normandy Partners/Twining Properties development proposal (Mass & Main) that is under consideration. 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.

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 and believe that this project truly has good intentions for Central Square and Cambridge as a whole.

As a current renter in Area IV, who is actively looking to make a step toward home ownership, I understand the need for additional housing units and believe this project is a good first step in that direction.

I thank you for your continued service to Cambridge and hope that you too will agree that this development is an important addition to the Cambridge community.

Thank you,

Parker Brooks Heckner
105 Norfolk Street #3

Lopez, Donna ATTACHMENT W

From: Rachel Wyon [r.wyon2010@gmail.com]
Sent: Wednesday, January 21, 2015 8:36 AM
To: City Council; Lopez, Donna
Subject: Objection to Normandy-Twining proposal for residential tower

My name is Rachel Wyon; I live at 283 Sidney St.

I am opposed to the proposed Normandy-Twining high rise. I believe that 17 stories is too high for Central Square's residential and commercial district. This project will have negative effects on Central Square in too many ways from aesthetics to environmental to economic.

Thank you for listening to the opinions of neighborhood residents and considering these opinions in your decision making process.

Sincerely,

Rachel Wyon
r.wyon2010@gmail.com

Lopez, Donna ATTACHMENT X

From: Shelley Rieman [shelleyrieman@gmail.com]
Sent: Wednesday, January 21, 2015 8:12 AM
To: City Council; Lopez, Donna
Subject: Objection to Normandy-Twining proposal for residential tower
Attachments: craCORE Flaws in the Normandy-Twining Zoning Petition - shelleyrieman@gmail.com - Gmail.webarchive

Dear City Councilors and Donna Lopez,
Please note my opposition to the proposed residential tower in Central Sq. that will be reviewed at Jan. 22 Ordinance Committee. I am attaching Steve Kaiser's comprehensive analysis to express my viewpoint.
Thank you for your thoughtful attention to this matter. There are so many possible negative repercussions.
Please listen to the residents of Cambridge, paying special attention to the opinions of people living near Central Sq.
Thank you,
Shelley Rieman

Lopez, Donna ATTACHMENT Y

From: Minga Claggett-Borne [minga@mingaborne.com]
Sent: Wednesday, January 21, 2015 2:15 PM
To: City Council; Lopez, Donna
Subject: a concern

Dear Councilors,
Thank you for your steadfast work. I appreciate all you do to improve our well-being.

I am writing opposed to the proposed Twining Co building, due to its being 17 stories. It literally and figuratively will 'cast a shadow' over our city. Please prevent Cambridge from being industrialized.

Sincerely,
Minga Claggett-Borne
Cambridge MA

Lopez, Donna

ATTACHMENT Z

From: robert bejoian [bbejoian@yahoo.com]
Sent: Wednesday, January 21, 2015 3:08 PM
To: City Council; Paden, Liza; Lopez, Donna
Subject: In SUPPORT of the Affordable Housing & Smart Growth Central Sq Cambridge proposal from Normandy Partners/Twining Properties

TO: The Cambridge City Council, The Council Ordinance Committee and the Planning Board

My name is Robert Bejoian and I live at 544 Huron Ave, Cambridge, MA and work in Cambridge. I want to voice my support for the MASS + MAIN property development proposal which will greatly enhance the living and working experience in the Central Square Cambridge area.

I have attended the open house that outlined the project with charts, photos and models of the proposed project. I like the fact that there will be a large percentage of affordable and family housing. I think we have enough banks in the Square already and I am happy that this site will not have any banks.

Ever since rent control went away, there has been a greater need for affordable housing. My elderly mother (Rose Bejoian) and disabled brother (Paul Bejoian) live in The JFK Apartments on Essex Street which is 2 blocks from Mass Ave. I visit them about 5 times a week and we shop or eat in Central Square frequently. I think this proposed development would improve the block and enhance the whole neighborhood community for all of us.

I would rather have the Normandy Partners/Twining development of affordable and family housing with retail space than more offices or labs. This project location will also encourage people to use public transportation or bicycles since people will be able to get everything they need right in the Central Square neighborhood.

I ask that the City Council and Planning Board to please vote in favor of the zoning and that this petition be acted upon in a quick and efficient manor so we all can benefit from this project sooner than later.

Thank you for your consideration of my opinion on this zoning issue and my request for a speedy approval of this development project.
Best regards,
Robert Bejoian
544 Huron Ave
Cambridge, MA 02138

Lopez, Donna ATTACHMENT AA

From: Susan Markowitz [susanlmarkowitz@gmail.com]
Sent: Wednesday, January 21, 2015 4:13 PM
To: City Council; Lopez, Donna
Subject: oppose Normandy-Twining proposal

Dear City Councilors and Donna Lopez,
I am opposed to the proposed Normandy-Twining high rise. I believe that 17 stories is too high for Central Square's residential and commercial district. This project will have negative effects on Central Square in too many ways from aesthetics to environmental to economic.

Thank you for listening to the opinions of neighborhood residents and considering these opinions in your decision making process.

Sincerely,

Susan Markowitz
20 Oak Street
Cambridge, MA 02139
susanlmarkowitz@gmail.com

Lopez, Donna

ATTACHMENT BB

From: Carol O'Hare [c.burchardohare@att.net]
Sent: Wednesday, January 21, 2015 4:52 PM
To: City Council
Cc: Rossi, Rich; Glowa, Nancy; Murphy, Brian; Dash, Stuart; Lopez, Donna; Tom Evans; Paden, Liza
Subject: Ordinance Committee & Planning Board: Twining/Normandy Proposed Zoning Amendment, 1/22/15 & 1/27/15 Hearings
Attachments: Zoning-Twining-Normandy-OrdinanceCommittee&PlanningBoard-CBOMemo150121.doc

Dear City Councillors and Planning Board Members:

I have attached my memo about the Twining/Normandy (Mass + Main) rezoning amendment proposed for Central Square.

Below are screen shots of possibly helpful reference materials.

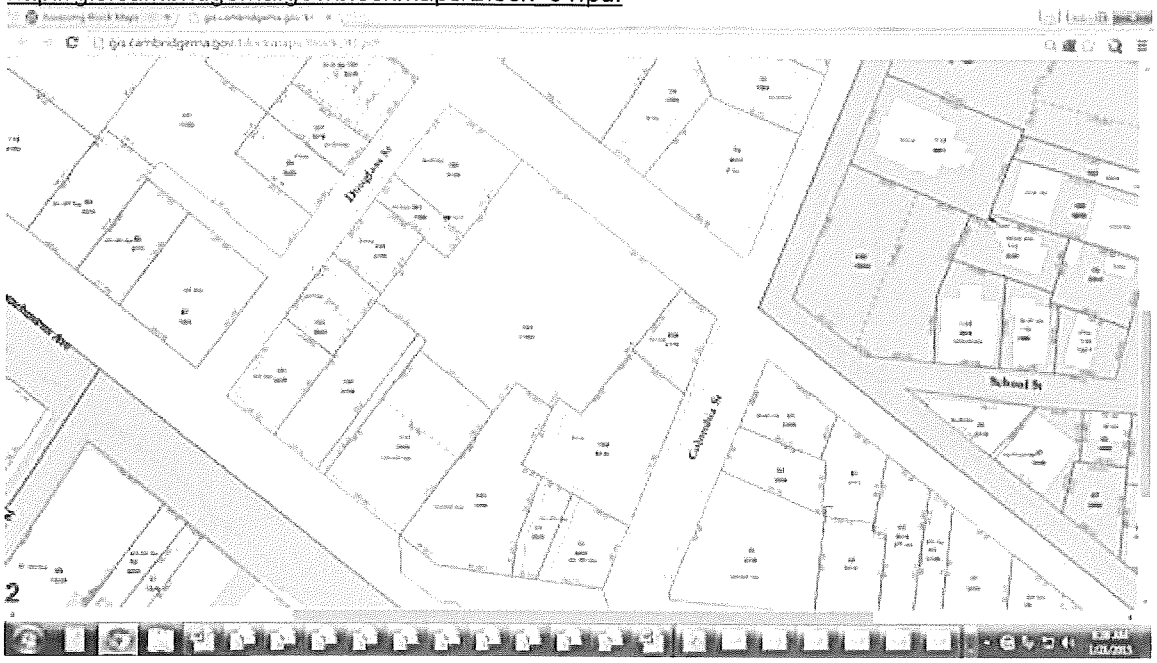
Sincerely,

Carol O'Hare
172 Magazine St.

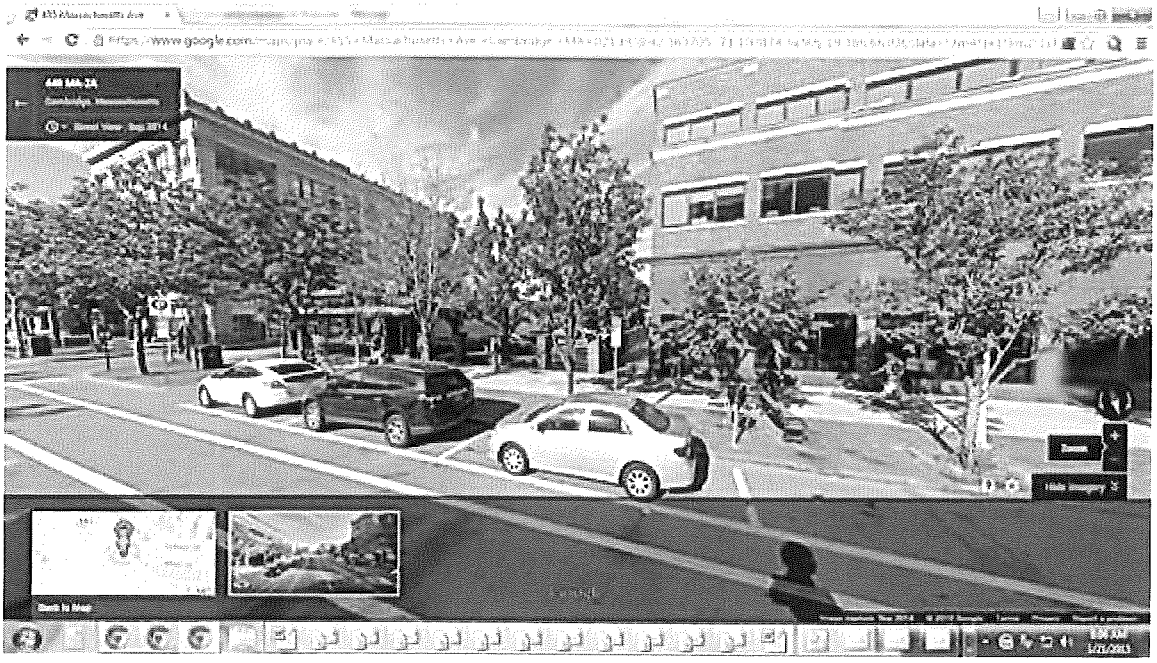
P.S. Liza Paden: Please transmit this to the Planning Board.
Donna Lopez: Please file this Email and my attached memo with the Official Record.

****

Assessor's Map showing the main block to be rezoned – "Residential Zone" – and a portion of the "Support Zone" on the other side of Bishop Allen Drive.
http://gis.cambridgema.gov/blockmaps/Block_91.pdf



GoogleMaps Street View of a portion of proposed "Residential Zone," including Coolidge Way. The McDonald's property is not included in the "Residential Zone."



No virus found in this message.
Checked by AVG - www.avg.com
Version: 2014.0.4800 / Virus Database: 4257/8926 - Release Date: 01/13/15
Internal Virus Database is out of date.

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 primarily[1] serves a use permitted in the Mass and Main Residential Mixed Income Subdistrict. [Emphasis added.]

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[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 CC

From: Kathy Watkins [kathywatkins@mac.com]
Sent: Wednesday, January 21, 2015 5:04 PM
To: City Council
Cc: Lopez, Donna
Subject: Postpone Twining/Normandy discussion

Dear City Councilors,

There are many issues with the Normandy development which need to be pinned down before the Ordinance committee should discuss this proposal. The language about affordable housing is fuzzy. Are they offering low-income, moderate and or middle income as their affordable housing? How much? The numbers they give now mean that the low and moderate affordable housing is even less than inclusionary zoning would impose.

As a resident who lives in an inclusionary zoning unit, I am of course happy to have my housing and propose the amount of inclusionary zoning apartments in ALL new buildings be increased. However, I would be troubled if I believed that I lived in a unit that exists as a sacrifice to the neighborhood and culture of Cambridge. Actually, I do a little. People love Cambridge for its low-rise architecture and the multi-cultural atmosphere. Building towers that add mostly luxury housing turns Cambridge into some other kind of place. This proposal adds some affordable and middle housing but that helps a few individuals, not the city as a whole. Some of the city councilors believe that affordable housing advocates have dropped the ball by not getting behind these proposals. We have, in fact, remained silent because we do NOT support this kind of building. We see our friends and families being driven out of Cambridge and we understand that this kind of building, on balance, adds to the problems. We want REAL affordable housing. We want you to build it on the city property.

I was not a supporter of the undemocratic C2 process, many of whose meetings I attended and was forced to remain silent. This building is way out of the scope recommended even by that body. Central Square and the rest of Cambridge should be looked at a whole, not piecemeal. I like my apartment here in the "Quadrangle" but there is nothing else here. The building is too monolithic and has nothing to do with the rest of the city. Are you proposing to do that with Central Square and other parts of Cambridge?

I do not agree with people who say this building is about creating affordable housing. It is about the greed of a big developer and those who benefit from the developer. I also do not think the developer will follow through on his threats to build an office building at that spot.

Please read Steve Kaiser's remarks below for technical issues that are beyond my expertise:

"...an up zoning petition that would benefit primarily one Developer, rather than representing a benefit to the common or general good. It is virtual spot zoning, with one enticement: housing for middle income people and higher. Everything in the zoning that offers help to low income and middle incomes people can be satisfied by the developer building middle income housing and ignoring low income or low-middle income."

Kaiser continued: "the C2 committee represented a maximum Floor Area Ratio of 4.0 as the housing incentive. The Normandy-Twining zoning proposal wants an FAR of at least 5.6, although it might be higher (the language is confusing). The proposal is a hodge-podge of base zoning, special permits from base zoning, a

zoning overlay district and a sub district overlay which is supposed to be within the main overlay area, but actually spills over into an adjacent Business A zone and part of a Residence B zone."

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 they are unable to reach their profit margins at this site, perhaps they shouldn't' have purchased it.

Thank you for your attention.

Kathy Watkins
80 Fawcett St. Unit 458
Cambridge, MA 02138

Lopez, Donna

ATTACHMENT DD

From: Gaylen Morgan [photongm@comcast.net]
Sent: Wednesday, January 21, 2015 9:38 PM
To: Lopez, Donna
Subject: Normandy Twining

Dear City of Cambridge,
The Normandy Twining project and upzoning plans for Central Square are a terrible idea not only for those neighborhoods but for the whole city. Please do not allow this development disaster to occur!
Gaylen Morgan
Lexington Ave

Sent from my iPhone which is 100% responsible for any spelling errors.

Sent from my iPhone which is 100% responsible for any spelling errors.

Lopez, Donna

ATTACHMENT GE

From: Mary Vanderwicken [mvanderwicken@msn.com]
Sent: Wednesday, January 21, 2015 10:08 PM
To: City Council
Cc: Lopez, Donna
Subject: NO to Twining/Normandy

Lopez, Donna

ATTACHMENT FF

From: Ruggero Ferrari [ruggferr@mit.edu]
Sent: Thursday, January 22, 2015 3:42 AM
To: City Council
Cc: Lopez, Donna
Subject: No to Twining/Normandy

To whom it concerns.

To my opinion we need affordable living.

Please, stop increasing density of
population in our relative homogeneous neighborhood.

There is plenty of space in Boston for "developments", why should Cambridge be spoiled? For what reason?

Yours, Ruggero Ferrari

81 Pine Street Cambridge 02139 MA

617 306 1478

Lopez, Donna

ATTACHMENT G-G

From: molly999@aol.com
Sent: Thursday, January 22, 2015 9:51 AM
To: City Council
Cc: Lopez, Donna
Subject: Normandy/Twining Proposed Up-Zoning

Please enter the following into the public record.

Dear City Councillors,

I am writing in regards to the Normandy/Twining project in Central Square, because I am concerned about a request for upzoning that is more than twice what is permitted at this time.

As a resident of Cambridgeport, I worry that approving this request "as is" will lead to large-scale and perhaps unanticipated changes in the nature of the Central Square area. Allowing a building that reaches 195 feet tall (!) would set a precedent for other developers to follow. Having witnessed dramatic changes in locations such as the Kendall Square and Fresh Pond neighborhoods, I am urging a conservative approach that enables development and smart growth while retaining a livable, walkable, diverse, and welcoming business district that is the anchor for the "low-rise" neighborhoods that surround it. (As an aside, many of the towers built in Cambridge in the past still stick out like sore thumbs.)

I understand that development is necessary to keep the city vital and offer more living space in a tight market, but this building is not the answer. Please ensure the developer comes back with a proposal that is more suitable to the site and the surrounding neighborhoods.

Thank you for your time and attention to this matter.

Sincerely,

Molly O'Brien
103 Pleasant St.
Cambridge, MA 02139

Lopez, Donna ATTACHMENT HH

From: Ann Fleck-Henderson [afleckh@gmail.com]
Sent: Thursday, January 22, 2015 9:52 AM
To: City Council
Cc: Lopez, Donna
Subject: Normandy/Twining up-zoning proposal

Dear Councilors,

As a long-time citizen of Cambridge I have seen housing become increasingly unaffordable over the years. Most young families, people who work here, people whose parents lived here cannot live here themselves. This proposed project in Central Square looks like another move in the wrong direction. It appears also to be way out of scale with the surrounding neighborhood, harming the visual as well as the economic environment in Central Square. Please do whatever you can to stop this project.

Thank you.

Ann Fleck-Henderson

Lopez, Donna

ATTACHMENT II

From: Lisa Horvitz [lisa_02138@yahoo.com]
Sent: Thursday, January 22, 2015 9:57 AM
To: City Council; Lopez, Donna
Subject: Proposed Normandy tower

I write to add my objections to the proposed building plan near Jill Rhone park.
The height of the building alone is enough to raise concerns about how this will negatively affect the neighborhood. The feeling of 'neighborhood' doesn't stand a chance with this kind of project.
Let's clean up Central square, but not destroy it.
Lisa Horvitz
Norfolk Street

Lopez, Donna ATTACHMENT JJ

From: Kennie Lyman [kennie.lyman@gmail.com]
Sent: Thursday, January 22, 2015 11:06 AM
To: City Council
Cc: Lopez, Donna
Subject: rezoning Central Square

As a resident of Cambridgeport, which is served by the businesses and transit stations of Central Square, I am writing to protest any zoning changes that would allow high-rise towers and/or and increase in luxury housing in the Square. I own a single-family home in Cambridgeport and would probably benefit financially from such gentrification, but I value the diversity of my neighborhood. It is difficult for individuals and even small groups to do much to alleviate world poverty, but surely we can desist from further punishing the less affluent in our own neighborhoods.

Yours truly,
Kennie Lyman
13 Rockwell Street
Cambridge, MA 02139

Lopez, Donna ATTACHMENT KK

From: Pam Matz [pjminca@gmail.com]
Sent: Thursday, January 22, 2015 1:21 PM
To: City Council
Cc: Lopez, Donna
Subject: NO to Twining/Normandy

Council Members:

Vote NO on the Twining/Normandy petition because:

- It attempts to circumvent Central Square neighborhood concerns and Cambridge zoning regulations.
- It will create a high-rise overshadowing Central Square's small park and disrupting Central Square's public character
- It will impose housing unaffordable to most Central Square residents, also driving up existing rents
- It seeks to primarily benefit one developer, rather than the common or general good.

There is no reason Normandy cannot build on their property within current zoning regulation, except their desire to maximize their profits, without concern for the good of Central Square or Cambridge. Why would the City Council go along with that?

Pam Matz
22 Essex St.

Lopez, Donna ATTACHMENT LL

From: e.hanig@comcast.net
Sent: Thursday, January 22, 2015 1:41 PM
To: City Council
Cc: Maher, David; Lopez, Donna
Subject: Support for Twining/Normandy Petition

January 22, 2015

Dear Vice Mayor Benzan and Councilor Carlone,

Unfortunately I am not able to attend today's meeting so I am writing to register my support of the Twining/Normandy petition.

I have been impressed by the Twining/Normandy efforts to seek out extensive public input and conversation. They did extensive outreach to a diversity of populations for numerous meetings to share the details of the proposal at their offices where it is possible to also see models that really show what the development might look like.

I am particularly impressed and heartened by the fact that they have responded to the community's desire for additional housing instead of proposing to build office or lab space and to their proposal to include 17% for affordable units and 10 % family sized units.

While the proposed height will be a change for the neighborhood, I feel that, as it is at the edge of the neighborhood and closer to Kendall Square, this is a good location. The proximity to the new businesses in Kendall Square and to public transportation is precisely the kind of development that we need in 2015 to encourage residents to walk or take public transportation to work, reducing additional auto usage. Also this development would activate a space that currently sees very limited activity much of the day which would make it a much safer area.

I know that the height is greater than that recommended by the C2 Committee, of which I was a member. Even as we were completing our recommendations, there was some doubt about whether the our proposed height and density was sufficient with current market and construction costs to make it worthwhile for developers to build housing with a substantive affordable component instead of the commercial that could be built as of right. That was the issue that forestalled the C2 zoning discussions at the Planning Board. They asked the CDD for additional research on the issue which has not yet been forthcoming.

I feel strongly that there is huge and pressing need for additional housing to address the issue of supply and demand in Cambridge. While I do not believe that we will be able to build enough housing to totally curb the rising prices of housing, I do think that additional housing can prevent the prices rising so high so quickly. I also believe that we need additional housing near major public transportation hubs to discourage auto usage and help to keep our community sustainable in the years to come.

I am particularly pleased at the inclusion of the family and affordable units. I commend Twining/Normandy for including 17% affordable housing, but I would greatly encourage urging them to create the 20% that Somerville has recently proposed. The need for affordable housing is critical to meet the needs of our low and middle income residents and to try to maintain the diversity that makes Cambridge so special. With costs so high and public funding continuing to decrease, the

amount of affordable housing developments that can be built is severely limited. In this kind of climate, inclusionary zoning plays a critical role in ensuring that additional affordable units are created in our city.

Finally, this development would greatly add customers for the Central Square retail market. This would make it far more likely that businesses could support the kind of retail uses that neighbors have been seeking. This retail is currently lacking because of an adequate market to make them fiscally feasible.

For these reasons, I strongly support the Twining/Normandy petition, with the hopes that the final proposal will include 20% affordable units.

Sincerely,

Esther Hanig
136 Pine St., #2

Lopez, Donna ATTACHMENT MM

From: Jack Boesen [jackboesen@gmail.com]
Sent: Thursday, January 22, 2015 2:30 PM
To: City Council
Cc: Lopez, Donna
Subject: Twining/Normandy proposal

Dear Members of the Council,

As a 26 year resident of Cambridge, living in Central Square, I am writing to urge you to oppose the upzoning request from Twining/Normandy. This proposal places Kendall Square size development in Central Square. This is not the kind of development you should be supporting.
The refusal of Twining/Normandy to meet with established community groups should not be rewarded.
The high-rise out- of-scale tower proposed by Twining/Normandy will completely disrupt the fabric and character of the Central Square Cultural District. It repeats the East Cambridge Courthouse error of building a tall tower in a residential area. Current zoning allows residential buildings up to eight stories. Please take a broad view in your decision making and oppose this proposal.

Sincerely,
Jack Boesen
25 Suffolk St.
Cambridge, MA 02139-2712
617.259.8983
jackboesen@gmail.com

Lopez, Donna

ATTACHMENT NN

From: Smith, Jacquelyn A [jams@bu.edu]
Sent: Thursday, January 22, 2015 2:39 PM
To: City Council
Cc: Lopez, Donna
Subject: Normandy Twining Proposal

Dear City Council Members

I want to weigh in as opposed to the Normandy Twining proposal for the Kendalization of Central Square. The housing they propose to build offers too few "affordable" units and what they call "affordable" is not at all so for low income people. They hide the enormous profits they will make behind the word "affordable". Can the full time employee making $10 per hour afford these units?
It seems like there is a systematic effort to remove the poor from Cambridge ...except of course to serve as house cleaners, clerks etc. I'm concerned that Cambridge will no longer have the class diversity that has made it a progressive community.
It seems to me that the intelligence that exists in Cambridge could come up with a more innovative solution to the housing problem we face. Selling Cambridge to the highest bidder is not innovative!
Sincerely,
Jacquelyn Smith
02139

Lopez, Donna ATTACHMENT OO

From: Anthony Keber [akeber@keberlaw.com]
Sent: Thursday, January 22, 2015 3:29 PM
To: City Council
Cc: Lopez, Donna
Subject: Reject Normandy/Twining Tower zoning petition!

Dear Council-Committee members:

I live at 4 Cornelius Way in Cambridge.

I have lived in Cambridge for 45 years. For twenty five of those years I worked in Central Square. Central Square was the one place in the city where there was genuine integration of classes and races. The Normandy proposal would further gentrify Central Square and turn Central Square into an extension of Kendall Square. The Committee/Council needs to support a diverse Cambridge, not just a Cambridge with a low real estate tax rate.

Reject the Normandy/Twining Tower zoning petition.

Thank you.

Tony Keber

Anthony Keber
Law Office of Anthony Keber
35 India Street 2nd Floor
Boston, MA 02110
Te.: (617) 357-8222
Fax: (617)357-8353
Email: akeber@keberlaw.com

Lopez, Donna ATTACHMENT PP

From: Carolyn Shipley [mc.shipley@verizon.net]
Sent: Thursday, January 22, 2015 3:40 PM
To: Lopez, Donna; Paden, Liza; City Council; Dash, Stuart; Rossi, Rich
Subject: TWINING/NORMANDY PROPOSED ZONING AMENDMENT

Please enter into the official record of the City Council, the Planning Board, and the Ordinance Committee.
Please forward to the members of the City Council, the Planning Board and the Ordinance Committee.

RE: Hearings on Twining/Normandy Zoning Request, 1/22/15 and 1/27/15
The so-called "Mass&Main" project

The language of the proposed zoning amendment is mysteriously vague and lacking in real data to explain the extent of the petition and the proposed buildings: one to be 195 ft. tall plus rooftop mechanicals and one to be 70 ft. tall plus rooftop mechanicals.

I don't think anyone would ask an architect and a contractor to design and build his or her house without having clear and accurate plans including dimensions, floor plan, materials, situation on the property and all of the other necessary information before committing to a contract. Yet, that is basically what Twining/Normandy is doing in their petition for a 195 ft. tall building at the corner of Mass. Ave. and Main Street in Central Square now before the Ordinance Committee and the Planning Board.

Further, it is doubted if even long-serving members of either the planning Board or the Ordinance Committee could instantaneously mentally insert the language of all the many sections of the City's ordinances quoted in the Twining documents in order to comprehend their meaning and relation to each of the other quoted sections. For instance, put the following paragraph (20.804 Review Process) in plain English or insert the wording of each section quoted and show how they relate to each other. It is probably necessary to have one of the City's lawyers analyze the import of this paragraph and the sections of the city ordinances quoted.

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**.

Who can figure out how this Review Process will work? Until the above paragraph is translated and rewritten giving the full text and relative relationship of each of the "sections" to the others cited, no decision should be made on this petition, nor would it be morally correct to do so. This applies to all of the other vague langue and confusing citation of disparate section of the ordinances.

Even further obfuscation is employed with the Amendment's many cross-references, exceptions and exceptions to exceptions.

There are 8 "not withstanding's"; 7 "excepts"; 6 "including without limitation's"; 5 "provided that's"; and 1 "not including."

There are many more fuzzy, vague, and intentionally confusing paragraphs and blatant omissions of facts in the Twining/Normandy petition and they were expertly pointed out to the city agencies concerned by Carol Burkhardt O'Hare in her communication dated 1/21/15.

Steve Kaiser of Hamilton Street expertly detailed the flaws and problems with the Twining/Normandy petition. I fully support and endorse everything he wrote regarding these flaws.

One piece of Twining/Normandy PR and frequent boasting concerns the number of so-called "Affordable" rental units they propose for the 19-story high-rise luxury apartment building. One can infer that they intend to divert attention from the vague details of the total plan, as pointed out by Carol O'Hare, by directing focus on the possible affordable units.

In addition, they imply that these affordable units will house families, yet, at the most, there probably will be only three 3-bedroom apartments in the affordable category. The 5 micro-units proposed, also called Innovation units, of 500 sq. ft., could very well be included in the 17% affordable units. It seems likely that only one person could live in one of those micro units.

Here follows a table that Twining/Normandy should be ordered to complete before any decision is made on their petition. Until we know the data requested, no one can fairly and in good conscience assess the value of the proposed affordable units and how they will benefit families in Cambridge. The category "middle income" was used by Alex Twining when I asked him the cost of a one-bedroom apartment in the proposed tower. His answer was: affordable: $1,000/mo.; middle income: $2,000/mo.; market rate: $3,000/mo. Thus, his use of "middle income" seems to differ from the definition of it used by CDD in the table explaining affordable housing since "middle income" is a term used by CDD as one category under the heading of "affordable."

TABLE 1.

Income Class	Number of Units in Each Category				
Units	500 sq. ft. Micro unit	One-Bedroom	Two-Bedroom	Three Bedroom	Total
20 Low-Income	?	?	?	?	?
20 Affordable	?	?	?	?	?
# "Middle Income"	?	?	?	?	?
# Market Rate	?	?	?	?	?

TABLE 2

Distribution of Market Rate Units					
How Many of Each Size					
	500 sq. ft. Micro unit	One-Bedroom	Two-Bedroom	Three Bedroom	Total
Market Rate Units	?	?	?	?	?
Monthly Rents of Each Size					
	500 sq. ft. Micro unit	One-Bedroom	Two-Bedroom	Three Bedroom	Total
Cost/Units	?	?	?	?	

TABLE 3

For prospective residents in the "Affordable" Category, whose income is no more than 80% of AMI, said renter must pay no more than 30% of income for rent.

["Housing is considered "affordable" when the tenant or homeowner pays no more than 30% of their gross income for housing costs.] From the CDD website.

Source: http://www.cambridgema.gov/CDD/housing/resourcesandadditionalinformation/whatisaffordablehousing.aspx

TABLE 3

	80% AMI (Min.) HUD	80% AMI (Max.) City	Rent @30% of income (Min.)	Rent @ 30% of income (Max.)
1 Person (One bedroom)	$47,450/annum	$52,720/annum	$1,423.50	$1,581.60
Family of 3 (2 bedroom)	$61,000/annum	$67,760/annum	$1,830.00	$2,032.80
Family of 4 (3 bedroom)	67,750/annum	75,280/annum	$2,032.50	$2,258.40

Thank you,
Carolyn Shipley
15 Laurel Street

ATTACHMENT Q 22

January 19, 2015

To: Cambridge City Council Ordinance Committee

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

ATTACHMENT RR

January 22, 2015

Dear Mayor Maher, Vice Mayor Benzan, and Councilors,

We are writing in regard the Normandy/Twining upzoning petition.

We appreciate the proponents' effort to bring affordable housing and a market space to Central Square. However, on the whole, the negative impacts of the Normandy/Twining (NT) petition outweigh the benefits of the proposal.

The CDD memo on the proposal is overall very helpful. However, it relies in part on the Central Square Planning Study. The Central Sq. study process (along with the K2 study) was not truly democratic (for example, public comment was generally minimal and usually not incorporated into the findings, nor were notes of discussions available from each meeting.) Many members of the public felt the tradeoffs in the C2 zoning drafted by CDD were insufficient and did not achieve the right balance. Although the Planning Board held hearings on the draft zoning, the Planning Board never made a final recommendation on the zoning. Similarly, the City Council never voted on the draft zoning. Therefore, the public did not have a chance to participate in shaping the proposed zoning. Consequently, the C2 Planning Study should <u>not</u> be the primary reference point for evaluating the Normandy/Twining petition. Instead, we should ask if the benefits it offers are sufficiently better than what would be built under current zoning.

As a first principle, the Cambridge Residents Alliance wants to see planning come before major zoning changes. Given that the Central Sq. study recommendations have not been approved, and the Comprehensive Planning process has not been undertaken, it is unwise to continue with the piecemeal zoning approach exemplified by the proposal. Our preference is that the city consider major zoning changes after a citywide plan is complete. Failing that, we would want to see a planning process for all of Central Sq. We would also like to see serious discussion of the proposal's impact on building 100% affordable housing on the city parking lot. We are concerned that such a tall building would leave a possible new affordable housing development in the shade and detract from the housing.

As you know, Cambridge is awaiting both the incentive zoning study and the inclusionary housing study. The Cambridge Residents Alliance has called for significant increases in both the linkage fee and the amount of inclusionary housing required. Waiting for the information from those reports and the decisions of the City Council is a key reason for not approving the upzoning proposal.

The 195 foot height is very far out of scale with Central Sq. buildings, and even substantially exceeds the draft C2 zoning by 55 feet. The benefits offered in return for the height and the huge 6.5 FAR are completely inadequate. (Current height with a special permit is 80' and current FAR with an inclusionary housing bonus is 3.9, according to the CDD memo.) Allowing such a tall building would set a precedent for similar tall buildings in Central Sq. In fact, many of the parcels of land in Central Sq. owned by Normandy/Twining are not included in the petition, so the same developers could return with a request for more tall buildings. Given the huge height, we ask that the city commission its <u>own</u> studies of wind and shadow.

We do note that the proposed 195' is 27' taller than the 14 floor building at 675 Mass. Ave., despite the CDD memo saying it is a similar height. Further regarding height, the CDD memo says that it is not economical to build a residential building higher than 6 floors and 70 feet, but the Planning Board recently approved the 10 Essex building with 7 floors and just under 80 feet.

We agree with the NT proposal that a 70' building on Columbia St. makes sense, but we would like it to go through the special permit process, which includes design review. We do not want to see the zoning on Bishop Allen Dr. and Douglass St. increased to 70' feet as of right.

The proponents say their proposal would yield 20 low- and moderate-income units and 20 middle-income units. About 8.5% of the units would be for low- and moderate-income people and about 8.5% would be for middle-income families. This is a lower rate than the current 11.5% low- and moderate-income units in inclusionary housing. Allowing a lower rate of low/moderate units would set a dangerous precedent, and would mean that having middle-income units makes it OK to provide proportionately less housing for people with less income. We also feel that any significant increase in height should be conditioned on increasing the % of affordable units offered. 17% affordable units is much too low.

We agree with the CDD memo that the need for sharply increased height and FAR is not adequately justified by the proposal. We had hoped that CDD would provide at least an initial analysis of the impact on its own parcels of land, the wide walkway next to McDonald's and the city parking lot.

We agree with the CDD memo that it would be better if the petition did not lock in on-street parking lots, which means that lots on Bishop Allen Dr. can not become low-rise housing more compatible with the neighborhood in the future. We agree it would be better if the parking were provided underground. It would be helpful if the proponents considered constructing below-grade parking underneath the city lot as well as under their own properties.

As noted in the CDD memo, there are a number of places where the language of the Normandy/Twining petition is not clear. We urge the Ordinance Committee to require the proponents to remedy these issues before either the Ordinance Committee or the Planning Board spend time considering the proposal.

Lastly, we note that the developers have not met to discuss their upzoning proposal with neighborhood groups listed on the city's website, including the Area 4 Coalition and Cambridgeport Neighbors. We feel this is extremely important. Drop in meetings at the developers' office, where the developer controls the agenda, are not a substitute for meetings with neighborhood groups.

In conclusion, the Cambridge Residents Alliance would prefer a residential building on Mass. Ave. under current zoning, rather than seeing an office building. We ask that Councilors, city staff, and Planning Board members work for that goal.

Sincerely,

The Cambridge Residents Alliance Executive Committee

Lopez, Donna

ATTACHMENT SS

From: fordeca42@aol.com
Sent: Thursday, January 22, 2015 4:54 PM
To: City Council; Lopez, Donna; Paden, Liza
Cc: fordeca42@aol.com
Subject: Fwd: [Area4] ACTION ALERT: Support Affordable Housing & Smart Growth in Central Square
Attachments: smime.p7s; ATT00001.txt

Good Afternoon Council Carlone, Vice Mayor Benzan, Chairman Cohen, City Clerk Lopez

I am voicing my concerns about this project. (highlighted in blue)

I have been an Area4 resident for 32 years.

The project is too large of a scale for one of the most congested corners of our city. Bishop Allen Drive & Columbia Streets.

It is bad enough that the fire trucks cannot drive directly down Columbia Street as in the past.

St. Paul's church has been in existence for well over 100 years. This project at it's present state would have a negative impact on the members of this church. At a time when parking in Central Square is at a premium this would be terrible to add 230 units to this intersection. I am ok with 100 units max with 45 units of affordable housing. (45/55 split)
Let the record also mention that I am not a member of this church.

a) A responsible strategy for parking, that will limit the number of cars associated with the project.

There is no guarantee that this will happen. Most houses have an average of 1.5 to 2 vehicles.

b) A commitment to affordable housing, with no less than 17% of the housing units set aside for low- and moderate-income residents;

I am all for affordable housing and see there is a need for it.
39 units out of 230 is too small of a number.

I would prefer the Normandy/Twining **obey the current zoning requirements and not upzone**.
To create a building on such a massive scale would over power the abutters in our neighborhood.

c) A commitment to transit-oriented development, by building new residential units close to amenities, only feet from the entrance to the Red Line and the #1 bus

The entrance to the red line is roughly 2.5 to 3 blocks away so to say it is feet from the entrance to the Red Line is very misleading.

Finally I would like to know what is the city's plan to address the water & sewage issue that will also be a result.
Not to mention that Area4 is also in the flood zone.

Respectfully submitted,

Catherine Forde
28 Suffolk Street
Cambridge, Ma 02139

-----Original Message-----
From: angela fca <fca0711nyc@hotmail.com>
To: forde c <fordeca42@aol.com>
Sent: Thu, Jan 22, 2015 4:31 pm
Subject: FW: [Area4] ACTION ALERT: Support Affordable Housing & Smart Growth in Central Square

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From: fuller@mit.edu
To: area4@lists.serpentpublications.org
Date: Thu, 22 Jan 2015 04:21:41 +0000
Subject: [Area4] ACTION ALERT: Support Affordable Housing & Smart Growth in Central Square

Dear Area IV Neighbors,
I'm writing to ask for your action to build a more diverse and sustainable Central Square.

Right now the City Council and Planning Board are considering a major proposal from Normandy Partners/Twining Properties to build a **mixed residential and commercial development** that would add **more affordable housing just steps from the Central Square T.**

A Better Cambridge has urged the City Council to pass zoning to create more housing along Mass. Ave, other major corridors, and transit centers in the city. **We believe that zoning changes proposed by Normandy/Twining are a productive step towards address the challenges we face as a city** -- encouraging our dynamic economy while creating enough housing to give families of all income levels the opportunity to live here.
ABC is especially supportive of the following elements of the Normandy/Twining Proposal:

- **A commitment to affordable housing**, with no less than 17% of the housing units set aside for low- and moderate-income residents;
- **A commitment to family housing**, including 10% of all new housing units with three bedrooms;
- **A commitment to transit-oriented development**, by building new residential units close to amenities, only feet from the entrance to the Red Line and the #1 bus;
- **A commitment to local and independent retailers**, with a public market, 25% of retail space reserved for local businesses, and a promise of no banks;
- **A responsible strategy for parking**, that will limit the number of cars associated with the project.

HOW CAN YOU TAKE ACTION?

1. Attend one or both of the upcoming City Council Ordinance Committee and Planning Board meetings to publicly testify in support of this proposal:
Ordinance Committee - Thursday, 1/22 at **5:30 P.M.** in the Sullivan Chambers at Cambridge City Hall

Planning Board - Tuesday, 1/27 at **7:00 P.M.** in the Second Floor Meeting room at 344 Broadway.

2. If you cannot attend the meetings, **email the Ordinance Committee and Planning Board before the above meeting dates indicating your support for this proposal.** Even if you can attend, consider sending an email to reinforce your support: