

Cafe Luna

ATTACHMENT A

403 Massachusetts Avenue, Cambridge, MA 02139 Tel. (617) 576-3400
www.cafeluna-centralsq.com

March 30, 2015

Cambridge City Council
Ordinance Committee, City Hall
Cambridge, MA 02139

Honorable Members of the Ordinance Committee:

I am writing to express my strong support of the Mass + Main zoning proposal set forth by Normandy Real Estate Partners and Twining Properties.

I own two businesses in Central Square, Cafe Luna on Massachusetts Avenue and Cafe Sola on Sidney Street, and we largely draw our customers from local residents. Central Square has made great strides over the years, but more needs to be done. Allowing Normandy Real Estate Partners and Twining Properties to redevelop the area as proposed will continue the process of providing needed housing for many individuals and families in this area of Central Square. The prospect of taking vacant office buildings and developing quality housing can only benefit not just Central Square, but all of Cambridge. The added benefit to the local businesses obviously includes the additional customers that will frequent the retail stores, but it will also create a vibrant section of Mass Ave that may very well house the employees that work in these businesses.

The current condition of the area to be rezoned is in need of redevelopment. Currently, there is a poorly lit walkway connecting Mass. Ave. to the old Quest parking lot, as well as doorways into the Quest buildings that are simply not safe. Redevelopment will include appropriate lighting as well as the movement of people through this area, which will clearly help with these issues.

The Ordinance Committee's support of the development of housing and retail space will bring life to this section of Mass. Ave. In my experience as a restaurant owner in Central Square for almost 10 years, there are individuals that will oppose any development or change. However, things are changing for the better -- for our residents and our business owners.

I strongly urge the Ordinance Committee to adopt the Mass + Main zoning proposal.

Sincerely,



Matt Haymer, Owner
Cafe Luna and Cafe Sola

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

4.1.2015

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

Cc: All Cambridge City Councilors

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

Re: Twining/Normandy's Development Proposal

I write again to support Twining/Normandy's proposal to build a residential high rise at Mass & Main. T/N have taken the time to listen to the community and respond in kind—first by electing to build residential rather than biotech, and more recently, by upping their offer to build 20% (up from their initial offer of 17%) affordable and middle-income units.

Providing more housing and, in particular, more affordable housing, is a priority for Cambridge. The proposed development at Mass & Main will provide 40 of these units together with 7 middle-income units. Twining/Normandy have the funding to build these units and have demonstrated that they can do this job well.

Thank you to T/N for all of your outreach and response to community sentiment. Please build us a beautiful, green, quiet building—the gateway to Central Square.

A note: I remain concerned about the shadow that this building will cast on the City lot behind it and wish there was some way that the City and T/N could swap parking lots so that the City, one day, could build affordable units on those sunny spots. Could the beginning of this conversation happen now while the City holds the cards? It would benefit the City and T/N. And if T/N had a larger real estate parcel, they wouldn't need to build so high.

Comments to Ordinance Committee on Twining/Normandy Proposal
Jesse Kanson-Benanav, A Better Cambridge
April 1, 2015

On behalf of myself and A Better Cambridge, I wish to express our strong and full support for the Mass & Main Mixed Income zoning district that is before you for consideration today, and ask that you pass it without further delay.

As you know, ABC has previously expressed our support for key elements of this transit-oriented development proposal which would include a significant number of 3 bedroom units, local and independent retail, and a responsible strategy for limiting the number of cars associated with the project in close proximity to the red line, #1 bus and multiple car and bike sharing stations.

Still, as an organization that is committed to preserving and expanding the diversity of our city – including economic diversity – ABC called on Normandy Partners and Twining Properties to increase the proportion of affordable low and middle-income housing to 20% of all units in the development.

We are pleased that Normandy/Twining have responded to the community's strong call for additional affordable housing by increasing their affordable housing percentage to 20%. We are especially supportive of their move to double the amount of housing for low-income families, while maintaining a portion for middle-income families. The proposed 47 new units of affordable housing in Central Square is unprecedented, and for that reason alone this petition should deserve an affirmative vote from the Council.

These are revolutionary times in Cambridge, the Boston region, and in urban areas across the United States. For the greater part of the past century our local, state, and Federal governments have been complicit in social divisive and environmentally destructive land use policies which invested in building mostly white, upper-income suburbs while divesting from more diverse urban neighborhoods. In recent decades however, and especially the past 10 years, we have experienced a resurgence in the growth. As people of all incomes, races, and experiences seek to live in urban communities like Cambridge we are presented with a great opportunity to correct the ills of the past 100 years and build more diverse and sustainable cities.

But these changing dynamics do not come without their own challenges. As we've seen in Cambridge, our increasing attractiveness to industry and people has led to an acute housing shortage, placing great strain on low- and middle-income families. Given the dwindling public resources to support the preservation and creation of low-income housing, and the non-existent public dollars for middle-income housing, we cannot expect the government to foot the bill for large scale 100% affordable housing developments as they did in previous generations. Nor do we expect developers of their own accord to meet the diverse housing needs of Cambridge residents. We also recognize that the high demand for market-rate and luxury housing in Cambridge will not go away, and our failure to supply new housing to meet this demand will only result in greater displacement of low- and middle-income residents.

The solution to this predicament lies in our ability to harness the appetite for development in Cambridge through regulations and negotiations with developers that result in the greatest possible public benefit, including affordable housing. Since developers are and will always be profit-driven, we must establish a system where concrete public benefits – including a 20% inclusionary zoning requirement – can be achieved without public dollars and instead by the developers intra-subsidizing affordable housing and other public benefits with profit from market rate and even luxury housing units.

ATTACHMENT D

April 1, 2015

This is the third time I have come before many of you in support of the Twining/Normandy project at Mass & Main.

Based on my understanding of this project, the Twining/Normandy plans are based on the City's own thinking and planning, and the developers have presented us with a handsome building that will stand as a landmark for Central Square. It is tall, but I feel it is appropriately placed at the intersection of two major commercial streets; it is not plunked down in the middle of a neighborhood of three-story structures (as the East Cambridge Courthouse was). The City needs rental units near public transport and that is what they are giving us.

As one City Councilor said to me, "we must build for people, not cars" which I feel Twining is doing: placing housing near MIT, near the Kendall Square bio-tech explosion, and near the T.

Furthermore, and most surprising perhaps, is that Twining/Normandy has heard the call for affordable housing and they have upped the number of affordable units to 47. That is a generous move and I would like to see the city conclude their evaluation of this project with a bright, green light.

Please approve of this project and let us move forward to a modern, attractive Central Square.

Olivia Fiske
131 Magazine Street, #2

TESTIMONY OF
LAWRENCE LESSIG
CAMBRIDGE CITY COUNCIL
APRIL 1, 2015

My name is Lawrence Lessig. I work in Cambridge, and am grateful for the opportunity to address this council on a question raised by the agenda today.

At the February 20th council meeting, you considered a proposal for a study into the benefits of publicly funding elections in Cambridge. That idea was met with skepticism. As one member said, "I fail [...] to understand what problem this was going to solve that we have in Cambridge."

The issue before this Council today — the Normandy/Twining Proposal — is a perfect response to that failure to understand.

As this Council knows, the Normandy/Twining proposal comes at the end of a long deliberative process — cut short. Almost three years ago, Cambridge launched a two year planning study for Central Square. (The "C2 study"). That study is the ordinary process that any rational planning initiative would require. As other town and cities have, the purpose of the C2 study was to frame the requirements of the development process in a balanced, and forward looking way — to represent all of the interest of all of the citizens and residents of Cambridge, rich, and poor and middle class alike. The next logical step was to translate this study into a comprehensive zoning and implementation scheme.

It is undisputed that Cambridge has now sidelined that ordinary policy review process. In its place, the council is considering ad-hoc zoning decisions affecting the interests of incredibly wealthy investors and real estate developers.

That shift from a deliberate to ad-hoc planning process seems unwise at best. But on its own, it raises no issue of corruption. What does raise a critical issue of corruption is the tight correlation between these changes in Cambridge's planning process, and significant contributions to members of this Council and the

mayor. According to the research I have seen, close to 75% of the mayors largest contributions [25 of 34 of \$500 or more] came from employees of real estate companies doing business in Cambridge. 77% of this council has received contributions from the parties interested in securing a deviation from the ordinary planning process, in a pattern of giving that — as I have posted on my blog — tracks the evolution of this project directly.

I am not saying there is anything illegal in what these numbers show. I'm not even saying there's anything unethical. But what I am saying is that when politicians express surprise at the deep cynicism that most Americans have about about their government — at all levels, including this Council — facts like these help explain that cynicism.

Members of this Council are human. Humans respond to favors favorably. If you didn't, you wouldn't be brave or strong. You'd be a sociopath. Every normal human would be affected by the size and concentration of these contributions.

So when the council is puzzled by the thought that the way campaigns are funded in Cambridge might matter to the citizens of Cambridge, you should think back to this. No citizen — not on some interested party's payroll — would look at these numbers and believe that the deviation from normal planning practice here is driven by reason, or the public interest of Cambridge citizens alone.

You may not have been compromised by this pattern of contributions. The proposal today may reflect the best interests of all of Cambridge citizens. I have no view one way or the other on that. But the only way the citizens of Cambridge will believe that is if you give them a chance to believe that — by ceasing the practice of taking money from the very people whose wealth — by your regulations — you are creating.

ATTACHMENT F

To the Ordinance Committee of the Cambridge City Council
From : Richard Goldberg, 170 Harvard Street, 02139
Date: April 1, 2015

I think we can all agree on the need to build more inclusionary and affordable housing . in this respect, Cambridge is hardly unique. The future of Central Square is an example of what is happening in many core cities, specifically the creation of luxury housing and gentrification, contributing to higher rents and displacement for long-term residents We still don't know whether the relatively few units of inclusionary and affordable units of the T/N project and the huge number of luxury rentals will do anything to offset this dynamic or will only feed it.

But here is what we do know. The more questions that you , our elected representatives ask, the more the more the community benefits. Design improves; height comes down; benefits to the city (if not the impacted neighborhood) increase; truly affordable units increase. We don't know how much more we could get from the developer, but the way to make sure we never do is to give the developer the green light. Once that happens the bargaining stops.

In the absence of any real plan for Central Square, it is only common sense that what is happening with this massive piece of selective upzoning is either spotzoning or precedence. Will the price of real estate in Cambridge be calculated on existing zoning limitations or on twice what they are? So what you decide to do on this project is going to be the standard for all of Central Square: height, ecological impacts, parking, traffic congestion, infrastructure, and, of course, the percentages of inclusionary and affordable units projects which exceed existing zoning developers will be obligated to meet.

This particular project only makes sense if the city sacrifices city-owned parking – possible cite for housing—to perpetual shadow. Possible residential construction on the residential side of Bishop Allen on existing parking lots and structures will never occur because this space is dedicated parking for the luxury project . The open space aesthetic of Jill Roane Park will be compromised, if not entirely lost. Has there even been a wind study?

If you think that this is the best you can do for the community, then go ahead and give your vote for this project. If you think you can make this a better project , then you owe it to the people of Cambridge, particularly to those struggling to stay in Cambridge, to slow down and consider the impact of what you are doing.

Thank you.

From: Laurie Friedman <laurieannfriedman@gmail.com>
Sent: Monday, March 30, 2015 2:51 PM
To: City Council; Lopez, Donna; Lee Farris
Subject: Oppose Normandy/Twinning Rezoning

Dear Cambridge City Councilors,

I am writing to express my opposition to the Normandy/Twinning request to rezone one block in Central Square for the purposes of building a large apartment building that is 250% taller than current zoning allows and 40% higher than the C2 Commission has recommended. I believe that it is completely counter productive to make such a significant change in zoning in a piecemeal manner when the C2 recommendations have not been adequately discussed nor enacted and the City is in the midst of a Master Planning Process. There are way too many outstanding questions about the impact of increasing building heights and density in an already congested and rapidly gentrifying area of the City. I believe this building project causes more problems than it solves.

As a resident in Central Square for 22 years I care deeply about my community, and as such have served as an officer and board member of the Essex Street Neighbors Association to promote communication and neighborliness on our street. The motivation for the Normandy/Twinning project is of course maximizing the profit from their investments. While I appreciate their attempts to respond to some of the desires expressed by the community for affordable housing, open and market spaces, the benefits they offer do not outweigh the harms their massively tall building will bring to Central Square, Area 4 and Cambridgeport and the City as a whole. Please vote against the Normandy/Twinning petition. Thank you.

Laurie A. Friedman

33 Essex Street

ATTACHMENT H

April 1, 2015

Dear Vice Mayor Benzan and Councilor Carlone and members of the Ordinance Committee,

I would like to express my strong support for the Twining Normandy petition. I am particularly pleased about the increase of affordable units to 20% and the doubling of low-income units.

I share with many of my friends and neighbors a love of Central Square as it is today and a reluctance to make major changes to the Square, but I don't really think this is about me and my desires. I think this is about what kind of city we leave for generations to come. I think this is about doing everything we can to preserve as diverse a city as we can in the face of substantial economic challenges to that goal. I think this is about responding to demographic changes and trends. I think this is about sustainability by creating transit oriented development that encourages residents to use public transportation or walk or bike because they work, play, shop and live in the same area. I think this is about trying to create a strong enough market to sustain the kind of retail that current and prospective neighbors need to meet all of their needs.

As a member of the C2 Committee, I realize that the height of this building is greater than that proposed in our recommendations. Even as we were finishing our recommendations we had doubts that our proposed density was sufficient, given housing and construction costs, to adequately incent developers to build the affordable housing we felt was so important. That was also the issue that derailed the C2 zoning proposals to the Planning Board. The Board members requested that the Community Development Department study the issue and return to report on what density would be needed to meet our goals. We have been waiting for the results of that study for some time now, and in the meantime, costs have just continued to rise.

For those concerned that this proposal is just a way of developers making large profits, I would counter that developers could make the same profits, or greater, by building offices or labs or very high end luxury apartments.

I also believe that the construction of additional housing, while it will not provide enough supply needed to meet the incredible demand, if sufficient, it will at least curb the increasing prices.

I have also heard many say that this is not the way we should be increasing the number of affordable housing units in our city because the city should be building more affordable housing. I, of course, agree that the city should build as many additional affordable units as the budget can bear. Yet given the pressing need for affordable housing, both to address the needs of families without homes and to preserve as much diversity as possible, I feel that we desperately need the additional units provided by new developments, as well as those provided by what the city can finance. This is particularly true since with rising costs and falling state and federal subsidies, inclusionary zoning is that much more important. The addition of 47 affordable units is greatly needed.

For all of these reasons, to work towards a sustainable, diverse and vibrant community for today and tomorrow, I want to register my strong support for the Normandy/Twining petition.

Esther Hanig
136 Pine St. #2

Good evening,

Ben Roopenian
3 Dana Street

I SUPPORT the Mass & Main Project in Central Square. As a resident, of Cambridge, I am concerned about development and I see continued demand for living in a city with such great assets and services. I think it's very important to maintain diversity in the face of the commercial growth which has been happening over the last several years. The best way to protect our city and the neighborhood surrounding this project and to advance diversity in our community is to build density where it can be sustained and create **new mixed-income housing**, which incorporates market rate housing and units guaranteed for low and middle income families. Normandy/Twining has proposed an unprecedented amount of affordable housing and the time to act is NOW.

I urge the Council to approve the project so Central Square can continue its long history as a fun, diverse and cool place to live and play.

Thank You

Lopez, Donna

ATTACHMENT J.

From: Patrick W Barrett III <jbrealtyllc@gmail.com>
Sent: Monday, March 30, 2015 2:37 PM
To: City Council
Cc: Lopez, Donna; Paden, Liza
Subject: RE: Ordinance Committee C2/Normandy (April 1, 2015)

March 30, 2015

Ordinance Committee

Cambridge City Council

City Hall

795 Massachusetts Avenue

Cambridge, MA 02139

Dear Members of the Ordinance Committee,

I am writing in support of the Normandy petition. I was on several subcommittees during the Mayor's Red Ribbon Commission (2011), I was appointed by the City Manager to the Central Square Advisory Board that provided the basis for the C2 report (2013), and I am an abutter as owner of a property located at 897-907 Main St. However my advocacy has really nothing to do with any of these things. It stems from my love of a place where I played drums as a teenager live at the Middle East, where I met my wife (thank you T.T. the Bear's Place), and where we have chosen to raise our family.

I have watched, dismayed, that the work put forth in both of the afore mentioned studies has gone largely ignored by the Council, though recently I am encouraged that some have stepped up to bring this work back to the table; however untimely. I am equally unhappy that the best we seem to be able to achieve is the mere rezoning of a minor swath of parcels, though I am hopeful that this will set the tone for the eventual revitalization of the entire area. I urge the ordinance committee and Council to pick up C2, rezone all of Central Square (actually you'd just be reversing multiple past down zonings), but not at the expense of this necessary and important project. Adopt C2 and give our Planning Board and BZA a rock to stand on with zoning that makes sense and drive back the voices that would keep Central Square and this city encapsulated in amber. The Planning Board and BZA have shouldered the burden of navigating an obtuse and anachronistic ordinance for way too long without support or constructive input from our Council.

Central Square needs advocacy, not just for the dire lack of residential housing along the Mass Ave corridor, but for the local businesses that wither and give way to national chains, banks, and uses that usually result in absenteeism and a lack of community involvement. Without a significant drive to develop the residential component of Central Square the character and soul of Central Square will always be in jeopardy as it is a handful of decent community minded landlords (MIT included) that work with these local businesses to help them remain viable. If a commercial lab is put on this site it will serve as a final nail in the hope anyone

has of seeing Central Square return to the former stature it once held. Economically, it would go against reason to accept a paltry linkage fee associated with an as of right commercial build over the cost associated with building 47 units of affordable housing that are privately financed and maintained.

Central Square needs advocacy, but not blind advocacy. Thus I hope the developer will reduce the parking to a .5 (as it can be done in this area by SP) so 65 Bishop Allen doesn't become a permanent parking lot. They have increased the affordable component to 20%, which is generous by any standard set in this city. Juxtapose this project to Ames St., where the affordable component is a sad 11.5%.

Lastly, as we look across the landscape of development in Central Square there are so few residential projects; in fact none in well over a decade, yet commercial abounds. Cambridge has done an outstanding job with housing development, but my advocacy does not stem from any hope of resolving a housing "crisis." That is a regional issue beyond the ability of one city to resolve. The housing need in Central Square is much more intimate and if you have spent any amount of time in Central Square it is easy to see the good this project will bring, and given a resurgence of C2 how the whole area can be brought back to life. I urge the Ordinance Committee and Planning Board to look upon this petition favorably, and that the Council pass it. I hope that in doing so C2 will once again be put back to the table and we can talk about real substantive zoning reform/planning in Central Square.

Regards,

Patrick W. Barrett III

CC: Planning Board

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From: Carolyn A Fuller <fuller@mit.edu>
Sent: Wednesday, April 01, 2015 11:14 AM
To: City Council
Cc: Lopez, Donna
Subject: Central Square and the Normandy / Twining Zoning Proposal

Dear Mayor Maher and City Councilors,

I am sure that, by now, you all know that I am a strong supporter of transit oriented housing development. I am convinced it is the most effective response to climate change. We have a choice to either promote more suburban sprawl or embrace smart growth in our urban centers. The choice is simple: Do we promote the continued use of the almighty car and push workers into exurbia or do we promote a healthier life-style by building more housing in the city for our 21st century workers?

More and more office and lab spaces are being built in the Kendall Square area. Do we react as we did in the second half of the last century and build super highways with housing for these workers in suburbia? Or do we go back to an earlier time, such as the time when my home was built to house the factory workers of the mid 19th century?

I love Central Square. I have lived in the heart of it for over 35 years. I have watched it change year after year after year. It's very core is change. Will the Normandy / Twining project bring more change? You bet! And despite all that change, I am confident that Central Square will remain just as vibrant as it is today.

By offering 20% below market rate units, Normandy and Twining have illustrated that they have heard our desire to keep Central Square as diverse as we can. I am confident they will continue to be good neighbors.

Sincerely,

Carolyn Fuller
12 Douglass St
Cambridge, MA
fuller@mit.edu

From: Bill McAvinney <bmcavin@mit.edu>
Sent: Wednesday, April 01, 2015 5:05 PM
To: City Council
Cc: Lopez, Donna
Subject: Bill McAvinney's 4-1-2015 Ordinance Cmte Statement

Dear Councilors,

First I want to thank all of you for pushing to get 17% low income and 3% affordable income units in this project.

You all know by now I'm upset by so many of my neighbors being priced out of Cambridge

I've shown you 700 sq ft condos selling for a half million dollars to illustrate we have a problem now. I won't revisit those arguments

There are some things I believe are givens:

Something will be built on this property.

It will be large and either tall and thin or shorter and wide

There is a lot of pressure for this project to be a lab that will not need substantial rezoning

You can affect what will be built here. It will either be housing or lab/office space.

If it is housing:

It will set a precedent that Central Square marks the end of the Kendall/MIT bio-industrial zone and the beginning of our Cultural District

It will somewhat ease gentrification pressure by adding roughly 185 units of market rate housing for incoming "gentry"

It will provide roughly 45 units of affordable housing

It will decrease our carbon impact by providing housing near both jobs and a transit hub

It will add several hundred residents to Central Square making it more lively and more viable

It will be tall & thin because we humans love light

If it is labs:

A large portion of the eastern end of Central Square will become dark and dead after 6pm for the foreseeable future

It will increase the number of my neighbors forced out of Cambridge by bringing in several hundred highly paid workers many of whom want to live close to where they work

It will increase our carbon impact by creating jobs without nearby new housing, forcing many to commute

It will provide no direct affordable housing and minimal funds for that purpose

It will bring the expanding Kendall/MIT bio-industrial zone into Central Square

It will be massive and squat because we humans tolerate lack of natural light while we work

I ask you to approve this project as housing before it turns into a lab project.

Bill McAvinney

ATTACHMENT M

In Cambridge as elsewhere decision makers are dealing with complex systems, and the proposed rezoning increases FAR at a key location so greatly that its effects are highly unpredictable. In examining those effects somewhat broadly, the 'spot zoning' question — doing a developer a favor — need not stop us in looking at the specifics of rezoning an expensive land purchase to allow for the construction of a large amount of housing on a single small area. In general, expensive urban housing of this kind has the effect of increasing the numbers of people living in poverty, placing a burden on public transportation, increasing street traffic congestion and environmental pollution.

The main difficulty with the Mass & Main proposal is not that its proponents are demanding too many rezoning favors for the size of the project, but the smallness of their thinking. To accomplish the desire to contribute to the FAR housing increase they fail to accompany this increase with a plan to improve the efficacy of the MBTA in moving people about, and waste valuable housing FAR on housing personal mobility Instruments that could be converted into mini-dwellings. People, especially those desiring to escape from the institutions and stigmata of poverty, tolerate congestion very easily, if needs can be met locally and through inexpensive and effective public transportation.

But nowhere do the proponents describe how this is to happen.

I suggest looking at URLs (see below) to stretch the thinking of the City Councillors. If the Cambridge Planning Board cannot develop the tools for dealing with the "externalities" of the 21st Century, or understand the exigencies arising from climate change in the NorthEast, it will be necessary to find people who can. I call your attention to the following new initiative;

"The Next System Project calls for national discussion on systemic crisis and alternatives. New multi-year initiative will bring leading activists, scholars, and policy advocates together to think big about pressing concerns around economic inequality, ecological threats, and political dysfunction

March 31st, Washington, D.C. — Co-chaired by political economist and historian Gar Alperovitz and leading environmental activist and former presidential adviser James Gustave Speth, The Next System Project, launching today, is a major new program of The Democracy Collaborative, a national leader in the development of innovative strategies to rebuild community and democratize ownership of the economy.

Signalling the need for a serious national conversation about the deep long-term challenges facing the United States, including urgent needs to address compounding wealth inequality, avert looming environmental disaster, rebuild democratic governance, and undo persistent racism and discrimination, The Next System Project will create a space for activists, scholars, business leaders, and community development advocates to discuss and debate bold solutions capable of addressing these problems at scale."

Elie Yarden, Cambridge Green-Rainbow Party

http://money.cnn.com/2015/03/30/news/hong-kong-mtr-subway-property/index.html?iid=TL_Popular

<http://edition.cnn.com/2015/03/29/travel/hong-kong-mtr-success-story/?iid=EL>

<http://edition.cnn.com/2015/03/29/travel/gallery/mtr-rail-change/index.html>

PRESIDENT
Patrick Rowe, *MIT*

VICE PRÉSIDENTS
Jay Kiely, *Forest City*
Devin Cole, *Workbar*

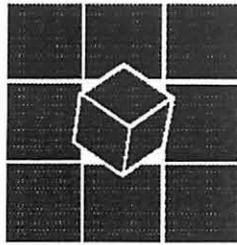
CLERK
Patrick Barrett, *JB Realty*
Trust

TREASURER
Mark Orent, *Leader Bank*

DIRECTORS
Christina Abele, *IDEO*
Anya Alexandra Bear, *MIT*
Cathy Carr Kelly, *Central*
Square Theater
Kara Cournoyer, *Novartis*
Institutes
Christopher Durkin,
Harvest Co-op Market
Kelly Flynn, *Takeda*
Josh Gerber, *1369 Coffee*
House
Christopher Gully, *Redline*
Fight Sports
Charles Hollins, *Bay Cove*
David Levine, *Central*
Square Florist Inc.
Jessica Manganello, Esq.,
New Leaf Legal
Nick McgGurk
Cambridge Savings Bank
Shiela Moore, *Hildebrand*
Family Self-Help Ctr.,
Satwant Saini, *India*
Pavillion
Nabil Sater, *Middle East*
Bill Scott, *e-Place Real*
Estate
John Woods, *Cambridge*
Housing Authority

MEMBER EMERITUS
Norman Mclver, *Cambridge*
Trust Co.

EXECUTIVE DIRECTOR
Robin Lapidus



CENTRAL SQUARE BUSINESS ASSOCIATION

P.O. Box 390426 • Cambridge, MA 02139
Telephone 617-864-3211
www.centalsquarecambridge.com

March 30, 2015

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

Dear Members of the Ordinance Committee:

Over the past several years the City and the public have worked together to determine ways to create a more vibrant Central Square. The most recent efforts began with the *Red Ribbon Commission*, which produced the *Central Squared* report, followed by *The Kendall Square Central Square Planning Study* ("K2C2"). Both studies were aimed at unlocking Central Square's potential through zoning and non-zoning changes. The goal was to revitalize this busy "transit hub" to a place with a diversified retail mix, thriving community of local businesses, and a sense of place for all. Both efforts concluded that this was best achieved by adding a much needed residential component above retail uses on Massachusetts Avenue and the first block of side streets off of Mass Ave. This new housing would help create a sense of ownership along Mass Ave, attract more people to the area, and create a sense of community. In addition, new retail and redesigned public spaces would create opportunities to meet-up with friends, people-watch in a busy streetscape, enjoy a chess game, take in a street performer, or attend a planned public event.

The Twining/Normandy petition embodies the spirit of the *Central Squared* report and recommendations of K2C2. Within this petition lies the potential for a landmark building and an opportunity to improve Central Square in a manner that is long overdue. The aspects of the petition that align with these studies include:

- The addition of housing with an affordable and middle income mix in an area with large demand and great need.
- The creation of ground floor retail with a focus on affordable, small footprint spaces that will be suitable for local businesses.

PRESIDENT
Patrick Rowe, *MIT*

VICE PRÉSIDENTS
Jay Kiely, *Forest City*
Devin Cole, *Workbar*

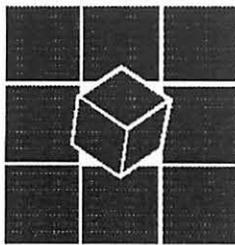
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Trust

TREASURER
Mark Orent, *Leader Bank*

DIRECTORS
Christina Abele, *IDEO*
Anya Alexandra Bear, *MIT*
Cathy Carr Kelly, *Central*
Square Theater
Kara Cournoyer, *Novartis*
Institutes
Christopher Durkin,
Harvest Co-op Market
Kelly Flynn, *Takeda*
Josh Gerber, *1369 Coffee*
House
Christopher Gully, *Redline*
Fight Sports
Charles Hollins, *Bay Cove*
David Levine, *Central*
Square Florist Inc.
Jessica Manganello, Esq.,
New Leaf Legal
Nick McgGurk
Cambridge Savings Bank
Shiela Moore, *Hildebrand*
Family Self-Help Ctr.,
Satwant Saini, *India*
Pavillion
Nabil Sater, *Middle East*
Bill Scott, *e-Place Real*
Estate
John Woods, *Cambridge*
Housing Authority

MEMBER EMERITUS
Norman McIver, *Cambridge*
Trust Co.

EXECUTIVE DIRECTOR
Robin Lapidus



CENTRAL SQUARE BUSINESS ASSOCIATION

P.O. Box 390426 • Cambridge, MA 02139
Telephone 617-864-3211
www.centralsquarecambridge.com

Page 2: Continued

- The enhancement of the Jill Brown Rhone Park by connecting it with the City parking lot and creating an opportunity to realize a “Square within a Square” for gathering, playful pauses, and entertainment.
- A design that follows the proposed zoning, guidelines, ideas, aesthetic, and purpose of the *Central Squared* report and C2.

This petition will need the guidance of both our Planning Board and City Council as it presents a rare opportunity to simultaneously create housing and support the business community. It is also in line with the parameters set forth in multiple City sponsored studies. We urge our City Council and Ordinance Committee to look upon this petition favorably, recognizing the inherent benefit to everyone in the Central Square community.

Sincerely,

The Central Square Business Association Board of Directors

Lopez, Donna

ATTACHMENT O

From: Patrick Verbeke <verbeke.patrick@gmail.com>
Sent: Wednesday, April 01, 2015 11:20 AM
To: City Council; Lopez, Donna
Subject: mass+main project | Ordinance Committee Hearing April 1, 2015

Dear Members of the Ordinance Committee:

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

Because of its location near the Central Square T station, a number of bus lines, and several car sharing services, many 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. Because of the presence of public transportation, the corner of Mass and Main is a good location for a high density housing project.

I support this project and ask you to approve the required changes so that this project can be implemented without delay.

Thank you

Best regards,

Patrick

Patrick Verbeke
91 Sidney St
Cambridge, MA 02139

May 31, 2015

Amanda Brooke Tramont
3 Dana Street, Apartment 8A
Cambridge, MA
02138

Good evening,

My name is Amanda Tramont, and I am here in support of the Mass and Main housing project. I work as an account executive at WBZ NewsRadio. I've lived in mid-Cambridge for the past 3 years. Independently owned shops, delicious restaurants and a diverse community are just a few of the things that make our city so special.

There are multiple benefits to this project that will benefit Central Square as a whole, a few of which include: highly sustainable mixed-income housing and new retail. Seventeen percent of the units are required to be permanently affordable moderate and low-income units, and 10 percent of them are obligated to be three-bedrooms, which are much needed in our housing community.

It's no longer enough to say we want to better Cambridge, the time to act is now. We shouldn't have to wait years to get the Mass and Main housing project approved. Approving the redevelopment plan will ensure that Central Square continues to be the vibrant and thriving community that it is with more housing options for people like me so we can stay in Cambridge.

(305) 213-7096

A historical black and white photograph of a street scene in Cambridge, Massachusetts. The central focus is the Savings Bank Building, a grand multi-story structure with classical architectural details. The street is filled with a large crowd of people, many of whom are sailors in uniform, some holding flags. The scene is festive, with many American flags and bunting decorations. In the background, other buildings are visible, including one with a sign for 'GUARANTY TRUST CO.' and another with 'EUGENE PAUL INSURANCE'. The date 'APRIL 1, 1915' is faintly visible on a sign in the background. The entire image is overlaid with a semi-transparent green filter.

mass + main

Cambridge Ordinance Committee

April 1, 2015

Timeline: Community & Neighborhood Group Mtgs.



DATE	MEETINGS	DATE	MEETINGS
✓ Fall 2013	AREA 4 COALITION	✓ 01/22/15	ORDINANCE COMMITTEE HEARING
✓ Fall 2013	CAMBRIDGEPORT NEIGHBORHOOD ASSOC.	✓ 02/12/15	AREA 4 COALITION
✓ 12/03/14	PUBLIC MEETING (PRESENTATIONS)	✓ 02/18/15	CAMBRIDGEPORT NEIGHBORHOOD ASSOC.
✓ 12/09/14	PUBLIC MEETING (PRESENTATIONS)	✓ 02/24/15	PLANNING BOARD HEARING
✓ 01/10/15	PUBLIC OPEN HOUSE #1	✓ 02/26/15	ORDINANCE COMMITTEE HEARING
✓ 01/14/15	PUBLIC OPEN HOUSE #2	✓ 03/19/15	CSBA RESTAURANT OWNERS MTG
✓ 01/15/15	CENTRAL SQUARE BUSINESS ASSOC. (CSBA)	✓ 03/19/15	CSBA OPEN HOUSE
✓	VARIOUS DIRECT ABUTTER MEETINGS	☐ 04/01/15	ORDINANCE COMMITTEE HEARING

50 ATTENDED

100+ ATTENDED

25+ ATTENDED

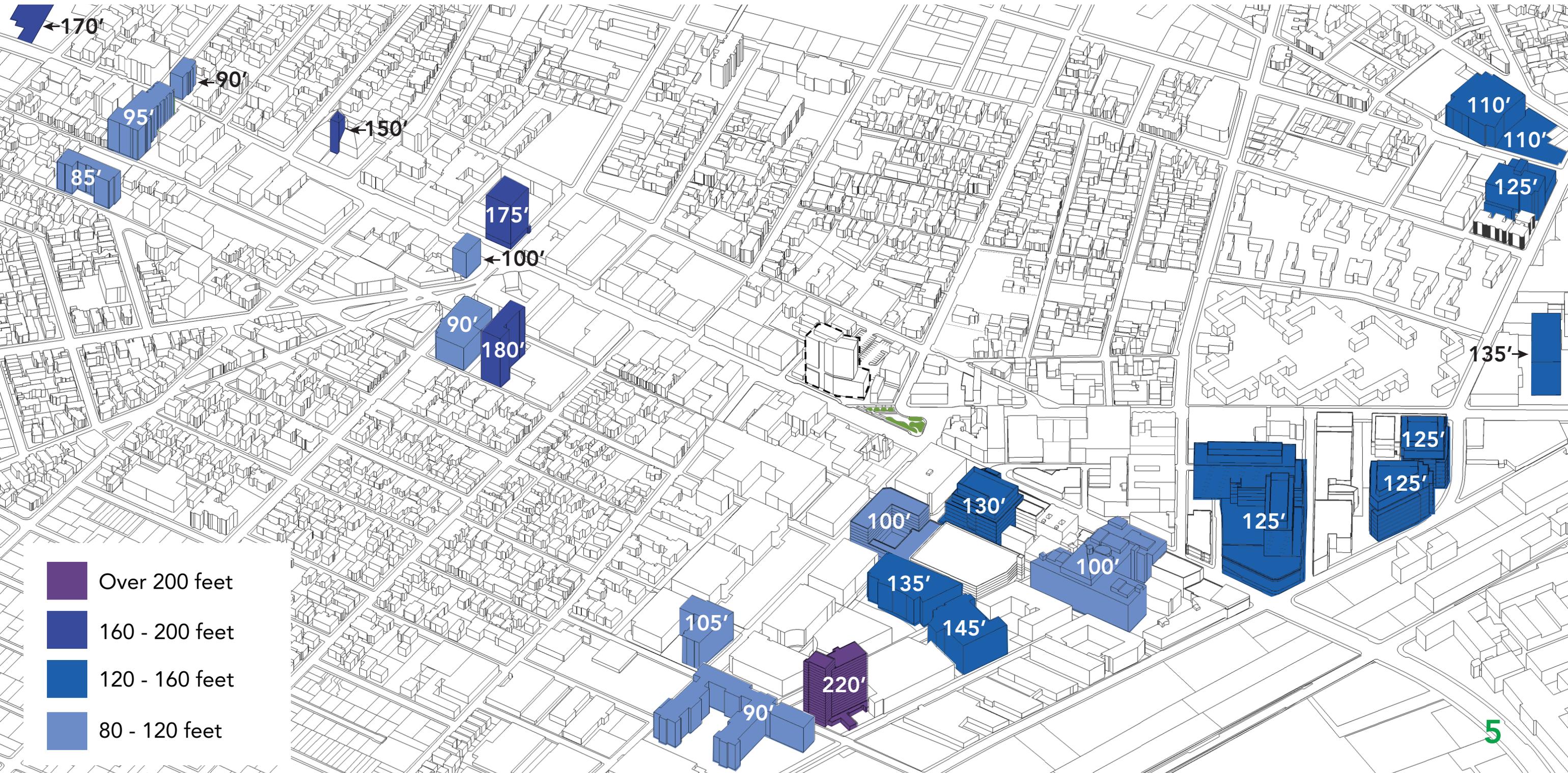
Over 225 people passed through 15+ public meetings

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

Petition Goals and Principles

- No new commercial development rights for office or lab
- Sustainable housing for a mix of incomes
- Activate retail & enhance public connections

Central Square Existing Building Heights



Revisions Since Filing

Most of these items are contained within the January 21 memo and February 19 addendum to the CDD.

- Current City of Cambridge standard is LEED Silver
- M+M committed to **LEED Gold**

- Original petition required retail on Mass Ave but had no limitation on accessory use (i.e. lobby, building service, leasing office, etc.)
- M+M requires retail on **70% of Mass. Ave.** frontage, 30 feet deep (30% access. use limit)

- Design concepts shared with community
- M+M team will develop **Design Guidelines** with CDD

- M+M will limit the upper floors to a maximum of **10,000 square feet**

- The M+M team is committed to including a **car sharing requirement**

- **Original petition 17%**
 - i. 8.5 % affordable (50% - 80% median income)
 - ii. 8.5 % middle (80% - 120% median income)
 - iii. 10% 3 bedrooms
 - iv. Total 40 privately and permanently subsidized units

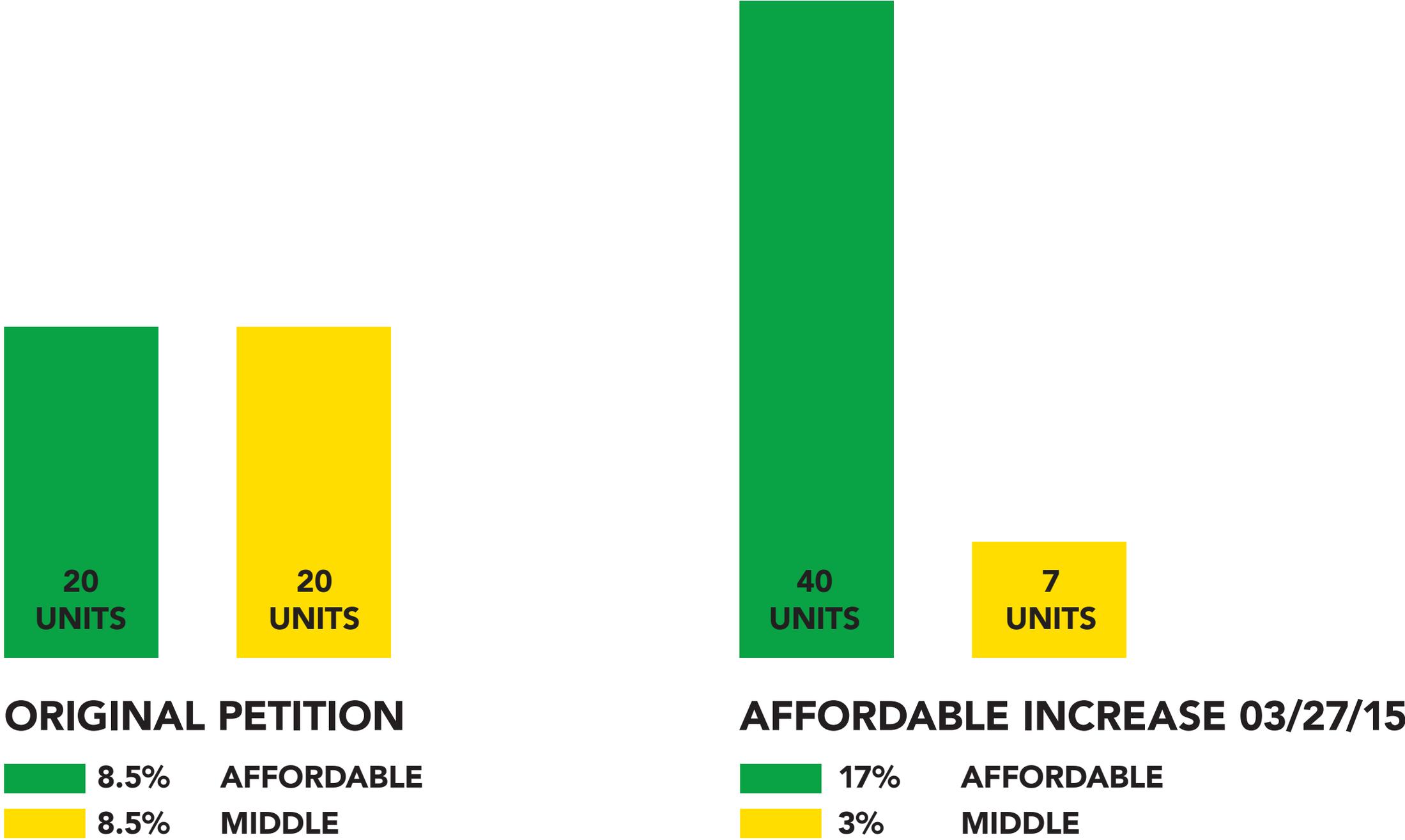
Affordable Housing

- **Increased affordable housing to 20% via community letter on 03/27/15**
 - i. 17% affordable (50% - 80% median income)
(13 middle became affordable and added 7 more affordable units)
 - ii. 3 % middle (80% - 120% median income)
 - iii. 10% 3 bedrooms
 - iv. Total 47 privately and permanently subsidized units

Total Cost of Affordable & Middle Income Units

- Developer-paid residential linkage:
 - $\$430,000 / \text{affordable (x 40)} = \$17,200,00$
 - $\$291,000 / \text{middle (x 7)} = \$2,037,000$
- **Total residential linkage = \$19,237,000**

M+M Affordability Comparison



Initial Design



MASS AVE VIEW



RHONE PARK VIEW



CITY LOT VIEW

Design Evolution



MASS AVE VIEW



RHONE PARK VIEW



CITY LOT VIEW

mass + main

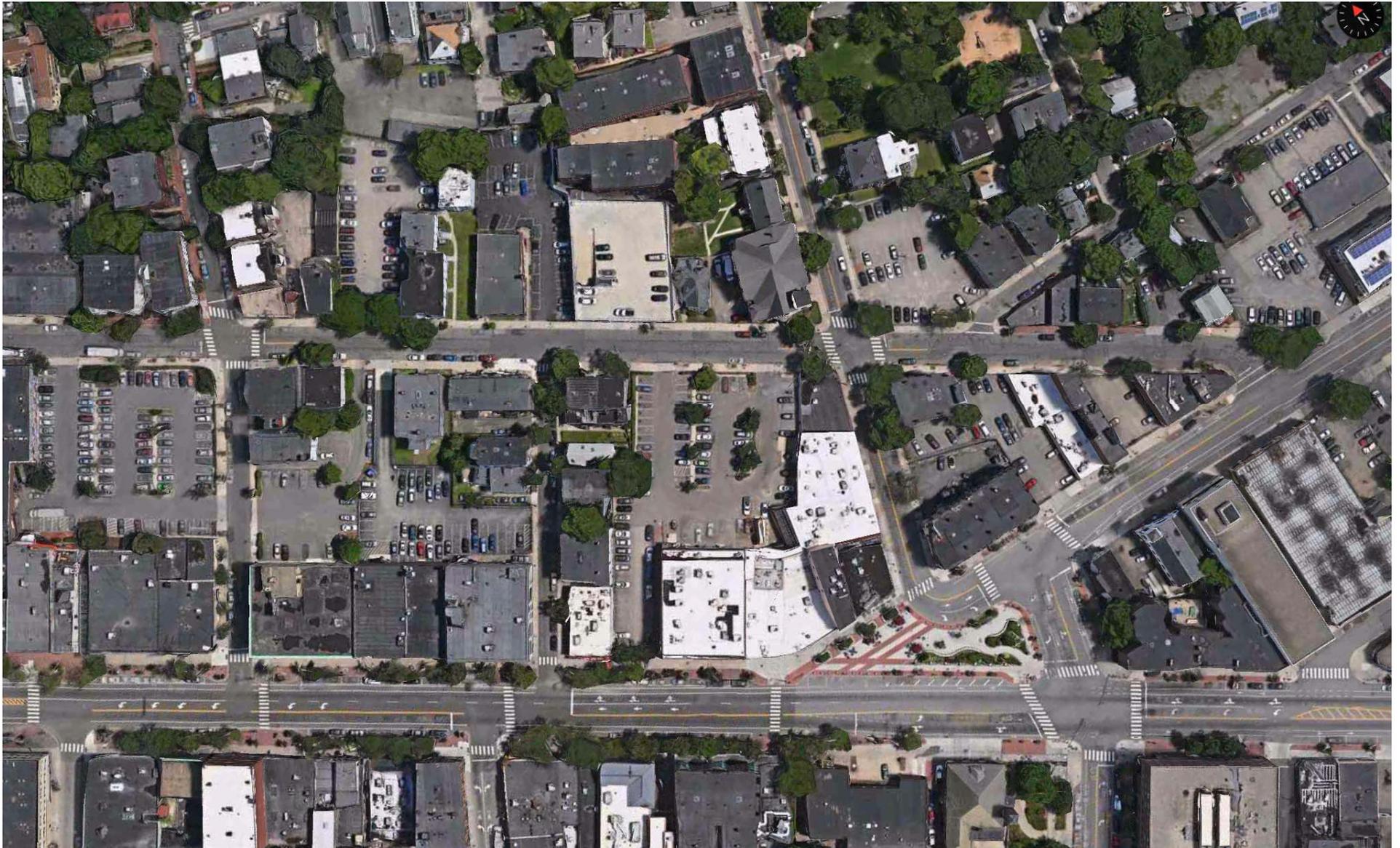
Thank You
We Welcome Questions

Central Square Zoning/Urban Design:

Mass + Main Petition Alternative

Cambridge Ordinance Committee Presentation, April 01, 2015

Dennis Carlone, Co-Chairman



City/Neighborhood Goals and *Proposed Actions*

- **Increase Affordable Low/Moderate-Income & Middle-Income Units**
Maintain 50/50 split over base zoning
Planned Unit Development proposal to include land for non-profit developer
- **Promote Housing in Central Square over Office Use**
Require Minimum 50% Housing (similar to North Point & K2)
Eliminate Laboratory Use near Residential Neighborhoods
- **Promote Varied Retail Use in Cambridge's Squares**
- **Build on Each Square and Neighborhood Unique Character**
Strengthen Central Square's Public Room Definition
Do not allow supportive parking lots for Mass Avenue
Development in Residential Neighborhood
Include area East of Lafayette Square as an integral part of Central Square

City/Neighborhood Goals and *Proposed Actions*

- Integrate Square and Neighborhood Edges in an Equally Supportive Manner
- Minimize Larger Building Massing, Shadow and Wind Impacts
*Particularly important directly north of Mass Avenue
Development (Mass + Main)
Orient massing above base height (70') on an North/South Axis
to reduce length/breath of cast shadows
Provide setbacks in massing particularly at sides and rear
Service – trash pickup, delivery, move-in, parking entry/exit*
- Promote a Warm, Human-scaled Architecture & Related Public Spaces that Build on Cambridge's Historic Character
*Relativity Principal: The larger a building is, the greater the
need to architecturally humanize & enrich the
building*

City/Neighborhood Goals and *Proposed Actions*

- **Integrate Parking below grade or within Development**
(Parking above grade counts as FAR)
- **Embellish Existing Public Spaces & Create Connected System Through Squares & Neighborhoods**
Add facilities for Farmers' Market, Café Satellite, Fountain, etc.

Overview: City, Central Square, Normandy/Twinning Holdings

The Mass Ave Wall Effect

Demarcation: physical separation

Cast Shadows: long periods of no direct sun

Strong Downdrafts: especially difficult in Winter

Loss of Sky: adjacent desirability greatly lessened

Precedent: similar walls will spread

Numerous Parking Facilities

80% Market/20% Affordable

Parcel by Parcel Zoning Approach

Petition

Urban Design/Zoning Opportunities

Balanced Zoning Alternative

Central Square Zoning/Urban Design: *Mass + Main Petition Alternative* **5**

Ordinance Committee, 04-01-15, Carlone



Central Square Zoning/Urban Design: *Mass + Main Petition Alternative 6*
Ordinance Committee, 04-01-15, Carlone



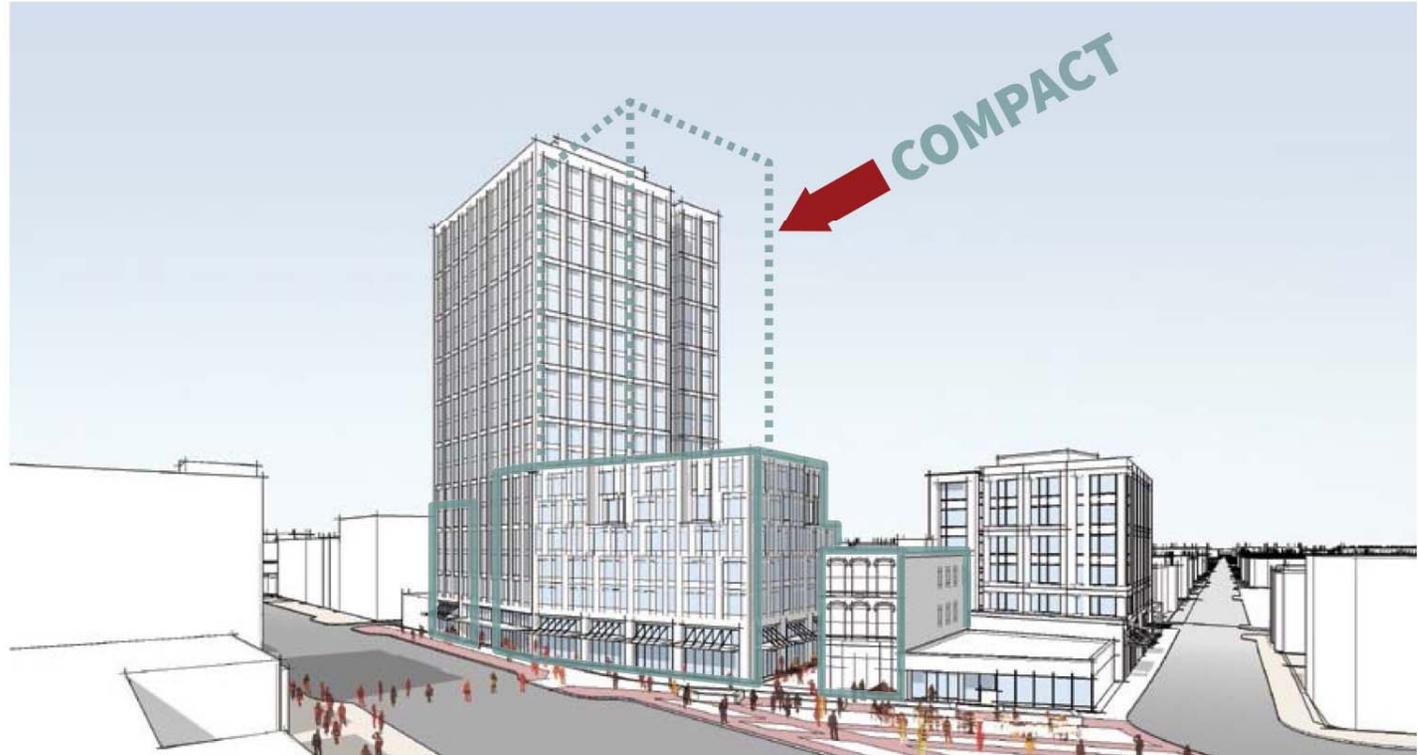
**195' Tall,
180' Wide**

Central Square Zoning/Urban Design: *Mass + Main Petition Alternative 7*
Ordinance Committee, 04-01-15, Carlone

Design Option D: Point Tower

mass+main

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



47

Overview: City, Central Square, Normandy/Twinning Holdings

The Wall Effect

Numerous Parking Facilities

Two Bishop Allen Sites: Proposed Permanent

5 Parking Locations Remain

Ragged Edge: Area Will Appear in Constant Transition

Degrades Existing Adjacent Dwellings

Maximize Use of Zip Cars/Equivalent

Free Up Land for Housing Infill

80% Market/20% Affordable

Parcel by Parcel Zoning Approach

Petition

Urban Design/Zoning Opportunities

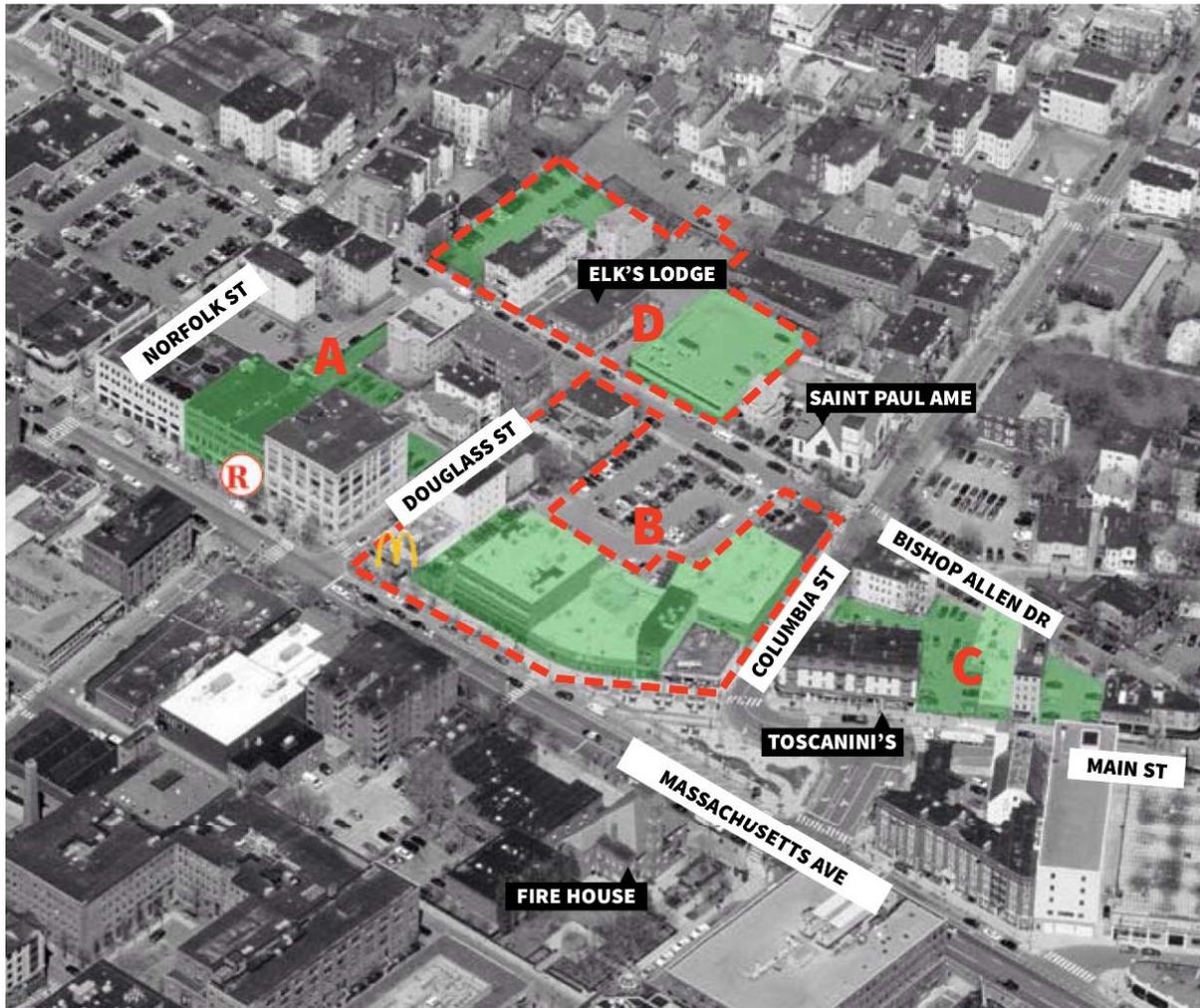
Balanced Zoning Alternative

Central Square Zoning/Urban Design: *Mass + Main Petition Alternative* **9**

Ordinance Committee, 04-01-15, Carlone

The Quest Portfolio: Our Properties

mass+main



- Block A: **office/retail/parking**
- Block B: petition area
- Block C: **parking**
- Block D: **parking**

Key



17

Overview: City, Central Square, Normandy/Twinning Holdings

The Wall Effect

Numerous Parking Facilities

80% Market/20% Affordable

Not Sustainable: Will Create Inadequate Workforce

Barry Bluestone: Much Greater Effort is Needed

NYC Target: 50% Affordable and Higher

Parcel by Parcel Zoning Approach

Petition

Urban Design/Zoning Opportunities

Balanced Zoning Alternative

Central Square Zoning/Urban Design: *Mass + Main Petition Alternative* **11**

Ordinance Committee, 04-01-15, Carlone

Existing Affordable Housing Requirements:

Bonus FAR = 50/50% Split

- a. “15% of the total number of dwelling units up to a maximum allowed as of right as Affordable Units.”
- b. “The FAR normally permitted in the applicable zoning district for residential uses shall be increased by 30% for Affordable Units as ... [a. above], and **at least fifty percent of the additional FAR should be allocated for the Affordable Units.**”

<u>Zoning</u>	<u>FAR</u>	<u>Total Units</u>	<u>Market</u>	<u>Affordable</u>
Existing	3.0	107	091.0	016.0 (15% of base
Bonus	<u>0.9</u>	<u>032</u>	<u>016.0</u>	<u>016.0 (50-50% split)</u>
	3.9	139	107.0	032.0 (23.0% affordable)

Affordable Units Comparison: Bonus FAR = 50/50% Split

<u>Zoning</u>	<u>FAR</u>	<u>Total Units</u>	<u>Market</u>	<u>Affordable</u>
Existing	3.0	107	091.0	016.0 (15% of base)
Bonus	<u>0.9</u>	<u>032</u>	<u>016.0</u>	<u>016.0 (50-50% split)</u>
	3.9	139	107.0	032.0 (23.0% affordable)
C2 Proposal	4.0	143	122.0	021.0 (15% of base)
Bonus	<u>1.2</u>	<u>043</u>	<u>021.5</u>	<u>021.5 (50-50% split)</u>
	5.2	185	143.0	043.0 (23.2% affordable)
Mass + Main	6.5	232	186.0	046.0 (20.0% affordable)
Petition Update				
<u>Mass + Main Petition Breakdown</u>				
Existing	3.0	107	091.0	016.0 (15% of base)
Bonus	<u>3.5</u>	<u>125</u>	<u>062.5</u>	<u>062.5 (50-50% split)</u>
	6.5	232	153.5	079.0 (34.0% affordable)

Affordable Units Comparison: Bonus FAR = 50/50% Split

<u>Zoning</u>	<u>FAR</u>	<u>Units</u>	<u>Market</u>	<u>Affordable</u>
Existing	3.0	107	091.0	016.0 (15% of base)
Bonus	<u>0.9</u>	<u>032</u>	<u>016.0</u>	<u>016.0 (50-50% split)</u>
	3.9	139	107.0	032.0 (23.0% affordable)
Mass + Main Petition Update	6.5	232	186.0	046.0 (20.0% affordable)
<u>Petition Breakdown</u>				
Existing	3.0	107	091.0	016.0 (15% of base)
Bonus	<u>3.5</u>	<u>125</u>	<u>062.5</u>	<u>062.5 (50-50% split)</u>
	6.5	232	153.5	079.0 (34.0% affordable)
C2 Modified	3.0	107	091.0	016.0 (15% of base)
Bonus Modified	<u>2.2</u>	<u>078.</u>	<u>039.0</u>	<u>039.0 (50-50% split)</u>
	5.2	185	130.0	055.0 (29.7% affordable)

Overview: City, Central Square, Normandy/Twinning Holdings

The Wall Effect

Numerous Parking Facilities

80% Market/20% Affordable

Parcel by Parcel Zoning Approach

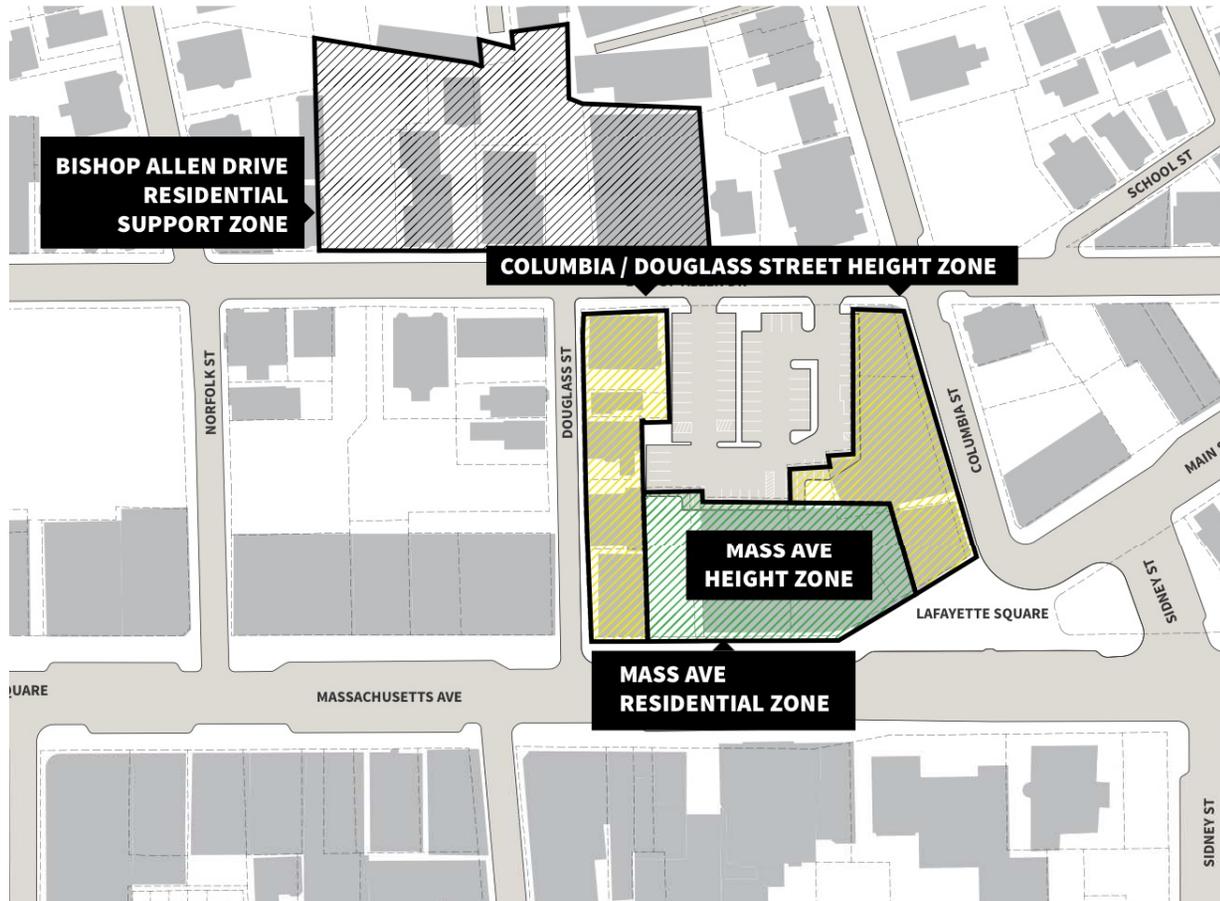
Anti-Planning/Urban Design: Place-Making/Meaning Lost
Failure of Alewife Development: Isolated Domains

Petition

Urban Design/Zoning Opportunities

Balanced Zoning Alternative

M + M Mixed-Income Subdistrict



- An opt-in provision within the overlay that provides new rights and new requirements and conditions
- 6.5 FAR (All Sites)
- 195', 70', 45'
- 0.7 parking = 162

Overview: City, Central Square, Normandy/Twinning Holdings

The Wall Effect

Numerous Parking Facilities

80% Market/20% Affordable

Parcel by Parcel Zoning Approach

Mass + Main Petition

Not Part of C2 Proposal: Pick and Choose

Variant Zoning Characteristics: Highest Density/Height;

Lowest Minimum Dwelling Area for each Unit

Game-Changer: Future Adjacent Development Rationale

Adjacent Land Value: Impact on Affordability

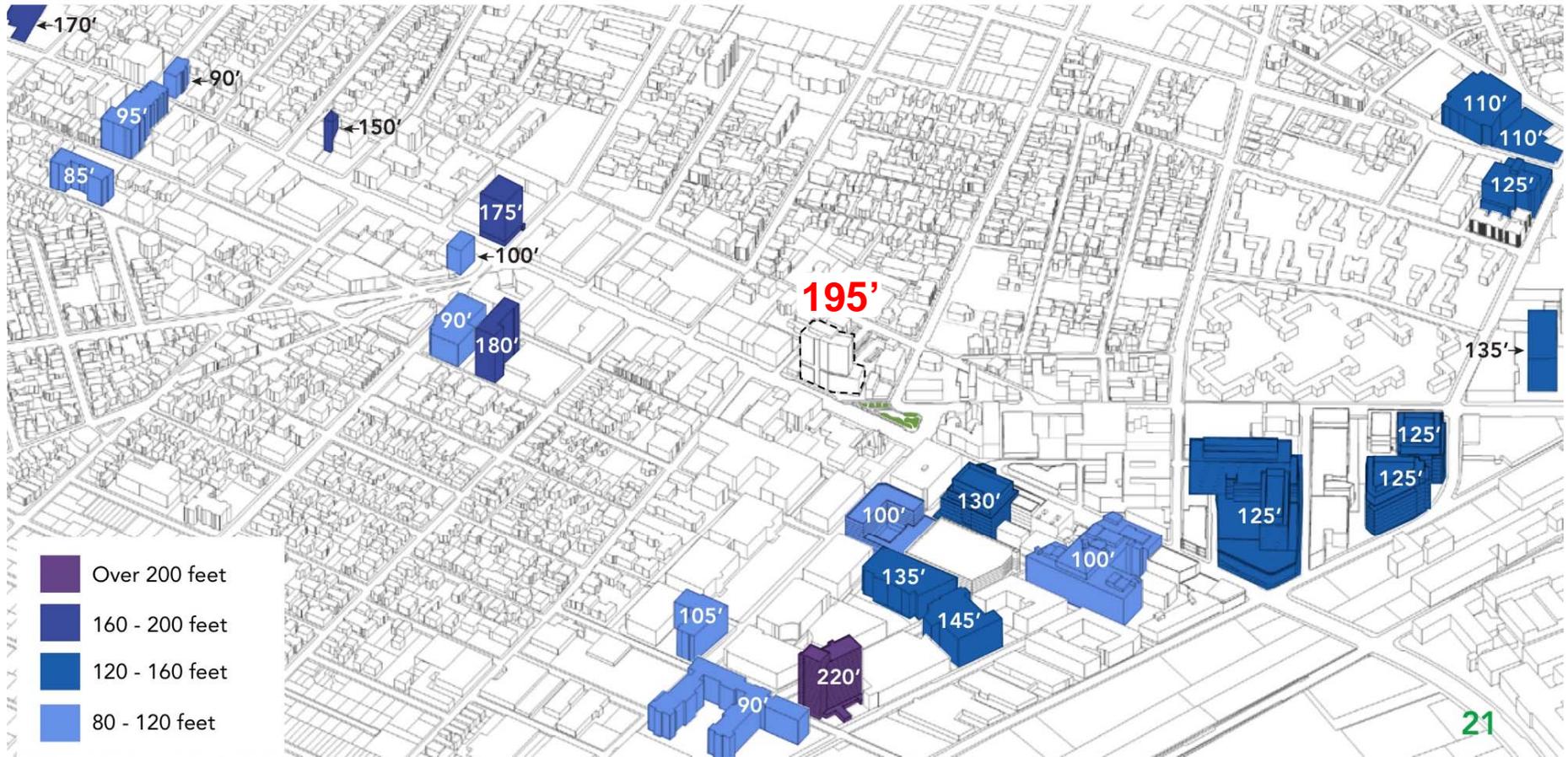
Urban Design/Zoning Opportunities

Balanced Zoning Alternative

Central Square Zoning/Urban Design: *Mass + Main Petition Alternative* **17**

Ordinance Committee, 04-01-15, Carlone

Central Square Existing Building Heights



Overview: City, Central Square, Normandy/Twinning Holdings

The Wall Effect: Demarcation, Shade, Loss of Sky, Precedent

Numerous Parking Facilities: Anti-Communal for Neighborhood

80% Market/20% Affordable: Not Sustainable

Parcel by Parcel Zoning Approach: Anti-Planning/Urban Design

Petition: Variant Zoning Characteristics/Gamechanger

Urban Design/Zoning Opportunities

Positive Change Catalyst: Encourage Community Building throughout Area

Maximize Public Space & Connectivity to Surroundings

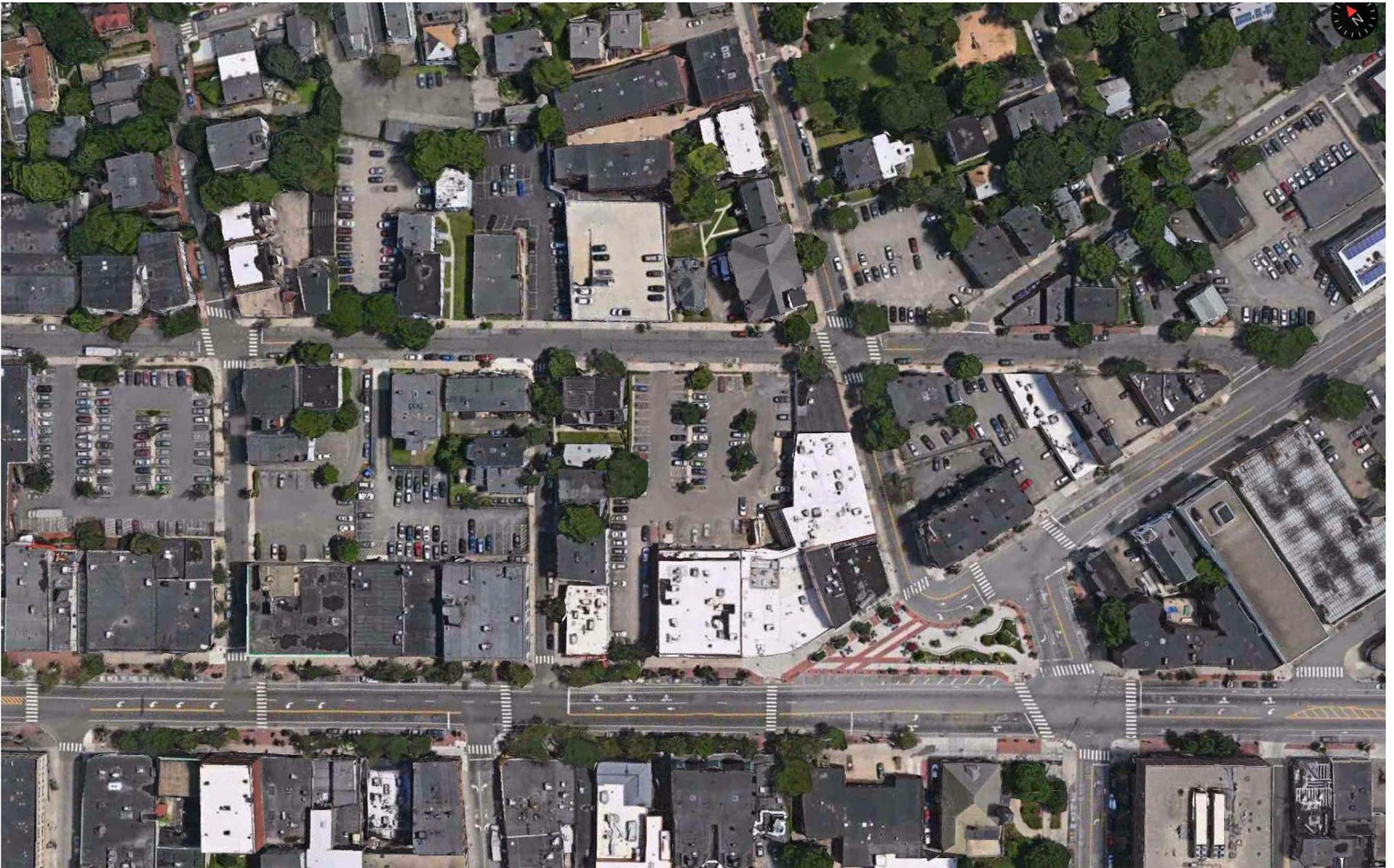
Maximize Affordable Units

Creates Healthier Bishop Allen Edge

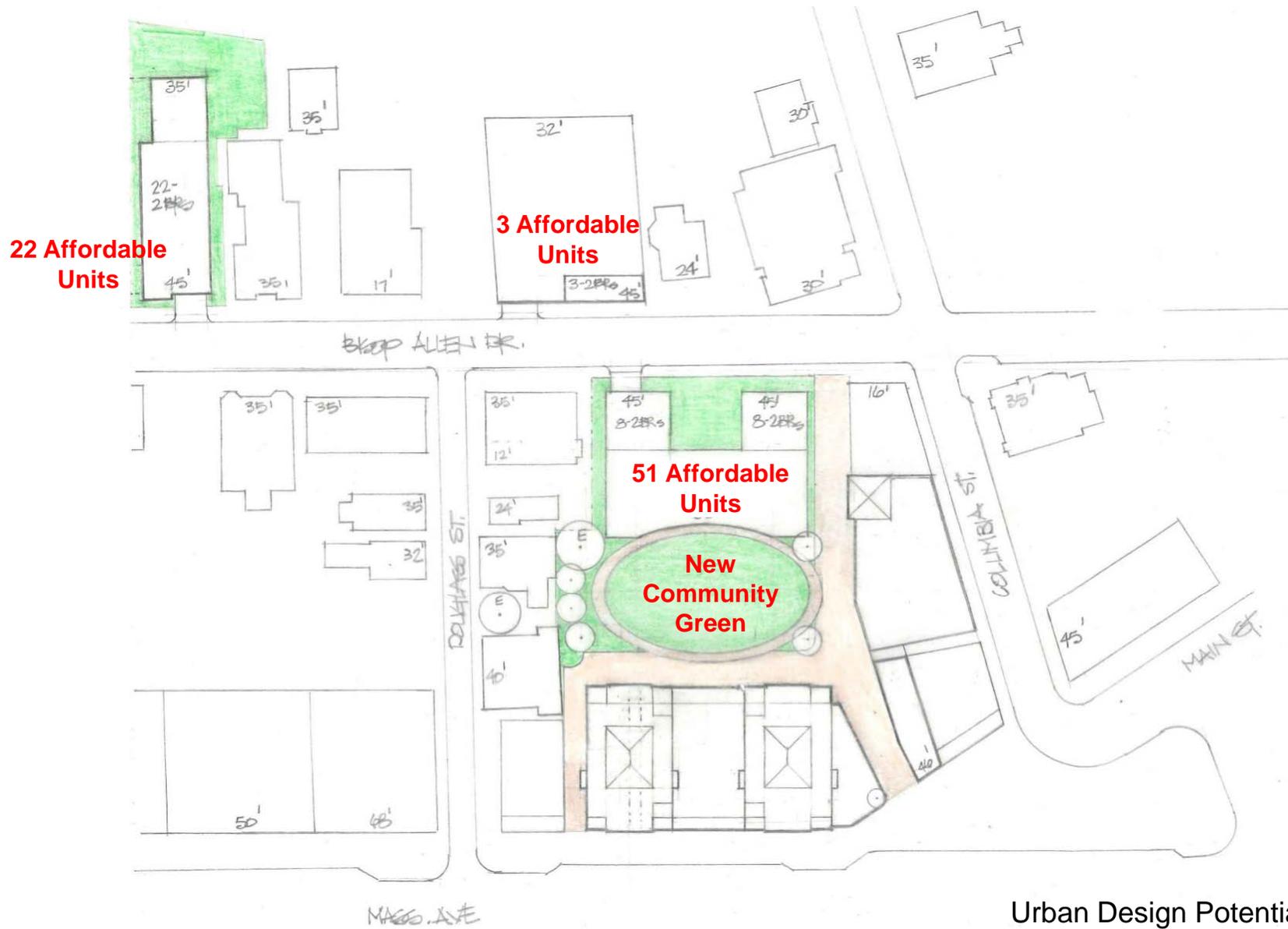
Zoning Alternative: Density/Massing Knitting the City Together

Central Square Zoning/Urban Design: *Mass + Main Petition Alternative* 19

Ordinance Committee, 04-01-15, Carlone

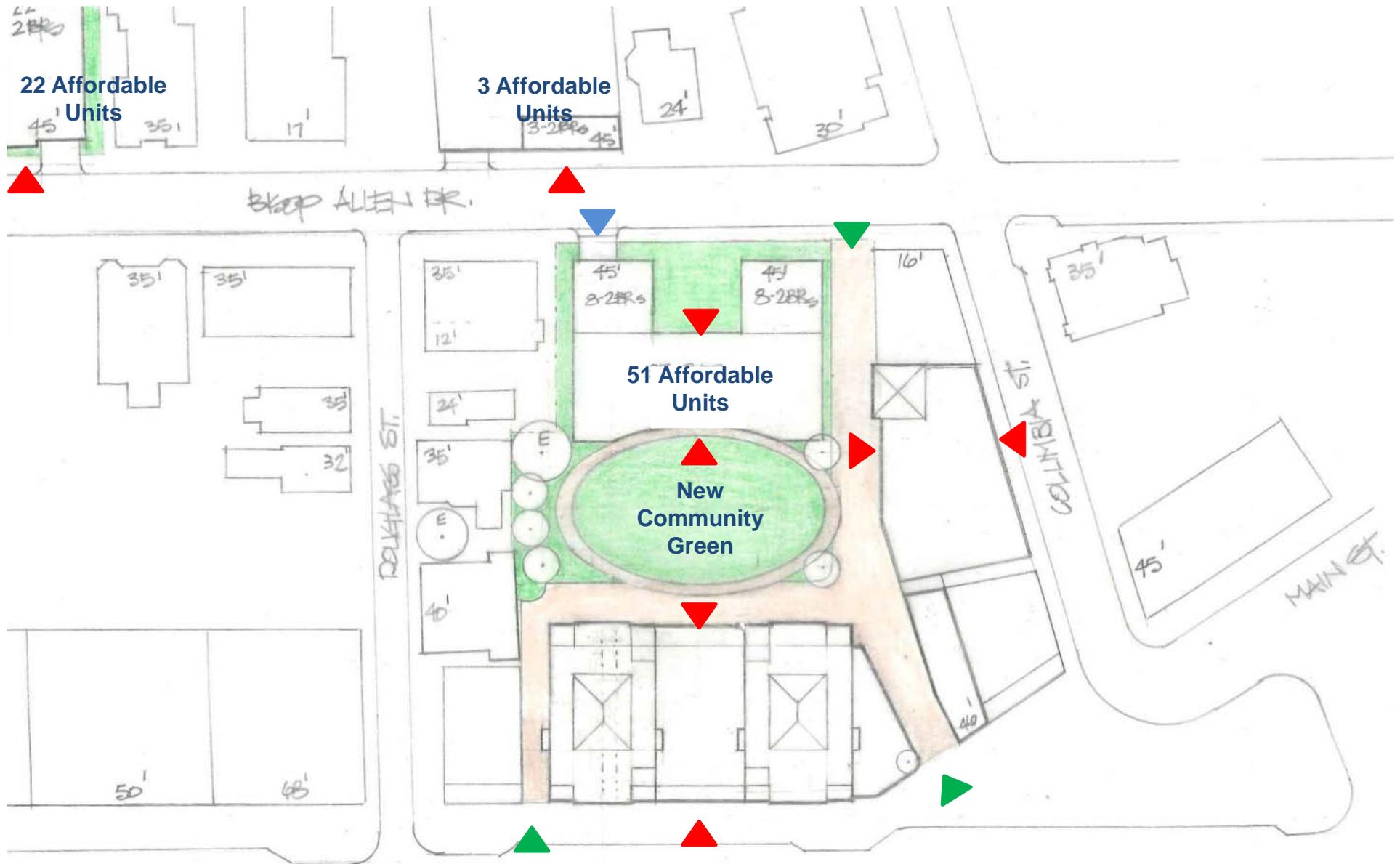


Central Square Zoning/Urban Design: *Mass + Main* Petition Alternative 20
Ordinance Committee, 04-01-15, Carlone



Urban Design Potential

Central Square Zoning/Urban Design: Mass + Main Petition Alternative 21
 Ordinance Committee, 04-01-15, Carlone



Urban Design Potential

Central Square Zoning/Urban Design: Mass + Main Petition Alternative 22
 Ordinance Committee, 04-01-15, Carlone



Central Square Zoning/Urban Design: *Mass + Main Petition Alternative* 23
Ordinance Committee, 04-01-15, Carlone



931 Mass Avenue

Central Square Zoning/Urban Design: *Mass + Main Petition Alternative 24*
Ordinance Committee, 04-01-15, Carlone



Mitigating height & massing

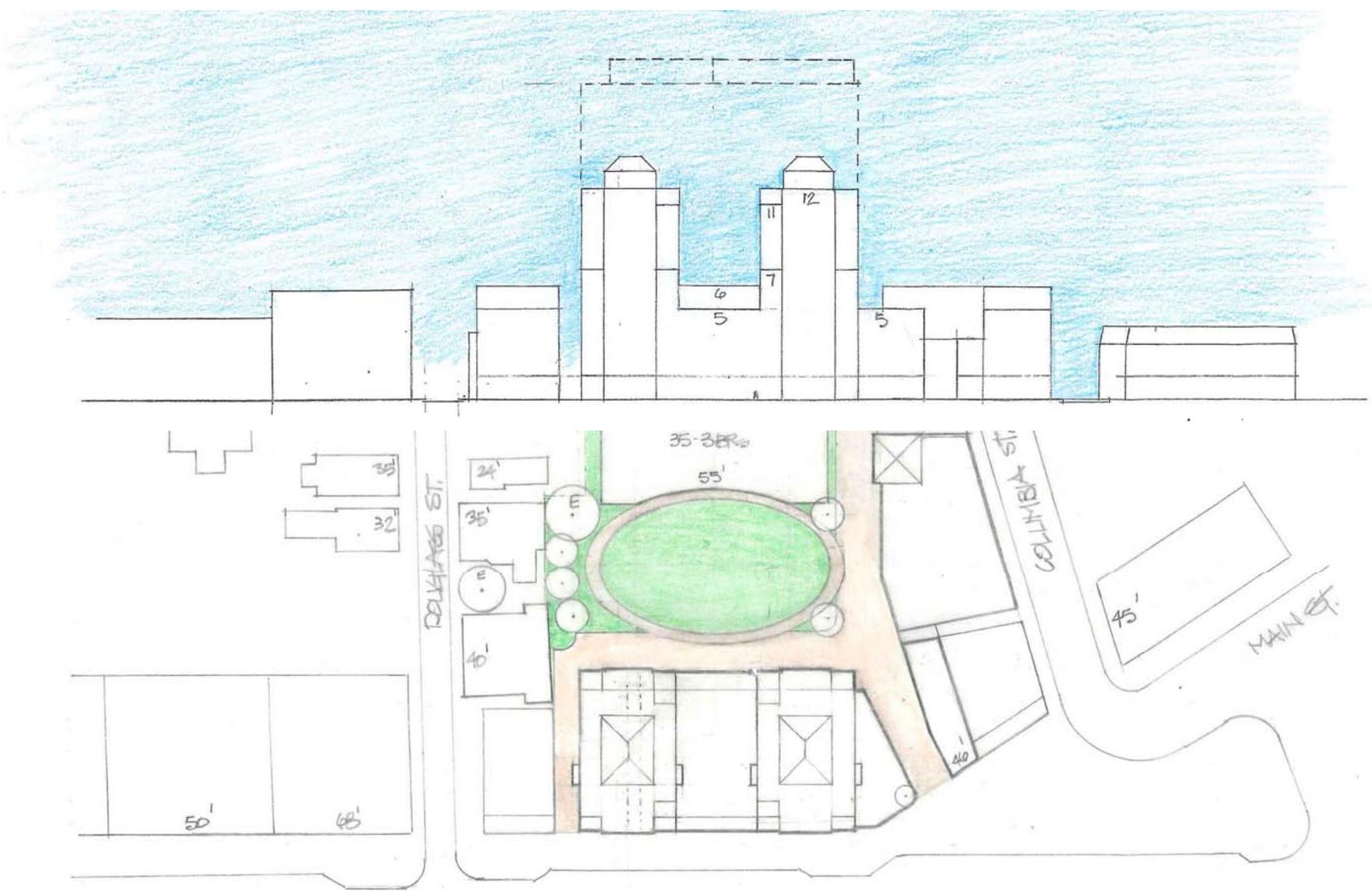
931 Mass Avenue

Central Square Zoning/Urban Design: *Mass + Main Petition Alternative 25*
Ordinance Committee, 04-01-15, Carlone

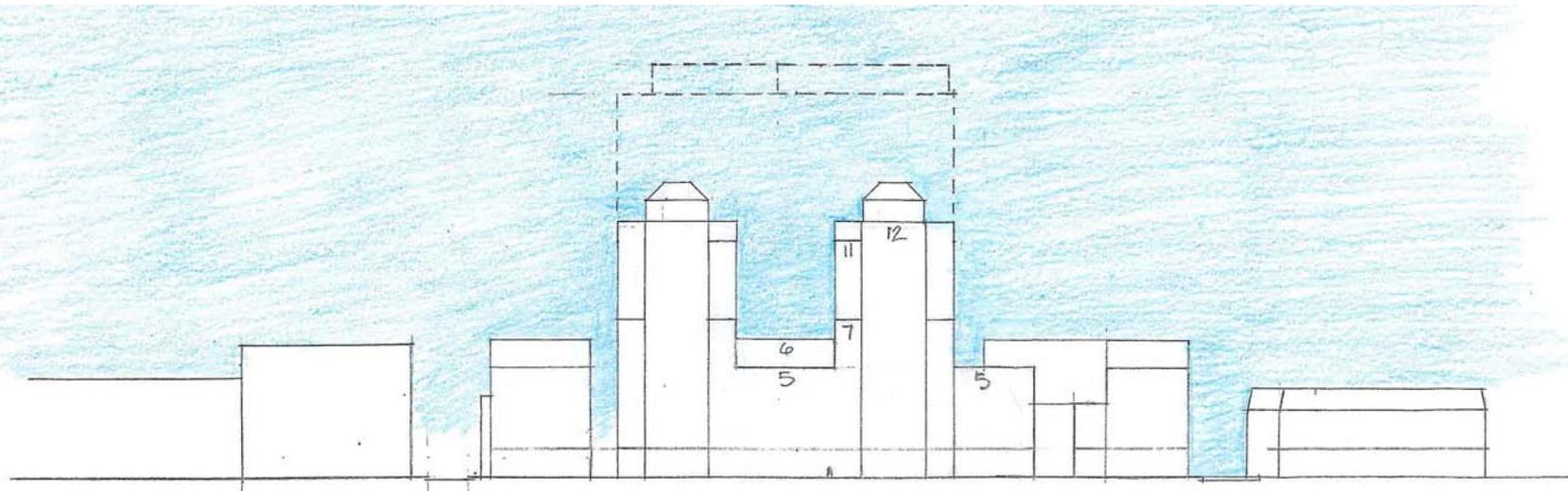


San Remo: Thin Towers

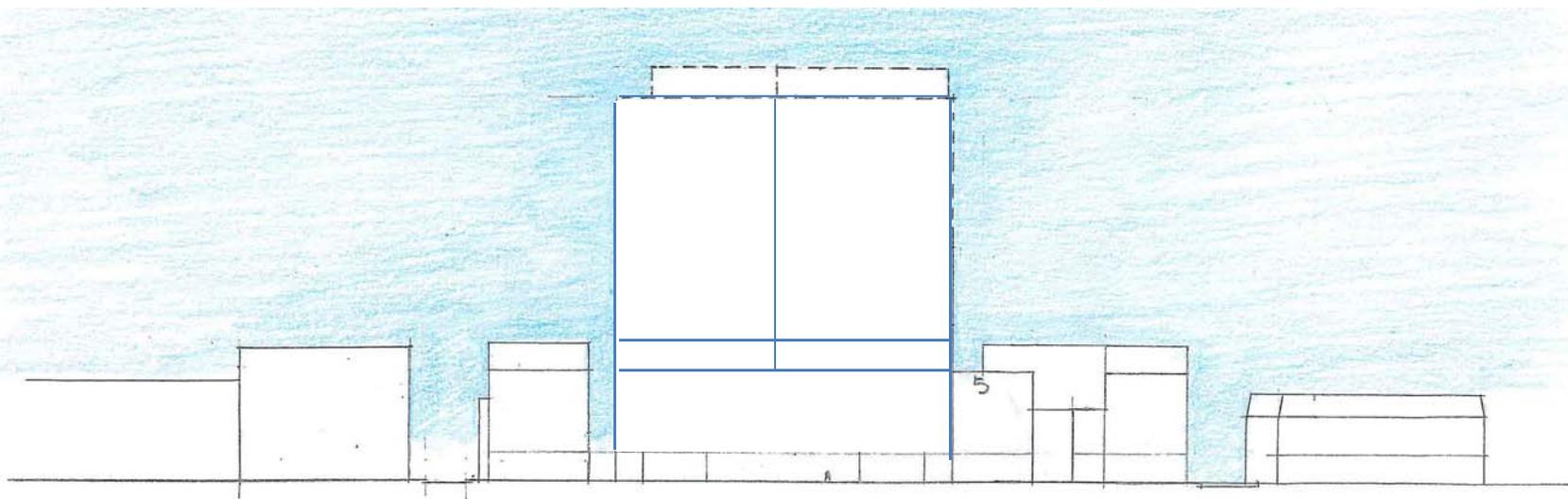
Central Square Zoning/Urban Design: *Mass + Main Petition Alternative 26*
Ordinance Committee, 04-01-15, Carlone



Central Square Zoning/Urban Design: Mass + Main Petition Alternative 27
Ordinance Committee, 04-01-15, Carlone



C2 Modified Alternative Massing



Mass + Main Petition Massing

Central Square Zoning/Urban Design: *Mass + Main Petition Alternative 28*
Ordinance Committee, 04-01-15, Carlone

Overview: City, Central Square, Normandy/Twinning Holdings

The Wall Effect: Demarcation, Shade, Loss of Sky, Precedent

Numerous Parking Facilities: Anti-Communal for Neighborhood

80% Market/20% Affordable: Not Sustainable

Parcel by Parcel Zoning Approach: Anti-Planning/Urban Design

Petition: Variant Zoning Characteristics

Urban Design/Zoning Opportunities: Positive Catalyst

Improved Zoning Alternative

Use for Business B District, not just 1.5 Blocks

Density/Massing Knitting the City Together

Focus on Creating Overall Place and Image

Zoning Comparison:

<u>Zoning</u>	<u>FAR</u>	<u>Units</u>	<u>Market</u>	<u>Affordable</u>	<u>Height</u>
Existing	3.0	107	091.0	016.0 (15%)	50- 80'
Bonus	<u>0.9</u>	<u>032</u>	<u>016.0</u>	<u>016.0 (50-50%)</u>	
	3.9	139	107.0	032.0 (23.0%)	
Mass + Main Petition Update	6.5	232	186.0	046.0 (20.0%)	45-195'
<u>Petition Breakdown</u>					
Existing	3.0	107	091.0	016.0 (15%)	
Bonus	<u>3.5</u>	<u>125</u>	<u>062.5</u>	<u>062.5 (50-50%)</u>	
	6.5	232	153.5	079.0 (34.0%)	
C2 Modified	3.0	107	091.0	016.0 (15%)	45-125'
Bonus Modified	<u>2.2</u>	<u>078.</u>	<u>039.0</u>	<u>039.0 (50-50%)</u>	
	5.2	185	130.0	055.0 (29.7%)	

22 Affordable Units



3 Affordable Units

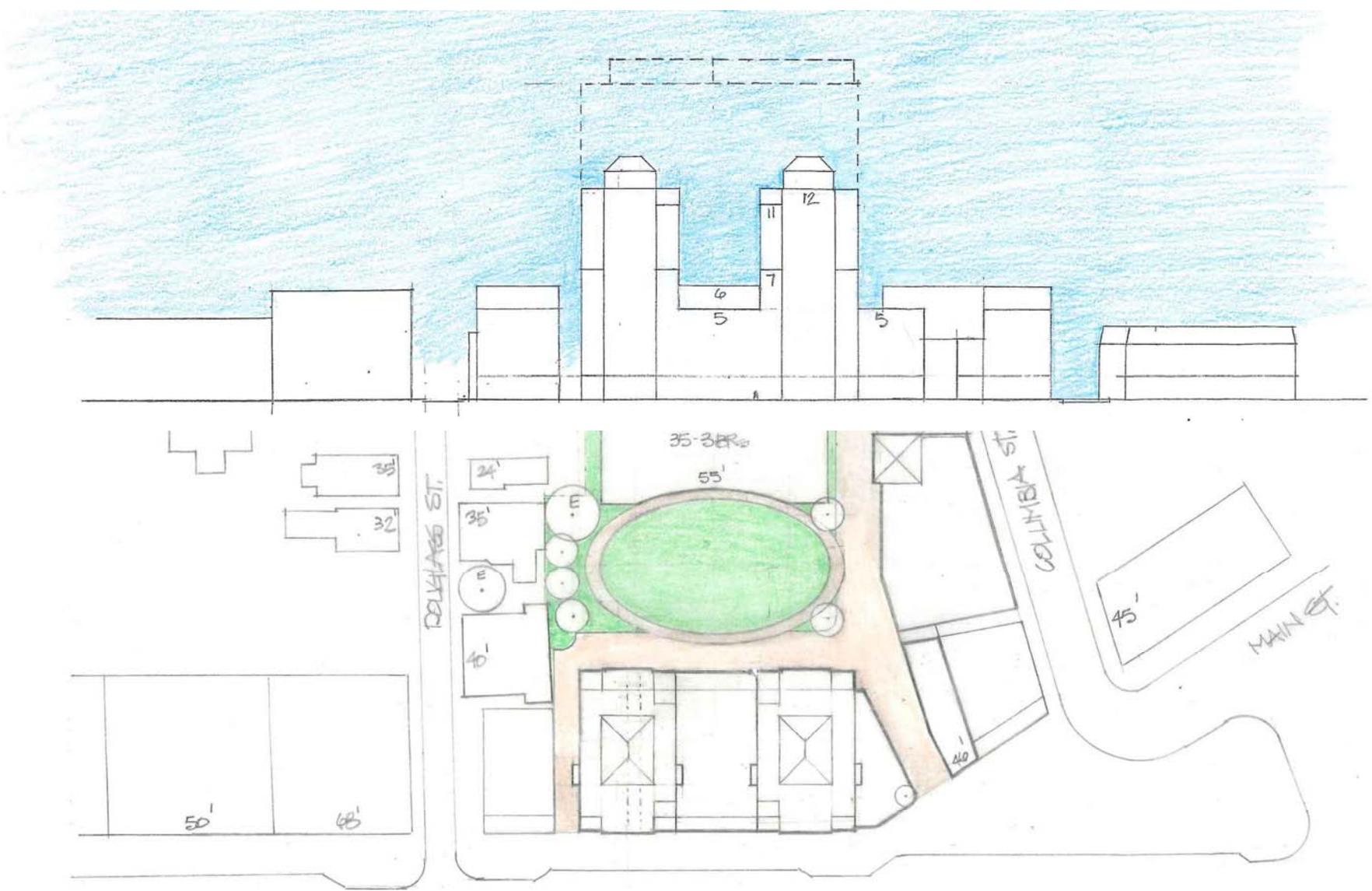
Alternative Zoning for Area:
131 Affordable Units
130 Market Units
261

Mass + Main for Area:
46 Affordable Units
186 Market Units
232



Urban Design Potential

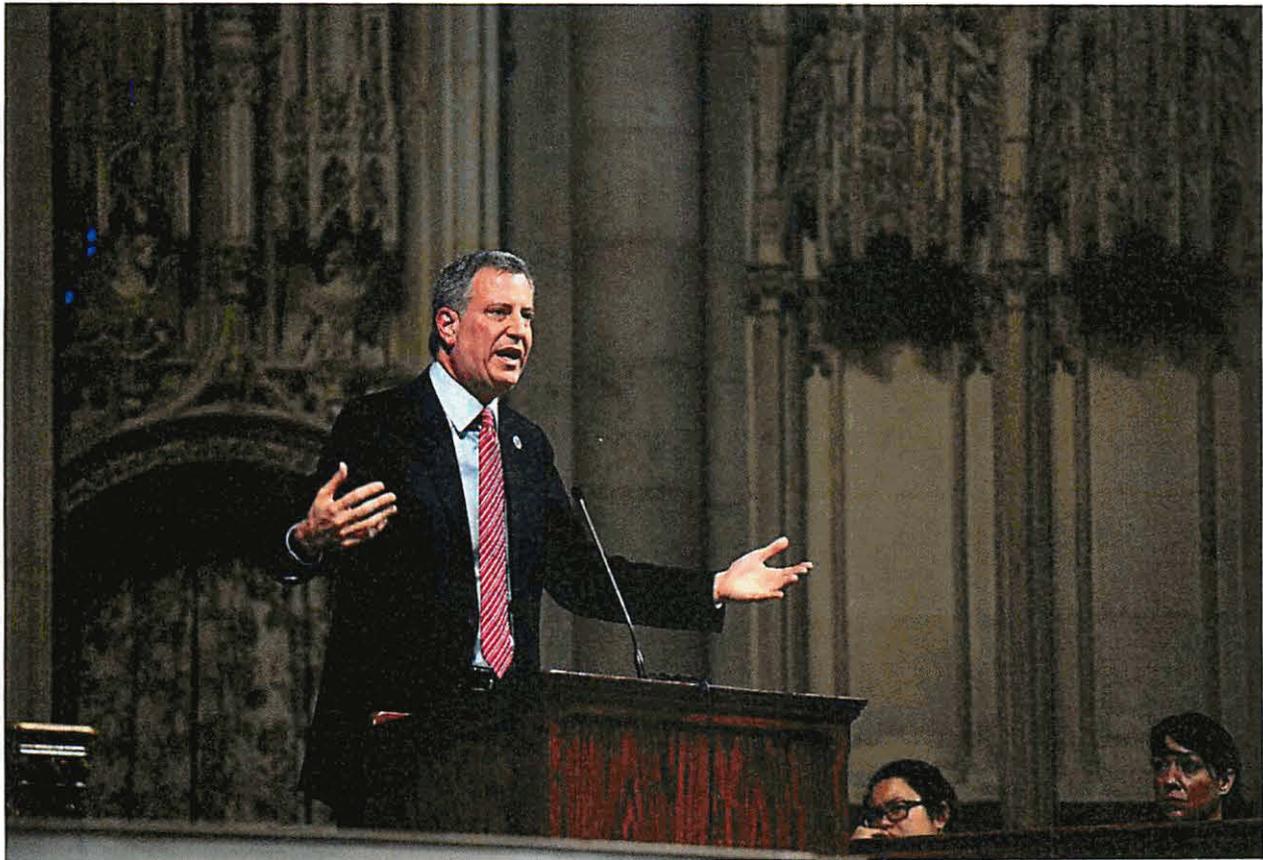
Central Square Zoning/Urban Design: *Mass + Main Petition Alternative 31*
Ordinance Committee, 04-01-15, Carlone



Central Square Zoning/Urban Design: Mass + Main Petition Alternative 32
Ordinance Committee, 04-01-15, Carlone

Council Members Urge Mayor to Overhaul Affordable Housing Formula Ahead of Speech

By Jill Colvin | 04/29/14 10:57am



Bill de Blasio. (Photo: Rob Bennett/NYC Mayor's Office)

Nearly two dozen City Council members are calling on Mayor Bill de Blasio to dramatically shift the city's current affordable housing model ahead of a major speech he's expected to deliver later this week outlining his plan to create and preserve 200,000 units of affordable housing over the next decade.

Twenty three members have signed onto a letter, which was sent earlier this morning, endorsing a model that would provide 50 percent market rate and 50 percent affordable housing in new housing developments—a far higher rate than the 80 percent market rate and 20 percent affordable model that is currently typical in the city.

“As you finalize your affordable housing plan for May 1, we urge you to prioritize the needs of low-income and moderate-income households who are struggling to pay their rent every month,”

reads the letter, obtained by the *Observer*, which includes the signatures of Bronx Councilman Ritchie Torres, the chair of the public housing committee, and Brooklyn's Jumaane Williams, who chairs the council's committee on housing and buildings.

“Replacing the ineffective 80/20 model with one that maintains a higher percentage of affordable units, like the 50/50 model, would create and sustain a much greater quantity of real affordable housing for low-income and moderate-income households,” they added. “It’s a smart, progressive reform that will give city taxpayers a better return on their investment in affordable housing while still enabling developers to reap profits and trade unions to access good jobs.”

The letter, which marks the first coordinated effort by council members to influence the mayor’s plan, comes following a recent study by the liberal group Real Affordability for All, which found that the previous administration’s affordable housing plan failed to include 700,000 low-income families making \$41,000 a year or less. A source said that leaders from the RAFA campaign have been meeting with council members and top de Blasio administration officials in recent days, advocating for the 50/50 model.

The model has been dismissed as unworkable by some in the real estate community.

Mr. de Blasio gave himself a May 1 deadline to unveil his plan to build or preserve 200,000 affordable housing units over the next decade, which is expected to include significant allowances for taller and bulkier buildings in exchange for more affordable units.

Wiley Norvell, a spokesman for the mayor, responded to the letter saying, “We share the Council’s belief that truly affordable housing needs to serve a broad range of incomes—including the very lowest.”

Updated at 11:32 a.m. with comment from the mayor’s office.

Source: <http://observer.com/2014/04/council-members-urge-mayor-to-adopt-5050-model-in-affordable-housing-speech/>



**SCHOOL OF
ARCHITECTURE**

Northeastern University
College of Arts, Media and Design

27 March 2015

Re: *Mass + Main Zoning Proposal by Normandy Partners and Twining Properties*

Dear City Council Members and Members of the Planning Board:

I am writing in support of the zoning proposal put forth by Normandy Real estate partners Twining Properties at the intersection of Massachusetts Avenue and Main Street in Cambridge. I have lived in Cambridge for almost thirty years, and have been a very active participant on the other side of the river, engaged with many large design proposals in Boston. I served on and/or chaired several Citizens Advisory Committees for both the city and the state. I am very aware of complex relationship between large contemporary development and the region's lower-scale, 19th century urban fabric.

In such situations it seems to me that we must weigh the benefits that come from these developments, with the costs that they could impose on our neighborhoods and their quality of life. Cambridge is very fortunate (indeed, perhaps the most fortunate town in the Commonwealth) to have such a robust and relevant high-tech job base in both biotechnology and software. But this enviable job growth has put housing at a real premium. We must build more housing close to our excellent (most of the time!) transit system. This proposal puts housing density right at the perfect spot. It links the main part of Central Square, with the enormous growth corridors on both Mass and Main Streets. Indeed, we need to see more such proposals, because even if successful, this alone will not meet the need.

More residents will make the streets safer, and will add economic vitality to Central Square, which is much needed. And it essential that the city encourage good quality developers like these to build housing. We need labs, yes, but we need housing even more. Obviously, the inclusion of significant affordability measures makes this proposal even more attractive. We need more like this one. I urge you to support the proposal.

Sincerely,

A handwritten signature in black ink, appearing to read 'George Thrush'.

George Thrush, FAIA
Professor and Director, School of Architecture

Home Address:
17 Tufts Street
Cambridge, MA 02139

Lopez, Donna

ATTACHMENT U

From: squar3@gmail.com on behalf of David Day <david@mmmmmaven.com>
Sent: Friday, March 27, 2015 11:26 AM
To: Maher, David; Benzan, Dennis; Carlone, Dennis; Cheung, Leland; Kelley, Craig; Mazen, Nadeem; McGovern, Marc; Simmons, Denise; Toomey, Tim; Paden, Liza; Lopez, Donna
Subject: A letter in support of Mass+Main

Cambridge Council/Planning Board,

Hello! I realize this letter seems spammy and weird, but I was told that by emailing all of you, it ensures my email becomes part of the public record. So here it goes.

My name is David Day. I represent a business in the Carl Barron Building at 614 Mass Ave. We are a new-era music school teaching kids of all ages how to interact with and create music through the computer. Kids love what we do. They fall in love with music in a modern, new way. By doing so, we are sustaining the interest in music in young people via technology. Keeping music alive, to a degree. From there, they can go on to appreciate music however they see fit: via a guitar, a saxophone or further through the computer. (Computer is such an outdated term, isn't it?)

The very same thing is happening with the Mass+Main project. As a new-era educator, I've had people call me the "spawn of satan" (seriously). I imagine the resistance to the Mass+Main project might be similar: Many people do not like change. But things change. Life, in fact, might be change. And these days, things are changing so terribly fast we need to, in fact, we're beholden to, **must**, keep up.

As a lover and appreciator of Cambridge, I cannot live there anymore. I was priced out and I live in Dorchester. But my business(es), my roots, my weekly party, is still there. And I cannot live there because of a lack of housing. We can haz more housing? I'd also like to see a community-forward, education-centered all ages school and venue in these buildings. We need them (and they need to be **new buildings**) badly. As much as I love our historic Carl Barron building, it is facing structural issues that cannot be repaired without a complete overhaul.

Why not a new building?

I'm constantly endorsing you via social media to ban the plastic bag. It's ridiculous. So I'm writing this letter to support Mass+Main.

What I mean is I don't believe much in government to change things, but I DO believe the City of Cambridge and its planning board and **progressive** ideals can change things. I wouldn't be writing this letter otherwise. We need more residential buildings. We need to raze buildings and build new ones. It's simply a matter of change. It's simply a matter of life.

Life is change.

Let's live.

--

David Day
617.599.7930

Lopez, Donna

ATTACHMENT V

From: Parker Brooks Heckner <pbheckner@gmail.com>
Sent: Monday, March 30, 2015 11:08 AM
To: City Council
Cc: Lopez, Donna
Subject: Ordinance Committee Meeting: Mass + Main

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

Unfortunately, I will not be able to attend Wednesday's meeting of the City Council Ordinance Committee, but I wanted to write to you in support of the Normandy Partners/Twining Properties development proposal (Mass + Main) that is being discussed. 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.

I am particularly excited that Normandy/Twining has increased the affordable housing percentage of this project to 20%.

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: Charles Francis <cfrancis1019@gmail.com>
Sent: Monday, March 30, 2015 11:16 AM
To: City Council
Cc: Lopez, Donna
Subject: Support for Normandy/Twining Proposal

To Vice Mayor Benzan and Councilor Carlone, Co-Chairs, Ordinance Committee:

I am writing to express my strong support as a Central Square Resident for the Normandy/Twining proposal. Creation of affordable housing is a crucial need in our center city, and I am thrilled that the developers have agreed to increase the percentage to 20 percent. In a perfect world this percentage would be much higher but I believe this is a realistic solution and we should strike while the iron is hot and seize the opportunity for 47 new, hard affordable units.

Sincerely,

Charley Francis
12 Inman Street

Lopez, Donna

ATTACHMENT X

From: Mary Vanderwicken <mvanderwicken@msn.com>
Sent: Monday, March 30, 2015 12:01 PM
To: City Council
Cc: Lopez, Donna
Subject: Twining/Normandy Tower

Dear Council Members,

I am respectfully voicing my absolute objection to the Twining/Normandy Tower on Mass Ave next to McDonalds.

This project as proposed is too tall and too massive. It is totally out of proportion and will set a terrible precedence. I do NOT think this is the direction Central Square should be headed. I begin to wonder why even bother having zoning.

Thank you for your consideration. Please do not let this happen.

Sincerely,
Mary Vanderwicken
139 Pine Street

Lopez, Donna

ATTACHMENT Y

From: Vivek Sikri <vasikri@gmail.com>
Sent: Monday, March 30, 2015 12:45 PM
To: Lopez, Donna
Subject: For the record: Twining/Normandy project

Dear Donna,

Hope all is well. Please enter these comments for the record for the Ordinance Committee re. The Normandy/Twining project.

I'm writing in opposition of changing zoning to suit the desires of the Twining/Normandy developers.

In general zoning is a covenant between the city and all land owners in the area and to change it to allow a single developer to make more money of their land is a betrayal of everyone else who is a stakeholder. Changing zoning on a parcel-by-parcel or block-by-block basis is a very risky precedent to set as it essentially throws all city planning out the window.

The developer bought the parcel of land knowing what the zoning is, and they should not be allowed to change the rules of the game after the fact. The building they are proposing is way too big, and if they get their way then everyone else who owns property will by right be able to do the same. This will result in Central Square becoming a valley between tall buildings with no view of the open sky or sunlight. This adversely affects the experience of all neighbors and visitors to the area. It will dwarf the many historic buildings we have in Central Square and completely change the feel of the place.

Please stick to the zoning already in place, and refrain from changing things on a block-by-block basis. We need a master plan, and then we need to stick to it.

Regards,
Vivek Sikri
Allston St

Lopez, Donna

ATTACHMENT Z

From: Jeff Byrnes <thejeffbyrnes@gmail.com>
Sent: Tuesday, March 31, 2015 9:52 AM
To: City Council
Cc: Lopez, Donna
Subject: Attn: Cambridge City Council, re: Mass+Main Development

I sent this yesterday, but omitted sending it to the City Council's own email address. Correcting that now, to be sure this email is part of the official record.

To the Cambridge City Council:

I'd like to reaffirm my support for the Normandy/Twining project Mass+Main. The project brings much needed housing to Cambridge, and especially to Central Square & its surrounding neighborhoods.

Additionally, the developers have increased their commitment to affordable housing to 20% of the total units, which is a huge commitment on their part, and speaks to the good will they have towards making this investment in our community.

Some voices seem concerned with the height of the building that will go up, but I counter that with the fact that we live in a growing city, and cities cannot expand outward; they must expand upwards! If we don't allow the density of our city to grow, we will find ourselves in a city with poor diversity and little opportunity for continued growth.

—
Jeff Byrnes
7 Lawrence St. Apt. 2
Cambridge, MA 02139
thejeffbyrnes.com
[@thejeffbyrnes](https://twitter.com/thejeffbyrnes)

Lopez, Donna

ATTACHMENT AA

From: Ann Fleck-Henderson <afleckh@gmail.com>
Sent: Monday, March 30, 2015 7:30 PM
To: City Council; Lopez, Donna; Paden, Liza
Subject: Normandy-Twining proposal

I am writing to express concern about this proposal. Basically, I agree with the views put forth by the Cambridge Residents' Alliance. There must be a more general development plan to guide new projects. This particular project is out of scale with the surroundings in which it will be built, which may be a problem -- or not. It depends on how it fits with a plan for development that honors the desperate need for mixed income housing in Cambridge and is in accord with what we know about creating healthy and diverse urban neighborhoods. We do not have such a plan. Without that in place to justify the aspects of this project that many citizens find troubling, approving Normandy-Twining (or any other big new development) is foolish.

I have previously written to Councilor McGovern who has a "trickle down" theory -- more housing at any price level will lead to more housing at all price levels. I am not a housing expert, but I have lived in Cambridge long enough (forty-some years as a property owner and five or six years before that) to know the errors of that logic. The demand for high-priced housing in Cambridge may not be infinite, but it seems functionally inexhaustible. Supply is not going to outstrip demand, leading to lower prices, in spite of Economics 101.

Respectfully,

Ann Fleck-Henderson
113 Richdale Avenue, #11
Cambridge, 02140

Lopez, Donna

ATTACHMENT BB

From: lyn <lkardatzke@hotmail.com>
Sent: Monday, March 30, 2015 3:19 PM
To: City Council
Cc: Lopez, Donna
Subject: Normandy Partners/Twining Properties zoning petition

To the Cambridge Ordinance Committee:

I am writing in support of the Normandy Partners/Twining Properties zoning petition to create a higher-density, mixed-income and mixed-use zoning district in Central Square. The 20% affordable housing component should be considered heavily in your decision.

My family has benefited from the affordable housing program here in Cambridge, allowing us to move close to my husband's work, eliminating a 2 hour commute each way for him. We love this city and our daughter attends the Amigos School. Moving here has provided us the opportunity to become part of the vibrant, ever changing community that is Cambridge.

More families of modest means should have this chance as well. We cannot become a city of ultra rich, that is not Cambridge's full history. We love the diversity and richness people of all backgrounds and income levels bring to Cambridge. Please vote in favor of this proposal.

Thank you,

Lyn Kardatzke
20 Second St. #322 (One First Condominiums)
Cambridge, MA 02141

Date: Mon, 30 Mar 2015 15:01:20 +0000
From: jesse@abettercambridge.org
To: lkardatzke@hotmail.com
Subject: ACTION ALERT: Big News for Affordable Housing in Central Square

Dear Lyn --

As an advocate for a diverse Cambridge, I am hoping you can **take action this week to support the creation of more affordable housing in Central Square.**

Last November, Normandy Partners/Twining Properties submitted a zoning petition to create a higher-density, mixed-income and mixed-use zoning district near Mass Ave. and Main St. in Central

Square. While A Better Cambridge expressed our support for key elements of the proposal, we called on Normandy/Twining to increase the number of affordable units in the project to 20%.

Our advocacy worked, and last week Normandy/Twining announced that they would increase the affordable housing percentage to 20%. This includes 17% of all units for low-income families and 3% for middle-income families. In total, this means 47 new permanently affordable and privately subsidized housing units could be built in Cambridge.

Now we need you to take action to make sure this affordable housing is built!

- **Attend this Wednesday's City Council Ordinance Committee hearing to publicly testify in support of this proposal:**
 - **Wednesday, 4/1 at 4:00 P.M.** in the Sullivan Chambers at Cambridge City Hall

- **If you cannot attend the meeting on Wednesday, email the Ordinance Committee beforehand to let them know about your support for this proposal.** Even if you can attend, consider sending an email to reinforce your support:
 - 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.

Finally, I invite you to **join us for the next ABC general meeting this Thursday** to hear about other opportunities to be involved with our advocacy work:

- **Thursday, 4/2 at 7:00 P.M.** at the **Cambridge YWCA.** Please click here for more information and to RSVP.

I hope to see you this week!

Jesse Kanson-Benonav, A Better Cambridge
<http://www.abettercambridge.org/>

A Better Cambridge · 26 Willow St, #2, Cambridge, MA 02141,
United States

This email was sent to lkardatzke@hotmail.com. To stop
receiving emails, [click here](#).

You can also keep up with Jesse Kanson-Benonav, A Better
Cambridge on [Twitter](#) or [Facebook](#).

Created with [NationBuilder](#), the essential toolkit for leaders.

Lopez, Donna

ATTACHMENT CC

From: Larry Rosenberg <larry.rosenberg@gmail.com>
Sent: Tuesday, March 31, 2015 8:58 AM
To: City Council; Lopez, Donna
Subject: development in Central Square

I'd like to add my voice: It seems crazy to me to allow a super-tall building in Central Square. How about we plan the whole development of the square with a focus on ensuring a good amount of affordable housing before we make any big decisions? We need to find a way to get out from under the power that big developers currently have.

Larry Rosenberg
48 Antrim St.

I have resided at this address since 1983.

S s D

171 Brookline Street | Cambridge, MA 02139

tel/fax 617 576 9300 | www.ssdarchitecture.com | info@ssdarchitecture.com

30 March 2015

Dear Members of Cambridge City Council and the Office of the City Clerk:

I am writing in full support for the redevelopment of the former Quest site by the Twining/Normandy team. I am a principal of the Central Square based architecture and urban design firm, SsD. We have been active architects and educators in Cambridge for over 12 years with many award winning projects in the area. Prior to being professionals, we were engaged students - In total we have been a part of the Central Square community for over 22 years and have witnessed the many positive changes in the area resulting from the partnering of the City, residents, businesses, and developers.

When we learned of the potential redevelopment of the Quest site we were elated: As a geographic nexus within our neighborhood, for years the site has been underutilized and has ironically stood out as a kind of 'dead zone.' Its location within an emerging and important intersection of urban, social, and cultural fabrics calls for the need for vibrancy, connection, and the right kind of density.

The proposed redevelopment offers much needed solutions to this issue. First of all it is a Transit Oriented proposal that not only brings housing and existing neighborhood businesses together into a walkable catchment area, but also leverages the many connections to public transportation. Therefore, the impact on automobile traffic will be minimized and will not need additional parking. Secondly, it offers public space in the form of a public market which will bring vibrant social activity to an area that has been confronted with what is basically a blank brick façade. (I will not go into details of how I was accosted in front of the Quest building 10 years ago because of its abandoned quality). Finally it will bring much needed 3 bedrooms and of course affordable housing to the area. In this light, I want to reiterate what many already know: that the project is offering an unprecedented stock of 17% affordable/moderate housing when 11.5% is required.

I hope we can all work out minor differences to gather around the bigger picture when evaluating this proposal and move forward with this well considered scheme.

Best Regards,



John Hong AIA, LEED AP
principal, SsD

To: Vice Mayor Benzan & Councilor Carlone, Co-Chairs, Ordinance Committee
From: Lawrence Bluestone
Date: 31 March 2015

RE: Letter in Support of the Normandy Partners / Twining Properties Zoning Petition

As a long-time resident of Cambridge and a Mid-Cambridge neighbor of Central Square, I'd like to express my strong support for the Normandy / Twining Zoning Petition for the proposed development of their properties at the intersection of Massachusetts Ave. and Main Street at the eastern gateway to the Central Square Business District.

Their mixed-use proposal of new housing and retail shops will significantly contribute to a much needed addition to Cambridge's housing supply, both affordable and market rate, at a time of a great housing shortage and affordability crisis in our city. It will also significantly add to the retail vibrancy and active street life of a reviving Central Square, provide an appropriate architectural landmark to visually mark the eastern gateway to Central Square, and expand the ground level public open spaces there for all to enjoy.

To achieve these many benefits for the Central Square Business District, surrounding neighborhood, and city as a whole, new up-zoning is required to allow these many benefits to be realized.

- The proposed housing is desperately needed by the city to help meet growing demand. And, by providing such housing, help damper or at least limit rising housing costs for all. If housing demand continues to far exceed supply, housing prices will only continue to climb for all our neighborhoods.
- The remarkable offer of 20% affordable and middle income units will help ameliorate our significant shortage of affordable and middle-class housing throughout the city. And, hopefully, it can help set a precedent for what can be provided when adequate height and density, in appropriate locales, are allowed to support such a high percentage.
- The proposed retail shops and additional plaza open spaces will make this major gateway intersection site and existing public plaza an even more vibrant place for all of Central Square's adjoining residents.
- The proposed height in the zoning petition is appropriate to visually mark this significant gateway into Central Square. The site, located at the convergence of two major commercial street view corridors, is a classic landmark site calling for both significant height and architectural significance.
- The proposed heights are appropriate for this site, and perhaps more broadly for certain other portions of the Massachusetts Ave. commercial corridor within the Central Square Business District. Such heights may not be appropriate for all lengths of Massachusetts Avenue, but, the City Council can draw appropriate zoning boundaries around subdistricts within the Central Square Business District that can appropriately accommodate the proposed heights.
- The proposed height and density of the Twining Zoning Petition are appropriate for locales adequately supported by subway and bus transit. The Twining site is a textbook example of appropriate TOD / Transit Oriented Development.

- ❑ What is visually appropriate height is perceptual. Although Twining's preliminary design investigations in support of the zoning petition illustrate a housing tower, Twining's architects have very appropriately designed a lower height base building that will set a datum height not taller than other existing and nearby lower scaled Central Square buildings – thereby helping to keep the new project in visual scale with its surroundings.
- ❑ Adjacent residential neighborhoods and public spaces must of course be appropriately protected. Twining's extensive shadow studies show that the public spaces and plaza on Massachusetts Ave. at this site are only minimally impacted by the shadows cast by the proposed development. And, any new buildings even five floors in height would cast shadows on some adjacent homes during winter months. The Twining team has worked diligently to reduce shadow impacts.

For all the above reasons, it is important that the Ordinance Committee, and City Council as a whole, support the Twining Zoning Petition, the new much-needed housing it will provide, and the opportunity to significantly visually mark the entry into the eastern gateway to Central Square.

Respectfully,
Lawrence Bluestone
18 Centre Street

Lopez, Donna

ATTACHMENT FF

From: Smith, Jacquelyn A <jams@bu.edu>
Sent: Tuesday, March 31, 2015 3:22 PM
To: City Council
Cc: Lopez, Donna
Subject: Normandy Twinning Proposal

Dear City Council Members:

As a resident of Central Square, I urge you not to support the Normandy Twinning Proposal to re-zone their parcel in Central Square and build a massive building of primarily luxury housing.

Jacquelyn Smith
7 Ashburton Place

Lopez, Donna

ATTACHMENT G B

From: Catherine LeBlanc <zenith29@hotmail.com>
Sent: Tuesday, March 31, 2015 4:38 PM
To: City Council
Cc: Lopez, Donna
Subject: Towers housing proposition

Dear City Council,

Please see my letter below & see you tomorrow~

Paix,
Catherine LeBlanc

From: zenith29@hotmail.com
To: lpaden@cambridgema.gov
Subject: Towers housing proposition
Date: Tue, 31 Mar 2015 16:16:10 -0400

Hi,

I am a Cambridgeport resident who is paying 68% of my income for housing & am looking for more affordable IN Cambridge. I have heard of the proposed Central Square Tower building which seems much more a Manhattan style building & I have a number of concerns about how, if approved, could adversely affect the neighborhood & city.

I understand that Cambridge is an evolving dynamic city and I would like the essence of Cambridge to remain strong in the coming changes.

I will attend the City Council meeting tomorrow to be present for the discussion.

Paix,

Catherine LeBlanc
104 Magazine St
02139

Lopez, Donna

ATTACHMENT #4

From: sheliwortis <sheliwortis@comcast.net>
Sent: Tuesday, March 31, 2015 4:06 PM
To: City Council; Lopez, Donna
Subject: Normandy/Twining proposal

To the Honorable Members of City Council:

I can't imagine why the Normandy/Twining proposal should be acceptable to anyone who lives, works, or knows Central Square. The scale of the building is completely out of proportion to the surrounding neighborhood. It is clearly a monstrosity!

When a high-rise building like N/T appears in the middle of a neighborhood in which low and middle income people have lived for generations, the result is the eventual displacement of those long-term residents. The N/T project will lead to increased housing values (both rents and small homes) in the neighborhood. Living in Area 4/Central Square will soon be unaffordable for all but high income people. The gentrification along Mass. Ave. will continue and the people currently living in the area will be forced to leave.

The amount of affordable housing projected for the N/T project is much too small. Cambridge needs to address affordable housing in a responsible manner. We can't rely on the promises of real estate developers to care for the needs of the residents of Cambridge. While they may be setting aside a small percentage of units for low and moderate income people, many more low and moderate income people will be the losers if this project is accepted.

When the next election for City Council is held, I plan to vote for those of you who support planning and programs that benefit the people of Cambridge and not the interests of big developers.

Sincerely,

Sheli Wortis
106 Berkshire St.
(Earlier, I lived on Norfolk St. for ten years)



This email has been checked for viruses by Avast antivirus software.
www.avast.com

Lopez, Donna

ATTACHMENT II

From: Marsh, Cindy <marsh@eps.harvard.edu>
Sent: Tuesday, March 31, 2015 4:53 PM
To: City Council
Cc: Lopez, Donna
Subject: Normandy/Twining Zone

Dear City Council,

“Our properties sit on the edge of a neighborhood which faces significant workforce pressures from Kendall Square. We believe this is a special opportunity to transform a series of nearly vacant older lab buildings that are now dead space and create a housing and retail community with an active streetscape and add connectivity from Central Square to the community.”

“The 195-foot height of the proposed building is still 40 percent more than the C2 draft zoning called for, and it’s a whopping two-and-a half-times taller than the current zoning allows.” Cambridge resident Lee Farris

Developers certainly have a special view of their projects, and considering the results of development we can see all around Cambridge and Boston, it’s a remote and exclusive view.

One thing is true, it is (was?) a special opportunity to transform Central Square. Just not special enough apparently to avoid planning a hulk, with begrudging commitment to affordable housing, and a nearly complete disregard for the environment, including of course those pesky neighbors.

As far as it’s possible to judge, the proposed building is a wall, not a “streetscape” and certainly not a conduit for connectivity. It is a plan that promotes massive development, overcrowding, displacement, and an even wider gap between new and remaining established residents, if anyone cares about that anymore.

There are hundreds of ways to approach developing the properties involved, and at this point there are probably even developers who would be capable and interested in creative and wonderful approaches. Ways that look to the future of Cambridge in a manner friendly to the ideas of community and sustainability, rather than maximum profit-taking. Why this plan? Is it too late!

Sincerely,
Cindy Marsh
Cambridge

Lopez, Donna

ATTACHMENT JJ

From: Robin Finnegan <rfinnegan@comcast.net>
Sent: Tuesday, March 31, 2015 7:48 PM
To: Benzan, Dennis; Carlone, Dennis; City Council
Cc: Lopez, Donna
Subject: Support for the Normandy/Twinning proposal (re-sent with typo corrected)

Dear Vice Mayor Benzan and Councilor Carlone,

I am writing in support of the Normandy/Twinning's proposed project in Central Square. I commend them for proposing to build housing, rather than additional lab space. Increasing the amount of available housing in Cambridge is a critical need for this city. Were Normandy/Twinning to have proposed building lab space, in all likelihood the project would have aggravated the crisis in available and affordable housing as some employed in those labs would be looking to live as well as work in Cambridge. I furthermore commend Normandy/Twinning for their decision to increase the affordable housing percentage to 20%, providing 47 new permanently affordable and privately subsidized housing units in our city.

Sincerely,

Robin Finnegan
31 Hubbard Avenue

Lopez, Donna

ATTACHMENT KK

From: Koopman, Jeanne E <jkoopman@bu.edu>
Sent: Tuesday, March 31, 2015 8:27 PM
To: City Council
Cc: Lopez, Donna
Subject: Proposed 19 story luxury condo in Central Square

Dear city council members,

As a Cambridgeport resident, I'm writing to express my strong opposition to the proposed luxury high rise apartment building for central square. We need to work to keep our town affordable (I write this as a two family home owner). The proposed low and middle income units in this development cannot accomplish this goal because the income limits are far higher than low and middle income families actually earn. Indeed, creating more luxury housing in Central Square is likely to put serious upward pressure on rents in neighboring areas – hindering our struggle to save our neighborhoods as economically, culturally, and racially diverse areas accessible to all.

Please enter my comments into the official record.

Jeanne Koopman, 248 River Street, Cambridge, MA 02139

Lopez, Donna

ATTACHMENT LL

From: Kent Johnson <kent3737@gmail.com>
Sent: Tuesday, March 31, 2015 9:08 PM
To: City Council; Lopez, Donna; Paden, Liza
Subject: Please deny the Normandy / Twining zoning petition

City Councilors and Planning Board members,

I am writing in opposition to the Normandy / Twining zoning petition. I oppose this petition for several reasons:

- The proposed building is vastly taller and wider than anything else in Central Square. At 2 1/2 times taller than the current zoning allows, it is just too big.
- Spot zoning a single block for a single development makes a mockery of the planning process. It is the wrong way to grow the city.
- The petition ignores the C2 planning process. At least delay voting on the petition until after the C2 proposal is aired.

Again, I strongly urge you to DENY this petition.

Thank you for your consideration,
Kent Johnson
North Cambridge

Lopez, Donna

ATTACHMENT MM

From: gile beye <beye.hg@gmail.com>
Sent: Tuesday, March 31, 2015 9:25 PM
To: City Council; Lopez, Donna; Paden, Liza
Subject: Please deny the Normandy Twining zoning petition

Dear City Councilors and Planning Board,

Please deny the Normandy Twining zoning petition. The proposed zoning changes to one block of Central Square sends all the wrong messages to developers. The building the changes would allow is too big, at 195 feet high it is 2 1/2 times taller than the current zoning allows, and 40% more than the C2 draft zoning. Please allow a vote on the C2 draft zoning before considering other zoning in Central Square.

The Normandy Twining building is not the housing Cambridge needs. Please consider a more resident friendly building that is less massive and that provides 20% affordable housing and 5% middle income housing.

Thank you for your consideration,
Gile Beye, North Cambridge resident

18 Harrington Road
Cambridge, Ma 02140

Lopez, Donna

ATTACHMENT NN

From: clark townni <clarktownni@gmail.com>
Sent: Wednesday, April 01, 2015 4:42 AM
To: City Council
Cc: Lopez, Donna
Subject: Affordble Housing, not Luxury Towers

Dear City Council Members and City Clerk.

I am writing to urge you in the strongest possible terms not to rezone the land in Central Square for the massive structure that Normandy Properties is proposing. It is not only more than twice as high as the current zoning laws call for, but we don't need anything that big owned by someone who does not even live here. If we want to keep Central the diverse, citizen run community it has been, we have to resist the lure of big money coming into our community and carving it up to accommodate those who do not care about Cambridge and its rich legacy of creative and diverse people. Thank you in advance for not giving in to the pressure of outside monied interests.

Very truly yours,

Richrd C. Odom,
Retired Resident

Lopez, Donna

ATTACHMENT 00

From: Jack Boesen <jackboesen@gmail.com>
Sent: Wednesday, April 01, 2015 8:29 AM
To: City Council
Cc: Lopez, Donna
Subject: Twining/Normandy Tower proposal

Dear Members of the Council,

I am writing as a 25 year plus resident of Cambridge, living in Central Square. I am urging you to do all you can to oppose the Twining /Normandy Tower proposal for Central Square. This massive 195 foot wall is more than 2 1/2 times the zoning currently allowed for this area. Further, the city is being asked to approve a zoning change for one particular parcel, without a plan in place for the development of the entire Central Square area or the city itself.

As our representatives on the Council, you carry a serious responsibility for ensuring and protecting the quality of life that Cambridge citizens will experience in the future. I hope you will recognize that allowing this short sighted development is an abdication of that responsibility and oppose it.

Sincerely

--

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

Lopez, Donna

ATTACHMENT PP

From: Minga Claggett-Borne <minga@thebornes.org>
Sent: Wednesday, April 01, 2015 9:07 AM
To: Council--council@cambridgema.gov; Lopez, Donna
Cc: lee.farris@verizon.net
Subject: Nrmandy/Twining

Dear Councilors,

I'm strongly against the building of such a high building in Central Square and so close to residential homes. Please do NOT allow such a huge hulk to dominant Central Square. I ask that it be no more than 12 stories.

We don't need commerce asmuch as we need sunlight. We live in the north, the sun is low during the winter. We don't want dark shadowy streets.

Please build more low-income housing.

Thank you, Minga Claggett-Borne

From: Alec <apapazian@gmail.com>
Sent: Wednesday, April 01, 2015 9:28 AM
To: City Council
Cc: Lopez, Donna
Subject: Normandy/Twining Proposal

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

I am writing to reiterate my support for the Normandy/Twining zoning petition. I regret that I cannot attend today's Ordinance Committee meeting in person. I think this proposal is even more important now that the number of affordable units has been increased to 20% resulting in 47 desperately needed apartments for low and middle income families in addition to the close to 200 market units.

The anti-development groups within the city are now claiming that they want a reduced height with 25% affordable units, which could very well result in a reduction in overall affordable units. A tragedy for those who care about affordability for all, as well as an unrealistic proposal. Even if Twining were to agree to such a proposal after being very willing to work with the community, the anti-development groups would probably move the goal posts once again.

The market units are also a benefit. Cambridge and the region as a whole are in a housing crisis which will require an increase of the supply of housing units that we have failed to build in past decades. At the same time fear of climate change and a need for more sustainability means we should be allowing for increased density in walkable areas close to public transit. The site of this proposal is perfect for this type of development. I admit this one building will not solve the housing crisis that we face, but we have to start somewhere. The denial of increased density and housing adds up across the region with every new proposal that gets denied or shrunk due to reactionary community forces.

Somerville has proposed building an additional 9000 units in their city which would represent a 28% increase over reported housing units as of 2010. Boston's proposal is to build 53,000 units which represents a 19.5% increase. Meanwhile some in our community and on the council who are trying to claim the moniker of the true progressives are saying that Cambridge can build as little as 3,000 units in order to meet the needs that we face. This would represent only a 6% increase which is pathetic compared to our neighbors.

When did being against housing, density, walkable communities, and pro sprawl become progressive values? I am pro housing and density because affordability for all is a progressive value which by allowing proposals like the one currently before you. Building the bare minimum amount of housing without a significant increase in market rate units will only lead to a hollowing out of our community leaving only those at the bottom and very top of the income ladder. That does not make a diverse and vibrant community and will lead to even more displacement than is already occurring.

Saying no to proposals like this is saying no to 47 low and middle income households that could be provided a new home and stay in Cambridge. In addition, once new office buildings such as the Novartis headquarters open where are those people supposed to live? If they are not driven to the suburbs which will lead to more people driving into Cambridge, increasing traffic, the pressure on rents and housing prices will increase more than they already are if we don't build more housing. Saying no to developments like these is frankly irresponsible if you really care about sustainability, community, and affordability.

Finally, I would like to express my frustration with a rumored proposal by some on the Council which seeks to adopt C2 recommendations as a way to either delay or stop this development. Firstly, the hypocrisy from the

anti-development forces who have spent at least the last year decrying C2 as not representative of the community and opposing its recommendations now saying that we must act on these recommendations is striking. If they were acting in good faith the Council could have acted on these any time in the last two years, but I was personally told that C2 was dead due to the opposition of these groups and their allies.

What's even more frustrating is the actions of some on the council to use stunts like this to delay and make a political statement rather than work to actually get something done. If you know that your proposal has no chance of adoption or support please do not waste the time of the community and your fellow Councillors. I expect these political games from our dysfunctional Congress, but would hope our local politicians were beyond such games.

Thank you for your time,

Alec Papazian
105 Norfolk Street #3

Lopez, Donna

ATTACHMENT RR

From: Seth Zeren <seth.zeren@gmail.com>
Sent: Wednesday, April 01, 2015 9:40 AM
To: City Council; Lopez, Donna; abettercambridge
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 once again 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 led 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 have been heartened by Twinning's recent commitment to increase the number of affordable units, though I would have preferred a better balance between affordable and mid-market 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.

(As a side note, I am disappointed that the committee would schedule a meeting on this important subject during working hours, in contrast to the previous meeting that I attended. I won't be able to attend this meeting because I have a full time job. I am concerned that this scheduling will skew the participants of this meeting to an older, whiter, wealthier demographic which is not representative of Cambridge as a whole. The long-term impact of lengthy, disjointed, and difficult to attend public meetings is a decline in trust in city government and planning.)



Seth Zeren - 183 Chestnut Street - Cambridgeport

Lopez, Donna

ATTACHMENT SS

From: Rachel Wyon <r.wyon2010@gmail.com>
Sent: Wednesday, April 01, 2015 10:01 AM
To: City Council; Lopez, Donna
Subject: Normandy-Twining development, Central Sq.

Dear City Councillors,

I know you have the interests of a diverse and livable Cambridge in your minds and your hearts.

That's why we need to change the proposal of the Normandy-Twining development.

We need more affordable housing in a format that will not take away from Central Square as the hub it now is for all people; minimum 20 % affordable.

Most importantly, we need to plan all of Central Sq. before allowing special zoning for one project.

Thank you very much.

Sincerely,

Rachel Wyon
283 Sidney St. Cambridgew 02139
617 876 6639

r.wyon2010@gmail.com

Lopez, Donna

ATTACHMENT TT

From: Teresa Cardosi <tercar1961@yahoo.com>
Sent: Wednesday, April 01, 2015 10:05 AM
To: City Council; Lopez, Donna
Subject: don't rezone land in Central Sq land for Normandy

Dear Honorable City Councilors,

My name is Teresa Cardosi. I am a voter in Cambridge.

Please do not rezone entire block of Central Square land for proposed Normandy building.

Also, residential side of Bishop Allen Drive should be for housing, not parking lot. Cambridge is in desperate need of additional affordable housing.

If Normandy Properties wishes to add parking benefits for tenants, it would be best for them to build an underground parking garage in their building.

Cambridge is currently a city of diversity including income diversity. We are a great example of the "melting pot" of America. Let us keep this diversity by allowing low-income and middle-income to be able to share this city. The Courthouse tenant ratio (1/3 low-mod, 1/3 middle, 1/3 market-rate) is the best and fairest scenario.

Planning Central Square as a unit (the big picture) will identify potential benefits/problems before they come about. It is best to brainstorm before, as opposed to try to "fix" later. Please allow the planning of the entire Central Square area before permitting major, permanent changes to zoning.

Thank you very for considering my input.

Respectfully,
Teresa Cardosi

Lopez, Donna

ATTACHMENT 44

From: Justin Crane <jfcrane@gmail.com>
Sent: Wednesday, April 01, 2015 10:22 AM
To: City Council; Lopez, Donna
Subject: Support for Normandy / Twining Revised Proposal

Dear Vice Mayor Benzan and Councilor Carlone,

I'm writing to reinforce my support of the Normandy Partners / Twining Properties zoning petition, especially in response to the affordable units percentage having been increased to 20%, including provisions for middle-income housing.

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

I also want to express support for reserving as much commercial space as possible for local businesses, which I don't believe has been specifically addressed in the revised petition.

Many thanks for your consideration,

Justin Crane
220 Harvard Street

Charles J. Marquardt
10 Rogers Street Unit 1120
Cambridge, MA 02142

April 1, 2015

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

VIA EMAIL

Re: Mass & Main Zoning Petition

Vice Mayor Benzan and Councillor Carlone,

I will, unfortunately, be unable to attend today's City Council Ordinance Committee hearing on the zoning ordinance amendment submitted by Normandy Partners and Twining (Mass & Main). Therefore, I am writing to express my support for the proposed zoning ordinance amendments.

As a tenant of one of Twinings developments in Kendall Square, the Watermark Building, I will focus first and foremost on their approach to supporting local businesses and then discuss a couple of other points regarding the Mass & Main proposal.

Local Business Support

I have personally found the team at Twining to be aggressively supportive of local businesses as they work tirelessly to identify the needs of the local community and identify tenants who will meet those needs. This is very evident in the work that they have done on the lower end of Third Street.

Less than a decade ago, walking from the Kendall Square T stop to East Cambridge was an inglorious task. Dark and empty lots often leaving you with a foreboding feeling would greet you as you walked home. It was not a place where one would linger to take in the sites. Now that section of Third Street tells a different story. An eclectic mix of restaurants cast light on the sidewalks and people feel comfortable walking at all hours of the day and night. The Twining team is largely responsible for the transition in this area as they developed the Watermark buildings and brought in only local retailers. I look towards the success on Third Street when I consider their proposal at Mass & Main, a similarly dreary and foreboding section of Mass Ave, and I am confident that they will create a success worthy of Cambridge and Central Square.

Housing and Density

I hear and read daily of the housing crisis facing Cambridge. I agree, it is expensive to live in Cambridge, and getting more expensive. One of the ways to address the increasing cost of housing is to build more housing, not less. It comes down to economics, simplified greatly, to reduce a price you need to either reduce demand or increase supply. Unless we are going to

*Charles J. Marquardt
10 Rogers Street Unit 1120
Cambridge, MA 02142*

stop people from moving into Cambridge, a position that others may advocate, but not I, we will need to increase supply. Therefore, I encourage you not to consider reducing the amount of development permissible on the Mass & Main parcels as we need more housing, not less.

Additional density above and around local businesses is important also to the success of local small businesses. The people who live and work in these buildings become the neighbors and customers of these businesses, customers that will hopefully allow them to be successful. Density in the buildings in which the businesses are located is also important for another reason it helps to reduce the expenses borne by the small businesses. Costs such as common area maintenance and taxes are allocated over the entire building so having more building to which to allocate, for example, snow removal (which can be sizeable as this past winter demonstrated) and land value taxes, helps reduce these expenses and helps make it more likely that a small business can thrive in that location.

Parking Requirements

I do believe that, in terms of parking requirements, we need to look forward to the future and not try and develop policies looking in the rearview mirror. Too often, we use past requirements as a basis for current buildings when we discuss parking. This, in my opinion, will lead to us producing too much parking for future needs. We have seen and continue to see significant reduction in the level of car ownership and vehicle trips as younger generations progress through their life cycles. We need to embrace and encourage these trends with our planning and development by lower parking requirements.

Thank you for your time and attention to this proposal and I support moving the Mass & Main proposal to the full City Council where I support its Ordination.

If you have any questions please feel free to send an email.

Sincerely,

A handwritten signature in black ink that reads "Charles J. Marquardt". The signature is written in a cursive, flowing style with a long horizontal line extending from the end of the name.

Charles J. Marquardt

Cc: City Council
City Clerk

Lopez, Donna

ATTACHMENT WW

From: Sylvia Barnes <swbarnes5@gmail.com>
Sent: Wednesday, April 01, 2015 11:08 AM
To: City Council
Cc: Lopez, Donna
Subject: Normandy Properties proposal

Dear City Council-

I am writing in opposition to the Normandy Properties real estate proposal in Central Square.

First of all, I thought a Master Plan was in the works but I have not heard much about it in over a year. Was the Carlone Petition derailed so that developers

would be allowed to build these type of buildings?

Secondly, the proposed building is massive and out of scale with the rest of Central Square.

Thirdly, I thought spot zoning was illegal.

I hope that what happened in East Cambridge when the Edward J. Sullivan court house was built does not re-occur with this Normandy proposed building – the building of a structure that does not conform to the current zoning as well as an ugly and massive building that the neighborhood will regret in the future.

Thank you for your attention to this matter.

Sylvia Barnes

Harvey Street

Lopez, Donna

ATTACHMENT XX

From: Kabawat, Salim E <Salim.E.Kabawat@questdiagnostics.com>
Sent: Wednesday, April 01, 2015 11:36 AM
To: Lopez, Donna; City Council
Subject: I fully support the Twining/Normandy petition

Dear Folks;

As a property owner in Central Sq. at 1 Austin park, and at my home at 52 Shepard St, a 30+ years resident of Cambridge, and a member of Ken Reeves' Red Ribbon Committee, I would like to express my full support for the Twining/Normandy petition.

The Twining/Normandy petition embodies the spirit of the *Central Square* report and recommendations of K2C2. Within this petition lies the potential for a landmark building and an opportunity to improve Central Square in a manner that is long overdue. It also adds badly needed housing to a housing-starved area.

Please vote in favor of this petition.



Salim E. Kabawat, M.D.

Regional Medical Director, North Region | 200 Forest St, Marlborough, MA 01752 | **voice phone** 774-843-3522 **fax** 610.271.4260 | salim.e.kabawat@questdiagnostics.com | www.QuestDiagnostics.com

Action from Insight

The contents of this message, together with any attachments, are intended only for the use of the person(s) to which they are addressed and may contain confidential and/or privileged information. Further, any medical information herein is confidential and protected by law. It is unlawful for unauthorized persons to use, review, copy, disclose, or disseminate confidential medical information. If you are not the intended recipient, immediately advise the sender and delete this message and any attachments. Any distribution, or copying of this message, or any attachment, is prohibited.

Lopez, Donna

ATTACHMENT YY

From: Peter at The DanceComplex <peter@dancecomplex.org>
Sent: Wednesday, April 01, 2015 11:40 AM
To: Lopez, Donna; City Council
Subject: Mass+ Main support

Dear Friends at Cambridge City Hall:

We here at The Dance Complex wanted to register our support for the Mass+ Main project as the subject comes up today at Ordinance Meeting.

Over 23+ years, The Dance Complex has been an integral part of and a witness to the evolution in Central Square. We are proud to bring a varied and unique 1200 weekly visits to our doors- and therefore to our neighbors in Central Square, who shop, live, breathe here.

Members of our staff and I have been present for discussions and presentations on Mass+Main. It's multiple uses, its attention to the fabric of Central Square, it's scale and all the considerations as a result of dialogue.

We believe the presence of the project here in the heart of Central Square will be another jewel on a necklace of destinations that will draw new visitors to area, dispel others' notions of a former Central Square and keep a healthy balance of lives and work.

Thank you for considering this project.

Best,

Peter DiMuro and the staff and board of The Dance Complex

Peter DiMuro
peter@dancecomplex.org
dancecomplex.org

Executive Director
The Dance Complex
536 Massachusetts Avenue
Cambridge, MA 02139

Lopez, Donna

ATTACHMENT 22

From: Barbara Rodrigue <beresquire@aol.com>
Sent: Wednesday, April 01, 2015 12:51 PM
To: Lopez, Donna
Cc: Bob Flack
Subject: Mass+Main

To: Members of the City Council, Council Clerk
From: Barbara E. Rodriguez
Re: Mass+Main
Date: April 1, 2015

Dear Councilors,

My home is at 140 Columbia Street. I support the Mass+Main development in Central Square. As modified, the proposal addresses the unique needs of Central Square, the cultural and entertainment square of the City, by providing housing near public transportation, with 20% provided for affordable housing. On the commercial side, I support the plan to discourage more banks, labs and office space while encouraging locally owned businesses.

This development will be good for Central Square without stripping away its identity.

Thank you.

Barbara E. Rodriguez
140 Columbia Street #1
Cambridge, MA 02139
beresquire@aol.com

Sent from my iPad

Lopez, Donna

ATTACHMENT AAA

From: Paul Chiusano <paul.chiusano@gmail.com>
Sent: Wednesday, April 01, 2015 1:04 PM
To: City Council; Lopez, Donna
Subject: Support for Normandy/Twining zoning petition

Hi,

My family and I are Cambridgeport residents. I'm not able to attend the ordinance committee meeting today, but wanted to write to express my support for the Normandy/Twining zoning petition.

Housing is expensive enough in the area and it's in part because there are so many roadblocks to getting more housing built. The existing zoning restrictions (including the extremely low height restrictions) don't make much sense to me. I don't care about the shadow cast by buildings in an area like central square, which already feels pretty urban anyway. This isn't Beacon Hill. These anti-development policies seem to mostly benefit people who already own property in Cambridge, since their property values tend to go up when insufficient new units are built. Meanwhile, young families like ours (who have jobs and kids, and lack time to be attending meetings like this) who are renting don't get their interests represented.

Please approve the petition!

Thanks,
Paul :)

Lopez, Donna

ATTACHMENT B.B.B

From: mark@vialecambridge.com
Sent: Wednesday, April 01, 2015 1:17 PM
To: Lopez, Donna; City Council
Subject: Mass & Main Project in Central Square

To whom it may concern-

My name is Mark Young and I am one of the owners of Viale restaurant in Central Square. I am writing this letter with my support for the approval of the Mass & Main construction project that is proposed for the Central Square district of Cambridge. As a fairly new business owner in the area, I believe this project would give a great shot in the arm to a neighborhood that is already on the rise. Having worked in Central Square for years before opening Viale, I feel that I have a good understanding of what this area needs and I think this project is right in line with that. The group putting this project together also seems to have a good understanding of the neighborhood and is adapting their project to best fit the needs of Central Square. Thank you for hearing my opinion on this matter.

Mark Young
mark@vialecambridge.com
617-576-1900

Lopez, Donna

ATTACHMENT CCC

From: Jeff Keating <jeffrey.keating@gmail.com>
Sent: Wednesday, April 01, 2015 1:25 PM
To: City Council; Lopez, Donna
Subject: Oppose Twining Tower

Councillors,

I strongly oppose the Normandy/Twining petition. The size and scope of this project is ridiculously out of scale with the surrounding neighborhood and not just exceeds but obliterates all prior zoning limits that have been enacted or seriously discussed. Real questions remain even with the higher density zoning proposed by K2C2. This winter was a vivid illustration that we do not have the transportation infrastructure in place to support a substantial increase in density.

This project is so conceptually flawed that no amount of affordable housing can redeem it. If the Normandy/Twining petition is approved, there will be little basis for denying every other developer seeking similar dramatic increases in height and size.

Sincerely,

Jeff Keating
3 Percy Place

Lopez, Donna

ATTACHMENT DDD

From: Chris Gully <chris.gully@redlinefightsports.com>
Sent: Wednesday, April 01, 2015 1:35 PM
To: Lopez, Donna; City Council
Cc: Robin Lapidus
Subject: Voice in Support of Mass & Main Project

Dear Ordinance Committee and City Council,

Unfortunately I will not be able to attend the Ordinance Committee meeting today, so I wanted to put forth my thoughts on the topic at hand.

I am in favor of allowing the Twining/Normandy "Mass & Main" project to move forward as I feel that it is the best interest of Central Square. The project will bring a much needed mixed income residential infusion that will support the local businesses, as well as providing additional sidewalk level retail and the desired street scape effect. It works within the guidelines set forth in the "K2/C2" study and abides by the local zoning regulations. This project is a positive example of the sort of development that will ensure a healthy Central Square for years to come.

I am very familiar with Central Square, having owned and run Redline Gym at 614 Mass Ave here for going on seven years. I am a member of the Central Square Business Association's Board of Directors, as well as a member of the Central Square Advisory Committee. Additionally, I am an architect with substantial experience in urban development projects. I have no personal ties or connections to the Twining/Normandy company.

Thank you for taking my views into consideration.

Sincerely,
Chris

Christopher Sol Gully

Owner and Coach

Redline Fight Sports MMA (Boston A-List Winner!)

614 Mass Ave, Cambridge MA - 617.868.2275

www.redlinefightsports.com

www.facebook.com/RedlineFightSports

@GullyArchitect & @_REDLINE_ on twitter

Check out our Youth Martial Arts Program!

www.reddragonsmartialarts.com

Lopez, Donna

ATTACHMENT EEE

From: judithblack <judithblack@me.com>
Sent: Wednesday, April 01, 2015 1:42 PM
To: Lopez, Donna; City Council
Cc: Esther Hanig; Bob Flack
Subject: Affordable Housing support

Dear Fellow Cantabridgians,

I am writing to endorse the proposal from Normandy and Twining to develop mixed residential and commercial projects that would add more affordable housing and low-income rentals in the Central Square area, the Mass and Main project.

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

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

I was lucky. A nice woman gave me a first mortgage when I could not afford, nor find, a suitable rental. Let's find a way for others to be lucky. Assuming that the Mass and Main proposal stays focused on the affordable housing and low-income rental issues so many of us are concerned with, I recommend approval of Normandy/Twining's present offer of increasing the number of units for this purpose.

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

Best,
Judith Black

ATTACHMENT FFF

March 24, 2015

2015 APR 1 PM 2 25

OFFICE OF THE CITY CLERK
CAMBRIDGE, MASSACHUSETTS

Dear Members of the Cambridge City Council,

Please vote YES on the Normandy/Twining Mass and Main Proposal!

Cambridge needs more affordable housing for our citizens – 17% of the project!

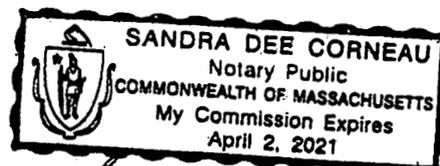
Central Square is a great location plus the neighborhood will benefit from:

- a) better access to the park and Mass Ave**
- b) additional independent retailers and no banks**
- c) no additional parking required**

Sincerely,

Anders

*55 Essex St
Cambridge MA*



Sandra Corneau

March 24, 2015

2015 APR 1 PM 2 27

OFFICE OF THE CITY CLERK
CAMBRIDGE, MASSACHUSETTS

Dear Members of the Cambridge City Council,

Please vote YES on the Normandy/Twining Mass and Main Proposal!

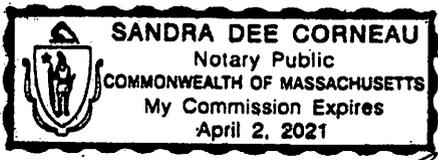
Cambridge needs more affordable housing for our citizens – 17% of the project!

Central Square is a great location plus the neighborhood will benefit from:

- a) better access to the park and Mass Ave
- b) additional independent retailers and no banks
- c) no additional parking required

Sincerely, **BERNARD Hick's, SR.**

55 Essex St
Cambridge MA.



[Handwritten signature]

ATTACHMENT HHH

March 24, 2015

2015 APR 1 PM 2 27

OFFICE OF THE CITY CLERK
CAMBRIDGE, MASSACHUSETTS

Dear Members of the Cambridge City Council,

Please vote YES on the Normandy/Twining Mass and Main Proposal!

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Central Square is a great location plus the neighborhood will benefit from:

- a) better access to the park and Mass Ave
- b) additional independent retailers and no banks
- c) no additional parking required

Sincerely,

Mark J. Jaskolski
45 Lincoln Street APT. 3C
Cambridge Mass 02138

March 24, 2015

2015 APR 1 PM 2 27

OFFICE OF THE CITY CLERK
CAMBRIDGE, MASSACHUSETTS

Dear Members of the Cambridge City Council,

Please vote YES on the Normandy/Twining Mass and Main Proposal!

Cambridge needs more affordable housing for our citizens – 17% of the project!

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- a) better access to the park and Mass Ave**
- b) additional independent retailers and no banks**
- c) no additional parking required**

Sincerely,

Dennis M. Kenney

45 Linnaean St. apt 2F

Cambridge Mass 02138-1532

2015 APR 1 PM 2 27

March 24, 2015

OFFICE OF THE CITY CLERK
CAMBRIDGE, MASSACHUSETTS

Dear Members of the Cambridge City Council,

Please vote YES on the Normandy/Twining Mass and Main
Proposal!

Cambridge needs more affordable housing for our citizens – 17% of
the project!

Central Square is a great location plus the neighborhood will benefit
from:

- a) better access to the park and Mass Ave
- b) additional independent retailers and no banks
- c) no additional parking required

Sincerely,

Ken McLaughlin
45 Holliston St
Cambridge

Apr 30,

Lopez, Donna

ATTACHMENT KKK

From: marina colonas <mcolonas@hotmail.com>
Sent: Wednesday, April 01, 2015 2:09 PM
To: City Council; Lopez, Donna
Subject: Affordable housing

Hello,

I am writing to ask you to vote for 20% low income housing at Normandy Partners etc.

We desperately need more affordable housing in Cambridge.

Thank you,
Marina Colonas
625 Putnam Ave., # 204
Cambridge

Lopez, Donna

ATTACHMENT LLL

From: Sam Seidel <seidel.sam@gmail.com>
Sent: Wednesday, April 01, 2015 2:31 PM
To: Lopez, Donna
Subject: Letter for today's Ordinance Committee hearing

Donna,

For today's Ordinance Committee hearing.

Hope all's well —

Sam

I am writing in support of the Mass + Main zoning proposal.

We in Cambridge must meet the challenges of the coming decade with a set of strategies that will address our needs and effectively produce the results that we all seek: inclusion, opportunity, diversity, affordability, among others.

Mass + Main represents what we know is true about today's Cambridge — people want to live here and Central Square is a fun place to be. We should not be afraid of this. We should acknowledge this and embrace it. We also must embrace the other possibilities that this project presents — increased housing opportunities across income levels, appropriate levels of activity along Mass Ave., increased street life and strengthened ground floor retail.

I also want to take a moment to talk about another aspect of this debate that hasn't gotten as much airtime, but is relevant to our housing conversation and should become a part of our dialog.

Young people want to move here, it's true. They choose Cambridge because it is a very attractive community — home to two of the world's greatest universities and a very strong job market, culturally diverse, lots of history — quite simply it's a cool place to be. And yes, their presence puts high pressures on the housing market. But we have to remember, they aren't the only ones distorting the supply-demand curves in the People's Republic.

The Baby-Boom generation is hitting retirement age, and pretty soon, they will exert a huge impact not just in our demographics but also in our housing market. Why? Because they are likely to remain in their units for decades to come. This simple fact alone will exacerbate our housing crisis by taking many housing options off the table long into the future, preventing young couples from becoming a part of our neighborhoods and preventing the next generation of Cambridge from getting started.

In other words, how we use our existing housing stock is as crucial as how much new stuff we build. Without sufficient "churning" in the housing market, we are left with only the option of new construction, or locking the gates while we all grow older. From a policy perspective, this dilemma needs our attention immediately.

Housing, affordability, gentrification and new development in Cambridge — we all care about them all. Now let's look at the entire picture, so that we can build a healthy, sustainable city for the future.

Sincerely,

Sam Seidel

Lopez, Donna

ATTACHMENT MMM

From: Saul Tannenbaum <saul@tannenbaum.org>
Sent: Wednesday, April 01, 2015 2:33 PM
To: City Council; Lopez, Donna
Subject: To the Ordinance Committee, in favor of the Normandy Twining Zoning petition

Chairman Carlone, Chairman Benzan, Members of the Ordinance Committee,
cc: City Clerk for purposes of including it in the record

I write in support of the Normandy-Twining petition that will rezone a portion of Central Square to allow for the construction of much needed housing.

It's been two years since the Central Square Advisory Committee, of which I was a proud member, delivered the report that you, as a Council, requested, a report that called for increasing the heights and densities in Central Square to allow for more housing

In those two years, the depth of our housing crisis has become more apparent and Cambridge has grown less affordable. These units alone won't fix that, but represent a small step in what needs to be a City-wide effort to add housing, and as much affordable housing as is feasible. Normandy-Twining should set a new precedent for what we expect from developers in terms of affordable housing.

There are certainly ways this project could be better. I would prefer a larger project, one that had a greater footprint and more height, thus bringing even more housing. There should be a lower parking requirement, as well. But, since none of us own the land, we are left with deciding whether, on balance, this deserves approval. It most clearly does.

To be clear, I support this as a zoning proposal. There is no design proposal on the table, and those on the Council who oppose the supposed design of the building are raising strawman arguments. Indeed, many of those who now say "wait for the Central Square Advisory Committee proposals to be acted on" were those who were instrumental in opposing C2 in the first place.

This vote is, I believe, a serious test for the Council.

Cambridge is seeing its second industrial age and is attractive to people and businesses in ways that few could have imagined a decade ago. We can either chose to share our good fortune with others by building them places to live or stand by as those people with means who are going to live here regardless of whether we build housing for them or not, displace other current Cambridge residents.

Please vote in favor of this petition today, and start the process we in Central Square have been waiting for.

- Saul Tannenbaum
16 Cottage St.

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Saul Tannenbaum saul@tannenbaum.org blog:saultannenbaum.org
Read CambridgeHappenings.org, a daily Cambridge news summary, curated from fresh, local sources.

Lopez, Donna

ATTACHMENT NNN

From: Leah Byrnes <theleahbyrnes@gmail.com>
Sent: Wednesday, April 01, 2015 2:40 PM
To: City Council; Lopez, Donna
Subject: Support for the Normandy/Twining zoning petition

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

I am writing to voice my support for the Normandy/Twining zoning petition. I regret that I cannot attend today's Ordinance Committee meeting in person. I think this proposal is even more important now that the number of affordable units has been increased to 20% resulting in 47 desperately needed apartments for low and middle income families in addition to the close to 200 market units.

My husband and I have rented in Cambridge for five years. We love this community. We love its diversity, its culture and its inclusionary and progressive values. We want to raise our children in Cambridge and, one day, buy a home here.

However, its becoming harder and harder to envision that future.

Cambridge and the region as a whole are in a housing crisis which will require an increase of the supply of housing units that we have failed to build in past decades. The site of this proposal is perfect for this type of development. I admit this one building will not solve the housing crisis that we face, but we have to start somewhere.

Without this development, and other proposals like it, Cambridge will become inaccessible to young families like mine who want to make this community their home. Building the bare minimum amount of housing without a significant increase in market rate units will only lead to a hollowing out of our community, leaving only those at the bottom and very top of the income ladder. That does not make a diverse and vibrant community and will lead to even more displacement than is already occurring.

Families like mine want to be your neighbors. We want to live and work here. We want to contribute to this community and give back. We want to volunteer and join the PTA and vote and pay taxes here. In order to do that, we need to be able to afford to live here. Please, let us be your neighbors.

Thank you for your time,

Leah Byrnes
Lawrence St. Cambridge, 02139

Lopez, Donna

ATTACHMENT 000

From: Patrick Magee <pmag123@gmail.com>
Sent: Wednesday, April 01, 2015 2:59 PM
To: City Council; Lopez, Donna
Subject: Mass & Main Project Support

Dear Members of the Ordinance Committee,

I am writing today in support of the Twining/Normandy petition. I feel that both Central Square and the City of Cambridge will benefit from this project. I am especially pleased with the introduction of affordable units to the neighborhood. Additionally, strong first floor retail will help to improve the pedestrian experience. Central Square is a great location and will be capable of absorbing this increase in density.

Thank you for your attention to this matter.

Best,

--

Patrick Magee
Owner, Atwood's Tavern
President, East Cambridge Business Association

Lopez, Donna

ATTACHMENT PPP

From: Carolyn Shipley <mc.shipley@verizon.net>
Sent: Wednesday, April 01, 2015 3:28 PM
To: Lopez, Donna
Subject: Fwd: Normandy/twining Tower

For the official record

-----Original Message-----

From: Carolyn Shipley
Date: Apr 1, 2015 3:23:43 PM
Subject: Normandy/twining Tower
To: leland.cheung@gmail.com, lcheung@cambridgema.gov

Dear Councillor/Leland,

Although I'm under the weather with a nasty bug and can't come to this afternoon's meeting, I want you to know that I hope you will vote against the Normandy tower right now.

1. It goes against the recommendations of the C2 committee. What an insult to all those dedicated volunteers who devoted many hours to meetings, etc. If this is approved, it will confirm my theory, expressed before, that these so-called "citizens planning committees" for Central Square are a farce. I have studied the reports of such committees for the last 35-40 years and very few recommendations by the committees were ever implemented. Please don't increase my level of cynicism by voting for the Normandy tower and against the hard work of Cambridge voters on the C2 committee.

2. Normandy/Twining is just trying to trample all over the C2 committee and the desires of many other Cambridge voters who want a MASTER PLAN for Central Square. To approve the 19-story tower proposed by Normandy/Twining the City Council will just be saying that, as a body, they don't care about a Master Plan and they don't care about what taxpayers want for their neighborhoods. No one can pull the wool over our eyes by saying that the Normandy tower will NOT set a precedent. Of course, it will set an precedent! It would be a precedent. We are not fooled by those arguments. We do not want skyscrapers up and down Mass. Ave. in Central Square.

I will gladly work for any councillor during the next election cycle only if he or she votes against Normandy/Twining.

Respectfully,

Carolyn Shipley
15 Laurel St.
Cambridge, MA 02139

Be Informed, read www.CambridgeDay.com

Lopez, Donna

ATTACHMENT Q Q Q

From: Loryn Sheffner <lorynsheffner@gmail.com>
Sent: Wednesday, April 01, 2015 3:24 PM
To: City Council; Lopez, Donna
Subject: Twining Normandy Proposal

Dear Vice Mayor Benzan and Councilor Carlone-

As I am unable to attend today's Ordinance Committee meeting regarding the 'Mass and Main' proposal, I wanted to briefly express my support for the proposed development program in writing. I am a Cambridge resident and former member of the C2 Committee. I care deeply about the future of Central Square as a distinct, vibrant place that is welcoming to all citizens of Cambridge.

Cambridge has a well-discussed need for additional residential units that serve all income levels and a desire to put them in locations that are not auto-dependent. Central Square needs well-programmed first floor uses, more foot traffic, and public realm improvements to support a strengthened and distinctive retail mix in the commercial corridor, one of the key objectives of the C2 process. The Mass and Main proposal is in line with these objectives and many others that we discussed in the C2 process, and that I look forward to discussing with the Ordinance Committee on April 15. Thank you for your consideration of these brief remarks.

Sincerely,
Loryn Sheffner
73 Howard Street, Cambridge 02139

Lopez, Donna

ATTACHMENT RRR

From: Rena Leib <rena@englishchick.com>
Sent: Wednesday, April 01, 2015 3:20 PM
To: City Council
Cc: Lopez, Donna
Subject: Proposed building in Central Sq

Dear Cambridge City Councilors,

I want to express my concern about the building that is being proposed for near McDonalds on Mass Ave. I am told that the proposal is for a 195-foot residential building, which would be 2 ½ times taller than current zoning. That is way too large. And it is to have 83% market rate units and fewer affordable units than required by our zoning ordinance.

As a Central Square resident, I am worried about the direction of the neighborhood. Please do not approve this project as planned.

Sincerely,

Rena Leib
10 Arnold Circle

From: Alex Tannenbaum <atannenbaum@gmail.com>
Sent: Wednesday, April 01, 2015 3:19 PM
To: Lopez, Donna; City Council
Subject: Letter in Support of Mass + Main Zoning Proposal

Dear City Council/Planning Board,

- I am writing in support of the Mass + Main zoning proposal put forth by Normandy Real Estate Partners and Twining Properties.
- As the owner of Naco Taco, opening soon at 297 Mass Ave in Central Square, just two blocks away from the proposal site...I believe adding more housing along Mass. Ave. near transit would have a positive impact on the local economy as well as the streetscape. The streets of Central Square are not always friendly...Having a residence here would help to stabilize the sense of safety and community.
- This winter was a tough one for local businesses but having more much-needed housing within walking distance of local retailers and restaurateurs is the way cities should be. It's good for residents. And it's good for business.
- It's great that the developers are proposing housing – not more lab or office space. Housing generates far greater economic impact (by a factor of four) than office or lab.
- And finally, we appreciate that the developer is incorporating a wide-range of affordability as well as unit size in their proposal. A mix is good for everyone – and Cambridge as a whole.
- I think it's important that the City Council consider the voices of everyone who contribute to the vibrancy of our community, not just the same group of local residents who want no change.
- In our business, we have to change all the time to meet our customers' needs. Staying stagnant is not an option. It shouldn't be status quo for the city either. Luckily, we have an excellent proposal in Mass + Main that can help keep Central Square a great mixed-used neighborhood for many years to come.
- We urge you to vote yes on this proposal.

Thank you,

Alex Tannenbaum, Owner

Naco Taco

297 Mass Ave, Central Square

617-285-1423

atannenbaum@gmail.com

From: Dan Jeffs <danjeffs@gmail.com>
Sent: Thursday, April 02, 2015 12:11 AM
To: City Council
Cc: Lopez, Donna; Paden, Liza
Subject: City Council Ordinance Meeting 4/1/15 Re: Normandy / Twining proposal

4/1/2015

Dear City Councilors and members of the Ordinance Committee,

I'm writing to the board to ask that this letter be submitted to the record for today's meeting, which I could not attend due to work.

On Monday morning this week, I walked by my neighbor as she waited for a moving van on Pine St. She is a single mom of two, divorced, middle class. Her daughter Madison and son would play with my kids in the park from time to time. I asked her where she was moving, she said Salem. When I asked why, she said the rent was too high to stay. She said she loved Cambridge and had mixed emotions about leaving, her kids were at King Open, and would have to start over at a new school in a new town, mid semester.

She didn't do anything wrong. She worked hard, was a good mother, and was just squeezed out of the Cambridge rental market. There are larger economic forces at play, her apartment was bought and sold several times in the past few years, to just shy of \$1,000,000 for an ordinary 3 family. This is what's happening right now in Cambridge to our middle class.

Normandy/Twining's propose the following:

-Ignoring current zoning and C2 planning proposals.

-Mixed Use: Taking 4/5ths of the units as maximum profit rental to give to 1% shareholders, and leave 1/5 of potential maximum profits as subsidized units for the non-1% as the cost of doing business.

-Gentrification by economic discrimination. Who are the people who keep moving into the endless luxury filing cabinet towers in Kendal, Boston, East Cambridge? Developers can't seem to build them fast enough. Those towers do not make a community vibrant, they isolate their residents, and impose their presence on the surrounding environment. Twining's target market is the Kendal sq Biotech workforce. Area 4 residents will see rents rise until that demographic is the only one able to afford living here.

-Middle Class housing: The 7 proposed units will not be enough. The Zoning board cannot make demands, but Twining's can offer more if they want more height variance. "According to a September 2013 survey of Boston.com and Craigslist.com, the median monthly rents sought for market rate Cambridge apartments were \$2,385 for a one bedroom unit, \$3,000 for a two bedroom unit and \$3,200 for a three bedroom unit."
source: <http://www.cambridgema.gov/CDD/factsandmaps/demographicfaq.aspx>

-195 foot tall building: This is an opening offer from Twining's, a high ball. We should start negotiating up from the 80 foot zoning, not down from 195. An acceptable height would be somewhere around 90-120 feet. As a neighbor, I feel most strongly about this point.

-Wind: The block of Prospect St between Mass Ave and Bishop Allen is a wind tunnel, because of the 675 Mass Ave tower. The proposed building will have the same effect around Lafayette Sq and Jill Rhone Park,

driving people out with howling winds. The Farmer's market tents would all blow away if they tried to setup in the adjacent city lot.

-Shade: In the winter, the proposed building will block out sunlight after 3p completely in Clement Morgan Park, and surrounding housing and as far as Washington St. Why should surrounding residents give up 1 hour of direct sunlight in a time of year when there is only 9 hours of daylight? See link to shade study Winter's solstice:

<http://www.massandmain.com/wp-content/uploads/2015/03/shadow-animation-winter.mp4>

-Density: "According to the United States Census Bureau, as of the 2010 U. S. Census, Cambridge is the 10th densest incorporated city in the United States." There will never be enough housing in Cambridge, we can only choose how much to grow, and how fast. Zoning is the only check to this growth. Twining's isn't going to loose their shirt in this project, they will make a ton of money either way. Why should they expect a corporate handout in exchange for their 'generous' concessions? In the last five years how many buildings have gone up in Cambridge that are over 100 feet tall? Do we want twice that number in the next 5 years? 10 years?

-Retail: I like the idea of ground floor retail, but only if they provide subsidized/designate Cambridge small independent businesses? I don't want a suburban chain like Panera coming in to 'add character' to this neighborhood. And please no more banks.

In closing, I also support the recommendations of the C2 Committee and points made by 'The Friends of Lafayette Square' organization's mission statement. http://www.friendsoflafayettesquare.org/mission_statement

Sincerely,

Daniel Jeffs
6R Eaton St
Cambridge, MA 02139

Lopez, Donna

ATTACHMENT 444

From: Evan Glover <glover.evan@gmail.com>
Sent: Wednesday, April 01, 2015 5:09 PM
To: City Council; Lopez, Donna
Subject: Support Mass+Main project

Hello,

I am a Cambridgeport resident who walks past open surface parking lots and short poorly utilized buildings regularly while people are continually priced out of these neighborhoods.

NIMBY attitudes by misguided folks who want to restrict development in the city often have the loudest voice, but they do not necessarily represent the majority, especially since they often do not speak for renters or future residents who will never move here due to increase costs. New development will sustain positive growth for the city. If the city becomes too restrictive and stagnant, we will our competitive advantage will erode, eventually have jobs and opportunities move to areas that allow for more growth.

Taller buildings and increased floor area ratios – at major transportation hubs and along major corridors are vital for Cambridge's future.

This includes approving the "Mass & Main," redeveloping the Green Street parking garage into a high rise residential complex and developing densely on the vast surface parking lots on Prospect street one block from a major MBTA line.

Higher density in these areas and more development will led to safer streets, higher income for the city from property taxes, and, with enough supply, bending the cost curve for housing.

The time to act is now, approve high density development!

Thanks,
Evan

Pacific Street, Cambridge, MA 02139

Lopez, Donna

ATTACHMENT VVV

From: Satwant <satwant02@gmail.com>
Sent: Wednesday, April 01, 2015 4:04 PM
To: City Council; Lopez, Donna
Subject: Mass+Main project

Dear city of Cambridge,

I am writing to support the Mass + Main zoning proposal.

My family has been active members of Cambridge community since 1970s and we are also resident of Cambridge. I believe this project will attract all generations and help create a bridge between the student population in area and the residents. It would also be nice to have our employees come to central square not just for work but also for shopping, leisure and hopefully housing.

Thank you for considering this project,

Satwant Saini, Family and Staff,
India Pavilion Restaurant
17 central Square
Open since 1979 in Central Square.

Lopez, Donna

ATTACHMENT WWW

From: Sally Watermulder <swatermulder@outlook.com>
Sent: Thursday, April 02, 2015 5:39 PM
To: Lopez, Donna; City Council
Subject: Twinings Tower

To All Concerned:

The proposed Twinings high rise tower is out of scale to the current fabric of the square and begs for future high rise growth, which I believe would be a grave error.

To try to put low income housing on a prime commercial lot is ill advised and leads to excessive height in order to make it profitable. More appropriate would be to let non-profit developers develop affordable housing on properties more affordable to begin with.

The proposed tower would loom over and shadow public parking lot #6 that has been discussed as a site for potential 100% affordable housing.

This proposed project represents a request for up-zoning that is 2 ½ times what is permitted at this time with a special permit, affecting properties they do not own and a city-owned parking lot. The up-zoning they seek will have an impact on properties and residents throughout Central Square.

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, or perhaps, instead, they should build a commercial building on the site.

Sincerely,

Sally Watermulder
Cambridgeport resident

Lopez, Donna

ATTACHMENT XXX

From: Janeway, Eleanor A. <nora_janeway@hms.harvard.edu>
Sent: Sunday, April 05, 2015 11:12 AM
To: City Council; Lopez, Donna
Subject: Normandy Tower proposal

Hello,

I am a 30-year resident of Cambridge, Cambridge homeowner, physician in Area 4 (CHA) and parent of 2 CRLS students. If you brought this question to Cambridge residents - do we need an 18-story luxury apartment building at the intersection of Mass Ave. and Main? - how many would say "Yes"? Maybe 8%? 12%?

Please - do the right thing.

Help our children be able to grow up and stay in Cambridge - not be priced out by Normandy Tower-style developments.

Thank you,

Eleanor Janeway MD
Cambridgeport

March 30, 2015

2015 APR 1 PM 2 27

council@cambridgema.gov

OFFICE OF THE CITY CLERK
CAMBRIDGE, MASSACHUSETTS

dlopez@cambridgema.gov

Dear Members of the Cambridge City Council,

Please vote YES on the Normandy/Twining Mass and Main Proposal!

I live in Cambridge. My mom, Rose Bejoian, and disabled brother, Paul Bejoian, both live in Cambridge Housing at the JFK Apartments located at 55 Essex Street right off Mass Ave in Central Square.

It seems that life has taken us full circle. When I was young my mom, dad, aunts and uncles took the families to Central Square area for shopping and eating. Now I am doing the same for my mom and disabled brother.

As we are unable to travel far due to medical reasons, Central Square has become our primary destination for non-medical travel. The more accessible the parks and people services there are in the Central Square area the better the experience for my elderly mother and disabled brother.

Plus the alternative use for the Mass and Main site, such as just another office building would do very little in benefit for my elderly mom and disabled brother. Also, doing nothing at the Mass and Main site and leaving it as is for years to come would do a dis-service to all residents in the Central Square area.

Robert Bejoian

**Cambridge needs more affordable housing for our citizens –
an UNPRECEDENTED 20% of the project!**

Central Square is a great location plus the neighborhood will benefit from:

- a) better access to the park which now can really only be accessed through an alley by the McDonalds**
- b) Better access to Mass Ave**
- c) additional independent retailers and no banks**
- d) no additional parking required**

I strongly urge that the City Council and Planning Board approve the Mass and Main project now without further delay. I hope my mom will be alive to benefit from the development but I know the Central Square area residents and workers will.

Sincerely,



Robert D. Bejoian

544 Huron Ave

Cambridge, Ma 02138

2015 APR 1 PM 2 27
OFFICE OF THE CITY CLERK
CAMBRIDGE, MASSACHUSETTS

March 30, 2015

council@cambridgema.gov

dlopez@cambridgema.gov

Dear Members of the Cambridge City Council,

Please vote YES on the Normandy/Twining Mass and Main Proposal!

I live in Cambridge. My name is Paul Bejoian and my elderly mother, Rose Bejoian, and I both live in Cambridge Housing at the JFK Apartments located at 55 Essex Street right off Mass Ave in Central Square.

I am unable to travel far due to medical reasons, Central Square has become my primary destination for non-medical travel. The more accessible the parks and people services there are in the Central Square area the better the experience for me and my elderly mom.

Plus the alternative use for the Mass and Main site, such as just another office building would do very little in benefit for me and my elderly mom. Also, doing nothing at the Mass and Main site and leaving it as is for years to come would do a dis-service to all residents in the Central Square area.

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- j) Better access to Mass Ave**
- k) additional independent retailers and no banks**
- l) no additional parking required**

I strongly urge that the City Council and Planning Board approve the Mass and Main project now without further delay. I know the Central Square area residents and workers will benefit from this people oriented Normandy/Twining Mass and Main development.

Sincerely,

Paul Bejoian

55 Essex Street, Apt 405

Cambridge, Ma 02138

March 30, 2015

2015 APR 1 PM 2 27

council@cambridgema.gov

OFFICE OF THE CITY CLERK
CAMBRIDGE, MASSACHUSETTS

dlopez@cambridgema.gov

Dear Members of the Cambridge City Council,

Please vote YES on the Normandy/Twining Mass and Main Proposal!

I live in Cambridge. My name is Rose Bejoian and my disabled son, Paul Bejoian, and I both live in Cambridge Housing at the JFK Apartments located at 55 Essex Street right off Mass Ave in Central Square.

I am unable to travel far due to medical reasons, Central Square has become my primary destination for non-medical travel. The more accessible the parks and people services there are in the Central Square area the better the experience for me and my disabled son.

Plus the alternative use for the Mass and Main site, such as just another office building would do very little in benefit for me and my disabled son. Also, doing nothing at the Mass and Main site and leaving it as is for years to come would do a dis-service to all residents in the Central Square area.

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I strongly urge that the City Council and Planning Board approve the Mass and Main project now without further delay. I know the Central Square area residents and workers will benefit from this people oriented Normandy/Twining Mass and Main development.

Sincerely,



Rose Bejoian

55 Essex Street, Apt 310

Cambridge, Ma 02138

2015 APR 1 PM 2 27
OFFICE OF THE CITY CLERK
CAMBRIDGE, MASSACHUSETTS