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July 30, 2012

OFFICE OF THE CITY CLERK  
CAMBRIDGE, MASSACHUSETTS

Mayor Henrietta Davis  
Ordinance Committee Chair David Maher  
City Councilor Leland Cheung  
City Councilor Marjorie C. Decker  
City Councilor Craig A. Kelley  
City Councilor Kenneth E. Reeves  
City Councilor E. Denise Simmons  
City Councilor Timothy J. Toomey, Jr.  
City Councilor Minka vanBeuzekom  
Cambridge City Hall  
795 Massachusetts Avenue  
Cambridge, Massachusetts 02139

**Re: Forest City Zoning Petition for 300 Massachusetts Avenue**

Dear Mayor Davis, Ordinance Committee Chair Maher and Councilors Cheung, Decker, Kelley, Reeves, Simmons, Toomey and vanBeuzekom:

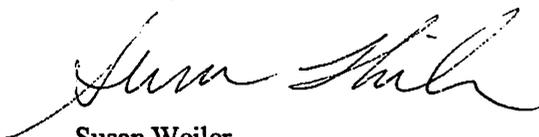
I am writing to express my strong support for the proposed zoning change that would allow for the redevelopment of the 300 Massachusetts Avenue block. As the Associate Director for World Music/CRASHarts located at 720 Massachusetts Avenue in the heart of Central Square for the past 20 plus years, we are supportive of this project for the reasons outlined below.

In recent years the City has called for the development of retail space that brings life to our major streets and the zoning proposed for this area will allow for retail development that can succeed. Redeveloping this area will assist retailers all along Massachusetts Avenue and surrounding streets. The laboratory and office space above will provide customers to future retailers on the ground floor of the redeveloped area as well as for neighboring businesses while allowing continued growth for Cambridge's life science economy.

Enactment of this petition will also cause a better flow of pedestrian traffic along the streets due to the strong retail component proposed, and it will better connect University Park to Central Square, Kendall Square and MIT. It will bring life and vitality to the area between Central Square proper and the thriving retail such as Flour in the Novartis building. Just as important, redevelopment will also provide greatly-needed real estate tax dollars which can be used to support the Cambridge Arts Council, Cambridge Schools, Library and other vital services.

I strongly urge the Council to adopt the zoning changes proposed in the Forest City petition.  
Thank you for your consideration.

Sincerely,



Susan Weiler  
Associate Director  
World Music/CRASHarts