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PLANNING BOARD FOR THE CITY OF CAMBRIDGE
GENERAL HEARING

Tuesday, December 4, 2012

7:05 p.m.
in

Second Floor Meeting Room, 344 Broadway
City Hall Annex -- McCusker Building
Cambridge, Massachusetts

- Hugh Russell, Chair
- Pamela Winters, Member
- William Tibbs, Member
- H. Theodore Cohen, Member
- Steven Winter, Member
- Ahmed Nur, Member

Brian Murphy, Assistant City Manager for
Community Development

Community Development Staff:
Susan Glazer
Liza Paden
Roger Boothe
Stuart Dash
Jeff Roberts

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P R O C E E D I N G S

1
2 HUGH RUSSELL: Good evening. This
3 is the meeting of the Cambridge Planning
4 Board. Welcome to our social experiment
5 here. We thought it might be fun to try a
6 different seating arrangement to try to have
7 the Planning Board and the Central Square
8 Advisory Committee sort of meet as equals
9 rather than our usual setup, but we have to
10 wait a minute to get to that. The first item
11 is a couple of Zoning Appeal cases.

12 BRYAN WILSON: Good evening members
13 of the Board. My name is Bryan Wilson
14 representing MetroPCS. MetroPCS is a
15 provider of PCS Communication Services in
16 major markets across the United States and we
17 have appealed to the BZA for Special Permits
18 to modify two of our existing wireless
19 communication facilities; one at One Brattle
20 Square and the other at 700 Huron Avenue,
21 also known as Park Side Place. The reason we

1 required this modification is the provision
2 of high speed backhaul services whereas
3 recent developments in increased speed for
4 wireless service and data throughput have
5 been made in wireless communications as
6 opposed to wire line communications. We can
7 help meet the demand for higher speed data
8 for the citizens of Cambridge through
9 provision of backhaul from point to point
10 communications through microwave dishes as
11 opposed to land line communications through
12 provision of service from Verizon Wireless
13 and Comcast and other potential competitors
14 of ours.

15 So unlike the antennas that are
16 currently installed at these two locations
17 that provide handset to cell site
18 communications, what we are asking for is
19 permission to install a dish that provides
20 communication from point to point among and
21 between our existing cell sites.

1 So, at One Brattle Square we currently
2 have panel style antennas installed. As you
3 could see here and there on the corners of
4 the building. What we are proposing is the
5 addition of one microwave dish that nominally
6 is called an eight-inch dish, that's actually
7 the broadcast area. The housing is about 10
8 inches by 10 inches for this facility. Just
9 to give a different view of what that would
10 look like, that's what it would look like
11 installed. Again, this is a computer
12 simulation before and after. That panel
13 antenna would protrude from the wall about
14 one foot at its furthest distance from the
15 wall, would be painted to match, and
16 positioned as close to the wall as possible
17 to minimize visibility of that. Again, this
18 is a current view. And that's what it would
19 look like with the addition of this one
20 antenna.

21 The plans that were submitted with the

1 Special Permit application and perhaps
2 reviewed by the Planning Board have been
3 modified. And we have good news to show that
4 the modification -- this is the plan that was
5 submitted with the Special Permit
6 application. We've actually found an
7 improved design that will allow us to put
8 that same antenna closer to the building so
9 that, again, at the furthest distance from
10 the facade of the building that will only
11 protrude about one foot. I am prepared to
12 submit those plans to the BZA for their
13 review and presentation at the hearing which
14 is scheduled for January 24th. I'd also like
15 to provide the Board with those plans this
16 evening and request the Board's approval or
17 comment on this application.

18 Does anybody have any questions about
19 One Brattle before I move on to Huron?

20 HUGH RUSSELL: I think we'd like to
21 discuss each one as individually.

1 BRYAN WILSON: Okay.

2 PAMELA WINTERS: I have a question.
3 I can't really get a sense of what this looks
4 like from the ground.

5 BRYAN WILSON: Yeah.

6 PAMELA WINTERS: I was wondering if
7 you had any better photographs or --

8 BRYAN WILSON: Better than this?

9 PAMELA WINTERS: Yes, it's kind
10 of --

11 BRYAN WILSON: Well, I don't have
12 any better --

13 PAMELA WINTERS: Oh, thanks.

14 LIZA PADEN: See if that works.

15 H. THEODORE COHEN: Are the antennas
16 on the corner yours?

17 BRYAN WILSON: These antennas here?

18 H. THEODORE COHEN: No, the one to
19 the left of that.

20 BRYAN WILSON: Yes, that's a
21 MetroPCS antenna. That's a MetroPCS antenna.

1 That's a MetroPCS antenna.

2 H. THEODORE COHEN: And there is
3 another one that broke on the ridge line. Is
4 that yours, too? On the right-hand side.

5 BRYAN WILSON: That's actually a
6 vent. That's not part of any antenna system.

7 ROGER BOOTHE: Does it help turning
8 down the lights? I could turn off some more
9 if that helps. Pam? Anybody? Does that
10 help? You see with a little less light? I
11 can turn off some more lights if that would
12 help.

13 STEVEN WINTER: I am okay now.

14 HUGH RUSSELL: I think you're 300
15 feet away from an item that's the size of a
16 basketball.

17 BRYAN WILSON: Does that help
18 perhaps if I zoom in on that?

19 PAMELA WINTERS: Yes, it is.

20 (William Tibbs Seated.)

21 BRYAN WILSON: And again the

1 dimension of the antenna is approximately
2 10-by-10 sheet just of that. So the antenna
3 is about ten and a half inches square.

4 HUGH RUSSELL: Okay. Does anyone
5 take any exception to this proposal?

6 STEVEN WINTER: I do not take
7 exception.

8 PAMELA WINTERS: No.

9 HUGH RUSSELL: Okay. Then let's
10 move on to the other one.

11 BRYAN WILSON: Next is 700 Huron.
12 Again this is Park Side Place. For this
13 facility since it is such a large building,
14 we are actually proposing five antennas.
15 It's a major connection point or hub for us
16 to be able to have other sites connect and
17 backhaul through this one point. So this is
18 the existing view of the building. MetroPCS
19 has antennas on the corners at the top. The
20 ones you can see -- you can't see it in this
21 view, but T-Mobile has antennas that are

1 further down on the side. Where this
2 building is over 200 feet tall, in terms of
3 visibility for passersby, the antennas are
4 really invisible. So for this face we're
5 proposing the addition of one-foot antenna
6 and one, two-foot antenna. The difference,
7 we need different size antennas for different
8 locations is the distance between sites to
9 which we are connecting. So here we're
10 proposing a combination of one-foot and
11 two-foot antennas.

12 STEVEN WINTER: Mr. Chair, and when
13 you say antenna, we're meaning dish; right?

14 BRYAN WILSON: That's correct. The
15 proposal before the Board this evening has no
16 bearing on the existing panel antennas.
17 These are all point-to-point dish style
18 antennas. And this is the existing view.
19 This is the satellite dish that has nothing
20 to do with our installation. There's a
21 number of satellite dishes on and around the

1 bui l di ng. That' s four and that' s what i t
2 l ooked l i ke wi th the addi ti on of one,
3 one-foot on thi s si de. Agai n, these exi sti ng
4 di shes are not part of our system or
5 proposal . That' s all for satelli te
6 communi cati on or tel evi si on i n the bui l di ng.
7 And that' s our one-foot di sh antenna.

8 The other thi ng that we' re doi ng to
9 hel p mi ni mi ze aestheti c i mpact on the si te i s
10 that we' re worki ng wi th the l andl ord to
11 remove unused antenna mounts. I f we go to
12 rooftop pi ctures of the bui l di ng, there' s a
13 number of abandoned antenna mounts on the
14 bui l di ng. The l andl ord has asked us to
15 remove those i n conjuncti on wi th approval for
16 the i nstallati on of our addi ti onal antennas.
17 We have agreed to do that. So some of the
18 old and abandoned antenna systems that are on
19 the bui l di ng wi ll be removed as part of thi s
20 i nstallati on.

21 WILLIAM TIBBS: Are they yours?

1 BRYAN WILSON: No, they are not.
2 They're abandoned. Again, these dishes are
3 tenant use, not part of any of the wireless
4 communication systems that are on the
5 building. These whip antennas are for
6 emergency communications, police, fire,
7 emergency vehicles. So none of the antennas
8 we're proposing are shown in these pictures.
9 It's just to show the locations of where
10 we're going to propose our antennas.

11 STEVEN WINTER: Mr. Chair, I'm sorry
12 if I wasn't being a good listener, the dish
13 antennas are -- tell me why they're required
14 as opposed to the panel antennas?

15 HUGH RUSSELL: Okay, let me take --
16 so what they're doing is instead of tying
17 their various locations together with wire,
18 they're using microwaves.

19 STEVEN WINTER: Okay.

20 HUGH RUSSELL: And this is kind of
21 the hub of their microwave system. So the

1 antennas, probably one will receive the
2 signal from someplace else and then it will
3 distribute them.

4 STEVEN WINTER: And is it likely for
5 us to expect other carriers to want to put
6 the dish antennas up as well?

7 BRYAN WILSON: Well --

8 STEVEN WINTER: I know that's not a
9 fair question, but in your opinion.

10 BRYAN WILSON: Well, it's certainly
11 possible that wireline technology could
12 again leapfrog where there's a competitive
13 environment between wireless service
14 providers and wireline service providers,
15 certainly Comcast, Xfinity, and Verizon Fios
16 want to keep their customers. They don't
17 want to jump ship to wireless companies like
18 MetroPCS. Right now the advantages have an
19 edge in wireless technology. For us to be
20 able to provide the fastest service to our
21 customers in the City of Cambridge, we think

1 that we need this wireless service to be able
2 to provide backhaul.

3 And, again, if I may briefly, unlike
4 the panel antennas that provide coverage 360
5 degrees around the building, this is
6 point-to-point just between and among our
7 sites.

8 (Ahmed Nur Seated.)

9 HUGH RUSSELL: So presume that one
10 of them is point to the antenna on Brattle
11 Square.

12 BRYAN WILSON: That's correct.

13 WILLIAM TIBBS: Just as a follow up,
14 I think you were referring to other, your
15 other wireless competitors. And, again, you
16 can't answer that question, but I guess our
17 concern is whether or not three or four
18 different companies would be trying the same
19 site trying to do the same thing.

20 BRYAN WILSON: Yeah, I understand
21 the concern. I -- right now the various

1 competitors that we have in the wireless
2 industry have different relationships with
3 wireless service providers. How long those
4 will last, what technologies may come up to
5 supplant those, I couldn't say.

6 HUGH RUSSELL: I mean I guess we
7 would infer from the slew of cases from
8 T-Mobile that if they were planning to put
9 dishes on, they would have made that part of
10 their upgrade. So...

11 STEVEN WINTER: Mr. Chair, I'd like
12 to note that I -- I understand the need for
13 the equipment and I feel that they've worked
14 hard to make it unobtrusive. And I also feel
15 that we need to note that this particular
16 carrier is removing the unused infrastructure
17 at their own cost and I think that's a good
18 neighbor.

19 HUGH RUSSELL: Right, I would agree
20 with your assessment.

21 Does anyone else want to have any

1 further comments on this?

2 (No Response.)

3 HUGH RUSSELL: I see no one on the
4 Board. So, I think we're all --

5 Ahmed, did you want to make a
6 comment about the antennas?

7 AHMED NUR: No. I was just asking a
8 question. I came in a little late. I
9 apologize. You know where my comments stand
10 on antennas.

11 HUGH RUSSELL: Okay, so I think we
12 have no advice for the Board and probably
13 should send them a letter telling them that.

14 LIZA PADEN: Okay.

15 HUGH RUSSELL: So there are other
16 cases.

17 BRYAN WILSON: Thank you very much
18 for your time.

19 HUGH RUSSELL: Thank you.

20 LIZA PADEN: On the rest of the
21 Board of Zoning Appeal cases, the 10 Canal

1 Park was already at the Planning Board and
2 I've already sent off those comments.

3 The case that's third from the bottom
4 of the list, 57 JFK Street which is
5 Yogurtland. It went to the Harvard Square
6 Advisory Committee and I put together the
7 report for the Board of Zoning Appeal for
8 that.

9 HUGH RUSSELL: This is going into
10 that current salon space?

11 LIZA PADEN: Yes.

12 HUGH RUSSELL: It's going to be
13 accessed from Winthrop Street?

14 LIZA PADEN: Yes.

15 H. THEODORE COHEN: Which space is
16 it?

17 LIZA PADEN: It's where the hair
18 salon is. It used to be Nina's Landing and
19 now it's the hair salon.

20 HUGH RUSSELL: And they're going to
21 police the area to make sure their customers

1 don't create a nuisance. I read the report
2 of the committee because I'm on the
3 committee. I did not attend the meeting.

4 LIZA PADEN: I don't see any other
5 cases. I would say that the first one on the
6 agenda, 175 Huron Avenue, is an ongoing
7 discussion about the reuse of a funeral home,
8 of the Hickey Funeral Home and right now
9 they're trying to come up with a solution
10 because it's in the Residence B District that
11 will address the fact that the site is
12 probably got two and a half, maybe three
13 times the amount of density that's allowed on
14 that site because it's in the Residence B.

15 PAMELA WINTERS: And there's parking
16 issues, too, right?

17 LIZA PADEN: There's parking issues,
18 a number of parking issues. And actually
19 accessing the parking that's on the site.

20 PAMELA WINTERS: Right, okay. But
21 they're dealing with it.

1 L I Z A P A D E N: I t h i n k i t ' s a B o a r d o f
2 Z o n i n g A p p e a l c a s e .

3 P A M E L A W I N T E R S: Y e s , o k a y .

4 H U G H R U S S E L L: O k a y .

5 L I Z A P A D E N: O k a y , t h a n k y o u .

6 H U G H R U S S E L L: T h a n k y o u v e r y m u c h ,
7 L i z a .

8 B r i a n , d o y o u w a n t t o g i v e u s a n
9 u p d a t e ?

10 B R I A N M U R P H Y: S u r e .

11 I n t e r m s o f p r e v i e w o f c o m i n g
12 a t t r a c t i o n s , o n t h e 1 8 t h o f D e c e m b e r y o u ' v e
13 g o t p u b l i c h e a r i n g s f o r W a t e r m a r k I , g r e e n
14 r o o f S p e c i a l P e r m i t a s w e l l a s t h e C a f e t e r i a
15 Z o n i n g A m e n d m e n t f o r B i o g e n .

16 A n d o n J a n u a r y 8 t h w e ' v e g o t b i k e
17 p a r k i n g z o n i n g , e l e c t i o n o f c h a i r .

18 T h e o t h e r m e e t i n g s i n J a n u a r y w i l l b e
19 t h e 1 5 t h a n d t h e 2 2 n d .

20 A n d t h e n o n F e b r u a r y 5 t h w e ' v e g o n e
21 T o w n G o v n r e p o r t s .

1 I expect that there will be some
2 additional petitions that will be filed
3 within the next two weeks, so those I would
4 expect will be coming before the Board in
5 January as well.

6 HUGH RUSSELL: Okay, thank you.

7 So, the next item on our agenda is the
8 Central Square Osborne Triangle Plan and
9 recommendations.

10 Roger.

11 ROGER BOOTHE: I'm going to give you
12 an update where we stand with things as soon
13 as this little guy comes back on here, but
14 maybe while I'm waiting for that technology
15 to kick in, the members of the Central Square
16 Committee could introduce themselves.

17 HUGH RUSSELL: I'd like that, yes.
18 And the recorder would like to have you spell
19 your name if it's at all ambiguous.

20 SAUL TANNENBAUM: I'm Saul
21 Tannenbaum, S-a-u-l T-a-n-n-e-n-b-a-u-m, 16

1 Cottage Street. A 40-year resident of
2 Cambridge in the Central Square area.

3 GAVIN KLEESPIES: My name is Gavin
4 Kleespies. I'm Executive Director of the
5 Cambridge Historical Commission and I also
6 was born and raised in Cambridge and
7 currently live in Cambridgeport.

8 My last name is spelled
9 K-l-e-e-s-p-i-e-s.

10 UNIDENTIFIED AUDIENCE MEMBER:
11 Society, right, not Commission.

12 AHMED NUR: Ahmed Nur.

13 SUSAN FLEISCHMANN: Susan
14 Fleischmann, F-l-e-i-s-c-h-m-a-n-n. I'm the
15 Executive Director for Cambridge Community
16 Television and a resident 5 St. Mary Road.

17 JOSHUA GERBER: Joshua Gerber. I'm
18 the owner of the 1369 Coffeehouse and board
19 member of On the Rise. Also chair of the
20 Government Committee of Cambridge Local
21 First. Spelled G-e-r-b-e-r.

1 PATRICK BARRETT: Patrick Barrett,
2 B-a-r-r-e-t-t. I'm a property owner in
3 Central Square, 897-907 Main Street, and I
4 also live at 234 Broadway in Cambridge.

5 KATHRYN BROWN: I'm Kathryn Brown,
6 K-a-t-h-r-y-n Brown and I'm with Forest City
7 Development.

8 MARK BOYES-WATSON: I'm Mark
9 Boyes-Watson 22 Erie Street, 26-year resident
10 of Cambridge.

11 PATRICK ROWE: Patrick Rowe, R-o-w-e
12 with MIT.

13 HEATHER NELSON: Hi. Heather
14 Nelson, N-e-l-s-o-n. I've been living at
15 Four Austin Park in Central since '95 and
16 have three kids in the Cambridge schools.

17 ROBIN LAPIDUS: I'm Robin Lapidus,
18 R-o-b-i-n L-a-p-i-d-u-s. I'm the Executive
19 Director of the Central Square Business
20 Association.

21 ROGER BOOTHE: Let's see if that

1 will stretch all the way over here. All
2 right. Bill, can you -- don't get strangled
3 there. There we go.

4 So you see up on the screen the
5 signatures of this group and it's been an
6 amazing group to work with. They have really
7 worked extremely hard. And I think everybody
8 should have received this letter from the
9 committee. If not, there are copies over on
10 the wall. And this is something that is
11 pretty amazing because like the K2 committee,
12 the C2 committee met intensively and on and
13 on and on. Until last week we had two more
14 days to get finished. So Wednesday and
15 Thursday we met three or four hours each
16 night, and finally wrapped up to a point
17 where Iram Farooq was able to pour things
18 together with all kinds of inputs and just as
19 she was about to finish it up, we had the
20 power outage and she was barely able to make
21 her plane to India. She's gone for a month

1 to India. We miss Iram. But I think
2 everyone here would say what an incredible
3 job she's done working with the committee.
4 And the fact that so many are just here
5 tonight. Ester Hanig has just arrived.
6 There are a couple more spots for committee
7 members this evening as they come in. I'm
8 sorry that we're crowded here tonight. This
9 is another phenomenon, every meeting we've
10 had have been well attended by committee and
11 the citizens.

12 So this little letter that they wrote
13 on their own, extra-curricular letter, is
14 extremely well written and serves as a I
15 think a very good executive summary for the
16 report. So we're, we're sort of
17 incorporating it into it. And you can see in
18 the letter, I don't know if the Board has had
19 a chance to read through or other folks in
20 the community, it kind of goes through the
21 process, and talks about guiding principles

1 that really help the committee get through
2 thinking about Central Square. And there's
3 still a lot more thinking going on. Civic
4 identity, market realities, sustainability,
5 density and built form, transparency and
6 trying to say how things are actually
7 happening in the square. Housing, housing,
8 housing, a big issue for everyone. Parking
9 and transportation. Retail and non-profit
10 public spaces. Social services. And the
11 potential for the development of city-owned
12 property.

13 So they've done a really nice job of
14 summarizing a lot of the work that the city
15 staff and our consultant Goody Clancy did
16 with the committee.

17 And now I'm going to open up the plan
18 itself. This is what I ram pulled together
19 after all this work in the last few days.
20 And let me just say that there are a few
21 glitches in here. Again, I'll blame some of

1 it on the power surge and the outage, but
2 also just trying to get everything done in
3 the last minute. So there are a few editing
4 changes that need to be made, a few little
5 comments didn't get in and we'll be working
6 with the committee so they know what things
7 get re-upped in there.

8 But the cover here really I think is
9 something that says very well the vision
10 we're talking about. And these four themes
11 are main themes that resound through the
12 project. And I'm just going to spend I hope
13 maybe 15 minutes going through these themes
14 and how the report is structured and then sit
15 down and leave it to the Board and the
16 committee to try to have a dialogue. So just
17 give me a few minutes to go through here, and
18 obviously if I say something that really
19 people need to hear more about, let me know.
20 But certainly these four themes; a place for
21 living, thinking about getting more housing

1 intensifying the square is an overarching
2 idea, public spaces that we have kind of at
3 both ends of the square, Carl Barron Plaza
4 and Lafayette Square, one of which is greatly
5 loved, and the other which needs a lot of
6 work. We don't have that many public spaces,
7 so trying to think about as the square
8 evolves can we get more and try to make the
9 ones we have work at many levels as possible.

10 Retail, obviously the lifeblood of the
11 square is what, where the buildings hit the
12 ground. So that's been a big issue for
13 everybody. And thinking about how they, the
14 square can develop.

15 One more little glitch here is these
16 four columns; vision, objectives, core
17 strategies, and tools are supposed to be
18 attached to the next page. The vision is
19 kind of saying, again, that Central Square is
20 a downtown, a center. It means so much to
21 all the neighborhoods around it. I'm not

1 going to go through the so many words that
2 are up here. I'm just going to try to point
3 out some of the structural issues. Again,
4 we're reiterating the core principles of
5 public places, retail, residential diversity,
6 and connecting people. And that's what
7 organizes the rest of the report. But the
8 big vision, we took David Dickson's quote to
9 heart when he quoted Jan Gehl the well known
10 Danish architect urban designer, he said:
11 First life, then spaces, and then buildings.
12 The other way around never works. And
13 certainly that's kind of the way the vision
14 has evolved with this group of folks in the
15 year plus that we've been working on it
16 trying to think about people. And in my 33
17 years, diversity has always been the key word
18 that people think about with the Central
19 Square. The spaces themselves trying to make
20 more and more liveliness. We're so excited
21 that we've just gotten Central Square

1 identified as a cultural district. And we
2 know that we have all kinds of things going
3 on. The Red Ribbon Commission was really
4 encouraging us all to how to extend the
5 activity and liveliness in the square. And
6 then you get to the buildings which
7 ultimately what will be coming to the Board
8 for review. So we're going to try to go
9 through a lot of these programmatic and
10 planning ideas and think about how they
11 manifest themselves in the physical
12 environment.

13 So right off the bat we have another
14 little glitch here. These goal numbers don't
15 correspond, for those of us who are into
16 outlines. This is really supposed to goal
17 No. 1, public places to build a community.
18 And clearly Massachusetts Avenue is the heart
19 of Central Square. Part of its strength is
20 having such a strong corridor, but it also
21 has challenges in terms of it being very

1 linear unlike a place like Harvard Square
2 that has a broader bread that's quite linear
3 so challenges often come up on those
4 neighborhood edges in trying to make better
5 connections. Trying to add and improve
6 public spaces for making a broader range of
7 community activities, clearly a big theme and
8 especially in Carl Barron Plaza where the
9 hope is that everybody will eventually feel
10 comfortable there which is pretty clearly not
11 the case right now.

12 Intensi fi ed programmi ng, publi c spaces
13 wi thi n the cul tural di stri ct. We' re ju st
14 l earni ng from Robi n what thi s i s goi ng to
15 me an. Bu t we al ready have a good bi t of
16 expe ri ence wi th the di versi ty i n the square
17 and to see how to fi nd every way we can to
18 i nte nsi fy that. And once projects are comi ng
19 to the Board l ooki ng at the rel ati onshi p of
20 new devel opment to publi c space i s cl early
21 somethi ng the Board i s very used to doi ng and

1 there really hasn't been that much
2 development in Central Square since the last
3 time we did planning maybe 20 years ago for
4 looking at the plan itself.

5 So the inventory of public spaces here,
6 again, I'm not going to get into the words so
7 much, but thinking about the resources. We
8 do have such a City Hall Lawn, Jill
9 Brown-Rhone Park, the University Park Common,
10 how to pull that more into the life of
11 Central Square. A lot of work has been going
12 on through Forest City to try to make some of
13 those connections better. And really trying
14 to think -- one of the things that the
15 committee is very interested in is looking at
16 places that have indoor public spaces,
17 something we don't have in Central Square.
18 How could we leverage out some sort of
19 wonderful gathering space and maybe some of
20 the development with the parking lots is the
21 place where possibly that could happen if

1 those redevelop while keeping -- everybody
2 loves the farmer's market, trying to figure
3 out how that can evolve if changes do happen
4 to parking lots and other changes in the
5 square. And generally thinking about
6 streetscape and active edges throughout.

7 This is a public places framework.
8 It's a little abstract. Here's Massachusetts
9 Avenue. Here's Main Street. University Park
10 Common. Jill Brown-Rhone Park. Carl Barron
11 Plaza at City Hall. And we all know Central
12 Square. As I said before, it's very linear
13 and every bit of open space is pretty
14 precious, but almost all of them could use
15 some improvement. So we'll be thinking about
16 that as development proceeds over the next
17 many years.

18 So, goal No. 3 really I believe should
19 be goal No. 2. These are -- just forget
20 about those numbers there, but retail,
21 cultural, and non-profit diversities clearly

1 the lifeblood of the square is again where
2 the buildings hit the ground in trying to
3 build on successes that have happened in the
4 square since I remember 30 plus years ago it
5 was kind of a sketchy area, and now it's got
6 some issues, but it's really a lot better
7 than it used to be in terms of having more
8 things going on. Some of these issues can be
9 dealt with through Zoning, others non-Zoning,
10 thinking about cleanliness and so forth. And
11 really trying to think about non-profits is
12 also another very important part of the life
13 of the square.

14 Housing clearly as we discussed in the
15 K2 study, housing and more of it. And having
16 a mix of affordability is critical to
17 everybody. And we had Barry Bluestone talk
18 to the committee. He's actually a Cambridge
19 resident and one of the regional experts on
20 housing, trying to help us to think about how
21 to deal with the middle income housing issue

1 that the City Council's mentioned quite
2 often. We're dealing, as best as we can,
3 with the people who really have the severest
4 housing needs and we certainly do well in
5 market housing, because we keep building more
6 of it, but what about the middle income? And
7 that's a quite a difficult topic that the
8 committee has spent a lot bit of time
9 thinking about and I think there's still more
10 thing to do about that.

11 And finally goal No. 4, actually it is
12 goal No. 4, and I think people to the square
13 really looking at streets very hard whenever
14 there are changes, we've done a lot of work
15 over the last several years trying to
16 encourage sidewalk cafes. Thinking about
17 more creative ways to expand those kinds of
18 uses out in the public way. Looking at how
19 those fit in with the private developments.

20 Sustainability, clearly something we're
21 all thinking about all the time and trying to

1 think about how we can make all the buildings
2 that come along be better than the ones
3 before.

4 Leveraging, future private, public
5 investments. This really was focussed on the
6 parking lots. And parking lots are a big
7 topic because they're some of the biggest
8 areas that clearly are undeveloped and have
9 some kind of potential, but they do serve
10 parking that keeps retail healthy. They do
11 provide the space for the farmer's market.
12 Not an easy question, but it's hard to say
13 that those lots should stay looking like kind
14 of ugly parking lots forever, but we want to
15 make sure that you satisfy the functions and
16 try to get something more. And so David
17 Dickson talked to the committee about a lot
18 of these kinds of great images of indoor
19 farmer's market, doing more creative things
20 with landscaping, thinking about street
21 edges, and you know, a lot of these projects

1 have parking underground or are screened
2 behind buildings, perhaps this could be edgy
3 housing that has parking embedded in it.
4 Again, trying to tie the street system into,
5 into the -- where the parking lots are along
6 neighborhood edges. This is an image along
7 Bishop Allen Drive showing some housing
8 potentially on a parking lot site and just
9 imagining that that could be a really
10 wonderful urban street instead of what now is
11 really not meeting its potential. And I
12 think most people would acknowledge.

13 So getting to the sort of Zoning
14 questions, we've looked at extending the
15 Central Square Overlay District which ends
16 down somewhere short of -- well, just beyond
17 the Jill Rhone-Brown Park. Bringing in the
18 Osborn Triangle. That's kind of the
19 shorthand for this triangle here that has
20 Osborn Street in it and some development
21 potential across from the public housing

1 projects that are very fragile and need
2 protection. One way of thinking about
3 protection is creating zones along the
4 neighborhood edges to transfer development
5 out of there and to the heart of the square.

6 Zoning recommendations, again, I won't
7 try to go into a lot of the detail here, but
8 let me just say that the committee wants us
9 to think boldly and wants us to think that
10 maybe the regime we've had in place for many
11 years now, which is this sort of 60-foot
12 cornucopia stepping up to 80 feet with
13 pretty strict restraints even along
14 Massachusetts Avenue can maybe be loosened up.
15 And we can see some taller buildings. If
16 there's a way to limit a number of them. If,
17 and only if, they provide affordable housing,
18 and then similar to the strategy we talked
19 about in Kendall Square the additional height
20 and density above those thresholds we're used
21 to are used and leveraged to get the middle

1 income housing or other benefits, public
2 benefits such as active ground floors,
3 diverse retail, encouraging some of these
4 open space improvements.

5 Here again is a map showing these --
6 TDR is shorthand for transfer development
7 rights. So the idea would be along edges
8 such as in back of Bishop Allen Drive here,
9 key to the density as it is or even lower or
10 letting that get transferred into the green
11 area or Massachusetts Avenue or the denser
12 part of the square. And the Board's
13 certainly familiar with TDR. I don't know if
14 everyone who is here tonight has thought
15 about that technique, it's one we have in
16 place in the Zoning Ordinance recently at
17 Alewife and it was used in Lower
18 Cambridgeport to transfer development rights
19 of the park on Pacific Street over to the MIT
20 dormitory. That's about the most dramatic
21 use of it anywhere. But could it work here?

1 Something to think more about and we could
2 have a system for trying to make that work if
3 possible.

4 And then trying to encourage retail
5 diversity by exempting some of the ground
6 floor retail and having requirements for how
7 that would happen just so say how important
8 it is to get the retail.

9 So, transportation, there are a number
10 of pages here. The one thing that I'm going
11 to highlight is how much the committee felt
12 that really keeping residential parking
13 ratios to a minimum was important. And a few
14 very strong voices on the committee wanted
15 zero spaces for dwelling units. And that
16 generated good discussion. I think everybody
17 recognizes that being near transit having
18 less parking is a good thing. And the Board
19 has clearly been headed in that direction
20 also. So can we get to zero? That's a
21 question as we start looking at housing

1 development over the next few years.

2 So, I just want to finish up by looking
3 at the Central Square guidelines which are
4 still in draft form. And as I always do, I
5 have to credit Midgi our intern who is
6 actually here with quite a few of her MIT
7 colleagues, quite a folks here in attendance
8 here. We've taken a fresh look at the
9 guidelines for Central Square. I think the
10 last one's, again, we're not applied to that
11 many projects. Most notably I guess the
12 Holmes project. And have tried to think
13 about how to bring our guidelines more into
14 contemporary context. So I've gotten a
15 missed step here. Give me just a minute
16 here. I'll get back to the start.

17 So the guidelines were promulgated in
18 1989 and that was following a lot of thinking
19 about the square by a similar committee back
20 then, but before we had the work that went on
21 to narrow Massachusetts Avenue and create

1 more space for trees and benches. And so we
2 really thought more and more about design
3 principles for the streetscape. I think we
4 all tend to look at the sidewalk cafes as a
5 great new thing that's been happening in the
6 last probably decade I would say. It's been
7 happening strongly. And this is tavern in
8 the square which is kind of an exemplar of
9 keeping a passageway for people and flow of
10 traffic but having a nice little zone that
11 has cafe tables, benches, the city's trees.
12 Creating as much of a zone as possible along
13 the edge especially on Massachusetts Avenue
14 and Main Street being the more prominent
15 streets. Thinking also more about the
16 secondary streets like all the finger streets
17 leading from Massachusetts Avenue back to the
18 neighborhood or to Bishop Allen Drive, and
19 thinking about how those streets could have
20 more of a character where the buildings are
21 meeting the street in a positive way to try

1 to work the streetscape as a whole kind of
2 part of the open space system rather than
3 having streets and sidewalks that feel
4 somewhat neglected.

5 Clearly integrating buildings with
6 public spaces is a big part of what the
7 committee was about, about what the Board is
8 always looking for, I mentioned before the
9 Carl Barron Plaza case. And in my mind one
10 of the hardest things about this is that the
11 ground floor has not worked here, and that
12 was something that the Board had hoped for.
13 It hasn't worked out. We understand that the
14 owner is hearing those concerns and thinking
15 about trying to get more active uses in those
16 ground floors. We'd also think about how the
17 public space gets used as we're looking at
18 public spaces throughout the square. Most
19 everybody feels that Jill Brown-Rhone Park,
20 also known as Lafayette Square, is a great
21 success. We have wonderful cafes. We have

1 tamed the traffic here. This is, this has
2 become a real place, but you see the physical
3 surrounding really isn't what it could be.
4 And now I think we all know that Quest is
5 moving out of town and there are going to be
6 a number of properties up for redevelopment.
7 So the potentials for really having a richer,
8 more full kind of urban experience around
9 that plaza are going to be coming before us
10 pretty soon.

11 Again, the idea of the indoor spaces.
12 Trying to have more creative use of the
13 public space are issues that we're trying to
14 get worked into the guidelines. Active
15 ground floors. Clearly we're taking a look
16 from the old guidelines which had a lot --
17 which don't do kind of things and added some
18 more do-do things, some things that we think
19 will make a lot of sense. And Midgi's been
20 trying to look at operable things for
21 windows, for how those spaces are dealt with.

1 We've had a lot of experience to the facade
2 improvement program, so we want to keep doing
3 better with that.

4 Then, at built form as I mentioned
5 before, the committee has been more open than
6 we thought about in the past and having some
7 heights, and clearly it would take some doing
8 to really get into this diagram. But the
9 whole notion is keeping it lower near
10 neighborhoods, allowing heights to go up at
11 Massachusetts Avenue. And here we're showing
12 potentially instead of having strict setback
13 planes the way we've been thinking about it,
14 allowing a certain amount of height for
15 housing in particular to step up higher, and
16 again that would be with certain benefits
17 coming out of that whole process.

18 Street walls, thinking we may still
19 have sort of a datum or a basic line of
20 heights that's really there historically, but
21 thinking about allowing something like this

1 i magi nary bui l di ng here to pop up. Maybe
2 there are portions of i t that pick up on the
3 datum. The commi ttee, we had a publ i c space
4 workshop and I guess i t was all about spaces
5 in Central Square, and a lot of peopl e were
6 feel ing l et' s have some vari ety.

7 The old gui del i nes talked about the
8 hi stori cal l y si gni fi cant bui l di ngs, somethi ng
9 we' re sti l l very concerned about. But i t
10 di dn' t talk as much about new constructi on
11 l etti ng some modern i nserti ons come i n al ong
12 wi th the ol der bui l di ngs, and thi nki ng about
13 what are the thi ngs that make both a
14 wonderful ol d bui l di ng and a wonderful new
15 bui l di ng work ri ght. Agai n, thi s i s
16 somethi ng we' ve l ooked at through the Arti cle
17 19 project revi ew but i t hasn' t been brought
18 down to ki nd of the scal e of Central Square.

19 So, that' s pretty much i t for where we
20 are wi th the gui del i nes. Sti l l sketchy. And
21 that' s pretty much i t for what I have to say.

1 So, I would encourage the Board to ask
2 questions directly of the Board members or if
3 the Board members -- the committee members
4 felt I left something out, please pitch in
5 and let it be a conversation.

6 HUGH RUSSELL: Okay, I'd like to
7 start with a trivia question. The photograph
8 in the middle on the bottom of the screen is
9 where?

10 ROGER BOOTHE: This one right here?

11 HUGH RUSSELL: Yes.

12 ROGER BOOTHE: I believe it's
13 London? Yeah, this is London. And this is a
14 very, very thin residential tower. But we
15 love this picture because they have the
16 historical building here and it's sort of
17 dialogue. We actually have something very
18 similar to this in Harvard Square, I think
19 with the dialogue between the Hillel House
20 that Moshi Safdie designed, and the Lampoon
21 building where they're very old buildings

1 that juxtapose those sorts of things.

2 HUGH RUSSELL: I figured it wasn't
3 in Cambridge because there weren't any
4 parking control signs.

5 ROGER BOOTHE: Well, you noticed I
6 couldn't have answered the trivia question
7 without mentioning Moshi Safdie.

8 HUGH RUSSELL: Bill, would you like
9 to ask something?

10 WILLIAM TIBBS: Yes, I guess I have
11 a little more overarching question, and that
12 is in essence -- question for you as well as
13 for staff, what is our goal for tonight? And
14 what is the context of what we're going to be
15 doing over time and how this all fits into
16 what it is we're expected to be doing in the
17 end?

18 HUGH RUSSELL: So, what I'm hearing
19 is that the Central Square Overlay District
20 Zoning is going to be substantially upgraded
21 with the proposal that will come to us pretty

1 soon.

2 ROGER BOOTHE: Right.

3 HUGH RUSSELL: Because in these
4 three documents that we have. We have the
5 guidelines principles, and we have a broader
6 statement principle.

7 So tonight is for us to I think come to
8 understand those basic principles better and
9 I think also to thank the members of the
10 committee who have done a really what appears
11 to be a fabulous job. I've only read through
12 the materials once, but it's enormously
13 convincing. And there is a -- you know, I
14 have lived myself a block away from here,
15 which means three blocks from Central Square
16 for 40 years, and some of the ideas in here
17 say oh, yeah, we can go farther than things
18 have changed in 40 years. And, you know,
19 Central Square is a great place now, but I
20 think there's a vision here that says it can
21 be even greater.

1 WILLIAM TIBBS: I just want to say
2 that the committee, and just from, again, my
3 quick perusal because it was quick, and I
4 will spend more time perusing it as we go.
5 You have done a great job. But we have the
6 disadvantage of having to digest a lot of
7 this stuff in a much, much, much, much more
8 shorter span of time than you all have had to
9 look at it. So I just think that if in the
10 -- as you think back over -- and, again, this
11 kind of goes to you, too, as you look back
12 over the process that you use, whatever you
13 can do to help us kind of frame things, talk
14 about an issue, see its context would be
15 helpful or else this could be just a
16 bewildered conversation, at least from my
17 point, and not help me sort of focus on what
18 we're eventually trying to do which is to
19 come up with a set of changes and what we do
20 and how we do it. And what's the best
21 mechanisms to get at what looks like a lot of

1 great and interesting ideas.

2 ROGER BOOTHE: Yes, Bill, and we'll
3 certainly have further opportunity. We've
4 just started getting into sketching out what
5 the Zoning would be like. There would be
6 actual submissions and hearings. But you're
7 also always wanting us to have vision, and
8 let me tell you this group has vision and
9 they've pushed for us to be bold. And I'd
10 love to hear from some more of them myself.
11 The Board will have other questions, but they
12 feel passionately about this. And Ahmed has
13 been the board member working with the
14 committee, and I think they, they're going to
15 be sticking around. We have more discussions
16 I can promise that.

17 AHMED NUR: Right. This is a Board
18 that will actually speak for itself. I must
19 say. Though, that I am extremely impressed
20 to the level of commitment that each and
21 every one of them coming from a different

1 part of interest, but to have all one thing
2 in common and that is Central Square, their
3 businesses. You try to bring developers,
4 landlords, retail managers, neighbors,
5 community representatives, and so on and so
6 forth in one room, and you know, we've had
7 our doubts in the beginning, but in the end
8 seriously everyone was coming together as a
9 -- and everyone has really, really been very,
10 very helpful and hard worked on this.

11 And, Bill, I have been sitting on this
12 not -- to be honest with you I've been there
13 from the beginning representing the Board and
14 I don't think I've had enough time. I don't
15 know how they have they pulled it. There are
16 so many meetings I've missed aside from the
17 city, you know, sponsored meetings that
18 they've had. But I've learned a lot and I
19 will -- I love to hear other members to
20 speak.

21 But one -- for example, one page that

1 I'm looking at is page 11. I mean this to me
2 is what Central Square, you know, they say a
3 picture is worth a thousand words. And
4 looking at these things here, this -- pardon?

5 ROGER BOOTHE: These are the
6 guidelines.

7 AHMED NUR: Oh, the guidelines, yes.
8 Page 11 of the guidelines. Display window,
9 canopy affordable window and awnings and the
10 pictures are all below there. I've never
11 seen any of these four scenarios of retail
12 empty. Like, whenever people see these
13 scenarios, I think of those retail areas are
14 taken right away. And that's what people
15 look at. It's just the human (inaudible).
16 Just one picture, one page, and that's what
17 we have of Central Square and that's what
18 we're missing of Central Square. And so, let
19 the games begin.

20 Thank you.

21 HUGH RUSSELL: Probably would be a

1 good idea to say your name before you speak
2 but no need to spell it again.

3 SAUL TANNENBAUM: Saul Tannenbaum.
4 I want to echo how amazing this process has
5 really been. And we have in 21 people from,
6 you know, all walks of life varying opinions.
7 I mean, you know, as wide a range of opinions
8 as you can have in Cambridge and that's
9 pretty wide. And, you know, through hard
10 work and, you know, a common process and a
11 common love for Central Square, I mean the
12 documents you see reflect, you know, our
13 consensus opinion. And I mean, we -- all of
14 us, you know, agree with everything in there.
15 You know, that isn't to say some of us
16 wouldn't want to go further in other
17 directions, you know. You know, I think for
18 cities are for density and I would go taller,
19 but my good friend Susan worries about, you
20 know, the blue sky and what we've come up
21 with, you know, is what we think is a, you

1 know, reasonable middle ground, you know,
2 that, you know, gets us what we need and, you
3 know, in the square and protects the
4 neighborhoods. And, again, we could not have
5 done this without the Community Development
6 Department, Brian and Iram who has the good
7 sense to be on vacation now. I mean, she has
8 earned that. I mean with all the hard work
9 that she's done, and Roger and Stuart and the
10 other staff and Goody Clancy as well. And
11 David Dickson. I mean, they've been
12 wonderful. For me it's been a year long
13 seminar on, you know, urban planning. And as
14 I've said before, you know, they've, you
15 know, cursed me in the sense that I no longer
16 look at the streetscape the same, you know,
17 that was, you know, in looking at a gas
18 station on Mass. Ave. It's like oh, my God,
19 what's a gas station doing, you know, on
20 Mass. Ave.? Why is that there? What are the
21 economics? So, rather than just walking by.

1 What I would like to say about, you
2 know, the general principles, and I should
3 say I don't consider myself a spokesman for
4 the committee, I just happen to be the
5 nearest one to the microphone to start.
6 Nobody on the committee is shy, but I think
7 what, you know, in general, you know, we
8 decided is that to maintain and enhance
9 Central Square, you know, we're willing to,
10 you know, trade, you know, density and other
11 incentives, you know, for the elements in the
12 square we think, you know, are necessary to
13 Cambridge. You know, and that's a whole
14 range of things. You know, affordable
15 housing, middle income housing, housing in
16 general. I mean I think we've come away with
17 a sense that, you know, there's a housing
18 crisis in the Metropolitan Boston and
19 specifically in Cambridge with the, you know,
20 the middle class being squeezed out. And,
21 you know, while we're under no illusion that

1 we can build enough housing to lower housing
2 costs here, you know, we should try to bend
3 the curve and we should try to build in, you
4 know, as much incentive to keep people from,
5 you know, being -- you know, forced out of
6 Cambridge by rising prices. We have very
7 good present day from Barry Bluestone about
8 housing and, you know, his prescription is
9 just build more housing. But the most
10 affordable housing is the existing housing
11 stock. And if you just, you know, if you
12 build even market rate housing, you're taking
13 pressure off the existing housing stock which
14 is where you'll find more affordability.
15 Which is a framing which I had not previously
16 heard.

17 We care a lot about public spaces.
18 There are a number of people on the, you
19 know, committee who are passionate about
20 certain specific kinds of public spaces, a
21 public market, etcetera. We care a lot

1 about, you know, ground floor retail for the
2 way it activates, you know, the streetscape.
3 We care about independent retail, you know,
4 as well, and we want to keep the, you know,
5 the Jossiers (phonetic) and the Toscaninis
6 here and not be, you know, forerun by formula
7 retail.

8 We talked a lot about transportation.

9 HUGH RUSSELL: Maybe you can pass
10 the microphone. You're going to take
11 everybody's thunder away.

12 SAUL TANNENBAUM: Oh, sure.

13 AHMED NUR: Didn't take you a lot to
14 figure that out, huh?

15 WILLIAM TIBBS: I just want to say
16 that I think that for me that was helpful
17 because you were beginning to get into what
18 you think works, like a Toscaninis --

19 SAUL TANNENBAUM: Right.

20 WILLIAM TIBBS: -- and maybe what --
21 and we should talk about --

1 SAUL TANNENBAUM: Since 1969.

2 WILLIAM TIBBS: Yes. And what
3 doesn't work. And I think framing it in
4 those principles is a good idea so as other
5 people start talking. I just wanted to say
6 that.

7 GAVIN KLEESPIES: My name is Gavin
8 Kleespies again. I just want to say I really
9 love Central Square. I think Central
10 Square's really great. And I really love the
11 sort of quirkiness and uniqueness and odd
12 ball places that are in Central Square, but
13 I'm also aware of the fact that Central
14 Square is always changing. And the best part
15 of it being the healthy dynamic spaces that
16 constantly change. And that some of that is
17 good. I know Central Square when I was
18 teenager, Central Square was not the kind of
19 place you went after dark. It was a place
20 that was a little sketchy. And that -- it's
21 definitely gotten a little better in that

1 way. But some of the other changes have also
2 been sad. You know, I'm sorry to see the
3 Liberty Cafe close or the Harvard Donut or
4 the Golden Donut. Those are all things I've
5 really enjoyed. So I guess the way that I
6 approach this from both a background draw
7 with an emphasis on preservation and liking a
8 lot of the unique things of making a square
9 really sort of a part of a person's identity
10 and a part of how they think about their
11 hometown and a part of what creates their
12 memories of where they live, is thinking
13 about if these changes are happening and if
14 this change is going to happen, how do we
15 harness that change to make it do what we
16 want it do to create more unique spaces and
17 more benefits for the community? And so that
18 whole process I think we went through sort of
19 thinking about how are we going to be able to
20 use the changes happening and incentivize
21 getting what we want out of this change. And

1 that was a lot of the conversation for me
2 anyway. And I guess what I would just like
3 to say in general is that my -- after doing
4 this for about a year, what I came from this
5 is to think that we should think boldly about
6 Central Square and we should think about
7 doing things that are a little bit beyond
8 what people have thought of before and
9 consider things like, you know, city owned
10 parking lots as possibilities of ways to
11 create the things that we want, like a
12 cultural center or exhibit spaces or
13 community kitchens or community spaces. And
14 use this, the resources that we have to
15 create the things that we want. So that was
16 a lot of what I got out of the process.

17 SUSAN FLEISCHMANN: Susan
18 Fleischmann. I also want to say that in
19 allowing for increased height and density I
20 think what was really helpful for me was
21 thinking that there are appropriate sites for

1 that and inappropriate sites for that. That
2 it's not a monolithic streetscape where
3 height and density just continue all the way
4 up Mass. Ave. That there's a variegated
5 frontage, and that was really helpful in a
6 sense, you know, in being able to give away
7 this extra height and density in order to get
8 housing with understanding that not all sites
9 along Mass. Ave. can manage that.

10 I also want to give out to Kathryn
11 Brown who pulled the document together. It
12 was really...

13 PATRICK BARRETT: Hi, I'm Patrick
14 Barrett again. I think the one thing I
15 wanted to just to add my two cents on is how
16 invested a lot of are in Central Square. I
17 came to Central Square for the first time
18 when I was 17. I played in the band at the
19 Middle East. I met my wife here. I met my
20 wife at the TG the Bears. Yeah. That's
21 okay. It's all right.

1 (I naudi bl e.)

2 I started my busi ness --

3 SAUL TANNENBAUM: After a year we're
4 still learning things about you.

5 PATRICK BARRETT: That's okay. I
6 keep that close to the vest.

7 You know, I've since started a busi ness
8 here buyi ng properti es as well as resi denti al
9 and commerci al. And if nothi ng el se you want
10 to preserve the great thi ngs that we have in
11 Central Square, and I thi nk that we see a
12 risi ng sort of, I want to say -- there's
13 devel opment i ssues that we face in Central
14 Square. A lot of it is a resul t of hi story
15 of knocki ng bui ldi ngs down to a si ngle story
16 due to economi cs. And economi cs have
17 compl etel y swung i t away now, and now we're
18 stuck wi th these properti es that are
19 non-conformi ng in spaces that are compl etel y
20 underuti lized. And none of us have suggested
21 and none of us woul d have suggested that we

1 go up into the sky. But there's certainly
2 --there's a way to mitigate that and correct
3 a lot of those ills. And I think that's what
4 a lot of people are trying to work with. And
5 that's really the spirit of the document that
6 we've added to this proposal.

7 KATHRYN BROWN: Kathryn Brown. I
8 echo everyone's thoughts on the committee and
9 how well we all work together. I think one
10 of the other things that was really key for
11 our committee is that we had so much public
12 input. Every meeting we had there was public
13 -- members of the public there who stayed
14 through the whole meeting and then offered
15 their comments on the topics that we were
16 discussing. It was tremendously helpful for
17 us to have that constant input and support,
18 so hats off to everyone from the public who
19 have very busy lives that made the effort and
20 really helped the committee through their
21 input.

1 ROGER BOOTHE: A lot of them are
2 here tonight, too.

3 KATHRYN BROWN: Absolutely.

4 The one thing that I thought was a
5 really interesting part of our discussion was
6 when we kind of saw -- kind of talked about
7 future development. And the, you know, the
8 potential for oncoming development about how
9 we balance that, you know, with the, you
10 know, the tradeoffs we can have for that
11 development and how do we get some of the
12 community benefits that we want through the
13 development and the discussions around that
14 and some of the recommendations that I
15 thought were very thoughtful. The committee
16 was very thoughtful about that part of the
17 process.

18 MARK BOYES-WATSON: Mark
19 Boyes-Watson. Yes, I think that one of the
20 things that I would like to say is that we've
21 been with this process and this document a

1 Long time and every time I come to a meeting
2 as the committee knows, I usually fly off the
3 handle because it's so dense you can't even
4 start to figure out how to approach the
5 magnitude of the document. And so -- and
6 it's really dangerous to do what I'm always
7 inclined to do which to like try to pull
8 things out. Because really it all fits
9 together, and a lot of it is about the
10 commitment to building on what's already good
11 there. And if you start too quickly, you
12 leave that behind and you leave the thoughts
13 behind that anchor you. But in the end, you
14 know, the Zoning thing that comes down to
15 which is so dull and dry, you end up with
16 these questions which is, you know, why would
17 you permit higher housing density? Why would
18 you want to exempt ground floor retail? And
19 why would you want to take another look at
20 the public parking lots and see what these
21 are big questions. You know, we spent a long

1 time sort of with all of these other cross
2 questions trying to answer. And it's really
3 hard to sort of get a synopsis on that. And,
4 you know, the housing, you know, we heard
5 earlier in our process that housing really
6 drives retail viability. And we have a
7 problem with retail viability. We heard that
8 housing yields -- you know, what was great is
9 that we had all these different voices. So
10 we heard economically that housing yields
11 much less than biotech. Half biotech yields
12 to a developer. So why would you build
13 housing? So, you know, we think well, maybe
14 you should allow more housing, more than it
15 currently allows more because it's not enough
16 to get over that 50 percent sort of problem.

17 And then, you know, also buy
18 (inaudible) more and maybe you can work on
19 this issue of not just getting the
20 inclusionary housing but going on and getting
21 to the middle income housing issues. So, you

1 know, all of those get wrapped into the
2 housi ng.

3 And the retail unit has the same kind
4 of similar set of things. As it turns out
5 that retail is -- actually, there's retail
6 that we all love. There are several
7 landl ords who sat on the commi ttee. And it
8 turns out that actually lots of the things
9 that we love that are old and actually lots
10 of the things that we love that are new are
11 actually subsidi zed by those landl ords. That
12 our ground floor experience is currently
13 subsidi zed. And that was like wow, I mean,
14 had no clue and why would a member of the
15 communi ty know that. And then you realize
16 that it's a subtle thing, this balance
17 between what the landl ords are trying to do
18 and what we want at the street level as
19 ci ti zens. So, you know, so the thing -- the
20 plan here is to maybe exempt some ground
21 floor retail. If you do sort of those

1 things, especially you can do things that
2 would encourage the kind of retail that
3 everybody I think as a community has come to
4 love and wants to see, continue the
5 independent type of retail.

6 And lastly, and I'll yield the mic
7 which is always a problem on the committee,
8 but, you know, for me I had a passion early
9 on, very early on, for what these -- the
10 question of what you cannot expect and here
11 we are in a Democracy, what you can't expect
12 private interest to do for your city. And
13 so, but we own these parking lots. So we
14 could ask the question what could we expect
15 the parking lots and the value thereof to do
16 for us? And that is in terms of really
17 significant public open space, significant
18 public market building, and maybe significant
19 affordable housing. So, you know, these were
20 the -- I mean, there are so many themes in
21 this document, but that's my punch through.

1 So, thank you.

2 ESTER HANIG: Hi. My name is Ester
3 Hani g and I've been a resident of the Central
4 Square area for 32 areas, and I like everybody
5 else I love Central Square. I really found
6 my home. And we each brought our own kind of
7 background and interest and passions to this.
8 And my neighborhood in affordable housi ng.
9 So I think for me there were sort of three
10 dri vi ng thi ngs.

11 One is how do we mai ntai n the di versi ty
12 of Central Square? The economi c di versi ty,
13 the raci al di versi ty, the ethni c di versi ty,
14 even the age di versi ty. And for me actual ly
15 even the fami ly di versi ty. How do we make
16 sure that what we do creates a strong
17 communi ty at the end of the day? And
18 somethi ng that I guess everybody else has
19 been real ly interested in that I've come to
20 more recent ly is how do we address thi s
21 impendi ng -- I don't know even know what the

1 right word is, climate change. So I think
2 first of all, coming from having served on
3 many boards with affordable housing, I'm kind
4 of more open to density I think than some of
5 my neighbors. So I was sort of open to that,
6 but -- and knowing the sort of financial
7 realities. If you want to have affordable
8 housing, if you want to have middle income
9 housing, you need to increase the density to
10 make that a possibility.

11 So, you know, our goals I think were to
12 create the low income housing, to expand
13 middle income. I'm very interested in family
14 housing because I think the more middle
15 income families you have, and everybody's
16 heard me say this all the time, they use our
17 public schools, they're much more invested in
18 our communities. And I'm also, I think the
19 other thing that this -- the whole kind of --
20 as everybody is saying the pieces all lock
21 together, and for me they create a community

1 or what we envision is a community where
2 people live, where they work, where they
3 shop, so they don't get into cars as often
4 and it helps save our climate. So those were
5 kind of I think some of the overriding things
6 that were important for me.

7 PATRICK ROWE: A few things to add.
8 One of them -- one of my biggest takeaways
9 was the word that comes to my mind is
10 passion, and the passion across the different
11 spectrums of the community and it is such a
12 strong and vocal community that the ability
13 for different stakeholders and different
14 components to come together was really
15 powerful within this process. The two other
16 things that I think that are important for us
17 to reiterate is the word partnership. As
18 Mark touched on, a lot of what happens and
19 can't happen and evolve over time is going to
20 be done with property owners and to
21 understand their perspective. And I think

1 the approach that the committee has taken is
2 the word incentive has come up a lot. You've
3 heard a lot of different committee members
4 use that word. And the idea here is to
5 harness the market and to use incentives so
6 that we can help shape Central Square and
7 preserve all the great things that exist and
8 enhance it further.

9 HUGH RUSSELL: I didn't catch your
10 name.

11 PATRICK ROWE: Patrick Rowe.

12 HEATHER NELSON: Hi. Heather
13 Nelson. Just feeling so lucky to live in a
14 community that has so many resources, so many
15 choices, just such an electric place to be.
16 I think we should just feel a little bit
17 lucky when we're thinking about development
18 along with feeling skeptical, just that we
19 have a lot of choices to make, but it's good
20 to have choices. But what I really wanted to
21 say is I've been thinking a lot about from a

1 perspective of a parent with kids in Central
2 Square, we've been talking a lot about what
3 would make families be able to and want to
4 live in Central Square, what would make it
5 safer to have kids here. What would give
6 families a place that's comfortable for
7 families to be, green spaces, you know,
8 libraries, places to shop, places to eat.
9 What makes the city more walkable and
10 bikeable and safe? What makes, you know,
11 Central Square an affordable place to live
12 for a wide range of families like the
13 families that go to Cambridgeport schools
14 with my kid. And so we've been talking a
15 great deal about those issues and trying to
16 build that into our process, and I feel
17 pretty satisfied that we've done a thoughtful
18 job with that and that's made me feel really
19 good.

20 ROBIN LAPIDUS: So my job as the
21 director of the Central Square Business

1 Association is to promote Central Square and
2 the diverse businesses here. And I think --
3 I certainly want to echo the themes of
4 collaboration and partnership and respect to
5 history and vision for the future that we've
6 experienced as a group. It was an incredible
7 coming together. It makes it -- it made it
8 very clear to me that partnerships really are
9 possible particularly in Cambridge and in
10 Central Square. I think what became really
11 apparent to me was is really that there
12 really just aren't enough people on the
13 streets to appreciate the -- some of the
14 embarrassment of riches that we have. And
15 during this process we received the 14th
16 cultural district designation in the state of
17 Massachusetts. And the application process
18 overlapped this process and we were able to
19 outline what makes Central Square such a
20 special cultural designation and cultural
21 destination. And a lot of it is retail. We

1 have great cultural retailers like Toscaninis
2 and 1369 and Pandemonium Books and Games and
3 Seven Stars and the MIT Museum Book Store,
4 Teddy's Shoes. I mean, the list goes on.
5 These are unique stores that really would
6 have a hard time flourishing, I think, in
7 other parts of the city and in other places
8 in the country. And it's just -- I think
9 it's sad that there really aren't enough
10 people in Central Square who spend time here.
11 I don't think it's because of the -- there
12 are people who come as a destination to go to
13 these places, but there really aren't enough
14 people who are living in the area to keep,
15 you know, the Middle East packed at lunch.
16 And, you know, I think that is a problem that
17 we all set out to solve to make sure that
18 there is enough -- there are enough people
19 living in Central Square to be able to keep
20 the businesses that we have alive and to make
21 sure that we can continue to grow as a

1 cul tural di strict wi th more cul tural
2 restaurants and museums and centers and shops
3 and non-profi ts and parks and open spaces.
4 And so I thi nk the future is bright and that
5 we wi ll be abl e to fi nd a way, but we real ly
6 do need to support the busi nesses that we
7 have by i nsuri ng that there' s enough peopl e
8 livi ng i n Central Square to appreci ate them.
9 And that' s about i t. Anyo ne el se here?

10 H. THEODORE COHEN: Mr. Chair, can I
11 fol low up on that?

12 HUGH RUSSELL: Sure.

13 JOSH GERBER: I' m Josh Gerber, my
14 name. The thi ng I thi nk that real ly struck
15 me i n thi s commi ttee is that all of us real ly
16 feel extremel y strongl y that what we have is
17 wonderful and that Central Square is an
18 i ncredi bl y uni que and an i ncredi bl y speci al
19 pl ace that we do not want to lose. And that
20 i n order to keep what we have and i n order to
21 keep that uni queness, we need to, we can' t

1 stay where we are. We have to look into the
2 future. We have to think about how to, you
3 know, part of the reason why we have what we
4 have is because a lot of people want to be
5 here. And part of the reason what we have
6 that's threatened is because a lot of people
7 wants to be here. And I think recognizing
8 that and knowing that there is, you know,
9 there's demand for housing in the square and
10 there's demand for, you know, density and for
11 greater retail and for independent businesses
12 and for all of the things that we've listed
13 in this document as sort of core values, we
14 all sort of realized that I think that we
15 need to change in order to get those things.
16 And that we need to -- I don't even think
17 tradeoffs is a fair word because part of what
18 we want is that density. And so, you know, I
19 just sort of want to make a final point which
20 is that you don't keep what we have by
21 staying the same. And I think that's a

1 reflection in this document.

2 HUGH RUSSELL: Okay, thank you.

3 Ted, you wanted to make a comment?

4 H. THEODORE COHEN: Yes. I'm Ted
5 Cohen from the Planning Board. And, you
6 know, this is a great. The work you've done
7 is just fabulous. I mean, I've read through
8 it all and it will take several readings.
9 But one thing that I am really concerned
10 about and -- I'm sorry, I don't know your
11 name from the business association, touched
12 on, is my concern about retail. And we talk
13 about retail all the time throughout the
14 city. And I've had a lot of spare time the
15 passed several months and I've been doing a
16 lot of shopping. And the thing is the stores
17 are empty. And, you know, I think we're in
18 the midst of a cultural change, a societal
19 change where the small store, even the big
20 store, and I'm talking about, you know,
21 Cambri dgesi de Gal leri a is empty, the stores

1 in Harvard Square are empty, the stores in
2 Central Square are empty, the stores in Back
3 Bay are empty. And, you know, we're before
4 Christmas, we're in a shopping time, and
5 Cyber Monday was bigger than Black Friday.
6 And I think people are now doing so much
7 shopping online. And I know, you know, we're
8 in a recession, we're coming out of it and
9 that's a factor, but I think there's larger
10 permanent change that we really have to
11 address. And, you know, I applaud the idea
12 of density and I applaud the idea of height.
13 And I think those will help, but I really,
14 you know, what can we do to bring people back
15 to the stores? I mean, the restaurants and
16 the bars seem to be doing a little bit
17 better. I drove through Central Square on
18 Saturday night and, yes, they're lined up
19 outside of Middlesex and outside of the other
20 clubs and venues, but I don't see that
21 happening at other times and I don't see that

1 happeni ng el sewhere. And, you know, so much
2 of what we love about Central Square and
3 about all of the ci ty and what we talk about
4 all the time is thi s retail. And I, you
5 know, I really, you know, thi nk we need to
6 address somehow or make pl ans for somehow,
7 you know, of how our shoppi ng habi ts have
8 changed and what can we do to bring peopl e
9 back i nto the stores? And, you know, i n my
10 mi nd i t's, you know, everythi ng is tied i nto
11 the retail. That, you know, yes, we can't
12 just have peopl e l i vi ng, you know, i n, you
13 know, l arge housi ng devel opments who are not
14 buyi ng anythi ng and who are not usi ng the
15 stores i n the area to shop, and by shoppi ng
16 goi ng out and usi ng the publ ic pl aces. And,
17 you know, I thi nk the i deas of, you know, the
18 farmer' s markets and the use of the parki ng
19 l ots or other areas where markets i s a great
20 i dea, but, you know, what more can we do, you
21 know, to address thi s, I thi nk, the soci etal

1 change that we're in the middle of and is
2 only going to become more of a problem for
3 us?

4 ROGER BOOTHE: Can I speak?

5 H. THEODORE COHEN: I wish you
6 would.

7 ROGER BOOTHE: Ted, that's currently
8 something that the committee worries about at
9 the staff level quite a bit. I think that's
10 part of this exempting ground floor retail is
11 a really an important thing. And I think
12 we've seen the success very directly at, in
13 Third Street in East Cambridge where those
14 shops were exempted. And what happens is as
15 we build more housing, I think a number of
16 committee members said we need more people in
17 various ways, then landlords and developers
18 will understand that those kind of amenities
19 are really necessary to make the housing
20 vibrant. So I think that they have to try to
21 create a symbiosis there that exists

1 somewhat anyway but try to build on that.

2 HUGH RUSSELL: Ahmed.

3 AHMED NUR: I wanted to speak with
4 regards to how do we bring, you know, on-line
5 retail versus retail's being in there. You
6 know, when we first got computers I guess,
7 you know, in on-line shopping we were all
8 excited. My wife and I -- I will speak for
9 my family. Yeah, the UPS and the Federal
10 Express have come in and we open up the
11 boxes, and that still works for the kids with
12 clothing. But when Blockbuster was in
13 Central Square, it was a family activity for
14 us. To seriously drive in, go into the
15 parking lot right behind the Blockbuster,
16 send the three kids -- the two kids at the
17 time, into the aisles and pick out the movies
18 that they wanted, get the popcorn, it was a
19 nice thing to do as opposed to the Netflix
20 that we end up having and then CD's just
21 started breaking out, you know, through this

1 mail slot and all of a sudden we're now back
2 to Hollywood Rental in a basement between
3 Porter and Central -- Harvard.

4 So I think that electronics and certain
5 retail's people are going to start missing it
6 and will come back. Family, you know, mom
7 and pop stores, family stores that are
8 attractive with these type of awnings that
9 we're looking at. It's a pleasure to take
10 the family to and to walk through and buy
11 what you want and talk to somebody, sign and
12 get your receipt and then come back as
13 opposed to, you know, last time I was on eBay
14 I got an iMac and it didn't work. And it
15 came in and how little did I know I bought it
16 from China. Right? So it's a matter of time
17 I think for the smart people who live in
18 Cambridge to figure out, you know, when is it
19 to help your retail area close by your
20 neighbors and when it is to go on-line. So I
21 think that I'll speak for my family and I

1 think it will come back.

2 Assuming that we have the parking and
3 what it takes to bring them back; safe
4 neighborhood, safe sidewalks, clean and
5 attractive.

6 HUGH RUSSELL: Okay, Bill.

7 WILLIAM TIBBS: For those of you who
8 don't know me I'm Bill Tibbs on the Planning
9 Board. I've actually lived right down the
10 street on Pearl Street just a few blocks down
11 from the square for over 40 years. So I've
12 really experienced Central Square from that
13 dangerous time that you inferred about. I
14 actually questioned when I bought my house
15 whether or not this was a good neighborhood
16 to buy a house in, and I've learned in 40
17 years that it was one of the best decisions I
18 could make and it's a great neighborhood to
19 be in. And I think that when you get to the
20 retail, one of the things that has changed a
21 lot is the retail and the turnover. And one

1 of the things that kind of caught my ear, and
2 I couldn't turn around, but the comment that
3 was made about how some of the more unique
4 kinds of things that Central Square has is
5 subsidized. Because I think that one of the
6 -- I like to -- one, I like whoever said that
7 could talk about it a little bit more to
8 understand what that subsidy means and how
9 that works. What are landlords doing? Is it
10 subsidizing rents to make that happen? But
11 the reality is one of the things that we have
12 to do is come up with some mechanisms,
13 incentives or mechanisms to try to improve
14 the retail. Obviously one is this idea of
15 exempting retail from the overall density.
16 But I think that one of the things I've
17 noticed is that as, as the larger buildings
18 strive to have more, quote, unquote, national
19 or more un-unique things, they come in and
20 they last for a year or two and then they go
21 away. And so the whole transition area and

1 the turnover area is something that I think
2 we have to talk about, understand what
3 happens, and is there anything that we can do
4 from a zoning perspective that can kind of
5 help that. But if somebody can talk about
6 the subsidy thing, I would be interested.

7 HUGH RUSSELL: So I would like to
8 sort of set some limits on this discussion
9 which is I'd like to conclude this discussion
10 pretty quickly because we have another big
11 discussion following it. And I think we've
12 hit a hotspot here on the retail, and maybe
13 we shouldn't be trying to rush to say
14 everything we need to say now, but maybe make
15 that a point of a longer discussion at a
16 subsequent meeting. I think I would like to
17 pull this to a close now.

18 Is there anybody else on the Planning
19 Board like to comments?

20 Steve.

21 STEVEN WINTER: I would like to at

1 some point to expand -- by the way, this is
2 terrific stuff. It's great. I'd like to
3 expand on the idea of density and talk about
4 how much? Where do we go? Susan, I'd like
5 to hear what you have to say about it. I'd
6 like to hear what other people have to say
7 about it. I'd like to hear if there was some
8 sort of concordance on the committee about
9 what that means because I think a lot of what
10 we're talking about means density. For a
11 long time in Cambridge anybody who said
12 density was tarred and feathered and sent the
13 other away. I am so happy to see this
14 discussion have some rational basis now,
15 including linking density to conditions that
16 may mitigate some global warming pieces. I
17 think this is terrific. This is really
18 enlightening. So that's the kind of thing
19 I'd like to follow up on.

20 ROGER BOOTHE: Hugh, in heaping to
21 kind of bring this to a close, I think what

1 we can commit to as a staff level is the next
2 time we bring this back is that we'll be
3 bringing back some more of the actual what
4 Mark referred to as dry zoning stuff. I
5 think zoning stuff is very juicy, and we'll
6 commit to trying to do also what Mark said,
7 pull out some of these things, the essential
8 issues, and make sure that the plan continues
9 to live as we get into the Zoning. So we'll
10 be doing that. I don't think we have a time
11 yet on the upcoming agendas, but it should be
12 before too long so we don't lose the
13 momentum.

14 HUGH RUSSELL: Okay. Well, again,
15 thank you very much for coming. All of the
16 members of the committee and all of the
17 members of the public have been listening to
18 this.

19 We're going to take a break now and
20 reconvene in about 10 minutes and talk about
21 the other square.

1 (A short recess was taken.)

2 HUGH RUSSELL: Okay, I think it
3 looks like everybody's pretty much ready to
4 get going.

5 So we are going to be discussing
6 informally the MIT Zoning Petition which is
7 going to be filed shortly. The purpose of
8 having the meeting tonight was so that the
9 Board has sort of a preview of the concepts
10 and the principles that are going to be in
11 the Zoning to give us a chance to make new
12 comments we might see fit to make before it
13 gets all cast into electrons and paper.

14 STEVEN MARSH: Good evening. For
15 the record, my name is Steve Marsh from MIT,
16 and we're very pleased to be here tonight to
17 talk about our Kendall Square initiative. As
18 you know, we've been working internally and
19 with the City and with both our Cambridge and
20 MIT communities regarding the vision for
21 Kendall Square for the last two and a half

1 years. We've had the benefit of
2 participating in a very robust Kendall Square
3 planning process and we've had the
4 opportunity to present and learn from the
5 Planning Board several times as we've visited
6 and this has all shaped our vision along the
7 way.

8 The culmination of this comprehensive
9 planning effort is a new Zoning Petition that
10 we intend to file very soon. And it is our
11 intent tonight to outline particularly how
12 this petition has evolved.

13 I think you will find this new Zoning
14 Petition is in greater alignment with the
15 expectations of the city, the community, and
16 the institute, and we're excited about the
17 petition and being at this stage with you.

18 I think it's important to note that
19 many people have contributed to our evolving
20 thinking and we're greatly appreciative of
21 all their input along the way.

1 I want to just run through our proposed
2 agenda for tonight. I will review the goals
3 of this initiative. I'll then ask Marty
4 Schmidt our associate provost at the
5 institute to provide an update as to our
6 internal MIT processes particularly regarding
7 the recent faculty task force activity. That
8 may be of interest to many of you.

9 Then David Manfredi and I will provide
10 an overview of our Zoning Petition. And our
11 hope is to highlight what has changed and how
12 we have worked to create alignment with the
13 Kendall Square planning process.

14 Finally --

15 JAMES WILLIAMSON: Are there any
16 additional copies available? Excuse me.

17 STEVEN MARSH: Finally we'll provide
18 a sense of how we envision using these
19 development rights should we be granted them,
20 and I think it's fair to say that this is a
21 fairly unique to preview our petition before

1 filling but we've engaged very heavily in the
2 Kendall Square process and have a great deal
3 of comfort with the work that has progressed
4 to date with the Planning Board and our
5 conversations with the neighbors and the
6 Kendall Square process itself.

7 Two and a half years ago our focus was
8 to develop four MIT parking lots and a
9 loading dock entry and expand Kendall Square
10 innovation to help revitalize Main Street in
11 Kendall Square. City and neighbors
12 rightfully asked how our project integrate
13 with the neighborhood and with academic
14 planning. We spent substantial time with the
15 neighborhood, the Kendall Square process, and
16 the Planning Board and all have had heavy
17 influences in shaping our proposal.

18 Today our new petition reflects a mixed
19 use, a vision that infuses new housing, new
20 science and innovation opportunities, new
21 connective open spaces, and exciting new

1 retail throughout the district. This new
2 plan, with the guidance of MIT administration
3 and faculty, is also much clearer about our
4 goal to protect academic interests going
5 forward and is thought more deeply about the
6 area in terms of our campus gateway and our
7 future campus growth.

8 Now this rezoning of MIT's land in
9 Kendall Square will enable us to both protect
10 the future of MIT's academic interest and
11 invigorate Kendall Square consistent with the
12 K2 process.

13 As many of you know, Kendall Square is
14 many things. It's the epicenter of
15 innovation. It's also a vibrant and growing
16 residential community, and it's the home of
17 MIT.

18 But the heart of Kendall Square
19 deserves more as we still have limited
20 services for residents, we have few reasons
21 for workers to stay beyond the nine to five

1 workday, and visitors and perspective
2 students still come out of the T station and
3 have no idea that they've arrived at Kendall
4 or at MIT. This rezoning petition will
5 enable us to develop a project that advances
6 innovation and competitive edge in Kendall
7 Square which we think is necessary to remain
8 impactful in the globe today. And our
9 project will enhance Kendall Square's public
10 realm which we believe is desperately needed.
11 It will provide further opportunities for
12 collaboration and social interaction, which
13 we believe is critical to innovation, and it
14 will increase the connections between campus
15 and community and business; the three
16 components of our success in Kendall Square.
17 And ultimately it will preserve academic
18 capacity for the future.

19 As you know this has been a challenging
20 and complex process. But we feel the
21 importance of Kendall Square to all of us

1 merits the extended and productive
2 conversations that we've carried out, and our
3 petition is the better for it.

4 So now I'd like to intro Marty Schmidt
5 to address some of the MIT internal processes
6 regarding the faculty task force.

7 MARTIN SCHMIDT: Thanks, Steve.

8 I want to thank the Planning Board for
9 the opportunity to talk this evening. As
10 Steve mentioned, I'm currently associate
11 provost at MIT, but I've also been a
12 professor of electrical engineering at MIT
13 since 1988. So, I've done something I hate
14 to do which is I've written my comments down
15 on a piece of paper. If I were giving you a
16 presentation on nanotechnology, I wouldn't
17 have to do that, but this presentation
18 doubles my experience in speaking (inaudible)
19 bodies and so I want to be careful and say
20 exactly what I intended to.

21 My role as associate provost, I'm

1 responsible for managing the institute's
2 space and representing academic interest in
3 the institute in matters regarding space. I
4 work closely with the our executive vice
5 president Israel Ruiz who also serves on the
6 on the Board of MITIMCo.

7 In August of this year, our provost
8 Chris Kaiser appointed a faculty task force
9 to give advice on the MIT plans in Kendall
10 Square. This was in response to questions
11 and concerns expressed by some members of our
12 campus community regarding the Kendall Square
13 project. The task force was comprised of
14 eight senior faculty, including faculty with
15 expertise in architecture, urban planning,
16 real estate, as well as a Cambridge resident
17 and current and several past chairs of our
18 faculty. In fact, tonight we're fortunate to
19 have the president with us, our current chair
20 of the faculty Professor Sam Allen, as well
21 as the chair of the task force and a former

1 chair of the faculty, Tom Kochan.

2 Thanks, Tom, for being here.

3 The task force was specifically charged
4 by the provost to focus on two things:
5 Namely, provide advice regarding the
6 development of MIT-owned property in Kendall
7 Square. And secondly to suggest the most
8 effective ways to engage the MIT community in
9 the overall campus planning process going
10 forward. We're extremely grateful to the
11 task force for taking on this job. There
12 were launched in August in the middle of the
13 summer. They've worked incredibly hard
14 throughout the summer up until and through
15 today. They were provided with all details
16 on the project. They met with a number of
17 people inside and outside of MIT. In October
18 the issue to report on the first charge, and
19 I believe that we worked pretty hard to
20 circulate that report widely and I believe it
21 was shared with the Planning Board as well.

1 And the recommendations of their report,
2 which is on this first charge of studying the
3 Kendall Square activity is summarized on this
4 slide here. So I don't want to read the
5 slide in detail to you, but it's effectively
6 drawn from the recommendation of the report,
7 but basically a couple of points:

8 One is recognizing that Kendall Square
9 development is an extension of the MIT campus
10 with an embedded commercial component. The
11 report outlines some principles for campus in
12 Kendall Square development that balances
13 academic, neighborhood, and commercial needs
14 and honors its current preservation goals.

15 They specifically recommended that
16 attention be paid to the creation of an
17 iconic gateway that honors and preserves
18 Kendall Square's history and is worthy of MIT
19 and its aspirations, admissions, and standard
20 of design excellence. In addition they
21 recommended a study of MIT housing needs,

1 process and integrates with planning for the
2 rest of the MIT's east campus.

3 The second is to initiate a planning
4 study to evaluate the institute's housing
5 needs. And our intention is to launch both
6 of these processes as soon as possible with
7 the expectation that those will complete in
8 about 12 to 18 months.

9 In addition, a recommendation that the
10 provost took up was to proceed with the
11 filling of the Zoning Petition which is of
12 course why we're here tonight.

13 We're excited about the opportunities
14 that the Kendall project offers for MIT, and
15 we're very optimistic with the strong
16 alignment of interest that working
17 collaboratively we can arrive at a plan for
18 Kendall Square which benefits everyone. So
19 I'm pleased to be here and at this point I'd
20 like to turn it back to Steve.

21 STEVEN MARSH: Great, thanks, Marty.

1 Well, as a result of the work of the
2 city, the neighborhoods, and MIT, we have a
3 clearer vision of the role our properties and
4 the PUD play in the future of Kendall Square.
5 Since MIT originally filed this petition in
6 April of 2011, we have enhanced other
7 proposal to reflect community input. Our new
8 petition includes the following:

9 Housing at One Broadway. The addition
10 originally conceived as commercial is now
11 primarily residential with some innovation
12 space and retail surrounding the lower base.
13 We started our conceptual planning with a
14 commercial building, added 60 units of
15 housing, increased it to 120 in our April
16 petition and now we're at 300 units. We will
17 include a mix of affordable and market units
18 along with the opportunity to add
19 micro-housing for entrepreneurs in the
20 Kendall Square innovation district.

21 We also include modern income

1 requirement over 250 feet as proposed by the
2 K2 committee planning process.

3 On the retail front our interaction
4 with the neighborhood continues to shape our
5 retail vision. Since our last petition we've
6 had a great many conversations and
7 discussions one on one and with groups,
8 including the East Cambridge Planning Team at
9 the East End House (phonetic). Processes
10 like this help to identify and reinforce
11 retail ideas such as urban market, a
12 drugstore, and a variety of new restaurants,
13 and provided new ideas such as artisan market
14 and indoor outdoor active civic spaces. All
15 of which are under active consideration in
16 our proposal.

17 You've seen this diagram before, and
18 as we've mentioned, the community feedback
19 has broadened our perspective from primarily
20 a Main Street focus to an integrated network
21 of opportunities beyond Main Street including

1 the Broad Canal , Point Park, and the river
2 walk to Charles, the extension of MIT's
3 Infinite Corridor. Of the four enlivenment
4 areas shown here, I want to acknowledge that
5 we don't own or control all of these
6 properties. However, we are prepared to play
7 a leadership role and proposing a community
8 fund that could help transform these areas.

9 On the civic cultural front, we've
10 heard from the community for the need for
11 interactive space that connects the community
12 to MIT and MIT to the community, which we
13 feel is critically important to what goes on
14 in Kendall Square. We envision a space that
15 spills out into the public realm and
16 interfaces with the retail that we will have
17 adjacent. We are really excited about
18 developing this idea further with the
19 community. Regarding the MBTA and the head
20 house, we've had conversations with the MBTA.
21 We recognize that Main Street is the heart of

1 Kendall Square and the vision for Main Street
2 as it evolves, we are exploring the
3 opportunity to reinvigorate the primary head
4 house on the south side of Main Street to
5 make this area a more attractive streetscape.

6 We've introduced innovation space to
7 support entrepreneurs. MIT has long been a
8 leader in innovation space. We've
9 incorporated the innovation space requirement
10 from K2 into our Zoning Language for Kendall
11 Square. As the landlord with the most
12 innovation space in the city, we're very
13 proud to be a part of this conversation and
14 continue to take the lead on this.

15 On sustainability, the proposal adopts
16 the LEED Gold as a standard for all new
17 Kendall Square commercial development in
18 addition to other sustainability measures.
19 MIT as an institution is working hard with
20 the city on a number of new sustainability
21 initiatives and we would like to continue to

1 take a lead in this area as well.

2 Regarding additional community
3 benefits, our Zoning includes a new community
4 fund concept proposed by K2. This represents
5 almost \$10 million in contribution to the
6 following areas: Open space, transportation,
7 and workforce readiness training, which we
8 feel have been an important concept expressed
9 through the community through the K2 process.

10 On another front, the city staff
11 highlighted the importance of the incentive
12 Zoning payments. Our petition supports this
13 initiative. And payment could mean as much
14 as \$4 million contributed to the affordable
15 housing trust over the course of our build
16 out of the project in Kendall Square.

17 I know the Planning Board has seen and
18 spent time and discussed the recommendations
19 of the K2 process at prior Planning Board
20 meetings, and we're happy to participate in
21 those discussions. You also know that the

1 East Cambridge community hired CBT to look
2 into some aspects of the planning in more
3 detail, although CBT's assessment did not
4 have the broader scope that the K2 process
5 did in every regard. These two processes, as
6 well as our planning team, have reached
7 similar conclusions about a host of urban
8 planning considerations, including heights,
9 densities, active ground floors, parking, and
10 open space connections in the public realm.

11 Finally, the K2 study makes
12 recommendations for community benefits,
13 innovation space, and incentives for middle
14 income housing, all of which we have included
15 in our petition.

16 So David and I will review the outline
17 of our new petition. Let me start with first
18 a summary that outlines the changes since our
19 last petition. I'll highlight the key
20 changes, many of which come from the
21 community input through the K2 planning

1 process.

2 First, we've increased the housing to
3 240,000 square feet.

4 Second, we've incorporated K2 language
5 on middle income housing component in the
6 taller components of buildings.

7 We've incorporated specific Zoning
8 language requiring smaller floor plates at
9 the higher heights consistent with K2.

10 We've incorporated a five percent
11 requirement for innovation space in the
12 district.

13 For sustainability we have set LEED
14 Gold as a standard for all commercial
15 development. We have added a new community
16 fund to our petition. And the new petition
17 reflects the latest thinking on affordable
18 and modern housing, which includes
19 inclusive units, K2's recommendations for
20 moderate housing, and contributions to the
21 affordable housing trust.

1 So I'll ask David to review additional
2 details regarding our petition.

3 DAVID MANFREDI: Good evening. My
4 name is David Manfredi from Elkus Manfredi
5 Architects.

6 As this planning study has evolved over
7 the last several years, I think we've all
8 come to understand two very important things:

9 One is just how valuable are all these
10 different assets in Kendall Square. The
11 institute itself, the world class research,
12 and a number of very important academic
13 institutions around the intersection of the
14 intersection of Ames and Main Street. The
15 important corporate citizens that are here in
16 Kendall, and of course the surrounding
17 neighborhoods.

18 And secondly I think we've come to
19 understand just how important and challenging
20 it is to make connections between all of
21 these stakeholders. Physical connections, as

1 well as social connections, which frankly are
2 lacking today.

3 The PUD-5 which is the name of our
4 petition, is the 26 acres that we have talked
5 about and studied for sometime now. It is
6 truly the heart of Kendall Square. It's
7 where Broadway, Main Street, and Third Street
8 all converge. The purpose of the PUD, and
9 every PUD has a stated purpose, has been
10 defined by a series of urban planning
11 objectives. We've talked a lot about these
12 over the course of the last couple of years.
13 And very, very quickly and Steve's mentioned
14 enhancing the center of innovation, fostering
15 vibrant mixed use neighborhood with new
16 housing supporting the academic mission of
17 the institute, creating density where density
18 is most appropriate at points of access to
19 transit. Providing a mix of uses that will
20 support a sustainable community, creating
21 density, continuity of retail, creating

1 strong retail corridors, not a single one,
2 but several strong corridors at Main Street,
3 at Third, and along the Broad Canal. Taking
4 advantage of existing gathering spaces,
5 creating new ones, tying them together by
6 means of the pearl necklace, and making
7 better connections between MIT and the
8 broader community.

9 The current zoning, and just to orient
10 you, the current PUD-5 Zone is in this kind
11 of brown color as well as what we're
12 proposing at the One Broadway site.

13 Currently the current maximum height allowed
14 south of Main Street is 120 feet. The
15 current maximum height allowed north of Main
16 Street, basically Cambridge center, is 250
17 feet. And the current maximum height at
18 Broadway is 240 feet. What we are proposing
19 in this petition is to extend the 250 feet
20 which exists north of Main to south of Main.
21 And we believe that is the appropriate place

1 for that kind of density. This, in fact, you
2 can -- we've covered it up, but you can see
3 the T head house, and this is kind of the
4 hundred percent corner in terms of Mass.
5 Transit.

6 We propose that these heights step down
7 as we get to the river from 250 to 200 to 150
8 feet along Memorial Drive. Along Memorial
9 Drive the 150 is a slight increase over the
10 120 that's allowable today. Much of this
11 area as you know is currently built out, but
12 there is potential for specific academic
13 program that would benefit by means of that
14 flexibility between 120 and 150 feet.

15 AHMED NUR: 129. Existing 129
16 maybe?

17 DAVID MANFREDI: 120 is existing.

18 HUGH RUSSELL: There's 129 foot
19 building in the 125th district.

20 DAVID MANFREDI: Right.

21 So we're about to submit a Zoning

1 Petition. As you know, the petition itself
2 is a narrative. So we're going to show you
3 some conceptual diagrams tonight as to how it
4 might be built out. We want to make the
5 narrative as tangible as possible. The final
6 plan I'm sure will evolve, and the Planning
7 Board will see each building proposal by
8 means of the Article 19 process. But there
9 are specific building sites, kind of place
10 making opportunities. They're defined by the
11 public realm. They're defined by the
12 existing grid of streets. Ultimately, as
13 Steve said, this petition is about developing
14 the sites that are occupied today by four
15 parking lots and a loading dock.

16 So, where we are, Main Street, Ames
17 Street, and down to Memorial Drive. This is
18 the PUD-5 Zone plus the One Broadway site
19 across the street. What we have highlighted
20 in pink or outlined in pink on these three
21 sites, which are 238 Main Street, the

1 building which has Rebecca's at the base of
2 it, and the MIT Press Building, these are the
3 historic assets. And our first proposal
4 anticipated removing much of these two
5 buildings, never touching 238 Main, but
6 actually removing much of these two
7 buildings. Our current plans do not rely on
8 the demolition of either of those buildings.

9 There are a series of surface parking
10 lots, actually four outlined in red and one
11 in yellow and the loading dock. And you can
12 see how important that real estate is. You
13 can see how it creates the parking lots and
14 the loading dock significant gaps in the
15 streetscape of Main Street and how they
16 represent opportunities for different kinds
17 of new development. Obviously this is an
18 in-fill site. These are loading docks, MIT
19 loading docks, for this whole east end of
20 campus. We studied this carefully. We have
21 to maintain access to these buildings, but

1 there is the opportunity to do in-fill,
2 create some continuity in that streetscape,
3 and an appropriate scale appropriate to the
4 adjoining historic building.

5 Next to it on the second site, again, a
6 small one-story building, surface parking,
7 and obviously a very important piece of
8 in-fill that would establish some continuity
9 and some density of retail, restaurant kind
10 of activity, social activity right at the
11 heart of transit.

12 And then two sites that are behind
13 these historic buildings, basically 80 feet
14 off of Main Street. And so two of those four
15 are on Main Street. Two of those four are
16 behind existing buildings.

17 And then the fifth site is the surface
18 parking lot at One Broadway which has been
19 described, Steve has described with retail,
20 with innovative space, significant amount of
21 innovative space, and then housing above.

1 And there's a little tail. And that little
2 tail is really very important. It is the
3 opportunity for some liner that would be
4 retail, that would be residential, that would
5 create a double loaded street along Broad
6 Canal Way, and we think would really
7 transform Broad Canal Way and enhance an
8 important pathway to the water.

9 So the development on these sites
10 represent opportunities; opportunity for
11 in-fill, for continuous street wall, for the
12 definition of new open space, and for
13 connective tissue on a number of different
14 sites. We've talked before about four
15 important opportunities: The opportunity for
16 enhancement of Broad Canal Way. The
17 opportunity to really transform Main Street,
18 make it truly a double loaded street with
19 continuous active edges on both sides. We've
20 talked and shown you renderings before of the
21 continuation of the Infinite Corridor which

1 is part of campus, but also has connection
2 back to Main, connection along Wadsworth, to
3 Point Park, and is part of this whole pathway
4 from the neighborhood from Third Street down
5 to the river. And then the four of these
6 together creating this kind of grid of
7 activity of public passageways that make the
8 kinds of connections that we are talking
9 about.

10 And then this proposed zoning does
11 preserve the existing 800,000 square feet of
12 academic FAR. We know from the MIT's
13 academic planners that this build out will
14 occur over 20 to 50 years. And it will
15 depend on specific academic needs. But we
16 understand that people are curious about
17 where does that 800,000 square feet fit?
18 Well, what we're showing you here is that
19 there are additional underutilized surface
20 parking lots more interior to the bigger
21 triangle. Here on Carlton, here on Amherst,

1 and on the corner of Ames -- of Wadsworth and
2 Main on the Sloan School site. These are
3 obvious sites, there are others that
4 represent, you know, in-fill kinds of
5 opportunities that can accommodate that
6 800,000 square feet of academic FAR.

7 As Marty mentioned, MIT will launch a
8 conceptual planning and design study to
9 envision a new gateway for the institute's
10 east campus. And this is more than just
11 gateway to the campus, it's access to the
12 Infinite Corridor. It's part of this grid of
13 passageways and connective tissue. The
14 planning process will consider a diverse
15 group of options with and without the two
16 historic buildings. 238 will always remain
17 intact. And the Zoning Petition will allow
18 for both of those possibilities.

19 So we'd like to compare what the Zoning
20 Petition -- what the physical, tangible
21 manifestation of the Zoning Petition would

1 look like with what the K2 diagram is. And
2 let me just orient everybody. This is a bit
3 of an abstract diagram. And so this is Main
4 Street. Third. This is the One Broadway
5 site down to Ames. And so what we're talking
6 about is the loading docks, the small
7 one-story bank building and surface parking
8 lot. Those two surface parking lots that are
9 back behind the older buildings, and then the
10 One Broadway site.

11 STEVEN WINTER: Could you put your
12 cursor on the head house so we can see that?

13 DAVID MANFREDI: Oh, the existing
14 head house is right there.

15 STEVEN WINTER: Okay, thank you.

16 DAVID MANFREDI: The red, what's in
17 red or actually it doesn't look quite so red
18 here, but in the burnt amber colored
19 buildings are commercial retail sites
20 primarily along Main Street. The blue is
21 retail, new retail at the base of a small

1 building next to Kendall Inn. New retail at
2 the base of this building. New development
3 of retail or redevelopment of retail in these
4 older buildings, and as well as 238 Main.
5 And then what I call the liner building. So
6 you can begin to see, you follow the blue
7 line and you can begin to see some continuity
8 in that whole retail environment.

9 And then on One Broadway there is the
10 innovation space and the residential that's
11 the mention.

12 The lower diagram is the comparable K2
13 diagram, and you see the massing anticipated
14 by K2. You see that the heights and
15 densities are similar. The total square
16 footage, if you add all these numbers up,
17 it's essentially the same. I think there's a
18 20,000 square foot difference. Although we
19 envision more residential than K2 did. So we
20 envision 240,000 compared to 200,000. There
21 are two differences, probably more than two

1 differences, but there are two significant
2 differences. K2 envisions a building here at
3 east gate. This is the east gate -- MIT's
4 east gate housing tower. We agree with this
5 building site in principle. We understand
6 that it represents portal to Main Street,
7 even portal to Cambridge, and that it does
8 continue -- extend that retail corridor and
9 make better connection across Third Street.
10 At the moment, however, obviously this is an
11 important academic site for MIT, and at the
12 moment MIT does not have a specific program
13 for this site. And so while we envision this
14 site being built out, we envision this double
15 loaded activity on Wadsworth, it is not part
16 of the current proposal or petition.

17 The second major difference is that K2
18 did not anticipate this liner. And we think
19 that that's a real opportunity for
20 connection. We think it really can reinvent
21 Broad Canal Way.

1 Over the past year Steve has said we
2 have thought much more broadly and
3 holistically, comprehensively about Kendall
4 Square. I think when we first came to see
5 you, we were much more institute focussed.
6 We've really come to think about all of these
7 connections and that's come out of the many
8 different stakeholders and participants and
9 activities that have been generated by this
10 thought process. The idea of the pearl
11 necklace was introduced by others, and we
12 really believe in it. We really do believe
13 that there are opportunities to make
14 significant contributions. Some places where
15 the institute controls only half the street,
16 but can transform a path. Where the
17 institute controls all of the real estate,
18 but can really make connective tissue and
19 make connections between institute and
20 community.

21 The opportunity to really reinvent

1 Wadsworth, contribute to the reinvention of
2 Point Park, and make those kinds of
3 connections real and tangible. It's about
4 filling in the gaps in the streetscape,
5 making those important connections, extending
6 those corridors.

7 Let me return to Steve to walk through
8 the place making opportunities in the
9 petition.

10 STEVEN MARSH: Great. Thank you,
11 David.

12 As David has reminded us, you know, our
13 petition is a narrative and therefore we
14 thought it was useful, again, to share some
15 of the basic visualizations to help you
16 understand the intent of our development
17 plans here. This view we're seeing here is
18 from the Broad Canal looking back towards
19 Third Street. And as I've expressed earlier,
20 this is an area where our attention was
21 brought to this by the East Cambridge

1 residents, you know, by the Planning Board,
2 and the city staff as an area where people
3 were interested in and spent time trying to
4 revitalize. So it's natural for us to come
5 along and try to embrace this area. We have
6 come to study it fairly extensively and are
7 quite excited about the proposition of
8 developing here.

9 As you'll look, this is the One
10 Broadway parking lot. The building at the
11 lower level, again, is what David had talked
12 about, is this in-fill and this base building
13 here, but also running all along the Broad
14 Canal Way there. And in-fill up above it
15 will be some innovation space or housing and
16 this component in the housing tower up above.
17 So this now is a predominantly residential
18 district and will continue to grow the
19 residential community along the Third Street
20 corridor there. And I think when you look at
21 what the housing that's being developed

1 across the street with Twining and what's
2 been developed at 303 Third Street, this is
3 now quite a vibrant residential and retail
4 district. And I think the fact that it is
5 anchored by the Broad Canal as an amenity.
6 This has become a fairly active recreational
7 use area. And we think with some
8 improvements here, this area can be really
9 quite special.

10 You know, although our petition enables
11 us to develop the One Broadway property, I
12 think it's important to acknowledge that the
13 edges of the Broad Canal and the Broad Canal
14 Way are owned by others. But we are willing
15 to support development along this way to
16 create enhancements through our community
17 fund. Obviously we can do this part of this,
18 but our other activity in here would require
19 a cooperation of neighbors that we've had
20 some conversations with.

21 Let me just shift to another

1 perspective and revisit this notion of
2 connectivity from Point Park which we are now
3 standing at Point Park and looking down
4 Wadsworth Street. Today you would be
5 discouraged from taking that path or view
6 because of the way that Point Park is
7 organized. You know, I think we've been told
8 time and time again by the neighbors, the
9 Planning Board, and the Community Development
10 staff that it's really important to try to
11 create a better connection to the river.
12 Wadsworth Street is the one location where we
13 have a signalled intersection that could
14 cross Memorial Drive and we thought it was
15 important to reinforce this. Our ideas would
16 be to try to obviously widen this area,
17 create way finding, and make some physical
18 improvements that makes this a much better
19 connection to the river. I'm often reminded
20 that Wadsworth Street, you know, the length
21 of this from Point Park to the river is the

1 same distance from the Point Park to Legal
2 Seafood which many of us in Kendall Square
3 walk virtually every week as one of the
4 places that we're often meeting people.

5 So we're, you know, convinced that by
6 making physical improvements to Point Park
7 and Wadsworth Street, including way finding
8 elements and other improvements, can really
9 create a meaningful connection and open
10 space. And frankly this is an opportunity
11 again to connect this avenue that we see
12 right through to Third Street, Broadway, and
13 Main Street as they all coalesce and connect
14 at this park area.

15 I think another point that I will note
16 is that the Chairman has also stressed the
17 importance of framing Point Park through
18 activation of Main Street near the corner of
19 Wadsworth. And David alluded to this, this
20 area here and as it goes down. This whole
21 area around east gate and the parking lots

1 and around it are an important academic site
2 for future development, and we certainly
3 recognize the timing around any development
4 on that site for academic is uncertain as
5 there are no plans for development of that
6 site today. But I know that we can stand
7 here and commit to you that there will be
8 retail activation along Main Street when the
9 site is developed for academic. So we know
10 that we can make that as part of the plan.
11 And I think that given the importance of
12 this, that we'll investigate the opportunity
13 for possible temporary active uses in the
14 interim. I think there might be ways if we
15 put our creative hats on, that we can find a
16 way to make this an exciting and interesting
17 corner that contributes to what we're doing
18 along Main Street.

19 Let me just shift to another view down
20 Main Street, and this is from the corner down
21 by Ames and Legal Seafood looking down,

1 you'll see on the right here this is our
2 in-fill building, that it currently today if
3 you drive by there, that is basically a
4 loading dock entry for a main loading dock
5 for MIT. The loading dock is essential to
6 operations at MIT, but we think that there is
7 a way that we can create some development in
8 the street front to really continue the
9 retail down there. It's a modest development
10 in this area. There will still be some
11 access that's required for the loading dock,
12 but we think that this combined with the
13 ability to develop the site would, you know,
14 where the bank is down right through Main
15 Street gives us an opportunity to create
16 continuous retail wall all the way down Main
17 Street. And the benefits of this obviously
18 is that we end up creating double sided
19 retail along with what is already happening
20 across the street and the continuing changes
21 there. And we're hoping that this will

1 really create an activated Main Street far
2 different from what we basically see today.

3 Let me just say as we close this out
4 that we're excited by filling the Zoning
5 Petition and getting this formal process
6 started. I think it's really important to
7 recognize the many people who have
8 contributed to helping us get to this point
9 here. Certainly we've spent a number of
10 hours with the Planning Board, and we are
11 grateful for your thoughtful review and
12 guidance along the way. CD staff has spent
13 countless hours with us and countless hours
14 with the community fielding input and helping
15 to coordinate discussions broadly across all
16 the stakeholders in Kendall Square. Our
17 neighbors have spent enormous personal time
18 both in their organized neighborhood groups
19 as well as one on one walking this district,
20 providing input and creativity and we
21 appreciate that, and we'll try incorporate

1 many, many of their thoughts into this
2 process.

3 We've spent a lot of time with the
4 Historic Commission and we thank Charlie
5 Sullivan the Executive Director for -- really
6 for the stewardship of these historic assets.
7 We are struggling to find the best ways to
8 accommodate all of these uses in Kendall
9 Square, and we recognize and want to
10 celebrate the history of Kendall Square. At
11 the same time we want to try to find ways to
12 activate it. And the Historic Commission has
13 been incredibly helpful and flexible and
14 thought provoking in our discussions. So we
15 appreciate that.

16 The city administration, City Council,
17 for their engagement around the vision of
18 Kendall Square. We appreciate all their
19 efforts. We want to thank our consultants.
20 We want to thank the Kendall Square business
21 neighbors who share our passion for

1 innovation and progress in what we do best in
2 Kendall Square. And we want to thank our
3 faculty task force who has dedicated
4 countless hours to help integrate the
5 academic concerns into our petition.

6 You know, I know we still have a road
7 ahead of us but all of these contributions
8 over the past two and a half years have
9 resulted in a better proposal. One we think
10 has the potential of making Kendall Square
11 the successful world class innovation center
12 that it deserves to be.

13 So that concludes our full
14 presentation. We would be delighted to take
15 questions, and we thank you for your time
16 tonight.

17 HUGH RUSSELL: Okay, thank you.

18 I guess I'd like to start off with a
19 comment because it's actually striking to me
20 the similarity and the conceptual framework
21 of this proposal than what we heard an hour

1 and a half ago. It's like how do you get
2 improvements to the area of the community
3 that you want through the development
4 process? So what happened in Kendall Square
5 and in East Cambridge in general a dozen
6 years ago was there was a citywide rezoning
7 and that focussed on a number of issues; on
8 open space, on uses, on housing. But the big
9 driver I think was people's fears of what was
10 going to happen as traffic continued to grow
11 and new development could take place. And
12 based on the work at that time it was decided
13 to lower the floor area permitted in sort of
14 in many parts of this district. And so now
15 what we have before us is a proposal that
16 says well, we want most of what you took away
17 from us back. But it's really -- it is that
18 dynamic. It's not like something that was
19 never there. It was there from I guess 1943
20 to the year 2000. And if you do that, this
21 is what we can get. We can get housing. We

1 can get significant additional commitment to
2 the innovation center. We can get an open
3 space network. We can get retail. So that's
4 the common thread between these two
5 discussions. And I think the question that
6 we have to ask ourselves is what's going to
7 be proposed indeed what we want? And I think
8 the answer is in general, yes, it is. Those
9 major components, you know, I'm -- and the
10 other thing that other conceptual point is
11 that rezoning is enabling legislation. It
12 sets envelopes. It sets physical envelopes.
13 It sets monetary envelopes. It sets use
14 envelopes. The next step is to come in with
15 a PUD plan that fleshes out those -- it says
16 okay, on this particular parking lot, this is
17 the amount of stuff we wish to build. And on
18 that parking lot. And then there's another
19 step which says okay, we're ready to go
20 forward with this building, and now we have
21 an Article 19 review. So I can imagine that

1 my concern about heights and shadows and
2 viewi ng the sky wi ll get di scussed as much in
3 those subsequent di scussi ons, and that to
4 leave the envelope so that there's a
5 possi bi li ty, there's enough flexi bi li ty in
6 there. And I thi nk, you know, I'm goi ng to
7 be very i nterested in what the i nsti tute
8 comes up wi th in 18 months on the housi ng
9 needs. And because I thi nk one thi ng that
10 hasn't been sai d here tonigh t is that MIT has
11 a lot of housi ng adj acent to thi s di strict
12 and some housi ng in thi s di strict al ready.
13 And i t's al so moderate i ncome housi ng. So
14 that supporti ng MIT affi li ates who are l i vi ng
15 in thi s area helps achi eve the retail goal s
16 and goal s of streetscape and street l i fe.
17 So, I'm goi ng to -- as you can tel l , I'm
18 somewhat overwhel med and pleased. And in
19 some sense i t's not that di ffi cul t, and I
20 thi nk that's real ly a compli ment to the team
21 that's made thi s presentati on. It does seem

1 to be understandable why things are being
2 done in general what is being accomplished.

3 If you look at the chart that was in
4 the middle of the presentation comparing the
5 old proposal with the new proposal, I think
6 that's a fascinating chart because it shows
7 there's a lot of yellow on this chart.
8 There's a lot that's been learned. Some of
9 it's been learned from the K2 process. Some
10 of it's been learned by the institute hiring
11 people like the Albertson folks or David
12 Manfredi to help them study and help them
13 understand what's going on. So this
14 represents a, you know, it's a step, it's a
15 fine tuning, but it's a pretty significant
16 fine tuning. And so I guess that's where I'm
17 coming down on this.

18 I don't -- I feel like they've done the
19 job. And I don't feel that I want to go out
20 and say, okay, there's something more I want
21 you to add to this. Some of the things that

1 I really want as Steve mentioned, is, you
2 know, the fall cannot be achieved necessarily
3 immediately, but you know, nothing's going to
4 be achieved immediately. But if we don't get
5 going, nothing will be achieved at all.

6 PAMELA WINTERS: That's right,
7 that's right.

8 HUGH RUSSELL: So other board
9 members want to make comments?

10 Bill?

11 WILLIAM TIBBS: I definitely agree
12 with you. What has been presented here has
13 been in my mind an improvement in framework
14 and concept at least, and that I think
15 they've addressed some of the concerns that I
16 had. I think one of my biggest concerns was
17 -- I have two concerns. And I would agree
18 with you that I don't think there's much that
19 you can add to it. And you, you asked a
20 question is it better? And you said, yes, it
21 is. And I would agree with that, but I guess

1 my -- the thing that I'll be looking at as
2 they actually file the petition and we begin
3 to look at it is how it is, not necessarily
4 if it is. And I'll explain what I mean about
5 that.

6 Probably my -- when I looked at this
7 before, I had two major issues or concerns.
8 One was the housing and the quantity of it,
9 which they obviously have increased, so
10 that's good. But also the placement of it
11 and where that's distributed.

12 And the other is having a very clear
13 understanding, I guess, of the academic and
14 institutional issues in this parcel versus
15 the real estate issues and not having those
16 blend so much. It's kind of unclear as to
17 what's the MIT campus and what's, you know,
18 and what's the campus edge, what's the -- you
19 know, the first plane looked so blended that
20 you didn't get a sense of what was going on
21 there. So I think what I'll do is I'll -- as

1 I said, I kind of agree with you that this is
2 a good framework, but as we begin to look at
3 that framework and I think we -- the things
4 that I'll be looking at is just having a
5 better understanding of the academic piece
6 versus the real estate piece. The
7 interesting thing about this PUD-5 is that it
8 encompasses a big chunk of both. And in
9 focusing on what we're doing, I agree with
10 you, Hugh, that it's very much like what we
11 just talked about. As I look at that
12 diagram, and again it's a concept, the
13 question I have is what has to change here in
14 light of the fact that we're increasing the
15 residential density to make it work? We have
16 a -- in Central Square we have two very large
17 residential areas abutting right up against
18 it, and we're still looking at things about
19 how do you make that Mass. Ave. corridor
20 work? So the question here is given this
21 Main Street corridor, what opportunities do

1 we have given that we don't have the
2 closeness of that residential use? And the
3 first thing that comes to my mind is I think
4 seeing that parcel as a whole and not as a --
5 I found it interesting that at least in this
6 presentation they didn't show the residential
7 properties that MIT owns. I mean there's,
8 there's a dorm there. There's 100 Memorial
9 Drive there. There's the west gate --

10 UNIDENTIFIED FEMALE: East gate.

11 WILLIAM TIBBS: East gate, yes.

12 So they have all that stuff. So I
13 think the thing that I found interesting was
14 that the block of yellow that they showed on
15 the development plan, and I know that was
16 just a block plan, was all associated with
17 One Broadway but you didn't see other
18 opportunities of where some of that
19 residential stuff could be. Even the MIT
20 resident -- does MIT plan to build more dorms
21 on the eastern side of this parcel? And if

1 so, where are those opportunities? And are
2 we going to give them that flexibility? Are
3 we going to encourage that just for, you know
4 -- I actually went to MIT many years ago. I
5 lived in Senior House which was right on the
6 corner of Ames Street and Memorial Drive, and
7 that's a very -- that was a -- the whole
8 eastern side of the campus is a very
9 interesting place. It has a whole different
10 feel. You feel you're right in the middle of
11 the campus. It's not quite like the western
12 side of the campus where they have kind of
13 the lines of residence halls. And I think
14 quite frankly, I think it would be -- it
15 would be unfortunate if that southern block
16 of this parcel, which the one that's closer
17 to Mem. Drive and the river, at least doesn't
18 have some opportunity there to be able to see
19 that. And you see those little spots of
20 residential there, that might work. And even
21 in a picture like this, I mean I'm not

1 suggesting that they do this, but even in a
2 picture like this, if you envision some of
3 those second floors as being residences on
4 the other side, it has a whole different feel
5 and flavor than it might be if that's all
6 retail. So I just want to make sure that as
7 they're thinking about it, they think about
8 those things and make sure that we have a
9 framework to give us an opportunity and we
10 don't just see it -- the residential pieces
11 just plopped in one place. But they look at
12 what that does. And look at what it does for
13 the campus piece of this as well as well as
14 just a real estate piece of this.

15 The thing that really struck my
16 attention was that transitional diagram that
17 went from 250 to 200 to 150. The 129 that
18 you were talking about. And my first
19 question to that is how does that relate to
20 the 120 district of the campus right across
21 the street? And a lot of those buildings are

1 actually lower than the 120 that's there. So
2 again it's looking at this in a holistic
3 context of campus and the kind of other
4 development they want to do, and just making
5 sure that's all very clear and that we're not
6 just being Main Street centric or that we're
7 not just being real estate centric. So I
8 think I'll just leave it at that time.

9 Oh, the other thing is the building
10 bulk. One more thing. The building bulk,
11 and that's a great illustration of it. I
12 mean, that's one thing I really want to make
13 sure that within our framework we understand
14 that if you look at those three very big
15 brown buildings, they're big brown buildings
16 and how does that relate? So looking at
17 transitions on the Main Street side and are
18 there ways to tame them, bulk a little,
19 understanding that the kind of research and
20 development that they took and they do need
21 larger footprints. Again, some of that you

1 can work out, but I just want to make sure of
2 that framework you talked about, Hugh, just
3 allows us the flexibility to do that and that
4 MIT's in a frame of mind to bring it forward
5 to really, you know, balance all the stuff
6 together and see the whole context of
7 neighborhood, the development area, the
8 campus itself, and, again, given the change
9 that's happening here -- because one of the
10 things that we've always complained about is
11 the lack of residential use in this area.
12 Once you've put that use in, what are the
13 things that have to happen on the retail side
14 and others that will make all that work
15 together? And so I'll stop there.

16 HUGH RUSSELL: Steve.

17 STEVEN WINTER: Thank you,
18 Mr. Chair. I want to -- first of all, I
19 concur with your general thoughts and
20 observations and I want to make two points.

21 I agree with you that the institute's

1 housing needs and the community housing needs
2 do intersect, and I think we're finding that
3 and that's very heartening. I like that.
4 Also I wanted to comment that I think that
5 the height is appropriate. The height limits
6 are appropriate. It's in the right place.

7 I do hear you, Bill, but I think that
8 as we move forward, we're going to see that
9 that height is in the right place in terms of
10 the whole context of Kendall Square, the
11 river, and Boston. I think that's exactly
12 where it should go. And I -- so I think
13 we're on the right track here.

14 HUGH RUSSELL: I guess I would make
15 one comment about height because MIT has one
16 tall building very close by, the Green
17 Building. And it's been wonderful in its
18 sort of isolation. It has a point block that
19 rises out of a base that's maybe half the
20 height, and so we don't want to crowd that
21 too much from an architect, speaking as an

1 architect.

2 Other comments? Ahmed?

3 AHMED NUR: I also concur with the
4 general comments. I did want to ask a
5 question of either David Manfredi or Steve
6 regarding to the diagram, but I do want to
7 say first off, that I'm also -- having been
8 part of that Central Square Advisory and then
9 having to sit -- we like to sit also on the
10 Kendall Square, that, you know, Cambridge
11 continues to thrive because of the hard work
12 of the city as well as MIT and the community
13 obviously of Cambridge. It's really, very
14 thrilling to be a part of this. But I do
15 have questions in terms of actually -- and I
16 just want to comment for Steve. I find very
17 attractive actually to have that 120, and
18 then as you go towards the river, for the
19 buildings to decrease because this is a show
20 for Boston. If you look -- if you're
21 anywhere along the bridge or on the other

1 side, you can actually see the steps along
2 the river and it's very traditional wherever
3 I went. I really find that very attractive.
4 You know, how buildings fit in overall as
5 opposed to having tall buildings block
6 everything else, you know, as you're viewing
7 from Boston.

8 The questions that I have was at page
9 25 when you were comparing, Dave, I think,
10 the MIT diagrams and the K2 diagrams, you
11 mentioned two differences. There's one
12 particular one that K2 diagram showing a
13 building and a parking lot on the MIT
14 diagram. There's an inter parcel and then
15 that's build up and I'm not sure what that
16 is. Page 25.

17 STEVEN MARSH: We'll pull up the
18 diagram.

19 AHMED NUR: Right, that building
20 with the grids around the corner. No.

21 WILLIAM TIBBS: The big one. The

1 dotted one.

2 H. THEODORE COHEN: The dotted
3 building on the K2.

4 AHMED NUR: What is that?

5 DAVID MANFREDI: Oh, that's one of
6 the academic sites that we pointed out when
7 we -- that's outside of the commercial
8 development. It's in the 800,000 square feet
9 of academic.

10 AHMED NUR: Oh, it's part of the
11 800,000 square feet?

12 DAVID MANFREDI: Right.

13 STEVEN MARSH: This is the K2
14 diagram done by Goody Clancy.

15 AHMED NUR: Okay.

16 So the second one, if you go to page
17 11, what is -- you said the CBT was hired or
18 maybe representing the East Cambridge
19 community. And so what are those yellow
20 checked as well as Y's and an N/A with regard
21 to their concern of community benefits,

1 innovation space, setbacks, sustainability.
2 I didn't get how that related to alignment,
3 general alignment.

4 STEVEN MARSH: I think first of all
5 we should acknowledge that the CBT study was
6 directed and funded by the East Cambridge
7 Planning Team as an independent process. So
8 in terms of local neighborhood getting very
9 involved and taking action, I think that they
10 deserve a lot of credit for doing that. I
11 think the CBT folks came in and did some of
12 the study without necessarily prior to some
13 of the K2 process happening. So one of the
14 things that the CBT study had shown was the
15 demolition of some of the historic buildings
16 along Main Street and the introduction of
17 some additional housing on those sites. So
18 we had a conflict there. I think the scope
19 of what CBT was asked to look at was really
20 some sense of what could happen urban
21 planning massing wise. So they didn't really

1 get into, you know, affordable housing. They
2 didn't get into sustainability and setbacks.
3 It was not part of their original request in
4 this process. So, I think they did a
5 marvelous job. They spent time at Planning
6 Board sessions when the K2 process was in
7 here as a participant in that. I think they
8 were very helpful offering another
9 perspective on this. So I think that is
10 fundamentally the differences to them.

11 AHMED NUR: Thank you.

12 WILLIAM TIBBS: I did have the same
13 question, though, what's your significance of
14 the yellow checkmark?

15 STEVEN MARSH: The yellow checkmark
16 is that we are in the same direction as the
17 CBT. The one challenge we had was the
18 housing on the historic site. That was
19 really the difference if you looked at the
20 models.

21 WILLIAM TIBBS: Okay.

1 HUGH RUSSELL: CBT suggested more
2 residential and were -- and therefore --

3 STEVEN MARSH: And N/A means not
4 applicable. This was areas where CBT did not
5 address those particular topics in their
6 report. So they did not spend time on
7 parking ratios. They did not spend time on
8 middle income housing, sustainability,
9 setbacks, innovation space, community
10 benefits. Those were relatively new concepts
11 that came from community input within the K2
12 process were integrated after CBT had
13 finished this study. I think they're
14 additional valid concepts, CBT did not have
15 the opportunity really to reflect on them
16 earlier in this process. They were just a
17 matter of sequence. So I think these other
18 concepts, K2 felt they were are incredibly
19 important, and we have, again, chosen to
20 embrace them in our proposal, but they just
21 were not part of the CBT study.

1 AHMED NUR: Okay.

2 One last thing, Hugh, that I wanted to
3 make a comment and maybe it could be a
4 question not to be answered tonight but just
5 for my own knowledge I suppose, is the
6 office/lab retail about a million square feet
7 as opposed to residential being so low? You
8 know, we seem to always want to ask for more
9 residential, more residential, and I
10 understand this is an academic residential as
11 opposed to -- but has it come to your mind as
12 to why it's at a million square feet of
13 office/lab versus --

14 HUGH RUSSELL: So I think there are
15 three answers to that.

16 And the first answer is the notion that
17 you restore the FAR that was taken away
18 without it touching the academic entitlement.
19 So that would result in about a million
20 square feet.

21 The second answer is that -- what's

1 going to go in there? It's not going to be
2 an office building for Lehman Brothers. It's
3 not going to be an office building for
4 American Tobacco Company. It's going to be a
5 high tech office lab space that is probably
6 significantly staffed by MIT, faculty, you
7 know, former students. It's part of the
8 Kendall Square mix of institutional public in
9 terms of the Department of Transportation and
10 private enterprises. I have difficulty
11 understanding how the experience of somebody
12 at a lab bench at a MIT lab is much different
13 than somebody at a lab bench in the Broad
14 Institute which is a non-profit or in say
15 Amgen. Three different ways of organizing,
16 three different ways of tackling the
17 significant technological problems to be
18 faced. And I think, you know, the senior
19 people move back and forth, maybe they spend
20 part of their time one place. So, the
21 commercial space is really contributing to

1 the what the essence of Kendall Square, which
2 is technology innovation. And the private
3 sector presumably mostly, so I mean those are
4 two ways of looking at about that.

5 AHMED NUR: I get it.

6 My fear has when you say private
7 sectors, I just didn't want that million
8 square feet an office -- a lab rather to be
9 another University Park for MIT. Not that
10 I'm saying that University Park is a failure.
11 But it's a desert and you walk through these
12 buildings and offices close so early up and
13 one million square feet, because it says
14 retail as well. And it wasn't, it's
15 all together, office, retail, lab. That's very
16 general.

17 HUGH RUSSELL: Right. And I think
18 that's a reflection of if you go into the --
19 I read through the 2011 Zoning Proposal in
20 preparation for this meeting, you know,
21 there's a more robust list of different kinds

1 of uses that are to be used and we'll be
2 looking at that language when it gets
3 submitted.

4 Ted.

5 H. THEODORE COHEN: Well, I concur
6 actually with many of the comments that have
7 been made. I think conceptually this is an
8 appropriate plan and an appropriate route to
9 be going. I don't have any problem with the
10 height. I particularly think that it makes
11 sense with the height development on the
12 other side of Main Street, and I think having
13 a talk harder here is appropriate use of the
14 land and of this particular area in Kendall
15 Square and the setbacks. Now, I know the
16 8,000 square foot of future academic use, the
17 dotted building there is not something you're
18 talking about right now, but am I correct
19 that that falls within the 250-foot height
20 district?

21 STEVEN MARSH: That's a 200-foot

1 district.

2 H. THEODORE COHEN: That's the
3 200-foot district?

4 STEVEN MARSH: Yeah, and then it
5 drops down after Amherst Street down to the
6 150 district. Again, I think the 150
7 district as you look at it, there are a
8 number of historic properties that are along
9 there that will not be really redeveloped in
10 any meaningful fashion. So you're really
11 left with a parking lot on the end, we're
12 looking for the opportunity to put some
13 massing because realistically we won't be
14 able to put them on a number of them. We
15 have the ADL building. We have E52. We have
16 the president's home. There are places that
17 are unlikely to ever see a density change,
18 and therefore there's probably realistically
19 one or two areas in that district. So I
20 don't think you're going to see, you know,
21 massive change to that area.

1 H. THEODORE COHEN: Okay.

2 I am not convinced yet that the amount
3 of low and moderate income housing is the
4 right amount. I'd be curious to hear what
5 safe has to say about that when we get to the
6 proposal.

7 I'm also somewhat surprised that since
8 the last proposal spent so much time talking
9 and showing us, you know, conceptual plans
10 for the gateway, the new gateway into the
11 university, that there's been nothing about
12 that today. And I assume that that's the
13 development along Carlton Street and it's
14 tied up with the two historic buildings there
15 and what your plans ultimately may be for
16 them. But I am a little surprised that even
17 though we get to see what you plan for the
18 Broad Canal, we don't see anything about this
19 new gateway into the university. But, you
20 know, conceptually it seems to make a lot of
21 sense to me and, you know, I think it is a

1 good advance over the last proposal.

2 HUGH RUSSELL: I think an answer to
3 that is the proposal that was shown a year
4 and a half ago has some, has significant
5 aspects, particularly the preservation of
6 historic buildings that MIT's going to be
7 studying and it's going to take a while. So
8 we probably won't see that aspect until we
9 see a VFC submission. That's my answer.

10 Bill.

11 WILLIAM TIBBS: I just want to say
12 just for clarity because when I mentioned
13 earlier that the thing that caught my
14 attention was a 250 to 200 to 150 square foot
15 transition, I wasn't saying I didn't like it.
16 I was just saying it caught my attention.

17 And, Steve, you just mentioned the
18 issue with the 200 one. If you really look
19 at that 200 parcel, which contains the arts
20 and media building, which I assume is going
21 to be there for a while, it really is only a

1 very small piece of that Carlton parking lot.
2 And clearly you're saying you want to -- you
3 want to be able to transition down there from
4 there. But that's a good indication of what
5 I mean for me it's very important that I
6 understand these things relative to the
7 campus, too, and not just kind of in a random
8 way. So that I can understand how the stuff
9 fits into there. So I just wanted to clarify
10 that.

11 HUGH RUSSELL: So is that something
12 that may be in the next week or two that
13 should be looking a little more carefully at
14 that?

15 WILLIAM TIBBS: Or just explaining
16 it more and showing it more in a context so
17 that we can understand.

18 HUGH RUSSELL: Right. Make sure
19 that it gets them what they need to have.

20 WILLIAM TIBBS: Yes.

21 HUGH RUSSELL: Yes. Without turning

1 down the media labs.

2 Pam, do you have any comments you want
3 to make?

4 PAMELA WINTERS: No, I really don't.
5 I don't want anything to happen to the media
6 lab. That's one of my favorite buildings in
7 Cambridge for as long as I've been on the
8 Board. I just love Machi's buildings. So --
9 I have to say that I am surprised at the
10 percentage of graduate students housed. I
11 thought for some reason that Harvard had more
12 graduate students housed on campus than MIT.
13 But according to your chart here, not. And
14 I'm surprised by that. So but I would like
15 to see some of the housing that you build go
16 to more graduate school, graduate student
17 housing. So that's the only comments that I
18 have.

19 HUGH RUSSELL: So, it's five minutes
20 after ten. I think we've accomplished our
21 general purpose and the question is do we

1 want to stick around for another hour and a
2 half to hear from everybody else in the room
3 or not?

4 STEVEN WINTER: No.

5 PAMELA WINTERS: No.

6 HUGH RUSSELL: Or maybe let them
7 come at the public hearings that are going to
8 be held possibly as soon as January?

9 STEVEN WINTER: I think the public
10 hearings are good for that.

11 HUGH RUSSELL: Okay.

12 So thank you all for your kind
13 attention. Thank you for a clear
14 presentation, and this meeting is adjourned.

15 (Whereupon, at 10:05 p.m., the
16 Planning Board Adjourned.)

17

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19

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21

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