

BOARD OF ZONING APPEAL
FOR THE
CITY OF CAMBRIDGE

GENERAL HEARING
THURSDAY JULY 31, 2025

6:00 p.m.

Remote Meeting

via

831 Massachusetts Avenue
Cambridge, Massachusetts 02139

Jim Monteverde, Chair
Steven Ng, Vice Chair
Virginia Keesler
Fernando Daniel Hidalgo
Wendy Leiserson

City Employees
Stephen Natola



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I N D E X

CASE	PAGE
BZA-1169571 -- 100 CAMBRIDGESIDE PLACE	5
BZA-1170616 -- 1 ALEWIFE PARK	27
BZA-1170612 -- 36-64 WHITTEMORE AVENUE	50

1 P R O C E E D I N G S

2 * * * * *

3 (6:00 p.m.)

4 Sitting Members: Jim Monteverde, Steven Ng, Virginia
5 Keesler, Daniel Hidalgo, and Wendy
6 Leiserson

7 JIM MONTEVERDE: Good evening. Welcome to the
8 July 31, 2025 meeting of the Cambridge Board of Zoning
9 Appeal. My name is Jim Monteverde, and I am the Chair.

10 Pursuant to Chapter 2 of the Acts of 2023 adopted
11 by Massachusetts General Court, and approved by the
12 Governor, the City is authorized to use remote participation
13 at meetings of the Cambridge Board of Zoning Appeal.

14 This meeting is being video and audio recorded and
15 is broadcast on cable television Channel 22 within
16 Cambridge.

17 There will also be a transcript of the
18 proceedings.

19 All Board Members, applicants, and members of the
20 public will state their name before speaking. All votes
21 will be taken by roll call.

22 Members of the public will be kept on mute until

1 it is time for public comment. I will give instructions for
2 public comment at that time, and you can also find
3 instructions on the City's webpage for remote BZA meetings.
4 Generally, you will have up to three minutes to speak.

5 I'll start by asking Staff to take Board Members
6 attendance and verify that all members are audible.

7 STEPHEN NATOLA: Steven Ng?

8 STEVEN NG: Present.

9 STEPHEN NATOLA: Virginia Keesler?

10 VIRGINIA KEESLER: Present.

11 STEPHEN NATOLA: Wendy Leiserson?

12 WENDY LEISERSON: Present.

13 STEPHEN NATOLA: Daniel Hidalgo?

14 DANIEL HIDALGO: Present.

15 STEPHEN NATOLA: Jim Monteverde?

16 JIM MONTEVERDE: And Jim Monteverde is present.

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2 (6:02 p.m.)

3 Sitting Members: Jim Monteverde, Steven Ng, Virginia
4 Keesler, Daniel Hidalgo, and Wendy
5 Leiserson

6 JIM MONTEVERDE: Our first case tonight -- we have
7 three signage cases today. But the first case is BZA No.
8 1169571 -- 100 Cambridgeside Place.

9 Is there anyone calling in who wishes to talk to
10 us about this request?

11 JESSICA CAAMANO: Sure. Hi, Jim Monteverde. This
12 is Jessica Caamano from Goulston & Storrs, here as attorney
13 on behalf of the petitioner.

14 JIM MONTEVERDE: Hi.

15 JESSICA CAAMANO: We had sent in a presentation --
16 oh, perfectly. Thank you, Olivia. We'll just give that a
17 moment to load. Wonderful.

18 We had just put together a quick presentation
19 about our petition, so I'll give that one second.

20 [Pause]

21 JIM MONTEVERDE: And as this is going through its
22 sequence, the application is for two signs, correct?

1 JESSICA CAAMANO: Correct. That's right. Two
2 wall signs.

3 JIM MONTEVERDE: And they both have to do with
4 height?

5 JESSICA CAAMANO: Correct. Yes. They comply
6 otherwise; they just exceed the maximum height allowed.

7 JIM MONTEVERDE: Okay. Thank you.

8 STEPHEN NATOLA: You can proceed.

9 JESSICA CAAMANO: Okay, wonderful. Thank you.
10 Chair Monteverde, members of the Board, for the record my
11 name is Jessica Caamano. I'm here tonight from Goulston &
12 Storrs as attorney on behalf of the petitioner. We are here
13 tonight seeking variances for two wall signs, as just
14 discussed, to identify the new anchor tenant, Zara, at
15 CambridgeSide.

16 Next slide, please?

17 Before jumping in to the Agenda, I did want to
18 pause just to identify the other project members that are on
19 this evening.

20 We have Sarah Lemke joining us from New England
21 Development on behalf of the property owner; and we also
22 have Beth Stevens on from Elkus Manfredi Architects, in case

1 there are questions more specific to the sign design itself.

2 I'm just going to go ahead and do a very quick
3 overview of the proposed signs themselves, then just walk
4 through the required variance findings and how the signs
5 meet those standards, and then turn it back over to the
6 Board for discussion.

7 Next slide, please?

8 As mentioned, we are here this evening for two
9 proposed wall signs at CambridgeSide that are intended to
10 identify the new anchor tenant, Zara. As you might know,
11 Zara opened in the last few weeks and is currently occupying
12 approximately 45,000 square feet within CambridgeSide, with
13 space on both the first and second floors.

14 If are familiar with the mall, this is a very
15 large tenant, as compared to the typical size of retail
16 tenants at the mall. So it's definitely operating as an
17 anchor, not only with respect to its size, but also as we
18 certainly anticipate that it will result in some new
19 visitors to the mall, making the signage particularly
20 important to identify this new use within the mall.

21 As you can see from this image, both of these wall
22 signs are proposed on the CambridgeSide Place façade of the

1 mall. There is one sign proposed just above the main
2 entryway, and there is a second sign proposed over to the
3 left in an upper window.

4 Both of these signs are proposed to be located
5 behind the existing windows at CambridgeSide. So in large
6 part, that dictated their specific location within the
7 building. So while normally, we may have been able to shift
8 the height slightly to get it within compliance, we are
9 somewhat limited here based on the actual location of
10 existing windows and structural supports and the like.

11 Next slide, please?

12 As discussed at the outset, we were able to design
13 these signs to comply with both total sign area and
14 illumination allowed at the site. However, as a result of
15 those constraints by way of existing windows, we were not
16 able to meet the allowed maximum height of 20'. The
17 exceedance, however, is minor.

18 So with respect to that entryway sign, the
19 proposed height is approximately 22'9". And with respect to
20 that left upper window sign, the proposed height is
21 approximately 24'9".

22 Next slide, please?

1 I'm just going to briefly run through now the
2 findings that are required to grant a variance in Cambridge,
3 and why we think these wall signs are appropriate under
4 those standards.

5 So first, with respect to a literal enforcement
6 resulting in a substantial hardship, as I mentioned, this
7 new Zara store is certainly operating as an anchor tenant,
8 both with respect to size and square footage, and with
9 anticipated demand for new foot traffic.

10 If you are familiar with CambridgeSide, you know
11 that there is a wonderful interior atrium at the mall that
12 effectively connects Cambridgeside Place straight through
13 the mall out to Canal Park.

14 However, as a result of that, the mall is very
15 inward-facing in the sense that the vast majority of retail
16 tenants do not have a not separate exterior entrance into
17 their storefront.

18 So Zara, while occupying a good bit of square
19 footage at the mall, does not have its own exterior
20 entrance, making this building entrance signage particularly
21 important to identify the location of Zara within this
22 interior atrium.

1 Additionally, CambridgeSide's specific location in
2 East Cambridge, there are a number of tall buildings that
3 immediately surround the area. So there is some real visual
4 obstruction below that second windowsill line just as a
5 result of what exists in the environment that surrounds it
6 today.

7 So with those things in mind, it really would be a
8 hardship to place the signs any lower and still achieve the
9 desire of promoting navigation to Zara by both vehicular and
10 pedestrian traffic around the site.

11 Next slide, please?

12 We've already spoken through a number of the
13 conditions that are specific to this site; namely the
14 interior-facing aspects of the existing mall, such that we
15 really need this exterior building identification signage at
16 the entryway to notify visitors that Zara is located inside,
17 as well as this concept that there are some dense buildings
18 in the area.

19 And so, it's necessary really to identify this new
20 anchor tenant with some elevated signage at a scale that we
21 think is appropriate, given the size of this tenant in
22 particular.

1 Next slide, please?

2 With respect to the ability to grant relief
3 without substantial detriment to the public good, as
4 mentioned, these signs have been designed to comply with
5 both the allowed total sign area and the illumination
6 allowed under the code.

7 And while there is an exceedance of height, it's
8 minor in both instances and is really a result of placing
9 these signs behind what are existing windows, so being
10 confined to existing site conditions.

11 With respect to the aesthetic of the signs
12 themselves, we were really thoughtful to be sure that they
13 are consistent not only with the existing building and
14 tenant signage at CambridgeSide, but also to be sure that
15 they're harmonious with signage that exists on those other
16 buildings that are in the immediate area.

17 Again, given the modest size of these signs, we
18 don't think they result in any sort of visual clutter, and
19 given that they are located behind existing windows, there
20 is no protrusion off the building, so certainly no
21 obstruction of any existing site lines.

22 Next slide, please?

1 Finally, with respect to being able to grant
2 relief without nullifying the purpose of the Ordinance, I
3 included here some language about the actual intent of the
4 Sign Ordinance, with respect to preserving and enhancing the
5 interests of the city and the city's appearance, in
6 aesthetics, in amenities, and ultimately to reduce visual
7 clutter and light.

8 As we've discussed, we really think that these
9 signs do complement the existing visual aesthetic, not only
10 at CambridgeSide, but also in the neighboring buildings. We
11 have designed them to be of a very modest size to avoid any
12 sort of visual clutter along that Cambridgeside Place
13 façade.

14 And very importantly, we do think that Zara serves
15 a critical function in the economic viability of
16 CambridgeSide in bringing in new foot traffic, not only to
17 Zara, but as a result of that also for the other retailers
18 and restaurants in CambridgeSide and the seating area.

19 And we think this proposed signage will really
20 help to create efficient and effective pedestrian and
21 vehicular navigation around this site to really activate
22 that urban area.

1 Next slide, please?

2 So with that, we are really excited that Zara is
3 up and operating at CambridgeSide. We are hopeful that we
4 will be able to introduce some signage at this site that
5 will really help to identify the use and hopefully bring in
6 a new customer base here.

7 So with that, thank you so much for your time, and
8 I'd like to turn it back over to the Board for discussion.

9 JIM MONTEVERDE: Thank you.

10 Any questions from members of the Board?

11 STEVEN NG: Is there any documentation showing the
12 design of the sign; is it illuminated?

13 JESSICA CAAMANO: Yes, that's --

14 JIM MONTEVERDE: We have -- yeah, there is a
15 drawing that was submitted.

16 STEVEN NG: Yep.

17 JIM MONTEVERDE: Stephen will bring it up. There
18 we go.

19 STEPHEN NATOLA: There you go.

20 JIM MONTEVERDE: It's right in the middle. Can
21 you enlarge that? All right. Keep white acrylic letters,
22 face illumination; I'm not sure how that -- whether that's

1 internal or external. And it shows its mounting distance
2 from the glass.

3 JESSICA CAAMANO: It's internal illumination.

4 STEVEN NG: Okay. And I guess illuminated is
5 fine. Are there hours that the lights are -- is the sign on
6 or off on that particular elevation? I know it's not -- I
7 don't think it's -- there is some housing kind of across the
8 canal, correct?

9 JESSICA CAAMANO: Sure. So operationally, Beth or
10 Sarah, I don't know if we can speak to what is the internal
11 illumination on the CambridgeSide signage itself, but I am
12 sure that we would be open if there's a need for a certain
13 time period to be imposed on the lighting.

14 UNIDENTIFIED SPEAKER: The lighting --

15 JIM MONTEVERDE: So if we --

16 UNIDENTIFIED SPEAKER: Oh, go ahead.

17 JIM MONTEVERDE: Sorry. If we add a condition,
18 then, on our findings that the signage be -- that the
19 internal illumination be shut off after -- we'll pick a
20 time, ten o'clock, eleven o'clock at night?

21 JESSICA CAAMANO: Yeah, this is --

22 JIM MONTEVERDE: Would that be acceptable?

1 SARAH LEMKE: Yeah, this is Sara Lemke on behalf
2 of New England Development. I was going to suggest ten
3 o'clock, which is which time the exterior doors are locked;
4 the retail --

5 JIM MONTEVERDE: Okay.

6 SARAH LEMKE: -- stores are closed at 10 pm.

7 JIM MONTEVERDE: Okay. Steven, does that work for
8 you?

9 STEVEN NG: Yeah, that's fine. That's fine.
10 Just, you know, avoid all -- avoid the public complaints
11 later or something, you know, in the late hours. So I think
12 that would serve the community well.

13 JIM MONTEVERDE: Yeah. Thank you.

14 STEVEN NG: Thank you.

15 JIM MONTEVERDE: Any other questions from members
16 of the Board?

17 WENDY LEISERSON: I have a couple of questions, or
18 comments for the Board. So I know speaking as a shopper,
19 everyone is excited to welcome Zara to the neighborhood.
20 I've already heard about it without seeing any signs, so
21 that's good advertising for the owner.

22 And -- but my question is about signage. I'm not

1 that sure how the size of the store, the anchor status is
2 related to the size of sign that should be allowed within
3 the language of the Ordinance.

4 And I also wonder about, you know, the fact this
5 is a mall. I mean most -- in fact, the Counsel for the
6 petitioner said that the vast majority of stores don't have
7 exterior signage.

8 I think finding the mall is important, and we have
9 that directional there, but I'm not sure why additional
10 signage is needed to find Zara itself within the mall from
11 the outside.

12 And even if one would argue that there is a reason
13 for that for economic desirability or for the neighborhood,
14 I would say I'm not sure why two signs are needed.

15 I think the one above the CambridgeSide entrance
16 seems -- I mean, I could be persuaded to accept that one,
17 but the second one, I think I'm not sure how we would
18 authorize that for Zara, and then not have every other store
19 that has a window that faces outward on the second level or
20 third level or however many levels there are not (sic) also
21 petitioning us for a similar sign.

22 So those are my concerns about that.

1 Any comments?

2 SARAH LEMKE: This is Sarah Lemke from NED. I'll
3 let Jess talk sort of the relationship, but --

4 JIM MONTEVERDE: Sarah --

5 SARAH LEMKE: -- just --

6 JIM MONTEVERDE: -- Sarah, could you --

7 SARAH LEMKE: -- actually --

8 JIM MONTEVERDE: -- Sarah, Sarah --

9 SARAH LEMKE: -- this is --

10 JIM MONTEVERDE: -- would you hold on for a
11 second?

12 SARAH LEMKE: Sure.

13 JIM MONTEVERDE: This is --

14 SARAH LEMKE: Thank you.

15 JIM MONTEVERDE: -- for questions, so let it just
16 -- this is the discussion among the Board. Let's just hear
17 if any other Board members have any interest in the comments
18 -- not interest in the comments, but want to continue their
19 commentary at all before you jump in, please?

20 Any other Board members have any comments relative
21 to Wendy's discussion? If not, Sarah, go ahead.

22 SARAH LEMKE: Apologies for jumping in front of

1 before. I just wanted to note that Zara occupies
2 approximately 50,000 square feet in the space, which is
3 about one-quarter of the retail that we have.

4 So this is not something that we would be offering
5 to all of the tenants to have, because they don't have
6 window lines, but the location where those signs are located
7 is within Zara's space. They take the entirety of the
8 second floor on that façade.

9 And so, it is not our expectation that every
10 tenant of any size is going to have window signs, but that
11 Zara, because so many people are coming here for Zara that
12 that -- at that 50,000 square-foot size, that that's a
13 unique circumstance to Zara.

14 WENDY LEISERSON: Thank you, Sarah. But I do
15 wonder, I mean, for navigational purposes, they're going to
16 the door where the CambridgeSide sign is, correct? And
17 parking is not underneath that window. So really, the only
18 people that would see that would be pedestrians in that
19 location, is that correct?

20 SARAH LEMKE: Pedestrians and vehicles driving
21 down sort of Land Boulevard as they make the turn to
22 Cambridgeside Place to come onto the property.

1 WENDY LEISERSON: So they would already be turning
2 towards the mall at that point, correct?

3 SARAH LEMKE: I'm not sure how visible it is from
4 Land before you make the turn, but theoretically, you know,
5 you need to be a bit closer. But that is partly why the
6 sign size was chosen, to give the visibility as far back for
7 drivers who are coming specifically for Zara.

8 WENDY LEISERSON: Just to clarify, so when the
9 drivers are coming down Land, they're -- they can't see it
10 before they turn onto Land, but when they turn onto Land,
11 they're approaching the mall, but then they have to go to
12 the parking lot, correct?

13 There's no parking right there where that sign is?

14 SARAH LEMKE: You do have to enter Central
15 Parking, correct.

16 WENDY LEISERSON: Okay. Thank you.

17 JIM MONTEVERDE: Any other questions from members
18 of the Board? We'll open it up for public comment. Let me
19 just go through the correspondence we have in the file.

20 We have a letter from the Planning Board to the
21 Board of Zoning Appeal dated July 20 saying that the
22 Planning Board voted to forward a favorable recommendation

1 to the BZA on the Variance Request for this project as it
2 supports the retail use in the building.

3 One second as I flip through my paperwork here.

4 WENDY LEISERSON: One more question, Sarah. Are
5 both signs illuminated internally or just one?

6 SARAH LEMKE: I believe they both are. I'm sorry,
7 Beth, can you confirm that?

8 BETH STEVENS: I'm sorry, can you repeat the
9 question?

10 SARAH LEMKE: They're both internally illuminated,
11 correct?

12 BETH STEVENS: They are both internally
13 illuminated. That is correct.

14 JIM MONTEVERDE: Okay. That's all the commentary
15 we have in the file. Let me open it to public comment.

16 Any members of the public who wish to speak should
17 now click the icon at the bottom of your Zoom screen that
18 says, "Raise hand."

19 If you're calling in by phone, you can raise your
20 hand by pressing *9 and unmute or mute by pressing *6. I'll
21 now ask Staff to unmute speakers one at a time. You should
22 begin by saying your name and address, and Staff will then

1 confirm that we can hear you. After that you will have up
2 to two minutes to speak before I ask you to wrap up.

3 STEPHEN NATOLA: Betty Saccoccio?

4 MARIE SACCOCCIO: Good evening. This is actually
5 Marie Saccoccio; we're using the same computer. 55 Otis
6 Street in Cambridge. I'm fourth generation East Cambridge.

7 I hardly support the variances for the two signs.
8 Almost on a daily basis, someone asks me where CambridgeSide
9 Galleria is. I mean, the façade from First Street is pretty
10 stark. Zara definitely merits its own signage. It
11 definitely is the only anchor store left at the
12 CambridgeSide Galleria.

13 We'd like to support the mall management in
14 anything they're willing to try at this point, and I think
15 signage is definitely reasonable and necessary.

16 Thank you.

17 JIM MONTEVERDE: Thank you for calling in.

18 STEPHEN NATOLA: James Williamson?

19 JAMES WILLIAMSON: Can you hear me?

20 JIM MONTEVERDE: We can. Go ahead.

21 JAMES WILLIAMSON: Thank you. I -- James
22 Williamson, 30 Churchill Ave in North Cambridge.

1 I'm quite sympathetic to what Marie Saccoccio, who
2 I have appreciated for years now in her -- in terms of her
3 vigilance on issues like this; I'm quite sympathetic to what
4 she just said.

5 So I'm in agreement, but I do want to say I
6 counsel caution in general. Carol -- I can't remember her
7 last name, but there was someone who was always very
8 vigilant on branding signs; this does not appear to be that
9 kind of a sign, and it seems reasonable and appropriate, but
10 there is -- I would just urge caution when it comes to
11 allowing signage that does begin to look like a -- more of a
12 branding approach.

13 And I understand that she's maybe not particularly
14 well right now, and I would hope she recovers and returns to
15 her role as a vigilante on these signage matters.

16 So thank you.

17 JIM MONTEVERDE: Thank you, James.

18 STEPHEN NATOLA: Danny Frias?

19 DANNY FRIAS: Hello. I'm actually part of the
20 next two petitions. I just wanted to make sure that our
21 panelists were transferred over to -- from guests to
22 panelists.

1 STEPHEN NATOLA: Yeah. When it's your case, we'll
2 do it.

3 JIM MONTEVERDE: Anyone else? No? That's it?
4 We'll close public testimony.

5 Discussion among members of the Board? Just
6 speaking to Wendy's comment, my first reaction was similar
7 to yours in that the one sign further up on the building on
8 the second floor I kind of scratch my head about because I
9 -- you know, tenants change. [Unclear] are going to change
10 over time.

11 I'd rather not see various names plastered in the
12 windows advertising what's in what location up above.

13 And I was comfortable with the Zara sign at the
14 CambridgeSide entrance, but I don't know that it -- the sign
15 was either big enough or distinct enough or visible enough
16 to really merit either denying or suggesting some condition.

17 So Wendy, I initially agreed with your commentary,
18 but I've kind of convinced myself that it could go ahead as
19 it is, is and if anyone comes back any of the other signage
20 on there, it'll be a different discussion.

21 Anyway, any other discussion from members of the
22 Board? If not, are we ready for a motion?

1 VIRGINIA KEESLER: I would just add that the two
2 signs seem tasteful to me, and I think given the
3 configuration of the building, I also think it makes sense.

4 JIM MONTEVERDE: All right.

5 VIRGINIA KEESLER: And given the anchored tenant
6 status of Zara.

7 JIM MONTEVERDE: Thank you.

8 WENDY LEISERSON: I think I would be comfortable
9 if we are making a distinction about the anchor status in
10 our reasoning, so that we're not setting a precedent.

11 JIM MONTEVERDE: Yep. Very good. Thank you.
12 Anyone else? If not, let me propose a motion.

13 The Chair makes a motion to grant relief from the
14 requirements of the Ordinance under Sections 7.16.22.c and
15 this is specifically about the height of the signage; and
16 Sections 10.30 for the Requirements for a Variance on the
17 condition that the work proposed conforms to the drawings
18 entitled, "Proposed signage for Zara, 100 Cambridgeside
19 Place" prepared by Gensler and dated 10/14/2024; initialed
20 and dated by the Chair.

21 And further, that we incorporate the supporting
22 statements and Dimensional Form submitted as part of the

1 application.

2 Further, that the variance is granted
3 incorporating the following condition: And the condition is
4 that the internal illumination of both signs will be turned
5 off at 10 p.m. in the evening.

6 On a voice vote among the Board members, please?

7 Wendy?

8 WENDY LEISERSON: I vote in favor, again with the
9 condition that the -- caveat that this is because of their
10 anchor status.

11 JIM MONTEVERDE: Yep. Very good. Thank you.

12 Virginia?

13 VIRGINIA KEESLER: Virginia Keesler in favor.

14 JIM MONTEVERDE: Thank you. Daniel?

15 DANIEL HIDALGO: Daniel Hidalgo in favor.

16 JIM MONTEVERDE: Thank you. Steven?

17 STEVEN NG: In favor.

18 JIM MONTEVERDE: And Jim Monteverde in favor.

19 [All vote YES]

20 JIM MONTEVERDE: Five in favor; the variance is
21 granted.

22 JESSICA CAAMANO: Thank you very much for your

1 time.

2 JIM MONTEVERDE: You're welcome.

3 SARAH LEMKE: Thank you.

4 BETH STEVENS: Thank you.

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2 (6:27 p.m.)

3 Sitting Members: Jim Monteverde, Steven Ng, Virginia
4 Keesler, Daniel Hidalgo, and Wendy
5 Leiserson

6 JIM MONTEVERDE: Next case is BZA-1170616 -- 1
7 Alewife Park.

8 Is there anyone calling in who wishes to walk us
9 through what the application is about and what relief you're
10 seeking?

11 DANNY FRIAS: Good evening, Mr. Chairman, and
12 members of the Board. My name is Danny Frias, Project
13 Manger with IQHQ, owner/developer of the Alewife Park
14 campus.

15 Joining me are Yash Parmar, one of our project
16 team; Travis Veigas, our signage contractor; Anthony
17 Galluccio, our land use attorney; and Kevin Gaughan, our
18 real estate attorney.

19 We appear tonight on two linked petitions; one for
20 each campus parcel, to allow a comprehensive wayfinding
21 program that modestly exceeds the sign area limits in
22 Article 7.16 of the Cambridge Zoning. The Ordinance caps

1 any freestanding sign package at 30 square feet per parcel.
2 Our program for two parcels exceeds this by about 120 square
3 feet.

4 So just to provide the context of the project,
5 Alewife Park is approximately a 20-acre site, and about
6 765,000 square feet of gross floor area encompassing six
7 buildings and a mixed-use development, which includes
8 office, lab, retail, and public amenities.

9 The area of the site that is of focus in today's
10 hearing is along Whittemore Ave, and the Alewife Station
11 Access Road, which is where the signs are to be located.

12 I'll now hand it over to Yash, who will walk us
13 through the details of the signage, unless there are any
14 other questions before I hand it over.

15 YASH PARMAR: Thank you, Danny. Good evening,
16 Board members. My name is Yash, and I'm the Project Manager
17 for IQHQ, who's going to detail regarding the Variance
18 Request.

19 The first Variance Request is for a single
20 critical sign located at the main entrance of the Alewife
21 Center campus project. The area of the sign is 58 square
22 feet, as detailed in our application.

1 This request is genuinely needed, based on the
2 unique conditions of our site, and we believe it will
3 actually enhance public safety and provide appropriate
4 identification for a property of this scale.

5 I would like request if you can please pull up the
6 plan. You can scroll up a little.

7 JIM MONTEVERDE: Can you go to the next? No, the
8 other direction. There you go.

9 YASH PARMAR: Can you scroll down a little?
10 There's a clearer plan.

11 Yes. Thank you so much.

12 So we are discussing sign No. 1 that's highlighted
13 in red or pink. So a couple of reasons: first, the
14 location. The sign is situated at the main entrance of
15 Whittemore Ave, and it's set back a considerable 91 feet
16 from the public right of way.

17 At this distance, a standard 30 square-foot sign
18 would be incredibly difficult to see. To compound this, we
19 have matured and large trees in that area that further
20 obstruct visibility. This creates a real challenge for
21 drivers trying to locate our entrance safely.

22 Second point is regarding public safety. The

1 increased visibility that the 58 square feet sign provides
2 isn't just about branding; it's about allowing drivers ample
3 time to clearly identify our entrance.

4 This helps reduce those last-minute manual sudden
5 braking, or general confusion on Whittemore Ave that could
6 lead to hazardous traffic situations.

7 Finally, as Danny mentioned, considering the scale
8 of the property itself, the entrance sign needs to be
9 proportionate to the significant size and the prominence of
10 this site.

11 The proposed sign is designed to be clear,
12 appropriate, safe, and yes -- a grand visual identifier that
13 truly represents a development of this magnitude.

14 There was one comment on the application regarding
15 the illumination. To respond to that comment, this sign
16 will be externally illuminated only.

17 If you can scroll up to the drone pictures,
18 please?

19 DANNY FRIAS: Down, I think. Yeah.

20 YASH PARMAR: Thank you very much. That was all
21 the reasons we have.

22 If you keep scrolling up, there are a few drone

1 pictures that show where the location is, and then we can
2 jump in --

3 DANNY FRIAS: Scroll down, sorry. When he says --
4 oh, the pictures, hang on.

5 YASH PARMAR: It's in the start. It's page No. 9
6 of the PDF.

7 JIM MONTEVERDE: And we're talking about -- the
8 application is for one sign; one double-faced sign, correct?

9 YASH PARMAR: This is -- yes.

10 JIM MONTEVERDE: Okay. Thanks.

11 YASH PARMAR: Page No. 9. Yeah. Thank you so
12 much. So if you see the form work on the left-hand side, if
13 you can zoom in a little bit, that is the location of the
14 sign.

15 WENDY LEISERSON: Yash, can you repeat what we're
16 looking for on this picture?

17 YASH PARMAR: The form work that you see on the
18 left-hand side near the road.

19 DANNY FRIAS: Form work.

20 JIM MONTEVERDE: Can you see the cursor?

21 YASH PARMAR: Yeah, yeah, that is it. Yep, that's
22 the --

1 DANNY FRIAS: We found the picture.

2 JIM MONTEVERDE: Is that correct?

3 YASH PARMAR: Yes.

4 JIM MONTEVERDE: So that's the location for the
5 sign?

6 YASH PARMAR: Yes, sir.

7 JIM MONTEVERDE: Okay. All right. Anything else
8 to describe to us?

9 YASH PARMAR: No, that is all.

10 JIM MONTEVERDE: If not, then the relief that
11 you're seeking only has to do with the area of this single
12 sign? Right?

13 YASH PARMAR: Yes.

14 JIM MONTEVERDE: You're at 58 square feet, and the
15 Ordinance allows you 30, correct?

16 YASH PARMAR: Yes, sir.

17 JIM MONTEVERDE: Okay. Any questions from members
18 of the Board?

19 STEVEN NG: Yeah. I guess I'm just trying to
20 figure out is that -- that new -- that street that's to the
21 left in the photo, that is an access road that someone
22 coming past the Alewife Garage can turn off, that sweeping

1 -- you know how it, you stay on that road to go Route 2
2 West? Like, I don't -- where are cars coming from to
3 actually need that sign to know you're at Alewife Center?

4 YASH PARMAR: Yeah, so the cars are entering from
5 the Whittemore Ave.

6 STEVEN NG: Whittemore, okay.

7 YASH PARMAR: That's right behind the buildings.

8 STEVEN NG: Yep.

9 YASH PARMAR: And then they connect via the
10 Alewife Center Road.

11 STEVEN NG: And they'll turn like they would be
12 coming at us in this photo, when they turn around?

13 YASH PARMAR: Yes.

14 STEVEN NG: Okay. All right. That was all I had.
15 Thanks.

16 JIM MONTEVERDE: Thank you.

17 YASH PARMAR: Yep.

18 JIM MONTEVERDE: Any other questions from members
19 of the Board? If not --

20 VIRGINIA KEESLER: Um --

21 JIM MONTEVERDE: I'm sorry.

22 VIRGINIA KEESLER: -- I'm sorry.

1 JIM MONTEVERDE: Go ahead.

2 VIRGINIA KEESLER: Sorry, could you maybe describe
3 a little more the design of this sign? It seemed like there
4 were two different pictures that were slightly different
5 colors. Just wanted to make sure I was looking at the right
6 thing.

7 JIM MONTEVERDE: I think it's this one.

8 YASH PARMAR: Can you scroll down to the design,
9 please?

10 JIM MONTEVERDE: I don't know if there's a color
11 version of the same.

12 YASH PARMAR: Yeah, it's dark with the white.

13 JIM MONTEVERDE: Yeah, the one I'm looking at in
14 the file is Drawing No. 005. This -- which is a black and
15 white. And I guess if I read the spec information in the
16 upper right-hand corner, or can you tell us what the -- what
17 color everything is, what the -- what's the color of the
18 script, et cetera?

19 YASH PARMAR: So the gray that you see is the old
20 in place concrete structure that's holding the sign. And
21 the sign itself will be a black-colored sign with white
22 text.

1 JIM MONTEVERDE: And the graphic at the bottom, at
2 the lower right-hand corner?

3 YASH PARMAR: That will have a gray background
4 with brown layered, I would say a topographical presentation
5 design.

6 JIM MONTEVERDE: Okay.

7 VIRGINIA KEESLER: Thank you.

8 JIM MONTEVERDE: Any other questions from members
9 of the Board?

10 WENDY LEISERSON: I just -- I was just looking at
11 the PDF again, and I wondered if we could go to one of the
12 other drone signs, you know, figures, where Whittemore and
13 the entrance to the road into the project meet?

14 Let me see if I can see. In my PDF, it looks like
15 it's -- what -- it's above where we were before when we were
16 looking at it. So if you go from page 9,8,7, I think it's
17 page 6 that I'm talking about. Yes.

18 So in this picture, I -- just for me to be clear
19 on the left-hand side where the evergreens are, where that
20 little point -- corner is, that's where cars would be
21 turning into the project, is that correct?

22 YASH PARMAR: Yes.

1 WENDY LEISERSON: Okay. And then but the sign is
2 being proposed to be on the other side of --

3 JIM MONTEVERDE: Yeah.

4 WENDY LEISERSON: -- the area of land, correct?

5 JIM MONTEVERDE: Right next to that white pickup
6 truck in the kind of upper right-hand side of the screen.

7 WENDY LEISERSON: Yeah. And so, that -- the sign
8 is meant to capture the drivers coming from Fresh Pond and
9 Route 2, is that what the point of the sign is in being
10 located there?

11 YASH PARMAR: Yes.

12 WENDY LEISERSON: So the sign will tell them that
13 that's where you're located. And how will they know where
14 to turn? Because part of the argument is about navigation
15 and safety. So what will -- how will the sign help them
16 know where to turn into the project?

17 YASH PARMAR: I'm sorry we don't have a street
18 view, but if you stand on the sidewalk, the size of the sign
19 you can call you understand the Alewife site campus. And as
20 soon as you are on the Whittemore Ave and you see on the
21 right, you're easily able to see the sign.

22 WENDY LEISERSON: If I'm the only Board Member who

1 needs this question answered, I'm fine moving on. But I
2 will look at the other documents, so I get a feel for this.
3 But I'm not quite sure how it's helping the drivers, from
4 what I'm digesting.

5 Is everyone else good with this understanding?

6 JIM MONTEVERDE: I am.

7 VIRGINIA KEESLER: I am a little confused, also.

8 JIM MONTEVERDE: Sorry. I assume in the full
9 build-out mode, the sign actually functions as a giant
10 street sign, since I'm assuming all the buildings open off
11 of -- their entries are off of the particular roadway, new
12 roadway, that the sign is located on?

13 This new sign is -- it functions as a giant street
14 sign, to tell you that that's the street you want to be on.
15 And those -- you know, those numbers are on that street.

16 And given the context of the development in total
17 and its location, I am fine with it. I don't have a problem
18 with people finding --

19 WENDY LEISERSON: Virginia, you started to say
20 something.

21 JIM MONTEVERDE: Yep.

22 VIRGINIA KEESLER: Oh, no, I was just agreeing

1 that I was getting a little bit turned around. But I think
2 that was a helpful explanation, Jim.

3 JIM MONTEVERDE: Thank you. Any other questions
4 from members of the Board? If not, let me read through
5 correspondence we have in the file.

6 We have a letter to the Board of Zoning Appeal
7 from the Planning Board dated July 23, saying that the
8 Planning Board reviewed the application, and decided to
9 forward no comment to the BZA.

10 We have a letter from Lynne Lombardi dated July 16
11 writing in support of this 58 square-foot sign.

12 We have a letter from Jay Walker, July 28. And
13 this one I'm a little confused about this one. I don't know
14 Stephen, if you can illuminate -- help me here, but this is
15 basically asking for more information about the Cambridge
16 Health Authority -- for example's commercial lease
17 agreement, which I don't know if it has -- is relevant to
18 our discussion or decisions tonight.

19 So hold on a second, let me see if Staff can help
20 me through this one, and whether this is someone who's
21 calling in.

22 [Side conversation]

1 STEPHEN NATOLA: Yeah, Traffic and Parking.

2 JIM MONTEVERDE: All right. So there's one
3 correspondence from Jay Walker. I'm not reading in it
4 whether they're speaking either for or against. They seem
5 to have several questions but doesn't summarize too well for
6 or against.

7 With that, I will open it up to public comment.

8 Any members of the public who wish to speak should
9 now click the icon at the bottom of your Zoom screen that
10 says, "Raise hand." If you're calling in by phone, you can
11 raise your hand by pressing *9 and unmute or mute by
12 pressing *6.

13 I'll now ask Staff to unmute the speakers one at a
14 time. You should begin by saying your name and address, and
15 Staff will confirm that we can hear you. After that you
16 will have up to two minutes to speak before I ask you to
17 wrap up.

18 Anyone calling in?

19 STEPHEN NATOLA: James Williamson?

20 JAMES WILLIAMSON: Yeah, hi. Thanks. I walk
21 through this area on a regular basis; I lived in Jefferson
22 Park for a long time and now live in another location, but

1 walk back to Rindge Ave frequently, but at the other end of
2 the project.

3 I'm not necessarily opposed to the sign, but I
4 share the curiosity about the location and the function.

5 But what maybe -- I just don't understand how
6 something of this magnitude cannot be presented with better
7 information not only about the location, but what it would
8 look like.

9 I mean, a rendering to get a sense of the scale of
10 the sign in relation to the surrounding environment,
11 landscape, neighborhood. I just don't see how -- it just
12 could, really ought to be a lot better, I think, a
13 presentation, in order -- if I were a member of the Board in
14 order to be able to make a sound judgment about the scale
15 and appropriateness in order to grant the variance. That's
16 my opinion.

17 I know people who live right across the street.
18 If they're not showing up and concerned, their interest in
19 it is more important to me than mine.

20 And I'd just also like to ask when letters are
21 referred to, I think it would be helpful if the address of
22 the individual was included for the public so we can all

1 know, like, do they live across the street, or are they
2 somebody on the other side of the city, not that that
3 opinion doesn't matter.

4 Anyway, thank you.

5 JIM MONTEVERDE: Thank you, James.

6 STEPHEN NATOLA: Ann McDonald?

7 ANN MCDONALD: Hi. I am Ann McDonald. I live in
8 the Whittemore neighborhood and walk down Whittemore a
9 couple times a day and I'm very familiar with this corner.
10 I'm just curious if -- I am little bit worried about it
11 being set too far back, and then we're going to get another
12 sign at the corner.

13 I'm wondering if there could be -- like, I've
14 professionally design sign systems previously in my life,
15 and I'm wondering if a full-size mockup may be out there.

16 You know, it just doesn't have to be all colors,
17 just scale wise, might help everyone make sure it's in the
18 right place, because I understand it needs to be bigger,
19 given the scale of this development.

20 But I just am worried about the siting a little
21 bit. I clearly don't want it in the residential
22 neighborhood, but I do think what I'm worried about is

1 people are going to not see it, and then keep coming down
2 Whittemore, do U-turns and go back, or not see it when
3 they're coming from the T station. They might see it better
4 when they're coming -- you know, I just am not clear who's
5 seeing this from where at all.

6 So -- and I wish maybe the vote on this could wait
7 until maybe the signs in the rest of the package will work
8 with this and allay any concerns. But I don't know, and a
9 lot of the signs were pretty small, and the PDFs were really
10 fuzzy. So it was hard to spend too much time making sense
11 of it.

12 So I do concur with what was stated by the
13 previous speaker that the package was a little bit cursory
14 for those of us who were zooming in and then it was just
15 very fuzzy.

16 So I just would hope that we don't end up with
17 extra signs because this isn't correctly located.

18 But again, I do support this is a system and it
19 needs to be looked at as a whole. So thank you.

20 JIM MONTEVERDE: Thank you for calling in.

21 STEPHEN NATOLA: John and Jessica and Josslyn?

22 John and Jessica and Josslyn? 617 --8311 (sic).

1 HEATHER HOFFMAN: Hello. Heather Hoffman, 213
2 Hurley Street.

3 I echo what people before me have said. With the
4 multibajillions of dollars that have been and will be spent
5 on this property, to make it so that we can't even tell
6 what's actually being asked for here, and whether it's going
7 to do the job that we all agree it needs to do, makes me
8 think that you really should continue this and ask for more
9 information.

10 I am a huge proponent of signs just like this,
11 because you need to know when you're heading into a complex
12 like this what's there, you know you're in the right place,
13 and then once you get in there, we don't have to have
14 gigantic billboards to tell you how to find whatever it is
15 you're looking for in the various buildings.

16 So I'm predisposed to be favorable about this, but
17 I'm also predisposed to making sure that it will actually do
18 its job. So I urge the Board to say, "You haven't shown us
19 enough yet" and ask for a continuance, and then get real
20 information, so you can make the good decision that I know
21 you want to make.

22 Thank you.

1 JIM MONTEVERDE: Thank you, Heather.

2 All right. No one else is calling in, so we'll
3 close public testimony.

4 Any discussion among members of the Board?

5 WENDY LEISERSON: I think I was dropped from the
6 call earlier when I think you were commenting on my
7 question. So I apologize if I --

8 JIM MONTEVERDE: Oh.

9 WENDY LEISERSON: -- was -- did not hear all of
10 the responses, but what the members of the public just said
11 resonates with my question about it, and also my
12 predisposition to grant this, but only if it's in the right
13 place for the purpose that it has been said it's for.

14 So I would be in favor of continuing with some
15 kind of -- a better mockup of the sign for members of the
16 public to evaluate whether they like where it is.

17 And also there were other comments made by members
18 of the public with regard to the design of the sign; I have
19 no comments on that. But that was in the record.

20 Thanks.

21 JIM MONTEVERDE: Okay. Thank you. Any other
22 discussion among members?

1 STEVEN NG: I think I'm -- it's probably -- the
2 siting of this particular development is tough, because
3 Whittemore has always -- Whittemore has always had the
4 challenge of, like, pulling out into Alewife and -- Parkway,
5 and that's always the -- the entryway. You wish you're not
6 that person pulling out there.

7 But that's what I always think at that
8 intersection.

9 But the entrance into the development is down
10 Alewife Center -- yeah, Drive. And that is the appropriate
11 location for the entrance. I guess if it was somewhere on
12 Whittemore and Alewife, that would kind of tell people a
13 little more directly, but I don't think that's appropriate
14 with all the houses nearby.

15 So to me, I mean, seeing the documentation, the
16 whole wayfinding package, I mean that's where your -- you
17 know, "Turn here" is for Alewife Park sign is kind of the
18 right spot for it.

19 But if the Board feels there's a need for more
20 documentation, I wouldn't, you know, argument against that,
21 I just -- I get it. I think the size is appropriate for an
22 office park entrance, and to me, it's -- it would -- it's

1 fine.

2 JIM MONTEVERDE: Thank you. I think that the --
3 looking at the documentation, I'm comfortable the
4 documentation is sufficient for me in particular to be able
5 to understand what they're proposing and where they're
6 proposing and what color it is, and what the lettering is.

7 And I can see all that, and I can see it in
8 relation to the rest of the signage package that they
9 propose, and a campuswide signage. And I think it all holds
10 together.

11 I think we have the information in front of us to
12 be able to make a decision. I don't feel a need to continue
13 it -- I don't need to more information, I guess, is what I'm
14 saying, nor do I think a mockup for ours or community's
15 input is really necessary.

16 I think the graphic information presented at least
17 tells me enough information that I need to decide whether
18 it's appropriate or not.

19 So I'm comfortable to go forward based on the
20 information we have without requesting a continuance. But
21 that's my sense.

22 Any other discussion among members of the Board?

1 DANIEL HIDALGO: I just wanted to say that I agree
2 with Jim's sentiment that I have sufficient information; I'm
3 in favor.

4 JIM MONTEVERDE: Okay.

5 Any other discussion among members of the Board?
6 Or are we ready for a motion?

7 VIRGINIA KEESLER: I think having discussed more,
8 I'm good with it. I feel like there were some things about
9 the presentation that could have been a bit clearer or
10 easier to visualize, but I feel at this point I am
11 comfortable as well.

12 JIM MONTEVERDE: I'm sorry, I'm having difficulty
13 hearing, but you're comfortable or uncomfortable?

14 VIRGINIA KEESLER: Yes. I am. I am comfortable
15 with it.

16 JIM MONTEVERDE: Okay. Okay. Thank you.

17 Any other discussion or ready for a motion? All
18 right. Let me make a motion.

19 The Chair makes a motion to grant relief from the
20 requirements of the Ordinance under Section 1.16.22.a, a
21 freestanding sign. And under Section 10.30 for a variance
22 on the condition that the work proposed conforms to the --

1 let me get the right drawing here -- conform to the drawings
2 entitled, "Alewife Park," prepared by Whitney Veigas, dated
3 January 16, 2025; initialed and dated by the Chair.

4 And further, that we incorporate the supporting
5 statements and Dimensional Form submitted as part of the
6 application.

7 Further, that the variance is granted
8 incorporating the following condition: and that is, as the
9 proponent mentioned earlier, the sign will be externally
10 illuminated, not internally illuminated.

11 Board members, on a voice vote, please?

12 Virginia?

13 VIRGINIA KEESLER: In favor.

14 JIM MONTEVERDE: Thank you. Wendy?

15 WENDY LEISERSON: In favor, based on Jim's
16 representation that he gets this. [Laughter]

17 Thank you.

18 JIM MONTEVERDE: All right, thank you.

19 Daniel?

20 DANIEL HIDALGO: Daniel Hidalgo in favor.

21 JIM MONTEVERDE: Steven?

22 STEVEN NG: In favor.

1 JIM MONTEVERDE: And Jim Monteverde in favor.

2 [All vote YES]

3 JIM MONTEVERDE: That's five affirmative. The
4 relief is granted. Thank you.

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(6:57 p.m.)

Sitting Members: Jim Monteverde, Steven Ng, Virginia
Keesler, Daniel Hidalgo, and Wendy
Leiserson

JIM MONTEVERDE: Next case.

DANNY FRIAS: This is going to be taken same
campus, separate parcel. And --

JIM MONTEVERDE: Who's talking? I'm sorry, who's
speaking?

DANNY FRIAS: Sorry, my name is Danny Frias.

JIM MONTEVERDE: Yeah. Can you hold on? Danny,
can you hold on for one second?

DANNY FRIAS: Oh, I apologize. Yep.

JIM MONTEVERDE: Unless you're withdrawing. Let
me -- I just want to introduce it.

DANNY FRIAS: No.

JIM MONTEVERDE: So next case is BZA 1170612 --
36-64 Whittemore Avenue. So same church, different pew,
right? Same site?

DANNY FRIAS: Yes.

JIM MONTEVERDE: Different issue. And okay, go

1 ahead if you want to discuss this one with us, present this
2 to us and explain what --

3 DANNY FRIAS: I'll let --

4 JIM MONTEVERDE: -- relief you're looking for.

5 DANNY FRIAS: Yep. I'll let Yash go ahead and
6 make the introduction.

7 YASH PARMAR: Yep.

8 JIM MONTEVERDE: Okay.

9 YASH PARMAR: Good evening again. Can you please
10 scroll to page No. 25?

11 So this Variance Request is for a total of eight
12 essential signs that are visible from the public right of
13 way. These signs are crucial for the safe and efficient
14 operation of our site, and for providing clear guidance to
15 all our visitors.

16 Seven of these signs are along the Whittemore Ave
17 on our property site, and one sign is an identification sign
18 near the second entrance to this massive development. This
19 sign is near the Alewife Station Access Road.

20 For the signs that are planned along the
21 Whittemore Ave, as you can see on the screen, Nos. 1, 2, 3,
22 4, 5, 6, 7: the first five signs -- that's No. 1, 2, 3, 4,

1 and 7: are all helping identify parking lots. One sign is
2 for wayfinding purposes, that's No. 5. And No. 6 is a
3 building identification sign.

4 Now, for the five parking lot signs, they are
5 currently designed to be installed in the landscape areas
6 right next to the three in the same lot. Their slightly
7 larger size ensures commuters can easily identify lot
8 numbers and critical towing information without last-minute
9 manuals or confusion, directly enhancing safety.

10 The one wayfinding signage is vital for mobility
11 around our large campus project. This sign directs people
12 from Whittemore Ave to the MBTA station and on-campus
13 amenities like the café and the gymnasium.

14 And this sign basically helps clear visible, helps
15 guide -- helps visitors guide smoothly and safely to the
16 project, preventing any disorientation.

17 The building identification sign that's No. 6 is
18 for the 5 Alewife Park building. This is also located in
19 the landscape area. And this is for future tenants in
20 detail building, and for the visitors who can easily
21 navigate to this destination.

22 The last sign, if you can scroll to the next page,

1 is one of the main entrances of this site. This is located
2 at the crucial junction of the Alewife Center Drive and the
3 Alewife Station Access Road.

4 In summary, all these eight signs have been
5 meticulously planned and designed with paramount
6 considerations for safety, clear identification, effective
7 wayfinding, and overall mobility for each individual using
8 our campus project.

9 And thank you. That is all we have.

10 JIM MONTEVERDE: Okay. Can you go back? I'm just
11 trying to understand in the material that was provided --
12 and correct me if I'm wrong, but I only see in the material
13 we have in the file graphics that explain what sign type B2
14 is, which if I understand it correctly, is the parking lot
15 sign.

16 YASH PARMAR: Yes.

17 JIM MONTEVERDE: So that's only, what, five of
18 your eight signs?

19 YASH PARMAR: Yes.

20 JIM MONTEVERDE: So what are -- what do the other
21 ones look like? What size are they? I don't see any
22 description of what those are, or what are -- where am I

1 missing?

2 YASH PARMAR: Danny, I'm not sure, but I'm pretty
3 sure we did submit all the drawings.

4 DANNY FRIAS: Yeah. If we scroll down all the
5 signs, should be in the package.

6 JIM MONTEVERDE: No, that's all we have.

7 YASH PARMAR: Uh, if you can scroll to --

8 JIM MONTEVERDE: Okay, there you go.

9 YASH PARMAR: -- page No. 25?

10 JIM MONTEVERDE: Yeah. 25 gives the small-scale,
11 correct. So you can see down at the bottom it says, "Sign
12 type B2c, that's the parking lot sign. That's what the
13 larger drawing looks like. Correct?

14 YASH PARMAR: Yes.

15 JIM MONTEVERDE: That's at locations 1, 2, 3, 4,
16 and 7?

17 YASH PARMAR: Yes.

18 JIM MONTEVERDE: So what's the sign look like at
19 No. 5 and No. 6, and No. 8? What is it?

20 YASH PARMAR: They are very similar looking signs,
21 but I'm not sure why do we have [unclear] this.

22 DANNY FRIAS: Not the signs there; at the bottom

1 of the site plan, Yash?

2 YASH PARMAR: Yes.

3 DANNY FRIAS: Scroll on to the [unclear] they
4 would like.

5 YASH PARMAR: So Sign No. 5 is the B2a sign;
6 that's the first sign. And if you can zoom in a little?

7 JIM MONTEVERDE: I'm sorry, repeat that?

8 YASH PARMAR: Sign --

9 JIM MONTEVERDE: 5 location is what sign type?

10 YASH PARMAR: B2a.

11 DANNY FRIAS: The first sign on the bottom left.

12 JIM MONTEVERDE: Okay. That's No. 5. What's No.
13 6? Is that right? It's No. 6?

14 YASH PARMAR: Yes.

15 JIM MONTEVERDE: You said that was the building
16 identification, correct?

17 YASH PARMAR: Yes. I'm sorry, we can't see it in
18 this package, but we are pretty sure we submitted on the
19 drawings.

20 JIM MONTEVERDE: Well, you're having the same
21 problems we are.

22 KEVIN GAUGHAN: Good evening. This is Kevin

1 Gaughan, attorney for IQHQ with Goulston & Storrs, One Post
2 Office Square in Boston.

3 In the application materials that I have I believe
4 were uploaded on page 27 of the PDF, I believe we show sign
5 type A10, and I believe there are some others that follow
6 that.

7 But it looks like as we scroll through, it might
8 be somewhat different than the materials we have. I don't
9 know if there's -- the materials I have are actually 88
10 pages long.

11 JIM MONTEVERDE: Yeah. Well, what we have as a
12 page 27 is a --

13 KEVIN GAUGHAN: Yep.

14 JIM MONTEVERDE: -- sectional view of a sign. 28
15 is the elevation of one of the signs that is similar to the
16 locations 1, 2, 3, et cetera, the parking signs.

17 KEVIN GAUGHAN: Understood.

18 JIM MONTEVERDE: And then page 31 is in fact an
19 elevation of the parking lot sign. And I can follow you
20 that sign at the location -- what was the number again, I'm
21 confused? B -- I think it's 5 is the B2a. I'm still -- can
22 we go to the area plan, where you've got the numbers of

1 different types of sign? Locations?

2 KEVIN GAUGHAN: That one.

3 JIM MONTEVERDE: Looking for some in this packet,
4 just some explanation of what signs 6, 7, and 8 look like.

5 Can you help us here, Yash?

6 YASH PARMAR: Yeah. So sign No. 8 is similar to
7 the previous Variance Request; that's the bigger sign.

8 JIM MONTEVERDE: So there are two of those?

9 YASH PARMAR: Yes.

10 JIM MONTEVERDE: In the previous application, I
11 asked if their one; that's correct. But that was only for
12 that application.

13 YASH PARMAR: Yes.

14 JIM MONTEVERDE: This application you had another
15 entry sign or sign?

16 YASH PARMAR: Yes.

17 JIM MONTEVERDE: Correct?

18 YASH PARMAR: Yes.

19 JIM MONTEVERDE: Okay. That's 8. Understand 7.
20 So the only mystery one is 6, at least in my mind. What is
21 it?

22 STEVEN NG: Where is No. 8 again?

1 YASH PARMAR: Can you just scroll down to the next
2 page?

3 JIM MONTEVERDE: 6 looks like the designation is
4 in A10. Right? It's the green in there?

5 YASH PARMAR: Yes.

6 STEVEN NG: Thank you. Thank you.

7 JIM MONTEVERDE: And --

8 YASH PARMAR: I'm sorry, sir. We made sure we
9 submitted all the drawings, but we can't see it in this
10 package.

11 JIM MONTEVERDE: Which means we don't have it.

12 WENDY LEISERSON: Right.

13 JIM MONTEVERDE: At least the Board doesn't have
14 it in their record. We don't have it to look at.

15 DANNY FRIAS: The package that I received from the
16 Board after submission has all of it, and I'm on the -- I'm
17 in the Portal right now and it's all in there.

18 JIM MONTEVERDE: Well, maybe.

19 DANNY FRIAS: We can -- we're more than happy to
20 share our screen if you allow, to show you the signs and the
21 application that we have.

22 WENDY LEISERSON: I just want to make sure that

1 I'm heard you correctly; that Sign No. 8 is the same double
2 dimension, like double -- like it's 58 square feet as was in
3 the previous application. Is that correct?

4 KEVIN GAUGHAN: Yes.

5 WENDY LEISERSON: So why is that not identified?
6 I'm not happy, frankly, about the materials in the
7 presentation, given that this has not been laid out that No.
8 8 was so big.

9 The only thing that is listed in the argument that
10 I recall is that the number of signs was -- needed a
11 variance for this request, not that any of the signs failed
12 to comply with the sign size.

13 JIM MONTEVERDE: Wendy, I think --

14 WENDY LEISERSON: It seems that right?

15 JIM MONTEVERDE: No, I'm looking at the
16 application form.

17 WENDY LEISERSON: Yep.

18 JIM MONTEVERDE: And it does -- I had to read it a
19 couple times. And it does say that the issue -- what
20 they're seeking relief from is that the Ordinance allows two
21 signs.

22 WENDY LEISERSON: Right.

1 JIM MONTEVERDE: And they're looking for eight.

2 WENDY LEISERSON: Yes.

3 JIM MONTEVERDE: And it also said that those two
4 signs provided that the total area of such signs shall not
5 exceed 30 square feet.

6 WENDY LEISERSON: Right.

7 JIM MONTEVERDE: That's the two signs. And they
8 are at 136 square feet for the eight.

9 WENDY LEISERSON: Yes. But where does it say that
10 one of those signs exceeds the -- just one of the signs
11 exceeds the 30 square feet?

12 JIM MONTEVERDE: On its own, yeah. It's the 58
13 square-foot one we just approved.

14 WENDY LEISERSON: No, but I thought in this
15 application -- and so, please clarify, that we have already
16 granted a sign that does not comply size wise in a prior
17 hearing, but that was in a different location than Number 8
18 is --

19 JIM MONTEVERDE: Correct.

20 WENDY LEISERSON: In this application, right?

21 JIM MONTEVERDE: That's correct.

22 WENDY LEISERSON: So now we're saying that there

1 are two signs --

2 JIM MONTEVERDE: Correct.

3 WENDY LEISERSON: -- the one we just approved, and
4 No. 8, which don't comply with the size requirements of the
5 signs.

6 JIM MONTEVERDE: Correct.

7 WENDY LEISERSON: Correct?

8 JIM MONTEVERDE: Yep.

9 WENDY LEISERSON: Right. But I don't see where
10 that is specified in their petition here.

11 DANNY FRIAS: They are two separate parcels.

12 KEVIN GAUGHAN: So I -- and I might step in here
13 for a moment again. The request for the variance on this
14 one, we requested a variance from 7.16.22.a to allow both
15 eight freestanding signs on the site and a variance for
16 section 7.16.22.a to allow for 136 square feet of
17 freestanding sign area in aggregate.

18 We did ask for the full size, because it's my
19 understanding that the signage is for the whole lot. So we
20 did -- we asked for the 136 square feet, which is the
21 aggregate of all the signs together and obviously we well
22 exceed the maximum allowed under zoning.

1 WENDY LEISERSON: Yes. I understand that. My
2 question is, so in this petition with exceeding the 136 to
3 allow for 136 square feet of freestanding sign area, does
4 that include the sign that we just approved?

5 KEVIN GAUGHAN: No, it does not.

6 JIM MONTEVERDE: No.

7 WENDY LEISERSON: So in fact it would be in excess
8 of 136 square feet, correct?

9 KEVIN GAUGHAN: No. Because those are separate
10 lots. That is a separate -- and it may be little confusing;
11 I'm happy to go back to that slide where we show --

12 WENDY LEISERSON: So you're saying that it's only
13 on this part of the whole development --

14 KEVIN GAUGHAN: Correct.

15 WENDY LEISERSON: -- that it's 136 square feet?

16 KEVIN GAUGHAN: Correct.

17 WENDY LEISERSON: Now, let me ask you, where in
18 this petition did you identify size, Sign No. 8 as exceeding
19 the kind and size of sign that is generally allowed?

20 Because when I read the sign -- the Community
21 Development document that was attached, it only -- it said
22 that signs complied with all requirements, but for the

1 number of signs. But that does not seem to be the case,
2 based on what I'm hearing right now.

3 KEVIN GAUGHAN: It is not on the application
4 either. That's not what we requested. We certainly don't
5 comply with either the number of signs or the total area,
6 and that was our request for relief. We have very -- this
7 Variance Request is for two sections of the Zoning Code.

8 WENDY LEISERSON: Correct. But I meant, I'm not
9 that talking about the aggregate number of relief. I'm
10 asking when you were just describing the signs -- and I
11 apologize if I'm just not recalling where this is in your
12 petition, but when you were describing the relief that was
13 sought, I don't recall you identifying that any of the signs
14 were in excess of the Dimensional Requirements of a
15 particular --

16 KEVIN GAUGHAN: I see the difference here. So
17 we're not trying to say that eight of the signs, they're all
18 below the 30 square-foot. We didn't -- no, that was not the
19 way we requested the relief. We did request it in the
20 aggregate.

21 As Danny said, and I know it's unfortunate here,
22 in our application materials and what appears the Board does

1 not have in front of them is we've got the individual signs
2 shown, so you can see I believe it's that A10 that we have
3 the full layout for the in the application materials that
4 shows the full sign. It would give you the full bulk and
5 dimension. Or -- I'm sorry, the full width and length of
6 that sign to show it.

7 WENDY LEISERSON: Well, I would encourage future
8 applications to be more easily read by members of the
9 public, with regard to what relief you're actually
10 suggesting.

11 That's all for now. Thank you.

12 KEVIN GAUGHAN: Just to make sure I understood the
13 comment; is it that -- because we obviously want to request
14 the right relief -- the request is that as opposed to
15 requesting the zoning relief required for the site, to do it
16 on a plan-by-plan -- I'm sorry, sign-by-sign basis?

17 WENDY LEISERSON: No, I'm just saying you have the
18 information in here, but it's really not very -- except for
19 the fact that we're missing the A10 dimensions, which may
20 not be your fault at all -- you know, whatever.

21 But I'm just saying that for members of the public
22 to adequately review what you're proposing, I feel like

1 having a narrative text form of what you are saying the
2 signs are, as opposed to only visual plans, especially when
3 your narrative fails to identify that you're asking for
4 relief not just from the aggregate, but for this particular
5 sign, okay?

6 KEVIN GAUGHAN: I understand.

7 WENDY LEISERSON: Thank you.

8 JIM MONTEVERDE: Any other questions from members
9 of the Board? I have one. Could you please go to Sheet 26
10 and help me understand where sign No. 8, which is the larger
11 landscape sign, is in relation to your entire complex? Is
12 there an overall site plan or locus plan that locates this
13 in space relative to Alewife Brook Parkway and Whittemore
14 and --

15 KEVIN GAUGHAN: If I'm, can we make Travis Veigas
16 a panelist? He's the signage contractor that helped put
17 this program together. He has been trying to speak, but not
18 a panelist.

19 STEVEN NG: I think that's the driveway entrance
20 to this parcel that's off of Alewife Station Access Road.
21 So that's coming off the left there, right? Am I correct,
22 guys?

1 YASH PARMAR: Yes.

2 STEVEN NG: So that's kind of like the back --

3 JIM MONTEVERDE: Back door?

4 STEVEN NG: Yeah. Yeah.

5 JIM MONTEVERDE: Okay. I was -- I had my fingers
6 crossed it actually addressed most of the commentary we had
7 in the previous application. But no, this is actually the
8 back door sign.

9 STEVEN NG: Correct.

10 JIM MONTEVERDE: Okay. All right. So the only
11 sign I think I don't understand what it looks like, at least
12 at the moment, was Sign No. -- in Location No. 6.

13 YASH PARMAR: Do you mind if we can share our
14 screens? Sorry for the request.

15 JIM MONTEVERDE: No, you can't do that.

16 YASH PARMAR: Thanks.

17 JIM MONTEVERDE: You need to share it based on the
18 information we have in front of us.

19 WENDY LEISERSON: Right. And I also would object
20 to that because members of the public would not have had a
21 chance to review this.

22 JIM MONTEVERDE: Yep. Yeah. We can't go that

1 way. Although that doesn't stop you from verbally
2 describing what in the heck it is.

3 Could you help me here and just tell me what it is?

4 YASH PARMAR: So --

5 JIM MONTEVERDE: Does it resemble any of the other
6 --

7 KEVIN GAUGHAN: Travis, Travis?

8 JIM MONTEVERDE: -- types that are there?

9 KEVIN GAUGHAN: You're on mute, Travis.

10 TRAVIS VEIGAS: Thank you. My name is Travis
11 Veigas. The sign type A10 from is a building identification
12 freestanding monument sign. It's about 25', 25 square feet
13 in overall size, although there's no illustration of the
14 sign included in the documentation package, you're looking
15 at, unfortunately.

16 It is conceptually a larger version of the free-
17 standing small monument signs that identify the parking
18 lots. It was originally designed as an internally
19 illuminated sign, but it is one of the elements that was
20 converted to be externally illuminated rather than
21 internally illuminated.

22 It really is unfortunate you can't see the

1 illustration of the sign, but it -- if I could --

2 JIM MONTEVERDE: Well, I think what you're saying
3 is it's similar to the -- it's up on the screen now at the
4 bottom.

5 TRAVIS VEIGAS: Well yeah, it would be --

6 JIM MONTEVERDE: It's --

7 TRAVIS VEIGAS: -- it would be much --

8 JIM MONTEVERDE: -- just bigger.

9 TRAVIS VEIGAS: -- it would be much better if we
10 could see a larger illustration of the sign type. That --
11 the B2 sign.

12 JIM MONTEVERDE: Right.

13 TRAVIS VEIGAS: That's about 6' overall. I think
14 that the A10 from is --

15 YASH PARMAR: 9' x 2'8".

16 TRAVIS VEIGAS: Right. So it's --

17 JIM MONTEVERDE: Okay.

18 TRAVIS VEIGAS: -- slightly larger. And it -- the
19 distinguishing characteristic of it is that it has a large
20 numeral at the top of the sign that is intended to identify
21 the building number as well as containing a listing of
22 tenants that are within the building for the purpose of

1 enabling visitors and employees at the site to understand
2 which tenants are located in which buildings.

3 JIM MONTEVERDE: And does every building get one
4 of these? I mean, right now in this application, there's
5 only one.

6 TRAVIS VEIGAS: That is correct. There are others
7 planned that are within the campus that I believe -- and
8 Yash, correct me if I'm wrong, but I believe that they have
9 already been approved, and that -- primarily because they
10 are not visible from the public street, I believe.

11 But yes, in general the idea is that the mode of
12 organization for the buildings is the numbering of the
13 buildings, and then there are parking lots that are
14 associated with the buildings.

15 So a typical visitor to have safe and easy access
16 to the facility would want to know a) where do I park? And
17 b) where is the entity that I'm looking for located? And we
18 try to accomplish that by getting them to the right parking
19 area and then getting them to the correct building.

20 JIM MONTEVERDE: Okay. Thank you.

21 TRAVIS VEIGAS: Yep.

22 JIM MONTEVERDE: Any other questions from members

1 of the Board? If not --

2 WENDY LEISERSON: I'm sorry, Board members, I do
3 have a question. Can you tell me with Sign No. 8, Steven,
4 I'm going to ask this of my fellow Board members. Steven,
5 do you -- can you explain with regard to where Sign No. 8 is
6 located, do you anticipate any confusion, like is there
7 anything else there that requires a sign that large to get
8 the attention of Traffic?

9 Because this is where -- this is partly in green
10 space, correct? Like this is near where the bike paths are
11 and the like?

12 STEVEN NG: Well it's always been an existing
13 drive kind of turnoff off of that Alewife parking lot if you
14 ever have taken that to get onto Route 2 from the garage.

15 So that driveway's also been there. And if you
16 turn to the right, once you get past it, you can kind of get
17 to that small -- the playing field and park.

18 But I think that's why the sign there is kind of
19 directing you kind of to make the left, to kind of go into
20 the development. So.

21 WENDY LEISERSON: But why does it need to be that
22 big?

1 STEVEN NG: Um--

2 JIM MONTEVERDE: You know, I would just guess.
3 Once we approved the previous one, it becomes a campus
4 identifier.

5 STEVEN NG: Yeah, yeah.

6 JIM MONTEVERDE: So. I can see one at the front
7 door, I can see one at the back door. Does it need to be
8 that big? Neither one of them do. But the other one that
9 we approved -- again, I can see using the same format for
10 both locations.

11 WENDY LEISERSON: That may --

12 STEVEN NG: And we could also argue that it --
13 you're driving, you know, so you want easy visibility. So
14 you need larger text and so on, you know, for the vehicular
15 -- vehicles just moving through the drive.

16 But yeah, I don't take exception to the size.
17 They're both -- the entrance -- demarking the entryways into
18 the development; they should be the same size, I think -- in
19 my opinion. But --

20 JIM MONTEVERDE: Any other questions from members
21 of the Board before I go through the correspondence we have
22 in the file and open it to public comment?

1 Hearing none, I'll just go through the file. We
2 have another letter from the Planning Board, dated July 23,
3 saying that they reviewed the file, and they decided to
4 forward no comment to the BZA.

5 We have an e-mail from Doug Brown, July 31,
6 saying, "I do not think believe the freestanding, internally
7 illuminated signs are appropriate."

8 And I think -- I'm assuming your sign and location
9 No. 8 will also be externally illuminated, is that correct?

10 TRAVIS VEIGAS: That is correct.

11 JIM MONTEVERDE: Okay. And are any of your other
12 sign types internally illuminated?

13 TRAVIS VEIGAS: Not within the group of eight
14 signs. They're --

15 JIM MONTEVERDE: Yep. Okay. That's okay.
16 That's what's in front of us.

17 TRAVIS VEIGAS: Okay.

18 JIM MONTEVERDE: Okay. And I have the same letter
19 as sent to us from Jay Walker. It's really titled,
20 "Opposition to Planning Board override of Cambridge and
21 state law."

22 So I just -- it is beyond me what this is talking

1 about, unless the writer is calling in. I cannot see
2 whether this is speaking for or against. The matter is
3 before us tonight for a variance.

4 So with that, I'll open it up to public comment.

5 Any members of the public who wish to speak should
6 now click the icon at the bottom of your Zoom screen that
7 says, "Raise hand." If you're calling in by phone, you can
8 raise your hand by pressing *9 and unmute or mute by
9 pressing *6.

10 I'll now ask Staff to unmute speakers one at a
11 time. You should begin by saying your name and address, and
12 Staff will confirm that we can hear you. After that you
13 will have up to two minutes to speak before I ask you to
14 wrap up.

15 STEPHEN NATOLA: James Williamson?

16 JAMES WILLIAMSON: Can you hear me?

17 STEPHEN NATOLA: James Williamson?

18 JAMES WILLIAMSON: You can hear me?

19 JIM MONTEVERDE: Yes, we can. Go ahead.

20 JAMES WILLIAMSON: Thank you. James Williamson,
21 30 Churchill Ave in North Cambridge. I just think -- just
22 you struggling, you all struggling to try to understand

1 what's actually being -- the application, what's being
2 proposed. I mean I just think this is woefully -- this one
3 especially is inadequate and just come back when you got it
4 right, when everybody can see what it is you're proposing.

5 The one image that I saw, it said eight -- the
6 total eight, I could only count seven. I couldn't find
7 eight. And people were struggling -- could you tell us
8 where 8 is?

9 JIM MONTEVERDE: Yeah. It's the second page.

10 JAMES WILLIAMSON: Yeah. I do think there's a
11 question. The question is also, is the variance based on, I
12 mean -- okay -- there's an aggregate number, and it doesn't
13 matter?

14 Does it not matter whether this one particular
15 Sign No. 8 exceeds the 30 square feet because it's only
16 being judged in terms of the aggregate, or does it also have
17 its own separate -- there's a jurisdiction over its own
18 separate dimensions within that larger aggregate? That
19 still isn't clear to me. I don't know if it's clear to all
20 of you.

21 But I just think this really, you know, are they
22 going to -- is it going to be catastrophic if they come back

1 with something clear enough for everybody to understand, not
2 have any questions about it? To know that the sign actually
3 has a number, has the list, the location of it?

4 I just would ask you to, you know, strongly
5 consider asking them to come back with a really clear
6 presentation.

7 JIM MONTEVERDE: All right. Thank you, James.
8 Stephen, do you have anyone else?

9 STEPHEN NATOLA: Ann McDonald?

10 ANN MCDONALD: Hi. I'm Ann McDonald. I live on
11 Columbus Ave in the Whittemore neighborhood, and I spoke
12 earlier.

13 I want to say that I really appreciate the
14 professional nature of this design as a system. So I think
15 the only things I'm making -- trying to make sure I
16 understand as a resident in that Whittemore area where the
17 parking lots are meeting your buildings, and I'm trying to
18 understand how these added features sit in our neighborhood.

19 And I know they're your parking lots, but it
20 starts to feel like that's the edge.

21 And I understand they need to do to be the six
22 feet or whatever they are. I wonder if you would consider,

1 just to reduce the clutter, not having the word, "parking"
2 on them so it would just say, "Lot A, Lot B."

3 These clearly are parking lots, we just live in
4 parking lot neighborhood, so it just might be less clutter,
5 so it's just a friendly amendment to consider.

6 And I would really like to be able to see that
7 building 6 sign, because that's when -- when we are walking
8 from our houses towards that, that's the one sign that we do
9 see, but we don't know what it looks like.

10 So I don't want to -- you know, hold up anything
11 that's critical to getting people in your buildings, but I
12 do think that space as the residential meets the buildings
13 and the signage there, you know, everything you've done has
14 been well-crafted, and very good cooperation with the
15 neighborhood. So I just want to say I really appreciate
16 that.

17 But those parking lots used to just have a couple
18 painted A, B, C on them, and now we're going to have objects
19 standing there. And, you know, they're in the gardens, we
20 have all the trees, which are much appreciated.

21 So I just -- it's just that attention to detail
22 that this package seems to have, but we couldn't quite see

1 it.

2 So thank you.

3 JIM MONTEVERDE: Thanks for calling in.

4 STEPHEN NATOLA: 617-8311 (sic).

5 HEATHER HOFFMAN: Hello. Heather Hoffman, 213
6 Hurley Street. And I reiterate pretty much what I said
7 before. It is not fair to make everybody wonder what the
8 heck they're actually asking for. Not fair to you, it's not
9 fair to us.

10 And it's not as though, as I said before, they are
11 not spending a bajillion dollars on this. There's no reason
12 to make Board members' heads hurt, or members of the public.

13 Thanks.

14 JIM MONTEVERDE: Thanks for calling in.

15 STEPHEN NATOLA: No one else.

16 JIM MONTEVERDE: That's all for people calling in,
17 so I will close public testimony. Any discussion among
18 members of the Board?

19 I am -- I think there are potentially two
20 conditions. One, same one we did in the previous case,
21 which is that the sign location No. 8 in this application is
22 to be not internally illuminated, but externally

1 illuminated. That's one.

2 Two, from the description, I understand what the
3 sign -- and I believe it's location 6 -- is to be, and it
4 makes sense to me as the building indicator and a listing of
5 the tenants -- I would just like that submitted, even if it
6 has been electronically, just to be submitted to the ISD
7 office as part of our file.

8 I think from the description -- verbal description
9 of it, I understand what it will look like, what it will
10 feel like, the height of it, et cetera and I'm okay with it.

11 I am comfortable that I have figured out among the
12 two drawings that are included in the presentation with the
13 locations of the eight signs what each of the eight signs
14 are, and based on the smaller-scale elevation, I can
15 understand what they look like and I'm comfortable with it.

16 But with those two conditions. That's my take.

17 Anyone else have any comment, discussion?

18 WENDY LEISERSON: In general, I was ready to
19 approve both of these petitions, but as the discussion went
20 on and it became clear to me that there were unanswered
21 questions in terms of the visuals, I'm less comfortable
22 doing so.

1 And I don't think from a legal point of view that
2 we can or should approve these without documentation that
3 members of the public would have been able to see.

4 And I also don't think going to one of the public
5 -- members of the public's questions -- that we can approve
6 the aggregate variance without understanding the hardship
7 for each of these signs. They are in different locations,
8 they serve different purposes, there will be different
9 points of view.

10 And I'm certainly not comfortable with No. 8 from
11 a legal point of view, having shown hardship. I understand
12 visual symmetry, I understand the package needing -- you
13 know, the attractiveness of the package, but the legal
14 standard is hardship.

15 JIM MONTEVERDE: Which is extremely difficult if
16 the Ordinance around signage forces you to request a
17 variance to get signage. I mean, I think the --

18 WENDY LEISERSON: It only does that if it doesn't
19 meet the size requirements.

20 JIM MONTEVERDE: No, I understand that. But
21 that's -- anything that varies from the signage requirement,
22 so yeah, I think that to me feels like a -- I don't want to

1 say undue burden, but it does seem to be onerous to have to
2 be able to walk yourself through the criteria points for a
3 variance to show not only the hardship but the other pieces
4 for it. So --

5 WENDY LEISERSON: I agree that is a problematic
6 legal concept, but it is the one we have to follow.

7 JIM MONTEVERDE: I understand. Okay. Any other
8 discussion?

9 STEVEN NG: Yeah. Having an incomplete
10 presentation is never helpful. Yeah, so I think that's a
11 challenge for the Board here, and it's a shame we have to
12 talk about that. But I mean I understand the Master Plan
13 like, one of the residents mentioned.

14 I mean, the system and the plan is very clear.
15 It's rational. Coming down Whittemore Avenue, those are --
16 you know, where those signs are large parking lots.

17 So I think that the sizes are appropriate there.
18 But, you know, you're missing that information. So it puts
19 us in a tough spot. The larger sign off of the Alewife
20 Access Road, I understand the consistency for size. I would
21 not have any issues with that, because they're both
22 entrances into the development.

1 But yeah, I guess I'll -- we'll see the favor of
2 the Board for whether or not what we can.

3 I mean, can we confirm that there's documentation
4 in the file or -- not that we received it, but if it's
5 there, I don't know what steps we could take, Jim, or what
6 we have to do for that? But --

7 JIM MONTEVERDE: Yeah. That's why my only thought
8 was to ask them to be -- again, I thought I got -- I could
9 understand it from the verbal description. Again, this is
10 sign type C, the location No. 6.

11 STEVEN NG: Mm-hm.

12 JIM MONTEVERDE: I just ask that that be submitted
13 for record, just so we know that it's in the file.

14 STEVEN NG: Yeah.

15 WENDY LEISERSON: Is Sign No. 6 in excess of the
16 30 square feet?

17 TRAVIS VEIGAS: No.

18 WENDY LEISERSON: But you said it's larger than
19 the B2c sign?

20 TRAVIS VEIGAS: Yes.

21 WENDY LEISERSON: And what's the square footage of
22 the B2c sign?

1 TRAVIS VEIGAS: One second.

2 YASH PARMAR: The B2 sign is a total of 9 square
3 feet in area, and the A10 sign, that's 23.94 square feet in
4 area.

5 WENDY LEISERSON: Thank you.

6 JIM MONTEVERDE: Wendy, I'm just -- I'm reading
7 the application, trying to -- I'm searching through --
8 again, as a Variance Request. They did provide a rationale
9 -- a description explaining what they felt the substantial
10 hardship was.

11 WENDY LEISERSON: Yeah. and like I said, I
12 actually -- despite what you're hearing me object to -- I
13 actually like the design of the signs. I like the
14 consistency of the signs, I do think the people have been
15 thoughtful about how they're doing it.

16 However, just with Sign No. 8 not complying with
17 the area requirements, and that not having been pointed out
18 to members of the public reviewing the requirements, and I
19 don't see the necessity here. It could be half the size and
20 same design would also be attractive.

21 So I'm not seeing the hardship for that particular
22 sign in that particular location. But --

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JIM MONTEVERDE: Okay.

WENDY LEISERSON: -- we can disagree.

JIM MONTEVERDE: Yep. No, I agree. Any other discussion among members of the Board?

DANIEL HIDALGO: Yeah, I guess I'm okay with the sign, I'm just uncomfortable with the documentation, lack of documentation and, you know, for -- you know, the fact that it wasn't available for the public. So I don't know, I would just -- I'd feel so much better if materials could be updated and presented properly.

JIM MONTEVERDE: Okay. I was just going to ask if you could read the tea leaves, but think you just said it. So I was feeling favorable at the moment. Wendy and Daniel --

KEVIN GAUGHAN: Mr. Chairman?

JIM MONTEVERDE: No, I'm sorry, let's just let the Board speak here. I think Wendy and Daniel, if I understand your comments, you'd like to see the proponent continue this and let the proponent come back.

We can discuss what we'd like them to prepare, but I think it would be an explanation or at least a listing of

1 each of the eight sign locations; what is the sign type,
2 show us the sign type, explain what the area of those signs
3 are, so we can see how in the aggregate we get to the 136
4 square feet.

5 Virginia, where do you stand reading the tea
6 leaves? Are you leaning for or against or continue?

7 VIRGINIA KEESLER: I'm leaning for.

8 JIM MONTEVERDE: Okay. So am I.

9 Wendy and Daniel, is your concern enough that you
10 would vote to deny?

11 DANIEL HIDALGO: I mean no, I wouldn't vote -- I
12 mean, I guess I just -- no, I'm fine with the design. It's
13 more about the lack of documentation. I mean, I guess I
14 would be okay moving forward with it. I'm just not very --

15 JIM MONTEVERDE: Okay.

16 DANIEL HIDALGO: -- happy about it.

17 JIM MONTEVERDE: No, it's fine. No, I just -- I
18 don't want to go through this and deny it.

19 DANIEL HIDALGO: Yeah, no, I don't want to do
20 that.

21 JIM MONTEVERDE: Or if we really want them to --

22 DANIEL HIDALGO: Yeah.

1 WENDY LEISERSON: For me, I'm going to take a
2 legalistic point of view here. And I would deny it, but I
3 understand that I'm a sole denier, so --

4 JIM MONTEVERDE: Okay.

5 WENDY LEISERSON: -- but that's my position, yeah.

6 JIM MONTEVERDE: All right. With that, rolling
7 the dice, I'll make a motion. Yeah.

8 Sorry. I interrupted who was it? Someone was
9 trying to speak as we were in the midst of our discussion.
10 Did someone have something? Someone from the proponent's
11 team have a comment you wanted to make?

12 KEVIN GAUGHAN: Mr. Chair, that was Kevin Gaughan.
13 I'll stay out of the way. I was going to offer to go
14 through the hardship argument, but I will -- it sounds like
15 you've covered that, so I'll stay out of the way.

16 JIM MONTEVERDE: Okay. Thank you. In that case,
17 a motion. The Chair makes a motion to grant relief from the
18 requirements of the Ordinance under Sections 7.16.22.a for
19 freestanding signs, and Section 10.30 for a Variance on the
20 condition that the work proposed conforms to the drawings
21 entitled -- give me one second here -- and this is "Alewife
22 Park," prepared by RSM Design, and I don't see a date on it,

1 but I'll put today's date on it; initialed and dated by the
2 Chair.

3 And further, that we incorporate the supporting
4 statements and Dimensional Form submitted as part of the
5 application.

6 Further, that the variance is granted
7 incorporating the following conditions, and there are two:
8 none of the signs are to be internally illuminated. And if
9 there is any illumination, it will be exterior illumination,
10 external illumination. In particular, that's a sign at
11 location No. 8. That's one.

12 And the second condition is that the proponent
13 will submit the graphic documentation of what the sign at
14 location 6 is to the ISD Office for our file.

15 On a voice vote, please?

16 Virginia?

17 VIRGINIA KEESLER: Virginia Keesler in favor.

18 JIM MONTEVERDE: Thank you. Wendy?

19 WENDY LEISERSON: I'm not in favor.

20 JIM MONTEVERDE: Thank you. Daniel?

21 DANIEL HIDALGO: Daniel Hidalgo in favor.

22 JIM MONTEVERDE: Steven?

1 STEVEN NG: In favor.

2 JIM MONTEVERDE: And Jim Monteverde in favor.

3 [FOUR vote YES, ONE vote NO]

4 JIM MONTEVERDE: That's four in favor. The relief
5 is granted. Thank you.

6 KEVIN GAUGHAN: Thank you, Mr. Chair, and members
7 of the Board. Have a good night.

8 DANNY FRIAS: Thank you.

9 YAS PARMAR: Thank you.

10 JIM MONTEVERDE: All right. Board members, that
11 concludes tonight's business, and I think on August is a
12 holiday, right?

13 So we're not back until September?

14 STEPHEN NATOLA: Yep.

15 JIM MONTEVERDE: Do we have a date for September?

16 STEPHEN NATOLA: September 11.

17 JIM MONTEVERDE: Really? We have a hearing on
18 September 11? Okay.

19 September 11 we will be -- will be our next
20 hearing, and we'll see you all then. So enjoy the month of
21 August.

22 WENDY LEISERSON: Happy summer.

1 COLLECTIVE: Thank you. Goodnight.

2 JIM MONTEVERDE: Bye-bye.

3 STEVEN NG: Bye-bye.

4 [7:45 p.m. End of Proceedings]

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CERTIFICATE

Commonwealth of Massachusetts
Middlesex, ss.

I, Lynne Blaszak, Notary Public in and for the
Commonwealth of Massachusetts, do hereby certify that the
witness whose deposition is hereinbefore set forth, was
duly sworn by me and that such deposition is a true record,
to the best of my ability, of the testimony given by the
witness.

I further certify that I am neither related to nor
employed by any of the parties in or counsel to this
action, nor am I financially interested in the outcome of
this action.

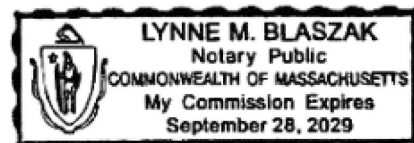
In witness whereof, I have hereunto set my hand this
18th day of August 2025.



Notary Public

My commission expires:

September 28, 2029



A				
A10 56:5 58:4 64:2,19 67:11 68:14 82:3	84:3 agree 43:7 47:1 80:5 83:4	70:6 anticipated 9:9	62:4 69:9 71:3 71:9	August 87:11,21 89:13
ability 11:2 89:7	agreed 23:17	Anyway 23:21 41:4	approximately 7:12 8:19,21 18:2 28:5	Authority 38:16
able 8:7,12,16 12:1 13:4 36:21 40:14 46:4,12 76:6 79:3 80:2	agreeing 37:22	Apologies 17:22	Architects 6:22	authorize 16:18
accept 16:16	agreement 22:5 38:17	apologize 44:7 50:14 63:11	area 8:13 10:3 10:18 11:5,16 12:18,22 27:21 28:6,9,21 29:19 32:11 36:4 39:21 52:19 56:22 60:4 61:17 62:3 63:5 69:19 75:16 82:3,4,17 84:2	authorized 3:12
acceptable 14:22	ahead 7:2 14:16 17:21 21:20 23:18 34:1 51:1,5 73:19	Appeal 1:1 3:9 3:13 19:21 38:6	areas 52:5	available 83:9
access 28:11 32:21 51:19 53:3 65:20 69:15 80:20	Alewife 2:5 27:7 27:13 28:5,10 28:20 32:22 33:3,10 36:19 45:4,10,12,17 48:2 51:19 52:18 53:2,3 65:13,20 70:13 80:19 85:21	appear 22:8 27:19	argue 16:12 71:12	Ave 21:22 28:10 29:15 30:5 33:5 36:20 40:1 51:16,21 52:12 73:21 75:11
accomplish 69:18	alloy 42:8	appearance 12:5	argument 36:14 45:20 59:9 85:14	Avenue 1:5 2:6 50:19 80:15
achieve 10:8	allow 27:20 58:20 61:14,16 62:3	appears 63:22	Article 27:22	avoid 12:11 15:10,10
acrylic 13:21	allowed 6:6 8:14 8:16 11:5,6 16:2 61:22 62:19	applicants 3:19	asked 43:6 57:11 61:20	B
action 89:9,11	allowing 22:11 30:2	application 5:22 25:1 27:9 28:22 30:14 31:8 38:8 48:6 56:3 57:10,12 57:14 58:21 59:3,16 60:15 60:20 63:3,22 64:3 66:7 69:4 74:1 77:21 82:7 86:5	asking 4:5 38:15 63:10 65:3 75:5 77:8	b 56:21 69:17 76:2,18
activate 12:21	allows 32:15 59:20	applications 64:8	asks 21:8	B2 53:13 68:11 82:2
Acts 3:10	amendment 76:5	appreciate 75:13 76:15	aspects 10:14	B2a 55:5,10 56:21
actual 8:9 12:3	amenities 12:6 28:8 52:13	appreciated 22:2 76:20	associated 69:14	B2c 54:12 81:19 81:22
add 14:17 24:1	ample 30:2	approach 22:12	assume 37:8	back 7:5 13:8 19:6 23:19 29:15 40:1 41:11 42:2 53:10 62:11 66:2,3,8 71:7 74:3,22 75:5 83:20 87:13
added 75:18	anchor 6:14 7:10,17 9:7 10:20 16:1 21:11 24:9 25:10	approaching 19:11	assuming 37:10 72:8	background 35:3
additional 16:9	anchored 24:5	appropriate 9:3 10:21 22:9 29:3 30:12 45:10,13,21 46:18 72:7 80:17	atrium 9:11,22	bajillion 77:11
Additionally 10:1	Ann 41:6,7,7 75:9,10,10	appropriateness 40:15	attached 62:21	base 13:6
address 20:22 39:14 40:21 73:11	answered 37:1	approve 78:19 79:2,5	attendance 4:6	based 8:9 29:1 46:19 48:15 63:2 66:17 74:11 78:14
addressed 66:6	Anthony 27:16	approved 3:11 60:13 61:3	attention 70:8 76:21	basically 38:15 52:14
adequately 64:22	anticipate 7:18		attorney 5:12 6:12 27:17,18 56:1	basis 21:8 39:21 64:16
adopted 3:10			attractive 82:20	behalf 5:13 6:12 6:21 15:1
advertising 15:21 23:12			attractiveness 79:13	
aesthetic 11:11 12:9			audible 4:6	
aesthetics 12:6			audio 3:14	
affirmative 49:3				
Agenda 6:17				
aggregate 61:17 61:21 63:9,20 65:4 74:12,16 74:18 79:6				

<p>believe 20:6 29:2 56:3,4,5 64:2 69:7,8,10 72:6 78:3 best 89:6 Beth 6:22 14:9 20:7,8,12 26:4 better 40:6,12 42:3 44:15 68:9 83:10 Betty 21:3 beyond 72:22 big 23:15 59:8 70:22 71:8 bigger 41:18 57:7 68:8 bike 70:10 billboards 43:14 bit 9:18 19:5 31:13 38:1 41:10,21 42:13 47:9 black 34:14 black-colored 34:21 Blaszak 89:4 Board 1:1 3:8 3:13,19 4:5 6:10 7:6 13:8 13:10 15:16,18 17:16,17,20 19:18,20,21,22 23:5,22 25:6 27:12 28:16 32:18 33:19 35:9 36:22 38:4,6,7,8 40:13 43:18 44:4 45:19 46:22 47:5 48:11 58:13,16 63:22 65:9 70:1,2,4 71:21 72:2,20 77:12 77:18 80:11 81:2 83:5,18 87:7,10 Boston 56:2</p>	<p>bottom 20:17 35:1 39:9 54:11,22 55:11 68:4 73:6 Boulevard 18:21 braking 30:5 branding 22:8 22:12 30:2 briefly 9:1 bring 13:5,17 bringing 12:16 broadcast 3:15 Brook 65:13 brown 35:4 72:5 build-out 37:9 building 8:7 9:20 10:15 11:13,20 20:2 23:7 24:3 52:3 52:17,18,20 55:15 67:11 68:21,22 69:3 69:19 76:7 78:4 buildings 10:2 10:17 11:16 12:10 28:7 33:7 37:10 43:15 69:2,12 69:13,14 75:17 76:11,12 bulk 64:4 burden 80:1 business 87:11 Bye-bye 88:2,3 BZA 4:3 5:7 20:1 38:9 50:18 72:4 BZA-1169571 2:4 BZA-1170612 2:6 BZA-1170616 2:5 27:6</p> <hr/> <p style="text-align: center;">C</p> <hr/> <p>C 3:1 76:18</p>	<p>81:10 Caamano 5:11 5:12,15 6:1,5,9 6:11 13:13 14:3,9,21 25:22 cable 3:15 café 52:13 call 3:21 36:19 44:6 calling 5:9 20:19 21:17 27:8 38:21 39:10,18 42:20 44:2 73:1,7 77:3,14 77:16 Cambridge 1:2 1:6 3:8,13,16 9:2 10:2 21:6,6 21:22 27:22 38:15 72:20 73:21 Cambridgeside 2:4 5:8 6:15 7:9,12,22 8:5 9:10,12 11:14 12:10,12,16,18 13:3 14:11 16:15 18:16,22 21:8,12 23:14 24:18 CambridgeSi... 10:1 campus 27:14 27:20 28:21 36:19 50:8 52:11 53:8 69:7 71:3 campuswide 46:9 canal 9:13 14:8 caps 27:22 capture 36:8 Carol 22:6 cars 33:2,4 35:20 case 2:3 5:6,7 6:22 23:1 27:6</p>	<p>50:6,18 63:1 77:20 85:16 cases 5:7 catastrophic 74:22 caution 22:6,10 caveat 25:9 Center 28:21 33:3,10 45:10 53:2 Central 19:14 certain 14:12 certainly 7:18 9:7 11:20 63:4 79:10 CERTIFICA... 89:1 certify 89:5,8 cetera 34:18 56:16 78:10 Chair 1:7,7 3:9 6:10 24:13,20 47:19 48:3 85:12,17 86:2 87:6 Chairman 27:11 83:16 challenge 29:20 45:4 80:11 chance 66:21 change 23:9,9 Channel 3:15 Chapter 3:10 characteristic 68:19 chosen 19:6 church 50:19 Churchill 21:22 73:21 circumstance 18:13 city 1:2,10 3:12 12:5 41:2 city's 4:3 12:5 clarify 19:8 60:15 clear 30:11 35:18 42:4</p>	<p>51:14 52:14 53:6 74:19,19 75:1,5 78:20 80:14 clearer 29:10 47:9 clearly 30:3 41:21 76:3 click 20:17 39:9 73:6 close 23:4 44:3 77:17 closed 15:6 closer 19:5 clutter 11:18 12:7,12 76:1,4 code 11:6 63:7 COLLECTIVE 88:1 color 34:10,17 34:17 46:6 colors 34:5 41:16 Columbus 75:11 come 18:22 74:3 74:22 75:5 83:20 comes 22:10 23:19 comfortable 23:13 24:8 46:3,19 47:11 47:13,14 78:11 78:15,21 79:10 coming 18:11 19:7,9 32:22 33:2,12 36:8 42:1,3,4 65:21 80:15 comment 4:1,2 19:18 20:15 23:6 30:14,15 38:9 39:7 64:13 71:22 72:4 73:4 78:17 85:11 commentary 17:19 20:14</p>
---	--	---	--	--

23:17 66:6	condition 14:17	contractor	curious 41:10	denier 85:3
commenting	23:16 24:17	27:16 65:16	currently 7:11	dense 10:17
44:6	25:3,3,9 47:22	conversation	52:5	deny 84:10,18
comments 15:18	48:8 85:20	38:22	cursor 31:20	85:2
17:1,17,18,20	86:12	converted 67:20	cursorly 42:13	denying 23:16
44:17,19 83:19	conditions 10:13	convinced 23:18	customer 13:6	describe 32:8
commercial	11:10 29:2	cooperation		34:2
38:16	77:20 78:16	76:14	D	describing
commission	86:7	corner 34:16	D 2:1 3:1	63:10,12 67:2
89:17	configuration	35:2,20 41:9	daily 21:8	description
Commonwealth	24:3	41:12	Daniel 1:8 3:5	53:22 78:2,8,8
89:2,5	confined 11:10	correct 5:22 6:1	4:13,14 5:4	81:9 82:9
community	confirm 20:7	6:5 14:8 18:16	25:14,15,15	design 7:1 8:12
15:12 62:20	21:1 39:15	18:19 19:2,12	27:4 47:1	13:12 34:3,8
community's	73:12 81:3	19:15 20:11,13	48:19,20,20	35:5 41:14
46:14	conform 48:1	31:8 32:2,15	50:4 83:6,14	44:18 75:14
commuters 52:7	conforms 24:17	35:21 36:4	83:18 84:9,11	82:13,20 84:12
compared 7:15	47:22 85:20	53:12 54:11,13	84:16,19,22	85:22
complaints	confused 37:7	55:16 57:11,17	86:20,21,21	designation 58:3
15:10	38:13 56:21	59:3 60:19,21	Danny 22:18,19	designed 11:4
complement	confusing 62:10	61:2,6,7 62:8	27:11,12 28:15	12:11 30:11
12:9	confusion 30:5	62:14,16 63:8	30:7,19 31:3	52:5 53:5
complex 43:11	52:9 70:6	65:21 66:9	31:19 32:1	67:18
65:11	connect 33:9	69:6,8,19	50:7,11,11,12	desirability
compliance 8:8	connects 9:12	70:10 72:9,10	50:14,17,21	16:13
complied 62:22	consider 75:5,22	correctly 42:17	51:3,5 54:2,4	desire 10:9
comply 6:5 8:13	76:5	53:14 59:1	54:22 55:3,11	despite 82:12
11:4 59:12	considerable	correspondence	58:15,19 61:11	destination
60:16 61:4	29:15	19:19 38:5	63:21 87:8	52:21
63:5	considerations	39:3 71:21	dark 34:12	detail 28:17
complying	53:6	counsel 16:5	date 85:22 86:1	52:20 76:21
82:16	considering	22:6 89:9	87:15	detailed 28:22
compound	30:7	count 74:6	dated 19:21	details 28:13
29:18	consistency	couple 15:17	24:19,20 38:7	detriment 11:3
comprehensive	80:20 82:14	29:13 41:9	38:10 48:2,3	development
27:20	consistent 11:13	59:19 76:17	72:2 86:1	6:21 15:2 28:7
computer 21:5	constraints 8:15	Court 3:11	day 41:9 89:13	30:13 37:16
concept 10:17	containing	covered 85:15	decide 46:17	41:19 45:2,9
80:6	68:21	create 12:20	decided 38:8	51:18 62:13,21
conceptually	context 28:4	creates 29:20	72:3	70:20 71:18
67:16	37:16	criteria 80:2	decision 43:20	80:22
concern 84:9	continuance	critical 12:15	46:12	dice 85:7
concerned 40:18	43:19 46:20	28:20 52:8	decisions 38:18	dictated 8:6
concerns 16:22	continue 17:18	76:11	definitely 7:16	difference 63:16
42:8	43:8 46:12	crossed 66:6	21:10,11,15	different 23:20
concludes 87:11	83:19 84:6	crucial 51:13	demand 9:9	34:4,4 50:19
concrete 34:20	continuing	53:2	demarking	50:22 56:8
concur 42:12	44:14	curiosity 40:4	71:17	57:1 60:17

79:7,8,8 difficult 29:18 79:15 difficulty 47:12 digesting 37:4 dimension 59:2 64:5 Dimensional 24:22 48:5 63:14 86:4 dimensions 64:19 74:18 directing 70:19 direction 29:8 directional 16:9 directly 45:13 52:9 directs 52:11 disagree 83:3 discuss 51:1 83:21 discussed 6:14 8:12 12:8 47:7 discussing 29:12 discussion 7:6 13:8 17:16,21 23:5,20,21 38:18 44:4,22 46:22 47:5,17 77:17 78:17,19 80:8 83:5 85:9 disorientation 52:16 distance 14:1 29:17 distinct 23:15 distinction 24:9 distinguishing 68:19 document 62:21 documentation 13:11 45:15,20 46:3,4 67:14 79:2 81:3 83:7 83:8 84:13 86:13 documents 37:2 doing 78:22	82:15 dollars 43:4 77:11 door 18:16 66:3 66:8 71:7,7 doors 15:3 double 59:1,2 double-faced 31:8 Doug 72:5 drawing 13:15 34:14 48:1 54:13 drawings 24:17 48:1 54:3 55:19 58:9 78:12 85:20 drive 45:10 53:2 70:13 71:15 drivers 19:7,9 29:21 30:2 36:8 37:3 driveway 65:19 driveway's 70:15 driving 18:20 71:13 drone 30:17,22 35:12 dropped 44:5 <hr/> E E 2:1 3:1,1 e-mail 72:5 earlier 44:6 48:9 75:12 easier 47:10 easily 36:21 52:7 52:20 64:8 East 10:2 21:6 easy 69:15 71:13 echo 43:3 economic 12:15 16:13 edge 75:20 effective 12:20 53:6 effectively 9:12	efficient 12:20 51:13 eight 51:11 53:4 53:18 60:1,8 61:15 63:17 72:13 74:5,6,7 78:13,13 84:1 either 23:15,16 39:4 63:4,5 electronically 78:6 elements 67:19 elevated 10:20 elevation 14:6 56:15,19 78:14 eleven 14:20 Elkus 6:22 employed 89:9 employees 1:10 69:1 enabling 69:1 encompassing 28:6 encourage 64:7 enforcement 9:5 England 6:20 15:2 enhance 29:3 enhancing 12:4 52:9 enjoy 87:20 enlarge 13:21 ensures 52:7 enter 19:14 entering 33:4 entire 65:11 entirety 18:7 entitled 24:18 48:2 85:21 entity 69:17 entrance 9:16 9:20,20 16:15 23:14 28:20 29:14,21 30:3 30:8 35:13 45:9,11,22 51:18 65:19 71:17	entrances 53:1 80:22 entries 37:11 entry 57:15 entryway 8:2,18 10:16 45:5 entryways 71:17 environment 10:5 40:10 especially 65:2 74:3 essential 51:12 estate 27:18 et 34:18 56:16 78:10 evaluate 44:16 evening 3:7 6:19 7:8 21:4 25:5 27:11 28:15 51:9 55:22 evergreens 35:19 everybody 74:4 75:1 77:7 example's 38:16 exceed 6:6 60:5 61:22 exceedance 8:17 11:7 exceeding 62:2 62:18 exceeds 27:21 28:2 60:10,11 74:15 exception 71:16 excess 62:7 63:14 81:15 excited 13:2 15:19 existing 8:5,10 8:15 10:14 11:9,10,13,19 11:21 12:9 70:12 exists 10:5 11:15 expectation 18:9 expires 89:17 explain 51:2	53:13 70:5 84:2 explaining 82:9 explanation 38:2 57:4 83:22 exterior 9:16,19 10:15 15:3 16:7 86:9 external 14:1 86:10 externally 30:16 48:9 67:20 72:9 77:22 extra 42:17 extremely 79:15 <hr/> F façade 7:22 12:13 18:8 21:9 face 13:22 faces 16:19 facility 69:16 fact 16:4,5 56:18 62:7 64:19 83:8 failed 59:11 fails 65:3 fair 77:7,8,9 familiar 7:14 9:10 41:9 far 19:6 41:11 fault 64:20 favor 25:8,13,15 25:17,18,20 44:14 47:3 48:13,15,20,22 49:1 81:1 86:17,19,21 87:1,2,4 favorable 19:22 43:16 83:14 features 75:18 feel 37:2 46:12 47:8,10 64:22 75:20 78:10 83:10
---	---	--	---	---

feeling 83:14	floors 7:13	40:4	go 7:2 13:18,19	gross 28:6
feels 45:19 79:22	focus 28:9	functions 37:9	14:16 17:21	group 72:13
feet 7:12 18:2	follow 56:5,19	37:13	19:11,19 21:20	guess 14:4 32:19
28:1,3,6,22	80:6	further 23:7	23:18 29:7,8	34:15 45:11
29:15 30:1	following 25:3	24:21 25:2	33:1 34:1	46:13 71:2
32:14 59:2	48:8 86:7	29:19 48:4,7	35:11,16 42:2	81:1 83:6
60:5,8,11	foot 9:9 12:16	86:3,6 89:8	46:19 50:22	84:12,13
61:16,20 62:3	footage 9:8,19	future 52:19	51:5 53:10	guests 22:21
62:8,15 67:12	81:21	64:7	54:8 56:22	guidance 51:14
74:15 75:22	forces 79:16	fuzzy 42:10,15	62:11 65:9	guide 52:15,15
81:16 82:3,3	form 24:22		66:22 70:19	guys 65:22
84:4	31:12,17,19	G	71:21 72:1	gymnasium
fellow 70:4	48:5 59:16	G 3:1	73:19 84:18	52:13
felt 82:9	65:1 86:4	Galleria 21:9,12	85:13	H
Fernando 1:8	format 71:9	Galluccio 27:17	going 5:21 7:2	half 82:19
field 70:17	forward 19:22	garage 32:22	9:1 15:2 18:10	hand 20:18,20
figure 32:20	38:9 46:19	70:14	18:15 23:9	28:12,14 39:10
figured 78:11	72:4 84:14	gardens 76:19	28:17 41:11	39:11 73:7,8
figures 35:12	found 32:1	Gaughan 27:17	42:1 43:6 50:7	89:12
file 19:19 20:15	four 87:3,4	55:22 56:1,13	70:4 74:22,22	hang 31:4
34:14 38:5	fourth 21:6	56:17 57:2	76:18 79:4	happy 58:19
53:13 71:22	frankly 59:6	59:4 61:12	83:12 85:1,13	59:6 62:11
72:1,3 78:7	free- 67:16	62:5,9,14,16	good 3:7 9:18	84:16 87:22
81:4,13 86:14	freestanding	63:3,16 64:12	11:3 15:21	hard 42:10
Finally 12:1	28:1 47:21	65:6,15 67:7,9	21:4 24:11	hardily 21:7
30:7	61:15,17 62:3	83:16 85:12,12	25:11 27:11	hardship 9:6
financially	67:12 72:6	87:6	28:15 37:5	10:8 79:6,11
89:10	85:19	general 1:3 3:11	43:20 47:8	79:14 80:3
find 4:2 16:10	frequently 40:1	22:6 30:5	51:9 55:22	82:10,21 85:14
43:14 74:6	Fresh 36:8	69:11 78:18	76:14 87:7	harmonious
finding 16:8	Frias 22:18,19	generally 4:4	Goodnight 88:1	11:15
37:18	27:11,12 30:19	62:19	Goulston 5:12	hazardous 30:6
findings 7:4 9:2	31:3,19 32:1	generation 21:6	6:11 56:1	head 23:8
14:18	50:7,11,11,14	Gensler 24:19	Governor 3:12	heading 43:11
fine 14:5 15:9,9	50:17,21 51:3	genuinely 29:1	grand 30:12	heads 77:12
37:1,17 46:1	51:5 54:4,22	getting 38:1	grant 9:2 11:2	Health 38:16
84:12,17	55:3,11 58:15	69:18,19 76:11	12:1 24:13	hear 17:16 21:1
fingers 66:5	58:19 61:11	giant 37:9,13	40:15 44:12	21:19 39:15
first 5:6,7 7:13	87:8	gigantic 43:14	47:19 85:17	44:9 73:12,16
9:5 21:9 23:6	friendly 76:5	give 4:1 5:16,19	granted 25:2,21	73:18
28:19 29:13	front 17:22	19:6 64:4	48:7 49:4	heard 15:20
51:22 55:6,11	46:11 64:1	85:21	60:16 86:6	59:1
five 25:20 49:3	66:18 71:6	given 10:21	87:5	hearing 1:3
51:22 52:4	72:16	11:17,19 24:2	graphic 35:1	28:10 47:13
53:17	full 37:8 61:18	24:5 37:16	46:16 86:13	60:17 63:2
flip 20:3	64:3,4,4,5	41:19 59:7	graphics 53:13	72:1 82:12
floor 18:8 23:8	full-size 41:15	gives 54:10	gray 34:19 35:3	87:17,20
28:6	function 12:15	glass 14:2	green 58:4 70:9	

<p>Heather 43:1,1 44:1 77:5,5 heck 67:2 77:8 height 6:4,6 8:8 8:16,19,20 11:7 24:15 78:10 Hello 22:19 43:1 77:5 help 12:20 13:5 36:15 38:14,19 41:17 57:5 65:10 67:3 helped 65:16 helpful 38:2 40:21 80:10 helping 37:3 52:1 helps 30:4 52:14 52:14,15 hereunto 89:12 hi 5:11,14 39:20 41:7 75:10 Hidalgo 1:8 3:5 4:13,14 5:4 25:15,15 27:4 47:1 48:20,20 50:4 83:6 84:11,16,19,22 86:21,21 highlighted 29:12 Hoffman 43:1,1 77:5,5 hold 17:10 38:19 50:12,13 76:10 holding 34:20 holds 46:9 holiday 87:12 hope 22:14 42:16 hopeful 13:3 hopefully 13:5 hours 14:5 15:11 houses 45:14 76:8 housing 14:7</p>	<p>huge 43:10 Hurley 43:2 77:6 hurt 77:12</p> <hr/> <p style="text-align: center;">I</p> <hr/> <p>icon 20:17 39:9 73:6 idea 69:11 identification 10:15 29:4 51:17 52:3,17 53:6 55:16 67:11 identified 59:5 identifier 30:12 71:4 identify 6:14,18 7:10,20 9:21 10:19 13:5 30:3 52:1,7 62:18 65:3 67:17 68:20 identifying 63:13 illuminate 38:14 illuminated 13:12 14:4 20:5,10,13 30:16 48:10,10 67:19,20,21 72:7,9,12 77:22 78:1 86:8 illumination 8:14 11:5 13:22 14:3,11 14:19 25:4 30:15 86:9,9 86:10 illustration 67:13 68:1,10 image 7:21 74:5 immediate 11:16 immediately 10:3 important 7:20</p>	<p>9:21 16:8 40:19 importantly 12:14 imposed 14:13 inadequate 74:3 include 62:4 included 12:3 40:22 67:14 78:12 includes 28:7 incomplete 80:9 incorporate 24:21 48:4 86:3 incorporating 25:3 48:8 86:7 increased 30:1 incredibly 29:18 indicator 78:4 individual 40:22 53:7 64:1 information 34:15 38:15 40:7 43:9,20 46:11,13,16,17 46:20 47:2 52:8 64:18 66:18 80:18 initialed 24:19 48:3 86:1 initially 23:17 input 46:15 inside 10:16 installed 52:5 instances 11:8 instructions 4:1 4:3 intended 7:9 68:20 intent 12:3 interest 17:17 17:18 40:18 interested 89:10 interests 12:5 interior 9:11,22 interior-facing 10:14</p>	<p>internal 14:1,3 14:10,19 25:4 internally 20:5 20:10,12 48:10 67:18,21 72:6 72:12 77:22 86:8 interrupted 85:8 intersection 45:8 introduce 13:4 50:16 introduction 51:6 inward-facing 9:15 IQHQ 27:13 28:17 56:1 ISD 78:6 86:14 issue 50:22 59:19 issues 22:3 80:21 it'll 23:20</p> <hr/> <p style="text-align: center;">J</p> <hr/> <p>James 21:18,19 21:21,21 22:17 39:19,20 41:5 73:15,16,17,18 73:20,20 74:10 75:7 January 48:3 Jay 38:12 39:3 72:19 Jefferson 39:21 Jess 17:3 Jessica 5:11,12 5:15 6:1,5,9,11 13:13 14:3,9 14:21 25:22 42:21,22 Jim 1:7 3:4,7,9 4:15,16,16 5:3 5:6,11,14,21 6:3,7 13:9,14 13:17,20 14:15</p>	<p>14:17,22 15:5 15:7,13,15 17:4,6,8,10,13 17:15 19:17 20:14 21:17,20 22:17 23:3 24:4,7,11 25:11,14,16,18 25:18,20 26:2 27:3,6 29:7 31:7,10,20 32:2,4,7,10,14 32:17 33:16,18 33:21 34:1,7 34:10,13 35:1 35:6,8 36:3,5 37:6,8,21 38:2 38:3 39:2 41:5 42:20 44:1,8 44:21 46:2 47:4,12,16 48:14,18,21 49:1,1,3 50:3,6 50:9,12,15,18 50:22 51:4,8 53:10,17,20 54:6,8,10,15 54:18 55:7,9 55:12,15,20 56:11,14,18 57:3,8,10,14 57:17,19 58:3 58:7,11,13,18 59:13,15,18 60:1,3,7,12,19 60:21 61:2,6,8 62:6 65:8 66:3 66:5,10,15,17 66:22 67:5,8 68:2,6,8,12,17 69:3,20,22 71:2,6,20 72:11,15,18 73:19 74:9 75:7 77:3,14 77:16 79:15,20 80:7 81:5,7,12 82:6 83:2,4,12</p>
---	---	---	--	---

83:17 84:8,15 84:17,21 85:4 85:6,16 86:18 86:20,22 87:2 87:2,4,10,15 87:17 88:2 Jim's 47:2 48:15 job 43:7,18 John 42:21,22 joining 6:20 27:15 Josslyn 42:21,22 judged 74:16 judgment 40:14 July 1:3 3:8 19:21 38:7,10 38:12 72:2,5 jump 17:19 31:2 jumping 6:17 17:22 junction 53:2 jurisdiction 74:17	62:19 66:2 70:13,16,18,19 70:19 know 7:10 9:10 14:6,10 15:10 15:11,18 16:4 19:4 23:9,14 33:1,3 34:10 35:12 36:13,16 37:15 38:13,17 40:17 41:1,16 42:4,8 43:11 43:12,20 45:17 45:20 56:9 63:21 64:20 69:16 71:2,13 71:14 74:19,21 75:2,4,19 76:9 76:10,13,19 79:13 80:16,18 81:5,13 83:8,8 83:9	layered 35:4 layout 64:3 lead 30:6 leaning 84:6,7 lease 38:16 leaves 83:13 84:6 left 8:3,20 21:11 32:21 55:11 65:21 70:19 left-hand 31:12 31:18 35:19 legal 79:1,11,13 80:6 legalistic 85:2 Leiserson 1:9 3:6 4:11,12 5:5 15:17 18:14 19:1,8,16 20:4 24:8 25:8 27:5 31:15 35:10 36:1,4,7,12,22 37:19 44:5,9 48:15 50:5 58:12,22 59:5 59:14,17,22 60:2,6,9,14,20 60:22 61:3,7,9 62:1,7,12,15 62:17 63:8 64:7,17 65:7 66:19 70:2,21 71:11 78:18 79:18 80:5 81:15,18,21 82:5,11 83:3 85:1,5 86:19 87:22 Lemke 6:20 15:1,1,6 17:2,2 17:5,7,9,12,14 17:22 18:20 19:3,14 20:6 20:10 26:3 length 64:5 let's 17:16 83:17 letter 19:20 38:6 38:10,12 72:2	72:18 lettering 46:6 letters 13:21 40:20 level 16:19,20 levels 16:20 life 41:14 light 12:7 lighting 14:13 14:14 lights 14:5 limited 8:9 limits 27:21 line 10:4 lines 11:21 18:6 linked 27:19 list 75:3 listed 59:9 listing 68:21 78:4 83:22 literal 9:5 little 29:6,9 31:13 34:3 35:20 37:7 38:1,13 41:10 41:20 42:13 45:13 55:6 62:10 live 39:22 40:17 41:1,7 75:10 76:3 lived 39:21 load 5:17 locate 29:21 located 8:4 10:16 11:19 18:6 28:11,20 36:10,13 37:12 42:17 52:18 53:1 69:2,17 70:6 locates 65:12 location 8:6,9 9:21 10:1 18:6 18:19 23:12 29:14 31:1,13 32:4 37:17 39:22 40:4,7	45:11 55:9 56:20 60:17 66:12 72:8 75:3 77:21 78:3 81:10 82:22 86:11,14 locations 54:15 56:16 57:1 71:10 78:13 79:7 84:1 locked 15:3 locus 65:12 Lombardi 38:10 long 39:22 56:10 look 22:11 37:2 40:8 53:21 54:18 57:4 58:14 78:9,15 looked 42:19 looking 31:16 34:5,13 35:10 35:16 43:15 46:3 51:4 54:20 57:3 59:15 60:1 67:14 69:17 looks 35:14 54:13 56:7 58:3 66:11 76:9 lot 19:12 40:12 42:9 52:4,6,7 53:14 54:12 56:19 61:19 70:13 76:2,2,4 lots 52:1 62:10 67:18 69:13 75:17,19 76:3 76:17 80:16 lower 10:8 35:2 Lynne 38:10 89:4
K	L			
keep 13:21 30:22 42:1 Keesler 1:8 3:5 4:9,10 5:4 24:1 24:5 25:13,13 27:4 33:20,22 34:2 35:7 37:7 37:22 47:7,14 48:13 50:4 84:7 86:17,17 kept 3:22 Kevin 27:17 55:22,22 56:13 56:17 57:2 59:4 61:12 62:5,9,14,16 63:3,16 64:12 65:6,15 67:7,9 83:16 85:12,12 87:6 kind 14:7 22:9 23:8,18 36:6 44:15 45:12,17	lab 28:8 lack 83:7 84:13 laid 59:7 land 18:21 19:4 19:9,10,10 27:17 36:4 landscape 40:11 52:5,19 65:11 language 12:3 16:3 large 7:15 8:5 29:19 52:11 68:19 70:7 80:16 larger 52:7 54:13 65:10 67:16 68:10,18 71:14 74:18 80:19 81:18 last-minute 30:4 52:8 late 15:11 Laughter 48:16 law 72:21			
				M
				magnitude 30:13 40:6 main 8:1 28:20 29:14 53:1

<p>majority 9:15 16:6 making 7:19 9:20 24:9 42:10 43:17 75:15 mall 7:14,16,19 7:20 8:1 9:11 9:13,14,19 10:14 16:5,8 16:10 19:2,11 21:13 management 21:13 Manager 28:16 Manfredi 6:22 Manger 27:13 manual 30:4 manuals 52:9 Marie 21:4,5 22:1 Massachusetts 1:5,6 3:11 89:2 89:5 massive 51:18 Master 80:12 material 53:11 53:12 materials 56:3,8 56:9 59:6 63:22 64:3 83:10 matter 41:3 73:2 74:13,14 matters 22:15 matured 29:19 maximum 6:6 8:16 61:22 MBTA 52:12 McDonald 41:6 41:7,7 75:9,10 75:10 mean 16:5,16 18:15 21:9 40:9 45:15,16 69:4 74:2,12 79:17 80:12,14 81:3 84:11,12</p>	<p>84:13 means 58:11 meant 36:8 63:8 meet 7:5 8:16 35:13 79:19 meeting 1:4 3:8 3:14 75:17 meetings 3:13 4:3 meets 76:12 member 36:22 40:13 members 3:4,19 3:19,22 4:5,6 5:3 6:10,18 13:10 15:15 17:17,20 19:17 20:16 23:5,21 25:6 27:3,12 28:16 32:17 33:18 35:8 38:4 39:8 44:4 44:10,15,17,22 46:22 47:5 48:11 50:3 64:8,21 65:8 66:20 69:22 70:2,4 71:20 73:5 77:12,18 79:3,5 82:18 83:5 87:6,10 members' 77:12 mentioned 7:8 9:6 11:4 30:7 48:9 80:13 merit 23:16 merits 21:10 meticulously 53:5 middle 13:20 Middlesex 89:3 midst 85:9 mind 10:7 57:20 66:13 mine 40:19 minor 8:17 11:8 minutes 4:4 21:2 39:16 73:13</p>	<p>missing 54:1 64:19 80:18 mixed-use 28:7 Mm-hm 81:11 mobility 52:10 53:7 mockup 41:15 44:15 46:14 mode 37:9 69:11 modest 11:17 12:11 modestly 27:21 moment 5:17 61:13 66:12 83:14 Monteverde 1:7 3:4,7,9 4:15,16 4:16 5:3,6,11 5:14,21 6:3,7 6:10 13:9,14 13:17,20 14:15 14:17,22 15:5 15:7,13,15 17:4,6,8,10,13 17:15 19:17 20:14 21:17,20 22:17 23:3 24:4,7,11 25:11,14,16,18 25:18,20 26:2 27:3,6 29:7 31:7,10,20 32:2,4,7,10,14 32:17 33:16,18 33:21 34:1,7 34:10,13 35:1 35:6,8 36:3,5 37:6,8,21 38:3 39:2 41:5 42:20 44:1,8 44:21 46:2 47:4,12,16 48:14,18,21 49:1,1,3 50:3,6 50:9,12,15,18 50:22 51:4,8 53:10,17,20 54:6,8,10,15</p>	<p>54:18 55:7,9 55:12,15,20 56:11,14,18 57:3,8,10,14 57:17,19 58:3 58:7,11,13,18 59:13,15,18 60:1,3,7,12,19 60:21 61:2,6,8 62:6 65:8 66:3 66:5,10,15,17 66:22 67:5,8 68:2,6,8,12,17 69:3,20,22 71:2,6,20 72:11,15,18 73:19 74:9 75:7 77:3,14 77:16 79:15,20 80:7 81:7,12 82:6 83:2,4,12 83:17 84:8,15 84:17,21 85:4 85:6,16 86:18 86:20,22 87:2 87:2,4,10,15 87:17 88:2 month 87:20 monument 67:12,17 motion 23:22 24:12,13 47:6 47:17,18,19 85:7,17,17 mounting 14:1 moving 37:1 71:15 84:14 multibajillions 43:4 mute 3:22 20:20 39:11 67:9 73:8 mystery 57:20</p>	<p>22:7 27:12 28:16 39:14 50:11 67:10 73:11 names 23:11 narrative 65:1,3 Natola 1:11 4:7 4:9,11,13,15 6:8 13:19 21:3 21:18 22:18 23:1 39:1,19 41:6 42:21 73:15,17 75:9 77:4,15 87:14 87:16 nature 75:14 navigate 52:21 navigation 10:9 12:21 36:14 navigational 18:15 near 31:18 51:18,19 70:10 nearby 45:14 necessarily 40:3 necessary 10:19 21:15 46:15 necessity 82:19 NED 17:2 need 10:15 14:12 19:5 33:3 43:11 45:19 46:12,13 46:17 66:17 70:21 71:7,14 75:21 needed 16:10,14 29:1 59:10 needing 79:12 needs 30:8 37:1 41:18 42:19 43:7 neighborhood 15:19 16:13 40:11 41:8,22 75:11,18 76:4 76:15 neighboring</p>
<hr/> <p style="text-align: center;">N</p> <hr/>				
<p>N 2:1 3:1 name 3:9,20 6:11 20:22</p>				

<p>12:10 neither 71:8 89:8 never 80:10 new 6:14,20 7:10,18,20 9:7 9:9 10:19 12:16 13:6 15:2 32:20 37:11,13 Ng 1:7 3:4 4:7,8 5:3 13:11,16 14:4 15:9,14 25:17 27:3 32:19 33:6,8 33:11,14 45:1 48:22 50:3 57:22 58:6 65:19 66:2,4,9 70:12 71:1,5 71:12 80:9 81:11,14 87:1 88:3 night 14:20 87:7 normally 8:7 North 21:22 73:21 Nos 51:21 Notary 89:4,16 note 18:1 notify 10:16 nullifying 12:2 number 10:2,12 56:20 59:10 60:17 63:1,5,9 68:21 74:12 75:3 numbering 69:12 numbers 37:15 52:8 56:22 numeral 68:20</p> <hr/> <p style="text-align: center;">O</p> <hr/> <p>O 3:1 o'clock 14:20,20 15:3 object 66:19</p>	<p>82:12 objects 76:18 obstruct 29:20 obstruction 10:4 11:21 obviously 61:21 64:13 occupies 18:1 occupying 7:11 9:18 offer 85:13 offering 18:4 office 28:8 45:22 56:2 78:7 86:14 oh 5:16 14:16 31:4 37:22 44:8 50:14 okay 6:7,9 14:4 15:5,7 19:16 20:14 31:10 32:7,17 33:6 33:14 35:6 36:1 44:21 47:4,16,16 50:22 51:8 53:10 54:8 55:12 57:19 65:5 66:5,10 68:17 69:20 72:11,15,15,17 72:18 74:12 78:10 80:7 83:2,6,12 84:8 84:14,15 85:4 85:16 87:18 old 34:19 Olivia 1:10 5:16 on-campus 52:12 once 43:13 70:16 71:3 one-quarter 18:3 onerous 80:1 ones 53:21 open 14:12 19:18 20:15</p>	<p>37:10 39:7 71:22 73:4 opened 7:11 operating 7:16 9:7 13:3 operation 51:14 operationally 14:9 opinion 40:16 41:3 71:19 opposed 40:3 64:14 65:2 Opposition 72:20 order 40:13,14 40:15 Ordinance 12:2 12:4 16:3 24:14 27:22 32:15 47:20 59:20 79:16 85:18 organization 69:12 originally 67:18 Otis 21:5 ought 40:12 outcome 89:10 outset 8:12 outside 16:11 outward 16:19 overall 53:7 65:12 67:13 68:13 override 72:20 overview 7:3 owner 6:21 15:21 owner/develo... 27:13</p> <hr/> <p style="text-align: center;">P</p> <hr/> <p>P 3:1 p.m 1:4 3:3 5:2 25:5 27:2 50:2 88:4 package 28:1 42:7,13 45:16</p>	<p>46:8 54:5 55:18 58:10,15 67:14 76:22 79:12,13 packet 57:3 page 2:3 31:5,11 35:16,17 51:10 52:22 54:9 56:4,12,18 58:2 74:9 pages 56:10 painted 76:18 panelist 65:16 65:18 panelists 22:21 22:22 paperwork 20:3 paramount 53:5 parcel 27:20 28:1 50:8 65:20 parcels 28:2 61:11 park 2:5 9:13 27:7,13 28:5 39:22 45:17,22 48:2 52:18 69:16 70:17 85:22 parking 18:17 19:12,13,15 39:1 52:1,4 53:14 54:12 56:16,19 67:17 69:13,18 70:13 75:17,19 76:1 76:3,4,17 80:16 Parkway 45:4 65:13 Parmar 27:15 28:15 29:9 30:20 31:5,9 31:11,17,21 32:3,6,9,13,16 33:4,7,9,13,17 34:8,12,19 35:3,22 36:11</p>	<p>36:17 51:7,9 53:16,19 54:2 54:7,9,14,17 54:20 55:2,5,8 55:10,14,17 57:6,9,13,16 57:18 58:1,5,8 66:1,13,16 67:4 68:15 82:2 87:9 part 8:6 22:19 24:22 36:14 48:5 62:13 78:7 86:4 participation 3:12 particular 10:22 14:6 37:11 45:2 46:4 63:15 65:4 74:14 82:21,22 86:10 particularly 7:19 9:20 22:13 parties 89:9 partly 19:5 70:9 paths 70:10 pause 5:20 6:18 PDF 31:6 35:11 35:14 56:4 PDFs 42:9 pedestrian 10:10 12:20 pedestrians 18:18,20 people 18:11,18 37:18 40:17 42:1 43:3 45:12 52:11 74:7 76:11 77:16 82:14 perfectly 5:16 period 14:13 person 45:6 persuaded 16:16 petition 5:19</p>
--	--	--	--	---

63:12 petitioner 5:13 6:12 16:6 petitioning 16:21 petitions 22:20 27:19 78:19 pew 50:19 phone 20:19 39:10 73:7 photo 32:21 33:12 pick 14:19 pickup 36:5 picture 31:16 32:1 35:18 pictures 30:17 31:1,4 34:4 pieces 80:3 pink 29:13 place 2:4 5:8 7:22 9:12 10:8 12:12 18:22 24:19 34:20 41:18 43:12 44:13 placing 11:8 plan 29:6,10 55:1 56:22 65:12,12 80:12 80:14 plan-by-plan 64:16 planned 51:20 53:5 69:7 Planning 19:20 19:22 38:7,8 72:2,20 plans 65:2 plastered 23:11 playing 70:17 please 6:16 7:7 8:11,22 10:11 11:1,22 13:1 17:19 25:6 29:5 30:18 34:9 48:11 51:9 60:15	65:9 86:15 pm 15:6 point 19:2 21:14 29:22 35:20 36:9 47:10 79:1,11 85:2 pointed 82:17 points 79:9 80:2 Pond 36:8 Portal 58:17 position 85:5 Post 56:1 potentially 77:19 precedent 24:10 predisposed 43:16,17 predisposition 44:12 prepare 83:21 prepared 24:19 48:2 85:22 present 4:8,10 4:12,14,16 51:1 presentation 5:15,18 35:4 40:13 47:9 59:7 75:6 78:12 80:10 presented 40:6 46:16 83:11 preserving 12:4 pressing 20:20 20:20 39:11,12 73:8,9 pretty 21:9 42:9 54:2 55:18 77:6 preventing 52:16 previous 42:13 57:7,10 59:3 66:7 71:3 77:20 previously 41:14 primarily 69:9	prior 60:16 probably 45:1 problem 37:17 problematic 80:5 problems 55:21 proceed 6:8 proceedings 3:18 88:4 89:7 professional 75:14 professionally 41:14 program 27:21 28:2 65:17 project 6:18 20:1 27:12,15 28:4,16,21 35:13,21 36:16 40:2 52:11,16 53:8 prominence 30:9 promoting 10:9 properly 83:11 property 6:21 18:22 29:4 30:8 43:5 51:17 proponent 43:10 48:9 83:19,20 86:12 proponent's 85:10 proportionate 30:9 propose 24:12 46:9 proposed 7:3,9 7:22 8:1,2,4,19 8:20 12:19 24:17,18 30:11 36:2 47:22 74:2 85:20 proposing 46:5 46:6 64:22 74:4 protrusion	11:20 provide 28:4 29:3 82:8 provided 53:11 60:4 provides 30:1 providing 51:14 public 3:20,22 4:1,2 11:3 15:10 19:18 20:15,16 23:4 28:8 29:3,16 29:22 39:7,8 40:22 44:3,10 44:16,18 51:12 64:9,21 66:20 69:10 71:22 73:4,5 77:12 77:17 79:3,4 82:18 83:9 89:4,16 public's 79:5 pull 29:5 pulling 45:4,6 purpose 12:2 44:13 68:22 purposes 18:15 52:2 79:8 Pursuant 3:10 put 5:18 65:16 86:1 puts 80:18	quite 22:1,3 37:3 76:22 <hr/> R <hr/> R 3:1 raise 20:18,19 39:10,11 73:7 73:8 Ratay 1:10 rational 80:15 rationale 82:8 reaction 23:6 read 34:15 38:4 59:18 62:20 64:8 83:13 reading 39:3 82:6 84:5 ready 23:22 47:6,17 78:18 real 10:3 27:18 29:20 43:19 really 10:7,15 10:19 11:8,12 12:8,19,21 13:2,5 18:17 23:16 40:12 42:9 43:8 46:15 64:18 67:22 72:19 74:21 75:5,13 76:6,15 84:21 87:17 reason 16:12 77:11 reasonable 21:15 22:9 reasoning 24:10 reasons 29:13 30:21 recall 59:10 63:13 recalling 63:11 received 58:15 81:4 recommenda... 19:22 record 6:10 44:19 58:14
			<hr/> Q <hr/> question 15:22 20:4,9 37:1 44:7,11 62:2 70:3 74:11,11 questions 7:1 13:10 15:15,17 17:15 19:17 28:14 32:17 33:18 35:8 38:3 39:5 65:8 69:22 71:20 75:2 78:21 79:5 quick 5:18 7:2	

81:13 89:6 recorded 3:14 recovers 22:14 red 29:13 reduce 12:6 30:4 76:1 referred 40:21 regard 44:18 64:9 70:5 regarding 28:17 29:22 30:14 regular 39:21 reiterate 77:6 related 16:2 89:8 relation 40:10 46:8 65:11 relationship 17:3 relative 17:20 65:13 relevant 38:17 relief 11:2 12:2 24:13 27:9 32:10 47:19 49:4 51:4 59:20 63:6,9 63:12,19 64:9 64:14,15 65:4 85:17 87:4 remember 22:6 remote 1:4 3:12 4:3 rendering 40:9 repeat 20:8 31:15 55:7 representation 48:16 represents 30:13 request 5:10 20:1 28:18,19 29:1,5 51:11 57:7 59:11 61:13 63:6,7 63:19 64:13,14 66:14 79:16 82:8	requested 61:14 63:4,19 requesting 46:20 64:15 required 7:4 9:2 64:15 requirement 79:21 requirements 24:14,16 47:20 61:4 62:22 63:14 79:19 82:17,18 85:18 requires 70:7 resemble 67:5 resident 75:16 residential 41:21 76:12 residents 80:13 resonates 44:11 respect 7:17 8:18,19 9:5,8 11:2,11 12:1,4 respond 30:15 responses 44:10 rest 42:7 46:8 restaurants 12:18 result 7:18 8:14 9:14 10:5 11:8 11:18 12:17 resulting 9:6 retail 7:15 9:15 15:4 18:3 20:2 28:8 retailers 12:17 returns 22:14 review 64:22 66:21 reviewed 38:8 72:3 reviewing 82:18 right 6:1 13:20 13:21 19:13 22:14 24:4 29:16 32:7,12 33:7,14 34:5 36:5,21 39:2	40:17 41:18 43:12 44:2,12 45:18 47:18 48:1,18 50:20 51:12 52:6 55:13 58:4,12 58:17 59:14,22 60:6,20 61:9 63:2 64:14 65:21 66:10,19 68:12,16 69:4 69:18 70:16 74:4 75:7 85:6 87:10,12 right-hand 34:16 35:2 36:6 Rindge 40:1 road 28:11 31:18 32:21 33:1,10 35:13 51:19 53:3 65:20 80:20 roadway 37:11 37:12 role 22:15 roll 3:21 rolling 85:6 Route 33:1 36:9 70:14 RSM 85:22 run 9:1 <hr/> S <hr/> S 3:1 Saccoccio 21:3,4 21:5 22:1 safe 30:12 51:13 69:15 safely 29:21 52:15 safety 29:3,22 36:15 52:9 53:6 Sara 15:1 Sarah 6:20 14:10 15:1,6 17:2,2,4,5,6,7	17:8,8,9,12,14 17:21,22 18:14 18:20 19:3,14 20:4,6,10 26:3 saw 74:5 saying 19:21 20:22 38:7 39:14 46:14 60:22 62:12 64:17,21 65:1 68:2 72:3,6 73:11 says 20:18 31:3 39:10 54:11 73:7 scale 10:20 29:4 30:7 40:9,14 41:17,19 scratch 23:8 screen 20:17 36:6 39:9 51:21 58:20 68:3 73:6 screens 66:14 script 34:18 scroll 29:6,9 30:17 31:3 34:8 51:10 52:22 54:4,7 55:3 56:7 58:1 scrolling 30:22 searching 82:7 seating 12:18 second 5:19 7:13 8:2 10:4 16:17 16:19 17:11 18:8 20:3 23:8 29:22 38:19 50:13 51:18 74:9 82:1 85:21 86:12 section 47:20,21 61:16 85:19 sectional 56:14 sections 24:14 24:16 63:7 85:18 see 7:21 18:18	19:9 23:11 29:18 31:12,17 31:20 34:19 35:14,14 36:20 36:21 38:19 40:11 42:1,2,3 46:7,7 51:21 53:12,21 54:11 55:17 58:9 61:9 63:16 64:2 67:22 68:10 71:6,7,9 73:1 74:4 76:6 76:9,22 79:3 81:1 82:19 83:19 84:3 85:22 87:20 seeing 15:20 42:5 45:15 82:21 seeking 6:13 27:10 32:11 59:20 sense 9:15 24:3 40:9 42:10 46:21 78:4 sent 5:15 72:19 sentiment 47:2 separate 9:16 50:8 61:11 62:9,10 74:17 74:18 September 87:13,15,16,18 87:19 89:18 sequence 5:22 serve 15:12 79:8 serves 12:14 set 29:15 41:11 89:12 setting 24:10 seven 51:16 74:6 shame 80:11 share 40:4 58:20 66:13,17 Sheet 65:9 shift 8:7 shopper 15:18
---	---	---	--	--

<p>show 31:1 56:4 58:20 62:11 64:6 80:3 84:2 showing 13:11 40:18 shown 43:18 64:2 79:11 shows 14:1 64:4 shut 14:19 sic 16:20 42:22 77:4 side 31:12,18 35:19 36:2,6 38:22 41:2 sidewalk 36:18 sign 7:1 8:1,2,13 8:18,20 11:5 12:4 13:12 14:5 16:2,21 18:16 19:6,13 22:9 23:7,13 23:14 27:21 28:1,20,21 29:12,14,17 30:1,8,11,15 31:8,8,14 32:5 32:12 33:3 34:3,20,21,21 36:1,7,9,12,15 36:18,21 37:9 37:10,12,13,14 38:11 40:3,10 41:12,14 44:15 44:18 45:17 47:21 48:9 51:17,17,19 52:1,3,11,14 52:17,22 53:13 53:15 54:11,12 54:18 55:5,5,6 55:8,9,11 56:4 56:14,19,20 57:1,6,7,15,15 59:1,12 60:16 61:17 62:3,4 62:18,19,20 64:4,6 65:5,10 65:11 66:8,11</p>	<p>66:12 67:11,12 67:14,19 68:1 68:10,11,20 70:3,5,7,18 72:8,12 74:15 75:2 76:7,8 77:21 78:3 80:19 81:10,15 81:19,22 82:2 82:3,16,22 83:7 84:1,1,2 86:10,13 sign-by-sign 64:16 signage 5:7 7:19 9:20 10:15,20 11:14,15 12:19 13:4 14:11,18 15:22 16:7,10 21:10,15 22:11 22:15 23:19 24:15,18 27:16 28:13 46:8,9 52:10 61:19 65:16 76:13 79:16,17,21 significant 30:9 signs 5:22 6:2,13 7:3,4,9,22 8:4 8:13 9:3 10:8 11:4,9,11,17 12:9 15:20 16:14 18:6,10 20:5 21:7 22:8 24:2 25:4 28:11 35:12 42:7,9,17 43:10 51:12,13 51:16,20,22 52:4 53:4,18 54:5,20,22 56:15,16 57:4 58:20 59:10,11 59:21 60:4,4,7 60:10,10 61:1 61:5,15,21 62:22 63:1,5 63:10,13,17</p>	<p>64:1 65:2 67:17 72:7,14 78:13,13 79:7 80:16 82:13,14 84:2 85:19 86:8 similar 16:21 23:6 54:20 56:15 57:6 68:3 single 28:19 32:11 sir 32:6,16 58:8 sit 75:18 site 8:14 10:10 10:13 11:10,21 12:21 13:4 28:5,9 29:2 30:10 36:19 50:20 51:14,17 53:1 55:1 61:15 64:15 65:12 69:1 siting 41:20 45:2 Sitting 3:4 5:3 27:3 50:3 situated 29:14 situations 30:6 six 28:6 75:21 size 7:15,17 9:8 10:21 11:17 12:11 16:1,2 18:10,12 19:6 30:9 36:18 45:21 52:7 53:21 59:12 60:16 61:4,18 62:18,19 67:13 71:16,18 79:19 80:20 82:19 sizes 80:17 slide 6:16 7:7 8:11,22 10:11 11:1,22 13:1 62:11 slightly 8:8 34:4 52:6 68:18 small 42:9 67:17</p>	<p>70:17 small-scale 54:10 smaller-scale 78:14 smoothly 52:15 sole 85:3 somebody 41:2 somewhat 8:9 56:8 soon 36:20 sorry 14:17 20:6 20:8 31:3 33:21,22 34:2 36:17 37:8 47:12 50:9,11 55:7,17 58:8 64:5,16 66:14 70:2 83:17 85:8 sort 11:18 12:12 17:3 18:21 sought 63:13 sound 40:14 sounds 85:14 space 7:13 18:2 18:7 65:13 70:10 76:12 speak 4:4 14:10 20:16 21:2 39:8,16 65:17 73:5,13 83:18 85:9 speaker 14:14 14:16 42:13 speakers 20:21 39:13 73:10 speaking 3:20 15:18 23:6 39:4 50:10 73:2 spec 34:15 specific 7:1 8:6 10:1,13 specifically 19:7 24:15 specified 61:10 spend 42:10</p>	<p>spending 77:11 spent 43:4 spoke 75:11 spoken 10:12 spot 45:18 80:19 square 7:12 9:8 9:18 18:2 28:1 28:2,6,21 30:1 32:14 56:2 59:2 60:5,8,11 61:16,20 62:3 62:8,15 67:12 74:15 81:16,21 82:2,3 84:4 square-foot 18:12 29:17 38:11 60:13 63:18 ss 89:3 Staff 4:5 20:21 20:22 38:19 39:13,15 73:10 73:12 stand 36:18 84:5 standard 29:17 79:14 standards 7:5 9:4 standing 67:17 76:19 stark 21:10 start 4:5 31:5 started 37:19 starts 75:20 state 3:20 72:21 stated 42:12 statements 24:22 48:5 86:4 station 28:10 42:3 51:19 52:12 53:3 65:20 status 16:1 24:6 24:9 25:10 stay 33:1 85:13 85:15 step 61:12</p>
---	---	---	--	---

<p>Stephen 1:11 4:7,9,11,13,15 6:8 13:17,19 21:3,18 22:18 23:1 38:14 39:1,19 41:6 42:21 73:15,17 75:8,9 77:4,15 87:14,16 steps 81:5 Steven 1:7 3:4 4:7,8 5:3 13:11 13:16 14:4 15:7,9,14 25:16,17 27:3 32:19 33:6,8 33:11,14 45:1 48:21,22 50:3 57:22 58:6 65:19 66:2,4,9 70:3,4,12 71:1 71:5,12 80:9 81:11,14 86:22 87:1 88:3 Stevens 6:22 20:8,12 26:4 stop 67:1 store 9:7 16:1,18 21:11 storefront 9:17 stores 15:6 16:6 Storrs 5:12 6:12 56:1 straight 9:12 street 21:6,9 32:20 36:17 37:10,13,14,15 40:17 41:1 43:2 69:10 77:6 strongly 75:4 structural 8:10 structure 34:20 struggling 73:22 73:22 74:7 submission 58:16 submit 54:3</p>	<p>86:13 submitted 13:15 24:22 48:5 55:18 58:9 78:5,6 81:12 86:4 substantial 9:6 11:3 82:9 sudden 30:4 sufficient 46:4 47:2 suggest 15:2 suggesting 23:16 64:10 summarize 39:5 summary 53:4 summer 87:22 support 21:7,13 38:11 42:18 supporting 24:21 48:4 86:3 supports 8:10 20:2 sure 5:11 11:12 11:14 13:22 14:9,12 16:1,9 16:14,17 17:12 19:3 22:20 34:5 37:3 41:17 43:17 54:2,3,21 55:18 58:8,22 64:12 75:15 surround 10:3 surrounding 40:10 surrounds 10:5 sweeping 32:22 symmetry 79:12 sympathetic 22:1,3 system 42:18 75:14 80:14 systems 41:14</p> <hr/> <p style="text-align: center;">T</p> <hr/> <p>T 42:3</p>	<p>take 4:5 18:7 71:16 78:16 81:5 85:1 taken 3:21 50:7 70:14 talk 5:9 17:3 80:12 talking 31:7 35:17 50:9 63:9 72:22 tall 10:2 tasteful 24:2 tea 83:13 84:5 team 27:16 85:11 television 3:15 tell 34:16 36:12 37:14 43:5,14 45:12 67:3 70:3 74:7 tells 46:17 ten 14:20 15:2 tenant 6:14 7:10 7:15 9:7 10:20 10:21 11:14 18:10 24:5 tenants 7:16 9:16 18:5 23:9 52:19 68:22 69:2 78:5 terms 22:2 74:16 78:21 testimony 23:4 44:3 77:17 text 34:22 65:1 71:14 thank 5:16 6:7,9 13:7,9 15:13 15:14 17:14 18:14 19:16 21:16,17,21 22:16,17 24:7 24:11 25:11,14 25:16,22 26:3 26:4 28:15 29:11 30:20 31:11 33:16 35:7 38:3 41:4</p>	<p>41:5 42:19,20 43:22 44:1,21 46:2 47:16 48:14,17,18 49:4 53:9 58:6 58:6 64:11 65:7 67:10 69:20 73:20 75:7 77:2 82:5 85:16 86:18,20 87:5,6,8,9 88:1 Thanks 31:10 33:15 39:20 44:20 66:16 77:3,13,14 theoretically 19:4 thing 34:6 59:9 things 10:7 47:8 75:15 think 9:3 10:21 11:18 12:8,14 12:19 14:7 15:11 16:8,15 16:17 21:14 24:2,3,8 30:19 34:7 35:16 38:1 40:12,21 41:22 43:8 44:5,6 45:1,7 45:13,21 46:2 46:9,11,14,16 47:7 56:21 59:13 65:19 66:11 68:2,13 70:18 71:18 72:6,8 73:21 74:2,10,21 75:14 76:12 77:19 78:8 79:1,4,17,22 80:10,17 82:14 83:13,18,22 87:11 third 16:20 thought 60:14 81:7,8 thoughtful</p>	<p>11:12 82:15 three 4:4 5:7 52:6 THURSDAY 1:3 time 4:1,2 13:7 14:13,20 15:3 20:21 23:10 26:1 30:3 39:14,22 42:10 73:11 times 41:9 59:19 titled 72:19 today 5:7 10:6 today's 28:9 86:1 tonight 5:6 6:11 6:13 27:19 38:18 73:3 tonight's 87:11 top 68:20 topographical 35:4 total 8:13 11:5 37:16 51:11 60:4 63:5 74:6 82:2 tough 45:2 80:19 towing 52:8 traffic 9:9 10:10 12:16 30:6 39:1 70:8 transcript 3:17 89:6 transferred 22:21 Travis 27:16 65:15 67:7,7,9 67:10,10 68:5 68:7,9,13,16 68:18 69:6,21 72:10,13,17 81:17,20 82:1 trees 29:19 76:20 truck 36:6 true 89:6</p>
---	--	--	---	---

truly 30:13	uncomfortable	25:2,20 28:17	48:12,13 50:3	wanted 18:1
try 21:14 69:18	47:13 83:7	28:19 40:15	84:5,7 86:16	22:20 34:5
73:22	underneath	47:21 48:7	86:17,17	47:1 85:11
trying 29:21	18:17	51:11 57:7	visibility 19:6	wasn't 83:9
32:19 53:11	understand	59:11 61:13,14	29:20 30:1	way 8:15 29:16
63:17 65:17	22:13 36:19	61:15 63:7	71:13	51:13 63:19
75:15,17 82:7	40:5 41:18	73:3 74:11	visible 19:3	67:1 85:13,15
85:9	46:5 53:11,14	79:6,17 80:3	23:15 51:12	wayfinding
turn 7:5 13:8	57:19 62:1	82:8 85:19	52:14 69:10	27:20 45:16
18:21 19:4,10	65:6,10 66:11	86:6	visitor 69:15	52:2,10 53:7
19:10 32:22	69:1 73:22	variances 6:13	visitors 7:19	we'll 5:16 14:19
33:11,12 36:14	75:1,16,18,21	21:7	10:16 51:15	19:18 23:1,4
36:16 45:17	78:2,9,15	varies 79:21	52:15,20 69:1	44:2 81:1
70:16	79:11,12,20	various 23:11	visual 10:3	87:20
turned 25:4 38:1	80:7,12,20	43:15	11:18 12:6,9	we're 21:5 24:10
turning 19:1	81:9 83:18	vast 9:15 16:6	12:12 30:12	31:7,15 41:11
35:21	85:3	vehicles 18:20	65:2 79:12	58:19 60:22
turnoff 70:13	understanding	71:15	visualize 47:10	63:17 64:19
two 5:22 6:1,13	37:5 61:19	vehicular 10:9	visuals 78:21	76:18 87:13
7:8 16:14 21:2	79:6	12:21 71:14	vital 52:10	we've 10:12 12:8
21:7 22:20	understood	Veigas 27:16	voice 25:6 48:11	64:1
24:1 27:19	56:17 64:12	48:2 65:15	86:15	webpage 4:3
28:2 34:4	undue 80:1	67:10,11 68:5	vote 25:6,8,19	weeks 7:11
39:16 57:8	unfortunate	68:7,9,13,16	42:6 48:11	welcome 3:7
59:20 60:3,7	63:21 67:22	68:18 69:6,21	49:2 84:10,11	15:19 26:2
61:1,11 63:7	unfortunately	72:10,13,17	86:15 87:3,3	well-crafted
73:13 77:19	67:15	81:17,20 82:1	voted 19:22	76:14
78:2,12,16	UNIDENTIFL...	verbal 78:8 81:9	votes 3:20	Wendy 1:9 3:5
86:7	14:14,16	verbally 67:1		4:11,12 5:4
type 53:13 54:12	unique 18:13	verify 4:6	W	15:17 18:14
55:9 56:5	29:2	version 34:11	wait 42:6	19:1,8,16 20:4
67:11 68:10	unmute 20:20	67:16	walk 7:3 27:8	23:17 24:8
81:10 84:1,2	20:21 39:11,13	viability 12:15	28:12 39:20	25:7,8 27:4
types 57:1 67:8	73:8,10	Vice 1:7	40:1 41:8 80:2	31:15 35:10
72:12	updated 83:11	video 3:14	Walker 38:12	36:1,4,7,12,22
typical 7:15	uploaded 56:4	view 36:18	39:3 72:19	37:19 44:5,9
69:15	upper 8:3,20	56:14 79:1,9	walking 76:7	48:14,15 50:4
	34:16 36:6	79:11 85:2	wall 6:2,13 7:9	58:12,22 59:5
U	urban 12:22	vigilance 22:3	7:21 9:3	59:13,14,17,22
U-turns 42:2	urge 22:10	vigilant 22:8	want 6:17 17:18	60:2,6,9,14,20
Uh 54:7	43:18	vigilante 22:15	22:5 37:14	60:22 61:3,7,9
ultimately 12:6	use 3:12 7:20	Virginia 1:8 3:4	41:21 43:21	62:1,7,12,15
Um 33:20	13:5 20:2	4:9,10 5:3 24:1	50:16 51:1	62:17 63:8
Um-- 71:1	27:17	24:5 25:12,13	58:22 64:13	64:7,17 65:7
unanswered		25:13 27:3	69:16 71:13	66:19 70:2,21
78:20	V	33:20,22 34:2	75:13 76:10,15	71:11 78:18
unclear 23:9	variance 7:4 9:2	35:7 37:7,19	79:22 84:18,19	79:18 80:5
54:21 55:3	20:1 24:16	37:22 47:7,14	84:21	81:15,18,21

82:5,6,11 83:3 83:14,18 84:9 85:1,5 86:18 86:19 87:22 Wendy's 17:21 23:6 went 78:19 West 33:2 whereof 89:12 white 13:21 34:12,15,21 36:5 Whitney 48:2 Whittemore 2:6 28:10 29:15 30:5 33:5,6 35:12 36:20 41:8,8 42:2 45:3,3,12 50:19 51:16,21 52:12 65:13 75:11,16 80:15 width 64:5 Williamson 21:18,19,21,22 39:19,20 73:15 73:16,17,18,20 73:20 74:10 willing 21:14 window 8:3,20 16:19 18:6,10 18:17 windows 8:5,10 8:15 11:9,19 23:12 windowsill 10:4 wise 41:17 60:16 wish 20:16 39:8 42:6 45:5 73:5 wishes 5:9 27:8 withdrawing 50:15 witness 89:12 woefully 74:2 wonder 16:4 18:15 75:22 77:7 wondered 35:11	wonderful 5:17 6:9 9:11 wondering 41:13,15 word 76:1 work 15:7 24:17 31:12,17,19 42:7 47:22 85:20 worried 41:10 41:20,22 wouldn't 84:11 wouldn't 45:20 wrap 21:2 39:17 73:14 writer 73:1 writing 38:11 wrong 53:12 69:8 <hr/> X <hr/> x 2:1 68:15 <hr/> Y <hr/> YAS 87:9 Yash 27:15 28:12,15,16 29:9 30:20 31:5,9,11,15 31:17,21 32:3 32:6,9,13,16 33:4,7,9,13,17 34:8,12,19 35:3,22 36:11 36:17 51:5,7,9 53:16,19 54:2 54:7,9,14,17 54:20 55:1,2,5 55:8,10,14,17 57:5,6,9,13,16 57:18 58:1,5,8 66:1,13,16 67:4 68:15 69:8 82:2 yeah 13:14 14:21 15:1,9 15:13 23:1 30:19 31:11,21 31:21 32:19	33:4 34:12,13 36:3,7 39:1,20 45:10 50:12 54:4,10 56:11 57:6 60:12 66:4,4,22 68:5 71:5,5,16 74:9 74:10 79:22 80:9,10 81:1,7 81:14 82:11 83:6 84:19,22 85:5,7 years 22:2 Yep 13:16 24:11 25:11 31:21 33:8,17 37:21 50:14 51:5,7 56:13 59:17 61:8 66:22 69:21 72:15 83:4 87:14 <hr/> Z <hr/> Zara 6:14 7:10 7:11 9:7,18,21 10:9,16 12:14 12:17 13:2 15:19 16:10,18 18:1,11,11,13 19:7 21:10 23:13 24:6,18 Zara's 18:7 zoning 1:1 3:8 3:13 19:21 27:22 38:6 61:22 63:7 64:15 zoom 20:17 31:13 39:9 55:6 73:6 zooming 42:14 <hr/> 0 <hr/> 005 34:14 02139 1:6 <hr/> 1 <hr/> 1 2:5 27:6 29:12 51:21,22 54:15	56:16 1.16.22.a 47:20 10 15:6 25:5 10.30 24:16 47:21 85:19 10/14/2024 24:19 100 2:4 5:8 24:18 11 87:16,18,19 1169571 5:8 1170612 50:18 120 28:2 136 60:8 61:16 61:20 62:2,3,8 62:15 84:3 16 38:10 48:3 18th 89:13 <hr/> 2 <hr/> 2 3:10 33:1 36:9 51:21,22 54:15 56:16 70:14 2'8 68:15 20 19:21 20' 8:16 20-acre 28:5 2023 3:10 2025 1:3 3:8 48:3 89:13 2029 89:18 213 43:1 77:5 22 3:15 22'9 8:19 23 38:7 72:2 23.94 82:3 24'9 8:21 25 51:10 54:9,10 67:12 25' 67:12 26 65:9 27 2:5 56:4,12 28 38:12 56:14 89:18 <hr/> 3 <hr/> 3 51:21,22 54:15 56:16 30 21:22 28:1	29:17 32:15 60:5,11 63:18 73:21 74:15 81:16 31 1:3 3:8 56:18 72:5 36-64 2:6 50:19 <hr/> 4 <hr/> 4 51:22,22 54:15 45,000 7:12 <hr/> 5 <hr/> 5 2:4 51:22 52:2 52:18 54:19 55:5,9,12 56:21 50 2:6 50,000 18:2,12 55 21:5 58 28:21 30:1 32:14 38:11 59:2 60:12 <hr/> 6 <hr/> 6 20:20 35:17 39:12 51:22 52:2,17 54:19 55:13,13 57:4 57:20 58:3 66:12 73:9 76:7 78:3 81:10,15 86:14 6' 68:13 6:00 1:4 3:3 6:02 5:2 6:27 27:2 6:57 50:2 617 42:22 617-8311 77:4 <hr/> 7 <hr/> 7 51:22 52:1 54:16 57:4,19 7.16 27:22 7.16.22.a 61:14 61:16 85:18 7.16.22.c 24:14 7:45 88:4
---	--	---	--	--

765,000 28:6

8

8 54:19 57:4,6
57:19,22 59:1
59:8 60:17
61:4 62:18
65:10 70:3,5
72:9 74:8,15
77:21 79:10
82:16 86:11

831 1:5

8311 42:22

88 56:9

9

9 20:20 31:5,11
39:11 73:8
82:2
9' 68:15
9,8,7 35:16
91 29:15