



ORDINANCE COMMITTEE

COMMITTEE MEETING

~ MINUTES ~

Wednesday, December 14, 2022

1:30 PM

Sullivan Chamber
795 Massachusetts Avenue
Cambridge, MA 02139

The Ordinance Committee will hold a public hearing on Citizens Zoning Petition from Suzanne P. Blier, et. al Harvard Square Zoning Petition Modification regarding Frontage of Financial Institutions – APP 2022 #46

Attendee Name	Present	Absent	Late	Arrived
Burhan Azeem	<input type="checkbox"/> Remote	<input type="checkbox"/>	<input type="checkbox"/>	
Dennis J. Carlone	<input type="checkbox"/> Remote	<input type="checkbox"/>	<input type="checkbox"/>	
Alanna Mallon	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Marc C. McGovern	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Patricia Nolan	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
E. Denise Simmons	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	1:50 PM
Paul F. Toner	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	1:37 PM
Quinton Zondervan	<input type="checkbox"/> Remote	<input type="checkbox"/>	<input type="checkbox"/>	
Sumbul Siddiqui	<input type="checkbox"/> Remote	<input type="checkbox"/>	<input type="checkbox"/>	

A public meeting of the Cambridge City Council’s Ordinance Committee was held on Wednesday, December 14, 2022. The meeting was Called to Order at 1:30 p.m. by the Chair, Councillor Zondervan. Pursuant to Chapter 20 of the Acts of 2022 adopted by Massachusetts General Assembly and approved by the Governor, this public meeting was hybrid, allowing participation in person, in the Sullivan Chamber, 2nd Floor, City Hall, 795 Massachusetts Avenue, Cambridge, MA and by remote participation via Zoom.

City Clerk LeBlanc called the roll.

Councillor Azeem – Present/Remote

Councillor Carlone – Present/Remote

Vice Mayor Mallon – Present

Councillor McGovern – Present

Councillor Nolan – Present

Councillor Simmons – Absent *

Councillor Toner – Absent *

Councillor Zondervan – Present/Remote

Mayor Siddiqui – Present/Remote

Present – 7, Absent – 4. Quorum established.

*Councillor Simmons was marked present at 1:50 p.m.

*Councillor Toner was marked present at 1:37 p.m.

Minutes Acceptance: Minutes of Dec 14, 2022 1:30 PM (Committee Reports)

The Chair, Councillor Zondervan noted that the call of the meeting was to hold a public hearing on Citizens Zoning Petition from Suzanne P. Blier, et. al Harvard Square Zoning Petition Modification regarding Frontage of Financial Institutions.

Councillor Zondervan introduced the petitioner, Suzanne P. Blier, President of the Harvard Square Neighborhood Association, who was accompanied by Brad Bellows. The petitioner made a presentation, (Attachment A) titled, “Harvard Square Zoning Petition Amendment Planning Board meeting December 6, 2022”.

The Chair, Councillor Zondervan opened public comment.

Public Comment

Heather Hoffman, 213 Hurley Street, Cambridge, MA, spoke in favor of the petition noting that it was the intent of the original ordinance passed.

The Chair, Councillor Zondervan recognized Councillor Nolan who noted that it was clear that this amendment is meant to help the intent of the original zoning petition and appreciated the process that it went through to get where it is today.

The Chair, Councillor Zondervan recognized Councillor Azeem who questioned if the City were to get rid of banks in Harvard Square would it increase the number of vacancies. He noted he would like to have more information from both the Harvard and Central Square Business Associations.

The Chair, Councillor Zondervan recognized Councillor Toner who noted that he agreed with statements made from Councillor Nolan and Councillor Azeem, and that the City should do what is in the best interest of Harvard Square community overall.

The Chair, Councillor Zondervan recognized Councillor McGovern who noted he would like to have the petition stay in Committee until more information is in front of the Committee from the Community Development Department due to the challenges Harvard Square faces.

The Chair, Councillor Zondervan recognized Councillor Simmons who noted she was in full support of the petition and agreed it should stay in Committee until more information is provided. She also noted that the City should engage with the Harvard and Central Square Business Associations.

The Chair, Councillor Zondervan recognized Mayor Siddiqui who noted that she agreed with other Councillors.

The Chair, Councillor Zondervan recognized Councillor Carlone who commented that he was in support of the petition and the basic goals that it presents, noting that it was a good step forward for the entire city.

The Chair, Councillor Zondervan noted that he also agreed with the intent of the petition and suggested the possibility of adjusting the language to see the petition be applied city wide.

The Chair, Councillor Zondervan recognized Suzanne Blier who answered questions and addressed comments made by Councillors.

Jeff Roberts, CDD Director of Planning and Development for the Community Development Department (CDD), updated the Committee on the discussion that took place at the Planning Board meeting.

The Chair, Councillor Zondervan recognized Councillor Simmons who asked about building occupancy and if stores renting space is a product of the person who owns the property. Jeff Roberts responded noting the Economic Development team would have a better understanding of the landlord and occupancy trends. Councillor Simmons noted that she would like to put forward a motion to get a sense of economic impact and trends over time with building occupancy.

The Chair, Councillor Zondervan recognized Councillor Carlone who commented on rental spaces and fees.

The Chair, Councillor Zondervan recognized Councillor Nolan who noted that she is interested in hearing from the CDD and Law Department on the matter.

The Chair, Councillor Zondervan recognized Suzanne Blier who again responded to questions and comments made by Councillors.

The Chair, Councillor Zondervan made a motion to extend the meeting by fifteen minutes.

City Clerk LeBlanc called the roll.

Councillor Azeem – Yes

Councillor Carlone – Yes

Vice Mayor Mallon – Yes

Councillor McGovern – Yes

Councillor Nolan – Yes

Councillor Simmons – Yes

Councillor Toner – Yes

Councillor Zondervan – Yes

Mayor Siddiqui – Yes.

Yes – 9, No – 0. Motion passed.

The Chair, Councillor Zondervan made a motion that the petition be sent to CDD and Law Department to examine and make recommendations for amendments, as well as recommendations for how to regulate banks and financial institution throughout the city.

There was discussion on the proposed motion with some Councillors raising concern that the second part of the motion to regulate banks and financial institutions throughout the City was outside the scope of the Citizen's Petition.

The Chair, Councillor Zondervan withdrew the motion and made a motion to send the proposed Citizens Petition regarding frontage in Harvard Square to CDD and the Law

Department to examine the petition and make any recommendations for amendments that are needed.

City Clerk LeBlanc called the roll.

Councillor Azeem – Yes

Councillor Carlone – Yes

Vice Mayor Mallon – Yes

Councillor McGovern – Yes

Councillor Nolan – Yes

Councillor Simmons – Yes

Councillor Toner – Yes

Councillor Zondervan – Yes

Mayor Siddiqui – Yes.

Yes – 9, No – 0. Motion passes.

ORDERED: That the City Manager is hereby requested to direct the CDD and the Law Department to examine the Citizen’s Petition submitted by Dr. Suzanne Blier and make recommendations for any amendments that are needed.

The Chair, Councillor Zondervan made a motion to extend the meeting by five minutes.

City Clerk LeBlanc called the roll.

Councillor Azeem – Yes

Councillor Carlone – Yes

Vice Mayor Mallon – Yes

Councillor McGovern – Yes

Councillor Nolan – Yes

Councillor Simmons – Yes

Councillor Toner – Yes

Councillor Zondervan – Yes

Mayor Siddiqui – Yes.

Yes – 9, No – 0. Motion passes.

The Chair, Councillor Zondervan recognized Councillor Simmons who made a motion that the Assistant City Manager for Community Development be and hereby is requested to inform the Ordinance Committee on whether or not it is the case that the rate of rents being charged in the buildings located in the City squares is primarily driven by those who can pay the highest rent amounts.

City Clerk LeBlanc called the roll.

Councillor Azeem – Yes

Councillor Carlone – Yes

Vice Mayor Mallon – Yes

Councillor McGovern – Yes

Councillor Nolan – Yes

Councillor Simmons – Yes

Councillor Toner – Yes

Councillor Zondervan – Yes

Mayor Siddiqui – Yes.

Yes – 9, No – 0. Motion passes.

ORDERED: That the Assistant City Manager for Community Development be and hereby is requested to inform the Ordinance Committee on whether or not it is the case that the rate of rents being charged in the buildings located in the City squares is primarily driven by those who can pay the highest rent amounts.

The Chair, Councillor Zondervan made a motion to adjourn.

City Clerk LeBlanc called the roll.

Councillor Azeem – Yes

Councillor Carlone – Yes

Vice Mayor Mallon – Yes

Councillor McGovern – Yes

Councillor Nolan – Yes

Councillor Simmons – Yes

Councillor Toner – Yes

Councillor Zondervan – Yes

Mayor Siddiqui – Yes.

Yes – 9, No – 0. Adjournment at 2:48p.m.

Attachment A: Presentation made by the petitioner Suzanne Blier titled “Harvard Square Zoning Petition Amendment Planning Board meeting December 6, 2022”.

Attachment B: Written communication received during public comment.

Clerk’s Note: The City of Cambridge/22 City View records every City Council meeting and every City Council Committee meeting. This is a permanent record. The video for this meeting can be viewed at:

https://cambridgema.granicus.com/player/clip/378?view_id=1&redirect=true&h=8aae0658ddc205be2e50efe52df0b995

All meetings are “closed captioned”. After each meeting the “closed captioned transcripts” are available online at: <https://app.box.com/s/9qormcahynjt4pzpt1n5opixogl3q7k5>

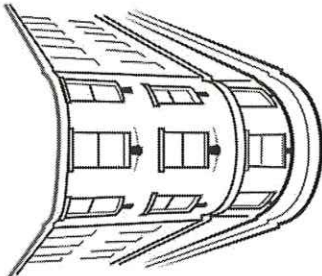
Please note that there is no editing of these “closed captioned transcripts” and they do not constitute a verbatim transcript prepared by a certified transcriber.

A communication was received from Suzanne Preston Blier President, Harvard Square Neighborhood Association, regarding Harvard Square Zoning Petition Amendment Planning Board meeting December 6, 2022.

A communication was received from Jeffrey Roberts Director of Zoning and Development Community Development, regarding Blier, et al., Zoning Petition.

A Zoning Petition Has been received from Suzanne P. Blier, et. al Harvard Square Zoning Petition Modification regarding Frontage of Financial Institutions REFERRED TO ORDINANCE COMMITTEE AND PLANNING BOARD FOR HEARING AND REPORT IN CITY COUNCIL OCTOBER 17, 2022

Harvard Square Zoning Petition Amendment
Planning Board meeting December 6, 2022



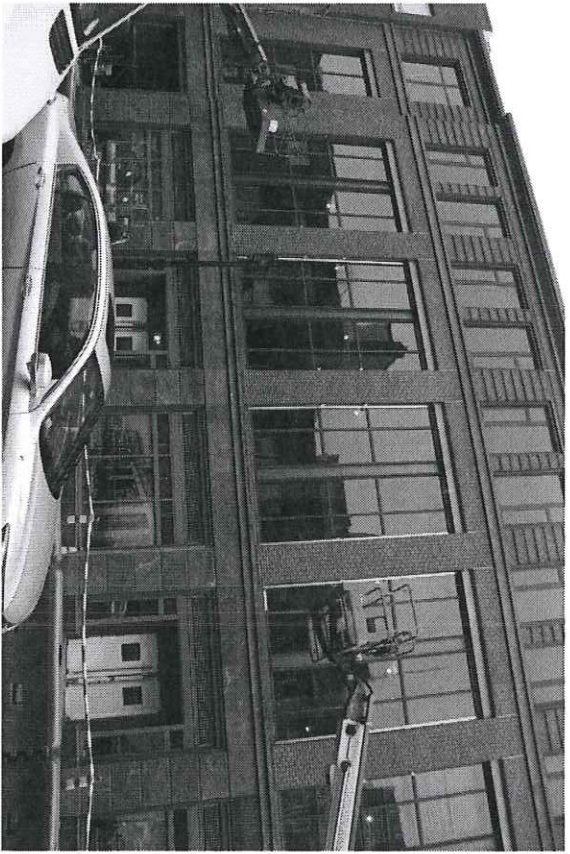
Harvard Square
Neighborhood
Association

- AIMS: to modify the existing language to conform with:
- The intent of the original Harvard Square zoning petition
 - To conform with the language of the Harvard Square Conservation District Goals and Guidelines

Presentation by Suzanne Preston Blier and Brad Bellows

Harvard Square Zoning Petition Amendment Ordinance Committee meeting Wed. December 14, 2022

Chase Bank Branch to Open in Center of Harvard Square in 2022



Harvard Square will soon be home to a Chase Bank branch, slated to arrive on JFK St. in 2022. By Aiyana G. White



Two recent Harvard Square bank-related decisions urged the writing of this amendment: Chase Bank and Santander Bank This amendment brings into conformity the intent of the original zoning petition, for more pedestrian vitality, active street scape consistent with the 2019-2020 Harvard Square Conservation District guidelines and goals.

December 8 Planning Board Decision and Key Points to CDD

Unanimous Dec 8 Planning Board support for HSNA petition goals

- They oppose banks on corner locations
- They do not support brick walls or other non-transparent wall-window changes to enable banks to expand beyond the 25 linear ground floor length on street visible sites
- They do not support adding multiple banks on the same property
- They urge CDD and the legal department to provide the clearest and best language possible to achieve these ends.

Final Report of the 2017-19 Harvard Square Conservation District Study Committee

With Recommendations for Amending the Goals, Guidelines, and Order Establishing the District

Harvard Square Conservation District Goals & Guidelines
2019, 2020



Igor Folkin Memorial Sculpture, Brattle Square

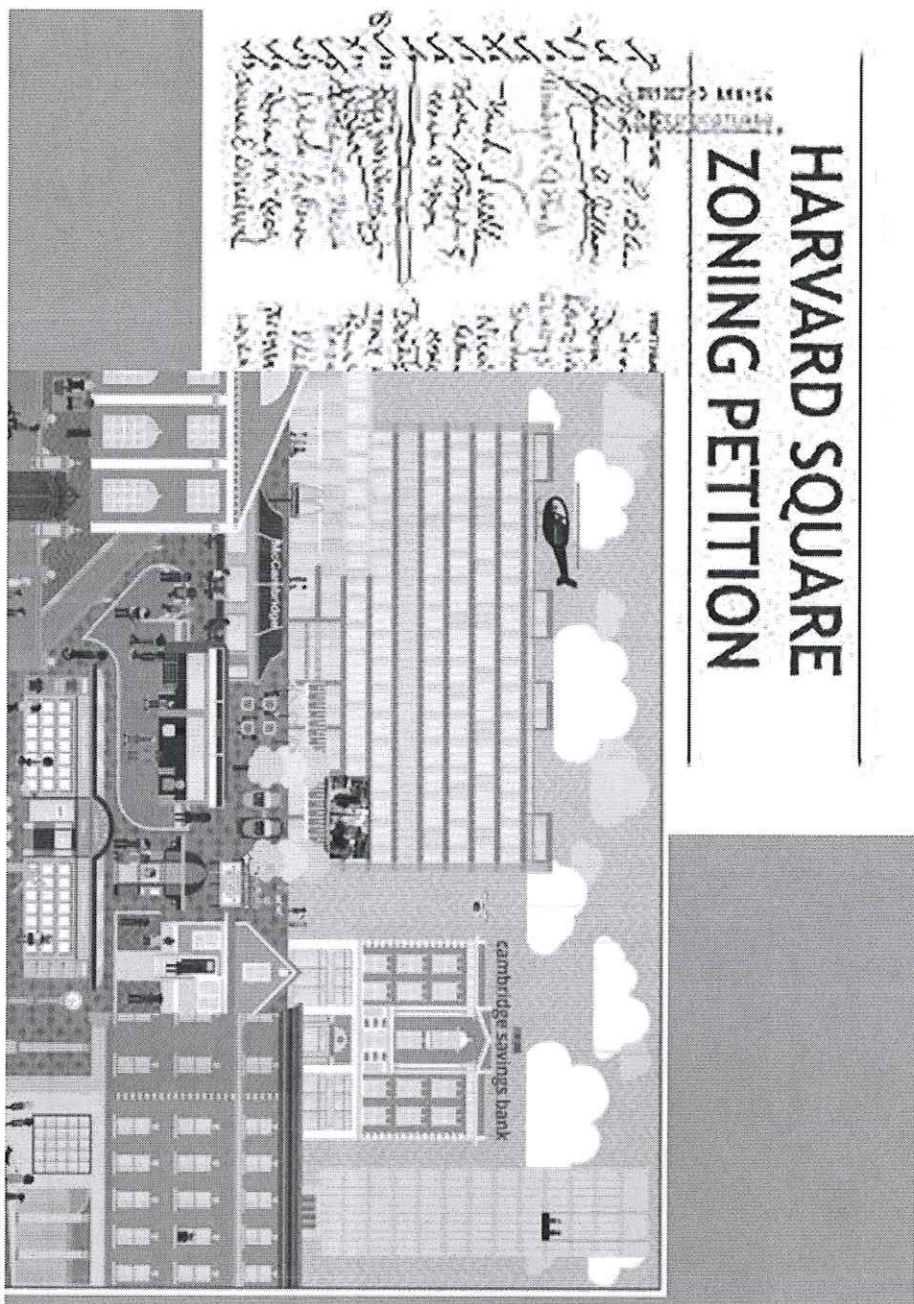
Goals and Guidelines

...**discourage homogeneity** by encouraging diversity of development and open space patterns and building scales and ages.

The District must remain a pedestrian-friendly, accessible, human-scale, quirky, mixed-use environment that supports dynamic urban experiences, complements nearby neighborhoods, and respects the history and traditions of its location...

When possible, retail functions required by law to be screened from public view, such as marijuana dispensaries, should be located so as to preserve the front of the store for retail activity or other active uses.

- Sustain the Vitality of the Commercial Environment: ...encourage creative contemporary commercial design inside the restored framework of storefront openings. **Encourage creative signage**...Regardless of use, **encourage** architectural solutions that preserve storefront fabric, **transparency, and utility**.
- Diversity of Form: ...**Support small-scale storefronts to preserve the vitality and character of the streetscape**.
- Pedestrian Experience. **Protect and enhance the pedestrian experience**.
- Residential Development. **Enhance the all-hours neighborhood quality of Harvard Square...**
- Compatible Design. **Encourage compatible design...serving the needs of surrounding neighborhoods, students, workers and visitors from around the world.**



2019 Harvard Square Zoning Petition approved unanimously by Planning Board and City Council; now ordained.

Harvard Square Zoning Amendment aims - from CDD Report

The current petition seeks to modify the limitations on the frontage of bank uses in the Harvard Square Overlay District in the following manner:

- Eliminates the 30% restriction to a building's ground floor bank frontages, aggregated over one or more streets.
- Modifies the linear foot limitation for bank use frontage along a building's ground-floor level so that the 25' limitation is calculated cumulatively for buildings with frontages along multiple streets, rather than one street.
- Adds language that attempts to modify how "ground-floor level frontage" is calculated and assigned, so that the calculation will include portions of a building's bank uses that are located within 20 feet of the street but that are not directly accessible or visible from the street.

Likely Impacts:

- *Makes it easier for banks to open in smaller properties in Harvard Square (removing 30% restriction)*
- *Allows better control of prime Harvard Square locations for banks with large street-facing facades.*
- *Avoids creation of faux-art-gallery and similar non-transparent financial institution facades*



Precipitating Event

Santander Bank
 MA Ave & Linden St.

- length/scale
- building type
- monotony
- repetitive
- dead space
- against HSCD guidelines
- dark at night
- does not enhance
- not eclectic signage



Regency Building
Brattle St AND JFK St.



Two primary public facing entrances, each on separate streets (Brattle AND JFK) Monotony, branding, not pedestrian-focused Not conforming with HSNC guidelines

Precipitating Event

Chase Bank Branch to Open in Center of Harvard Square in 2022



Harvard Square will soon be home to a Chase Bank branch, slated to arrive on JFK St. in 2022. By Aiyana G. White

By Leah J. Teichholtz, Crimson Staff Writer
September 29, 2021

Banks as Billboards in Harvard Square

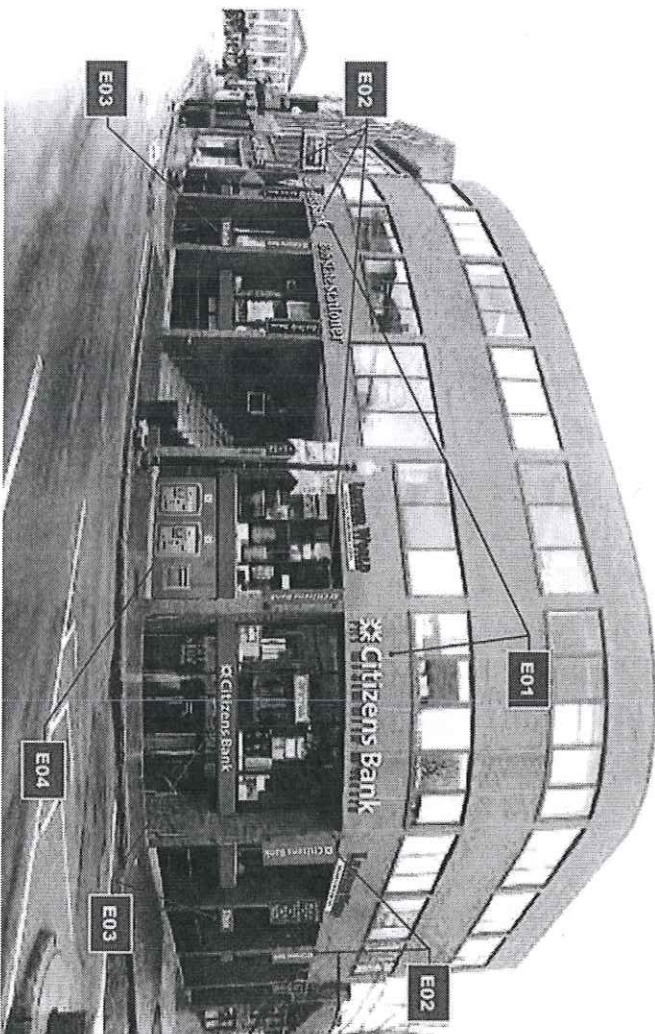
- few people use them as walk-ins
- largely all about branding
- detract from streetscape & pedestrians



Harvard Square bank asks to quadruple signage

Council, zoning board asked to approve Citizens Bank, Leather World signs on 30 Brattle St.; city removes variance information from website.

By John Hawkinson
Monday, April 27, 2015



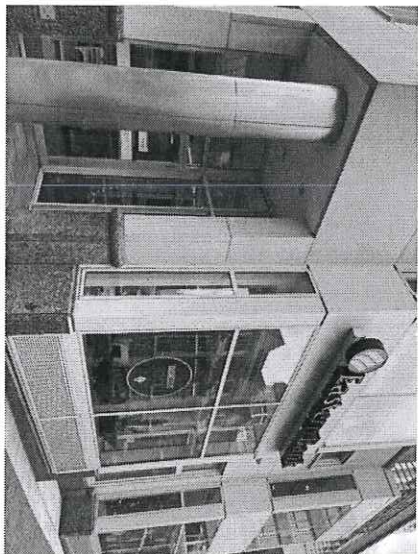
A rendering shows the signs requested by companies at 30 Brattle St. in Harvard Square. (Image: Philadelphia Design)



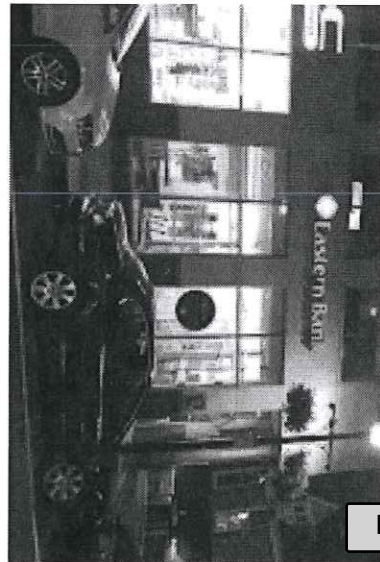
Massive scale & amount of space
 Take place of other key businesses needed in the Square for neighbors, students and works.



Minutes Acceptance: Minutes of Dec 14, 2022 1:30 PM (Committee Reports)

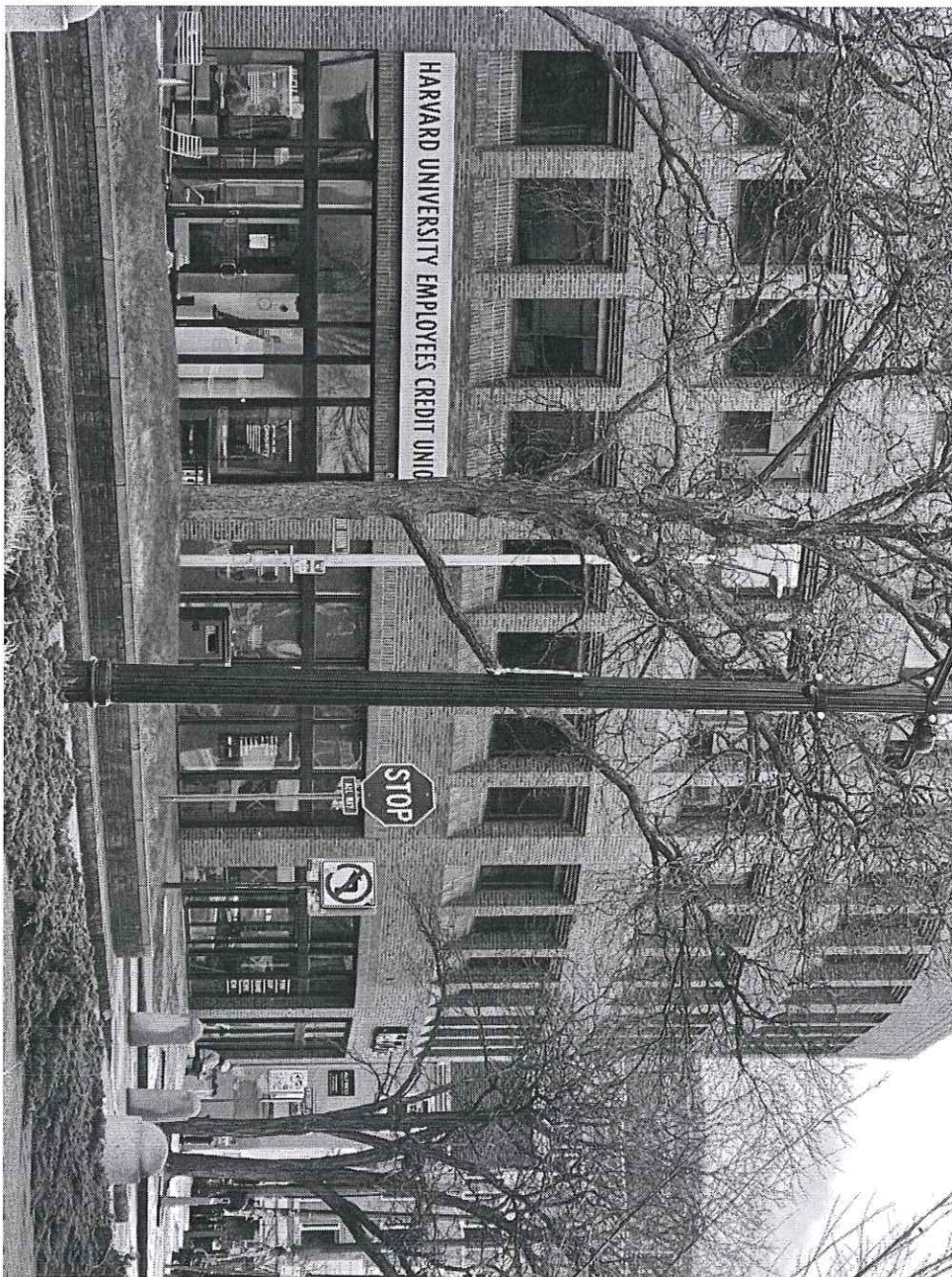


Number of banks in Harvard Square is crazy. And still prime places for more.

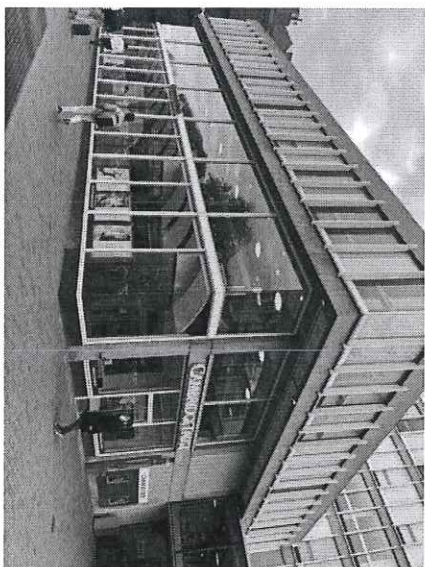
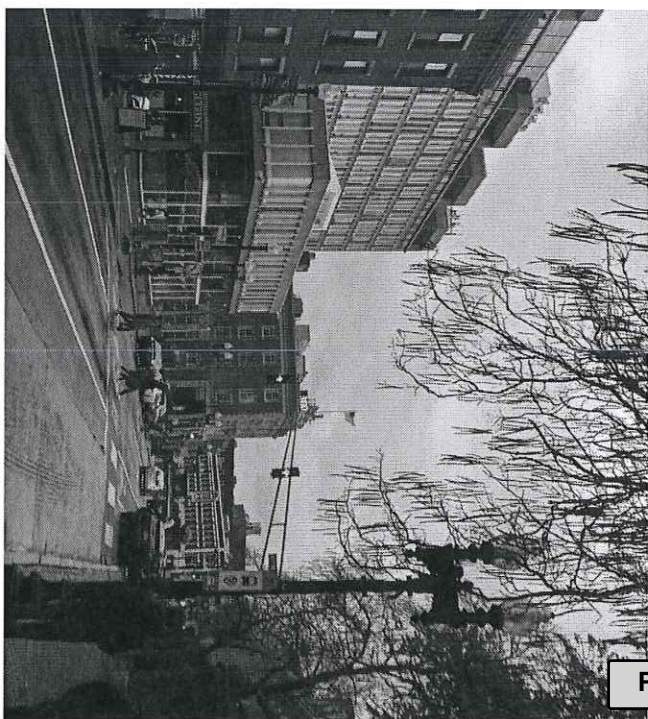




Financial institutions in prime Harvard Square locales -- become a pedestrian wasteland.



Percentage of bank frontage prime street locales is over the top
 HSCD language opposes such practices in its goals and guidelines
 - we can't change the past, but we can the future.

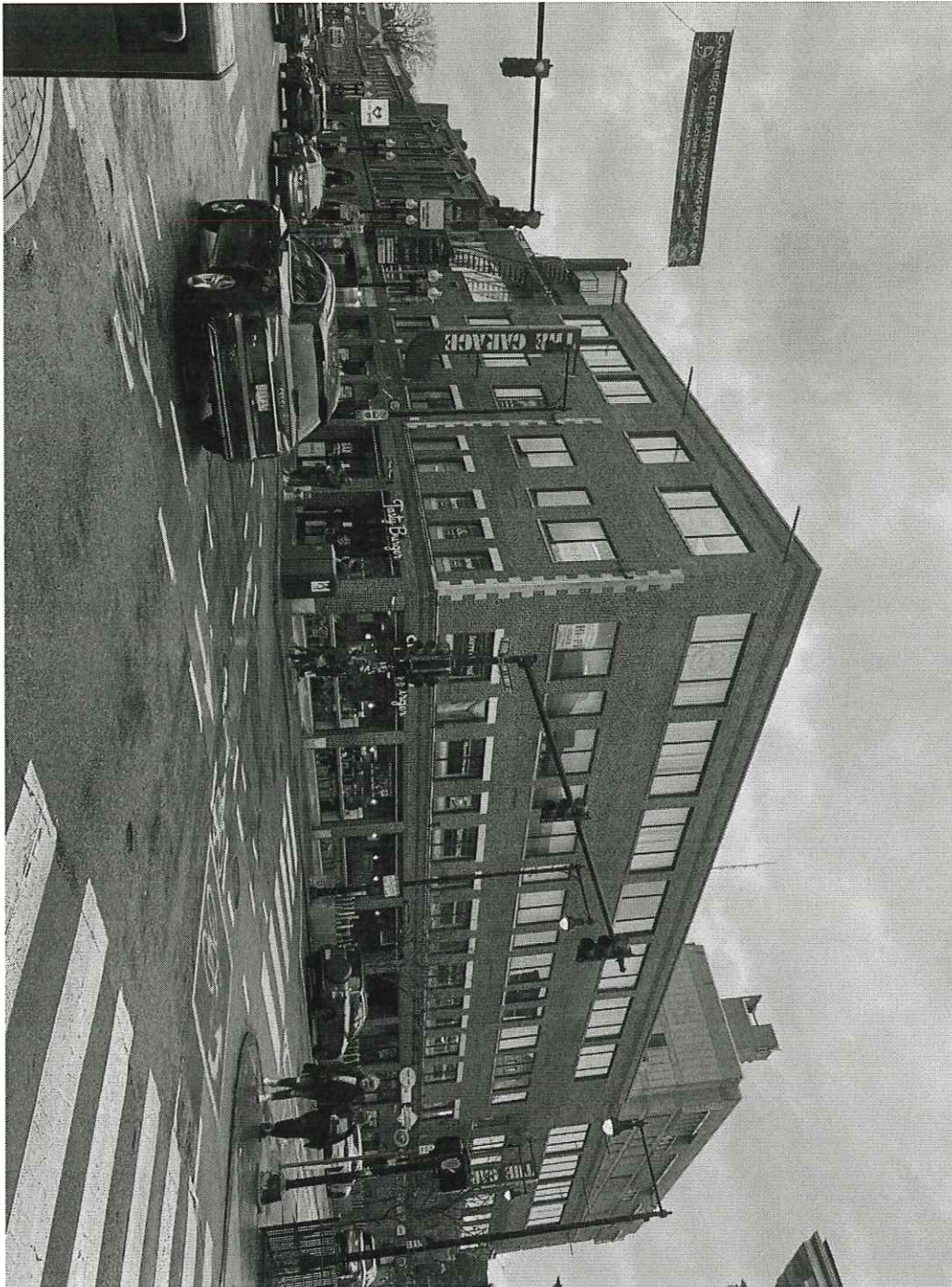




Bank of America – dominates streetscape
 Too dark and people avoid walking nearby
 at night.
 Safety concerns. HSAC concerns.

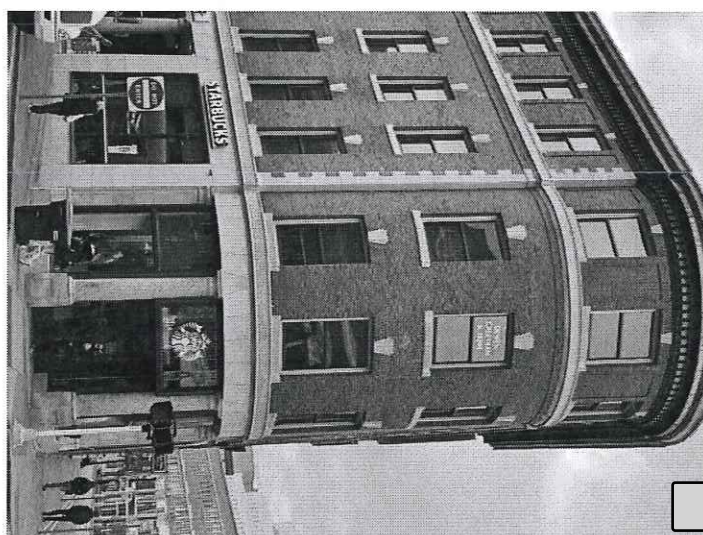


Many more bank opportunities await: 57 JFK (on Winthrop Park)



Awaiting bank opportunities
 The Garage
 Other prime corner locales





Prime locales that also could become banks.

Note: these have transparent windows which banks cannot have (HSCD guidelines)
Monotony
Needs 17

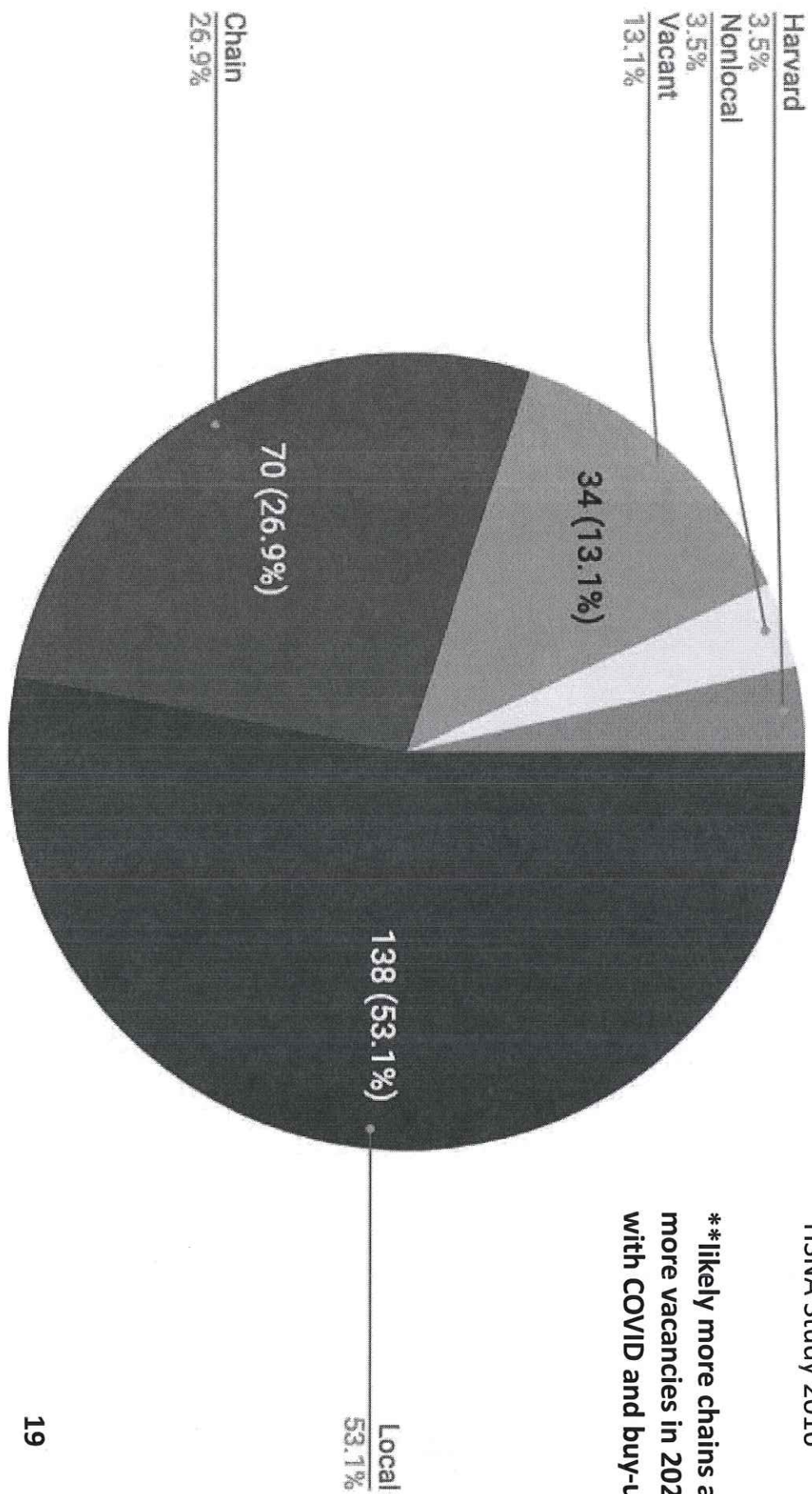
2016 HSNA study on local commercial property use



Jonathan Yuan '22 visits
 the closed Curious
 George store in Harvard
 Square while working on
 his summer project Be
 the Change! Harvard
 Square and its Setting.

Kris Snibbe/Harvard
 Staff Photographer

Harvard Square Storefronts



HSNA Study 2016

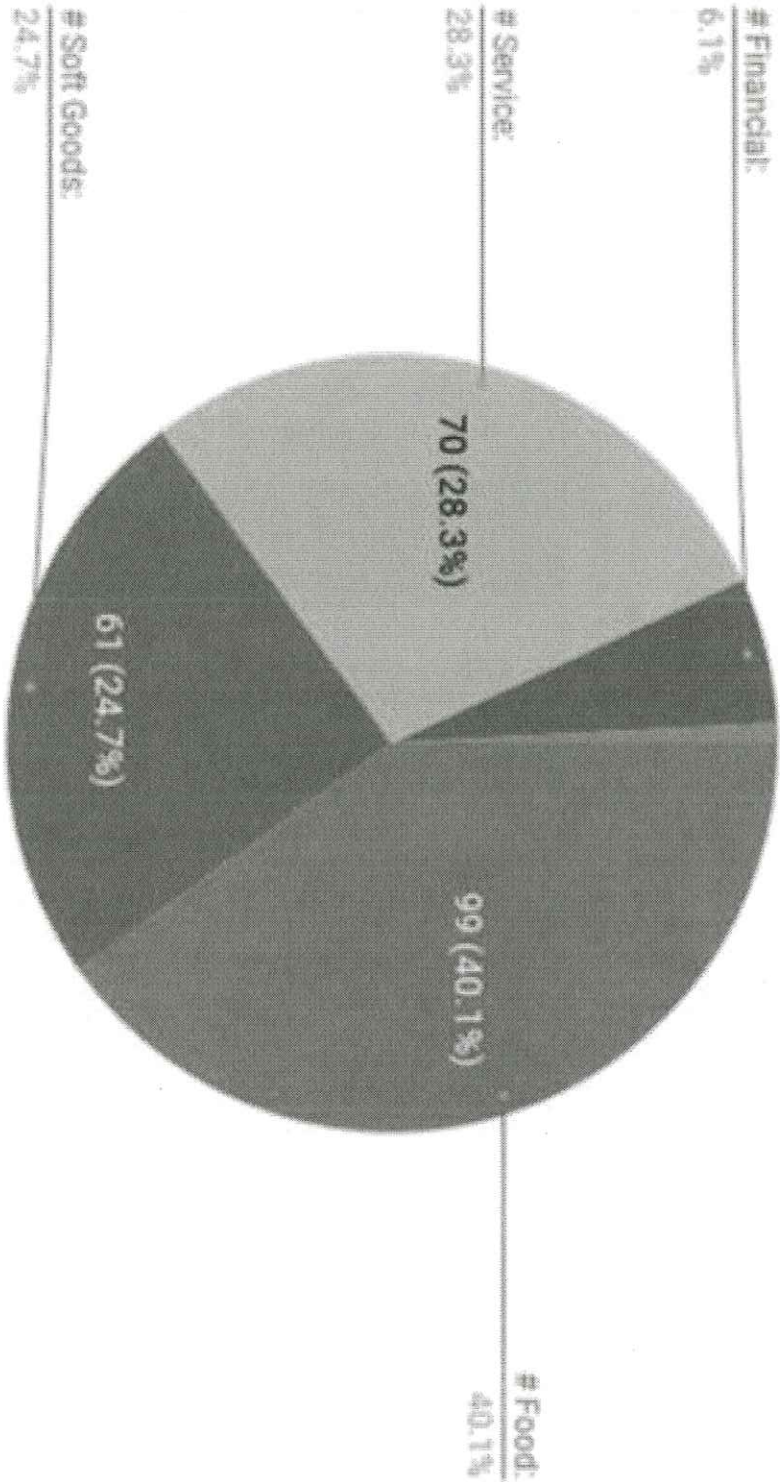
****likely more chains and more vacancies in 2022 with COVID and buy-ups.**

Local
53.1%

Note: banks are 6.1% of makeup in 2016 (higher now).

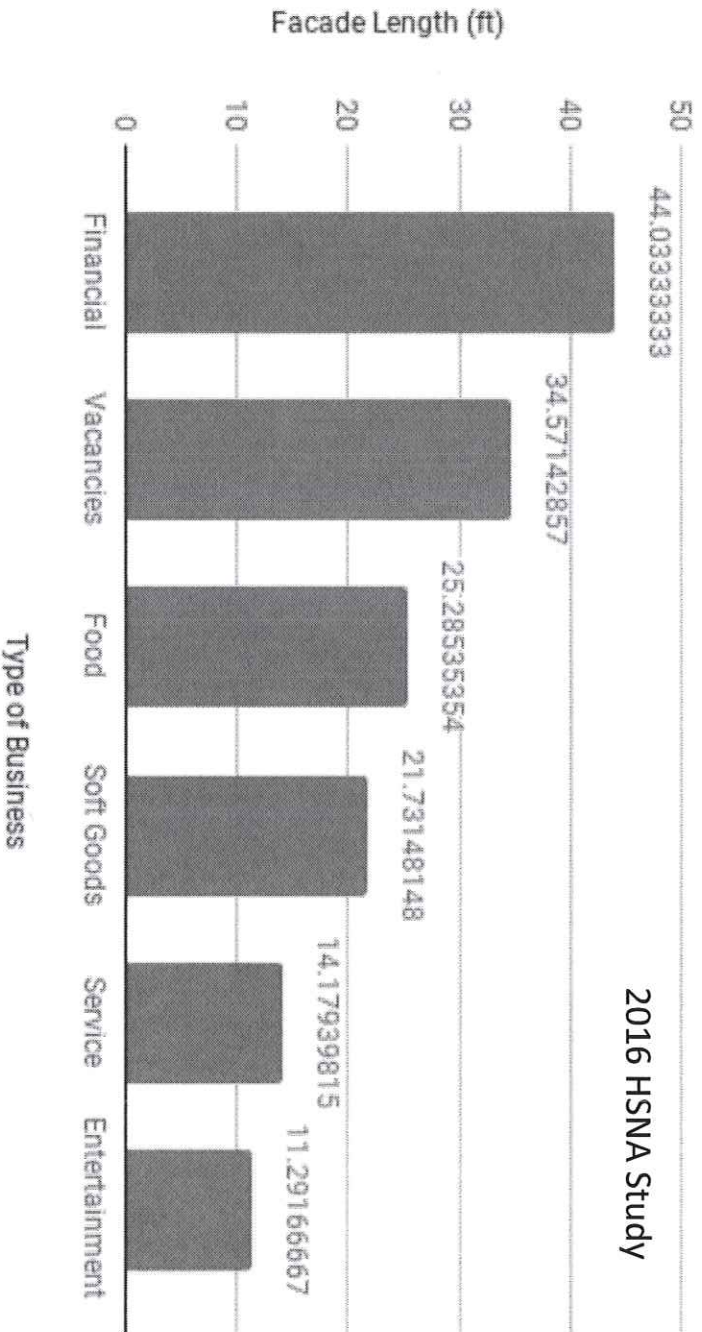
2016 HSNA study

Business Makeup



Current Business Makeup in Harvard Square

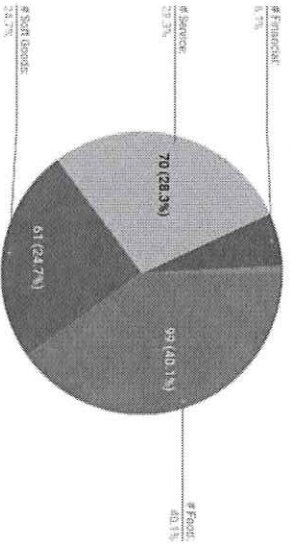
Average Facade Length for a Single Business by Type



2016 HSNA Study

- *likely even more now
- **countering HSAC guidelines & goals
- **countering Harvard Square zoning petition goals
- ** more possibilities await

Business Makeup



Current Business Makeup in Harvard Square

(Financial is green and 6.1% of whole)

Average Facade Length by Business Type

** disproportional length for financial institutions (to actual numbers)
 ***the larger the facade length the greater chance of **vacancy**

Property Owner

Percentage of Local Businesses within Portfolio by Property Owner

Percentage of HSO Businesses Owned by Property Owner

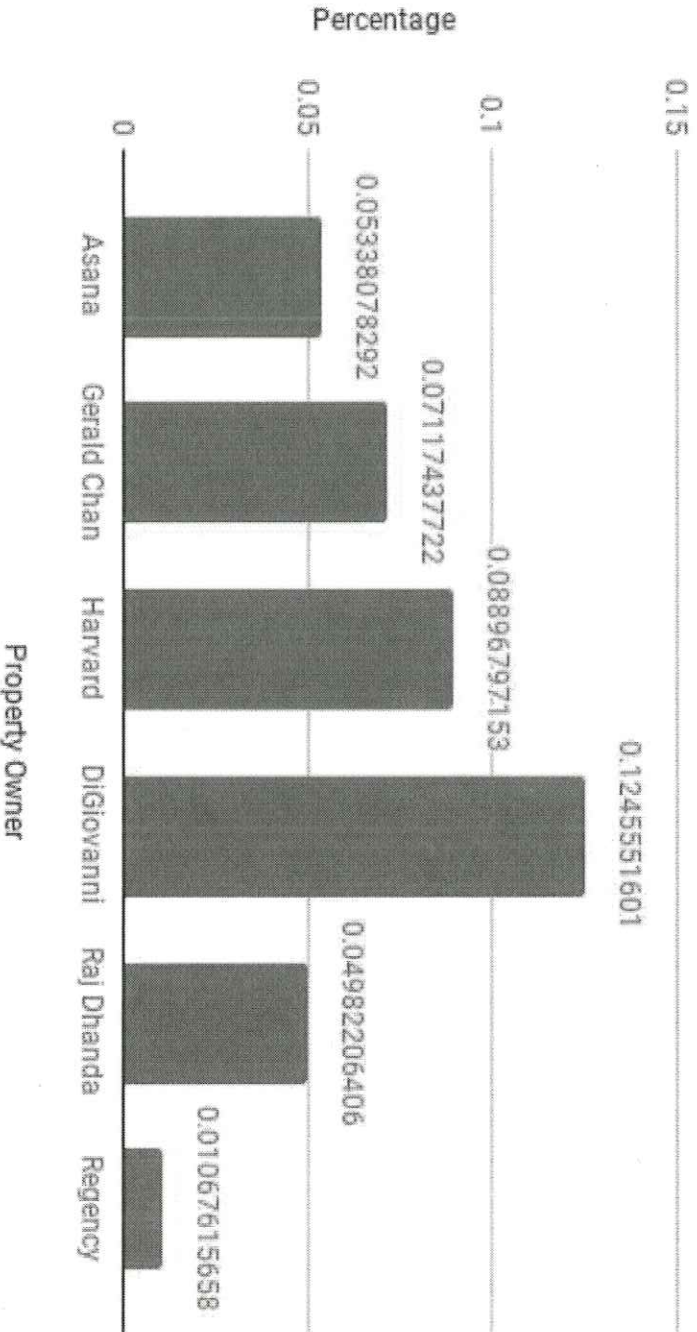
2016 study
If we remove Harvard
likely an even higher percent
of chain stores, banks,
and vacancies

Very few HSO property owners:
unlike in many other Squares
and many other cities

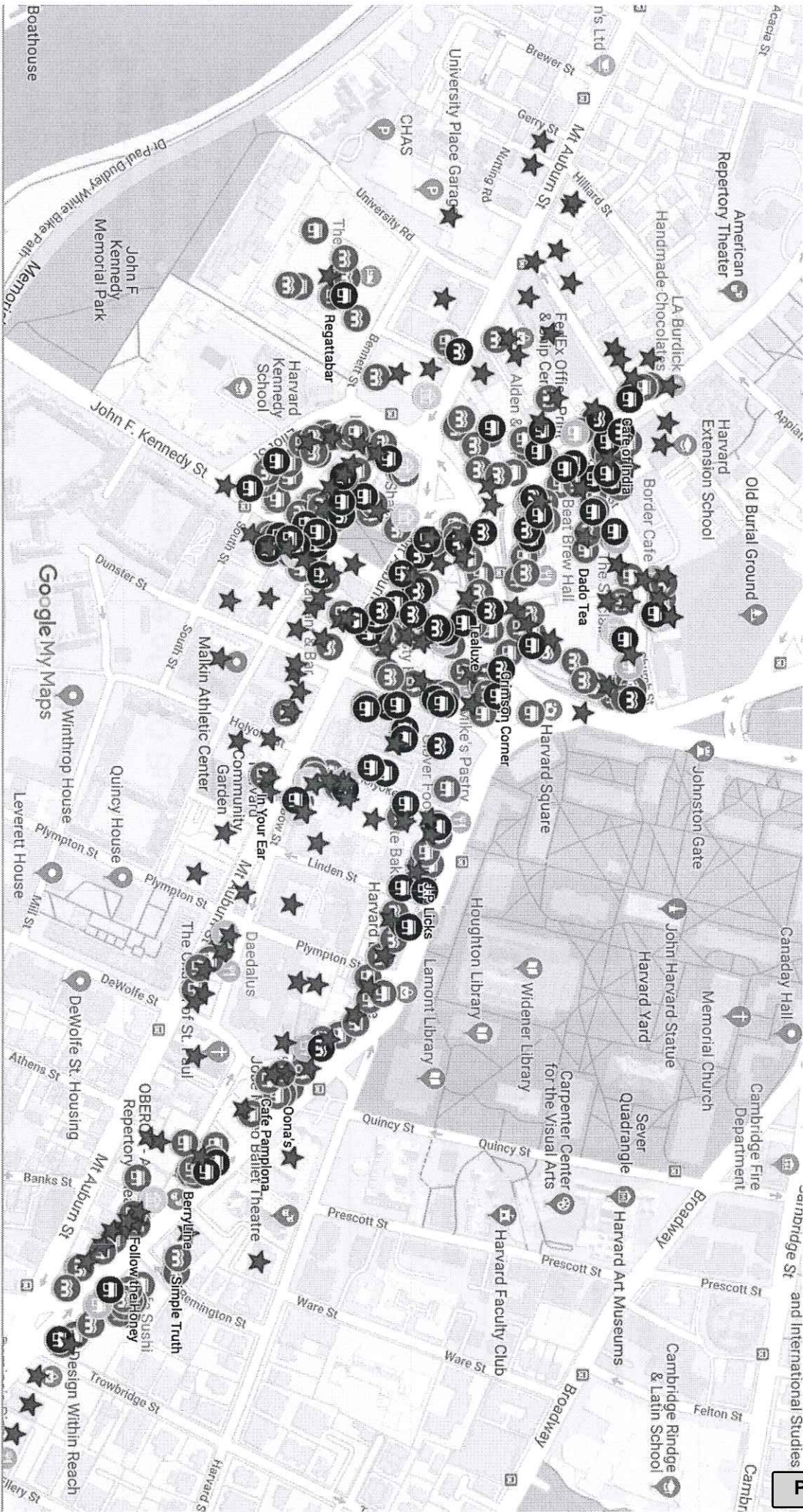
Few commercial businesses
own their own buildings here
so lease rates more difficult
(financing around investments).

Mostly non-Cambridge owners

This makes our situation even
more important to address
through zoning and other means.



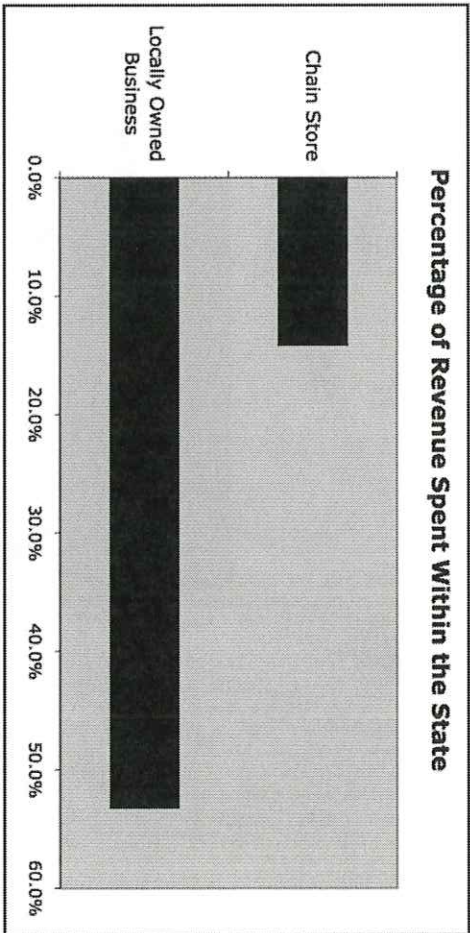
Percentage of Total Businesses by Property Owner



business turnovers

Susan Labandibar 2015 data

<https://lisr.org/wp-content/uploads/files/midcoaststudy.pdf>



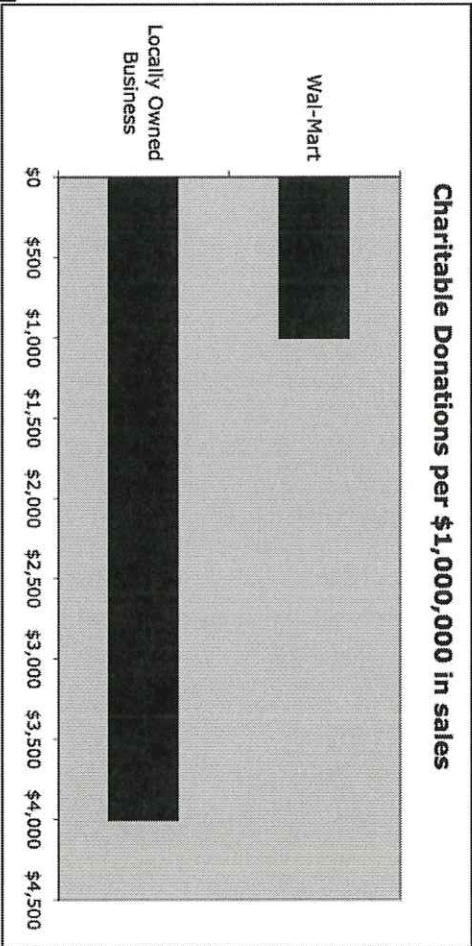
Opaque facades go against HSCD

Large facade banks take up key spaces from other commerce

Banks

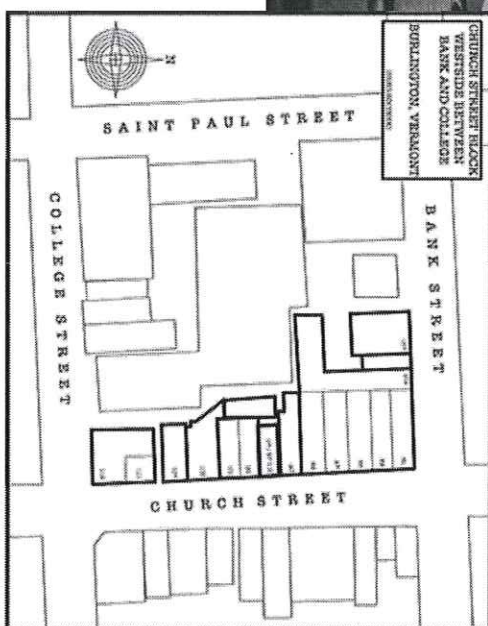
- Drive up lease prices
- Drive away shoppers
- Drive away local businesses

Why local businesses matter.....

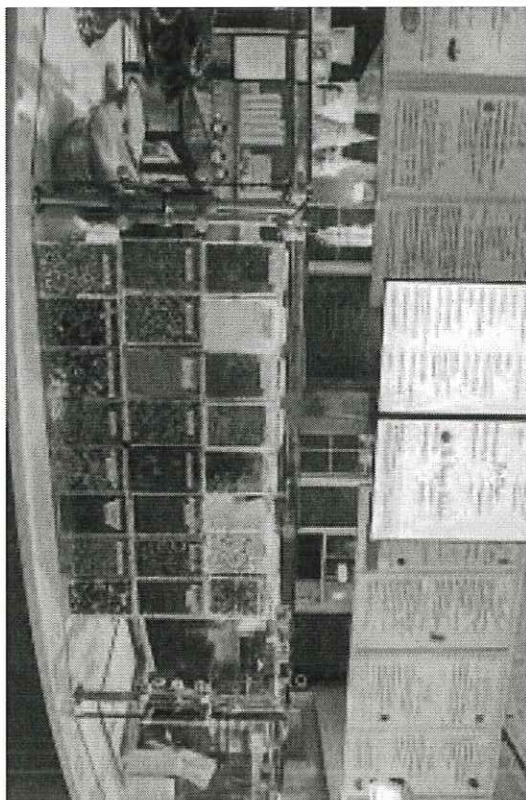
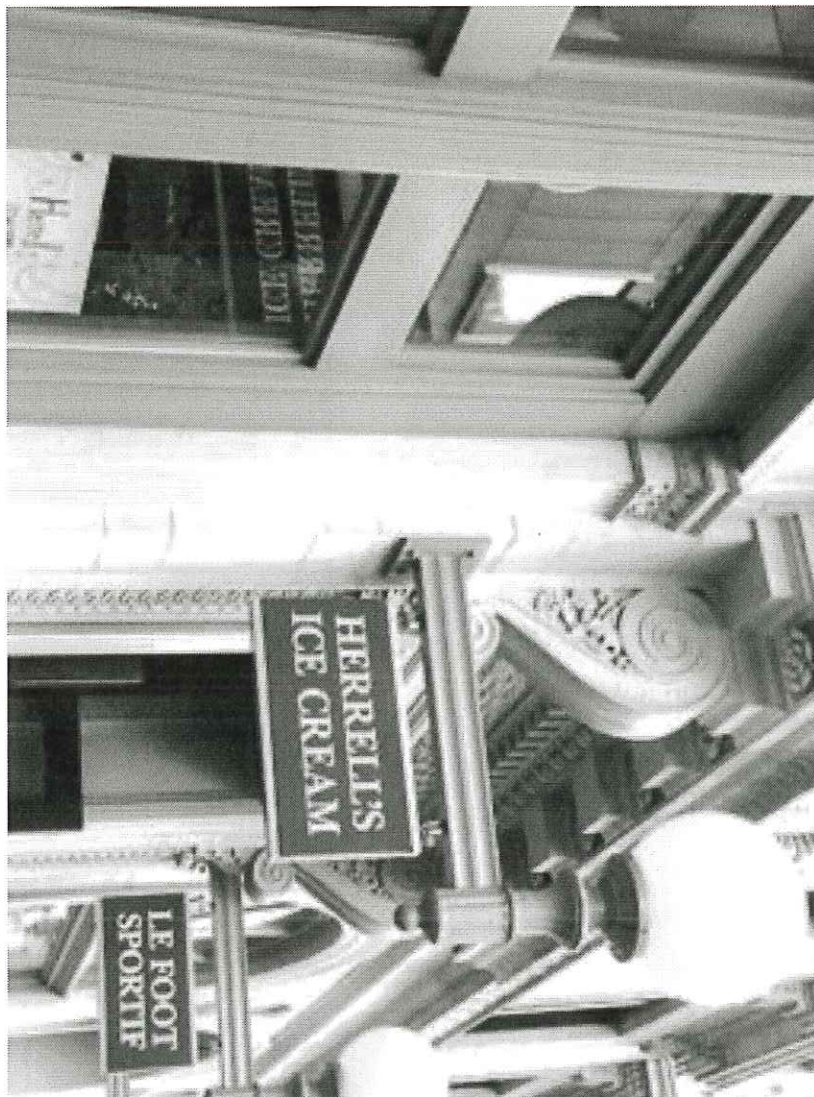




The model: Burlington Vt.
 Smaller bank facades
 Irish pub in Chittenden Bank



Cambridge Ice Cream in a (smaller) bank

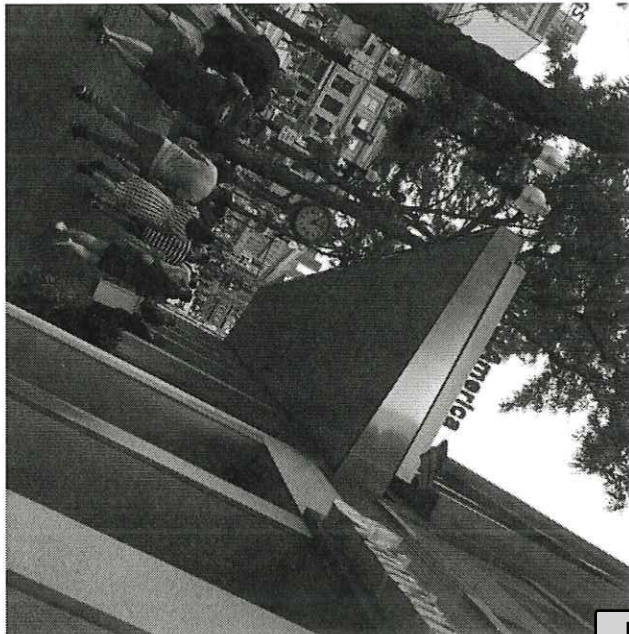
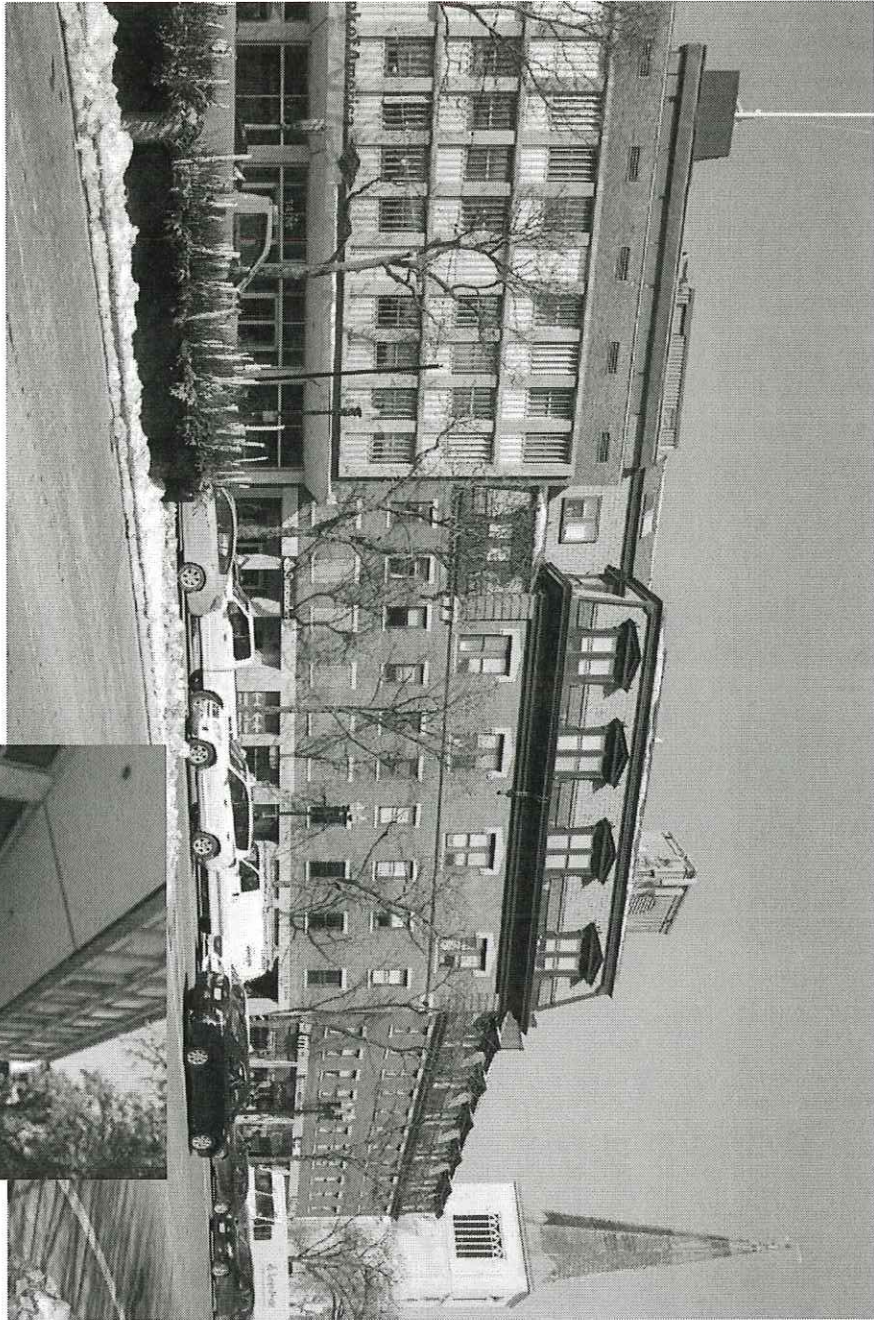




Cambridge Savings Bank added
Le macaron
A positive step, however, bank's
street space still very large



**Impact of long-facade banks on street scape.
*Finding space for eclectic businesses that bring business to the Square***



Harvard Square Zoning Information – Community Development Department – Cambridge, MA

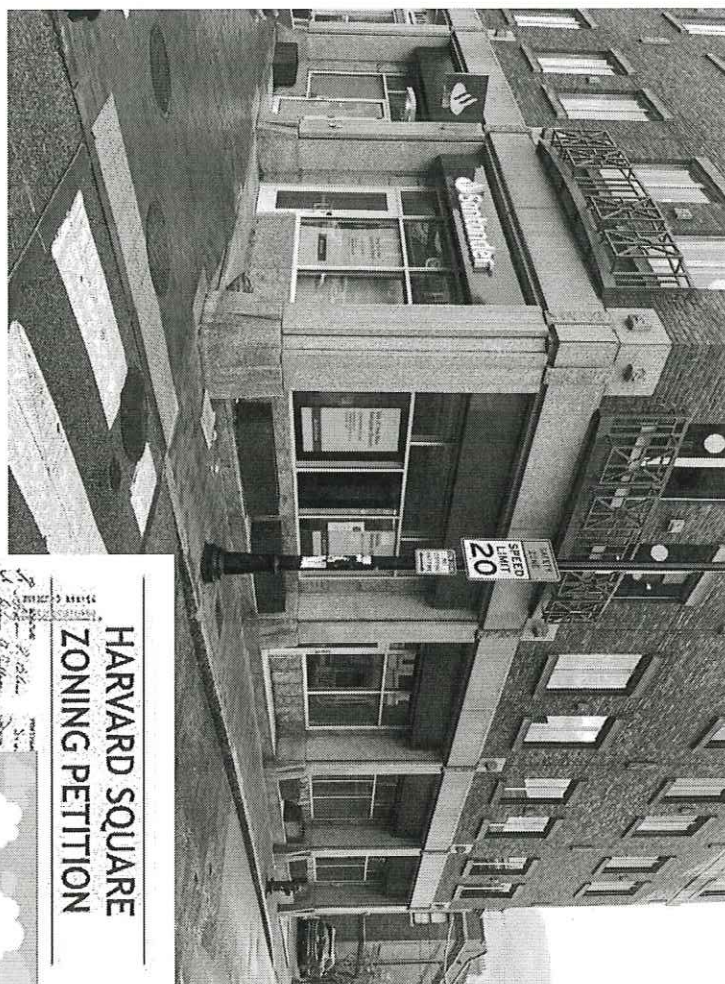
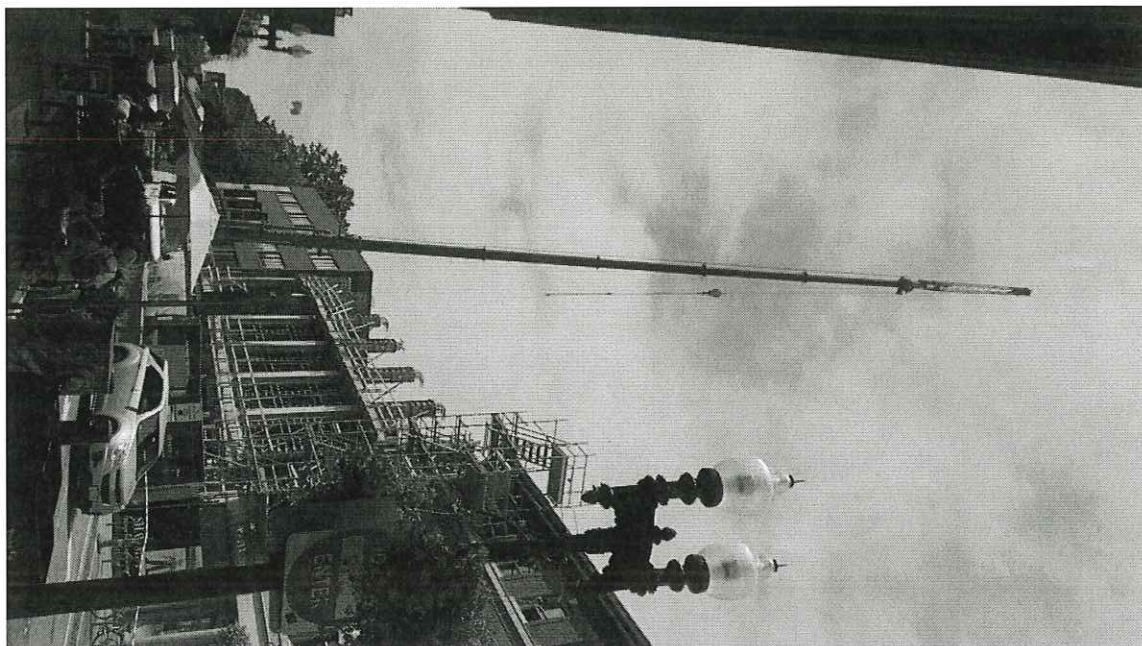
Harvard Square Overlay District (HSOD) Use Table	Base Districts in HSOD									
	BB	BA	O-3	O-2	C-3	C-2B	C-1	SP	SP	SP
Residential Uses – Section 4.31 (generally)	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Transportation, Communication, and Utility Uses – Section 4.32 (generally)	varies	varies	varies	varies	varies	varies	varies	varies	varies	varies
Institutional Uses – Section 4.33 (generally)	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Offices and Laboratory Uses – Section 4.34 (generally)	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Retail and Consumer Service Uses – Section 4.35 (see listed below)	below	below	below	below	below	below	below	below	below	below
Establishment providing convenience goods such as drug stores, food stores, tobacco, newspaper and magazine stores, variety stores, and liquor stores, provided that the establishment is located in a structure also containing retail uses, and that no establishment shall exceed two thousand five hundred (2,500) square feet gross floor area. (a.1)	Yes	Yes	PB	No	PB	PB	PB	PB	PB	PB
Store for retail sale of merchandise where all display and sales are conducted within a building or where a permit has been issued by City Council for an outdoor sale, and where no manufacturing assembly, or packaging occur on the premises, except in industrial districts. (a.2)	Yes	Yes	PB	No	PB	PB	PB	PB	PB	PB
Place for the manufacturing, assembly or packaging of consumer goods, provided that at least fifty (50) percent of such merchandise is sold at retail on the premises and that all display and sales are conducted within a building. (b)	Yes	SP	PB	LC	PB	PB	PB	PB	PB	PB
Barber shop, beauty shop, laundry and dry cleaning pickup agency, shoe repair, self-service laundry or other similar establishment. (c)	Yes	Yes	PB	No	PB	PB	PB	PB	PB	PB
Hand laundry, dry cleaning or tailoring shop, provided that only nonflammable solvents are used for cleaning and not more than nine (9) persons are employed. (d)	Yes	Yes	PB	No	PB	PB	PB	PB	PB	PB
Lunchroom, restaurant, cafeteria, provided that no alcoholic beverages are sold or consumed on the premises. (e)	Yes	Yes	No	No	No	No	No	No	No	No
Lunchroom, restaurant, cafeteria where alcoholic beverages are sold and consumed and where no dancing or entertainment is provided. (f.1)	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Bar, saloon, or other establishment serving alcoholic beverages but which is not licensed to prepare or serve food and where no dancing or entertainment is provided. (f.2)	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Bar or other establishment where alcoholic beverages are sold and consumed and where dancing and entertainment is provided. Dance hall or similar place of entertainment. (g)	Yes	No	No	No	No	No	No	No	No	No
Theatre or hall for public gathering. (h)	Yes	SP	SP	SP	SP	SP	PB	PB	PB	PB
Commercial recreation. Defined in Article 2.000. (i)	SP	SP	PB	SP	PB	PB	PB	PB	PB	PB
Mortuary, undertaking or funeral establishment. (j)	Yes	Yes	SP	SP	SP	SP	No	No	No	No
Printing shop, photographer's studio. (k)	Yes	Yes	SP	SP	SP	PB	PB	PB	PB	PB
Veterinary establishment, kennel, pet shop or similar establishment, provided that all animals are kept indoors and that no noise or odors are perceptible from adjoining lots. (l)	SP	SP	No	No	No	No	No	No	No	No
Sales place for new and used car, rental agency for autos, trailers and motorcycles, conducted entirely within a building and provided no major repairs are made. (m)	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Office including display or sales space of a wholesaler, jobbing or similar establishment, where not more than twenty-five (25) percent of the floor area is used for assembling, packaging, or storage of merchandise. (n)	Yes	SP	No	No	No	No	No	No	No	No
Fast Order Food Establishment. Defined in Article 2.000. (o)	SP	SP	No	No	No	No	No	No	No	No
Art/Craft Studio. Defined in Article 2.000. (q)	Yes	Yes	SP	SP	SP	SP	SP	SP	SP	SP
Bakery, Retail. Defined in Article 2.000. (r)	Yes	Yes	SP	SP	SP	SP	SP	SP	SP	SP
Registered Marijuana Dispensary. Defined in Article 2.000. (s)	PB	PB	PB	PB	PB	PB	PB	PB	PB	PB
Open Air and Drive-In Retail – Section 4.36 (generally)	varies	varies	varies	varies	varies	varies	varies	varies	varies	varies
Light/Heavy Industry – Sections 4.37/4.38 (generally)	varies	varies	varies	varies	varies	varies	varies	varies	varies	varies

November 16, 2017

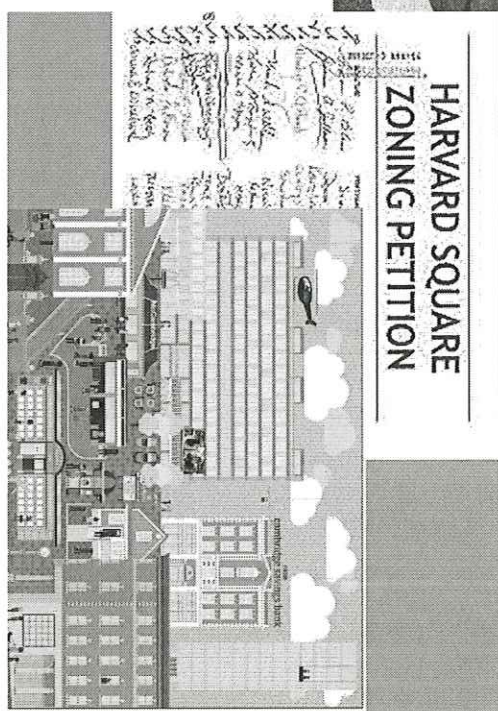
Page 2

Beyond purview of this zoning petition amendment to address usage, though perhaps going forward....

- Residential uses
- Transportation, Communication and Utility
- Institutional Uses
- Offices and Laboratory Uses
- Retail and Consumer Services
- Convenience goods – drug store, food, tobacco, liquor,
- Retail sales
- Manufacturing
- Barber shop, beauty shop, shoe repair
- Hand laundry, dry cleaning
- Restaurant, cafeteria
- Bar, saloon
- Dance Hall
- Theatre
- Commercial recreation
- Mortuary, funeral establishment
- Printing shop, photographer's studio
- Veterinary establishment, kennel, pet shop



We urge you to support the
 HSNA amendment to the
 Harvard Square Zoning Petition



20.54.9 Frontage Restrictions. Banks, trust companies, or similar financial institutions as identified in Section 4.34e shall occupy no more than twenty-five feet (25') of the ground-floor level frontage of a building facing any street, aggregated over one or more streets and measured horizontally parallel to the street the wall faces. This limitation shall apply to the sum of all ground-floor frontage to a depth of 20 feet measured from the street. The Planning Board may grant a special permit to allow a minor increase in the permitted frontage upon finding that such increase would create a result that is more compatible with the unique conditions of a particular building or site and that the criteria set forth in Section 20.53.2 above are met.

Harvard Square Zoning Petition Modification re. Frontage of Financial Institutions

WHEREAS the physical requirements of banks and other financial institutions have changed considerably over recent decades due to online banking; and

WHEREAS Cambridge already has several zoning ordinances that limit the ground floor frontage of financial institutions in key squares and avenues; and

WHEREAS Cambridge is seeking to encourage local businesses that often are competing with banks and other financial institutions for prime ground floor real estate; and

WHEREAS Cambridge is encouraging more pedestrian activity and active ground floor use and facade transparency are important in enlivening the streetscape; and

WHEREAS Cambridge City Council unanimously approved Ordinance 1420 seeking to limit the linear ground floor facade length to 25' in Harvard Square; and

WHEREAS this petition further clarifies the ordinance to conform with the guiding principles, intent, and spirit of Ordinance 1420;

THEREFORE, in order to incorporate additional specificity on criteria in the existing zoning law and its implementation, Section 20.54.9 is deleted and replaced with the following:

The End...

Thank you

Perez, Lori

From: Patterson, Anita H <apatters@bu.edu>
Sent: Wednesday, December 14, 2022 11:07 AM
To: Azeem, Burhan; Carlone, Dennis; Mallon, Alanna; McGovern, Marc; Nolan, Patricia; Siddiqui, Sumbul; Simmons, Denise; Toner, Paul; Zondervan, Quinton; City Clerk
Subject: HSQ zoning petition amendment
Attachments: Patterson.pdf

Minutes Acceptance: Minutes of Dec 14, 2022 1:30 PM (Committee Reports)

14 Hilliard Street
Cambridge, MA 02138

To Whom It May Concern:

We strongly support the HSNA zoning petition amendment. We believe that limiting the ground floor façades of banks would allow for more local businesses, enliven the streets, make it less dark and more safe at night, and help to restore Harvard Square to being the visually interesting and vibrant scene it once was.

Sincerely,

Anita Patterson
Orlando Patterson

Perez, Lori

From: Blier, Suzanne <blier@fas.harvard.edu>
Sent: Saturday, December 10, 2022 11:06 AM
To: McGovern, Marc; Quinton Zondervan; Siddiqui, Sumbul; Azeem, Burhan; Carlone, Dennis; Mallon, Alanna; Toner, Paul; Nolan, Patricia; Simmons, Denise; Huang, Yi-An
Cc: Roberts, Jeffrey; City Clerk; Farooq, Iram; HSNA Steering Committee; Brad Bellows
Subject: Harvard Square Zoning Petition Amendment document for City Council Ordinance Committee Meeting.
Attachments: HSNA zoning petition - Planning Board 12.1.22 .pdf

Dear Ordinance Committee Chairs Marc McGovern and Quinton Zondervan, as well as Mayor Siddiqui, Cambridge City Councillors, and City Manager Yi-An Huang,

Attached is a PDF of the powerpoint HSNA will present at the upcoming Ordinance Committee meeting on the Harvard Square Zoning Petition Amendment.

I have forwarded the powerpoint itself via We Transfer, also linked here: <https://we.tl/t-sYNqZpEX1O>

Brad Bellows and I will be presenting this zoning petition amendment in person. It would be helpful if we could advance the zoning petition powerpoint slides ourselves. I will bring my laptop with the hope to do so.

Our proposed zoning amendment was supported unanimously by the Planning Board last week. I spoke with Jeff Roberts following the meeting to assure that my understanding of the Planning Board results and recommendations comported with what he had heard.

I look forward to presenting this to you on December 14.

Please let me know if there is anything else that I should be providing you with.

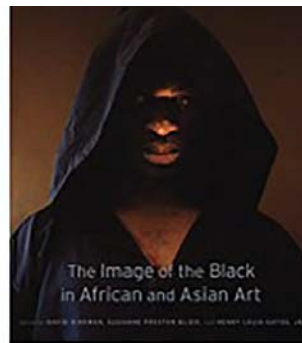
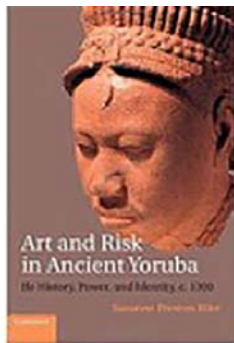
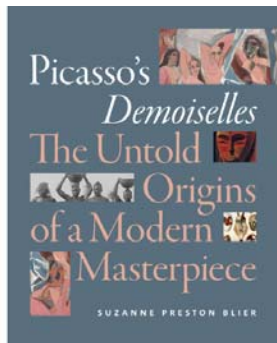
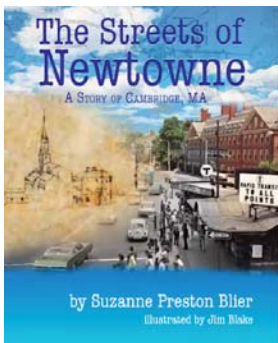
Cordially,

Suzanne Preston Blier
 President, Harvard Square Neighborhood Association

Suzanne Preston Blier, Allen Whitehill Clowes Professor of Fine Arts and of African and African American Studies
 Harvard University 485 Broadway, Cambridge Ma. 02138. 617 497-1464
 (she/her/hers)

Chair, Executive Committee of Delegates, American Council of Learned Societies
 Clerk, National Committee for the History of Art
 Chair, International Advisory Committee, [WorldMap](#)
 Member, American Academy of Arts and Sciences
 Member, Institute for Quantitative Social Science, Harvard University
 Member, Harvard Mellon Urban Initiative
 43rd President, [College Art Association](#) (founded 1911)

Minutes Acceptance: Minutes of Dec 14, 2022 1:30 PM (Committee Reports)



The Streets of Newtowne, A Story of Cambridge MA (Imagination and Wonder, June 2023); *The History of African Art* (Thames and Hudson, 2023); Recent books: *Picasso's Demoiselles: The Untold Origins of a Modern Masterpiece* (2019 Duke University Press. Winner 2020 Dedalus Foundation's Robert Motherwell Book Award in the history and criticism of modern art; Selected "Best of 2020" by *Art Forum*. *Art and Risk in Ancient Yoruba: Ife History, Power and Identity c.1300* (Cambridge University Press. Winner, 2016 Prose Prize in Art History and Criticism; Winner, 2016 Choice Outstanding Academic Title); *The Image of the Black in African and Asian Art*, with Henry Louis Gates Jr. and David Bindman (Harvard University Press. 2017); *Art of Jazz: Form/Performance/Notes* with David Bindman and Vera Grant (Harvard University Press 2017. Top 10 Art Books of 2017 *Crave* magazine); *Les asen: mémoires de fer forgé dans l'art vodoun du Dahomey* (2018. Geneva: Ides et Calende; Forthcoming: *1325: How Africa Made the Modern World* (2023 Yale University Press).