

Harvard Square Business Association



March 21, 1984

Vol. I

Newsletter

NEW LOGO/NEW LOOK

James Miga of Analogic Company in Peabody has designed a new logo and masthead for the Harvard Square Business Association.

The Business Association will use our new logo (above, right) on window decals identifying our members, on outfits for our Care-for-the-Square TeenWorkers this summer, on ads and on posters advertising our public events, such as our first annual MAY FAIR on the Cambridge Common.

Thank you, Jim.

CELEBRATE SPRING AT OUR MAY FAIR

On the first Sunday in May, we will sponsor our first annual MAY FAIR on the Cambridge Common. MAY FAIR is an international spring festival, featuring entertainers, multinational food, wine and beer, crafts, clothing, and souvenirs.

MAY FAIR comes to Harvard Square on Sunday, May 6th, from noon until dusk (with a raindate the following Sunday, May 13th, Mother's Day.)

The Business Association is renting booth space on the Cambridge Common, and is providing security, supervision, tables and chairs, and cleanup. We are charging \$1.00 admission for adults (children under 12 are free,) to cover costs of sponsoring the MAY FAIR.

Members who are interested in participating in the MAY FAIR can call our office at 18 Brattle Street, 491-3434. Further details about the MAY FAIR are available for interested participants. (Please read the attached sheet of information on the MAY FAIR.)

Plan to attend our first annual MAY FAIR to help ensure its success and to celebrate spring in Harvard Square.

BUSINESS COMMUNITY ALERT!

Two public hearings to amend zoning laws affecting business communities in the City have been scheduled back-to-back on Thursday, March 29, in the City Council Chamber, and on Tuesday, April 3, in the City Hall Annex.

On both occasions, the public will be asked to consider petitions by the Planning Board: 1) to replace existing sign regulations with a comprehensive new sign ordinance restricting commercial signs, and 2) to make all parking structures subject to floor-area-ratio (FAR) limitations in each district of the city.

Copies of both petitions are on file in the City Clerk's office at City Hall or at the Business Association's office at 18 Brattle Street.

The Council's Committee on Ordinances, chaired by Councillor David Sullivan, is conducting two hearings on March 29, at 6:30 pm (signs) and 6:45 pm (garages). All persons interested in these issues may appear at this time and be heard at City Hall.

The following Tuesday, April 3rd, in the City Hall Annex, 57 Inman Street, third floor, the Planning Board will conduct their own hearings on both issues at 7:30 and 8:30 pm, on sign and FAR amendments, respectively. Again, the public is invited to attend and participate.

After the hearings, the amendments will go to the City Councillors, who will have 90 days in which to vote on their merit. If six Councillors (a two-thirds majority) vote in favor of the proposed amendments, the zoning ordinances will be amended to: 1) limit the size, location, and lighting of new commercial signs in Cambridge; 2) inhibit development of new parking garages in the City, unless special permits are granted by the Planning Board.

Those who plan to attend and to give evidence at either of these hearings, please contact Sally Alcorn at 491-3434.

FORUM ON SAFETY IN THE SUBWAY

A distinguished panel of MBTA and local police officers will discuss "Safety in the Subway," at a public forum sponsored by the Harvard Square Business Association on Wednesday evening, April 11th, at 7:30 pm, in the Cambridge Rindge and Latin High School auditorium on Cambridge Street.

The citywide forum will feature four panel members, as follows:

- William Bratton
MBTA Chief of Police
- Det. William O'Connell
MBTA Community Services
- Anthony Paolillo
Cambridge Chief of Police
- Paul Johnson, Harvard University,
Chief of Police

Panel members will present their views on new security measures intended to protect the public. Specifically, they will discuss recent MBTA police reinforcements; the proposed substation at Alewife; the increased surveillance in Central, Porter & Harvard Square; and personal safety tips for pedestrians and MBTA passengers.

Cooperative efforts by Cambridge and Harvard police, in conjunction with the MBTA, have already contributed to keeping crime statistics on the decline in Cambridge.

On April 11th, free parking is available on the third level of the Broadway Garage for 150-200 cars, during the forum on "Safety in the Subway" at CRLS.

NO-PARKING SIGNS FOR LOADING ZONES

For your information, vehicles with commercial license plates may park for up to 30 minutes in a "No Parking" zone, without running the risk of getting a parking ticket in Harvard Square.

According to George Teso, director of Traffic and Parking in Cambridge, merchants and restaurateurs are entitled to load and unload commercial vehicles (cars and trucks) at unmetered spaces so marked.

CAMBRIDGE DISCOVERY, INC.

Cambridge Discovery is a new tourist information center that has been proposed as a counterpart to other, regional tourist offices located in Boston.

Founded by a committee of local business people (including Sheldon Cohen for the Harvard Square Business Association), Cambridge Discovery is intended to be a focal point for merchants, residents, and tourists who need information about Cambridge, past and present.

According to Dr. Charlotte Moore, one of the founders of the proposed information center, "Cambridge Discovery can become the centerpiece of a collaboration of interested civic and municipal organizations working to make sure that this city is as inviting, comfortable, and accessible as possible."

Cambridge Discovery would eventually provide such services as: reservations for hotels, restaurants, and theaters; souvenir and book shop; guided tours; maps and flyers, as well as general information.

The committee plans to open an office for Cambridge Discovery near Harvard Square by the summer of 1985.

BOOKSELLERS MAP OUT BROCHURE

Booksellers in Harvard Square have begun compiling a guide to the 21 bookstores in the Square.

Our bookstores are considered one of Harvard Square's finest assets, attracting customers from all over New England.

The guide will contain a map and descriptions of each store's inventory and specialty items, address, phone number, and hours.

OTHER BUSINESS/NEWS

- HARVARD SQUARE REPORT PUBLISHED
- PARKING GARAGE PROPOSED ON JFK STREET
- LITTER-FREE HARVARD SQ. BY TEENWORK

LITTER-FREE HARVARD SQUARE

In a classic attempt to clean up Harvard Square, the Care-for-the-Square Committee under Jackie O'Neill proposes to employ 10 TeenWorkers to tackle our Aegean Stables, otherwise known as Harvard Square, this summer.

Working closely with Bill Ryan of the Department of Public Works, the committee plans to supervise the work of high school students, who will be hired to pick up litter and to inform the business community in each section of the Square.

"Care for the Square" has been the slogan used to signify community spirit in planting trees and keeping the Square tidy. During construction on the MBTA, Harvard Square has become littered and unsightly. Now that surface improvements such as the new plantings and side walks are beginning to change the appearance of the Square, the Association is prepared to do its part to make Harvard Square more attractive.

Individual retailers and property owners are encouraged to sweep the walks in front of their stores, and to put any debris into litter receptacles. The City will be cooperating by providing 100 new trash barrels during April, when normal street cleaning resumes. Trash is collected by the DPW twice a week in Harvard Square, i.e. on Tuesday and Thursday mornings, and a third pickup may be added, if the budget permits. The Board of Health prohibits your putting your trash out on the sidewalk before 6:00 pm for pickup the next morning. Also, when there is a holiday, trash collection may be a day later, i.e., Wednesday and Friday.

The Care-for-the-Square Committee plans to get their program to eliminate litter in the Square "off the ground" on Friday, June 1st, with a short ceremony in Forbes Plaza near Holyoke Center.

A detailed proposal about how you can help will be mailed to all of our members. And, when the time comes for our Spring Cleaning, we hope you will pitch in.

HARVARD SQUARE REPORT PUBLISHED.

In February, a report on Development in the Harvard Square Overlay District was published by Harvard University's Graduate School of Design, working with the City's Office of Community Development.

The 130-page report summarizes the findings of earlier studies of the Square, and identifies specific areas that offer the potential for new development.

The report contains market surveys of retail and office space, and attempts to define Harvard Square, in terms of its history and its probable future.

The main purpose of the report is to "promote informed discussion among all interested in the improvement of the environmental quality of Harvard Square and in the development of legislative controls to guide its development."

Its authors are Christopher Chadbourne, who spoke as a member of our panel on Harvard Square in 1985, held in December at the Kennedy School; Francois Vigier, co-principal Urban Design Investigators.

The directors of the Business Association each have a copy of this report, and will be discussing it at their next board meeting on April 6, at 9 am in the Cambridge Trust Company board room.

There will also be an opportunity for the public to hear the findings of this report at a meeting to be scheduled at the Graduate School of Design.

PARKING GARAGE PROPOSED ON JFK STREET

Louis DiGiovanni and Vincent Panico are among the principals who have purchased the Gulf Station on JFK Street in order to erect an \$8-10 Million parking garage for 300-350 cars.

The proposed structure resembles the Coolidge Bank building in Brattle Square, and would include retail spaces on the ground floor.

(continued)

PARKING GARAGE (cont.)

According to Panico, the garage would be less than sixty feet tall with a 45-degree setback, compatible with adjacent architecture at the corner of Eliot Street. Parking in the garage is intended to accommodate shoppers and clients of other firms in Harvard Square, and, thus, intercept traffic before it enters the Square.

RECENT APPOINTMENTS & NOMINATIONS

President Sheldon Cohen has appointed Mark Murphy of BayBank/Harvard Trust as vice president of the Business Association. Mark Murphy is also serving as a member of the Nominating Committee with Walter Guleserian and Charles Sage.

The following committee chairmen have agreed to serve:

- 1. Care for the Square/Jackie O'Neill
- 2. Marketing & Promotion/Tod Beaty
- 3. Traffic & Parking/Charles Sage

The Nominating Committee has recommended that the ByLaws be amended at the annual meeting to appoint a slate of 15 directors and six officers, including a second vice president for external affairs.

If the members so approve, the Committee suggests that the current slate of officers be held over for one year, and that three new directors be elected to the board.

ASSOCIATION MEMBERS ARE SURVEYED

Arlene Lehto, a graduate student at the Kennedy School of Government, is interning with the Harvard Square Business Association this semester.

Part of her coursework requires her to compile information about corporate responsibility. She surveyed 146 members and has received replies from approximately one-third of those surveyed.

So far, the overwhelming response of those who answered the questionnaires has been to complain about the lack of consumer parking.

CALENDAR NOTES

The Board of Directors now meets monthly at the Cambridge Trust Company, at 9 am, on the first Friday of every month, namely:

- April 6
- May 4
- June 1
- July 6
- August 3
- September 7
- October 5
- November 2
- December 7

In general, our committees meet on an ad hoc basis, when necessary. If you are interested in participating on any of our committees, please contact our office at 491-3434.

Other dates to remember in March, April, and May, are, as follows:

- MARCH 29 CITY HALL HEARINGS at 6:30-6:45 on signs/garages
 - APRIL 3 CITY ANNEX HEARINGS at 7:30 & 8:30 on signs/garages
 - APRIL 6 Board of Directors meets at 9 am
 - APRIL 11 "SAFETY IN THE SUBWAY" FORUM at Cambridge Rindge & Latin auditorium at 7:30 pm
 - MAY 4 Board of Directors meets
 - MAY 6 MAY FAIR ON THE CAMBRIDGE COMMON
 - MAY 19 Cambridge River Festival begins
 - MAY 28 Memorial Day
- (Road races are scheduled in Harvard Square on Sunday, March 25, Youville Hospital
 April 1, Run for Peace
 April 8, Cambridge Center for Adult Education
 April 20, Cambridge Family Y)

ANNOUNCEMENTS

Frank Cardullo of the Wursthaus is at University Hospital, Boston, recuperating from an operation, March 21.

Marty and Debby Applebaum (SQuare Deal) announce the birth of their first son, Samuel, March 14.