



SUMMER CALENDAR

- July 21 Office hours, afternoons only until August 22 (Tel 491-3434)
- July 29 Cambridge Historical Commission public meeting at First Parish Church, noon, re: historic district in the Square
- August 4 Sen. John Kerry speaks at 8pm, JFK School of Government Forum
- August 13 State Historic Commission discusses National Register of Historic Places nomination of Harvard Square, 1pm, Codman House, Rt. 126, South Lincoln
*Landlords have 45 days to respond in writing.
- August 22 Office resumes full-time staffing & regular hours
- September 3-7 Harvard's 350th Anniversary (see related story)
- September 12 Board of Directors meet 9am
- September 21 Mount Auburn Hospital's Annual Dinner, 6pm, Hyatt Regency, \$35, Tip O'Neill, speaker. Rsvp 499-5098

MEDICAL ETHICS SYMPOSIUM

Mount Auburn Hospital, celebrating its centennial this year, will host an international symposium, "Contemporary Issues in Medical Ethics," October 16-17, which is open to the public.

The symposium features a simulated "Miller's Court" at Sanders Theatre with Arthur Miller and a distinguished panel of experts addressing "The Right to Life; The Right to Die" on Thursday, October 16, at 7:30pm, tickets \$5-\$15. Call 499-5099 for information and reservations.

HARVARD CELEBRATES ITS 350TH

When Harvard University celebrates its 350th anniversary this September, an estimated crowd of 40,000 alumni and visitors will come to Harvard Square for the festivities.

From September 3-7, the University plans four full days of outdoor festivities, symposia, concerts, and exhibitions. While most of these events require tickets, many are open to the public.

The celebration officially begins in grand style with the Floating Birthday Party on Wednesday, September 3rd, on the banks of the Charles River--spanned by a 600-foot helium arch and illuminated by laser images projected onto screens of water. Music and dancing performed by Citystep, the Cambridge Harmonica Orchestra, the Harvard Band, and the Yale Russian Chorus. The Party begins at 6:00 p.m., concluding at 10:30 p.m., and no tickets are required.

On Thursday and Friday evening, the Harvard Yard will be filled with tables for informal bandstand performances by a number of Harvard-Radcliffe groups that reflect the cultural diversity of life at Harvard today. These include the Krokodiloes, the Wind Ensemble, the Pitches, the Opportunes, the Ballet Folklorico de Aztlán, the Kuumba Singers, dancers from the Asian-American Association, Citystep Dancers, the Harvard Band, and the Din and Tonics. Entertainment begins Thursday from 7-10:30p.m. and Friday from 7-9p.m. in the Old Yard, and wine and champagne will be available. No tickets are required. (cont. p.2)

OUR 75TH ANNIVERSARY

The gala celebration of the Harvard Square Business Association's 75th Anniversary at the Sheraton Commander Hotel on May 20th was truly "An Evening to Remember."

Commemorated in the press by a special keepsake edition of the Cambridge Chronicle, other 75th anniversary souvenirs included balloons, birthday hats, and key rings touting the Business Association as the "key to Harvard Square for 75 years."

Highlighting the past 75 years in Harvard Square, Charles F. Sullivan, executive director of the Cambridge Historical Commission, presented slides and anecdotes to 250 members of the Business Association and honored guests who attended the festivities at the Sheraton.

Mayor Walter Sullivan, City Manager Robert Healy, Kitty Dukakis, Senators John Kerry and George Bachrach offered congratulations to the members of the Business Association. Also present at the birthday party were: Representative Charles Flaherty, District Attorney Scott Harshbarger, Vice Mayor Alfred Vellucci, City Councillors Alice Wolf and Sheila Russell, and Lesley College President Margaret McKenna.

President Sheldon Cohen and Executive Director Sally Alcorn expressed their thanks for the services performed by outgoing directors: Richard Diamond of Vintage Wine Bar, Walter Guleserian of the Sheraton Commander Hotel, Louis Kane of Au Bon Pain, Mary Fulham Killian (formerly with Corcorans, now with T. Deane), Alida O'Loughlin of the Center for Adult Education, and J.D. Pollack of Brattle Hall Associates.

Nominated and elected to the Board of Directors were: Lynn Chase of Cambridge Savings Bank, Paul Corcoran of J. H. Corcoran's and the Harvard Shop, Paul Macdonald of Leavitt & Peirce, Alice Mandis of Rogers of Harvard Square, Jim Smith of the Cambridge Center for Adult Education, and Madelyn Tucker of Cherry Webb & Touraine. Congratulations and welcome to our new directors!

The new slate of officers are: President, Sheldon Cohen of Out of Town News; Vice President, Tod Beaty of Ingram, Rettig & Beaty Real Estate; Vice President and Auditor, Mark Murphy of BayBank/Harvard Trust; Treasurer, Jim Smith of the Cambridge Center for Adult Education, and Secretary, Madelyn Tucker of Cherry Webb & Touraine.

Sheldon Cohen presented engraved silver bowls from the Business Association for their "50 years in Harvard Square" to: Dwight Andrews of Ellis & Andrews; Richard Dow (Richard A. Dow & Co.), Ormand Humphreys of Briggs & Briggs, Ben Olken of Bicycle Exchange, Waldo Powell of Powell Press, Edwin Sage of E.R. Sage & Company, and Robert Slate of Bob Slate's.

John and Sandra Hudson of the Cambridge Condominium Collaborative won the special door prize of a round-trip weekend at the Casa Marina in Key West donated by the Charles Hotel and Eastern Air Lines.

Rounding off the evening, the Cambridge Rindge and Latin High School jazz ensemble performed a spectacular floor show in honor of the 75th Birthday of the Business Association.

Harvard's 350th(continued)

On Thursday evening, the ballroom of the Charles Hotel features a Champagne and Swing Dance with Hart Leavitt and "The Jazz Age" from 9pm to midnight, for \$5.00 admission.

University organist John Ferris performs favorite works from his repertoire in Memorial Church on Thursday and Friday at 5pm. No tickets are required for the recitals.

For general information and tickets for Harvard Convocations, you may call the 350th office at (617) 495-3500. Please note that all reservations must be made on official application forms.

COUNCIL AMENDS ZONING IN HARVARD SQ

On June 2, the City Council voted 7:1 to amend legislation affecting design review and development in the Harvard Square Overlay District.

Last minute changes proposed by the City Council substantially altered the document prepared by the Community Development Department and the Historical Commission, in cooperation with representatives from Harvard Square's business community and surrounding neighborhoods.

The Planning Board recommended a new 10-member design review board to consist of: two architects, one real estate developer, one business owner, two commercial representatives, one spokesman from a Harvard Square institution, and three neighborhood representatives.

The Planning Board also extended the designation of "contributing" to those buildings over 50 years old that are outside, but adjacent to, the Harvard Square Overlay District.

Councillor Alice Wolf added four new amendments to the document, that:

- 1) The design review board should consist of Cambridge residents if possible;
- 2) The number of neighborhood representatives be increased to four;
- 3) No new retail should be allowed to replace any residence or dormitory;
- 4) Nor should retail be permitted in any new building in residential areas on Mass. Ave.

Councillor Wolf's amendments were passed by unanimous vote of the City Council, chaired by Vice Mayor Alfred Vellucci in the absence of Mayor Walter Sullivan.

Councillor Sandra Graham suggested adding a fifth representative from the neighborhoods, and Vice Mayor Vellucci increased the number to six, adding an "at large" member from the city. The City Council voted unanimously to include six neighborhood representatives on the new 13-member design review board for Harvard Square.

Councillor David Sullivan submitted four more amendments, as follows:

- 1) New retail use shall be permitted in new and existing residences that front on Mass. Ave.
- 2) Delete the entire paragraph that prevents the Council from creating local conservation districts in the Harvard Square Overlay District.
- 3) Require the Planning Board to inform the design review board in writing, if the advice of the design review board is rejected;
- 4) Impose a non-severability clause (throwing out new retail and office uses in residential areas) if any such exception is made in court.

Sullivan's amendments were passed by the Council, with Councillor William Walsh dissenting on #2 and #4.

The City Council then voted 7:1 to amend zoning legislation in the Harvard Square Overlay District, opposed by Vice Mayor Vellucci.

A second proposed amendment to downzone Mount Auburn, Plympton, and South streets to Residence C-2 (from C-3) passed by the same margin. Councillor Francis Duehay moved suspension on both amendments to prevent any later reconsideration by the Council.

The related issue of the nomination of Harvard Square to the National Register of Historic Places is pending the decision of the State Historic Commission, which meets on August 13th at 1:00 p.m. in the Codman House on Codman Road off Route 126 in South Lincoln.

The Cambridge Historical Commission, has called a special meeting to discuss the issue on July 29th in the First Parish Church at noon.

AND THE WINNERS ARE...

The results of the Great Oreo and Chocolate Controversy, an ice-cream taste test at the Harvard Square MayFair held Sunday, May 4, on the Cambridge Common, placed Ben & Jerry's "Sweet Cream Oreo" first with 61 votes and Emack & Bolio's "Triple Chocolate Bomb" first with 85 votes.

Herrell's "Double Oreo" tied for second with Emack & Bolio's "Original Oreo," and third place went to Steve's "Cookie-0". Among the chocolate flavors, Ben & Jerry's "Chocolate Fudge Brownie" came in second followed by Herrell's "Chocolate Pudding" and Steve's "S'mores".

A long list of impressive prizes donated by members of the Business Association were raffled off by Vice President Tod Beaty and Director Frank Kramer at the close of the MayFair.

The prizes won at the MayFair included: a Toshiba compact disk player from the Harvard Coop; a Coleman canoe donated by the real estate firms of Banker Company and of Ingram, Rettig & Beaty; an outdoor furniture set from Crate & Barrel; a stuffed toy llama from the Llama Shop; a \$100 gift certificate from Harvard Book Stores; a 3x5 foot Dhurri rug from Sweaters and Rugs; three Polaroid One-Step cameras donated by Starting Point and University Travel; and two 10-speed bikes from Columbia to promote the Mayor's Cup Bike Race held on June 19th in Harvard Square.

THE MAYOR'S CUP

With pedestrians watching from the sidewalks, over 250 professional cyclists raced in Harvard Square on June 29 for prizes totaling more than \$10,000.

The Business Association and the co-promoter Breakaway Promotions worked with 75 volunteer race marshalls to set up the 8/10ths of a mile course circling the Harvard Yard for the Wheat Thins/Del Monte Mayor's Cup Bike Race.

ONE MAN MAKES A DIFFERENCE

An enterprising member of the Business Association has proposed a method of combatting the graffiti epidemic that has surfaced in Harvard Square. Not a year following its completion the new MBTA improvements near Cambridge Savings Bank are scarred with spray paint and other markings. To begin the removal of this and other graffiti in Harvard Square, and in consonance with the new "Care for the Sqaure" campaign, Tim Harrington will be contracted for 3 hours a month (\$150 per month total cost) to locate and remove graffiti from public places and private businesses -- wherever it may be found.

Tim Harrington, skilled in graffiti removal, is the person entrusted also with the task of graffiti removal from Harvard's historical buildings. Tim says he can remove a lot of graffiti in 3 hours. With a regular maintenance program we should be able to keep graffiti under control at his monthly level of effort.

John A. McMullen of the Cambridge Meridian Group founder of the graffiti removal idea, has in addition generously offered to underwrite the cost of this work for 6 months. Following this period and assuming good results, we hope that the burden would be borne by a broader set of members of the Association.

What is needed at the outset is the cooperation of property owners in the Square. To be efficient in the 3 hours he has, Tim will need the ongoing consent and approval of property owners to remove graffiti when he finds it -- rather than having to seek approval in each case. Please be aware and supportive of Tim's efforts in graffiti removal throughout Harvard Square. Anyone interested in financially supporting this undertaking for a month or more should call the Business Association at 491-3434.