

DAVID BARRETT  
SENIOR VICE PRESIDENT

August 29, 1988

Outdoor Advertising Board  
Outdoor Advertising Division  
Massachusetts Department of Public Works  
10 Park Plaza  
Room 7141  
Boston, MA 02116

Attention: Ms. Jane Peterson, Executive Director

Re: Objection to Temporary Permits 33938-9  
Broadway and Conrail Right-of-Way, Cambridge

Dear Members of the Board:

I am writing to you in support of the objections to the above-referenced permits filed with you by the Cambridge Redevelopment Authority (CRA), and am doing so because, as the owners of major new adjacent development, we believe the renewal of these permits and the resulting retention of the billboards would be totally inconsistent with the high quality of development that has been promoted at this location under the guidance of the CRA.

Boston Properties is the private developer of the 2.5 million square foot Cambridge Center project, of which 1.4 million square feet have been completed to date since construction began in 1980, adding over \$100,000,000 of assessed valuation to the City's tax base. Of greatest concern to us is the immediate proximity of the subject signs to our 80,000 square foot four-story research and development office building at Eleven Cambridge Center, directly across the street from the sign.

We are about to sign a lease for this building with the Open Software Foundation (OSF), a major new non-profit foundation set up by eight of the most important American and European computer manufacturers to develop a new, uniform, universal operating system for computer hardware. The officers of OSF have advised us that they expect their foundation, headquartered in this building, to be a center of both national

August 29, 1988  
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and international attention, with visitors from companies and research institutions from around the world expected regularly. We believe it would be a serious embarrassment to the City in this specific case to continue to have the huge eyesore of a billboard remain in place across from this building.

Please feel free to contact me if I can provide any additional information that might be of use to you in regard to this matter. We thank you for considering our concerns, and hope very much that you will conclude that the time has come to eliminate this inappropriate vestige of former old uses that characterized this area, which are so out of character and harmony with the new development recently completed and continuing underway.

Sincerely,

A handwritten signature in cursive script that reads "David Barrett". The signature is written in dark ink and is positioned below the word "Sincerely,".

David Barrett

DB/pgs

cc: Mr. Joseph F. Tulumieri



The Charles Stark Draper Laboratory, Inc.

555 Technology Square, Cambridge, Massachusetts 02139

Telephone (617) 258-3508

Vice President and Treasurer  
D.C. Driscoll

7 September 1988

SEP - 8 1988

PSC	EMS	HLB
AJC	MCS	MA
MED	TJT	FST
WGO	JFTV	PPR
AAH	JPY	

Outdoor Advertising Board  
Outdoor Advertising Division  
Massachusetts Department of Public Works  
10 Port Plaza, Room 7141  
Boston, Massachusetts 02116

Attention: Ms. Jane Peterson

Re: Objection to Temporary Permits 33938-9  
Broadway and Conrail Right-of-Way, Cambridge

The Charles Stark Draper Laboratory, Inc. would like to express its strong concurrence with the City of Cambridge and the Cambridge Redevelopment Authority in their objections to issuance of Temporary Permits for the billboards on the Conrail Right-of-Way at Broadway.

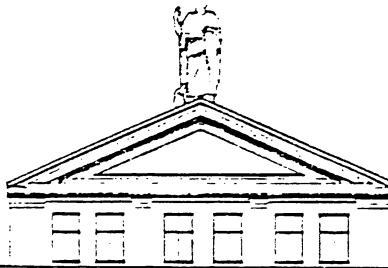
In addition to the objections raised by the City and the CRA, the Laboratory when it constructed its building at 1 Hampshire Street agreed at the request of the Cambridge Community Development Department with the encouragement on the City Council to construct a small public area with seating and plantings along Broadway and Hampshire at their rearranged intersection of City and Laboratory property. The sign is a blight upon our attempt to add some warmth to the area.

The billboard, in our opinion, is the single most unsightly blemish on the Kendall Square Redevelopment Area and its abutters.

Yours truly,

David C. Driscoll  
Vice President of Finance  
and Treasurer

DCD/pah



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**THE ATHENAEUM GROUP**

Athenaeum House  
215 First Street  
Cambridge, Massachusetts 02142  
617-492-2155

September 8, 1988

Outdoor Advertising Board  
Outdoor Advertising Division  
Massachusetts Department of Public Works  
10 Park Plaza - Room 7141  
Boston, Massachusetts 02116

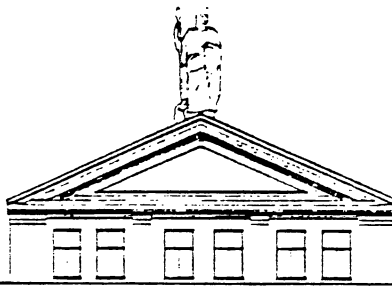
Att: Ms. Jane Peterson  
Executive Director

Re: Submission of Affidavit/Objection to Temporary Permits  
33938-9 / Broadway and Conrail Right-of-Way, Cambridge

Dear Members of the Board:

The Athenaeum Group is the developer of One Kendall Square, a ten-acre mixed-use project comprising one million square feet of office, laboratory and service retail space. Our project is immediately adjacent to the Conrail/B&A Railroad Right of Way and directly impacted by the billboards at Broadway.

We are opposed to the extension of any permits allowing the billboards. Although we have rented these billboards in the past, we do not feel their visual impact can be justified. The entire Kendall Square area is undergoing a massive transformation from an industrial, manufacturing base to a high tech, office and biotechnology environment. This rejuvenation is characterized by good building design, the provision of significant public open spaces, and meaningful aesthetic controls. The majority of billboards have been successfully eliminated which has made a significant contribution to the visual environment.



Outdoor Advertising Board  
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September 7, 1988

It is our sincere hope that the Outdoor Advertising Board will contribute to Kendall Square's continuing redevelopment success by denying temporary permits for these billboards.

Sincerely,

A handwritten signature in cursive script that reads "David Clem".

David Clem  
Partner

DEC:rmf

To The Honorable, the City Council  
June 5, 1995  
Page Two

Draper Laboratory and The Athenaeum Group, the owners of over 3-million square feet of real property in Kendall Square. The position of these major Cambridge firms remains unchanged.

Thank you for this opportunity.

Sincerely yours,

Joseph F. Tulumieri  
Executive Director

Enclosures (3)

cc: ✓ D. Margaret Drury, Esquire  
City Clerk

Robert W. Healy  
City Manager

Arthur J. Goldberg, Esquire  
Office of the City Solicitor

# Cambridge Redevelopment Authority

Four Cambridge Center/Second Floor  
Cambridge, Massachusetts 02142  
617 492 6800  
617 492 6804 (FAX)



June 5, 1995

The Honorable Kenneth E. Reeves  
Mayor  
City of Cambridge  
Cambridge City Hall  
795 Massachusetts Avenue  
Cambridge, Massachusetts 02139

RECEIVED BY CLERK  
OFFICE OF CITY CLERK  
1995 JUN -6 AM 10:48  
CAMBRIDGE MA.

Re: Billboards

To the Honorable, the City Council:

On behalf of the Cambridge Redevelopment Authority, I wish to offer the following testimony relative to the importance of the soon-to-be-in-effect ordinance governing billboards.

Authority involvement in this matter covers the past several decades in which scores of billboards were removed from residential neighborhoods (Wellington-Harrington and East Cambridge) and the emerging commercial redevelopment of Kendall Square.

We wish to share with the Council the importance of your ordinance in both residential and in commercial areas as a major controlling factor coupled with the recent actions of the Outdoor Advertising Board (OAB).

In East Cambridge, the OAB found only two (2) billboards in violation, leaving eighteen (18) billboards in compliance with its regulations. The Cambridge ordinance provides a mechanism to address the group of eighteen.

In the Kendall Square area, the OAB refused to issue permits for the last remaining billboard. For the record, the City and the Authority voiced initial objection to the issuance of these permits in May of 1988. Seven (7) years later, even with an OAB decision supportive of our request to deny, the billboard is still active and the matter creeps through the courts.

It is important to note that this matter is of concern to private land owners and major Cambridge employers as well as public entities. Attached to this letter are copies of supporting letters, received by the OAB in 1988, from Boston Properties,

Consent, Communication #8

0-18

A communication was received from  
Cambridge Redevelopment Authority  
regarding the ordinance governing  
billboards.

In City Council June 12, 1995

*Placed on file*