



CITY OF CAMBRIDGE
COMMUNITY DEVELOPMENT DEPARTMENT

SUSAN B. SCHLESINGER
*Assistant City Manager for
Community Development*

BETH RUBENSTEIN
*Deputy Director for
Community Development*

To: Robert W. Healy
City Manager

From: Susan B. Schlesinger ^{SBS}
Assistant City Manager for Community Development

Re: Communication #008

Date: April 24, 1998

We met with representatives from Bullfinch Companies on April 15th to discuss the possibility of acquisition of 210 Broadway for open space and or affordable housing. We discussed a variety of ways that the City and the Area 4 Neighborhood could participate in this acquisition. At that time the Bullfinch Company clarified that they were not interested in selling this site. As the attached letter indicates, they have agreed to make a parcel of land at the rear of the 210 site available for a use the community identifies and are continuing to meet with the community around a variety of issues.

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**THE BULFINCH
COMPANIES, INC.**
— SINCE 1936 —

Investment Real Estate

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Eric D. Schlager – Chief Executive Officer

April 24, 1998

VIA MESSENGER

Ms. Susan Schlesinger

Assistant City Manager for Community Development

57 Inman Street

Cambridge, MA 02139

Re: 210 Broadway

Dear Susan:

We met with you and Beth Rubinstein of your office at your request on April 15, 1998. In that meeting, you provided us with a copy of Gerald Bergman's April 2, 1998 letter to the Cambridge City Council proposing that the 210 Broadway site be acquired by the City of Cambridge for affordable housing. You and we discussed the City's resources and the various factors and concerns involved in the question whether the entirety of the 210 site could be so acquired. Given the preliminary nature of our discussion at the meeting, we agreed to follow up with this, a full response in writing.

As you know, we have engaged in comprehensive discussions with the community on all aspects of our project as a result of widely attended and vigorous community meetings. At the most recent meeting, at the Fletcher school Wednesday night, April 22, we responded directly to Mr. Bergman and other members of the community as follows.

Having met with you and Ms. Rubinstein, it is clear to us that a sale of the entire 210 site to the City is not in the cards. Simply put, the density reductions, design features, and community benefits inherent in our development proposal are based on the whole project and losing the entire 210 site as an investment opportunity would require that we receive a far higher dollar amount on the 210 site than the City would or could justify paying.

After meeting with you, we decided that the constructive thing to do was to turn to an effort to increase the amount of affordable housing that could be developed on the portion of the 210 site we had already proposed to deed over to the community. By relocating the loading bays to the Broadway side of the building at great additional cost, and by making some other design changes, we were able to increase the size of the community parcel from 6,500 s.f. to 10,000 s.f. In addition, we would make an area of more than 2,000 additional square feet on our remaining land, which we are required to have as a setback, available for use as yard space or parking spaces in conjunction with housing on the community land. This means that the housing has the

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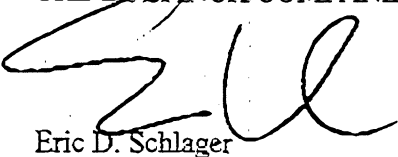
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Ms. Susan Schlesinger
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beneficial use of over 12,000 s.f., which is more than 27% of the area of the 210 parcel. Our architects have advised that depending upon unit type and size and amounts of parking and yard areas, between ten and twenty-five units could be located on the community land.

We have examined housing as a use because it has been specifically identified as desirable. The foregoing response on housing was well received by the community at Wednesday's meeting, and we are pleased to have been able to increase the housing potential in this manner.

Please forward a copy of this letter to the City Manager for response to the Council.

Very truly yours,
THE BULFINCH COMPANIES, INC.



Eric D. Schlager
Chief Executive Officer

cc: Interested Parties of the Area 3 and Area 4 Neighborhoods

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CITY OF CAMBRIDGE
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EXECUTIVE DEPARTMENT
ROBERT W. HEALY
City Manager

RICHARD C. ROSSI
Deputy City Manager

May 11, 1998

To The Honorable, The City Council:

Please find attached a response to Awaiting Report Item No. 11, regarding a report on the communication from Gerald Bergman concerning 210 Broadway - Bullfinch Company Development, received from Assistant City Manager for Community Development Susan Schlesinger.

Very truly yours,

Robert W. Healy
City Manager

RWH/mec
Attachment

Consent Agenda #7

3325

Relative to a report on the
communciation from Gerald Bergman
concerning 210 Broadway - Bullfinch
Company Development.

In City Council May 11, 1998

PLACED ON FILE