



March 7, 1985

MEMO TO: City Council Transportation Committee
 FROM: Charles Bahne, Secretary, CTF (354-0539)
 RE: Changing name of "Kendall" subway station back to "Kendall"

As you may be aware, about a year ago the MBTA officially changed the name of the Kendall subway station to "Cambridge Center/MIT". This was done without the knowledge or consent of the city council.

Although the name has been officially changed, unofficially the station is still "Kendall" to most people. Only a few signs have been changed. These few signs, however, cause much confusion among people who see them.

Last week the MBTA advertised in the Tab and the Chronicle that it would "accept applications" to change the name back to Kendall. I called the number listed in the ad and asked for more information. Copies of the letter I received from the MBTA and of the official "application" form are attached.

Applications must be received by March 28, 1985. In other words, if the city does not act by March 28, the "Cambridge Center/MIT" name will become permanent.

Richard Easler of the city Community Development Department told me that his office would be willing to fill out the application if the council requested them to do so.

At this time I would suggest that the council should pass an order requesting the MBTA to change the name back to Kendall, and requesting the CDD to prepare the application. The CTF would be happy to send a letter of support, to be attached to the application; however, it would be beyond our resources to try to prepare the entire application.

Considering the March 28 deadline, time is of the essence, and I urge the council to take up this question as soon as possible.

Points to be considered regarding the name change include the following:

- The "Cambridge Center/MIT" name is unwieldy.
- "Cambridge Center" is too easily confused with Central Square.
- Most people in Cambridge (or in greater Boston) are not familiar with the Cambridge Center project.
- The change to "Cambridge Center" did not have community support and has only led to confusion.
- The MBTA now admits that station names should only be changed under "extraordinary circumstances" and that historic names should be continued.

Should you have any questions about this issue, please feel free to call me, Charles Bahne, at 354-0539 (day/evening). The person at the MBTA handling this matter is Maria Roloff, 722-5975.

**MASSACHUSETTS
BAY
TRANSPORTATION
AUTHORITY**

Ten Park Plaza, Boston, MA 02116

February 27, 1985

Mr. Charles Bahne
224 Concord Avenue
Cambridge, MA. 02138

Dear Mr. Bahne:

I appreciate your interest in the station name review process currently underway at the Massachusetts Bay Transit Authority. Enclosed please find documentation materials for proposals to change or retain the designated name of an MBTA station.

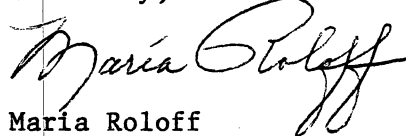
The MBTA Board of Directors voted last December to adopt a policy and a set of procedures for reviewing and for making recommendations on requests to change or retain the names of certain MBTA stations. According to the newly-instituted policy, a Station Name Review Committee, composed of representatives from various MBTA Departments, will review completed proposals during March of 1985. Public meetings will be held during the month of April on each completed proposal submitted to the MBTA. Finally, committee recommendations will be made to General Manager James F. O'Leary and the MBTA Board of Directors in May of 1985. Final decision on station name change proposals rests with the MBTA Board of Directors.

The Station Name Redesignation Policy requires the detailed documentation of each proposal as specified in the enclosed Station Name Change Proposal Application. Only complete applications received by March 28, 1985 will be reviewed by the Station Name Committee. Please note that the criteria which will guide both the review process and the final Committee recommendations are outlined on Page 2 of the enclosed application.

Applications to change or retain primary and/or secondary names will be considered during this review period. The MBTA will continue to utilize its current "two-tiered" sign system for stations involved in the name review process. The upper half of the sign space will contain the "primary station name" (e.g. Boylston) and the lower white space any "secondary name" (e.g. Theatre District). The attached picture of the interior of Boylston Station illustrates this system. Primary and secondary names will be used in an effort to preserve traditional station names while allowing for the identification of major institutions and points of interest. Both primary and secondary names must specifically identify the area, major institution or point of interest and be clearly understandable to the public-at-large. Only primary names will appear on MBTA maps and passenger information.

Please let me know if I can be of further assistance in this matter. You may contact me at 722-5975.

Sincerely,

A handwritten signature in cursive script, reading "Maria Roloff". The signature is written in dark ink and is positioned above the typed name and title.

Maria Roloff
Development and Public Affairs
Station Name Review Committee

MR/mw

Enc.



Procedures and Criteria for Submitting

A Station Name Change Proposal

Procedure: Complete Station Name Change Proposal Application.

- Criteria:
- 1) Proposal must be received by the deadline date specified.
 - 2) Written recommendations in support of the proposed name must be included with the application and include representation from at least four (4) of the categories listed below:
 - a) Neighborhood residents.
 - b) Neighborhood-based agencies.
 - c) Institutions located in the neighborhood.
 - d) Civic or neighborhood associations.
 - e) An historical association within the neighborhood.
 - f) Clubs, councils or associations representative of the neighborhood, e.g. Rotary Club, Lion's Club, Jaycees, etc.
 - g) Businesses or merchants' associations located in the neighborhood.
 - 3) The process or the action taken to obtain consensus and support for the proposed name must be described.

All proposals submitted will be acknowledged by the Authority within one week of receipt and will include notification as to its status for consideration based upon the above-stated criteria.

Proposals to retain the existing name of the station may be submitted as well. The same procedure and criteria are applicable.

PLEASE BE ADVISED THAT THE ONLY MBTA STATION IN CAMBRIDGE WHICH IS INVOLVED IN THE STATION NAME REVIEW PROCESS IS CAMBRIDGE CENTER/MIT (formerly KENDALL).

Criteria for Reviewing Station Name Change Proposal

The MBTA Station Name Review Committee will review and recommend proposed station names that meet the following criteria:

Primary Station Name

- 1) Continuity and Historical Significance.
The MBTA and its stations are an integral part of the Boston area and its history. Station names become associated with the area they serve and will not be changed except under extraordinary circumstances.
- 2) Community Support.
Petitioners will be required to document community, business and other public support (see attached application).
- 3) Rationale.
A proposed name must be more geographically relevant to the station area, more recognizable to the general public, and more easily identified in the user area than others under consideration.
- 4) Uniqueness.
No duplication of names will be allowed on the MBTA system.

Secondary Station Name Changes

- 1) Existing name priority.
Stations names become associated with the area they serve and will not be changed except under extraordinary circumstances.
- 2) Identification with area.
Proposed secondary name should be broadly associated with the station area.
- 3) Community Support.
Petitioners will be required to document community, business and public support (see attached).
- 4) Major Institution/Point of Interest Status.
Proposed secondary name must identify a major institution or point of interest.

STATION NAME CHANGE PROPOSAL

Date _____ Request for: (check one) Primary Station Name _____
Secondary Station Name _____

Station Location/Current Name:

Rail Line: Red _____ Green _____ Orange _____ Blue _____ Station Name _____

Commuter Rail _____ Station _____ Branch _____

Proposed Name:

Primary:

Secondary:

Rationale for Proposed Name:

Please List Sponsoring Groups, Associations, Individuals, etc. (Use additional sheets if necessary):

Name	Mailing Address	Tel. #	Contact Person
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_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

Please list groups, associations, institutions, etc. who are located within the user area of the station and who have been notified of the proposal but are not indicated as sponsors:

Name	Mailing Address	Tel. #	Contact Person
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_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

Please describe briefly the process or the activities carried out to obtain consensus and support for the proposed name.

Liaison/Contact person(s) whom MBTA may contact:

Name	Address	Tel. #

PLEASE ATTACH DOCUMENTATION AND LETTERS OF SUPPORT TO THIS FORM.

Return this form and all accompanying material no later than March 28, 1985 to:

Maria Roloff
Development & Public Affairs
MBTA
10 Park Plaza
Boston, MA. 02116



City of Cambridge

10.

IN CITY COUNCIL

March 11, 1985

COUNCILLOR WOLF
CCOUNCILLOR D. SULLIVAN
COUNCILLOR CLINTON

- WHEREAS: The City Council has the opportunity to submit a proposal to rename the Subway Station in Kendall Square which the MBTA unilaterally changed to Cambridge Center/MIT; and
- WHEREAS: The City Council has requested information from the Historical Commission to be used as a basis for its recommendation; and
- WHEREAS: The Cambridge Transportation Forum has informed the City Council that the "application" has a number of elements; therefore, be it
- OERDERED: That the City Manager is hereby requested to begin preparation of the attached application; and be it further
- ORDERED: That the applications be completed for the March 18 City Council meeting for action by the City Council.

In City Council March 11, 1985.
Adopted by the affirmative vote of 8 members.
Attest:- Paul E. Healy, City Clerk.

A true copy;

ATTEST:-


Paul E. Healy, City Clerk.

Order # 10

F-85

C. Wolf, C.D. Sullivan & C. Clinton order re:
City Manager be requested to begin prepara-
tion of an application changing the name of
the MBTA station in Kendall Square back to
the Kendall Square Station.

In City Council,

March 11, 1985

QW
CDS
LL

3/11/85

Order
Admnd