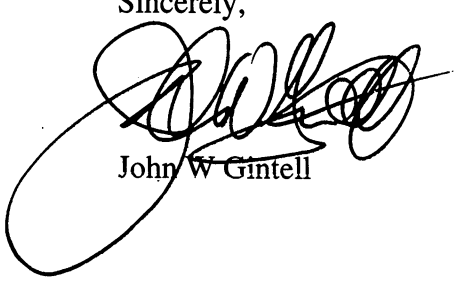


and transportation time, people want to do more than one thing for a given trip. Many public library advocates nationwide advocate the *Retail Location Theory* as a very effective means to increase library usage. It is also true that placing the library in an area with many people and activities will increase the real and perceived safety for library users, especially on nights and weekends, which will also contribute to greater usage.

- **Public Transportation:** Locating extremely close to eight bus lines and the Red Line will make it extremely easy for people to come to the library via public transportation; a factor that will become increasingly important over the years. Doing so increases library access for those people who don't or can't have cars. Consistent with the Vehicle Reduction ordinance and PTDM, the city should be taking all possible steps to reduce auto traffic by placing this facility at a transportation hub. This situation is strongly in contrast to the Broadway site with only two bus lines (one very infrequent and week-day only) and a 12 or more minute walk from the Red Line. Weaker public transportation will increase the need for parking at a site where providing it is difficult.
- **Neighborhood Access:** Locating the library at the cusp of four densely populated neighborhoods near people from all walks of life will enhance casual and pedestrian access from home and work. Placing it close to six elementary schools will help facilitate young children becoming regular library user.

In summary, the Prospect Street library will be a better building and serve more people because of proximity to retail businesses & city offices, public transportation, and a large population.

Sincerely,



John W. Gintell

John W Gintell
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Cambridge, MA 02139
(617) 876-5461
email: gintell@shore.net

October 24, 2000

To the Honorable, the City Council
City Hall
795 Mass Ave
Cambridge, MA 02139

Why you should decide to place the library in Central Square

You are about to make the one of the most important public building placement decisions in the history of Cambridge. This decision will have a long term affect on current and future residents, people who work in the city, and visitors. Library 21 defined five primary roles for the library: the *Civic Heart*, the *Child's Door to Learning*, the *Popular Materials Library*, the *Independent Learning Center*, and a *Reference Library*. These roles as served by our library are going to become increasingly more important to many people coping with the rapid social and economic changes to assist them to live prosperous and healthy lives and be active members of the community. It is important to get Cambridge the best possible library and to locate it so as to serve the greatest number of people, particularly those who are not well served now.

As a member of Library 21, a long-time library enthusiast and technology expert, I urge you to select the Prospect St / Bishop Allen Drive site for the new Main Library. I offer a number of reasons, but the bottom line is that the Central Square site will result in a better building and attract considerably more usage than the Broadway site. At one of the Library 21 meetings, Ann Wolpert, the Director of the MIT libraries talked with us at great length. She said it was worth thinking about success as measured by largest *market share* of usage and to work to achieve that. As is true for most services and products, the way to get the maximal usage is to have the best facility; use marketing, merchandising, and service quality to attract and retain patrons; and to locate in the best, most convenient place. As they say in the real estate business, the three most important things are: *location, location, location*.

The Central Square library has the following significant advantages over the Broadway site:

- **Better Building:** A completely new building of ideal shape, designed from scratch to be a 21st Century library with maximal flexibility in how the space can be used now and in the future and with the best support for technology, will be a superior facility. This is in contrast to squeezing it in on the Broadway site where it must compete with the High School and the only significant piece of open space in mid-Cambridge. The Broadway site will produce an inferior building limited by the constraints of an old building and crowded site with potential for significantly higher than planned costs and insufficient parking.
- **Retail and City offices proximity:** Locating in the midst of banks, retail businesses, restaurants and other eating places; most of the city offices, institutions such as the Senior Center, the Community Learning Center, YMCA and the Post Office will facilitate people using the library as part of multi-purpose trips. With huge time-demands on people's lives

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Consnt Communication #5

A communication was received from
John W. Gintell, relative to why
the new library should be in
Central Square.

In City Council Ocotber 30, 2000