

# The Cambridge Arc

a reasonable plan  
for the development of Simplex

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It was my intention to show this plan individually to the councillors and Mayor Russell, to give each council member an alternative view of what might be possible on the Simplex Land.

I'm not representing any organization and any thought that this plan represents some organizations' official point of view, will be totally incorrect.

I'm sure there are many people who have intense views on the land because they either live near it or will be affected by developments. I hope that the city council will open its doors wide to all views that request a presentation. Such action can only benefit all of us.

I showed the plan to councillor Vellucci, he felt it had some merit and asked me to show it to the council and that's why I'm here.

This plan was evolved over a period of five years as a result of my interactions with many people representing all the diverse points of view.

I have an interest in the way civilizations are sustained, what makes them healthy and what makes them fall apart. I feel the main dynamic force behind a society is the physical structure through which the people move. The streets, the buildings. If the physical structure has a vibrancy to it than that's the way the people are. If the structure is boring then people become tense and frustrated. And they create societal systems that are tense and frustrated which lead to conflict.

In this light what I have attempted to do is put together a plan that has nice movement to it, that is refreshing to be near, and that combines a variety of shapes and activities, all coming together to allow people of different life styles to benefit from each other.

The plan is presented under the business ethic that you develop an area by looking at the area and its environment, seeing what its needs and potentials are, and making your profit in accordance with those guidelines, as opposed to just focusing on an area without considering the environment and trying to make all the money you can irregardless of how you effect the surrounding environment.

The way the Simplex land was bought indicates there was no thought given to its surroundings. Because the price paid for it would necessitate a massive high cost, high rent development and that kind of development does not fit in with the land's surroundings, which has led to eleven years of conflict.

In attempting to find a resolution to this conflict I've found it necessary to discuss some very serious matters, but not with a sense of intense hostility, because sometimes people or organizations do things out of fear or lack of understanding as a result of a situations complexity. I talk about MIT and Harvard in a light that is not pleasing, not really for the purpose of hurting, but for the purpose of helping them become what they should be.

One side of the conflict has very basic concerns, affordable housing, open space and opportunity for a diversity of work situations, But the other side, the side of material power, has a much wider field of interest which motivates it, that being the case that wider field of interest has to be dealt with in understanding and solving the problem.

It is my hope that this information assists the city council to see clearly what should be done and to act in a solid way in order to create an area which will benefit all the people of Cambridge.

It is a plan based upon the idea that all parties have respect for each others' needs and interests.

The developer has said the project will take 15 years.

I believe the development can be achieved in 6 years or less, if those with a financial advantage are willing to act in a reasonable way.

After all we are talking about a location in one of the most prominent and important cities in the world.

I believe the developer is talking in terms of 15 years because he believes there will be much conflict to overcome.

~~It is the intention of this plan to show that the conflict is unnecessary and that all parties goals can work together harmoniously.~~

If you're going to create a situation where everyone benefits, you not only have to talk about the physical arrangement, you also have to understand and dissolve the illusions of incompatibility.

Being a person of action it's not my nature to talk about things that cannot be achieved, —————

Therefore, the first part of the presentation will be an explanation of the plans' physical arrangement and the second part will be an explanation of the business, financial, social, health and moral reasons for each party to participate in creating a successful development.

The key to making the development happen is an attractive plan, with such a plan I believe the developer, in short order, would have tenants lining up for entrance.

As a beginning to understand what the plan should be, I will state the seven main concerns.

Once this is done I will ask the city council, the city manager, representatives of the community development dept., representatives of the business community, M.I.T and Forest City, representatives of citizens organizations related to matters which the development deals with, to come up to the table and see the model. A few minutes will pass while all the parties are given a chance to look at the model. I then will begin to explain it. Once the model has been seen and understood all parties should feel free to be seated or do whatever they wish, as I get into the second part.

For the citizens in the council chamber, I will explain the plan as best as I can and then after the council meeting the model will be placed on the table in the hallway for all to look at, make comments or question.

The seven main concerns are

1. The city is concerned that the development benefit the entire city socially, health wise and economically. And that the development fit harmoniously and productively in with its surrounding environments.
2. The business community would like the development to improve the business environment.
3. M.I.T. would like a convention center, hotel, high tech research, office space and a return on its initial investment.
4. Citizens of not substantial, moderate and low income are concerned that the development does not jeopardize the future existence of their domestic living and economic environments.
5. There is desire for low and moderate income houses and light industry.
6. There is concern for green open space
7. Finally, the developer sees the project as having importance for the future and in making it happen requires that it be financially feasible and successful.

Would all the parties mentioned earlier please come up to the table and look at the model. There are copies of the text of the presentation on table, if you wish you may take one.

I call the development The Cambridge Arc, because in order to enter through a main entrance you have to go through an Arc. Also like Noah's Ark the plan contains a combination of elements, not just the big and the mighty but the gentle and small.

You see that there is a large green open space park area. In one area of the park there is a section for gardens.

The developer has said that the city said it had no funds to maintain a park, that can be solved by giving people in the neighborhoods, garden space and for that right, they would maintain the park. I'm sure that the Mall could afford some money to assist in the upkeep also. Because of this there should be a small building in the area, with a combination lock, for the

purpose of keeping park maintenance equipment. This equipment might also be kept in the Mall.

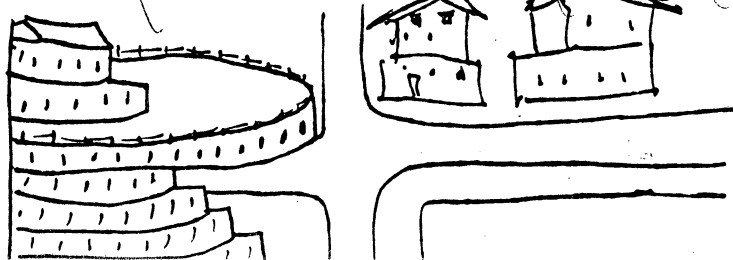
over here you see a quiet park, especially for little children and the elderly.

Here we have an approximately 8 story hotel on the budget rent-a-car-lot, which connects over Sidney St. onto the area now occupied by Volvo. It continues along side the fire station and over Green St. in a curve up to and along side of a large building which would be a mall approximately the height of the Fenton building.

~~This arrangement for a hotel would make it larger than the one presently depicted by Forest City.~~

The large circular figure represents a big convention room.

~~On the Green St. side of the hotel, the hotel's side could be graduated in order to blend in with the housing interface~~



The section leading from the budget rent a car sector of the hotel at a certain point becomes an indoor parking facility.

Receiving areas under the hotel can be reached by entering the parking facility on the first floor.

Receiving areas for the Mall can be reached by entering Green St.

In this way the parking and receiving areas are kept out of sight yet fully adequate.

The curving wall along Sidney St. should be covered with ivy to minimize the wall of cement.

Here you see an area of land laid out for houses. All the houses, I would like to repeat that all the housing would be low and moderate income.

There is a total of 32 buildings, 27 new buildings.

Depending on whether the new buildings were double or triple decker the number of units would range

from 54 to 81 units with a total of anywhere from 60 to 87 units including the presently existing housing. The rents would be specifically anywhere from 100 to 225 per month, to 225 to 450 per month.

The developer may be too top heavy to take on the project therefore the possibility of the city and another developer for this specific area may be considered. I know for a fact that there are experts in the city of Cambridge who understand ways to build good low cost housing.

Combined with this is the possibility of sweat equity and volunteer house builders. Shell housing units would allow volunteer construction teams for everything except electricity.

The low income houses should be built first as a prevention against any delay and cancel attempt.

The blue areas are small ponds. I see nothing unusual about this, in that if the wealthy can have a lagoon in east Cambridge, why can't the low income have small ponds. All it takes is volunteer pond builders.

The large buildings, approximately 11 stories, are located away from the residential areas, with adequate indoor and outdoor parking and near unobstructed transportation lanes. Hopefully these can be limited to one or two buildings of office, high tech and research.

One serious concern the council must monitor is the fact that the high tech industry uses the most toxic materials of any other industry. These materials, if it be the case, must not be allowed in any way to pollute the environment. As far as I'm concerned I would prefer that any high tech industry that uses toxic materials in such a way so that there is a remote possibility of environmental pollution, not be allowed in the development. These big buildings should not be four sided as that would increase their heaviness in appearance.

This sector I refer to as the KLH relocation area in which presently existing Simplex site businesses may be relocated. Possibly government assistance may be obtained to bring about reconstruction. Lawrence metal

Near the park is the light industry, office and a small commercial area with ample parking, shipping and receiving areas.

You'll note that the buildings in the Light Industrial Area are varied in shape creating a feeling of movement, action and variety. This assists to keep the central area alive with a feeling of movement and activity which will be beneficial to the action and viewing areas of the park, the mall and the hotel.

The Light Industry building would be equal to or no more than one story higher than the present height of the Fenton building.

Note how the Light Industry buildings diminish as they approach the residential areas.

For a similar purpose of easing transition between activity and size a smaller building is located between the big buildings and the residential.

This building would be related to the arts or performing arts. At night it should have some form of spectacular lighting to offset the gloominess of the big buildings.

Note when coming down Sidney by vehicle how the park and Mall are masked and then suddenly appear as a refreshing large green activity area.

The same effect is caused when passing through the Arc from Mass. Ave. onto Sidney. Everything which regenerates interest adds to the interest, creativity and profitability of the area.

Speaking of profitability the Mall should contain sections where low income business or neighborhood made items can be sold. The Mall should contain all levels of income businesses.

The lesser income businesses should not be gathered together in a separate area, but spread out nicely since individual enterprise has its own kind of special attraction, that here and there throughout the mall would increase visual fascination. Low income business vents could be made possible by the Mall incorporating efficient energy systems. Low energy costs and efficient use of space make what is usually not possible, possible.

The Mall should be built last in order for a people activity to develop first throughout the area. Then when the Mall is built the people will flow into the Mall.

Plant life creates oxygen. The large green open space area provides a centrally located healthy air center for the entire development.

The park also creates a centrally located visual and interaction focus point enabling all the diverse people and activities to relax and blend with each other.

The result will be an overall good feeling which will spread to other parts of the city.

Now I would like to begin the second part of the presentation by talking about why these things should be done and how they can be done.

In regard to the large green open space and quiet park  
three questions arise.

1. Is green open space needed
2. Do people want it
3. Is it reasonable to ask M.I.T. to go along with  
the idea of this green open space.

From the lower part of Cambridgeport on both sides  
of Mass. Ave. to the M.I.T. campus on one side and  
city Hall and beyond on the other side, there is no  
public green open space

Green open space aids people to relieve tension, clear  
their minds and regain their health.

It is reasonable to ask M.I.T. to go along with this  
open space because M.I.T. fully understands the way open  
space can relax and regenerate people. Its main campus  
areas are replete with large sections of green open space,  
not to mention all its river front housing.

Are the citizens of Cambridge less worthy of the right  
to have places where they can relax and regain their health,  
than the students and personnel of M.I.T.?

Do you remember when M.I.T. first started action for development, how the representative of M.I.T. said that M.I.T., so to speak, had no personal interest in the development, that it was doing it for the general benefit of the city?

Well, The City needs a large green area of open space in lower Cambridgeport and the area that is suggested, would benefit the entire development.

Do citizens want this open space?

Ask the people who sit and rest on the grass in front of city Hall.

I know many people in Cambridgeport who want green open space.

Now let's look at M.I.T. and Forest City's tremendous reluctance to include low and moderate income housing.

If you have to make a decision between using a section of land to make all the money you can or to use it for low cost housing, there's got to be a very good reason why you would use it for low cost housing.

I believe that the reason for putting low cost housing on that land has never been clearly understood.

I think that's because who low and moderate income people are has been overlooked by an image of them being people who spend all their time talking about housing or complaining about the Rent Control Board at City Council. Actually they are indicators as to how well Freedom is doing in our society.

Let's get into who low and moderate income people are.

What kind of work do they do.

What value are they to society.

Let's start off with things like

they provide transportation

they work in hospitals

They take care of the health of children and provide day care

Have you ever heard of a program called Head Start?

That's run by low and moderate income people.

They work in the food industry.

You know when you go to the supermarket to get food.

They wait on you and they put the food on the shelves.

you go into a restaurant, they wait on you, ~~and~~ ~~wait~~ ~~dishes~~ clean your dishes.

They work in the manufacturing industry. Fenton shoe.

They take care of the elderly.

~~They are the elderly.~~  
They work in the cleaning industry. Stearns cleaners.

They are people struggling to raise families in the same low income situation as many of the Councillors families once were in.

They are young people trying to discover themselves and build a life.

Some of them are people who choose not to be involved with high income, yet lead productive lives, giving freely of their time and effort for the benefit of society.

Low and moderate income work often enables people to make a transition in the direction of their lives. The easy opportunity of a new start is one of the treasures of a free society.

Did you ever consider that Cambridge has a relatively peaceful environment because the youth of the city are positively guided by adults on the city's athletic fields and teen centers. The baseball, hockey and softball fields. It is the low and moderate income people who help to guide the city's youth in a constructive direction. It is their pleasure to give.

The wealthy forget these things, because the wealthy get carried away with their power. A lot of the time, all they know is to take more and more and more.

But you the city councillors shouldn't forget -

Because if you do, you might just be leading this city down the path to a technological dictatorship. <sup>I'd like to repeat that, if you forget the value of low and moderate income people you just might be leading this city down the path to a technological dictatorship.</sup> Now what does that mean?

That means that M.I.T. and Harvard will decide who the city council will be, it means that the Harvard police, the M.I.T. police and the city police will all be actually one police force controlled by Harvard and M.I.T. It means that information will be kept on computer file at M.I.T. and Harvard on all the citizens. That you won't be able to work in the city or own a business unless you do what M.I.T. and Harvard tell you to do.

You can see these tendencies by the way M.I.T. and Harvard act in their city planning manuals. How they make plans on areas they don't even own. The way they voraciously buy property and then establish firm permanent control over it. And once they have it, they don't let it go.

You know the three houses opposite me are empty and sometimes they get broken into. Once and a while I call the M.I.T. police. This particular time they came and looked inside the building and then they walked back to their car and the officer asked me my name, where I lived and then he asked me my date of birth.

That struck me kind of odd because I've never heard a regular police man in a fairly routine situation ask the person who had alerted them for a date of birth. If the city police do not need that

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You can see this influence within the Community Development Dept. where things that benefit M.I.T. and Harvard quietly appear. When the C.D.D. calls one building, a housing development area and that results in Harvard getting govt funding. Since when is one building called an area?

The point is that all <sup>these</sup> things and who knows what other things are the seeds of them attempting to take absolute control over the city.

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You | the city council have to decide whether or not you are going to defend freedom or be paralyzed by fears like M.I.T. or Harvard will pull some strings at the bank and make life a little rough for you. I haven't imagined this, I've heard it, in person, said by a city councillor.

This city of Cambridge is where the rules will be drawn up to prevent a technological dictatorship.

And on the day that, that happens this city will no longer just be famous because of M.I.T. and Harvard. From that day on this city will be famous because of the will of the people.

Now let's get back into how low and moderate income people fit into all of this. But first I want you to know that I'm not pleading with anybody to do anything. I'm simply attempting to state the truth, because I know that the truth will prevail over the dollar bill. You see low and moderate income people represent certain important principles that are a necessary part of a free responsible human society.

They represent the principle of getting along with what you have.

The principle of being happy by the way you act as opposed to being happy only by what you can obtain with a piece of paper.

Often the wealthy wreck havoc on society by a constant need to have more in order to impress everyone as to, how grand they are.

The <sup>negative</sup> wealthy need to learn the principle of being satisfied with enough.

Enough is enough. I say negative wealthy to dissuade, because there's <sup>if that wealthy</sup>

Low and moderate income

people act as a healthy mental and emotional balance between the extremes and also for the middle income.   
of economic levels

It is good for the wealthy to be involved with them.

It brings the wealthy down from their ivory towers and makes them aware of practical basic realities.

It benefits the poor to have people around who have a kind of spiritual reality about every day life, it lifts the poor out of their depression and gives them hope.

Often the poor are just very honest people who really can't hack much of the harassment of everyday lowest income life.

Many vagrant alcoholics are like that, just simple honest people who can't hack it.

It benefits the middle contented income to be involved with the low income. It wakes the middle contented income up, it keeps them sharp.

You see low and moderate income people are the salt of the earth.

They are where the creative spirit of life, is born, is nurtured and thrives.

Now let me tell you a little story that reveals how delicately  
the fabric of a free society is woven

I was waiting for a meeting with Councillor Vellucci.

And there was an elderly couple there also waiting  
for him. They were about 75, so.

And the older fellow was starting to get nervous  
so he was walking up and down in the hallway.

And I struck up a conversation with him and  
I asked him "I'm doing research on various levels  
of income I'd like to ask you if you could afford  
\$500 a month rent?" He said "Well I'm not working  
now I'm retired but when I was working I could  
afford that."

I asked him what kind of work he did.

He said he was an electrician.

I said "Are there any electricians who make a low  
income?"

He said "Oh yes."

I asked "How come?"

He said "well they don't belong to the union."

He said "the union can afford just so many members.  
Past that point it won't allow any more in."

He said "you see the union members do the expensive work and the non union do the small work."

He said "you see, like me if I wanted to have some work done I couldn't afford a union man, so I'd have to hire a non union man."

So that's the beginning of it right there. You see how a lower income level supports a level just a little bit higher, so that relates to carpenters, plumbers, plasterers all the way down the line.

You see low and moderate income people are those who either by circumstance or choice exist outside the realms of powerful institutions, and as a result provide a counterbalance to the institutions.

If you want a society that respects the rights of the individual you must defend those people who resist the power monopolizations of the powerful institutions. Being that low and moderate income people are easy financial targets, they are a barometer of any powerful institutions' negative inclinations. In this sense low and moderate income people are the foundations of freedom and independence. To allow them to perish is to allow the spirit of individuality to die and with that the support system for freedoms' creativity.

When you deal with matters of low and moderate income people, you're dealing with the stuff that freedom is made of.

That's why this housing should be there, right in the middle of the development. To insure the security of freedom in the city of Cambridge.

That housing being there will serve notice that the city intends to stand up for the low and moderate income.

And, that MIT. and Forest City intend to live in peace with the low and moderate income people.

In — The — Future.

Speaking of this development as it relates to the future, because that's one of the interests of the developer.

Personally I think it's important for the future that at least part of the high tech industry be next to a human environment as opposed to surrounded by cement buildings and sterile parking lots.

It's important for the high tech industry to see basic domestic scenes and children playing and people enjoying themselves, and green earth and people growing things on the earth and people living their own lives as opposed to people all dressed the same, constantly concerned about obeying company orders.

America was founded based upon the rights of the individual and high tech definitely has an inclination toward robotization.

It's very important for the future that this development aim for a balance between the inclinations of high tech and the natural ways of human life.

The reason that Light Industry is centrally located is that there are many people who enjoy using their hands, minds and bodies in ways other than making computer chips and pushing buttons.

Can Forest City make a profit in this kind of development? I believe it can make a fair profit, maybe not all the money it wants, but a fair profit

IF,

And now let's talk about M.I.T.

M.I.T. wants a convention hotel, office, high tech and research.

In this plan M.I.T. gets hotel, high tech, office and research,

M.I.T. also wants a return on its initial investment right away, as soon as possible.

Here's the crux of the entire issue.

This is the thing that has to change,

because this demand by M.I.T. is preventing everything.

M.I.T.'s representatives often say that M.I.T. is going to be around for a long time.

Now an important question is does M.I.T. need an immediate return because its short on money?

Is it worried about going out of business?

Well it seems to be whenever there's any opportunity to buy land and property, M.I.T. always has all the money it needs, in excess.

If M.I.T. is going to be around for a long time and it doesn't appear to be short on money,

then why can't it spread out the receiving of its return over a long period of time, so that the developer can make a fair profit and at the same time allow all the other concerns that people have to be realized?

Is that being reasonable or unreasonable?

I would like to conclude the presentation by revealing how this plan can improve the entire business climate of Central Sq. and beyond.

There is a tremendous untapped potential that can enliven the entire business community between Harvard Sq up Mass. Ave., and throughout Central Sq. if something can be developed within the Mall to attract all the people who visit Harvard Sq. to walk from Harvard Sq. up Mass. Ave.; through Central Sq. to the new developments.

And one suggestion I have to create that walking flow is to incorporate an Aviary on the top floor of the Mall. An Aviary with beautiful interesting-sounding tropical birds. There would be shops surrounding the Aviary and places to sit.

Along with this, an advertising campaign would encourage people to walk to the new Mall by way of Mass. Ave.

I will now pass out an overhead view of the Aviary floor and a sample of what the advertising might sound like.

This concludes the presentation,

Thank you for  
your patience.  
P.J.V.

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