



March 28, 2013

To the Honorable Members of the Cambridge City Council:

I am writing to thank you for your careful efforts with MIT and the community of Cambridge as you have worked to shape the Institute's Kendall Square rezoning petition.

The MIT Sloan School of Management community is enthusiastically supportive of the proposal and particularly its goals to achieve a vibrant mixed-use district. Kendall Square is our neighborhood — it's where we work, study, teach, collaborate, invent, and recreate. The increased sense of place that will be achieved with the MIT proposal will enhance this remarkable environment to make it even more compelling and welcoming.

All of Kendall Square's citizens — our residential neighbors, employees from a wide variety of sectors, visitors, and the broader educational community — will benefit from the new retail, housing, commercial enterprise, and open space that is offered by this proposal. With regard to the latter, we are particularly interested in the proposed linkages that will better connect MIT Sloan to the main MIT campus.

We are also deeply committed to continuing to support the tremendous Kendall Square innovation ecosystem that is churning out new ways of thinking and doing every day. Our Martin Trust Center for MIT Entrepreneurship — an interdisciplinary teaching and research center — is nurturing new ideas, novel approaches, and advanced technologies, while fostering continued competitiveness, and national and global prosperity. In that activity, the Center exemplifies the spirit and impact of most all Kendall Square inhabitants.

On behalf of the MIT Sloan School community, I urge you to take positive action on the MIT Kendall Square rezoning petition now, so we may all begin the fulfilling work of making Kendall Square the most vital and vibrant contributor to the city of Cambridge.

Sincerely,

A handwritten signature in black ink, appearing to read "David Schmittlein".

David Schmittlein
John C Head III Dean
MIT Sloan School of Management
Professor of Marketing

DCS/tlh