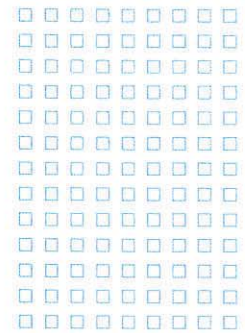




FOUNDATIONS OF OPPORTUNITY

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October 21, 2015

RE: Application For BOA Mobile Food Vendor License on Grand Union Blvd

Dear Chairman Sullivan and Members of the License and Permitting Committee,

Federal Realty Investment Trust, owners and developers of Assembly Row and the Assembly Row Marketplace, would like to publically submit this letter to the record in opposition to "Dino's Market" submission for a "Mobile Food Vendor License" to be located at Grand Union Boulevard in Assembly Square.

Federal Realty and our tenants at Assembly Row and the Assembly Square Marketplace have made an investment in Somerville that we are proud of. Collectively we believe that the inclusion of a mobile food and convenience vendor truck in Assembly Square would be of no benefit to the neighborhood. Residents already receive, from local storeowners, the same or similar goods and services of those that the applicant cites in the application for their Assembly Square location.

Attached are the signatures of more than 90 percent of the operating businesses in Assembly Square that are opposed to this request. We at Federal Realty oppose the application for the following reasons:

1. It is not the intention of the bylaw/ordinance, which very specifically is intended for mobile food vendor.
 - a. The applicant's application is inconsistent. On page 2, when asked to describe the type of food to be sold, the application writes "no food." However in the diagram displaying the proposed layout of the truck, the applicant shows areas designated for snacks, bottled water, soda, iced tea and juice. The applicant also has 2 additional areas designated as "coolers", leading to the likelihood that additional food items are intended/expected to be made available.
 - b. If he does not intend to sell food on page 2 of his application, then it seems incorrect that his application should be listed as a food vendor license; if he does plan on selling food as reflected in the truck-layout diagram included in his application, then his response on page 2 is misleading.
2. Section 8-366 of the Ordinance lays out criteria for the issuance of a license. We believe that this will not add to the public good, general welfare or convenience of the City and that there will be harm from the granting of this license.
 - a. No additional public benefit will be afforded by the granting of this license. The goods that the applicant expects to provide are already available to the neighborhood from multiple existing retail establishments in the Marketplace. The proposed goods to be provided do not provide any enhancement beyond what is already available and, therefore does not add to the public good, general welfare, or convenience of the neighborhood.
 - b. This proposal will have an impact on existing retail establishments, all of which are within walking distance from the applicant's proposed truck. These brick and mortar establishments pay taxes to the City of Somerville and participate in Federal Realty's local hiring and job programs; that would not be the case with the applicant's mobile business.

3. Federal Realty's Assembly Row and the Assembly Square Marketplace are already very accessible –including a T-stop – with residents and visitors within a two block walk to purchase these very same goods and products. There is currently no unmet need for the convenience truck in the Assembly Square area.
4. This proposal also has the potential to affect future permanent leasing efforts at Assembly with brick and mortar retailers who sell convenience and drugstore type items.

Today, the development and the community is self-sustaining with access to all convenience items, eateries and businesses to meet the needs of those that work, visit, shop and eat at Assembly Row and the Assembly Row Marketplace.

For those reasons we are not in favor of the application's approval in the Assembly Square neighborhood on Grand Union Blvd.



Date: 10/21/15

Matt Ehrie
Vice-President/General Manager
Federal Realty Investment Trust