

November 10, 2005

Dear Harvard Square Retail Workshop Participant:

Thanks again for your attendance and participation in the Harvard Square Retail Workshop on Oct 19th. As promised, the Community Development Staff has reviewed and categorized your comments about the various activities in the Square.

Your comments fall into the following classifications:

- The Square could benefit from the addition of specific types of stores;
- Increased marketing might enhance the overall image of the Square;
- More way-finding signage is needed to direct people to existing amenities;
- Merchants could use more information about existing city services, and
- The City could foster greater vitality within the Square by encouraging increased collaborations with the Arts Council, landlords, banks and existing chains stores.

You will find these documents on the Economic Development Website at http://www.cambridgema.gov/%7Ecdd/ed/ed_hardsqnotes_101905.pdf
Also included is a listing of “Next Steps/Action Items” for the Community Development Department.

If you have additional thoughts, comments or suggestions, please feel free to email me at estellaj@cambridgema.gov or you may contact me by phone at (617) 349-4616.

W. Estella Johnson

Director of Economic Development

SUMMARY OF FEEDBACK
Harvard Square Retail Meeting
October 19, 2005

	MARKETING STEPS
<ul style="list-style-type: none"> • Grocery Store • Unique/Eclectic stores as anchors • More inexpensive dining • Department/Notions Store • Live music and night time entertainment • More outdoor entertainment 	<ul style="list-style-type: none"> • More events in the Square • Long-term plan for increased outreach to tourists and conventions, suburbs and locals, families and H.Sq. workers • Branding campaign for the Square

	POSSIBLE CITY ADJUSTMENTS
<ul style="list-style-type: none"> • Provide information on existing Economic Development Programs • Explore/Establish full service/full time Information Booth • More fully integrate historical information about the Square • Improved signage/way finding especially to stores and parking • Better information about location of Charles River walking path, parks and open spaces 	<ul style="list-style-type: none"> • Utilize vacant retail window space (e.g., by connection to the local arts organizations or City Arts Council • Explore Arts Council connection for more street performers • Encourage design standards for banks and chain stores • Centralize location of Farmer's Market • Provide support for more outdoor dining • Develop model lease language for landlords requiring active displays or uses in empty storefronts

NEXT STEPS/ ACTION ITEMS

- Re-double efforts in high priority areas, i.e., finding a grocery store willing to locate to the Square.
- Provide retailers with information on existing Economic Development Division's programs for retailers
- Explore opportunities for providing marketing and customer attraction/retention techniques for retailers
- Explore better signage to public parking/landmarks i.e., parks and amenities for children
- Explore regulatory changes concerning look of chain stores and banks
- Keep an eye on opportunities for play options for children
- Encourage landlords to fill vacant spaces with temporary or seasonal uses for stores
- Working with the Arts Council, intensify efforts to bring more street performers and explore reasons for decline