



Cambridge Retail Strategy

Project Objective & Scope

*Develop **best practice policies and programs** that will **support and enhance** the ground level active use and **retail environment** in Cambridge.*

ANALYSIS

- **EXAMINE** overall state of the City's current retail
- **IDENTIFY** unmet retail needs for each of the City's nine commercial districts
- **HIGHLIGHT** the City's strengths, weaknesses, threats and opportunities related to recruitment/retention

ACTION PLAN

- **PUBLIC POLICIES/INVESTMENTS:** Short and long term strategies for how to meet City's unmet retail needs
- **MARKETABILITY/VISIBILITY:** Actions and best practices that the City might consider to enhance marketability and visibility to retailers
- **TENANT MIX:** Recommendations for appropriate retail mix for each commercial district
- **ADMIN CAPACITY:** Determine roles and responsibilities for advancing retail initiatives



Our Team

*Larisa Ortiz Associates &
Michael J. Berne – Special Advisor*



Larisa Ortiz
Principal

- 20 yrs. of downtown experience
- Author, “Improving Tenant Mix”
- Former National Director, LISC Commercial Corridor Program
- NYC City Planning Commissioner



Patricia Voltolini, PhD
Associate

- PhD, Planning, Rutgers University
- Masters Degree, Landscape Architecture (SUNY Syracuse)
- Bachelors Degree, Architecture
- Eight yrs. of research experience



Nur Atiqa Asri
Research Associate

- Masters, City Regional Planning, Pratt Institute
- B.S. Urban Planning, Design and Management, University College London, England



Our Philosophy

Informed Decision Making

Our Mission

Communities reap significant rewards when they take the time to accurately understand their **stakeholders** and **local market dynamics** before leaping into action. This allows them to prioritize a set of solutions that temper **market realities** with the **interests of diverse voices** within the community.

Our Track Record

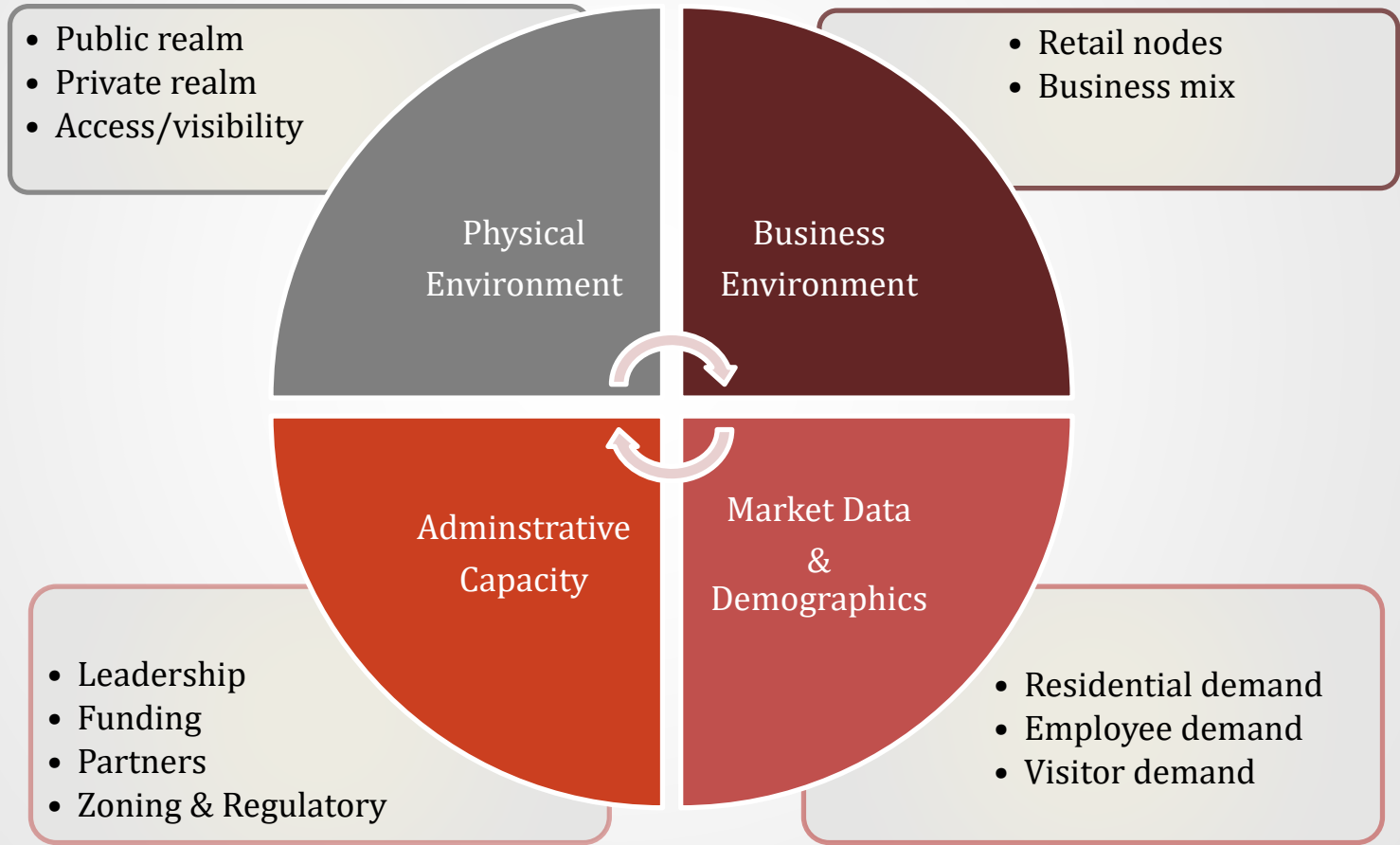
Best practices: LOA has worked in over 100 communities nationwide

Local knowledge: MJB Associates served as retail advisor to the City of Cambridge



Our Process

Commercial-DNA Methodology





Discussion Questions

- Citywide Conditions and Trends
- District-level Conditions and Trends
- Structural Challenges – policies, incentives, regulatory issues
- Administrative Capacity – partners, roles and responsibilities

