

Retail Land Use Initiative Survey Results Summary

28+ responses from current business owners and leasing agents
Survey open from mid-December 2018 until mid-January 2019

The City is looking at a few new uses of retailers, such as: Craft Design or Fabrication Establishment (e.g. maker space), Fitness Establishment (e.g. yoga or cycle studio), and Craft Food/Beverage Establishment (e.g. brewery or small-batch specialty food). Are there any other uses you think should be added to the retail section?

- Performing arts – theater, concert hall
- Bowling alley
- Doggie daycare
- Storefront education – a studio that doesn't require craft
- Any use that ties in business with classes or an educational component
- Remove SP for Fast Food
- Grocery (mentioned 2 times)
- Food makers, caterers, light food manufacturing
- Cannabis
- Better define the uses, don't need to add more
- Pop-ups
- Custom fabrication like 3D printer, or onsite application of logos
- No (mentioned 5 times)

How could the current table of uses be improved to make it easier to understand?

- Very complicated to read. Maybe start with the type of establishment and then ask what area of the city you are in?
- I would link the titles of the columns with clickable explanations/definitions
- Augment with graphic cues, i.e. iconography or colors for fast zeroing in on information
- The letter/number codes in the columns would be helped by a contextual popup explaining the codes
- Too much reliance on footnotes
- Fewer categories
- More contemporary definitions
- Fewer districts with different use allowances
- Definitions like commercial kitchens that make it easier for food entrepreneurs to open
- Eliminate fast order food (mentioned 5 times)

What do you think is the biggest zoning hurdle for retails in Cambridge?

- Parking requirements (mentioned 4 times)
- Non-Confirming uses
- Length of time to obtain a variance (mentioned 4 times)
- The time it takes to get clear of any variances or zoning issues and then get past the delays that come out of the inspectional services department. Time equals money and rent is expensive.
- Zoning compliance
- Zoning for mixed uses in one space to allow for different revenue streams
- Use definitions and ISD approval (mentioned 2 times)
- Parking variance, residents that live nearby commercial business districts treating the commercial district as a residential neighborhood concerning noise, traffic, and parking.