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

- Michael J. Berne
  - 20 yrs. of downtown experience
  - Author, “Improving Tenant Mix”
  - Former National Director, LISC Commercial Corridor Program
  - NYC City Planning Commissioner
  - PhD, Planning, Rutgers University
  - Masters Degree, Landscape Architecture (SUNY Syracuse)
  - Bachelors Degree, Architecture
  - Eight yrs. of research experience

- Patricia Voltolini, PhD
  - Associate

- 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 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**

- Residential demand
- Employee demand
- Visitor demand
- Leadership
- Funding
- Partners
- Zoning & Regulatory

**Physical Environment**
- Public realm
- Private realm
- Access/visibility

**Business Environment**
- Retail nodes
- Business mix

**Market Data & Demographics**
- Residential demand
- Employee demand
- Visitor demand

**Administrative Capacity**
- Leadership
- Funding
- Partners
- Zoning & Regulatory
Discussion Questions

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