



CITY OF CAMBRIDGE
COMMUNITY DEVELOPMENT DEPARTMENT

SUSAN B. SCHLESINGER
*Assistant City Manager for
Community Development*

BETH RUBENSTEIN
*Deputy Director for
Community Development*

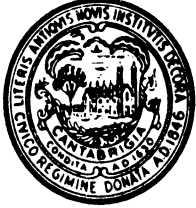
TO: Robert W. Healy
City Manager

FROM: Susan Schlesinger *SRS*
Assistant City Manager for Community Development

DATE: May 12, 1998

SUBJECT: Response to Council Order 042 of 5/4/98, Market Survey of Central
Square Retail Needs

The status of the Central Square shopping district was reviewed by the Community Development Department in a 1998 publication titled "An Analysis of the Central Square Retail District." This document reviewed changes in Central Square's retail mix, ownership patterns, rents and real estate transfers from 1987-1997. A response to a Council Order 37 of December 22, 1997 also discussed the issue of chain stores in Cambridge's commercial districts and discussed what steps the City can take to retain a desirable retail mix. The City Council's Housing and Community Development Subcommittee held a hearing on April 1, 1998 to discuss these issues. Clearly a variety of opinions exist on what might constitute a desirable mix of retail tenants. Given that the last scientific market survey of Central Square was completed in 1987, it was agreed that CDD would commission another market study of the district to understand what needs are not being met. Funds for such a study have been included in the Fiscal Year 1999 budget and the Economic Development Division of CDD has included this project in its Fiscal 1999 work program. I anticipate that a request for proposals will be published during the summer and a consultant for this project will be selected in the fall. The study will be completed by the end of 1998.



CITY OF CAMBRIDGE
CAMBRIDGE, MASSACHUSETTS 02139

TEL. 349-4300
FAX. 349-4307



12

EXECUTIVE DEPARTMENT
ROBERT W. HEALY
City Manager

RICHARD C. ROSSI
Deputy City Manager

May 18, 1998

To The Honorable, The City Council:

Please find attached a response to Awaiting Report Item No. 16, regarding a market Survey of Central Square retail needs, received from Assistant City Manager for Community Development Susan Schlesinger.

Very truly yours,

Robert W. Healy
City Manager

RWH/mec
Attachment

Consent Agenda #12

357-5

A market survey of Central
Square retail needs.

In City Council May 18, 1998

PLACED ON FILE