

Discussion Topics :

1. What specific changes in business conditions in the Harvard Square business area have occurred in the last ten to fifteen years (from the point of view of the businessman and the customer)? Why?
2. If you were selling or promoting Harvard Square as a place to do business, what would you cite as its most favorable features?
3. What are the factors that detract from the Harvard Square business area's economic well-being and potential growth? Are any of these factors serious enough to cause you to relocate or cease operations? Which ones?
4. Who is the present and future Harvard Square consumer? With what other business areas, and for what other markets, is the Harvard Square business area competing?
5. What business opportunities are not presently being fully exploited (i.e., What developments in Harvard Square do you feel would increase patronage?)
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6. Realistically, what is the potential for economic growth in the business area (for your own product or service and for the Square as a whole)?
7. What effect will the extension of the MBTA Red Line transit service to West Cambridge have?
8. How should Harvard Square respond to the impact of the Kennedy Library and the estimated 1,500,000 visitors annually?
9. Specifically what can the City of Cambridge do to improve economic conditions in Harvard Square?
10. What steps can the businessmen take to improve business conditions in the area? Cite specific examples.

The format of the hearing will be to receive testimony and prepared statements on the topics listed and any other information pertinent to business conditions in the Harvard Square area. Written material on trends in sales, deposits, or other measures of business activity is encouraged.

While the hearing is oriented primarily to businessmen, testimony will be received from residents and "consumers" in the Harvard Square business area. This is not intended to be a rally for or against Brattlewalk, or a gripe session about parking problems (we know it's bad). The hearing is intended for presentation of analyses, insights, proposals and recommendations about the economic climate of the Harvard Square area.

February 29, continued on March 2
Cambridge Center for Adult Education
12 noon to 2 PM
Sandwich and coffee lunch - \$1.00

Other topics will be the subject of additional public information hearings in the Harvard Square area planning program.

The
DEPARTMENT of PLANNING
and DEVELOPMENT of the
CITY of CAMBRIDGE invites
individuals and organizations
to present testimony, information
and insights at a

Public Information Hearing the ECONOMIC CLIMATE of the HARVARD SQ. AREA

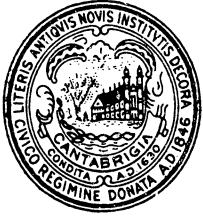
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Co-Sponsors:

Harvard Sq. Businessmen's Assoc.
Mayor's Committee on Harvard Sq.
Conservation Commission
Planning for People
Chamber of Commerce

Information received at the hearing will be utilized by the Department of Planning and Development in preparing specific plans and proposals for consideration by the City Council. The inside page lists some discussion possibilities.





CITY OF CAMBRIDGE

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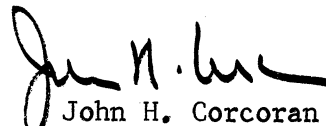
EXECUTIVE DEPARTMENT
JOHN H. CORCORAN
City Manager

February 28, 1972

To the Honorable, the City Council,

I transmit herewith for your information a copy of a circular from the Planning and Development Department relative to the Public Information Hearing on the Economic Climate of the Harvard Sq. Area to be held on February 29 and continued on March 2, 1972.

Yours truly,


John H. Corcoran
City Manager

JHC/mg

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COMMUNICATION
from the City Manager trans-
mitting ~~an~~ ~~copy~~ a copy of the circu-
lar for the Harvard Square hearing

February 28, 1972

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