



NEWTON VILLAGES

A CITY-WIDE COALITION TO IMPROVE OUR VILLAGE CENTERS



NEWTON VILLAGES

Retail Mix Interim Results

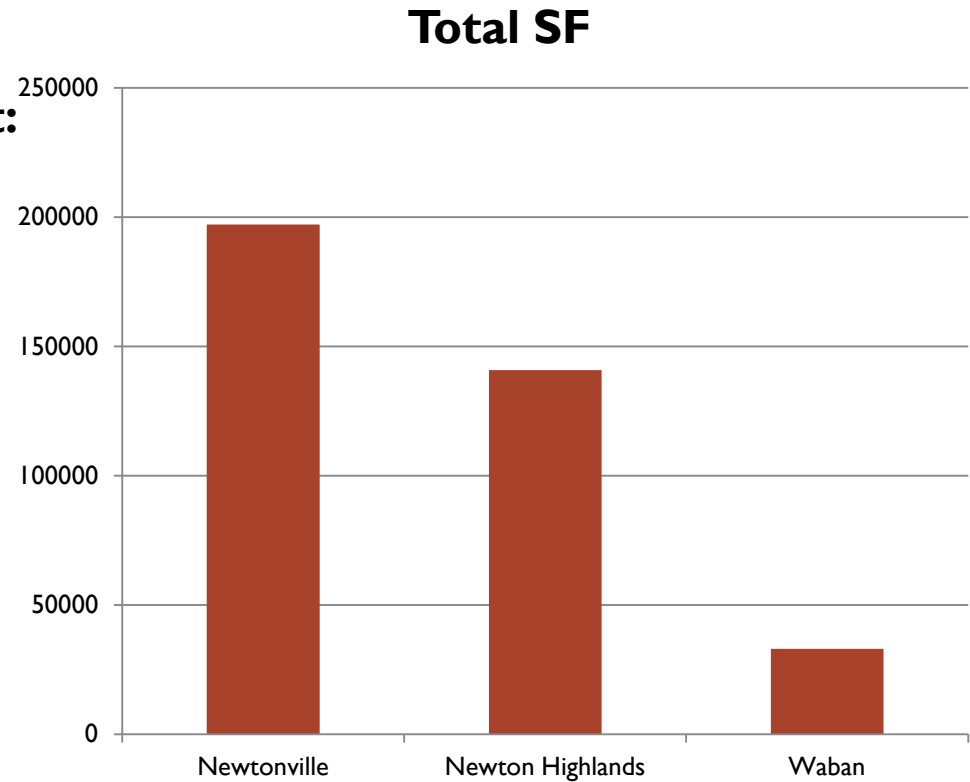
September 3, 2010

Village Retail Mix



Three Villages Examined as Pilot:

- Newtonville
- Newton Highlands
- Waban



Newtonville



Newtonville

Row Labels	Type	Sum of EstSF	Count of No1	% of SF
B	Food	39,839	4	20%
C	Food Service	10,085	8	5%
D	Clothing			0%
E	Shoes	2,407	2	1%
F	Home Furnishings	1,676	1	1%
H	Building Materials/Garden			0%
K	Automotive	1,280	1	1%
M	Hobby/Specialty	2,142	2	1%
N	Gifts/Specialty	2,243	1	1%
P	Jewelry			0%
Q	Liquor	2,196	1	1%
R	Drugs	6,853	1	3%
S	Other Retail	6,947	4	4%
T	Personal Service	13,130	13	7%
W	Entertain/Community	981	1	0%
X	Financial	31,170	10	16%
Y	Offices	76,218	16	39%
Grand Total		197,166	65	



Newton Highlands



Newton Highlands

Row Labels	Type	Count of		% of SF
		Sum of EstSF	No1	
B	Food	11,536	4	8%
C	Food Service	17,803	8	13%
D	Clothing	19,037	7	14%
E	Shoes			0%
F	Home Furnishings			0%
H	Building Materials/Garden			0%
K	Automotive	1,742	1	1%
M	Hobby/Specialty	9,772	4	7%
N	Gifts/Specialty	2,771	1	2%
P	Jewelry	5,009	3	4%
Q	Liquor	7,140	1	5%
R	Drugs			0%
S	Other Retail	3,285	2	2%
T	Personal Service	24,852	16	18%
W	Entertain/Community	5,768	2	4%
X	Financial	10,770	3	8%
Y	Offices	21,358	7	15%
Grand Total		140,844	59	



Waban

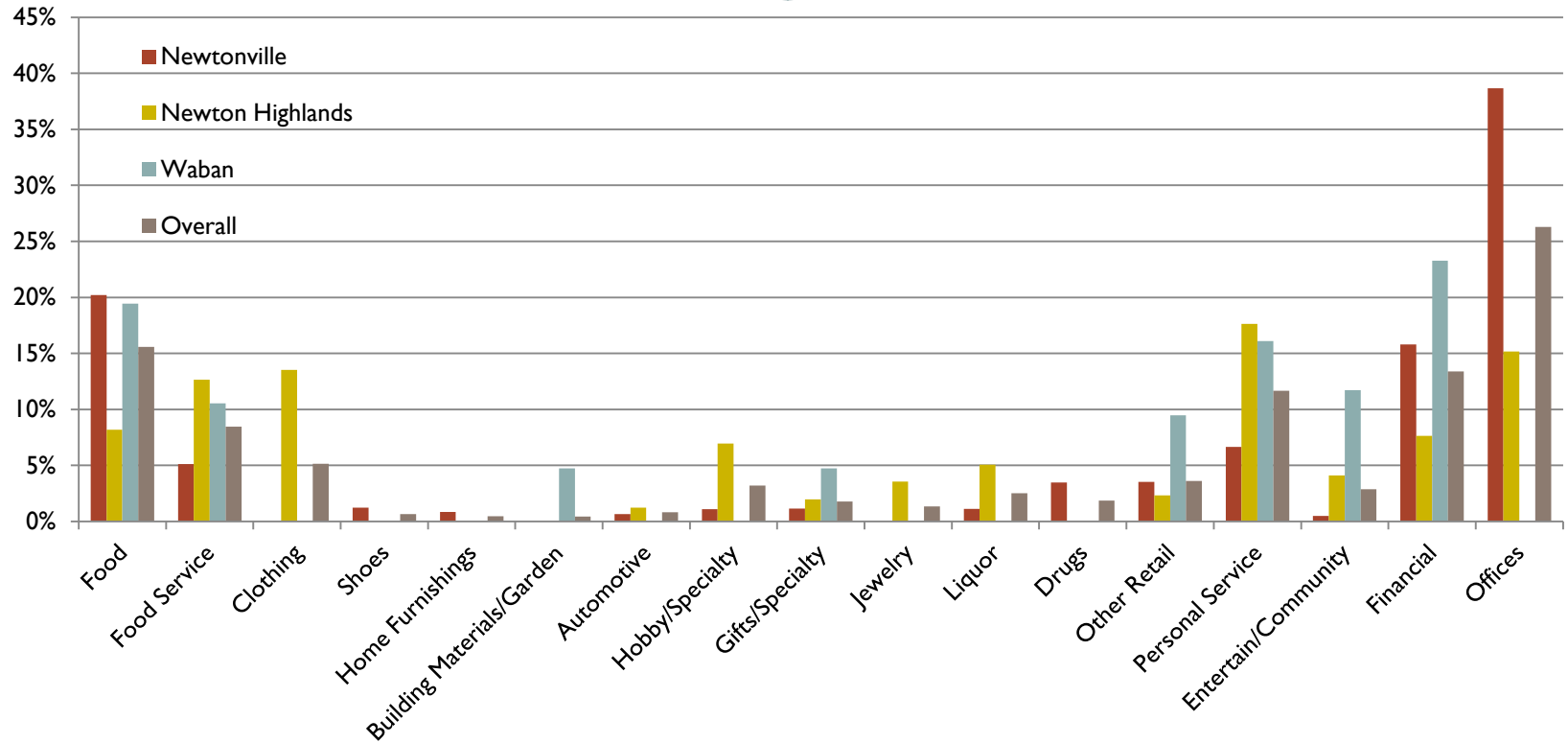


Waban

Row Labels	Type	Sum of EstSF	Count of No1	% of SF
B	Food	6,429	2	19%
C	Food Service	3,483	3	11%
D	Clothing			0%
E	Shoes			0%
F	Home Furnishings			0%
H	Building Materials/Garden	1,564	1	5%
K	Automotive			0%
M	Hobby/Specialty			0%
N	Gifts/Specialty	1,564	1	5%
P	Jewelry			0%
Q	Liquor			0%
R	Drugs			0%
S	Other Retail	3,128	2	9%
T	Personal Service	5,328	5	16%
W	Entertain/Community	3,877	2	12%
X	Financial	7,698	4	23%
Y	Offices			0%
Grand Total		33,069	20	



Village Retail Mix by %sf



Village Retail Mix by # Establishments

