

NEWTON CENTRE BUSINESS/MERCHANT SURVEY

TOTAL NUMBER OF SURVEYS SENT OUT*: 280

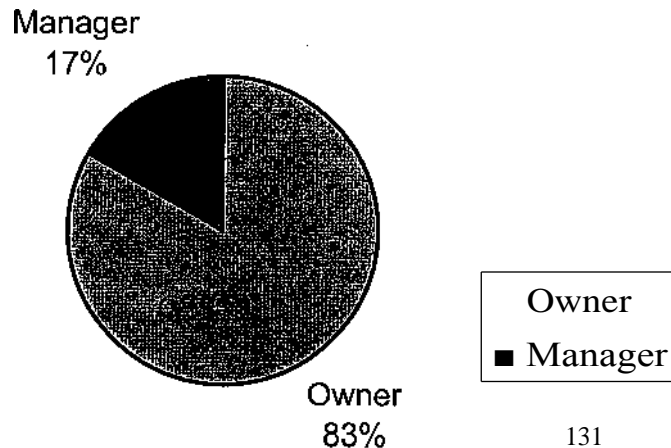
TOTAL NUMBER OF RESPONSES: 45

RESPONSE RATE: 16.1%

1. What is your store/business name?

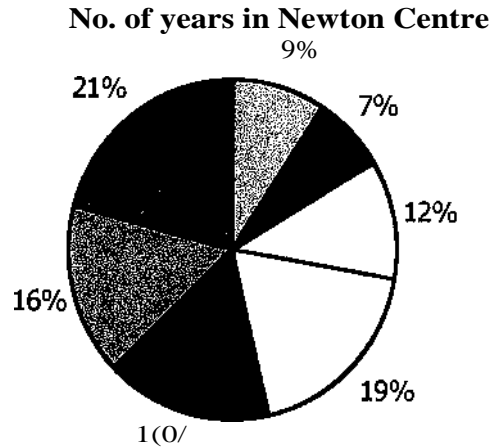
- ALAN BILZERIAN
- ALLYN STILIFER LICSW
- BACK TAX CONSULTING
- BEBE SPA
- BOSTON CHUNG EDU. SERVICES INC
- CENTER FOR ADVANCED DENTAL CARE
- CENTRE DERMATOLOGY
- CLASSIC TRENDS
- CLINICAL PSYCHOLOGIST
- DAHLIA
- DORFMAN NIVESTMENTS
- DR. SMITH STEWART
- FAMILY BUSINESS RESOURCE CENTER
- FITNESS TOGETHER
- GILDA'S
- HOLLY CLEANERS
- HOWARD A NOR, PHD
- INVESTMENT PROPERTIES LTD
- JOHN DEWAR CO
- JOHNNY'S LUNCHEONETTE
- JULIE GOSCHALK, LICSW
- LEARNING EXPRESS TOY STORE
- LEW OFFICES
- LOCEY, MCNALE, JONCOURTZ
- MAIL BOXES ETC.
- MEDICAL OFFICE
- MURRAY'S LIQUOR IN N
NEWTON
- MURRAY'S LIQUORS
- NEWTON CENTER SHELL
- NEWTON WELLESLEY PSYCH
ASSOC
- PSYCHOTHERAPY OFFICE
- PSYCHOTHERAPY PRIVATE PRACTICE
- RICHARD MELITO, PH.D.
- SANDWICH WORKS
- SBAS D/B/A SMALL BUSINESS ACCOUNTING SERVICES
- SCOTTRADE ING
- SLASH, LLC
- SWEET TOMATOES PIZZA
- SYLVIA Y. KANEKO, PHD DBA
- THAI THAI KITCHEN
- THE RIGHT ONE
- THE SILVER WOMAN
- WELLNESS MASSAGE & SKIN CARE

2. You are a/an:

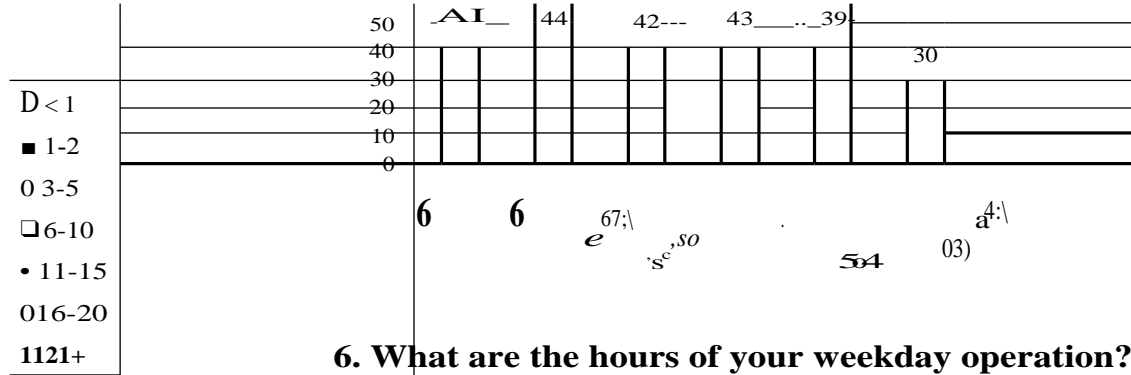


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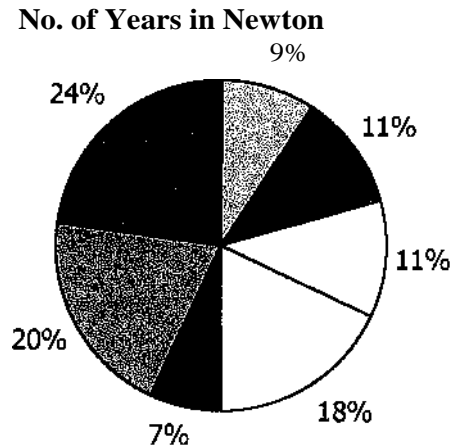
3. How many years has your business been in Newton Centre?



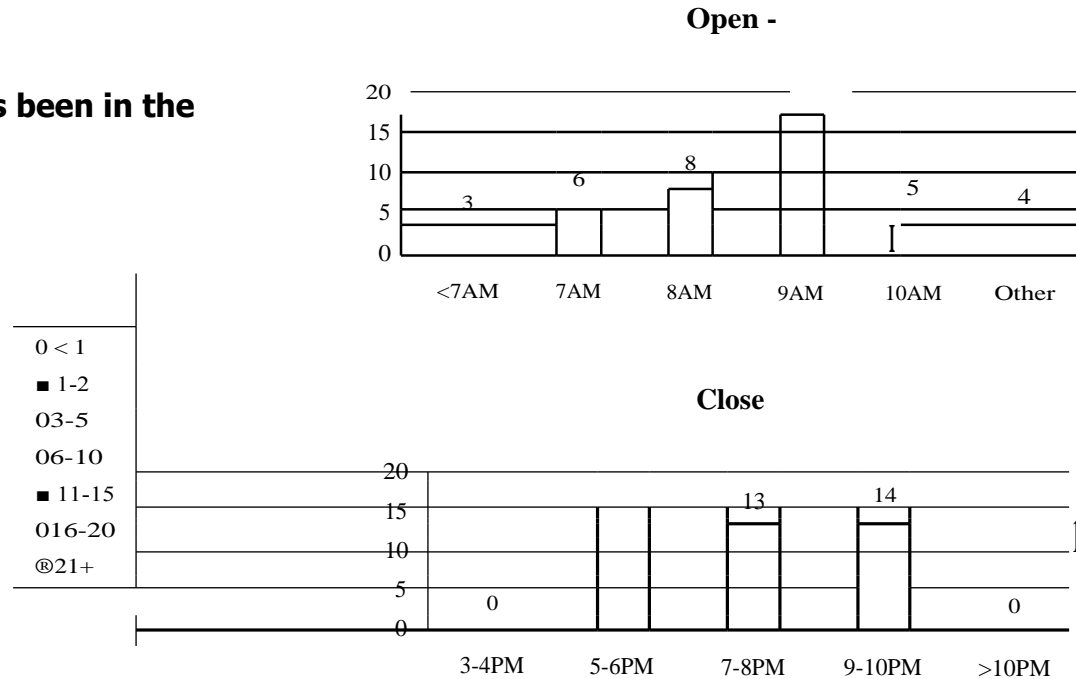
5. During what days of the week is your business open? Check all that apply.



4. How many years has your business been in the City of Newton?



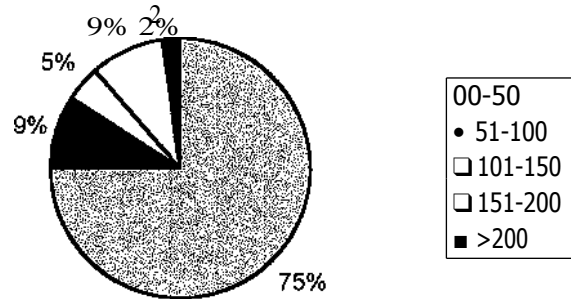
6. What are the hours of your weekday operation?



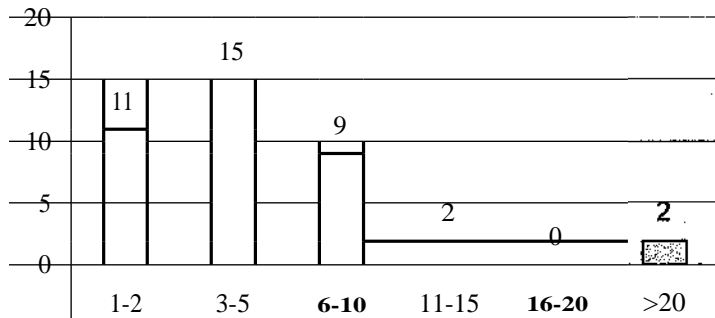
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7. How many customers does your store average a day?

Average No. of Customers/Day

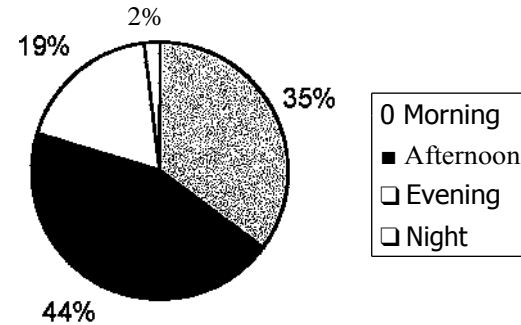


8. What is the total number of employees during the busiest shift?



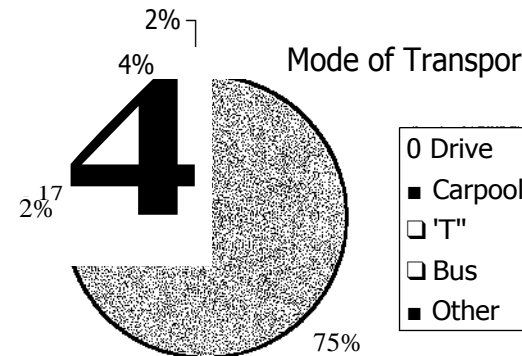
9. When is the busiest shift?

Busiest Shift of the Day



10. How do the majority of your employees come to work?

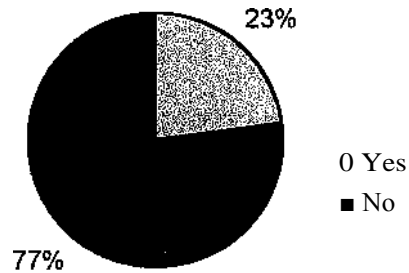
Mode of Transport to Work



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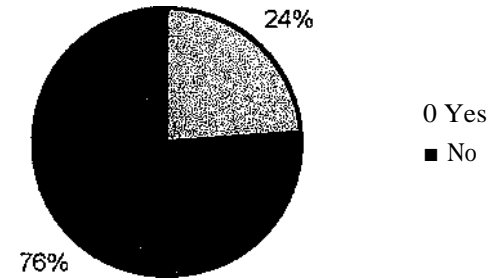
11. Does your business own or lease any off-street parking spaces for employees?

Off-Street Parking for Employees



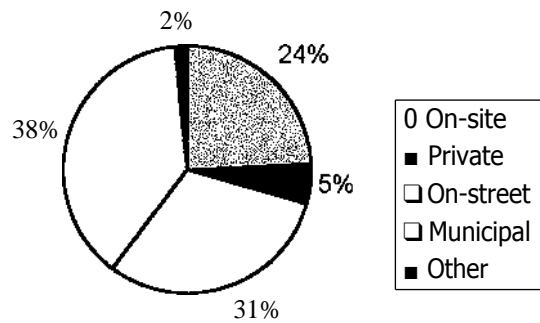
13. Does your business: Share parking with other property owner(s) or business(es)?

Shared Parking



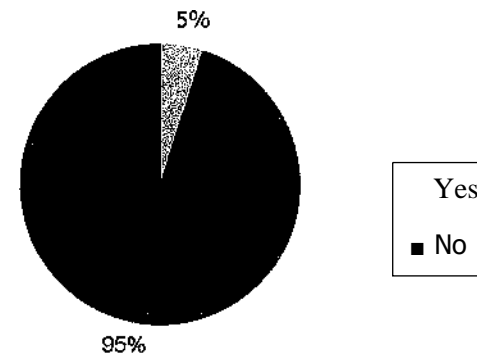
12. Where do your employees usually park?

Employee Parking Locations



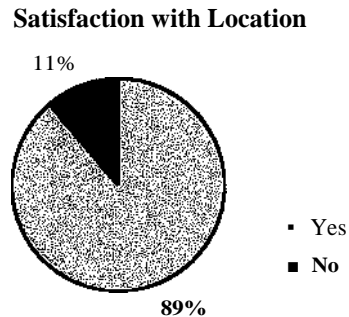
Offer incentives/benefits to encourage employees to not drive to work?

Incentives to Not Drive



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14. Are you satisfied with your present location?



15. What type of improvements could the City make that would most help your business?

- AFTER A MONTHLY PARKING PASS FOR EMPLOYEES OF NEWTON CENTER FOR THE MUNICIPAL PARKING LOT. **MY** EMPLOYEES HAS TO RUN OUT TO THEIR CARS EVERY 2 HRS TO AVOID GETTING A TICKET, THIS DOES NOT PROMOTE OUR BUSINESS SINCE THE CLIENTS HAVE TO WAIT TO BEGIN THEIR TRAINING SESSION OFTEN CAUSING FRUSTATION.
- CANT THINK OF ANYTHING
- COOL IT ON THE SPEEDING TICKETS
- CREATE SOME FORM OF PARKING ACCOMMODATION THAT CAN HELP ENHANCE BUSINESS, AND NOT REDUCE BUSINESS
- EASY IN PERMITS TO MAKE CANOPY & SIGNS
- IMPROVE THE TRAFFIC FLOW ALONG CENTRE & BEACON ST.
- LONGER METERS - CLIENTS THAT COME IN FOR SERVICES ONE 2 HOUR CANNOT PARK OR WE FEED METERS
- MAKE PARKING FOR OUR CUSTOMERS EASIER - MAKE THE METERS FOR 2 HOURS THROUGH OUT ALL STREETS NOT JUST AT SOME SPACES
- MORE 12 HR METERS, PEOPLE WHO WORK HERE NEED A PLACE TO PARK
- MORE LONG TERM PARKING
- MORE LONG TERM SPACES FOR EMPLOYEES, MORE PARKING
- MORE PARKING
- MORE PARKING
- MORE PARKING
- MORE PARKING
- MORE PARKING
- MORE PARKING - METERS SHOULD BE .25 FOR 1 HR. MORE TRASH CANS ON LANGLEY RD & UNION ST.
- MORE PARKING SPACE AND LONGER TIME TO PARK
- MORE PARKING SPACES, LONGER METER TIME LIMIT
- MORE PARKING W/LONGER TIME ON METER

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- MORE PARKING! PARKING LOT WITH FUNCTIONING METER & LONGER HOURS METER
- MORE REASONABLE RENTS
- MORE USEFUL STORE
- NONE - AT THE CURRENT TIME
- PARKING
- PARKING
- PARKING
- PARKING
- PARKING & TRAFFIC CONGESTION ARE MY BIGGEST CONCERNS
- PARKING FOR CLIENTS
- PARKING FOR CUSTOMERS
- PARKING FOR EMPLOYEE'S
- PARKING FOR MORE THAN 2 HRS
- PARKING FOR STORE MERCHANTS & PROFESSIONALS PRACTICING IN NEWTON CENTRE
- PARKING SITUATION
- REDUCE CONGESTION ON CENTRE ST. HAVE A POLICE PRESENCE IN NEWTON CENTER, ENFORCE TRAFFIC LAWS. ILLEGAL & DANGEROUS DRIVING SHOULD BE PUNISHED
- VERY IMPORTANT! NEWTON CITY (SANITATION DEPT?) REMOVED 2 TRASH CANS FROM OPPOSITE CORNERS OF LANGLEY STREETS. THIS HAS LED TO MAJOR INCREASE OF TRASH ON SIDEWALKS IN FRONT OF OUR OFFICE. PLEASE REPLACE REMOVED CANS.

16. How could Newton Centre be more conducive to enhancing your business?

- ADDITIONAL PARKING, FREE PARKING FOR HOLIDAYS, CHRISTIAN / JEWISH, LESS METER MAID INTERFERENCE
- ADVERTISE AS A SHOPPING DESTINATION
- ALLOW US TO DISPLAY ON A FRAME SIGN OUTSIDE OUR BUSINESS, SHORTEN THE PERMIT PROCESS FOR BUILDING SIGNS, ETC. AVOID GETTING A TICKET, THIS DOES NOT PROMOTE OUR BUSINESS SINCE THE CLIENTS HAVE TO WAIT TO BEGIN THEIR TRAINING SESSION OFTEN CAUSING FRUSTRATION.
- BETTER PARKING
- COMMUTER PARKING LOT INSTEAD OF PERSPECTIVE CUSTOMER PARKING
- CONVENIENCE TO PARK CAR
- ENCOURAGE MORE DIVERSE GROUP OF BUSINESS
- GET RID OF OTHER PIZZA SHOPS
- GET RID OF PARKING METER & PROVIDE MORE PARKING IF POSSIBLE , THE AGGRESSIVE TICKETING POLICY DISCOURAGES MY OFFICE IN NEWTON CENTER
- HELP W DIFFICULT PARKING
- HOLIDAY WORK FOR PARKING SATURDAY AND SUNDAY
- IMPROVE PARKING SITUATION BY CREATING MORE LOTS AND MORE 12 HRS METERS CLOSER TO NEWTON CENTER.
- LONGER METER
- MORE 12 HRS PARKING, ENFORCE SIDEWALK SNOW REMOVAL, IMPROVE SIDEWALK CLEANING
- MORE 2 HOURS METERS ON UNION ST, MORE 12 HOURS METERS IN MUNICIPAL PARKING
- MORE PARKING WITH LONGER TIME ON METERS

- MORE PROGRAM OR EVENTS TO BRING MORE PEOPLE INTO THE CENTER
- PARKING
- PARKING
- PARKING

- PARKING
- PARKING — ENFORCE TIME LIMIT ON METER — BETTER, ELIMINATE METERS, JUST LIMIT TIME TO 1 HR
- WHEN WE CALLED ABOUT #15 WE GOT A NASTY "TUFF LUCK" KIND OF RESPONSE.

17. Please rate the following factors and their influences on Newton Centre.

	positive influence	little/no influence	negative influence
• More parking	37	2	1
• More housing in the center	8	22	6
• Design standards for building appearance	22	13	3
• Improved streetscapes & other public areas	34	5	0
• More special events	18	13	1
• More restaurants	21	12	3
• Greater mix of available goods & services	30	7	0
• Proximity to other Newton commercial & retail centers	22	16	1
• Proximity to public transportation	36	2	0
• Proximity to schools and universities	19	16	0
• Current zoning/land use regulations	8	15	2

18. In order of preference, what three (3) things do you like the most about Newton Centre?

Preference 1

- | | | | |
|----------------------------|--|--|---|
| • BANKING ACCESSIBILITY | • GREAT MIX OF OFFICES, RETAIL & RESTAURANT | • LOCATION | • PEOPLE NICE EDUCATED |
| • BANKS | • HISTORIC ARCHITECTURE - UNION ST, CHURCHES, 10 LANGLEY ETC | • LOCATION - CLOSENESS TO DOWNTOWN & HIGHWAYS | • PROXIMITY TO MY HOME |
| • CENTRALIZED LOCATION | • LOCATION | • LOCATION TO OTHER AREAS | • PROXIMITY TO MY HOME AND CHILD'S SCHOOL |
| • CLEAN AND ATTRACTIVE | • LOCATION | • MORE PARKING | • PROXIMITY TO PUBLIC TRANSPORTATION |
| • CLOSE TO MY HOME | • LOCATION | • NEIGHBORHOOD FEELING | • PROXIMITY TO PUBLIC TRANSPORTATION & MAJOR ROAD |
| • DESIRABLE LOCATION | • LOCATION | • NEWTON RESIDENTS REALLY SUPPORT THEIR LOCAL STORES | |
| • DISCRIMINATING CLIENTELE | • LOCATION | • PARK ONCE | |
| • DIVERSITY OF BUSINESS | • LOCATION | | |
| • EASY ACCESS | • LOCATION | | |

- QUAIN
SETTING/WELCOMING
ENVIRONEMNT FOR
SHOPPING

- SAFE
- SIZE - MANAGEABLE -
CONVENIENT -
ENVIRONMENTAL
SENSITIVITY

- SMALL TOWN FEEL
SMALL TOWN FEEL WITH
BIG TOWN SELECTION
- T STOP

- VARIETY OF SHOPS
- VARIETY OF STORES
- VARIETY OF STORES

Preference 2

- BUSINESSES
- CLEAN
- CLIENT - CUSTOMERS BASE
- CLOSE TO EXCELLENT MALLS,
SHOPPING & BOSTON BUT HOMEY &
SAFE
- DESTINATION SPOT FOR LOCAL
RESIDENTS
- EASY ACCESS TO RT 9 AND MASS PIKE
- GOOD SNOW REMOVAL
- GOOD VARIETY OF RETAIL STORES
- IN NON-BUSY HOURS - CONVENIENT
- LOYAL CUSTOMERS

- MIX OF BUSINESS AND RECYCLING
LIBRARY AND GARDEN CITY EMPHASIS
- MORE RESTAURANT
- NICE STORES & SHOPS ESPECIALLY
THOSE THAT ARENT PART OF LARGE
IMPERSONAL CHAINS
- OPENNESS & FLOW
- PARKING IN CENTER
- PROXIMITY TO "T"
- PROXIMITY TO T
- PROXIMITY TO T
- PUBLIC TRANSPORTATION
- PUBLIC TRANSPORTATION
- RESTAURANTS

- SAFE
- SMALL STORES AND GATHERING
PLACES
- T
- T STOP ACCESS
- THE COMMUNITY
- THE LOCATIONS OF SHOPS, SERVICES
& RESTAURANTS
- UPSCALE RETAILERS
- VARIETY OF RESTAURANTS
- VILLAGE CONNECTION - RESIDENTIAL
WALKING DISTANCE TO RETAIL

Preference 3

- ACCESSIBILITY/PARKING
- AFFLUENCY OF COMMUNITY
- APPEALING ARCHITECTURE OF THE
LOCAL CHURCHES & TRAIN STATION
- CENTRAL LOCATION OF NEWTON -
CLIENTS COME FROM NORTH, SOUTH,
EAST & WEST OF NEWTON
- CLOSE TO "T"
- COFFEE SHOP NEARBY
- COMMUNITY GATHERING PLACE
- GREATER MIX OF AVAILABLE GOODS
AND SERVICES

- GREEN SPACES
- LAYOUT OF THE CENTER OF TOWN
- LOOK NICE
- MORE SPECIAL EVENT
- NICE FEEL/APPEARANCE
- PARK/PEDESTRIAN AREA
- POST OFFICE
- PUBLIC TRANSPORTATION
- RESIDENTS TAKE PRIDE IN AREA &
FREQUENT BUSINESS IN AREA
- SAFETY
- SAFETY

- SIZE OF CENTER & AMOUNT OF OTHER
RETAIL ESTABLISHMENTS
- THE "GARDEN CITY" QUALITY OF IT
- TREES & FLOWERS ALONG PARKING
LOT IN NEWTON CENTER
- T-STOP
- WALK TO GOOD RESTAURANTS,
SHOPS, PERSONAL CARE
- WALKING
- WELL LIGHTED

19. In order of least preferred, what three (3) things do you like the least about Newton Centre?

Most Least Preferred

- BUSINESS ARE NOT DIVERSIFIED
- CLEANLINESS
- DIFFICULT PARKING
- LACK OF PARKING (FOR EMPLOYEES/OWNERS & CUSTOMERS)
- LACK OF PARKING
- LACK OF PARKING FOR EMPLOYEES (LACK OF 12 HR METER)
- LACK OF TRAFFIC COPS TO POLICE THE ILLEGAL & DANGEROUS DRIVING
- METERMAID WRONGFULLY TICKETING WHEN THERE'S STILL TIME LEFT ON METERS
- MORE COFFE SHOP
- NOT ENOUGH 12 HR PARKING
- NOT ENOUGH FOOT TRAFFIC
- NOT ENOUGH PARKING
- PARKING
- PARKING
- PARKING
- PARKING
- PARKING
- PARKING
- PARKING
- PARKING - 2 HR LIMIT & FREQUENT TICKETS
- PARKING - NO T PARKING
- PARKING AVAILABILITY FOR CLIENTS
- PARKING CAN BE SOMEWHAT DIFFICULT AT TIMES BUT IT'S A DREAM COMPARED TO BROOKLINE, CAMBRIDGE AND BOSTON
- PARKING IN CENTER TRIANGLE NOT BEST USE OF SPACE
- PARKING PROBLEMS - NOT ENOUGH SPACES
- PARKING SITUATION
- POOR MAINTENANCE - PELHAM ST PARKING LOTS
- PROXIMITY TO SCHOOL
- REDUNDANCE OF SHOP TYPES - RESTAURANTS & COFFEE SHOPS, DRY CLEANERS, FEWER & FEWER OTHER TYPES
- THE ABSENCE OF ADEQUATE PARKING
- TOO LITTLE PARKING
- TOO MANY BAD RESTAURANTS
- TOO MANY BANKS
- TRAFFIC CONGESTION DURING RUSH HOURS & BUSY HOLIDAYS WITH NO TRAFFIC CONTROL PRESENCE
- TRASH ON SIDEWALK

2nd Most Least Preferred

- CURRENT ZONING/LAND USE REGULATIONS
- LACK OF "DESTINATION - TYPE" EVENTS
- MANY MALFUNCTIONING PARKING METERS
- MANY PEOPLE DRIVE TOO FAST
- METER INCREASES
- METER MAIDS - NASTY!
- MIX HAS CHANGED - MORE BANKS, FEWER INDEPENDENT RETAIL
- MORE BANK
- NO HARDWARE STORE
- NO PARKING FOR EMPLOYEES
- NO THEATERS
- OVER SATURATION OF THE SAME TYPES OF RETAILER
- OVERLY AGGRESSIVE METER MAIDS
- PARK ACROSS FROM CITIZENS BANK IS A WASTELAND
- PARKING
- PARKING
- PARKING
- PARKING
- PARKING PRESSURE
- POOR PARKING
- RENTAL PRICES
- SIDEWALK SNOW PLOWING IS MARGINAL SOMETIMES
- SNOW PLOWING OF THE CENTRE & ITS PARKING LOTS

- TOO MANY BANKS
- TOO MANY BANKS
- TOO MANY BANKS
- TOO MUCH 2 HOUR ONLY PARKING

- APPEARANCE (MANY OF THE BUILDINGS NEED A FACE LIFT
- BANKS
- CLEANERS
- EMPLOYEE PARKING PERMIT
- EMPTY STORE FRONTS
- HOW GRUNDGY THE T AREA IS
- LIMITED PUBLIC PARKING
- MORE CUSTOMER PARKING
- MORE VARIETY IN TYPES OF STORES

- TRAFFIC
- TRAFFIC
- TRAFFIC

3rd Least Preferred

- NO LOCAL BUSINESS PARKING AREAS
- NOISE LEVELS
- NOT ENOUGH BENCHES, LANDSCAPING IS POOR
- NOT ENOUGH LONG TERM PARKING
- NOT ENOUGH METERS FOR CUSTOMERS
- NOT ENOUGH POLICE PRESENCE TO DEAL WITH GROUPS OF TEENS - SOME OF WHICH ARE LOOKING FOR TROUBLE

- TRAFFIC CONGESTION
- TRAFFIC PATTERN AND ONE WAY STREETS

- PARKING
- PARKING
- PARKING
- PARKING
- PARKING
- PROXIMITY TO OTHER NEWTON COMMERCIAL
- SNOW REMOVAL - POOR