

# UNION SQUARE CREATIVE USES REPORT

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Support provided  
By  
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Massachusetts Cultural Council

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SOMERVILLE ARTS COUNCIL**

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*City of Somerville, Joseph A. Curtatone, Mayor*

## SUMMARY

This report explores the growth and change of businesses within Union Square, Somerville. In 2005, the City of Somerville's Mayor's Office of Strategic Planning and Community Development and the Somerville Arts Council launched ArtsUnion, a cultural economic development initiative. ArtsUnion was designed to change the perception of and increase foot traffic within the square while boosting the economic development of existing and new businesses. By working with local artists and community organizations, ArtsUnion has developed cultural events, craft markets, historic and cultural tours, commissioned street furniture, and worked toward change in local zoning to provide incentives and remove barriers for arts-related development.

Also in 2005, Union Square Main Street (USMS) was launched and charged with revitalizing the commercial "downtown" of Union Square. Among its projects, USMS's establishment of a farmers market has both developed community and attracted more foot traffic to the square. Both the ArtsUnion initiative and the USMS organization have effected change.

In 2005, working with USMS, a preliminary assessment was undertaken to capture a baseline of existing businesses within Union Square. This report provides a comparison, as well as an expansion, to that data. Specific change that has occurred since the baseline, includes:

- Six new businesses specifically within the creative sector, and
- 12,000 square feet of commercial redevelopment shifting from industrial or vacant to cultural uses

Since 2004, Union Square has experienced growth in the net number of new businesses and much of that growth has been within the creative industry sector. While a direct correlation to ArtsUnion initiative or USMS may be impossible, there has been a positive change in the business mix, a clearer and more energetic identity of the square has emerged, and the City's tax base has increased.

# UNION SQUARE CREATIVE USES REPORT

## INTRODUCTION

Union Square in Somerville, Massachusetts has a storied history of commercial uses ranging from farming to glass to brick manufacturing. Today, the Square hosts a variety of social service non-profit agencies and multicultural businesses. This report will look at an emerging sector of businesses in Union Square commonly referred to as creative businesses, and how they cluster together to form a creative economy.

In an acknowledgement of the burgeoning creative businesses in Union Square, the Massachusetts Cultural Council and the City of Somerville first funded a survey in the summer of 2005 of the Union Square Central Business District (CBD) to identify cultural and artistic spaces. In the approximately three years since this survey was completed Union Square has seen a number of changes the amount of businesses *with creative characteristics*???. In 2008, ArtistLink, a professional team housed at the Massachusetts Cultural Council dedicated to promoting artist space in Massachusetts, funded a second study to catalogue creative businesses in Union Square and examine possible trends since 2005. The objectives of this study include:

- Identify and define the creative businesses in the Union Square CBD.
- Document the changes in these properties over time.
- Establish a framework for future analysis of the creative economy in Union Square.

Contributing to this study are two organizations very active in Union Square's creative business economy, the Somerville Arts Council's ArtsUnion and Union Square Main Streets, who count among their objectives the promotion of creative businesses in Union Square. ArtsUnion was created in 2005 by funding provided by the Massachusetts Cultural Council's John and Abigail Adams Arts Program to promote cultural uses in Union Square<sup>1</sup>. Union Square Main Streets was also established in 2005 and follows the national "Four Point" Main Street model of promotion, organization, design and economic restructuring to revitalize downtown commercial areas<sup>2</sup>. Both organizations have made significant efforts towards promoting creative uses in Union Square.

## DEFINITION

There is no accepted standard for measuring which businesses qualify as part of the creative economy. There are inherent difficulties in measuring this due to the subjective manner of defining creativity. This study will attempt to identify businesses as creative based upon guidelines set forward by the New England Foundation for the Arts (NEFA) and looking at how much intellectually creativity workers utilize to produce their goods and services and the relation of these goods and services to the viability of the business overall.

NAICS	
2-digit	Sector
3-digit	Subsector
4-digit	Industry Group
5-digit	NAICS Industry
6-digit	National

<http://www.census.gov/epcd/www/naicsdev.htm>

### NAICS Classifications

This report uses the North American Industry Classification System (NAICS) to classify the industries of the businesses in Union Square. The NAICS classification codes are industry classifications agreed upon and used by statistical agencies throughout North America<sup>3</sup>, allowing Union Square's business mix to be compared with similar studies throughout the continent.

NAICS codes break down into 5 different sub levels of detail, with the 2-digit Sector classification being the broadest category and the 6 digit National being the most specific. Nearly all businesses in Union Square have been identified to the National level of detail for comparison.

Although NAICS codes are widely accepted and used, there are limits to their application.

Sometimes businesses do not entirely fit into one code. This can be problematic in defining creative businesses, as businesses within the same classification can fall on either one side of the creative spectrum or the other. In spite of

<sup>1</sup>Somerville Arts Council. "ArtsUnion 2008" 2005. <http://www.somervilleartscouncil.org/programs/artsunion/index.html> (May 16, 2008)

<sup>2</sup>Union Square Main Streets. "The Main Street Approach" <http://www.unionsquaremain.org/about/mainstreet.html> (May 16, 2008)

<sup>3</sup>U.S. Census Bureau. "Development of NAICS" December 13, 2001. <http://www.census.gov/epcd/www/naicsdev.htm> (May 9, 2008).

these flaws, the NAICS codes were used in this study to facilitating future data gathering and accurate comparison analysis.

## Creative Classifications

This survey uses two categories from a report titled “The Creative Economy: A New Definition” published by the New England Foundation for the Arts (NEFA) to classify businesses as creative. The authors, Douglas DeNatale and Gregory H. Wassall, identify businesses as either part of a cultural core or a cultural periphery.”<sup>4</sup> While there is a rich and comprehensive mix of 162 businesses in Union Square, this study will focus on the 35 creative businesses in Union Square and on defining those in the Creative Core and Creative Periphery. A brief discussion of businesses with both creative and cultural importance will be included in this report, as well as suggestions for further examining the vital role they play in Union Square.

The **Creative Core** are businesses fully committed to the development and production of creative goods and services. Creative Core businesses are classified under a NAICS industry code as engaged in the creative economy.

The **Creative Periphery** designation is slightly more complex to define than the Creative Core. These are businesses involved in the production and distribution of creative goods and services, but whose NAICS classification does not necessarily signify a creative use. As a result, these businesses are identified and examined on an individual basis to determine if they adhere to a creative use. For example, Stanhope Framers custom builds frames, which would be defined as a creative business as they employ craftsmen and women who build products to enhance a picture’s aesthetic quality. Its NAISC code however is 442299, which also includes bath, linen, and electric lamp shops. These types of businesses do not typically meet the threshold for creative businesses, as their products are more utilitarian with less emphasis on aesthetic quality. A brief description detailing why each creative periphery business is listed as such is found in the appendix.

There are a number of businesses in Union Square with characteristics that tend to support creative and arts related uses but do not necessarily fit into the creative core or periphery classifications. While a case for almost any business can be made for supporting the creative economy, there are certain types of businesses which are simply more commonly viewed as complementing creative businesses. The most prominent examples of these types of businesses are Sherman and Bloc 11 cafes. Cafes offer many amenities that appeal to people involved in creative businesses. They offer a relaxed space where a writer can grab some food while finishing a piece, a place where a designer can meet with a client, or coffee to help someone stay awake to finish a project. Sherman Café and Bloc 11 have unique designs and often display pieces of art for sale on their walls, adding venues for local artists to display their works and to their overall creative atmosphere.

In addition to the aforementioned examples, the proliferation of multicultural businesses contributes to the creative and cultural mix of Union Square. Within these stores it is possible to find variety of brands from Japanese Pocky candy to Argentine De la Cruz yerba mate, as well as groceries from India, Korea, and Latin America. One of the most visible cultures represented in Union Square is Brazilian, with multiple clothing stores, markets, and bakeries specializing in Brazilian goods.

## UNION SQUARE TODAY

Within the Union Square Central Business District today there are 162<sup>5</sup> businesses. Of these, 22 are classified as Creative Core businesses and 13 as Creative Periphery businesses.

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<sup>4</sup> DeNatale, Douglas D. and Wassall, Gregory. (2007) *The Creative Economy: A New Definition H.* New England Foundation for the Arts.

<sup>5</sup> Union Square Main Streets

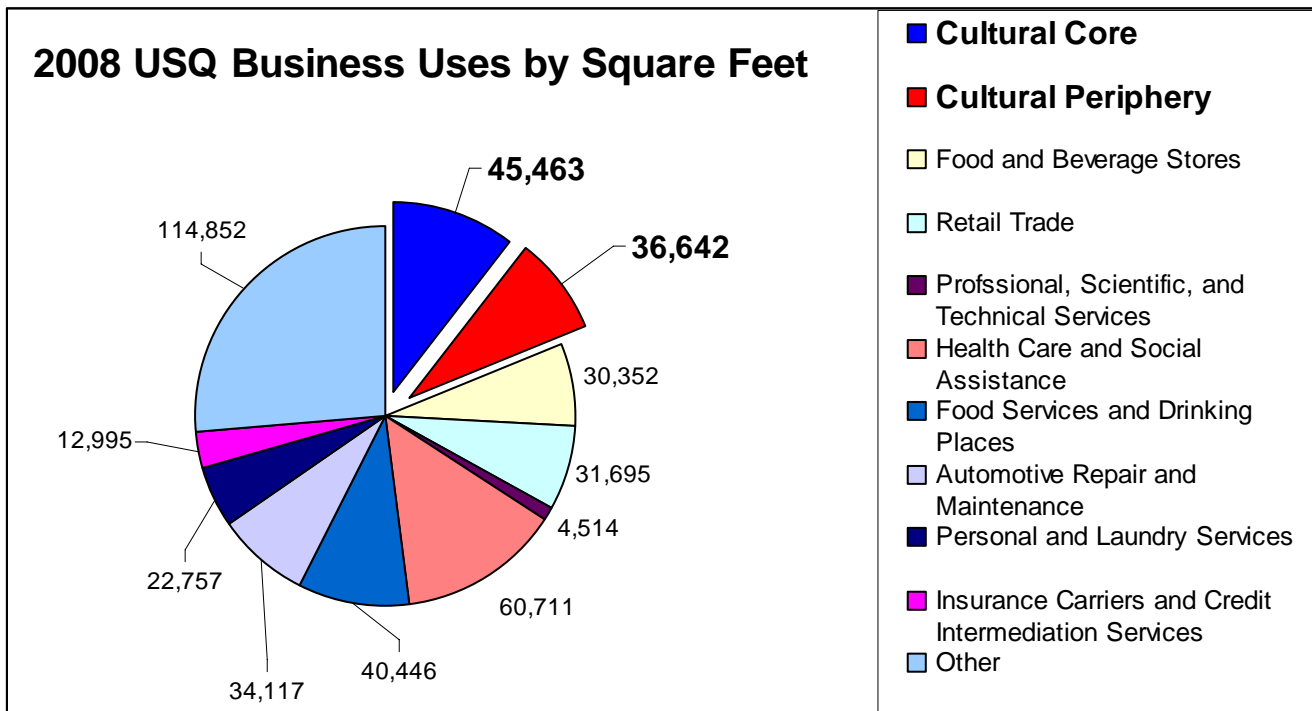
<b>2008 CREATIVE CORE BUSINESSES</b>				
<b>Business Name</b>	<b>Address</b>	<b>NAICS Code</b>	<b>NAICS Description</b>	<b>Square footage</b>
Dance @ Union	16 Bow Street	71	Arts, Entertainment, and Recreation	5000
Third Life Studio	33 Union Square	71	Arts, Entertainment, and Recreation	2830
Master Printing	60 Union Square	32311	Printing	1700
Seven Hills Bindery	24 Webster Ave	32312	Support Activities for Printing	
Wagner Jewelers	301 Somerville Avenue	44831	Jewelry Stores	822
Ground Inc	6 Carlton Street	54132	Landscape Architectural Services	1000
Cabot Woodworking and Design	9 Olive Square	337212	Custom Architectural Woodwork and Millwork Manufacturing	
Studios at the Community Builders Corp	24 Webster Avenue	337212	Custom Architectural Woodwork and Millwork Manufacturing	5674
Hub Comics	19 Bow Street	451211	Book Stores	1200
M/S Caribbean Music and Products	383 Somerville Avenue	451220	Prerecorded Tape, Compact Disc, and Record Stores	1289
It's A Gift	29-A Union Square	453920	Art Dealers	400
Nama Productions	33 Union Square	512110	Motion Picture and Video Production	250
Somerville Community Access TV (SCAT)	90 Union Square	515120	Television Broadcasting	4756
Boyes Watson Architects	30 Bow Street	541310	Architectural Services	901
Brian Healy Architects	374 Somerville Avenue	541310	Architectural Services	2500
Seitz Architects	33 Union Square	541310	Architectural Services	5203
Wellesley Design Consultants	66-70 Union Square	541310	Architectural Services	400
Heimarck & Foglia: Landscape Architecture Collaboration	33 Union Square	541320	Landscape Architectural Services	300
Beadventurous	285 Washington Street	448310	Jewelry Stores	3746
Olive Square Studios	285 Washington Street	711510	Independent Artists, Writers, and Performers	3746
Debora Kerr Photography	285 Washington Street	541921	Photography Studios, Portrait	3746
Eileen Gillespie	33 Union Square	711510	Independent Artists, Writers, and Performers	

<b>2008 CREATIVE PERIPHERY BUSINESSES</b>				
<b>Business Name</b>	<b>Street Number</b>	<b>NAICS Code</b>	<b>NAICS Description</b>	<b>Square footage</b>
Stanhope Framers	55 Bow Street	442299	All Other Home Furnishings Stores	12300
Ferreira Upholstry Shop	24 Webster Avenue	811420	Reupholstery and Furniture Repair	
Minuteman Restoration	380 Somerville Avenue	811420	Reupholstery and Furniture Repair	1952
G&T Custom Tailoring	36 Union Square	811490	Other Personal and Household Goods Repair and Maintenance	600
Bull McCabe	366A	722110	Drinking Places (Alcoholic Beverages)	814
Independent Bar and Restaurant	75 Union Square	722110	Drinking Places (Alcoholic Beverages)	3162
Precinct	70 Union Square	722410	Drinking Places (Alcoholic Beverages)	3800
Sally O'Briens Bar and Grill	335 Somerville Avenue	722410	Drinking Places (Alcoholic Beverages)	1564
Grand	374 Somerville Ave	4422	Home Furnishings Stores	1000

Moroccan Caravan	285 Washington Street	4422	Home Furnishings Stores	3746
P.A.'s Lounge	345 Somerville Avenue	711310	Promoters of Performing Arts, Sports, and Similar Events with Facilities	2794
Burma Design Antique Restoration	285 Washington Street	811420	Reupholstery and Furniture Repair	3746
Reliable Video	52 Union Square	4532	Office Supplies, Stationery, and Gift Stores	1164

For a square of its size, the creative businesses in Union Square represent a range of industries from custom architectural woodwork to film production. The biggest cluster of creative businesses is architecture with six businesses, including two landscape architecture firms.

Creative businesses compromise a significant percentage of the space of occupied businesses in Union Square. While only 35 of 162 of businesses are classified under one of the creative categories, they hold nearly a quarter of the occupied business space.



## TRENDS IN UNION SQUARE

Today there are 35 businesses in the Creative Core and Creative Periphery in Union Square with 22 businesses in the Creative Core, and 13 in the Creative Periphery. **This is a net increase of six businesses since 2005 -- four in the Creative Core and two in the Creative Periphery.** These new businesses are: Dance @ Union, Master Printing, Ground Inc, Hub Comics, Brian Healey Architects, and Debora Kerr Photography in the Creative Core; and Bull McCabe, Grand, and Moroccan Caravan in the Creative Periphery. This is a considerable increase from 2005 when there were 18 businesses in the Creative Core and 11 in the Creative Periphery. The businesses present in 2005 but no longer operating in Union Square are Handsome Brothers Music, Union Square Press, and Tir Na Nog.

Overall the pool of creative business saw the addition of two new business types: a photography studio with Debora Kerr and a book store with Hub Comics. The only business type that was lost was a sound recording studio when Handsome Brothers Music closed. By 2008 there were two new home furnishing businesses in Union Square, whereas only one of these business types existed in Union Square in 2005. These stores, Grand and Moroccan Caravan, are significant as

these retailers differ from the service-oriented, custom work of Stanhope Framers. Grand and Moroccan Caravan offer a wide selection of imported crafts and domestic designer goods, demonstrating a greater confidence in Union Square as a market of creative home furnishings.

**2005 Businesses**

<b>2005 Creative Core Business Descriptions</b>	
Architectural Services	3
Art Dealers	1
Arts, Entertainment, and Recreation	1
Custom Architectural Woodwork and Millwork Manufacturing	2
Independent Artists, Writers, and Performers	2
Jewelry Stores	2
Landscape Architectural Services	1
Motion Picture and Video Production	1
Prerecorded Tape, Compact Disc, and Record Stores	1
Printing and Related Support Activities	2
Sound Recording Studios	1
Television Broadcasting	1

<b>2005 Creative Periphery Business Descriptions</b>	
All Other Home Furnishings Stores	1
Drinking Places (Alcoholic Beverages)	4
Office Supplies, Stationery, and Gift Stores	1
Other Personal and Household Goods Repair and Maintenance	1
Promoters of Performing Arts, Sports, and Similar Events with Facilities	1
Reupholstery and Furniture Repair	3

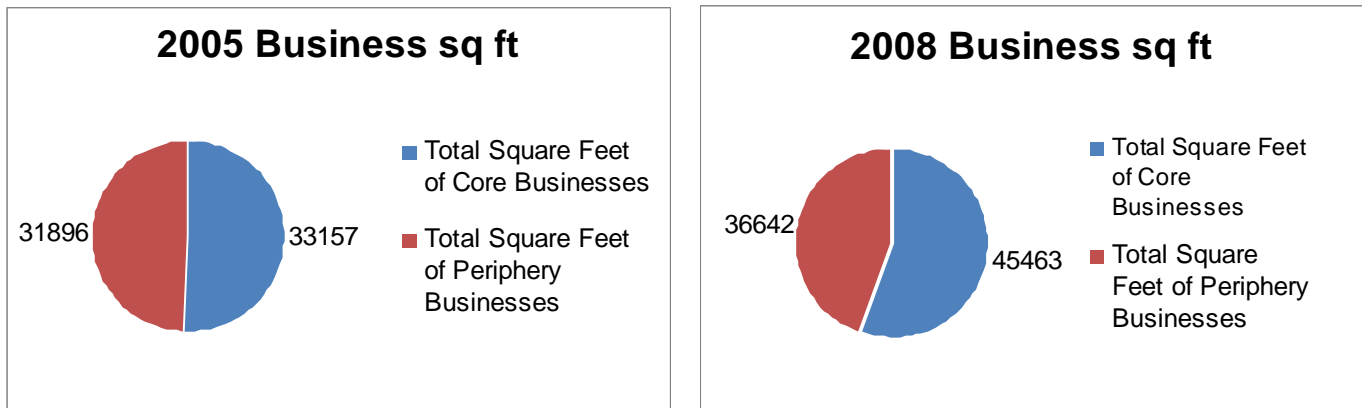
**2008 Businesses**

<b>2008 Creative Core Business Descriptions</b>	
Architectural Services	4
Art Dealers	1
Arts, Entertainment, and Recreation	2
Book Stores	1
Custom Architectural Woodwork and Millwork Manufacturing	2
Independent Artists, Writers, and Performers	2
Jewelry Stores	2
Landscape Architectural Services	2
Motion Picture and Video Production	1
Photography Studios, Portrait	1
Prerecorded Tape, Compact Disc, and Record Stores	1
Printing and Related Support Activities	2
Television Broadcasting	1

<b>2008 Creative Periphery Business Descriptions</b>	
All Other Home Furnishings Stores	3
Drinking Places (Alcoholic Beverages)	4
Office Supplies, Stationery, and Gift Stores	1
Other Personal and Household Goods Repair and Maintenance	1
Promoters of Performing Arts, Sports, and Similar Events with Facilities	1
Reupholstery and Furniture Repair	3

**The new creative businesses have made a significant impact in Union Square by shifting 12,000 square feet of commercial space from industrial use or vacant to a creative use.** These graphs separate the square footage of

Creative Core and Periphery spaces in 2005 and 2008 and show increases in both. Businesses engaged in the Creative Core show a faster rate of increase than businesses in the Creative Periphery.<sup>6</sup>



## UNION SQUARE TOMMORROW

As Union Square continues to be a destination for creative oriented businesses, recommendations to further analyze their impact in Union Square include:

- Calculate the 2005 and 2008 property values of creative business occupied properties and comparing them to non-creative properties. Identifying the percentage change in values of properties associated with creative uses can help promote the development of creative spaces.
- Compare the creative mix to regional and state percentages. Examine if there are particular industries which tend to cluster in Union Square in greater proportion than other areas.
- Conduct an analysis of the needs of artists and creative businesses. Survey the creative businesses and identify needs. This would assist organizations like Union Square Main Streets and ArtsUnion to focus their efforts on improving the business climate for creative businesses.
- Identify gaps in creative uses in Union. Gaps in creative uses, such as various supportive businesses, would likely be discovered through a survey of creative businesses.
- Identify properties for creative use redevelopment. Older buildings or vacant industrial properties tend to be favorable places for creative businesses.
- Develop possible criteria key to for the recruitment and success of Creative Core and Creative Periphery uses in Union Square. As more information regarding creative uses is compiled informed plans can attract new businesses.
- Study the areas culinary and multicultural businesses to gain further insight into the business dynamic. These businesses play an integral role in providing Union Square with products and services unlike other central business districts.

<sup>6</sup> Square footage for businesses at 285 Washington Street calculated by dividing building square footage, 22,480, by number of businesses, 6, so that each had 3746 sq ft.



APPENDIX I

Business Name	Street Number	Street	NAICS Code	Square Footage
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445		Food and Beverage Stores		
Bombay Market	359	Somerville Avenue	445110	1694
Capone Foods	14	Bow Street	445110	2415
Fiesta Bakery	316	Somerville Avenue	445291	1200
International Market	367	Somerville Avenue	4452	1000
Jerry's Liquors	329	Somerville Avenue	445310	4052
La Internacional Foods	318	Somerville Avenue	4452	2452
Little India	77	Bow Street	4452	1300
Midnight Convenience	15	Union Square	445120	2176
Pao de Acucar Market	57	Union Square	445	1800
Reliable Market	45	Union Square	4452	5880
Sherman Market	22	Union Square	4452	800
Solucao Casa de Carnes	38	Bow Street	44521	1494
Union Square Market Place	20 - 22	Bow Street	44512	1325
Union Square Smoke Shop	54 A	Union Square	44512	1164
Vango Convenience Store	251	Washington Street	445120	500
WellFoods Plus	380 A	Somerville Avenue	4452	1100

44-45		Retail Trade		
Brazil Starr	361B	Somerville Avenue	448120	650
Elegant Furniture	31	Union Square	442110	2830
International Optical	311	Somerville Avenue	446130	1929
Moda Brasil	26	Union Square	448120	200
MPI Wireless	295	Somerville Avenue	443112	1200
Ricky's Flower Market	238	Washington Street	44422	7863
Ricky's Flower Market - Indoors at Ricky's	238	Washington Street	44422	6142
Ricky's Flower Market - Outdoors at Ricky's	238	Washington Street	44422	2056
Riverside Motorsports	2	Union Square	441221	5000
Silvia's Boutique	369	Somerville Avenue	44812	637
Union Boot	253	Washington Street	4482	900
Union Gulf	231	Washington Street	4471	2288

541		Professional, Scientific, and Technical Services		
Karin Wiliniski, Attorney	33	Union Square	541110	0
Law Offices of Edward Lang	23	Bow Street	541110	1300
Privitera Law & Real Estate Offices	59	Union Square	541110	3214
Robert K. Rainer, Attorney at Law	1	Summer Street	541110	

<b>624</b>		<b>Social Assistance</b>		
CASCAP	231	Somerville Avenue	624190	5054
Centro Presente and MAPS	92	Union Square	624190	4756
Community Action Agency of Somerville	66-70	Union Square	6241	2915
RESPOND	66	Union Square	624190	2500
Ruby Rogers Center	64	Union Square	624190	1221
Somerville Community Corporation	337	Somerville Avenue	624229	6000
The Family Center	366	Somerville Avenue	624190	13786

<b>722</b>		<b>Food Services and Drinking Places</b>		
Bloc 11	11	Bow Street	722213	3800
Buk Kyung Korean Hometown Restaurant	90	Union Square	722110	2206
Cantina La Mexicana	241	Washington Street	7221	1700
Dunkin Donuts	282	Somerville Avenue	722211	2023
El Potro	61	Union Square	722211	1200
Great Thai Chef	255	Washington Street	722110	1000
India Palace	23	Union Square	722110	800
Jimbo's Famous Roast Beef and Seafood	40	Bow Street	722211	1037
Machu Picchu Charcoal Chicken and Grill	25	Union Square	722110	800
Mama Gina's Pizza	19	Union Square	722211	1877
Mandarin Chinese Restaurant	7	Union Square	722211	2206
Neighborhood Restaurant	25	Bow Street	722110	1800
Padaria Brasil	16	Bow Street	722211	2000
Precinct	70	Union Square	722410	3800
Red House Chinese Restaurant	24	Union Square	722211	800
Restaurante Turistico Machu Picchu Culinary Art	307	Somerville Avenue	722110	2100
Sally O'Briens Bar and Grill	335	Somerville Avenue	722410	1564
Sherman Cafe	257	Washington Street	722213	1000
Subway Sub Shop	71	Union Square	722211	1680
Taqueria La Mexicana	247	Washington Street	722211	1795
Union Square Pizza & Subs	63	Union Square	722211	800
Wu Chon House	290	Somerville Avenue	7221	4458

<b>8111</b>		<b>Automotive Repair and Maintenance</b>		
Fred M. Susan Autobody	269	Somerville Avenue	811121	6142
Gemini Goodyear Auto Service Center	1	Bow Street	811198	8268
Gleason, Hendrick and Devine	17	Hawkins Street	811121	0
Hawkins Autobody	7	Hawkins Street	811121	0
Leins Auto Repair	65-69	Bow Street	81111	1195
Mike's Automotive Services	1	Union Square	81111	1200

Monro Muffler and Brake	229	Washington Street	81111	3203
Souza Brothers Auto	35	Prospect Street	811121	3732
Tech Auto Body	9	Union Square	811121	10377

<b>812</b>		<b>Personal and Laundry Services</b>		
Angel Nails	9	Union Square	812113	709
Brown Flaherty Funeral Services	261	Washington Street	812210	5409
Charles Robert Hair Cutters	21-A	Union Square	812112	800
Cota-Struzziero McKenna Funeral Home	197	Washington Street	812210	4813
Davidson's Laundry	10	Bow Street	812310	1440
Dogma and Catma Too	321	Somerville Avenue	812910	2000
Elegant Salon	251a	Washington Street	812112	300
Fashion Way Salon	18	Union Square	812112	1193
Gold Scissors	75	Bow Street	812112	1067
Grace Salon	56B	Union Square	812112	1164
Hollywood Nails Design	389	Somerville Avenue	812113	0
Mike's Unisex Hair Dressing	190	Washington Street	812112	800
Ned's Hair Cutting Salon	29	Bow Street	812112	500
Odilio's Hair Design	358	Somerville Avenue	812112	1162
Shalom Hair Salon	62	Bow Street	812112	600
Somerville Dry Cleaners	21	Union Square	812320	800

<b>524</b>		<b>Insurance Carriers and Related Activities</b>		
Amazonia Insurance	66	Bow Street	524210	1000
Best Rate Insurance Agency	208	Washington Street	5242	0
Brasil Insurance	53	Union Square	524210	1164
Christopher Kokoras Insurance	66	Union Square	524210	650
James Brennan Insurance	13	Union Square	524210	989

<b>522</b>		<b>Credit Intermediation and Related Activities</b>		
All Checks Cashed Inc	12	Union Square	52229	1879
Bank of America ATM	71	Union Square	522110	0
Braz Transfers	377	Somerville Avenue	52232	1000
Citizens Bank	40	Union Square	522110	5913
Lifetime Transfer	29	Union Square	52232	400

<b>Other</b>				
All Seasons Home Remodeling	369	Somerville Avenue	23611	500
American Legion Post 447	217	Somerville Avenue	813410	5056
Apartment Hub	66	Union Square	531210	650
BACC Travel	362	Somerville Avenue	561510	946
Bonds & Beauty	380 B	Somerville Avenue	4529	1952

Boynton Yards Associates	38	Union Square	551112	0
C&N Beauty Supply	285	Washington Street	42385	
City of Somerville - Fire Department	220	Washington Street	922160	28973
City of Somerville - Police	220	Washington Street	922120	28973
Genesis Tax House	304	Somerville Avenue	54121	2000
Income Tax Plus	371	Somerville Avenue	54121	500
J.J. Sullivan Plumbing and Heating Contractors	346	Somerville Avenue	238220	3141
J.J. Vaccaro Construction	38	Union Square	551112	6184
Little Pearl	5	Sanborn Court	424460	1000
National Student Partnerships	366	Somerville Ave	813410	
NStar Company	51	Prospect Street	2211	1008
Offices at the Independent	76	Union Square	5172	3162
Sauces n' Love	7	Sanborn Court	3114	5000
Sillari Company Inc	210	Washington Street	238220	500
Still Mountain Tai Chi	33	Union Square	611620	
Warehouse	304	Somerville Avenue	4931	0
Telecommunications Insight Group	38	Union Square	54161	0
The Girl from Ipanema	8	Bow Street	81211	980
This Building Community	24	Webster Avenue	8134	
Top Choice Realty	371	Somerville Avenue	531210	
Union Square Acupuncture	21	Bow Street	6213	500
Union Square Main Streets		P.O. Box One	813319	0
Union Square Veterinary Clinic	37	Union Square	541940	1546
US Post Office	237	Washington Street	491110	17000
Villari's Studio of Self Defense	54	Union Square	611620	3786
W.C. Holmes	66	Union Square	561720	1495

CREATIVE CORE					
Dance @ Union	16	Bow Street	71	Arts, Entertainment, and Recreation	5000
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			<b>Count</b>	<b>22</b>	<b>Core Square Feet Sum</b>	<b>45463</b>

CREATIVE PERIPHERY					
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G&T Custom Tailoring	36	Union Square	811490	Other Personal and Household Goods Repair and Maintenance	600

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Independent Bar and Restaurant	75	Union Square	722110	Drinking Places (Alcoholic Beverages)	3162
Minuteman Restoration	380	Somerville Avenue	811420	Reupholstery and Furniture Repair	1952
Moroccan Caravan	285	Washington Street	4422	Home Furnishings Stores	3746
P.A.'s Lounge	345	Somerville Avenue	711310	Promoters of Performing Arts, Sports, and Similar Events with Facilities	2794
Precinct	70	Union Square	722410	Drinking Places (Alcoholic Beverages)	3800
Reliable Video	52	Union Square	4532	Office Supplies, Stationery, and Gift Stores	1164
Sally O'Briens Bar and Grill	335	Somerville Avenue	722410	Drinking Places (Alcoholic Beverages)	1564
Stanhope Framers	55	Bow Street	442299	All Other Home Furnishings Stores	12300
		<b>Count</b>	<b>13</b>	<b>Periphery Square Feet Sum</b>	<b>36642</b>

## APPENDIX II

### Creative Periphery Businesses:

Bull McCabe, Independent Bar and Restaurant, Precinct, and Sally O'Briens Bar and Grill are considered as creative because they have entertainment licenses registered with the City of Somerville

Burma Design Antique Restoration, Ferreira Upholstery Shop, and Minuteman Restoration qualify as creative due to the skill they employ in restoring furniture which separates them from other similar stores in their NAICS code.

G & T Custom Tailoring qualifies as creative because custom tailoring is considered to require a creative skill, while other businesses in this NAICS code such as key duplicating shops and cutlery sharpening are not as creative skill intensive.

Grand qualifies as creative for promoting small manufacturers and retailing products from independent designers, as well as its participation in events such as Somerville's Open Studios.

Moroccan Caravan qualifies as creative as the goods it sells are made by creative artisans.

Reliable Video qualifies as creative because a portion of its business is dedicated to the distribution of creative goods through movie rentals.

Stanhope Framers qualifies as creative as it produces creative goods. It is classified under the periphery category because other businesses in its NAICS code do not classify as producing creative goods.