

REPUBLIC

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The Barn Family Shoe Store has been serving Newton and the surrounding communities for 68 years from our original location on Kempton Place. NEWTON, MASS.

Today's retail environment has changed greatly since The Barn's inception. Today's shoppers are looking for a different retail experience - thriving life-style centers with amenities that we can't currently offer. We have served the needs of multiple generations; children who got their first pair of shoes at The Barn are now buying their children and grandchildren's footwear with us. We want to continue this tradition but in a way that connects with today's consumers.

As owners of The Barn - something of a local institution - we love Newton. What we don't always love is our location - hard to spot from the street with buildings that aren't always the most efficient for our needs. That's why we are strongly considering the possibility of moving our location to Washington Place if it is approved.

That's why we are excited by the potential of Washington Place. By bringing more shoppers and residents to the Washington Street corridor, less than a mile from our original location, we will be exposed to more potential customers while serving our loyal clientele. In today's changing retail climate it's important for independents to be part of the changing retail landscape. We need a symbiosis with the nationals and regionals so we can co-exist in a way that benefits all. We believe Washington Place may be a perfect model for this.

We're excited by so many things about this project: the prime location where people can spot us from the street as they walk by on their way to local restaurants and shops; a newer, fresher look that will allow us to show off our great selection of footwear and clothes; partnering with a mix of local shops and national stores to create a destination shopping district; and nearby residents who are invested in the success of the community. And, truth be told, easy access to Cabot's for ice cream.

A move to Washington Place is only one strategy we're considering to keep our business successful and vibrant for many generations to come (And don't readjust your driving habits just yet; a potential move would be years away.) This strategy allows us to remain in our community and service our customers; while giving today's consumers the choices and options they are demanding.

Sincerely,



Joe and Cindy Carrigan
Owners
The Barn Family Shoe Store

THE REPUBLIC COMPANY, INC.
THE BARN FAMILY SHOE STORE • THE KIDS BARN
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