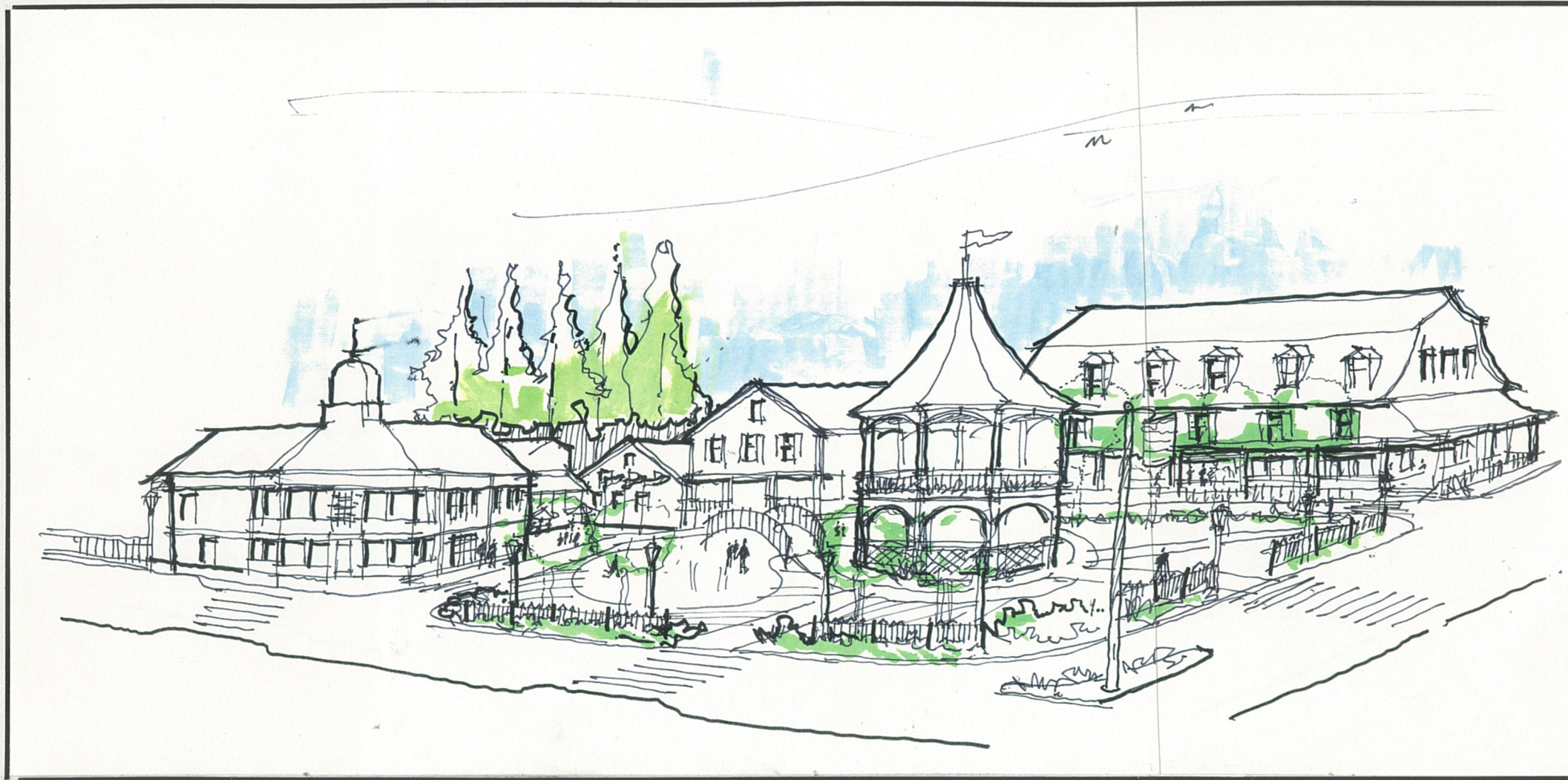


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# WHITEFIELD, N.H.

## DESIGN CHARRETTE



November 14 & 15, 1997  
Whitefield Town Hall

Organized by PlanNH

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## Credits

### Sincere thanks to those individuals who donated their professional and personal time to the charrette:

Russell Archambault  
RKG Associates, Inc.  
Durham, NH

Bruce Brook, Architect  
Brook Design Associates  
Concord, NH

Theresa Crean, Landscape Architect  
North Country Council  
Bethlehem, NH

Bruce Dicker, Architect  
JSA Inc.  
Portsmouth, NH

Preston Gilbert, Planner  
North Country Council  
Bethlehem, NH

Kevin Provencher, Intern Architect  
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Portsmouth, NH

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Concord, NH

Ken Rhodes  
CLD Associates, Inc.  
Manchester, NH

Jeff Taylor  
Office of State Planning  
Concord, NH

Bill Norton  
Norton Asset Management, Inc.  
Manchester, NH

### Also, to the many interested residents and organizations that donated their time and helped to organize the charrette:

John Barron and Joanne Jacaruso, Owners  
The Inn at Whitefield

Sam Chase  
Whitefield Economic Development Corp.

Ruth Harris, Co-President  
Whitefield Historical Society

Judy Ramsdell, Administrator  
Town of Whitefield

Donald Roy, Curator  
Whitefield Historical Society

Ken Russell, Jr.  
Whitefield Economic Development Corp.

### And to those who attended and helped with the Charrette: Thank You!

Constance Betz

Edwin Betz  
Whitefield Economic Development Corp.

Dr. Roy Brewster

Roger Brown, Pastor  
Christian Advent Church

Aggy Chase

Joe Ciccarelli, Police Chief  
Town of Whitefield

Peter Corey  
Whitefield Economic Development Corp.

Don Dicenzo, Owner  
Whitefield Hardware

Joe Elgosin  
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Mary Gross, Manager  
Fleet Bank

Martha Hardiman, Selectperson  
Town of Whitefield

Irv Hodgkinson, Co-President  
Whitefield Historical Society

Louise and Ken Jordan

Mike LaLumiere, Selectperson  
Town of Whitefield

Frank Mai  
Whitefield Economic Development Corp.

Roger and Lorraine Martin, Owners  
Martin's Food Basket

Richard Rush, President  
Weathervane Theater Board

John Severance, Public Works Administrator

Roxie Severance, Administrator  
Caleb Group

Lucy Weeks

Biff Wyman, Owner  
Allard Block

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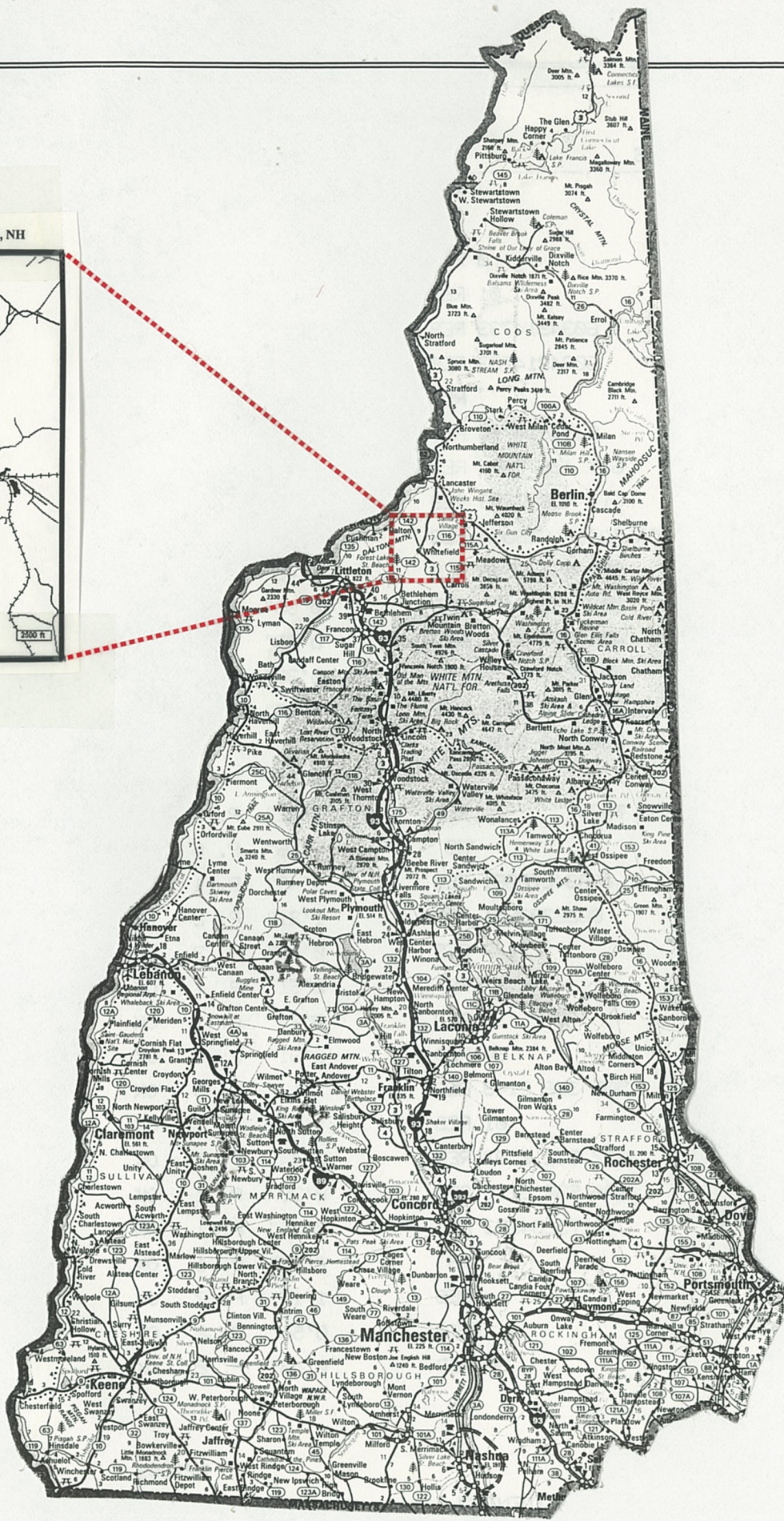
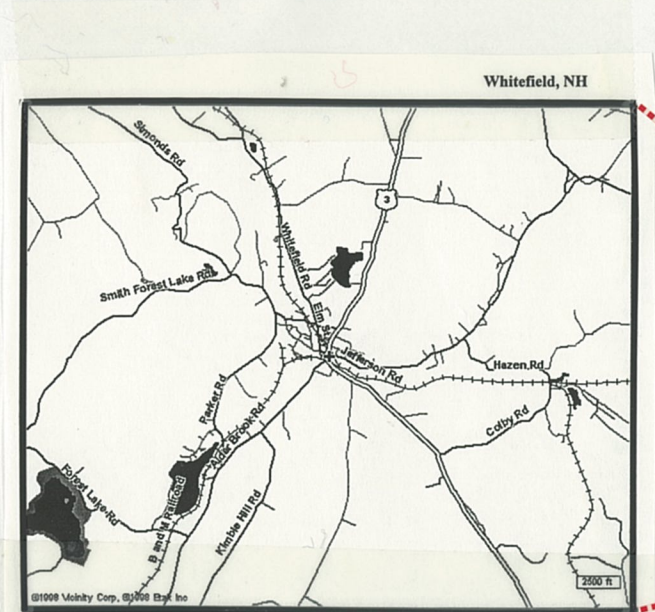
# WHITEFIELD, N.H. DESIGN CHARRETTE

NOVEMBER 14 & 15, 1997  
WHITEFIELD TOWN HALL

SPONSORED BY:

*PlanNH*

THE WHITEFIELD ECONOMIC  
DEVELOPMENT CORPORATION  
and the  
RESIDENTS of WHITEFIELD,  
NEW HAMPSHIRE





## **PlanNH VISITS WHITEFIELD, N.H.**

### **What is *PlanNH* ?**

*PlanNH* is a non-profit, professional association for people working and/or interested in the *built environment* — architects, planners, engineers, bankers, developers, contractors, landscape architects, historic preservationists, owners, lawyers, and many others. It was established to create a forum both to bring these professionals together and as a catalyst for spurring interest in community development. Part of *PlanNH*'s mission is to make a positive contribution to New Hampshire communities-- one way in which it does so is by offering free design assistance to communities with demonstrated needs.

### **So what is a *Design Charrette*, anyway?**

Simply stated, a design charrette is a brainstorming session where many ideas are brought forth by both professional designers and local citizens, in an attempt to resolve a problem of local interest. Because of the compressed time frame, the conclusions reached are usually 'broad brushed' and conceptual. For instance, during a session participants might discuss how different design elements should relate to each other, rather than developing the details of how a particular building would actually be constructed.

At their best, charrettes blend the broad experience of design professionals with local citizens' knowledge of their community to produce a plan of action that deals with a particular issue of concern to that community. The charrette provides an overall framework within which final solutions can be developed and analyzed. It sets a tone, and gives a direction against which future decisions can be measured.

### **How did the *PlanNH* charrette come to Whitefield?**

In early 1997, the Whitefield Economic Development Committee submitted a proposal to *PlanNH* in response to a statewide solicitation. Of the twenty-eight proposals submitted, Whitefield was one of three communities selected for a charrette; the others being Franklin and Greenfield.

*PlanNH* is interested in providing design assistance to communities that seem ready to move forward with a project — where there appears to be both the organizational expertise and the interest to move ahead with the recommendations that surface in the course of the weekend event. *PlanNH* is also looking for communities that are struggling with problems, the solutions to which may hold important lessons for other New Hampshire communities.

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### **The Proposal: Upgrade the downtown area to enhance economic growth.**

Like many towns in New Hampshire's "North Country," Whitefield has not experienced the same economic rebound that most of the central and southern tier of the state has in recent years. Add to this, the difficulties smaller towns are having competing with their larger neighbors in attracting business (in this case Littleton), and the stage is set for the Whitefield charrette challenge: to find ways to build on recent improvements in the downtown area so the town can continue to attract new businesses and encourage existing ones.

Appropriately, the members of the Whitefield Economic Development Corporation who submitted the application for design assistance recognized that Whitefield's greatest asset is its "Commons," and that one of its greatest problems is the traffic that flows through the center of the town square.

The Commons, with its bandstand and winter skating rink, is known far and wide as a symbol of the town, and was even featured in *National Geographic* magazine in the 1980's as an image which embodies the spirit of the small New England village. The traffic, on the other hand, consists not only of local cars and small service vehicles, but because of the town's location at the crossroads of Routes 3, 116, and 142, includes the regular flow of large logging trucks on their way from the forests to the mills and markets.

Some of the recent successes to which Whitefield can point include the completion of a medical clinic for Littleton Regional Hospital and a new dialysis center for Dartmouth-Hitchcock Medical Center — both located on the Common. As the town's application for assistance stated, "We now need to work with the owners of the other buildings to make the 'commons' a (attractive and economically) viable area once again."

In reviewing Whitefield's proposal, *PlanNH* was intrigued by a number of aspects:

- The successful efforts already undertaken, and the recognition that more still needed to be done.
- The many positive physical aspects of the town, especially the "Commons," but the existing building stock, and the Johns River, as well.
- The challenge of reducing the impact of heavy traffic in the center of a small town.
- The demonstrated commitment of the writers of the application, the members of the Whitefield Economic Development Corporation.

For all these reasons, *PlanNH* felt that Whitefield was a good choice for charrette assistance.

### **The Whitefield "Commons:" The Reality**

In the face of the season's first real snow storm, the design team assembled at the Whitefield town hall, and then proceeded on a walking tour of the town center and the several blocks immediately abutting. At the heart of the town, nestled in the small valley and clearly visible from any approach, is the "Commons." At the center is a charming Victorian bandstand, and surrounding it are an assortment of buildings from various time periods. The buildings on the east side are the oldest and have the greatest potential to reinforce the town's classic New England image. Even nicer buildings used to exist on the other sides of the Commons, but many have been removed. Perhaps most notable of these is the Fiske House, which sat on the southwest corner of the Commons.

It was clear that there were other significant features within a block of the Commons which contributed, or could contribute, to its character and beauty. In particular, the spires of several churches and the town hall add to the visual attractiveness of the town center, and the proximity of the river offers some intriguing opportunities for expanded activities. Finally, there is an old railroad that skirts the northeast corner of the Commons, and provides a means to connect, at least on a limited basis, with some of the surrounding areas, and to add a bit more activity and visual interest to the town center.

Clearly, the biggest challenge to any efforts to improve Whitefield's core is the continuous stream of logging trucks converging on the town from three directions. The quaint Commons which, for all other intents and purposes, could be used and perceived as a wonderful pedestrian place, is transformed into a vehicular crossroads.

Finally, the economy of Whitefield, and the feelings of many of its residents, cannot be fully understood without knowing the story of the Mountain View House. The Mountain View House is one of a handful of grand Victorian resort hotels which were built in the late 1800's and early 1900's to accommodate the many summer vacationers who used to flock to the White Mountains. With more than 200 rooms, a golf course, tennis courts, and many other amenities, the Mountain View House was a significant employer in the Whitefield community. When it closed approximately eight years ago, it created significant economic hardship for many of the residents. While not at the 'core' of the town, nor specifically referenced as a part of the charrette challenge, the Mountain View House still wields significant influence over residents' hearts and minds.

As the first public listening session opened, there was great enthusiasm among the design team members for Whitefield, and a growing awareness of the challenges which faced the town in its efforts to enhance its economic vitality.

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**The Listening Sessions:**

**What does Whitefield like?**

**What does it need?**

**What does it want?**

**What can it afford?**

**What are its greatest assets?**

**What needs to change?**

The key to a successful design charrette is making sure that the output of the design professionals is on target with the wants, needs, and interests of the host community. The only way to get that information is to ask. And that is what the charrette team did, repeatedly, throughout the weekend.

Whitefield residents are very proud of their town and its history. Moreover, they recognize that the green is not merely a central spot for community activities and events. It is a place of great potential beauty and enjoyment, and a focal point for many of the best things that happen in the town.

The outcome of the listening sessions was an extensive list of issues or ideas that Whitefield residents felt captured their town's current situation or circumstance. A summary of those issues and ideas follows:



**ASSETS/(PROS)**

**LIABILITIES/(CONS)**

NATURAL BEAUTY  
 MAIN STREET  
 TOWN SQUARE  
 GAZEBO  
 ARCHITECTURE  
 VIEWS  
 HISTORY  
 PANCAKE BREAKFASTS  
 SCALE  
 RIVER  
 DEVELOPMENT CORP

EMPTY STORES  
 "RUN DOWN"  
 INCOME  
 UNDER-EMPLOYMENT  
 RAILROAD TRACKS  
 NO CHAMBER OF COMMERCE  
 (MERCHANT'S ASSOCIATION)  
 NO 'DESTINATION' POINTS  
 GOING THRU VS. COMING TO  
 LIQUOR LAWS  
 INFRASTRUCTURE

ROGER MARTIN  
 COUNTRY VITTLES  
 LIQUOR LAWS  
 RAILROAD TRACKS  
 10,000 VEHICLES PER DAY  
 THEATER (WEATHERVANE)  
 AFFORDABLE HOUSING  
 AVAILABLE LABOR FORCE  
 PAPER INDUSTRY "SHAKY"  
 SERENITY

WATER SUPPLY  
 TRUCKS  
 WEATHER  
 PSNH  
 LACK OF JOBS  
 YOUTH LEAVE  
 YOUTH ACTIVITIES  
 DIFFICULT ACCESS TO I93  
 BOREDOM

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**WHAT DOES WHITEFIELD NEED?**

DRUGSTORE  
REOPEN MOUNTAIN VIEW HOUSE  
BAKERY  
COORDINATED EFFORTS  
FLAGS  
CHRISTMAS LIGHTS  
FARMERS MARKET  
GOOD PUBLIC TOILET FACILITY

**WILD DREAMS**

- \* RESTAURANT (W/CULINARY ARTS PROGRAM)
- \* INTRODUCE A HAIR SALON ON TOWN SQUARE — SHOES, JEWELRY, ACCESSORIES, ETC.
- \* BYPASS/TRUCK ROUTE
- \* REOPEN MOUNTAIN VIEW/GOLF (SUMMER RETIREMENT)
- \* RAILROAD
- \* OUTLET STORES
- \* HOT CHOCOLATE ON THE GREEN
- \* CENTER FOR THE ART

**CATALYSTS FOR REVITALIZATION OF SQUARE**

LOOK INWARD  
COUNTRY STORE  
CONCERTS IN THE SUMMER  
WHITEFIELD COORDINATING COMMITTEE  
WINTER FESTIVAL  
CHRISTMAS FESTIVAL  
CANOEING FESTIVAL  
ACCESS TO RIVER  
RIVERWALK  
RAILROAD YARD  
FESTIVAL OF ICE AND LIGHTS  
BENCHES AND PICNIC AREAS  
OVERALLS  
FURNITURE

RESORTS  
LOGGING FESTIVAL  
HARDWARE  
PLUMBING  
PARLOR  
TWO GROCERIES  
DENTIST  
JEWELRY  
TWO DRUG STORES  
"QUAINT" / (STOCKBRIDGE)  
CHARM  
OASIS/PRETTY  
PEDESTRIAN FRIENDLY  
ORIGINAL

**'ANCHORS' FOR SQUARE #1**

'EAT-IN' RESTAURANT WITH PARKING  
POST OFFICE  
ARTISANS' (BARN)  
COUNTRY STORE  
▶ LL BEAN  
▶ SIT-DOWN AREA  
FISHING  
BOW AND ARROW  
LOGGING EQUIPMENT  
GUN SHOP

**'ANCHORS' FOR SQUARE #2**

INFO KIOSK  
NORTH CONWAY SCENIC RAILROAD  
CONFERENCE CENTER  
"NH MAIN STREET" PROGRAM

**THE GREEN**

ENHANCE SKATING  
YEAR-ROUND PROGRAM  
PAINT/FACELIFT  
GREEN GRASS/FLOWERS  
IMPROVE SIDEWALKS  
COMMUNITY ACTIVITIES  
INVENT A FESTIVAL  
TWO BARBERSHOPS  
5 & 10

CULTURAL/COMMUNITY EVENT WITH OTHER PEOPLE  
LANDSCAPING  
WINDOW SHOPPING  
TEA  
PEDESTRIAN FRIENDLY  
SPEED BUMPS  
YOUTH PROGRAM (YEAR-ROUND)  
YOUTH CENTER  
COMMUNITY CENTER

The design team took all this input into consideration, as well as the information it had gathered in advance of the charrette, and began to look for ways to address the most pressing issues.

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## A Solution

By the end of the two listening sessions, a possible solution began to emerge — a solution which would help Whitefield begin to capitalize on its major asset, the Commons. It began with a mission statement:

### Charrette Mission Statement

**To reinforce and revive Whitefield's Town Common so that it becomes a successful commercial hub, and a focus for community activity and pride; and thereby, provides a catalyst for broader economic development and organizational growth.**

To support this mission statement, the charrette team and the participating residents developed the following list of potential economic and design opportunities and recommendations:



**REGIONAL ECONOMIC STRENGTHS AND WEAKNESSES**

### Strengths

- ▶ Resource rich area
- ▶ Strong tourism assets and heritage
- ▶ Close access to Canadian market
- ▶ Captive labor force/lower wages

### Weaknesses

- ▶ Remote location (population, markets, highways)
- ▶ Small regional population
- ▶ Lower discretionary income
- ▶ Slow growth projections

### ECONOMIC OPPORTUNITIES

- Encourage creation of small businesses to serve local population
- Non-locational specific business
- Local entrepreneurship
- Outdoor tourism/recreation
  - ▶ Snowmobiling
  - ▶ Hiking/fishing
  - ▶ Biking
  - ▶ Canoeing
  - ▶ Extreme sports
- "Urban out-flight"
- Novelty businesses
  - ▶ Traditional New England "sell the experience"

### KEY DEVELOPMENT ACTIONS

- Focus support on efforts to bring back Allard Block, Grist Mill, Astle Building.
  - Position community to capitalize on potential regional economic events.
    - ▶ Sale of Cannon Mountain
    - ▶ Sale of Mountain View House
    - ▶ Establishment of North Country Ski Railroad
  - "North Country Winter Pentathlon"
    - ▶ X-country skiing
    - ▶ Shooting
    - ▶ Archery
    - ▶ Woodsmen event
    - ▶ Rock climbing
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As a framework to implement these recommendations, the charrette team proposed a series of design initiatives that could be implemented over a period of time — a phased solution which would allow some actions to be taken immediately, and other, larger efforts to happen more gradually. The phases are illustrated in the following sketches, and boil down to a series of clear, achievable design initiatives.

- Focus on making the Commons a pleasant pedestrian experience — on making it ‘quaint’ again. This does not necessarily mean removing all (truck) traffic. But amenities like lighting, paving, benches, signage, planting, etc., must be selected to enhance the pedestrian experience, not the automobile or truck.
- Develop a set of modest design guidelines for the Commons that will help to ensure the use of appropriate and consistent amenities by all Commons property owners, and will reinforce other architectural priorities such as scale, materials, details, and color.
- Develop a lighting plan for the Commons and the blocks immediately surrounding it which will not only reinforce the pedestrian experience within the Commons proper, but will call attention to some of the beautiful spires and towers framing the Commons.
- Remove the major roads on the south and west sides of the Commons and replace them with small ‘local access’ streets. Scale and paving should reinforce the notion that they are for limited use. These streets could be closed on special occasions to make the Commons more secure and pedestrian friendly.
- Reinforce the visual ‘edge’ on the north and east sides of the Commons with appropriate planting, and by filling in the gaps in the current line of buildings. Make sure that new buildings respond appropriately to the existing scale of the Common.
- Encourage the development of the Grist Mill, and use that to begin to make a connection to the Johns River.
- Develop a river walk, with recreational opportunities.
- Long term, look for opportunities to remove the gas station from the west side of the Commons and replace it with a three story building. (A more specific recommendation is to replace it with a building in the style of the original Fiske House, which used to be located there. The new building could house retail and community services on the first floor, and apartments and/or elderly housing on the upper floors.)
- Provide new and adequate parking in lots immediately outside, but adjacent to the Commons.

From a non-design or architectural point of view, the charrette team made some additional recommendations.

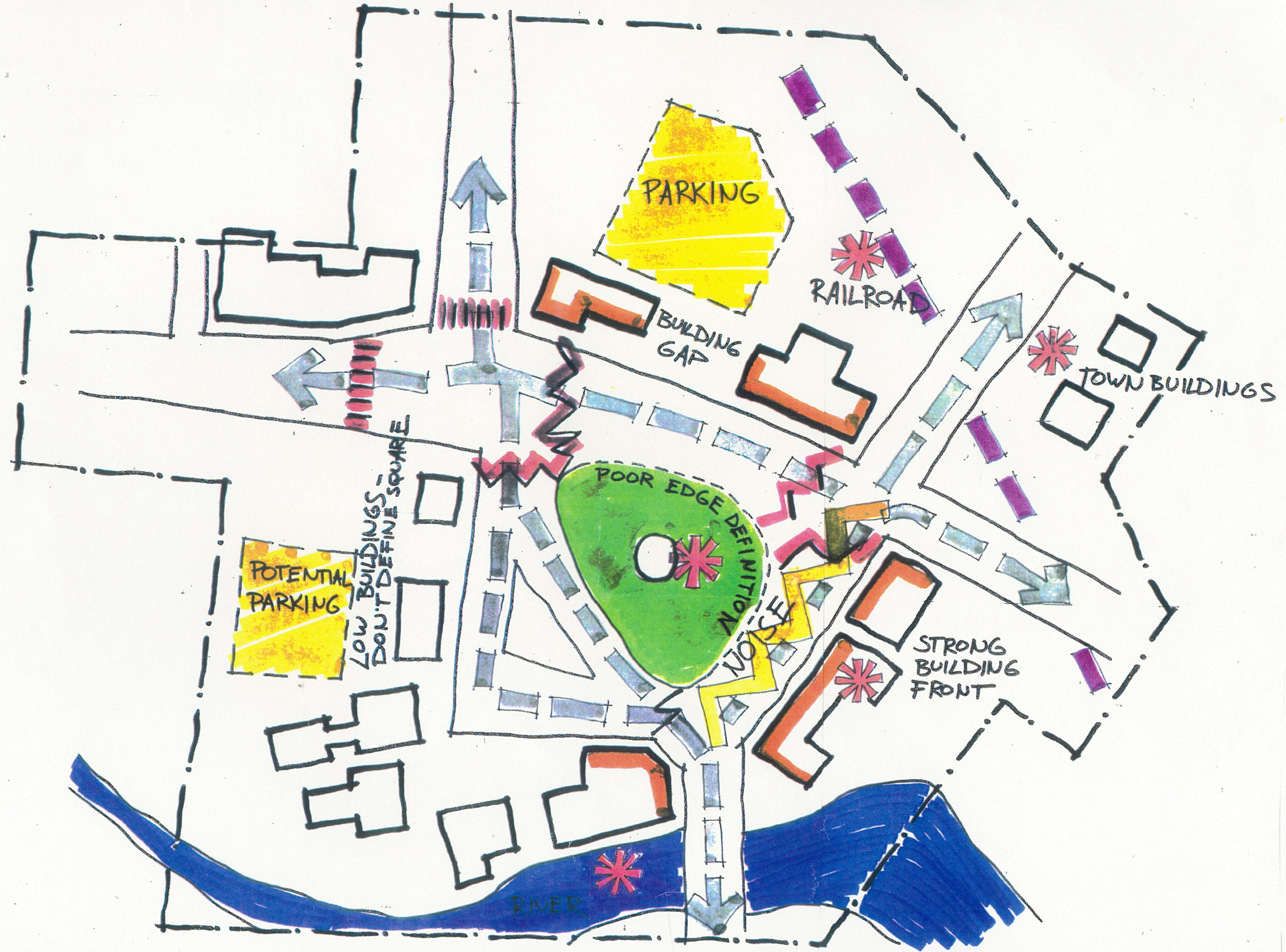
- Develop a series of seasonal themes around which to plan activities to attract visitors. These themes would also suggest ways to decorate the Commons in attractive ways.
- Don’t expect a ‘silver bullet,’ but be prepared to capitalize on a significant regional economic opportunity.
- Welcome ‘outsiders’. Some of the greatest successes in Whitefield’s recent history have happened because someone from outside the community has chosen to invest there.
- Preserve the classic character of Whitefield and its Commons.



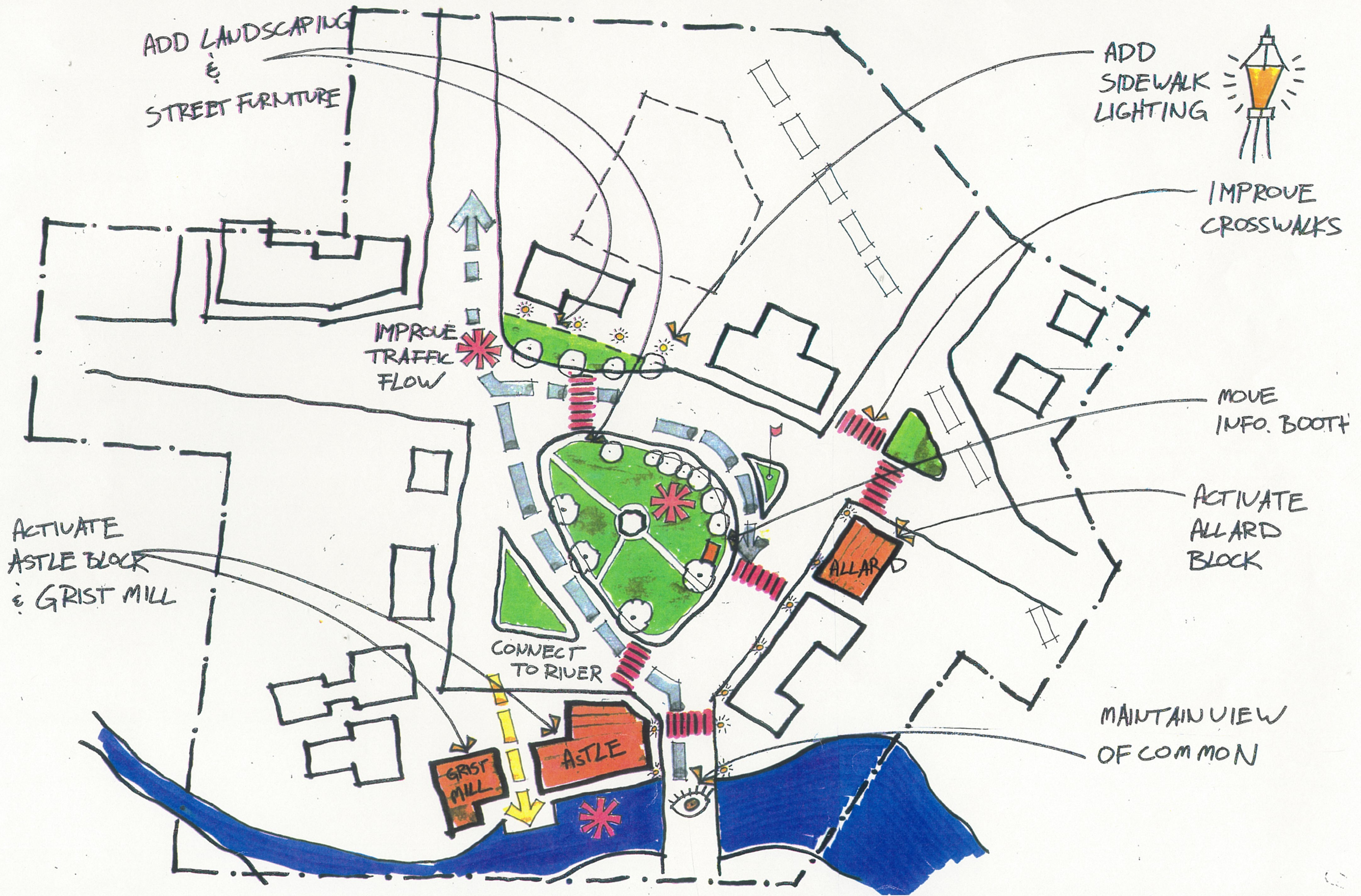
*Several of the charrette team’s recommendations had to do with making the Commons more pedestrian-friendly, and reinforcing its edges with new construction. Specifically, the team felt that as part of a long range plan, a new structure, reminiscent of the old Fiske House, should occupy the southeast corner. Such a structure could house retail and community services on the first floor, and residential or commercial space upstairs.*

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# EXISTING SITE - ANALYSIS



# 2 YEAR PLAN



# 5 YEAR PLAN



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### Contacts for Follow-up

There are a host of private and public agencies which provide professional advice and support, as well as financial assistance to towns like Whitefield that are working to enhance economic opportunities. They include the following:

George Zoukee, Executive Director  
Municipal Bond Bank  
271-2595

Christopher Miller  
NH Housing Finance Authority  
472-8623

Pat Herlihy, Community Development Block Grant Program  
Office of State Planning  
271-2155

Rita Potter  
Economic Development Administration  
225-1624

Greg Placy, District Engineer  
NH Department of Transportation, District 1  
788-4641

Bill Konrad  
Rural Development Administration  
223-6045

Preston Gilbert, Planner  
North Country Council  
444-6303

### APPENDIX

#### SUMMARY OF WHITEFIELD CHARRETTE OBSERVATIONS ECONOMIC PERSPECTIVE

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##### Economic Context:

The Town of Whitefield is a small community with a year-round population of roughly 1,926 persons in 1997. It is estimated that this population increases slightly in the summer as people from outside the region move into summer homes in the White Mountains. According to local people, most local shopping for household items, groceries, and major purchases occur outside of Whitefield in the Towns of Littleton and Lancaster, which are located approximately 10 miles from Whitefield. These communities are larger and offer a wider variety of goods at varying price levels. In this regard, it is difficult for local merchants to compete with these larger commercial establishments.

An analysis of Whitefield retail spending potential indicates that roughly 46 percent (\$5.3 million) of all retail spending in 1997 will leak out of Whitefield into surrounding communities. In other words, Whitefield residents will spend \$5.3 million on retail goods at stores outside of Whitefield, for reasons of convenience, value, or selection of merchandise. In the future, local businesses must attempt to recapture a percentage of this spending by providing those goods and services that people are seeking outside the community. This will require businesses to carry items that are not traditional to their business, but are demanded by local consumers.

##### Whitefield Economic Advantages:

- Access to Canadian market (currently unfavorable exchange rate for Canadians)
- Resource rich area of state
- Tourism trade is strong draw with White Mountains and ski resorts
- Captive labor force in region

##### Whitefield Economic Challenges:

- Removed from population centers and major markets
  - Removed from interstate highway system
  - Small regional/local population makes for small labor force and consumer market from which to draw
  - Lower discretionary income of local households
  - Slow economic growth projections for North Country region
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**Economic Opportunities:**

- Small businesses to service local/regional population
- Expanding the merchandise lines of local businesses to better cater to the needs of local consumers. Merchants need to give local people a reason not to travel to Littleton and Lancaster for everyday goods and services.
- Non location specific operations (information services, professional services, etc.)
- Outdoor tourism and recreation
  - snowmobiling
  - hunting/fishing
  - rafting/kayaking
  - hiking, biking, and extreme sports (i.e., extreme skiing, ice climbing, rock climbing)
- Home-based businesses
- Urban Out-flight - North Country can capture urban dwellers looking to escape the city for a slower lifestyle.
- Novelty and specialty businesses which capture area's traditional New England heritage, and capitalize on the outdoor interests of local people.
- Position town to take advantage of possible economic events:
  - Sale of Cannon Mountain to private owner/operator
  - Reopening of Mountain View House (Incremental opening of hotel could generate confidence in the area and encourage outside investment. Not yet time to give up on saving this hotel. Must let the private sector exhaust all alternatives).
  - NH could establish ski railroad connecting North Conway region with Cannon Mountain and Bretton Woods ski areas. The ski train could stop in Whitefield in the future. The town should present this concept to its state legislators and examine its potential for economic development.

**Revitalization Theme:**

The town should concentrate on being itself. People, particularly tourists, are looking for authentic experiences. The classic New England small town is desirable among tourists. The town should do what it can to strengthen its classic town center to maintain this classic New England image.

**Suggestions for Major Buildings:**

- ▶ **Allard Block** - The Allard Block is the premier commercial property on the town common. The owner is looking for suggestions regarding how to best lease this building's 8,750 square feet. The first floor commercial space is unique and should be used to attract specialty or high traffic businesses. Suggested uses might include a cafe or coffee shop, period soda fountain, pastry shop, card/gift shop, and pharmacy pick-up location. The upper floors are best suited for residential use, due to the perceived small demand for upper floor office space.

- ▶ **Grist Mill** - The Grist Mill behind the Astle Block is 3,024 square feet of space that could be turned into a tourist attraction as an operating grist mill. The grist mill could be used to grind flour of other products that people could purchase on site as a novelty item. This attraction could be tied into other commercial activities such as specialty shops, artist in residence, small or used book store. The theme for this development would be old time New England heritage and home made products.
- ▶ **Astle Block** - The Astle Block (6,588 square feet) has vacant first floor commercial space that could be packaged around a central marketing and merchandising theme. For example, the existing bike shop could be complemented with a northern outfitting store (hiking and climbing), fishing and hunting accessories store, snowmobiling, and a general store. This theme would complement the gun store across the street which has been very successful at attracting consumers from within a two-hour radius of Whitefield.

In total, these buildings equal 18,362 square feet of vacant space or roughly 26 percent of all space in the town common.

**Distribution of Town Common Building Space -1997**

Description	Square Feet	Percent of Total
Residential	22,800 SF	32%
Retail	21,100 SF	30%
Prof. Office	14,300 SF	20%
Miscellaneous	6,500 SF	9%
Institutional	4,300 SF	6%
Restaurant	1,900 SF	3%
TOTAL:	70,800 SF	100%
Basement	19,909 SF	20%

ESTIMATED RETAIL SALES SPENDING POTENTIAL  
TOWN OF WHITEFIELD, NH

	Estimated Retail Demand		Estimated "Local" Spending Potential		Estimated Leakage		
	1997	2002	Pct of total	1997	2002	1997	2002
<b>FOOD AND GROCERY</b>	\$2,362.33	\$2,427.52	42.21%	\$4,850,773	\$4,979,045	\$2,251,145	\$2,096,933
Food	\$1,428.39	\$1,453.71	25.52%	\$2,933,035	\$2,981,680	\$1,361,161	\$1,267,917
Food Away From Home	\$649.94	\$679.63	11.61%	\$1,334,577	\$1,393,978	\$619,350	\$576,922
Alcoholic Beverages	\$71.19	\$74.72	1.27%	\$146,180	\$153,257	\$67,839	\$63,192
Household Supplies	\$212.81	\$219.46	3.80%	\$436,981	\$450,131	\$202,794	\$188,902
<b>MISC. PERSONAL ITEMS</b>	\$597.17	\$622.00	10.67%	\$1,226,220	\$1,275,774	\$569,064	\$530,081
Tobacco/Smoking Supplies	\$156.40	\$158.34	2.79%	\$321,149	\$324,769	\$149,039	\$138,829
Drugs, Medical Equipment	\$245.60	\$260.70	4.39%	\$504,311	\$534,717	\$234,041	\$218,008
Cosmetics	\$51.73	\$53.32	0.92%	\$106,222	\$110,594	\$49,295	\$45,918
Toiletries	\$59.20	\$60.90	1.06%	\$121,560	\$124,911	\$56,414	\$52,549
Personal Care Services	\$84.24	\$88.14	1.51%	\$172,977	\$180,782	\$80,275	\$74,776
<b>HOUSEHOLD EQUIPMENT &amp; SERVICES</b>	\$433.64	\$455.74	7.75%	\$890,430	\$934,761	\$413,230	\$384,922
Furniture	\$168.46	\$175.23	3.01%	\$345,913	\$359,411	\$160,531	\$149,534
Floor Coverings	\$64.60	\$69.24	1.15%	\$132,649	\$142,017	\$61,560	\$57,342
Appliances	\$107.21	\$110.87	1.92%	\$220,143	\$227,404	\$102,164	\$95,165
Other H'hold Expenses	\$93.37	\$100.40	1.67%	\$191,725	\$205,929	\$88,975	\$82,880
<b>APPAREL</b>	\$588.25	\$618.78	10.51%	\$1,269,169	\$1,289,169	\$560,563	\$522,163
Women's Apparel 16+	\$222.34	\$237.82	3.97%	\$456,550	\$487,789	\$211,875	\$197,361
Men's Apparel 16+	\$118.28	\$127.10	2.11%	\$242,833	\$260,693	\$112,694	\$104,974
Girl's Apparel	\$31.34	\$31.16	0.56%	\$64,353	\$63,912	\$29,865	\$27,819
Boy's Apparel	\$39.96	\$39.53	0.71%	\$82,053	\$81,079	\$38,079	\$35,471
Children's Apparel (<Age 2)	\$29.32	\$29.72	0.52%	\$60,205	\$60,958	\$27,940	\$26,026
Footwear	\$112.80	\$116.73	2.02%	\$231,622	\$239,423	\$107,491	\$100,127
Other Apparel & Accessories	\$34.23	\$36.72	0.61%	\$70,287	\$75,316	\$32,619	\$30,384
<b>ELECTRONICS</b>	\$195.08	\$193.61	3.49%	\$400,574	\$397,110	\$185,898	\$173,164
Computer Equipment	\$51.92	\$43.60	0.93%	\$106,612	\$89,427	\$49,476	\$46,087
TV, Sound Equip., Etc.	\$53.05	\$56.35	0.95%	\$108,932	\$115,579	\$50,553	\$47,090
Video Tapes, CDs	\$76.96	\$79.86	1.37%	\$158,029	\$163,799	\$73,338	\$68,314
Other Hshld Equipment	\$13.15	\$13.80	0.23%	\$27,002	\$28,305	\$12,531	\$11,673
<b>AUTOMOTIVE</b>	\$1,006.51	\$1,039.78	17.98%	\$2,066,753	\$2,132,675	\$959,138	\$893,433
Fuel and Oil	\$559.61	\$570.79	10.00%	\$1,149,095	\$1,170,738	\$533,271	\$496,740
Vehicle Repairs & Maintenance	\$446.90	\$468.99	7.98%	\$917,658	\$961,937	\$425,866	\$396,693
<b>MISCELLANEOUS</b>	\$414.22	\$437.04	7.40%	\$850,553	\$896,405	\$394,724	\$367,684
Reading Materials	\$100.06	\$106.49	1.79%	\$205,462	\$218,420	\$95,351	\$88,819
Sporting Goods	\$71.24	\$75.45	1.27%	\$146,283	\$154,754	\$67,887	\$63,236
Pet Supplies	\$68.81	\$61.01	1.05%	\$120,760	\$125,137	\$56,042	\$52,203
Gardening	\$42.42	\$46.69	0.76%	\$87,105	\$95,765	\$40,423	\$37,654
Photography	\$33.32	\$35.16	0.60%	\$68,419	\$72,116	\$31,752	\$29,577
Jewelry	\$32.39	\$35.66	0.58%	\$66,509	\$73,142	\$30,866	\$28,751
Toys	\$75.98	\$76.58	1.36%	\$156,016	\$157,072	\$72,404	\$67,444
Entertainment	\$79.43	\$84.40	1.42%	\$163,100	\$173,111	\$75,692	\$70,506
Day Care	\$38.28	\$38.40	0.68%	\$78,604	\$78,762	\$36,478	\$33,979
Optical Goods	\$27.02	\$27.85	0.48%	\$55,482	\$57,123	\$25,748	\$23,984
<b>TOTAL EXPENDITURES</b>	\$5,597.20	\$5,794.47	100.00%	\$11,493,207	\$11,884,940	\$5,333,762	\$4,968,379
				\$6,159,445	\$6,916,561		
			Leakage	\$5,333,762	\$4,968,379	46.41%	41.80%

3KG ASSOCIATES, INC.

11/14/97

TOWN OF WHITEFIELD  
POTENTIAL CAPTURED LEAKAGE - 1997

RETAIL CATEGORY	Avg. Sales Per SF	Est. Leakage	Est. Supportable SQFT (additional)	CAPTURE RATE		
				40.00%	80.00%	
<b>FOOD &amp; GROCERY</b>	\$294.00	\$1,563,955	5,320	2,128	3,192	4,256
<b>EATING &amp; DRINKING</b>	\$150.00	\$687,189	4,581	1,833	2,749	3,665
<b>DRUGS &amp; MISC. PERSONAL ITEMS</b>	\$175.00	\$569,064	3,252	1,301	1,951	2,601
<b>FURNITURE &amp; HOUSEHOLD EQUIP.</b>	\$175.00	\$413,230	2,361	945	1,417	1,889
<b>APPAREL</b>	\$125.00	\$560,563	4,485	1,794	2,691	3,588
<b>AUTOMOTIVE</b>	\$0.00	\$0	0	0	0	0
<b>GASOLINE</b>	\$0.00	\$0	0	0	0	0
<b>MISCELLANEOUS</b>	\$125.00	\$394,724	3,158	1,263	1,895	2,526
<b>ELECTRONICS/COMPUTERS</b>	\$100.00	\$185,898	1,859	744	1,115	1,487
<b>TOTAL - ALL CATEGORIES</b>	\$4,374,624	\$4,374,624	25,015	10,006	15,009	20,012

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11/14/97