



Overview

Washington Street is an integral part of Roslindale Village, yet the Washington Street corridor remains separated from the more vibrant core of Roslindale Village. Vacant lots, limited landscaping, and excessive traffic form an unwelcoming experience for both residents and visitors. Washington Street is major point of entry and a central axis through Roslindale Village. As such, the business district would benefit from a comprehensive vision for this street that includes a variety of solutions to reinvigorate this section of the district.

Many buildings on Washington Street buildings do little to provide interest for passers by



Goals

- Make Washington Street a distinctive commercial corridor
- Improve the pedestrian experience
- Redevelop buildings along Washington Street
- Establish urban design guidelines that promote a village atmosphere

Vision of proposed development along Washington Street aimed at physically defining the commercial core for foot and auto traffic

WHAT MAKES A VILLAGE?	
Sense of Place	<input checked="" type="checkbox"/>
Meets Commercial Needs	<input checked="" type="checkbox"/>
Walkable	<input checked="" type="checkbox"/>
Mix of Uses	<input checked="" type="checkbox"/>
Civic Center	<input type="checkbox"/>
Continual Activity	<input checked="" type="checkbox"/>

Washington Street

In addition to the strategies listed below, a redevelopment of Washington Street draws largely on many of the other village enhancing elements discussed in this plan. Upgrading the streetscape and signage, actively recruiting complementary businesses and establishing outreach to current Washington Street businesses are all key components whose strategy and implementation is readily applicable to Washington Street.

Strategies
Short-Term

1 Collaborate with BRA to ensure permitting of development consistent with village character

The current review of Roslindale zoning provides an opportune moment to address the issues of urban design and long term development planning along Washington Street. By partnering with the BRA to develop the new zoning code, RVMS can develop a role in the permitting process that goes much beyond its current position as an informal participant voice in the review process.

2 Identify small scale improvements to enhance Washington Street

There are numerous fast and inexpensive enhancements in which RVMS and local businesses can invest that will immediately

improve the streetscape and generate support for future improvements along Washington Street. Examples include planting bushes to mimic the streetwall and banners on light posts to enhance the village character.

Long-Term

3 Increase building height

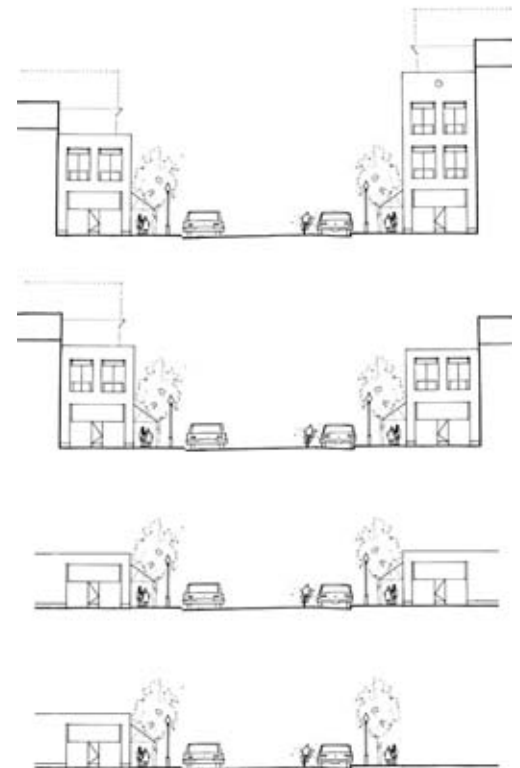
The traditional ratio of building height to street width (building-to-building) in a small commercial corridor is between 3:1 and 2:1. Much of the RVMS District section of Washington Street has a ratio of between 5:1 and 7:1, due to open lots, areas of parking between buildings and the current dominance of one story buildings. Reducing this ratio by adding one or two stories to existing buildings will enhance the traditional commercial village feel and link this corridor to the rest of the district.

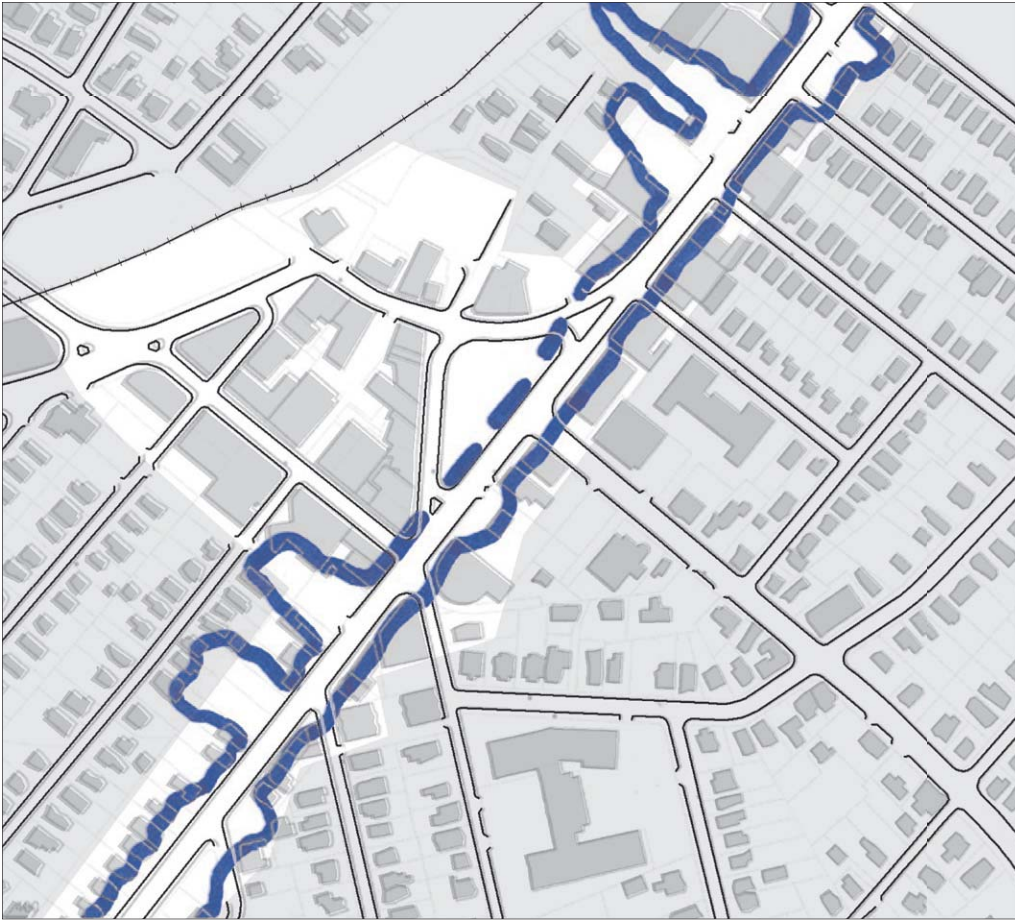
4 Create a continuous streetwall

The streetwall is the line of the buildings fronting the street. Development must follow a coordinated strategy that increases building height and fills in gaps to create a continuous streetwall. The streetwall is enhanced by introducing parking behind buildings and as few breaks as possible for parking access or alleys between buildings.

5 Make the ground floor visually inviting

Storefronts with large, clean windows that extend to the floor create the physical experience of a pedestrian-oriented commercial core. It is important to encourage businesses on the ground floor to provide views of engaging displays or active uses within the building. Offices and residential uses require privacy that is best achieved on higher floors, yet a vital street depends on views into active and interesting buildings.





Implementation

In addition to the general streetscape strategies, RVMS should be aware that the Boston ReStore Program provides matching loans and grants (up to \$7,000 per storefront) to help neighborhood business and property owners complete storefront renovation projects. In addition to funding, ReStore Boston provides professional architectural design services at no cost to the business to ensure improvements are well planned. The Boston ReStore Program is administered by the Office of Business Development. The businesses on Washington Street are a good match for this program. The long-term strategies for the street cannot be achieved by RVMS alone, and thus its role in implementation should be taking an active part in the current zoning decision-making process.

The Business Mix Section addresses implementation tools that can be used to recruit new businesses and developers to the Washington Street district. In addition, the Appendix provides a Business Selection Matrix that can be used to identify the appropriate business mix along Washington Street.

Variation in the street wall on Washington

Previous page: Sections of street width to building height ratios on Washington Street ranging from the present 7 to 1 ratio at the bottom to the proposed 2 to 1 ratio at the top (*Roslindale Village: Master Plan for Streets and Sidewalk Amenities*)

This is an important parcel located on a major entrance route to Roslindale Village representing a key opportunity to promote a more pedestrian friendly environment, catalyze economic revitalization, and enhance the village character along Washington Street.

Future redevelopment might include a mixed use structure with retail on the ground floor, and residential condos or apartments on the second floor, which will contribute to the

economic viability of the project because of a strong demand for housing in Boston. The substantial footprint currently occupied by the Ashmont is well suited for a large, anchor tenant. Also, redevelopment should substantially increase the street frontage and commercial space on that part of the parcel currently occupied by Dunkin Donuts. Closing the existing gap in the streetwall would greatly facilitate pedestrian activity and help foster much more of a village feel.



Case Study: Ashmont Discount Parcel

Previous page: View of the currently vacant Ashmont Discount store

Below: Vision for future redevelopment of Dunkin' Donuts and Ashmont Discount lots.



Due to its past use, there is community concern not only over its impact on the vitality of Washington Street, but also over the fact that this parcel is likely contaminated. While for-profit developers must bear the costs of remediation and pass these costs on to tenants in the form of high rents or purchase prices, non-profit developers have access to funding for both the assessment of contamination and the remediation process. RVMS can play a role in the redevelopment by facilitating the assessment of contamination. If the site is found to be contaminated, it is an ideal location for non-

profit uses or institutional uses. This would allow access to funding to meet the cost of remediation without waiting for land values to reach a point that remediation is feasible for a for-profit developer. In concert with the urban design recommendations for Washington Street, suggested uses for the site include an expansion of the library or a non-profit business incubator or land trust, with subsidized housing on the second level. A new structure on this parcel should be consistent with the height and setback of the building on the adjoining lots.



Case Study: Kostas Gas Station Parcel

Preceding Page: View of the currently vacant gas station and the Roslindale Branch Public Library

Below: Vision for the expansion of the Public Library on the redeveloped gas station parcel





Overview

Roslindale Village currently has a complex traffic circulation pattern with tens of thousands of vehicles driving in or passing through the district each day. This high volume, coupled with the awkward rotary around Adams Park, affects the quality of the pedestrian experience in the district. A survey of nearly 100 individuals conducted in Roslindale Village rated traffic flow as the condition most in need of improvement. In order to enhance the village experience, traffic calming, pedestrian-safety enhancements, and traffic-circulation interventions are recommended.

Cars turning left onto South Street from Cummings Highway in order to go right on Washington Street

Goals

- Improve pedestrian experience and safety in Roslindale Village
- Promote a more walkable commercial district
- Support pedestrian use of Poplar Street through related circulation changes

WHAT MAKES A VILLAGE?	
Sense of Place	
Meets Commercial Needs	<input type="checkbox"/>
Walkable	<input type="checkbox"/>
Mix of Uses	
Civic Center	
Continual Activity	<input type="checkbox"/>

Traffic and Circulation

Strategy

Short-Term

1 Enhance pedestrian safety

Street paint indicating pedestrian crosswalks is faded throughout the district. Leveraging recent pedestrian fatalities, Roslindale Village Main Streets should work with the Highway Reconstruction and Maintenance Division to improve crosswalk conditions. Innovative, multi-colored reflective paints might be explored to further enhance pedestrian safety.

2 Improve circulation

Street paint demarcating travel lanes is also faded throughout the commercial district, confusing drivers to the exact number of lanes available. Clearly organizing the travel patterns will help alleviate backups and potentially dangerous interactions with pedestrians.

Long-Term

1 Install traffic calming methods

Reducing the speed of traffic through the district is a necessary element of defining a more pedestrian-friendly commercial district. Interventions should be explored to reduce the speed of traffic along all streets and thoroughfares in Roslindale Village.

2 Improve circulation

Roslindale Village Main Streets should lobby to make Washington Street a two-way road along the southern flank of Adams Park. The street should be widened near the northeast end of the section, where an island currently juts into the road. With the direction change should come appropriate signage, as well as phased signals for walking and for turns, establishing an improved pedestrian experience. Effort should be given to promoting Hyde Park Avenue as the major east-west thoroughfare, decreasing the use of Washington Street as a means of entering Cummins Highway.

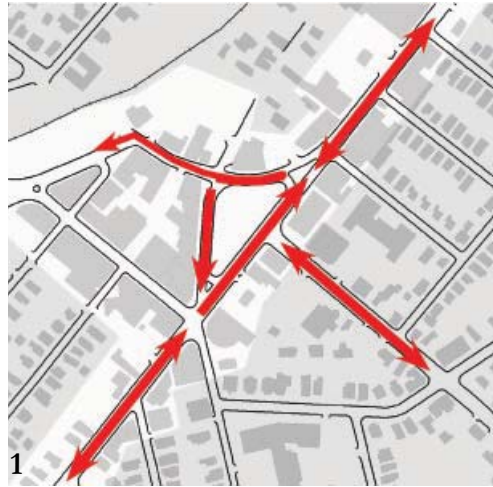
A two-way Washington Street is a necessary condition of the pedestrianization of Poplar Street. However the safety and circulation enhancements generated from making Washington Street two-way yield sufficient benefits to pursue this strategy regardless of activity on Poplar Street.

Implementation

Roslindale Village, on behalf of the City, might attempt to secure Transportation Equity Act (TEA-21, formerly known as ISTEA) funds for streetscape and circulation improvements. Many other

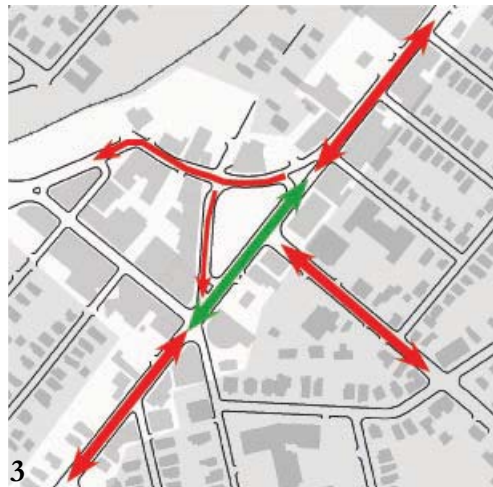
Main Street programs across the country have used this source of capital to improve transportation and pedestrian elements of their respective districts. Examples include the Beaumont, South Carolina; Eureka, California; and Westfield, New Jersey Main Streets programs.

An active, working relationship between RVMS and the Highway Reconstruction and Maintenance Division should also be established. New street paint demarcating traffic lanes, crosswalks, and stop points should all be promoted as part of a unified district traffic strategy aimed at increasing pedestrian safety and eliminating traffic-related fatalities. Because the Highway Reconstruction Maintenance Division must also implement interventions aimed at reducing vehicular speed, the need for an effective working relationship with that agency is heightened.



Circulation Improvement Phasing

- 1 Existing circulation pattern
- 2 Proposed improved crosswalks (green) and new traffic signal (yellow)



- 3 Two way traffic on Washington Street (green) and reduced traffic on Poplar Street
- 4 Poplar Street closed to through traffic (green)

Overview

If there is one thing about which Roslindale residents and visitors agree, it is that something needs to be done about the parking problem in Roslindale Village. Parking is routinely identified as one of the most pressing physical problems to be addressed through the planning process, and double-parking is a regularly noted phenomenon on the main roads of Roslindale Village. Survey analysis and district observation indicates that drivers prefer to use limited street parking, which fuels perceptions of a parking shortage. At the same time, the public parking lots within Roslindale Village are regularly empty even when cars are double-parked on the adjacent streets. This disparity between demand and actual usages raises the question – *what is the parking problem in Roslindale Village?*

Goals

- Optimize parking distribution within Roslindale Village
- Increase use of existing parking lots
- Strengthen enforcement of parking regulations
- Establish a long term parking plan



Cars double-parked on Poplar Street across South Street from the public parking lot



View of an underutilized public parking lot off South Street



Presently, small lots result in inefficient use of parking space

WHAT MAKES A VILLAGE?	
Sense of Place	
Meets Commercial Needs	<input checked="" type="checkbox"/>
Walkable	<input checked="" type="checkbox"/>
Mix of Uses	
Civic Center	
Continual Activity	<input checked="" type="checkbox"/>

Balanced Parking

Strategies

Short Term

1 Display parking locations near the entrance of each store and restaurant

RVMS should create maps that clearly show all public parking options in Roslindale Village. These maps should be distributed to store and restaurant owners and prominently displayed on windows near the entrance.

2 Implement a shared parking system

There are five privately-owned surface lots in the district that restrict parking to their business patrons. These lots are used during business hours and are empty in the evening. Businesses in Roslindale Village should explore shared parking strategies in which lots used during the day by one group of users, such as bank clients, are used at night by other users, such as valet parking for restaurants. Such a solution would better distribute car parking while fostering connections between businesses in Roslindale Village.

3 Enforce time limits for on-street spaces

Day-long visitors that park on the street burden the parking system and add to the congestion in Roslindale Village. On-street parking should be used only by

short-term parkers. Roslindale Village should strengthen its enforcement of time limits for on-street parking by levying fines that discourage long-term parking on the street. By restricting on-street parking to short-term users and maintaining free or cheap parking in surface lots, Roslindale Village can create incentives for long term visitors to park in public lots.

5 Create clear signage for public parking lots

Existing signage identifying parking lots in Roslindale Village does not explicitly state that these lots are available to the public. Surveys revealed that many residents do not realize that lots such as the one behind Citizens Bank, are available to them. Better signage could increase the use of this lot and others.

Long term

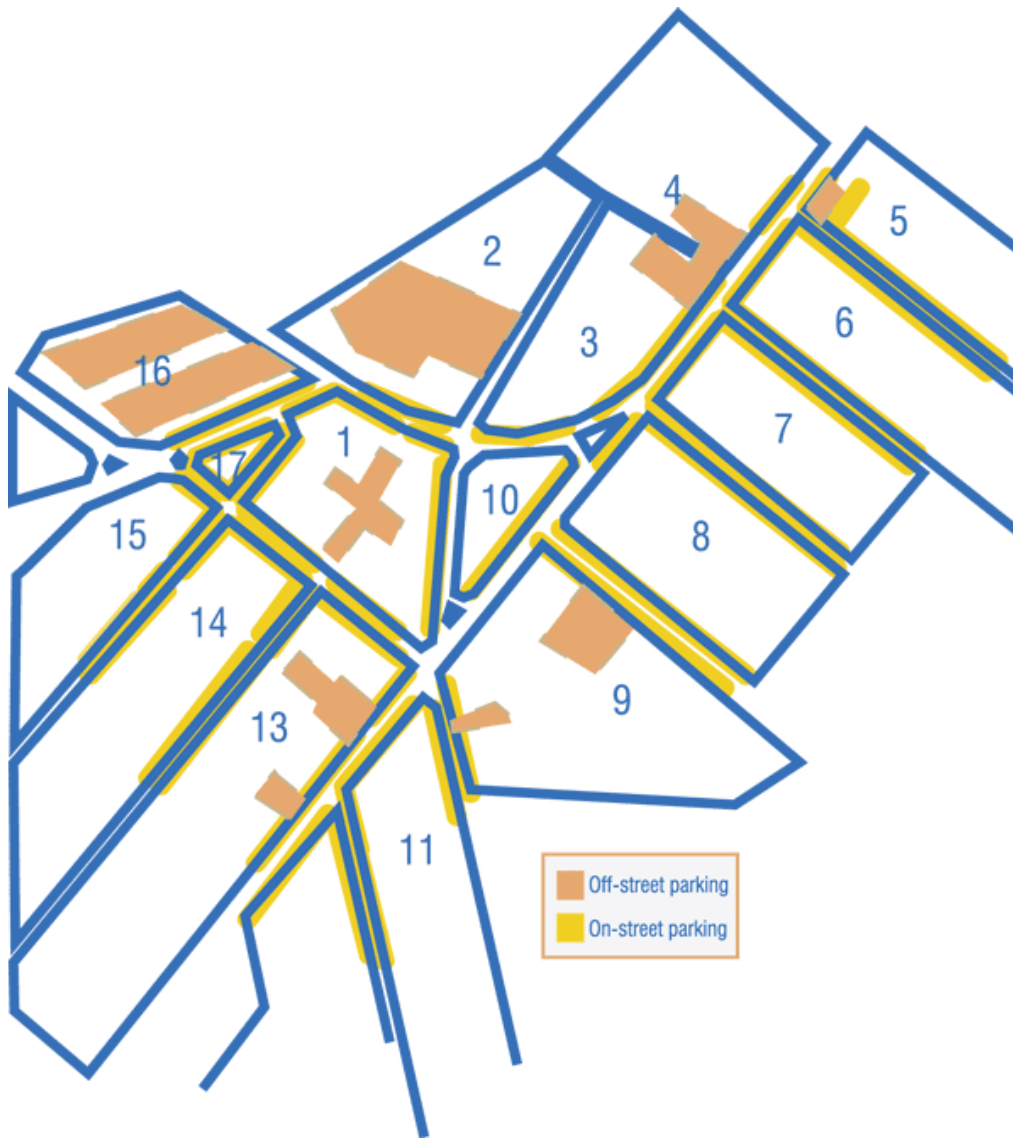
1 Include parking in future comprehensive master planning efforts for Roslindale Village

As Roslindale Village continues to grow and many of the existing surface lots are developed, surface parking area will generally be reduced. A comprehensive assessment of parking demands, availability, and location will have to be

conducted as part of future planning efforts for Roslindale Village.

Implementation

RVMS can promote customer and business education about parking availability, location, and regulations through an easily readable parking brochure. RVMS could also lobby the Department of Transportation to encourage more active and systematic enforcement of existing parking regulations. Furthermore, a permitting program could dissuade employee parking in front of businesses. In the long term, RVMS might consider installing parking meters in the district to encourage parking turnover. Financing and technical assistance for street and parking improvements can be solicited from the Boston Main Streets program and the Department of Neighborhood Development.



Block	On-Street Parking Capacity	Off-Street Parking Capacity	Total Parking Capacity
1	42	46	88
2	13	111	124
3	18	15	33
4	8	25	33
5	19	8	27
6	32	-	32
7	32	-	32
8	32	-	32
9	17	35	52
10	12	-	12
11	26	-	26
12	18	-	18
13	34	46	80
14	30	-	30
15	13	-	13
16	12	139	151
17	16	-	16
Total	374	425	799

Overview

Roslindale Village has experienced substantial economic growth over the past decade and maintains a diverse mix of businesses today. However, the district has yet to reach its full potential: it is still without a distinct economic identity, does not fully satisfy the consumer demands of its residents, and contains several vacancies in key locations. These conditions are particularly manifest along Washington Street, which has minimal foot traffic and an overabundance of service-related businesses. To truly realize the “village” ideal for Roslindale, it is important to enhance the business mix and economic character of the district. This can be done through the following goals and strategies.

Goals

- Promote business types that are consistent with the village character
- Support and improve existing businesses
- Recruit new businesses that build on the existing clusters
- Fully provide for the economic demands of Roslindale residents



Poplar Street currently features a diverse mix of businesses

WHAT MAKES A VILLAGE?	
Sense of Place	<input type="radio"/>
Meets Commercial Needs	<input type="radio"/>
Walkable	<input type="radio"/>
Mix of Uses	<input type="radio"/>
Civic Center	<input type="radio"/>
Continual Activity	<input type="radio"/>

Optimized Business Mix

Strategies:

Short Term

1 Identify new businesses to recruit to Roslindale Village

In order to guide the direction of economic growth and facilitate an optimal tenant mix, RVMS should weigh market demand, clustering, available square footage, required sales per square foot, and other key factors. The Business Selection Matrix in the Appendix serves as a tool that Roslindale Village can use to identify the most viable and appropriate businesses to fill present and future vacancies. RVMS should use and update the Tenant Selection Matrix to keep a running inventory of available services in the Village and match district needs to new business recruitment and selection.

2 Augment existing clusters, placing special emphasis on food and dining

The food-related business clusters in Roslindale Village have tremendous potential to both facilitate continued economic growth and to form the core of a district imaging strategy. The bakery, restaurant, and ethnic grocery clusters are all identifiable entities with unique goods that serve as destinations for Roslindale residents and outsiders alike. The local ethnic grocery stores represent a real opportunity that Roslindale Village can use to distinguish itself. The leakage analysis reveals that food-related establishments in

Roslindale are capturing only 20% of the dollars that Roslindale residents spend at restaurants.

3. Increase support for new and existing businesses

There are numerous businesses that have operated in Roslindale Village for over twenty-five years, and this longevity is a driving force behind character and economic strength of the district. As a means of providing increased support, RVMS should position itself as an intermediary, connecting businesses to various sources of technical assistance, business support services, and access to capital. A large business support infrastructure exists in the Boston region, and RVMS must ensure that Roslindale businesses effectively take advantage of this. Some of these organizations include: ScoreBoston, ACCIONUSA/Boston, SBA/Boston, and the MA Small Business Development Center.

4. Partner with local organizations to promote common goals

RVMS should strengthen relationships through collaboration with the Board of Trade to promote the organizations' mutual goals. It is important that RVMS partner with the business association to ensure that business needs are fully met. This partnership will lead to increased information sharing, pooling of organizational resources, and unified business support efforts.

Implementation

Roslindale Village Main Streets should position itself as an information source for property owners and potential tenants to go to for valuable data on the most viable uses in the district. This can be best accomplished through a business recruitment and economic conditions packet, which RVMS should distribute to property owners and potential investors. This packet should contain valuable demographic and economic information on Roslindale Village, and will help stakeholders understand which business types are most desirable and likely to succeed in the district.

As a means of providing increased support, RVMS should position itself as an intermediary, connecting businesses to various sources of technical assistance, business support services, and access to capital. As development continues and the IPOD progresses in Roslindale Village, RVMS should be the information broker for both city agencies and local businesses. RVMS should work with local businesses to create a forum and facilitate an ongoing dialogue on issues businesses would like to see addressed. RVMS can build a platform and agenda based on these ongoing communications, using it to educate public entities and leverage necessary resources to meet local needs.



Top 10 Most Viable Businesses in Roslindale*

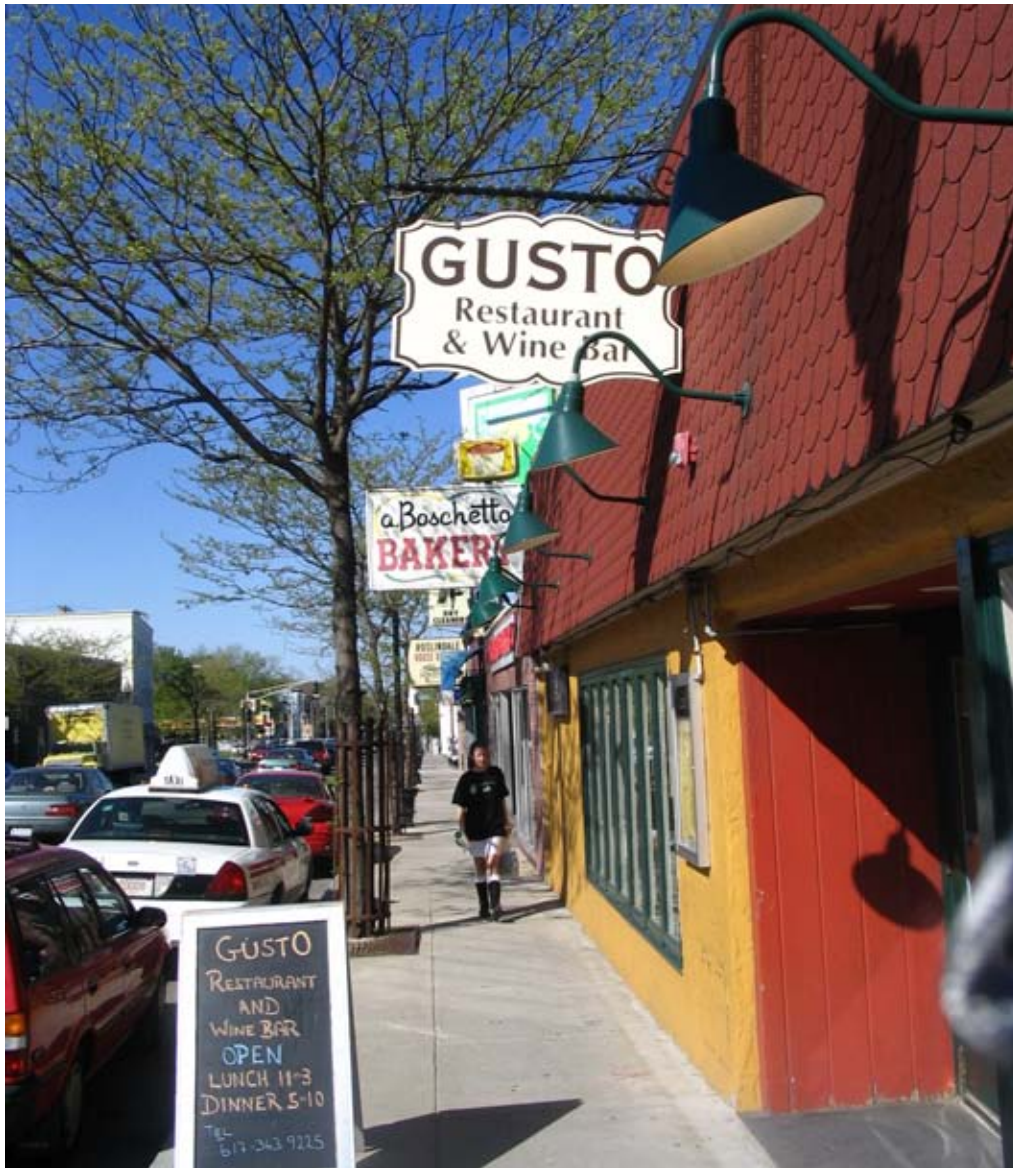
- Bookstore
- Full Service Restaurant – Indian
- Gourmet Cheese Shop
- Office Supplies Store**
- Sporting Goods Store**
- Pet Store**
- Children’s Clothing Store
- Women’s Shoe Store
- Health Foods Store
- Cinema**

* Based on Business Matrix in Appendix

**Anchor Business

Retail & Food Service Clusters

- Other
- Restaurants & Food Services
- Groceries, Markets, & Food Stores
- Clothing & Accessories
- Books & Music
- Home Accessories, Supplies, Equipment etc.
- Vacant Parcels



Overview

Roslindale village is a quintessential urban village. At its physical center is Adams Park, which anchors the surrounding businesses and other uses. In the words of one enthusiastic Roslindale resident, “What makes Roslindale Village so great is that there’s a square there.” RVMS needs to capitalize on its unique status as one of Boston’s only urban villages. Visitors will see more than just a square and realize that there is also a village. From this, a distinct identity is crucial to making the Village a destination. Because individuals’ perceptions of a place determine where they choose to shop, eat, and socialize, marketing an identity that presents Roslindale as an increasingly vibrant and diversifying business district can attract new customers and increase patronage. Roslindale needs to tell Boston what an exciting place it really is.

Gusto’s on Washington Street, one of many restaurants in the District

Goals

- Take advantage of Roslindale’s unique “village” character
- Attract new customers to the district and encourage existing customers to return
- Support a positive perception of Roslindale Village

WHAT MAKES A VILLAGE?	
Sense of Place	<input checked="" type="checkbox"/>
Meets Commercial Needs	<input checked="" type="checkbox"/>
Walkable	<input type="checkbox"/>
Mix of Uses	<input checked="" type="checkbox"/>
Civic Center	<input type="checkbox"/>
Continual Activity	<input checked="" type="checkbox"/>

Main Street District Image

Strategies

Short Term

1. Create a Roslindale Village logo or slogan to be used in all marketing and informational materials

Continuity in marketing can instill a sense of cohesiveness in the Village. A well-designed logo seen in physical locations throughout the village as well as on all publications can establish this visual association. A well known slogan can capture the essence of the business district and provide an easy, replicable tool for individual business owners to employ.

2. Help improve local businesses' marketing efforts

There are several distinct business clusters in Roslindale Village that are well suited to collective marketing campaigns. RVMS can initiate this process by helping to build ties between owners of similar and/or complementary clusters. Once organized, groups of businesses are better positioned to create a strong, coherent image about their goods and Roslindale.

3. Promote Roslindale Village as a unique dining and food-related neighborhood

Roslindale Village has an array of diverse bakeries, groceries, and restaurants that attract customers from inside and outside the district. To take advantage of the ethnic diversity within these clusters, RVMS should initiate a marketing campaign around food-

related businesses. This might include joint marketing in print media by restaurant owners, emphasis on the cluster in all media outreach, and prominent displays on the Roslindale Village website.

4. Establish plaque program for long-time businesses

Implementing a historic plaque program to recognize long-term businesses and historic structures in Roslindale Village could provide visual interest in the district and market those business to potential patrons. A consistent plaque design should be established to provide visual continuity throughout the business district. An innovative nominating process could engage community members, establish district pride, and provide incentives for business' participation in the program.

Implementation

RVMS should build upon its relationships with local graphic designers and artists and its previous success with marketing efforts to launch the new Roslindale Village Image as part of a large event such as the first Open Studios or proposed new Community Day on Poplar Street. RVMS can host networking and social events targeted to specific business clusters, for such as a lunch hour for owners of home service goods. Events like this can lead to greater familiarity among the members of a shared cluster and can help identify what new businesses need to be recruited to enhance the cluster. Roslindale business owners have expressed interest in gaining expert marketing advice. RVMS should continue to serve as a broker of such information.

Roslindale's history can make an important contribution to district image

The Rialto Movie Theater on Washington Street in the mid-1960's
(Images of America: Roslindale)

A streetcar approaching Roslindale on South Street at the turn of the century
(Images of America: Roslindale)

Chapter 3 • Future Direction



The individual elements of this plan include short- and long-term solutions, offering compartmentalized strategies for implementation in stages as opportunities arise. Before carrying out these recommendations and taking the suggested implementation steps, RVMS would benefit from stepping back and taking a broader look at various organizational components in light of the village vision.

The first step in this process is to take a look at the organizational mission of Main Streets to ensure that its proposed goals are consistent with both its long-term vision for the district and the current day-to-day needs of local businesses and residents. Through this process of reflection, Main Streets can achieve three important and very practical objectives:

- 1) Ensure that its work is relevant and reflects actual needs

- 2) Clarify and prioritize goals for new and ongoing work
- 3) Communicate its mission, vision, and goals effectively to its members and partners

The following section outlines a structure through which RVMS might, in the short term, consider specific strategies, and in the long term, formalize a strategic vision for both Main Streets and Roslindale Village.

Governance:

The Main Streets Board of Directors is one of the organization's greatest assets. The track record, professional expertise, and credibility of the Board and its members are first-rate. In order to implement the village vision and its elements, however, it is important that the Board continue to reflect the changing face of the business and residential community. It is important that the board be a dynamic body able to integrate and reflect changing interests and ideas. The ability to create ad hoc committees and a commitment to continually reassess priorities and goals is a vital aspect of an effective and representative organization. An example of this commitment to reassessment could be ongoing outreach for new members who could be used in strategic ways, such as staffing a Real Estate subcommittee linking local realtors and developers to help inform the work of the Economic Development

Committee. Representative leadership that can rally broad community support will be critical to the success of many of the long-term elements outlined in this report.

Community Support:

The success of Main Streets hinges on how well it is able to generate support from the community and encourage active participation in its programs. A fundamental starting point here is to educate businesses and community members about Main Streets. Such outreach at Main Streets-sponsored events such as the Easter Egg Hunt has already begun to pay dividends as residents begin to recognize and show appreciation for the work of the organization. To extend this outreach, Main Streets could hold townhall meetings and roundtables targeted to specific audiences in order to share information on activities and campaigns. These meetings would not only distribute valuable information, but would also provide an opportunity to increase and



Implementation

diversify membership, grow the number of volunteers, and enhance financial and in-kind support for Main Streets and its projects.

More broadly, the active participation of Roslindale’s most civic-minded residents in a diverse set of programs sponsored by Main Streets will weave the organization even tighter into the fabric of the community. By providing multiple opportunities for engagement at various times throughout the year, Main Streets gains visibility and credibility among local residents, business, and community groups. This broadened constituency will allow Main Streets to take an even stronger role in shaping community consensus and rallying community support for its vision and programs.

Fiscal Strength and Sustainability:

In order for Main Streets to successfully achieve its long-term goal of financial independence from city funding, substantial



community fundraising and grant financing must be achieved. However, the time and effort required for such fundraising substantially exceeds staff capacity. Consequently, Main Streets must find ways to leverage outside assistance. At a basic level, Main Streets might focus on recruiting more dues-paying members. The various short-term goals and strategies outlined in this report, such as public art-making and the landscaping of planters, lend themselves to community participation and, consequently, the recruitment of financial and in-kind support. Likewise, community events, such as the proposed street fair/carnival on Poplar Street or Taste Roslindale!, could be explicitly undertaken to raise funds for Main Streets. At a larger scale, Main Streets could enlist Board members with relevant expertise, government partners, or volunteers (e.g. graduate students) to assist the Director in seeking out and applying for grants on the organization’s behalf. The various federal funding sources cited for elements of this report could be targeted for this type of endeavor.

Communications and External Relations:

Expanding communication efforts will increase familiarity and trust with Main Streets, increase support, and help build key relationships within and outside of the community. Already, Main Streets has been able to draw coverage of Roslindale from a



broad range of local, citywide, and regional publications. An important next step in the communications strategy would be to consistently highlight Roslindale’s village character as its unique “brand” in all media and outreach. In this way, advertisements or features of specific Roslindale businesses will also effectively serve as advertisements or features of the district as a whole. Where possible, connections should be made between specific businesses or business types – such as ethnic bakeries – and their contribution to Roslindale’s village feel. With a network of vocal and active communication strategies under a unified theme, the impact of the Roslindale Village “brand” will be substantially magnified.

A strong media and communications strategy must reach a diverse population including local and regional customers for new and existing businesses, potential new commercial tenants and residents, and professional and organizational partners. In addition to this formal marketing message,

RVMS should continue with its effective strategy of publicizing its successes.

Strategic Partnerships:

Main Streets enjoys close relationships with community leaders, private entities and key public officials. At the same time, Main Streets has a long record of success working with city agencies to make improvements to the district. These existing relationships provide channels through which Main Streets can pursue public-sector support for its vision and programs. This support will be particularly key in pursuing large-scale improvements such as the pedestrianization of Poplar Street and the implementation of appropriate zoning to encourage village-scale development along Washington Street in the long term. At all phases of the plan, the advocacy and resources of elected officials and municipal agencies will be critical.

Main Streets would also benefit from formal partnerships with existing service delivery, technical assistance, and funding organizations to ensure support and access

to a comprehensive mix of resources for businesses.

Conclusion:

The Main Streets “four corners” program areas – design, community organization, promotion, economic restructuring – have served as a valuable framework for Main Streets’ remarkable success in its first 20 years. Working within these four areas, Main Streets has made arson and disinvestment a thing of the past. Looking to the future, the “village” vision repositions the “four corners” in a new context: guiding and promoting growth in keeping with the district’s unique character. Reflecting on each of the organizational components above (governance, community support, fiscal strength, communications and partnerships) will continue to ensure that RVSM’s work remains consistent with new directions and goals. In this context, the institutional assets developed over the past 20 years will continue to grow and give Main Streets a head start in developing the important new capacities it will need in the coming years.

This plan was prepared by the students of course 11.439 *Revitalizing Urban Main Streets*, Massachusetts Institute of Technology, Department of Urban Studies and Planning, Spring 2005.

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Acknowledgements

Appendices

Roslindale Village Business Selection Matrix

	GLA in SF*	Sales per SF*	Total Rent per SF*	Complements Existing Businesses	Augments Existing Business Cluster	Identified in Customer Survey	Anchor Store	Fills Gap in Leakage Analysis	Criteria Satisfied
Junior Department Store	30,000	\$118.24	\$6.94	0				0	2
Discount Department Store	36,883	\$183.85	\$7.25				0	0	2
Dollar Store/Novelties	7,500	\$117.22	\$6.81					0	1
Specialty Food*	2,100	\$276.79	\$18.00	0	0	0		0	4
Delicatessen	2,370	\$218.76	\$20.71	0	0			0	3
Bakery	1,700	\$226.75	\$17.25		0	0		0	3
Candy & Nuts	1,225	\$260.50	\$24.02	0	0			0	3
Health Food	1,608	\$230.99	\$15.21	0		0		0	4
Supermarket	50,420	\$390.25	\$6.93		0	0	0	0	4
Gourmet Grocery	18,000		\$14.00	0	0			0	3
Restaurant w/o Liquor	2,625	\$216.86	\$14.32	0	0	0		0	4
Restaurant w/Liquor	3,362	\$237.72	\$17.00	0	0	0		0	4
Cocktail Lounge	3,821		\$8.99	0	0				2
Doughnut/Muffin Shop	1,203	\$320.87	\$24.84		0			0	2
Ice Cream Parlor	1,116	\$332.87	\$27.64		0			0	2
Yogurt Shop	1,358		\$15.75	0	0			0	3
Cookie Shop	1,217	\$302.70	\$30.00	0	0			0	3
Hamburgers	2,950	\$373.63	\$22.00	0	0	0		0	4
Barbeque	3,130	\$201.64	\$16.35	0	0			0	3
Seafood/Fish n' Chips	2,309	\$465.93	\$25.00	0	0			0	3
Pizza	1,740	\$169.96	\$15.12		0	0		0	3
Chicken/Turkey	1,435	\$417.88	\$29.98	0	0			0	3
Coffee/Tea	1,400	\$126.63	\$18.78		0	0		0	3
Drinks/Juice/Lemonade	807	\$323.10	\$26.49	0	0			0	3
Bagels	1,981	\$184.12	\$19.36	0	0			0	3
Chinese Fast Food	1,500	\$177.51	\$15.00		0			0	2
Japanese Fast Food	1,315	\$354.22	\$37.74	0	0			0	3
Other Asian Fast Food	3,224	\$201.87	\$14.08	0	0			0	3
Mexican Fast Food	1,662	\$325.80	\$18.73		0			0	2
Greek Fast Food	1,200	\$263.25	\$19.00	0	0			0	3
Italian Fast Food	2,422	\$340.70	\$33.29	0	0			0	3
Steak/Roast Beef	1,297	\$461.20	\$18.24	0	0			0	3
Other Fast Food/Carryout	1,411	\$195.95	\$20.90	0	0			0	3
Women's Specialty	1,720	\$229.88	\$18.17	0	0			0	3
Women's Ready-to-Wear	2,145	\$310.23	\$16.90	0	0	0		0	4
Bridal Shop	3,118	\$123.74	\$9.87	0	0			0	3
Maternity	1,797	\$268.90	\$20.25	0	0			0	3
Hosiery	4,499	\$181.48	\$13.30	0	0			0	3
Children's Wear	2,105	\$236.18	\$15.59	0		0		0	3
Men's Wear	2,750	\$185.37	\$11.00	0		0		0	3
Family Wear	5,132	\$109.82	\$11.24	0			0	0	3
Jeans Shop	9,519	\$100.67	\$8.14	0	0			0	3
Uniform Shop	3,208		\$10.25	0				0	2
Special Apparel-Unisex	1,920	\$205.93	\$18.00	0	0			0	3
Costume Jewelry	900	\$237.98	\$13.75	0	0			0	3
Family Shoes	2,460	\$199.07	\$14.75	0		0		0	3
Women's Shoes	1,940	\$288.98	\$22.83	0	0	0		0	4
Men's Shoes	1,470	\$268.67	\$14.45	0		0		0	3
Children's Shoes	1,547		\$17.22	0		0		0	3
Athletic Footwear	1,954	\$291.92	\$19.44	0		0		0	3

Roslindale Village Business Selection Matrix

	GLA in SF*	Sales per SF*	Total Rent per SF*	Complements Existing Businesses	Augments Existing Business Cluster	Identified in Customer Survey	Anchor Store	Fills Gap in Leakage Analysis	Criteria Satisfied
Furniture	4,948	\$213.70	\$11.72	0			0	0	3
Floor Coverings	3,957	\$197.52	\$12.16	0				0	2
Curtains & Drapes	1,717		\$27.00	0		0		0	3
China & Glassware	6,000	\$150.74	\$13.52	0				0	2
Bath Shop/Linens	1,870	\$231.19	\$14.00	0				0	2
Home Accessories	2,472	\$157.39	\$18.35	0	0			0	3
Kitchen Store	3,520	\$184.37	\$10.50	0				0	2
Container Store	23,824		\$20.62	0				0	2
Appliances	5,956		\$7.14	0				0	2
Audio/Video	3,300	\$224.29	\$13.34	0				0	2
Sewing Machine	1,715		\$13.80	0				0	2
Records & Tapes	2,017	\$254.45	\$14.76	0		0		0	3
Musical Instruments	4,650		\$11.92	0				0	2
Gourmet Cookware	4,498	\$316.74	\$23.35	0				0	2
Computer/Software	1,260	\$535.92	\$12.00	0				0	2
Electronics-General	2,700	\$275.64	\$12.50	0				0	2
Paint & Wallpaper	4,190	\$289.14	\$10.67					0	1
Hardware	13,200	\$111.45	\$6.86	0		0		0	3
Home Improvements	99,470	\$417.80	\$7.33	0		0		0	3
Specialty Hardware	3,806		\$13.68	0		0		0	3
Automotive (TB&A)	6,000	\$219.72	\$9.87					0	1
Sporting Goods-General	2,995	\$148.32	\$14.82	0		0	0	0	4
Hobby	1,938	\$152.51	\$18.00	0				0	2
Art Gallery	1,907	\$257.60	\$13.99	0				0	2
Cameras	2,000	\$343.89	\$21.76	0				0	2
Toys	3,344	\$176.66	\$18.21	0				0	2
Bike Shop	2,596	\$239.06	\$14.25	0				0	2
Arts & Crafts	3,070	\$173.95	\$12.67	0		0		0	3
Outfitters	6,051		\$14.11	0				0	2
Game Store	1,400	\$324.49	\$20.63	0				0	2
Science/Nature Store	1,200	\$212.47	\$15.88	0				0	2
Religious Store	3,900	\$159.72	\$9.74	0				0	2
Collectibles	1,500	\$240.26	\$18.50	0				0	2
Imports	1,791	\$148.71	\$18.41	0				0	2
Luggage & Leather	2,500	\$139.83	\$12.64	0				0	2
Cards & Gifts	1,653	\$199.18	\$15.95	0	0	0		0	4
Candle Shop	3,306		\$17.00	0				0	2
Books	2,740	\$153.49	\$14.00	0	0	0	0	0	5
Decorative Accessories	1,600	\$240.35	\$15.00	0	0			0	3
Stationery	3,124		\$16.00	0				0	2
Newspapers/Magazines	3,008	\$120.79	\$8.80	0				0	2
Party Store	7,064	\$125.35	\$11.00	0				0	2
Baby Store	4,675	\$289.40	\$18.50	0				0	2
Aromatherapy Store	2,353	\$218.57	\$16.50	0				0	2
Jewelry	1,200	\$317.17	\$18.50	0	0			0	3
Liquor/Wine	2,920	\$312.52	\$15.19		0				1
Drugstore/Pharmacy	4,977	\$374.26	\$7.87			0	0		2
Fabric Shop	11,042	\$98.09	\$8.48	0				0	2
Tobacco	1,311	\$510.44	\$16.60	0				0	2
Pet Shop	3,200	\$158.65	\$11.47	0			0	0	3

Roslindale Village Business Selection Matrix

	GLA in SF*	Sales per SF*	Total Rent per SF*	Complements Existing Businesses	Augments Existing Business Cluster	Identified in Customer Survey	Anchor Store	Fills Gap in Leakage Analysis	Criteria Satisfied
Flowers/Plants	1,600	\$174.70	\$12.60					0	1
Telephone/Telecom Store	1,200	\$126.58	\$16.87	0				0	2
Eyeglasses/Optician	1,568	\$410.49	\$16.87	0				0	2
Cosmetics/Beauty Supplies	1,829	\$408.36	\$19.40	0	0			0	3
Office Supplies	24,381	\$207.42	\$17.00	0		0	0	0	4
Clocks/Watches	978	\$258.64	\$10.00	0				0	2
Sunglasses	964	\$397.28	\$18.37	0				0	2
Women's Hair Salon	1,361	\$320.91	\$12.25		0				1
Men's Barber	775	\$165.16	\$13.20		0				1
Shoe Repair	795	\$126.29	\$16.01					0	1
Dry Cleaner	1,649	\$123.73	\$13.99			0			1
Laundry	1,955		\$19.59			0			1
Formal Wear/Rental	1,260	\$117.76	\$14.51	0				0	2
Travel Agent	1,319	\$314.73	\$9.57	0				0	2
Unisex Hair	1,592	\$266.00	\$13.12		0				1
Film Processing	1,150	\$166.92	\$17.00					0	1
Photocopy/fast print	3,000	\$202.71	\$18.60	0		0		0	3
Rental Shop	4,900		\$20.79	0				0	2
Video Rentals	4,733	\$145.37	\$12.82	0		0		0	3
Tailor	1,035	\$137.69	\$16.15						0
Nail Salon	1,200	\$95.41	\$14.62		0				1
Tanning Salon	2,253	\$74.32	\$13.66		0				1
Picture Framing	1,588	\$102.45	\$15.47	0				0	2
Day Spa	3,060	\$309.64	\$18.00		0				1
Cinema	21,250	\$75.48	\$5.15	0		0	0	0	4
Video Arcade	3,715	\$117.33	\$18.50	0				0	2
Performance Club	6,170		\$17.13	0				0	2
Other Specialty Entertainment	4,471	\$108.43	\$13.91	0		0		0	3
Pub/Tavern				0	0	0			3

* These numbers are based on national surveys of both independent and chain businesses

Prepared by the MIT, DUSP Revitalizing Main Streets Roslindale Village Main Streets Group, Spring 2005

BUSINESS SURVEY RESULTS SUMMARY

Total Number of Participating Businesses: 15

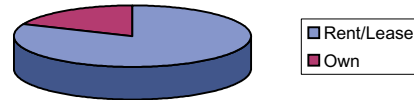
SECTION A: YOUR BUSINESS

Number of years in operation?

Average	16
High	45
Low	8

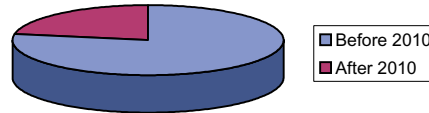
Do you own/rent?

Rent/Lease	81%
Own	19%



When does your lease expire?

Before 2010	78%
After 2010	22%



Average rent per month?

\$1,772.50

Average Rentable Sq. Feet

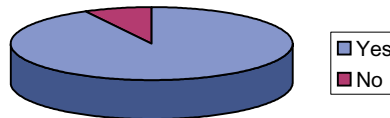
3,165

Average Rent Per Sq. Feet

\$1.21

Have you invested in your business in the last two years?

Yes	92%
No	8%

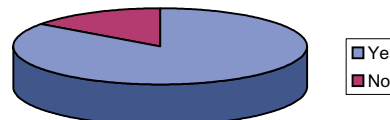


Investment Purpose:

Advertisement, Expanded Services, Renovations, Cash flow, Signage
Maintenance, Equipment

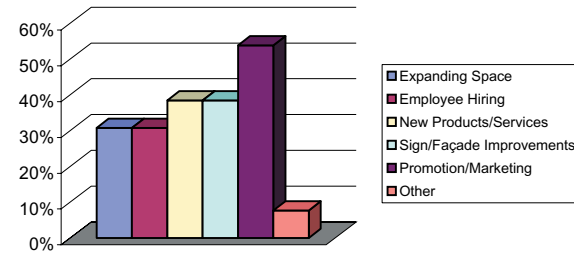
Do you plan to invest in next two years?

Yes	85%
No	15%



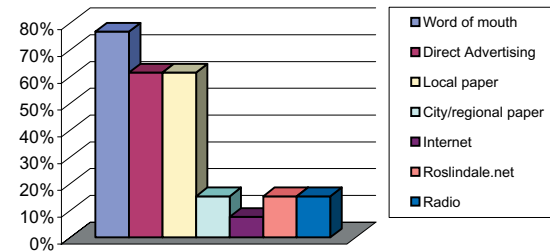
Top investment priorities?

Expanding Space	31%
Employee Hiring	31%
New Products/Services	38%
Sign/Façade Improvements	38%
Promotion/Marketing	54%
Other	8%



What type of marketing do you rely on for your business?

Word of mouth	77%
Direct Advertising	62%
Local paper	62%
City/regional paper	15%
Internet	8%
Roslindale.net	15%
Radio	15%

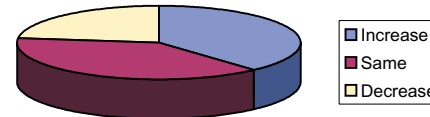


How have your sales performed in the last two years?

Increased	100%
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How do you expect your sales to perform in the next two years?

Increase	38%
Same	38%
Decrease	23%

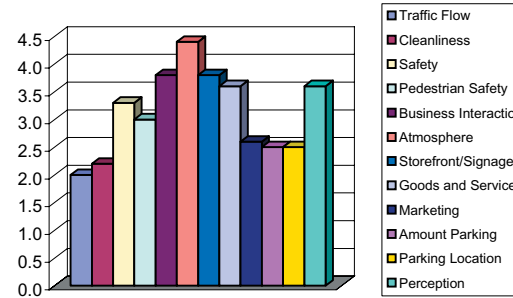


SECTION B: YOUR DISTRICT

How does Roslindale Village rank in each of the following categories?

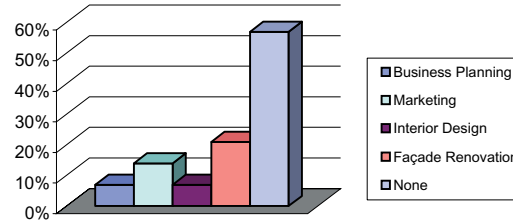
1 = Poor, 3 = Average, 5 = Excellent

	<i>On Average</i>
Traffic Flow	2.0
Cleanliness	2.2
Safety	3.3
Pedestrian Safety	3.0
Business Interaction	3.8
Atmosphere	4.4
Storefront/Signage	3.8
Goods and Services	3.6
Marketing	2.6
Amount Parking	2.5
Parking Location	2.5
Perception	3.6



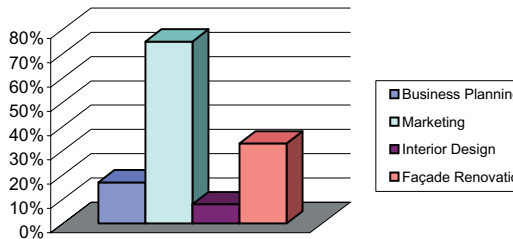
What types of business assistance have you received from RVMS in the past two years?

Business Planning	7%
Financial/Loan Assistance	0%
Management Services	0%
Marketing	14%
Interior Design	7%
Façade Renovation	21%
Other	0%
None	57%



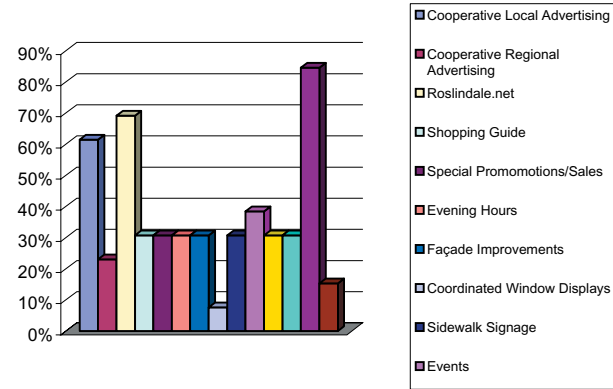
What types of assistance would you like to receive from RVMS?

Business Planning	17%
Financial/Loan Assistance	0%
Management Services	0%
Marketing	75%
Interior Design	8%
Façade Renovation	33%
Other	0%
None	0%



Which of the following activities would you be willing to participate in?

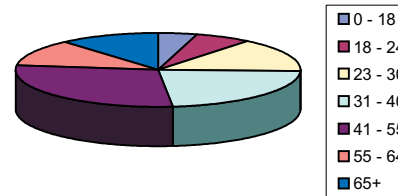
Cooperative Local Advertising	62%
Cooperative Regional Advertising	23%
Roslindale.net	69%
Shopping Guide	31%
Special Promotions/Sales	31%
Evening Hours	31%
Façade Improvements	31%
Coordinated Window Displays	8%
Sidewalk Signage	31%
Events	38%
Business Recruitment	31%
Parking Management	31%
Sidewalk Cleaning	85%
Funding Physical Projects	15%



SECTION 3: YOUR CUSTOMERS

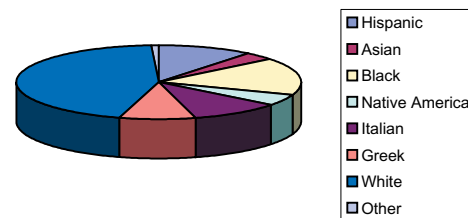
Age. What % of your customers are:

0 - 18	4.2%
18 - 24	5.9%
23 - 30	13.9%
31 - 40	21.4%
41 - 55	26.9%
55 - 64	10.7%
65+	10.8%



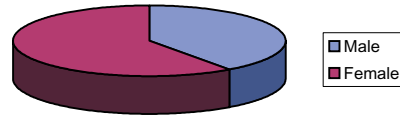
Race/Ethnicity. What percentage of your customers are:

Hispanic	10.6%
Asian	3.5%
Black	16.1%
Native American	4.9%
Italian	10.3%
Greek	8.5%
White	44.2%
Other	0.8%



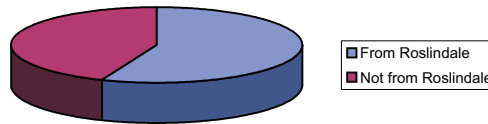
Gender. What percentage of your customers are:

Male	40%
Female	60%



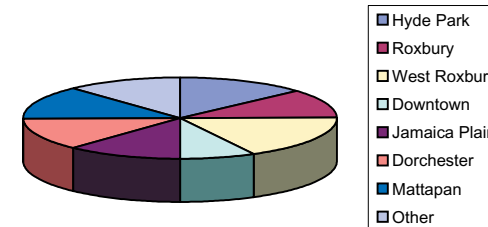
What percent of your customers are Roslindale residents?

From Roslindale	56%
Not from Roslindale	44%



What % of your customers not from Roslindale are from the following neighborhoods?

Hyde Park	19%
Roxbury	16%
West Roxbury	25%
Downtown	11%
Jamaica Plain	17%
Dorchester	18%
Mattapan	19%
Other	17%

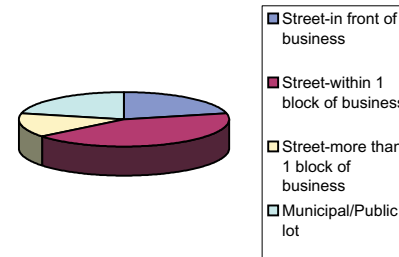


Is there a new, specific population you would like to target?

New Homeowners	NonResidents
Hisp/Haitian	Suburbs
Hisp/Men	Children/Schools
JP/W.Rox/HPk	Younger People

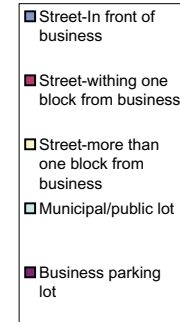
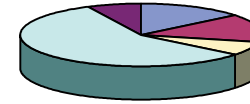
Where do your customers typically park?

Street-in front of business	21%
Street-within 1 block of business	43%
Street-more than 1 block of business	14%
Municipal/Public lot	21%
Business Parking lot	0%
Don't know	0%
Other	0%



Where do you and your employees typically park?

Street-In front of business	14%
Street-withing one block from business	14%
Street-more than one block from business	7%
Municipal/public lot	57%
Business parking lot	7%
Other	0%



SECTION 4: IDEAS

If you could change one thing about the district, what would it be?

Traffic	District marketing
Parking enforcement	Clean sidewalks
Parking enforcement	More evening activities
More Parking	Parking
Parking enforcement	Curb Cleaning
Cleanliness	Beautification
Nothing	Cleanliness
More ped traffic	Signage
Jax- improve façade	

What new businesses do you think will best compliment/strengthen your business in Roslindale?

Home Improvement	Gourmet Market
Restaurant	Clothing
Retail	Home Improvement
Clothing	Curb cleanlining
Clothing	Any

What new businesses do you think would best compliment/strengthen your business in Roslindale?

Home Improvement	Pharmacy
Restaurant	Clothing
Chain Clothing	Home Improvement
Retail	Deli
Office Supply	Multipurpose
Gourmet Market	

Are you an active member of neighborhood/city business associations, councils or boards? Which?

Yes:	50%
No:	50%
RVMS:	29%
Board of Trade:	21%

BUSINESS SURVEY



YOUR BUSINESS

1 Business Name _____

2 Owner Name _____ sq. ft.

3 Address _____

4 Phone _____

5 Fax _____

6 Email _____

7 Website _____

8 Hours of Operation
 Weekdays _____ to _____
 Weekends _____ to _____

9 Number of Employees
 Full-time _____ Part-time _____

10 Ethnicity/Race of Owner: _____

11 Who are your most significant competitors (name up to 3):
 1 _____
 2 _____
 3 _____

12 Number of Years in Operation _____

13 Business Space Occupied _____ sq. ft.

14 Do you: Rent/Lease or Own

15 If Rent/Lease:
 Approx. Rent per Month _____
 When does current lease expire? _____

16 Can you provide an estimate of any increase in your monthly rent within the past 3 years:
 \$ _____

17 Have you invested in your business in the last 2 yrs? Yes No

18 If yes, please indicate purpose of investment:
 Expanding Space
 Hiring New Employees
 New Products and Services
 Sign/Facade Improvements
 Promotion/Marketing
 Other (specify): _____

19 Do you have plans to invest in your business in the next 2 years?
 Yes No Maybe

20 If yes, what are your top priorities for future investment? (check all that apply)
 Expanding Space
 Hiring New Employees
 New Products and Services
 Sign/Facade Improvements
 Promotion/Marketing
 Other (specify): _____

21 What are the main types of goods or services provided by your business?

22 What are your peak days and times for sales? (please indicate up to 2)
 Day: _____ Time: _____ to _____
 Day: _____ Time: _____ to _____

23 In the PAST two years, have your sales (check one):
 Increased Stayed the Same Decreased

24 To what do you attribute your performance (check all that apply):
 Economic Conditions Quality of Goods Location
 Marketing Customer Loyalty Cleanliness/Good Environment
 Affordable Prices Niche Market Other (specify): _____

25 What type of marketing do you rely upon for your business? (please rank in order of importance 1=most important to 7=least important)

 Word of Mouth _____ Internet Advertising _____
 Flyers and Direct Advertising _____ Roslindale.net Website _____
 Ads in Local Newspapers (specify): _____ Radio Advertising _____
 Ads in City-wide or Regional Papers _____ Other (specify): _____

26 In the NEXT two years, do you expect your sales to (check one):
 Increase Stay the Same Decrease

27 What other businesses in Roslindale, if any, do you think attract customers that also shop at your business (name up to 3):
 1 _____ 2 _____ 3 _____

YOUR DISTRICT

28 Check here if you would like to learn more or contribute to the Roslindale Village Main Streets Program:

29 How does Roslindale Village rank in each of the following categories (please circle one per category):

	poor	1	2	3	4	5	excellent
Traffic Flow		1	2	3	4	5	
Cleanliness		1	2	3	4	5	
Crime/Safety		1	2	3	4	5	
Pedestrian Safety		1	2	3	4	5	
Interactions with Other Businesses		1	2	3	4	5	
Atmosphere		1	2	3	4	5	
Storefronts/Signage		1	2	3	4	5	
Variety of Goods and Services		1	2	3	4	5	
Marketing of the Commercial District		1	2	3	4	5	
Amount of Parking		1	2	3	4	5	
Location of Parking		1	2	3	4	5	
Overall Perceptions		1	2	3	4	5	

30 Why did you locate or acquire your business in Roslindale? (please check 2, most important)
 Availability of Store/Office/Facilities Available Services to Businesses
 Area Quality of Life To Locate Near Related Businesses
 Grew Up in Area Business Environment
 Downtown Appearance To Be in an Established Shopping Area
 Convenience to Owner's Home Roslindale Village Main Streets Program
 Business was Already in Owner's Family Other (specify): _____

31 What types of assistance have you received from Roslindale Village Main Streets in the past 2 yrs? (check all that apply)
 Business Planning Marketing Other (specify): _____
 Financial/Loan Asst Interior Design
 Management Services Building Facade Renovation

32 What types of assistance would you like to receive from Roslindale Village Main Streets? (check all that apply)
 Business Planning Marketing Other (specify): _____
 Financial/Loan Asst Interior Design
 Management Services Building Facade Renovation

33 Which of the following activities would you be willing to participate in to strengthen your business and Roslindale Village? (please check all that apply)
 Cooperative Local Ads Facade Improvements Parking Management
 Cooperative Regional Ads Coordinated Window Displays Sidewalk Cleaning
 Roslindale.net Website Sidewalk Signs Funding Physical Amenities (trash cans, etc.)
 Downtown Shopping Guide Special Downtown Events Other (specify): _____
 Special Promotions/Sales New Business Recruitment Other (specify): _____
 Evening Store Hours Peer Technical Assistance

YOUR CUSTOMERS

34 What percentage of your customers are:

Age	0-18	%	25-30	%	41-55	%	65+	%
	18-24	%	31-40	%	55-64	%		%

35 What percentage of your customers are:

Ethnicity	Hispanic	%	Italian	%
	Asian-American	%	Greek	%
	African-American	%	White/other	%
	Native American	%	Other (specify):	%

36 What percentage of your customers are:

Gender	Male	%	Female	%
--------	------	---	--------	---

37 What percentage of your customers are Roslindale residents? %

38 What percentage of your customers **NOT** from Roslindale are from the following neighborhoods?

Hyde Park	%	Jamaica Plain	%
Roxbury	%	Dorchester	%
West Roxbury	%	Mattapan	%
Downtown	%	Other (specify):	%

39 Is there a new, specific population you would like to target? Please specify:

40 Where do your customers typically park? (choose ONE)

- On the street right in front of this business
- On the street within 1 block of this business
- On the street more than 1 blk from this business
- In a municipal/public parking lot
- In a parking lot you own/rent
- How many spaces: _____
- Don't know
- Other (specify): _____

41 Where do you and your employees typically park? (choose ONE)

- On the street right in front of this business
- On the street within 1 block of this business
- On the street more than 1 blk from this business
- In a municipal/public parking lot
- In a parking lot you own/rent
- How many spaces: _____
- Other (specify): _____

YOUR IDEAS

42 If you could change ONE THING about the Roslindale Village Business District, what would it be?

43 What new business(es) do you think would BEST COMPLEMENT and/or STRENGTHEN your business in Roslindale?

44 Are you an active member of neighborhood/city business associations, councils or boards? Which? Please describe your relationship.

45 Any additional information you would like to share?

OPTIONAL: The following questions are optional but would be a great help to our analysis. **YOUR ANSWERS TO THESE AND ALL QUESTIONS WILL BE KEPT STRICTLY CONFIDENTIAL**

46 Annual income (profit) from business (check one):

- Not making profit
- \$50,000 or less
- \$51,000-\$100,000
- \$101,000-\$200,000
- \$201,000-\$300,000
- Over \$300,000

47 Annual total sales from business (check one):

- \$100,000 or less
- \$101,000-\$250,000
- \$251,000-\$500,000
- \$501,000-\$750,000
- \$751,000-\$1,000,000
- Over \$1,000,000

ABOUT THIS SURVEY

Working with the Roslindale Village Main Streets program, graduate students at the Massachusetts Institute of Technology Department of Urban Studies and Planning are participating in a project that is evaluating the Roslindale Village commercial district. This effort will result in an analysis and recommendations for: 1) helping existing businesses in Roslindale and 2) developing strategies for the district's continued success. By filling out this survey, you will help us develop a more accurate assessment and more useful recommendations. If you have any questions about the project, please contact Prof. Karl Seidman, MIT, at (617) 253-3994 or seidman@mit.edu.

Thank you for taking the time to complete this survey. Your responses will remain confidential.

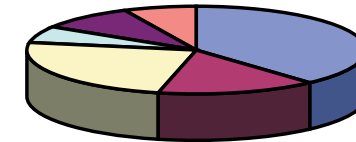
CUSTOMER SURVEY RESULTS SUMMARY

N = Number of Respondents

Reason for Visiting Roslindale Day of Surv

Shopping	38
Banking	15
Eating	24
Library	6
Work	9
Haircut/Nails	7

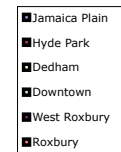
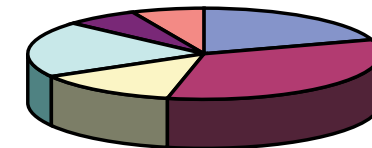
Why Visiting Roslindale



Residency (N = 96)

Resident	65
Non-Resident	31

Place of Residence



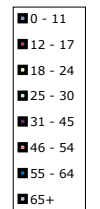
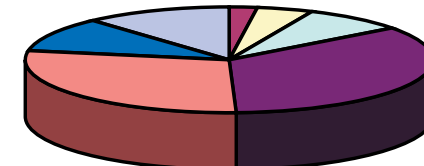
Percentage (%) Non-Residents by Neighborhood

Jamaica Plain	10
Hyde Park	16
Dedham	6
Downtown	10
West Roxbury	3
Roxbury	3

Age - Residents Only (N = 64)

0 - 11	0
12 - 17	0
18 - 24	2
25 - 30	3
31 - 45	25
46 - 54	18
55 - 64	7
65+	8

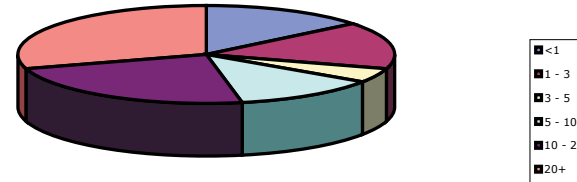
Age



Years Residing in Roslindale (N = 64)

<1	9
1 - 3	10
3 - 5	3
5 - 10	8
10 - 20	15
20+	19

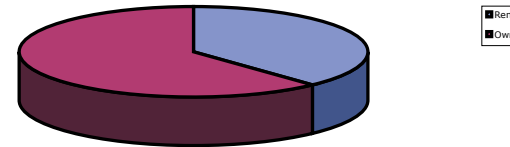
Years in Roslindale



Tenure Status (N = 63)

Rent	24
Own	39

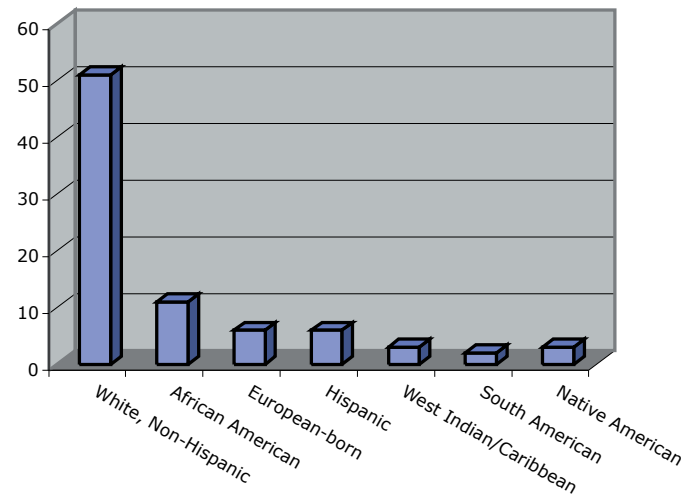
Tenure Status



Ethnicity (N =84)

White, Non-Hispanic	51
African American	11
European-born	6
Hispanic	6
West Indian/Caribbean	3
South American	2
Native American	3

Ethnicity

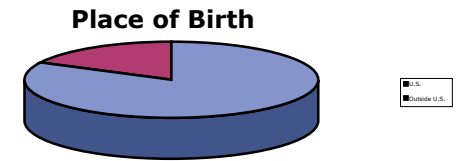


Birthplace (N = 86)

U.S.	71
Outside U.S.	15

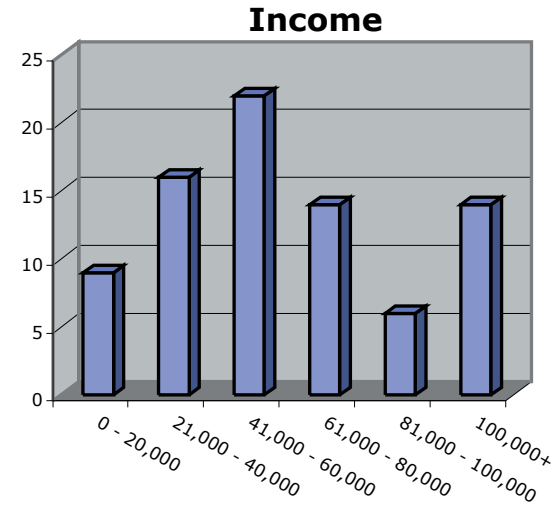
Birthplace - Residents Only (N = 59)

U.S.	47
Outside U.S.	12



Income (N = 81)

0 - 20,000	9
21,000 - 40,000	16
41,000 - 60,000	22
61,000 - 80,000	14
81,000 - 100,000	6
100,000+	14

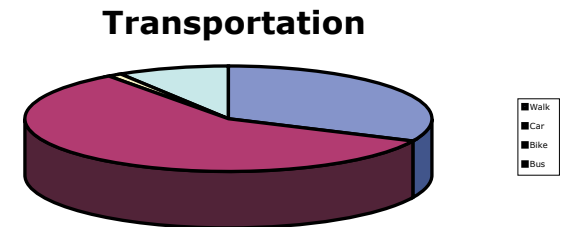


Income of Residents (N = 56)

0 - 20,000	5
21,000 - 40,000	12
41,000 - 60,000	16
61,000 - 80,000	9
81,000 - 100,000	4
100,000+	10

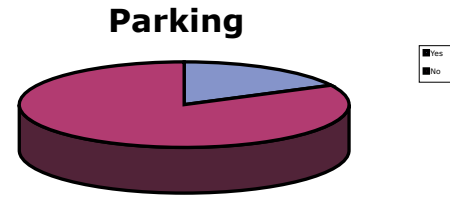
Transpo. (N = 93)

Walk	29
Car	53
Bike	1
Bus	8



Parking Problem? (N = 42)

Yes	17.5%
No	82.5%



Shopping Frequency (95)

Daily	15
2 - 3 Times/Week	26
Weekly	31
Monthly	15
Rarely	8

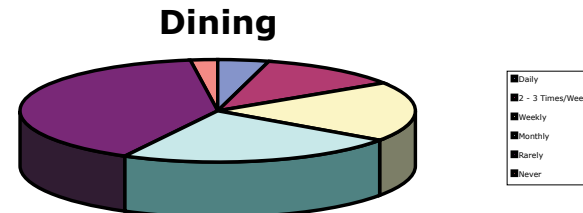


Shopping Frequency - Residents Only (N = 65)

Daily	12
2 - 3 Times/Week	21
Weekly	23
Monthly	7
Rarely	2

Dining Frequency (N = 95)

Daily	4
2 - 3 Times/Week	11
Weekly	18
Monthly	22
Rarely	38
Never	2



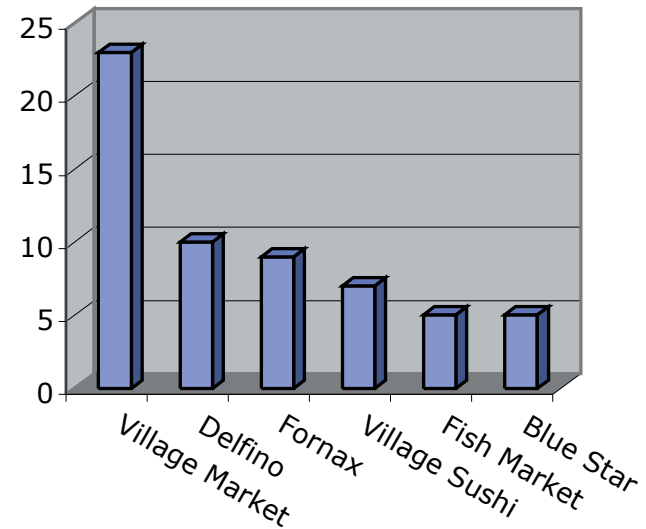
Dining Frequency Residents (N = 64)

Daily	4
2 - 3 Times/Week	7
Weekly	16
Monthly	14
Rarely	22
Never	1

Favorite Store (N = 73)

Village Market	23
Delfino	10
Fornax	9
Village Sushi	7
Fish Market	5
Blue Star	5
Sophia's	5
Emack & Bolio's	4
Jax	3
Dunkin' Donuts	3
Bistro	3
Zia	3
Diane's Bakery	3
Birch St. Shops	3
Pazzo Books	2
Centre Cuts	2
Village Books	2
Gustos	2
Joanne Rossman	1
Solera	1
John's Bakery	1

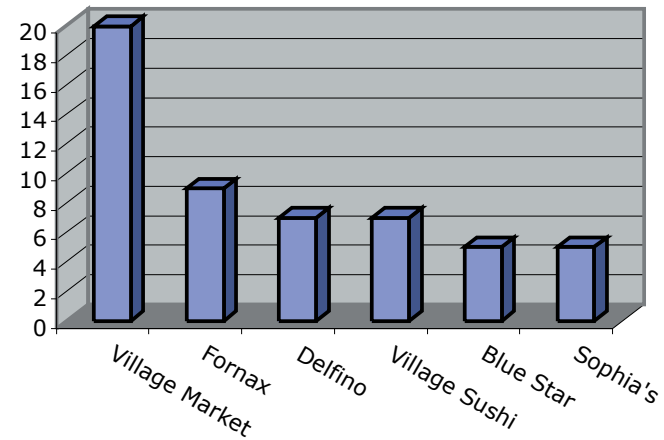
Top Favorite Stores



Favorite Store - Residents Only (N = 55)

Village Market	20
Fornax	9
Delfino	7
Village Sushi	7
Blue Star	5
Sophia's	5
Fish Market	4
Bistro	3
Emack & Bolio's	3
Dunkin' Donuts	2
Centre Cuts	2
Zia	2
Village Books	2
Gustos	2
Jax	1
Solera	1
Diane's Bakery	1
Birch St. Shops	1
John's Bakery	1
Pazzo Books	0
Joanne Rossman	0

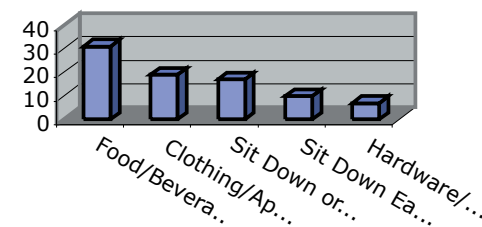
Top Stores Among Residents



What's Missing in Roslindale? (N = 100)

Food/Beverage Related	31
Clothing/Apparel	19
Sit Down or Fast Food	17
Sit Down Eatery	10
Hardware/Home Improvement	7
Videos/Music/Movies/Entertainment	6
Office Supply/Copy Center	4

Top Most Desired Businesses





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1 What brings you to Roslindale Village today? (please check all that apply and specify name of business or agency)

Eating out at: Library Other (specify): _____
 Shopping at: Social Services at: _____
 Banking at: Workat: _____

2 How did you get here? (circle one) Car Bus Train Walk Bike 3 If by car, did you have trouble finding parking? (circle one) Yes No

4 How often do you shop in Roslindale Village? (circle one) Daily 2-3 times per week Weekly Monthly Rarely

5 How often do you dine in Roslindale Village? (circle one) Daily 2-3 times per week Weekly Monthly Rarely

6 What 2 or 3 types of stores, restaurants, or services NOT currently in Roslindale would you MOST like to see here?
 1 _____ 2 _____ 3 _____

7 Which store or restaurant in Roslindale Village do you shop or dine at most often? _____

8 Which days of the week do you typically shop? (circle all that apply) 9 What times of day do you typically shop? (circle all that apply)

Mon	Tue	Wed	Thu	Fri	Sat	Sun	Morning	Afternoon	Evening
-----	-----	-----	-----	-----	-----	-----	---------	-----------	---------

10 Please rate the following items in Roslindale Village on a scale of 1 to 5 (1=poor, 2=below average, 3=average, 4=above average, 5=excellent)

	poor	1	2	3	4	5	poor	1	2	3	4	5	poor	1	2	3	4	5
Variety of Goods & Services	1	2	3	4	5	Access by Bus	1	2	3	4	5	Crime and Safety	1	2	3	4	5	
Quality of Goods & Services	1	2	3	4	5	Access by Train	1	2	3	4	5	Cleanliness	1	2	3	4	5	
Cost of Goods & Services	1	2	3	4	5	Directional Signs	1	2	3	4	5	Atmosphere	1	2	3	4	5	
Variety of Restaurants	1	2	3	4	5	Amount of Parking	1	2	3	4	5	Pedestrian Safety	1	2	3	4	5	
Customer Service	1	2	3	4	5	Location of Parking	1	2	3	4	5	Storefronts and Signage	1	2	3	4	5	
Store Hours	1	2	3	4	5	Traffic Flow	1	2	3	4	5	Overall Perceptions	1	2	3	4	5	

11 Are you a resident of Roslindale? (circle one) Yes No 12 If yes, how long have you been a resident of Roslindale? (circle one)

1 year or less 1-3 years 3-5 years 5-10 years 10-20 years Over 20 years

13 If no, where do you reside? (check one)

Hyde Park Roxbury West Roxbury Dedham Mattapan Dorchester Brookline Downtown Other (specify): _____

14 Please indicate your race/ethnicity? (check all that apply)

Hispanic (Spanish-speaker) Non-Hispanic White
 Mexican European-born
 Central American Non-Hispanic African-American
 South American West Indian/Caribbean
 Asian American Native American
 South Asian (e.g. India, Pakistan)
 Pacific Islander (e.g. Guam, Philippines)

15 Age (circle one): 0-11 12-17 18-24 25-30 31-45 46-54 55-64 65+

16 Do you (circle one): Rent Own the residence in which you live?

17 If Own, when did you purchase your home? _____ (year)

18 If Rent, can you provide an estimate of any increase in your monthly rent within the past 3 years: \$ _____

19 Please indicate your annual income (circle one):

\$0-20,000 \$21,000-40,000 \$41,000-60,000
 \$61,000-80,000 \$81,000-100,000 \$100,000+

20 Do you have children? (circle one) Yes No

21 How many children live in your household? _____

22 What are their ages? _____

