DESTINATION: ROSLINDALE VILLAGE
A ROADMAP FOR A VIBRANT VILLAGE

PREPARED FOR:
Roslindale Village Main Street

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The mission of Roslindale Village Main Street is to promote Roslindale Village as an appealing destination and the dynamic center of our community. As a nonprofit organization, we bring together local volunteers, businesses and public agencies to strengthen the Village’s economic vitality, physical appearance and unique local character.

-Roslindale Village Main Street Inc.

Cover artwork by Sean Peter Kane.
Acknowledgements

We would like to thank Roslindale Village Main Street (RVMS) and its board—especially RVMS Executive Director Jody Burr and RMVS volunteer Elizabeth Glynn—who, through their knowledge and desire to strengthen the district, provided wonderful guidance and an excellent foundation from which we were able to build.

Additionally, we would like to thank each and every one of the Roslindale Village visitors, business owners, and community and public figures in Roslindale and Boston, as well as public officials in Haverhill and Lowell. It was their collective insights and experiences that have provided a well-rounded and multi-faceted understanding of Roslindale and helped us tremendously with our research.

Thank you as well to Dr. Rachel Bratt, professor of Urban and Environmental Policy and Planning at Tufts University, and Teaching Assistant Jeremy Robitaille. Their guidance and advice has been central to our research, process, and analysis.

Lastly, we would like to thank Patrick Knight and Shannon Moriarty, graduate students at Tufts University, for taking the time to demonstrate the concepts of effective presentation and report design.
Abstract

Roslindale Village is the commercial core of a dense urban community in Boston, Massachusetts. The area is currently experiencing a transition encompassing its economic development and physical identity, as well as the demographic makeup of its population. This report examines these shifts using three separate viewpoints. The first component of this study inventories district transportation and analyzes physical accessibility. Through this assessment it was determined that the area is highly car-dependent, though there is not a lack of available parking. Additionally, it was found that Roslindale Village is very walkable. The identity of the changing area population is also evaluated in this study through interviews and surveys as well as demographic research. An inventory of current Roslindale Village business selection is also collected. In reviewing the identity and business selection of the Village, the report notes differences between the diversity of the population and business and service offerings. The results of these three assessments focused on access, identity and business selection are evaluated to provide recommendations for maintaining and enhancing the vitality of Roslindale Village through the present transition so that the district can best serve both current and future area populations as an active center of the community.
Roslindale Village, like many other urban neighborhoods in the United States, is experiencing shifts in its economic, demographic, and physical makeup. Roslindale Village Main Street (RVMS) has been working diligently since its founding in 1985 to meet the needs and demands of the current and future populations of the Village. Their mission is to establish a destination that is welcoming to the various demographic groups in the neighborhood.

Through its Field Projects course, the Urban and Environmental Policy and Planning Department at Tufts University worked with RVMS to develop a project plan to further study the shifts in Roslindale Village. TeamRoslindale undertook this project to help advance the goals and priorities of RVMS by studying Roslindale’s business district in order to:

1. Inventory the modes of access to Roslindale Village and specifically analyze accessibility concerning parking and pedestrians,
2. Create a profile of Roslindale residents and Village visitors, as well as the physical environment of the Village itself,
3. Analyze the current business mix in Roslindale Village, and
4. Provide recommendations based on the research and example case studies.

Overall, the purpose of this project is to better understand the people – including both business owners and visitors – and the physical environment of Roslindale Village. To gain this understanding, the Team aggregated the results of both academic and field research.
Foundations: Roslindale Village

Historically, the Roslindale district was known for its diverse nature and as a transportation hub for the surrounding districts. To this day, Roslindale continues to act as an important connection between Boston and its neighboring towns to the south. Roslindale Village, the commercial core of the Roslindale district, positioned between South, Poplar, Washington, and Corinth Streets and Belgrade Avenue, serves as the main connection to West Roxbury, Mattapan and Jamaica Plain.

The Roslindale district has become increasingly racially and ethnically diverse. From 1990 to 2000, the white population has steadily decreased while the number of African Americans, Non-white Hispanic Americans, and Asian Americans has increased considerably. During this same period, there was a dramatic earnings increase for residents of Roslindale. In terms of business mix, Roslindale Village has a wide variety of offerings; of the 147 businesses, 80 are service-type businesses ranging from automobile repair to beauty services, and 24 are ethnically-diverse and high-end restaurants and food retail options.

Research Results

Case Studies: Both case study cities—Lowell and Haverhill in Northeastern Massachusetts—have unique and historic downtowns which can teach Roslindale Village valuable lessons about implementing metered parking, universal signage, and stricter parking controls to improve its parking problems. Lowell and Haverhill also have similar business mix gaps to Roslindale Village in retail and entertainment elements and are working to improve their relative mix of uses.

Access: Roslindale Village has a variety of transportation options including Massachusetts Bay Transit Authority (MBTA) commuter rail and bus service, bike lanes and public roadways that allow residents and visitors convenient transit both to and within the district. Even with these options, the Team found that the majority of visitors either drive into Roslindale Village (41%) or walk (35%). After surveying the study area to determine the parking inventory, the Team performed a number of observations in order to find actual occupancy/usage rates of each street and parking lot. In doing so, the Team has found quantifiable evidence that, in fact, there does not seem to be a lack of available parking space in Roslindale.
Executive Summary

Village. The Team also conducted a Pedestrian Environmental Data Scan (PEDS) and determined that Roslindale Village is highly walkable. The core of the business district scored very well overall. Mixed-use development and recreational open space were factors in this high scoring area, as were amenities and sidewalk maintenance. Residential-only areas in general scored lower in this assessment due to narrower sidewalks and steeper grades, especially in the area to the southwest between Belgrade Avenue and Washington Street.

Identity: Through its survey of visitors and business owners, the Team found that a typical Roslindale Village visitor is a white, female Roslindale resident. She is within the 30-39 year old age bracket, makes about $20,000-$45,000 per year, holds a bachelors degree, has no children, and rents. In terms of its physical identity, the Village is marked by unique and attractive signage for the various businesses; however, the Team noticed that there is no cohesive marketing system for the district at this time.

Business Selection: Roslindale Village is the anchor of the Roslindale district and is an attractive place to shop and dine, but there is a supply gap when it comes to the Village's business mix. Roslindale Village will only become more of a destination place when it can offer its visitors a mix of businesses that entice them to stay longer and spend more. In particular, Village visitors wanted to see more clothing shops and more home improvement stores. Business owners, too, wanted to see more clothing shops in the Village. Additionally, visitors and business owners wanted to see more arts and craft type stores and outdoor goods stores.

Recommendations

The research results and case studies have helped to inform a set of recommendations. These recommendations, listed below, intend to enhance the district and make it a more inviting, cohesive, and productive community.

Access:
» Enforce parking restrictions
» Restripe on-street parking
» Implement metered parking
» Convert an MBTA lot for public use
» Increase parking signage
» Install pedestrian-oriented lighting

Identity:
» Unify Village signage
» Provide additional amenities

Selection:
» Address disenfranchised communities
» Promote additional mixed-use development
» Promote specific business types

Conclusion

Roslindale Village is in the midst of a transition encompassing its economic development and physical identity, as well as the demographic makeup of its population. The recommendations in this report are intended to help maintain and improve the neighborhood throughout this transition so that it can best serve both its current and future populations. Although the Village is already a dynamic and vibrant center to the Roslindale community, it is clear that there are opportunities to further enhance the neighborhood by addressing access concerns, refining the district’s unique identity by providing a more unified sense of place, and expanding the business mix selection to serve Roslindale’s continually diversifying population.
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With its brick lined streets and quaint shops that sell everything from freshly made granola and warm cups of coffee, to fresh meats, award-winning dinners, relaxing facials, adorable children’s clothing, and, in our opinion, the best wallpaper selection this side of the Charles River, Roslindale Village is the epitome of a diverse and bustling business district. Since 1985, Roslindale Village Main Street (RVMS) and its coalition of passionate local volunteers, businesses, and public agencies have worked tirelessly to promote Roslindale Village as a destination location and create a unique sense of place.

If we could travel back in time to 1985 and walk down Corinth Street and compare that journey to the one you can take today, there would be no question that the Roslindale Village of today is a testament to RVMS’s passionate efforts. There is a renewed charm within Roslindale Village, a diversity unseen in many other places within Boston, and there is life here—a life that plays itself out in the local coffee shops, hair salons, and open spaces. You can see this life on a warm, spring day when the locals flock to the Arnold Arboretum for a stroll around the gardens, or during the summer on Saturdays when the square is crowded with people buying fresh, local produce from the Farmers’ Market, or in the winter when hundreds of visitors come from near and far for the Bay State Model Railroad Open House. However, and most importantly, these new qualities have not come at the expense of Roslindale Village’s unique identity. The new mixes with the old in a way that is cohesive, uplifting, and inviting.
Chapter 1 - Research Purpose & Goals

Roslindale Village, like many other urban neighborhoods in the United States, is experiencing shifts in its economic, demographic, and physical makeup. Roslindale Village Main Street (RVMS) has been working diligently since its founding in 1985 to meet the needs and demands of the current and future populations of the Village. Their mission is to establish a destination that’s welcoming to the various groups in the neighborhood.

In this pursuit, RVMS has partnered with multiple organizations over the past several years to conduct studies of Roslindale Village. The first of these recent studies was conducted in 2005 by a research team from the Massachusetts Institute of Technology (MIT). The recommendations resulting from their study focused on improvements to open space, addressing traffic and parking concerns, as well as support for district businesses.¹

In 2007, RVMS conducted a Resident Survey² from which they outlined the top five priorities of the community to be focused on improving:

» Cleanliness
» Image
» Storefront revitalization


Additionally in 2007, RVMS partnered with Boston Mayor Thomas Menino, the Boston Redevelopment Agency and the Boston Main Street program to devise a strategic plan to guide neighborhood development for 2008-2011. The overarching goals of this plan were to:

- Promote Roslindale Village as a destination,
- Enhance the village streetscape and design,
- Facilitate economic development, and
- Sustain RVMS organizational capacity.

In keeping with its mission and the work of the prior research outlined, RVMS partnered with the Urban and Environmental Policy and Planning (UEP) department at Tufts University to develop a study intended to further its goals. Through the Field Projects course at UEP, RVMS contracted TeamRoslindale (the Team), consisting of graduate students, Monica Gregoire, Sean Peter Kane, Sarah Moser, Melissa Shakro and Erica Walker to review Roslindale Village's economic development in the Spring 2010 semester. The Team conducted a preliminary investigation of the Village, reviewed prior research and engaged in discussions with RVMS to fully understand the priorities of the organization and the needs of the community. Based on this initial assessment, the Team determined three main focus areas of their study to be: access, identity and business selection. In accordance with this, the following project goals were developed:

1. Inventory the modes of access to Roslindale Village and specifically analyze accessibility concerning parking and pedestrians,
2. Create a profile of Roslindale residents and Village visitors, as well as the physical environment of the Village itself,
3. Analyze the current business mix in Roslindale Village, and
4. Provide recommendations based on the research and example case studies.

Overall, the purpose of this project is to better understand the people – including both business owners and visitors – and the physical environment of Roslindale.

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Chapter 1 - Research Purpose & Goals

Village. In taking a comprehensive look at the community, the Team aims to determine ways to enhance the district and make it a more inviting, cohesive, and productive community.

The Team set out to do this by aggregating the results of both academic and field research. The study instruments and methodologies that were employed were:

- Demographic Information Research
- Visitor Surveys
- Business Owner Surveys
- Community and Public Figure Interviews
- Parking Observations
- Pedestrian Environment Data Scan (PEDS)
- Case Studies

Demographic Information Research

The demographic information used within this report was gathered from US census data and was compiled by the Boston Redevelopment Authority. The 2000 US Census is the most recent comprehensive population account available. The purpose of this data is three-fold. First, it will be used to show who currently resides in Roslindale. Second, it will be used to show how this information compares to those who visit Roslindale Village. Third, it will allow for analysis as to the proper business mix for the population.

Visitor Surveys

The visitor survey is a one-page, 31-question, English-only questionnaire (see Appendix I) aimed at capturing and informing RVMS of the demographic profile and behaviors of a typical Roslindale Village patron. Specifically, the survey gathered information on visitor demographics such as age, race, income-level, educational-level, family size, and leisure activities; as well as visitor attitudes and behaviors surrounding Roslindale Village's offerings and transportation.

This survey was administered on seven days (for each day of the week) and times were randomly picked as to reduce potential polling bias. In addition to controlling
for day/time bias, the Team also controlled for location bias by repeatedly circulating through the entire span of the Village during the surveying timeframe. The total number of surveys collected was n = 81.

**Business Owner Surveys**

The business owner survey is a one-page, 38-question, English-only questionnaire (see *Appendix II*) aimed at describing and further detailing the current business mix within Roslindale Village. This survey gathered information on business owner demographics, a business’ profile, and marketing and investment strategies. This survey was hand delivered and collected to a randomly selected pool of various types of businesses. The total number of surveys collected was n = 25.

**Community and Public Figure Interviews**

In order to support the quantitative data with the essential voices of Roslindale’s community and public figures, the Team interviewed nine professionals who work to advance Roslindale Village’s economic development. These “Community and Public Figures” provided a top-down” view of the neighborhood. Each individual plays a different role within the community through their professional or personal life, either with the City of Boston, the Commonwealth of Massachusetts, or within the Roslindale community. The information collected from the interviews complemented the demographic data, the survey data, and the case studies to create a more comprehensive picture of the neighborhood. The list of people contacted and interviewed, along with their titles, and the questions asked is included in *Appendix III*.

**Parking Observations**

A key piece to the project was to examine the parking within the Village. A previous study conducted by graduate students of Massachusetts Institute of Technology’s Urban Studies and Planning department (MIT) looked at parking issues based on resident feedback and determined that parking was “one of the most pressing physical problems.” Given that MIT’s study demonstrated that there were consistent parking spot vacancies throughout the district, they concluded that the
Chapter 1 - Research Purpose & Goals

The parking problem was related to the management of the existing parking spaces, not the need for more spaces.

This report however will quantify exactly how much parking usage was occurring on what streets and at what times. In doing so, the Team plans to present a more detailed picture of problem areas to then provide potential solutions that may be implemented.

The Team used an area parking survey, as outlined by the Metropolitan Area Planning Council (MAPC), to help assess whether there is a parking surplus or deficit. This method also provided insight into identifying problematic parking locations and how to successfully promote the available spots.\(^5\) To study the parking use within the Village, three tasks were undertaken:

\(^5\) Ibid.
1. Define the study area by using the four Roslindale Village Gateways (see Figure 1);
2. Quantify the availability of parking within the study area; and
3. Record usage statistics for the study area.

The complete parking study process is available in Appendix IV. A complete collection of usage maps is available in Appendix V.

Pedestrian Environment Data Scans (PEDS)

The commercial core of Roslindale Village is central to a dense residential community and promoted as a walkable environment. Hypothesizing that many residents and visitors access the Village shopping district by walking to it and that even those individuals who drive in are likely to walk around the area once they park, the pedestrian experience was analyzed as part of the overall assessment of Roslindale Village accessibility.

The Pedestrian Environment Data Scan (PEDS) is an instrument used to catalogue the pedestrian experience along urban streets. It was developed in 2004 by Dr. Kelly Clifton, University of Maryland; Andria Livi, University of Maryland; and Daniel Rodriguez, University of North Carolina, and supported by a grant from The Robert Wood Johnson Foundation Active Living Research program. The data collection instrument is a survey consisting of 36 objective and four subjective criteria. One survey is completed for each street segment, or block edge, in the analysis area. See Appendix VI for survey instrument and further details on PEDS.

The analysis area for this study instrument included 68 segments in and around the core of Roslindale Village. The extent of the survey area is shown in Figure 1 and was determined using the same methodology employed for the parking inventory and occupancy assessment.

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Case Studies

The Team used case study methodology to examine and compare Roslindale Village to the downtown districts of two similar cities in Massachusetts: Haverhill and Lowell. These case studies provided a broader context for further understanding Roslindale Village’s issues and were used to extract development approaches from other communities facing similar challenges. The Team’s method of site selection and field research for the case studies is located in Appendix VII.
Figure 2: Districts of the City of Boston

Source: MassGIS
Chapter 2 - Foundations: Roslindale Village

To provide some context of the study region, groundwork relating to the history of Roslindale Village and how it fits within the City of Boston is necessary. Additionally, a broader foundation is provided through analysis of what Roslindale Village is like today in its physical assessment, detailed demographics, transportation, infrastructure, and business mix.

History of Roslindale Village

A historic district of Boston, Roslindale has a long and significant past which plays into its current role within the city. Originally settled by colonists in 1630, the area now known as Roslindale has gone through many transformations. The area was first known as “South Street Crossing” due to the Boston and Providence railroad crossing at South Street in the present-day Roslindale Village. This rail access defined the community throughout the 19th century and established transportation as a main component in its growth and development. Roslindale was founded as a Roxbury neighborhood, was incorporated into West Roxbury in 1851 and became a district of Boston when West Roxbury was annexed by the neighboring city less than two decades later. During that time of transition in the late 1800s, the community grew and gained its own identity, most notably marked when it was officially named Roslindale with the establishment of its own post office in 1870. To this day, Roslindale continues to act as an important connection between Boston and its neighboring towns to the south.

As new and expanded transportation services came to and through Roslindale, the neighborhood experienced a rise in its population. This started with the Norfolk Suburban Street Railway that ran from Forest Hills to Roslindale in the last quarter of the nineteenth century. Electric trolley service was introduced to Roslindale in 1896 when a West Roxbury branch was built through Roslindale via Belgrade Avenue and Centre Street. These expanded transportation methods helped to introduce the increasing immigrant population of Boston to the suburban Roslindale.\(^8\)

While Roslindale has been known as the “superb suburb” and “gateway to suburbia,” Roslindale Village has long acted as the primary center for the community with its mix of shops and services, some for nearly 100 years, like Sullivan's Pharmacy and the public library. By the 1890s, Poplar Street along what is now Adams Park had become the commercial core for the Village.\(^9\) The Village was a destination and connection, both of which fuel its growth today.

**Physical Assessment**

Roslindale is located in southwestern Boston (see Figure 2) and shares its borders with five other Boston districts, including Jamaica Plain, Hyde Park, Roxbury, West Roxbury and Mattapan (see Figure 3). Roslindale Village sits at the crossroads of the district, serving as the main connection to West Roxbury and Jamaica Plain. Originally the Village was centered on Adams Park along Washington Street. However, that center has shifted in recent decades and now is positioned between South, Poplar, and Corinth Streets and Belgrade Avenue.

Roslindale Village is best defined geographically by its Gateways which were first proposed by an MIT study in 2005. RVMS installed eight Gateway signs on light poles at the following four primary road entrances to the Village (See Figure 4):

- Washington Street at Kittredge Street
- Washington Street at Lee Hill Road
- Cummins Highway near Washington Street
- The intersection of Belgrade Avenue, Robert Street and Corinth Street

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8 \(\text{Ibid.}\)
9 \(\text{Ibid.}\)
Chapter 2 - Foundations: Roslindale Village

Figure 3: Roslindale & Its Neighbors

Source: MassGIS

Figure 4: Roslindale Village & Its Gateways

Source: MassGIS
These Gateways served to define the research area for this project.

With its brick and clapboard facades, Roslindale Village has a distinct and local feel. The neighborhood includes a wide range of uses as well as landmarks (see Figure 5). Roslindale Village has excellent access to public open spaces: Adams Park and its welcoming benches and meandering path in the Village, Fallon Field with its baseball field and active dog walking, Healy Playground with its multiple sports fields, and Arnold Arboretum with numerous paths and natural landscaping. In addition, the Village's northwest Gateway is marked by the Alexander the Great Park which offers pedestrians a place to sit. Given to Roslindale Village and the City of Boston by the citizens of Athens, the Park is a tribute to the large Greek constituency within the neighborhood.\(^\text{10}\)

The majority of land in Roslindale, more than 53%, is devoted to residential use. Institutional uses such as churches, libraries, schools and government services also make up a large portion of land use. Open space, most notably the Arnold Arboretum, which Roslindale shares with Jamaica Plain, accounts for nearly 43% of land area when combined with institutional uses. Less than 4% of Roslindale's land is utilized for commercial purposes, and most of this commercial space is concentrated in Roslindale Village; the rest is dispersed mostly along the main roads that intersect in the Village.\(^\text{11}\)

**Infrastructure & Transportation**

As previously established, transportation was an important element in the development of Roslindale, and though it is no longer a major transit hub, the transportation options and infrastructure within it continue to help define the district. The streets and traffic patterns of the commercial district are shaped by one-way streets forming rotaries (see Figure 6). There are three counter-clockwise traffic patterns in the Village, two smaller ones around Adams Park and by the Massachusetts Bay Transit Authority (MBTA) commuter rail station and a larger one around the business core.


\(^{11}\) “Roslindale Neighborhood Strategic Plan” 2007.
Chapter 2 - Foundations: Roslindale Village

Figure 5: Land Use within Roslindale Village

Source: MassGIS

Figure 6: Rotaries within Roslindale Village

Source: MassGIS
Another significant element of the Village’s infrastructure is its 1,662 parking spaces (see Table 1) which were inventoried during the Team’s parking survey. See Appendix IV for full process details.

<table>
<thead>
<tr>
<th>Number of Available Spaces</th>
</tr>
</thead>
<tbody>
<tr>
<td>28 Streets</td>
</tr>
<tr>
<td>1,076</td>
</tr>
<tr>
<td>17 Parking Lots</td>
</tr>
<tr>
<td>586</td>
</tr>
<tr>
<td>Total</td>
</tr>
<tr>
<td>1,662</td>
</tr>
</tbody>
</table>

*Table 1: Parking Inventory in Roslindale Village*

Parking is available on-street on both the commercial main roads as well as the side residential streets. There are also 17 off-street public and private parking lots throughout the Village (residential-only lots were not included in the study). The on-street parking located on the commercial roads is delineated by large rectangular white boxes painted along the street side. These parking strips however do not divide the individual parking spaces. The side streets have no parking indicators aside from parking restriction signs. Restrictions in the Village range from periodic, scheduled street cleaning and two-hour limits, to school day and handicap limitations. There are only two parking signs to direct traffic to the municipal parking lot off of Taft Hill Terrace (see Figure 7).

A network of public sidewalks borders Roslindale Village area streets, facilitating pedestrian access to the district. Pedestrian tunnels run under the commuter rail at two points along Belgrade Avenue allowing for easier and safer crossing of the tracks by people walking.

Public transit options provide additional methods to access Roslindale Village. There are 14 MBTA bus routes that serve Roslindale Village, many of which stop at the Forest Hills Orange Line Station approximately one mile from the center of the Village. The MBTA also offers service directly to Roslindale Village by way of the commuter rail station located on Belgrade Avenue at the intersection of South Street and Belgrade Avenue. Figure 8 shows the routes and extent of service throughout Boston for the bus and commuter rail lines that service the Village.

The bus routes and commuter rail line that service Roslindale Village are far-reaching and provide direct connections to most other Boston neighborhoods.
as illustrated. However, the frequency of service within this network must be considered. Peak frequency for the individual bus routes through Roslindale Village is 20 minutes and the longest period of time between buses is over two hours. However, 13 of the 14 bus routes that stop in Roslindale Village also stop at the MBTA Forest Hills station which is a transportation hub housing the terminus of the Orange Line, a Needham commuter rail stop and a stop on approximately two dozen bus routes. Therefore, when aggregated, the bus service in Roslindale Village provides frequent connectivity to many areas of Boston.\(^\text{12}\)

The average frequency of the commuter rail train through Roslindale Village is approximately 35 minutes during morning rush hour between 6:30am and 9:00am. The longest scheduled time between trains is two hours and 19 minutes and the train runs every two hours on Saturdays. The MBTA does not offer commuter rail service to Roslindale Village on Sundays.\(^\text{13}\)

\(^{12}\) Massachusetts Bay Transit Authority. 2010. “MBTA Trip Planner.” http://mbta.com/rider_tools/servicenearby/?saServiceNearBy=2+corinth+st+roslindale+ma&sLocationServiceNearBy=&selectedPoint=&Hour=4&Minute=&AMPM=PM&sDate=4%2F28%2F2010

\(^{13}\) Ibid.
Figure 8: Public Transit to and from Roslindale Village

Source: Boston Redevelopment Authority, MassGIS
Bicycling has become a popular mode of transportation around Boston and in Roslindale. As part of the City of Boston’s Bicycle Plan, designated bike lanes and bike racks were added to Roslindale Village roads, including Washington Street, Corinth Street and Belgrade Avenue, in the fall of 2009.14

The neighborhood of Roslindale Village is well served by multiple methods of transportation. Its historic access has expanded and provides area residents many options to get into and around the Village.

Demographics

Roslindale is a growing, diverse family district. Using the most recent comprehensive population count, the 2000 US Census, the Team assessed just how Roslindale’s population changed between 1990 and 2000. Roslindale’s overall population increased by 5% and there were 12% more children under the age of 18 living in the area. During this decade, there was a decrease in married families with children and an increase in single parent families with children. Between 1990 and 2000, the total number of families fell by 1% while the number of households grew by 5%. Most notably, the number of single parent households with children increased during this time by 39%. Overall, this latest population count shows that Roslindale is a growing district and with this growth is an increase in the number of children residing in the neighborhood. The increasing number of families in the neighborhood can be seen flocking to events like the Roslindale Village Easter Egg Hunt and The Bay State Model Railroad Museum Spring Open House.

Reverend Father Francis Kelley of the Sacred Heart Catholic Church in Roslindale noticed the increase in population and correlated it to the increasing cost of living associated with commuting to jobs in the city from the suburbs. He remarked that “as the cost of driving becomes less and less affordable, people who are working in Boston but living in the suburbs may move closer to the city. Ten years ago people were moving out further into the suburbs, but recently the trend has begun to reverse.”15 The Urban Land Institute recently published the “Boston Regional


“The Boston Regional Challenge” report which supports the theory that many Massachusetts families are moving closer to the city to reduce overall living costs. The Urban Land Institute report details the true costs of living in the suburbs and shows that moving to the suburbs to save money in housing often results in no costs saving because of increasing transportation.\textsuperscript{16}

Roslindale has become increasingly racially and ethnically diverse and is developing a unique array of shops and services reflecting this diversity. As depicted in Table \textbf{5}, during this ten-year period, the white population has steadily decreased while the number of African Americans, Non-white Hispanic Americans, and Asian Americans has increased considerably. In fact, between 1990 and 2000, the African American population grew by almost 100\% while the Hispanic population increased by 73\% and the Asian population grew by 54\%. Still, census information during this time period shows that the majority of adult Roslindale residents are white females who have high school diplomas. Roslindale residents speak a variety of languages at home: 17\% speak Spanish, 6\% speak French or French Creole, and 3\% speak Greek.\textsuperscript{17} Roslindale Village contains ethnic beauty salons and restaurants and specialty markets that mirror the neighborhoods diversity.

Reverend Father Kelley noted that over the past five years there has been an influx of Hispanic-owned businesses and also business owners who are first generation from non-English-speaking countries. There are about a half-dozen African countries and a dozen Hispanic countries represented in his congregation.\textsuperscript{18}

Between 1990 and 2000, there was a dramatic earnings increase for residents of Roslindale. Household incomes increased by 37\%, family incomes increased by 41\% and non-family household incomes increased the most at 43\%. This increased neighborhood earning power of residents supports several high-end and boutique restaurants and shops opening in Roslindale, a trend seen in other redeveloping business districts.

\begin{flushleft}
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\begin{flushleft}
\end{flushleft}

\begin{flushleft}
\textsuperscript{18} Interview - Reverend Father Francis Kelley.
\end{flushleft}
### Household Population within Roslindale

<table>
<thead>
<tr>
<th></th>
<th>1990</th>
<th>2000</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>In households:</td>
<td>31,785</td>
<td>33,233</td>
<td>5%</td>
</tr>
<tr>
<td>In family households:</td>
<td>26,059</td>
<td>26,598</td>
<td>2%</td>
</tr>
<tr>
<td>In non-family households:</td>
<td>5,726</td>
<td>6,635</td>
<td>16%</td>
</tr>
<tr>
<td>Total Population:</td>
<td>32,983</td>
<td>34,628</td>
<td>5%</td>
</tr>
</tbody>
</table>

**Table 2: Household Population within Roslindale**

Source: Boston Redevelopment Authority 1990 & 2000 Census Population and Housing

### Household Type by Presence of Own Children Under 18 Years within Roslindale

<table>
<thead>
<tr>
<th>Household Type</th>
<th>1990</th>
<th>2000</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Married-couple family with own children under 18 years:</td>
<td>2,634</td>
<td>2,616</td>
<td>-1%</td>
</tr>
<tr>
<td>Single parent households with own children under 18 years:</td>
<td>1,103</td>
<td>1,534</td>
<td>39%</td>
</tr>
<tr>
<td>Total Households:</td>
<td>12,252</td>
<td>12,885</td>
<td>5%</td>
</tr>
<tr>
<td>Total Population:</td>
<td>32,983</td>
<td>34,628</td>
<td>5%</td>
</tr>
</tbody>
</table>

**Table 3: Household Type by Presence of Own Children Under 18 Years**

Source: Boston Redevelopment Authority 1990 & 2000 Census Population and Housing

### Children Under 18 Years of Age within Roslindale

<table>
<thead>
<tr>
<th>Age</th>
<th>1990</th>
<th>2000</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>0 – 4</td>
<td>2,731</td>
<td>2,223</td>
<td>-19%</td>
</tr>
<tr>
<td>5 – 17</td>
<td>4,415</td>
<td>5,747</td>
<td>30%</td>
</tr>
<tr>
<td>Total</td>
<td>7,146</td>
<td>7,970</td>
<td>12%</td>
</tr>
</tbody>
</table>

**Table 4: Children Under 18 Years of Age within Roslindale**

Source: Boston Redevelopment Authority 1990 & 2000 Census Population and Housing

### Racial Composition within Roslindale

<table>
<thead>
<tr>
<th>Race</th>
<th>1990</th>
<th>2000</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>White alone:</td>
<td>27,314</td>
<td>21,599</td>
<td>-21%</td>
</tr>
<tr>
<td>Black or African American alone:</td>
<td>2,907</td>
<td>5,735</td>
<td>97%</td>
</tr>
<tr>
<td>American Indian and Alaska Native alone:</td>
<td>30</td>
<td>186</td>
<td>520%</td>
</tr>
<tr>
<td>Asian, Pacific Islander alone:</td>
<td>885</td>
<td>1,362</td>
<td>54%</td>
</tr>
<tr>
<td>Hispanic:</td>
<td>3,913</td>
<td>6,789</td>
<td>73%</td>
</tr>
<tr>
<td>Other race alone:</td>
<td>1,847</td>
<td>3,463</td>
<td>87%</td>
</tr>
</tbody>
</table>

**Table 5: Racial Composition within Roslindale**

Source: Boston Redevelopment Authority 1990 & 2000 Census Population and Housing
In support of the income increases revealed by the 2000 Census, Karen Kaigler, Business Manager for Boston Main Streets, remarked that she noticed a shift to more economically-diverse mix of residents in the last five to ten years. According to Ms. Kaigler, “upper-middle income families are discovering this hidden community of single-family and multi-family homes with larger backyards that offer easy access to downtown Boston.”

---


### Age Groups within Roslindale

<table>
<thead>
<tr>
<th></th>
<th>1990</th>
<th>2000</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>0 – 4</td>
<td>2,731</td>
<td>2,223</td>
<td>-19%</td>
</tr>
<tr>
<td>5 – 17</td>
<td>4,415</td>
<td>5,747</td>
<td>30%</td>
</tr>
<tr>
<td>18 – 24</td>
<td>3,221</td>
<td>3,078</td>
<td>-4%</td>
</tr>
<tr>
<td>25 – 44</td>
<td>12,429</td>
<td>12,442</td>
<td>0%</td>
</tr>
<tr>
<td>45 – 64</td>
<td>5,110</td>
<td>6,885</td>
<td>35%</td>
</tr>
<tr>
<td>65+</td>
<td>5,082</td>
<td>4,253</td>
<td>-16%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>32,988</strong></td>
<td><strong>34,628</strong></td>
<td><strong>5%</strong></td>
</tr>
</tbody>
</table>

*Table 6: Age Groups within Roslindale*

Source: Boston Redevelopment Authority 1990 & 2000 Census Population and Housing

### Median Incomes within Roslindale

<table>
<thead>
<tr>
<th></th>
<th>1990</th>
<th>2000</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Household</td>
<td>$34,211</td>
<td>$46,846</td>
<td>37%</td>
</tr>
<tr>
<td>Family</td>
<td>$38,104</td>
<td>$53,858</td>
<td>41%</td>
</tr>
<tr>
<td>Non-Family</td>
<td>$24,035</td>
<td>$34,252</td>
<td>43%</td>
</tr>
</tbody>
</table>

*Table 7: Median Incomes within Roslindale*

Source: Boston Redevelopment Authority 1990 & 2000 Census Population and Housing

### Housing Units within Roslindale

<table>
<thead>
<tr>
<th></th>
<th>1990</th>
<th>2000</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Occupied Housing Units</td>
<td>12,120</td>
<td>12,894</td>
<td>6%</td>
</tr>
<tr>
<td>Owner Occupied</td>
<td>5,582</td>
<td>5,996</td>
<td>7%</td>
</tr>
<tr>
<td>Renter Occupied</td>
<td>6,537</td>
<td>6,898</td>
<td>6%</td>
</tr>
<tr>
<td>Vacant Housing Units</td>
<td>766</td>
<td>386</td>
<td>-49%</td>
</tr>
<tr>
<td><strong>Total Housing Units</strong></td>
<td><strong>12,895</strong></td>
<td><strong>13,282</strong></td>
<td><strong>3%</strong></td>
</tr>
</tbody>
</table>

*Table 8: Housing Units within Roslindale*

Source: Boston Redevelopment Authority 1990 & 2000 Census Population and Housing
The population expansion between 1990 and 2000 resulted in an increase in the number of occupied housing units in Roslindale. In the same time period, there was a dramatic 49% decrease in the number of vacant housing units as more individuals and families relocated to Roslindale. While there was a 7% increase in the number of owner-occupied housing units during this time indicating that a more long-term, stable population is occupying the neighborhood, Roslindale remains primarily a neighborhood of renters.

Lee Blasi, Director of Constituent Services for City Councilor Consalvo, noticed the community's response to these shifting demographics that have continued through the present. In discussing the changing demographic makeup of the neighborhood, she remarked that “there has been some displacement of longtime residents as properties turn over and those people (or others at similar income levels) can no longer afford to rent or purchase in the neighborhood. But, on the other hand, some lifelong residents enjoy seeing the neighborhood return to vibrancy with new residents moving in.” Ms. Blasi also noted that she will be interested to see the change in demographics once reported by the 2010 Census.20

**Business Mix**

As seen from the Table 9, Roslindale Village primarily has a service and food-based economy. Of the 147 businesses located in Roslindale Village, 80 are service type businesses ranging from automobile repair to beauty services. Roslindale Village also offers visitors 24 ethnically-diverse and high-end restaurants and food retail options. Chapter 4 of this report discusses suggestions for adding to this current business mix based on responses from visitors, business owners, and community and public figures surveyed and interviewed.

<table>
<thead>
<tr>
<th>Roslindale Village Business Mix</th>
</tr>
</thead>
<tbody>
<tr>
<td>Service</td>
</tr>
<tr>
<td>Retail</td>
</tr>
<tr>
<td>Restaurant/Food Retail</td>
</tr>
<tr>
<td>Community Resources</td>
</tr>
</tbody>
</table>

Table 9: Roslindale Village Business Mix  (Source: RVMS)

Conclusion

The foundations of the Roslindale community established within this chapter creates a platform for a more specific examination of the Roslindale Village shopping district. This more in-depth examination will be achieved in the following chapter by looking at the access, identity, and current business selection of Roslindale Village as motivated and detailed by the various research instruments.
Chapter 3 - Research Results

Based on the research instruments outlined in the previous chapter, a wealth of data was collected and will be described in further detail here. This chapter is broken down into four distinct sections: case study research which provides a unique look into the cities of Haverhill and Lowell and how their current practices may inform Roslindale Village; access, or how visitors arrive to the village and the subsequent effects these means have on the village; identity, which includes both a demographic description of a Roslindale Village visitor as well as a physical assessment of the Village itself; and selection, which entails a look at the interaction between the Village’s current business mix and a Roslindale Village visitor.

Additionally, throughout this chapter are a series of “report cards” that assign grades to a wide variety of Roslindale Village attributes. These report card results are derived strictly from TeamRoslindale’s visitor survey. The question referenced is Question 12, which can be viewed in Appendix I.

A Tale of Two Cities: Haverhill and Lowell

While surveys of visitors and business owners provide an excellent profile of the types of businesses and services that are desired for Roslindale Village, studying cities with similar transportation, services, history and location can also be very important in informing an assessment of the Village.
This report uses two case study cities – Lowell and Haverhill – to learn valuable lessons and make appropriate recommendations to improve access, identity, and business selection in Roslindale Village.

**An Overview**

Historically, both Haverhill and Lowell are industrial revolution era cities recovering from 20th-century decline. The City of Lowell was known as the “Manchester of America” for leading the industrial revolution in the United States much like Manchester, England led the European Industrial Revolution. Lowell flourished as an industrial textile city until it began to decline in 1958. Haverhill, which was a leader in the shoemaking industry for the United States for many years, prospered until its decline around 1930. While in decay, both Lowell and Haverhill experienced severe population flight, neglect of buildings and infrastructure, and failed urban renewal projects. At the end of the 20th century, however, a newfound interest arose in renewing the downtown areas of old mill towns in Massachusetts resulting in the
With the urban renaissance of both downtowns came a need to also reexamine and rethink their access, identity and business selection.

Lowell

Location - Lowell is located approximately 34 miles north of Roslindale at the intersection of Route 3 and Interstate 495 (see Figure 9). It is the fourth largest city in the Commonwealth of Massachusetts and borders the towns of Dracut, Tewksbury, Billerica, Chelmsford and Tyngsboro (listed clockwise from the north). Both the Concord and Merrimack Rivers flow through Lowell and feed into the extensive network of canals which connect the City's downtown business district to its natural resources (see Figure 10).

Access - Increased traffic in Lowell's downtown prompted City officials to construct parking lots and garages, institute strict parking regulations and metered parking,

and erect prominent signage in order to ensure turnover of most sought after on-street parking spots. There are currently five garages and one surface lot in downtown Lowell providing 5,466 parking spaces. These garages are used mainly for long-term parking by business owners, employees, and shoppers as well as downtown residents. Business owners can purchase monthly pass cards that can be used in the parking garages at a cost of $52 per month. Also, on-street two-hour pay-for-parking kiosks are available for short term use, as are 15-minute meters which are designated with large yellow stickers and cost $0.25 per 15 minutes of parking. These meters have many benefits including allowing officials to change price by time of day or day of the week, provide information in various languages, allow for accurate, real-time revenue controls and provide parking occupancy information on a block-by-block basis. These meters are also useful for analyzing usage patterns and setting parking prices and they are more economical than purchasing individual meters for each space. The combination of lots, garages, metered parking, and signage are helping to improve the City’s parking problem. To create a more functional public transit system for the future, Lowell plans to expand the tourist trolley that operates solely to and from the commuter rail and tourist attractions to also link the numerous universities and the downtown.

Identity - Lowell markets its downtown as a historic neighborhood with cobblestone streets, grand converted mill-loft apartments, and as having the amenities of a large city in a small town setting. To revitalize the downtown, Lowell removed the aluminum and stucco facades from commercial buildings revealing attractive 19th-century commercial storefronts the style of which pervades most of the area. Streetscape improvements were made to continue the 19th-century theme, which include brick pavement of the sidewalks, granite pavers lining sidewalks, period lighting, and benches. Additionally, the banks of Lowell's canals have been largely reclaimed providing a river walk area for a multitude of recreational activities. Based on the Team’s observations, the City has made visiting downtown Lowell

Chapter 3 - Research Results

easier with universal directional signage which clearly points out where points of interest are as well as where the parking is located.

Business Selection - Within the last decade, Lowell’s economy has relied largely on tourism. Visitors are drawn to the City’s many historical landmarks and museums, major events, including Boarding House Park Summer Music Series, a Farmers’ Market, and numerous parades celebrating the city’s diverse populations and various holidays. In addition, visitors flock to Lowell to see the Boston Red Sox affiliated Lowell Spinners play at LeLacheur Park and Lowell Devils ice hockey team skate at the Tsongas Arena.

Visitors frequent Lowell’s downtown for its abundance of ethnic restaurants showcasing the area’s diverse populations. Lowell Economic Development Director Theresa Park stated that Lowell will celebrate the opening of a new jazz and comedy club in its downtown in spring 2010, which will add an additional entertainment element to complement the existing array of restaurant and retail businesses. She also hopes to target other types of businesses, such as clothing stores, to diversify the retail mix. Lowell’s downtown also serves residential uses; there are low and moderate income housing units for seniors and also new market-rate residential units. There have been approximately 2,000 new market-rate units added in the past decade which draws middle- to upper-income households to Lowell. This higher income group is better positioned to support the high-end restaurants and shops in the downtown business district.

Haverhill

Location - The City of Haverhill is located approximately 44 miles north of Roslindale, and 34 miles south of Manchester, New Hampshire (see Figure 9). The city is bordered by Merrimack on the northeast, West Newbury and Groveland on the east, Boxford and North Andover to the south, Methuen on the southwest, and

26 Interview - Theresa Park.
Salem, Atkinson and Plaistow, New Hampshire, to the north. The City is located on Interstate 495 (see Figure 11).

**Access** - Now that more people are living in and visiting downtown Haverhill, parking has become an increasing concern. The City has recently obtained federal grant funds to construct a new intermodal parking facility which officials hope will increase public transportation ridership, attract new food and retail businesses, and improve connection to the city’s open spaces. On-street parking is currently free of charge in downtown Haverhill, and in 2008 strict parking controls were put into place to combat an increasing parking problem. These parking controls include regulated on-street parking on the downtown’s busier streets with a two-hour parking limit in effect from 8 am to 6 pm on weekdays. But even with these new regulations, many downtown employees are still using on-street parking and moving their cars every two hours to avoid parking tickets. Additionally, restaurant owners depend on valet parking to draw patrons to dine at their restaurants. To address this problem with parking, Haverhill officials recently hired a consulting firm to conduct and detail a parking inventory and occupancy assessment. Haverhill is also planning to develop its Merrimack River’s edge area into a lively “Urban Riverwalk” for

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**Figure 11: Map of Haverhill, Massachusetts**

Source: MassGIS
pedestrian and biking activity. Haverhill official Andrew Herlihy stated that the city had new signs explaining parking limits, the Team found that Haverhill did not have a clear, comprehensive and universal system of signage to point out landmarks and parking.

Identity - Herlihy referred to the City's downtown as the “anti mall” because it offers visitors a unique shopping experience and retail selection not typically found in malls. Downtown Haverhill is divided into two sections; the older western section which contains Victorian structures reminiscent of the city's Industrial Revolution days and the newer, eastern section built during Urban Renewal when this section of town was bulldozed to make room for wide boulevards and a strip mall. There has been a renaissance in the city's older downtown areas and this section contains new “Boston quality” restaurants and a small arts district while newer downtown section has plenty of free parking, but few visitors.

Within the last ten years, Haverhill has seen an infusion of young people, empty nesters, single people and people looking for affordable, pet-friendly housing moving to its downtown area. These new residents have been drawn to the new condominiums located in restored mill buildings in downtown Haverhill which allow residential and commercial uses to mix. The City markets itself as a “Picture of Progress” in the midst of a second urban renaissance. Historically, Haverhill was renowned for being one of the nation's largest producers of shoes. The City celebrates its unique history with an annual “shoelabration celebration,” a festival dedicated to Haverhill's history as a “shoe city.”

Business Selection - Haverhill's downtown has historic Victorian architecture, a thriving arts district with many galleries and antique stores, and several eclectic restaurants. Although the City could not provide a full list of the businesses occupying the downtown, the Team observed that, in addition to restaurants and art galleries, the downtown was mostly made up of several thrift stores, bodegas,

30 Interview - Andrew Herlihy.
31 Ibid.
32 “City of Haverhill: Official Website for Residents and Visitors.”
an authentic butcher shop, banks, and offices. The Team noticed that there was a lack of retail shops, other than thrift stores. In addition to businesses, Haverhill’s downtown has many residential units. Young people and empty nesters, especially, are drawn to the new condominiums located in restored mill buildings in downtown Haverhill adjacent to commercial uses. This mix of residential and commercial uses is helping to make Haverhill a more pedestrian-friendly downtown. Haverhill is recovering from years of neglect and blight and is working to become a destination city where people can learn about New England’s Industrial Revolution and enjoy modern services and great restaurants.  

**Lessons Learned from Lowell and Haverhill**

As seen in the case studies, there are several important lessons that Roslindale Village can learn from Lowell and Haverhill to advance its access, identity, and business mix selection. In order to improve accessibility, Lowell has successfully utilized a metered parking system, unified directional signage, and strict parking restrictions and enforcement. Combining these measures have helped to solve Lowell’s problems with parking in the downtown. In terms of identity, while in different phases in Lowell and Haverhill, both downtowns have embraced their historical past in the style of their buildings and amenities creating a cohesive and unique character for each. Finally, both Lowell and Haverhill have similar business mix needs for future economic development. Both case study cities would benefit from encouraging a greater retail mix and by adding an entertainment element, which Lowell is getting in spring 2010, to boost evening foot traffic.

**Access**

Based on the information from the case studies, access is an important element for a vibrant community. This section begins by highlighting the results of the following question pulled from the visitor survey: How are visitors getting to Roslindale Village?

According to Table 10, the majority of visitors either drive into Roslindale Village (41%) or walk (35%). Nearly all surveyed business owners responded that they drive into the Village. Approximately 17,000 people reside within a half mile walking

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33 Ibid.
radius of Roslindale Village\textsuperscript{34} and the percentage of residents surveyed who walked reflects this. Though more than half of Roslindale residents live beyond a half mile walk of the Village, it is still surprising to see such a large percentage of residents driving in given the public transportation options available. This high percentage of resident drivers is reflected in the current zoning for Roslindale. Marie Mercurio, the Roslindale Neighborhood Planner at the Boston Redevelopment Authority, remarked that due to zoning that was adopted in June 2008, the parking ratio was increased to 2.0 required off-street parking spaces per new dwelling unit (up from 1.5) as a direct result of resident input. Since the BRA started rezoning the neighborhoods of Boston in the early 1990s, Roslindale has the highest required parking ratio in the City of Boston and is a further indication that many residents in the district rely heavily on their cars.\textsuperscript{35}

<table>
<thead>
<tr>
<th></th>
<th>Commuter Rail</th>
<th>Subway Train</th>
<th>Bike</th>
<th>Car</th>
<th>Motorcycle/Scooter</th>
<th>Walk</th>
<th>Bus</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>Resident</td>
<td>12%</td>
<td>0%</td>
<td>0%</td>
<td>32%</td>
<td>2%</td>
<td>46%</td>
<td>8%</td>
<td>0%</td>
</tr>
<tr>
<td>Non-Resident</td>
<td>3%</td>
<td>3%</td>
<td>3%</td>
<td>52%</td>
<td>0%</td>
<td>13%</td>
<td>23%</td>
<td>3%</td>
</tr>
<tr>
<td>Business Owner</td>
<td>0%</td>
<td>0%</td>
<td>5%</td>
<td>90%</td>
<td>0%</td>
<td>5%</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>Total</td>
<td>8%</td>
<td>1%</td>
<td>1%</td>
<td>41%</td>
<td>8%</td>
<td>35%</td>
<td>5%</td>
<td>1%</td>
</tr>
</tbody>
</table>

\textit{Table 10: Visitor and Business Survey Results - How are People Getting to Roslindale Village?}

Not surprisingly, the majority of non-residents drives (52%) or takes the bus (23%). Beyond bus usage by non-residents, very few visitors use public transportation as a means of accessing Roslindale Village. Additionally, a negligible number of visitors bike into Roslindale Village.

Given the many alternative transportation options to the Village for both residents and non-residents, why do a high percentage of these two groups still find the need drive? Table 11 details the answers to this question.

\textsuperscript{34} Based on 2000 data for census blocks intersecting walkable area.

\textsuperscript{35} Mercurio, Marie. Roslindale Neighborhood Planner, City of Boston. Interview by email. March 17, 2010.
### Why are Visitors Choosing Such Transportation Modes?

<table>
<thead>
<tr>
<th></th>
<th>Easiest</th>
<th>Cheapest</th>
<th>Fastest</th>
<th>Safest</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>Resident</td>
<td>75%</td>
<td>9%</td>
<td>13%</td>
<td>0%</td>
<td>3%</td>
</tr>
<tr>
<td>Non-Resident</td>
<td>66%</td>
<td>14%</td>
<td>17%</td>
<td>3%</td>
<td>0%</td>
</tr>
<tr>
<td>Total</td>
<td>70%</td>
<td>12%</td>
<td>15%</td>
<td>1.5%</td>
<td>1.5%</td>
</tr>
</tbody>
</table>

Table 11: Visitor Survey Results - Why are Visitors Choosing Such Transportation Modes?

Table 11 shows that driving and walking (the methods most often used) are primarily selected due to their ease. Given that visitors to the Village choose driving and walking based on ease, just how painless are these access methods? Additional questions to consider are as follows:

1. Is the infrastructure in the Village supporting the demand of these two methods?
2. Are there any problem areas encountered while walking or driving into the Village?
3. Is there room for improvement?

To answer these questions, two research instruments were utilized:

- Parking inventory and observations to assess the parking infrastructure and usage
- A Pedestrian Environment Data Scan to assess the walkability.

### Parking & Vehicles

With over 1,600 parking spaces in Roslindale Village and a majority of visitors accessing the Village by car, the Team wanted to determine how automobile users viewed the parking. The surveys found that 68% of visitors perceived that there was at least some problem with parking in the Village (see Table 12). However, only 17% of visitors think there is either often or always a parking problem. Business owners feel very different, as 60% of them believe that there is either often or always a parking problem. On the other hand, a rather significant percentage of visitors feel as if there is no problem at all (32%).

Report Card

<table>
<thead>
<tr>
<th>Access by Car</th>
</tr>
</thead>
<tbody>
<tr>
<td>Resident: B-</td>
</tr>
<tr>
<td>Non-Resident: B-</td>
</tr>
<tr>
<td>Business Owner: B+</td>
</tr>
</tbody>
</table>

Grade: B-
Chapter 3 - Research Results

### Core Business Streets
- Belgrade Avenue
- Corinth Street
- South Street
- Poplar Street
- Washington Street
- Cummins Highway

<table>
<thead>
<tr>
<th>Parking Problem Perception</th>
<th>No Problem</th>
<th>Some Problem</th>
<th>Often a Problem</th>
<th>Always a Problem</th>
</tr>
</thead>
<tbody>
<tr>
<td>Resident</td>
<td>37%</td>
<td>37%</td>
<td>10%</td>
<td>16%</td>
</tr>
<tr>
<td>Non-Resident</td>
<td>27%</td>
<td>64%</td>
<td>0%</td>
<td>9%</td>
</tr>
<tr>
<td>Business Owner</td>
<td>0%</td>
<td>40%</td>
<td>40%</td>
<td>20%</td>
</tr>
<tr>
<td>Total Visitor</td>
<td>32%</td>
<td>51%</td>
<td>5%</td>
<td>12%</td>
</tr>
</tbody>
</table>

Table 12: Visitor and Business Owner Survey Results - Parking Problem Perception

In 2010, is there a parking problem or is it still just a perception? After surveying the study area to determine the parking inventory, the Team performed a number of observations in order to find actual occupancy/usage rates of each street and parking lot. In doing so, the Team has found quantifiable evidence that, in fact, there does not seem to be a lack of available parking space in Roslindale Village.\(^{36}\)

As specified by MAPC's parking study guide, parking occupancies in excess of 85% are considered full or problematic.\(^{37}\) This metric was applied to assess the streets of Roslindale Village. It was discovered that, on average, weekdays experience an occupancy rate of 52.33% over the course of the day while weekends only had a 42.51% average occupancy rate. This means that just over half of all spaces in the Village are used on average during the weekdays and even less during the weekend.

During the weekdays, mornings saw the highest occupancy rate at 57.77%. The rate dropped as the day drew on to a low of 45.39% during the evenings. This pattern was slightly different for the weekends, which on average saw a high in the mornings of 49.34%. The rates dropped through the day but then increased in the evenings to 42.46% (see Figure 12). These rates reflect the parking usage of the entire surveyed area. Looking at just the core six business streets, the pattern changes most notably with slightly higher occupancy rates (see Figure 13).

Weekday usage of the core business streets on average stayed pretty consistent, the busiest time being the mornings with 69.25% occupancy. Weekends, while the

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\(^{36}\) Due to the fact that this study was done during the winter and early spring, further surveying may be beneficial to determine the summer and fall parking occupancy rates.

pattern for the district overall was the same, experienced more dramatic shifts. The busiest time on the weekends was during the evenings with 66.07% occupancy. There was a significant decrease during the early evenings when the rate dropped to 52.57%. Interestingly though, the visitor surveys found that respondents actually determined weekday evenings to be most problematic (see Table 13), when overall availability was typically observed to be highest.
Visitors were surveyed to determine their perception of parking difficulty during the morning, afternoon, evening and late evening over the course of a typical week (see Question 17 in Appendix I). The following scale was used: 1 = no problem, 2 = some problem, 3 = often a problem, 4 = always a problem, and 5 = impossible. Additionally, they were asked where they parked on a residential side street, a business street, or a parking lot.

<table>
<thead>
<tr>
<th>Perception of Parking Difficulty at Specific Time Periods</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Weekday</strong></td>
</tr>
<tr>
<td>Morning</td>
</tr>
<tr>
<td>--------</td>
</tr>
<tr>
<td>Resident</td>
</tr>
<tr>
<td>Non-Resident</td>
</tr>
<tr>
<td><strong>Total</strong></td>
</tr>
</tbody>
</table>

*Table 13: Visitor Survey Results - Perception of Parking Difficulty at Specific Time Periods*
Figure 14: Map of Average Weekly Parking Occupancy Rates (%) in Roslindale Village

Figure 15: Map of Average Weekday Morning Parking Occupancy Rates (%) in Roslindale Village
timeframe has a two-hour limit, many vehicles were seen beyond that limit, thus reducing the ability for turn-over and use by other visitors.

Although the MBTA parking lots experienced very low usage during the survey period, South Conway Street, adjacent to these lots, had near full occupancy during normal business hours. MBTA commuters appeared to be utilizing the on-street parking rather than pay the parking fee in the MBTA lot.

The municipal lot on Taft Hill Terrace experienced a “full” occupancy level during the weekday mornings and early afternoon. This was most notably attributed to two factors: employees working in the Village and commuters. Village employees utilized this lot during their work hours, keeping the on-street parking clear for shoppers. Commuters also used this lot to avoid paying the $4 fee at the MBTA lot. Both of these groups however were using the lots beyond the two-hour parking limit. Additionally, the Citizens Bank parking lot attached to the municipal lot experienced the same high usage though this was due to the customer flow to the bank. Taft Hill Terrace has limited parking spaces and those that are available tend to be utilized by visitors to the health center.
Figure 17: Map of Average Weekend Morning Parking Occupancy Rates (%) in Roslindale Village

Figure 18: Map of Average Weekend Evening Parking Occupancy Rates (%) in Roslindale Village
Basile Street's available spaces are limited due to school hour parking restrictions put into place for the Sumner Elementary School. There are 14 fewer spaces on this street during regular school hours, thus increasing the usage of the nearly 20 other spaces on the street.

The parking use on South Street however remains above 85% for the latter half of the day while usage in other areas of the Village decreases (see Appendix V). This high occupancy was observed as a result of the mix of businesses on the street, namely the popular Delfino restaurant, as well as the ATM at the Citizens Bank. Users of the ATM at Citizens Bank were observed parking along the no-parking segment of South Street right in front of the bank to quickly access the ATM. Parking within this traffic light intersection is not only illegal but it also creates a dangerous intersection for drivers and pedestrians. There was no observed parking enforcement of this area. By parking in areas without available parking spaces, the usage percentage rate rises considerably. The municipal lot, around the corner from South Street, saw only moderate usage on weekday evenings as most people were doing quick errands and likely thought the lot was inconvenient for the short time they were spending in the Village. The average trip of the surveyed visitors showed that 71% spend an hour or less while 41% of the respondents' trips were 30 minutes or less.

Weekend parking use within the Village however was very different. Mornings and evenings saw the greatest usage rates, but at varying locations. The mornings saw high parking rates (85%+) along Corinth Street and in The Cooperative Bank parking lots (see Figure 17). Corinth Street, with its mix of breakfast venues as well as the Village Market grocer, experienced nearly 89% occupancy of its parking spaces in the mornings. The Cooperative Bank parking lots (at its office and the auxiliary lot on Belgrade Avenue) had an average usage of 122% on weekend mornings, meaning that individuals were parking in illegal or unmarked spaces. This over-occupancy was directly related to parishioners at the St. Nectarios Greek Orthodox Church on the opposite side of Belgrade Avenue. Weekend evenings experience very heavy use due to two reasons: residents and restaurants (see Figure 18). Residents parking on Birch and Pinehurst Streets resulted in high rates for both during these evening periods. Corinth, Poplar and South Streets all had average evening occupancy of over 85% as customers were observed visiting the wide range of restaurants along these streets. Similar to weekday evenings, the
municipal lot had low usage although it is easily accessible from these streets being less than 1/4 of a mile away (5 minute-walk or less). The parking observations provided insight into the use of the two MBTA commuter parking lots. As these lots are intended for weekday commuters into Boston, the highest rates of usage were seen on those days. Those rates however were very low (see Table 14). The larger lot on South Conway Street experienced the greatest use of the two with an average high occupancy rate of 35%, meaning that 32 of the 92 spots were used. These lots were underutilized throughout the entire study period, serving mostly as large expanses of empty asphalt.

<table>
<thead>
<tr>
<th>MBTA Commuter Lot Weekday Usage</th>
<th>Morning</th>
<th>Early Afternoon</th>
<th>Late Afternoon</th>
<th>Evening</th>
</tr>
</thead>
<tbody>
<tr>
<td>Belgrade Avenue Lot</td>
<td>27%</td>
<td>24%</td>
<td>18%</td>
<td>9%</td>
</tr>
<tr>
<td>South Conway Street Lot</td>
<td>35%</td>
<td>35%</td>
<td>26%</td>
<td>12%</td>
</tr>
</tbody>
</table>

Table 14: MBTA Commuter Lot Weekday Usage

Figure 19: Example of Inefficient Use of General On-Street Parking
Chapter 3 - Research Results

So where do the commuters park if not in the MBTA lot? Comments from area business owners and informal observations suggest that commuters park on the streets surrounding the Village core, as well as in the municipal lot intended for two-hour visitors. Some of these area streets are specifically restricted to those with Resident Parking Permits from 9am-6pm on weekdays in order to deter commuter parking. However this is not an obstacle for those Roslindale residents who drive to the station. Those commuters that do not fear parking enforcement through ticketing are also not deterred from parking in other areas of the business district limited to two hours. Concerning the parking issue and specifically illegal parking, Linda Burnett, Vice President and former President of the Roslindale Board of Trade, confirmed that “the price for parking in the commuter rail lot has increased from $2 to $4 within the last couple of years.” She continued by expressing the opinion that this “has only worsened the parking problem because, instead of paying the extra money, people take their chance of getting a parking ticket by parking illegally on the street.” Some commuters might even find illegal parking cost effective as Ms. Burnett noted that “If you happen to get a ticket once a month, you pay just $25 for the fine which is almost the same cost as what you would have to pay to park for just a week in the commuter rail parking lot.”

Specific elements within the Village also have a direct effect on the parking usage. As noted earlier, the Village core is bounded by a rotary of one-way streets. This rotary provide motorists an easy method to circle the area as they wait for a parking spot to open on-street, thus increasing traffic. This circulation pattern however can be used as an advantage with proper parking signage to direct traffic away from these higher-use roads.

Drivers were also observed parking in the general parallel parking areas along the street but often in a way that did not allow for other cars to easily fit in front or behind them (see Figure 19). This is a direct consequence of the lack of divisions into individual parking spaces on street, and results in fewer available parking spaces causing a perceived lack of parking. This can lead to other drivers parking in crosswalks or in MBTA bus stop locations (as was observed), thus impacting the alternative modes of transportation in the Village (see Figure 20).

As seen in Table 15, business owners (32%) and employees (33%) both utilize the parking spaces available on the main commercial streets in the Village but are concerned at the same time that their businesses are not accessible to drivers. Roberta Gratz, journalist and urban critic, notes in her article about downtown parking that this is a common problem, saying that “merchants and their employees often park in front of their stores or in other choice parking spaces and then complain they lose business because parking space is insufficient. The least desirable, often-inconvenient spaces are left for the customers everyone wants.”

In addressing the concern that Village business owners have voiced about parking, David McNulty, the Roslindale Neighborhood Coordinator for the City of Boston remarked that “what is often lost in the argument when complaining about parking

---

is that the lack of available spaces means the business district is busy and vibrant, people are working and shopping there and that is a very good thing.”

<table>
<thead>
<tr>
<th></th>
<th>On Residential Street</th>
<th>On Business Street</th>
<th>In Parking Lot</th>
</tr>
</thead>
<tbody>
<tr>
<td>Resident</td>
<td>28%</td>
<td>29%</td>
<td>43%</td>
</tr>
<tr>
<td>Non-Resident</td>
<td>50%</td>
<td>30%</td>
<td>20%</td>
</tr>
<tr>
<td>Business Owner</td>
<td>11%</td>
<td>32%</td>
<td>57%</td>
</tr>
<tr>
<td>Business Employees</td>
<td>13%</td>
<td>33%</td>
<td>54%</td>
</tr>
<tr>
<td>Business Owners’ Perceptions of Customers</td>
<td>31%</td>
<td>58%</td>
<td>11%</td>
</tr>
<tr>
<td>Total</td>
<td>41%</td>
<td>24%</td>
<td>35%</td>
</tr>
</tbody>
</table>

Table 15: Visitor and Business Owner Survey Results - Where People Park in Roslindale Village

In summary, there are four main groups of people that park in the Village, each with different parking needs and ways that they contribute to the parking issue. The main categories of drivers are visitors, employees, commuters and residents. Visitors require easily accessible, high turnover locations in the mornings and early afternoons to run errands, but slightly longer time frames for evening dining. Employees on the other hand need parking areas that allow for longer parking periods but that do not limit the easy access spaces ideal for customers. Commuters at present are utilizing those spaces that could be provided to the other three groups in order to avoid paying the MBTA parking fee. Roslindale residents living near the core business district not only live in the Village but may also shop and work there. These individuals may do most of their errands in the commercial district on foot, but still require a parking space close to their home. As seen in the transportation method piece of the visitor survey, nearly half of those from Roslindale walked to the Village.

Six main causes for the pockets of heavy parking throughout Roslindale Village are as follows:

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Minimal enforcement of parking laws
» Inefficient parking space markings
» Lack of signage/direction to available parking
» Underutilized MBTA parking lots
» Desire to park in front of business
» Parking habits of some employees

These causes will provide the driving mechanism for recommendations to help alleviate the parking pocket issues as well as the perception of a parking issue.

Pedestrians

Besides driving, a significant portion of those surveyed noted that they walk into the Village. Beyond providing a mode of access to the business area, researchers agree that “walkable urbanism,”41 is key to a thriving downtown district. People need to be comfortable and to want to walk around a commercial downtown in order for the district to be successful economically, as well as to make it an inviting community. According to urban planner Kent Robertson, in the book Downtowns: Revitalizing the Centers of Small Urban Communities, pedestrians are a sign of a healthy downtown; therefore, a walkable environment is important to maintaining the vibrancy of an area. Additionally, Robertson suggests that being pedestrian-friendly is more than important; it is an “essential element of most successful downtowns.”42

Surrounded by a dense residential neighborhood, Roslindale Village is easily accessible distance-wise by foot for many area residents. Almost half of the resident visitors surveyed took advantage of the short distance by walking to the Village. Using the Gateways adopted by RVMS in 2005 as reference points, maps are provided to illustrate both a quarter mile – approximately a five minute walk; and a half mile – approximately a 10 minute walk; from Roslindale Village. Figure 21 shows the straight-line distance, while Figure 22 shows the pedestrian shed, or walkable area around the Village, by using the road network to measure distance.

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Figure 21: Map of Distance Buffers Surrounding Roslindale Village

Source: MassGIS

Figure 22: Map of Walkable Pedestrian Shed Surrounding Roslindale Village

Source: MassGIS
traveled. This method more accurately illustrates the boundaries an individual walking along streets and sidewalks would reach in a quarter mile and half mile.

In addition to determining the accessibility by distance of Roslindale Village, it is important to more closely scrutinize the Village itself for walkability. In a business district such as Roslindale Village, pedestrian activity gives life to the district and should be encouraged. Some researchers even contend that a walkable environment is economically beneficial as people will pass more storefronts on foot, hence increasing the likelihood that they stop to shop in more stores. Robertson summarizes his research supporting this noting that: “People will often choose to walk if the pathways/sidewalks are comfortable, safe, interesting, and enjoyable; if distances between destinations are deemed walkable; and if destinations are clearly linked by a network of sidewalks and pathways.”

Ibid., p17.

<table>
<thead>
<tr>
<th>Overall</th>
<th>Safety</th>
<th>Comfort &amp; Ease</th>
</tr>
</thead>
<tbody>
<tr>
<td>Uses in segment</td>
<td>Path condition/maintenance</td>
<td>Slope</td>
</tr>
<tr>
<td>Slope</td>
<td>Path obstructions</td>
<td>Path condition/maintenance</td>
</tr>
<tr>
<td>Path condition/maintenance</td>
<td>Buffers between road and path</td>
<td>Path obstructions</td>
</tr>
<tr>
<td>Path obstructions</td>
<td>Sidewalk width</td>
<td>Sidewalk width</td>
</tr>
<tr>
<td>Buffers between road and path</td>
<td>Curb cuts</td>
<td></td>
</tr>
<tr>
<td>Sidewalk widths</td>
<td>Number of road lanes</td>
<td></td>
</tr>
<tr>
<td>Curb cuts</td>
<td>Presence of med-hi volume driveways</td>
<td></td>
</tr>
<tr>
<td>Number of road lanes</td>
<td>Crossing aids</td>
<td></td>
</tr>
<tr>
<td>Presence of med-hi volume driveways</td>
<td>Roadway/path lighting</td>
<td></td>
</tr>
<tr>
<td>Crossing aids</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Roadway/path lighting</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Amenities</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Number of trees shading walking area</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Degree of enclosure</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Overall cleanliness and building maintenance</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Articulation in building design</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Building setbacks from sidewalk</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*Table 16: PEDS Assessment Categories and Criteria*  
Adopted from PEDS
Using the PEDS survey instrument to catalogue the walking environment throughout the Village, the Team was able to more objectively assess walkability of the district overall, as well assess additional factors such as the comfort and safety within Roslindale Village. The PEDS criteria used to analyze each of these categories are listed in Table 16.

Overall the study results found that Roslindale Village is highly walkable (see Figure 23). With a valuation providing an overall score range of 0 (least walkable) to 100 (most walkable), a majority of the streets in the district scored higher than 54 with the lowest overall score being 37. The core of the business district bounded by Corinth Street, Poplar Street, Washington Street, South Street and Belgrade Avenue, scored very well overall. The presence of mixed-use development and recreational open space were factors contributing to the high scores in this area, along with the availability of public amenities and good sidewalk maintenance. Residential-only areas, mostly located on the edges of the analysis area, generally scored lower in this walkability assessment due to lack of mixed land usage as well as other factors including narrower sidewalks and steeper grades, especially in the area to the southwest between Belgrade Avenue and Washington Street.

Figure 23: PEDS Assessment of Roslindale Village - Overall Walkability
Mapping only the criteria related to pedestrian safety, including sidewalk condition, lighting and number of curb cuts among other things, it is clear that Roslindale Village is very walkable in terms of safety as well as overall. It is worthy to note however, that most of the streets analyzed scored better when looking only at safety instead of all criteria assessed (see Figure 24). Though there are a few exceptions, again mostly in the residential areas surrounding the core business district, which lacked crossing aids and whose sidewalks had cars and trash cans as obstacles to contend with which caused lower scores.

Comfort and ease are important determinants of whether people are willing to walk. Throughout the PEDS analysis area in Roslindale Village, the sidewalk conditions were assessed as good or fair. The sidewalk widths were consistently at standards between four and eight feet, with a few exceptions. The residential blocks of the survey area as well as some of the smaller side streets generally measured no more than four feet wide. Though most of the sidewalks along core streets in Roslindale Village measured wider at six to eight feet, including Belgrade Avenue and sections of Corinth Street, Washington Street and South Street. One organization focused on development and research of safe walking routes defines

![Figure 24: PEDS Assessment of Roslindale Village - Safety](source: Boston Redevelopment Authority, MassGIS)
six feet as an ideal width for two people to walk together and still allow space for others to pass them comfortably.44

The walkability ratings associated with a specific assessment of comfort and ease of travel were consistently above 60. Cars parked on the sidewalk along some residential streets caused these areas to score lower (see Figure 25). The slope of the streets also factored into this assessment which contributed to the lower scores on the streets west of Corinth Street and southwest of Belgrade Avenue.

**Other Transportation**

In addition to driving and walking, two other modes of transportation, public transit and bicycles, also provide an individual with access to Roslindale Village. However, these modes are not well utilized as detailed in Table 10. Only 14% of survey respondents answered that they took public transportation to access Roslindale Village. This is further supported by David McNulty, Roslindale’s Neighborhood Safe Routes to School. 2010. “SRTS Guide: Sidewalks.” http://www.saferoutesinfo.org/guide/engineering/sidewalks.cfm

---

**Report Card**

<table>
<thead>
<tr>
<th>Bikeability</th>
<th>Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>Resident: B+</td>
<td></td>
</tr>
<tr>
<td>Non-Resident: B-</td>
<td></td>
</tr>
<tr>
<td>Business Owner: B</td>
<td></td>
</tr>
</tbody>
</table>

---

**Figure 25: PEDS Assessment of Roslindale Village - Comfort and Ease**
Coordinator, who remarked that “although there is public transportation, Roslindale is a car community. Even if a resident commutes to work on the T, it’s likely that person owns or belongs to a household that owns a car.”

The lack of public transit use to Roslindale Village is surprising given the extent of the MBTA services in the area. As previously discussed, the MBTA runs several bus lines and a commuter rail line which give direct access to the Village, as well as operating a light rail T station approximately one mile from the center of Roslindale Village. However, the frequency of service on these lines was not analyzed in detail and may contribute to the low usage of public transit.

Easier bike access to Roslindale Village on the other hand is part of a new initiative in Boston. The City of Boston installed bike racks in the district and added bike lane indicators to Roslindale streets in the summer of 2009. Though the usage of this transportation method was low in those individuals surveyed (1%), the newness of the City’s program to assist and promote bike traffic should be considered. Additionally, given that the research study was conducted during the winter and early spring, further observations should be done in the late spring, summer and fall for a comprehensive assessment of bike usage.

The two alternative modes of transportation noted, public transit and bikes, were not primary focuses of the research, however further analysis of these transportation means would be valuable and they are recommended as future topics of area research.

**Conclusion**

The above inventory of area transportation options shows a variety of modes available to Village patrons and the survey data collected clearly indicates that driving and walking are the most used means. Based on the analysis and evaluation, Roslindale Village has a well-established framework of access. There are however a number of elements that can be improved upon in order to change the perception of parking and enhance the district’s walkability. Knowing how people access Roslindale Village is one step to understanding its visitors. The next is to examine who is coming and then what people do once they arrive in the Village.

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45 Interview - David McNulty.
**Identity**

In assessing the identity of Roslindale Village, visitors and business owners were surveyed to provide specific demographic details. Additionally, the physical environment of the business district was observed for its placemaking elements.

**The Visitor**

The road to support the vibrant and robust shopping district within Roslindale Village requires an understanding of the profile of its resident and non-resident visitors. To generate and detail this profile. Information was gathered through the visitor survey results.

According to the survey results, roughly half (52%) of all visitors to Roslindale Village actually live in Roslindale while the other half (48%) travel from other areas outside of Roslindale. This research study was originally focused on detailing the Roslindale Village resident as the primary visitor, however, the surveys found that this group only makes up half of the visitor population. A more detailed breakdown of these other areas and their corresponding percentages can be seen in Figure 26.

![Figure 26: Visitor Survey Results - Where do Visitors to Roslindale Village Originate?](image-url)
### Gender of Respondent Visitors

<table>
<thead>
<tr>
<th></th>
<th>Female</th>
<th>Male</th>
</tr>
</thead>
<tbody>
<tr>
<td>Resident</td>
<td>54%</td>
<td>46%</td>
</tr>
<tr>
<td>Non-Resident</td>
<td>51.3%</td>
<td>48.7%</td>
</tr>
<tr>
<td>Total</td>
<td>52%</td>
<td>48%</td>
</tr>
</tbody>
</table>

*Table 17: Visitor Survey Results - Gender*

### Age of Respondent Visitors

<table>
<thead>
<tr>
<th>Age</th>
<th>Resident</th>
<th>Non-Resident</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>18—29</td>
<td>11%</td>
<td>29%</td>
<td>20%</td>
</tr>
<tr>
<td>30—39</td>
<td>39%</td>
<td>26%</td>
<td>33%</td>
</tr>
<tr>
<td>40—49</td>
<td>17%</td>
<td>14%</td>
<td>15%</td>
</tr>
<tr>
<td>50—59</td>
<td>22%</td>
<td>11%</td>
<td>16%</td>
</tr>
<tr>
<td>60—69</td>
<td>8%</td>
<td>14%</td>
<td>12%</td>
</tr>
<tr>
<td>70+</td>
<td>3%</td>
<td>6%</td>
<td>4%</td>
</tr>
</tbody>
</table>

*Table 18: Visitor Survey Results - Age*

### Race of Respondent Visitors

<table>
<thead>
<tr>
<th>Race</th>
<th>Latino</th>
<th>Asian</th>
<th>White</th>
<th>African American</th>
</tr>
</thead>
<tbody>
<tr>
<td>Resident</td>
<td>14%</td>
<td>0%</td>
<td>78%</td>
<td>8%</td>
</tr>
<tr>
<td>Non-Resident</td>
<td>19%</td>
<td>3%</td>
<td>55%</td>
<td>23%</td>
</tr>
<tr>
<td>Total</td>
<td>16%</td>
<td>1%</td>
<td>67%</td>
<td>16%</td>
</tr>
</tbody>
</table>

*Table 19: Visitor Survey Results - Race*

### Income of Respondent Visitors (In Thousands)

<table>
<thead>
<tr>
<th>Income</th>
<th>&lt; $20</th>
<th>$20—45</th>
<th>$45—65</th>
<th>$65—90</th>
<th>$90—125</th>
<th>$125+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Resident</td>
<td>14%</td>
<td>34%</td>
<td>31%</td>
<td>17%</td>
<td>4%</td>
<td>0%</td>
</tr>
<tr>
<td>Non-Resident</td>
<td>18%</td>
<td>50%</td>
<td>9%</td>
<td>5%</td>
<td>5%</td>
<td>13%</td>
</tr>
<tr>
<td>Total</td>
<td>16%</td>
<td>39%</td>
<td>21%</td>
<td>15%</td>
<td>4%</td>
<td>5%</td>
</tr>
</tbody>
</table>

*Table 20: Visitor Survey Results - Income*

### Number of Children Living with Respondent Visitors

<table>
<thead>
<tr>
<th>Children</th>
<th>0</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Resident</td>
<td>60%</td>
<td>12%</td>
<td>20%</td>
<td>5%</td>
<td>3%</td>
</tr>
<tr>
<td>Non-Resident</td>
<td>53%</td>
<td>21%</td>
<td>18%</td>
<td>5%</td>
<td>3%</td>
</tr>
<tr>
<td>Total</td>
<td>56%</td>
<td>17%</td>
<td>18%</td>
<td>6%</td>
<td>3%</td>
</tr>
</tbody>
</table>

*Table 21: Visitor Survey Results - Number of Children*
Chapter 3 - Research Results

As illustrated, the biggest percentages of non-residents visiting Roslindale Village come from neighboring Jamaica Plain (22%) and West Roxbury (14%). However, beyond these neighborhoods, Roslindale Village attracts relatively few outside visitors.

Key demographic characteristics such as gender, age, race, income, educational level, number of children, and home ownership status are also important to building a Roslindale visitor profile. Tables 17-23 show these results as given by the visitor survey.

Based on highest percentages, Tables 17-23 suggest that a typical Roslindale Village visitor is a white, female Roslindale resident. She is within the 30-39 year old age bracket, makes about $20-$45,000 per year, holds a bachelors degree, has no children, and rents.

Table 18 shows that Roslindale Village attracts relatively few residents over 60 years of age both in total and when broken down by resident and non-resident populations. In fact, older Roslindale residents are the least likely to frequent the Village. Similarly, its younger resident population, aged 18-29, does not patronize the Village often according to the survey results. When analyzing these two age groups, it appears that these populations are underrepresented. However, when compared to the 2000 Census, the percentages are proportional to the Roslindale population.

<table>
<thead>
<tr>
<th>Home Ownership Status of Respondent Visitors</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
</tr>
<tr>
<td>-----------------</td>
</tr>
<tr>
<td>Resident</td>
</tr>
<tr>
<td>Non-Resident</td>
</tr>
<tr>
<td>Total</td>
</tr>
</tbody>
</table>

Table 22: Visitor Survey Results - Home Ownership

<table>
<thead>
<tr>
<th>Educational Attainment of Respondent Visitors</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
</tr>
<tr>
<td>High School/ GED</td>
</tr>
<tr>
<td>------------------</td>
</tr>
<tr>
<td>Resident</td>
</tr>
<tr>
<td>Non-Resident</td>
</tr>
<tr>
<td>Total</td>
</tr>
</tbody>
</table>

Table 23: Visitor Survey Results - Educational Attainment
In contrast when looking at race, Roslindale Village does not attract a visitor population consistent with the district's overall racial makeup. Table 19 shows two important pieces of information. First, Roslindale has seen a substantial increase in African American, Asian, and Hispanic populations since 1990. Second, African Americans, Asians, and Hispanics make up a significant portion of Roslindale's overall population—27%, 31%, and 6%, respectively. However, when looking at the percentage of residents based on the surveys these populations are hardly represented. Of its residents Roslindale Village primarily attracts white visitors (78%) yet only attracts a small fraction of African Americans, Asians, and Hispanics (8%, 0%, and 14%, respectively).

Overall, Roslindale Village primarily attracts visitors who have an income of $20,000 - $45,000 per year (39%), followed by an income ranging between $45,000 and $65,000. This income trend was observed to be the same when broken down for just Roslindale residents surveyed as well. Roslindale Village only attracts a small percentage of high-income—defined as over $125,000—individuals. Specifically speaking, only 15% of the Village visitors earn incomes in the $65,000-$90,000 range and only 4% and 5% in the $90,000-$125,000 and over $125,000 ranges, respectively (see Table 20). According to survey results, high-income visitors travel strictly from outside of Roslindale.

Additionally, survey results showed that Roslindale Village attracts very few visitors with children. Table 21 shows that almost two-thirds of Roslindale resident visitors have no children even though according to the 2000 Census, 15% of Roslindale's residents are children under the age of 18. Why are the families of these children not shopping within the Village? One hypothesis is that there is a lack of businesses within the Village catering to this demographic. As a result, families with children must travel outside of the Village to meet their needs. A more detailed analysis of visitor behaviors will be examined later in this chapter.

### Visitor Perception

When asked to describe Roslindale Village, the most common terms provided by survey respondents included friendly, quaint, safe, and walkable. These adjectives speak positively both to the physical design of Roslindale Village as well as the overall vibe that emanates from those who visit and interact within.
Physical Identity

Since the organization’s founding, RVMS has facilitated a program to update the business facades. This process, as well as the Village’s heritage, has encouraged businesses to develop unique and pedestrian-oriented signs. Easily seen from the sidewalk, shops provide visitors to the area a clean and immediate idea of what they can provide. These facades and signs help to build upon the Village’s unique character and identity.

There are also a number of signs around the Village to indicate to visitors and passersby that they are within Roslindale Village (see Figure 27). From the City of Boston standardized blue sign at the intersection of Washington and South Streets to a floral metal sign in Adams Park for traffic entering the Village on Cummins Highway, the signs identifying the space are varied. RVMS is currently in the process of providing a more unified marketing element around the Village. This process began with the installation of the metal wings at the four Gateways. These wings are uniform, but located well above pedestrian visibility lines and can be difficult to see. Additionally, the organization will be installing an information kiosk.
at the intersection of Poplar and South Street, which will carry elements of the new unified marketing design. The Village however is lacking the complete “face” that was observed in both case study cities of Lowell and Haverhill.

In assessing general placemaking, PEDS can again be utilized to provide a more objective analysis. In addition to the scores given to Roslindale Village streets using the categories outlined in the access analysis, PEDS was used in this research study to review the aesthetics of Roslindale Village. The PEDS criteria utilized in this assessment were:

- Path condition/maintenance
- Amenities
- Number of trees shading walking areas
- Degree of enclosure
- Overall cleanliness and building maintenance
- Articulation in building design
- Building setbacks from sidewalk

Figure 28: Examples of Flat Facades with and without Artwork
Chapter 3 - Research Results

Throughout the Village business district, there is articulation in the building design and variety in the storefronts and facades. Large blank walls and graffiti which can detract from a pleasing, walkable environment are not often found in Roslindale Village. Most flat walls stretching the length of a structure, that might otherwise seem imposing are transformed by murals as seen in Figure 28. A few exceptions are the two pedestrian only tunnels that run under the commuter rail tracks, especially the main one between Belgrade Avenue and South Conway Street.

Through the PEDS assessment it was discovered that Roslindale Village lacks a lot of public amenities. Benches can only be found on Belgrade Avenue near the commuter rail station, around Adams Park and in front of the community center. Public trash receptacles numbered less than 25 in the research inventory. However, Roslindale Village is well developed, with very few vacant or neglected building lots. The majority of streets surveyed received a rating of good – with assessment options of poor, fair and good – for overall cleanliness and maintenance of buildings and streets. The average aesthetic rating of Roslindale Village was 56 out of 100 (see Figure 29).

Figure 29: PEDS Assessment of Roslindale Village - Aesthetics
Conclusion

Based on the surveys conducted, the diverse identities of Roslindale residents are not all reflected in Roslindale Village visitors. However, through physical placemaking efforts, RVMS has begun and can continue to create a unique district that reflects and attracts the diverse area population.

Selection

So far, this report has detailed how people are getting to Roslindale Village, as well as the characteristics of those visitors and the Village itself. In this section, the behavioral dimension is added to the visitor profile to discover what brings them to Roslindale Village. Do these visitor behaviors show Roslindale Village to be a destination place? Furthermore, how does the Village’s business selection support or not support the Roslindale area?

To begin to answer these questions, a look at what brings a visitor to the Village is necessary. According to Table 24, the majority of all visitors arrive in Roslindale Village with the intent to shop or dine in one of the Village’s 53 retail outlets and restaurants. Additionally, the frequency with which visitors take part in these activities is seen in Tables 25 & 26.

Overall, 86% of visitors shop at least once a week, with the majority of them shopping two to three times per week. These frequency patterns show that visitors view Roslindale Village as an good place to shop. Dining, however, is an activity enjoyed much less frequently. Within the total population of visitors surveyed, over one-third of them rarely dine in Roslindale Village.

Additionally, given the frequency of shopping and dining by Village visitors, how much time and money do they spend when they visit? Tables 27-28 specify the answers to these questions. Non-residents tend to not spend as much or stay as long. Survey results show that half of non-residents stay for less than 30 minutes while spending only between $0-$20 per visit. Residents, on the other hand, do tend to stay in the Village longer but spend just as little.

<table>
<thead>
<tr>
<th>Report Card</th>
<th>Variety of Businesses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Resident: B+</td>
<td>Non-Resident: C</td>
</tr>
<tr>
<td>Grade: C</td>
<td></td>
</tr>
</tbody>
</table>
### Chapter 3 - Research Results

#### What Brings Visitors to Roslindale Village?

<table>
<thead>
<tr>
<th></th>
<th>Dining</th>
<th>Shopping</th>
<th>Banking</th>
<th>Library</th>
<th>Work</th>
<th>Social Services</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>Resident</td>
<td>15%</td>
<td>38%</td>
<td>8%</td>
<td>0%</td>
<td>13%</td>
<td>0%</td>
<td>26%</td>
</tr>
<tr>
<td>Non-Resident</td>
<td>16%</td>
<td>41%</td>
<td>13%</td>
<td>0%</td>
<td>19%</td>
<td>3%</td>
<td>8%</td>
</tr>
<tr>
<td>Total</td>
<td>16%</td>
<td>39%</td>
<td>11%</td>
<td>0%</td>
<td>16%</td>
<td>1%</td>
<td>17%</td>
</tr>
</tbody>
</table>

*Table 24: Visitor Survey Results - What Brings Visitors to Roslindale Village?*

#### How Often Do Visitors Shop in Roslindale Village?

<table>
<thead>
<tr>
<th></th>
<th>Daily</th>
<th>2—3 Times/Week</th>
<th>Weekly</th>
<th>Monthly</th>
<th>Rarely</th>
</tr>
</thead>
<tbody>
<tr>
<td>Resident</td>
<td>19%</td>
<td>55%</td>
<td>19%</td>
<td>5%</td>
<td>2%</td>
</tr>
<tr>
<td>Non-Resident</td>
<td>13%</td>
<td>36%</td>
<td>28%</td>
<td>10%</td>
<td>13%</td>
</tr>
<tr>
<td>Total</td>
<td>16%</td>
<td>46%</td>
<td>24%</td>
<td>7%</td>
<td>7%</td>
</tr>
</tbody>
</table>

*Table 25: Visitor Survey Results - How Often Do Visitors Shop in Roslindale Village?*

#### How Often Do Visitors Dine in Roslindale Village?

<table>
<thead>
<tr>
<th></th>
<th>Daily</th>
<th>2-3 Times/Week</th>
<th>Weekly</th>
<th>Monthly</th>
<th>Rarely</th>
</tr>
</thead>
<tbody>
<tr>
<td>Resident</td>
<td>2%</td>
<td>15%</td>
<td>15%</td>
<td>38%</td>
<td>30%</td>
</tr>
<tr>
<td>Non-Resident</td>
<td>5%</td>
<td>14%</td>
<td>19%</td>
<td>24%</td>
<td>38%</td>
</tr>
<tr>
<td>Total</td>
<td>4%</td>
<td>14%</td>
<td>17%</td>
<td>31%</td>
<td>34%</td>
</tr>
</tbody>
</table>

*Table 26: Visitor Survey Results - How Often Do Visitors Dine in Roslindale Village?*

#### How Much Time Do Visitors Spend in Roslindale Village? (average time)

<table>
<thead>
<tr>
<th></th>
<th>&lt; 30 Minutes</th>
<th>30 Minutes — 1 Hour</th>
<th>More Than 1 Hour</th>
</tr>
</thead>
<tbody>
<tr>
<td>Resident</td>
<td>33%</td>
<td>36%</td>
<td>31%</td>
</tr>
<tr>
<td>Non-Resident</td>
<td>50%</td>
<td>24%</td>
<td>26%</td>
</tr>
<tr>
<td>Total</td>
<td>41%</td>
<td>30%</td>
<td>29%</td>
</tr>
</tbody>
</table>

*Table 27: Visitor Survey Results - How Much Time Do Visitors Spend in Roslindale Village?*

#### How Much Do Shoppers Spend in Roslindale Village?

<table>
<thead>
<tr>
<th></th>
<th>$0</th>
<th>$1 — 20</th>
<th>$20 — 50</th>
<th>$50+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Resident</td>
<td>0%</td>
<td>45%</td>
<td>38%</td>
<td>17%</td>
</tr>
<tr>
<td>Non-Resident</td>
<td>3%</td>
<td>45%</td>
<td>42%</td>
<td>10%</td>
</tr>
<tr>
<td>Total</td>
<td>1%</td>
<td>45%</td>
<td>40%</td>
<td>14%</td>
</tr>
</tbody>
</table>

*Table 28: Visitor Survey Results - How Much Do Shoppers Spend in Roslindale Village?*
Visitor surveys discovered that Roslindale Village visitors also enjoy frequenting other shopping districts. The other shopping districts named were numerous, however, the top five in order of most frequently mentioned were: Legacy Place Mall and Dedham Mall in Dedham, West Roxbury, Center Street in the Jamaica Plain district of Boston, and Downtown Crossing in Boston.

Michael Tobin, a local business owner and President of the Roslindale Board of Trade, confirmed these findings and noted that nearby malls and strip malls are Roslindale Village’s biggest competition primarily because many people want to shop at a destination that is easily accessible, has ample parking, and where there is variety and good prices under one roof. How often do Roslindale visitors frequent these other shopping areas? According to Table 29, over 70% of total visitors patronize the town centers, malls, and strip malls in West Roxbury, Hyde Park, Jamaica Plain, and Dedham at least once a week as well, which demonstrates that while Roslindale is an important place for its visitors to shop, other districts are just as significant. However, Mr. Tobin also remarked that people shop in Roslindale Village because it offers one-of-a-kind stores and boutique experience that the strip malls and shopping malls cannot offer visitors.46


| How Often Do Roslindale Village Shoppers Frequent Other Shopping Districts? |
|-----------------------------|-----------------|--------------------|-----------------|-----------------|-----------------|
|                              | Daily | 2-3 Times/Week | Weekly  | Monthly | Rarely |
| Resident                     | 3%    | 31%              | 35%     | 28%     | 3%    |
| Non-Resident                 | 13%   | 22%              | 39%     | 17%     | 9%    |
| Total                        | 7%    | 27%              | 37%     | 23%     | 6%    |

Table 29: Visitor Survey Results - How Often Do Roslindale Village Shoppers Frequent Other Shopping Districts?

<table>
<thead>
<tr>
<th>Why Do Roslindale Village Shoppers Frequent Other Shopping Districts?</th>
</tr>
</thead>
<tbody>
<tr>
<td>More Variety</td>
</tr>
<tr>
<td>Resident</td>
</tr>
<tr>
<td>Non-Resident</td>
</tr>
<tr>
<td>Total</td>
</tr>
</tbody>
</table>

Table 30: Visitor Survey Results - Why Do Roslindale Village Shoppers Frequent Other Shopping Districts?
According to Table 30 the overwhelming reason why these other places are so popular with those individuals who also visit Roslindale Village is variety, even if it may prove to be less convenient.

The story that unfolds within Tables 24-28 show that while Roslindale Village is certainly the anchor of Roslindale and is an attractive place to shop and dine, there is a supply gap when it comes to the Village’s business mix which visitors fill by spending less time and money in the Village. Roslindale Village will only become more of a destination place when it can offer its visitors a mix of businesses and restaurants that entice them to stay longer and spend more.

The visitor surveys additionally captured answers that may serve to inform RVMS about that supply gap. When asked about what types of additional shops and services they felt the Village needed, 85% responded that they wanted more retail and food retail/restaurants outlets. The most popular responses for what types of retail shops visitors would like to see come to Roslindale Village were clothing, home improvement, and art/craft stores. Jody Burr, Executive Director for Roslindale Village Main Street, also suggested that the Village business mix would benefit from several strong retail stores opening. Ms. Burr remarked that for these retail entities, “there is strength in numbers”; in other words if many retail stores with diverse goods open in the Village, they all have a better chance of succeeding because people are more likely to patronize a shopping area if they can pick up multiple items at the same time.47

Visitors’ specific recommendations for restaurant choices reflected that they wanted to see a more varied selection of restaurants that reflected the ethnic diversity of the community. Reverend Father Francis Kelley agrees that a strong restaurant mix is extremely important to the success of the Village. Father Kelley remarked that “development of the restaurants has changed the whole character of Roslindale Village and has really caused the area to flourish and have a second renaissance.”48

Although the number of individuals who recommended service-type businesses was low—only 13%—it is worth noting their specific suggestions within this category.

47 Burr, Jody. Executive Director, Roslindale Village Main Street. Interview by phone. April 8, 2010.
48 Interview - Reverend Father Francis Kelley.
The majority of Village visitors and business owners wanted more entertainment and body/health establishments.49

**To Chain or Not to Chain?**

Though all groups surveyed favored a mix of chain and local establishments overall, the distribution of this mix varied greatly. Of the populations surveyed and interviewed, each suggested additional shops that included a mix of chain stores and local/independently-owned stores. Visitors were the most inclined to sacrifice identity of Roslindale Village for the sake of big box stores, citing convenience, prices, familiarity, and a “sign of arrival” as main reasons. Next were the business owners who were mixed about the idea of chain stores making their way into the community. On one hand, business owners surveyed felt as if their businesses could benefit from the big-box presence—as they hypothesized that they may be able to benefit from a spillover effect. However, their comments showed that business owners also recognized that they may also suffer as a result due to the inability to compete. Community figures were the least open to chain stores and felt strongly about preserving the local identity by promoting the idea of anti-chain. The small amount of undeveloped land and small lot sizes in the Village area make it difficult to accommodate big box stores. A table of the percentage of chain store recommendations by visitors, business owners, and community and public figures, can be seen in Appendix VIII.

**Conclusion**

The information presented on business selection reflects the perspectives of survey respondents and interviewees. However, the Team ultimately recognizes that there is a large set of parameters to consider when recruiting additional businesses to the Village. These varied parameters need to be balanced in such a fashion that not only makes Roslindale Village both a destination place and a shopping anchor of the community, but at the same time sustains its unique, inviting, and cohesive character.

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49 Tables highlighting a specific breakdown of these percentages can be found in Appendix VIII.
Chapter 4 - Recommendations & Conclusion

The findings and case studies have helped to inform a set of recommendations. These recommendations aim to enhance the district and make it a more inviting, cohesive, and productive community. Recommendations are broken into three sections: access, or how the Village can improve its transportation methods; identity, or how the Village can enhance its perception; and selection, or how the Village can improve its business mix.

Access

There are a number of actions that can be taken in order to improve the access into and within Roslindale Village. These actions should take into account both the personal automobile as well as alternative modes of transportation. Improved parking management that implements “policies and programs that result in more efficient use of parking resources” is a focal piece to this set of recommendations.\(^{50}\)

As seen in the Lowell case study, strict parking controls are the first step to improving Roslindale’s parking problems. As a commercial center within a half mile walking distance of nearly 17,000 Boston residents, Roslindale Village should enhance and promote its pedestrian environment.\(^{51}\) The community, businesses and RVMS will need to work with the City of Boston to establish a thorough parking


\(^{51}\) Based on 2000 data for census blocks intersecting walkable area.
management system and pedestrian environment improvements. Below are a number of elements to include in this system and improvement.

**Enforce Parking Restrictions** - The most significant need is to enforce the parking restrictions. The two-hour parking limit in the municipal lot and on the business streets was established in order to ensure the turn-over of parked vehicles. These restrictions need to be enforced as a majority of the parking density was determined to occur in these areas. By making sure these spaces are not used for extended periods, more visitors will be able to access spots rather than circling around the Village increasing traffic or parking in residential areas (see Figure 30).

**Restripe On-Street Parking** - By repainting the parking areas along the business streets and incorporating dividing lines between spaces, drivers will be able to use the space more efficiently without inadvertently taking more than one space.

**Implement Metered Parking** - In combination with the above two recommendations, the Village could benefit from a metered parking system. A metered system could help to ensure the parking turn-over the businesses are looking for while at
the same time tempering the cost distinction between the MBTA lot and the rest of the Village and hence removing the incentive for commuters to park in other Village locations. Commuters will more likely pay for the extended MBTA parking access rather than utilize the on-street or municipal parking in the Village. In Lowell, businesses have, for the most part, been receptive to the pay-for-parking metered system because it ensures turnover of the on-street spots throughout the day. During the Team’s case study site visit to the City of Lowell, police officers were seen monitoring parking meters, a good sign that Lowell is taking metered parking seriously. While RVMS has stated that the City of Boston has no plans for metered parking, the businesses could benefit by working with the City to install this system as the research has shown that the current system does not encourage the turnover of vehicles needed.

*Convert an MBTA Parking Lot for Public Use* - The MBTA commuter lot along Belgrade Avenue experienced very little use throughout the survey period. Based on its usage and area parking needs, the MBTA could successfully convert this lot to both short- and long-term parking for public use. By doing so, the T would be able to collect additional fees from the public who would use the lot for shorter periods and create higher turnover. MBTA commuters would still be able to use this lot and purchase a day ticket, or they could utilize the larger MBTA lot off of South Conway Street. Additionally, opening the MBTA lot for visitor use during the evenings could help to alleviate some of the stress on the on-street parking for Village patrons.

*Increase Parking Signage* - At present, the Village is served by only two parking signs. These signs are located near the intersection of South and Washington Streets leaving the rest of the commercial core underserved by signage. Additional parking signs with a uniform look and treatment should be located around the Village to better direct traffic to the off-street parking options. The rotary along Corinth, Washington, South and Poplar Streets provides prime locations for directional signage as cars circle the Village on these streets in search of parking. In examining Lowell, having cohesive and well-placed signs pointing out parking locations throughout the business district was found to be very effective.

*Install Pedestrian-Oriented Lighting* – Overall, the PEDs survey showed that Roslindale Village scored well on safety. All streets in the survey area had some
sort of lighting, however most of the streets inventoried had street-oriented lights. Shorter light poles directed to the sidewalks such as the 14 foot lights along Corinth Street and around Adams Park would improve the district, especially in higher traffic areas, by providing an increased sense of security and more aesthetic appeal.

Identity

Roslindale Village’s unique and vibrant character sets it apart as one of Boston’s cherished commercial areas. The recommendations provided are not meant to redefine this character, but rather to refine and unify the signage and amenities in the Village to enhance and improve the Village’s overall identity.

Unify Village Signage - By developing a unique signage program for Roslindale Village, RVMS has the opportunity to increase Village cohesiveness as well as strengthen the district’s identity. This signage can build upon the existing metal Gateway signs currently installed at the four main entry points to the Village. New signage may include banners to be installed on light poles throughout the core business streets. The present Gateway signs mark the entries but can be

Figure 31: Concept of Pedestrian-Oriented Lightpoles with Roslindale Village Banners
missed due to their size and locations. Consistent marketing banners distributed throughout the Village will continue to enforce and identify the area (see Figure 31). RVMS noted that they have discussed banners previously, however, banner height requirements imposed by the City of Boston make this option difficult to implement in Roslindale Village. Based on the research presented, the neighborhood would benefit from this additional identification.

Provide Additional Amenities - Additional amenities could increase the comfort and aesthetic appeal of Roslindale Village. This change could help to make a visit to Roslindale Village an even more pleasant pedestrian experience based on the PEDS criteria and scores of Village streets. Amenities such as public benches and trash receptacles are located within Adams Park and the seating area adjacent to the commuter rail station. These amenities are not as prevalent outside of the core of the business district however, and the addition of these items would increase the walkability rating. The residential blocks of the survey area as well as some of the smaller side streets with sidewalks measuring four feet or less would not benefit from the addition of public amenities as their installation would narrow the sidewalks and serve as path obstacles. However, sidewalks on core business streets identified as measuring more than six feet in width could benefit from the installation of public amenities without detracting from a safe and comfortable walking environment.

Planting street trees would serve a dual purpose of providing shade and greenery, while also creating a buffer between the sidewalk and street. These measures would enhance the sense of personal safety of pedestrians. Previous studies have shown that properly placed vegetation provides a greater sense of security.

Flat facades are transformed from imposing walls into works of art by murals in many spots around Roslindale Village. The pedestrian tunnels under the commuter rail tracks would benefit greatly from a similar mural treatment.

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Selection

A diverse mix of uses is important for Roslindale Village, not only to improve what it offers the neighborhood, but also because it enhances the walkability and sense of community of the Village. Increasing the variety of businesses would allow visitors to complete many errands at the same time. This business mix recommendation also includes adding more businesses that cater to diverse populations, both considering income level and race and ethnicity. For the complete survey results regarding requested businesses, see Appendix VIII.

Address Disenfranchised Communities - As discussed in Chapter 2, since 1990, Roslindale has experienced a large increase in Asian, Black, and Hispanic populations. However, as seen in Chapter 3, very few of these populations frequent the Village. The business core would benefit by recruiting more businesses into the Village that both entice and support these populations.

Promote Additional Mixed-Use Development - As a result of the BRA's 2008 Strategic Plan for Roslindale, the zoning in the Village was changed to provide a density bonus to developers creating mixed-use buildings by establishing the Neighborhood Design Overlay District. Encouragement of further mixed-use development within the Village can provide multiple benefits. The more uses in an area, the wider the range of total possible activities that can take place. In addition, research has shown that increasing residential/mixed-use within a commercial core provides a critical mass of people who can walk to everything. Research has specifically shown that residential development in downtown commercial areas is very popular—and argued to be very successful—in redeveloping urban cores, as people residing directly in a district helps bring life to the area 24 hours a day, seven days a week. An article published by the Brookings Institute elaborates stating that “…[D]owntown housing provides visible and tangible evidence of urban vitality that has important psychological and economic effects. The occupation of…centrally located buildings, the increased presence of people…and investment in

54 “Downtown Parking: It Is Not As Bad As It Seems” 2006.
supportive commercial activities and amenities help restore the market’s confidence in worn-out downtowns.”

_Entertainment Venues_ - Restaurants provide a source of evening activity currently in the Village, however, bringing additional entertainment establishments such as a performance venue, movie theatre or other entertainment element would provide additional evening activity. Currently, there are no entertainment businesses in the Village that would keep patrons in the neighborhood after they have eaten dinner at the restaurants. Roslindale Village should follow Lowell’s lead – in spring 2010 Lowell is opening a jazz and comedy club downtown – in marketing to entertainment businesses to increase foot traffic at night. Christopher Leinberger notes that entertainment venues are essential to walkable urbanism. His suggestions for entertainment facilities include movie theatres, specialty retail, and arts venues. In addition, the results of the surveys show that visitors to the Village would support entertainment venues.

“Everything-You-Need” Business – Many respondents cited a need for more stores that provide the small, everyday things people need. Such stores include large chain pharmacies.

_Food and Food-Related Shops_ – Roslindale already has a great selection of quality restaurants and should continue to build on this strength. Results from the surveys show that nearly half of all visitors and business owners would like to see additional restaurants and food-related stores.

_Child-Oriented Businesses_ – There is an unmet need in Roslindale for businesses that cater to families with young children. As noted in Chapter 1, there was a 10% increase in children under 18 within Roslindale. However, visitor survey results showed that families with children are underserved by the current business offerings within the Village. The Team suggests recruiting additional child-centered stores and restaurants. This may include a café with a play area, a tot lot, or toy store.

_Retail Element_ – Visitor surveys showed that 41% of all visitors would like to see additional retail stores. When asked to further recommend what types of retail

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56 _Ibid._

stores they would like to see within the Village, over a third (38%) stated that they would like to see more clothing shops. Within Roslindale Village's current business mix, there is a lack of women's and men's clothing boutiques. The Team feels that the Village could greatly benefit by adding a locally-owned clothing boutique for men and/or women to the mix.

*Outdoor Store* – Given its proximity to the Emerald Necklace and Arnold Arboretum, two large outdoor recreation spaces, Roslindale would benefit from a store that focuses on outdoor activities. The survey asked visitors a series of leisure activity questions. Survey results showed that popular outdoor and health activities included walking, hiking, and biking. The presence of a store that could both capitalize on Roslindale’s unique “urban green scene” and the desires of its visitors to take part in various outdoor activities would be a great addition to the current business mix.

*Gym/Fitness Facility* – When visitors were polled about their leisure activities, a large number of them cited “working out” as a main activity. Although there is a yoga studio in the Village, the Roslindale area lacks a large gym or fitness facility offering a variety of fitness activities. Adding such a facility may help to keep commuters and workers in the Village for longer periods of time, especially in the evening, and additionally allow for a trickledown effect, increasing patronage of the surrounding restaurants, cafés and shops.

**Conclusion**

Roslindale Village is in the midst of a transition encompassing its economic development and physical identity, as well as the demographic makeup of its population. The recommendations in this report are intended to help maintain and improve the neighborhood throughout this transition so that it can best serve both its current and future populations. Although the Village is already a dynamic and vibrant center to the Roslindale community, it is clear that there are opportunities to further enhance the neighborhood by addressing access concerns, refining the district’s unique identity by providing a more unified sense of place, and expanding the business mix selection to serve Roslindale’s continually diversifying population.


Burr, Jody. Executive Director, Roslindale Village Main Street. Interview by phone. April 8, 2010.


Felony, Mike. Director, Southwest Boston Community Development Corporation. Interview by phone. March 15, 2010.


References


Appendixes

Appendix I: Visitor Survey

Tufts University, in participation with Roslindale Village Main Street, is conducting an economic development study of Roslindale Village. Your feedback below will help provide the Village with updated data regarding its customers and their needs.

1. What brings you to Roslindale Village today? (Circle all that apply)
   - Shopping
   - Dining
   - Shopping and dining
   - Library
   - Work
   - Social services
   - Other

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

3. How often do you eat out in Roslindale Village? (Circle one)
   - Daily
   - 2-3 times per week
   - Weekly
   - Monthly
   - Rarely

4. What stores, restaurants, or services would you like to see in Roslindale Village?

5. Which day(s) of the week do you typically shop in Roslindale Village? (Circle one)
   - Monday
   - Tuesday
   - Wednesday
   - Thursday
   - Friday
   - Saturday
   - Sunday

6. How much time do you usually spend in Roslindale Village? (Circle one)
   - Less than 30 min
   - 30 min - 1 hour
   - More than 1 hour

7. How much do you spend on an average trip? (Circle one)
   - Under $10
   - $10 - $25
   - $25 - $50
   - More than $50

8. List three strengths of Roslindale Village:
   1. 
   2. 
   3. 

9. Besides Roslindale Village, in which other districts do you shop?

10. How often do you shop at these other districts? (Circle one)
    - Daily
    - 2-3 times per week
    - Weekly
    - Monthly
    - Rarely

11. Why do you shop at these other districts? (Circle all that apply)
    - More variety
    - Convenience
    - Less expensive
    - Store hours
    - Customer service

12. Please rate the following characteristics of Roslindale Village on a scale of 1-5:
    - 1=Poor / 2=Below Average / 3=Average / 4=Above Average / 5=Excellent

<table>
<thead>
<tr>
<th>Item</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Walkability</td>
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<tr>
<td>Amount of parking</td>
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<tr>
<td>Location of parking</td>
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<tr>
<td>Tufts</td>
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<td>Crime safety</td>
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<td>Store hours</td>
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<td>Store services</td>
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<tr>
<td>Quality of goods</td>
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<td>Quality of products</td>
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<td>Quality of restaurants</td>
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<td>Quality of restaurants</td>
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<tr>
<td>Access by car/motorcycle</td>
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<tr>
<td>Access by bike</td>
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</tbody>
</table>

13. How did you get here today? (Circle the primary method)
   - Car
   - Motorcycle/Bicycle
   - Walk
   - Bus
   - Trolley
   - Other

14. Why did you choose this method? (Circle one)
    - Faster
    - Cheaper
    - Parked
    - Selected

15. Questions 15-18 should only be answered if you drove a car, otherwise skip to Question 19

16. Where do you park in Roslindale Village? (Circle one)
    - On the street (residential)
    - On the street (business)
    - Parked off-street

17. Please rate how difficult it is to find a parking space in Roslindale Village on a scale of 1-5:
    - 1=No problem / 2=Some problem / 3=Sometimes a problem / 4=Away a problem / 5=Very difficult

<table>
<thead>
<tr>
<th>Day</th>
<th>1</th>
<th>2</th>
<th>3</th>
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<td>Sunday</td>
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</tbody>
</table>

18. What is your perception of parking in Roslindale Village? (Circle one)
    - No problem
    - Some problem
    - Often a problem
    - Always a problem

19. Do you or have you attended any of these Roslindale Village Events? (Circle all that apply)
    - Holiday tree lighting ceremony
    - Roslindale Day Parade
    - Roslindale Village Holiday Market
    - Roslindale Days Festival
    - Roslindale Martin Luther King, Jr. Day Parade
    - Roslindale Volunteer Clean-up
    - Roslindale Open Studio
    - Other

20. How do you rate the following for a scale of 1-5:
    - 1=Not important / 2=Not too important / 3=Moderately important / 4=Very important

<table>
<thead>
<tr>
<th>Item</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Proximity of parking near stores you want</td>
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<tr>
<td>Free parking with strict regulations of time limits</td>
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<tr>
<td>Signage, markings, or directions to park in and around Roslindale Village</td>
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<tr>
<td>Pay-to-park no time limits</td>
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<tr>
<td>Parking meters</td>
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</table>

21. Average Annual Income: (Circle one)
    - Under $15,000
    - $15,000 - $30,000
    - $30,000 - $45,000
    - $45,000 - $60,000
    - $60,000 - $75,000
    - $75,000 - $100,000
    - $100,000 - $150,000
    - $150,000 - $200,000
    - $200,000 - $250,000
    - $250,000 - $300,000
    - $300,000 - $400,000
    - $400,000 - $500,000
    - $500,000 - $750,000
    - $750,000 - $1,000,000
    - $1,000,000 or more

22. Rent or own your home: (Circle one)
    - Rent
    - Own

23. Highest level of education: (Circle one)
    - High School Diploma/GED
    - Associate Degree
    - College Degree
    - Bachelor’s Degree
    - Master’s Degree
    - Doctorate
    - Other

24. Which of the following do you check for sales, promotions, or discount codes? (Circle all that apply)
    - TV/TV Guide
    - Newspaper ads
    - Radio ads
    - Online coupon sites/website
    - Movie poster
    - Facebook page
    - Twitter feed
    - Television ad
    - Other

25. Do you rely on review websites such as Yelp, Restaurant.com, or Expedia.com for review about places you plan to dine or shop? (Circle one)
    - Yes
    - No
    - Other

26. Do you belong to one of the following social networking sites? (Circle one)
    - MySpace
    - Twitter
    - Facebook
    - BlackPlanet
    - Other

27. List up to three leisure activities:

28. List up to three newspapers you read:

29. List up to three types or names of books and magazines your household reads primarily:

Thank you for your time and participation.
Appendix II: Business Owner Survey

Tufts University, in partnership with Roslindale Village Main Street, is conducting an economic development study of Roslindale Village. Your feedback below will help provide the Village with updated data regarding its customers and their needs.

### Questions 1-4 to be filled out by Business Owner:

1. **Your gender:** (Circle one)
   - [ ] Male
   - [ ] Female

2. **Your age:**
   - [ ] 18-24
   - [ ] 25-34
   - [ ] 35-44
   - [ ] 45-54
   - [ ] 55-64
   - [ ] 65+

3. **Please indicate your race/ethnicity:**
   - [ ] Hispanic/Latino
   - [ ] Non-Hispanic White
   - [ ] Native American
   - [ ] Asian
   - [ ] South Asian
   - [ ] Pacific Islander
   - [ ] Sub-Saharan African
   - [ ] Non-Hispanic, Mixed Race
   - [ ] Black
   - [ ] Other
   - [ ] Prefer not to respond

4. **Do you live in Roslindale?**
   - [ ] Yes
   - [ ] No

5. **Number of years in operation:**
   - [ ] Less than 1 year
   - [ ] 1-5 years
   - [ ] 6-10 years
   - [ ] 11-15 years
   - [ ] 16-20 years
   - [ ] 21 years or more

6. **Hours of operation:**
   - [ ] Monday-Thursday
   - [ ] Friday
   - [ ] Saturday
   - [ ] Sunday

7. **Do you have a website for your business?**
   - [ ] Yes
   - [ ] No

8. **If yes, do you sell goods online?**
   - [ ] Yes
   - [ ] No

9. **Do you have a blog or social networking page for your business?**
   - [ ] Yes
   - [ ] No

10. **If no, why not?**

11. **What do you use this social networking page for primarily?**

12. **Do you check review websites such as Yelp for customer reviews of your business?**
   - [ ] Yes
   - [ ] No

13. **If yes, which sites?**

14. **Number of full-time employees:**

15. **Number of part-time employees:**

16. **What are the main types of goods and services you sell?**

### Business Owner Survey

17. **What is the cost of your lowest priced item?**

18. **What are your peak days and times for sales?**

19. **What type of marketing do you currently undertake?**
   - [ ] Ads in city-wide or regional newspapers (which ones)
   - [ ] Ads in local newspaper (which ones)
   - [ ] Radio advertising (which stations)
   - [ ] Internet advertising
   - [ ] Print and/or direct advertising

20. **How much, on average, do your customers spend in your store?**
   - [ ] Less than $10
   - [ ] $10-$20
   - [ ] $20-$50
   - [ ] More than $50

21. **If you drive, where do you park?**
   - [ ] On the street (residential)
   - [ ] In a parking lot
   - [ ] On the street (business) (Circle one)

22. **What is your perception of parking in Roslindale Village?**
   - [ ] No problem
   - [ ] Some problem
   - [ ] Always a problem
   - [ ] More than applicable

23. **How do you get to work each day?**
   - [ ] Commuter
   - [ ] Bus
   - [ ] Train
   - [ ] Car
   - [ ] Bicycle
   - [ ] Walk

24. **Where do your employees typically park?**
   - [ ] On the street (residential)
   - [ ] In a parking lot
   - [ ] On the street (business)
   - [ ] Off-street lot

25. **Please rate the importance of the following on a scale of 1-5: (Circle one)
   - [ ] Very important
   - [ ] Important
   - [ ] Lightly important
   - [ ] Not important
   - [ ] Very unimportant

26. **Please rate how difficult you find it to park in Roslindale Village on a scale of 1-5:**
   - [ ] Very difficult
   - [ ] Difficult
   - [ ] Average
   - [ ] Easy
   - [ ] Very easy

27. **Please rate the following characteristics of Roslindale Village on a scale of 1-5:**
   - [ ] Walkability
   - [ ] Amount of parking
   - [ ] Location of parking
   - [ ] Traffic
   - [ ] Convenience

28. **Describe Roslindale Village in three words:**

Thank you for your time and participation.

---

Destination: Roslindale Village
Appendix III: Interviewed Roslindale Community and Public Figures & Questions

**Lee Blasi**  
Director of Constituent Services for Councilor Consalvo  
Interviewed by email - March 31, 2010

**Linda Burnett**  
Vice President  
Roslindale Board of Trade  
Interviewed by phone - March 15, 2010

**Jody Burr**  
Executive Director  
Roslindale Village Main Street  
Interviewed by phone - April 8, 2010

**Mike Felony**  
Director  
Southwest Boston Community Development Corporation  
Interviewed by phone - March 15, 2010

**Steve Godfrey**  
President  
Roslindale Community Center  
Could not reach - multiple attempts made

**Karen Kaigler**  
Business Manager  
Office of Business Development - Boston Main Streets  
Interviewed by email - March 22, 2010

**Reverend Father Francis Kelley**  
Sacred Heart Catholic Church  
Interviewed by phone - March 17, 2010

**Marie Mercurio**  
Neighborhood Planner  
Boston Redevelopment Authority  
Interviewed by email - March 17, 2010

**David McNulty**  
Roslindale Neighborhood Coordinator  
City of Boston  
Interviewed by phone - March 15, 2010

**Jeff Sanchez**  
Massachusetts State Representative  
Massachusetts State House  
Could not reach - multiple attempts made

**Michael Tobin**  
President  
Roslindale Board of Trade  
Interviewed by phone - March 25, 2010
Questions Asked

1. What is your role within the Roslindale community?
2. What current projects are you working on that will impact Roslindale?
3. Do you have a role in improving the economic development of the Village area? If so, please explain in detail. What economic development changes/improvements would you like to see?
4. In your opinion, what changes have you seen over the past five years regarding the demographics of Roslindale? Do you think these changes are positive or negative? What do you foresee as the primary demographic shifts for Roslindale within the next 5-10 years?
5. What transportation shifts have you noticed in the past five years? What transportation changes would you like to see in the next five years?
6. Do you believe that there is a parking problem in Roslindale Village? If yes, how would you best describe the parking problem and to what would you attribute it?
7. What stores do you think will complement Roslindale Village shopping?
8. What areas do you think compete with Roslindale Village?
Appendix IV: Parking Observation Process

To study the parking use within the Village, three tasks were undertaken: 1. delineated the study area; 2. quantified the availability of parking within the study area; and 3. recorded usage statistics for the study area.

Delineate the Study Area

The parameters for defining the study area were established in Chapter 1 (area based off of the location of the four Gateways).

Quantify the Availability of Parking

The second part of the parking study quantified how much parking was available on these streets. The business streets have general on-street parallel parking areas clearly marked, but individual spots are not marked. Similarly, no parking spots are marked on the residential streets. In order to get an estimated count of available spots, the Team used a 17-foot length as an average length needed for an automobile. Street segments were defined by the side of the street and corner-to-corner based on intersections. The inventory count also incorporated off-street parking, both private and public. Any parking lots located in the area for residents only were not included in the count. The Team removed some residential streets from the survey area as it was determined that they were not likely to be used as parking for the Village due to terrain inclines and circuitous routes.

Record Usage Statistics

The Team observed actual parking usage throughout the study area. Observations were carried out over five days: three weekdays and two weekend days. These observation days included four two-hour sessions to survey the entire area: 10am-noon, 1-3pm, 4-6pm and 7-9pm. The sessions were determined based on general business hours for the Village as a whole. Because this project was carried out during the winter and early spring, weather was a factor. Observation days were only held when the streets and parking lots were free of snow banks which limited the ability to park in the lots. The Team also did not conduct parking studies during rainy days and the day of the Bay State Model Rail Road Museum Open House.
(March 14th) as the use of the Village and its parking was not typical. Additional restrictions to the survey included two streets that had restricted parking during school hours and one street that was under construction for two observation days. These limitations on available spaces were factored in and the occupancy rate was adjusted.
Appendices

Appendix V: Parking Observation Maps

Overall Average Occupancy - Average of All Days and Time Periods

Source: Boston Redevelopment Authority, MassGIS
Weekly Average Occupancy - Mornings

Weekly Average Occupancy - Early Afternoons

Source: Boston Redevelopment Authority, MassGIS
Weekly Average Occupancy - Late Afternoons

Weekly Average Occupancy - Evenings

Source: Boston Redevelopment Authority, MassGIS
Appendices

Weekday Average Occupancy - Early Afternoons

Weekday Average Occupancy - Late Afternoons

Source: Boston Redevelopment Authority, MassGIS
Weekday Average Occupancy - Evenings

Weekend Average Occupancy - Daily Average
Appendices

Weekend Average Occupancy - Mornings

Weekend Average Occupancy - Early Afternoons

Source: Boston Redevelopment Authority, MassGIS
Appendices

Appendix VI: Pedestrian Environment Data Scan

Instrument Form

<table>
<thead>
<tr>
<th>Name:</th>
<th>Date:</th>
<th>Study Area:</th>
<th>Weather:</th>
</tr>
</thead>
</table>

**Segment Number:**

<table>
<thead>
<tr>
<th>9. Segment type</th>
<th>10. Bicycle facilities (if applicable)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Low volume road</td>
<td>Bicycle routes signs</td>
</tr>
<tr>
<td>High volume road</td>
<td>Strip bike lane designators</td>
</tr>
<tr>
<td>Bike or Ped path - skip section C</td>
<td>Visible bicycle parking facilities</td>
</tr>
</tbody>
</table>

**A. Environment**

<table>
<thead>
<tr>
<th>1. Users In Segment (if applicable)</th>
<th>11. Roadway/path lighting</th>
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</thead>
<tbody>
<tr>
<td>Housing - Single Family Detached</td>
<td>Sidewalk is incomplete</td>
</tr>
<tr>
<td>Housing - Multi-Family</td>
<td>Sidewalk is incomplete</td>
</tr>
<tr>
<td>Office/Institutional</td>
<td>Sidewalk is incomplete</td>
</tr>
<tr>
<td>Retail/Entertainment</td>
<td>Sidewalk is incomplete</td>
</tr>
<tr>
<td>Vacant/Undeveloped</td>
<td>Sidewalk is incomplete</td>
</tr>
</tbody>
</table>

**B. Pedestrian Facility (skip if none present):**

<table>
<thead>
<tr>
<th>4. Type(s) of pedestrian facility (if applicable)</th>
<th>12. Sidewalk connectivity to other sidewalks/crosswalks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pedestrian (on demand)</td>
<td>Number of connections</td>
</tr>
<tr>
<td>Sidewalk</td>
<td></td>
</tr>
<tr>
<td>Pedestrian Street (closed to cars)</td>
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</tr>
</tbody>
</table>

**The rest of the questions in section B refer to the last pedestrian facility selected above.**

**5. Path material (if applicable):**

<table>
<thead>
<tr>
<th>8. Path condition/maintenance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Asphalt</td>
</tr>
<tr>
<td>Paving bricks or Flat Stone</td>
</tr>
<tr>
<td>Dirt or Sand</td>
</tr>
</tbody>
</table>

**6. Path obstacles (if applicable):**

<table>
<thead>
<tr>
<th>11. Sidewalk Width</th>
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<tbody>
<tr>
<td>Peak (many bumps/ cracks/holes)</td>
</tr>
<tr>
<td>Fair (some bumps/ cracks/holes)</td>
</tr>
<tr>
<td>Good (very few bumps/ cracks/holes)</td>
</tr>
<tr>
<td>Under Repair</td>
</tr>
</tbody>
</table>

**7. Path obstructions (if applicable):**

<table>
<thead>
<tr>
<th>12. Sidewalk width</th>
</tr>
</thead>
<tbody>
<tr>
<td>Poles or Signs</td>
</tr>
<tr>
<td>Parked Cars</td>
</tr>
<tr>
<td>Greenery</td>
</tr>
<tr>
<td>Garbage Cans</td>
</tr>
<tr>
<td>Other</td>
</tr>
</tbody>
</table>

**8. Buffers between road and path (if applicable):**

<table>
<thead>
<tr>
<th>13. Crosswalks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fences</td>
</tr>
<tr>
<td>Trees</td>
</tr>
<tr>
<td>Hedge</td>
</tr>
<tr>
<td>Landscape</td>
</tr>
<tr>
<td>Greek</td>
</tr>
</tbody>
</table>

**9. Path Distance from Curb**

<table>
<thead>
<tr>
<th>14. Traffic control devices (if applicable):</th>
</tr>
</thead>
<tbody>
<tr>
<td>0 to 5 feet</td>
</tr>
<tr>
<td>5 to 9 feet</td>
</tr>
<tr>
<td>9 to 13 feet</td>
</tr>
<tr>
<td>&gt; 13 feet</td>
</tr>
</tbody>
</table>

**10. Sidewalk Width**

<table>
<thead>
<tr>
<th>15. Visibility</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt; 4 feet</td>
</tr>
<tr>
<td>Between 4 and 9 feet</td>
</tr>
<tr>
<td>&gt; 9 feet</td>
</tr>
</tbody>
</table>

**Subjective Assessment:**

<table>
<thead>
<tr>
<th>16. Bicycle facilities:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly Agree</td>
</tr>
<tr>
<td>Agree</td>
</tr>
<tr>
<td>Strongly Disagree</td>
</tr>
<tr>
<td>Disagree</td>
</tr>
</tbody>
</table>

**Notes:**

- Kelly J. Clifton, PhD - National Center for Smart Growth - University of Maryland. College Park

- 91
The Pedestrian Environment Data Scan (PEDS) is an instrument that was developed in 2004 by Dr. Kelly Clifton, University of Maryland; Andria Livi, University of Maryland; and Daniel Rodriguez, University of North Carolina, and supported by a grant from The Robert Wood Johnson Foundation Active Living Research program. It was created as a method of assessing an environment from the perspective of pedestrians and cyclists along urban streets. The data collection instrument is a survey consisting of 36 objective and 4 subjective analysis criteria that the surveyor uses to catalogue the area. The criteria are separated into six main assessment categories: Environment, Pedestrian Facilities, Road Attributes, Bike Facilities, Walking Cycling Environment and Subjective Assessment. One survey is completed for each street segment in the analysis area. A segment is defined as a block edge, beginning and ending where cross streets intersect the road being analyzed.

Though the PEDS survey instrument has been developed and used in the field to collect data, a standard evaluation system for PEDS has not been created. The project Team therefore developed a scoring system by assigning a zero to two rating to each of 18 PEDS survey criteria as outlined in the following chart. The walkability scores for each segment were then determined by combining these ratings and normalizing the aggregated numbers by comparing them to a highest possible score in each of the categories analyzed. The categories analyzed and mapped by the project team include overall walkability, safety, ease and comfort of travel and aesthetics.
<table>
<thead>
<tr>
<th>Uses in Segment</th>
<th>Slope</th>
<th>Path Condition/Maintenance</th>
<th>Path Obstructions</th>
<th>Buffers Between Road and Path</th>
<th>Sidewalk Width</th>
</tr>
</thead>
<tbody>
<tr>
<td>0</td>
<td>steep</td>
<td>poor</td>
<td>4+</td>
<td>none</td>
<td>&lt; 4 ft</td>
</tr>
<tr>
<td>1</td>
<td>slight hill</td>
<td>fair</td>
<td>3</td>
<td>1</td>
<td>4 - 8 ft</td>
</tr>
<tr>
<td>2</td>
<td>flat</td>
<td>good</td>
<td>0 - 2</td>
<td>2+</td>
<td>&gt; 8 ft</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Curb Cuts</th>
<th>Min # Lanes to Cross</th>
<th>Max # Lanes to Cross</th>
<th>Med-Hi Volume Driveways</th>
<th>Crossing Aids</th>
<th>Roadway/Path Lighting</th>
</tr>
</thead>
<tbody>
<tr>
<td>0</td>
<td>&gt; 4</td>
<td>3+</td>
<td>3+</td>
<td>&gt; 4</td>
<td>none</td>
</tr>
<tr>
<td>1</td>
<td>1 - 4</td>
<td>1 - 2</td>
<td>1 - 2</td>
<td>2 - 4</td>
<td>1</td>
</tr>
<tr>
<td>2</td>
<td>none</td>
<td>none</td>
<td>none</td>
<td>&lt; 2</td>
<td>2+</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Amenities</th>
<th>Tree Coverage</th>
<th>Enclosure</th>
<th>Overall Cleanliness &amp; Building Maintenance</th>
<th>Articulation</th>
<th>Building Setback From Sidewalk</th>
</tr>
</thead>
<tbody>
<tr>
<td>0</td>
<td>none</td>
<td>few</td>
<td>little</td>
<td>poor</td>
<td>little</td>
</tr>
<tr>
<td>1</td>
<td>1</td>
<td>some</td>
<td>some</td>
<td>fair</td>
<td>some</td>
</tr>
<tr>
<td>2</td>
<td>2+</td>
<td>many</td>
<td>lots</td>
<td>good</td>
<td>much</td>
</tr>
</tbody>
</table>
Appendix VII: Case Studies

Site Selection

In order to select case study sites, the Team compiled a list of the largest municipalities in the Commonwealth of Massachusetts and made sure that they met specific criteria. The selected case study city downtowns in this report have the following elements:

» Access to the Massachusetts Bay Transit Authority commuter rail and bus service
» Defined neighborhoods abutting distinct commercial district
» Similar population, income, and diversity to Roslindale
» Commercial district that has experienced a “transition” in past 10-15 years
» A recent parking study for district completed

Field Research

The Team then gathered information through the following methods:

» Secondary information: The Team gathered archival data from the case study city records regarding business mix.
» Site visits: The Team visited both sites in order to observe and document the current economic development levels and related parking issues.
» Interviews: The Team conducted semi-structured interviews with a total of three leaders in the two case study communities. These interviews included one Mayor, one Chief of Staff, and one Economic Development.
Appendix VIII: Survey Results

### Suggested Business Types for Roslindale Village: Overall

<table>
<thead>
<tr>
<th></th>
<th>Visitor</th>
<th>Business</th>
</tr>
</thead>
<tbody>
<tr>
<td>Retail</td>
<td>41%</td>
<td>52%</td>
</tr>
<tr>
<td>Restaurant/Food Retail</td>
<td>44%</td>
<td>32%</td>
</tr>
<tr>
<td>Service</td>
<td>13%</td>
<td>13%</td>
</tr>
<tr>
<td>Other</td>
<td>2%</td>
<td>3%</td>
</tr>
</tbody>
</table>

Visitor and Business Survey Results - New Establishment Suggestions for Roslindale Village: Overall

### Suggested Business Types for Roslindale Village: Retail

<table>
<thead>
<tr>
<th></th>
<th>Visitor</th>
<th>Business</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clothing</td>
<td>38%</td>
<td>38%</td>
</tr>
<tr>
<td>Drugstore</td>
<td>6%</td>
<td>0%</td>
</tr>
<tr>
<td>Home Improvement</td>
<td>25%</td>
<td>14%</td>
</tr>
<tr>
<td>Art/Crafts</td>
<td>13%</td>
<td>19%</td>
</tr>
<tr>
<td>Outdoor</td>
<td>0%</td>
<td>19%</td>
</tr>
<tr>
<td>Bookstore</td>
<td>18%</td>
<td>10%</td>
</tr>
</tbody>
</table>

Visitor and Business Survey Results - New Establishment Suggestions for Roslindale Village: Retail

### Suggested Business Types for Roslindale Village: Service

<table>
<thead>
<tr>
<th></th>
<th>Visitor</th>
<th>Business</th>
</tr>
</thead>
<tbody>
<tr>
<td>Body/Health Improvement</td>
<td>43%</td>
<td>20%</td>
</tr>
<tr>
<td>Animal</td>
<td>0%</td>
<td>20%</td>
</tr>
<tr>
<td>Dry Cleaning</td>
<td>0%</td>
<td>20%</td>
</tr>
<tr>
<td>Entertainment</td>
<td>57%</td>
<td>40%</td>
</tr>
</tbody>
</table>

Visitor and Business Survey Results - New Establishment Suggestions for Roslindale Village: Service

### Suggested Business Types for Roslindale Village: Food Related

<table>
<thead>
<tr>
<th></th>
<th>Visitor</th>
<th>Business</th>
</tr>
</thead>
<tbody>
<tr>
<td>Restaurant</td>
<td>76%</td>
<td>69%</td>
</tr>
<tr>
<td>Food Retail</td>
<td>24%</td>
<td>31%</td>
</tr>
</tbody>
</table>

Visitor and Business Survey Results - New Establishment Suggestions for Roslindale Village: Food Related

Visitor, Business and Community and Public Figure Survey Results: Origin of Chain Store Recommendations

- Visitors: 50%
- Business Owners: 45%
- Community & Public Figures: 5%
## Visitor Survey Results: Leisure Health Activities

<table>
<thead>
<tr>
<th>Visitor behaviors: leisure health activities</th>
<th>Walking</th>
<th>Walking in Arboretum</th>
<th>Biking</th>
<th>Running</th>
<th>Gym</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total (n=71)</td>
<td>40%</td>
<td>20%</td>
<td>15%</td>
<td>15%</td>
<td>10%</td>
</tr>
</tbody>
</table>

## Visitor Survey Results: Leisure Outdoor Activities

<table>
<thead>
<tr>
<th>Visitor behaviors: leisure outdoor activities</th>
<th>Surfing</th>
<th>Fishing</th>
<th>Kayaking</th>
<th>Hiking</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total (n=42)</td>
<td>20%</td>
<td>20%</td>
<td>10%</td>
<td>50%</td>
</tr>
</tbody>
</table>

## Visitor Survey Results: Leisure Entertainment Activities

<table>
<thead>
<tr>
<th>Visitor behaviors: leisure entertainment activities</th>
<th>Movies</th>
<th>Shopping</th>
<th>Dining Out</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total (n=35)</td>
<td>60%</td>
<td>20%</td>
<td>20%</td>
</tr>
</tbody>
</table>

## Visitor Survey Results: Hobbies

<table>
<thead>
<tr>
<th>Visitor behaviors: hobbies</th>
<th>Reading</th>
<th>Art</th>
<th>Knitting/Crafting</th>
<th>Gardening</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total (n=21)</td>
<td>25%</td>
<td>15%</td>
<td>30%</td>
<td>30%</td>
</tr>
</tbody>
</table>

## Visitor Survey Results: Newspapers Read

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Total (n=71)</td>
<td>40%</td>
<td>20%</td>
<td>20%</td>
<td>3%</td>
<td>10%</td>
<td>5%</td>
<td>1%</td>
<td>1%</td>
</tr>
</tbody>
</table>
Appendix IX: Institutional Review Board Determination

FWA0000263
Re: IRB Study # 1002022
Title: Economic Development of Roslindale Square
PI: Melissa Shakro
Co-Investigator(s): Peter Kane
Study Coordinator: Sarah Moser
Faculty Advisor: Rachel Bratt
IRB Review Date: 2/10/2010
February 12, 2010

Dear Melissa,

Your Application for Exempt Status for the above referenced study has been reviewed. This study qualifies as exempt from review under the following federal guidelines:

Exempt Category 2 as defined in 45 CFR 46.101 (b). For complete details please visit the United States Department of Health and Human Services Office (DHHS) for Human Research Protections (OHRP) website at:
http://www.hhs.gov/ohrp/humansubjects/guidance/45cfr46.htm#46.101

Please know that this exemption does not relieve the investigator of any responsibilities relating to the research subjects; equal care must still be taken to ensure that subjects experience no harm to themselves or to their legitimate interests.

Furthermore research should be conducted in accordance with the ethical principles, (i) Respect for Persons, (ii) Beneficence, and (iii) Justice as outlined in the Belmont Report.

Any changes to the protocol or study materials that might affect the exempt status must be referred to the Office of the IRB for guidance. Depending on the changes, you may be required to apply for either expedited or full review.

If you have any questions, please contact the Office of the IRB at (617) 627-3417.

Sincerely,

Yvonne Wakeford, Ph.D.
IRB Administrator
Appendix X: Memorandum of Understanding

MEMORANDUM OF UNDERSTANDING
BETWEEN
TUFTS UNIVERSITY FIELD PROJECTS TEAM NO. 7
AND
ROSLINDALE VILLAGE MAIN STREETS, INC. (RVMS)

I. Introduction

Project (i.e., team) number: 7
Project title: Economic Development in Roslindale Square
Client: Roslindale Village Main Streets, Inc. (RVMS)

This Memorandum of Understanding (the “MOU”) summarizes the scope of work, work product(s) and deliverables, timeline, work processes and methods, and lines of authority, supervision and communication relating to the Field Project identified above (the “Project”), as agreed to between (i) the UEP graduate students enrolled in the Field Projects and Planning course (UEP-255) (the “Course”) offered by the Tufts University Department of Urban and Environmental Policy and Planning (“UEP”) who are identified in Paragraph II(1) below (the “Field Projects Team”); (ii) Roslindale Village Main Streets, Inc., further identified in Paragraph II(2) below (the “Client”); and (iii) UEP, as represented by a Tufts faculty member directly involved in teaching the Course during the spring 2010 semester.

II. Specific Provisions

(1) The Field Projects Team working on the Project consists of the following individuals:

1. Erica Walker    email address:
2. Melissa Shakro  email address:
3. Monica Gregoire email address:
4. Pete Kane       email address:
5. Sarah Moser     email address:
(2) The Client’s contact information is as follows:

Client name: Roslindale Village Main Streets, Inc. (RVMS)
Key contact/supervisor: Jody Burr, Director
Email address: [redacted]
Telephone number: [redacted]
FAX number: [redacted]
Address: 2A Corinth Street, Roslindale, MA 02131
Web site: www.roslindale.net

(3) The goal/goals of the Project is/are:

To assist RVMS with its economic development mission through study and analysis.

Specifically, the three main goals of the Project are:
1. Collect information on business district shoppers to better understand:
   o Where Roslindale Village shoppers come from;
   o How they arrive;
   o What they purchase;
   o Why they choose Roslindale as their destination;
   o How much money they spend; and
   o How RVMS can expand the products and services available in Roslindale to fully meet their needs (and attract new customers).
2. To update demographic information of the changing Roslindale population and create projections to show potential new business owners how their businesses can meet the needs of today’s residents.
3. To gain a better understanding of the relationship between street parking and business revenue.

(4) The methods and processes through which the Field Projects Team intends to achieve this goal/these goals is/are:

The Field Projects team will:
- Conduct a shopper survey and analysis of shopping in Roslindale Village;
- Interview area business owners and other stakeholders including RVMS and city officials;
- Collect and analyze updated demographic data;
- Conduct traffic and parking observation studies in Roslindale Village;

Tufts Field Projects MOU  spring 2010  Page 2
- Research and complete site visits to similar communities that are in economic transition and have attempted to change the local “parking culture,” particularly those that have succeeded.

(5) The work products and deliverables of the Project are:

- A final report that includes:
  - Shopper survey and results;
  - Updated demographic information;
  - Examples from other communities of successful strategies for altering public perception and behavior around parking;
  - A method or methods for quantifying the value of an on-street parking space in Roslindale Square (using either direct data or comparison studies from other communities); and
  - Recommendations for changes and initiatives to encourage the economic development of Roslindale Village.
- A presentation of the findings to Course instructors and Course participants which the Client will be invited and encouraged to attend;
- A separate presentation to the Client if requested.

(6) The anticipated Project timeline (with dates anticipated for key deliverables) is:

Spring 2010 Project timeline:

- **February 15-18:** Traffic and parking observation studies begun & case study site visits scheduled
- **February 19-25:** Shopper surveys conducted
- **March 1:** Project Outline provided to Client and Course Instructors
- **March 1-8:** Business owner and stakeholder interviews conducted
- **March 4:** Comments on Project Outline provided by Client to Field Projects Team
- **April 9:** Draft Report provided to Client and Course Instructors
- **April 15:** Comments on Draft Report provided by Client to Field Projects Team
- **April 20 - May 4:** Final In-Class Presentation (exact date TBD)
- **May 7:** Final Report provided to Client and Course Instructors

(7) The lines of authority, supervision and communication between the Client and the Field Projects Team are (or will be determined as follows):

The Client and Field Projects Team will work in collaboration to complete the Project. The Client and Field Projects Team will meet once every two weeks for the Field Projects Team to provide progress updates and receive
any instruction from the Client. Additional meetings will be scheduled if and when they are necessary. Any questions or requests made by the Client of the Field Projects Team via email or phone will be responded to within 3 business days. Similarly, any questions or requests made by the Field Projects Team via email or phone will be responded to within 3 business days. Note that, as the Client is closed on Fridays, this day will not be considered a business day.

All Field Projects Team members have provided contact information to the Client and are available for Client questions. However, for organizational purposes, Melissa Shakro will be the main contact for the Field Projects Team. Jody Burr and Betsy Glynn are the main contacts at the Client.

(8) The understanding with regard to payment/reimbursement by the client to the Field Projects Team of any Project-related expenses is:

The Client has or will contribute up to $100 to the Field Projects Team for the reimbursement of Project-related expenses include photocopying, printing, transit fare, mileage and other incidentals. Field Projects students may not be compensated for their services.

III. Additional Representations and Understandings

A. The Field Projects Team is undertaking the Course and the Project for academic credit and therefore compensation (other than reimbursement of Project-related expenses) may not be provided to team members.

B. Because the Course and the Project itself are part of an academic program, it is understood that the final work product and deliverables of the Project (the “Work Product”) – either in whole or in part – may and most likely will be shared with others inside and beyond the Tufts community. This may include, without limitation, the distribution of the Work Product to other students, faculty and staff, release to community groups or public agencies, general publication, and posting on the Web. Tufts University and the Field Projects Team may seek and secure grant funds or similar payment to defray the cost of any such distribution or publication. It is expected that any issues involving Client confidentiality or proprietary information that may arise in connection with a Project will be narrow ones that can be resolved as early in the semester as possible by discussion among the Client, the Field Projects Team and a Tufts instructor directly responsible for the Course (or his or her designee).
C. Final report will contain the Client’s logo as well as the Tufts University logo. The Work Product may be used by the Client in whole or through excerpts with proper credit given to the Field Projects Team. Immediate credit should be stated as “by Tufts University UEP Graduate Research Team” with footnote/endnote citation specifying the individual Field Projects Team members. All data collected for this survey will remain the property of Tufts University. Client may offer suggestions as to study content. The Work Product may not be altered by the Client after the final product is complete.

D. It is understood that this Project may require the approval (either through full review or by exemption) of the Tufts University Institutional Review Board (IRB). This process is not expected to interfere with timely completion of the project.
IV. Signatures

For Roslindale Village Main Streets, Inc. (RVMS)
By: Jody Burr
Date: 2/8, 2010

[Signature]

Representative of the Field Projects Team
By: Melissa Shakro
Date: 2/4, 2010

[Signature]

Tufts UEP Faculty Representative
By: Rachel Bratt
Date: 2/10, 2010

[Signature]