



Right: A view of Roslindale House of Pizza, on Washington Street

The commercial mix in Roslindale Village has changed significantly in the past ten years. Today, Roslindale Village is comprised of a mix of older convenience retail and food establishments and newer, trendier comparison retail stores and restaurants. Roslindale Village Main Street works hard to ensure that the various needs of all businesses are met and that new businesses fit into and complement the existing business mix. As RVMS continues to recruit new businesses into Roslindale Village, the commercial potential of the business district must be fully understood.

Left: A view of Boschetto's on Washington Street, one of the many bakeries in Roslindale

# Economic Assessment

## Business Mix

The Roslindale Village business district has a wide variety of businesses in a relatively compact area. Retail, food services, and other services, such as hair and nail salons, are by far the dominant sectors in the district, comprising over 70% of total businesses. Finance, insurance, and real estate also maintain a significant presence in the district, as do civic, health, and governmental uses.

Roslindale Village is bifurcated economically in the same way it is physically. The western part of the district, including Corinth, Belgrade, and Birch Streets, has significant pedestrian foot traffic and well-patronized businesses. This section contains most of the district’s full service restaurants, boutique gifts and accessories, and other comparison retail, as well as several hair and nail salons, bakeries, and Roslindale’s primary anchor

tenant – the Village Market. This section also has a thrift store, a discount department store, a non-profit literacy organization, and three civic clubs.

To the northeast of Adams Park along Washington Street minimal foot traffic and a substantially different economic character characterize the district. It is an area of predominantly convenience goods and

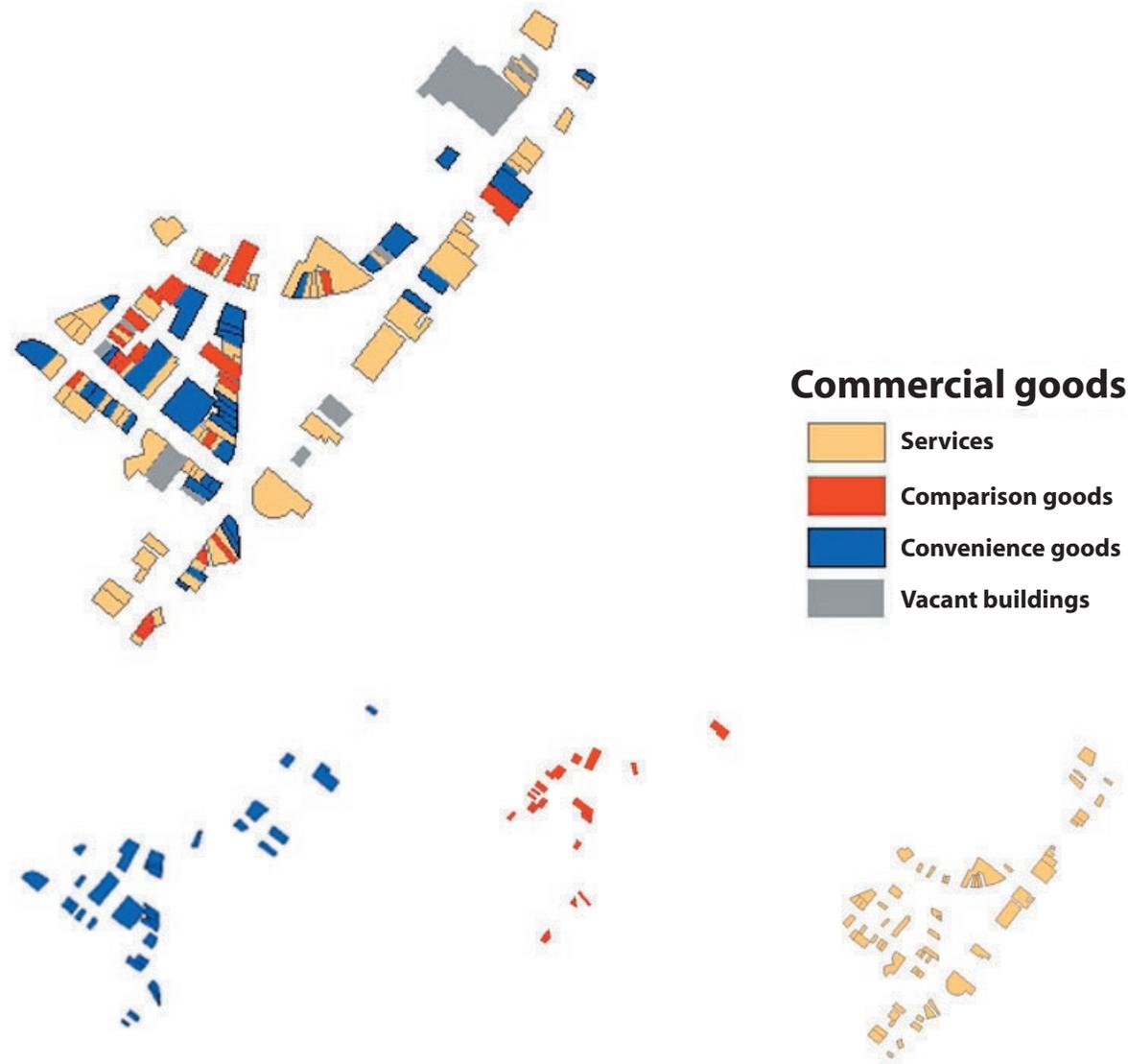
### Roslindale Village Commercial Tenants by Industry

Industry Category	# of Occupants	% of Occupants	SF of Occupied Space	% of Occupied SF
Retail Trade	37	26.4%	74,000	30.8%
Other Services	36	25.7%	60,000	24.7%
Accommodation & Food Services	19	13.6%	25,000	10.5%
Finance, Insurance, & Real Estate	13	9.3%	19,000	8.0%
Public Administration	5	3.6%	18,000	7.6%
Health & Social Assistance	6	4.3%	12,000	4.8%
Information	1	0.7%	11,000	4.5%
Professional Services	9	6.4%	8,000	3.3%
Educational Services	5	3.6%	7,000	2.9%
Arts, Entertainment, & Recreation	4	2.9%	6,000	2.3%
Transportation & Warehousing	2	1.4%	2,000	1.0%
Administrative & Support Services	2	1.4%	1,000	0.5%
Manufacturing	1	0.7%	400	0.2%
<b>TOTAL</b>	<b>140</b>	<b>100%</b>	<b>243,400</b>	<b>100%</b>

services. Auto body shops, dry cleaners, carryout restaurants, a Dunkin Donuts, and an auto parts store are located in this segment of the street. The southwestern part of Washington Street is similar to its northeastern counterpart, although it maintains a higher proportion of comparison type businesses.

### Clusters

Roslindale Village is fortunate to have several identifiable clusters of businesses within the retail and food service sectors. These clusters contribute to the vitality of the district by drawing in customers who wish to comparison shop for certain types of goods. Full-service restaurants are emerging as a growing cluster in Roslindale, with seven businesses now in operation and more anticipated. Bakeries form the longest-standing cluster in Roslindale Village, with six establishments that specialize in different types of baked goods. Grocery stores, including ethnic markets, a supermarket, and a wine shop are also a significant food-related component of Roslindale Village. Limited service restaurants are yet another prominent grouping for patrons looking for a fast, inexpensive meal. Taken together, these clusters represent a sizeable agglomeration of food-related businesses that has the potential to draw substantial



numbers of customers who desire a culinary experience.

The district also contains non food-related clusters. A grouping of boutique gifts, accessories, and women's apparel has formed along Birch Street in the Western part of the district draws customers from outside Roslindale. A cluster of three bookstores also exists, although it does not appear to be a real draw.

### Leakage Assessment

A leakage analysis was completed to assess the purchasing power of the district and compare total potential spending of the residents to the existing capacity of retail service. The percentage of leakage reflects the proportion of local purchasing dollars spent in competing retail districts that would otherwise be spent in Roslindale Village, and it is an important tool to use in determining which businesses to recruit to the Village.

The total purchasing power of Roslindale reflects the amount of money the neighborhood's households spends annually on a variety of goods and services. The income distribution in Roslindale was compared to the estimated spending patterns for households of various income levels in the Northeast, which is calculated annually by the Federal Bureau of Labor

Statistics, to yield an estimate of total spending for the area. Based on these calculations, Roslindale's 27,000 residents spend a total of \$438 million annually.

The sales capacity is an estimate of the total annual revenue of all of the businesses in Roslindale Village. Projected annual revenue is calculated using the Urban Land Institute's estimates for annual revenue per square foot of a broad variety of retail types. Based on the total square footages of the businesses in Roslindale Village, the sales capacity for the district is \$37 million annually. The spending power of Roslindale is more than ten times greater than the total revenue-generation of Roslindale Village.

Table 1 details the capture rates for the largest categories of goods and services in Roslindale Village. Capture rates are not measured on a 100-point scale. Different goods and services have varying capacities to capture the spending dollars within a district. For example, household supplies and other convenience goods that people tend to buy close-to-home should have a capture rate of roughly 60%. Comparison goods, such as apparel, will have lower capture rates because such goods are more highly differentiated and people will travel farther distances to buy a particular item. Nonetheless, the leakage analysis detailed below suggests that the consumer needs of Roslindale are not being met by the businesses currently in the district. The

study further indicates that a variety of new business types could successfully be introduced into Roslindale Village.

Table 2 lists the business types with the highest capture rates in Roslindale Village. The businesses that sell the goods with the highest capture rates, including personal care products and drugs, have saturated the Roslindale Village market, which indicates that there is no great need for additional barbershops or salons.

Table 3 also provides a more granular understanding of food sales within the village by distinguishing between capture rates of food eaten at home (purchased at grocery stores) and food eaten outside of the home (purchased at restaurants). The low capture rate (32%) for the grocery stores in Roslindale Village is likely attributed to the proximity and competitive pricing of Roche Brothers and Shaw's Market, both in West Roxbury. More surprising however, is that the restaurants in Roslindale Village only capture 15% of the total amount of money Roslindale residents spend annually on food outside of the home. The low capture rate of restaurants indicates that Roslindale Village can sustain several more restaurants and that RVMS should continue its efforts to recruit more restaurants to the district.

**Table 1**  
**Leakage Rates (%)**

Retail Type	Number of Establishments	Estimated Total Spending (\$)	Estimated Total Sales (\$)	Leakage (\$)	Capture Rate (%)
Transportation	5	\$ 80,708,000	\$ 1,926,000	\$ 78,783,000	2.4%
Food	29	\$ 64,991,000	\$ 17,977,000	\$ 47,014,000	27.7%
Entertainment	8	\$ 25,174,000	\$ 1,719,000	\$ 23,455,000	6.8%
Apparel and services	5	\$ 22,241,000	\$ 2,005,000	\$ 20,236,000	9.0%
Gifts of goods and services	8	\$ 14,088,000	\$ 1,374,000	\$ 12,714,000	9.8%
Alcoholic beverages	3	\$ 5,589,000	\$ 3,277,000	\$ 2,312,000	58.6%
Personal care products and services	12	\$ 6,023,000	\$ 5,916,000	\$ 107,000	98.2%

Sources: Urban Land Institute, Bureau of Labor Statistics

**Table 2**  
**Highest Capture Rates (%)**

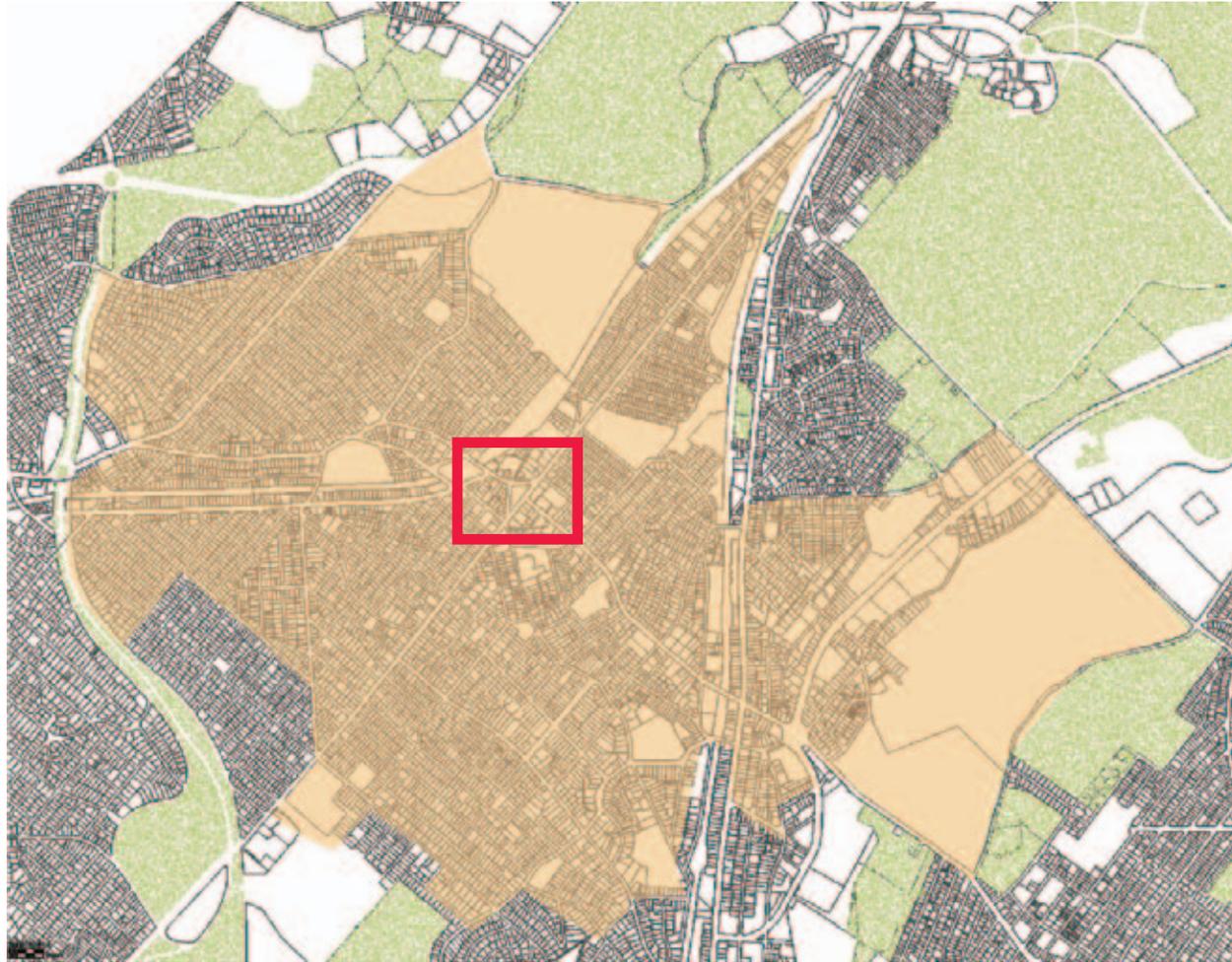
Retail Type	Number of Establishments	Estimated Total Spending (\$)	Estimated Total Sales (\$)	Leakage (\$)	Capture Rate (%)
Personal care products and services	12	\$ 6,023,000	\$ 5,916,000	\$ 107,000	98.2%
Alcoholic beverages	3	\$ 189,000	\$ 255,000	\$ (65,000)	134.5%

Sources: Urban Land Institute, Bureau of Labor Statistics

**Table 3**  
**Lowest Capture Rates (%)**

Retail Type	Number of Establishments	Estimated Total Spending (\$)	Estimated Total Sales (\$)	Leakage (\$)	Capture Rate (%)
Food at home	11	\$ 36,512,000	\$ 12,178,000	\$ 24,335,000	33.4%
Food away from home	18	\$ 28,479,000	\$ 5,799,000	\$ 22,679,000	20.4%
Apparel and services	5	\$ 22,241,000	\$ 2,005,000	\$ 20,236,000	9.0%
Vehicle expenses other than purchases	3	\$ 27,013,000	\$ 1,484,000	\$ 25,528,000	5.5%
Vehicle purchases (net outlay)	1	\$ 34,595,000	\$ 441,000	\$ 34,154,000	1.3%

Sources: Urban Land Institute, Bureau of Labor Statistics



**Orange indicates the trade area used to calculate Roslindale purchasing power**

**The red square outlines Roslindale Village**

### Area Comparison

Although somewhat smaller, Roslindale Village compares favorably with neighboring business districts in West Roxbury and Jamaica Plain. The Centre-South and West Roxbury districts are characterized by large personal service, finance, insurance, real estate, health care, and food service sectors - areas in which Roslindale Village is also strong. In addition, as a percentage of total businesses, Roslindale has a substantially higher amount of retail food establishments (9%) than either of the other two districts (3% and 4%, respectively). It should also be noted that, despite lacking a significant clothing and accessories cluster, Roslindale does not appear to be losing clothing shoppers to these other districts, as they, too, lack a strong presence in this area. Activity in this area is generally drawn to shopping malls in outlying areas such as Dedham. Finally, entertainment is the category in which Roslindale suffers the most in comparison, as it is the only district among the three that does not have a cinema.



A view of South Street from Adams Park.

## Conclusion

The Roslindale Village business district possess a multitude of assets that can continue to fuel its growth and development. The district's landmarks, striking architectural views, diversity of building typologies, and accessible open spaces, provide an opportunity to enhance the village identity and to better serve area businesses. The increasing racial and ethnic diversity of residents brings to the district a wealth of cultural experiences and unique customer preferences. In response, the neighborhood has made inroads in the full-service restaurant sector and has the capacity to continue this growth.

While the district's various assets serve as a strong base from which to continue development, RVMS is currently faced with certain challenges. Traffic and congestion create barriers for pedestrian shoppers and poses safety concerns, and a number of vacant lots and buildings disrupt the continuous fabric of the district core. While these properties are currently detractions, they pose an excellent opportunity for further investment and growth if efforts are made to ensure that incoming uses fit the existing character. Furthermore, Roslindale residents' spending power has not been fully tapped, as local businesses capture less of

the activity that their potential customer base can sustain. A more careful alignment of goods and services with area demands would enable Roslindale businesses to capitalize on the neighborhood's full potential and could attract customers from beyond the immediate surroundings.

With a strong district image and a strategy that weaves together the character of the district – its strong cultural diversity, village history, and a strong sense of place—Roslindale Village can surpass its already impressive achievements.



## Chapter 2 • Village Elements



Roslindale Village has a long history of being a thriving family neighborhood, rich multi-ethnic community, and pioneering Main Streets district. Roslindale Village Main Streets has helped to transform Roslindale Village from a depressed commercial center in the 1980's to the attractive and growing business district that exists today. What makes Roslindale Village unique is that it is not merely a commercial district, but a true *urban village*. More than just a small town within a city, an urban village is defined by the following six elements:

- Sense of place: conveys a unique image that is distinct from its surrounding communities
- Commercial needs: meets the varied commercial needs of all residents
- Walkable: village is safe and welcoming to pedestrians
- Mix of uses: offers a range of commercial, retail, and service-oriented uses
- Civic center: built around a civic center that serves community needs
- Continual activity: supports activity that occurs throughout the day and into the night

Over time, Roslindale has grown to encompass all of the above elements through the collective hard work and civic-mindedness of businesses and residents alike. Roslindale's village character will continue to be the key to its growth and prosperity in coming years. However, looking forward, Roslindale Village faces new challenges. The area's business mix is evolving, the population is changing, and competition from surrounding districts is increasing.

Going forward, RVMS' goal is to *enhance* the village, not only to preserve the district's village qualities, but to ensure that changes in the district build upon, rather than detract from, the village character. New residents and businesses can provide the energy, commitment, and resources to make the village even stronger. Analysis of the district points to eight key elements that provide the greatest potential for enhancing Roslindale's village character.

- Adams Park
- Gateways
- Traffic
- Parking
- Streetscape
- Business Mix
- District Image
- Washington Street

The following chapter provides an overview, goals, strategies, and implementation tools to use in advancing each of these key elements. The chapter provides short-term strategies that produce fast results and help build momentum for continued progress, and long-term strategies that provide visions toward which Roslindale Village can direct development and planning. These elements can be addressed in any order as the opportunity arises.

# Introduction





## Overview

Adams Park may be the single most valuable and unique aspect of Roslindale. Unlike many other Main Streets in Boston, Roslindale Village is shaped around a square and possesses a sizeable amount of green space, both rare features in Boston. Adams Park is the quintessential space that defines Roslindale as a village. Today, the park is well maintained but is not used to its full potential. If the park were enhanced, Roslindale businesses could capitalize on this valuable asset. Future enhancements in Roslindale Village should address the currently underused and relatively disconnected character of Adams Park in order to exploit this very special resource.

Adams Park is now used mainly as a pedestrian walkway except during events

The enhancement of Adams Park could create a more vital public space and support adjacent businesses

## Goals

- Make Adams Park the heart of Roslindale Village
- Define connections between Adams Park and surrounding businesses
- Enhance civic life in Adams Park

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

# Adams Park

## Strategies

### Short Term

#### *1 Promote Events on Poplar Street and Adams Park*

Including Poplar Street in events that involve the use of Adams Park effectively extends the public space of the park, creating a vibrant center that can accommodate the community's most convivial activities. Poplar Street events could also serve as a capacity and community-building project; a Poplar Streets Events Committee, spearheaded by Roslindale Village Main Streets, supported by local volunteers, Poplar Street businesses, and corporate sponsors, could plan and operate community events.

#### *2 Engage Businesses on Poplar Street*

Roslindale Village Main Streets should assist businesses along Poplar Street in order to realize the business potential of their proximity to Adams Park. Such assistance could take the form of active recruitment of business and property owners in the idea of an activated space and providing assistance in securing permitting for outdoor seating. Limited streetscape and street furniture improvements could help promote active patronage of participating businesses.

#### *3 Improve Streetscape and Landscape*

Calming traffic around Adams park is a necessary element of both reconnecting

the green to the Village and enhancing the pedestrian experience in the district. Strategically located traffic signage and road-painting would help slow traffic and mitigate pedestrian hesitance. With a more inviting street edge, Adams Park could attract much more active use, while implementing an inviting landscaping and furniture program would enhance the experience while in the park. These efforts lend themselves as tools to engage the residential and business community to take ownership and enjoy their village common.

### Long term

#### *1 Make Poplar Street a pedestrian promenade along park edge*

Adams Park should connect directly to Poplar Street in the form of a pedestrian promenade. This connection would activate the park, businesses, and residential community who enjoy Roslindale Village. This new promenade would create an active space that could be used for outdoor dining and strolling, heightening the shopping and pedestrian experience. The promenade would also extend the natural point of access to Adams Park, expanding the area of recreational space in the village. The Poplar Promenade could also be the site for community activities at many scales, such as a farmer's market, festivals, or an art fair.

The pedestrian walkway could be a boon to businesses along Poplar Street. At present, heavy traffic and double-parked cars on Poplar Street restrict store visibility and patronage. As a pedestrian promenade, Poplar Street could help identify Roslindale Village as a destination point in Boston, drawing customers from around the region to enjoy the afternoon in the city's most classic urban village.

Prior to the Poplar Street closure, traffic along Washington Street would have to be rerouted so as to allow for two-way traffic along the length of the corridor (discussed further on page 63-65).

### **Implementation**

Landscape improvements in Adams Park should be made to help mitigate noise from Washington Street and to encourage interaction with businesses along Poplar Street. A possible funding source for these landscape improvements could come from the City of Boston's NICE program (Neighborhood Improvements through Capital Expenditure), administered by the Department of Neighborhood Development. The program is aimed at providing interested neighborhood groups with the means to implement enhancement projects in their community. Street furniture and signage enhancements could also be



funded through the Boston Foundation. Corporate/business sponsorship could be considered as well to mitigate the costs of organizing street closure events. The Main Street program in Libertyville, Illinois for example, actively courts local businesses and employers to sponsor street programs in the district. This sponsorship not only pays the administrative and operational costs of the events, but has proved to be a source of income for the Main Street program.

Looking down Poplar Street towards the Roslindale Branch Public Library



A vision for potential pedestrian promenade on what is currently Poplar Street

Ongoing RVMS events in Adams Park should be expanded to include the sidewalks along Poplar Street. In order for the long-term feasibility of street closure to exist, it is important that business affected by such an endeavor be amenable to the change. It is recommended that temporary street closures be explored for demonstration purposes. Outdoor dining, vending, and street events along Poplar Street would serve the dual purpose of promoting use of Adams Park and the enjoyment of Roslindale Village, while encouraging direct patronage of the businesses along the street. Such action could demonstrate to merchants and property owners the possibility of increased sales revenue. These short-term closures could then be extended as popularity increases.

Widening the sidewalks on Poplar Street would allow for trees, planters, and outdoor seating, increasing pedestrian activity and making the street more attractive to patrons and visitors. This measure would allow reduced traffic to pass through the street if it remained open, or would allow delivery access if the street were closed.



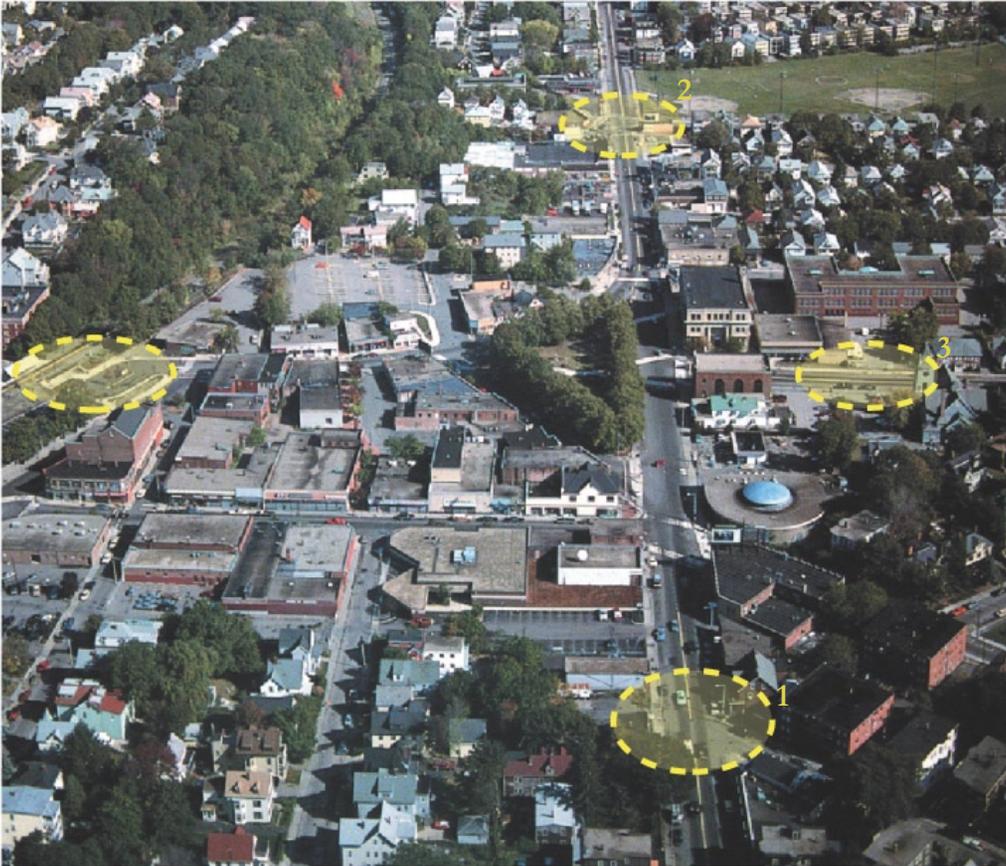
## Case Study: Poplar Pedestrian Way



Previous page: Pedestrian crosswalk on Poplar Street facing Adams Park in the winter

Left: A vision for Adams Park and pedestrian promenade on what is currently Poplar Street





## Overview

Currently, it is very easy for a driver or bus rider to pass through Roslindale Village without noticing that he or she has entered or left the district. People who are familiar with Roslindale have an understanding of the Village boundaries, but these gateways should take a physical form that is readily apparent to passers by. Distinct gateways declare arrival at a unique place – an urban village – by clearly marking beginning and end points. Five gateways to Roslindale’s business district have been identified:

- (1) Washington Street at Kittredge Street
- (2) Washington Street at Lee Hill Road
- (3) Cummins Highway approaching Adams Park at Washington Street
- (4) The MBTA commuter rail station and pedestrian tunnel at the intersection of Belgrade Avenue, Birch Street and South Street
- (5) The intersection at Alexander the Great Park at Robert Street, Corinth Street, and Belgrade Avenue.

Aerial view of Roslindale Village business district highlighting the gateways to the Main Streets District

## Goals

- Announce visitors’ arrival into the Village by clearly demarcating entry points
- Portray a memorable identity of Roslindale Village to residents and visitors

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

# Gateways to Roslindale Village

## Strategies

### Short Term

*1. Install visible and attractive welcome signs*

RVMS should create distinctive logos and signage that mark the gateways to Roslindale Village.

*2. Use public art to mark gateways*

RVMS has been extremely effective in bringing public art into the district, such as the sculpture recently commissioned for the median on Belgrade Avenue. RVMS should continue its efforts to bring art into public spaces in Roslindale Village.

### Long Term

*3. Improve landscaping and streetscape*

Any strategy RVMS pursues for improving landscaping and streetscape should include special demarcation of the gateways to the village. Such improvements could include distinctive paving, plantings, banners, and public art. (Please refer to streetscape section for detailed recommendations on implementation).

*4. Encourage village-scale redevelopment at key gateway locations*

New construction of village-scale development at key parcels, two to three storeys in height, will boldly signal entry into a dynamic business district. Parcels such as the parking lot behind Higgins

Funeral Home or that of the MBTA transfer station, present opportunities for such redevelopment.

### Implementation

Work with businesses situated at gateway sites to install short-term signage and markers. For example, a banner could be affixed to the MBTA substation or strung across Washington Street at Lee Hill Road. A possible funding source is the City of Boston's Small Changes Beautification program, which provides small grants for neighborhood improvement.

While temporary streetscape improvements can define a gateway, it is important to remember that a gateway marker is a powerful image in the minds of visitors. Therefore, the long-term goal should be permanent, well designed gateways that reflect the true character of Roslindale Village.



Trees, landscaping, and signage mark the civic gateway on Cummings Highway

## Enhancing the Commuter T Rail Stop as Pedestrian Gateway

The Roslindale Commuter T stop, located at South and Belgrade, receives 500 passengers each day, making it the most frequently used commuter station on the Needham Line. Presently, the Roslindale commuter T stop serves as one point of entry into the district, an access point for passengers disembarking the train and for residents coming from west Roslindale into the district core. The goals of a design intervention at this site would be to better position the commuter rail T stop as an important gateway for visitors to Roslindale and nearby residents entering the district core. Creating a sense of place at this site helps to announce visitors' arrival into the Village core.

A painted mural or tile mosaic could be installed in the pedestrian tunnel, creating a vibrant passageway for pedestrians alerting them to the district's unique history and multicultural character. Enhanced landscaping of the sidewalk outcrop in the east parking lot, installing trees or planters, and greened trellises along the concrete stairway wall can soften the appearance of this area and make it a more pleasant space to pass through or await the arrival of a car

or train. Specialized paving on the outcrop could enhance its appearance and could be extended as a pedestrian walkway through the parking lot directing visitors toward businesses located on South Street, Birch Street and Belgrade Avenue.



# Case Study: Pedestrian Gateway



Previous page: Current view of the pedestrian tunnel at the MBTA commuter rail stop, heading into the district.

Left: Vision for landscape improvements and public art installation at the pedestrian tunnel.

Located on the prominent southwest corner of Cummins Highway and Washington Street, the former MBTA substation, a historic 5-storey brick structure, presents an important redevelopment opportunity for the Village. According to the feasibility study drafted by Historic Boston, both the exterior masonry of the building and the interior elements are in overall “good” condition. In addition, an engineer has concluded that the building structure is in “very good” condition. Additionally, there is no evidence of environmental contamination. The MBTA building could be activated with multiple uses that speak to both the historic context of the building and its relationship to the Village Square. The ground floor should contain retail uses that employ the unique architectural façade, while artists’ lofts or residential condominiums, which would enliven the space and provide an economic motivation for redevelopment, would occupy the upper floors. RVMS has considered the possibility of integrating cultural space into the redevelopment, such as art studios or a small playhouse. A successful intervention at this site might include redevelopment of the adjacent parcels, including a small portion of the Higgins Funeral Home parking lots and the adjoining Pearce parcel.



## Case Study: Civic Gateway

Previous page: Current view of the MBTA substation at corner of Washington Street and Cummings Highway

Below: Vision for the an addition to the MBTA substation with parking in the rear





## Overview

Roslindale Village Main Streets has made great strides in cleaning up and refurbishing Roslindale Village. Nonetheless, businesses owners are looking to further improve the physical image of the district. Most business owners are unhappy with the district's cleanliness and indicated a willingness to participate in a clean-up effort. More benches, trees, and other landscaping would make the district more inviting. A plan for Roslindale village needs to address streetscape and signage in order instill a sense of place and depict the community's distinct identity to visitors and residents.



Plan depicting tree plantings throughout the business district

## Goals

- Use streetscape improvements to instill a sense of place
- Beautify and clean the district

WHAT MAKES A VILLAGE?	Sense of Place	
	Meets Commercial Needs	●
	Walkable	●
	Mix of Uses	
	Civic Center	
	Continual Activity	●

# Streetscape Improvements

## Strategies

### Short Term

#### *1 Promote attractive storefronts, signage, and lighting*

By continuing its highly successful effort to upgrade business facades, RVMS can further create the look of a distinctive, attractive, and cared-for local business district.

#### *2 Develop beautification and cleanliness initiatives*

Local businesses value a clean, well-kept environment, and many are willing to participate in small-scale beautification efforts that will create a more comfortable experience for customers in the district. RVMS might wish to levy this interest in developing future projects.

### Long Term:

#### *3 Introduce urban furniture in open spaces*

Introducing street furniture, such as benches and tables, creates gathering spots that are inviting and promote social interaction between visitors.

#### *4 Green the district*

Historically, Washington Street stood as a tree-lined boulevard, enclosing drivers and pedestrians with a canopy of tall elms that provided shade from summer sun. Replanting the areas on Washington Street and Cummins Highway where trees are presently lacking would cultivate the feel of a greened boulevard. Trees provide a buffer between pedestrians and moving traffic and

aid in signaling to drivers that they have entered a commercial zone.

#### *5 Consider specialized pavement (e.g. brick, cobblestones) in key locations*

Specialized pavements delineate village boundaries, enhance a sense of place, and serve to direct patrons through the business district.



## Implementation

RVMS is not in the position to fund all streetscape improvements, however it can use its extensive connections with business owners and professionals to defray implementation costs. RVMS may also want to work with business owners to develop sidewalk and landscape maintenance strategies for their storefronts. One way this may take place is through the exploration of innovative programs such as “Adopt a Sidewalk,” where a business may choose

to finance and supervise the maintenance of abutting property. RVMS could also sponsor a program that allows local businesses and residents to purchase trees or planters. Low-cost maintenance, such as graffiti removal or tree grooming, plants and flowers, could come from community service events or volunteer and youth programs.

In the long run, the City of Boston may be an important source of funding for RVMS streetscape and greening improvements. The City’s Small Changes Beautification grant program is one possible source of funding. Small Changes awards grants of \$1,000 to \$5,000 for general projects, involving youth stewardship in environmental education, clean up and waste removal, professional planting, and graffiti removal. Grants in the amount of \$5,000 to \$20,000 can be put toward permanent installment projects, such as benches, paving, murals, plaques and external architecture and lighting. Mayor Menino’s Garden Contest is another program in which RVMS may wish to participate. Winners’ funds can be applied to community and storefront gardens.



Previous page: Washington Street is not currently a pleasant place for pedestrians

Left: Small changes can greatly improve the pedestrian environment on Washington