

# Allston

## *Main Streets Profile*

March 2026



City of Boston  
Planning Department  
**RESEARCH DIVISION**

*City of Boston Planning Department*

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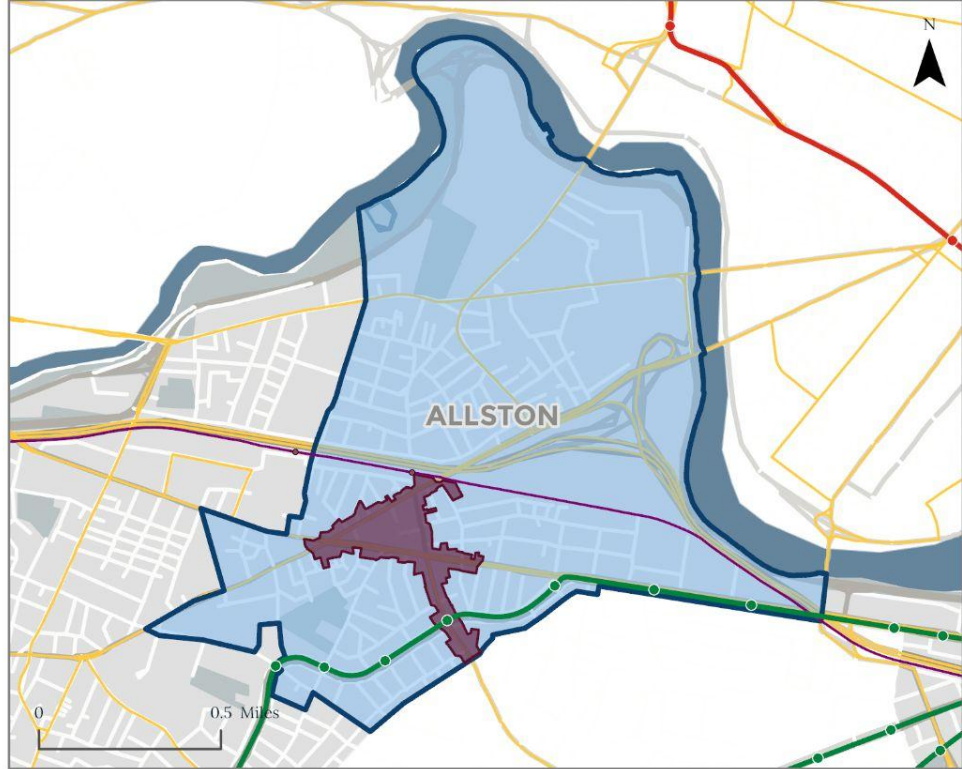
Intern

The following presentation is the work of the **City of Boston Planning Department Research Division**.

Use of our work **requires** the inclusion of the following citation: "City of Boston Planning Department Research Division Analysis."

# Allston is a predominantly young neighborhood with a large student population.

- 25% Asian
- 37% are aged 18-24
- 74% of 25+ year olds have bachelor's degree or higher
- 31% are enrolled in college or university
- 87% housing are renter occupied
- 72% of households are non family-households

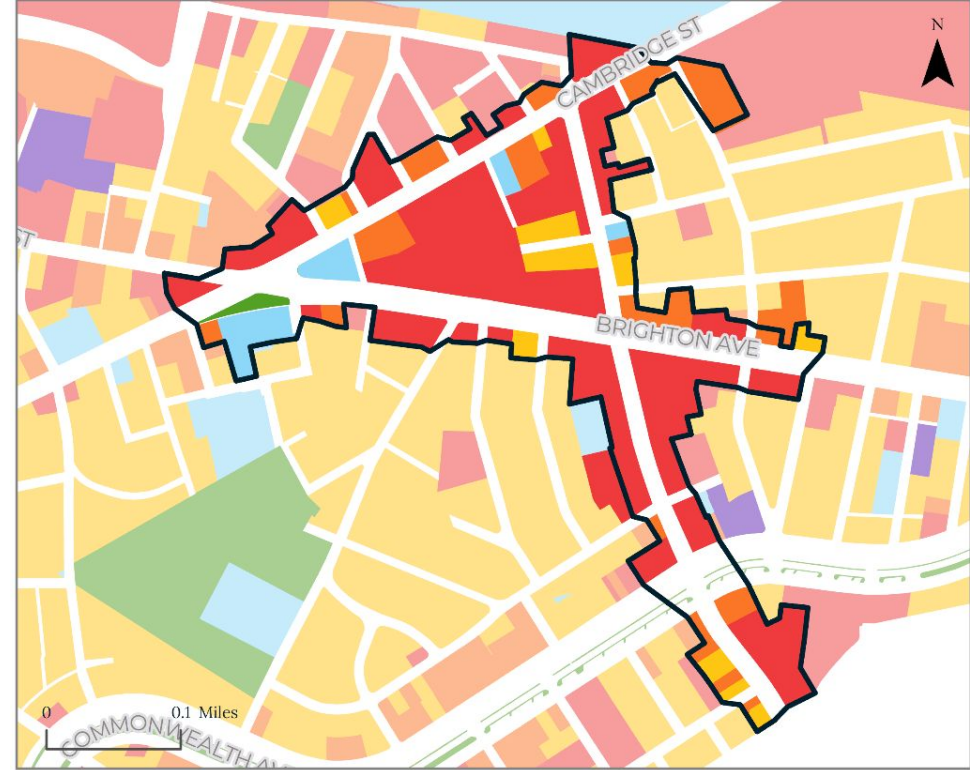


- Allston Main Street District
- Allston Neighborhood Boundary
- MBTA Routes**
- Blue Line
- Green Line
- Orange Line
- Red Line
- Silver Line
- MBTA Bus Routes
- Commuter Rail

Source: City of Boston Planning Department Research Division Analysis.

**Allston Main Streets is made up predominantly of commercial parcels, with some mixed use and residential**

| LAND USE CATEGORY | # PARCELS | SHARE |
|-------------------|-----------|-------|
| Commercial        | 76        | 58.5% |
| Industrial        | 0         | 0.0%  |
| Mixed Use         | 23        | 17.7% |
| Residential       | 27        | 20.8% |
| Tax Exempt        | 4         | 3.1%  |

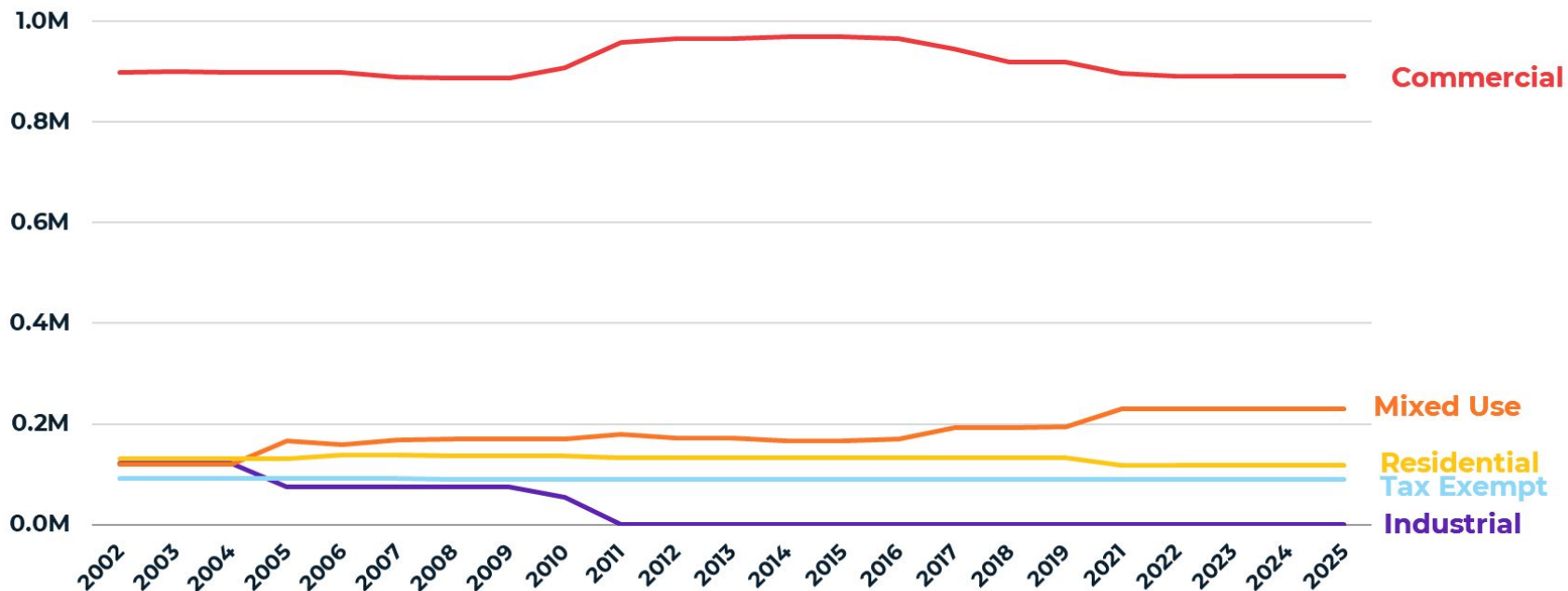


- Allston Main Street District
- Commercial
- Industrial
- Mixed Use
- Residential
- Tax Exempt
- Open Space

Source: City of Boston Assessing Department FY 2025, City of Boston Planning Department Research Division Analysis.

# Allston Main Streets has been almost completely commercial since FY 2002, but has seen a small increase in mixed use land over time, and a drop in industrial use in the 2000s

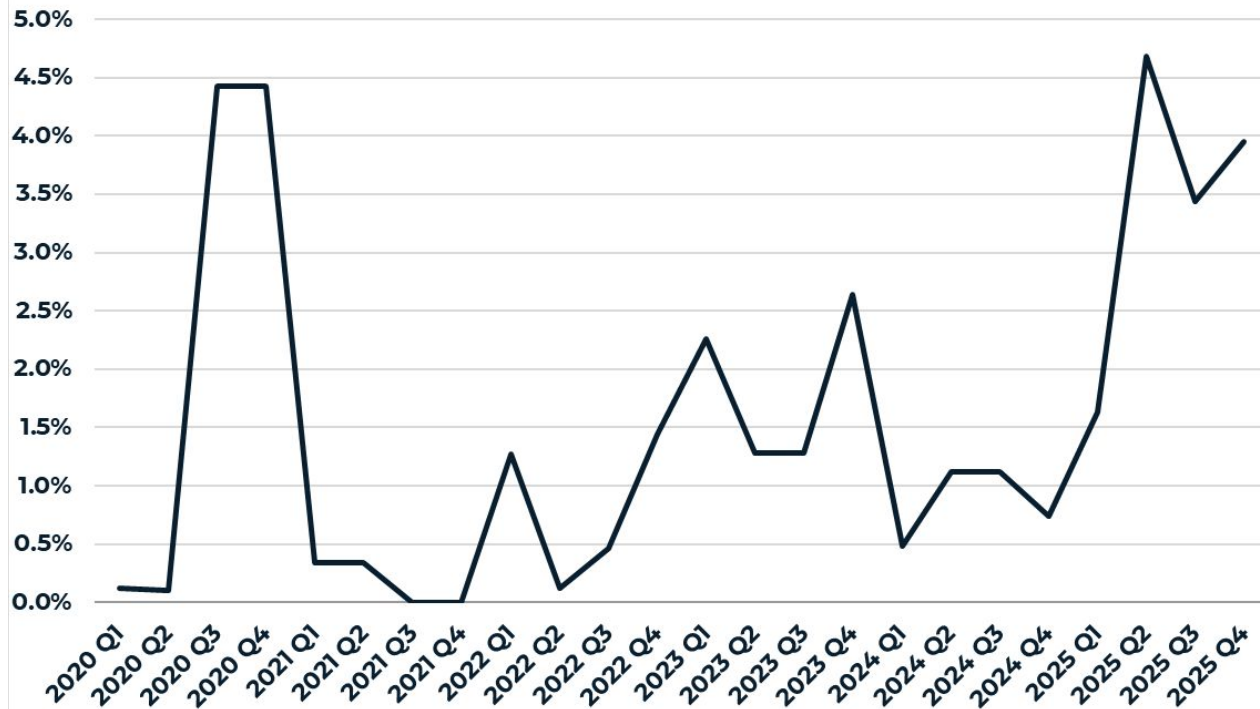
*Square Feet of Parcel Land Area by Category in Allston Main Streets District by Fiscal Year, 2002-2025*



Source: City of Boston Assessing Department FY2002-FY2005, City of Boston Planning Department Research Division Analysis

# Retail vacancy has seen ups and downs since 2020

*Retail Vacancy Rates in Allston Main Streets District, 2020-2025*



Retail vacancy hit a five year peak of **4.6%** for Q2 2025.

Retail vacancy is currently **4.0%**.

Source: CoStar Real Estate Analytics, City of Boston Planning Department Research Division Analysis

# Allston Village Main Streets is home to 370 businesses & institutions

## Top business sectors include:

- **Accommodation and Food Services**
- **Retail Trade**
- **“Other Services” such as personal care and repair/maintenance services**

## Major businesses include:

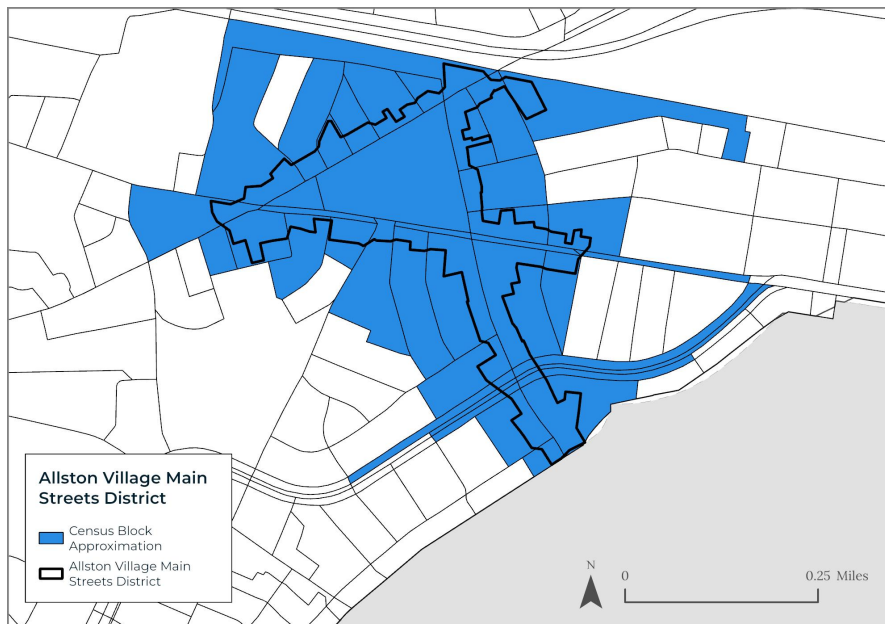
- **Lone Star Taco Bar**
- **Jackson Mann Community Center**
- **Friendly Care Inc.**

| SECTOR                                                                   | ESTABLISHMENT SHARE |
|--------------------------------------------------------------------------|---------------------|
| Accommodation and food services                                          | 34.9%               |
| Retail trade                                                             | 15.9%               |
| Other services (except public administration)                            | 12.4%               |
| Real estate and rental and leasing                                       | 10.0%               |
| Professional, scientific, and technical services                         | 5.1%                |
| Finance and insurance                                                    | 3.8%                |
| Health care and social assistance                                        | 3.2%                |
| Educational services                                                     | 2.7%                |
| Information                                                              | 2.7%                |
| Administrative and support and waste management and remediation services | 1.9%                |
| Transportation and warehousing                                           | 1.6%                |
| Arts, entertainment, and recreation                                      | 1.6%                |
| Manufacturing                                                            | 1.4%                |
| Wholesale trade                                                          | 1.1%                |
| Construction                                                             | 0.8%                |
| Public administration                                                    | 0.5%                |
| Management of companies and enterprises                                  | 0.3%                |

Source: City of Boston Planning Department Research Division Business Database (Data Axle, Yelp, Bing, Yellow Pages, Boston Licensing Board), July 2025, Planning Department Research Division Analysis

# ~2,946 payroll jobs are within the Census block approximation of Allston Village Main Streets District

Allston Village Main Streets payroll employment is concentrated in Accommodation and Food Services, Health Care and Social Assistance, and Retail Trade



| SECTOR                                                     | PAYROLL JOBS (2023) | SHARE OF PAYROLL JOBS |
|------------------------------------------------------------|---------------------|-----------------------|
| Accommodation and Food Services                            | 1,001               | 34.0%                 |
| Health Care and Social Assistance                          | 565                 | 19.2%                 |
| Retail Trade                                               | 341                 | 11.6%                 |
| Administration & Support, Waste Management and Remediation | 215                 | 7.3%                  |
| Professional, Scientific, and Technical Services           | 170                 | 5.8%                  |
| Other Services (excluding Public Administration)           | 168                 | 5.7%                  |
| Real Estate and Rental and Leasing                         | 139                 | 4.7%                  |
| Educational Services                                       | 67                  | 2.3%                  |
| Finance and Insurance                                      | 63                  | 2.1%                  |
| Transportation and Warehousing                             | 49                  | 1.7%                  |
| Wholesale Trade                                            | 40                  | 1.4%                  |
| Arts, Entertainment, and Recreation                        | 40                  | 1.4%                  |
| Information                                                | 31                  | 1.1%                  |
| Management of Companies and Enterprises                    | 27                  | 0.9%                  |
| Manufacturing                                              | 21                  | 0.7%                  |
| Construction                                               | 6                   | 0.2%                  |
| Utilities                                                  | 3                   | 0.1%                  |

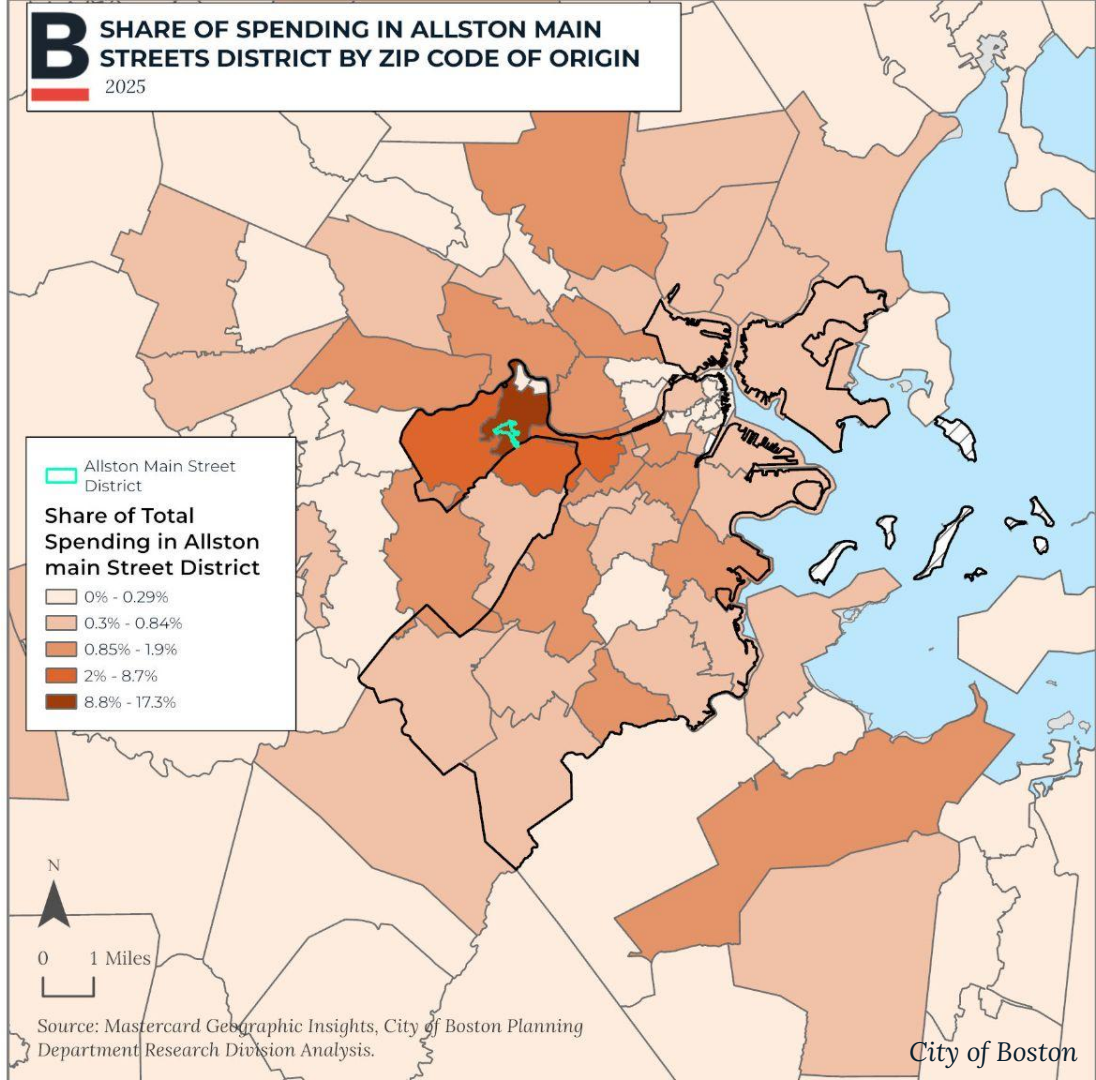
Source: OnTheMap 2023 payroll jobs, City of Boston Planning Department Research Division Analysis.

**B** SHARE OF SPENDING IN ALLSTON MAIN  
STREETS DISTRICT BY ZIP CODE OF ORIGIN  
2025

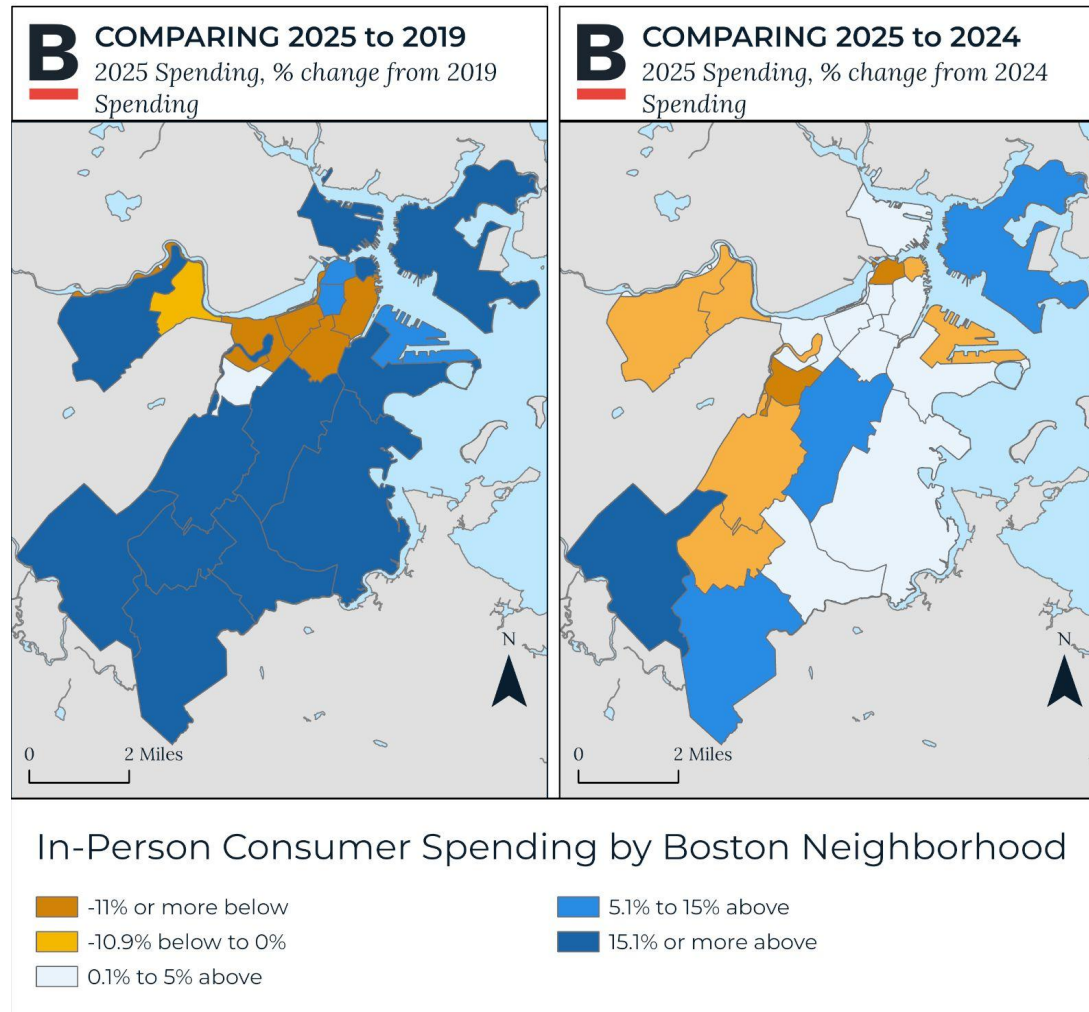
**17.3% of spending in the  
Allston Main Streets  
District originates in  
Allston**

**An additional ~19% come  
from residents of nearby  
Boston neighborhoods  
(Brighton, Fenway,  
Dorchester, Back Bay)**

**~7% of spending originates  
in Brookline.**



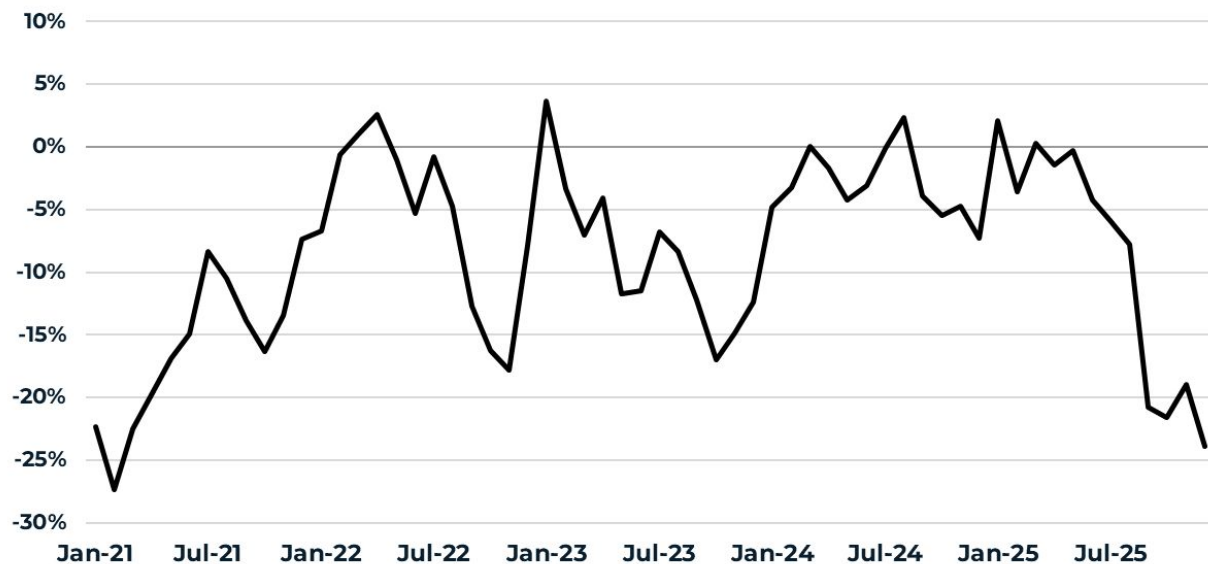
**In 2025, consumer spending in Allston was 4.6% below 2024 levels and 5.1% below 2019 levels when adjusted for inflation.**



Source: Mastercard Geographic Insights, City of Boston Planning Department Research Division Analysis.

# In-person consumer spending in Allston Main Streets has fluctuated significantly, ranging from 4% above to 27% below pre-COVID levels between 2021 and 2025

*Total In-Person Consumer Spending in Allston Main Streets District, Jan 2021 - Dec 2025,  
Percentage Change from Same Month in 2019*



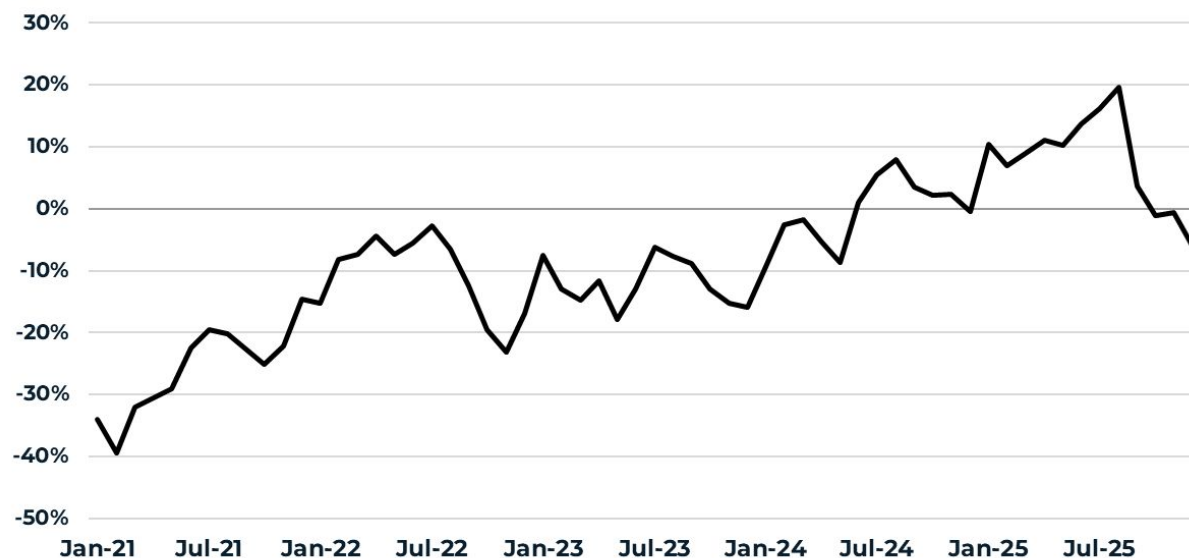
In-person consumer spending shows fluctuations mostly below 2019-levels

Source: Mastercard Geographic Insights, City of Boston Planning Department Research Division Analysis.

Note: Allston Main Streets District is approximated using 2010 block groups. Spending data are adjusted for inflation.

# Consumer spending transaction counts remained below 2019 levels through mid-2024, and began to slowly rise

*Total In-Person Transaction Counts in Allston Main Streets District, Jan 2021 - Dec 2025,  
Percentage Change from Same Month in 2019*



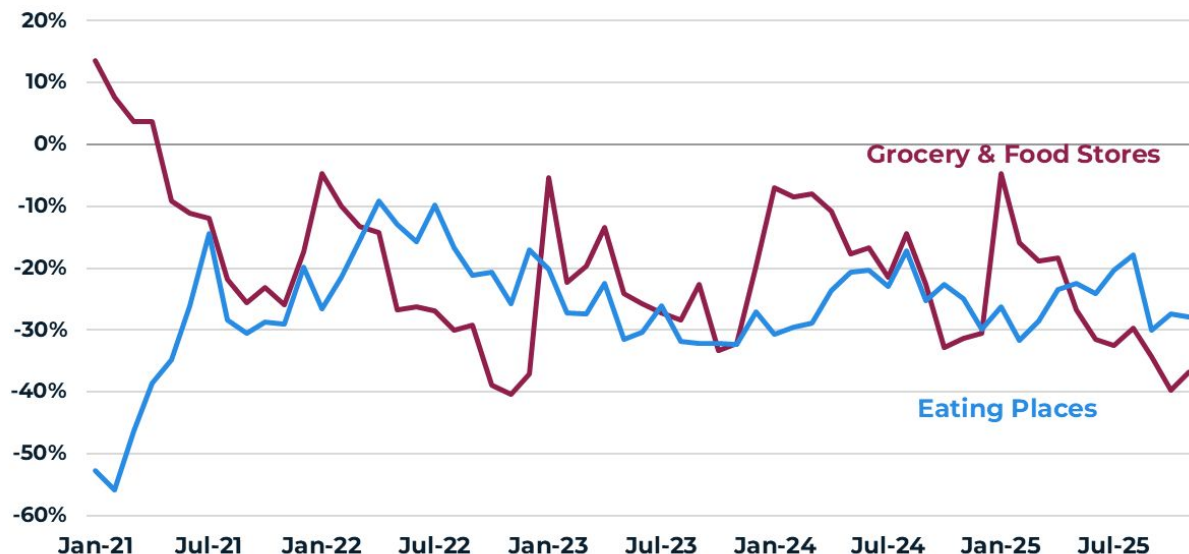
Transaction counts shows strong growth throughout the period, eventually surpassing pre-COVID levels, peaking at 14% in June 2025 before falling below 2019 levels in December 2025.

Source: Mastercard Geographic Insights, City of Boston Planning Department Research Division Analysis.

Note: Allston Main Streets District is approximated using 2010 block groups.

# While restaurant spending showed a relatively steady trend, grocery spending showed a downward trajectory

Consumer Spending in Allston Main Streets District by Sector, Jan 2021 - Dec 2025, Percentage Change from Same Month in 2019



Grocery spending decreased in 2021 and oscillated between 2% and 40% below pre-COVID levels.

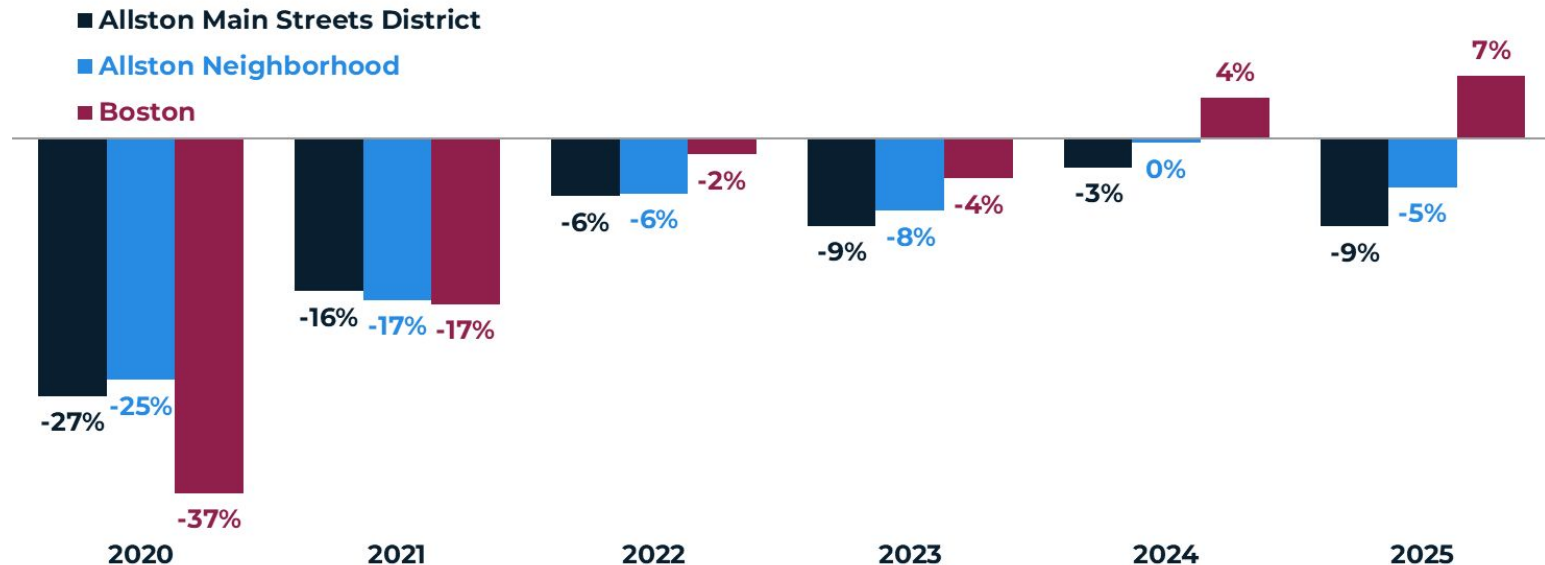
Restaurant spending showed increased spending in 2021 but still hovered below ≈20% of pre-COVID levels as of 2025.

Source: Mastercard Geographic Insights, City of Boston Planning Department Main Street District

Note: Allston Main Streets District is approximated using 2010 block groups. Spending data are adjusted for inflation.

# Allston Main Street in-person consumer spending still remains 9% below 2019 levels.

*Total In-Person Consumer Spending, Percentage Change from 2019*

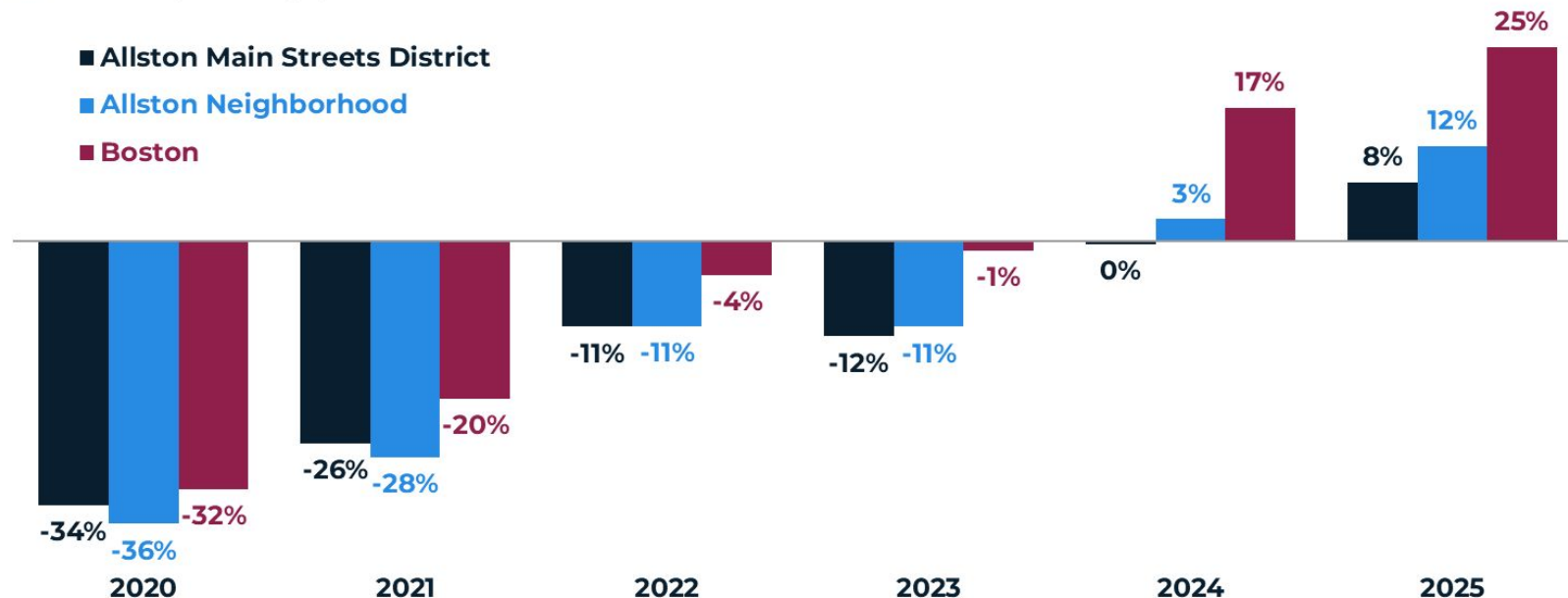


Source: Mastercard Geographic Insights, City of Boston Planning Department Main Street District

Note: Allston Main Streets District is approximated using 2010 block groups. Spending data reflect credit card transaction and are adjusted for inflation. Total consumer spending includes: Eating Places, Grocery and Food Stores, Cosmetics and Beauty Services, Jewelry and Giftware, Bars/Taverns/Nightclubs, Department and General Merchandise, Apparel, Accommodations, Art/Entertainment/Recreation, Professional Scientific and Technical Services, Motor Vehicles excluding Fuel, Automobile Fuel

# Allston Main Streets transaction counts recovered, reaching 8% above 2019 levels in 2025

Total In-Person Transaction Counts, Percentage Change from 2019

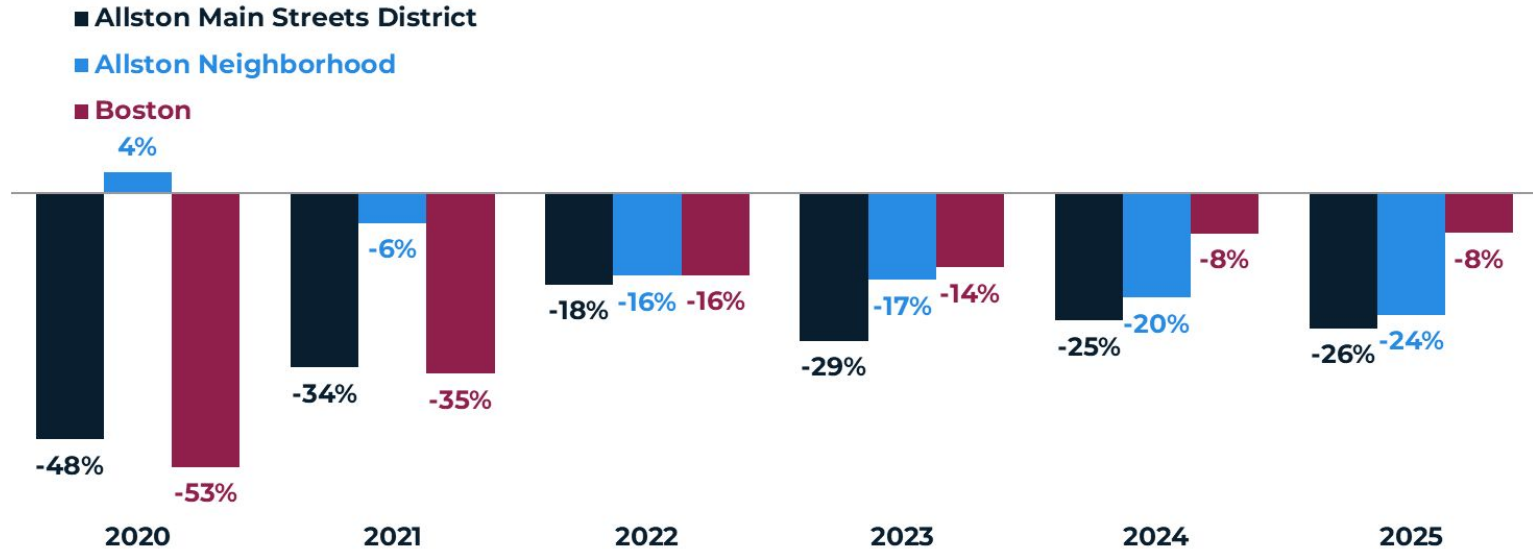


Source: Mastercard Geographic Insights, City of Boston Planning Department Main Street District

Note: Allston Main Streets District is approximated using 2010 block groups. Mastercard data reflect credit card transactions.

# In-person spending at restaurants in Allston Main Street District is still 26% below 2019 levels in 2025.

*Total Restaurant In-Person Consumer Spending, Percentage Change from 2019*

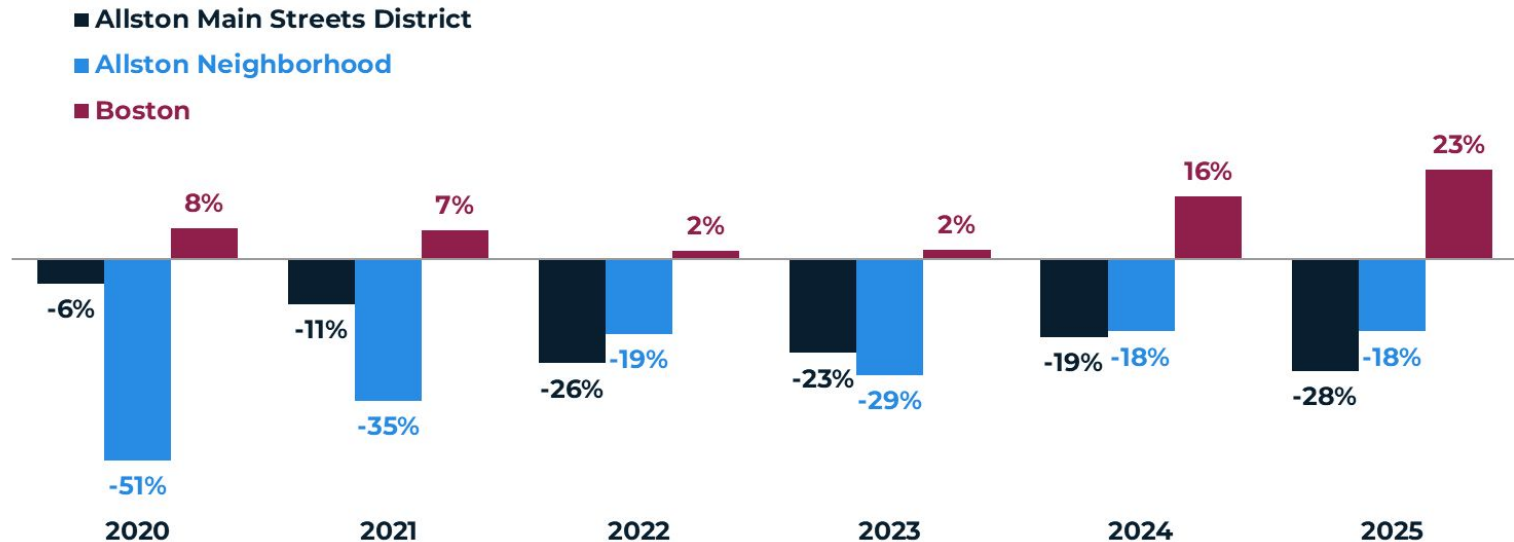


Source: Mastercard Geographic Insights, City of Boston Planning Department Main Street District

Note: Allston Main Streets District is approximated using 2010 block groups. Spending data reflect credit card transaction and are adjusted for inflation.

# Allston Main Streets decreased spending on groceries relative to 2019 and consistently remained below 2019 levels since 2020

*Total Grocery In-Person Consumer Spending, Percentage Change from 2019*

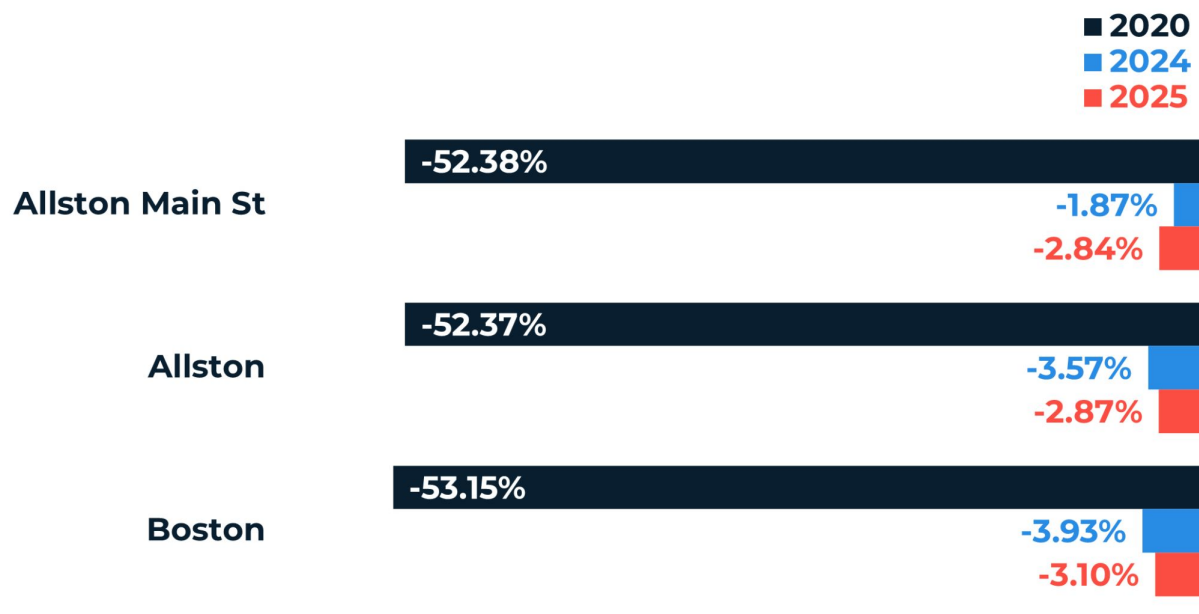


Source: Mastercard Geographic Insights, City of Boston Planning Department Main Street District

Note: Allston Main Streets District is approximated using 2010 block groups. Spending data reflect credit card transaction and are adjusted for inflation.

# While visits to Allston Village in 2025 nearly recovered to pre-pandemic levels, they decreased slightly relative to 2024

Annual Visits\* to Allston Village Main Street, Allston Neighborhood, and Boston Compared to Visits in 2019



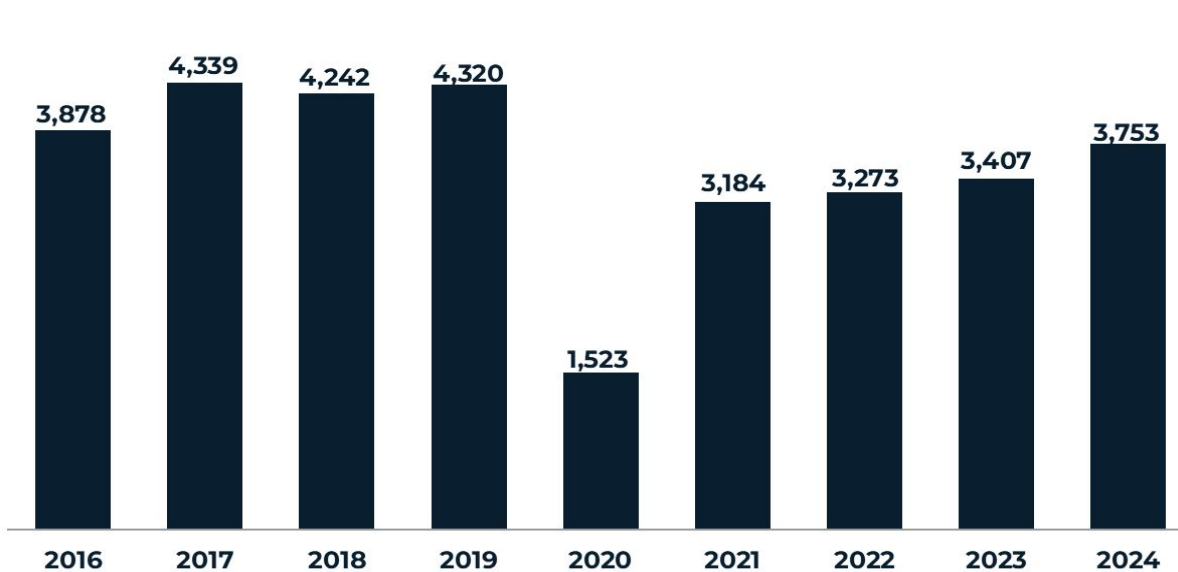
In 2020, visits to **Allston Village Main Street** were 52.38% lower than in the pre-pandemic year, 2019.

By 2025, visits to **Allston Village Main Street** recovered to just 2.84% below 2019 levels.

\*Visits are defined as crossings from outside to inside geography boundaries. Event-related visitation peaks are not included. Source: Citydata.ai, City of Boston Planning Department Research Division Analysis.

## Bus boardings in Allston Main Streets has rebounded steadily since its 2020 low but remains slightly below 2019 levels

*Average Weekday Boardings at bus stops in Allston Main Streets District during the Fall seasons*



Source: MBTA Blue Book Open Data Portal, Bus Ridership by Trip, City of Boston Planning Department Research Division Analysis

There were **3,753** average weekday boardings in the **Allston Main Streets District** in Fall 2024, which is **87%** of Fall 2019 levels.

Source: MBTA, Blue Book Open Data Portal, Bus Ridership By Trip, City of Boston Planning Department Research Division Analysis. Bus boardings are recorded using Automated Passenger Counters (APC) installed on Buses