

Bowdoin Geneva

Main Streets Profile

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Planning Department
RESEARCH DIVISION

City of Boston Planning Department

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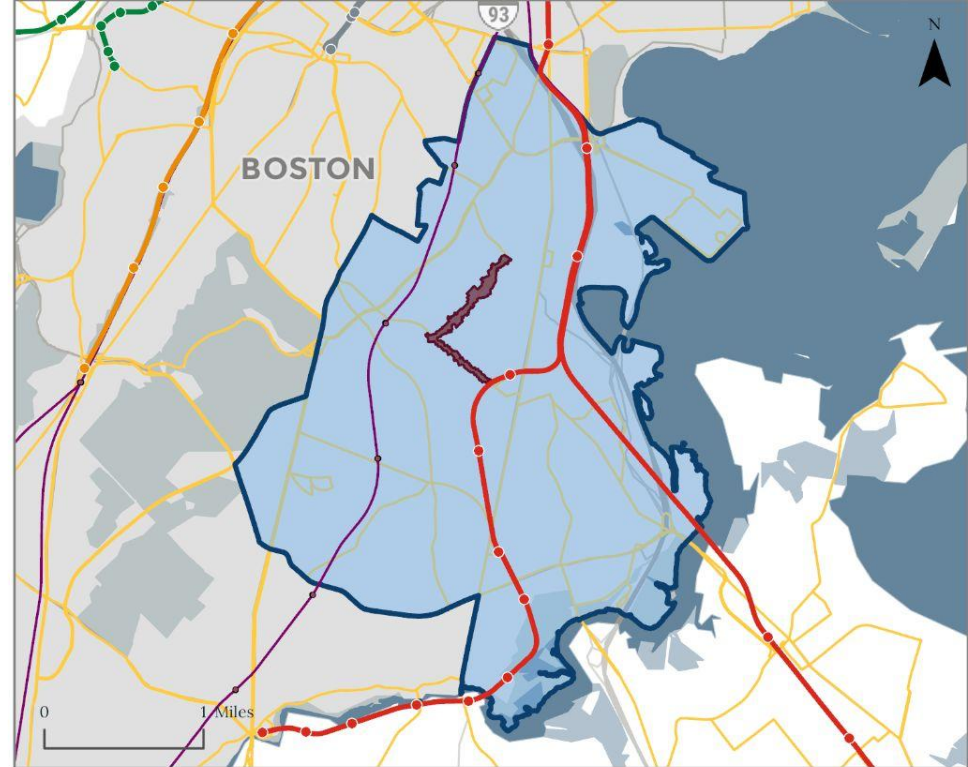
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The following presentation is the work of the **City of Boston Planning Department Research Division**.

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

Dorchester is a diverse, family-oriented neighborhood with predominantly renter-occupied housing

- 34% Black/African American
- 20% Hispanic
- 32% Foreign Born
- 17% are enrolled in grade school
- 61% are family households
- 62% housing are renter occupied
- 73% of households own a vehicle



- Bowdoin Geneva Main Street District
■ Dorchester 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.

City of Boston

Bowdoin Geneva Main Streets is predominantly residential along Geneva Ave, while the Bowdoin St corridor has more mixed use, commercial, and tax exempt land

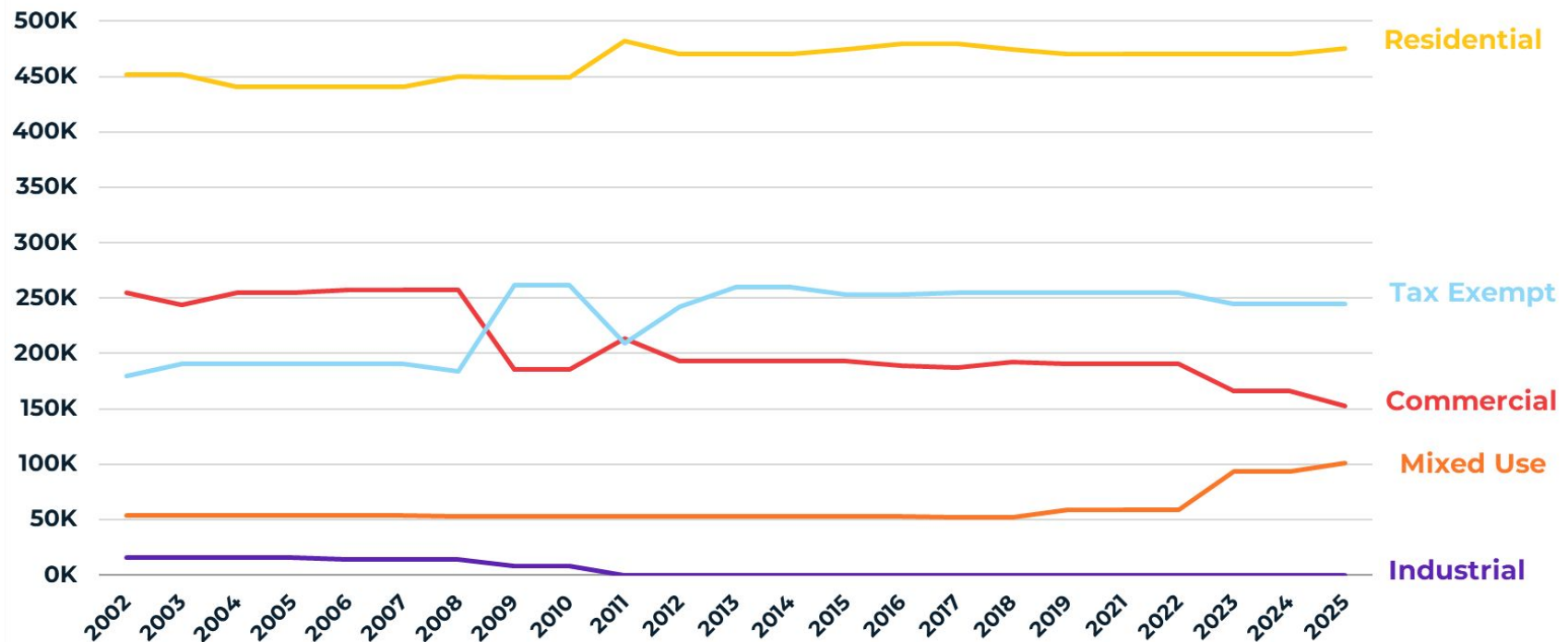
LAND USE CATEGORY	# PARCELS	SHARE
Commercial	32	17.2%
Industrial	0	0%
Mixed Use	20	10.8%
Residential	118	63.4%
Tax Exempt	16	8.6%



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

Industrial and commercial land uses have slightly decreased over time while tax exempt and mixed use have increased

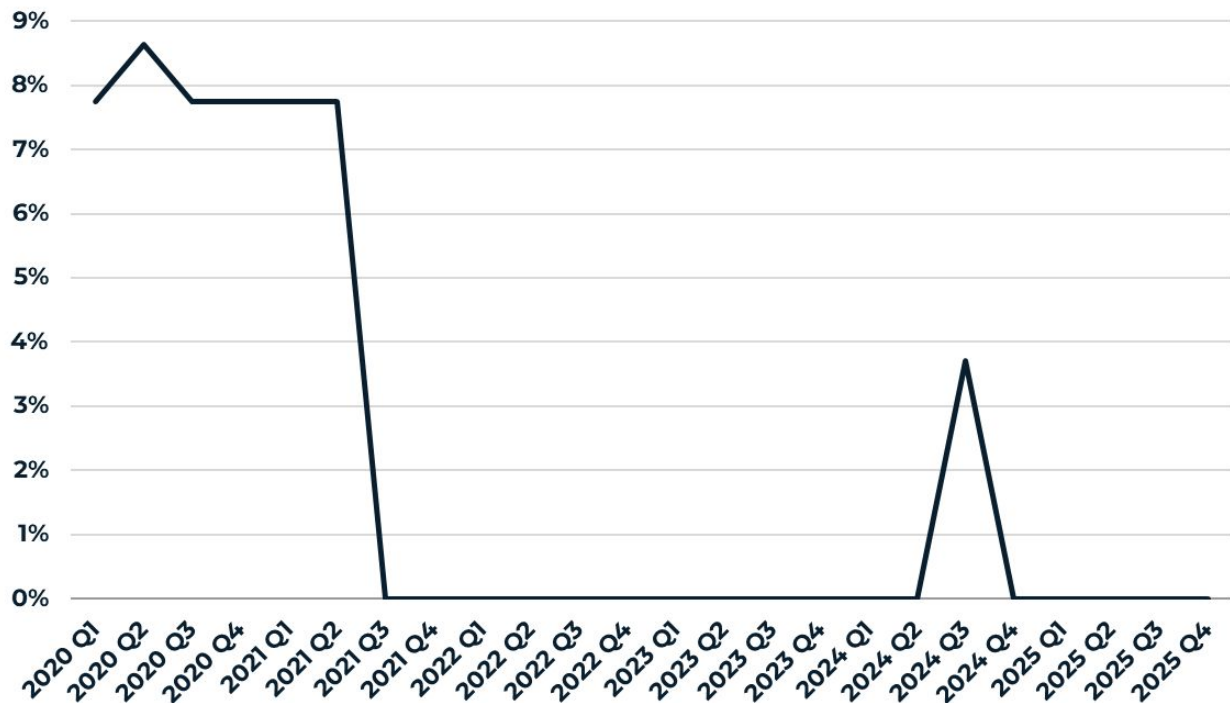
Square Feet of Parcel Land Area by Category in Bowdoin Geneva Main Streets by Fiscal Year, 2002-2025



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

Retail vacancy has remained low since 2021

Retail Vacancy Rates in Bowdoin Geneva Main Streets District, 2020-2025



Whilst starting out the decade high, and remaining at around 8% for over a year, retail vacancy fell in mid 2021 and has remained low.

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

Bowdoin Geneva Main Streets is home to 113 businesses & institutions

Top business sectors include:

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

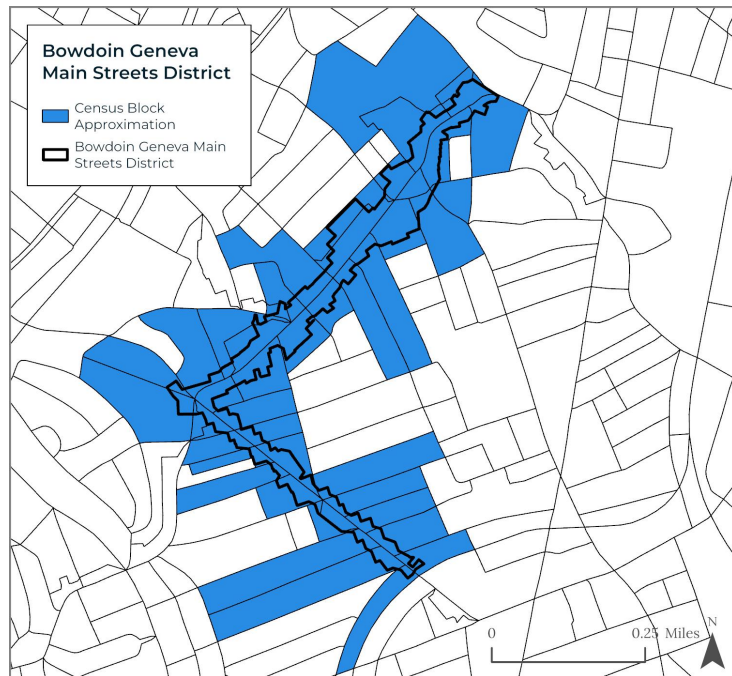
Major businesses include:

- Compass School
- Bowdoin Street Health Center
- Family Nurturing Center of Massachusetts

SECTOR	ESTABLISHMENT SHARE
Other services (except public administration)	25.7%
Accommodation and food services	18.6%
Retail trade	18.6%
Health care and social assistance	8.0%
Finance and insurance	6.2%
Real estate and rental and leasing	5.3%
Transportation and warehousing	4.4%
Professional, scientific, and technical services	3.5%
Information	3.5%
Construction	2.7%
Wholesale trade	0.9%
Administrative and support and waste management and remediation services	0.9%
Manufacturing	0.9%
Educational services	0.9%

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

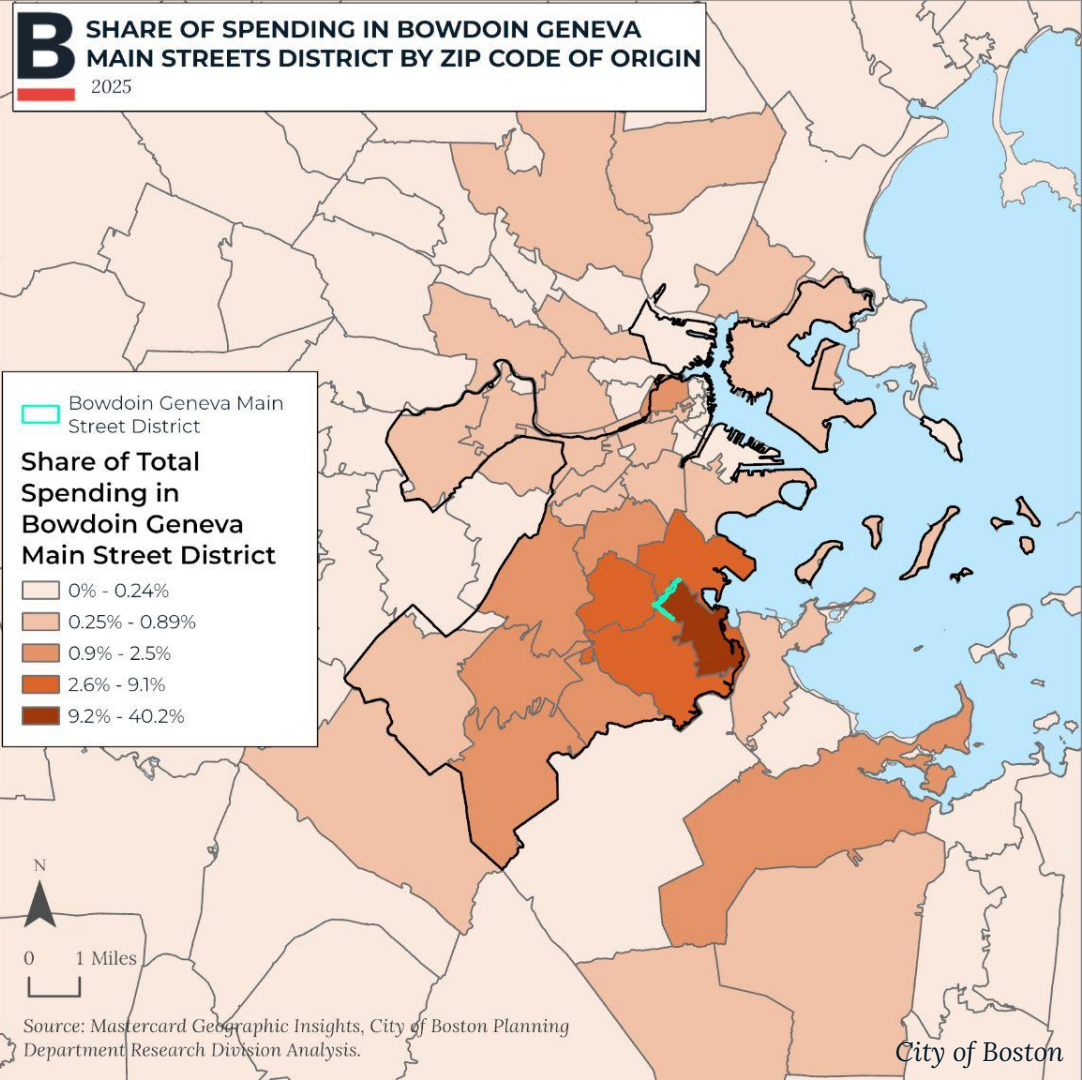
~617 payroll jobs are within the Census block approximation of Geneva Bowdoin Main Streets District



Geneva Bowdoin Main Streets payroll employment is concentrated in Health Care and Social Assistance, Educational Services, and Retail Trade

SECTOR	PAYROLL JOBS (2023)	SHARE OF PAYROLL JOBS
Health Care and Social Assistance	287	46.5%
Educational Services	177	28.7%
Retail Trade	65	10.5%
Accommodation and Food Services	27	4.4%
Other Services (excluding Public Administration)	23	3.7%
Construction	16	2.6%
Professional, Scientific, and Technical Services	9	1.5%
Wholesale Trade	7	1.1%
Administration & Support, Waste Management and Remediation	4	0.6%
Transportation and Warehousing	1	0.2%
Real Estate and Rental and Leasing	1	0.2%

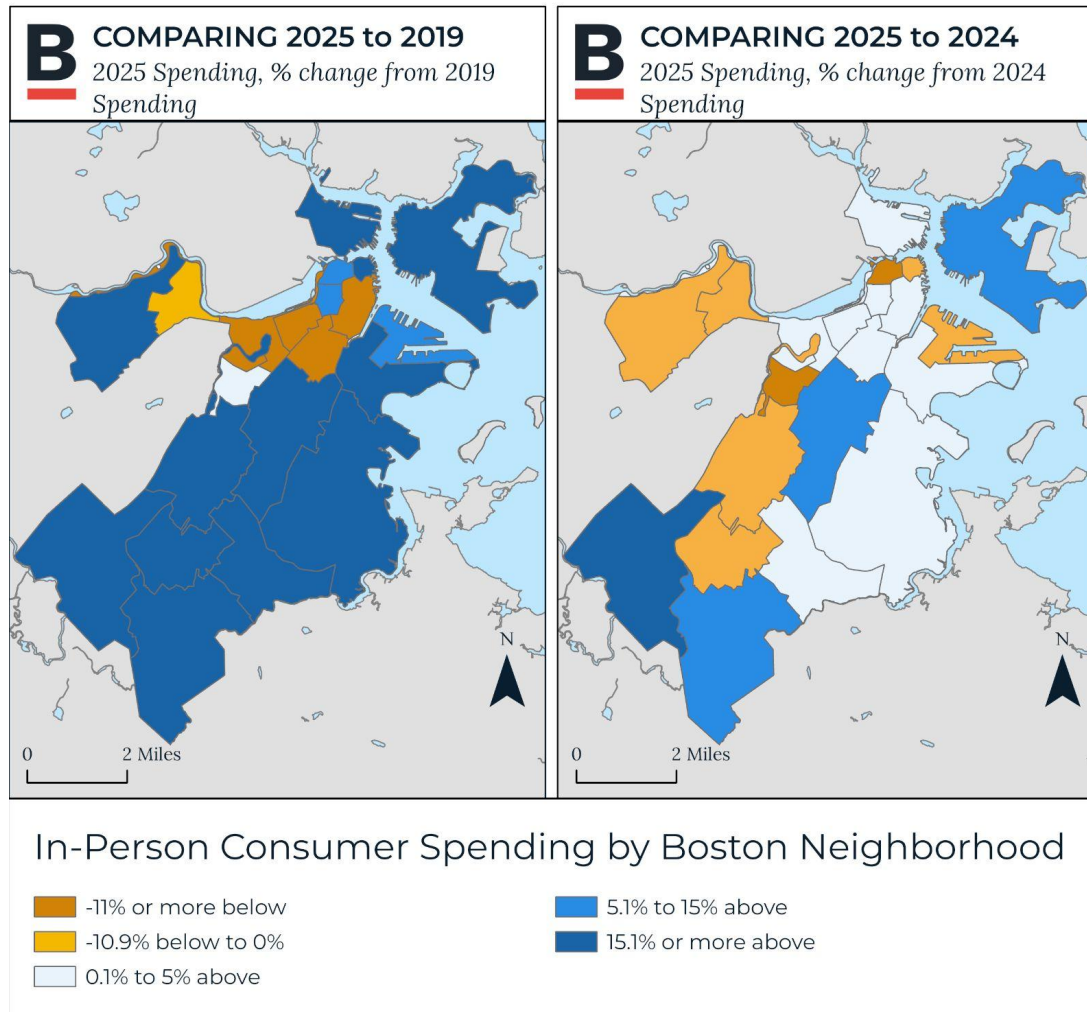
Source: OnTheMap 2023 payroll jobs, City of Boston Planning Department Research Division Analysis.



55.9% of spending in the Bowdoin Geneva Main Streets District originates in Dorchester.

An additional ~14% come from residents of nearby Boston neighborhoods (Roxbury, Mattapan, Roslindale, and Hyde Park)

In 2025, consumer spending in Dorchester was 4.1% above 2024 levels and 18% above 2019 levels when adjusted for inflation.



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

Consumer spending in Bowdoin Geneva Main Streets experienced a surge in mid-2024 and experienced an upward trend

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



In-person consumer spending fluctuated around 2019 levels before experiencing a significant growth, peaking at 90%.

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

Note: Bowdoin Geneva Main Streets District is approximated using 2010 block groups. Spending data area adjusted for inflation.

Consumer spending transaction counts remained close to 2019 levels through April 2024 before increasing sharply

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



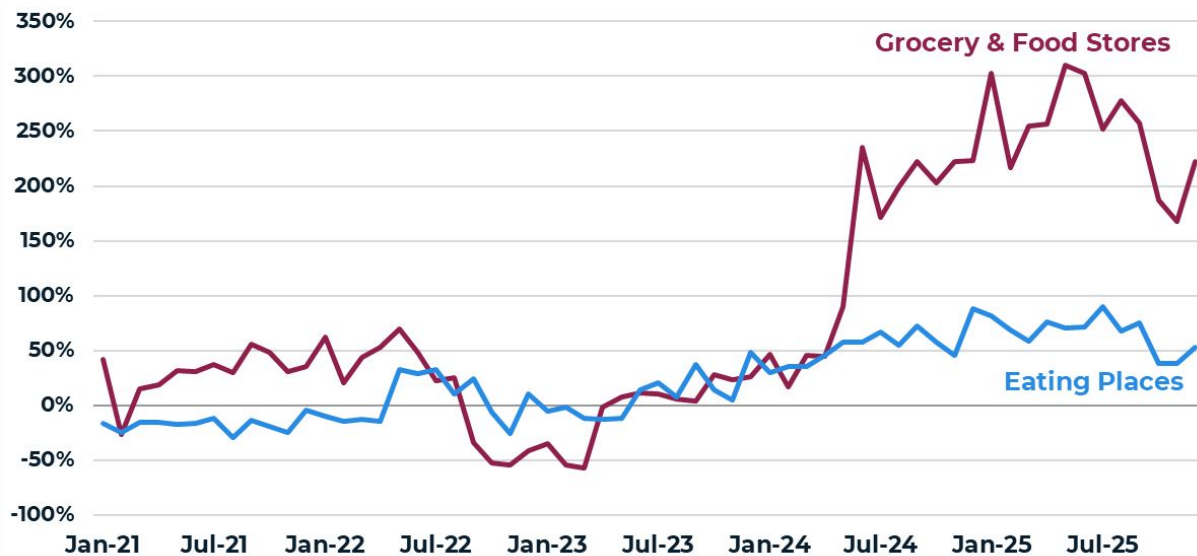
Transaction counts fluctuated between -15% to 24% of pre-COVID levels before rising rapidly to 60% in June 2024 and 109% in January 2025.

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

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

Restaurant spending transaction counts remained steady at 2019 levels through 2025, while grocery spending saw a sharp spike beginning in May 2024

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



Grocery spending remained around the pre-COVID benchmark, before rising significantly in April 2024.

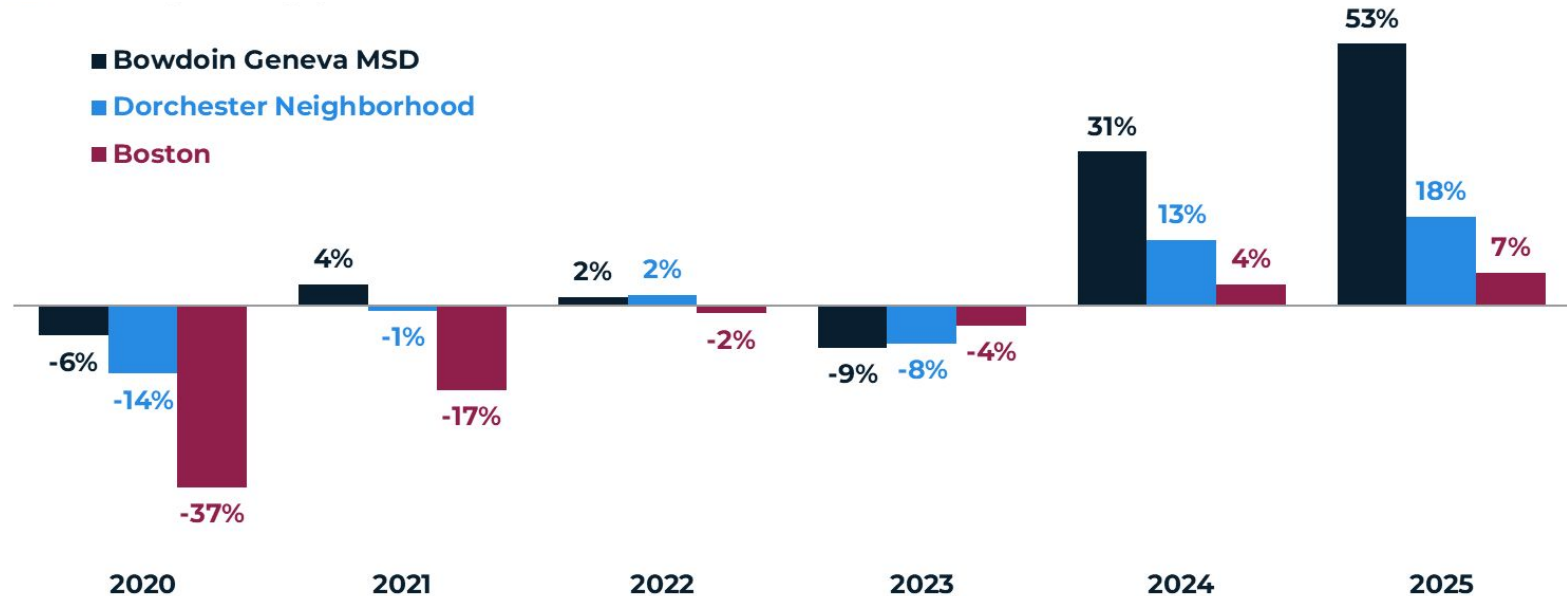
Restaurant spending showed a slow upward trajectory above 2019-levels.

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

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

Bowdoin Geneva Main Street in-person consumer spending increased, reaching 53% above 2019 levels in 2025

Total In-Person Consumer Spending, Percentage Change from 2019

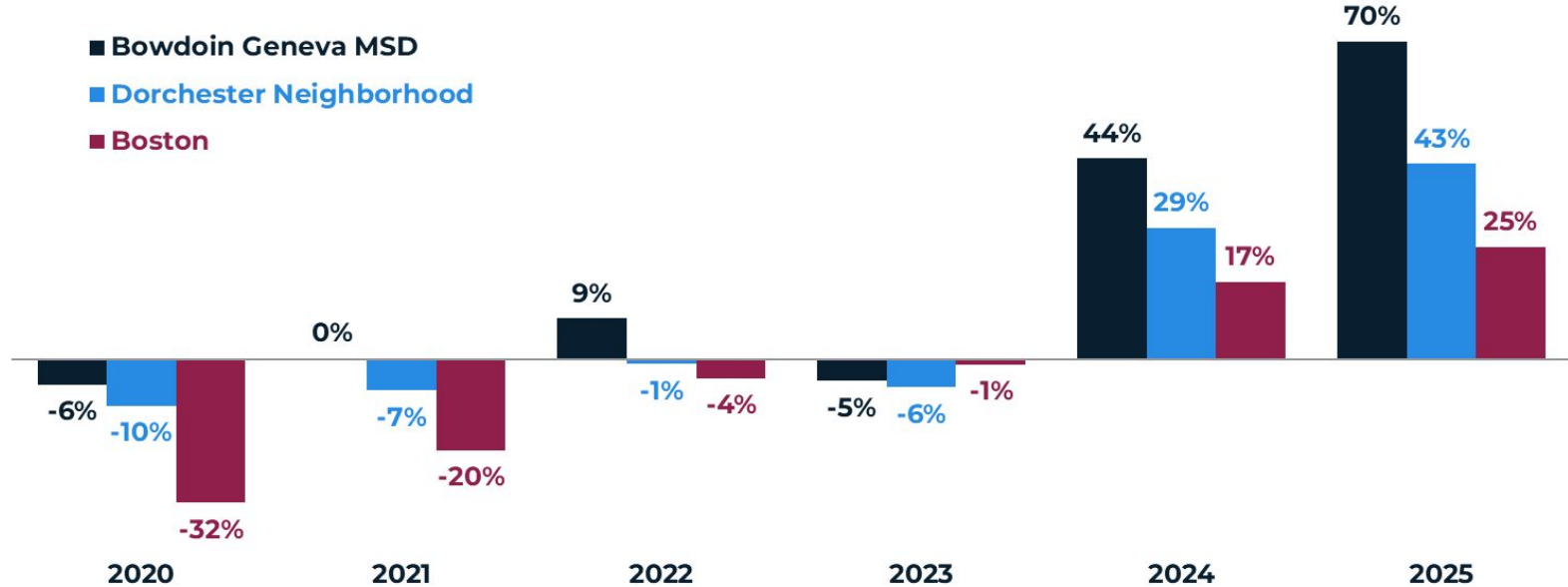


Source: Mastercard Geographic Insights, City of Boston Planning Department Main Street District

Note: Bowdoin/Geneva 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

Bowdoin Geneva Main Streets credit card transaction counts reached 70% above 2019 levels in 2025

Total In-Person Transaction Counts, Percentage Change from 2019

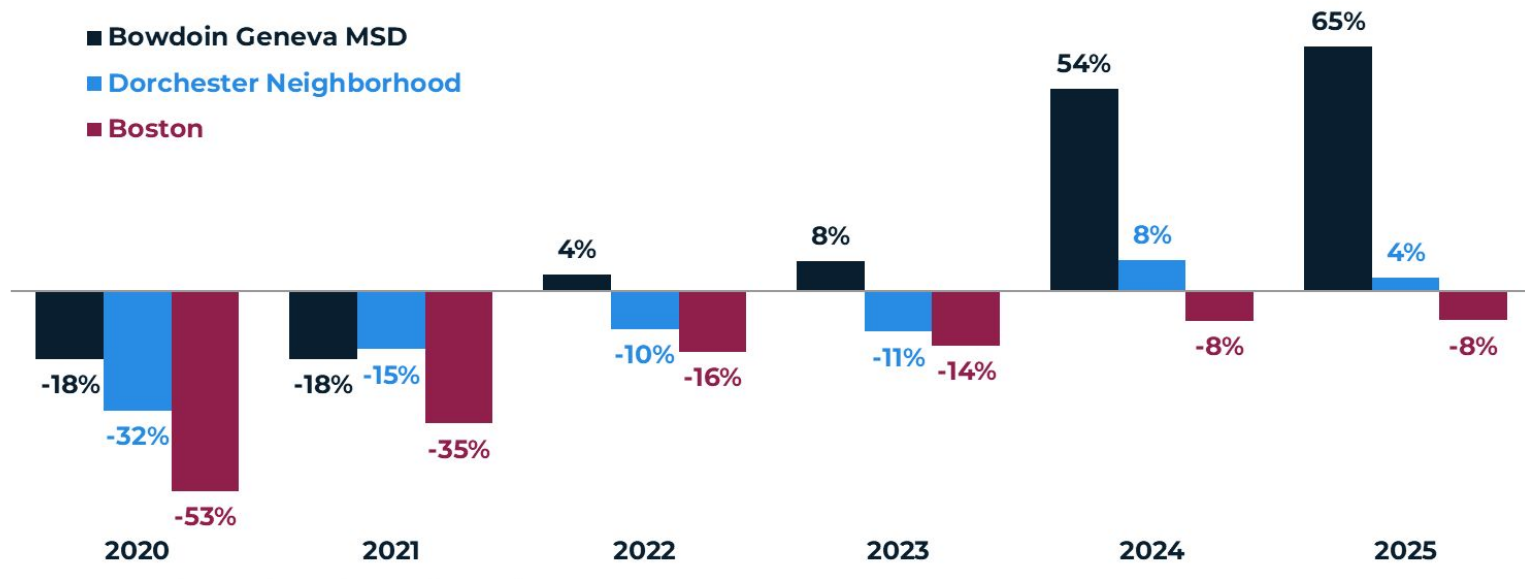


Source: Mastercard Geographic Insights, City of Boston Planning Department Main Street District

Note: Bowdoin Geneva Main Streets District is approximated using 2010 block groups. Spending data reflect credit card transaction.

Bowdoin Geneva Main Streets spending at restaurants reached 65% above 2019 spending levels in 2025

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

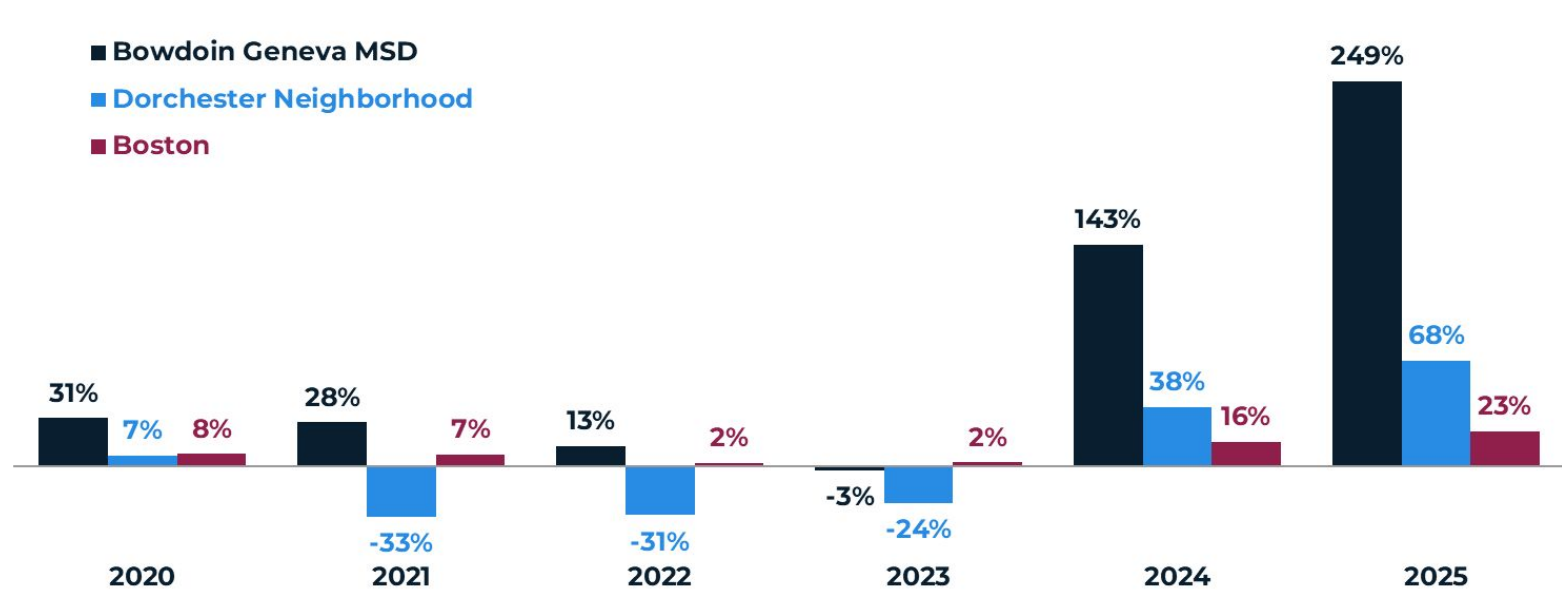


Source: Mastercard Geographic Insights, City of Boston Planning Department Main Street District

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

Bowdoin Geneva Main Streets spending on groceries was 249% above 2019 levels - possibly due to America's Food Basket opening in 2024

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

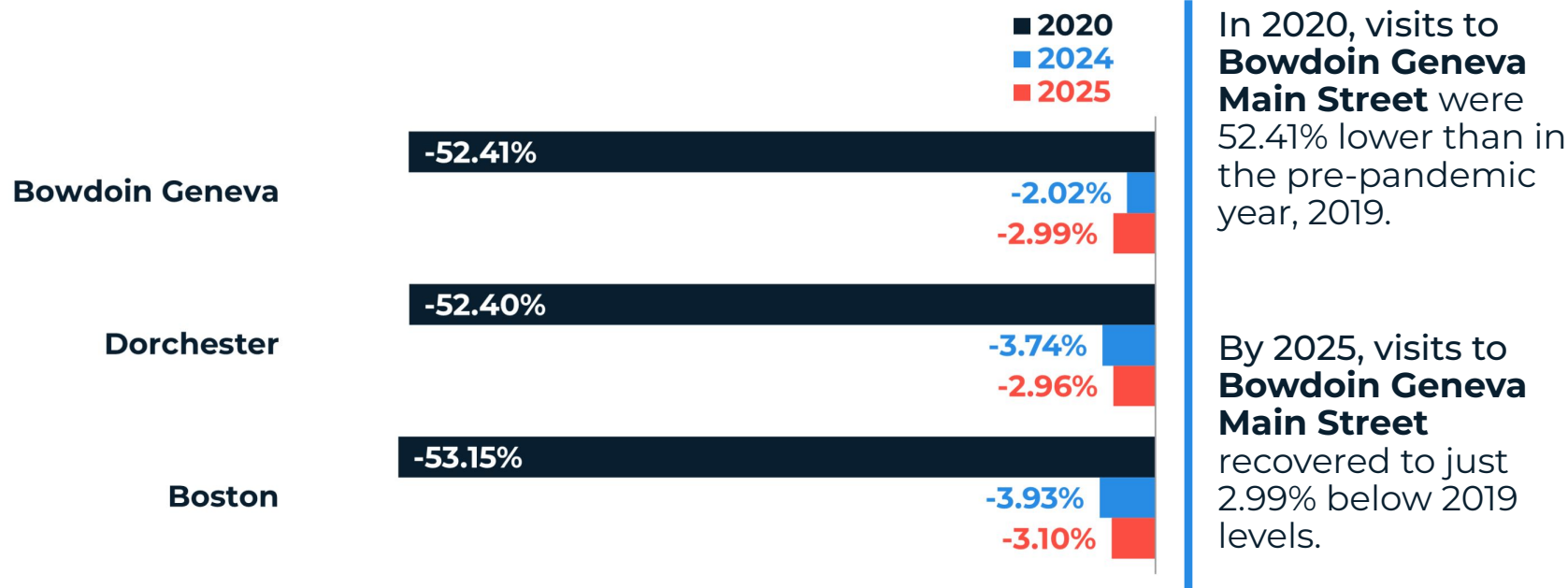


Source: Mastercard Geographic Insights, City of Boston Planning Department Main Street District

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

Visits to Bowdoin Geneva in 2025 nearly recovered to pre-pandemic levels, though decreased relative to 2024

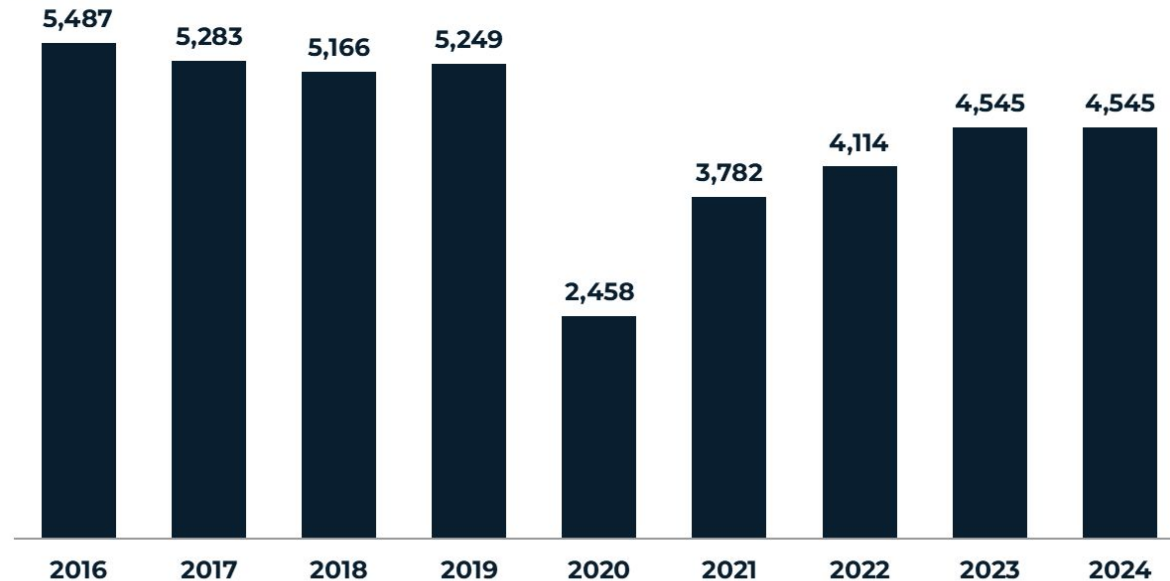
Annual Visits* to Bowdoin Geneva Main Street, Dorchester Neighborhood, and Boston Compared to Visits in 2019



*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 Bowdoin Geneva Main Streets has rebounded steadily since its 2020 low but remains slightly below 2019 levels

Average Weekday Boardings at bus stops in Bowdoin Geneva Main Streets District during Fall Seasons



There were **4,545** average weekday boardings in the **Bowdoin Geneva 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