

JP Centre/South

Main Streets Profile

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City of Boston
Planning Department
RESEARCH DIVISION

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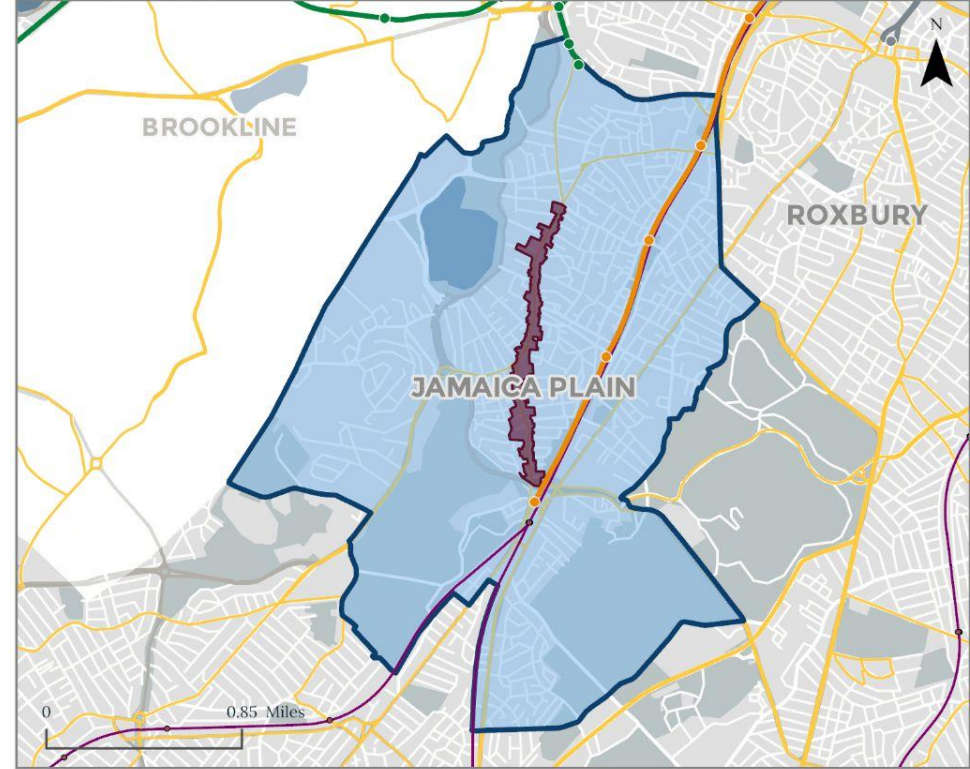
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The following presentation is the work of the **City of Boston Planning Department Research Division**.

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

Jamaica Plain is mostly renter-based and made up of Hispanic and White residents, with a balanced mix of family and non-family households

- 22% Hispanic and 54% White
- 23% aged 30-39
- 70% of 25+ year olds have Bachelor's degree or higher
- 76% of households have vehicles
- 52% of households are non family-households
- 56% of housing units are renter occupied



- Centre/South Main Street District
- Jamaica Plain 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.

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Nearly half of JP Centre/South Main Streets parcels are residential, while there are clusters of tax exempt, commercial, and mixed use parcels scattered throughout

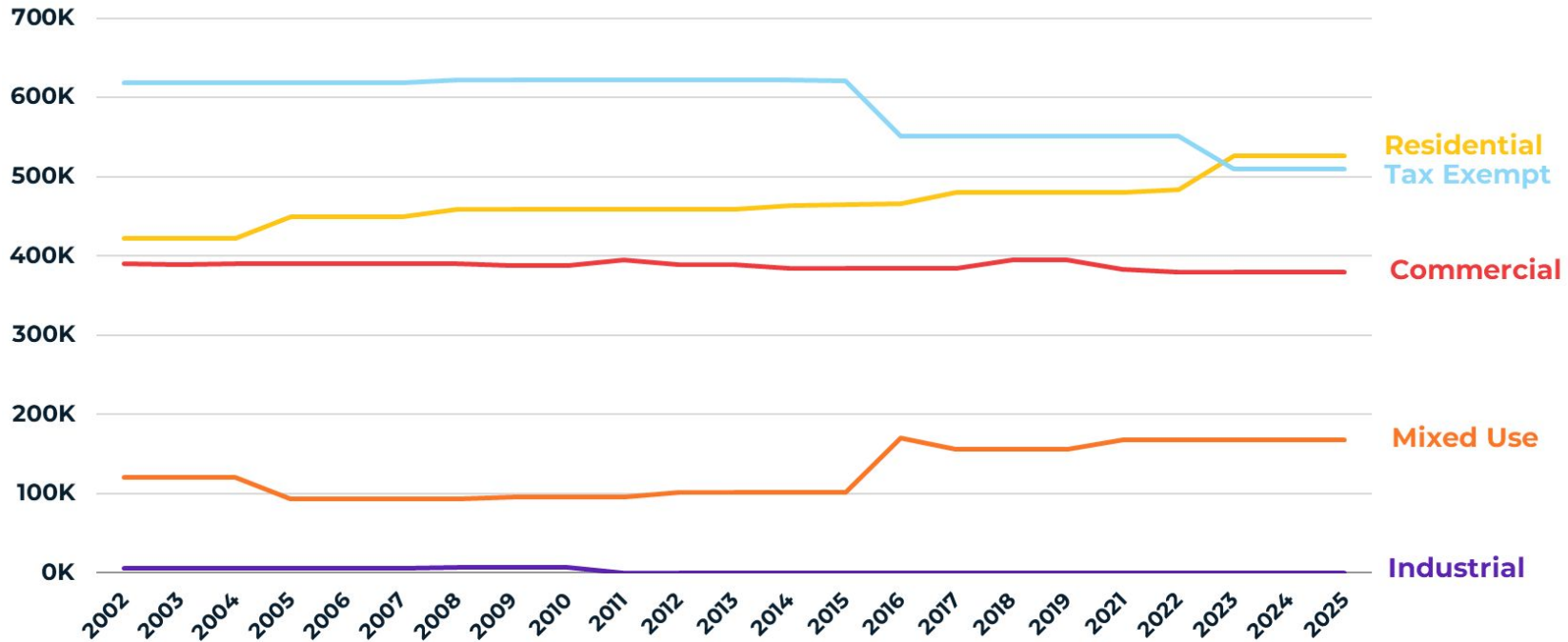
LAND USE CATEGORY	# PARCELS	SHARE
Commercial	47	29.7%
Industrial	0	0.0%
Mixed Use	23	14.6%
Residential	71	44.9%
Tax Exempt	17	10.8%



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

Tax exempt land use has slightly decreased over time while residential and mixed use have increased, and commercial use has remained flat

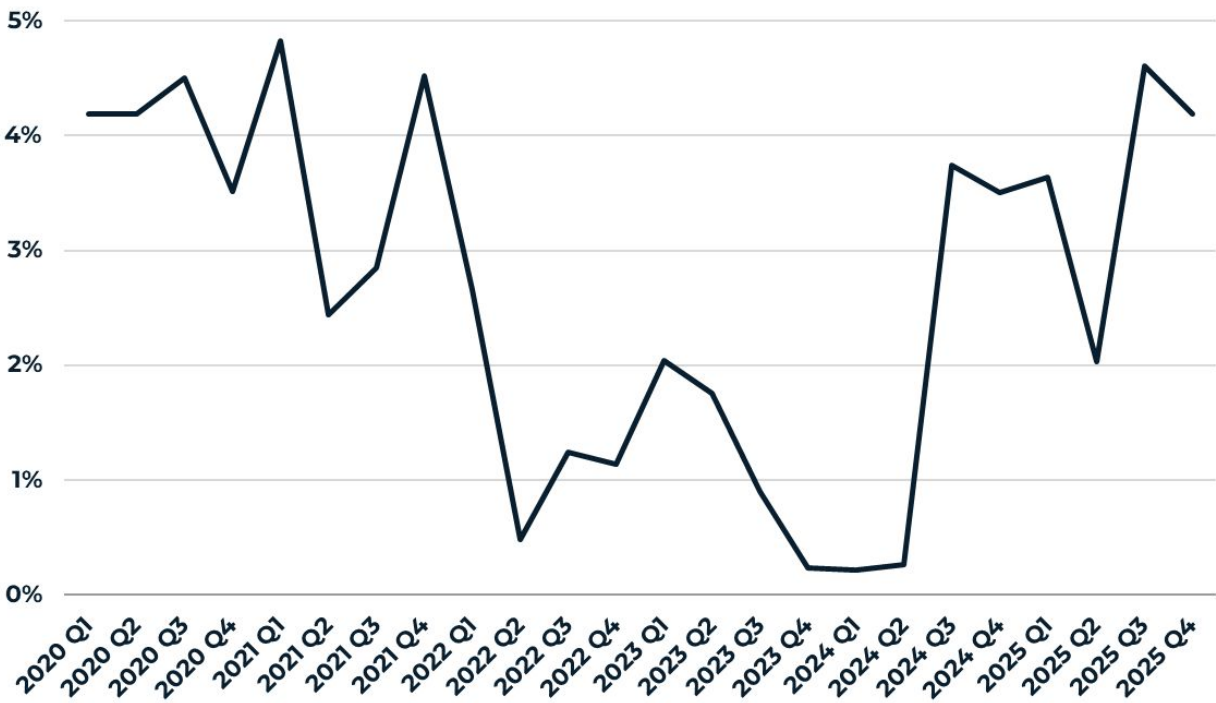
Square Feet of Parcel Land Area by Category in JP Centre/South Main Streets District by Fiscal Year, 2002-2025



Source: City of Boston Assessing Department FY2002-FY2025, City of Boston Planning Department Research Division Analysis

Retail vacancy has fluctuated over the last 5 years

Retail Vacancy Rates in JP Centre/South Main Streets District, 2020-2025



Whilst overall remaining below 5%, retail vacancy has seen many peaks and valleys.

Current retail vacancy is 4.2%.

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

JP Centre/South Main Streets is home to 228 businesses & institutions

Top business sectors include:

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

SECTOR	ESTABLISHMENT SHARE
Accommodation and food services	20.2%
Retail trade	19.3%
Other services (except public administration)	14.0%
Health care and social assistance	11.4%
Real estate and rental and leasing	8.3%
Professional, scientific, and technical services	7.5%
Finance and insurance	5.7%
Educational services	2.6%
Administrative and support and waste management and remediation services	2.2%
Information	1.8%
Transportation and warehousing	1.8%
Manufacturing	1.8%
Arts, entertainment, and recreation	1.3%
Construction	0.9%
Public administration	0.4%
Wholesale trade	0.4%
Mining, quarrying, and oil and gas extraction	0.4%

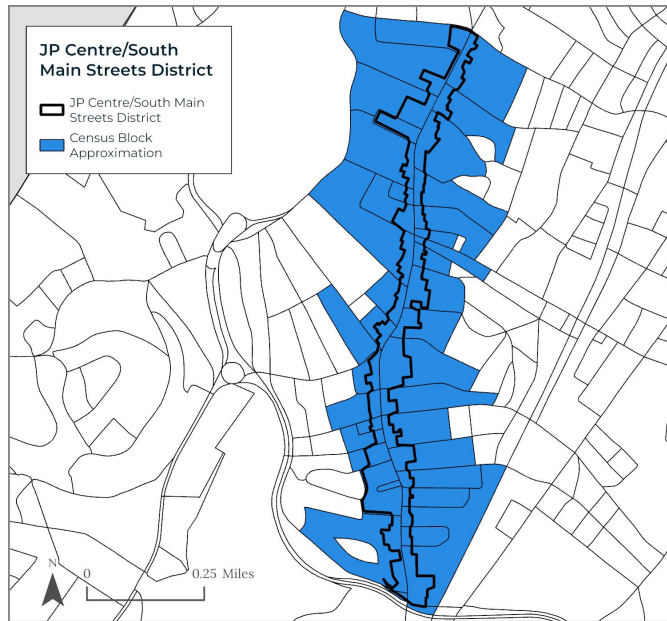
Major businesses include:

- United States Postal Service
- Southern Jamaica Plain Health Center
- J.P. Licks

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

~2,172 payroll jobs are within the Census block approximation of JP Centre/South Main Streets District

JP Centre/South Main Streets payroll employment is concentrated in Health Care and Social Assistance, Accommodation and Food Services, and Retail Trade

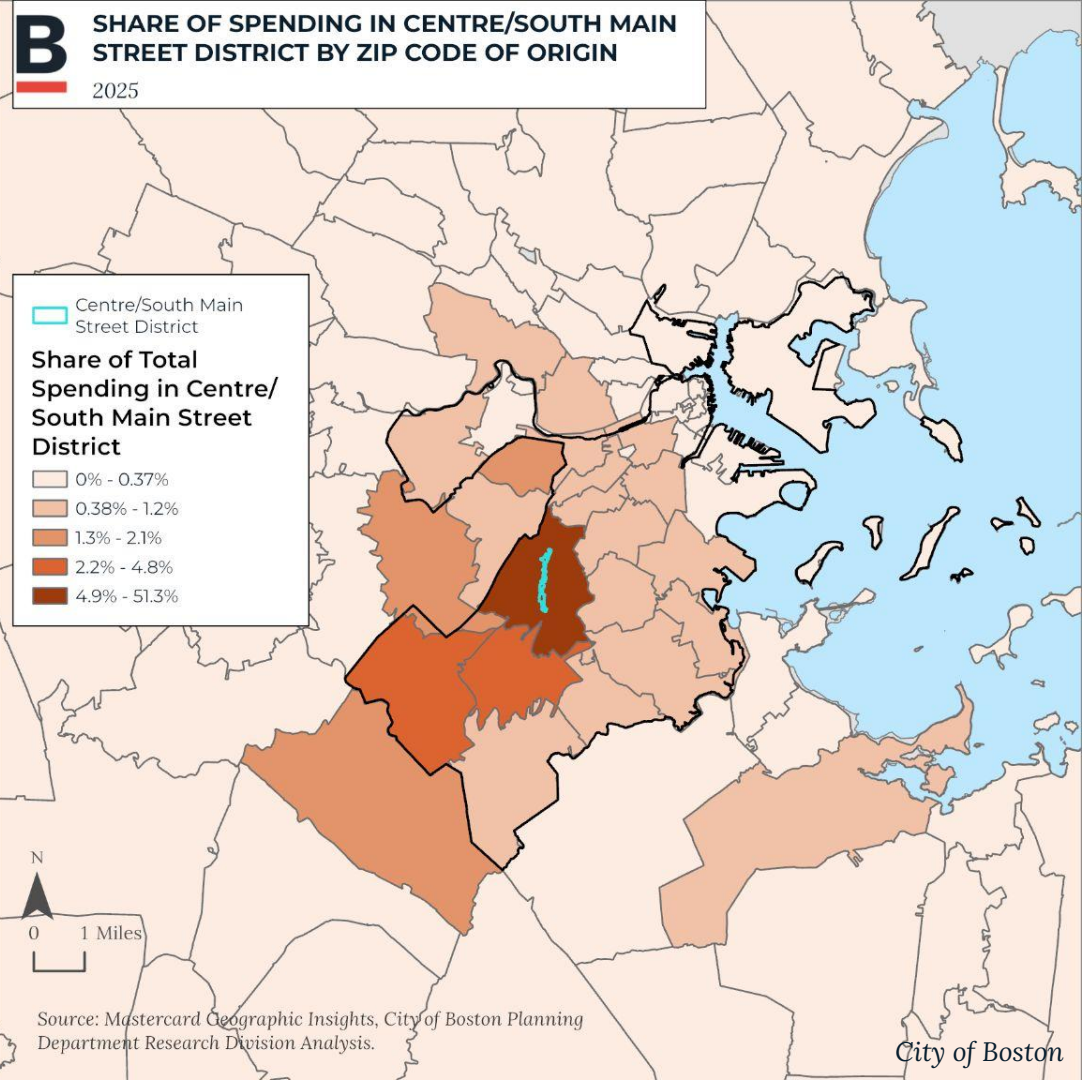


SECTOR	PAYROLL JOBS (2023)	SHARE OF PAYROLL JOBS
Health Care and Social Assistance	879	40.5%
Accommodation and Food Services	364	16.8%
Retail Trade	251	11.6%
Other Services (excluding Public Administration)	192	8.8%
Professional, Scientific, and Technical Services	112	5.2%
Educational Services	94	4.3%
Finance and Insurance	79	3.6%
Arts, Entertainment, and Recreation	47	2.2%
Administration & Support, Waste Management and Remediation	44	2.0%
Management of Companies and Enterprises	31	1.4%
Real Estate and Rental and Leasing	28	1.3%
Manufacturing	27	1.2%
Information	12	0.6%
Construction	6	0.3%
Wholesale Trade	6	0.3%

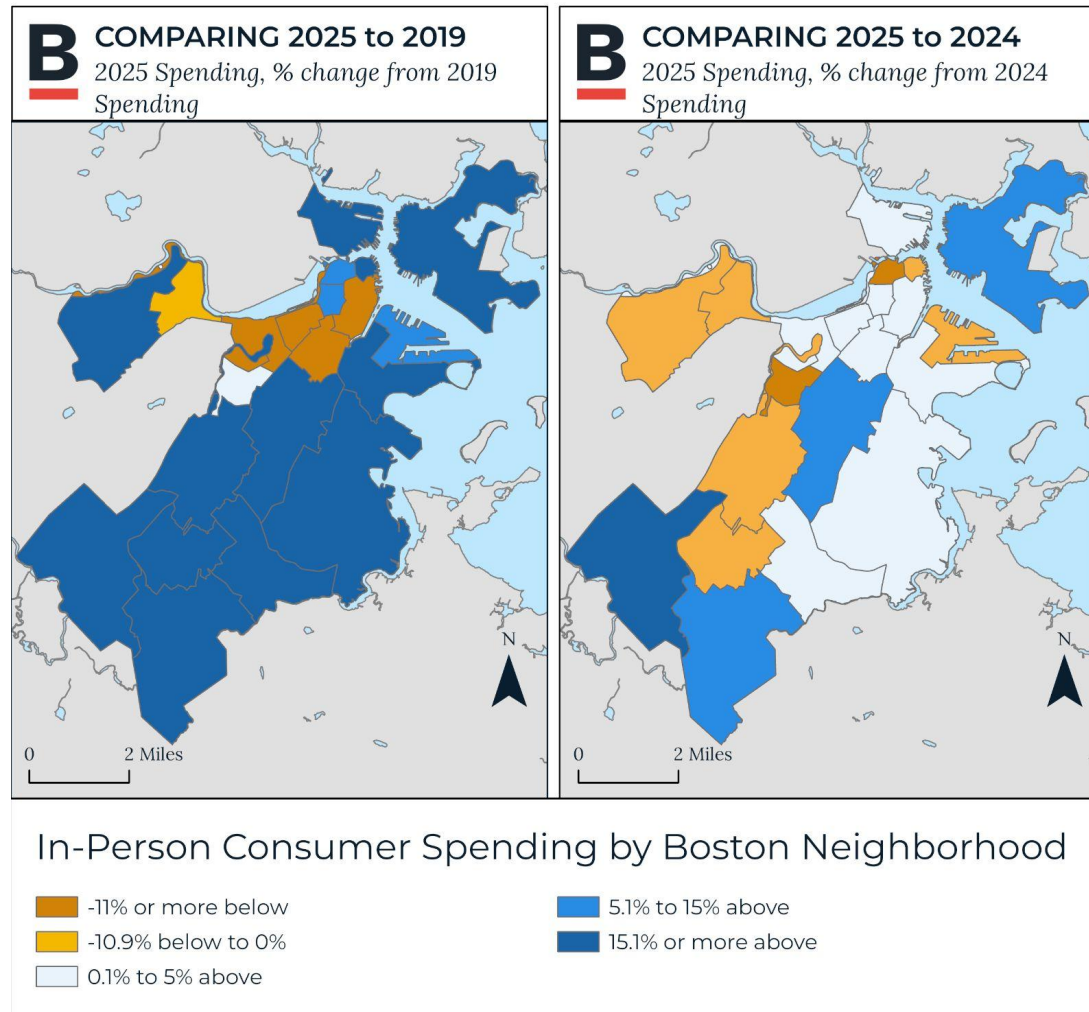
Source: OnTheMap 2023 payroll jobs, City of Boston Planning Department Research Division Analysis.

51.3% of spending in the JP Centre/South Main Streets District originates in Jamaica Plain.

An additional ~13% come from residents of nearby Boston neighborhoods (West Roxbury, Roslindale, Dorchester, and Fenway)



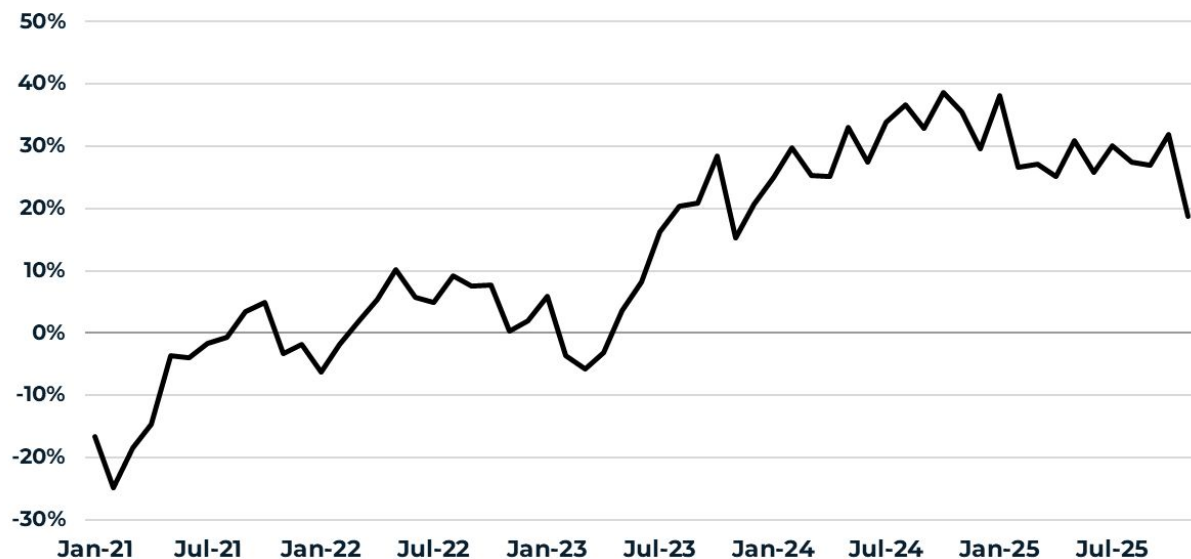
In 2025, consumer spending in Jamaica Plain was 1.1% below 2024 levels and 42.5% above 2019 levels when adjusted for inflation



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

Consumer spending in JP Centre and South Main Streets gradually rose before sharply increasing in May 2023

Total In-Person Consumer Spending in JP Centre/South Main Streets District, Jan 2021 - Dec 2025, Percentage Change from Same Month in 2019



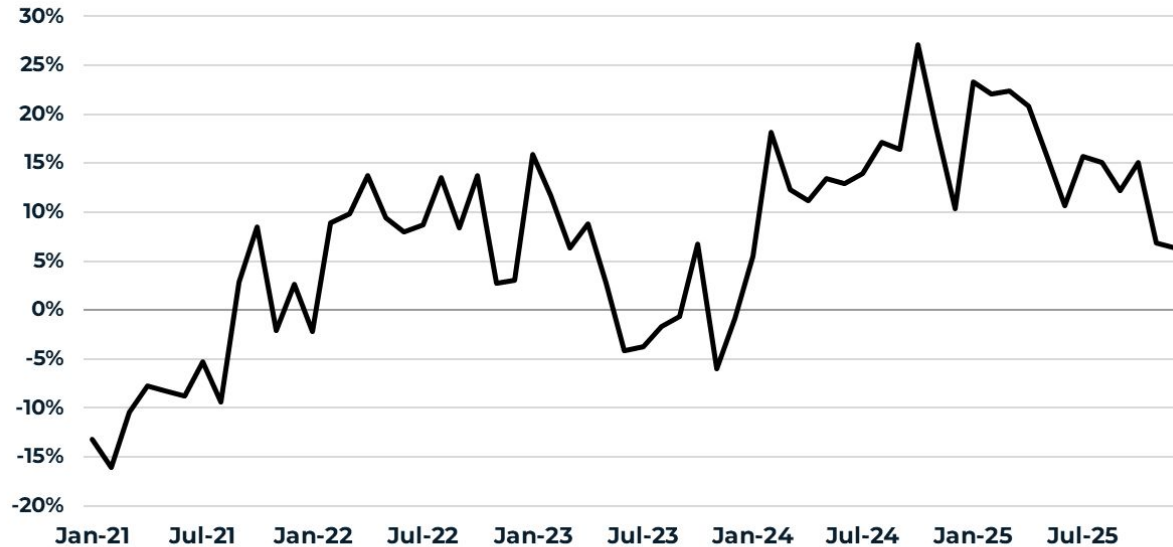
In-person consumer spending hovered around 2019 levels before showing an upward trend in early 2023. Spending since has remained consistently above pre-pandemic levels.

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

Note: JP Centre/South Main Streets District is approximated using 2010 block groups. Spending data are adjusted for inflation.

Consumer spending transaction counts have remained above 2019 levels since September 2023, with the average continuing to rise

Total In-Person Transaction Counts in JP Centre/South Main Streets District, Jan 2021 - Dec 2025, Percentage Change from Same Month in 2019



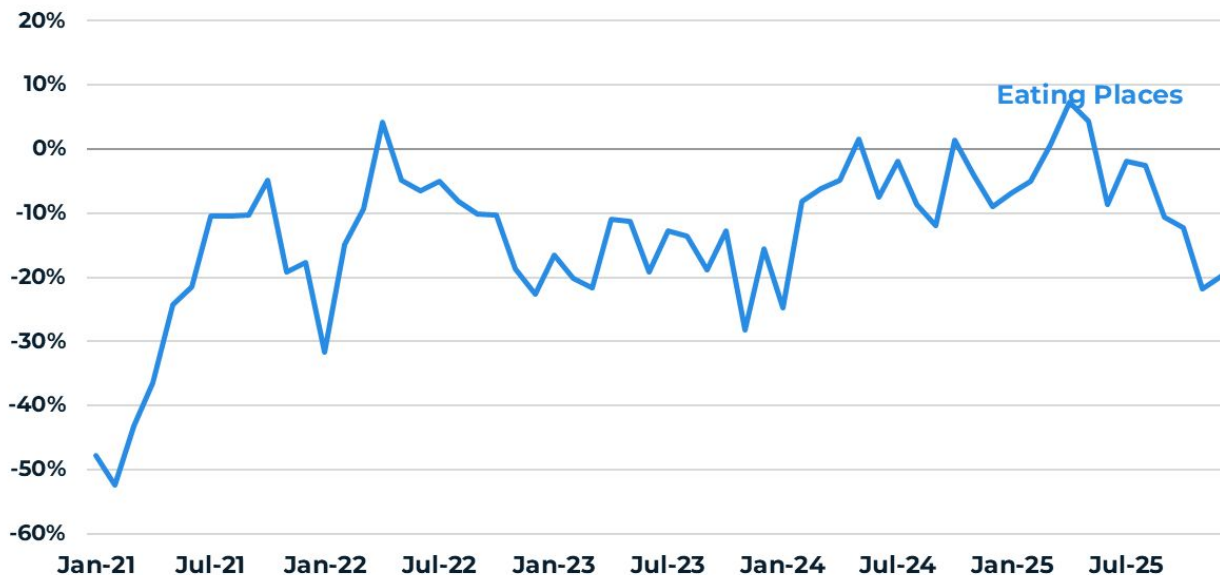
Transaction counts fluctuated between 4% and 15% below 2019 levels through November 2023, before rising to fluctuate between 10% and 28% above 2019 levels thereafter.

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

Note: JP Centre/South Main Streets District is approximated using 2010 block groups

While restaurant spending has remained steady, grocery spending has decreased significantly below 2019 levels

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



Grocery spending decreased strikingly in 2021 and stayed 100% below pre-COVID levels before rising to 60% below 2019 levels between July 2023 and 2024 and peaking in January 2025.

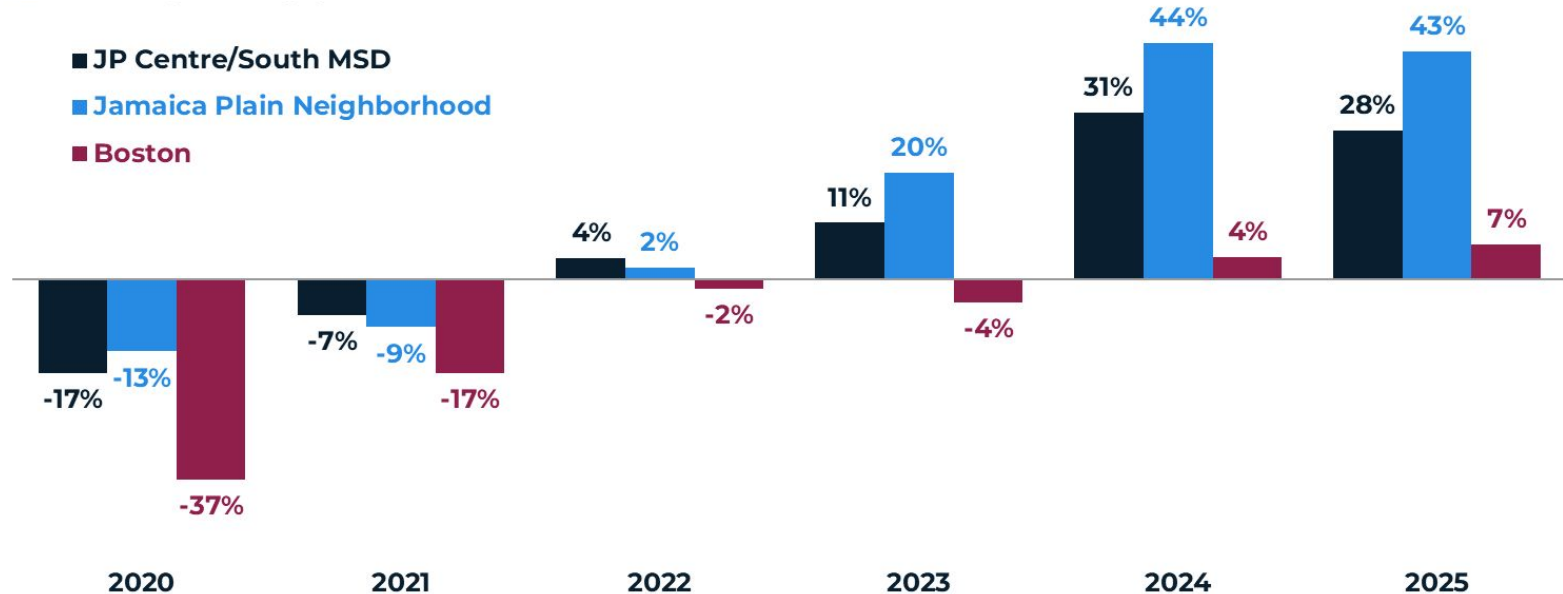
Restaurant spending showed increased spending in 2021 but still hovered below pre-COVID levels as of 2025.

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

Note: JP Centre/South Main Streets District is approximated using 2010 block groups. Spending data are adjusted for inflation.

In-person consumer spending in JP Centre/South Main Street showed increasing trends above 2019 levels

Total In-Person Consumer Spending, Percentage Change from 2019

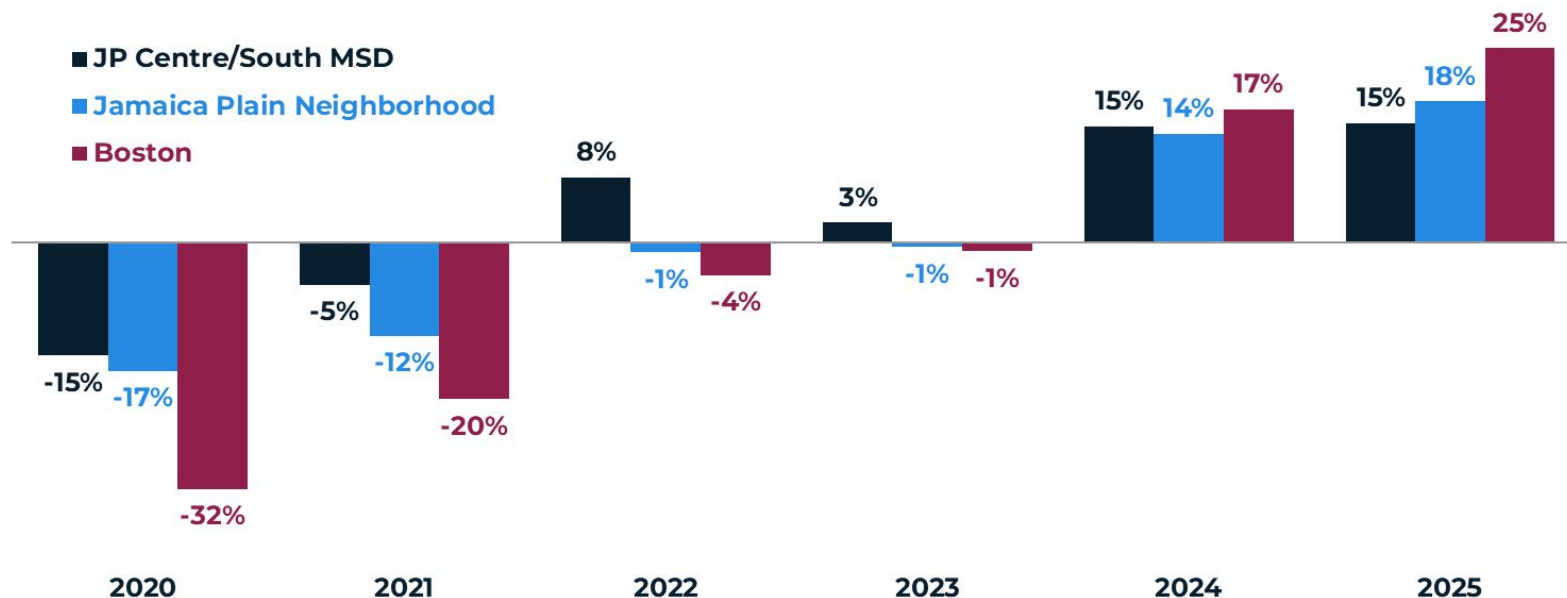


Source: Mastercard Geographic Insights, City of Boston Planning Department Main Street District

Note: JP Centre/South 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

JP Centre/South Main Streets transaction counts recovered, reaching 15% above 2019 levels in 2025

Total In-Person Transaction Counts, Percentage Change from 2019

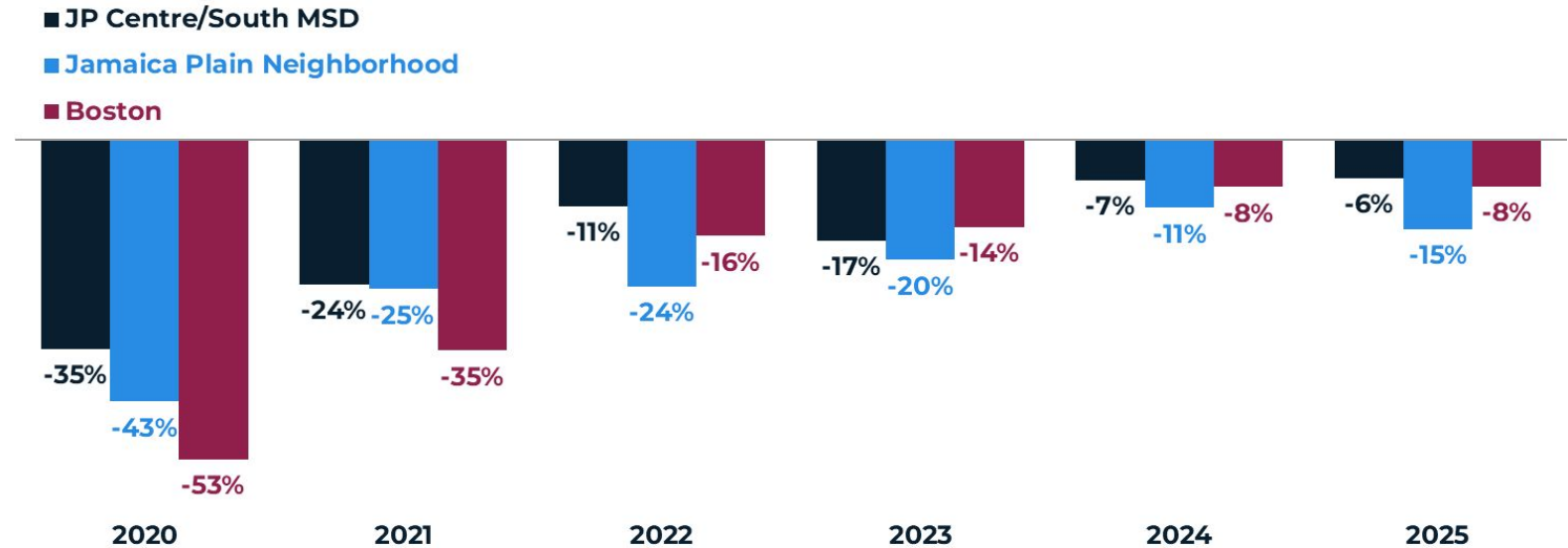


Source: Mastercard Geographic Insights, City of Boston Planning Department Main Street District

Note: JP Centre/South Main Streets District is approximated using 2010 block groups. Spending data reflect credit card transactions.

JP Centre/South Main Streets showed restaurant spending below 2019 levels

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

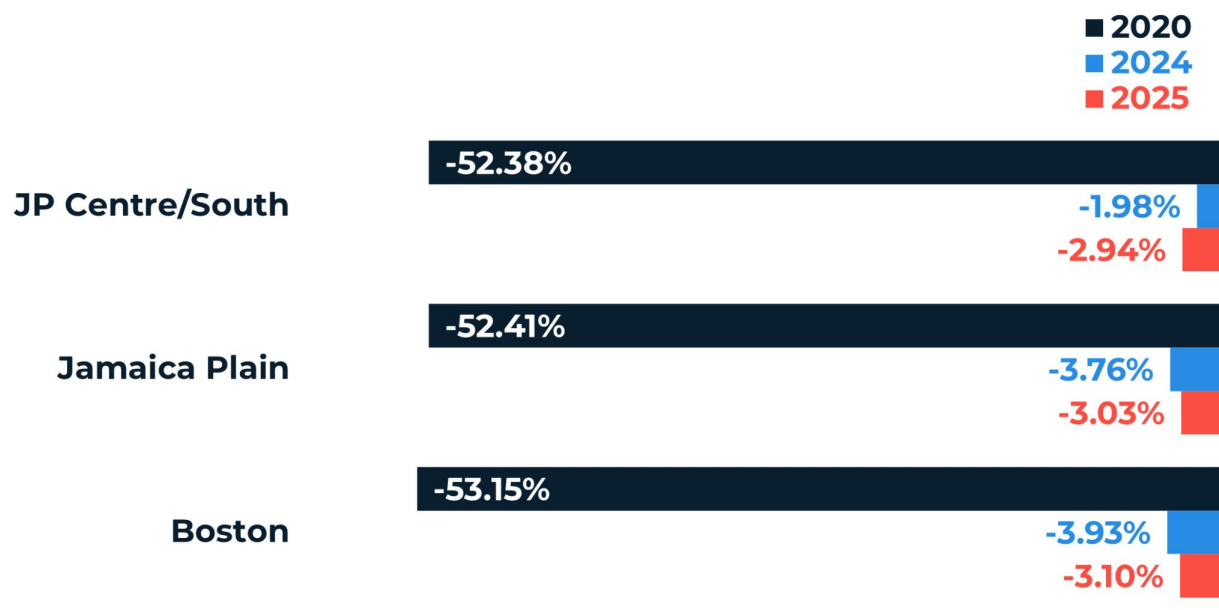


Source: Mastercard Geographic Insights, City of Boston Planning Department Main Street District

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

Visits to JP Centre/South in 2025 nearly recovered to pre-pandemic levels, though decreased relative to 2024

Annual Visits* to JP Centre/South Main Street, Jamaica Plain Neighborhood, and Boston Compared to Visits in 2019



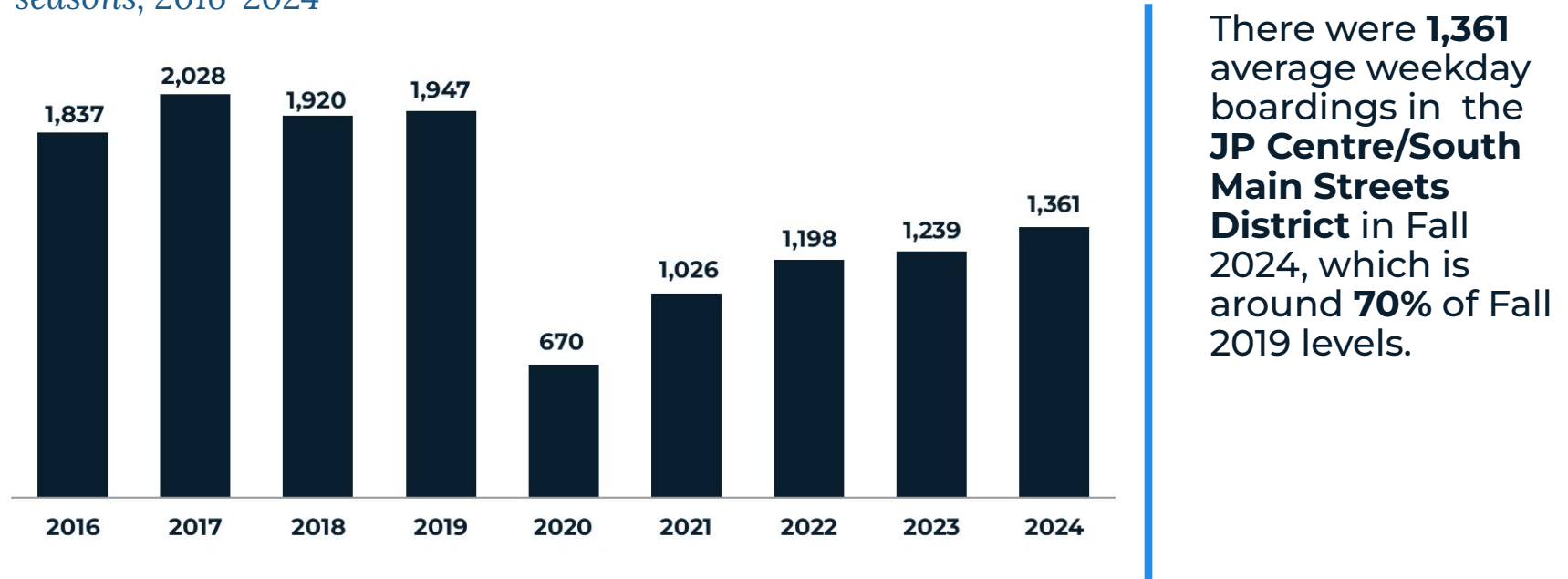
In 2020, visits to **JP Centre/South Main Street** were 52.38% lower than in the pre-pandemic year, 2019.

By 2025, visits to **JP/Centre South Main Street** recovered to just 2.94% 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 ridership in JP Centre/South Main Streets has rebounded slowly since its 2020 low but remains ~600 boardings below 2019 levels

Average Weekday Boardings at bus stops in JP Centre/South Main Streets District during the Fall seasons, 2016-2024



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