

Egleston Square

Main Streets Profile

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Planning Department
RESEARCH DIVISION

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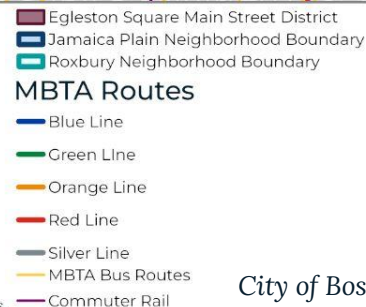
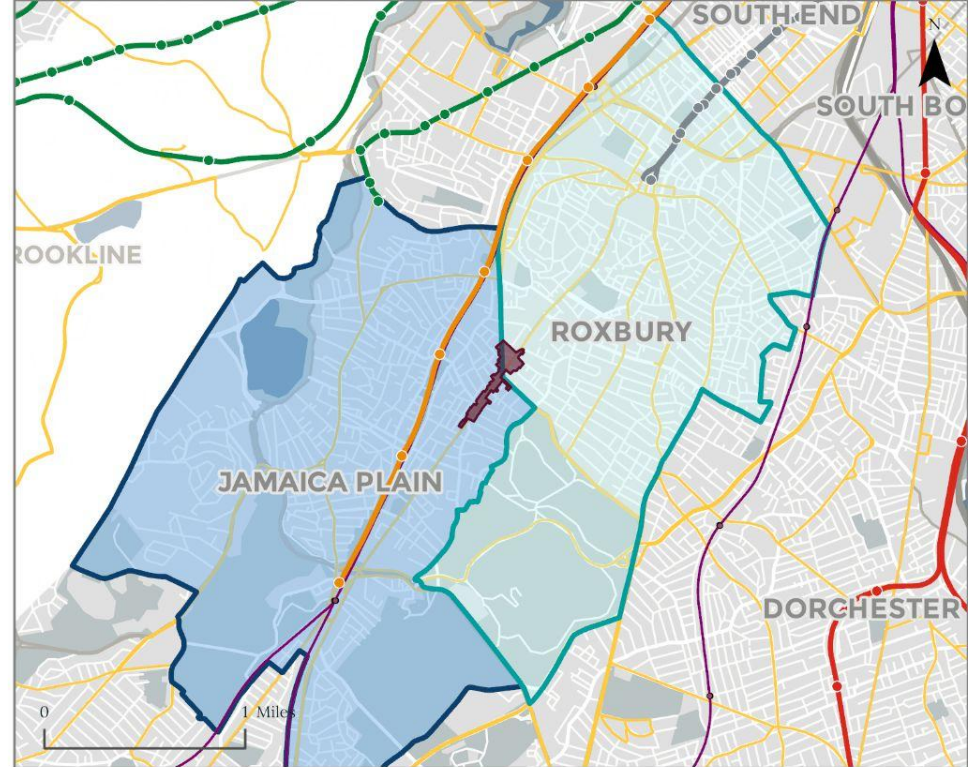
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The following presentation is the work of the **City of Boston Planning Department Research Division**.

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

Jamaica Plain and Roxbury are racially diverse neighborhoods with an active workforce, where a majority of residents are renters

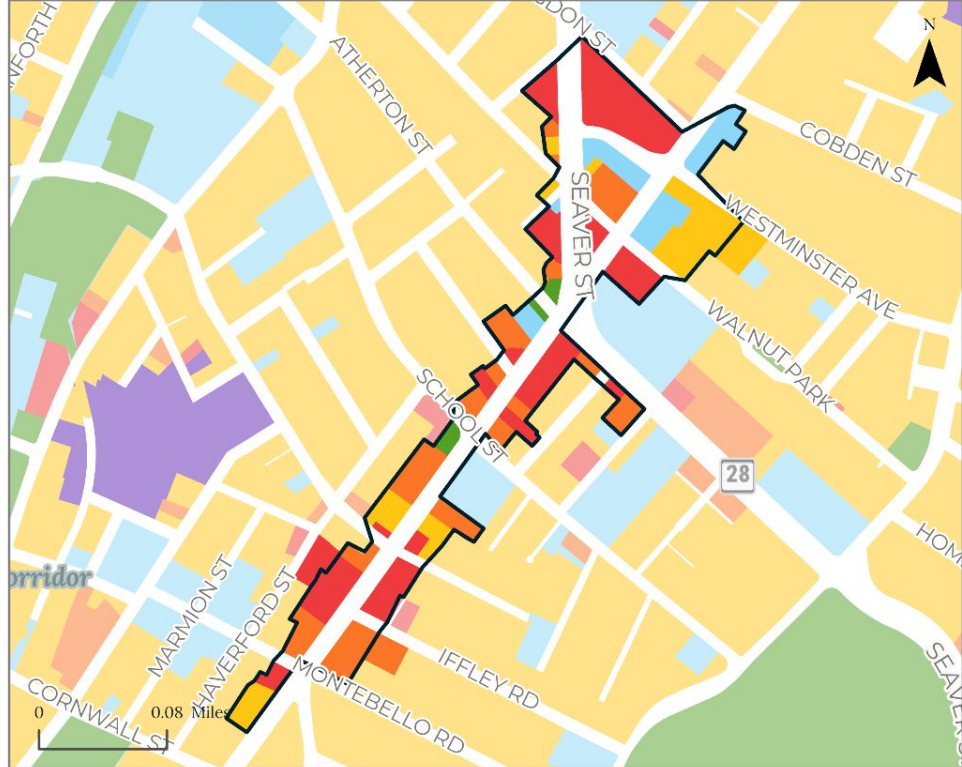
- 33% are aged 20-34
- 28% Black and 26% Hispanic or Latino
- 48% have Bachelor's degree or higher
- 67% are in the labor force
- 67% of units are renter occupied
- 52% are non-family households



Source: City of Boston Planning Department Research Division Analysis.

Egleston Square Main Streets is mostly commercial and mixed use, with some residential and tax exempt parcels

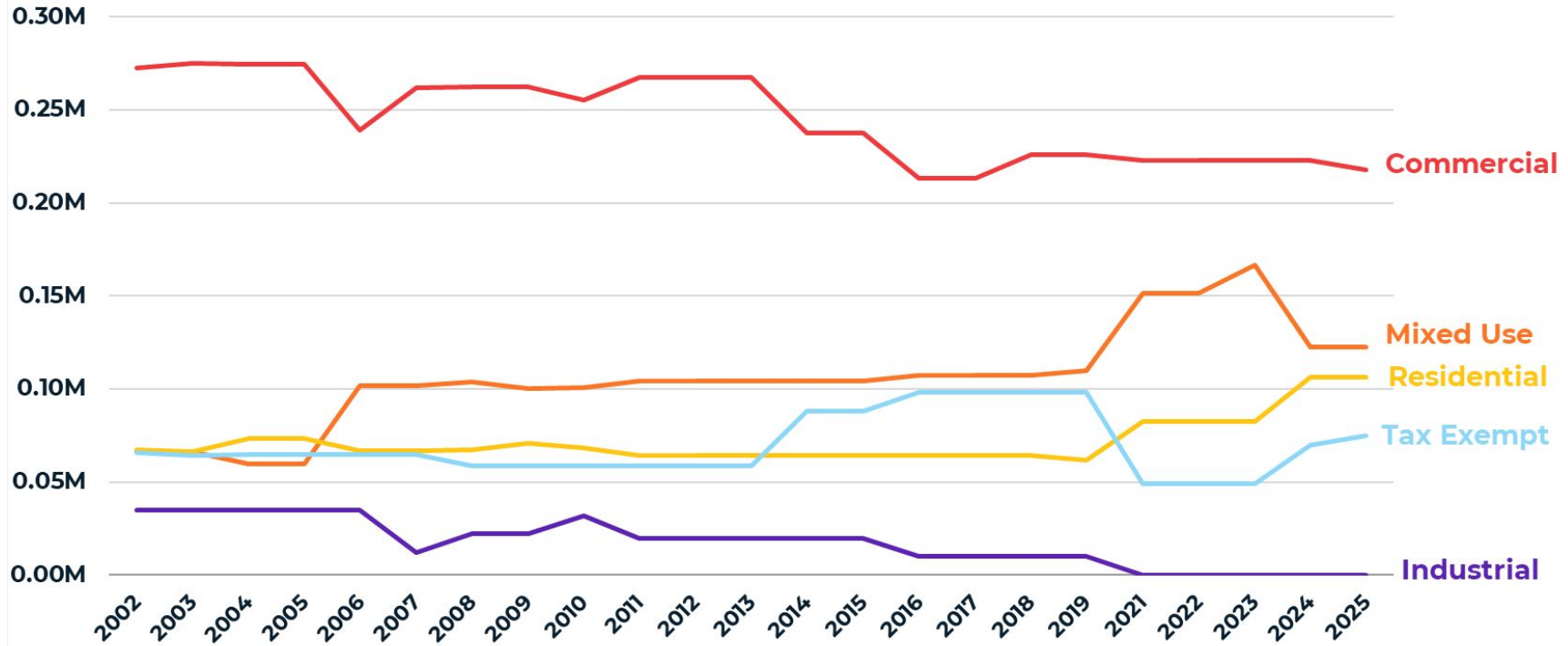
LAND USE CATEGORY	# PARCELS	SHARE
Commercial	27	33.3%
Industrial	0	0.0%
Mixed Use	20	24.7%
Residential	21	25.9%
Tax Exempt	13	16.0%



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

Mixed use and residential land uses have slightly increased over time, while commercial and industrial land uses have fallen

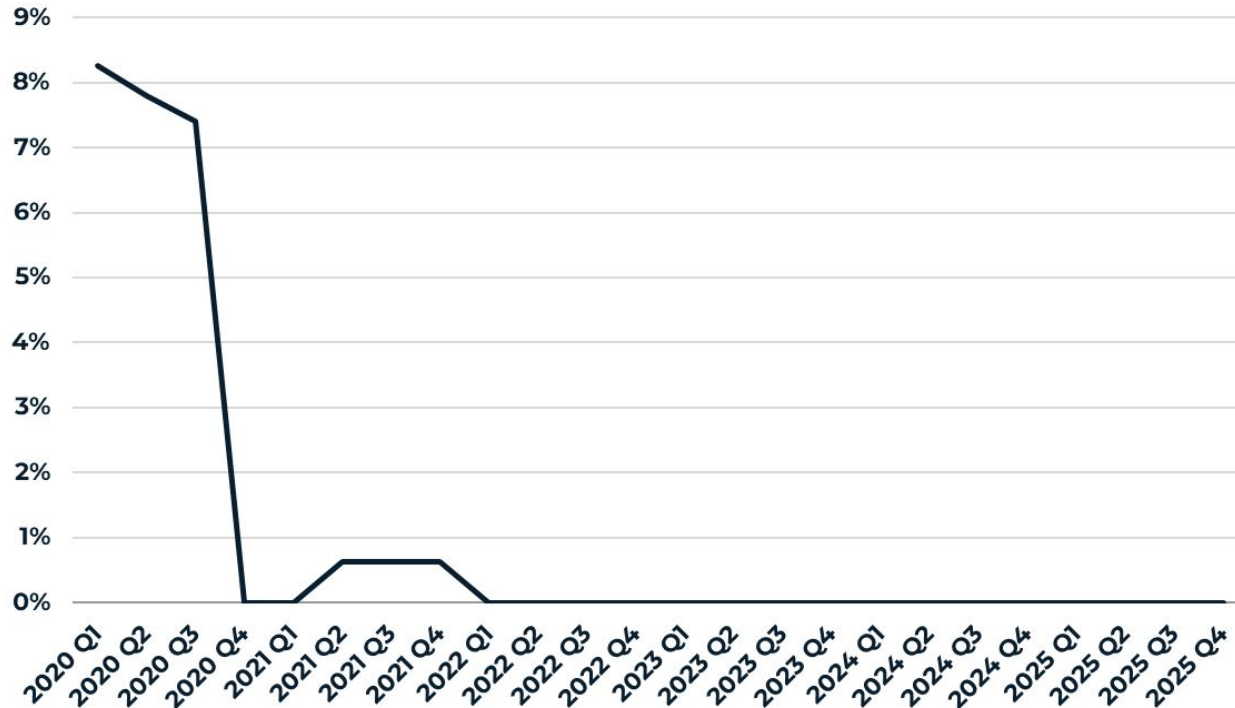
Square Feet of Parcel Land Area by Category in Egleston Square Main Streets District by Fiscal Year, 2002-2025



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

Retail vacancy has remained low since late 2020

Retail Vacancy Rates in Egleston Square Main Streets District, 2020-2025



Whilst starting out the decade at above 8%, retail vacancy fell to 0% in Q4 2020 and has remained low since, according to CoStar data.

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

Egleston Square Main Streets is home to 86 businesses & institutions

Top business sectors include:

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

Major businesses include:

- Elizabeth Stone House
- BNN TV Boston
- Walgreens

SECTOR	ESTABLISHMENT SHARE
Retail trade	25.6%
Other services (except public administration)	25.6%
Accommodation and food services	14.0%
Information	8.1%
Real estate and rental and leasing	7.0%
Professional, scientific, and technical services	5.8%
Health care and social assistance	4.7%
Finance and insurance	3.5%
Construction	2.3%
Administrative and support and waste management and remediation services	1.2%
Arts, entertainment, and recreation	1.2%
Transportation and warehousing	1.2%

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

~363 payroll jobs are within the Census block approximation of Egleston Square Main Streets District

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

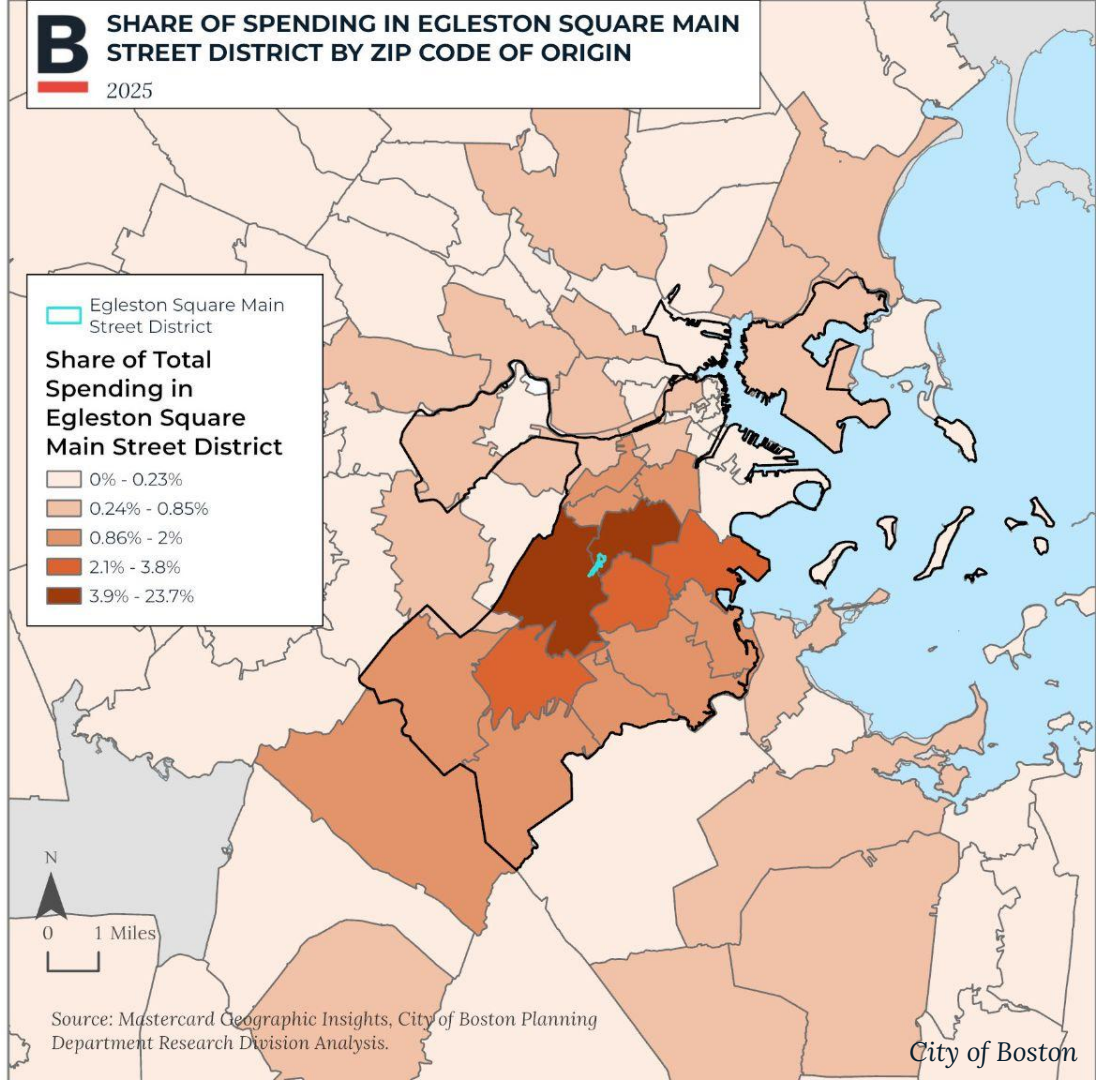


SECTOR	PAYROLL JOBS (2023)	SHARE OF PAYROLL JOBS
Health Care and Social Assistance	113	31.1%
Retail Trade	79	21.8%
Educational Services	62	17.1%
Information	26	7.2%
Accommodation and Food Services	22	6.1%
Real Estate and Rental and Leasing	17	4.7%
Other Services (excluding Public Administration)	14	3.9%
Finance and Insurance	13	3.6%
Arts, Entertainment, and Recreation	7	1.9%
Professional, Scientific, and Technical Services	5	1.4%
Transportation and Warehousing	3	0.8%
Wholesale Trade	1	0.3%
Administration & Support, Waste Management and Remediation	1	0.3%

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

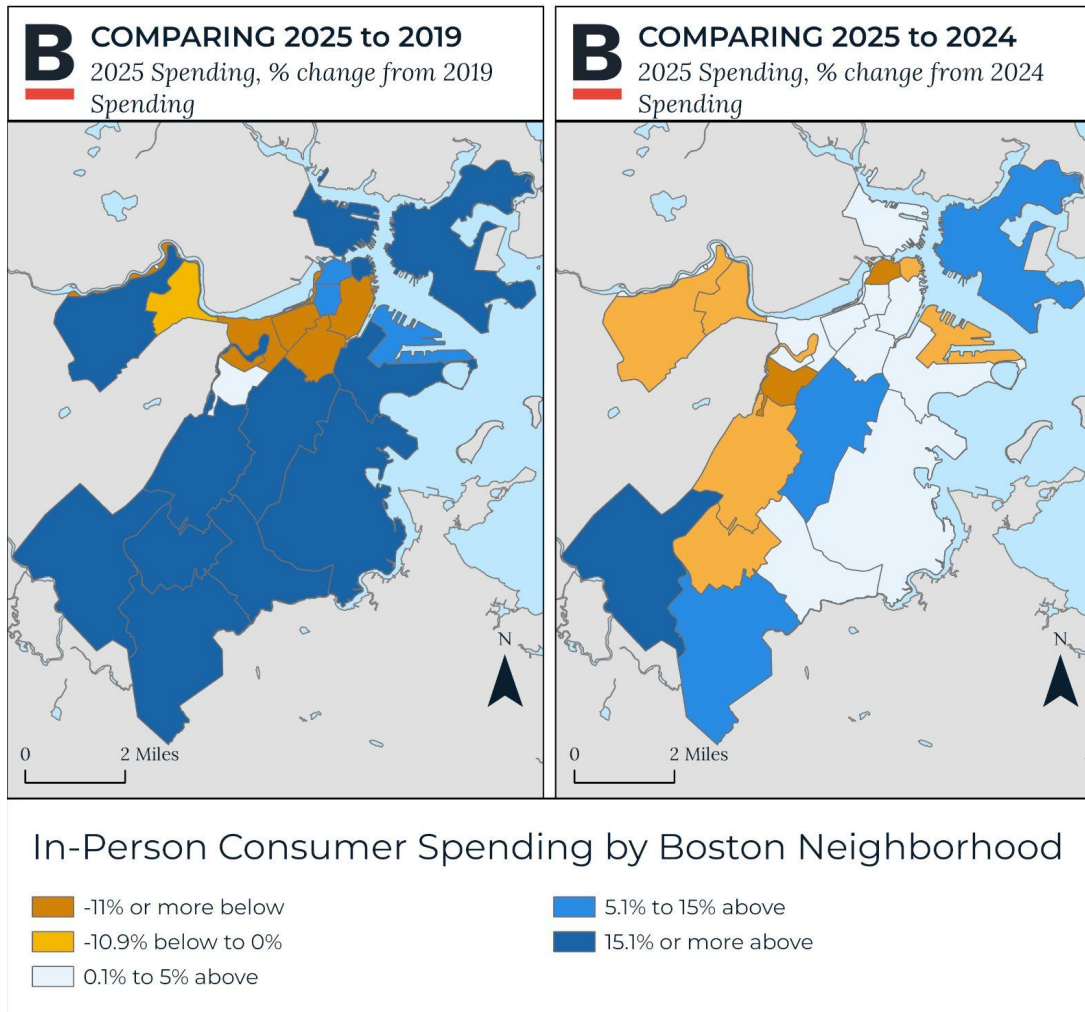
~27% of spending in the Egleston Square Main Streets District originates in Roxbury. An additional 19.8% come from Jamaica Plain

Around 20.7% comes from outside the city



**In 2025,
inflation-adjusted
consumer spending
rose by 7.4% in Roxbury
and decreased by 1.1%
in Jamaica Plain
compared to 2024.**

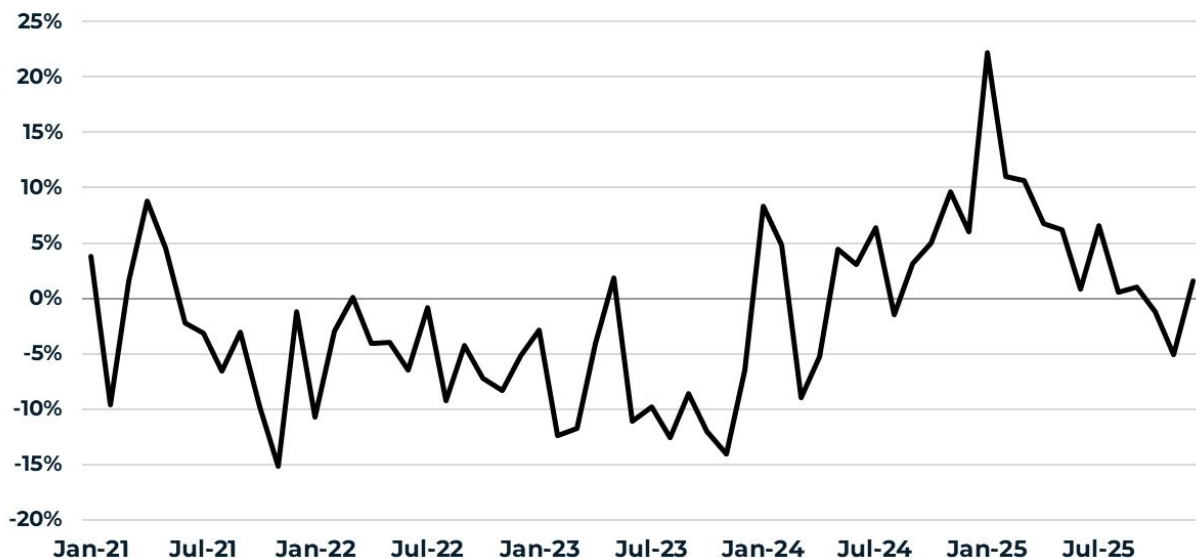
**Relative to 2019 levels,
spending increased by
36.3% in Roxbury and
42.5% in Jamaica Plain.**



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

Consumer spending in Egleston Square Main Streets has seen notable fluctuations between 2021 and 2025, varying from 15% below to 22% above pre-COVID levels

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



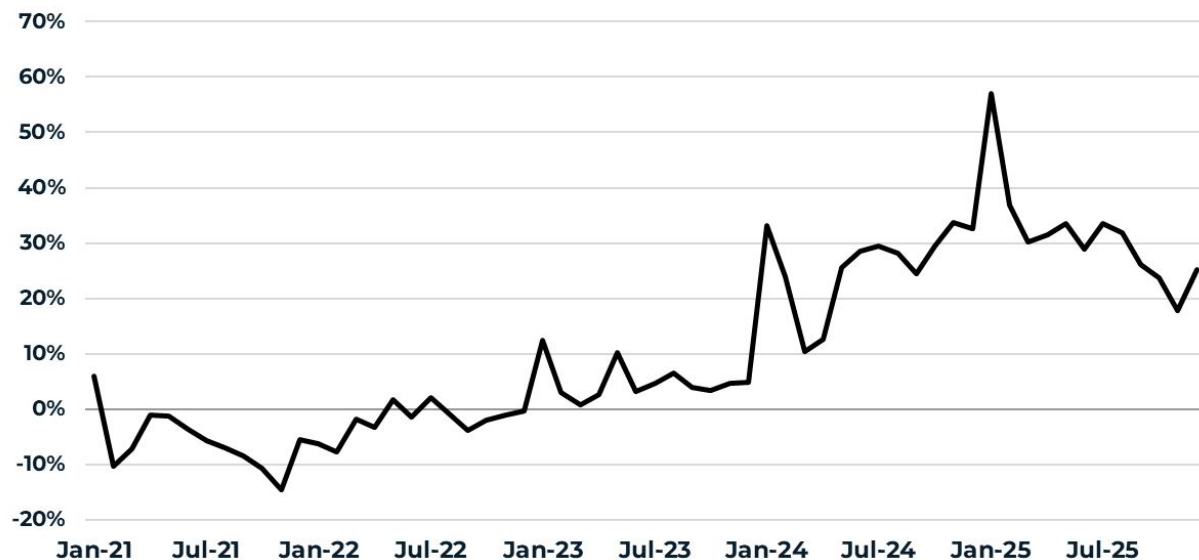
In-person consumer spending fluctuated below 2019 levels, but by mid-2024, spending remained above those levels until the end of 2025.

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

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

Consumer spending transaction counts remained below 2019 levels through early-2023, but began to slowly rise

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



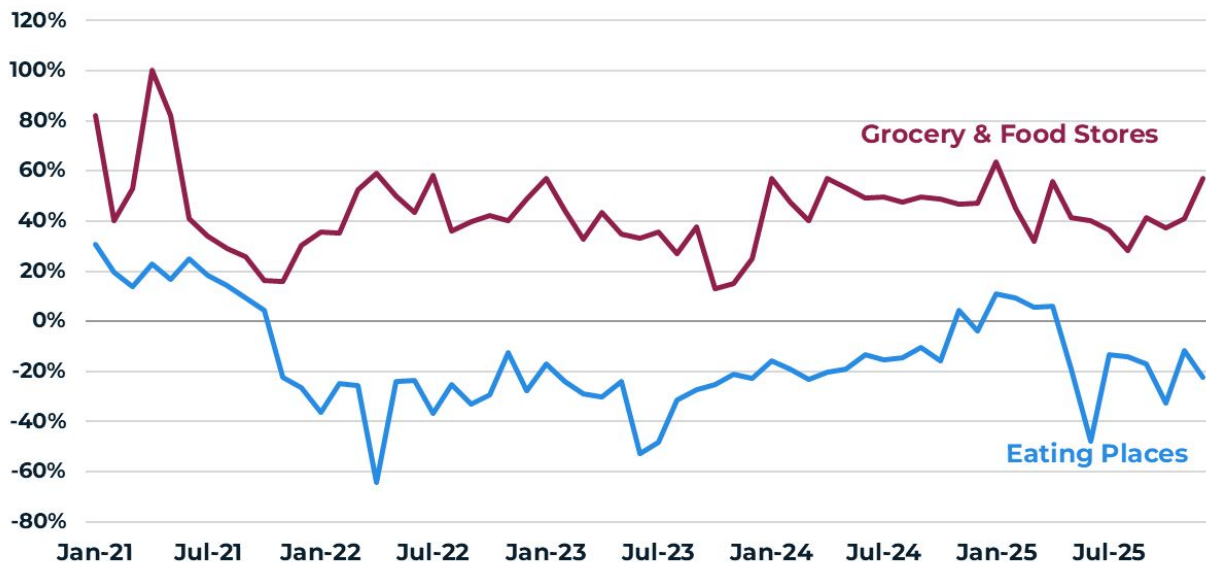
Transaction counts in Egleston Square Main Streets surpassed 2019 levels since 2023, sustaining an upward trend through the end of 2025.

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

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

While restaurant spending has decreased since 2021, grocery spending have been frequently below 2019 levels

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



Grocery spending declined in 2021 but remained elevated overall, fluctuating between 12% and 63% above pre-COVID levels in the years that followed.

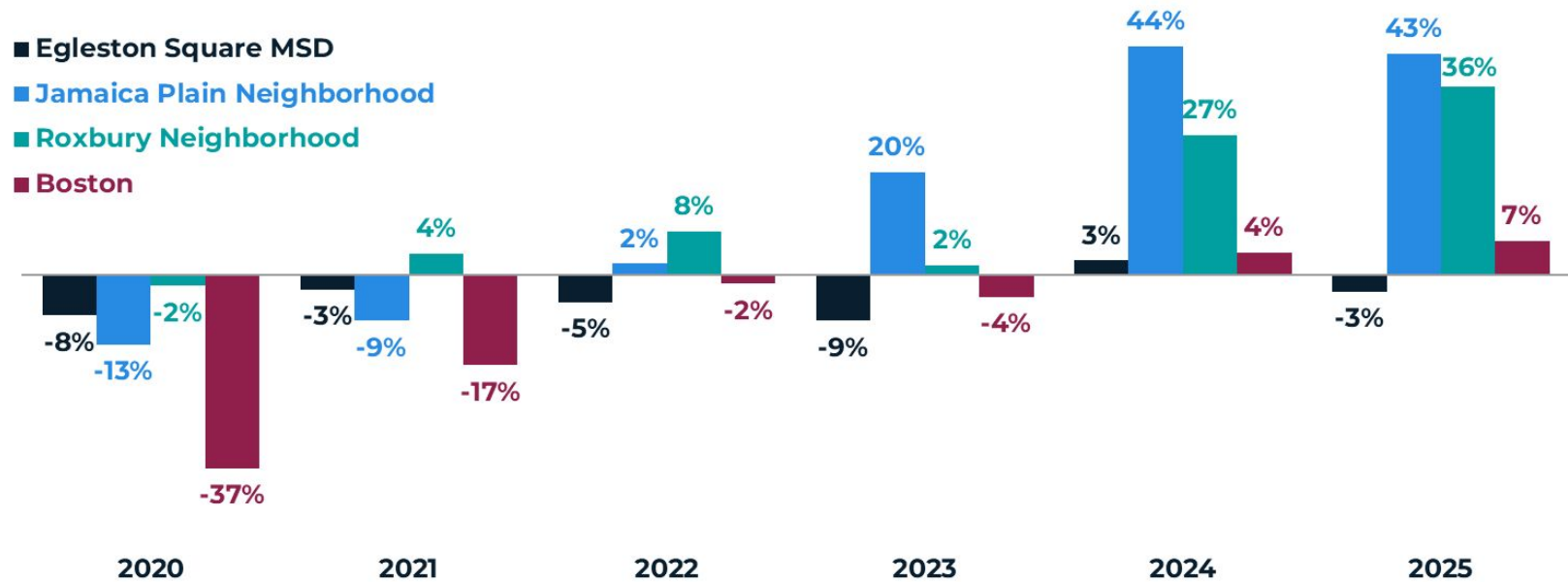
Restaurant spending dropped in 2021 but experienced a slower recovery, ranging from 60% below to just 6% above 2019 levels through the subsequent years.

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

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

Egleston Square Main Street in-person consumer spending was 3% below 2019 levels in 2025.

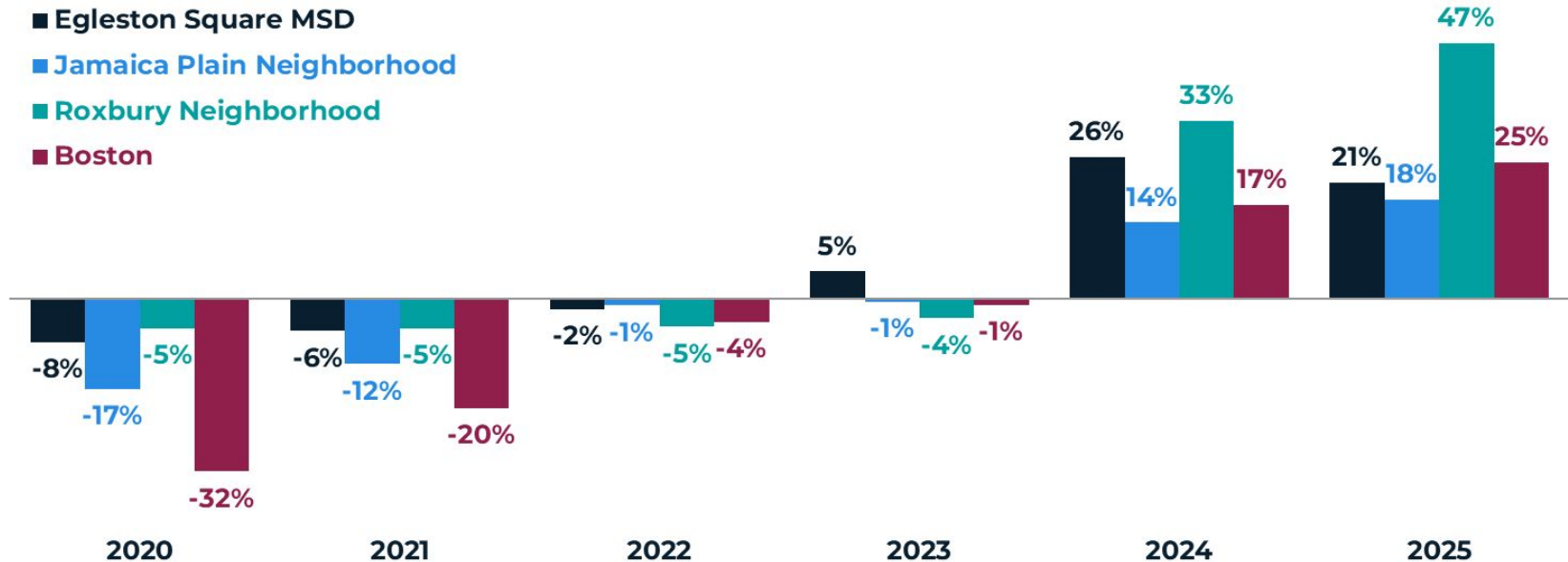
Total In-Person Consumer Spending, Percentage Change from 2019



Source: Mastercard Geographic Insights, City of Boston Planning Department Main Street District
Note: Egleston Square Main Streets District is approximated using 2010 block groups. Spending data reflect credit card transactions and is 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

Egleston Square Main Streets transaction counts recovered since 2020, reaching 21% above 2019 levels by 2025

Total In-Person Transaction Counts, Percentage Change from 2019

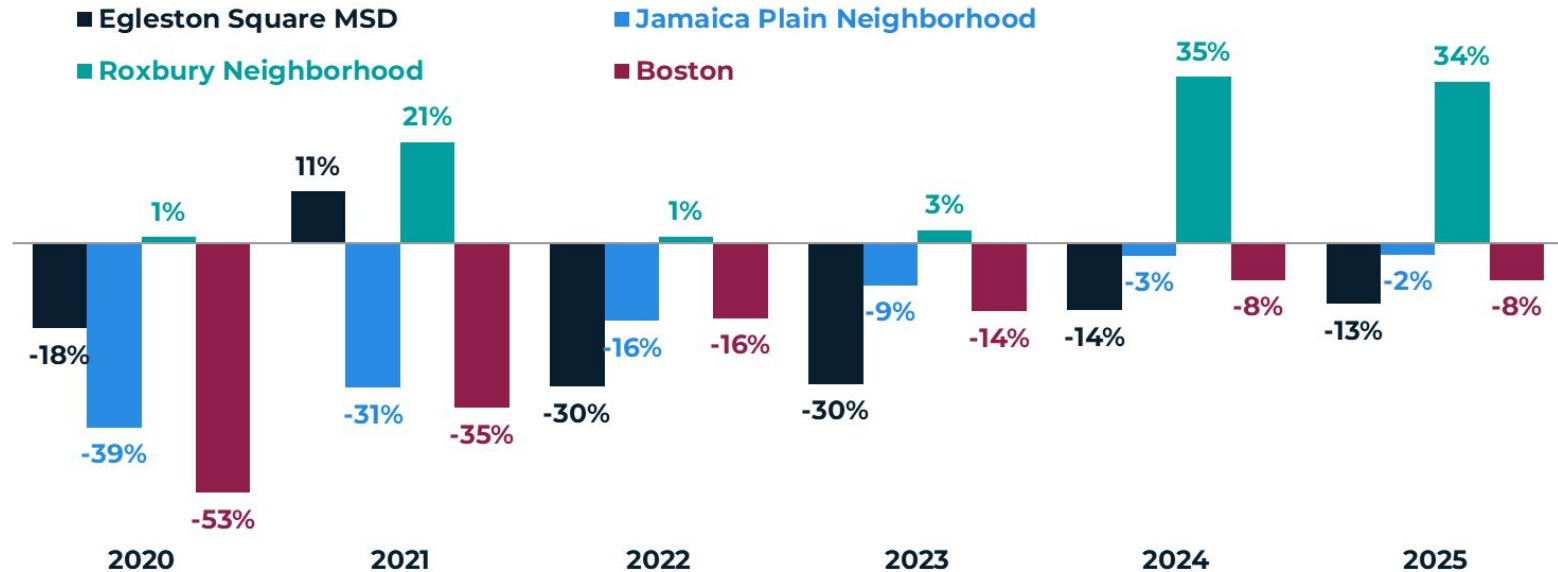


Source: Mastercard Geographic Insights, City of Boston Planning Department Main Street District

Note: Egleston Square Main Streets District is approximated using 2010 block groups. Spending data reflect credit card transactions.

In-person consumer spending at restaurants in Egleston Square Main Streets has experienced a slower recovery, still 13% below 2019 levels

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

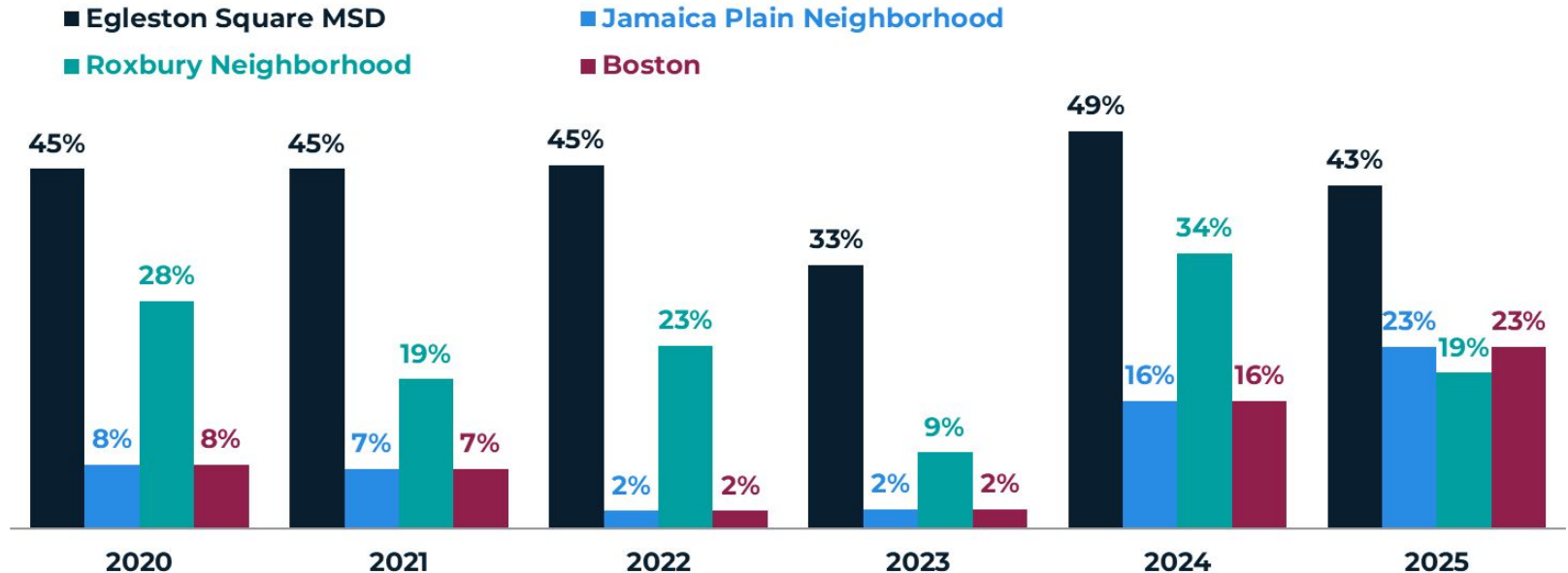


Source: Mastercard Geographic Insights, City of Boston Planning Department Main Street District

Note: Egleston Square Main Streets District is approximated using 2010 block groups. Spending data reflect credit card transactions and is adjusted for inflation.

Egleston Square Main Streets spending on grocery was consistently above 2019 levels between 2020-2025

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

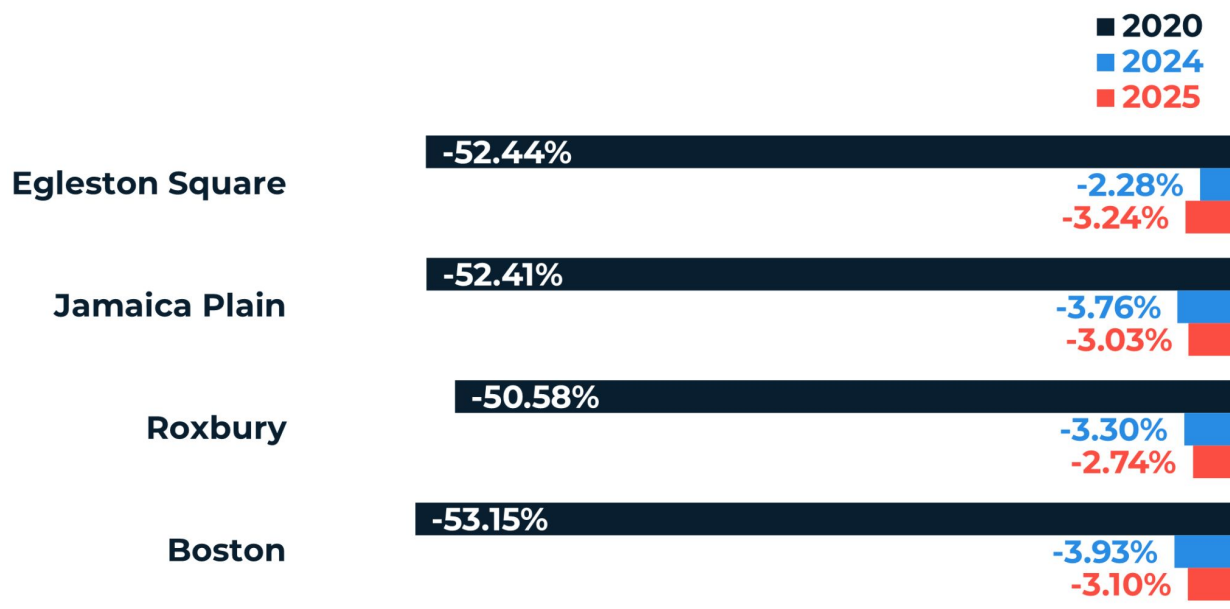


Source: Mastercard Geographic Insights, City of Boston Planning Department Main Street District

Note: Egleston Square Main Streets District is approximated using 2010 block groups. Spending data reflect credit card transactions and is adjusted for inflation.

While visits to Egleston Square in 2025 nearly recovered to pre-pandemic levels, they decreased relative to 2024

Annual Visits* to Egleston Square Main Street, Jamaica Plain and Roxbury Neighborhoods, and Boston Compared to Visits in 2019



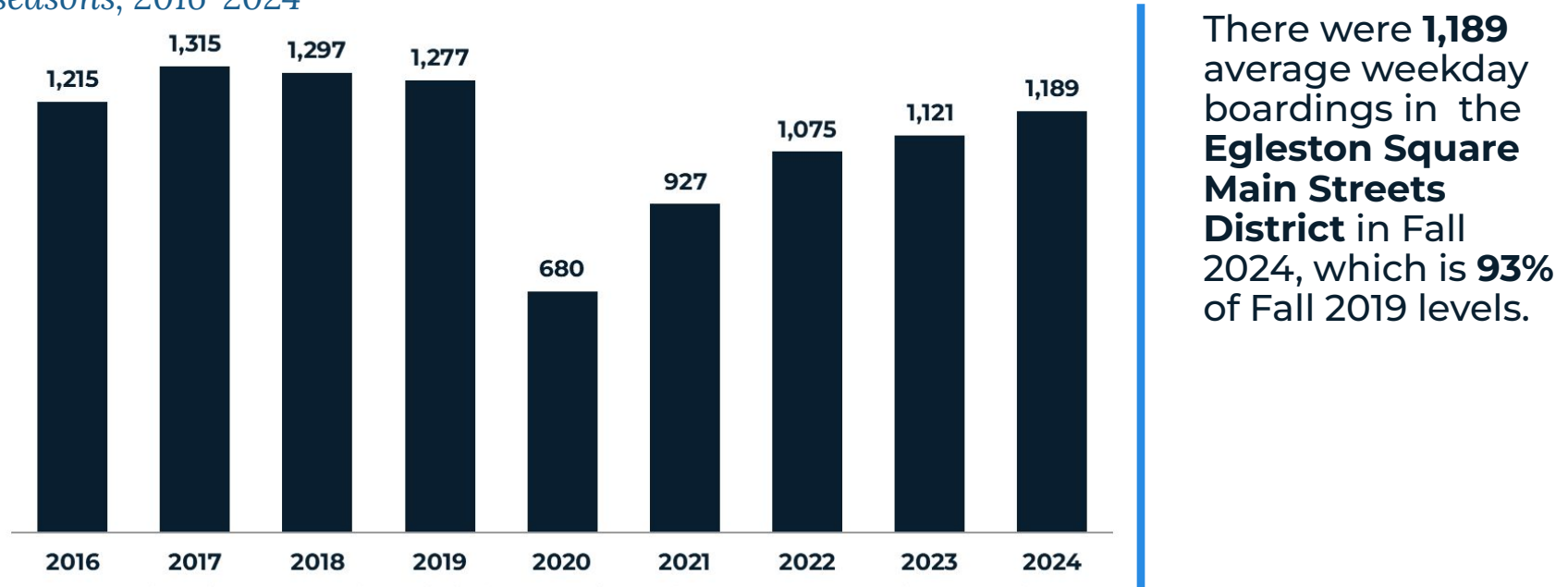
In 2020, visits to **Egleston Square Main Street** were 52.44% lower than in the pre-pandemic year, 2019.

By 2025, visits to **Egleston Square Main Street** recovered to just 3.24% 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 Egleston Square Main Streets has rebounded since its 2020 low and recovers nearly fully to 2019 levels

Average Weekday Boardings at bus stops in Egleston Square 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