

Greater Grove Hall

Main Streets Profile

March 2026



City of Boston
Planning Department
RESEARCH DIVISION

City of Boston Planning Department

RESEARCH DIVISION STAFF

ALVARO LIMA

Director of Research

CHRISTINA KIM

Deputy Director

PHILLIP GRANBERRY

Senior Demographer

MICHAEL ENDALE

Senior Economist - Data Scientist

FATIMA AQEEL

Senior Economist

KEVIN KANG

Senior Research Associate

EMILY KOREST

Research Associate

CECILIA TAKACS

Research Associate Coordinator - Data Analyst

SAM KLUGHERZ

Research Associate

NA YOUNG MOON

Research Assistant

TYLER YANDT

Research Assistant

GRACE JULIEN

Research Associate - Data Analyst

HANNAH CHAPMAN

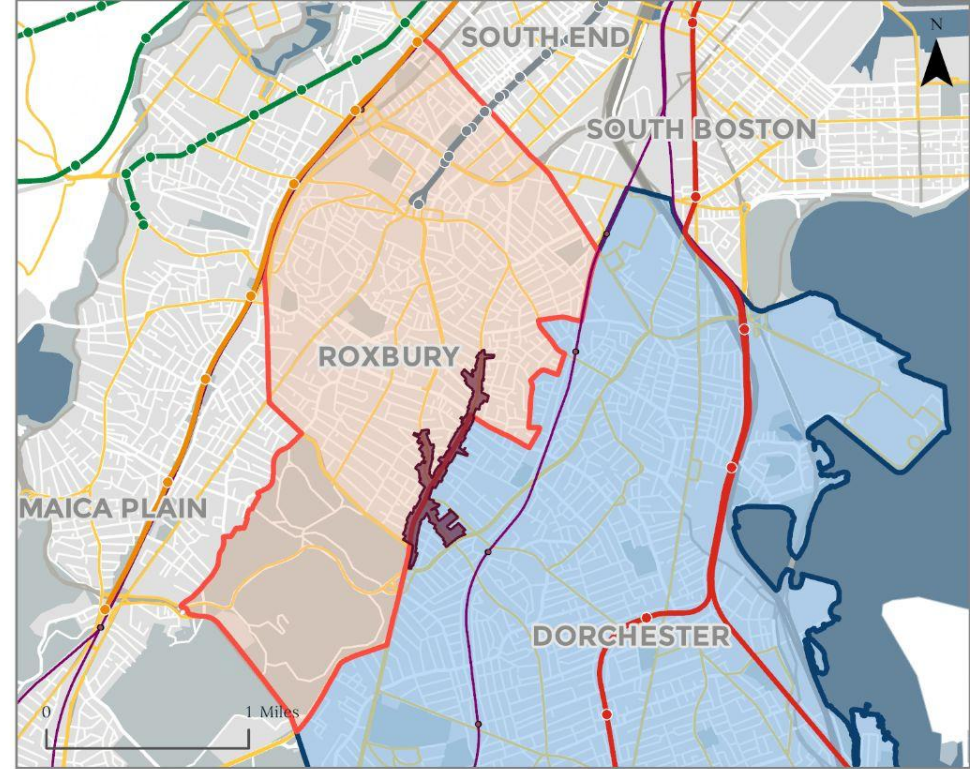
Intern

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."

Dorchester and Roxbury are diverse, family-oriented neighborhoods with a majority of the residents in the labor force

- 37% Black/African American
- 23.4% Hispanic
- 30.6% Foreign Born
- 57% are family households
- 66% housing are renter occupied
- 68% of households own a vehicle
- 66% are in the labor force



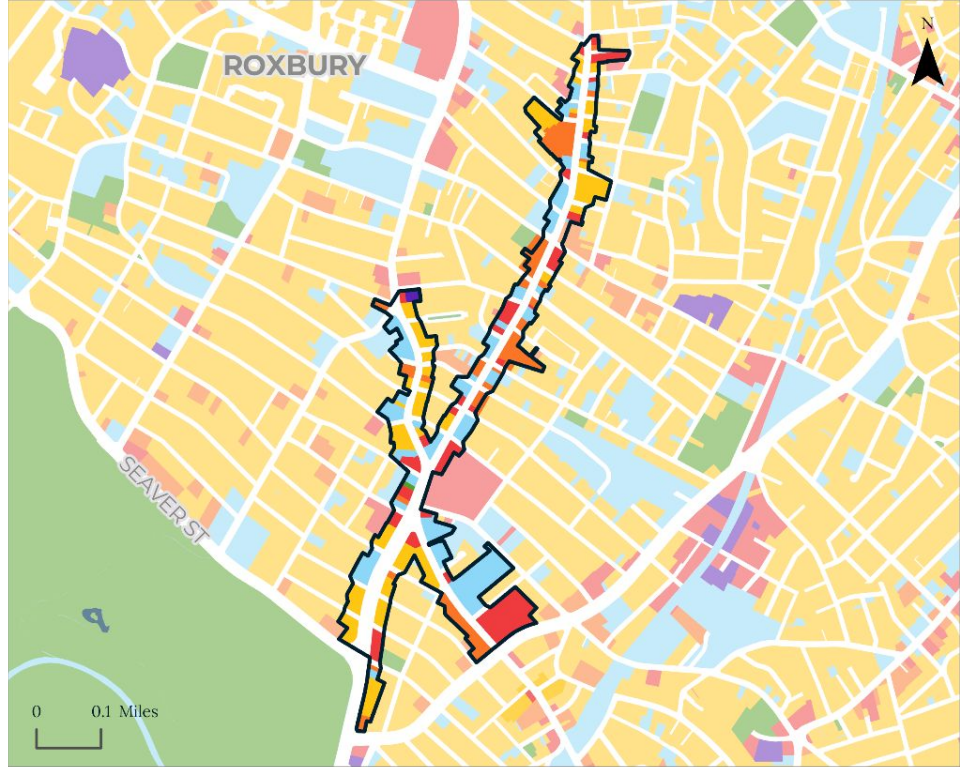
- Grove Hall Main Street District
- Dorchester Neighborhood Boundary
- Roxbury Neighborhood Boundary
- MBTA Routes**
- Blue Line
- Green Line
- Orange Line
- Red Line
- Silver Line
- MBTA Bus Routes
- Commuter Rail

Source: City of Boston Planning Department Research Division Analysis.

City of Boston

Greater Grove Hall Main Streets features a balanced mix of land uses, with more than a third of parcels used as residential.

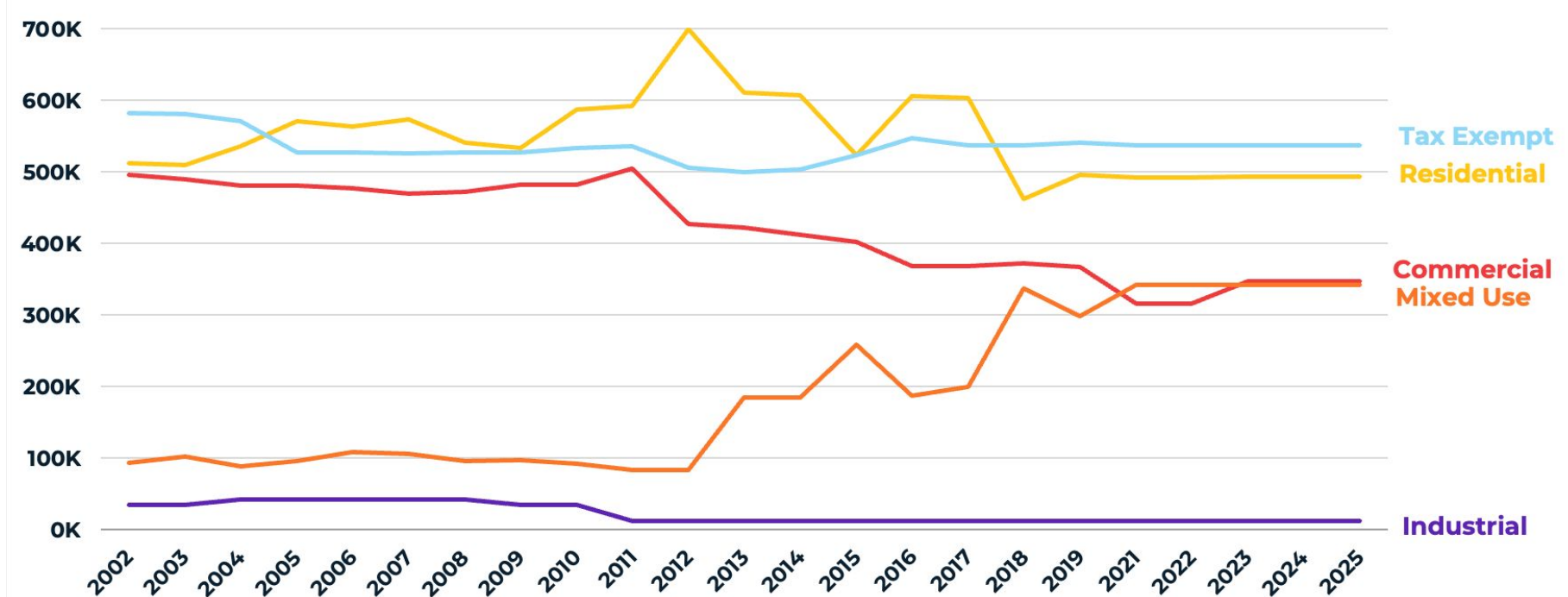
LAND USE CATEGORY	# PARCELS	SHARE
Commercial	37	16.7%
Industrial	1	0.5%
Mixed Use	42	18.9%
Residential	81	36.5%
Tax Exempt	61	27.5%



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

Commercial land use has fallen over time while mixed use has increased by almost 400%

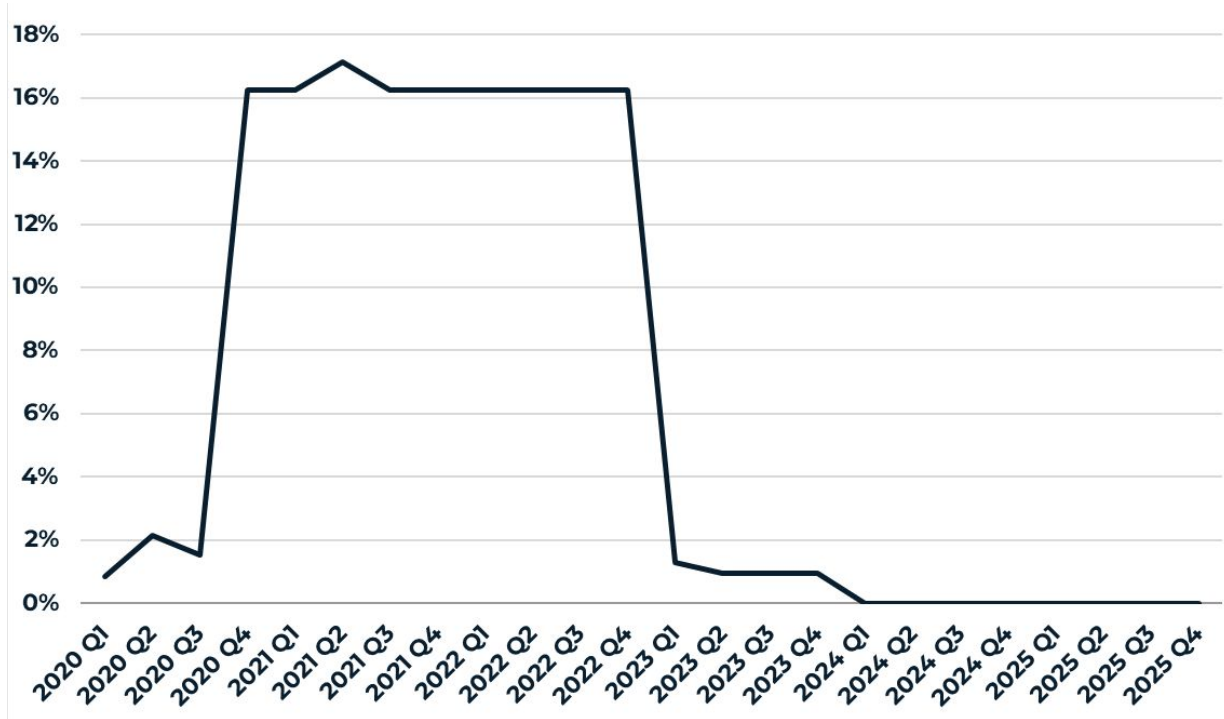
Square Feet of Parcel Land Area by Category in Greater Grove Hall Main Streets District by Fiscal Year, 2002-2025



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

Retail vacancy exceeded 16% for a year and a half

Retail Vacancy Rates in Greater Grove Hall Main Streets District, 2020-2025



Despite reaching **17.1%** in 2021 and staying high through 2022, retail vacancy rates have returned to pre-pandemic levels and have been at **0%** since mid-2024

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

Greater Grove Hall Main Streets is home to 155 businesses & institutions

Top business sectors include:

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

Major businesses include:

- Caribbean Foundation of Boston
- Roxbury Multi-Service Center
- Haynes Early Education Center

SECTOR	ESTABLISHMENT SHARE
Other services (except public administration)	22.6%
Accommodation and food services	16.8%
Retail trade	12.3%
Health care and social assistance	11.6%
Real estate and rental and leasing	7.7%
Information	5.2%
Finance and insurance	4.5%
Professional, scientific, and technical services	4.5%
Educational services	3.9%
Administrative and support and waste management and remediation services	3.9%
Construction	3.2%
Transportation and warehousing	1.3%
Wholesale trade	1.3%
Public administration	0.6%
Manufacturing	0.6%

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

~1,318 payroll jobs are within the Census block approximation of Greater Grove Hall Main Streets District

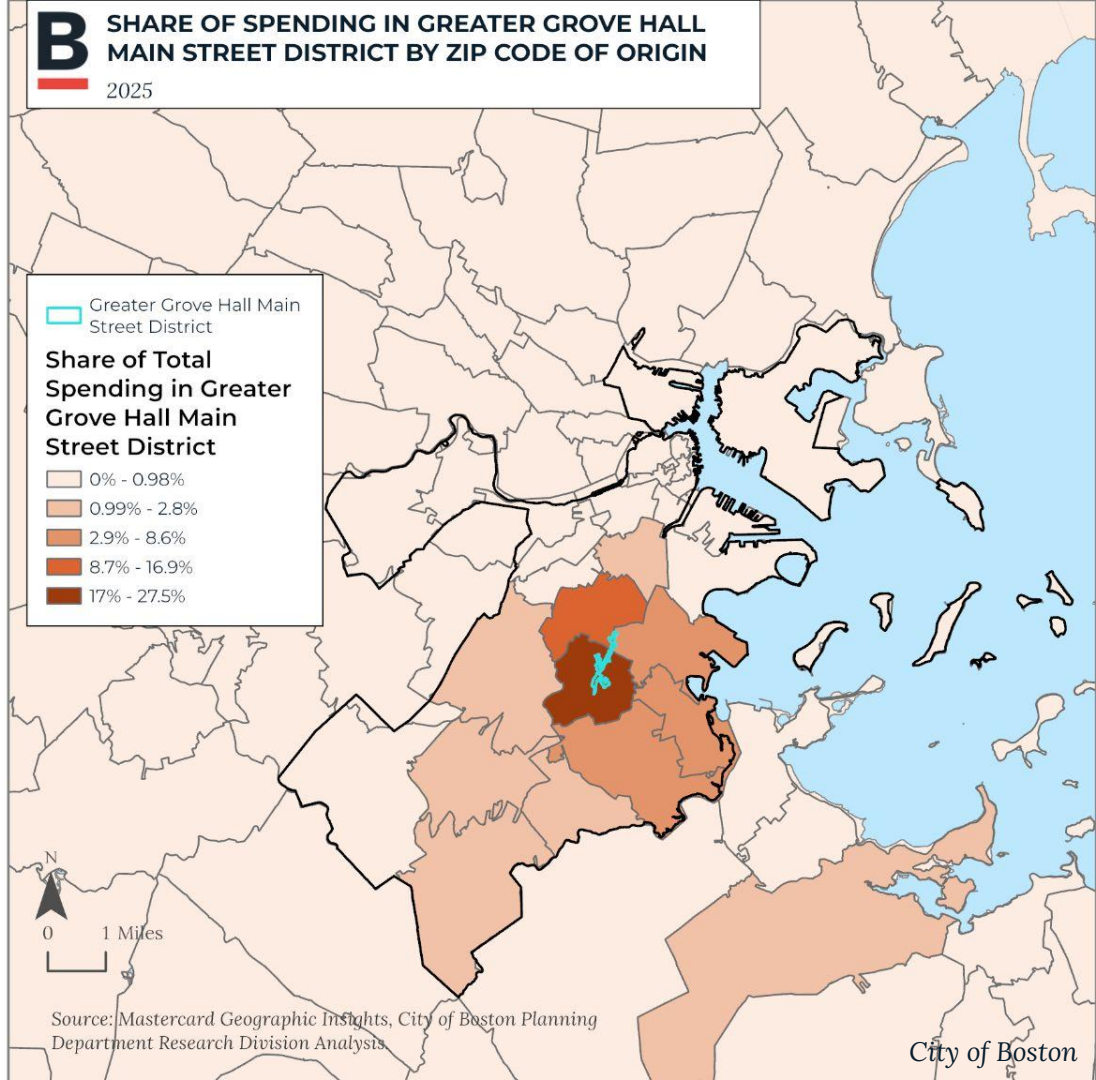
Greater Grove Hall Main Streets payroll employment is concentrated in Health Care and Social Assistance, Retail Trade, and Accommodation and Food Services



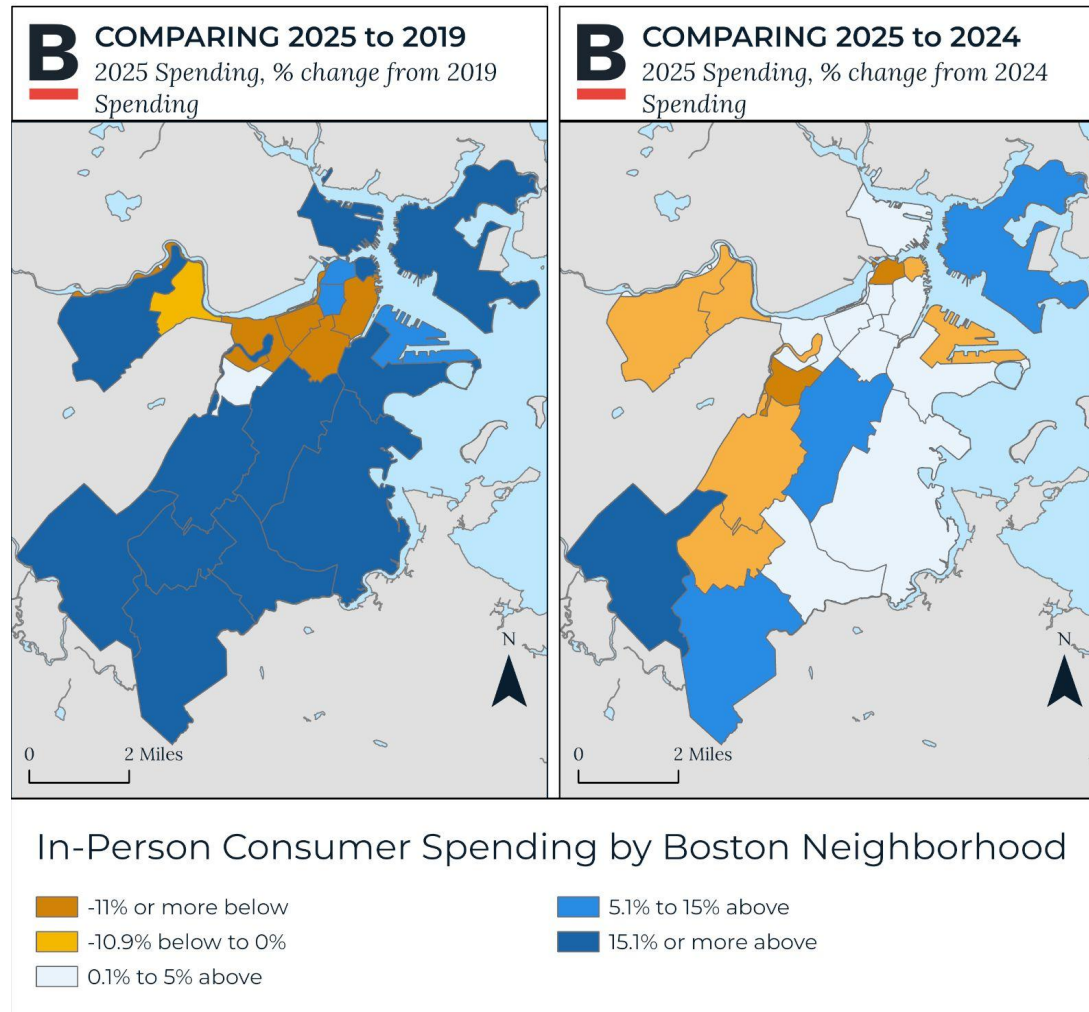
SECTOR	PAYROLL JOBS (2023)	SHARE OF PAYROLL JOBS
Health Care and Social Assistance	472	35.8%
Retail Trade	352	26.7%
Accommodation and Food Services	157	11.9%
Other Services (excluding Public Administration)	95	7.2%
Real Estate and Rental and Leasing	82	6.2%
Construction	53	4.0%
Educational Services	25	1.9%
Transportation and Warehousing	24	1.8%
Professional, Scientific, and Technical Services	24	1.8%
Finance and Insurance	23	1.7%
Manufacturing	5	0.4%
Administration & Support, Waste Management and Remediation	5	0.4%
Information	1	0.1%

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

44.4% of spending in the Greater Grove Hall Main Streets District originates in Roxbury while 22.3% comes from nearby neighborhoods (Dorchester, Mattapan, Roslindale)



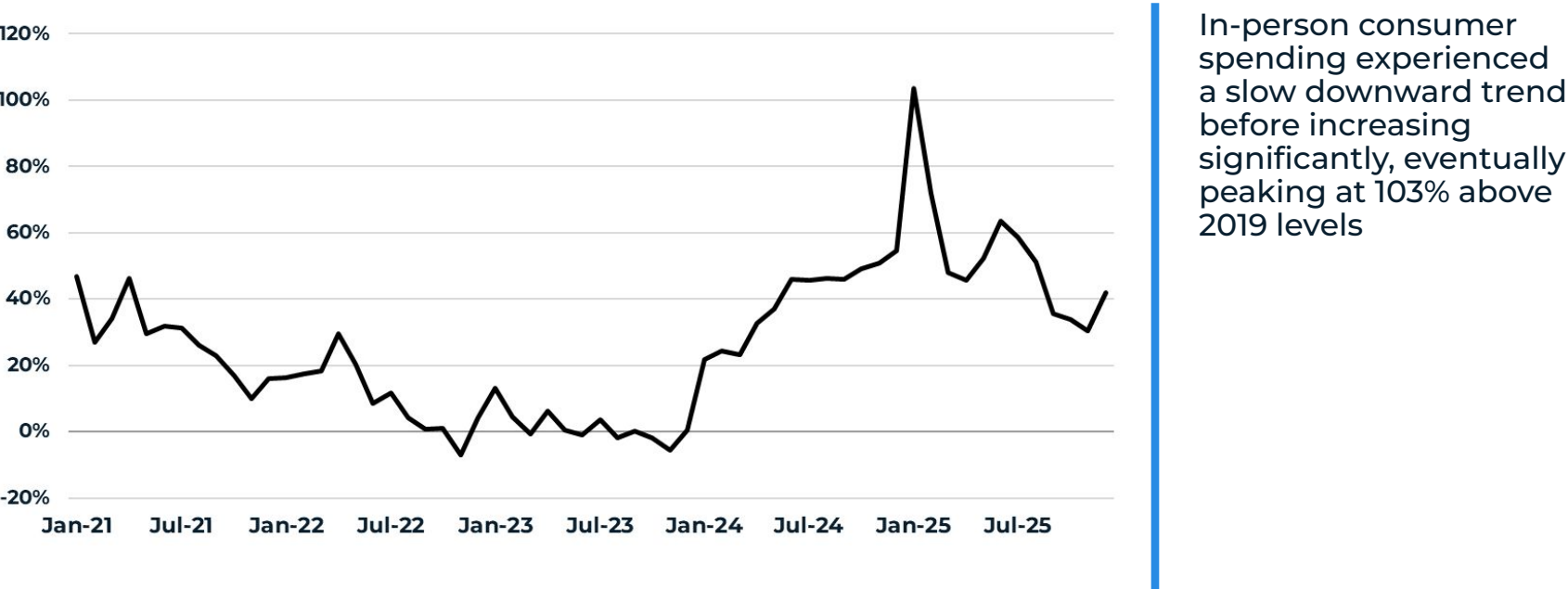
In 2025, inflation-adjusted consumer spending rose by 7.4% in Roxbury and 4.1% in Dorchester compared to 2024. Relative to 2019 levels, spending increased by 36.3% in Roxbury and 18% in Dorchester.



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

Consumer spending in Greater Grove Hall Main Streets has shown a clear upward trajectory since January 2024

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



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

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

Consumer spending transaction counts remained hovering around 2019 levels before increasing in early 2024

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

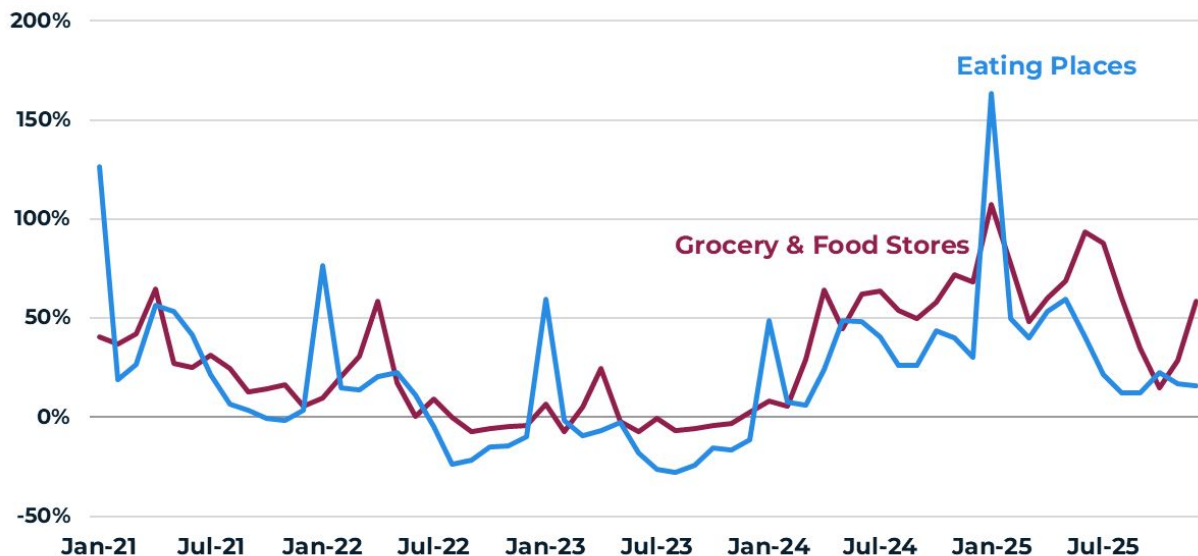


In-person transaction counts increased from 11% below the pre-COVID benchmark in December 2023 to 40% in June 2024, peaking at 76% above pre-pandemic levels in January 2025.

Source: Mastercard Geographic Insights, City of Boston Planning Department Research Division Analysis.
Note: Greater Grove Hall Main Streets District is approximated using 2010 block groups.

Restaurant and grocery spending shared similar fluctuations with a slow, upward trend

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



Grocery spending grew significantly in early 2024, continuously outperforming 2019 levels since.

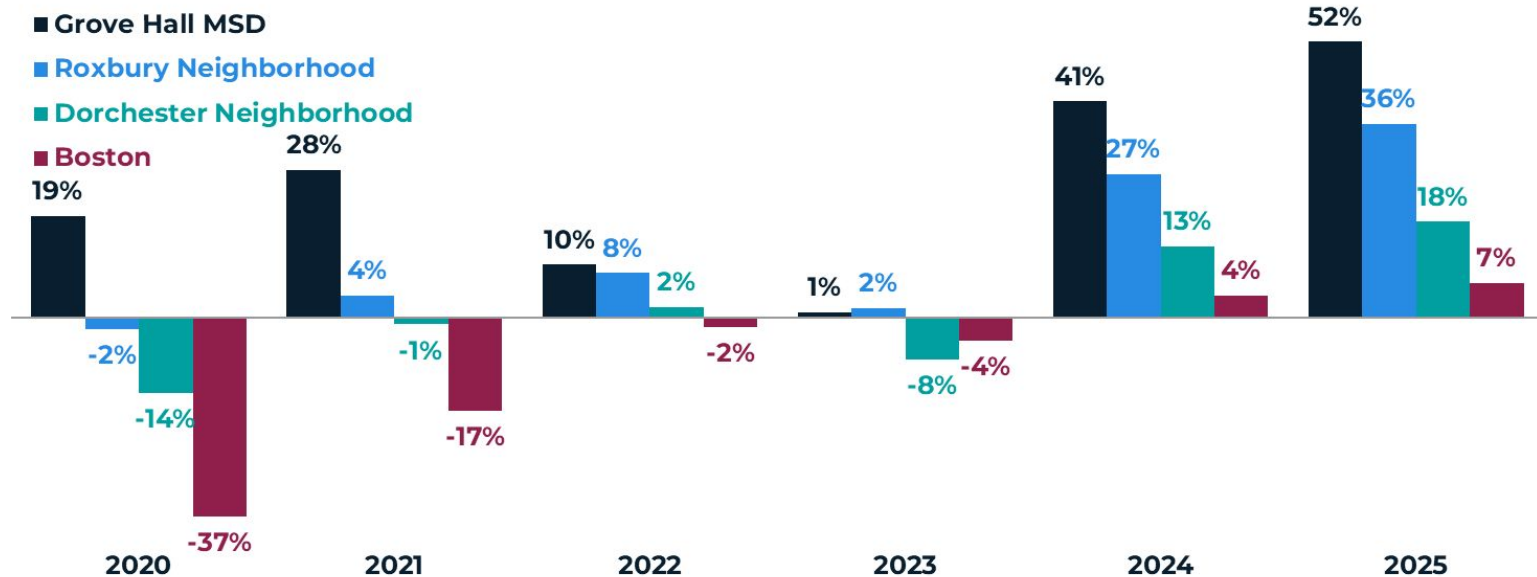
Restaurant spending showed occasional declines below 2019 levels, but remained above the benchmark following 2024.

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

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

In-person consumer spending at Greater Grove Hall Main Streets consistently remained above 2019 levels since 2020

Total In-Person Consumer Spending, Percentage Change from 2019

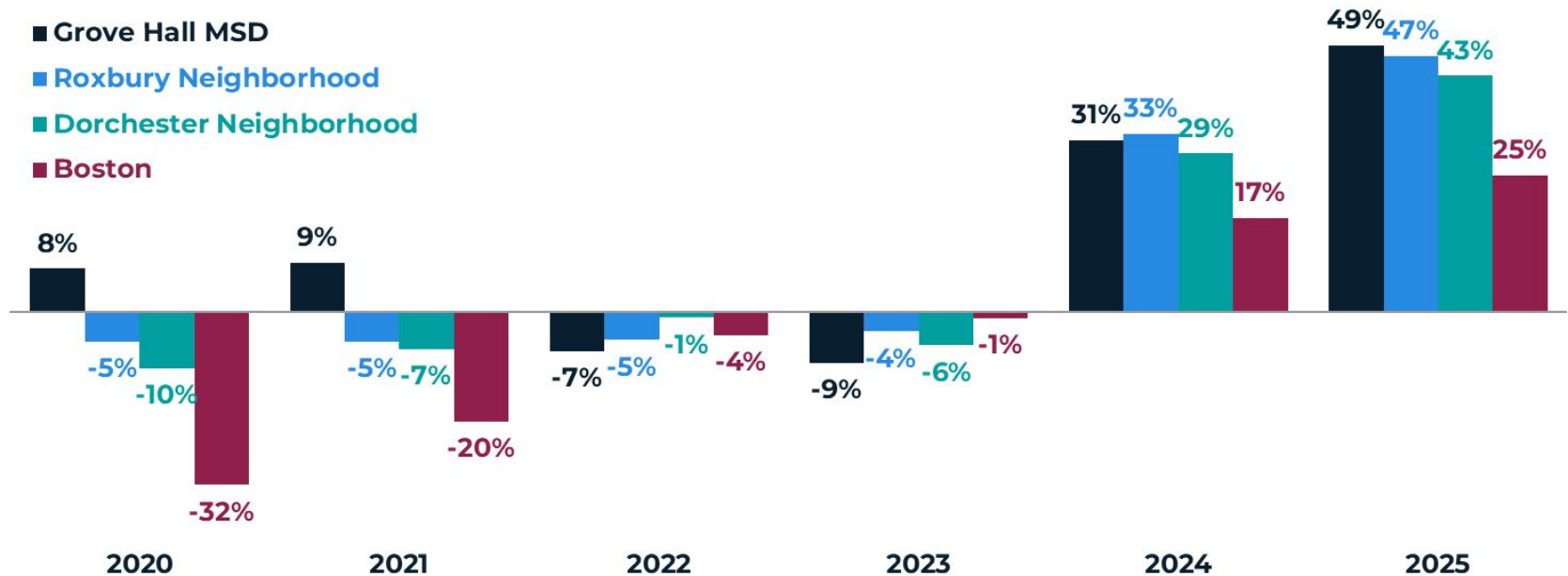


Source: Mastercard Geographic Insights, City of Boston Planning Department Main Street District

Note: Greater Grove Hall 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

Greater Grove Hall Main Streets transaction counts reached 49% above 2019 levels in 2025

Total In-Person Transaction Counts, Percentage Change from 2019

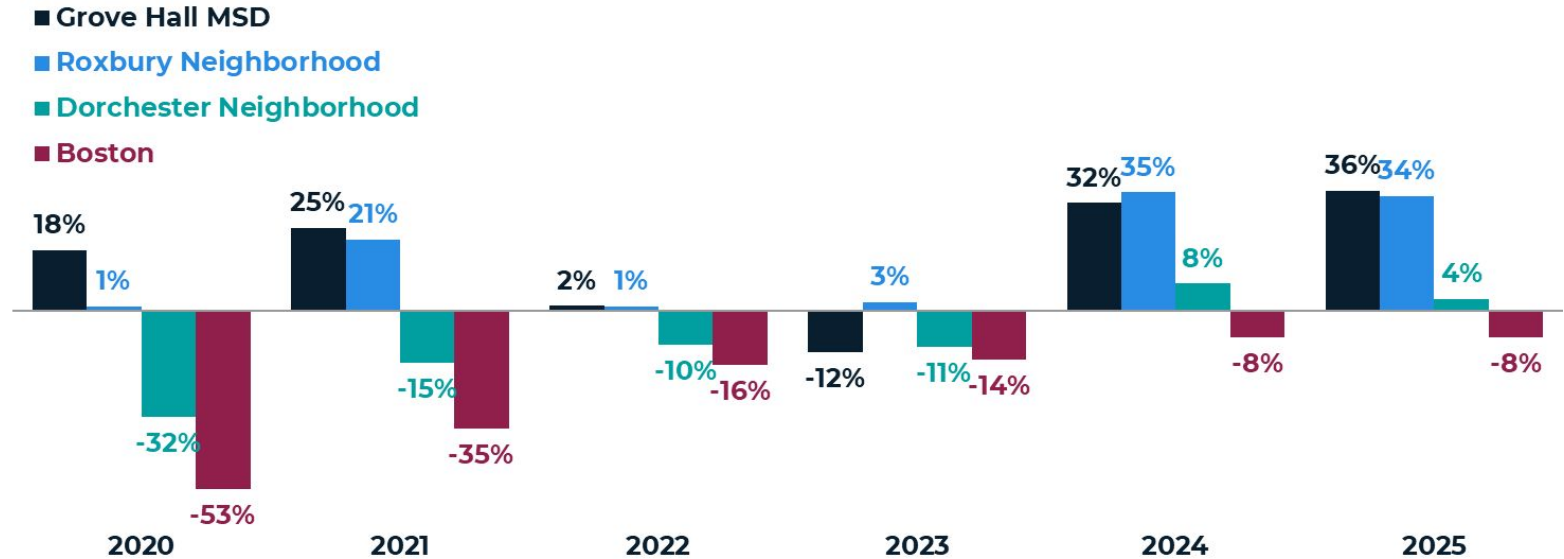


Source: Mastercard Geographic Insights, City of Boston Planning Department Main Street District

Note: Greater Grove Hall Main Streets District is approximated using 2010 block groups. Spending data reflect credit card transactions.

Restaurant spending in Greater Grove Hall Main Streets was 36% above 2019 levels in 2025.

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

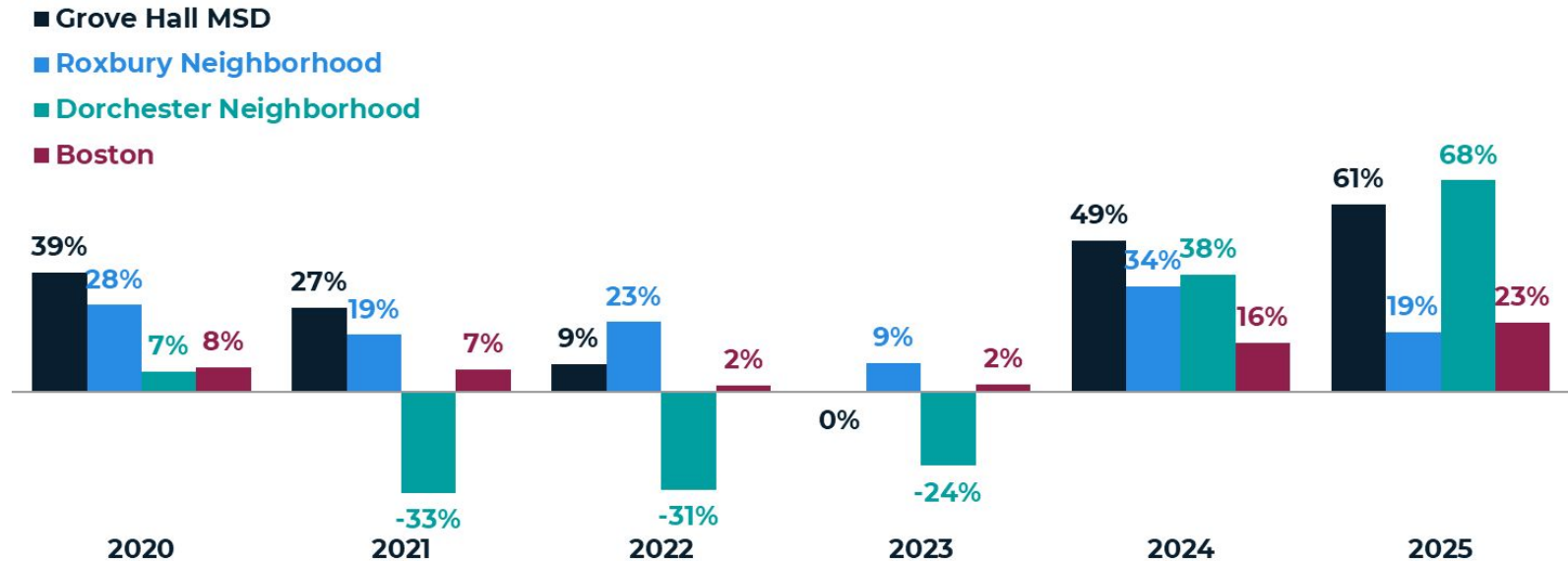


Source: Mastercard Geographic Insights, City of Boston Planning Department Main Street District

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

Greater Grove Hall Main Streets grocery spending saw spending levels 61% above 2019 levels in 2025, showing faster recovery than Boston

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

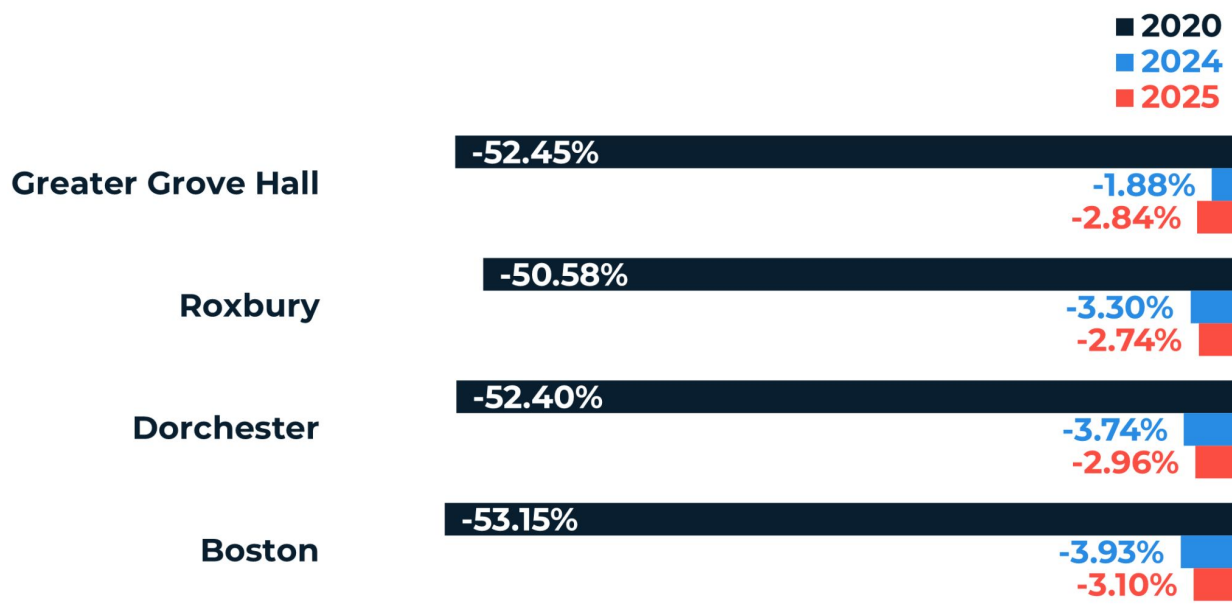


Source: Mastercard Geographic Insights, City of Boston Planning Department Main Street District

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

While visits to Greater Grove Hall in 2025 nearly recovered to pre-pandemic levels, they decreased slightly relative to 2024

Annual Visits* to Greater Grove Hall Main Street, Roxbury and Dorchester Neighborhoods, and Boston Compared to Visits in 2019



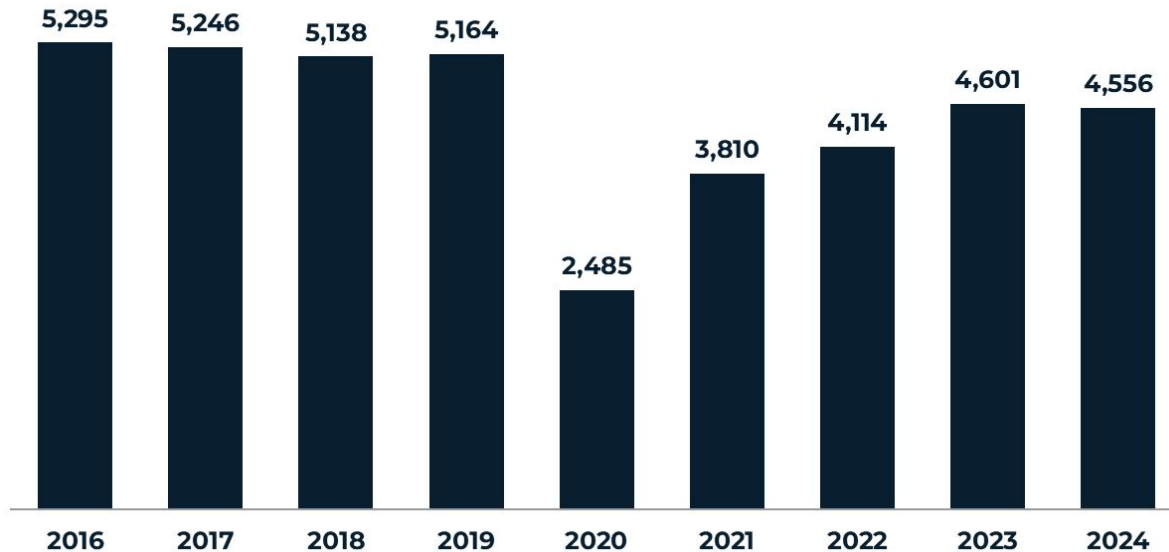
In 2020, visits to **Greater Grove Hall Main Street** were 52.45% lower than in the pre-pandemic year, 2019.

By 2025, visits to **Greater Grove Hall 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 boarding in Greater Grove Hall Main Streets has rebounded steadily since its 2020 low but remains below 2019 levels

Average Weekday Boardings at bus stops in Greater Grove Hall Main Streets District during the Fall seasons



There were **4,556** average weekday boardings in the **Greater Grove Hall Main Streets District** in Fall 2024, which is **88%** 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