

Roslindale Village

Main Streets Profile

March 2026



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Planning Department
RESEARCH DIVISION

City of Boston Planning Department

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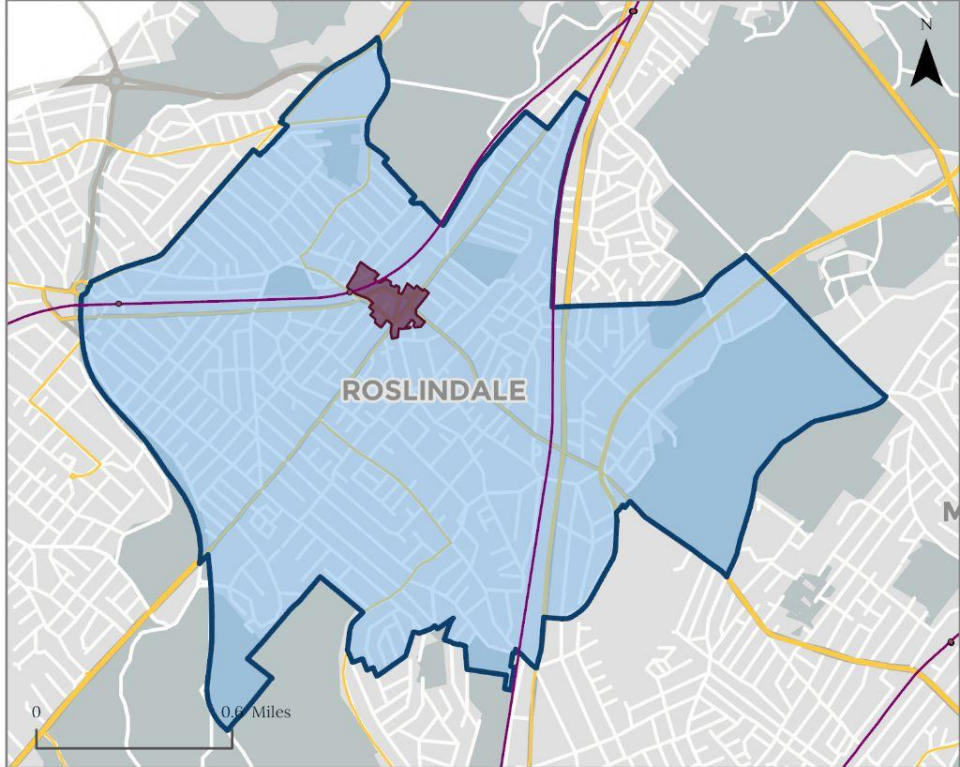
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The following presentation is the work of the **City of Boston Planning Department Research Division**.

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

Roslindale is a diverse neighborhood with strong Hispanic and Black communities, characterized by family households and high homeownership

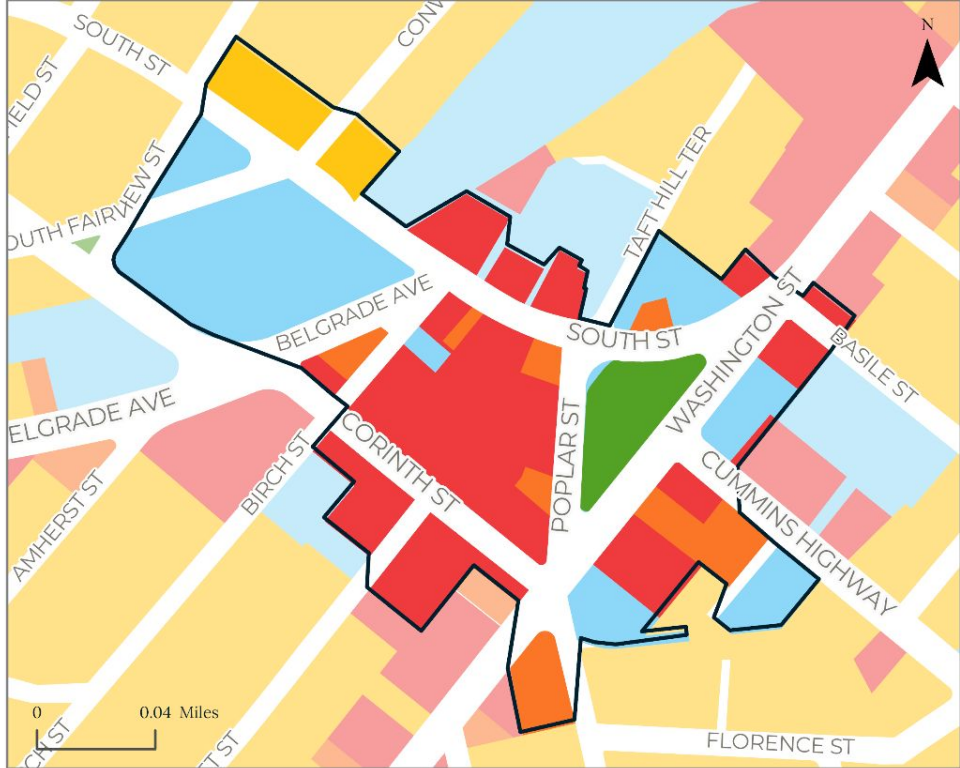
- 26% are aged 60+
- 24% Hispanic and 20% Black
- 52% are enrolled in college or university
- 72% of households are family households
- 59% of households are owner occupied
- 87% of households own a vehicle



Source: City of Boston Planning Department Research Division Analysis.

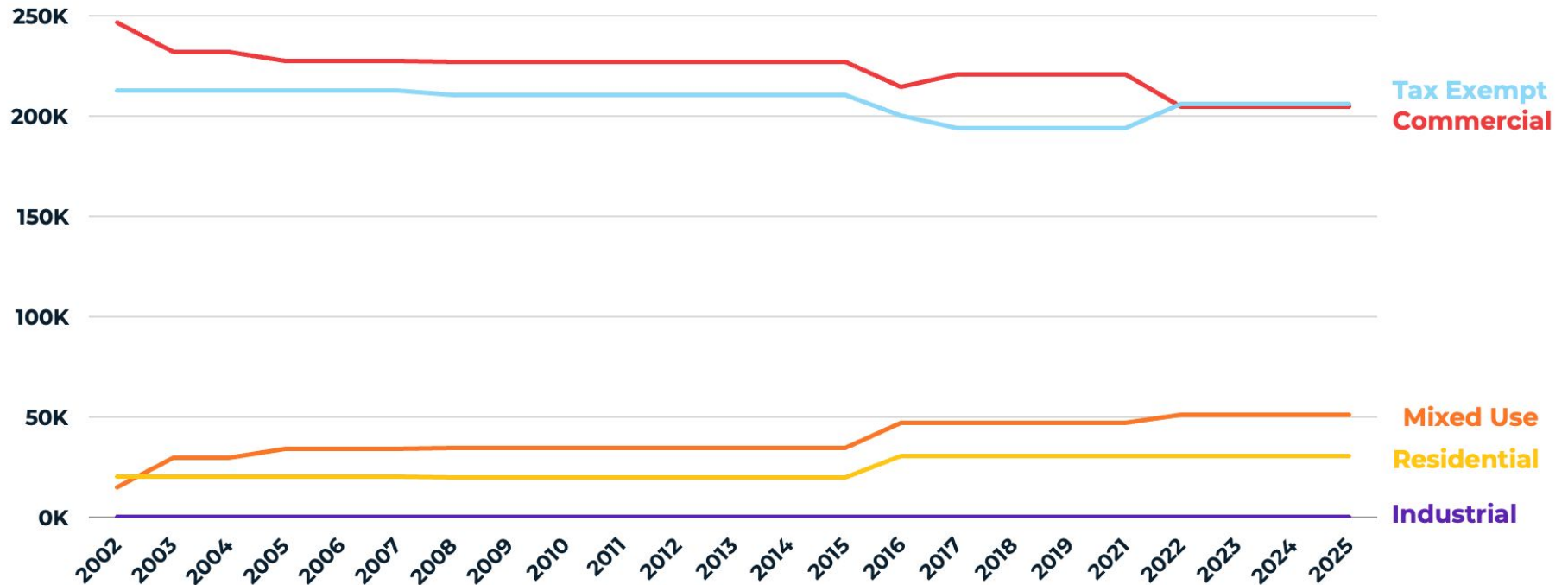
Most parcels in Roslindale Village Main Streets are commercial, with some mixed use, residential and tax exempt parcels, which includes Adams Park and the MBTA parking lot

LAND USE CATEGORY	# PARCELS	SHARE
Commercial	34	56.7%
Industrial	0	0.0%
Mixed Use	10	16.7%
Residential	6	10.0%
Tax Exempt	10	16.7%



Commercial land use has slightly decreased over time while residential and mixed use have increased

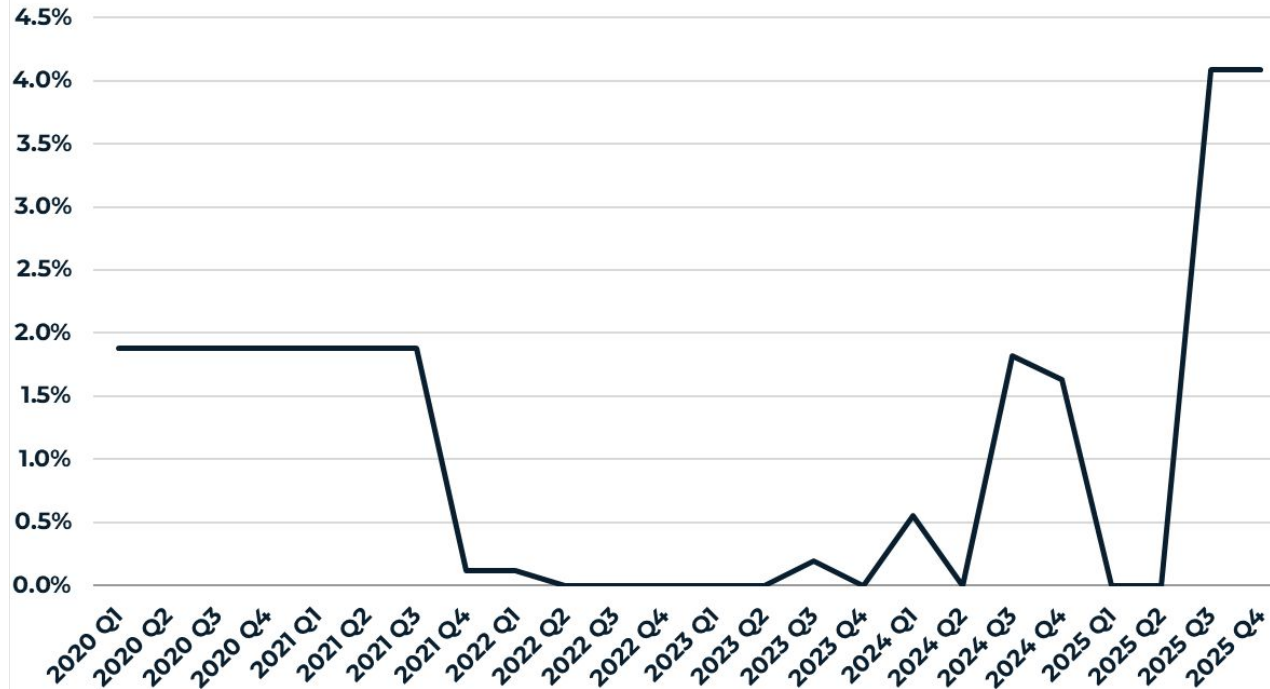
Square Feet of Parcel Land Area by Category in Roslindale Village Main Streets District by Fiscal Year, 2002-2025



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

Retail vacancy hit a 5-year high in 2025

Retail Vacancy Rates in Roslindale Village Main Streets District, 2020-2025



Retail vacancy stayed low for the last five years, never exceeding **1.9%**

In Q3 2025 it hit **4.1%**

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

Roslindale Village Main Streets is home to 145 businesses & institutions

Top business sectors include:

- “Other Services” such as personal care and repair/maintenance services
- Professional, Scientific, and Technical Services
- Health Care and Social Assistance

Major businesses include:

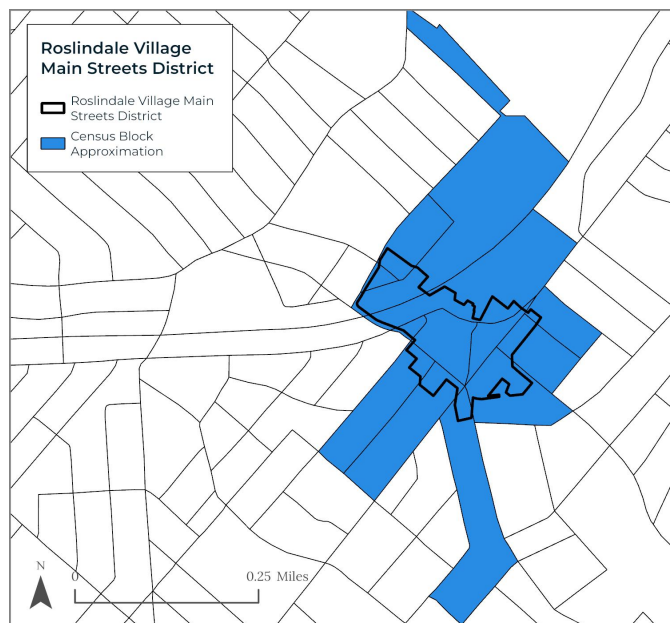
- Beacon Academy Inc.
- Abcd Roslindale Head Start
- Distraction Brewing Co

SECTOR	ESTABLISHMENT SHARE
Other services (except public administration)	19.3%
Professional, scientific, and technical services	14.5%
Health care and social assistance	13.8%
Retail trade	13.1%
Accommodation and food services	13.1%
Finance and insurance	5.5%
Manufacturing	4.1%
Real estate and rental and leasing	4.1%
Information	3.4%
Arts, entertainment, and recreation	2.8%
Educational services	2.1%
Construction	1.4%
Public administration	1.4%
Transportation and warehousing	0.7%
Administrative and support and waste management and remediation services	0.7%

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

~990 payroll jobs are within the Census block approximation of Roslindale Village Main Streets District

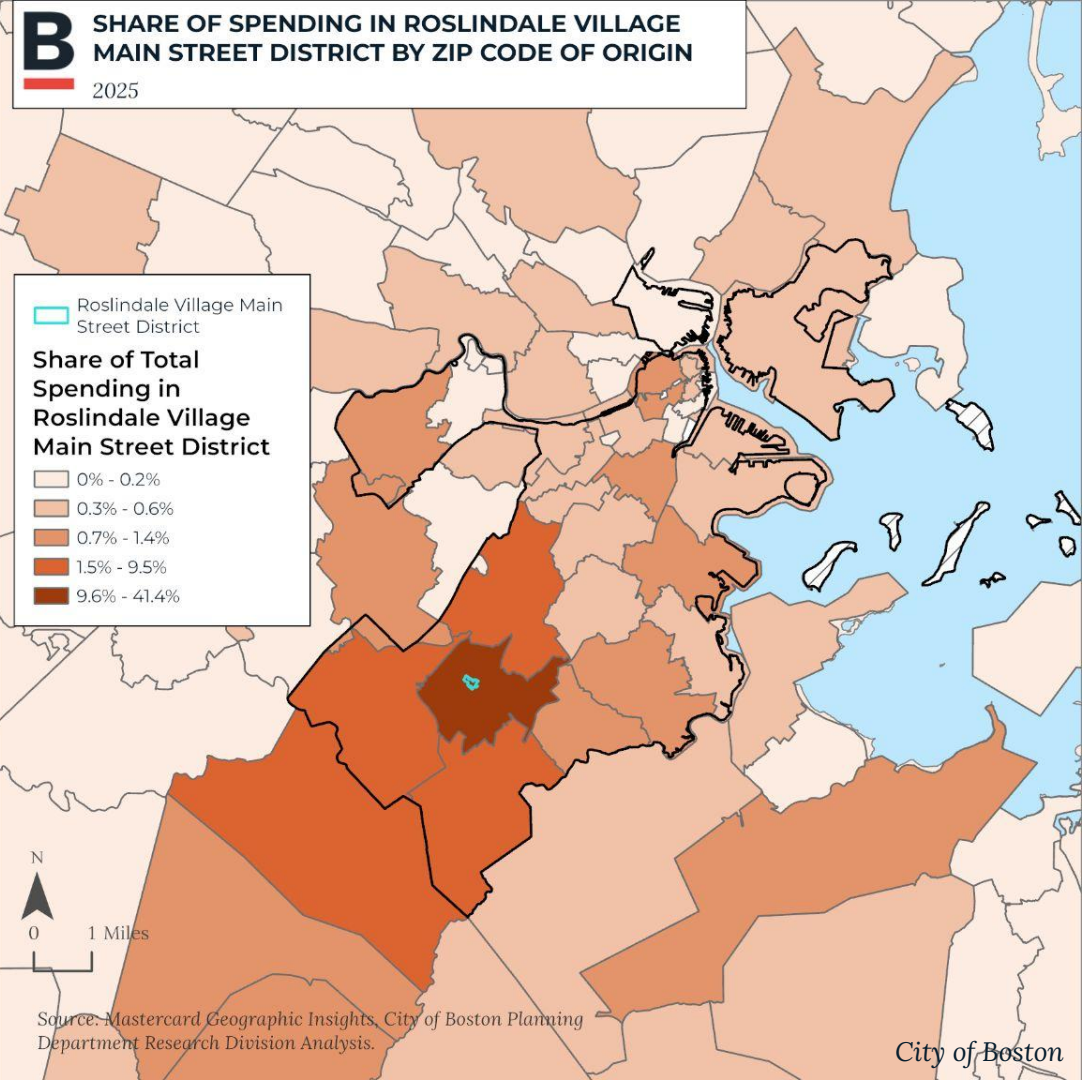
Roslindale Village Main Streets payroll employment is concentrated in Administration & Support, Waste Management and Remediation, Accommodation and Food Services, and Retail Trade



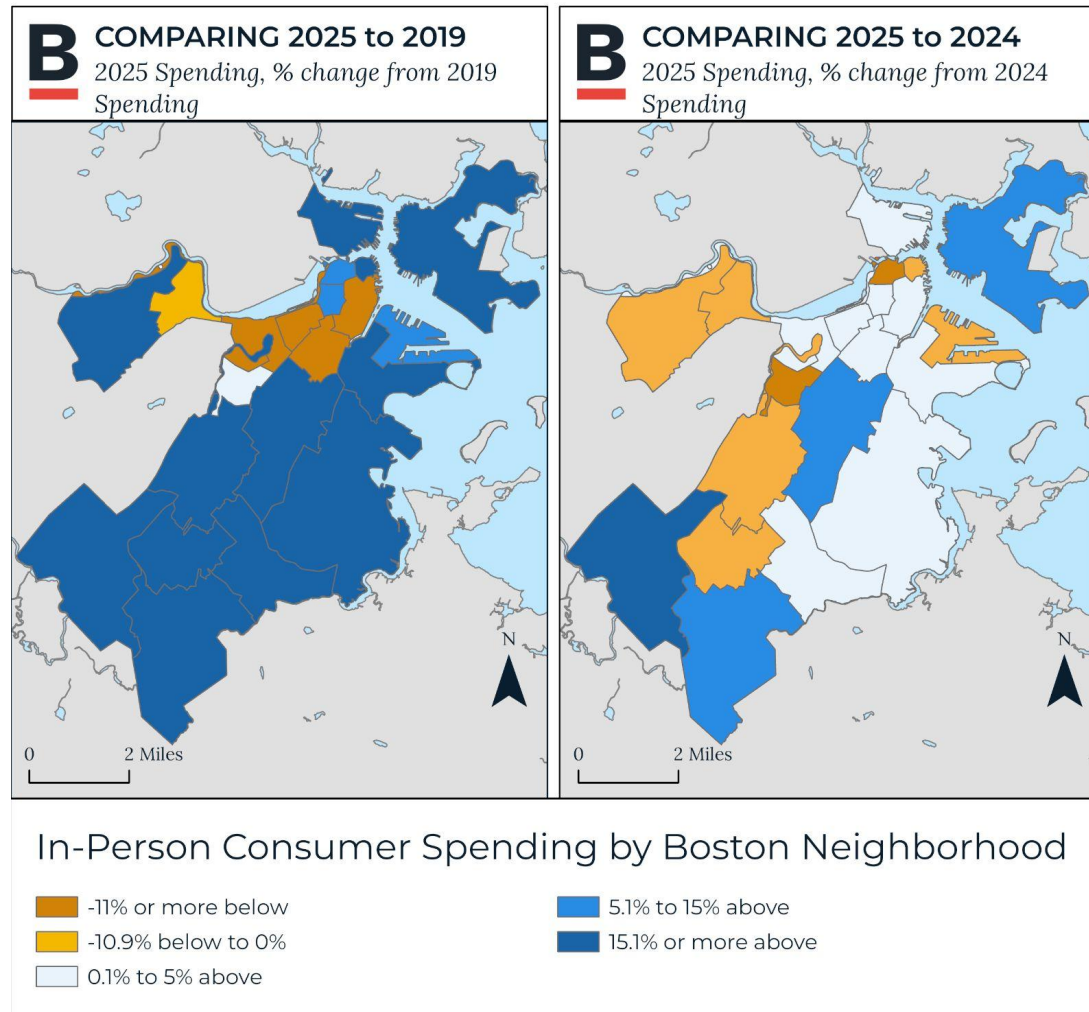
SECTOR	PAYROLL JOBS (2023)	SHARE OF PAYROLL JOBS
Administration & Support, Waste Management and Remediation	266	26.9%
Accommodation and Food Services	240	24.2%
Health Care and Social Assistance	182	18.4%
Retail Trade	126	12.7%
Professional, Scientific, and Technical Services	46	4.6%
Educational Services	37	3.7%
Other Services (excluding Public Administration)	35	3.5%
Manufacturing	34	3.4%
Finance and Insurance	9	0.9%
Real Estate and Rental and Leasing	7	0.7%
Construction	6	0.6%
Transportation and Warehousing	1	0.1%
Public Administration	1	0.1%

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

41.4% of spending in the Roslindale Village Main Streets District originates in Roslindale while 21% come from nearby neighborhoods (West Roxbury, Hyde Park, Jamaica Plain, and Dorchester)



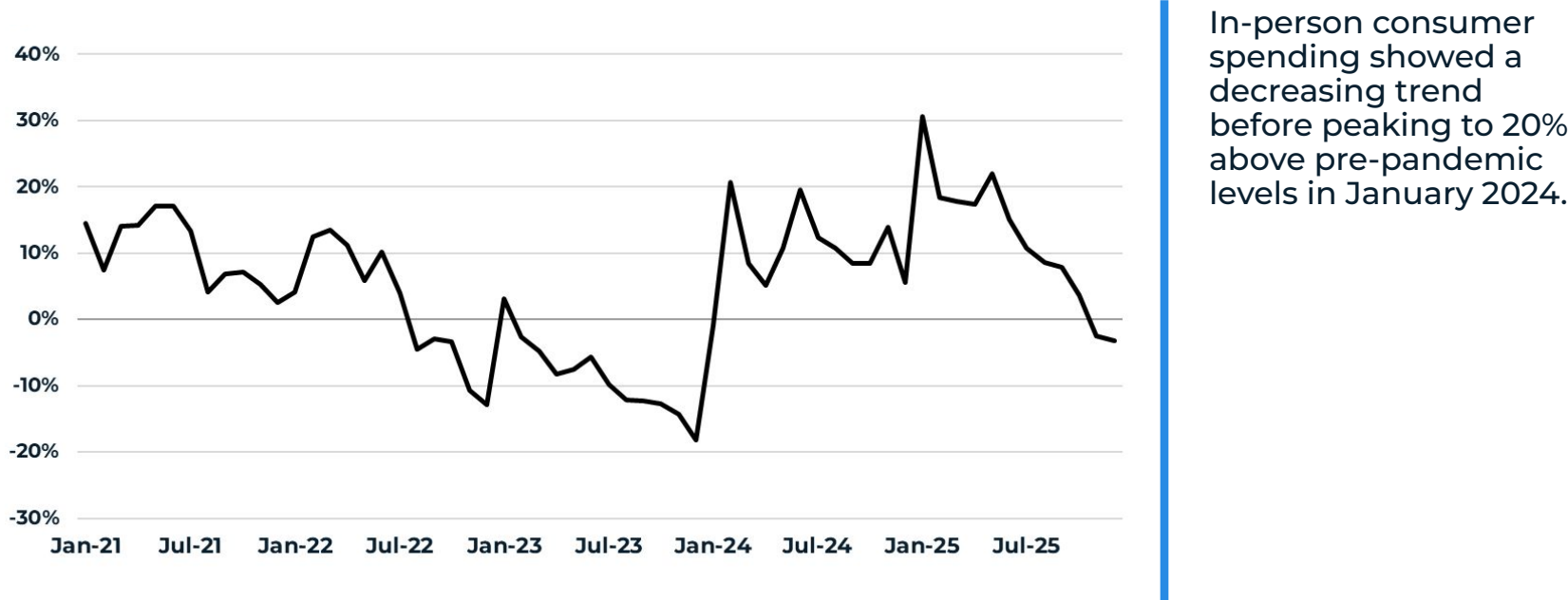
In 2025, consumer spending in Roslindale was 0.6% below 2024 levels and 24.3% above 2019 levels when adjusted for inflation.



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

Consumer spending in Roslindale Village Main Streets slowed down until January 2024 before surging above 2019 levels

Total In-Person Consumer Spending in Roslindale Village 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: Roslindale Village Main Streets District is approximated using 2010 block groups. Spending data are adjusted for inflation.

Consumer spending transaction counts experienced significant increase since early 2024

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

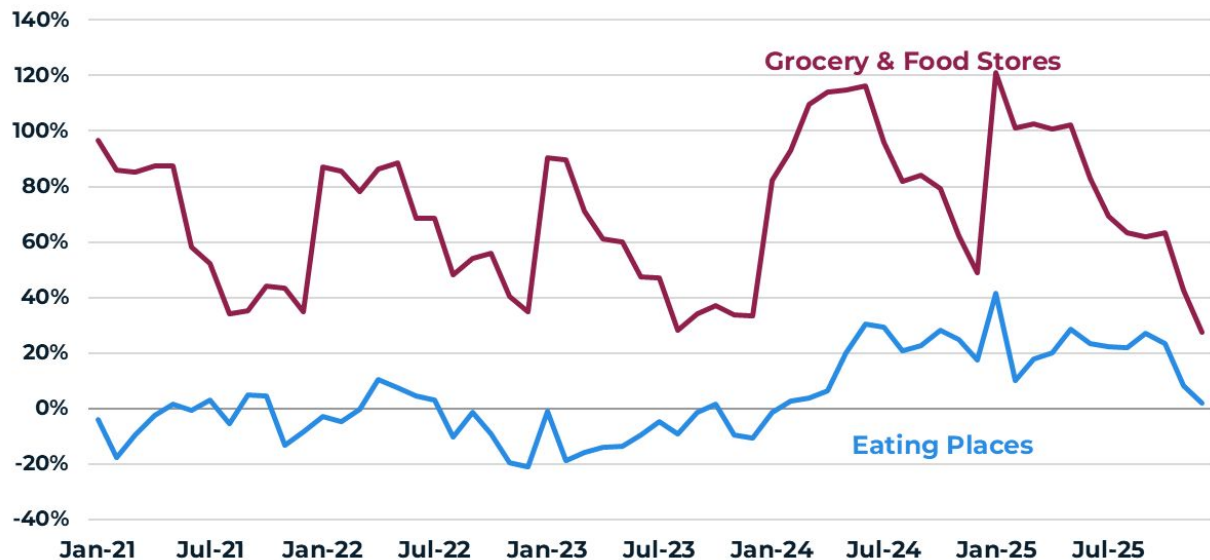


In-person transaction volumes fluctuate before experiencing strong growth in January 2024, eventually peaking at $\approx 60\%$ above pre-pandemic levels by early 2025.

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

While grocery spending fluctuated without a clear upward or downward trend, restaurant spending showed a consistent upward trajectory

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



Grocery spending fluctuates but stayed well above 2019 levels throughout the period.

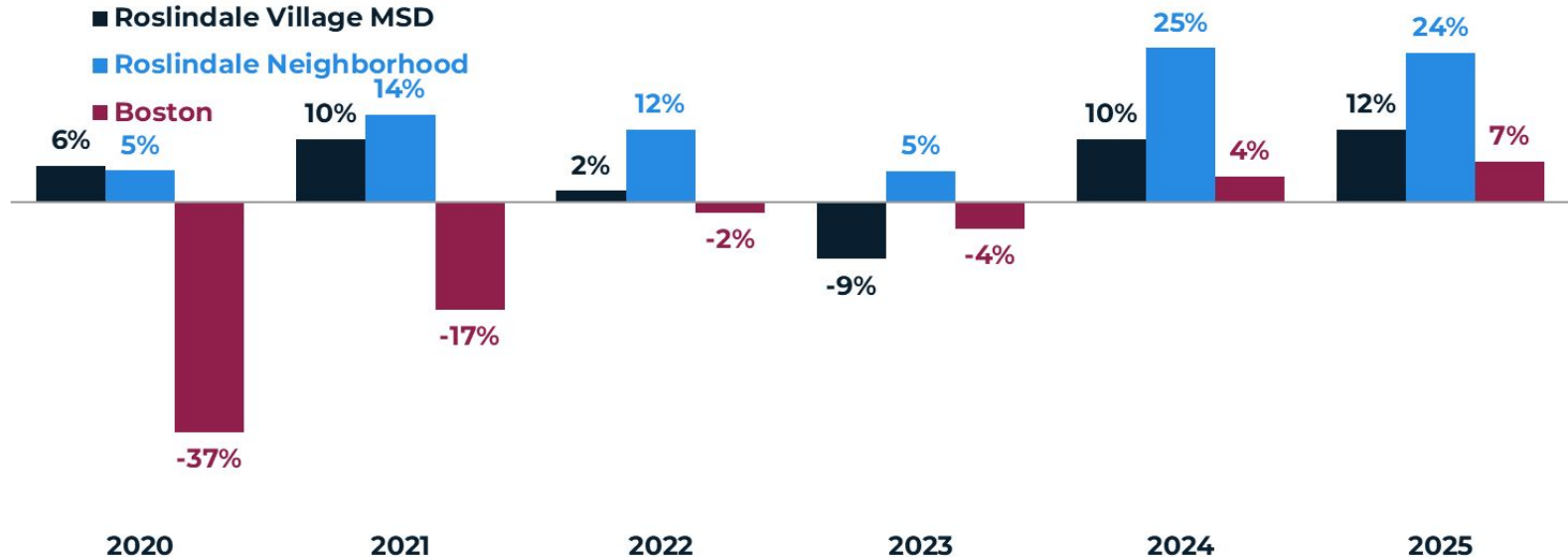
Restaurant spending started below 2019 levels, but showed a steady increase, eventually rising above those levels by 2024.

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

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

Roslindale Village Main Streets has shown a faster recovery compared to overall consumer spending in Boston, consistently remaining above 2019 levels since 2020, except 2023

Total In-Person Consumer Spending, Percentage Change from 2019

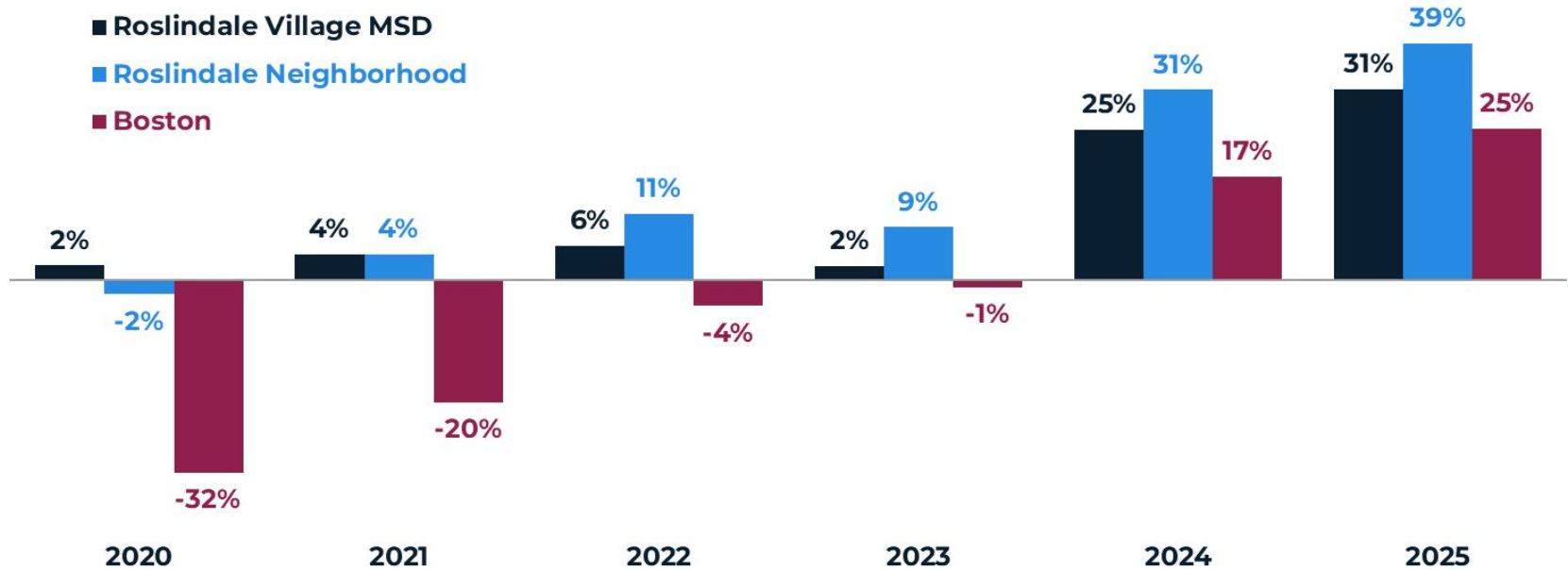


Source: Mastercard Geographic Insights, City of Boston Planning Department Main Street District

Note: Roslindale 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

Roslindale Village Main Streets transaction counts recovered faster than Boston overall, reaching 31% above 2019 levels in 2025

Total In-Person Transaction Counts, Percentage Change from 2019

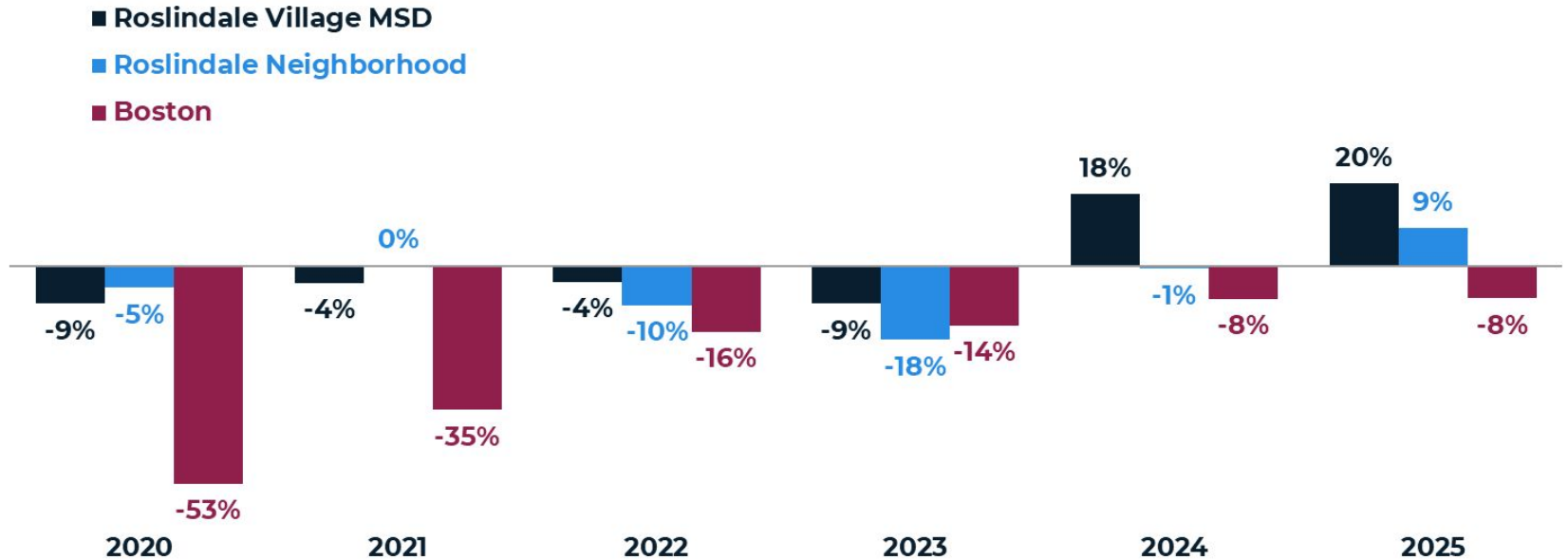


Source: Mastercard Geographic Insights, City of Boston Planning Department Main Street District

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

In-person restaurant spending at Roslindale Village Main Streets was 20% above 2019 levels in 2025.

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

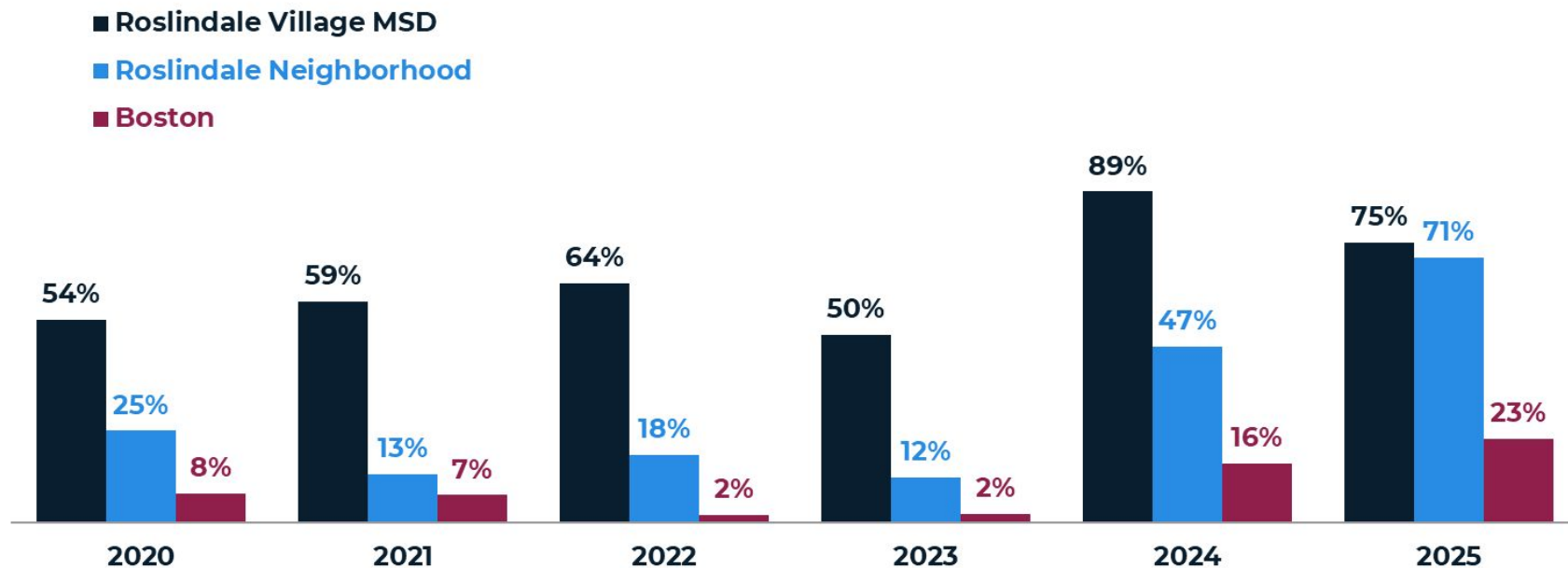


Source: Mastercard Geographic Insights, City of Boston Planning Department Main Street District

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

Roslindale Village Main Streets grocery spending has been consistently above 2019 levels, reaching 75% above 2019 levels in 2025.

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

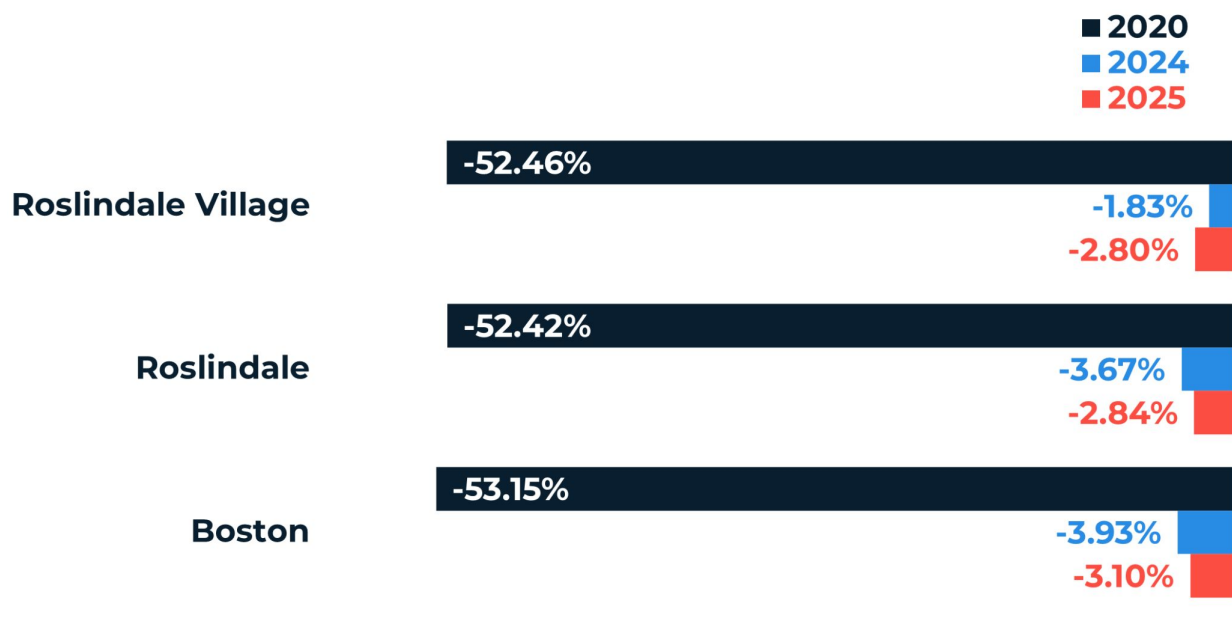


Source: Mastercard Geographic Insights, City of Boston Planning Department Main Street District

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

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

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



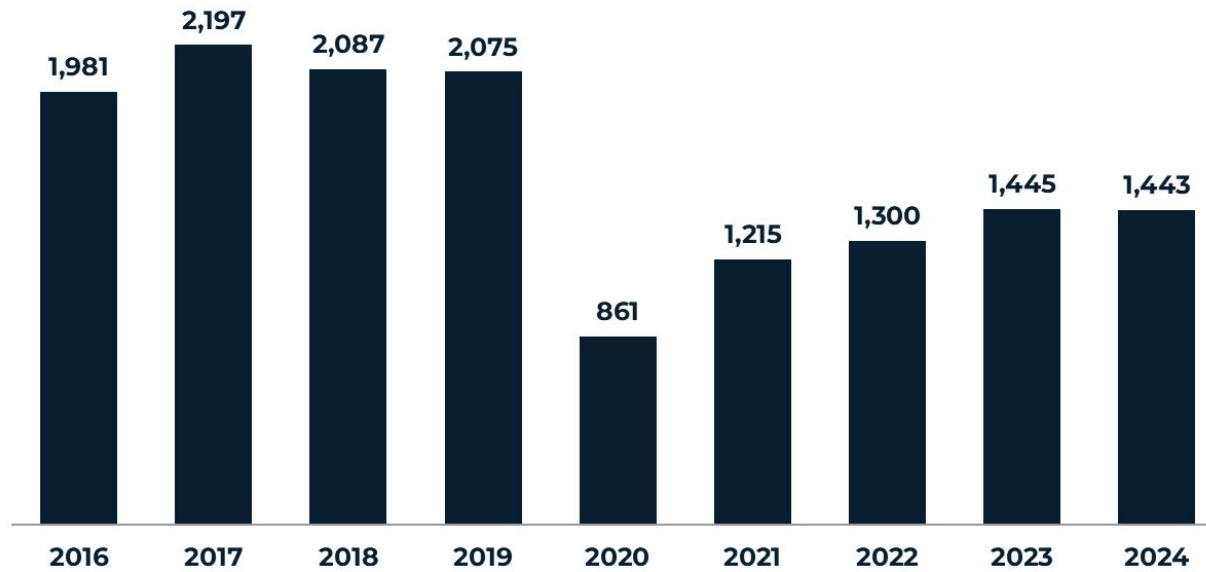
In 2020, visits to **Roslindale Main Street** were 52.46% lower than in the pre-pandemic year, 2019.

By 2025, visits to **Roslindale Main Street** recovered to just 2.80% 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 Roslindale Village Main Streets has grew very slowly following its low in 2020

Average Weekday Boardings at bus stops in Roslindale Village Main Streets District during the Fall seasons



There were **1,443** average weekday boardings in the **Roslindale Village Main Streets District** in Fall 2024, which is **70%** 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