

# Roxbury

## *Main Streets Profile*

March 2026



City of Boston  
Planning Department  
**RESEARCH DIVISION**

*City of Boston Planning Department*

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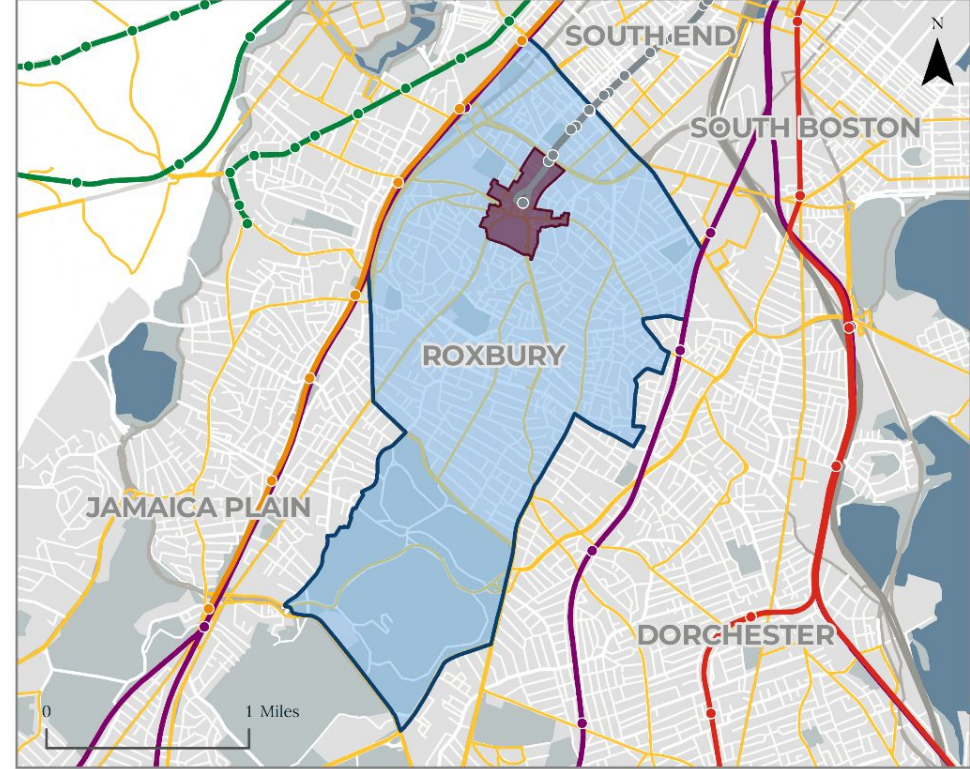
Intern

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."

# Roxbury is a diverse neighborhood with a large Black and Hispanic population

- 41% Black/African-American
- 30% Hispanic or Latino
- 19% are children
- 25% speak Spanish at home
- 75% of households are renter-households
- 44% of households have no vehicles
- 49% of households are family-households
- 37% of children are below the poverty level

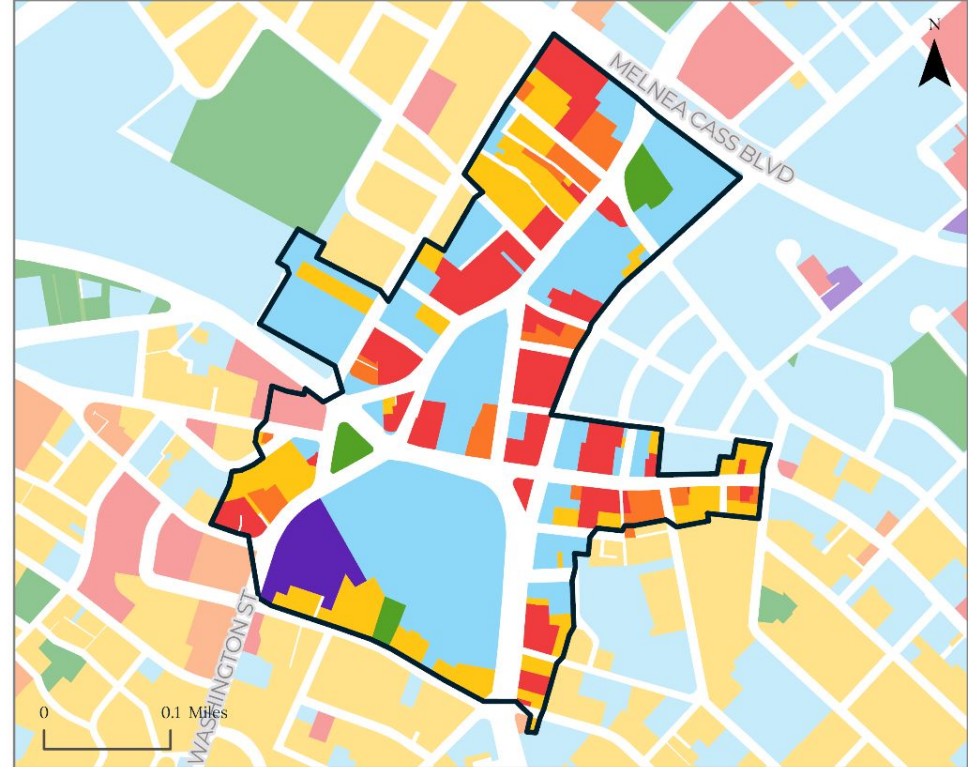


- Roxbury Main Street District  
Roxbury Neighborhood Boundary
- MBTA Routes**
- Blue Line
  - Green Line
  - Orange Line
  - Red Line
  - Silver Line
  - MBTA Bus Routes
  - Commuter Rail

Source: City of Boston Planning Department Research Division Analysis.

# Roxbury Main Streets features commercial parcels along its main corridors, residential and mixed-use parcels on the edges, and significant areas of tax-exempt land

| LAND USE CATEGORY | # PARCELS | SHARE |
|-------------------|-----------|-------|
| Commercial        | 74        | 28.4% |
| Industrial        | 1         | 0.3%  |
| Mixed Use         | 20        | 7.7%  |
| Residential       | 96        | 36.9% |
| Tax Exempt        | 66        | 25.4% |
| Open Space        | 3         | 1.2%  |



□ Roxbury Main Street District

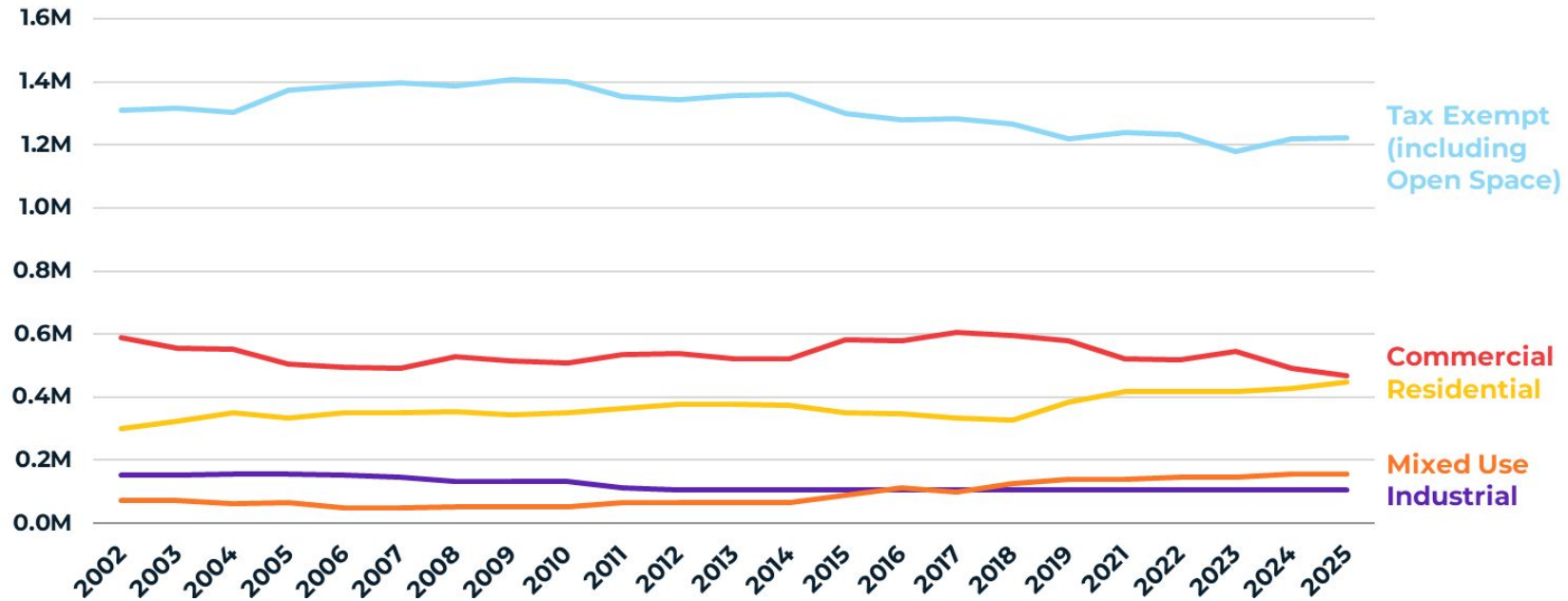
## Parcel Land Use

- Commercial
- Industrial
- Mixed Use
- Residential
- Tax Exempt
- Open Space

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

# Tax-exempt, commercial, and industrial land use has declined slightly over time, while residential use and mixed-use has increased

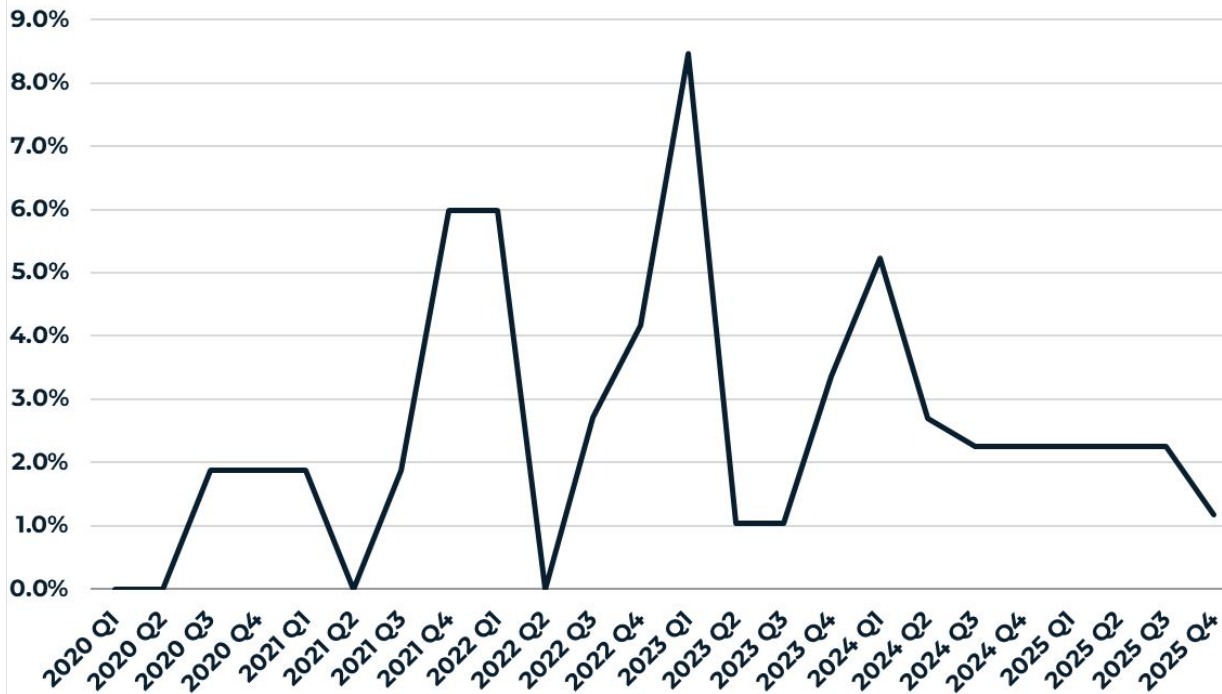
*Square Feet of Parcel Land Area by Category in Roxbury Main Streets District by Fiscal Year, 2002-2025*



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

# Retail vacancy rate steadied in 2024 after years of fluctuations

## Retail Vacancy Rates in Roxbury Main Streets District, 2020-2025



Retail vacancy rate has increased and fallen several times since 2020

Peaking at 8.5% in early 2023

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

# Roxbury Main Streets is home to ~250 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:

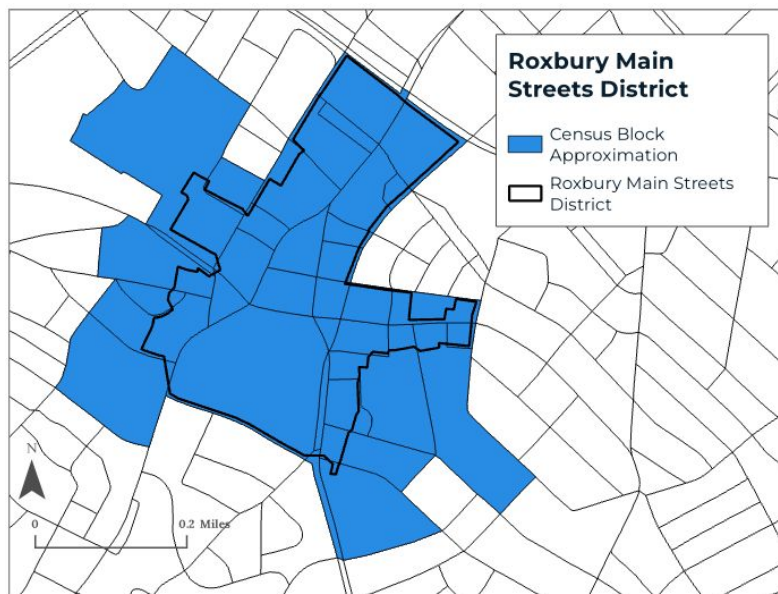
- **Boston Police Department**
- **Boston Public Schools**
- **USPS**
- **Central Boston Elder Services**

| SECTOR                                                                   | ESTABLISHMENT SHARE |
|--------------------------------------------------------------------------|---------------------|
| Other Services (except Public Administration)                            | 20.1%               |
| Accommodation and Food Services                                          | 13.8%               |
| Retail Trade                                                             | 13.4%               |
| Health Care and Social Assistance                                        | 13.4%               |
| Professional, Scientific, and Technical Services                         | 9.1%                |
| Finance and Insurance                                                    | 8.3%                |
| Educational Services                                                     | 3.9%                |
| Real Estate and Rental and Leasing                                       | 3.1%                |
| Public Administration                                                    | 2.8%                |
| Information                                                              | 2.8%                |
| Administrative and Support and Waste Management and Remediation Services | 2.4%                |
| Transportation and Warehousing                                           | 2.4%                |
| Construction                                                             | 1.6%                |
| Wholesale Trade                                                          | 1.2%                |
| Arts, Entertainment, and Recreation                                      | 1.2%                |
| Manufacturing                                                            | 0.8%                |

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

# ~2,489 payroll jobs are within the Census block approximation of Roxbury Main Streets District

Roxbury Main Streets payroll employment is concentrated in Educational Services, Healthcare and Social Assistance, and Public Administration



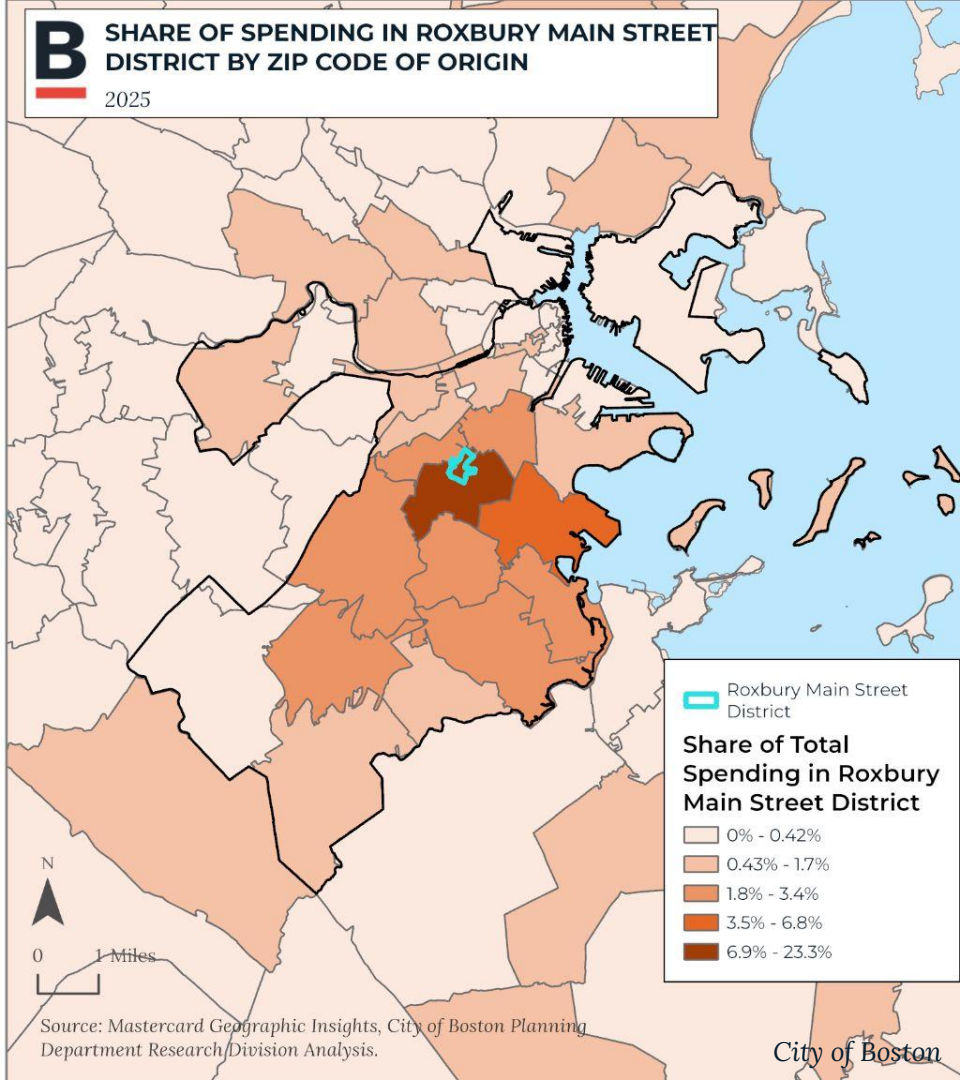
| SECTOR                                             | PAYROLL JOBS (2023) | SHARE OF PAYROLL JOBS |
|----------------------------------------------------|---------------------|-----------------------|
| Educational Services                               | 3,733               | 70.6%                 |
| Health Care and Social Assistance                  | 357                 | 6.7%                  |
| Public Administration                              | 277                 | 5.2%                  |
| Other Services (excluding Public Administration)   | 230                 | 4.3%                  |
| Professional, Scientific, and Technical Services   | 145                 | 2.7%                  |
| Accommodation and Food Services                    | 124                 | 2.3%                  |
| Retail Trade                                       | 103                 | 1.9%                  |
| Information                                        | 71                  | 1.3%                  |
| Real Estate and Rental and Leasing                 | 66                  | 1.2%                  |
| Wholesale Trade                                    | 65                  | 1.2%                  |
| Administration & Support, Waste Management and Rep | 50                  | 0.9%                  |
| Management of Companies and Enterprises            | 28                  | 0.5%                  |
| Finance and Insurance                              | 25                  | 0.5%                  |
| Construction                                       | 8                   | 0.2%                  |
| Arts, Entertainment, and Recreation                | 4                   | 0.1%                  |
| Transportation and Warehousing                     | 3                   | 0.1%                  |
| Agriculture, Forestry, Fishing and Hunting         | 0                   | 0.0%                  |
| Mining, Quarrying, and Oil and Gas Extraction      | 0                   | 0.0%                  |
| Utilities                                          | 0                   | 0.0%                  |
| Manufacturing                                      | 0                   | 0.0%                  |

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

Note: 9,200 payroll jobs excluded from the Educational Services sector to account for OnTheMap allocating all Boston Public Schools payroll jobs to the Bruce C. Bolling Municipal Building based on data from Staffing Data by Race, Ethnicity, Gender by Full-time Equivalents (2023-24), Massachusetts Department of Education

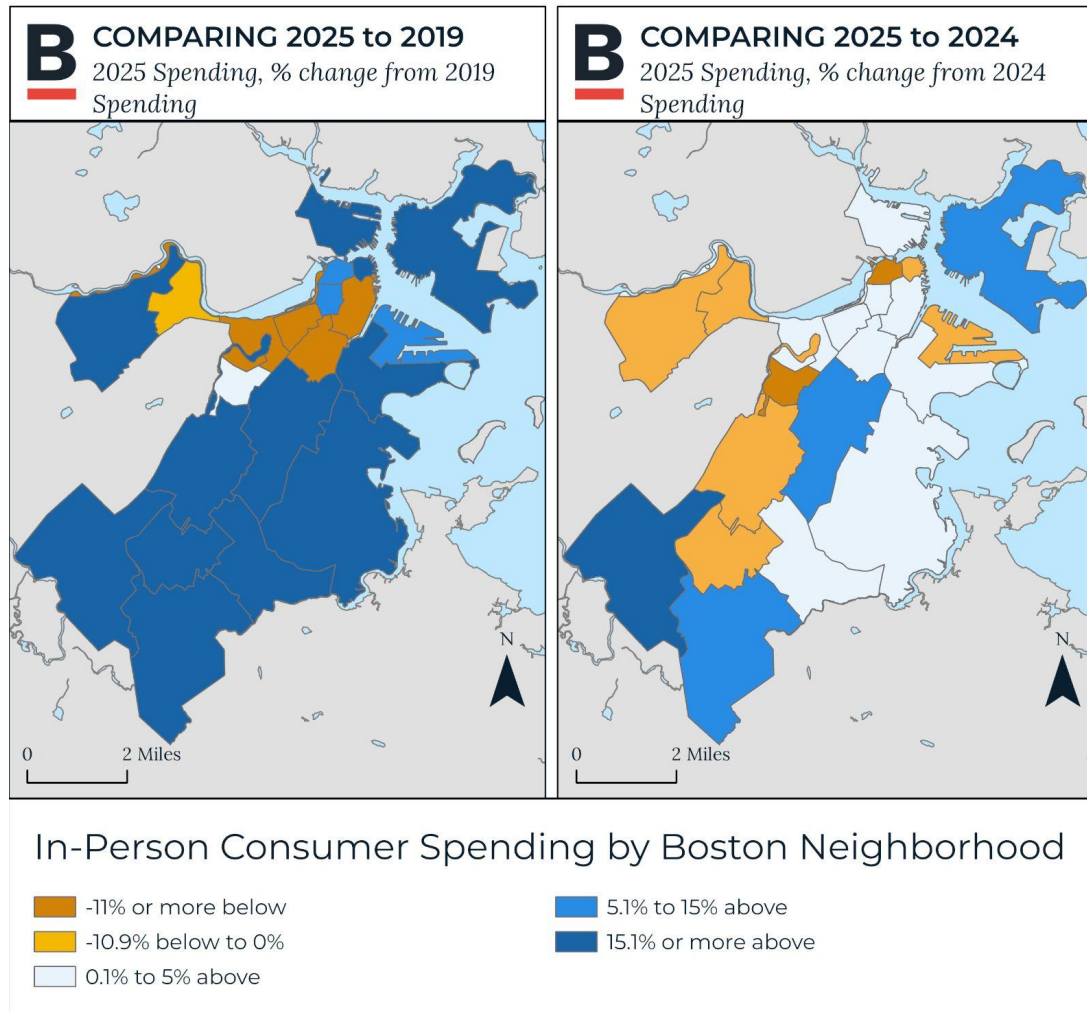
**26.6% of spending in the  
Roxbury Main Streets  
District originates in  
Roxbury**

**an additional 21% comes  
from residents of nearby  
Boston neighborhoods  
(JP, Dorchester, South  
End, Mission Hill)**



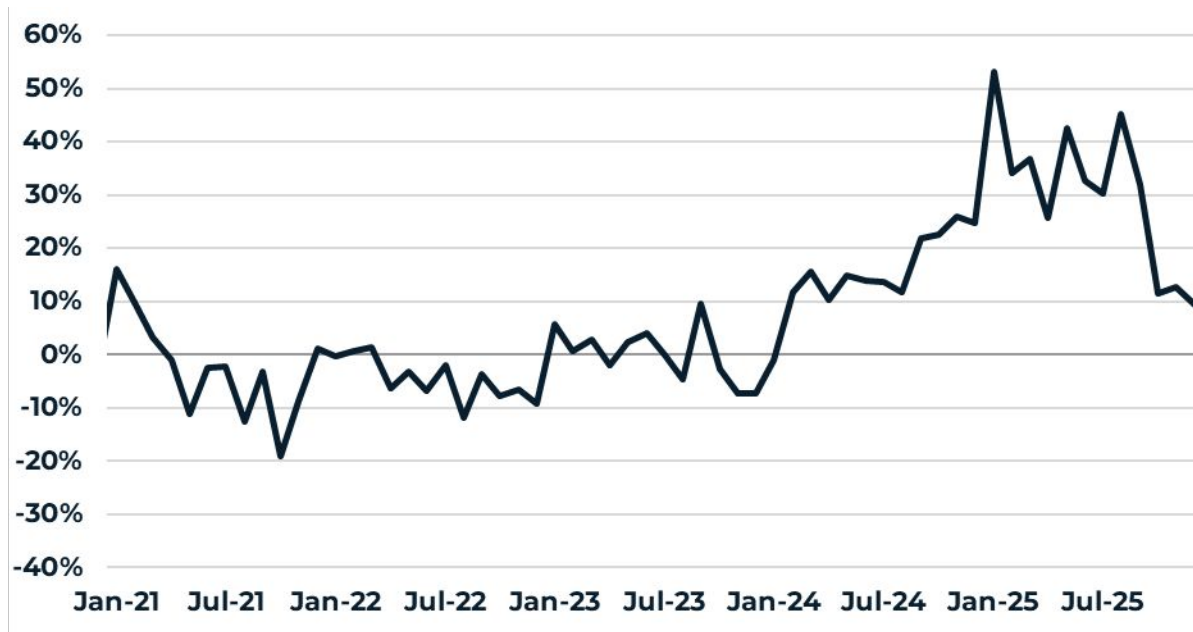
**In 2025,  
inflation-adjusted  
consumer spending  
rose by 7.4% in  
Roxbury.**

**Relative to 2019 levels,  
spending increased by  
36.3% in Roxbury.**



# Consumer spending in Roxbury Main Streets surged in late-2024, and remained above pre-COVID levels

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



In-person consumer spending in 2021-2023 hovered around 2019 levels, but surged in 2025, sustaining levels above the pre-pandemic benchmark.

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

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

# Consumer spending transaction counts remained below 2019 levels through 2023, and began rising rapidly in 2024

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



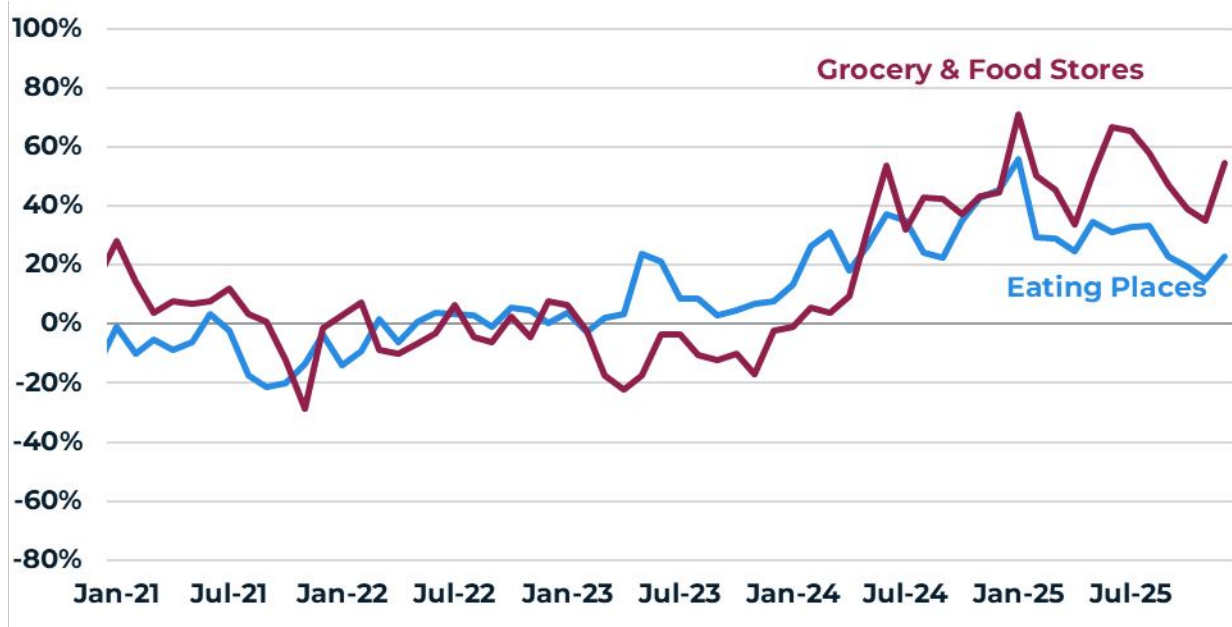
Transaction counts remained around 10-20% below 2019 levels through 2023, but rebounded in early 2024, reaching 30% above pre-COVID levels in late 2025

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

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

# Grocery and restaurant spending in Roxbury Main Streets have been increasing since 2023

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



**Grocery spending** dipped in 2023 then surged in 2024 to ~50% of pre-COVID levels.

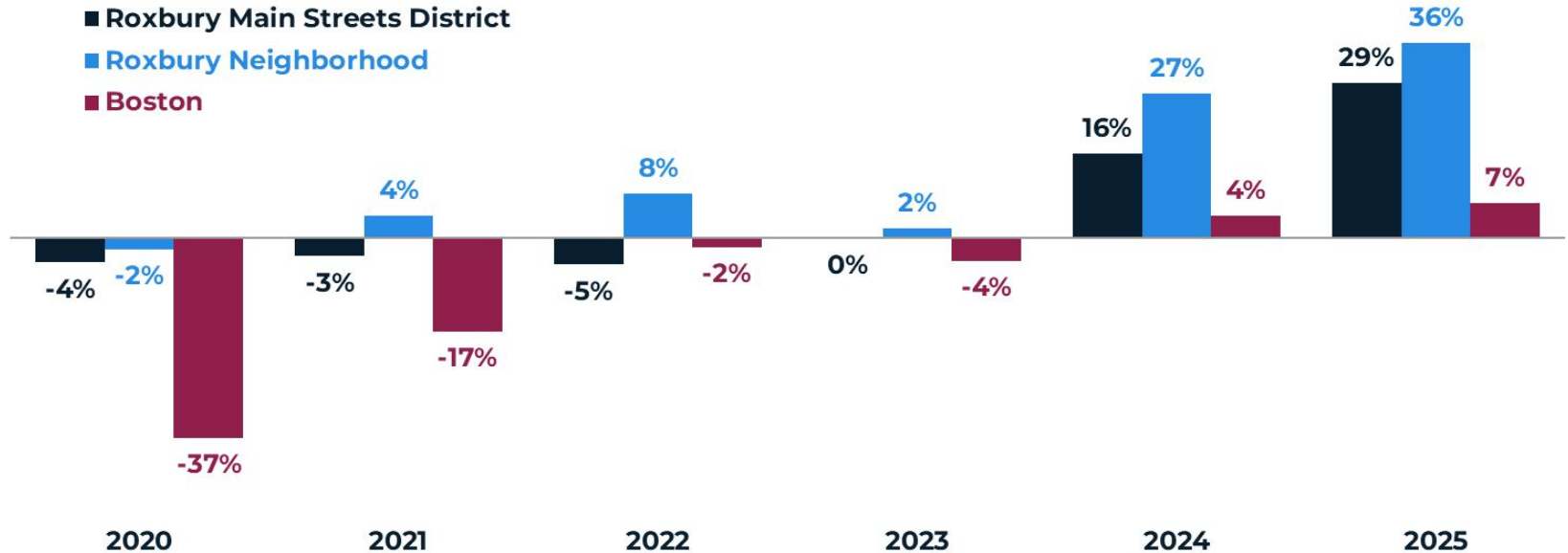
**Restaurant spending** began gradually increasing in 2023, and has hovered above 20% of pre-COVID levels in 2025.

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

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

# Roxbury Main Streets has outperformed Boston in consumer spending recovery, reaching 29% above 2019 levels in 2025 compared to just 7% citywide

Total In-Person Consumer Spending, Percentage Change from 2019

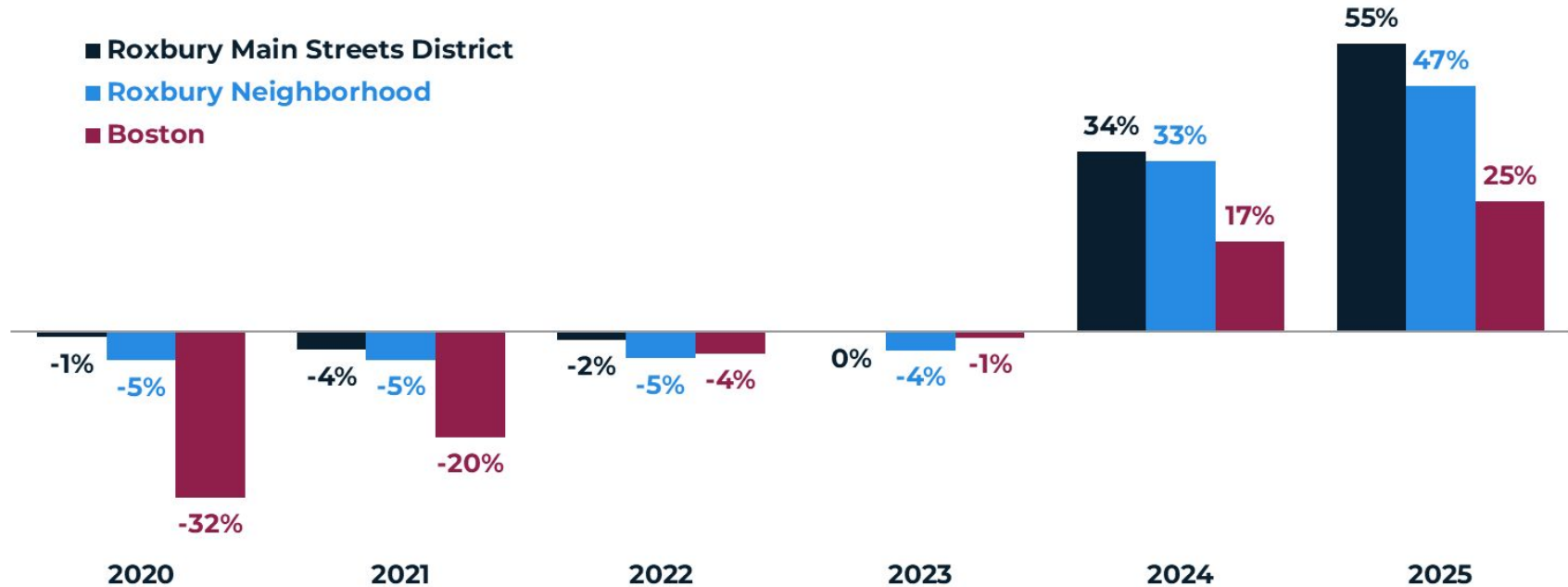


Source: Mastercard Geographic Insights, City of Boston Planning Department Main Street District

Note: Four Corners 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

# Roxbury Main Streets transaction counts recovered significantly in 2024, reaching 55% above 2019 levels in 2025

Total In-Person Transaction Counts, Percentage Change from 2019

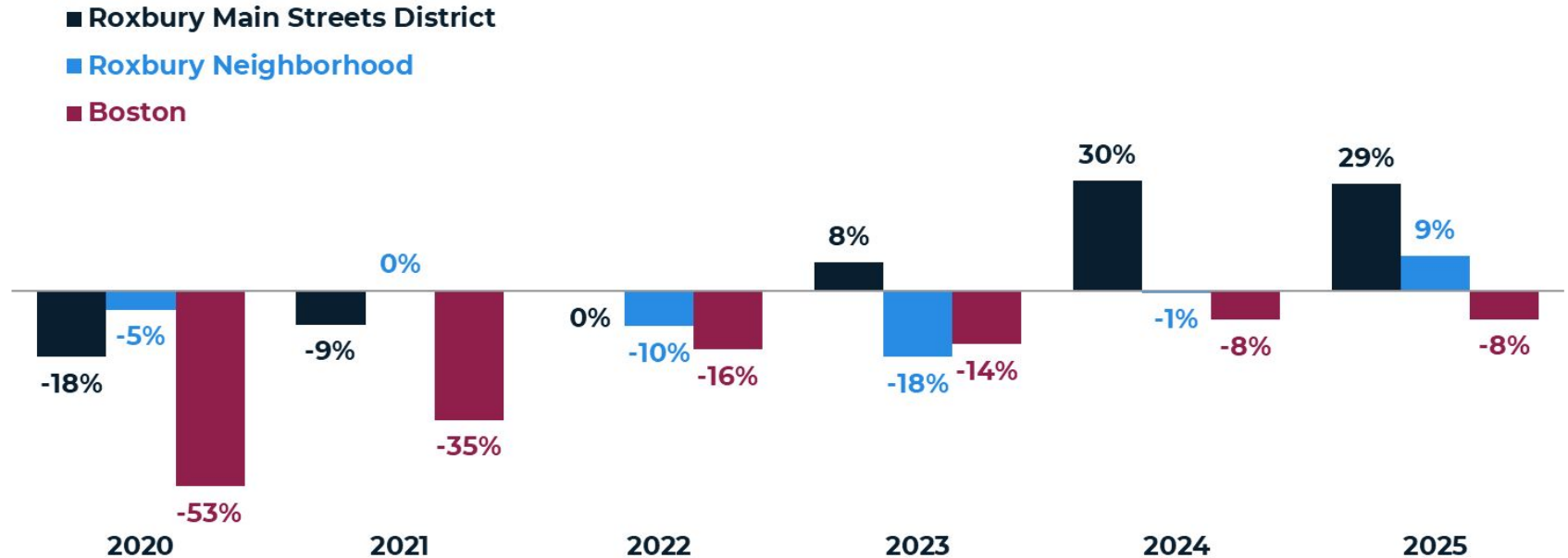


Source: Mastercard Geographic Insights, City of Boston Planning Department Main Street District

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

# Roxbury Main Streets spending at restaurants recovered faster than Boston, reaching 29% above 2019 levels in 2025

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

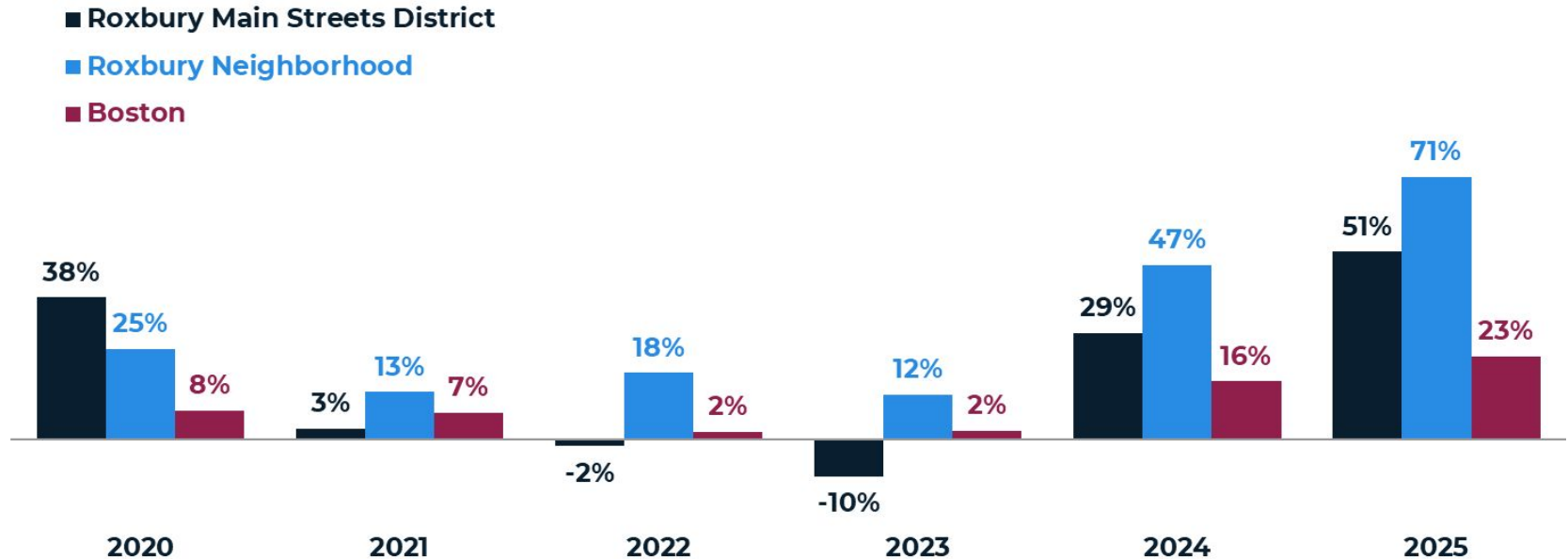


Source: Mastercard Geographic Insights, City of Boston Planning Department Main Street District

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

# Grocery spending at Roxbury Main Streets rebounded after 2023, reaching 51% above 2019 levels in 2025

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

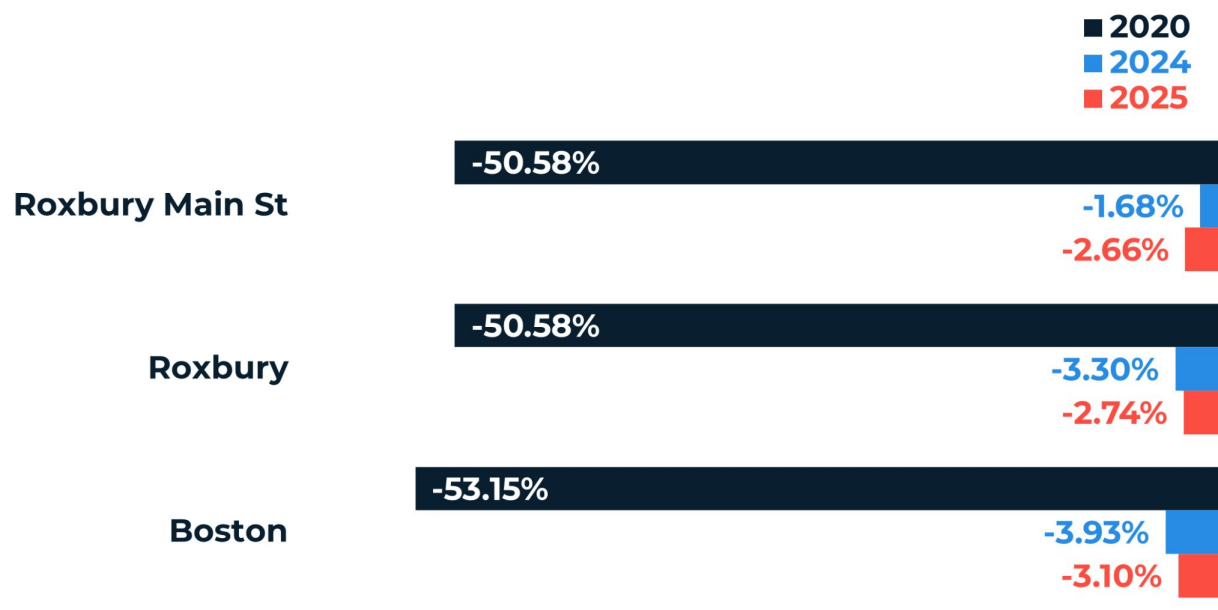


Source: Mastercard Geographic Insights, City of Boston Planning Department Main Street District

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

# While visits to Roxbury Main Street **in 2025 nearly recovered** to pre-pandemic levels, they decreased slightly relative to 2024

Annual Visits\* to Roxbury Main Street, Roxbury Neighborhood, and Boston Compared to Visits in 2019



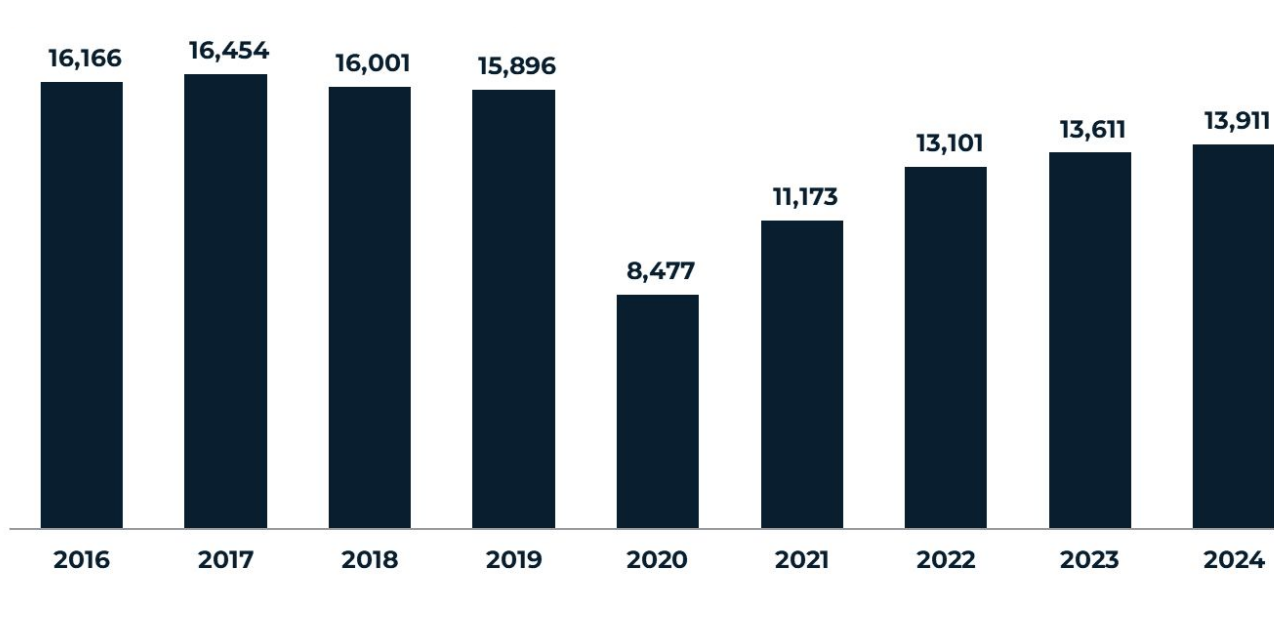
In 2020, visits to **Roxbury Main Street** were 50.58% lower than in the pre-pandemic year, 2019.

By 2025, visits to **Roxbury Main Street** recovered to just 2.66% 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 Roxbury Main Streets has rebounded steadily since its 2020 low but remains slightly below 2019 levels

*Average Weekday Boardings at bus stops in Roxbury Main Streets District during the Fall seasons*



There were **13,911** average weekday boardings in the **Roxbury Main Streets District** in Fall 2024, which is **87%** of Fall 2019 levels.