

Three Squares

Main Streets Profile

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Planning Department
RESEARCH DIVISION

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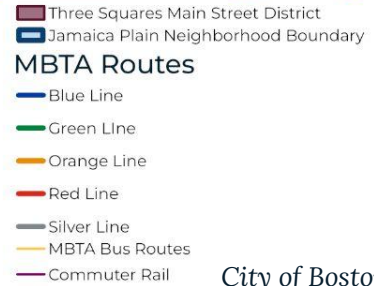
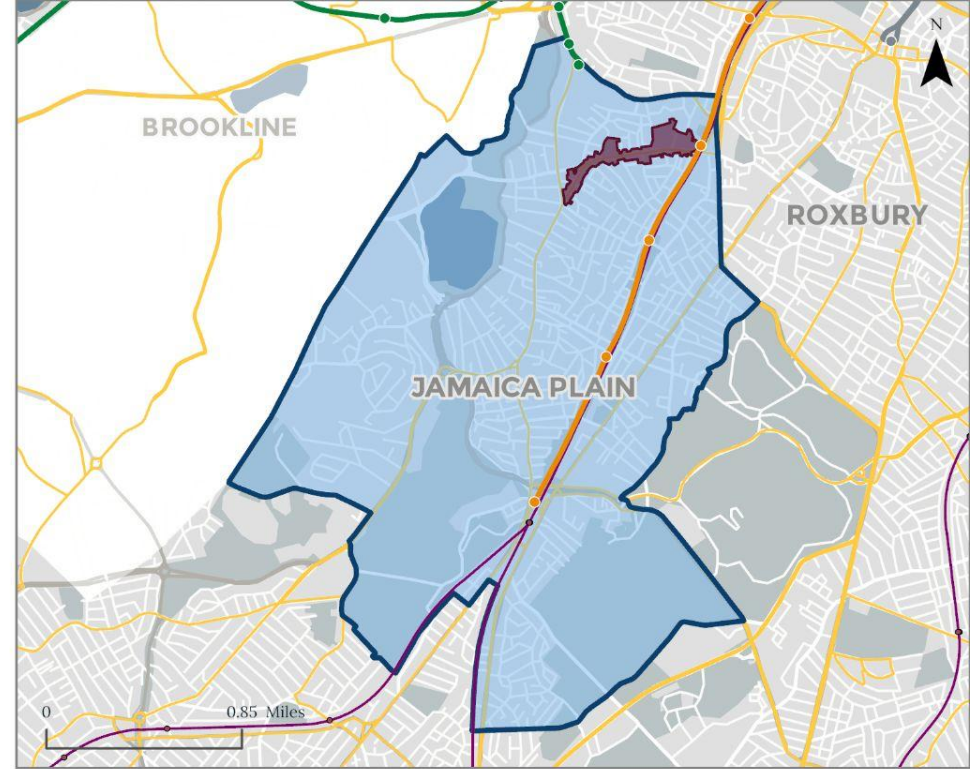
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Use of our work **requires** the inclusion of the following citation: "City of Boston Planning Department Research Division Analysis."

Jamaica Plain is largely 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% are 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 is renter occupied



Source: City of Boston Planning Department Research Division Analysis.

Three Squares Main Streets features many mixed use and residential parcels, with some commercial and tax exempt parcels

LAND USE CATEGORY	# PARCELS	SHARE
Commercial	16	18.2%
Industrial	0	0.0%
Mixed Use	32	36.4%
Residential	32	36.4%
Tax Exempt	8	9.1%

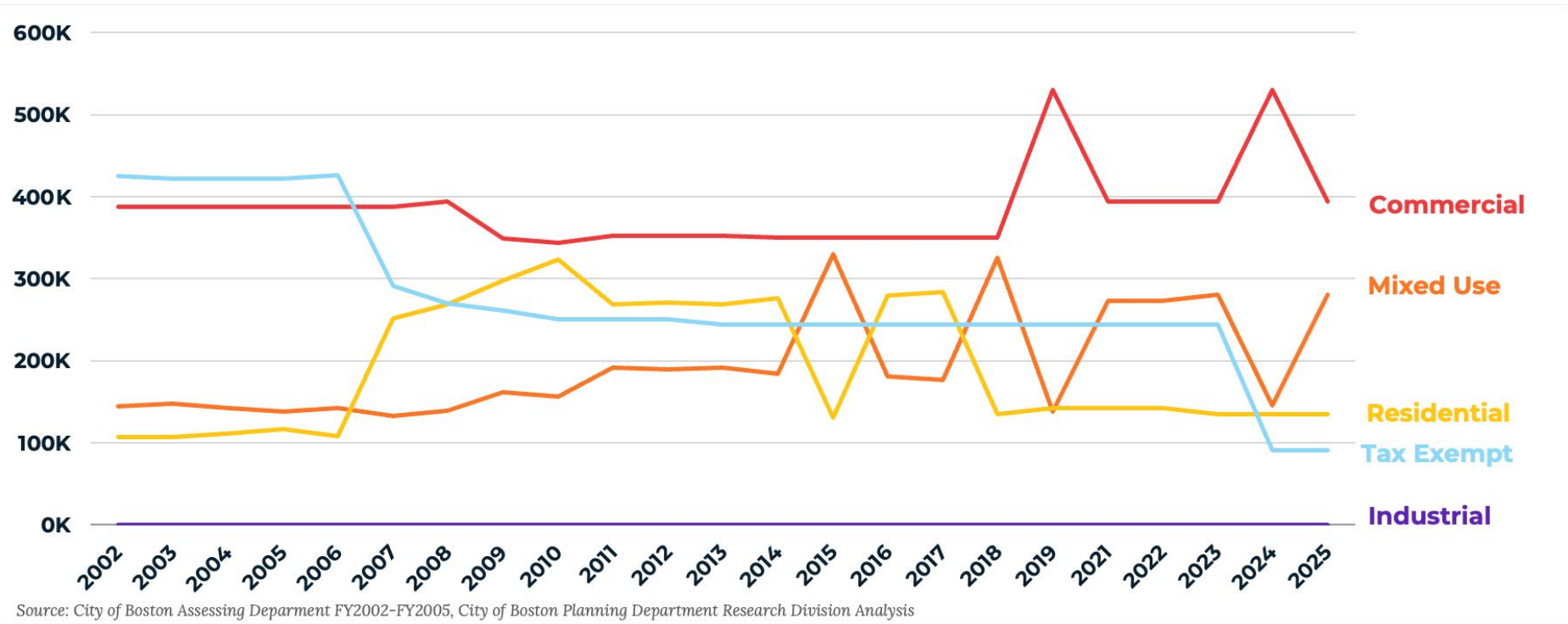


- Three Squares Main Street District
- Commercial
- Industrial
- Mixed Use
- Residential
- Tax Exempt
- Open Space

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

Commercial, mixed use, and residential land uses have fluctuated, while tax exempt land has declined significantly

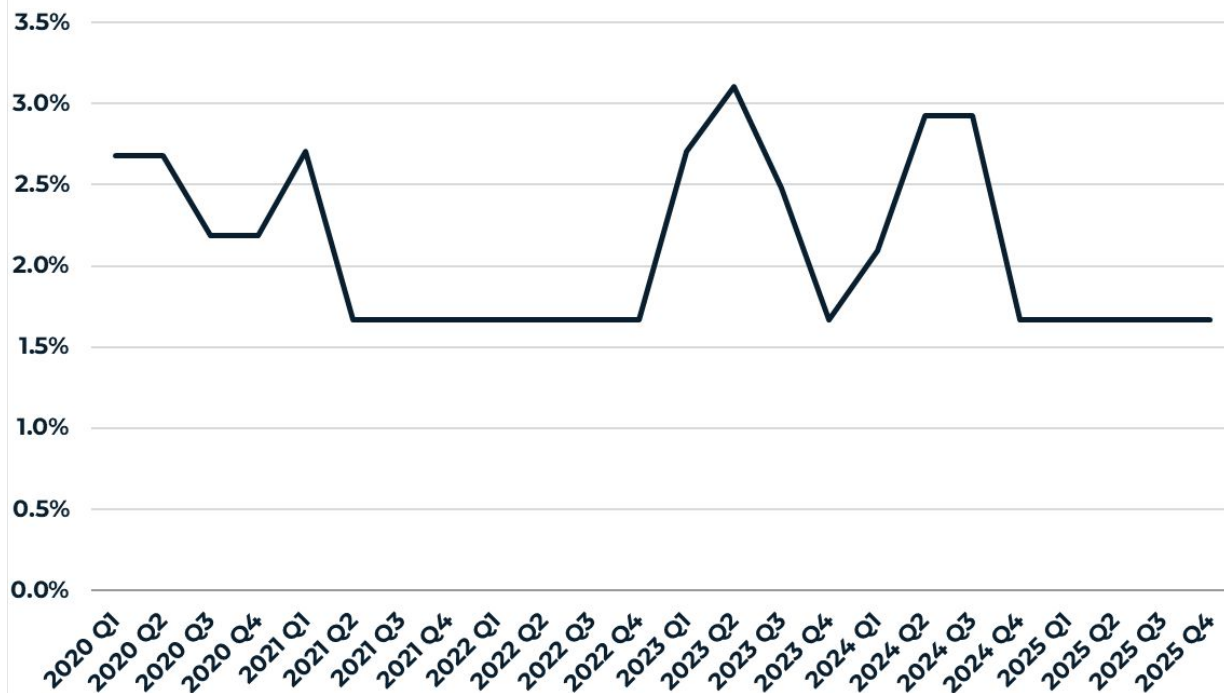
Square Feet of Parcel Land Area by Category in Three Squares Main Streets District by Fiscal Year, 2002-2025



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

Retail Vacancy has remained relatively steady for the last 5 years

Retail Vacancy Rates in Three Squares Main Streets District, 2020-2025



Retail vacancy is currently at **1.7%** and has remained in the **1.7-3.1%** range since 2020.

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

Three Squares Main Streets is home to 146 businesses & institutions

Top business sectors include:

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

Major businesses include:

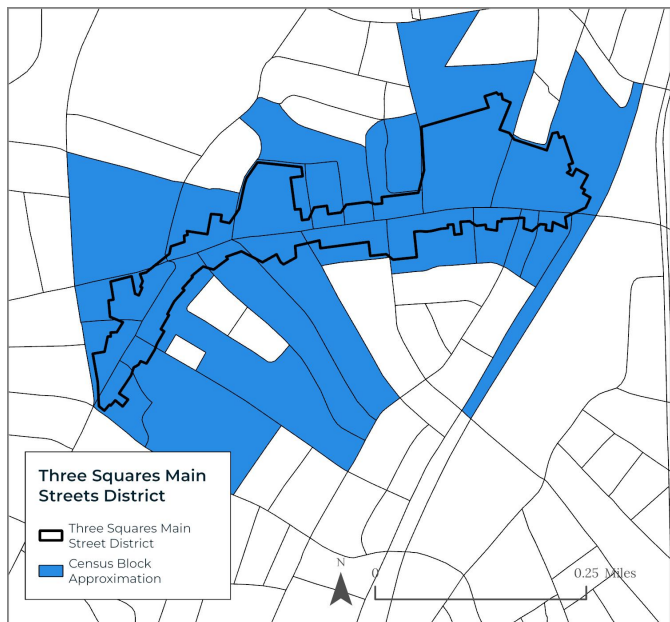
- Stop & Shop Supermarket
- Abcd Jamaica Plain Head Start
- Whole Foods

SECTOR	ESTABLISHMENT SHARE
Other services (except public administration)	24.7%
Retail trade	19.9%
Accommodation and food services	19.2%
Health care and social assistance	8.2%
Professional, scientific, and technical services	4.1%
Real estate and rental and leasing	3.4%
Finance and insurance	3.4%
Information	2.7%
Educational services	2.7%
Administrative and support and waste management and remediation services	2.7%
Arts, entertainment, and recreation	2.7%
Transportation and warehousing	2.1%
Manufacturing	2.1%
Wholesale trade	1.4%
Construction	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

~1,793 payroll jobs are within the Census block approximation of Three Squares Main Streets District

Three Squares Main Streets payroll employment is concentrated in Retail Trade, Other Services, and Professional, Scientific, and Technical Services

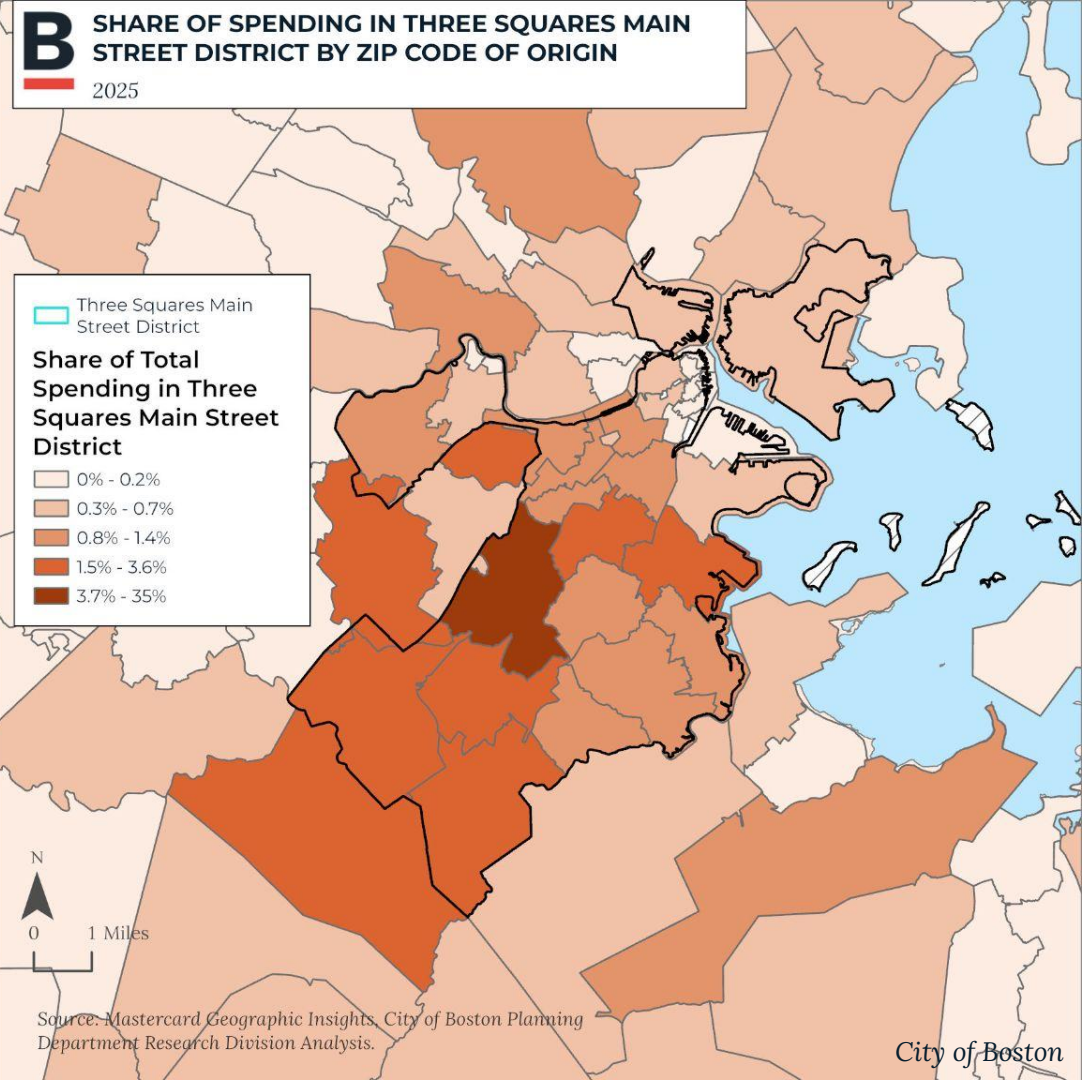


SECTOR	PAYROLL JOBS (2023)	SHARE OF PAYROLL JOBS
Retail Trade	588	32.8%
Other Services (excluding Public Administration)	493	27.5%
Professional, Scientific, and Technical Services	226	12.6%
Health Care and Social Assistance	224	12.5%
Administration & Support, Waste Management and Remediation	99	5.5%
Accommodation and Food Services	90	5.0%
Information	26	1.5%
Finance and Insurance	17	0.9%
Management of Companies and Enterprises	9	0.5%
Real Estate and Rental and Leasing	8	0.4%
Construction	6	0.3%
Transportation and Warehousing	3	0.2%
Manufacturing	2	0.1%
Arts, Entertainment, and Recreation	2	0.1%

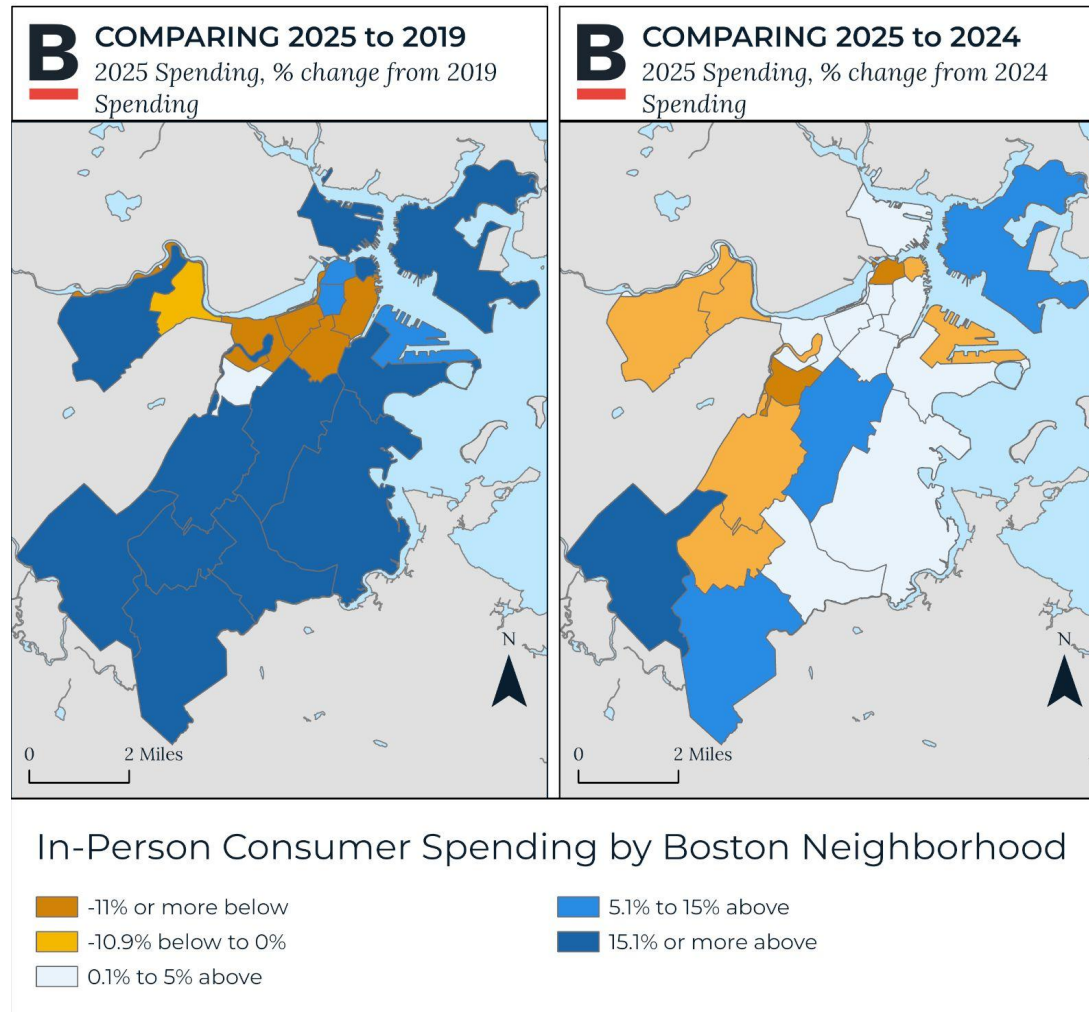
Source: OnTheMap 2023 payroll jobs, City of Boston Planning Department Research Division Analysis.

~35% of spending in the Three Squares Main Streets District originates in Jamaica Plain while ~37% comes from outside the city.

An additional ~15% comes from nearby Boston neighborhoods — Dorchester, Roxbury, Roslindale, and West Roxbury



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 Three Squares Main Streets remained around 2019 levels until a sharp increase in May 2023

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



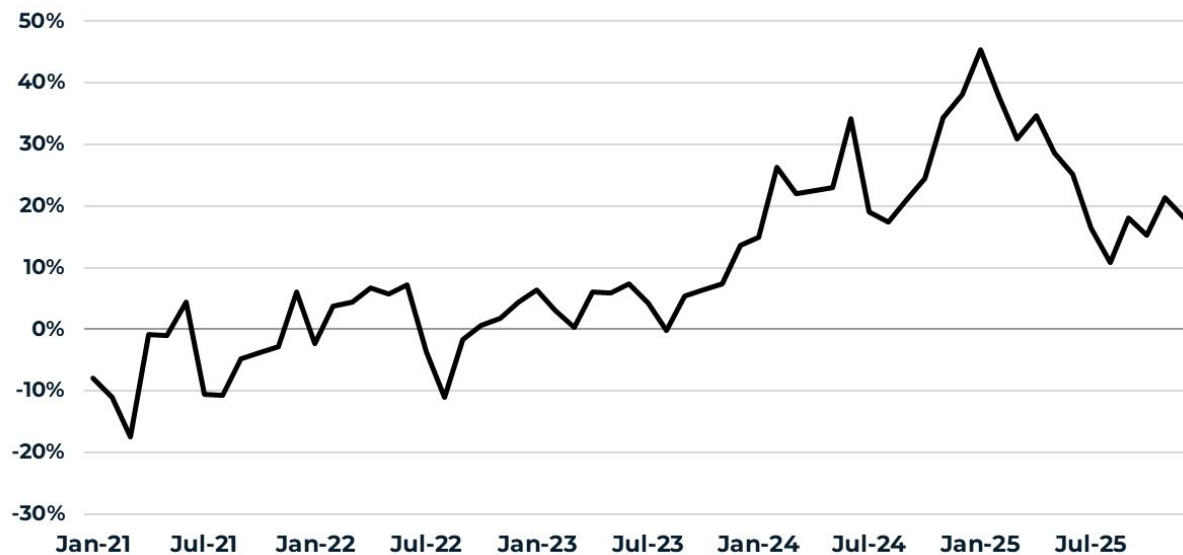
In-person consumer spending remained near pre-pandemic levels before surging in May 2023, fluctuating between 80% and 120% above pre-COVID benchmarks.

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

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

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

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



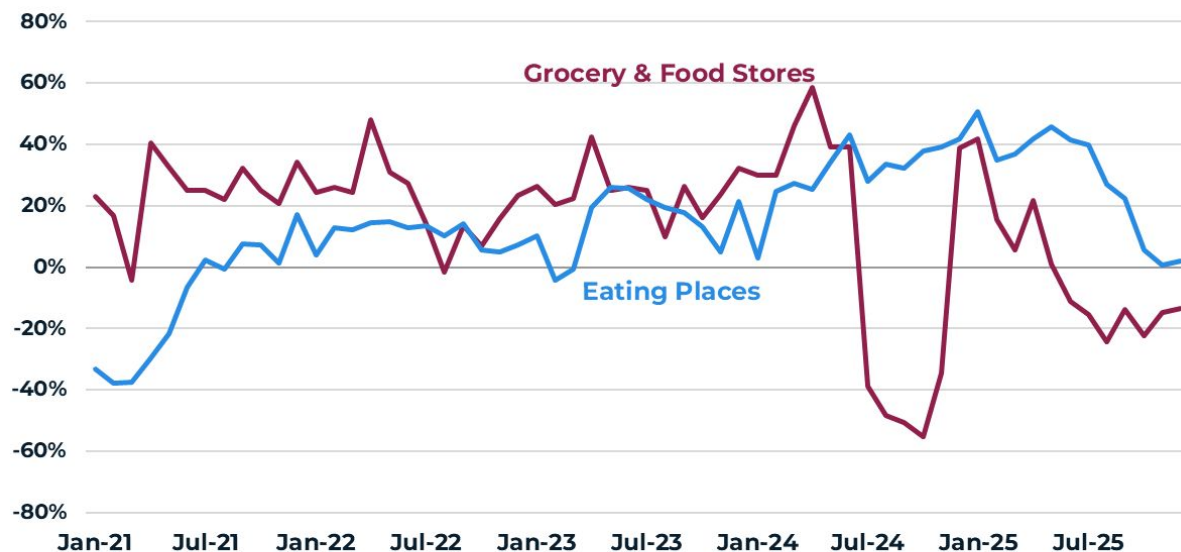
In January 2025, transaction counts in Three Squares Main Streets saw the highest recovery relative to January 2019.

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

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

Restaurant spending has risen since mid-2021, while grocery spending has generally remained above 2019 levels

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



Grocery spending mostly stayed above 2019 levels except for July–November 2024, when it fell 40–60% below pre-pandemic levels.

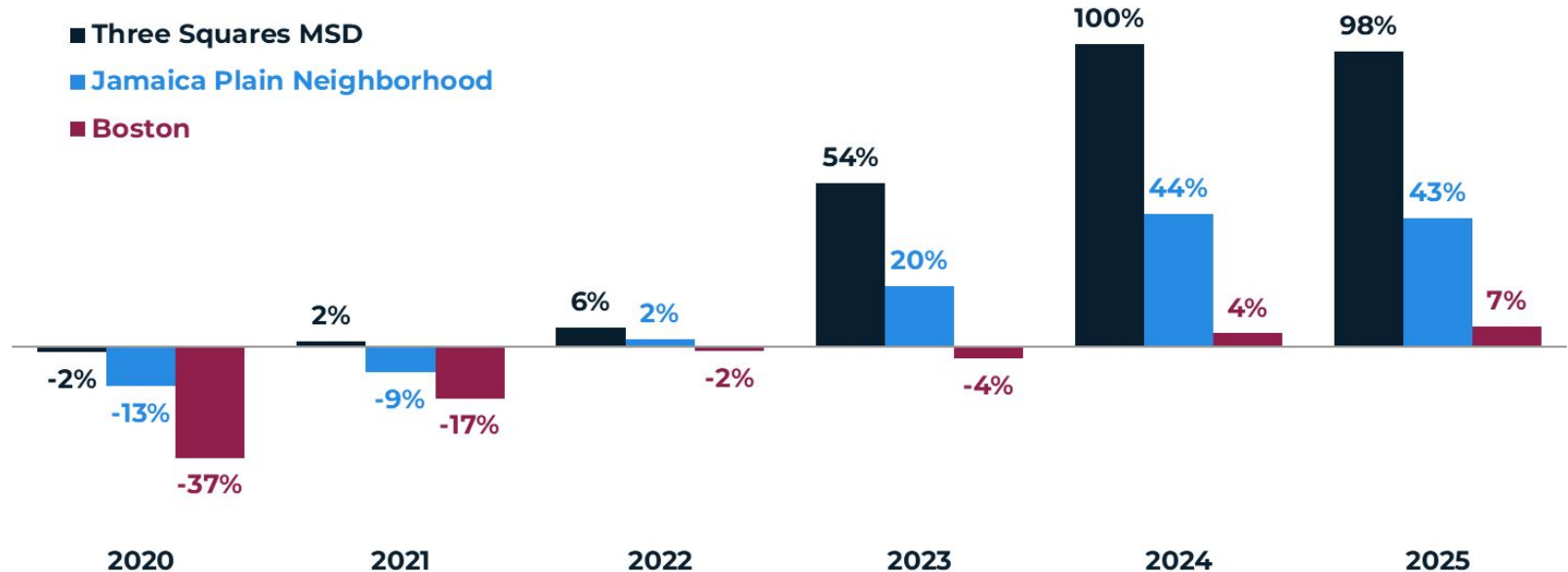
Restaurant spending rose steadily, reaching ~40% above 2019 by 2025.

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

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

Three Squares Main Streets saw in-person spending double 2019 levels by 2025.

Total In-Person Consumer Spending, Percentage Change from 2019

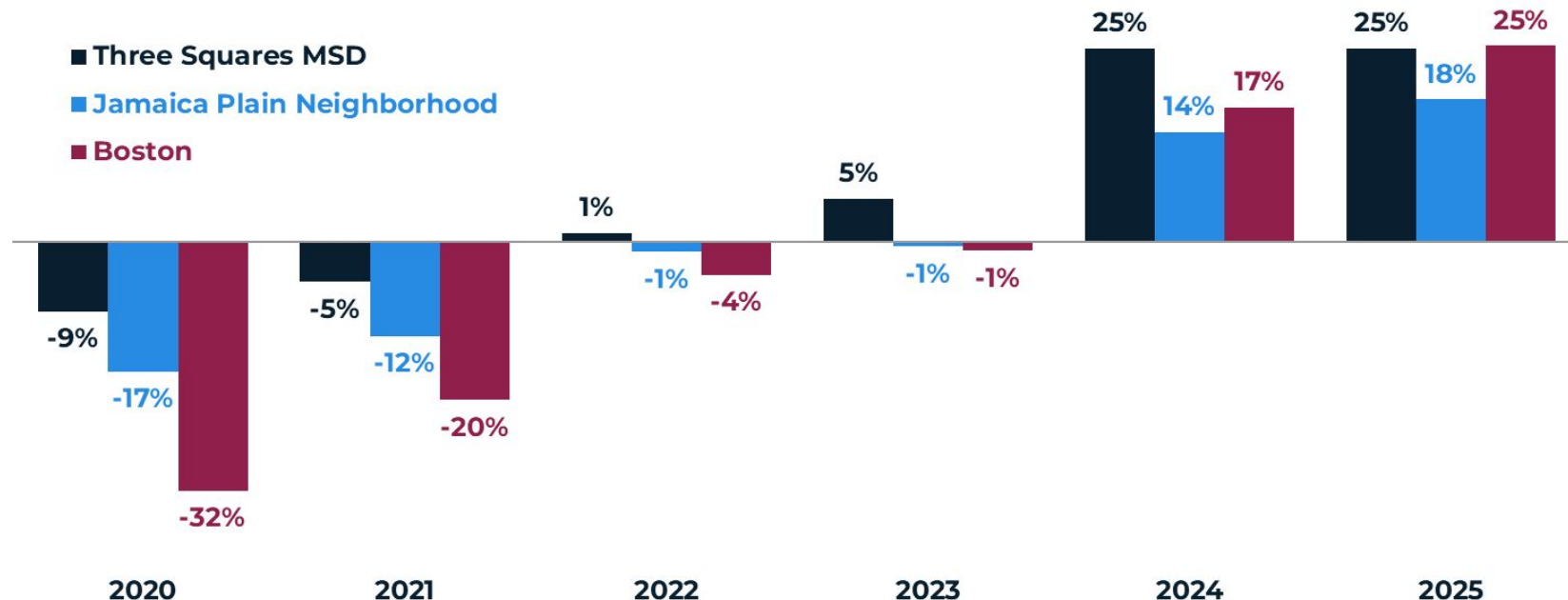


Source: Mastercard Geographic Insights, City of Boston Planning Department Main Street District

Note: Three Squares 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

Three Squares Main Streets transaction counts reached 25% above 2019 levels in 2025

Total In-Person Transaction Counts, Percentage Change from 2019

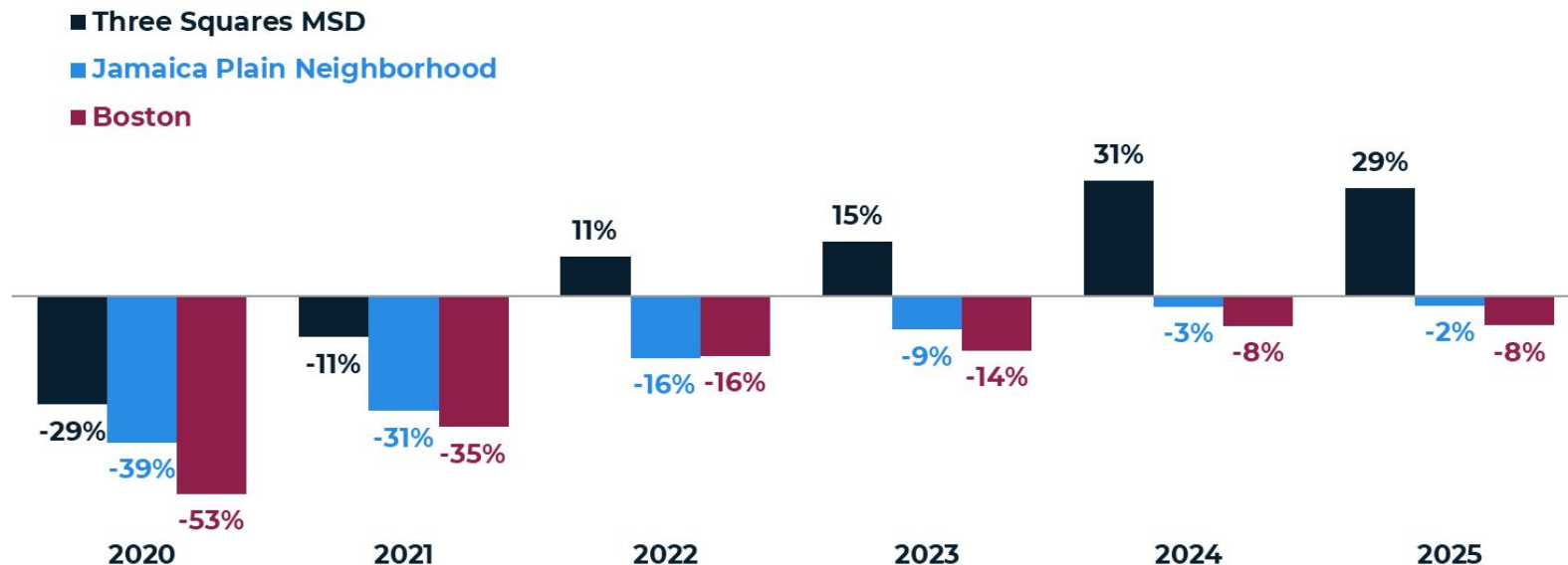


Source: Mastercard Geographic Insights, City of Boston Planning Department Main Street District

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

Compared to the Jamaica Plain neighborhood and Boston, Three Squares Main Streets saw faster restaurant spending recovery, reaching 29% above 2019 levels in 2025.

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

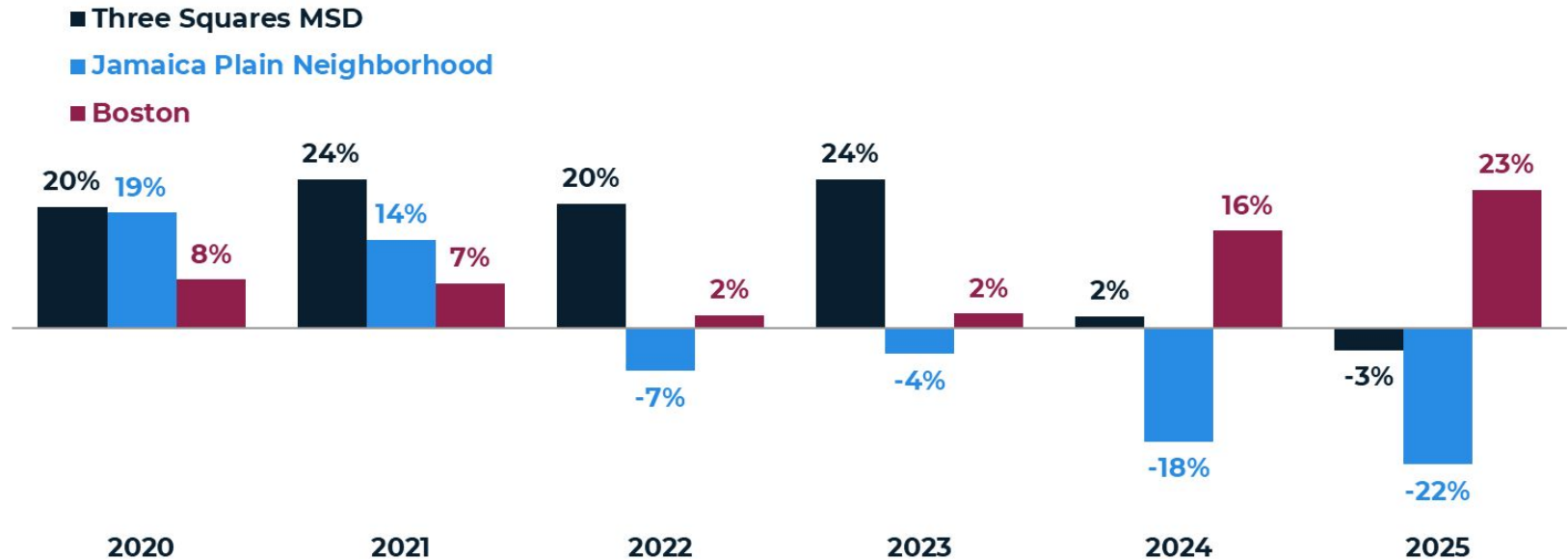


Source: Mastercard Geographic Insights, City of Boston Planning Department Main Street District

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

Three Squares Main Streets grocery spending fell, reaching 3% below 2019 levels in 2025.

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

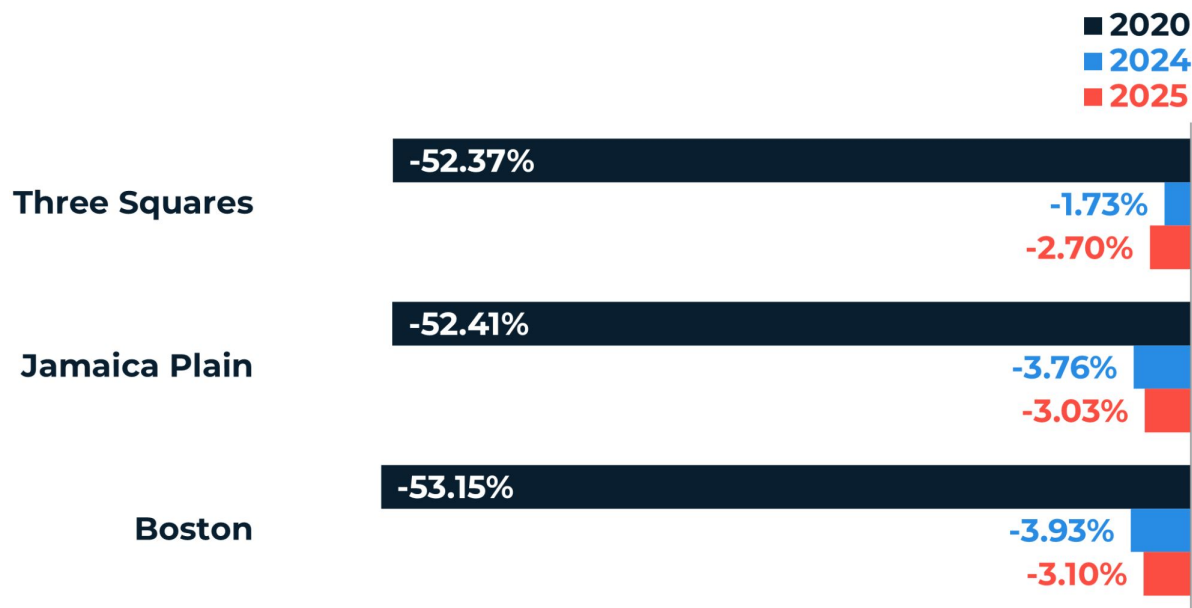


Source: Mastercard Geographic Insights, City of Boston Planning Department Main Street District

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

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

Annual Visits* to Three Squares Main Street, Jamaica Plain Neighborhood, and Boston Compared to Visits in 2019



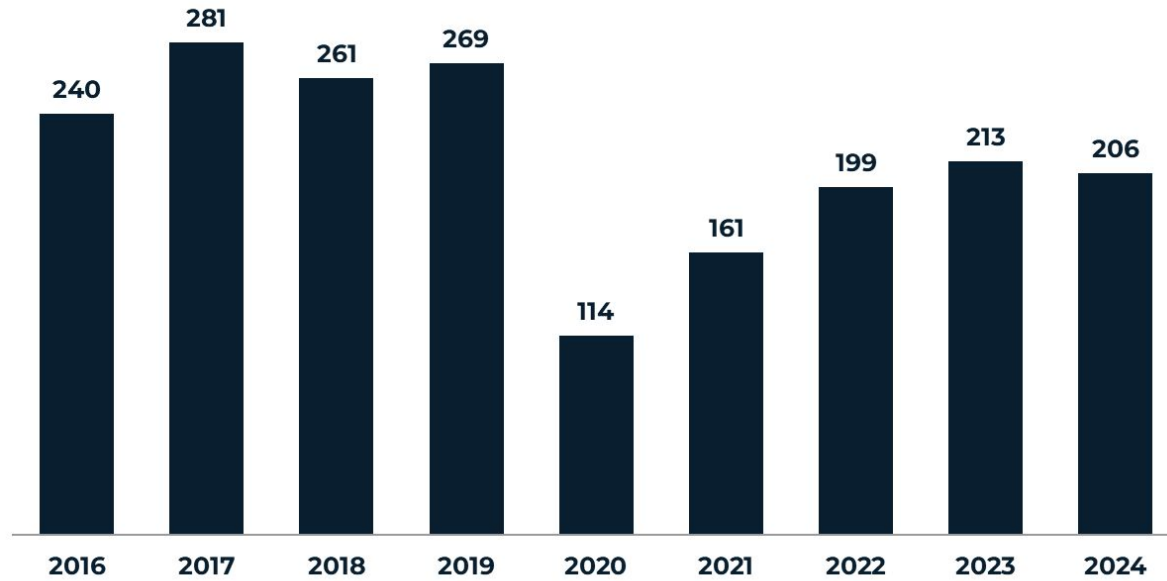
In 2020, visits to **Three Squares Main Street** were 52.37% lower than in the pre-pandemic year, 2019.

By 2025, visits to **Three Square Main Street** recovered to just 2.70% 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 Three Squares Main Streets has yet to fully recover to 2019 levels after dropping to 114 average weekday boardings in 2020

Average Weekday Boardings at bus stops in Three Squares Main Streets District during the Fall seasons



There were **206** average weekday boardings in the **Three Squares Main Streets District** in Fall 2024, which is **77%** 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