

Washington Gateway

Main Streets Profile

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Planning Department
RESEARCH DIVISION

City of Boston Planning Department

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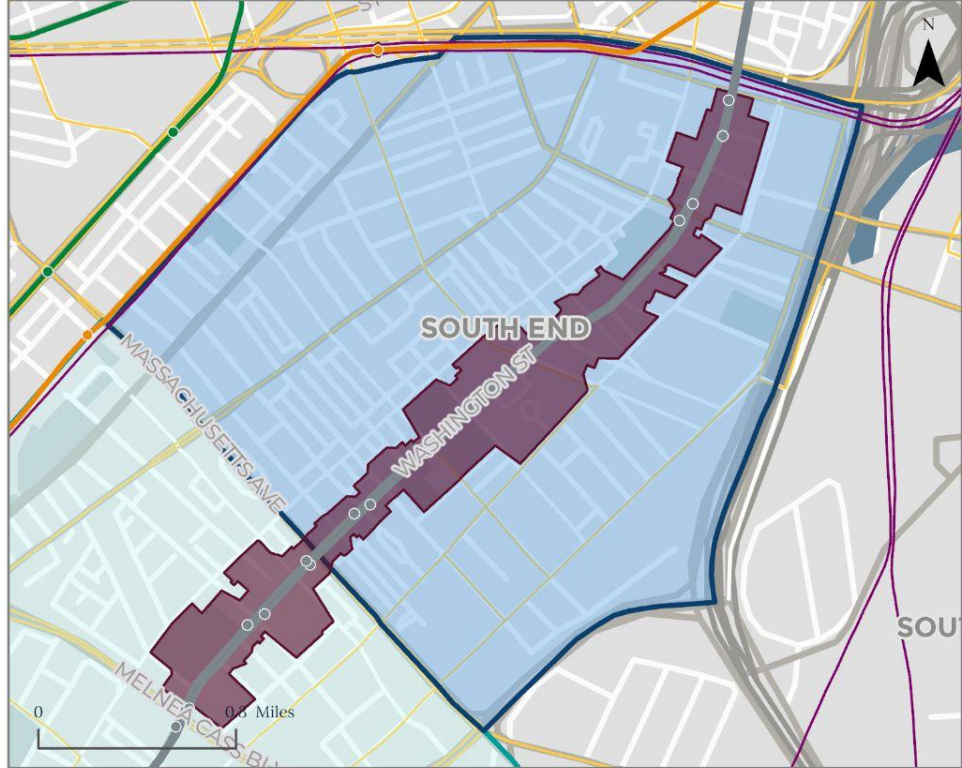
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The following presentation is the work of the **City of Boston Planning Department Research Division**.

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

South End is predominantly young adult, characterized by non-family households and high renter occupancy

- 35% are aged 20-34
- 17% Asian and 56% White
- 32% Foreign Born
- 69% have bachelor's degree or higher
- 62% are non-family households
- 60% of housing are renter occupied
- 63% of households don't own a vehicle



Source: City of Boston Planning Department Research Division Analysis.

City of Boston

Washington Gateway Main Streets features a balanced mix of land uses

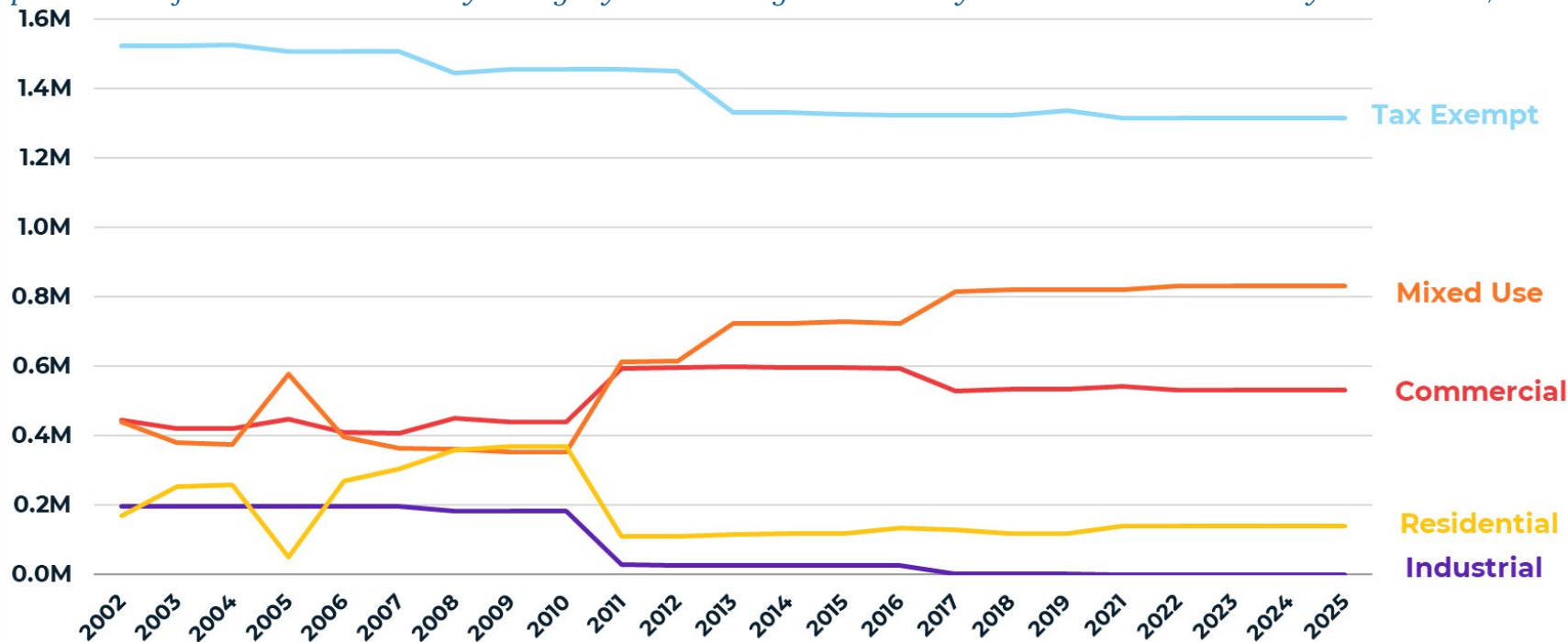
LAND USE CATEGORY	# PARCELS	SHARE
Commercial	26	22.4%
Industrial	0	0.0%
Mixed Use	35	30.2%
Residential	24	20.7%
Tax Exempt	31	26.7%



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

Over time, mixed use and commercial land use have increased significantly, while industrial and tax exempt have declined

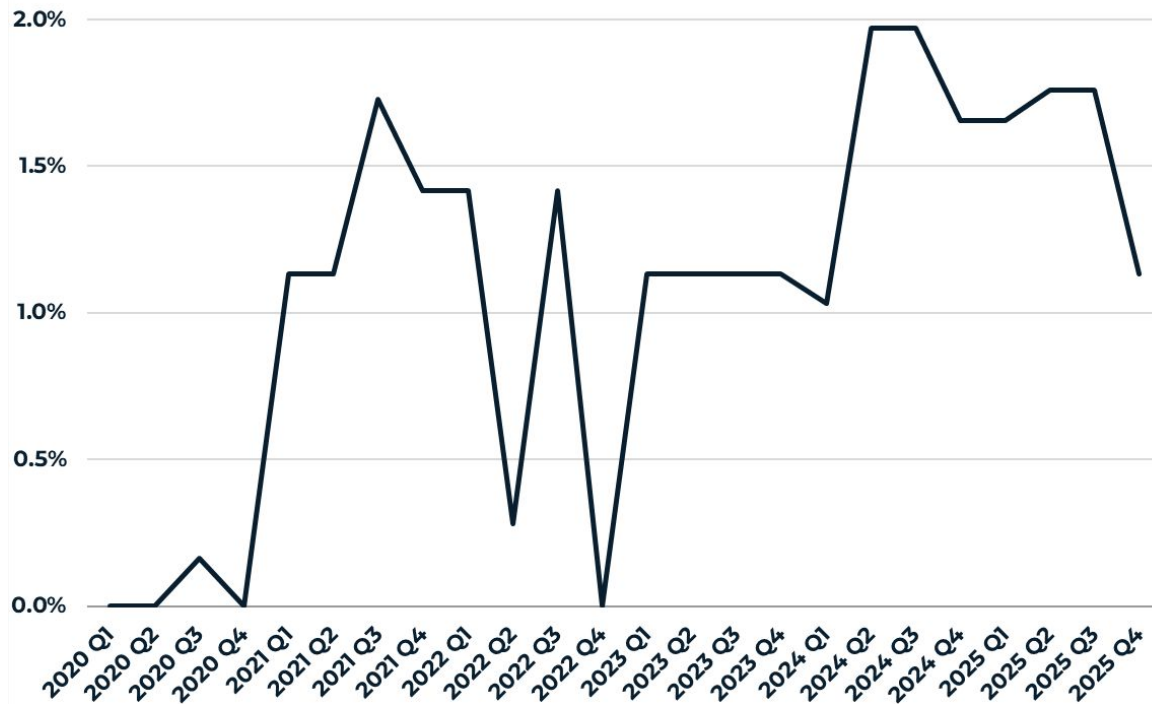
Square Feet of Parcel Land Area by Category in Washington Gateway Main Streets District by Fiscal Year, 2002-2025



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

Despite some fluctuations, retail vacancy has remained low since 2020

Retail Vacancy Rates in Washington Gateway Main Streets District, 2020-2025



Retail vacancy is currently higher than average for the last 5 years, but still remains below 2%

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

Washington Gateway Main Streets is home to 272 businesses & institutions

Top business sectors include:

- Accommodation and Food Services
- “Other Services” such as personal care and repair/maintenance services
- Professional, Scientific, and Technical Services

Major businesses include:

- American Crane and Hoist Corporation
- Mass Division of Banks
- The Elephant Walk

SECTOR	ESTABLISHMENT SHARE
Accommodation and food services	15.4%
Other services (except public administration)	14.3%
Professional, scientific, and technical services	14.0%
Retail trade	14.0%
Real estate and rental and leasing	10.3%
Health care and social assistance	7.4%
Finance and insurance	5.9%
Public administration	2.9%
Manufacturing	2.9%
Educational services	2.9%
Administrative and support and waste management and remediation services	2.6%
Arts, entertainment, and recreation	2.6%
Construction	2.6%
Wholesale trade	1.1%
Information	1.1%

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

~3,143 payroll jobs are within the Census block approximation of Washington Gateway Main Streets District

Washington Gateway Main Streets payroll employment is concentrated in Public Administration, Professional, Scientific, and Technical Services, and Accommodation and Food Services



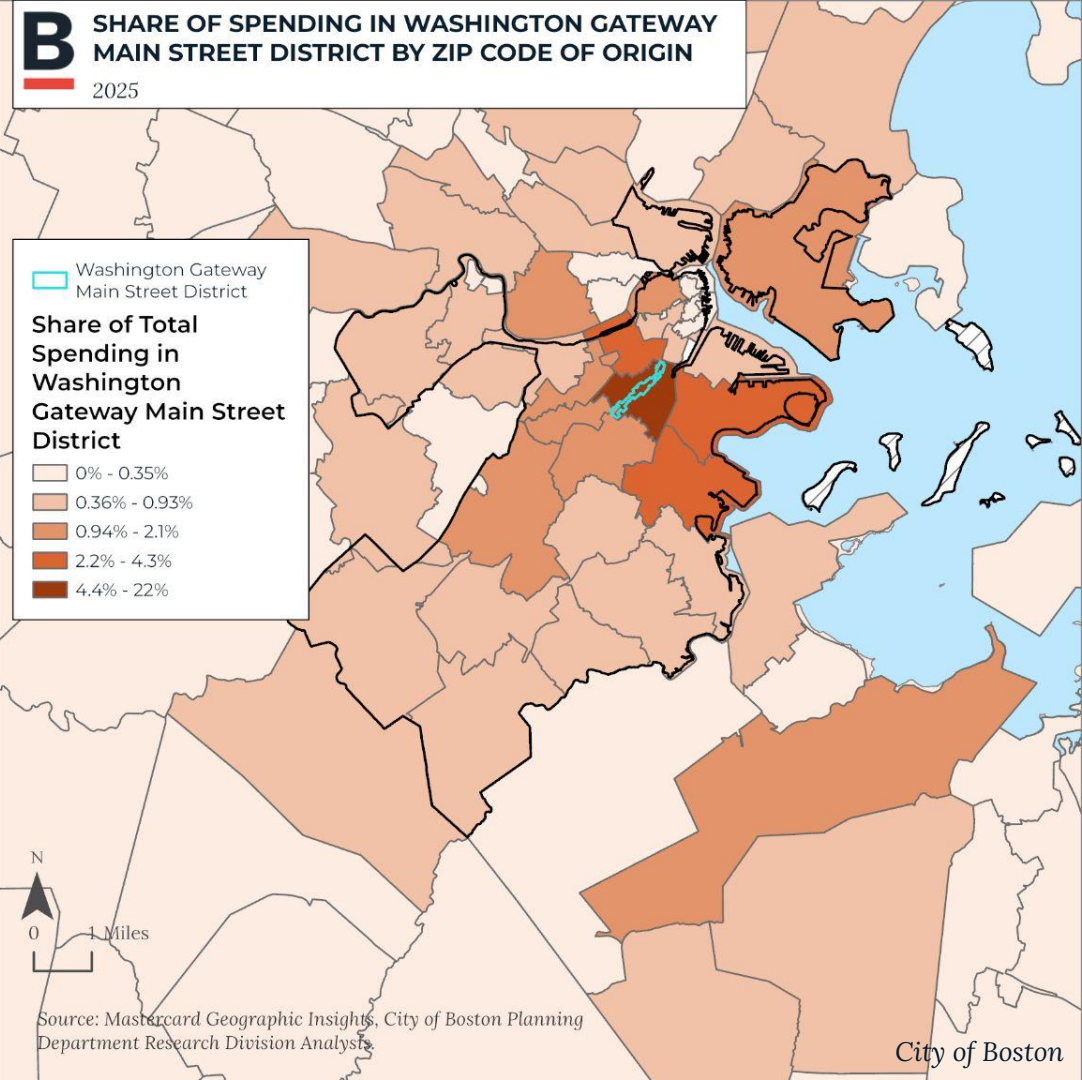
SECTOR	PAYROLL JOBS (2023)	SHARE OF PAYROLL JOBS
Public Administration	709	22.6%
Professional, Scientific, and Technical Services	654	20.8%
Accommodation and Food Services	531	16.9%
Health Care and Social Assistance	399	12.7%
Retail Trade	271	8.6%
Finance and Insurance	155	4.9%
Other Services (excluding Public Administration)	115	3.7%
Manufacturing	87	2.8%
Real Estate and Rental and Leasing	60	1.9%
Arts, Entertainment, and Recreation	53	1.7%
Construction	32	1.0%
Administration & Support, Waste Management and Remediation	28	0.9%
Educational Services	21	0.7%
Information	14	0.4%
Wholesale Trade	11	0.3%
Management of Companies and Enterprises	3	0.1%

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

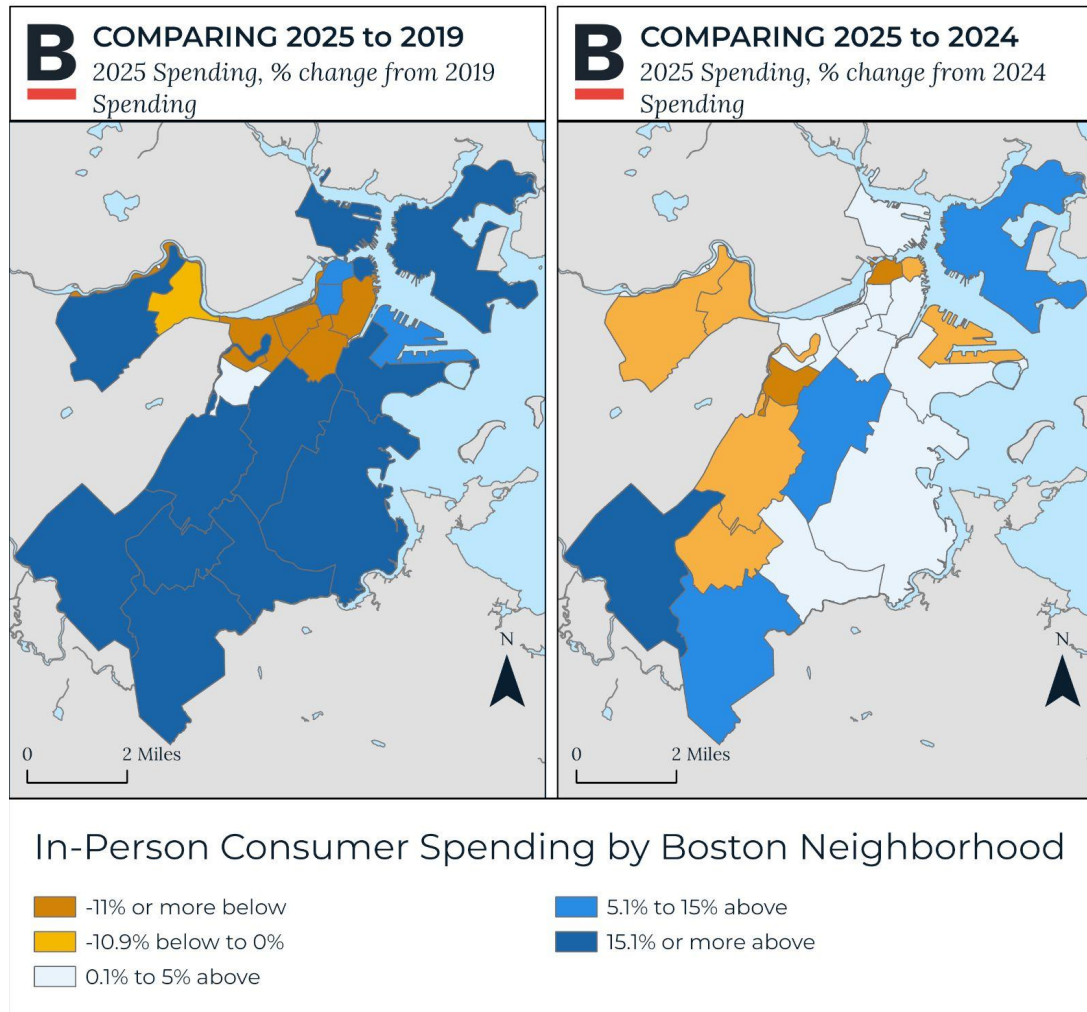
47.3% of spending in the Washington Gateway Main Streets District originates outside of Boston

Boston neighborhoods contribute the following shares of spending:

- **22% South End**
- **5.3% Back Bay**
- **4.7% Dorchester**
- **4.7% Chinatown**



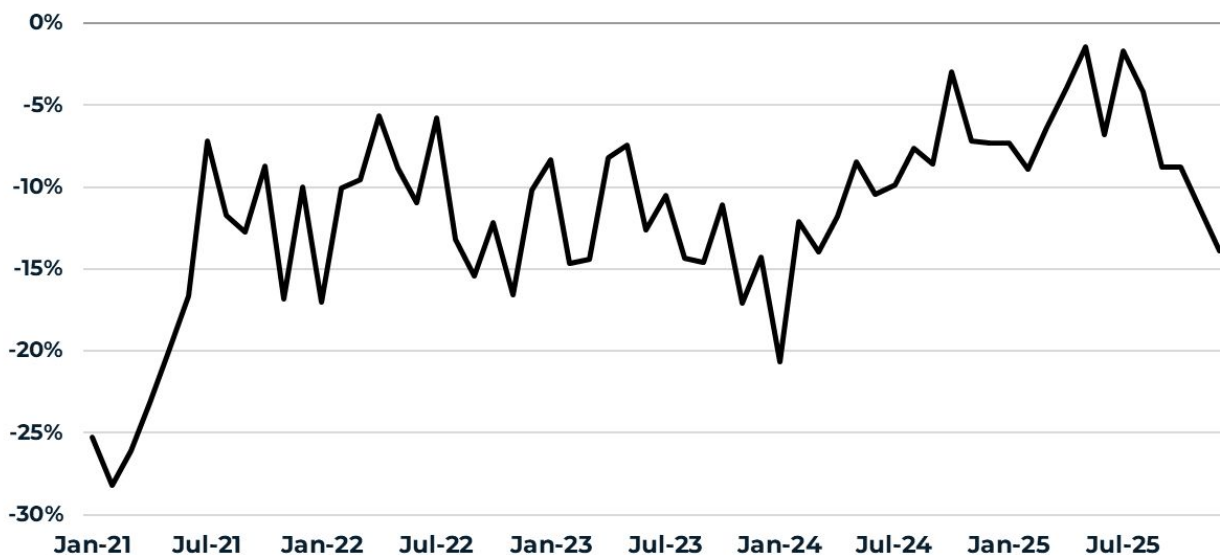
In 2025, consumer spending in South End was 2.6% above 2024 levels and 10.8% below 2019 levels when adjusted for inflation.



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

Consumer spending in Washington Gateway Main Streets remained below 2019 levels

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



In-person consumer spending remained below pre-pandemic levels. It peaked in May 2025 at about 1.4% below the benchmark, before declining again in June.

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

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

Consumer spending transaction counts have experienced an upward trajectory, especially since January 2024

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



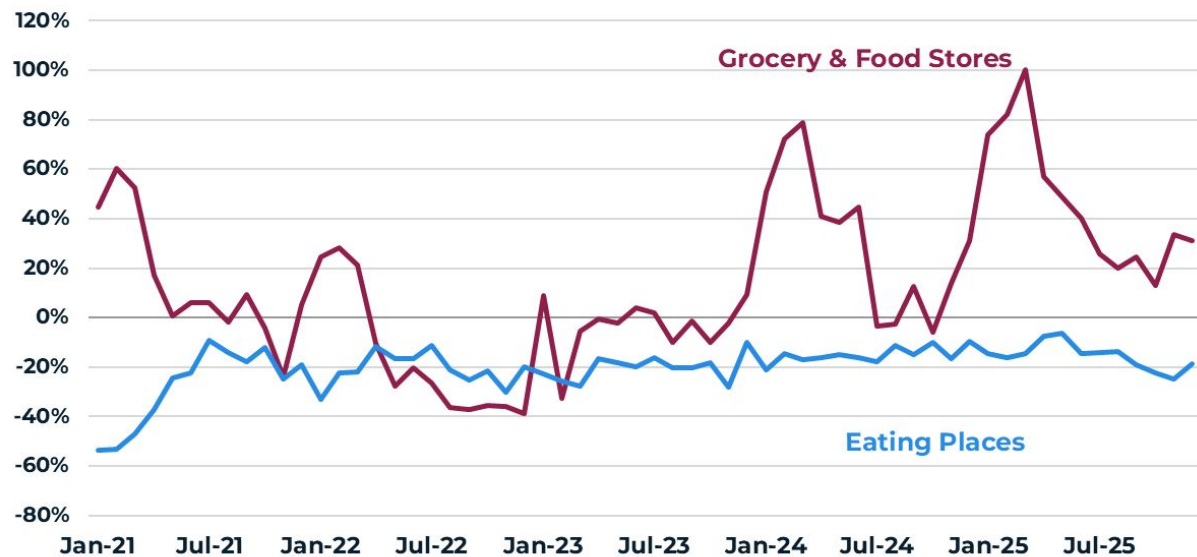
Transaction counts in Washington Gateway Main Streets surged since April 2024, reaching 21.4% above pre-pandemic levels by May 2025.

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

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

Restaurant spending has remained consistently below 2019 levels, while grocery spending has fluctuated, peaking in 2024 and 2025

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



Grocery spending hovered around 2019 levels until early 2024, when it exceeded pre-COVID levels, with sharp fluctuations.

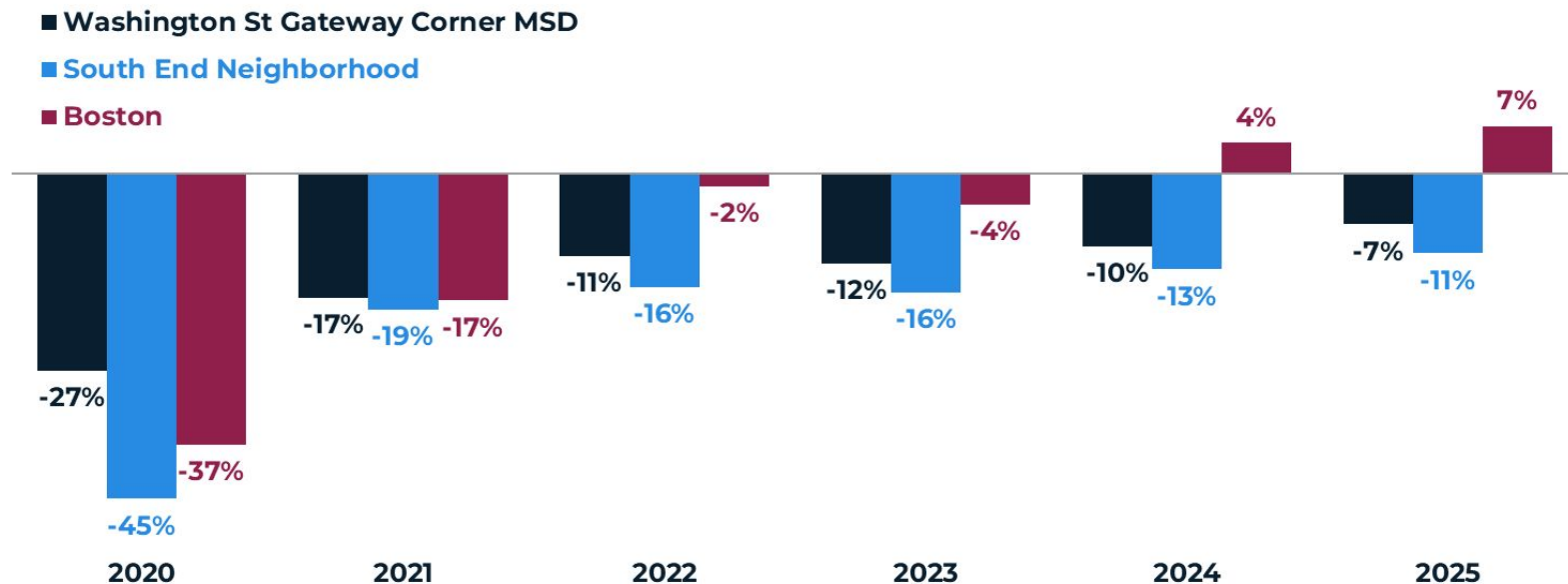
Restaurant spending remains below pre-COVID levels.

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

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

Washington Gateway Main Streets has shown a slower recovery in in-person consumer spending than Boston, but a faster recovery than the entire South End neighborhood

Total In-Person Consumer Spending, Percentage Change from 2019

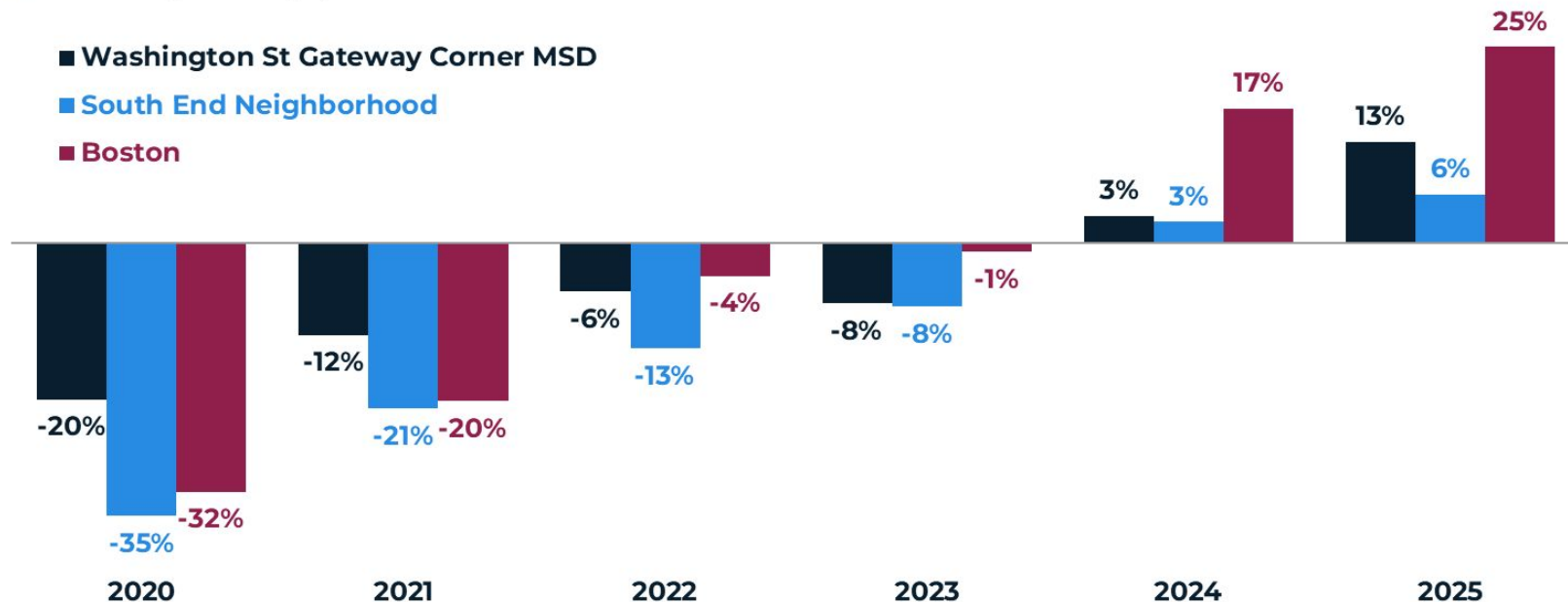


Source: Mastercard Geographic Insights, City of Boston Planning Department Main Street District

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

Washington Gateway Main Streets in-person spending transaction counts reached 13% above 2019 levels in 2025

Total In-Person Transaction Counts, Percentage Change from 2019

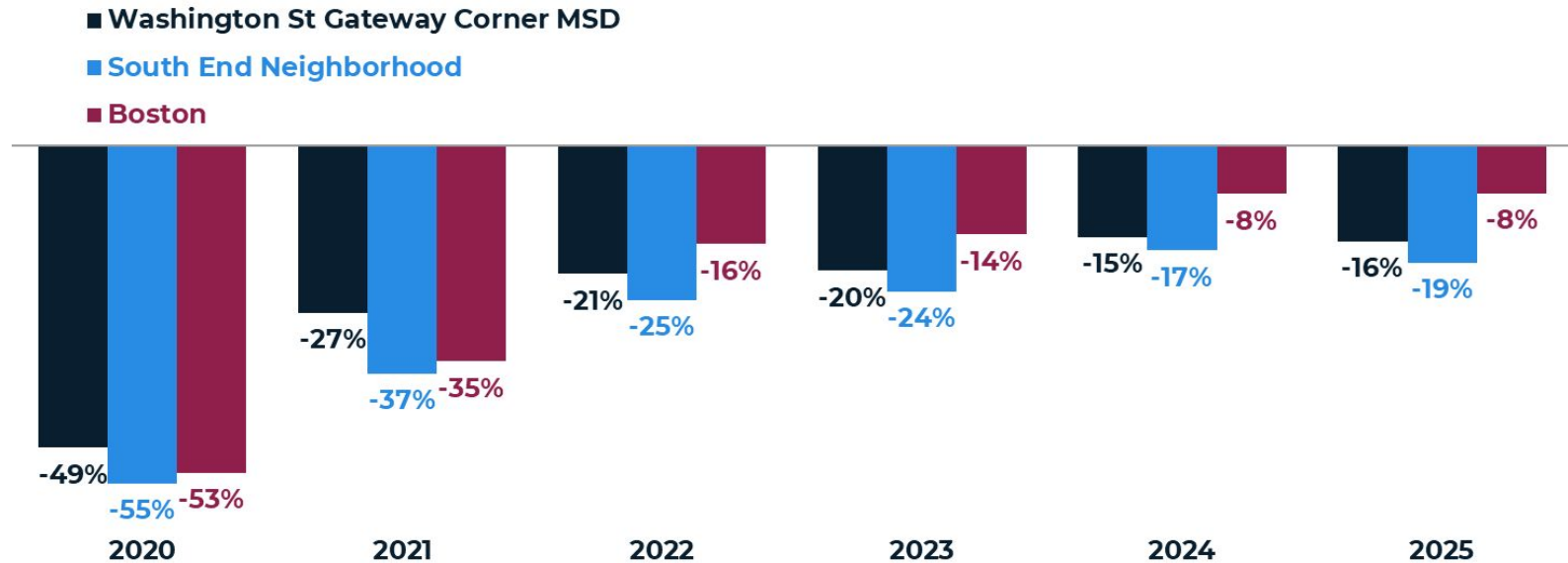


Source: Mastercard Geographic Insights, City of Boston Planning Department Main Street District

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

Spending at restaurants in Washington Gateway Main Streets is still 16% below 2019 levels

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

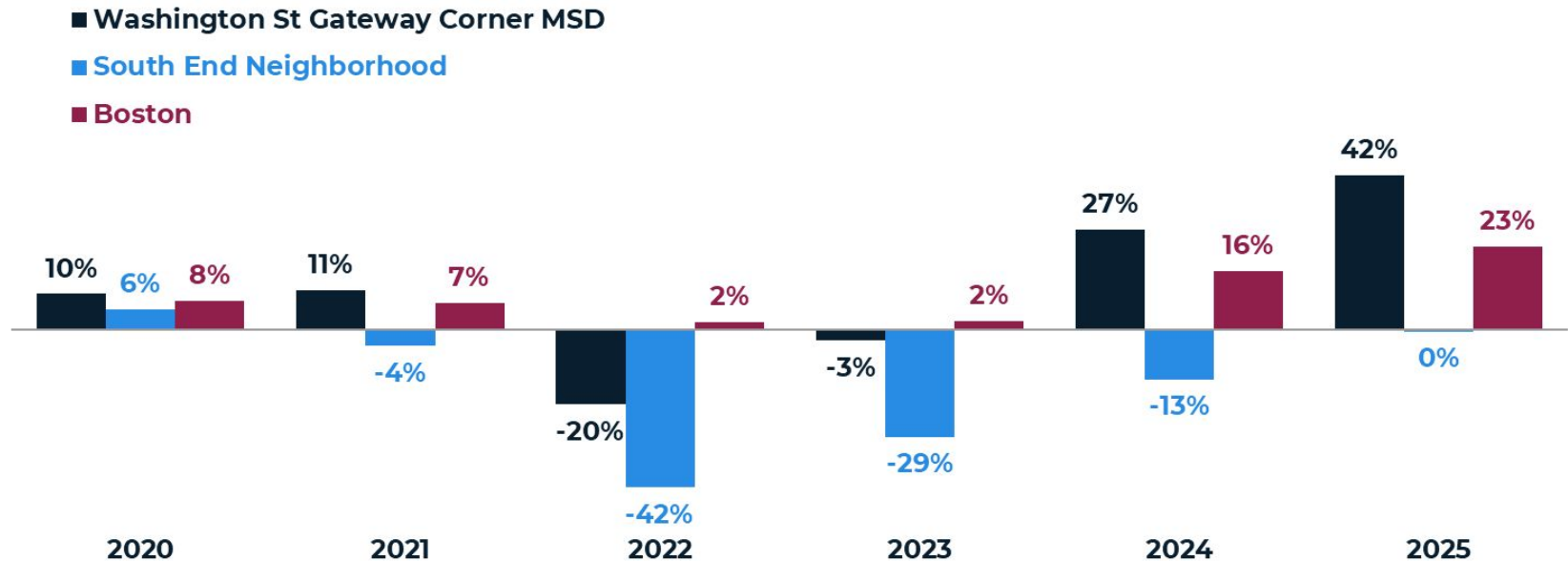


Source: Mastercard Geographic Insights, City of Boston Planning Department Main Street District

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

Washington Gateway Main Streets District grocery spending reached 42% above 2019 levels by 2025

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

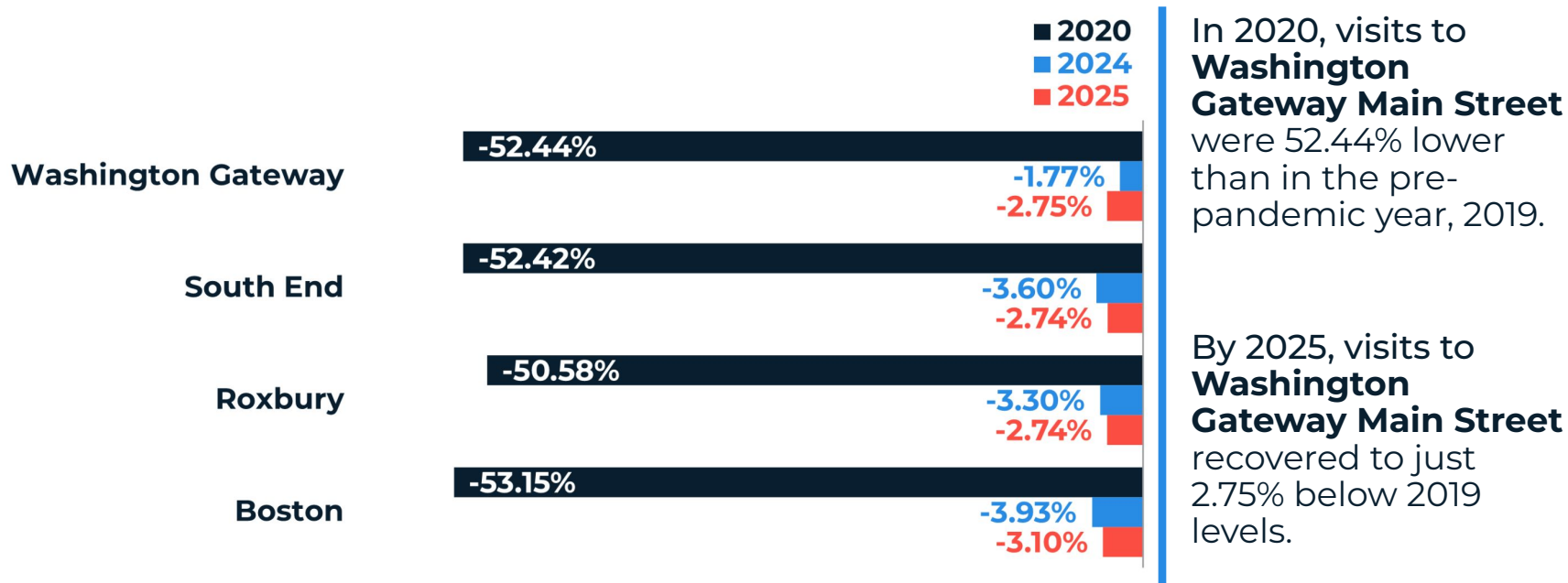


Source: Mastercard Geographic Insights, City of Boston Planning Department Main Street District

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

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

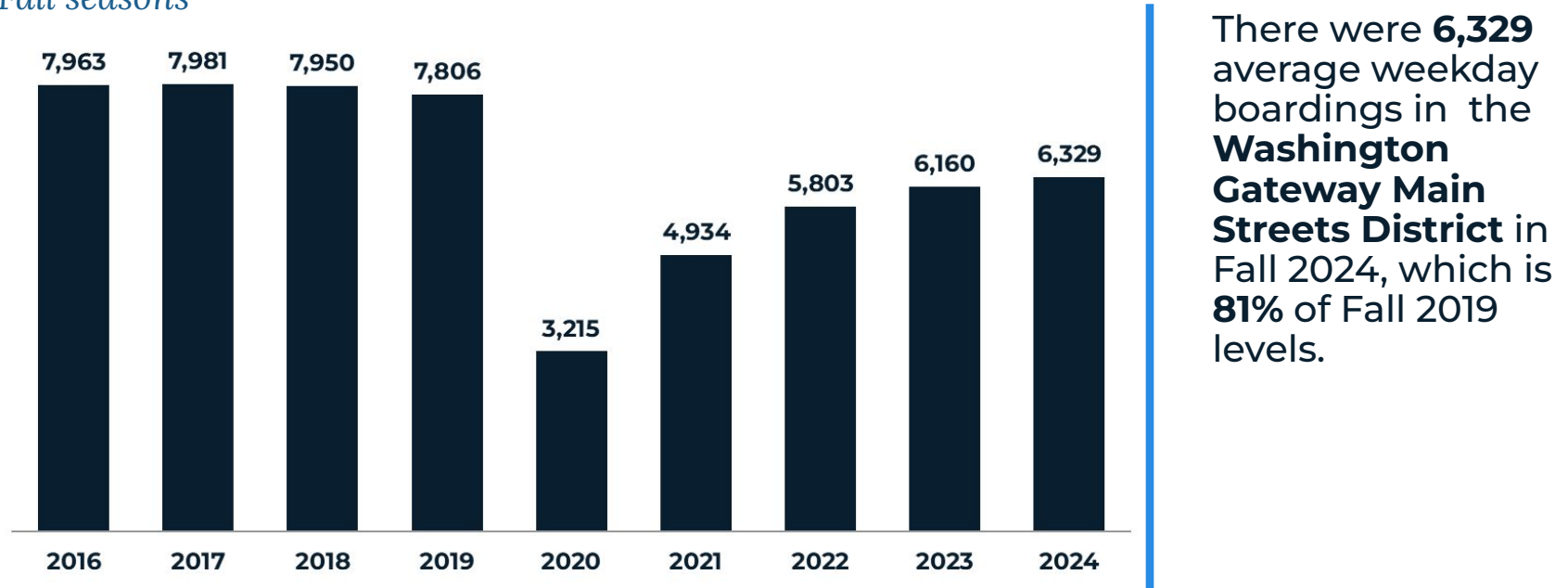
Annual Visits* to Washington Gateway Main Street, South End and Roxbury Neighborhoods, and Boston Compared to Visits in 2019



*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 Washington Gateway have rebounded slowly since 2020 but remain below 2019 levels

Average Weekday Boardings at bus stops in Washington Gateway Main Streets District during the Fall seasons



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