

West Roxbury

Main Streets Profile

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Planning Department
RESEARCH DIVISION

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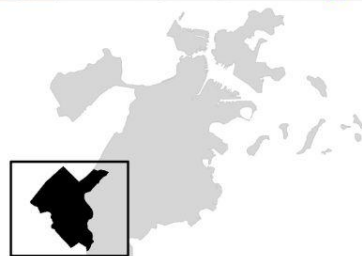
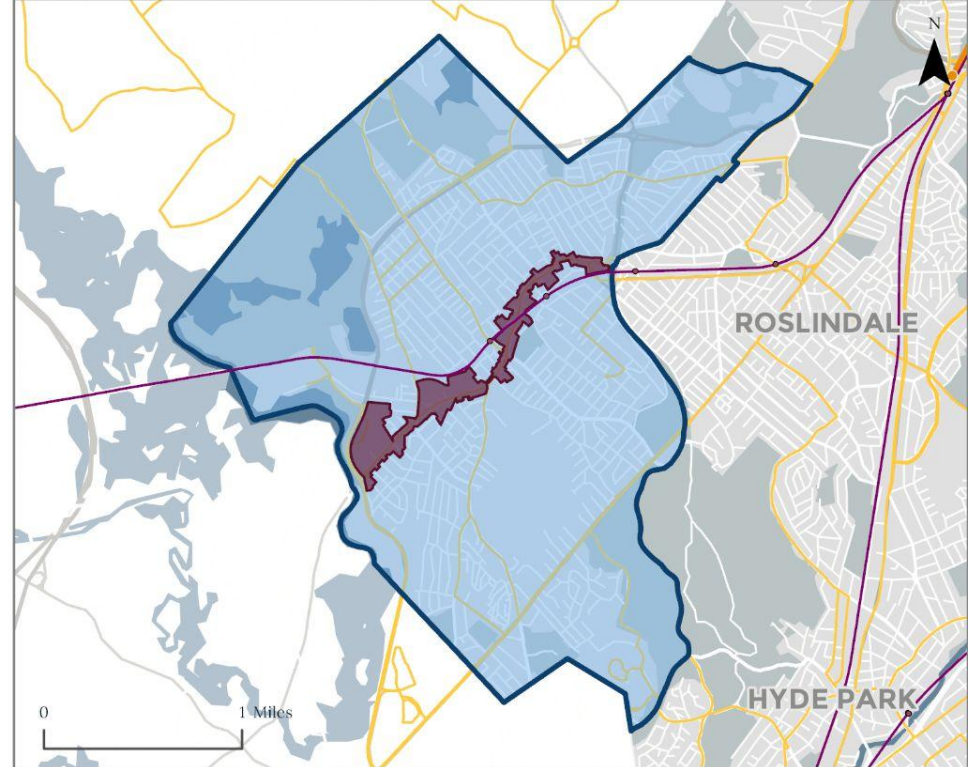
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Use of our work **requires** the inclusion of the following citation: "City of Boston Planning Department Research Division Analysis."

West Roxbury is a predominantly residential neighborhood with a large number of households that own vehicles, are owner-occupied, or are family households

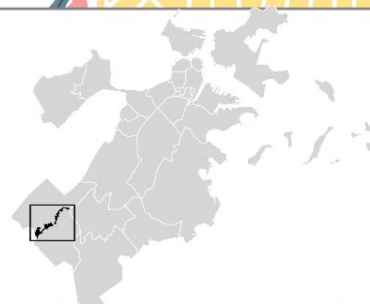
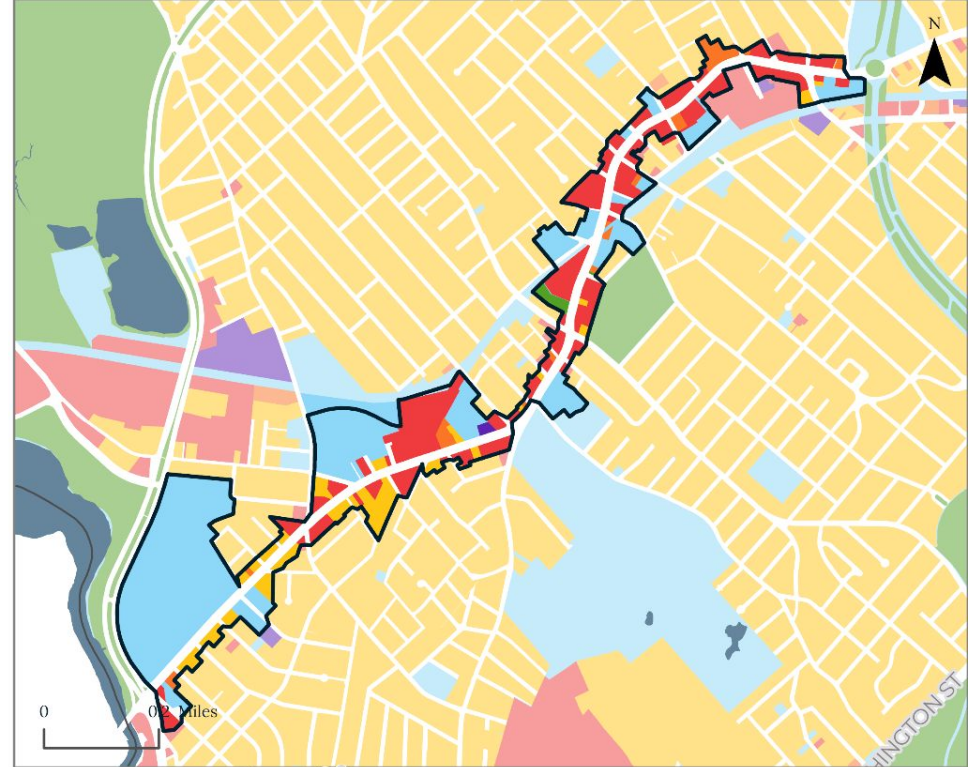
- 67% White
- 31% aged 60+
- 60% of 25+ year olds have bachelor's degree or higher
- 57% of households earn >\$100,000
- 89% of households have vehicles
- 63% of households are family-households
- 68% of housing are owner occupied



Source: City of Boston Planning Department Research Division Analysis.

Nearly half of parcels in West Roxbury Main Streets are commercial, with residential, mixed use, and tax exempt parcels mixed throughout

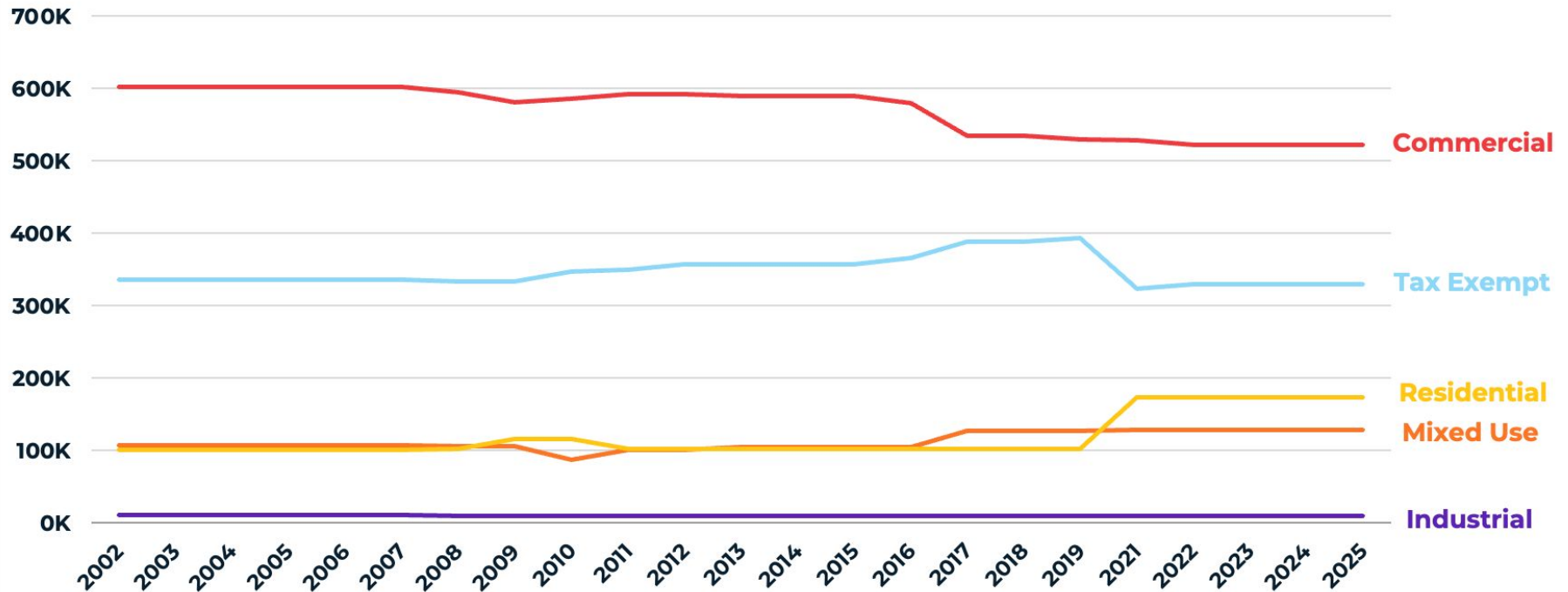
LAND USE CATEGORY	# PARCELS	SHARE
Commercial	105	49.5%
Industrial	1	0.5%
Mixed Use	21	10.3%
Residential	52	25.5%
Tax Exempt	29	14.2%



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

Mixed use and residential land uses have slightly increased over time while commercial land use has fallen

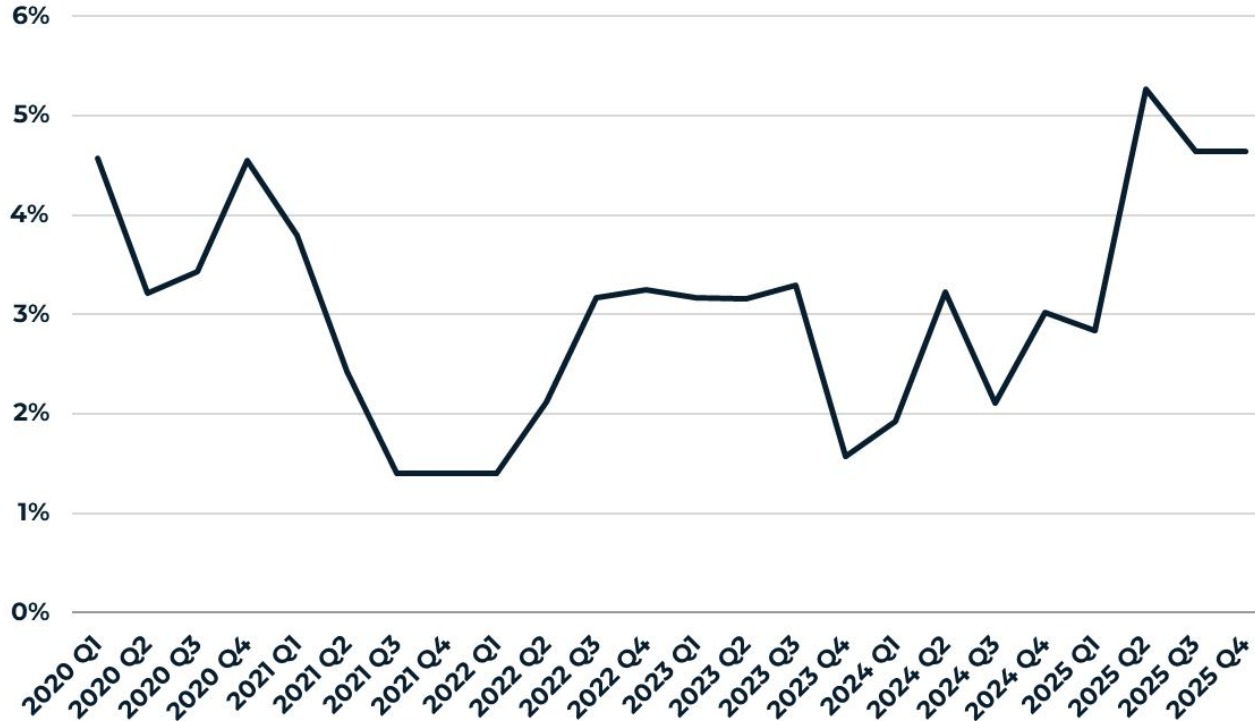
Square Feet of Parcel Land Area by Category in West Roxbury Main Streets District by Fiscal Year, 2002-2025



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

Retail vacancy has seen ups and downs since 2020

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



Retail vacancy hit a five year peak of **5.4%** for Q2 2025.

The lowest it has been was **1.4%** in late 2021 through early 2022.

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

West Roxbury Main Streets is home to 303 businesses & institutions

Top business sectors include:

- “Other Services” such as personal care and repair/maintenance services
- Retail Trade
- Health Care and Social Assistance

Major businesses include:

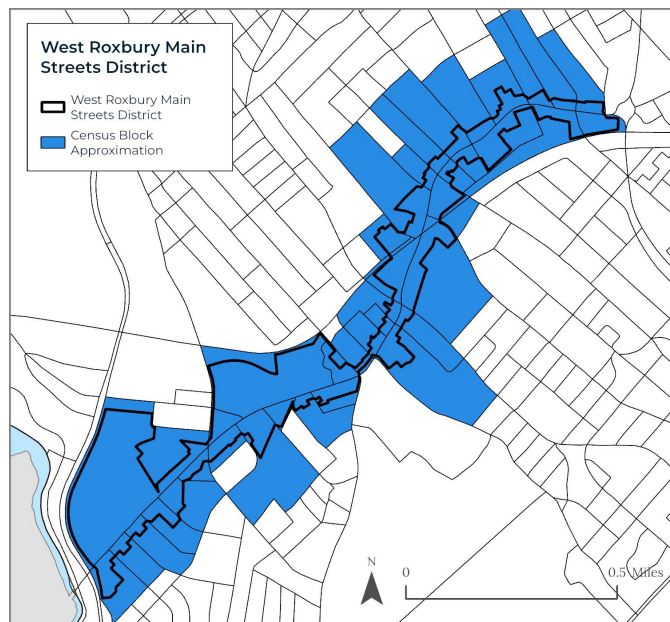
- West Roxbury VA Hospital
- Parkway Community YMCA
- James R. O’Connor Stadium

SECTOR	ESTABLISHMENT SHARE
Other services (except public administration)	21.8%
Retail trade	13.5%
Health care and social assistance	13.2%
Accommodation and food services	12.5%
Professional, scientific, and technical services	12.5%
Finance and insurance	7.3%
Real estate and rental and leasing	5.6%
Educational services	3.6%
Construction	2.3%
Manufacturing	2.0%
Public administration	1.7%
Administrative and support and waste management and remediation services	1.0%
Information	1.0%
Arts, entertainment, and recreation	0.7%
Wholesale trade	0.7%
Transportation and warehousing	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

~2,408 payroll jobs are within the Census block approximation of West Roxbury Main Streets District

West Roxbury Main Streets payroll employment is concentrated in Retail Trade, Accommodation and Food Services, and Other Services

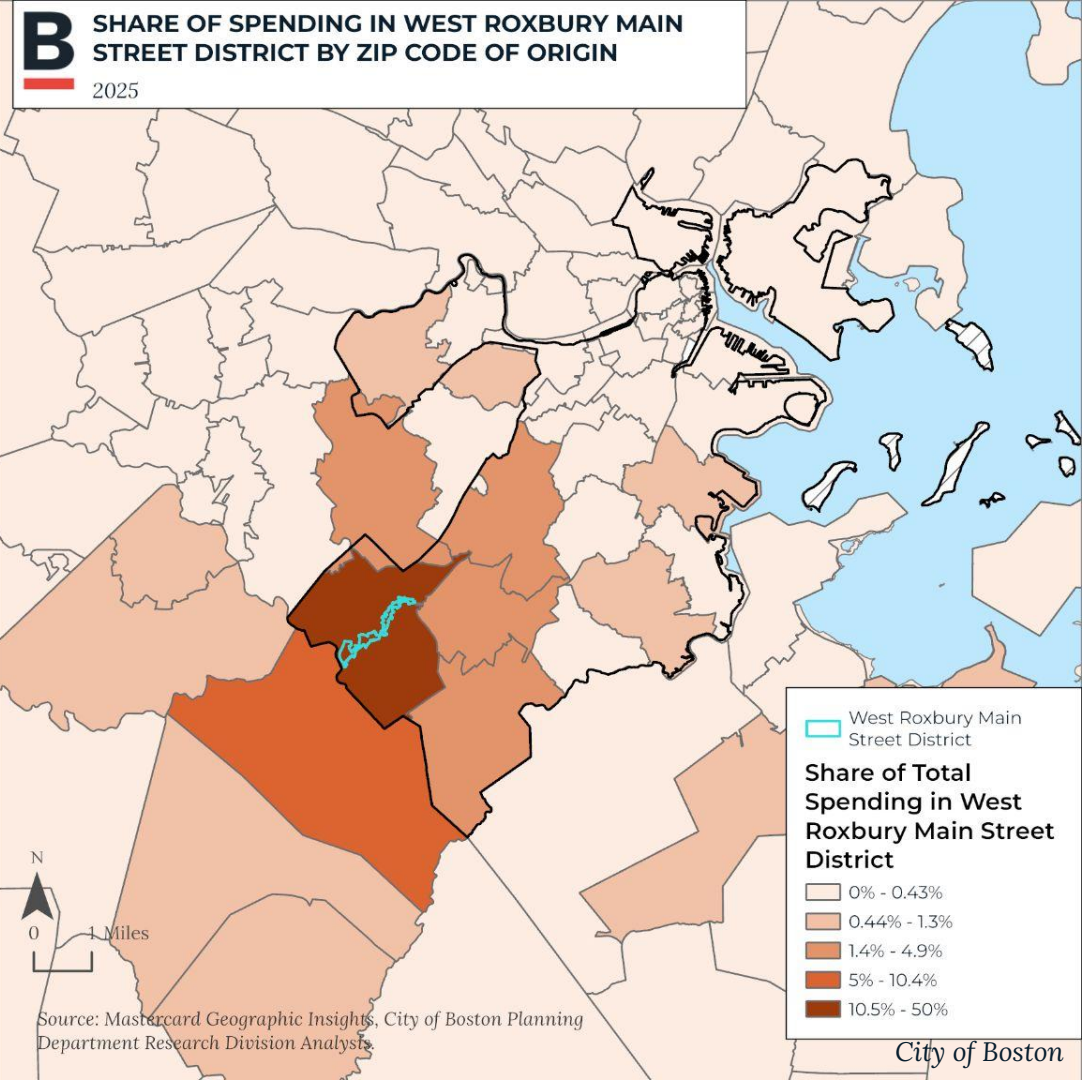


SECTOR	PAYROLL JOBS (2023)	SHARE OF PAYROLL JOBS
Retail Trade	806	33.5%
Accommodation and Food Services	550	22.8%
Other Services (excluding Public Administration)	386	16.0%
Health Care and Social Assistance	237	9.8%
Professional, Scientific, and Technical Services	115	4.8%
Finance and Insurance	82	3.4%
Transportation and Warehousing	62	2.6%
Construction	46	1.9%
Administration & Support, Waste Management and Remediation	33	1.4%
Manufacturing	32	1.3%
Educational Services	27	1.1%
Wholesale Trade	13	0.5%
Real Estate and Rental and Leasing	12	0.5%
Information	5	0.2%
Utilities	2	0.1%

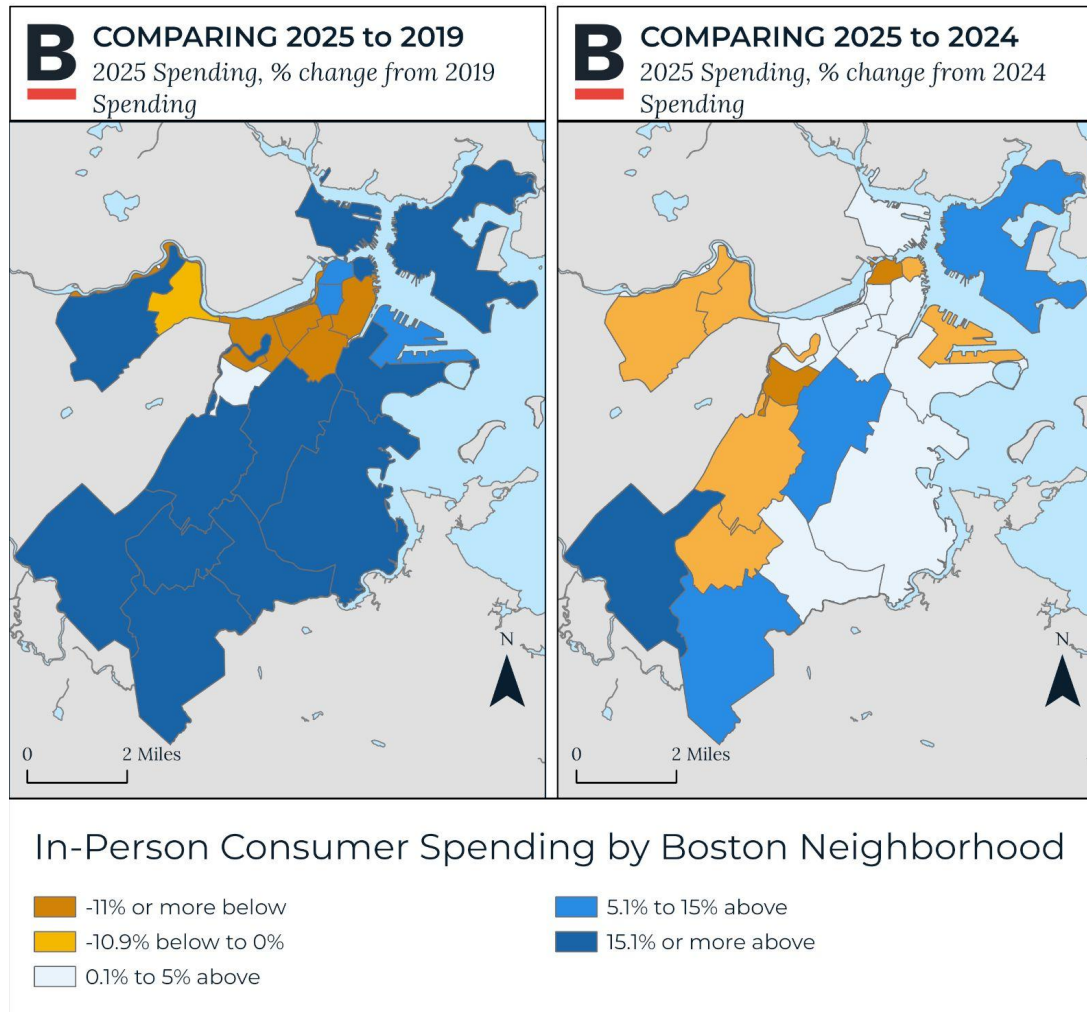
Source: OnTheMap 2023 payroll jobs, City of Boston Planning Department Research Division Analysis.

~50% of spending in the West Roxbury Main Streets District originates in West Roxbury

Around 11.8% come from surrounding Boston neighborhoods (Roslindale, Jamaica Plain, Hyde Park, and Dorchester)



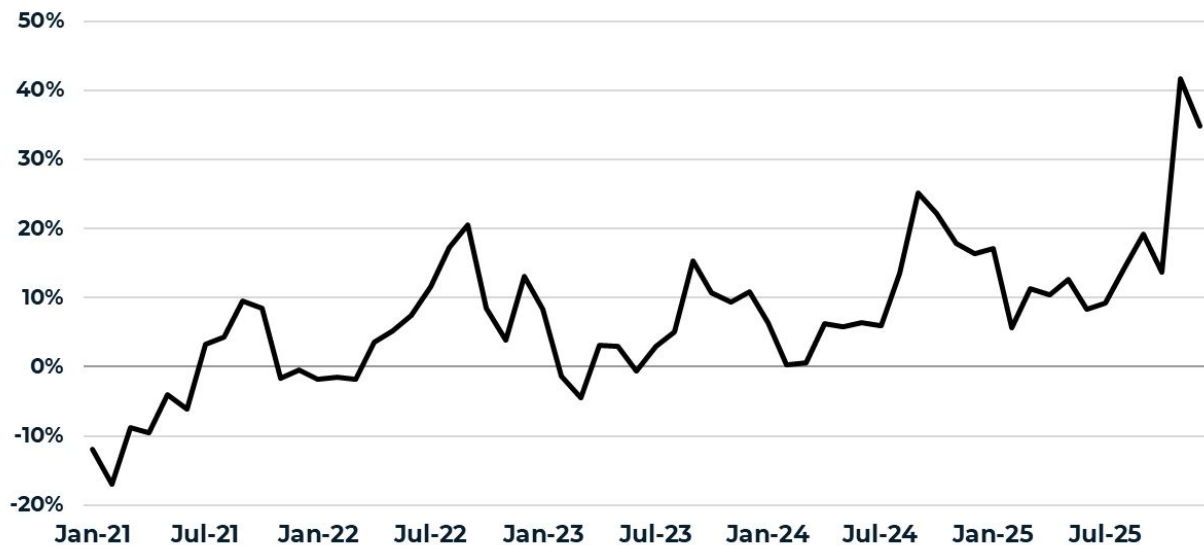
In 2025, consumer spending in West Roxbury was 16.1% above 2024 levels and 57.9% above 2019 levels when adjusted for inflation.



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

Consumer spending in West Roxbury Main Streets increased since 2021, staying constantly over 2019 levels since July 2023

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



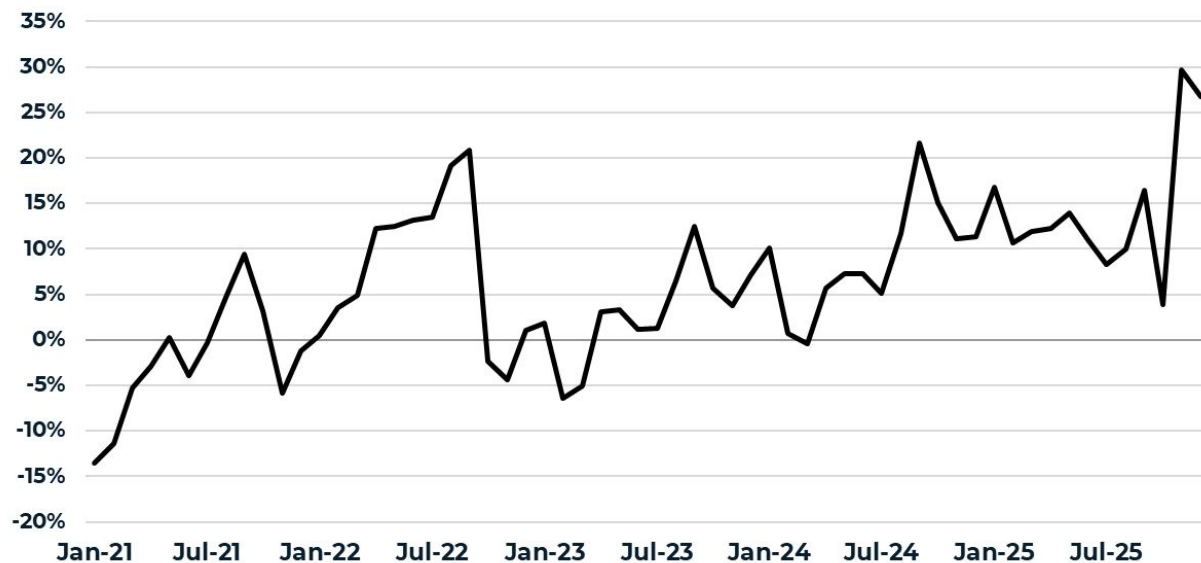
In-person consumer spending has generally trended upward since 2021. Despite some fluctuations, recent figures remain consistently higher than pre-pandemic benchmarks.

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

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

Consumer spending transaction counts generally remained above 2019 levels throughout the period

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



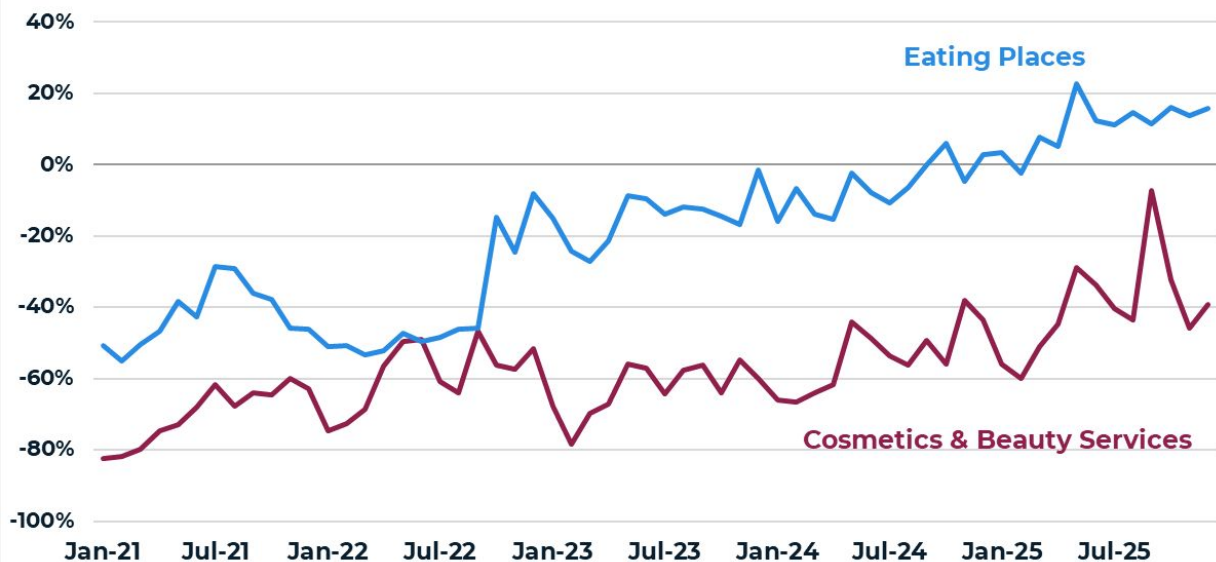
Transaction counts on West Roxbury Main Streets reached their highest peak above 2019 levels in late 2025. Although lows still occur, they have been trending upward over time.

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

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

Restaurant spending has gradually increased, eventually surpassing 2019 levels, while cosmetic spending has consistently remained below pre-COVID benchmarks

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



Cosmetic spending has consistently remained below pre-COVID levels.

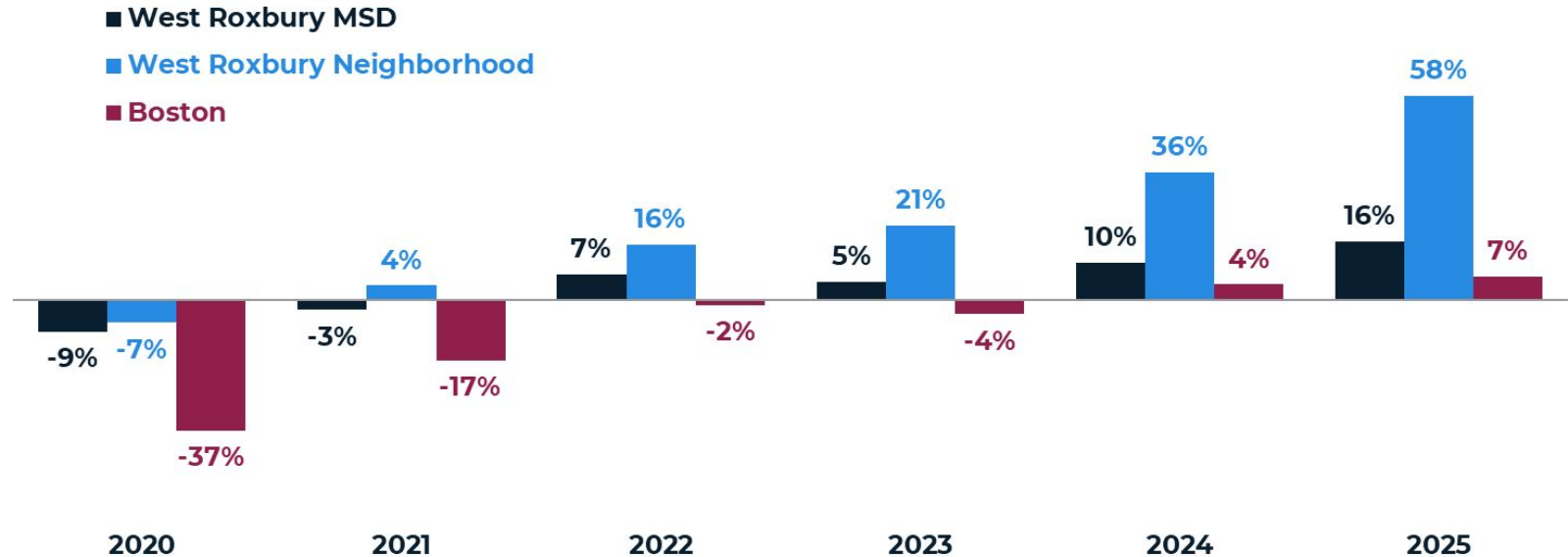
Restaurant spending has fluctuated since 2021 but surpassed pre-pandemic levels by July 2024, reaching 23% above 2019 levels by May 2025.

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

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

West Roxbury Main Streets in-person consumer spending was 16% above 2019 levels in 2025.

Total In-Person Consumer Spending, Percentage Change from 2019

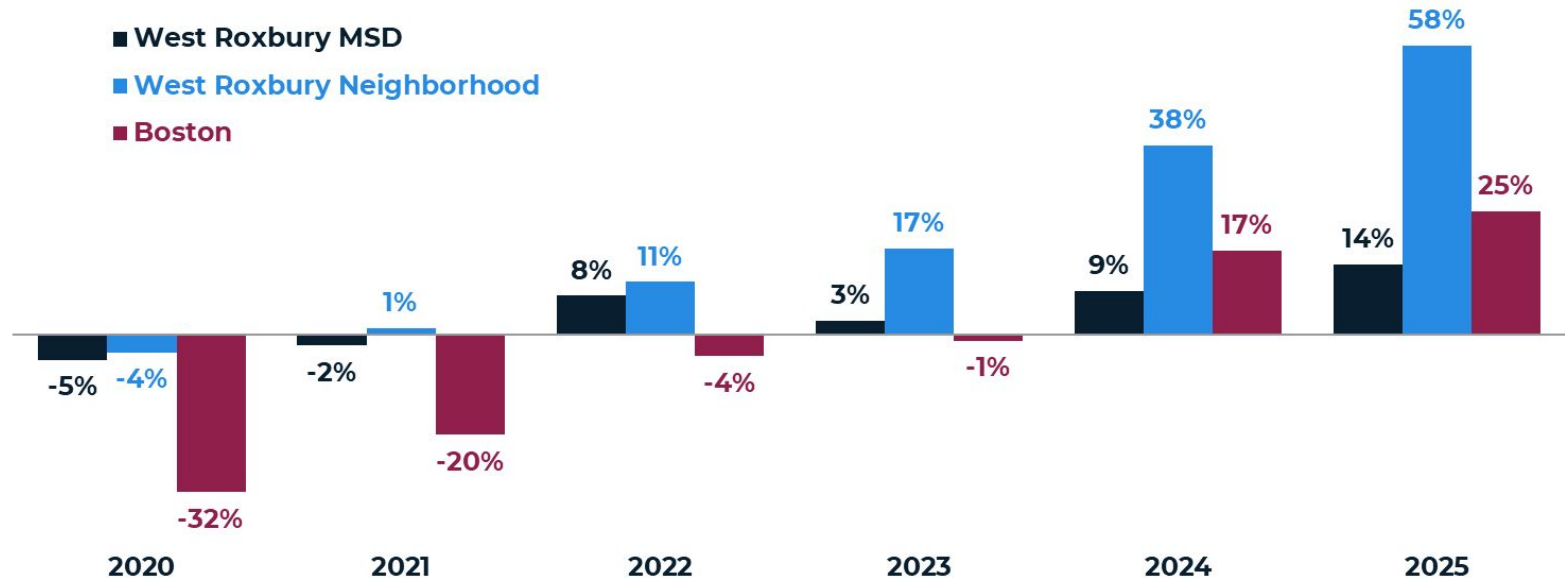


Source: Mastercard Geographic Insights, City of Boston Planning Department Main Street District

Note: West Roxbury 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

West Roxbury Main Street transaction counts recovered more slowly than Boston, reaching only 14% above 2019 levels in 2025

Total In-Person Transaction Counts, Percentage Change from 2019

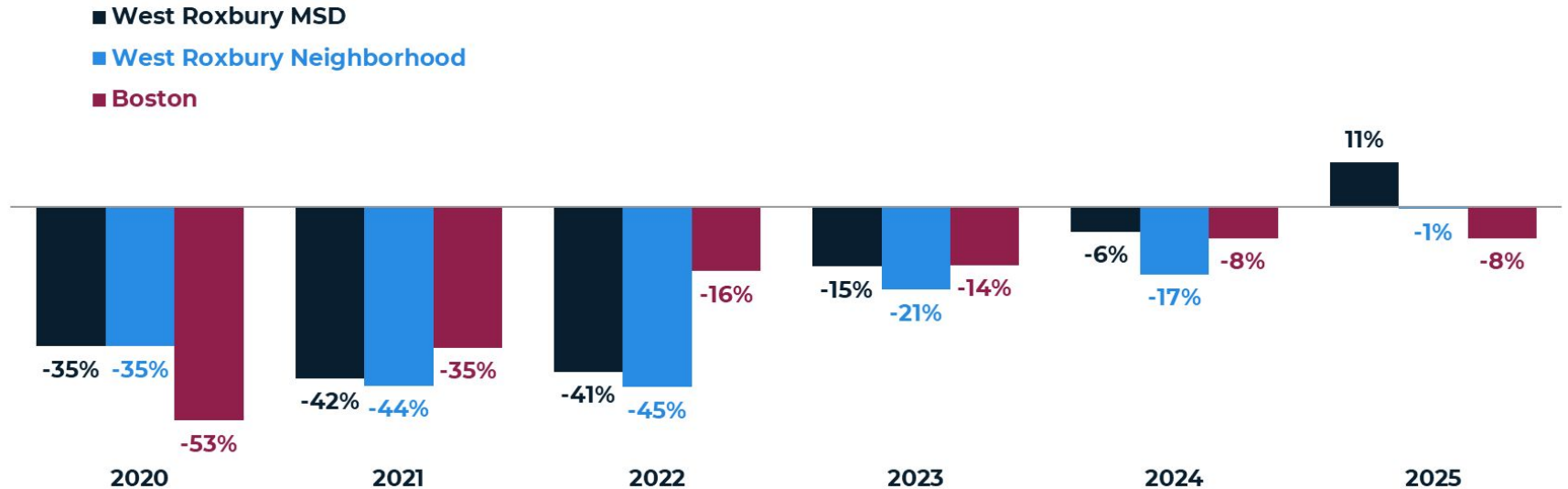


Source: Mastercard Geographic Insights, City of Boston Planning Department Main Street District

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

West Roxbury Main Streets spending at restaurants rebounded in 2025, surpassing 2019 levels by 11%.

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

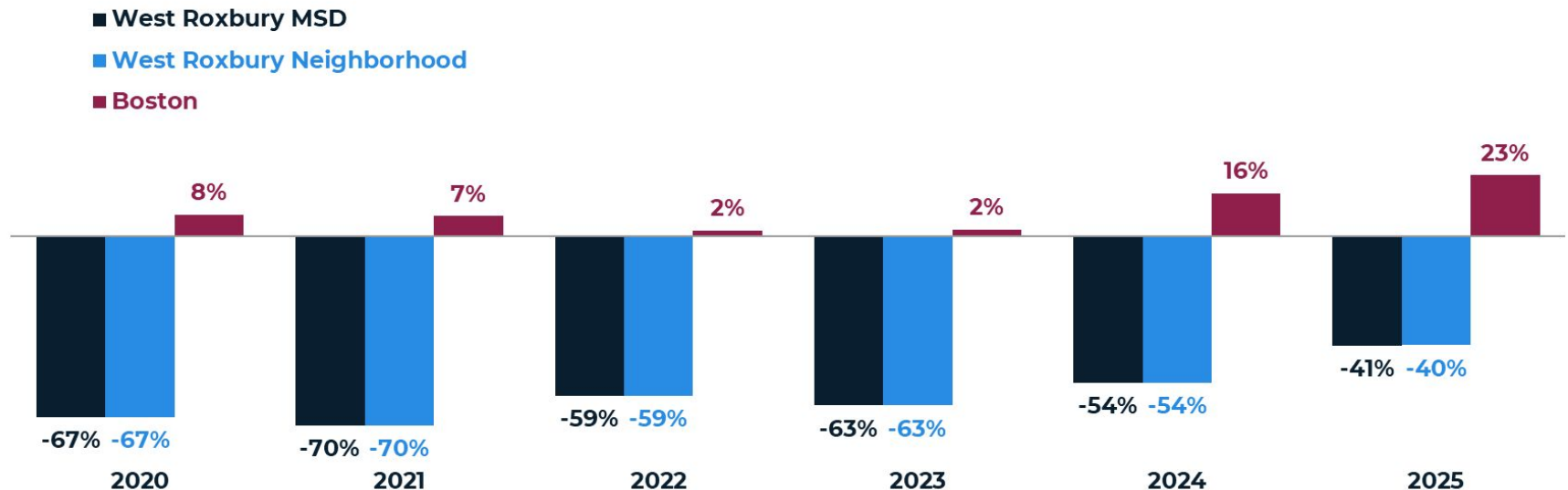


Source: Mastercard Geographic Insights, City of Boston Planning Department Main Street District

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

West Roxbury Main Street District cosmetic and beauty service spending lagged, remaining 41% below 2019 levels in 2025.

Total Cosmetic & Beauty Service In-Person Consumer Spending, Percentage Change from 2019

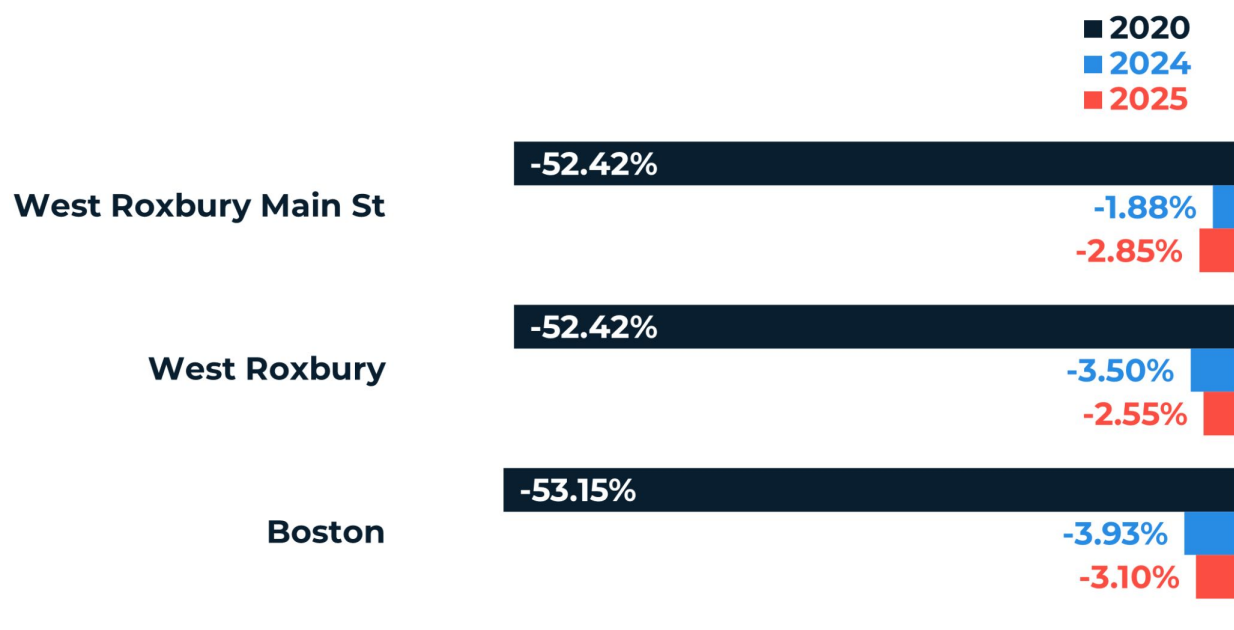


Source: Mastercard Geographic Insights, City of Boston Planning Department Main Street District

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

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

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



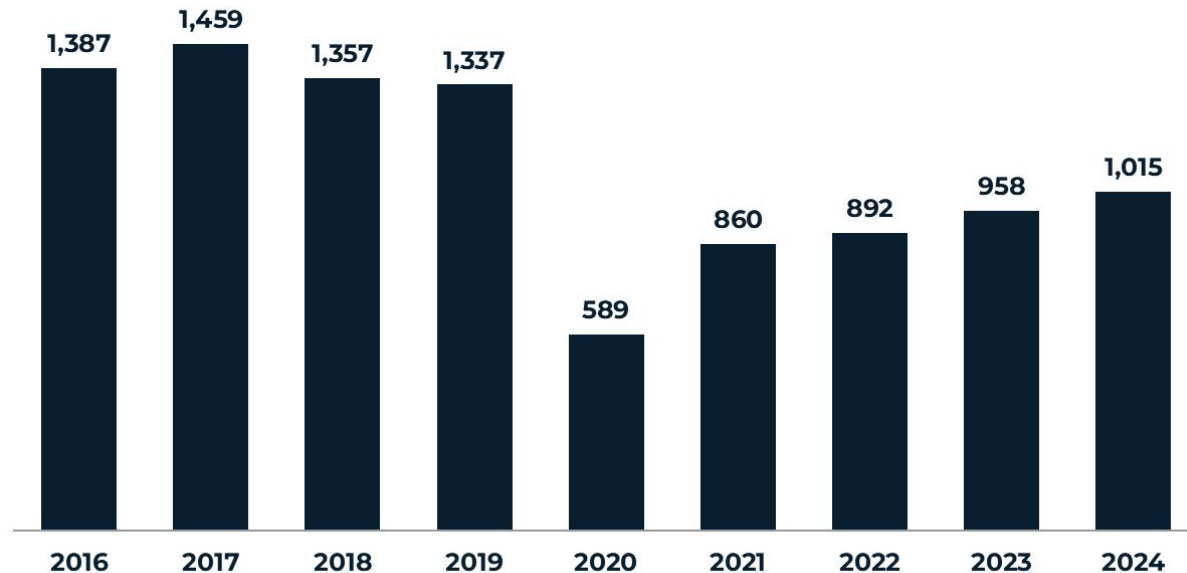
In 2020, visits to **West Roxbury Main Street** were 52.42% lower than in the pre-pandemic year, 2019.

By 2025, visits to **West Roxbury Main Street** recovered to just 2.85% 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 West Roxbury has rebounded slowly since their 2020 low but remains ~300 boardings below 2019 levels.

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



There were **1,015** average weekday boardings in the **West Roxbury Main Streets District** in Fall 2024, which is **76%** 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