



PLAN

Dorchester
Glover's Corner

SMALL BUSINESSES & JOBS DEEP DIVE



boston planning &
development agency

January 31, 2019

AGENDA

1. Introduction
2. City Small Business Resources
3. Fields Corner Main Street Update - Matt Frank
4. Small Business Survey – Next Street
5. Jobs in Glover's Corner
6. Small Business and Jobs Ideas
7. Discussion

BOSTON OFFICE OF SMALL BUSINESS DEVELOPMENT

Mayor's Office of Economic Development

The Office of Small Business development (OSBD) today helps in 7 primary ways:

1. Boston Main Streets
2. On-Site Business Assistance
3. Women Entrepreneurs Boston (WEBOS)
4. Restore and Design Services
5. Neighborhood Business Access Loans
6. Food Trucks
7. Business Certification (women-owned; minority-owned; veteran-owned; etc.)

See the included brochure for more information.

FIELDS CORNER MAIN STREET

Matt Frank, Executive Director

1. Signage Survey
2. TA Assistance
3. Contact information:

617-474-1432

1444 Dorchester Avenue

Dorchester MA 02122

director@fieldscornermainstreet.org



PLAN: GLOVER'S CORNER *JOBS*

Planning for the future of jobs in Glover's Corner

Jobs and Small Businesses:

- Provider of employment opportunities for area residents
- Small business ownership
 - Opportunity to retain capital in community
 - Opportunity to build wealth
- Creates community; reinforces sense of place

Future:

- Ensure future buildings include space for
 - Local businesses (see Dot Block example)
 - Smaller retail spaces
 - Affordable retail
 - Jobs suited to area resident skill set
 - Job training opportunities
- Construction employment
- Transportation connection improvements to connect residents to jobs

PLAN: GLOVER'S CORNER SMALL BUSINESS SURVEY

Study Area Overview



242

Businesses

31%

Vietnamese-owned

150

Buildings

13

Vacant (1st floor)

530K

LSF (1st floor retail)

PLAN: GLOVER'S CORNER SMALL BUSINESS IDEAS

Key Ideas For Business Retention and Resilience

Business readiness and sustainability

- Owner Awareness of future impacts on businesses
- Robust Business Plans

Real estate affordability and stability

- Leasing strategies and terms
- Ownership strategies and structure

Market development, new businesses, and new spaces

- Affordable business space requirement for new developments
 - Zoning and Permitting
-

Three Major Actors

- Small Businesses
- City
- Business Service Organizations (BSOs) and capital providers

PLAN: GLOVER'S CORNER SMALL BUSINESS IDEAS

Business readiness and sustainability

- **Concern: Businesses need to be aware of and prepared for future changes to the neighborhood's business environment.**

- **Key Solution: Focus existing City resources from the Office of Small Business Development on businesses on the corridor**
 - On-Site Technical Assistance to create business plans to strengthen existing businesses
 - Grants for improving storefronts
 - Affordable loans to start, grow, or expand small businesses
 - Expand presence of Main Streets District and partners to help businesses
 - Grants for Jobs Training and Placement in local businesses

PLAN: GLOVER'S CORNER SMALL BUSINESS IDEAS

Real estate affordability and stability

- **Concern: Businesses need to know their tenant rights, strategize on lease terms, and receive support for ownership possibilities**
- **Key Solution: Focus existing City and partner technical assistance to help small businesses better negotiate leases**
 - Provide On-Site Technical Assistance and legal advice to help businesses better negotiate lease terms that provide longer-term stability

PLAN: GLOVER'S CORNER SMALL BUSINESS IDEAS

Market development, new businesses, and new spaces

- **Concern: Existing and new local businesses need new affordable spaces to start, expand, and grow.**

- **Key Solution: Set aside a portion of the ground floor of new developments for affordable, local commercial space.**
 - Require Affordable commercial space in new developments. Require a higher percentage of space be affordable commercial in new developments on City-owned parcels.
 - Promote smaller/narrower retail frontages to lower barrier of entry for small businesses

PLAN: GLOVER'S CORNER SMALL BUSINESS IDEAS

Other Innovative Ideas that may go beyond the scope of the planning process

- **Other Ideas provided by Next Street consultant**

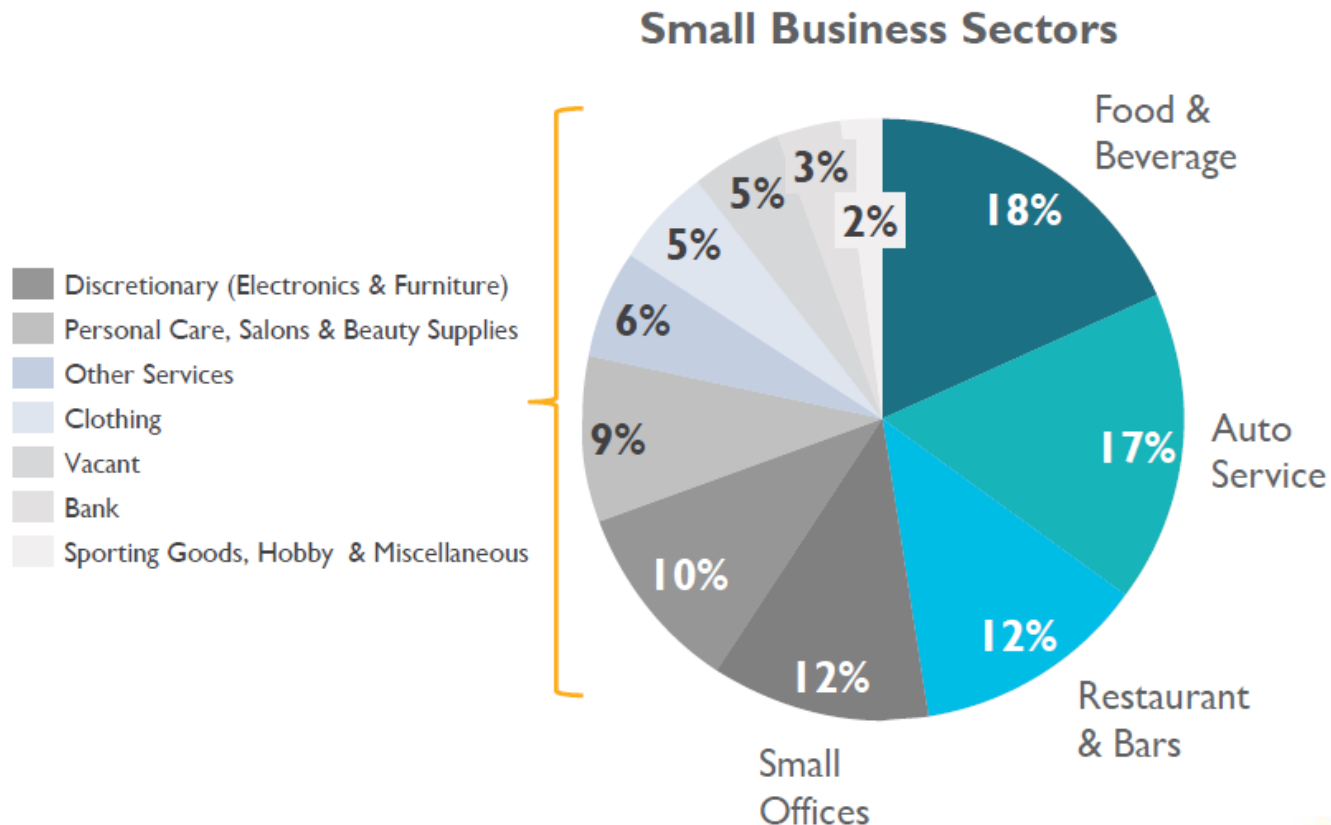
(larger, city-wide policy measures that require further analysis at a larger scale)

- Strengthen tenant protections (e.g., timeline for renewals, access to arbitration)
- Promote Innovative Lease Structures (e.g., lease-to-own, lower monthly rent + % of sales)
- Promote and provide assistance for Innovative Ownership Strategies (e.g., co-ops, incentivizing smaller spaces and retail condos)
- Promote other innovative policies (e.g., tax incentives for landlords who provide affordable leases or work with legacy businesses; penalties for commercial vacancies)

APPENDIX: PLAN: GLOVER'S CORNER SMALL BUSINESS SURVEY SUMMARY

Small Business Composition

- Healthy mix of small business types along Dorchester Avenue with relatively low retail vacancy.



APPENDIX: PLAN: GLOVER'S CORNER SMALL BUSINESS SURVEY SUMMARY

Business Owner Survey | 24 out of 200 businesses responded

Real estate: Mix of owners and renters

- 40% of respondents own and 60% rent
- 50% annual lease terms, 30% 5-year, 20% month-to-month
- Rents vary from \$12-40/sq ft, but clustered in mid-\$20's
- Almost 90% report their rent has never increased

Location: Mostly small locations with only one store

- 30% businesses in operation 5-10 years, and another 30% at 20+ years
- Over 90% of local businesses do not have another location
- 50%+ of businesses are in <1000 – 2,000 sq ft

Clientele: Predominantly Vietnamese with diverse mix of others

- 60%+ serve Vietnamese, over 30% also serve black, Cape Verdean, and Latino communities
- 65%+ of clientele estimated comes from Dorchester

Business performance: Strong recent growth

- Nearly 60% report increase in customer base; 40%+ reported recent increased sales

APPENDIX: PLAN: GLOVER'S CORNER SMALL BUSINESS SURVEY SUMMARY

Business Owner Survey | 24 out of 200 businesses responded

Valued characteristics of corridor: *High likeability of corridor*

- Over 70% of business owners value the diverse clientele
- Other attractive neighborhood aspects include affordability, transit access, strong community, surrounding businesses, and visibility

Key concerns: *Mix of current and future focus*

- Wide range of awareness and priorities, e.g.,
 - In the Freeport area, respondents had more interest, knowledge, and responsiveness to future changes
 - In Fields Corner, respondents were more concerned with day-to-day operational business challenges
- In general, some concerns about parking (40%+ say parking availability is not ideal)
- While respondents do not feel pressure yet (70% say rent is perceived as fair), affordability is a concern in the community