

# TWO SQUARES, ONE PLACE

A STRATEGY PLAN FOR HYDE/JACKSON SQUARE MAIN STREETS



# Agenda

- **Vision**
- **Analysis**
- **Synthesis**
- **Recommendations**
- **Conclusion**

# Snapshot

## A District in Transition

Demographic change

Latino vs.  
multicultural district

Residential vs.  
commercial  
gentrification



# Snapshot

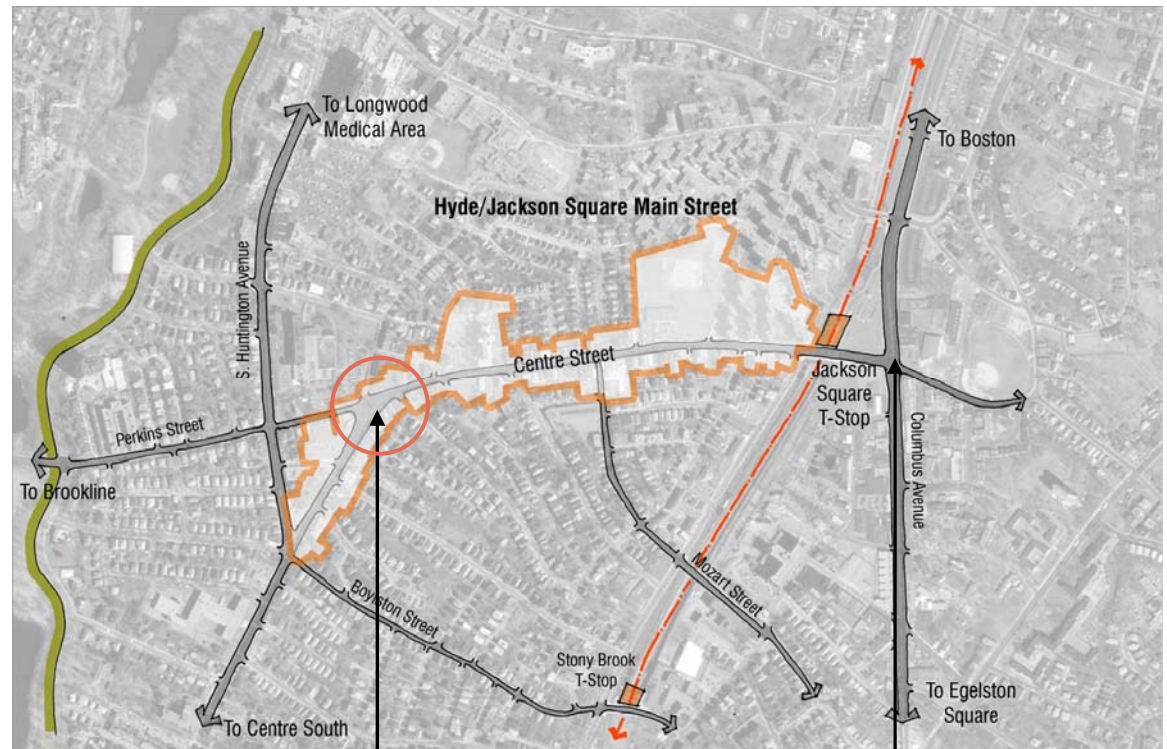
## Blessed Sacrament Church

Jackson Square



# Snapshot

## Two Separate Squares



Hyde Square

Jackson  
Square

# Vision

## Two Squares, One Place:

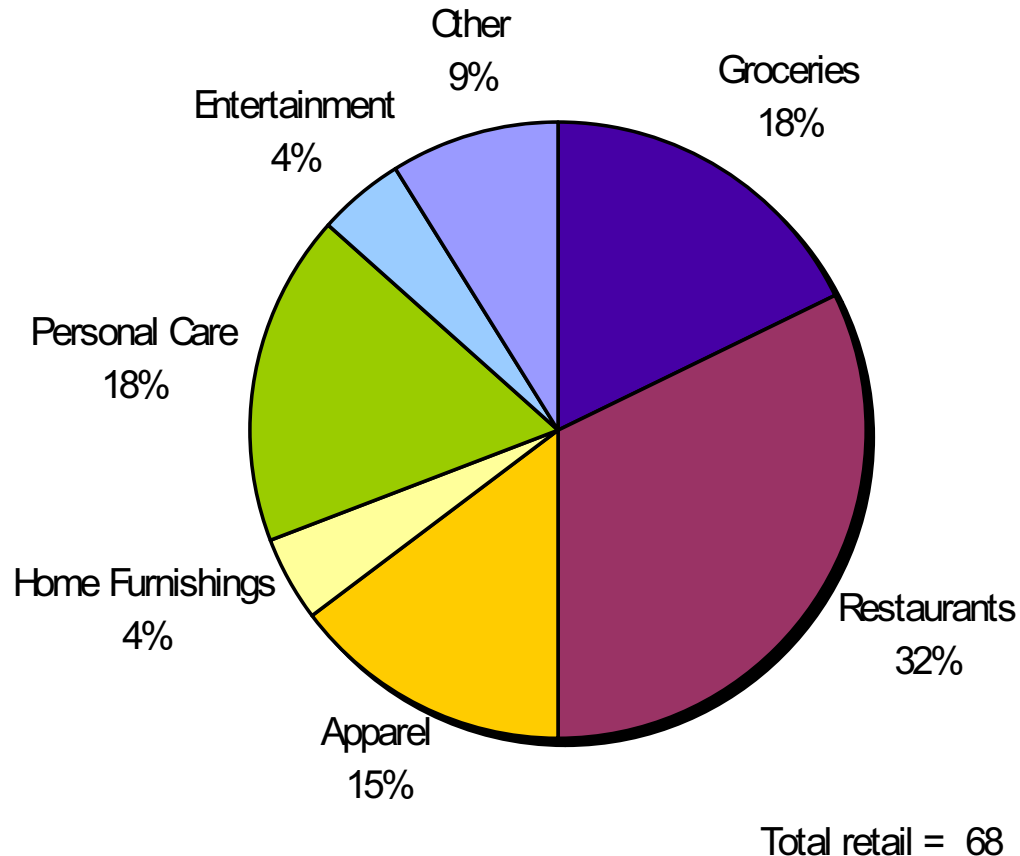
- Unified Centre Street
- Balance of Businesses
- Consistent and Recognizable Identity
- Strong HJSMS Organization





# Market Analysis: Business Mix

## Percentage of stores by retail category



Source: Project Team Building Survey, 2/26/05

# Market Analysis: Sales Gap

## Sales Gap Analysis in HJS Neighborhood

Store Type	Estimated Consumer Spending (million \$)	Estimated Store Sales (million \$)	Sales Gap (million \$)	Sales as % of Spending
<b>Groceries</b>	<b>17.5</b>	<b>24.2</b>	<b>6.7</b>	<b>139%</b>
Restaurants	13.6	9.2	-4.3	68%
Apparel/Accessories	5.7	3.0	-2.7	53%
Home Furnishing/Equipment	4.9	1.2	-3.7	25%
Medical Supplies	2.6	0.0	-2.6	0%
Personal Care	2.9	2.8	-0.1	96%
<b>Entertainment</b>	<b>12.1</b>	<b>0.8</b>	<b>-11.3</b>	<b>6%</b>
Reading	0.9	0.0	-0.9	0%
Others		1.4	1.4	
<b>Total Consumer Retail and Services</b>	<b>95.8</b>	<b>42.7</b>	<b>-53.1</b>	<b>45%</b>

Source: Project Team's Calculation



# Market Analysis: Demographics

## Population 2000

	Hyde/ Jackson	Jamaica Plain	Boston
Population	13,457	38,124	589,141
Race/Ethnicity			
<b>White (non-Hispanic)</b>	<b>35%</b>	51%	49%
<b>Black (non-Hispanic)</b>	<b>21%</b>	15%	24%
Other (non-Hispanic)	6%	12%	13%
<b>Hispanic</b>	<b>38%</b>	21%	14%
Median Household Income	\$39,107	\$43,113	\$39,629
Owner Occupied Housing Units	28%	31%	32%
Individuals Below Poverty Level	25%	22%	20%

Source: Census 2000

**HJS has the greatest concentration of Latinos in Boston, and**

**over 50% of HJS businesses have a Latino focus, but**

**62% of the population is not Latino**

# Physical Analysis: Gateways



# Physical Analysis: Breaks





# Community Analysis: Stakeholder Interviews

- **District Image**
- **Destination Shopping**
- **Safety**
- **Finance and Technical Support**
- **Community Organizations**
- **Gentrification**



# Community Analysis: Resource Map

Organization	Unify Landscape & Public Art	Improve Sidewalks & Streets	Strengthen Nodes, Gateways & Plazas	Deliver Business Technical Assistance	Host Events	Improve Safety & Sanitation
City Life/Vida Urbana				x	x	
Jamaica Plain Tree of Life/Arbol de Vida	x					x
Jamaica Plain Area Planning Action Council				x	x	
SCORE Boston - Jamaica Plain Branch				x		
District E-13 Police					x	x
Jamaica Plain Arts Council	x				x	
Jamaica Plain Neighborhood Council	x	x	x		x	x
Jamaica Plain Neighborhood Development Corporation			x	x	x	
Jamaica Plain Neighbors for Neighbors	x	x		x	x	x
Spontaneous Celebration	x				x	
Urban Edge			x	x	x	

Partner
  Resource
  Partner & Resource

Sample of the community resource map

# Comparative Districts Analysis

East Boston

Brighton Center

Coolidge Corner

Egleston Square

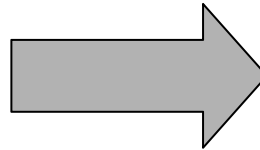
Centre South



# Synthesis

## Analysis

Market  
Physical  
Community  
Comparative Districts

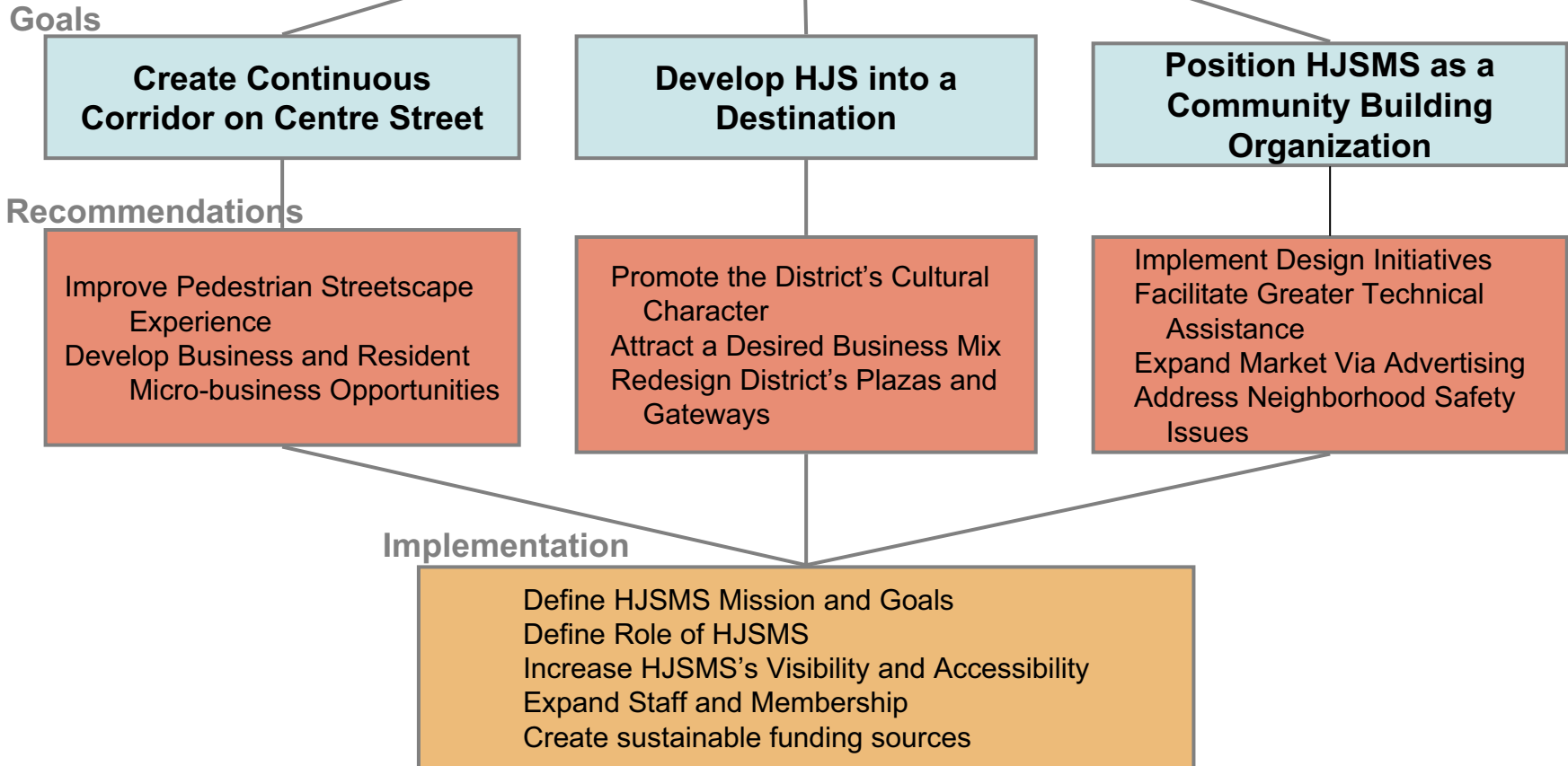


## Vision

Unified Centre Street  
Balance of  
Businesses  
  
Consistent and  
Recognizable Identity  
  
Strong HJSMS  
Organization



# Two Squares, One Place



# Goal 1: Create a Continuous Corridor

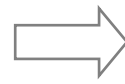
Improve Pedestrian Streetscape



Increase Landscaping and Street Furniture

# Goal 1: Create a Continuous Corridor

Improve Pedestrian Streetscape



**Create Buffers**



# Goal 1: Create a Continuous Corridor

Improve Pedestrian Streetscape



Add Sidewalk Bumpouts and Crosswalks



# Goal 1: Create a Continuous Corridor

Develop Business  
and



- **Introduce pushcarts and informal markets**
- **Create neighborhood sales days**
- **Coordinate customer cards**

# Goal 2: Create a Destination

Promote the district's cultural



- Design Promotional Materials
- Rename the District
- Host Community Events





# Goal 2: Create a Destination

Attract a desired business mix



- Identify Potential Businesses
- Prepare and Distribute Business Recruitment Package
- Develop and Maintain Lease Expiration Timeline for Potential Properties





# Goal 2: Create a Destination

Redesign district  
plazas and



Incorporate  
Gateway at  
Jackson Square



# Goal 2: Create a Destination

Redesign district  
plazas and



Redesign  
Gateway at Hyde  
Square



# Goal 2: Create a Destination

Redesign district  
plazas and



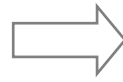
Expand Mozart Park  
Plaza





# Goal 2: Create a Destination

Redesign district  
plazas and



Create Blessed  
Sacrament Church  
Plaza



# Goal 3: Community Builder

Implement Design Initiatives

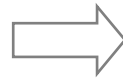


Create New Building Design Criteria



# Goal 3: Community Builder

Implement Design Initiatives



Coordinate  
Operation Color





# Goal 3: Community Builder

Facilitate Greater Technical



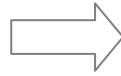
- **Create and Distribute Key Technical Assistance**
- **Provide Assistance to Negotiate Alternative Lease and Ownership Structures**
- **Initiate Mentorship Program for Existing Businesses**





# Goal 3: Community Builder

**Expand Consumer Market Via**



- **Create District Wide Advertising Campaign**
- **Publish Press Releases and Pitch Stories**
- **Create Targeted Marketing Campaign**

# Goal 3: Community Builder

Address  
Neighborhood



- Facilitate the Creation of a Business Crime Watch in HJS
- Explore Other Crime Prevention Programs



# Implementation: Capacity Building

**Define HJSMS  
Mission and Goals**



- **Create network**
- **Support businesses and residents**
- **Promote HJS identity**

**Define Roles of**



- **Partner**
- **Collaborator**
- **Centralized Manager**

# Implementation: Capacity Building

**Increase HJSMS's  
Visibility and  
Accessibility**



- **Physical location of office**
- **Leadership visibility**
- **HJSMS website**

**Expand HJSMS**



- **Leadership**
- **Staff**
- **Committee members**
- **Membership**

# Implementation: Funding

- **Membership Dues**
- **Merchandise**
- **New Development Projects**
- **Specific Project Funding**

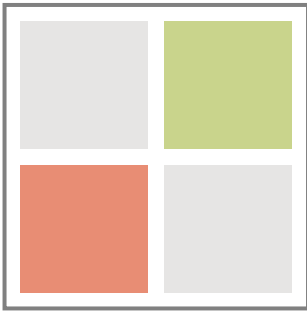


# Conclusion

## Next Steps: Prioritize and Plan

Priority / Time Requirement Table	Significant Time	Medium Time	Minimal Time
<b>High Priority</b>	Host Public Events*	Improve Website Presence*	Targeted Program Grants*
	Buffer Pedestrians	Design Promotional Materials*	Publish Press Releases
	Prepare & Distribute Business Recruitment Package	Create a Mentorship Program for Existing Businesses*	Pitch News Stories*
	Launch Membership Program*	Create Merchandise*	
<b>Medium Priority</b>	Market in Print and Radio*	Develop New HJSMS Signage	Market as a District*
	Explore Other Crime Prevention Programs	Develop Revenue Stream from New Developments	Launch Operation Color*
	Improve Landscaping and Street Furniture	Create New Building Design Criteria*	
<b>Low Priority</b>	Coordinate Customer Comment Cards	Organize Neighborhood Sale Days	Create Flyer Key Technical Assistance Contacts
	Negotiate New Leases to Include Mandatory Main Streets Membership*	Stimulate Informal Markets and Advocate for Pushcarts*	Develop & Maintain Lease Expiration Timeline for Potential Properties*
			Diversify Ethnic Products*

\*These strategies are considered on-going, after indicated initial implementation period.



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