

**Boston Main Street Program and MIT Department of Urban Studies and Planning
Student Planning Project on Revitalizing Urban Main Streets**

Application Form

Main Street District: Hyde/Jackson Square

Contact Person Name: _____

Contact Person Phone Number: _____

Contact Person e-mail Address: _____

Describe the District's goals for the project:

Our goal is to build upon the existing surveys and analysis that has occurred and set our vision for the future of the commercial district and the organization as the neighborhood continues to change. We hope that this project will build upon the work that we have already done and help us set a course for the future. We need to address the issues of gentrification in the neighborhood, the major development that is about to take place and the preservation of the existing business district as these changes take place. We would also like to use this opportunity to construct a plan for the role of HJSMS in the future development both as a check and balance for the developers as well as a tool to ensure the future of HJSMS.

List studies and plans that have been completed for the Main Street district over the past five years. For each study or plan, indicate who commissioned/supervised it, list the completion date, summarize its scope, and describe how the study or plan has been used by your program.

HJSMS Customer Survey – 2004- OKM

HJSMS Restaurant Survey – 2004 -OKM

HJSMS Commercial Profile and Mix Analysis - 2003 - OKM

HJSMS Business Survey - 2001 - OKM

HJSMS Business Development Priorities –passed by the board in 11/2003

Indicate how the program would oversee the project and provide decisions and feedback to the student team.

The student team would work most closely with the Director and the staff assistant. We would work out a schedule for regular meetings and discussions about the project and communicate via email between meetings.

The team would also attend and/or present at the economic development committee, which meets monthly to report on its progress and to gather responses and suggestions from volunteer committee members. We would also have the team present to the Board of Directors close to the end of the project in order to insure their understanding and to answer questions they may have.

HJSMS will also provide a list of stakeholders for the MIT team and could help facilitate interviews.

Describe the major economic development, physical improvement and design issues faced by the district. Indicate any opportunities that you see for combining economic development and physical design plans.

See attached research priorities and questions.

How does the program plan to use the final plan?

We hope to use this plan to help us position ourselves in the development projects as they unfold as well as to set our course as an organization.