

TWO SQUARES, ONE PLACE

A STRATEGY PLAN FOR HYDE/JACKSON SQUARE MAIN STREETS



Agenda

- **Vision**
- **Analysis**
- **Synthesis**
- **Recommendation
s**
- **Conclusion**

Snapshot

A District in Transition

Demographic change

*Latino vs.
multicultural district*

*Residential vs.
commercial
gentrification*



Snapshot

Blessed Sacrament Church

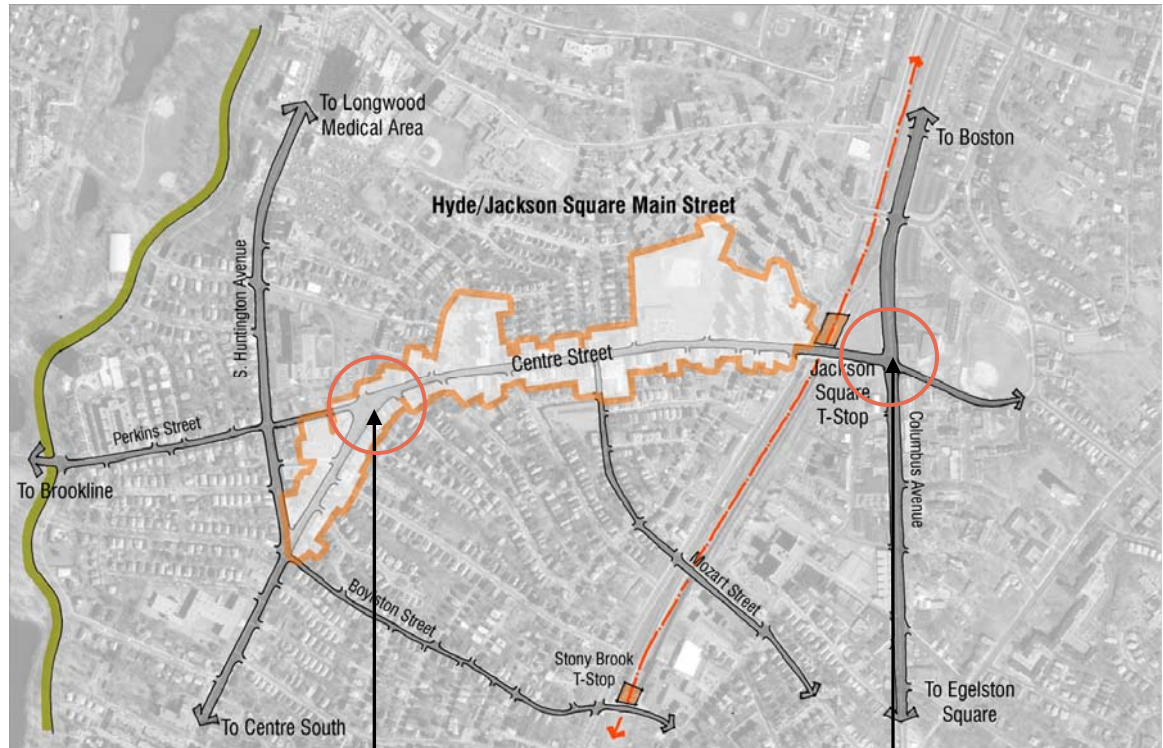
Jackson Square



Vision • Analysis • Synthesis • Recommendations • Conclusion

Snapshot

Two Separate Squares



Hyde Square

Jackson Square

Vision

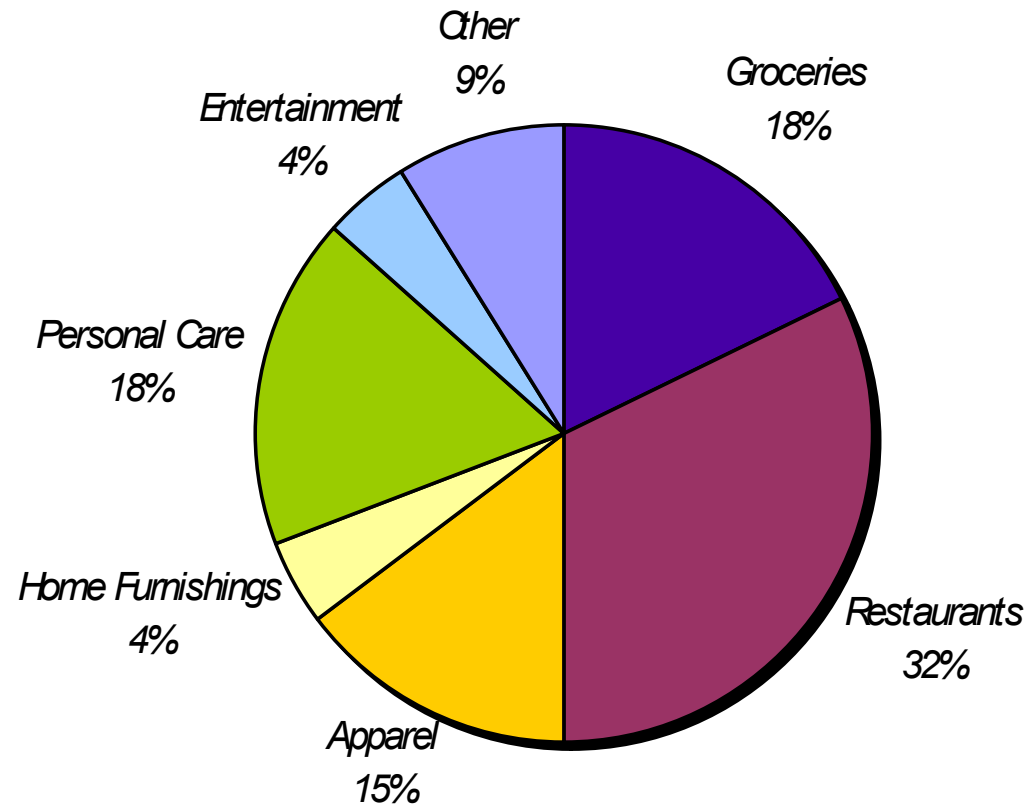
Two Squares, One Place:

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



Market Analysis: Business Mix

Percentage of stores by retail category



Total retail = 68

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
Groceries	17.5	24.2	6.7	139%
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%
Entertainment	12.1	0.8	-11.3	6%
Reading	0.9	0.0	-0.9	0%
Others		1.4	1.4	
Total Consumer Retail and Services	95.8	42.7	-53.1	45%

Source: Project Team's Calculation

Market Analysis: Demographics

Population 2000

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



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Physical Analysis: Breaks



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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

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Comparative Districts Analysis

East Boston

Brighton Center

Coolidge Corner

Egleston Square

Centre South



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Synthesis

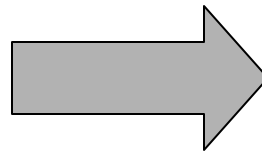
Analysis

Market

Physical

Community

Comparative Districts



Vision

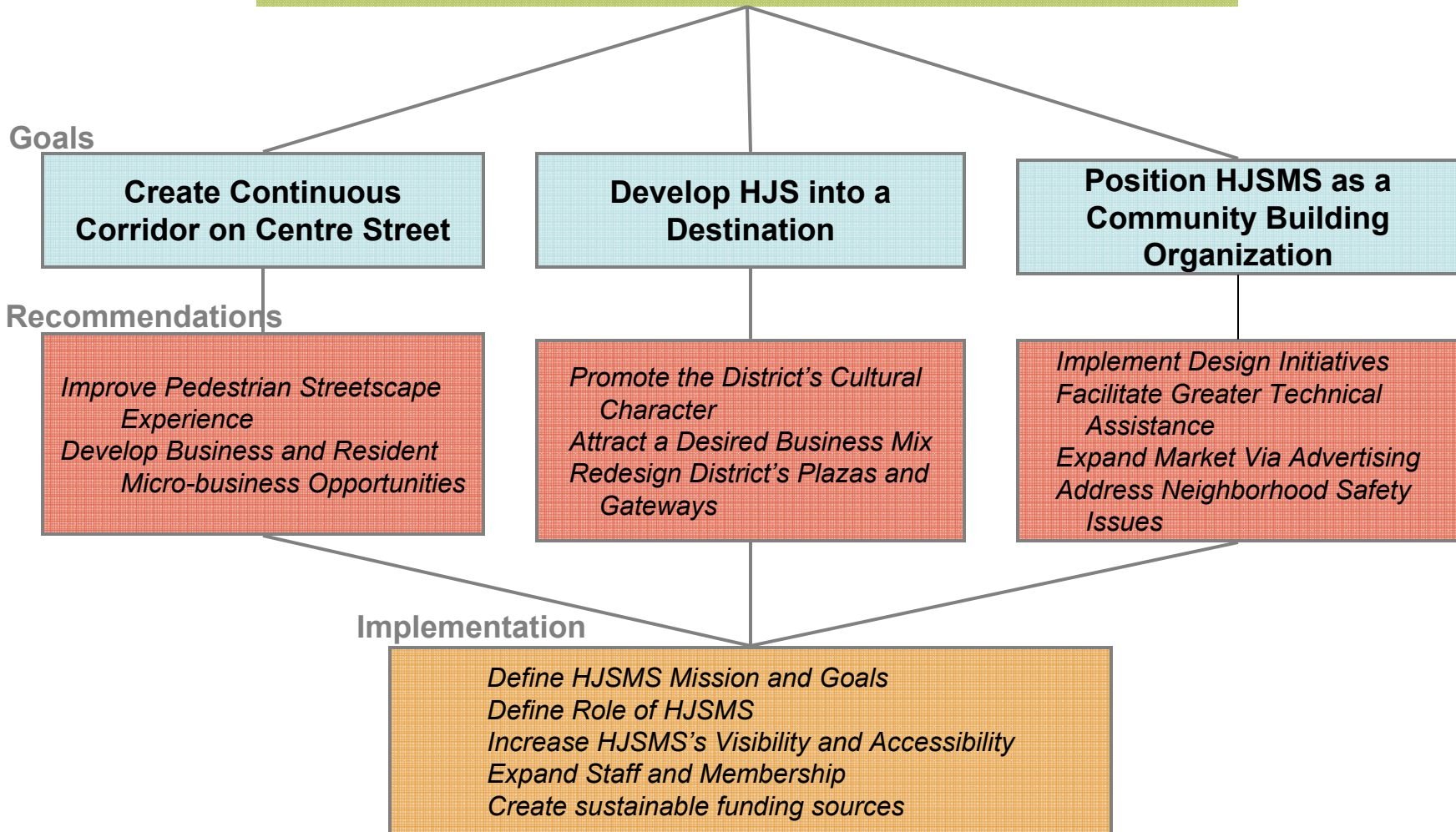
Unified Centre Street

*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

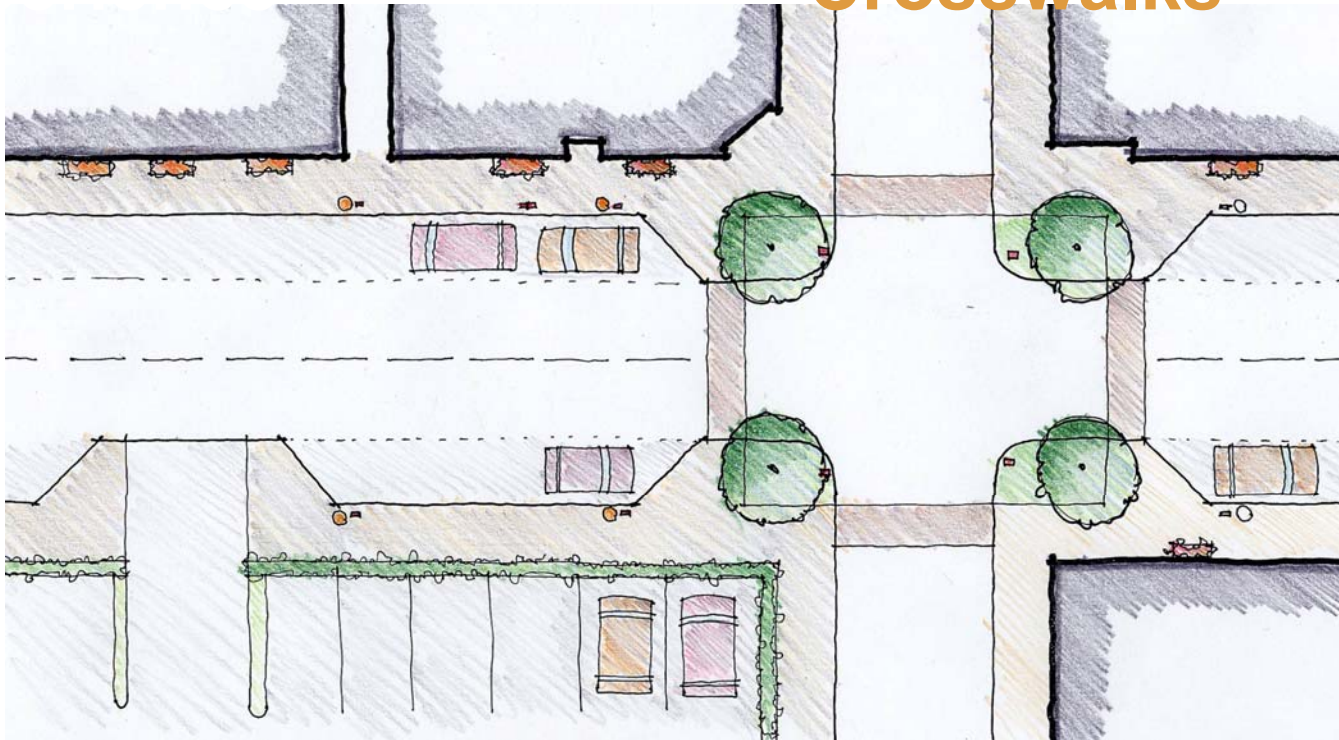


Goal 1: Create a Continuous Corridor

Improve Pedestrian Streetscape



Add Sidewalk Bumpouts and Crosswalks



Goal 1: Create a Continuous Corridor

Develop Business and



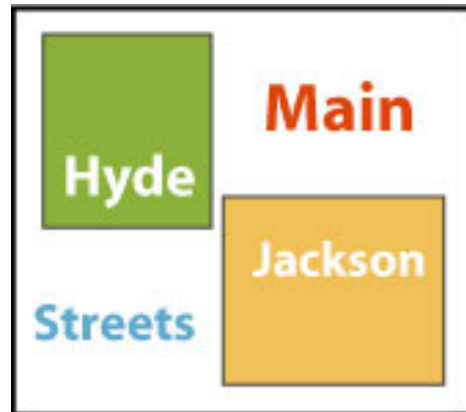
- **Introduce pushcarts and informal markets**
- **Create neighborhood sales days**
- **Coordinate customer cards**

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**



Vision • Analysis • Synthesis • Recommendations • Conclusion

Goal 3: Community Builder

Implement Design Initiatives



Create New Building Design Criteria



Vision • Analysis • Synthesis • Recommendations • Conclusion

Goal 3: Community Builder

Implement Design Initiatives



Coordinate Operation Color



Vision • Analysis • Synthesis • Recommendations • Conclusion

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



Vision • Analysis • Synthesis • Recommendations • Conclusion

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:

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**



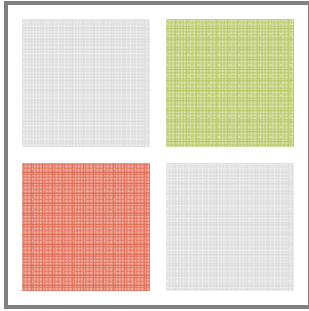
Conclusion

Next Steps: Prioritize and

Plan

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

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



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