

Survey of Roslindale Residents on Roslindale Village Business District

Roslindale Village Main Street
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Data compilation and analysis by
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Methodology

- Survey was conducted in Spring of 2006
- Roslindale Village Main Street mailed one-page surveys to every household in Roslindale (approximately 12,000)
- Response rate of 3% (362 replies) was above average for mail-in surveys of this type
- Respondents represented higher share of long-time homeowners (those with the greatest economic and emotional stake in the community)
- All questions asked are included in this report; more detailed data on responses is available upon request



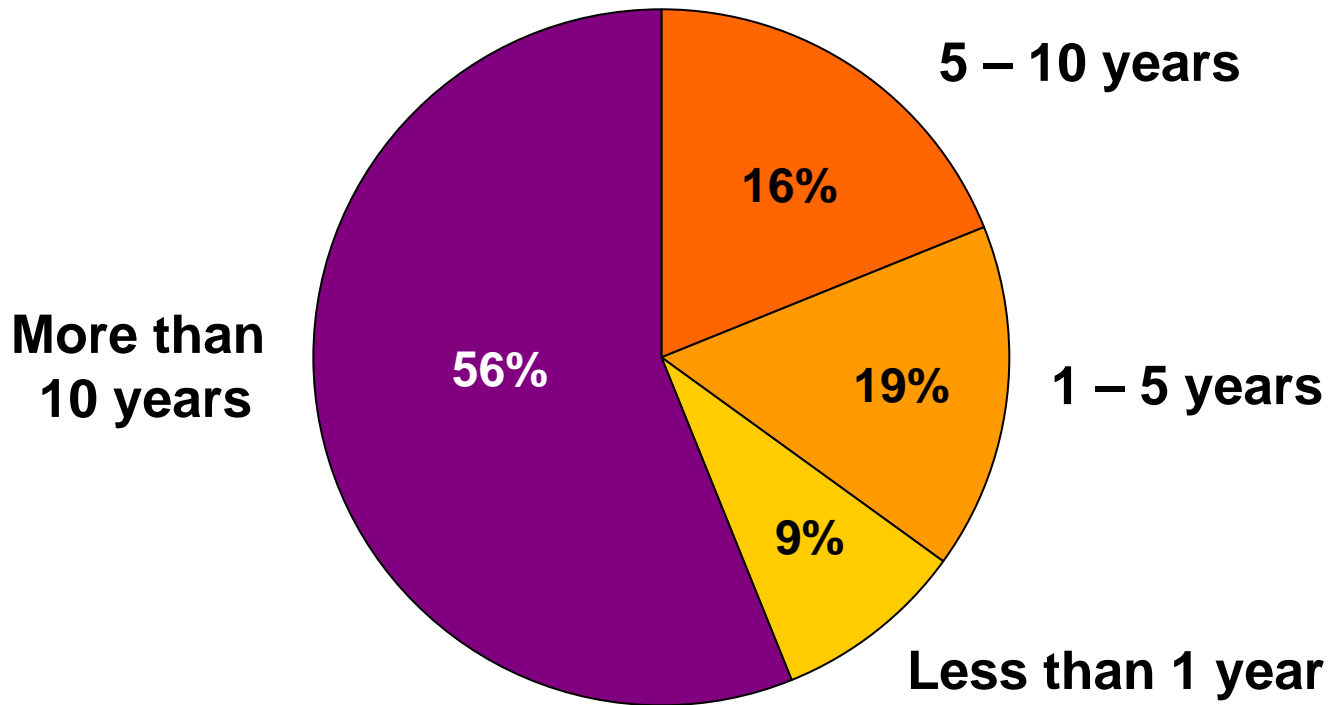
Highlights

- Residents say the condition of the business district is an important factor in deciding where to shop and live
- Of 10 most frequently visited businesses, six are relatively new, four are long established, and eight are food related
- Residents are most satisfied with the presence of independent businesses, customer service, quality of goods and services, and friendliness
- Residents are least satisfied with cleanliness, overall image of the district, and attractiveness of storefronts
- Responses reveal opportunities and priorities for new or existing businesses, civic groups and public agencies



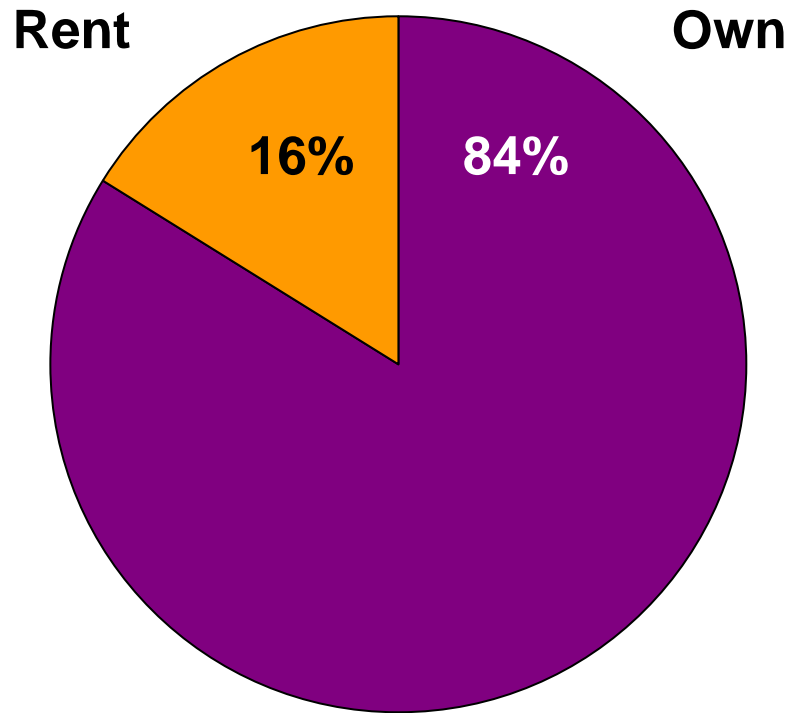
Demographics

Q: How long have you lived in Roslindale?



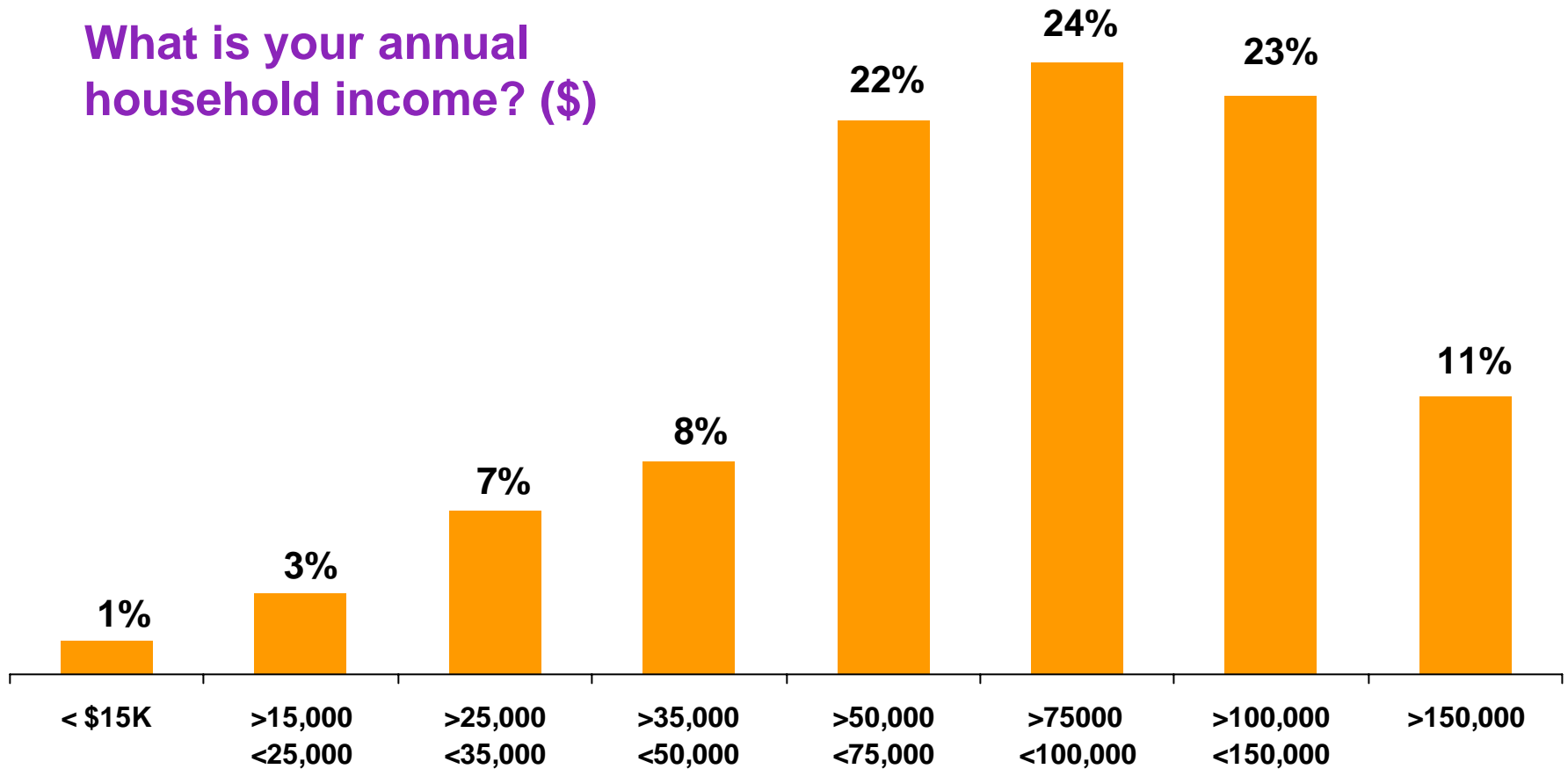
Demographics

Do you own or rent your home?



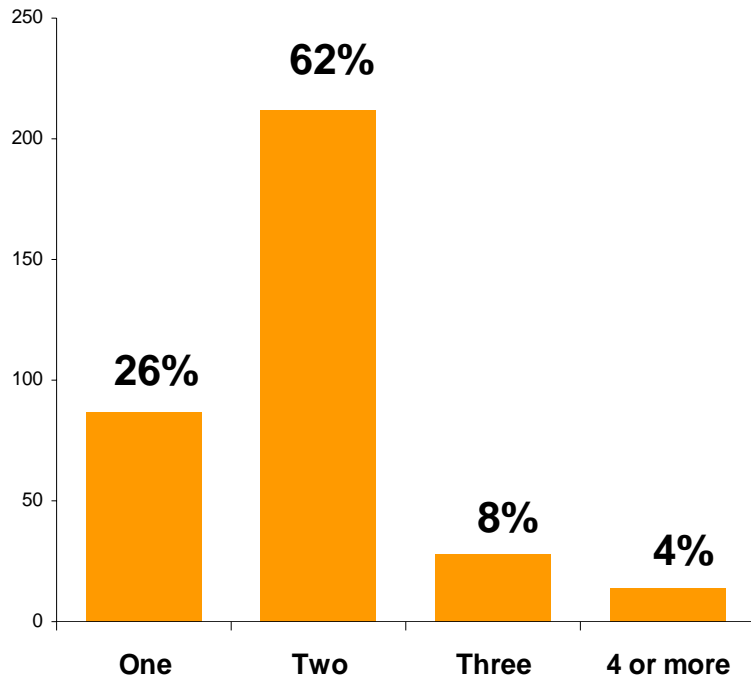
Demographics

What is your annual household income? (\$)

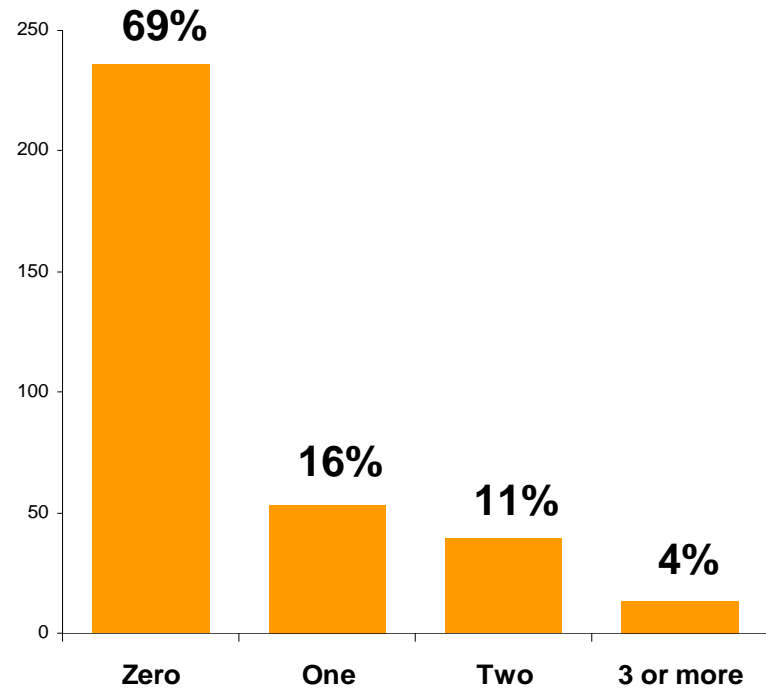


Demographics

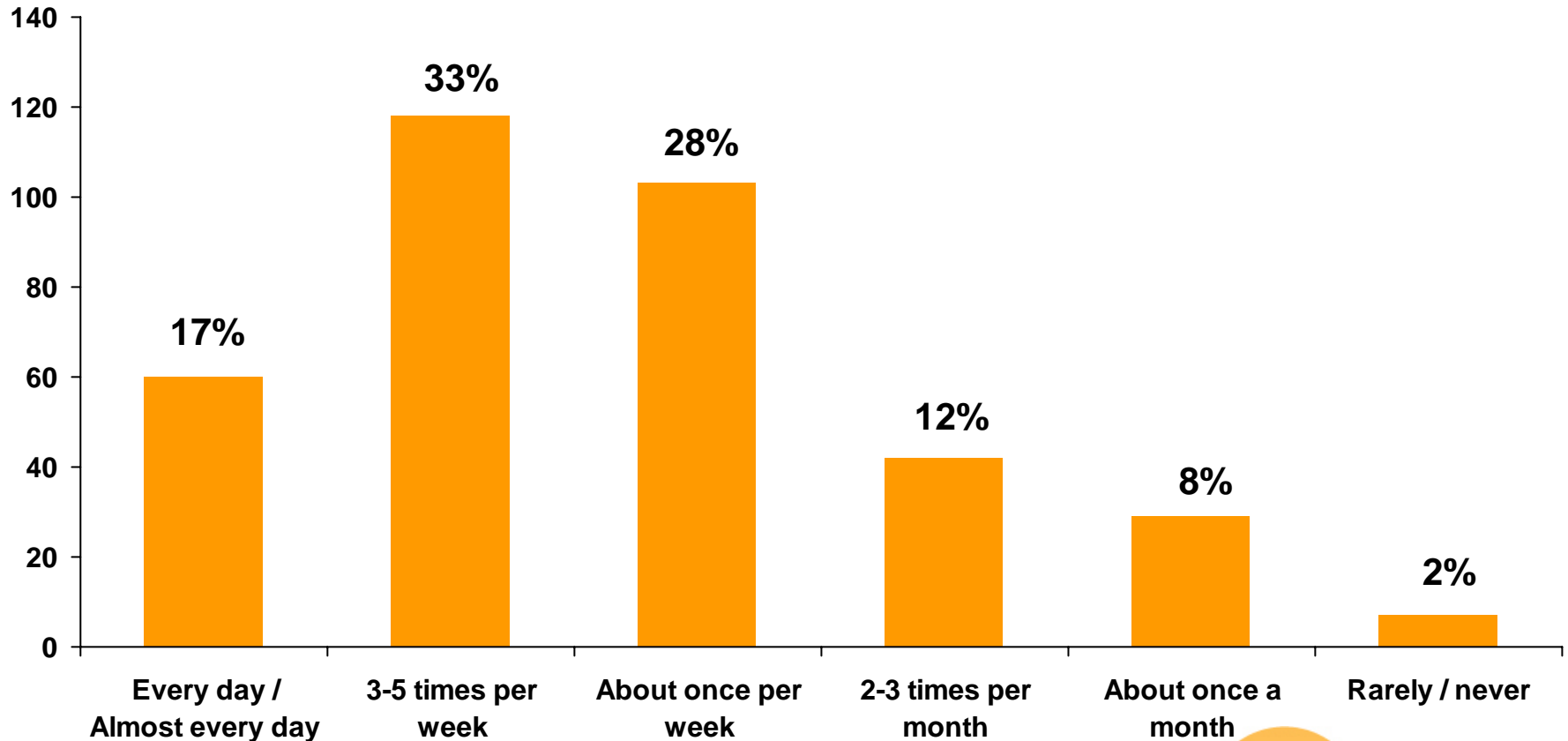
Number of adults in household?



Number of children in household?



How often do you use services or shops in the Roslindale Village Main Street District?



What businesses in the district do you patronize most often?

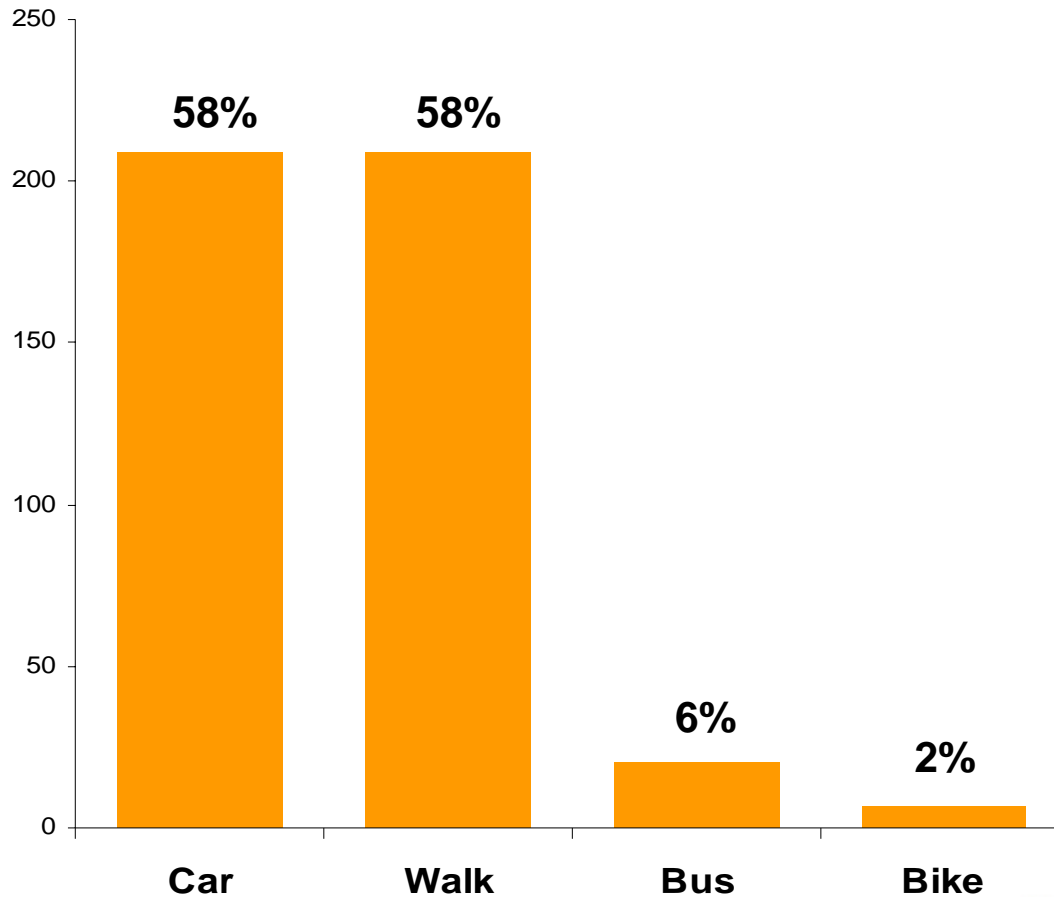
132 Village Market (grocery store)	18 Centre Cuts (salon)	4 Dunkin Donuts
98 Fornax Bakery	17 Bangkok Café	4 Li'l Peach
65 Droubi Bros. (aka Bob's Pita Bakery)	17 Blue Star Café	4 Roslindale Hardware
59 Emack & Bolio (coffee & ice cream)	16 The Cooperative Bank	4 Shell gas
49 Solera Wine	16 Dianne's Bakery	4 Vouros Bakery
48 Roslindale Fish Market	14 Pet Cabaret	3 Boschetto Bakery
44 Sophia's Grotto (restaurant)	13 Tony's Market	3 Harrison Refrigeration (appliances)
39 Village Sushi & Grill	12 Sebastian's Barber Shop	3 Loda's Shoes
36 Sullivan's Pharmacy	10 Zia (women's fashions boutique)	3 Quality Meat Market
33 Citizens Bank	9 Gusto (now NuVo)	3 Rialto Barber
28 Delfino (restaurant)	9 Jay's Jewelers	3 Threads (dress maker)
28 Wallpaper City	9 John's Bakery	2 Calvin Chin Martial Arts Academy
27 Bank of America	8 Alex's Liquors	2 Derna's Breakfast Counter
27 Roslindale Branch Library	8 Imperial Kitchen	2 Donna's Photo
25 Birch St Bistro	8 Wapo Taco	2 Game Day Pub (now Robyn's Grille)
25 Thrift Shop	7 Pazzo Books	2 JB Edwards Uniforms
23 18 Birch St (housewares boutique)	6 Roslindale Farmer's Market	2 Judy Leon (travel)
22 U.S. Post Office	6 Salute Restaurant	2 Krupa Insurance
20 Jax Liquidation (discount store)	5 Joanne Rossman Designs	2 Pleasant Café
20 Village Books	5 Romanos Pizza & Taqueria	2 Roslindale House of Pizza
		2 Salon A (hair salon)

(Rank by total number of unassisted replies; multiple responses given)



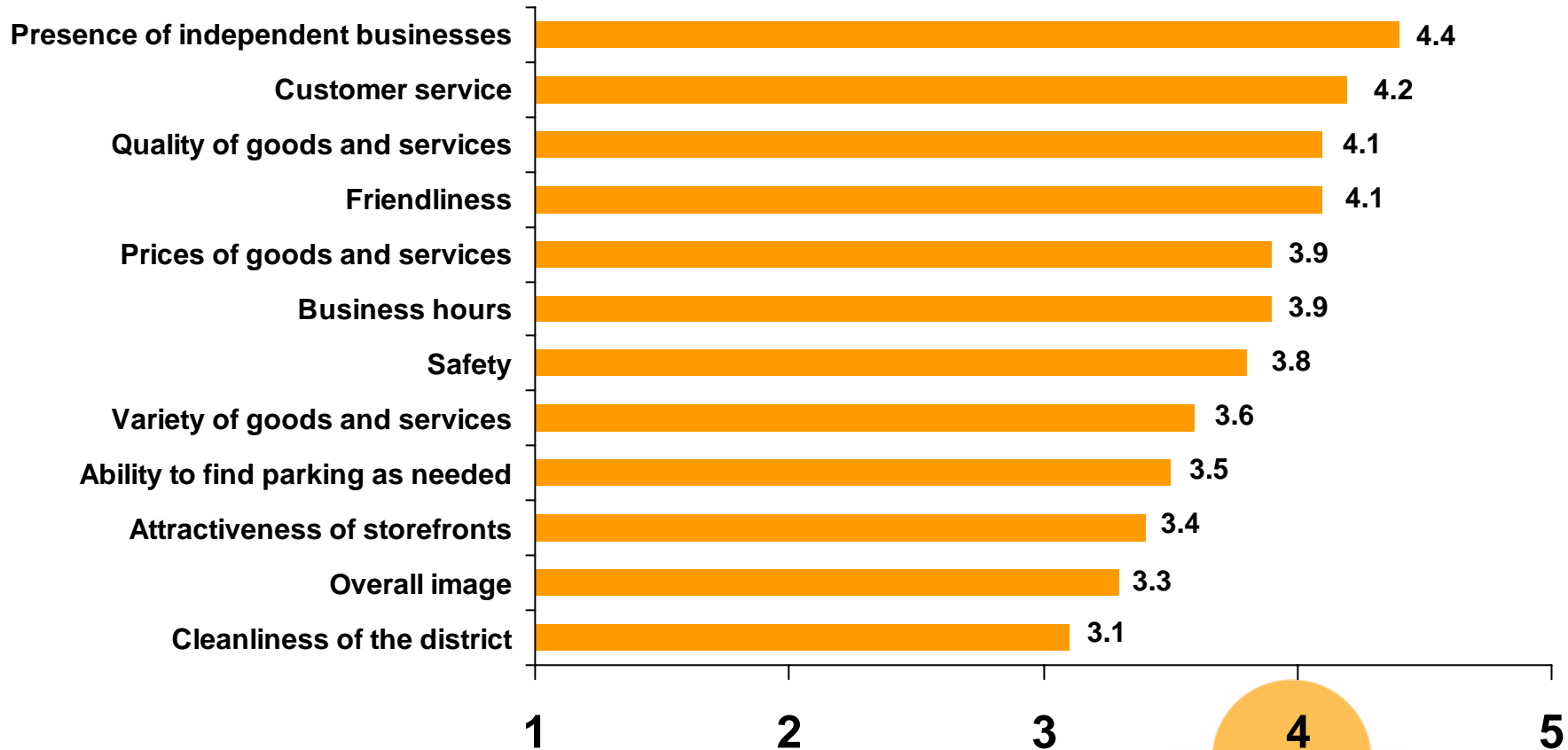
How do you get to the district most often?

(Multiple replies given)



Please rate your satisfaction with the following characteristics

Rank by average score
5 Very satisfied
4 Satisfied
3 Only somewhat satisfied
2 Unsatisfied
1 Very unsatisfied



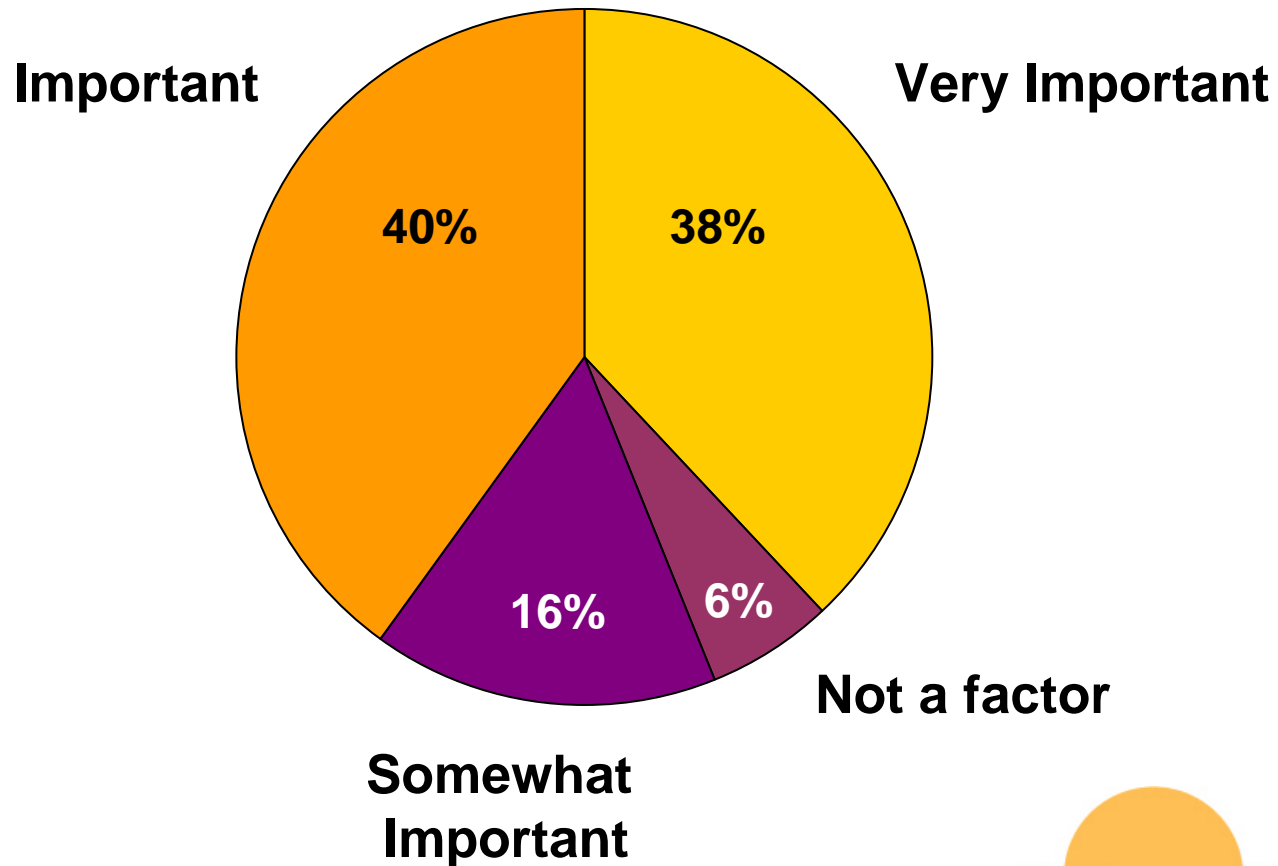
Sample of verbatim feedback from residents

Keep cleaning up the area – it's looking better all the time
Less-dumpy, less embarrassing for out-of-town visitors
Cleaner, better maintenance of parks
An improvement in appearance and cleanliness
More flowers and trees and better maintenance
Better variety of mid-range clothing
Open later hours, larger drug store
Clean streets and store fronts
Not so artsy clothing store
The cleanliness of the area is a factor
Very concerned about vacant buildings, esp. on Birch St.
Bring in grill/pub that's not overpriced
Better advertising of lesser known businesses
Keep bus stop cleaner
Could be cleaner, esp. in winter, snow removal of sidewalks
Alexander the Great Park is a disgrace, could be beautiful
Outdoor dining is attractive in nice weather

Take care of abandoned spaces, clean the streets
Friendlier and less expensive
More parking availability
More moderately priced restaurants
Better police presence, esp. during after-school
Better quality shops, we need a friendlier grocery store
Good but less expensive restaurants
Better customer service
Cleanliness, courtesy and safety
Upgrade older, run down storefronts
Clean & safe, the streets are very trashy
More variety of shops & services
I walk W. Rox. and Dedham but not Roslindale
Better selection of stores
Cleaner sidewalks, esp. near bus corner
Facelift, clean up the area
More of the same, it's great!



How important is your satisfaction with the business district when deciding to locate your home and/or continue to live here?



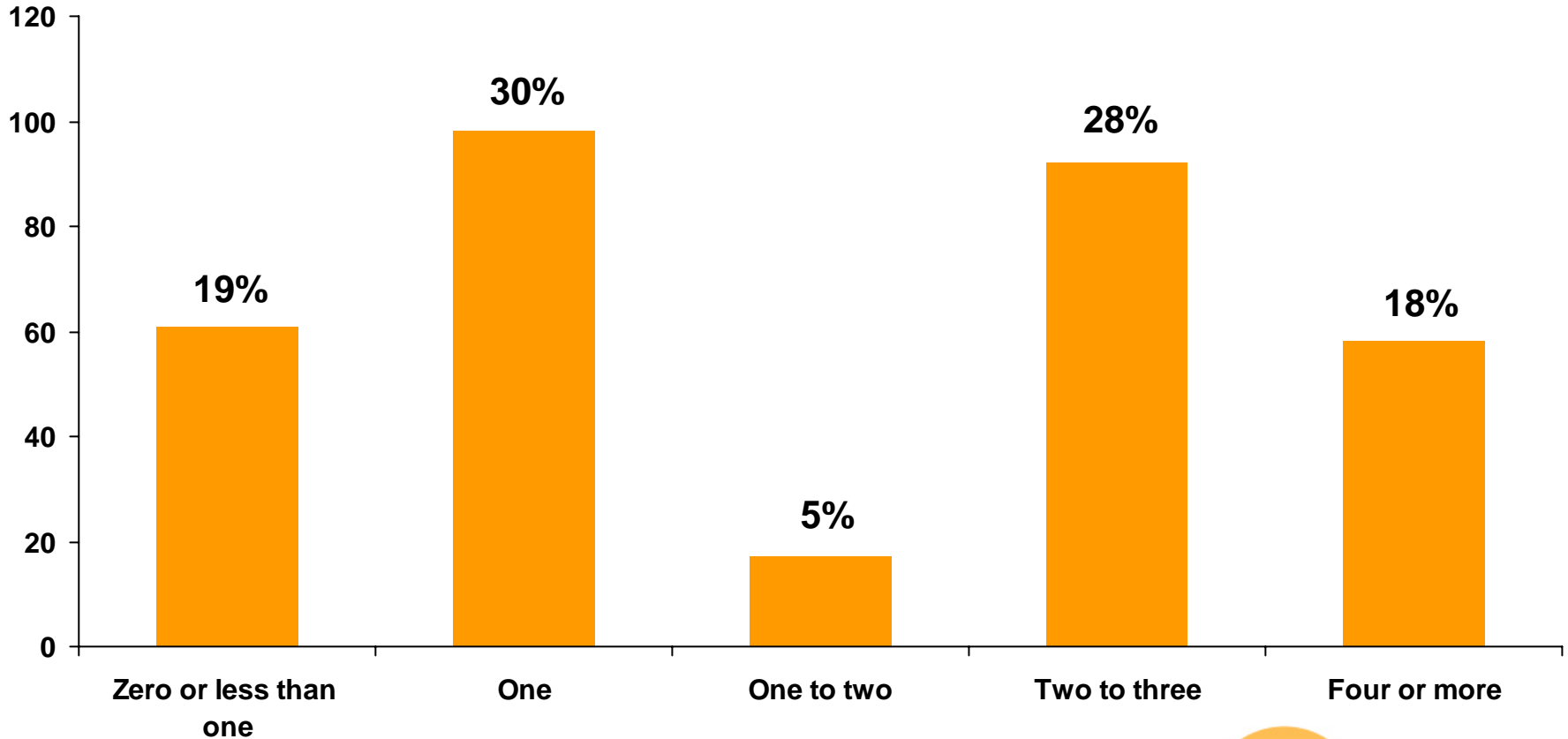
Other than the Roslindale Village business district, what other shopping areas do you utilize frequently?

(Rank by total number of unassisted replies; multiple responses given)

Total replies	Location
211	West Roxbury: Centre St, Spring St., VFW Pkwy (except Hancock Village)
105	Dedham
72	Jamaica Plain
66	Chestnut Hill / Newton (Hancock Village, Rte. 9 malls, Putterham Circle)
51	Brookline (Coolidge Corner, Brookline Village)
36	Downtown Boston (Downtown, Back Bay, Fenway, South End, Chinatown)
20	Outer northern suburbs (Cambridge, Watertown, Brighton, Arlington)
16	Outer western suburbs (Framingham, Natick, Wellesley)
15	Outer southwestern suburbs (Westwood, Norwood, Needham, Walpole)
12	Outer southern suburbs (Braintree, Quincy, South Shore)
9	Hyde Park
4	Dorchester
2	Internet



How many times a month do you dine at a restaurant within the Roslindale Village Main Street District?



What changes would most likely entice you to shop more often in the district?

Total replies	Suggestion
81	Wider variety of retailers/restaurants/services
61	More/better/higher quality stores
49	More attention to cleanliness of the district
35	Ability to find parking as needed
31	Improve attractiveness of run down storefronts
26	Extended evening/Sunday hours
14	Fill empty/vacant/blighted properties
14	Improve perception of safety
14	More reasonable prices
13	Entertainment (more nightlife for adults, more activities for kids)
12	Better attitude/friendliness/customer service
11	"Greener" public spaces and sidewalks
9	More/better marketing/advertising
8	More pedestrian friendly
7	Improve library
3	Restrooms
2	Better farmer's market
1	Bike racks

(Rank by total number of unassisted replies; multiple responses given)



What types of businesses would you like to see added to the Roslindale Village business district?

Total replies	Suggestion
76	clothing (women's 16, kids' 15, shoes 14, men's 13)
45	more restuarants (more variety as well as more affordable)
37	large chain pharmacy open longer hours (i.e., CVS, Walgreens)
34	upscale grocer, natural, organic, healthy (I.e., Trader Joe's, Whole Foods)
30	hardware (e.g., True Value)
29	gym / fitness center / health center
27	theatre (movies, live shows)
26	higher quality retail in general
25	office supplies / paper / cards / business services
25	casual lunch place / café / healthy, vegetarian sandwiches, soups, salads
23	upscale pub (family friendly, i.e., Dogwood Café, Doyles)
23	better coffee shop
22	music / video / media
21	housewares (e.g., kitchen supply, small furnishings, etc.)
15	craft / yarn / fabric / knitting
14	better florist, garden supplies
14	toys
13	bigger bookstore
11	sporting goods
11	yoga / pilates
10	kids recreation (e.g., toddler play, bowling alley, etc.)
9	no more banks
8	ice cream / candy

(Rank by total number of unassisted replies; multiple responses given)



Developments since survey was taken

- Dandelion's Flower Shop opens on Birch St.
- Blue Star Café revamp increases breakfast/lunch traffic significantly
- Farmer's Market moved to Adam's Park
- Boschetto's Bakery expands product mix as demographics evolve
- Pet Cabaret expands business model to meet demand
- Boston Cheese Cellar opens on Birch St.
- Robyn's Bar and Grill replaces Happy Hour Pub on Washington St.
- Roslindale Green & Clean replants Taft Court, Savage pocket parks
- City assigns crew to clean Roslindale Village more frequently
- City replants litter prone traffic island at Washington and South Sts.
- City undertakes \$5M renovation of Roslindale Community Center
- Boston Main Streets starts customer loyalty reward card program



Top priorities for more work by everyone

1. Cleanliness
2. Image
3. Storefront revitalization
4. Redevelopment of vacant/blighted sites
5. Business recruitment and/or expansion

Roslindale Village Main Street

An independent 501(c)(3) nonprofit corporation established in 1985 to encourage the redevelopment, revitalization and improvement of the central business district and adjoining areas in Roslindale, Massachusetts.

The Main Street Four-Point Approach™ pioneered by the nonprofit National Trust for Historic Preservation is a comprehensive community revitalization strategy that mobilizes volunteers around four distinct areas: Design, Economic Restructuring, Promotion, Organization. Visit: www.mainstreet.org

More information is available from:
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www.roslindale.net

