

What is the Retail Priority Assessment Initiative?

This Initiative was developed to improve Upham's Corner as a retail district. The purpose of the effort was to:

- Ensure that our community has a voice in creating a shared vision for the future of Upham's Corner.
- Communicate our community's vision and preferences to property owners and future developers of retail space opportunities.

Upham's Corner Main Street (UCMS) has led this initiative in partnership with Dorchester Bay Economic Development Corporation (DBEDC), the Dudley Street Neighborhood Initiative (DSNI), and the City of Boston. Together, these stakeholders have conducted research and engaged the Upham's Corner community over several years. The assessment and outreach have included:

- A market study in 2016, a survey of local businesses and property owners in 2018, and a community meeting in 2018, commissioned by UCMS.
- Text campaigns and other outreach to residents in 2018, led by DBEDC and DSNI.
- Area planning studies over the past six years, including the current Upham's Corner Arts & Innovation Plan, led by the City of Boston.

What are Strengths of the Upham's Corner Retail District?

Upham's Corner has a number of strengths, as identified in the Assessment. Share this data with potential tenants to attract retail businesses to the area.

- **Growing population** – Has doubled in the last 10 years and continues to grow.
- **Rising income** – The neighborhood's median household income is on the rise. Over 26% of residents have annual incomes of over \$75,000.
- **Diverse Population** – Upham's Corner is one of the most diverse neighborhoods in Boston. More than 52% of area residents speak languages besides English at home.
- **Easily Accessible** – Located less than a mile from interstate highways. Accessible by public transportation.
- **Cultural Landmarks** – Home to the famous Strand Theatre, beautiful, historic buildings and landmarks, and a popular public library branch.
- **Spending Power** – Residents spend over \$150 million within a half-mile radius of the district each year. They spend over \$65 million in other communities.

Sources: Nielsen, U.S. Census, InfoUSA, American Community Survey, Social Explorer, FinePoint Associates.

How can Upham's Corner Main Street Support Tenant Selection?

UCMS can work with you to:

- Connect to local realtors who can find retail tenants that match the interests and values of community stakeholders.
- Develop a tenant priority list based on the community's vision and the City of Boston's plans for Upham's Corner as an Arts & Innovation district.
- Promote vacancies and the district through social media and other marketing outlets.
- Work with local artists to design creative signage to attract retail tenants.
- Set up temporary activation space as a way to attract potential tenants (e.g., installation of pop-ups, art exhibits, creative window treatments, and hosting private events).

- Access support services for small businesses (e.g., financing, signage, storefront renovation, design assistance) and relationships with the Mayor's Office of Economic Development and financial institutions.
- Access training and technical assistance for bookkeeping, website development, POS installation, business operations and marketing, working with city government and more.
- Connect with entrepreneurs looking for commercial space. Learn about business incubators like the Fairmount Innovation Lab, Roxbury Innovation Center, and Commonwealth Kitchen.
- Cultivate relationships with local entities, including the Boston Public Health Commission, the local police department, and social services programs to address neighborhood concerns.

How Can Property Owners Support the Vision for Upham's Corner?

Join us in working to achieve our community's vision for Upham's Corner as a strong arts and culture retail district. Consider our community's retail priorities when selecting tenants for vacant and/or new commercial spaces in the district.



Helping to improve the quality of life in the Upham's Corner business district by helping neighborhood businesses thrive.

545 Columbia Road, Dorchester, MA 02125
uphamscorner.org | 617-265-0363

Sponsors



Selecting Retail Tenants in Upham's Corner

For Property Owners

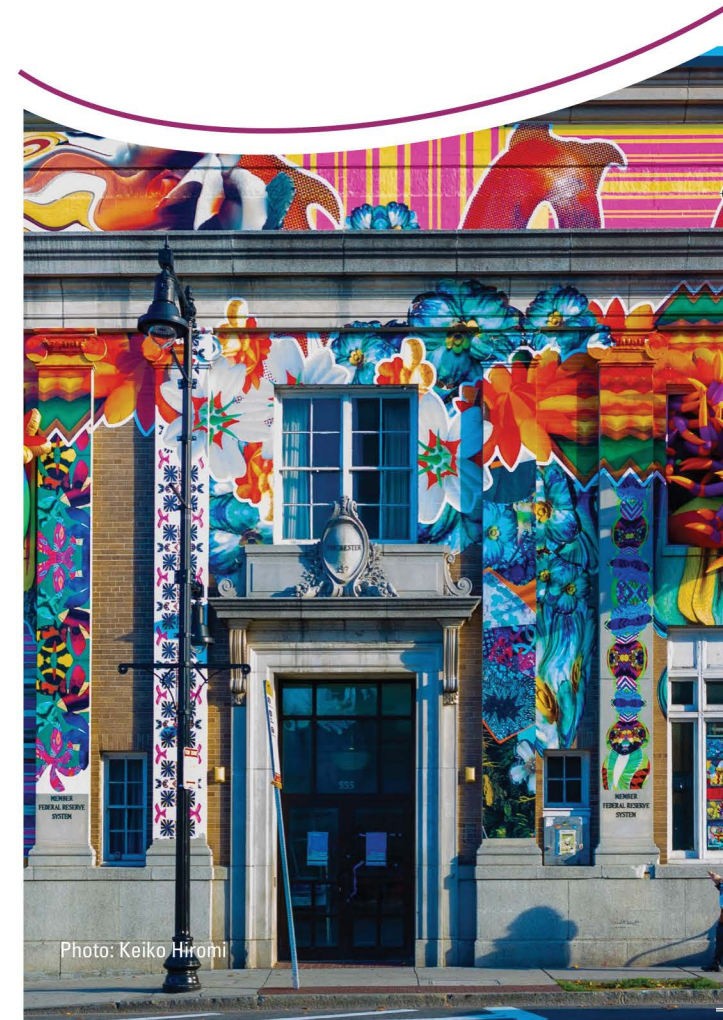


Photo: Keiko Hiromi



Let’s work together to support our community’s vision and the City of Boston’s plans for Upham’s Corner as an arts and culture district.

Community Vision for Upham’s Corner: An arts and culture district that promotes historic preservation and economic development, and a healthy business district.

As a property owner, you can use this brochure as you select retail tenants in Upham’s Corner. Learn about our community’s shared vision for Upham’s Corner as an arts and culture district. Explore the types of shops, restaurants, and services that reflect this vision. Find out about the strengths of the district and resources available to property owners and businesses.

What is our Community’s Vision for Upham’s Corner?

Upham’s Corner is a thriving retail district in the heart of Dorchester in Boston. Residents from the neighborhood and beyond come to enjoy many shops, services, restaurants and cultural performances.

Community residents, business owners and stakeholders have created a shared vision and priorities for the district through the [Retail Priority Assessment Initiative](#). (See next panel.)

This vision is in line with the City of Boston’s Imagine Boston 2030 Plan for Upham’s Corner.

What are our Community’s Retail Priorities?

Our community identified 5 types of retail establishments essential for achieving the vision for Upham’s Corner as an arts and culture district (Upham’s Corner Retail Priorities, May 2018).

Property owners are encouraged to consider these priorities when selecting tenants for retail properties in Upham’s Corner. Some developers have already made a commitment to use this data to select retail tenants for major upcoming developments in the district.

Community Retail Priorities for Upham’s Corner

Food

Food establishments where community members can socialize

Sample Uses:

- Coffee shop with comfortable seating
- Place for dinner and drinks
- Café with healthy eating options
- “Fast casual” dining options
- Ethnic variety in cuisine types

Entertainment & Wellness

Spaces that encourage physical and mental wellness, fun outlets, and social gathering

Sample Uses:

- Arcade
- Karaoke bar
- Functional hall for celebrations, business events, and social gatherings
- Fitness studio with classes such as yoga, barre, etc.
- Wellness center with services such as massage and spa

Arts & Culture

Businesses and other spaces that curate creative and artistic products and experiences

Sample Uses:

- Fashion design lab
- Recording studio or music school for youth
- Performing arts (live music, dance, theatre, spoken word, etc.)
- A gallery
- Markets for local artists, crafts makers, and designers
- Cultivating emerging talent (in the creative phase)
- An indoor/outdoor performance space

Merchandise Retailers

Retailers that fill gaps for the everyday needs of local consumers, and retailers that offer discretionary goods and services

Sample Uses:

- Office supply store
- Hardware store with an on-call handyperson or a building trade co-op
- Formalwear store
- Resale/thrift store
- Jewelry stores
- Sporting goods and hobby stores

Work Space

Affordable collaborative work space for small businesses

Sample Uses:

- Priority workspace for graduates of the Fairmount Innovation Lab
- Space for independent mental health and wellness practitioners
- Workforce training programs for local parents