

Bodega Beautification Guide

Commercial Displacement

The displacement of long-term store owners and residents

Anti-Displacement Framework

1. Educate local business owners about existing city programs
2. Create ARTery Bodega Beautification Guide to facilitate visualization and understanding of
3. the impact of changes funded by these city programs.

Existing City Programs

City of Boston- Storefront Improvements Program Restore Boston

Resources for business sign and storefront improvements

Grants:

- Fixing the outside of your business
- Repairing and replacing storefront windows or doors, or both
- Creating new signs
- Adding lighting for the building or sign
- Removing solid, roll-down grates, and putting in place awnings outside your business.

Design Guidelines:

More information can be found on:

<https://www.boston.gov/departments/infrastructure-checkup/signage-improvements>

Significant Attributes:

1. Kiosk wall/window base
2. Door
3. Display window
4. Transom window
5. Sign band
6. Blade sign
7. Parapet
8. Frieze

Elements that impact a neighborhood's appearance:

- Building maintenance and repairs
- Storefronts and signage
- The location and maintenance of trees
- The overall brightness of lighting
- The removal of solid roll-down grates
- Permitted uses of sidewalks, such as cafes and fruit or flower stands
- Taking pride in the condition of the sidewalk

CITY OF BOSTON | Mayor Michelle Wu

City of Boston- Storefront Improvements Program Small Business Development

Our team provides all small business owners and entrepreneurs with the tools and guidance to successfully start, grow, and build a business in Boston.

We Can Help You:

- Connect with a business manager
- Understand what specialized certifications you qualify for
- Get your business certified
- COVID-19 Relief & Services
- Industry-Specific guidance

Weekly Small Business Calls:

More information can be found on:

<https://www.boston.gov/departments/small-business-development/storefront-improvements>

- Our weekly small business conference calls on Tuesdays at 3 p.m. feature reopening guidance and resources available to small businesses.

CITY OF BOSTON | Mayor Michelle Wu

City of Boston Reimagine Boston Main Streets

The community engagement process aims to strengthen the future of Boston Main Streets program.

Goals:

- The goal of this program is to embed equity into our Main Streets initiative. We want to help close the racial wealth gap by supporting new and existing businesses. Thus enhancing local economic development and creating more jobs in our neighborhoods.

Phases:

1. Identify implementable strategies for neighborhood business growth, with an emphasis on local, resident-owned businesses.
2. Identify implementable strategies that support the growth of minority-owned, immigrant-owned, and women-owned businesses.
3. Align Main Streets goals to those of the Mayor's Office of Economic Development; Equity and Inclusion; Jobs and business development; and Local-placemaking and community economic development.
4. Create a community engagement process for reimagining Main Streets that will be an inclusive, business-led process that will activate local placemaking equitably across the city to create jobs and economic growth for Boston's residents and businesses.
5. Determine distinct measures of success for a Main Streets commercial district.

More information can be found on:

<https://www.boston.gov/departments/infrastructure-checkup/signage-improvements>

CITY OF BOSTON | Mayor Michelle Wu

Precedents



Toolkit



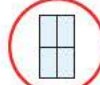
Awnings

Shading, Gives businessfront a stronger presence, Makes storefront more inviting



Roll-Down Grates

Added security for businesses: Removal of solid roll-down grates required for businesses to join existing city programs



Window Improvements

Safety; Hygiene; Safety



Facade Flower Boxes

Liveliness & Beautification



Branding Template

Clear visual identity; Recognizable brand; Shows the culture/product/service of the business attracting customers more easily.



Silver Slipper's Restaurant

2387 Washington St, Boston, MA 02119

<p>EXISTING CONDITIONS</p>	<p>LOGOS</p>	<p>AVENUES</p> <p>Existing Color Palette: Color Palette #1 Color Palette #2 Color Palette #3</p>	
<p>Existing Color Palette: inspired by Menu</p> <p>Color Palette #1</p> <p>Color Palette #2</p>	<p>Non-African Stripes at the bottom of each awning to create consistency among ALL City Businesses</p> <p>TEXT</p> <p>Arial Black</p>	<p>BUSINESS CARD</p>	



Jalloh's African Market

173 Dudley St, Boston, MA 02119

<p>EXISTING CONDITIONS</p>	<p>LOGOS</p>	<p>AVENUES</p> <p>Existing Color Palette: Color Palette #1 Color Palette #2 Color Palette #3 Color Palette #4</p>	
<p>Existing Color Palette</p> <p>Color Palette #1</p> <p>Color Palette #2</p> <p>Color Palette #3</p> <p>Color Palette #4</p>	<p>Non-African Stripes at the bottom of each awning to create consistency among ALL City Businesses</p> <p>TEXT</p> <p>Arial Black</p> <p>Optima</p>	<p>BUSINESS CARD</p>	



Gina's Grocery

251 Dudley St #4, Roxbury, MA 02119

<p>EXISTING CONDITIONS</p>	<p>LOGOS</p>	<p>AVENUES</p> <p>Existing Color Palette: Color Palette #1 Color Palette #2 Color Palette #3 Color Palette #4</p>	
<p>Existing Color Palette</p> <p>Color Palette #1</p> <p>Color Palette #2</p> <p>Color Palette #3</p> <p>Color Palette #4</p>	<p>Non-African Stripes at the bottom of each awning to create consistency among ALL City Businesses</p> <p>TEXT</p> <p>Avenir Next</p> <p>Artesian Typestudio</p> <p>Arial Black</p> <p>Arial Narrow</p> <p>Optima</p>	<p>BUSINESS CARD</p>	

