

Bodegas- City Policies & Commercial Displacement in Roxbury



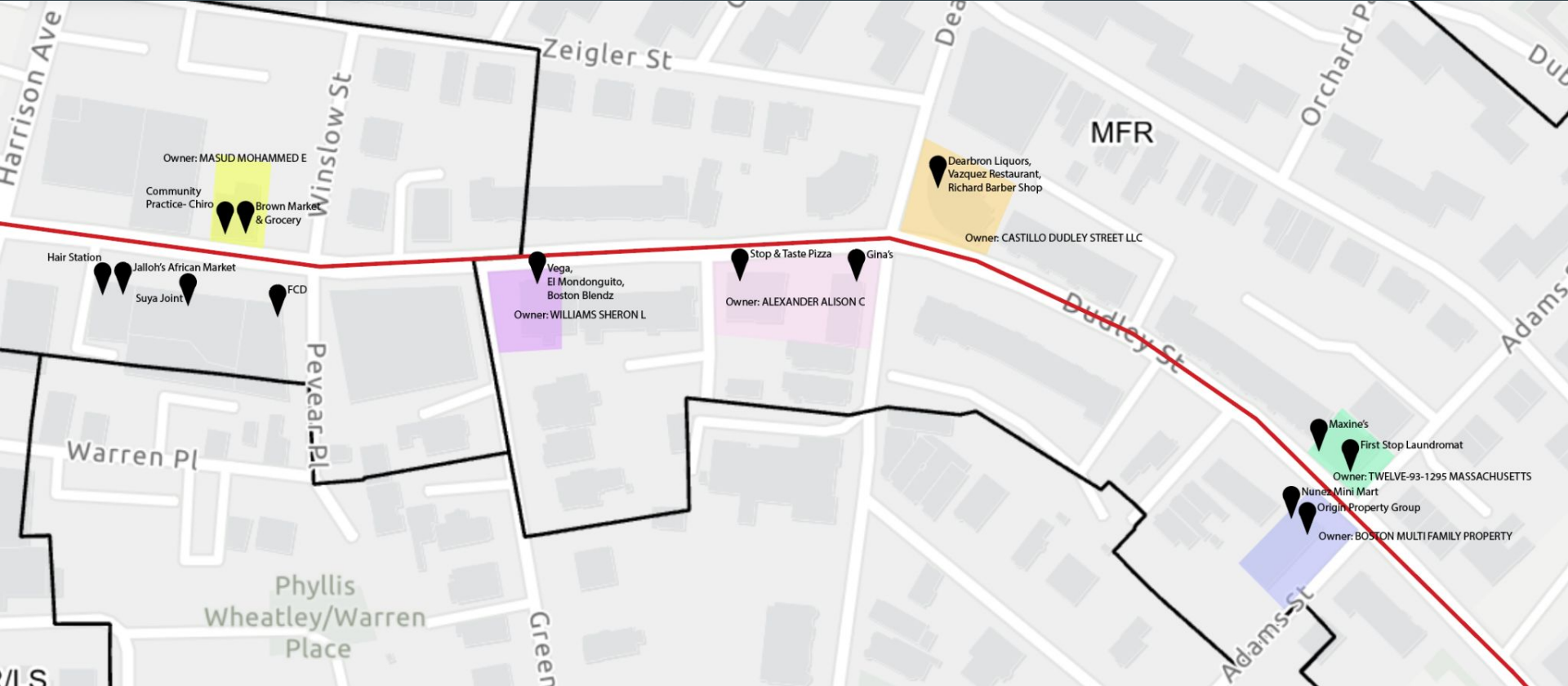
Elizabeth Guerrero, Veronica Fadel

Goals & Framework

Goal: Help local businesses apply/join existing city programs & use ARTery funds to fill in whatever needs these programs don't fulfill or take too long to fulfill. This will help revitalize the area, keeping businesses alive and the culture of the neighborhood present.

1. Bodegas along the ARTery
 - a. Map
 - b. Analysis about each one & potential improvements to be made
2. Main Streets -Boston
 - a. Identify City Policies/Programs
 - b. Focus on block chosen with Roxbury Mainstreet Director
 - c. Bridge gap between businesses and existing city programs

Dudley Street- Small Businesses along the ARTery

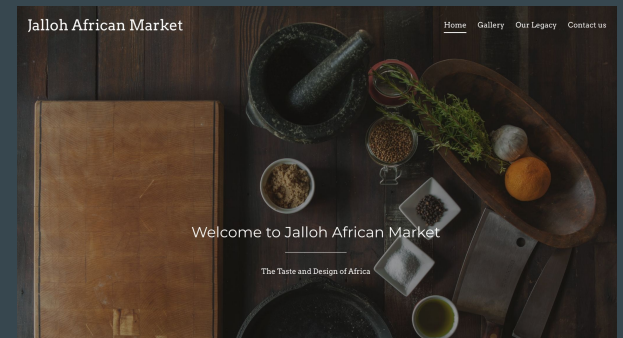
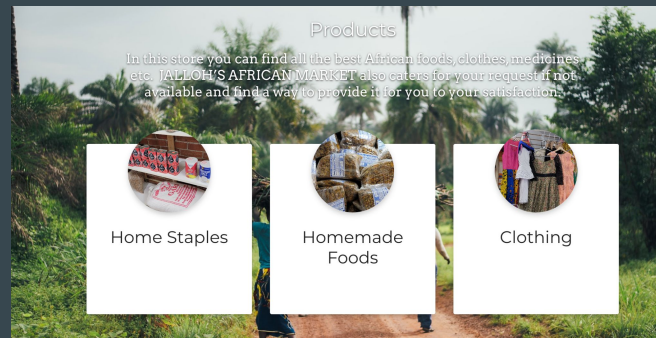


List of Small Businesses along the ARtery- Dudley Street

- Hair Station
- Jalloh's African Market
- Suya Joint
- Brown Market & Grocery
- Fire Code Design (FCD)
- Vega
- Mondonguito
- Boston Blendz
- Stop & Taste Pizza
- Gina's
- Dearborn Liquors
- Vazquez Restaurant
- Richard Barber Shop
- Maxine's
- First Stop Laundromat
- Nunez Mini Mart

Jalloh African Market

- Provide and exposed to you the taste and design of African unique resources
 - African foods, clothes, medicines
- **In need of:**
 - Signage
 - Grates
 - identity



El Mondonguito

- Puertorican Restaurant
- **In need of:**
 - Website
 - Digital menu
 - National identity visible
 - Signage
 - Grate



Boston Blendz



- Excellence in haircuts and styles
- Total quality through education and networking of the new styles and trends
- Consultation getting to know the clients and their needs.



Gina's Grocery

- **In need of:**
 - Website
 - Mural
 - Signage
 - Planters
 - Take advantage of corner placement



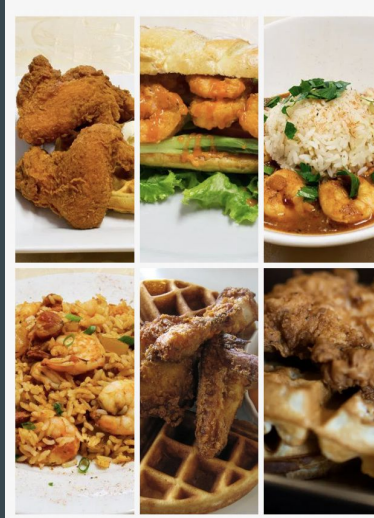
FCD - Firecode Design

- Installation, testing, and maintenance of fire protection services
- cost-effective fire protection solution for communities
- Fire Protection, mechanical contracting, plumbing / HVAC, process piping for residential, commercial, retail and institutional
- **In need of:**
 - Mural
 - Signage to tell what they do/who they are
 - Small Business Program



Maxine's on Saint James

- Black owned soul food in Roxbury
- **In need of:**
 - Finishing website
 - Online ordering
 - Social media presence
 - Tables outside
 - Lights outside
 - Refresh signage
 - Planters
 - Maybe mural



Come and visit

Maxine's on Saint James
304 Dudley St
Roxbury, MA 02119
617-427-0927



Maxine's on Saint James | Roxbury, MA

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Nunez Market

- **In need of:**
 - Website
 - Lights
 - Window treatment
 - Inventory storage
 - Show culture of market



City Programs: Reimagine Boston Main Streets

- Community engagement process (to embed equity)
- Project is conducted in 5 phases
- The top 3 challenges business owners face:
 - long term planning for the health and growth of their business
 - access to capital
 - gentrification
- The top 3 attributes business owners like most about where their business is located are
 - Access to public transportation
 - Walkability,
 - Diverse community
- The top 3 places residents hear about new businesses and opportunities to patronize these businesses are from
 - Their district main street
 - Neighborhood Facebook groups
 - Word of mouth

City Programs: Small Business Development

- Weekly call with business advisor:
 - Reopening guidance and resources available to small businesses
- Provides all small business owners and entrepreneurs with the tools and guidance to successfully start, grow, and build a business in Boston
 - permitting and licensing
 - developing a business plan
 - selecting a location
 - Identifying specialized certifications

City Programs: Storefront Improvements

- Reference for do's and don't for these 6 attributes:

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

- **Elements which impact the visual image of a neighborhood street include:**

- • Building maintenance and repairs which are the responsibility of the building owner
- • Storefronts and signage
- • The location and maintenance of trees, lights and way finding/sign posts
- • The overall brightness of lighting in a shopping area and in public parking areas
- • The removal of solid roll-down grates
- • Permitted uses of sidewalks, such as cafes and fruit or flower stands
- • Planned and maintained green space
- • Enhancements such as benches, bike racks, informational kiosks and public art
- • Public gathering areas like plazas or small 'pocket parks'
- • Taking pride in the condition of the sidewalk in front of stores by sweeping and shoveling.

City Programs: Re Store

- **ReStore helps neighborhood business and property owners with storefront improvements that can range from signage and façade enhancements to complete reconstruction**
 - Restoration of exterior finishes/materials
 - Repair or replacement of storefront windows and/or doors
 - New signage
 - Building and sign lighting
 - Removal of roll-down grills
 - Installation of awnings
- **As a condition of the funding requirements**, all projects are required to remove solid, roll-down security grates or, at a minimum, convert them to the interior open-mesh type.
- **Up to \$7,500 for restoration and up to \$2,000 for signage**
- **Provides professional architectural design services at no cost to the business to ensure improvements are well planned and of the highest quality.**
- **On Site Business Assistance**
 - Improve accounting and bookkeeping systems
 - Enhance the customer experience and increase customer loyalty
 - Better utilize space and improve product placement
 - Develop and implement a growth strategy
 - Manage inventory
 - Improve HR/Employee Management Processes
 - Implement a POS system
 - Analyze your pricing strategy
 - Identify and apply for financing options
 - Develop a marketing strategy, including improving your use of social media.

Questions for the Director of Roxbury Main Street:



- What businesses are you already working with?
 - If yes, what stage of the process are they at?
 - If not, why?
- How do most businesses find out about these resources?
- How long do businesses generally take to get approved for these programs?
 - How long does this process take on average? How can we expedite this?
- What are the gaps left unaddressed by these programs?
- Are there any services you think businesses need that you can't/don't provide yet?

Next Steps



1. Meet with Main Street Director
2. Choosing block to focus on
3. Bridge gaps between Main Street programs and ARTery project
4. Render the change this would bring
5. Inspire change to continue to spread along the ARTery
6. Keep small businesses alive and in representation of Roxbury's culture

