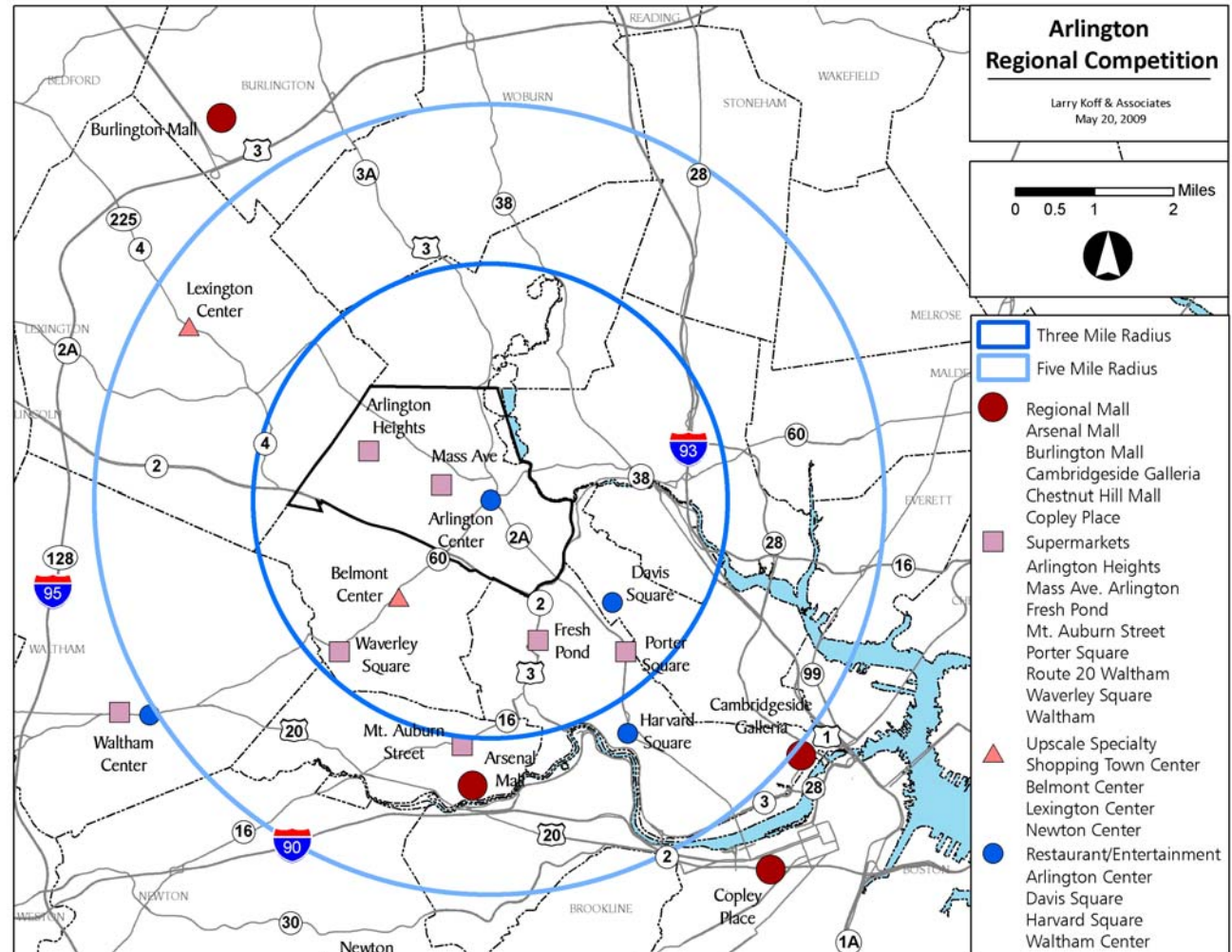
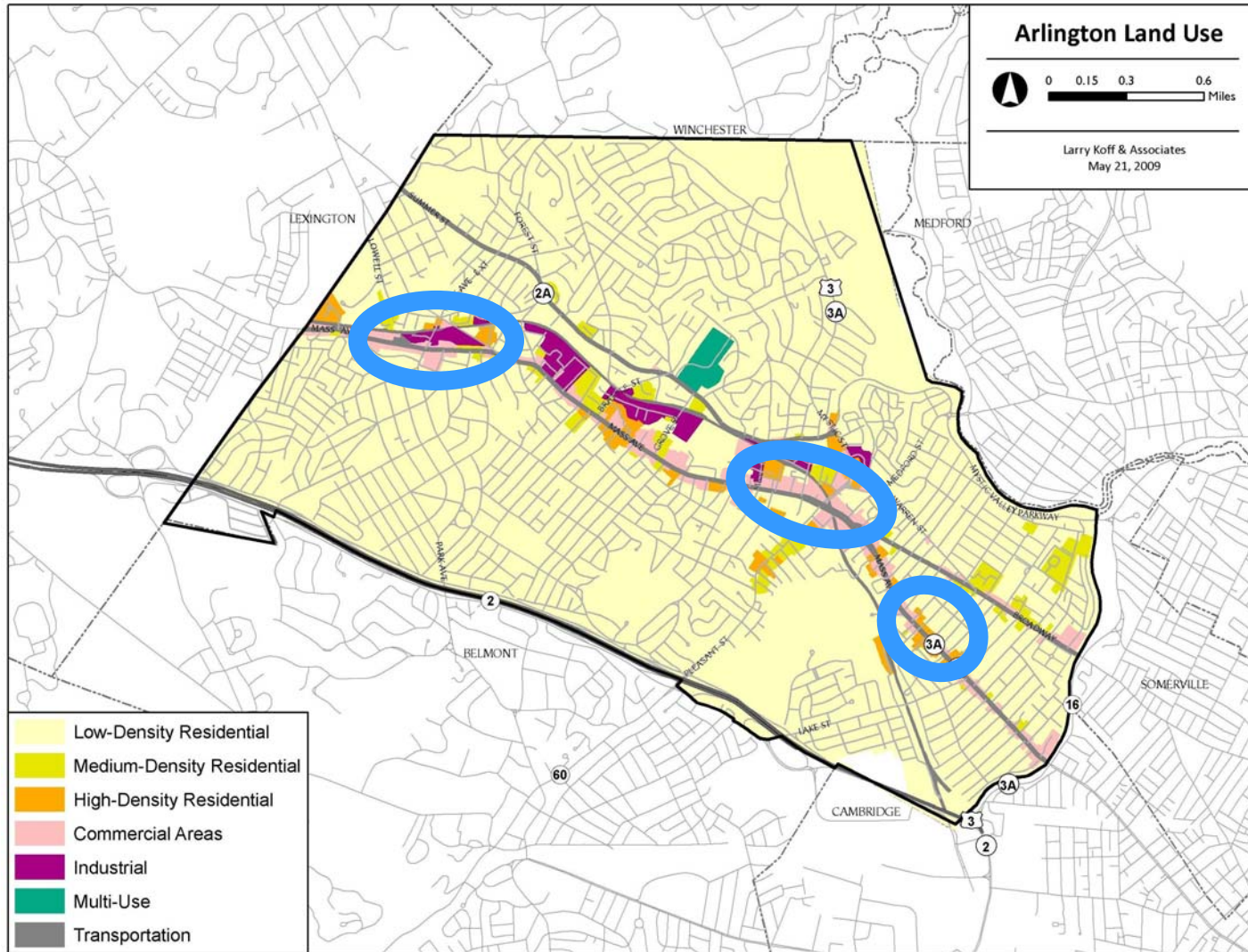


Commercial Context: Regional

- Arlington is a secondary market for commercial activity in the region.
- Businesses compete for shopping, restaurant and entertainment, and groceries with:
 - regional malls
 - other nearby town centers
 - Transit-oriented commercial locations



Commercial Context



Arlington's non-residential uses comprise 5% of tax base.

- Majority of commercial uses concentrated in villages and along the Mass Ave boulevard.
- Neighborhood retail and office uses located on Broadway and Summer St.
- Limited industrial uses

Mix Of Commercial Uses

Stores / % of space	East Arlington	Arlington Center	Arlington Heights
Retail	13 / 21%	29 / 8%	18 / 23%
Restaurants/ Entertainment	9 / 21%	17 / 5%	4 / 1%
Convenience / Fast-Food	10 / 10%	17 / 4%	13 / 15%
Personal Service	14 / 16%	38 / 33%	17 / 23%
Office & Related Services	33 / 32%	91 / 47%	10 / 15%
Vacant	2 / 2%	5 / .5%	3 / 1%
Total	79 / 104k sq. ft.	210 / 884k sq. ft.	73 / 716k sq. ft.

More than 50% of retail dollars are spent outside of the three town centers.

Assets

- Population is shifting: since 1990, young families have been replacing elderly households.
- Arlington is located on the boundary between urban communities to the east and suburban communities to the west.
- Town is predominantly middle income; higher income communities within 3-5 mile trade range.
- Attracts households seeking relatively affordable housing and high quality of life.
- Convenient, if indirect access to regional transportation network and direct access to the Minuteman Bike Trail.

Limitations

- Limited direct access to highways and public transportation.
- Strong regional competition.
- Unappealing physical and visual environment (curb appeal).
- East Arlington and Arlington Center lack image and identity, the Heights has a sense of place and image.
- Numerous stores in Arlington's commercial centers are occupied by outdated, low investment retail, service, and eateries.
- National chain stores, such as Stop & Shop, Trader Joe's and Walgreen's, on Mass. Avenue distract shoppers from Town's commercial centers.
- No concentration of updated quality retailers as is found in competitive centers, such as Lexington Center, Belmont, Center, and Huron Village.