



**West Roxbury Business & Professional Association**  
West Roxbury, MA

## **Revitalization Master Plan Centre Street**

West Roxbury, MA

Centre Street, a 2.5-mile 4-lane urban arterial, serves as the backbone of the West Roxbury's business and civic life. The neighborhood business district project involved "gateways", street redesign, pedestrian "oases" or precincts at key intersections, tree "groves", public signage, street furniture and identifying banners.

A federally funded restoration of the street in 1978 has lost its attractiveness and pedestrian / vehicular conflicts are on the rise due to increased traffic volumes and higher operating speeds. The West Roxbury Business & Professional Association (WRB&PA), with the assistance of a planning and design grant from the Edward Ingersoll Browne Fund, undertook a Streetscape Master Plan to revitalize the retail areas and maintain the business district's competitiveness within the sub-region.

