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## **Thru the Lens: City Realty provides \$7,500 donation to Allston Village Main Streets**

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Showm (from left) are: Doug Arcand, AVMS board member and owner of Arcand Associates; Josh Fetterman, City Realty director of construction & development; Emma Walters, AVMS executive director; Scott Matalon, AVMS president and owner of Stingray Body Art; Adam Femino, AVMS secretary and events and programs manager of Stingray Body Art; James Caruso, City Realty operations manager; Alicia Yeh, AVMS treasurer and branch manager of Rockland Trust

Boston, MA City Realty, an innovative community-focused real estate development company serving the Greater Boston area since 2004, has provided a donation to Allston Village Main Streets. City Realty presented a check worth \$7,500 to members of the organization's executive board and staff at the corner of Franklin St. and Braintree St., site of Allston Sq., City Realty's upcoming development. Allston Village Main Streets is an organization with a mission to develop a thriving commercial district by assisting neighborhood businesses and promoting the physical and cultural vitality of Allston Village.

"Allston Square will energize and augment the Allston Main Streets area with a well thought out design, adding much needed retail, arts and public space," said Steve Whalen, managing partner of City Realty.

Allston Village Main St. is operated under Boston Main Streets, founded in 1995 as the first urban, multi-district Main St. program in the U.S. The goal of the program is to improve the quality of life in Boston's neighborhoods, with the understanding that the vitality of a neighborhood's business district is critical to the health of the neighborhood as a whole. For that reason, Allston Village Main Streets is comprised of all members of the community, as stakeholders include residents, business and property owners, public and private institutions, community development corporations, and merchant associations.

"Improving Boston's neighborhoods in close collaboration with those who live and work those neighborhoods is top priority at City Realty," said Fred Starikov, Managing Partner at City Realty.

“Working with Allston Main Streets we can reach our shared goal of creating a neighborhood that is walkable and transit oriented for everyone, has a safe and vibrant social scene and celebrates the community and its wonderful culture and character.”

Through the City of Boston and its Office of Economic Development, Allston Village Main Streets is able to offer businesses a wide variety of support and programs. Business owners can receive assistance to improve their signage and facades, on-site technical assistance, help in reducing energy and costs, and much more.

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