

Katie Reed (GRS'06), executive director of Allston Village Main Streets, says Allston is becoming a destination neighborhood.



## The New 02134

Allston moves beyond “student ghetto” status

MOST BU GRADS have at least one cherished memory of Allston: a too-late night at the Sunset Grill, a first apartment on Glenville Avenue, or an encounter with Mr. Butch, the neighborhood’s late dreadlocked, guitar-toting unofficial ambassador. It’s safe to say, however, that few of those recollections involve high-end clothing, artisanal cocktails, and spa treatments. But the new 02134, once called a “student ghetto,” now mixes longtime local mainstays with the best of Boston’s new shopping and dining.

“I’ve seen a real diversification of the kind of businesses here,” says Katie Reed (GRS’06), a graduate of Boston University’s historic planning and preservation program and executive director of Allston Village Main Streets, a nonprofit neighborhood improvement association. “It’s great to see it becoming a destination.”

While some familiar storefronts have closed in the past year, notably Marty’s Liquors and Economy Hardware, other standbys are thriving — and the newcomers keep on coming. **JESSICA ULLIAN**



**WEB EXTRA**  
Learn more about Allston’s shops at [www.bu.edu/bostonia](http://www.bu.edu/bostonia)



## ALLSTON'S PAST AND PRESENT

1 Barista Meg Leary serves up coffee — not to mention ice cream, breakfast, and more — at the newly named **ALLSTON CAFÉ** at the former site of Herrell's. The café's managers split with the Herrell's ice cream chain, which first opened at the corner of Harvard and Brighton Avenues in 1984, earlier this year in an effort to keep the store's punk-rock aesthetic alive.



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2 Reed has noticed a sizeable increase in Korean businesses in her two years with Allston Village Main Streets, including **BUK KYUNG II**, a Brighton Avenue restaurant voted Best of Boston in the *Improper Bostonian* in 2008.



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3 **THE KELLS**, a Brighton Avenue draw for college students on both ends of the B Line since 1992, upped the ante in the last few years. A sister sushi lounge, Privus, opened next door in 2008 and features the only Boston outpost of the Korean Bon Chon chicken chain.



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4 The buy/sell/trade boutique **RESCUE** has been bringing high fashion to Brighton Avenue since January. At this secondhand shop, near Twin Donuts, customers can browse designer and vintage clothes and trade in their own gently worn goods for store credit. Co-owners (and siblings) Paul (right) and Jeralyn Mason say their focus on inexpensive style makes Allston a good fit.

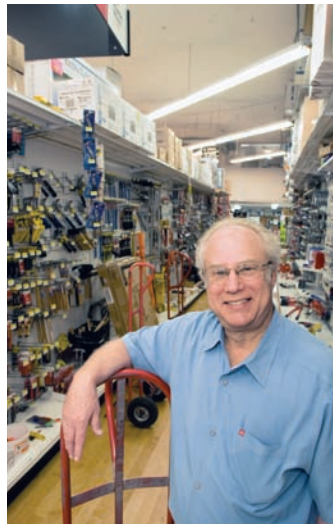


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5 Harvard Street's **PET SHOP** owner Jim Gentile has sold apartment-friendly pets — fish, hamsters, and snakes — to hundreds of BU students in his thirty-one years in Allston.



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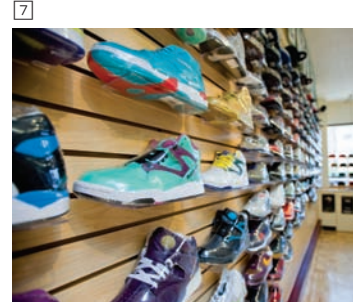


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6 For fifty years, the Webber family has been supplying Allston with everything for the home, from paint to paper towels. The only thing that's changed is the look; the store was renovated two years ago. "It's been a good run," says Bob Webber, the current owner of Harvard Street's **MODEL HARDWARE**.



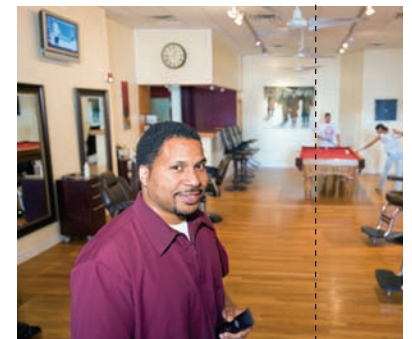
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7 Toni Fanning, the owner of **RITUAL ARTS**, tells her customers that casting spells doesn't really require potions or powers. "But we're humans, and we like our tools," she says. To help the longing or the love-struck, Fanning has sold a variety of herbs and oils, tarot cards, candles, and crystals to Harvard Street patrons for twenty-five years. "I've watched them try to change Allston," she says, "but Allston stays the same."

8 Want to be Like Mike, circa 1996? **AT THE BUZZER** brings Harvard Street to the forefront of the elite sneaker trend. Its walls are lined with limited-edition, throwback, and just plain upscale sneakers and caps.



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9 High-low cuisine (there's a homemade charcuterie plate, plus pretzels with beer cheese) pairs with a long cocktail list at **DEEP ELLUM**, a two-year-old Cambridge Street hot spot, named for an artsy section of Dallas, Texas. In the summer, diners find refuge in the outdoor patio in back.

10 "This is definitely the most welcoming neighborhood I've been in," says Segun Omolade, who opened the **379 CLUB**, an upscale men's barbershop and spa on Cambridge Street, in 2007. Flat-screen TVs grace exposed-brick walls, a downstairs lounge has a Nintendo Wii, and a "membership" option offers unlimited cuts, shaves, and spa treatments.