

STONEHAM CENTER ACTION PLAN
 RECOMMENDATIONS OVER FIVE YEARS
 MARCH 2, 2015

ACRONYMS:

Stoneham Square Neighborhood Group	SSNG
Stoneham Square Merchants Group	SSMG
Stoneham Square Action Plan	SSAP
Stoneham Square Action Plan Advisory Committee	SSAPAC

YEAR ONE:

	Action Plan Recommendation*	Implementation Detail
Stoneham Square Merchant Group	Form Stoneham Square Merchants Group . Merchant association hosts events for members, promotes businesses, events and programs.	
Stoneham Square Neighborhood Group	Form Stoneham Square Neighborhood Group to advocate for residents and act as booster for the Town Center.	
Stoneham Theatre	Explore potential for the Stoneham Theatre to hold more events to attract visitors to town and support both the theater and local businesses.	As SSAPAC considers cultural/entertainment issues, look for ways to mutually benefit this anchor institution.
Market Analysis	Place the Market Analysis on the town website to highlight investment opportunities and to potentially attract market segments with the greatest opportunity in Stoneham Center.	SSAPAC developing web portal for this and all tech/community organizing needs.
Available Space Database	Develop a Database of Vacant/Available Retail/Office Spaces , and opportunity sites for development and place on Town website (preferably on newly created Town Center page.)	Town Planner compiling list of businesses in the Stoneham Square primary and secondary market areas.
Façade Improvement	Continue to fund Façade Improvement program in	SSAPAC monitor preparation of FY16

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Greenway	<p>local budget.</p> <p>Ensure the Tri-Community Greenway is fully funded and built.</p>	<p>budget to ensure continued funding, possibly from mitigation funds.</p> <p>As needed, explain that the Action Plan recommends the Greenway as complementary to the prosperity of Stoneham Square.</p>
How to Do Business Guide	<p>Create a “How to Do Business in Stoneham” Guide modeled after the Massachusetts APA-award winning guide from Dedham.</p>	<p>SSMG obtain Dedham guide and start modifying.</p>
Town Common	<p>Study the feasibility of an ice rink in Town Common to attract families in colder, winter months, when foot traffic decreases.</p>	<p>SSNG become familiar with existing efforts to increase programming on the Common. Reach out to the Farmer’s Market committee and the Class of ’82 re Fountain project.</p>
Wireless Internet	<p>Ensure all of downtown is connected to Wireless Internet service.</p>	<p>SSNG to research options for free public WiFi.</p>
132 Bus	<p>Work with the MBTA to extend service on the 132 Bus beyond 7pm, and to add a stop for the Stone Zoo and other recreational amenities in the Fells.</p>	<p>SSMG & SSNG draft a comprehensive list of public transportation changes desired. This becomes the basis of a long term public transportation plan and changes to engage with the MBTA.</p>
Parking Management	<p>Identify funding to conduct a parking study to improve convenience and accessibility of parking through Parking Management strategies.</p>	<p>SSMG & SSNG discuss parking issues and prepare memo of known issues. Begin to research funding for parking study.</p>

*This column does not change.

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YEAR TWO:

Current Owners	Work with Current Owners of Stoneham Square establishments interested in opening another shop or restaurant to identify potential spaces connect them to resources (training, funding), etc.
Signage Standards	Revise Signage Standards for Town Center to make them appropriate for a town center.
Complete Streets	Adopt a Complete Streets policy that requires street design and construction to accommodate all users including cars, transit, bicyclists and pedestrians.
Wayfinding Plan	Create a Wayfinding Plan to guide motorist, pedestrians, bicyclists.
Marketing Strategy	Form a working group/committee comprised of Town Center stakeholders including the Chamber, business and property owners, and other interested parties to strategize and conduct a Marketing Strategy using a consultant.
Website	Create a Stoneham Square page on the Town Website highlighting Stoneham Square's many amenities.
Historic Walking Tour	Seek funding to update the Stoneham Historic Walking Tour to provide more information about historic amenities.
Streamline the Development Process	Review permitting procedures and identify mechanisms to Streamline the Development Process .

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YEAR THREE:

Priority Development Sites	Identify Priority Development Sites for Mixed-Use and Multifamily development.
Common Amenities & Activities	Revise ordinances to allow Common Amenities & Activities found in successful Town Centers like outdoor dining in summer months and A-frame signs to better draw consumers into stores and restaurants.
Design Guidelines	Adopt Design Guidelines to accompany Central Business District Zoning to encourage the building design desired by participants at the public meeting.
325 Express Bus	Work with MBTA to extend the 325 Express Bus from Malden into Stoneham Center.
Local Shuttle	Study feasibility of a Local Shuttle serving the east-west corridor (Montvale, Main Street, Franklin) through Stoneham Center connecting it to Express Bus service in Woburn and Commuter Rail service via the Melrose Highland station.

YEARS FOUR AND FIVE:

Revise Zoning	Revise Zoning to allow mixed-use and multifamily (of over 5-units) by right in the Primary Study Area and along key access corridors.	Comparison study needed. Goal is to balance town need to protect H/S/W and developer need for clarity on feasibility, risk and timeline.
Connect to Existing Opportunities	Connect residents and businesses with Existing Opportunities in affordable housing and business training.	
Inclusionary Zoning	Explore adopting Inclusionary Zoning which would require a percentage of new units to be deed-restricted affordable units in larger developments.	
Bike Plan	Create a Bike Plan for the Town of Stoneham.	
Bike Racks	Identify priority locations for the placement of Bike Racks in Town Center to encourage cyclists to stop at local businesses.	

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ONGOING:

Snow Removal

Improve **Snow Removal** in key areas.

Recruit Businesses

Recruit Businesses from other downtowns that may be interested in opening a second or third location, and recruit them to Stoneham Town Center.

Anchors

Recruit **Anchor Establishments** that will draw larger numbers of people to Town Center during the day and evening.

Restaurants & Bars

Encourage more **Restaurants and Bars** to locate in Stoneham Square.

Pedestrians Safety

Repair existing crosswalks and add additional crosswalks where needed most to ensure **Pedestrian Safety**.

Sidewalks

Ensure **Sidewalks** are in good condition, both within the Primary Study Area (e.g. in and around Stoneham Square and Town Common), but also along entrance corridors in the Secondary Study Area that connect to residential neighborhoods. (Conditions vary along these corridors.)

Cross Promote

Look for opportunities to **Cross Promote** Stoneham's **Historical** amenities, cultural and retail offerings and attractions such as the Stone Zoo.

Redevelopment

Work with property owners of identified priority sites to encourage desired **Redevelopment**.