

Stoneham Square Action Plan Recommendations				
	Year 1	Year 2	Year 3	Year 4/5
Planning Dept	Parking management study & plan Façade improvement program ✓	Revise signage standards ✓ Revise ordinance for outdoor dining & seating, a-frames ✓ Identify priority redevelopment sites	Streamline & publicize the development process Adopt design guidelines Adopt complete street plan ✓	Zoning review <ul style="list-style-type: none"> • Revise zoning; mixed use & multifamily • Consider inclusionary zoning
Merchant (SSMG) Sub Group of Chamber	Establish Merchant Group ✓ Create “How to Do Business” guide ✓	Connect current owners with space, funding, training. Wayfinding plan	Recruit: <ul style="list-style-type: none"> • Businesses, Anchors, Restaurants • Work with current owners ✓ 	Work with prop owners to encourage development
SSAPAC	Technology Plan & Mgmt ✓ <ul style="list-style-type: none"> • Stoneham Sq website ✓ • Post market analysis to site ✓ • Available space database 	<i>Coordinate subgroups; facilitate collaboration opportunities.</i> ✓		
Transportation Sub Group of SSAPAC	Form group ✓ Report on existing conditions, safety. ✓	Make recommendations for a Transportation Plan ✓ <ul style="list-style-type: none"> • 132 Bus, 325 Bus or Local Shuttle, safety improvements ✓ 		
Brand & Marketing Sub Group of SSAPAC	Start branding efforts with focus groups ✓	Identify consultants and funding ✓	Create marketing plan	Cross promote Square with other cultural attractions
Neighborhood (SSNG) Sub Group of SSAPAC	Establish Neighborhood Group ✓ Wireless in square Coordinate town center programming ✓	Ice rink ✓ Stoneham Theatre ✓ Greenway funded & built ✓	Create bike plan Seek funding to update historic walking tour	Identify bike rack placement & install <i>Work with beautification group</i>
Town	Snow removal	Physical upkeep <ul style="list-style-type: none"> • Repair & improve sidewalks 		Connect people to affordable housing and biz training

Items in italics are additions to original set of recommendations. Last updated January 2017.

✓ Completed or in progress

✓ In development