OUTCOMETracker ™
bertaux + iwerks architects

DAVIS ACTION GROUP
residents, business owners + others working for a vibrant community

OUTCOME CRITERIA FOR "SOMERVILLE BY DESIGN - DAVIS SQUARE" VERSION: November 17, 2013 **PROPOSED ACTIONS SCREEN**

Master list of outcomes that define "success" for the Davis Square Neighborhood, distilled from public planning events held in Davis Square 2010-2103
Tracking list of Proposed Actions to improve Davis Square

COMMUNITY-CENTERED DESIRED OUTCOMES | **CITY DESIRED OUTCOMES**

REGULATORY

R1	constant	maintain the current residential zoning boundary around the Davis Square CBD
R2	constant	maintain the current building height zoning limits in the Davis Square CBD
R3	constant	prevent further surface parking fronting public ways in the Davis Square CBD
R4	minimize	restrict further formula businesses from Davis Square
R5	maximize	incentives to attract independent business to locate in Davis Square
R6	maximize	preservation of buildings that are significant elements of Davis Square's identity
R7	maximize	protection of publicly owned civic assets

PROGRAM

P1	maximize	likelihood that growth of street level business will enhance the current mixture of uses
P2	maximize	opportunities for indoor civic and community gathering spaces
P3	maximize	level of community services
P4	maximize	amount of creative and educational space in Davis Square
P5	maximize	festivals, live entertainment
P6	maximize	innovative ways to capitalize on existing underutilized assets
P7	minimize	number of office uses occupying street level spaces
P8	maximize	balance mix of safe, affordable and environmentally sound residential units
P9	maximize	diversity of lodging options in the Square

CHARACTER

C1	maximize	likelihood that character and life of current Davis Square will be maintained and improved
C2	maximize	likelihood that historically significant structures are maintained and improved
C3	maximize	pedestrian-friendly qualities of Davis Square
C4	maximize	integration of artistic expression into proposed businesses
C5	maximize	demographic diversity of people living and visiting Davis Square
C6	maximize	level of commitment to sustainable practices
C7	maximize	maintenance, cleanliness and beautification of Davis Square
C8	minimize	likelihood that new businesses will negatively impact neighborhood safety
C9	minimize	likelihood that new businesses will have direct or indirect noise impact on neighbors

OPEN SPACE

O1	maximize	amount of public open space
O2	maximize	maintenance and enhancement of public open spaces
O3	maximize	public use of parks and open spaces
O4	maximize	neighborhood connections to public spaces
O5	maximize	safety measures

INFRASTRUCTURE

I1	maximize	access to public transportation
I2	maximize	safe bikeways and secure bike parking
I3	maximize	safe pedestrian ways and traffic crossings
I4	maximize	level of infrastructure support for businesses
I5	maximize	creative solutions to accommodating new parking demand with existing assets
I6	minimize	level of traffic impacts on Davis Square and surrounding neighborhood

CITY PERSPECTIVE

S1	maximize	revenue from increased commercial tax base
S2	maximize	Davis Square as a desirable location for new businesses
S3	maximize	Community input and acceptance
S4	maximize	
S5	maximize	

	PROPOSED ACTIONS	BY	Community PRIORITY	City PRIORITY	R1 Boundary	R2 Height	R3 Surface Parking	R4 Formula Business	R5 Independently Owned	R6 Preservation	R7 Protection	P1 Range of uses	P2 Community Spaces	P3 Community Services	P4 Creative Space	P5 Activities	P6 Innovation	P7 Street Level	P8 Housing	P9 Lodging	C1 Davis Square	C2 Historical	C3 Walkable	C4 Art Integration	C5 Diversity	C6 Sustainability	C7 Cleanliness	C8 Safety	C9 Noise	O1 Amount	O2 Maintenance	O3 Usability	O4 Connections	O5 Safety	I1 Public Transportation	I2 Bikes	I3 Pedestrians	I4 Businesses	I5 Parking Demand	I6 Traffic	S1 Revenue	S2 Attraction	S3 Input	S4	S5
A1	Add landscape & edge treatments to surface parking lots	City																			●		●							●															
A2	Install street trees on side streets	City																			●		●							●															
A3	Explore Development of a central public parking garage	City					◐														●																	◐		●	●	●				
A4	Implement parking and transportation demand mgmt.	City																			●																			●	●				
A5	Conduct a redesign study for the main intersection	City																			●															◐	◐			●	●				
A6	Conduct a study of vehicular rerouting	City																			●																			●	●				
A7	Establish a management organization for the CBD	City	◐	◐	◐	◐	◐	◐	◐			●	●	●	◐	●	◐	◐	◐	◐	●	◐	●	●	◐	◐	●	◐	◐	◐	●	●	◐	●		●	●	●	◐	◐	◐		●	●		
A8	Develop a new hotel in Davis Square	City				◐	◐		●			●	◐	◐			◐			●	●		◐	◐	◐	◐	◐	◐	◐							◐	◐	◐	◐	●	●	●	◐	◐		
A9	Formula Business Ordinance Proposal (in committee)	City				●	◐					◐									●																						●				
A10	Blank wall mural projects	City																			●		◐	●			◐																			
A11	Dover Street revitalization (vision)	City			◐	◐	◐		◐			●						◐	◐	◐	●		●		◐	◐									◐	◐	◐	◐	◐	●	●				
A12	Highland Street Improvements (vision)	City			◐	◐	◐											●			●		●																			●				
A13	Elm/Summer intersection park	City			◐		◐		●												●		●	◐			◐			●	◐	◐	◐	◐				●		◐	●					
A14	Parklets	City																			●									●	●														
A15	West Branch Library Improvements	Community							●	●			●	●							●																									
A16	Repairs to Seven Hills Park	Community																			●										●															
A17	Repairs to Davis Square Plaza	Community																			●										●															
A18	Trash Management Program	Community																			●						●				●	◐													
A19	Public Space maintenance program	Community																			●						●				●	◐													
**	Proposed Actions : Desired Outcomes - Summary	DAG			●	●	○	●	●	●	●	○	●	●	●	○	○	●	○	○	○	●	○	○	○	●	●	●	○	○	●	●	●	○	○	○	●	●	○	○	○	○	○	○	

LEGEND

critical priority	●	Main target of Proposed Action
high priority	◐	Related to Proposed Action
moderate priority	●	Outcome is not specifically addressed by current Proposed Actions
low priority	●	Outcome is specifically addressed by current Proposed Actions
not a priority	○	Outcome is an ongoing measure not addressed by a specific action