ALMOST TO A FINAL PLAN!

- **2013**
  - Crowdsourcing: May 21, 2013
  - Visioning: July 17 & 30
  - Design Charrette: September 18-22
  - Open House: November 13
  - Plan Open House: May 13

- **2014**

- **2015**
  - Public Space Public Life Study: May 2015
  - Relaunch: April 27
  - Public Realm Pilot: June
  - Neighborhood Character: February-May
  - Infill Development: November

- **2016**

- **2017**

- **2018**
  - Plan Draft: May 2018
  - Final Plan: Targeted for Late Summer/Early Fall
ALMOST TO A FINAL PLAN!
1. Plan Draft Overview
   www.somervillebydesign.com/neighborhoods/davis/

2. Getting Feedback on Feedback
   • How we got to our community benefits district recommendation. Is it appropriate?
   • Zoning near transit and the Mid-Rise Districts
   • Feedback on a revised concept of a 4-way intersection
For Example

Neighborhood plans are created to identify long term goals, policies, and physical improvements for area of the city.

In example, this plan could identify a concept design for streetscape improvements, but does not take the place of the detailed design drawings necessary for actual streetscape improvements.
PLAN DRAFT OVERVIEW

Introduction
1. Davis Square as a Local Center
2. Planning for People
INTRODUCTION

Davis as a Local Center

The SomerVision Map provides a ‘30,000 foot view’ of the enhance areas across the city. When a neighborhood plan is just getting started, City Staff is tasked with identifying what lots are part of the enhance area and what lots remain as an area to conserve. This creates a much more detailed view of the plan area compared to what can be accomplished in a Comprehensive Plan like SomerVision. The enhance area is actually much smaller than what is depicted on the SomerVision Map, which can have an impact on what is possible through infill development.

CONSERVE our great residential neighborhoods
ENHANCE our funky square and commercial corridors
INTRODUCTION

Davis as a Local Center

Place Types

• An urban planning tool
• Establish parameters for planning and development
• Identifies the differences between type of places
• Regional thinking
## Davis as a Local Center

<table>
<thead>
<tr>
<th></th>
<th>Urban Center</th>
<th>Local Center</th>
<th>Neighborhood Center</th>
<th>Main Street</th>
</tr>
</thead>
<tbody>
<tr>
<td>What are the characteristics</td>
<td>Significant center of economic and cultural activity with regional scale</td>
<td>A mixed-use district with good access to regional and sub-regional centers</td>
<td>Focus of neighborhood activity where multiple primary streets intersect</td>
<td>Local focus of economic and community activity without distinct center</td>
</tr>
<tr>
<td>of the station area?</td>
<td>destinations</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>What is the transit mode?</td>
<td>All modes</td>
<td>Streetcar, bus rapid transit, commuter rail, local bus</td>
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</tr>
<tr>
<td>What is the peak frequency of</td>
<td>5-15 minutes</td>
<td>5-15 minutes</td>
<td>10-25 minutes</td>
<td>5-15 minutes</td>
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<td>transit?</td>
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</tr>
<tr>
<td>What is the land use mix and</td>
<td>Moderate to high-density mix of residential, commercial, employment, and</td>
<td>Moderate to high-density residential uses with supporting commercial and</td>
<td>Moderate density mix of residential and neighborhood serving retail</td>
<td>Moderate-density mix of residential. Commercial, employment and civic/cultural uses</td>
</tr>
<tr>
<td>density?</td>
<td>civic/cultural uses</td>
<td>employment uses</td>
<td></td>
<td></td>
</tr>
<tr>
<td>What are the retail</td>
<td>Regional serving destination retail opportunity, need for local-serving and</td>
<td>Primarily local-serving retail opportunity and increasing high-density</td>
<td>Local-serving retail</td>
<td>Primarily local-serving retail opportunity, need for some community-serving retail</td>
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<tr>
<td>characteristics?</td>
<td>community-serving retail</td>
<td>housing</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Housing Mix</td>
<td>Mid-Rise, Low-Rise, some high-rise and townhomes</td>
<td>Mid-Rise, Low-Rise, Some Townhomes</td>
<td>Low-Rise &amp; Townhomes</td>
<td>Mid-Rise, Low-Rise, w/ small-lot single family off the corridor</td>
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Davis as a Local Center

“Somerville’s mid-sized square like Davis, Porter, and Sullivan are Local Centers with more capacity for infill development. Local centers are home to small businesses, restaurants, and personal service uses, but their buildings are usually in the mid-rise range – three to six stories. Upper stories are typically residential unless the circumstances exist to attract larger employers to the area.”
INTRODUCTION

Planning for People

“We need to know as much about how people use cities as we do about traffic and cars.”
- JAN GEHL

Want to hear Jan speak?
https://www.youtube.com/watch?v=BZMI5ArcE7k (skip to minute 35)
Planning for People

INTRODUCTION

A Snapshot of Public Space, Public Life in Somerville, MA
Prepared for City of Somerville by Gehl Studios 2016
INTRODUCTION

Planning for People

Life

Space

Buildings
Life
1. Increase Weekday, Daytime Activity
2. Maintaining the Square
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INTRODUCTION

WHICH IS MORE IMPORTANT?

Jobs 48%

Housing 32%
INTRODUCTION

AT WHICH RATIO?

Jobs : Housing
3 : 1
Increase Weekday, Daytime Activity

THE PROBLEM

The neighborhood seeks to add employment to the Square. The ideal commercial sites in Davis can generate a building approximately 100,000 SF in size (400 jobs). The market demand is for 5,000-50,000 SF. However, these tenants do not generate enough demand to spur construction. To mitigate risk, new buildings in Davis Square need to be “pre-leased” for banks to lend. Speculative development, new commercial construction without leases, only occurs in the most mature markets like the Seaport, Northpoint, and Kendall.
Increase Weekday, Daytime Activity

**THE PROOF**

**Music Freaks At Somerville’s The Echo Nest Fuel The Engine Under Spotify’s Hood**

May 10, 2010 | by Boston.com Staff

The scrappy music-tech startup known as The Echo Nest occupies two floors of a brick building in Somerville’s Davis Square. It looks and sounds like the busy bed of contemporary geek-hacker culture that it is. Tunes waft out through speakers, filling the communal workspace. Young engineers huddle around computers, tapping away.
Increase Weekday, Daytime Activity

- Incentivize commercial development with existing city owned parcels
- Preserve prominent sites for future commercial growth with commercial only zoning
- Identify buildings for startup expansion
- Preserve existing 2nd Floor Class B office space
- Recruit and play matchmaker with tenants/property owners
- Help property owners market their property for commercial development
**Increase Weekday, Daytime Activity**

- Incentivize catalyst commercial development with existing city owned parcels
- Preserve prominent sites for future commercial growth
Life
1. Increase Weekday, Daytime Activity
2. Maintaining the Square
The Problem

Residents pointed out that the Square was not well maintained. Some described the Square as ‘tired’ and ‘dirty.’
MAINTENANCE
## MAINTENANCE

### The Mismatch

City capabilities vs resident expectations

<table>
<thead>
<tr>
<th></th>
<th>On weekends</th>
<th>Davis</th>
<th>Harvard</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sidewalk Sweeping</td>
<td>5 days a week</td>
<td>7 days a week</td>
<td></td>
</tr>
<tr>
<td>Bin emptying</td>
<td>1 per day</td>
<td></td>
<td>3 per day</td>
</tr>
<tr>
<td>Hand-sweeping</td>
<td>None</td>
<td></td>
<td>Daily</td>
</tr>
</tbody>
</table>

Data collected & compiled by Rosemary Broome-Bingham and presented August 15, 2013 in ‘A Clearer Davis Square’
Charrette Presentation

City staff felt that the mismatch in expectation couldn’t be solved with existing resources.

A management agency of some form could help solve the problem.

How would it be funded?
Charrette Presentation

Business Management in Davis Square + Enterprise Fund

New Hotel Tax + Portion of Increased Parking Meter Fees

ENTERPRISE FUNDING
Charrette Presentation

Business Management in Davis Square

+ Policy Change

Business Improvement District

+ Increased Business Property Taxes

BUSINESS IMPROVEMENT DISTRICT FUNDING
Charrette Presentation

- Business Management in Davis Square
- City Funded

Policy Change

- Funding Taken Away from Other City Priorities to Davis Square

DAVIS SQUARE FUNDING
### Post Charrette – Economic Development

Post charrette, economic development met with property owners and businesses about a possible BID/CBD.

<table>
<thead>
<tr>
<th>Service</th>
<th>City Detail</th>
<th>CBD Detail</th>
</tr>
</thead>
<tbody>
<tr>
<td>Snow Removal</td>
<td>Y Public roads and walkways</td>
<td>Y Clearing paths in areas that fall outside of the city’s and property owners’ responsibility.</td>
</tr>
<tr>
<td>Emptying Trash and Recycling</td>
<td>Y Standard pick-ups</td>
<td>Y Additional weekday and/or weekend pick-ups</td>
</tr>
<tr>
<td>Graffiti Removal</td>
<td>Y Upon request</td>
<td>Y Pro-active identification and removal</td>
</tr>
<tr>
<td>Landscaping and Maintenance</td>
<td>Y Quarterly clean-ups</td>
<td>Y Additional landscaping and maintenance</td>
</tr>
<tr>
<td>Cultural Programming</td>
<td>Y/N Occasional SAC Events</td>
<td>Y Festivals, concerts, event sponsorship</td>
</tr>
<tr>
<td>Manages Special Events</td>
<td>Y/N Occasional SAC Events</td>
<td>Y Art displays, jazz performances, car shows, restaurant crawls, and more</td>
</tr>
<tr>
<td>Security</td>
<td>Y Police on duty</td>
<td>Y CBD Welcoming Officer</td>
</tr>
<tr>
<td>Website</td>
<td>N</td>
<td>Y Davis Square website</td>
</tr>
<tr>
<td>Social Media</td>
<td>N</td>
<td>Y Davis Square SM accounts</td>
</tr>
<tr>
<td>Branding</td>
<td>N</td>
<td>Y Davis Square Branding</td>
</tr>
<tr>
<td>Plaques</td>
<td>N</td>
<td>Y Davis Square Informational Plaques</td>
</tr>
<tr>
<td>Banners</td>
<td>N</td>
<td>Y Davis Square Neighborhood Banners</td>
</tr>
<tr>
<td>Parking Assistance</td>
<td>Y/N Meter maintenance</td>
<td>Y Parking enforcement officer</td>
</tr>
<tr>
<td>Parking Enforcement</td>
<td>Y/N Parking enforcement officers</td>
<td>Y Parking enforcement officer</td>
</tr>
<tr>
<td>Shuttle Service</td>
<td>N</td>
<td>Y Shuttle within DSQ, to/from interest points (Tufts), more stops, more frequent routes</td>
</tr>
<tr>
<td>Valet Program</td>
<td>N</td>
<td>Y Valet program</td>
</tr>
<tr>
<td>Supporting Local Businesses</td>
<td>Y/N Technical Assistance</td>
<td>Y Support local businesses</td>
</tr>
<tr>
<td>Business Recruitment</td>
<td>Y/N Economic Development</td>
<td>Y Promote the attraction of businesses, fill empty spaces</td>
</tr>
<tr>
<td>Offers Outdoor Seating</td>
<td>N</td>
<td>Y Seating area for the entire square</td>
</tr>
</tbody>
</table>
Post Charrette

A CBD can provide supplemental services that go beyond City services as needed for the neighborhood.

- Supplemental Sanitation
- Cleaning (ie Window)
- Programming
- Social Media & Branding
- Valet & Shuttle Service

CBD = Maintenance+
From the Plan Draft

Policy Objective
Encourage property owners and businesses to form a private management association for the core of Davis Square

MAINTAINING THE SQUARE

Public feedback identified the need for better maintenance of Davis Square's public realm. Residents commented that the Square looked tired.

Increasing levels of service is fine in theory but in practice there is a limit to what a city can reasonably expect from its general fund. The existing city budget does not make the request more clear. The city cannot fund a program at this time.

Meanwhile, the state has been considering creating new legislation as an alternative to Business Improvement Districts (BIDs). The existing BID legislation resulted in only one BID in Massachusetts. The Commonwealth has devoted considerable resources to support BIDs over the last decade. The proposed House Bill H.44 & Senate Bill S.1032 allow cities to use new tool called Community Benefit Districts (CBD) for these types of efforts.

Under the proposed legislation, CBDs would provide a variety of services including, but not limited to:
- Welcoming and assisting pedestrians
- Answering questions
- Providing recommendations on taxi fare
- Providing easy-to-follow directions
- Providing customer service (carrying bags, holding doors)
- Sweeping sidewalks
- Litter, graffiti, weed, and snow removal
- Watering flower baskets and planters
- Reporting incidents and suspicious behavior to the police
- Providing emergency numbers to local services
- Private walking escorts when needed
- Maintaining a highly visible presence in strategic areas

The biggest benefit in creating a BID or CBD is that the funding stays in the Square. A board is elected by the members of the district, to manage the money and programs created by the district. From this process with the current BID legislation, a geographic area has been defined. Although the City was hopeful that the CBD legislation would pass, it currently sits in the legislature awaiting future action. It might not be reopened to use the legislation to pass.

Policy Objective LXX
- Encourage property owners and businesses to form a private management association for the core of Davis Square

A BID could provide uniformed hospitality ambassadors that would tend to the district and respond to the needs of those who work, live, or visit Davis Square. Ambassador typically
SURVEY SAYS

How could maintenance/services be improved?

A. Maintain status quo
B. Wait for increased commercial tax base
C. Establish a CBD
D. Other (suggestions?)

We posed this question but there were a lot of follow up questions so we skipped ahead.
Space
1. Market Hall
2. 45 College
3. Grove Street Lots
4. Cutter Plaza
5. Davis Square Plaza
6. 4-Way Intersection
7. Future Streetscape
Market Hall
45 College
A community room and __________???

Calls for focused community process
**Grove Street Lots**
From parking to Kenney Park Expansion
Cutter Plaza
**Davis Square Plaza**

Currently not in plan

Privately Owned
SURVEY SAYS

Should the City plan to make this open space?

A. for Yes
B. for No

We posed this question but people felt like for the City to make this open space took more collaboration with the owner. People generally agreed that this space could be improved.
4-Way Intersection
What is a Neighborhood Plan?

1. Identifies neighborhood wishes/outcomes

2. Identifies required actions to get there/the steps necessary for a course of action

3. It cannot stand in for further design and analysis
4-Way Intersection
Worked w/ Toole Design Group on Concept/feasibility

Requires fixing the loading and 1-way’ness’ around Square

Not a construction document
4-Way Intersection
Most comments received

More cyclist infrastructure requested
4-Way Intersection Design Inspiration

Salt Lake City, Utah

Chicago, Illinois

Austin, Texas

Vancouver, British Columbia

Davis, California

Montreal, Quebec
4-Way Intersection
Protected Intersection
**Streetscape Materials** - Will be in plan
PLAN DRAFT OVERVIEW

Buildings
1. Massing & Scale of Infill
2. Zoning
3. Building Design
BUILDINGS

Massing & Scale

If mid-rise buildings are developed what do they look like?
Zoning Recommendation

ZONING DISTRICTS

<table>
<thead>
<tr>
<th>Code</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>NR</td>
<td>Neighborhood Residence</td>
</tr>
<tr>
<td>UR</td>
<td>Urban Residence</td>
</tr>
<tr>
<td>MR3</td>
<td>Mid-Rise 3</td>
</tr>
<tr>
<td>MR4</td>
<td>Mid-Rise 4</td>
</tr>
<tr>
<td>MR5</td>
<td>Mid-Rise 5</td>
</tr>
<tr>
<td>MR6</td>
<td>Mid-Rise 6</td>
</tr>
<tr>
<td>CC</td>
<td>Commercial Core (3, 4, 5)</td>
</tr>
<tr>
<td>FAB</td>
<td>Fabrication</td>
</tr>
<tr>
<td>CIV</td>
<td>Civic</td>
</tr>
</tbody>
</table>
BUILDINGS

Building Design

1. Design Standards
   • Framed Storefronts
Building Design

1. Design Standards
   • Framed Storefronts
1. Design Standards
   - Framed Storefronts
Building Design

1. Design Standards
   - Framed Storefronts
Building Design

1. Design Standards
   - Framed Storefronts
   - Façade Relief/Depth
Building Design

1. Design Standards

2. Architectural Guidelines
   - All Buildings
   - Context Sensitivity
   - Common Features
Zoning Recommendation

Draft Feedback - Areas around Davis Square’s mid-rise districts and train station should be zoned for Urban Residential (ie apartment buildings & apartment houses)

Should we consider this?
More UR?

- Apartment buildings/apartment houses serve as a transition from business districts to residential areas
- Puts residential near transit
- Provides more variety in housing stock/unit size
More UR?

Should more areas have the ability to transition to apartment buildings *if* the property owner chooses?
BUILDINGS
BUILDINGS
Should we propose a zoning map with more areas zoned for Urban Residential?

A. Yes
B. Maybe
C. No

SURVEY SAYS

59% Yes
25% Maybe
16% No
New Lane Markings

- 175 SF (total) Terracotta Markings
- Yield Markings and Lettering
- Dashed lane line through intersection (2’ dash, 4’ skip)
- 550 SF (total) Terracotta Markings
- Flexible Delineators
- 350 SF (total) Terracotta Markings
- Paint SWEL where not already present (typ)
- Flexible Delineators
- Yield Markings and Lettering
NEXT STEPS

Prepare for final neighborhood plan
• Consider feedback from tonight
• Continue developing graphics/narrative
• Submit to the Planning Board for adoption (and post online) – This is a public hearing

After adoption
• Final touches on renderings, one last proofread
• Post & print

Wait, there’s more!
• Up to 30 years of implementation