



MEDFORD COMPREHENSIVE PLAN

Public Meeting #1
Wednesday, June 9th 2021

Agency
Landscape + Planning | Innes Associates | Karp Strategies | Arup | Landau Design



WORKING WITH ZOOM

**MEDFORD
COMPREHENSIVE
PLAN**

Public Meeting #1
Wednesday, June 9th 2021

Chat
Add comments and your answers to our questions here!

Mute Stop Video Participants Chat Share Screen Record Reaction Interpretation

Stop and start video
We'd love to see you!

Interpretations are available!
We are recording.

ZOOM ISSUES?
Contact Amanda Centrella
781.583.7825
amanda.centrella@tufts.edu

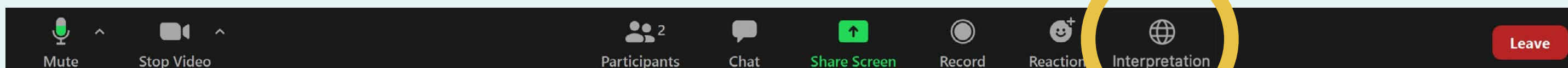
INTERPRETATIONS WITH ZOOM

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2. Klike sou lang ou ta renmen tande a.
3. (Si ou vle) Pou tande lang entèprete la sèlman, Klike sou bèbè Original Audio.

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2. Seleccione la lengua que quiere oír.
3. Para escuchar solamente la traducción, seleccione Mute Original Audio.

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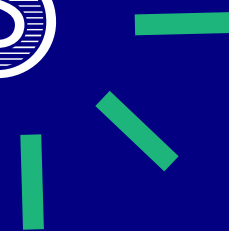
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WELCOME
WE'RE SO GLAD YOU'RE HERE



INTRODUCTIONS



HELLO FROM THE CITY



Alicia Hunt
Office of Planning, Development,
and Sustainability, Director



Amanda Centrella
Office of Planning, Development,
and Sustainability, Planner



Danielle Evans
Office of Planning, Development,
and Sustainability, Housing
Planner, CPA



Miranda Briseño
Office of Community
Development, Planner



Annie Streetman
Office of Planning, Development,
and Sustainability, Planner



Dave Rodrigues
Mayor's Office, Chief of Staff



Viktor Schrader
Office of Planning, Development,
and Sustainability, Economic
Development Director

REACH THE CITY AT:
781.583.7825
compplan@medford-ma.gov

HELLO FROM THE PLANNING TEAM



MEET THE STEERING COMMITTEE



David Baumgartner



Libby Brown



Grace Caldara



Rick Caraviello



Maury Carroll



Jacqueline Furtado



Lindsey Gaudet



Bonnie Huang



Laura Jasinski



Khushdeep Kaur



Judy Kim



Ryan Lawlor



Ethan Lay-Sleeper



Tom Lincoln



Kelly Lynema



Henry Milorin



Martha Ondras



Rick Orlando



Matt Preotle



Jess Robash



John Sousa

...THEY REPRESENT MANY PERSPECTIVES

It's always a pleasure to walk my neighborhood, experience nature, and say hello to my neighbors.

Martha Ondras

I want to help steer Medford into a city that celebrates its heritage, embraces diversity, equity, & inclusion, and welcomes all communities for generations to come.

Judy Kim

[My greatest memory in Medford was] achieving permanent protection of the Brooks Estate as conservation land.

Tom Lincoln

[My greatest memory in Medford was] my daughters playing basketball at Dugger Park on warm summer nights under the lights and surrounded by the positive energy of an active community.

Ryan Lawlor

As a current student of Medford High, I can bring a student's perspective to our plan. Also as someone who researches innovative and relevant ideas to better our community.

Bonnie Huang

I come to this committee as a graduate planning student, a queer woman, and with a year's experience working in the City's planning office. I spent several years working in agriculture, and I'm passionate about food justice and thinking about how access to food is shaped by the spaces in which we live/work!

Amanda Centrella

[My greatest memory in Medford was] exploring the beautiful Oak Grove Cemetery with my young daughters and looking for my great-grandfather's gravestone while they tried to summon ghosts.

Danielle Evans

I love walking down the street to go get some ice cream at Colleen's or going home the "long" way from the bus stop after picking up my kids to stop by Colleen's.. We also enjoyed trick or treating in the Square and the Oktoberfest!

Grace Caldara

Summer bike rides to the Condon Shell with my daughter to attend MFN concerts / borrowing our neighbors' kayaks to row up and down the Mystic Lakes.

Kelly Lynema

Raised two adult daughters in this fine City, moved to Medford before the second was born. Loved walking along the Mystic with two kids in strollers while stumbling upon and exploring so many hidden gems - scenic views.

Jacqueline Furtado

COMMUNITY IS STRONG



I work in commercial real estate in Medford and am a previous resident. I'm interested in improving the connectivity of the city and making it a better place to work and live.

Matt Preotle

One of my favorite memories of Medford was breaking the Guinness Book of Records for most people caroling Jingle Bells in 2004.

Josh Sousa

My personal perspective is to bring my love for Medford to keep the City moving in the right direction to continue to better serve its citizens.

Henry Milorin


OPEN SPACE IS A TREMENDOUS RESOURCE



AN OUTSTANDING PLACE FOR FAMILIES



THIS PLAN NEEDS

YOU 



THE COMMUNITY'S ROLE

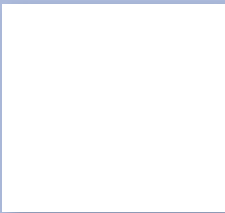
- » Review analysis findings
- » Inform community values and plan themes
- » Contribute to ideas for future recommendations

“Medford is filled with talented, hardworking people with great ideas. We need to engage them in how we solve our toughest challenges.”
Mayor Breanna Lungo-Koehn

TONIGHT'S GAMEPLAN

WANT TO JOIN A VIDEO ROOM?

Message Amanda via zoom to be queued & notified when it's your turn



6:00

INTRODUCTION TO THE TEAM & PLANNING PROCESS

6:15

BREAKOUT SESSION #1
COMMUNITY VALUES & VIDEO ROOMS



6:40

PRESENTATION: OUR RESEARCH TO DATE

6:50

BREAKOUT SESSION #2
MAPPING & VIDEO ROOMS

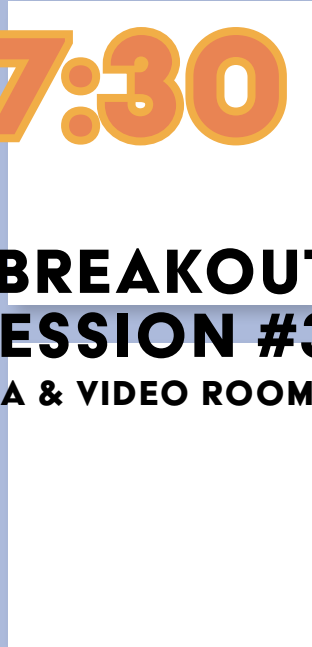


7:15

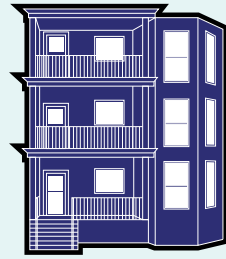
PRESENTATION: NEXT STEPS...
HOW TO STAY INVOLVED!

7:30

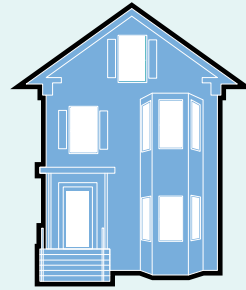
BREAKOUT SESSION #3
Q+A & VIDEO ROOMS



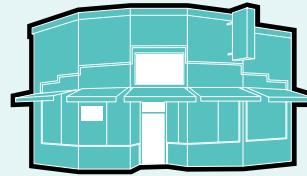
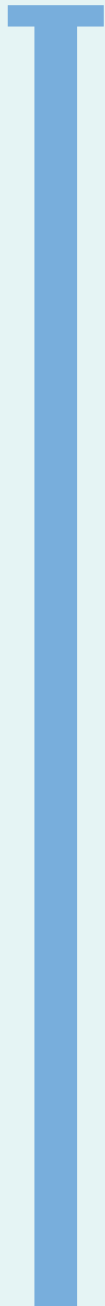
SEVEN PLANNING AREAS



LAND USE



HOUSING



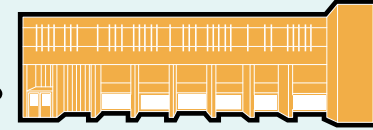
ECONOMIC
DEVELOPMENT



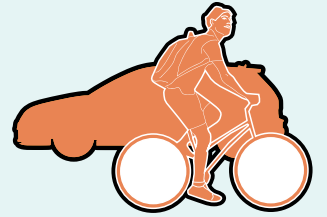
HISTORY, ARTS
& CULTURE



OPEN SPACE &
RECREATION



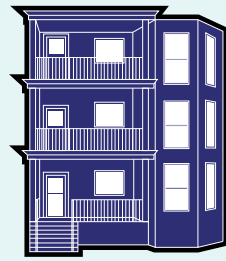
PUBLIC
SERVICES



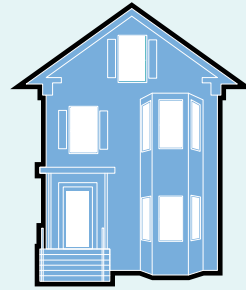
MOBILITY



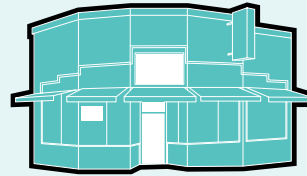
SEVEN PLANNING AREAS & THEMES FROM THE COMMUNITY



LAND USE



HOUSING



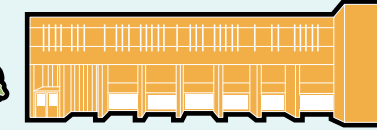
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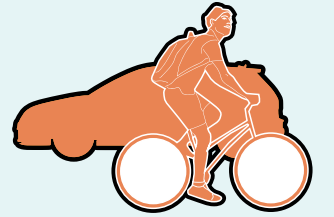
HISTORY, ARTS
& CULTURE



OPEN SPACE &
RECREATION



PUBLIC
SERVICES



MOBILITY



RESILIENCY



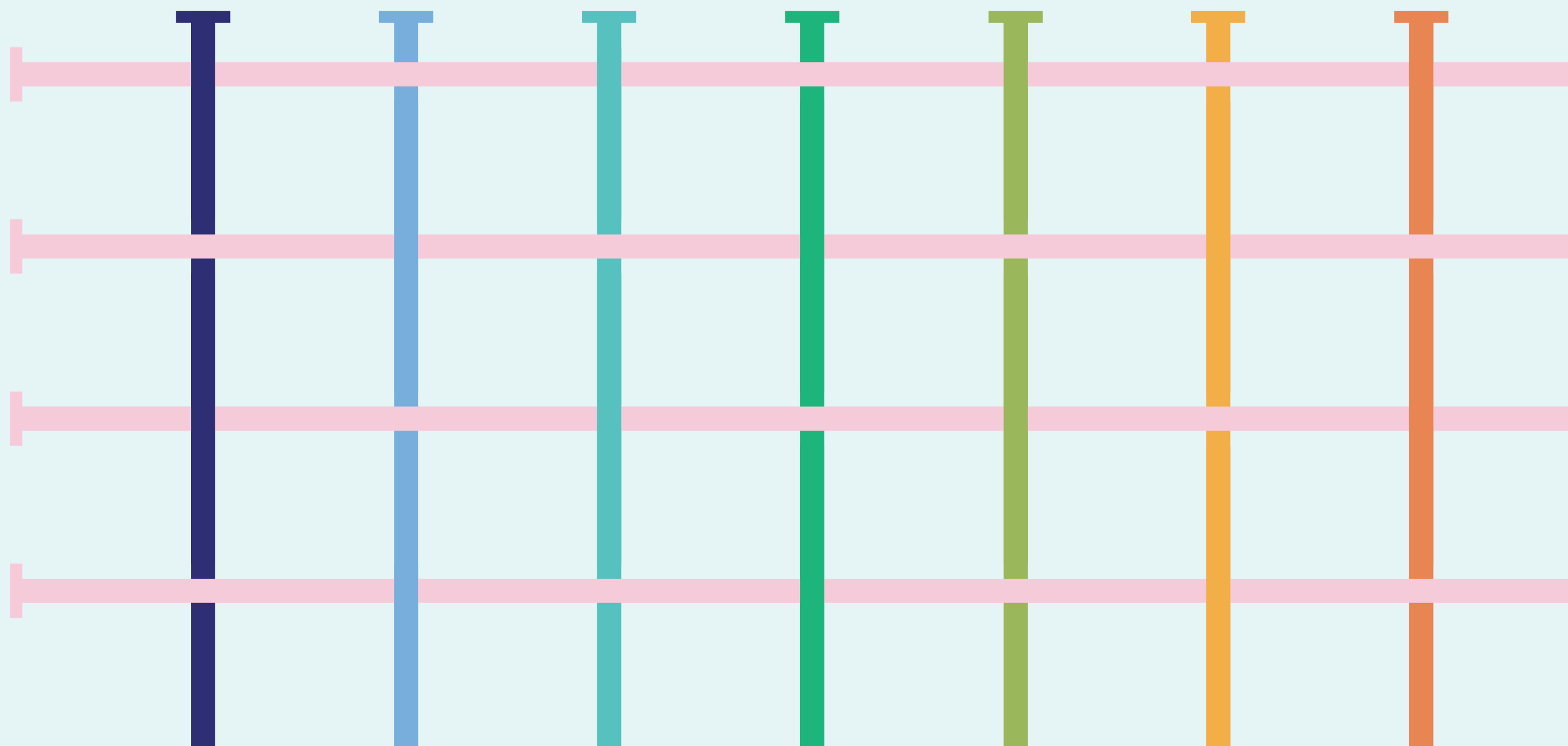
EQUITY



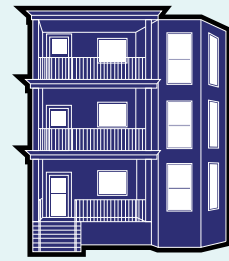
HEALTH



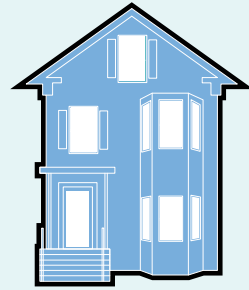
TRANSPARENCY



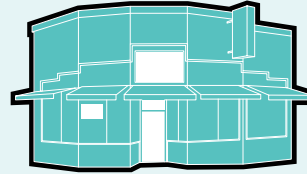
SEVEN PLANNING AREAS & THEMES FROM THE COMMUNITY



LAND USE



HOUSING



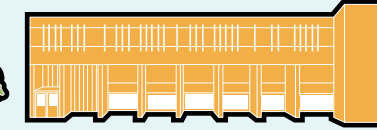
ECONOMIC DEVELOPMENT



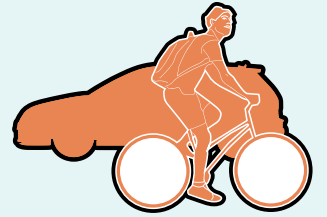
HISTORY, ARTS & CULTURE



OPEN SPACE & RECREATION



PUBLIC SERVICES



MOBILITY



RESILIENCY



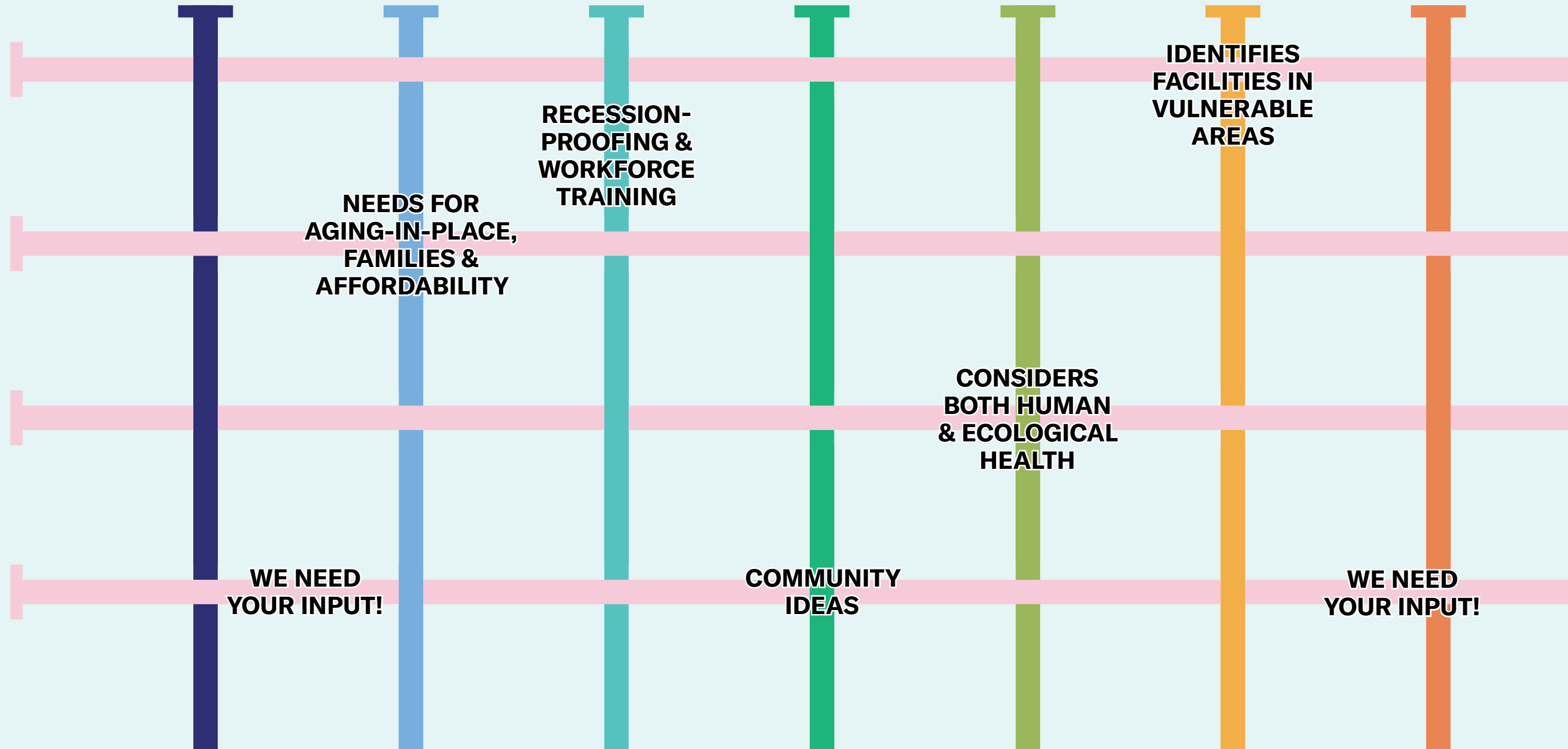
EQUITY



HEALTH



TRANSPARENCY



PLAN IMPACT

Policies

(direction for City departments and agencies; cooperation with local nonprofits and businesses)

Investment

(staff and volunteer time, operating and capital funds)

Regulatory changes

(zoning)

Ongoing community discussions

(continuing transparency and engagement beyond approval of the plan and into implementation)



SCOPE AND PROCESS

| MAR | APR | MAY | JUN | JUL | AUG | SEP | OCT | NOV | DEC | JAN | FEB | MAR | APR | MAY | JUN | JUL | AUG |

START-UP



UNDERSTANDING TODAY



COMMUNITY VISIONING

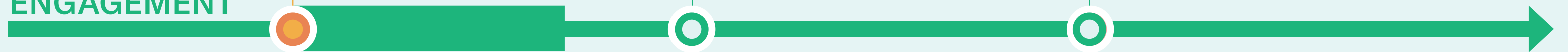


FRAMING THE FUTURE



PUBLIC ENGAGEMENT

Website & interactive map live are at www.medfordcompplan.org



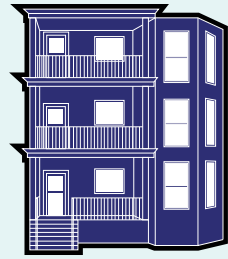
Spring 2021 | Summer 2021 | Fall 2021 | Winter 2022 | Spring 2022 | Summer 2022

MEDFORD
COMMUNITY SNAPSHOT

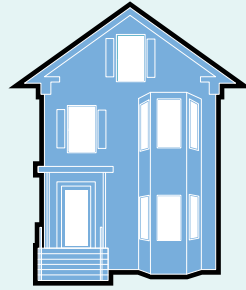


UNDERSTANDING PREVIOUS & ON-GOING PLANS

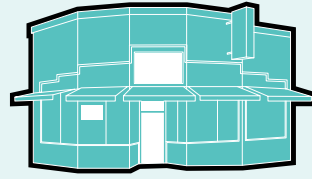
COVERS ALL OR MANY PLANNING AREAS



LAND USE



HOUSING



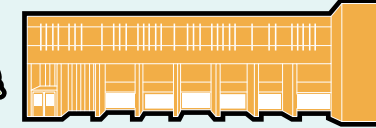
ECONOMIC DEVELOPMENT



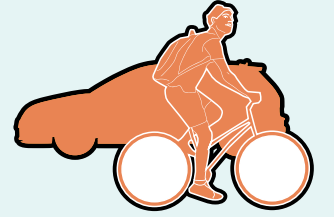
HISTORY, ARTS & CULTURE



OPEN SPACE & RECREATION



PUBLIC SERVICES



MOBILITY

- Medford Square Plans
- CPP 2017
- Mayoral Transition Committee Report 2020
- Medford Social Justice Roadmap
- Medford Food Security Plan

- Zoning studies, regulations, recode.
- CDBG Plans
- 1988 & 1964 Plans

- Housing Production Plan 2021

- BEDC Report 2016

- Thomas Brooks Park MP 2020
- Cultural Affairs Recreation Committee Report 2016

- Climate Vulnerability Assessment 2019
- Hazard Mitigation Plan 2017
- Open Space & Recreation Plans
- DCR Mystic River Master Plan
- MEEC Tree Report

- Street Specific Plans
- Complete Streets Policy 2016
- Building the Future Report



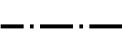

- Capital Improvement Plan FY21-26
- FY21 Proposed Budget
- Public Transport Plans & Studies
- Driving Plans (Parking & Traffic)
- Bicycle Infrastructure Masterplan 2016

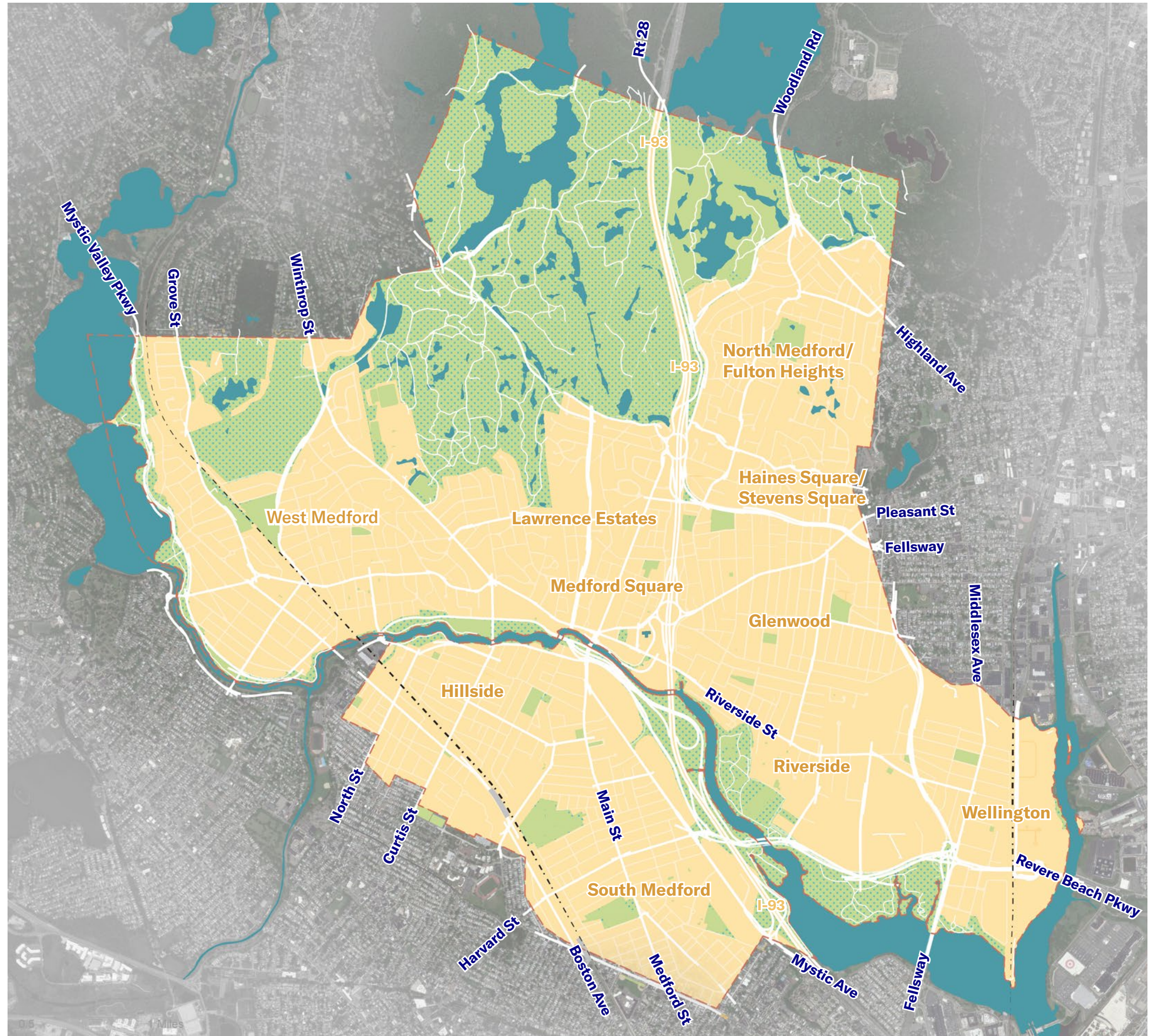
MEDFORD TODAY

“It’s a leafy, peaceful town center with quiet side streets.” - Boston Magazine

Five miles northwest of Boston, it is highly accessible to the city by car or commuter rail.

Land area of 8.2 square miles

-  Open Space
-  City Boundaries
-  Transit Lines
-  Water



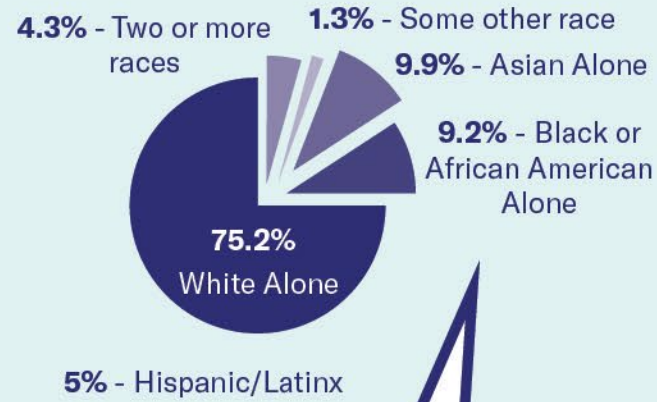
MEDFORD TODAY

MEDFORD

AVERAGE HOUSEHOLD SIZE



POPULATION BY RACE/ETHNICITY

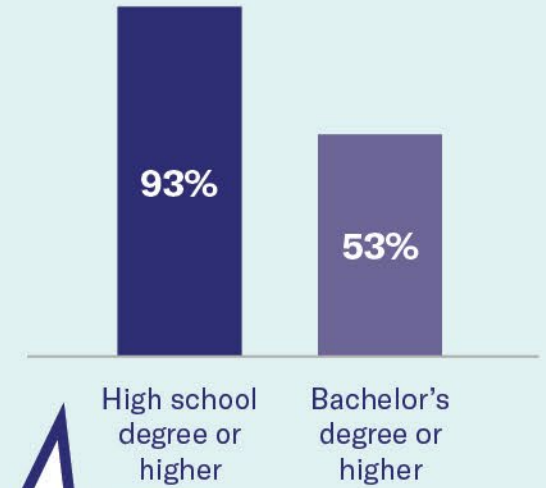


As of 2019, Medford is slightly more racially and ethnically diverse than the state.

MEDIAN HOUSEHOLD INCOME

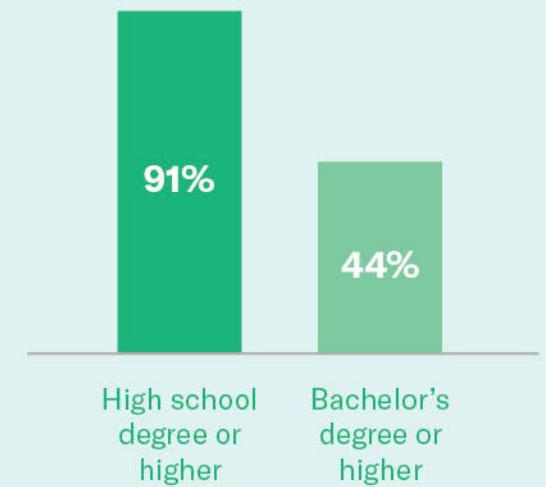
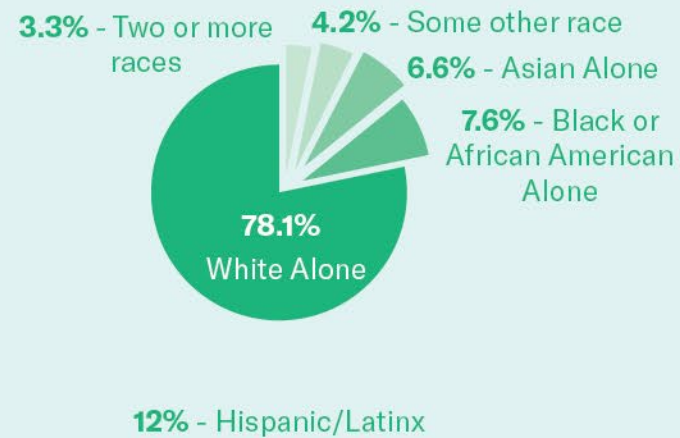


EDUCATIONAL ATTAINMENT

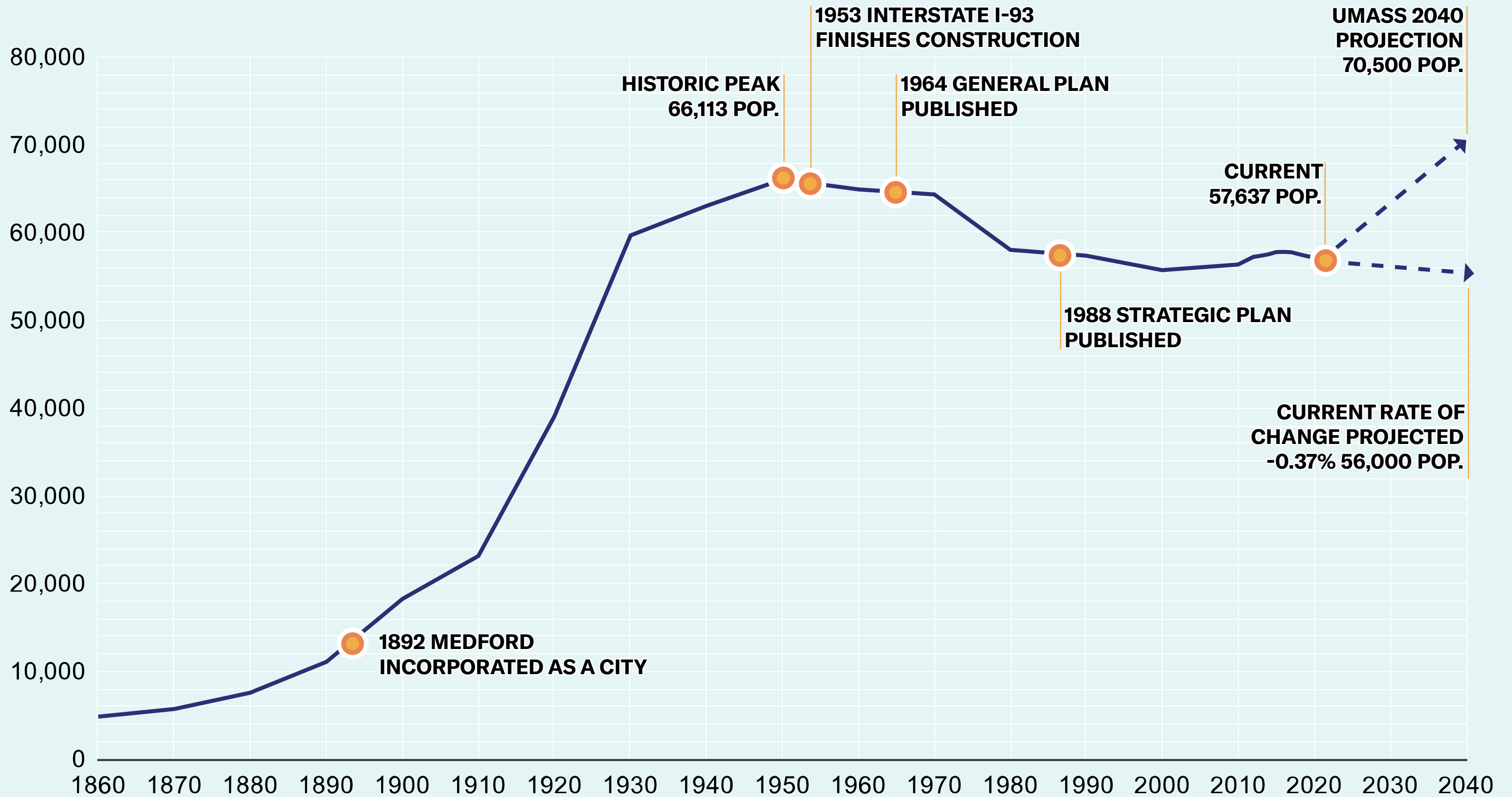


Medford residents are generally more educated than the rest of Massachusetts.

MASSACHUSETTS



MEDFORD TODAY



LOOKING BACK

10,000 BC TO 1600S



INDIGENOUS ORIGINS

1600S



COLONIAL ESTABLISHMENT

1700S



INDUSTRY AND THE ENSLAVED

1800S



BURGEONING "SUBURB"

1900S



20TH CENTURY CITY

2000 -



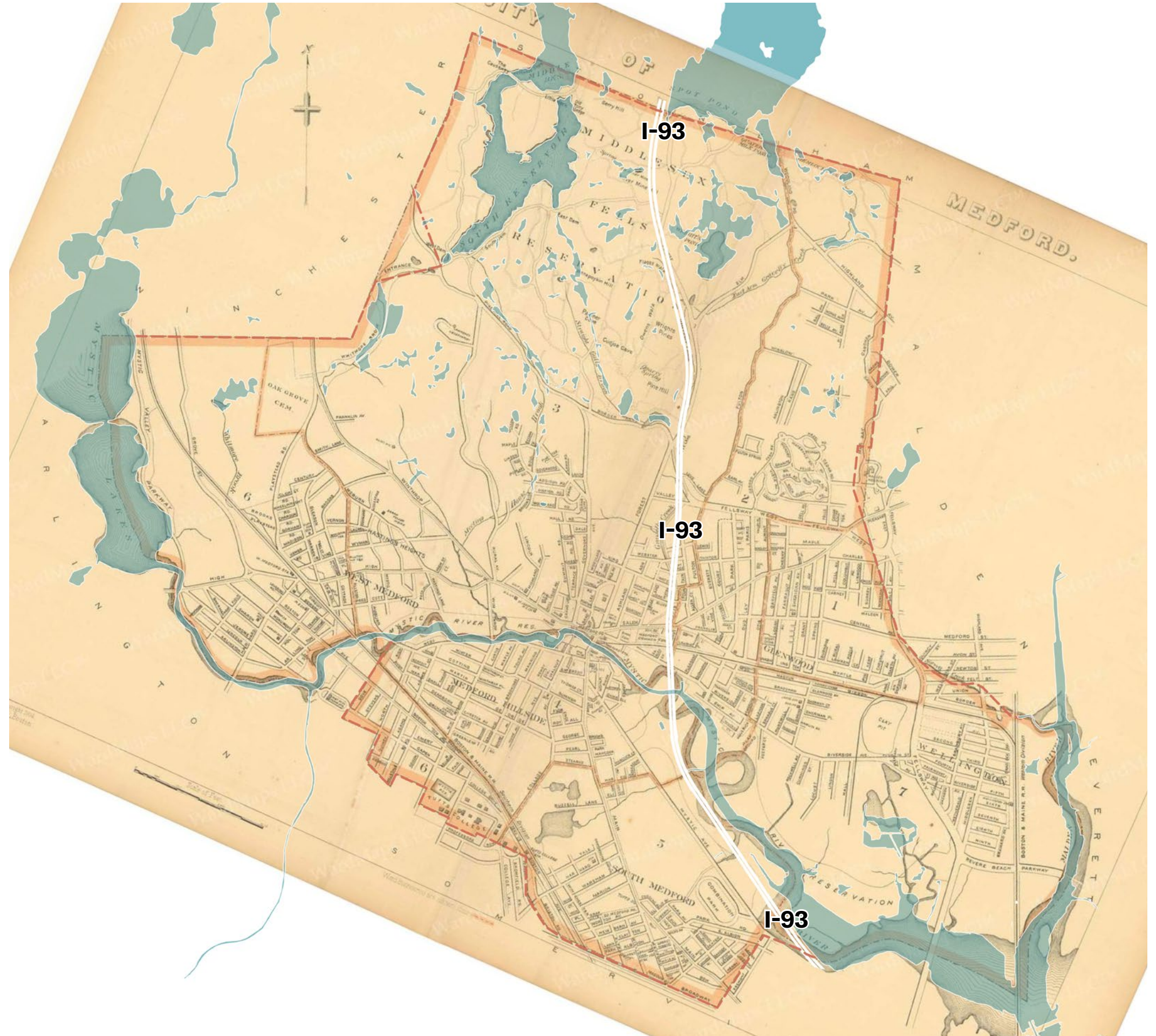
FUTURE HISTORY

HISTORY

By 1892, much of today's city form was in place. I-93 had the biggest impact and relied on a straightened Mystic River.

1964 General Plan came right after I-93 was built.

1988 Strategic Plan marked the end of shift from manufacturing to services. It preserved low density residential with separation from multifamily.



- Present Day Mystic River
- ▬ Interstate 93

20 Minutes

**COMMUNITY VALUES
BREAKOUT
PAST, PRESENT, FUTURE
OR, FILM YOUR IDEAS
IN THE VIDEO ROOM**

WANT TO JOIN A VIDEO ROOM?

Message Amanda via zoom to be
queued & notified when it's your turn

BREAK OUT ROOM DISCUSSION TOPICS

Past

Share a favorite or meaningful memory of Medford

Present

How has the past year (a pandemic) impacted your view of the city?

Future

What trends and major future changes should this plan anticipate?

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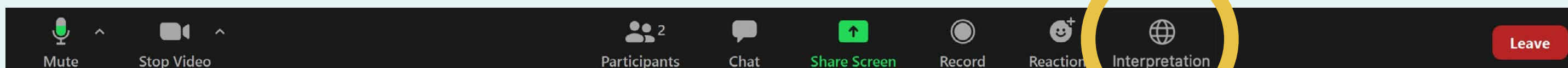
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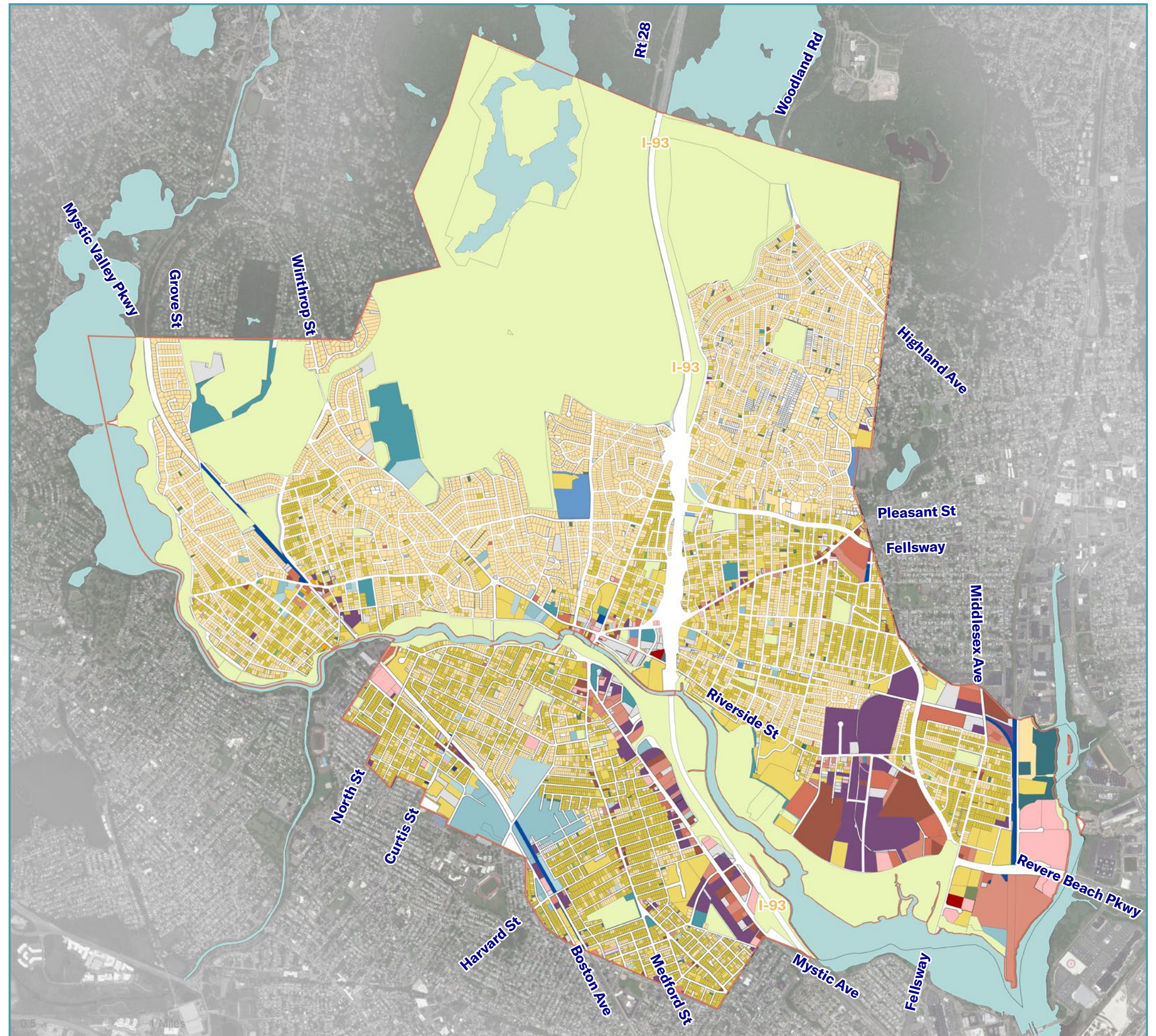
MEDFORD

**COMMUNITY SNAPSHOT
CONTINUED**

LAND USE

We can use land use as a tool to protect natural and cultural resources, steer development, and combat climate change

- Cultural/Education
- Hospital
- Hotels
- Industrial
- Municipal/Government
- Office
- Public Service
- Residential - low density
- Residential - medium density
- Residential - high density/group
- Residential - mixed-use
- Commercial/Retail
- Automotive
- Open Space
- Vacant



City of Medford GIS data, Housing Production Plan

HOUSING

The Comprehensive Plan will build on the 2021 Housing Production Plan which identified:

- » An aim to create 120 certified affordable homes annually to meet 10% affordable goal.
- » Goals to create an Affordable, Diverse, Sustainable, Safe Housing Market.
- » Key challenges of rising costs, static incomes, constrained supply, small households, geographic/demographic inequities, housing quality, and development concerns.



ECONOMIC OPPORTUNITY

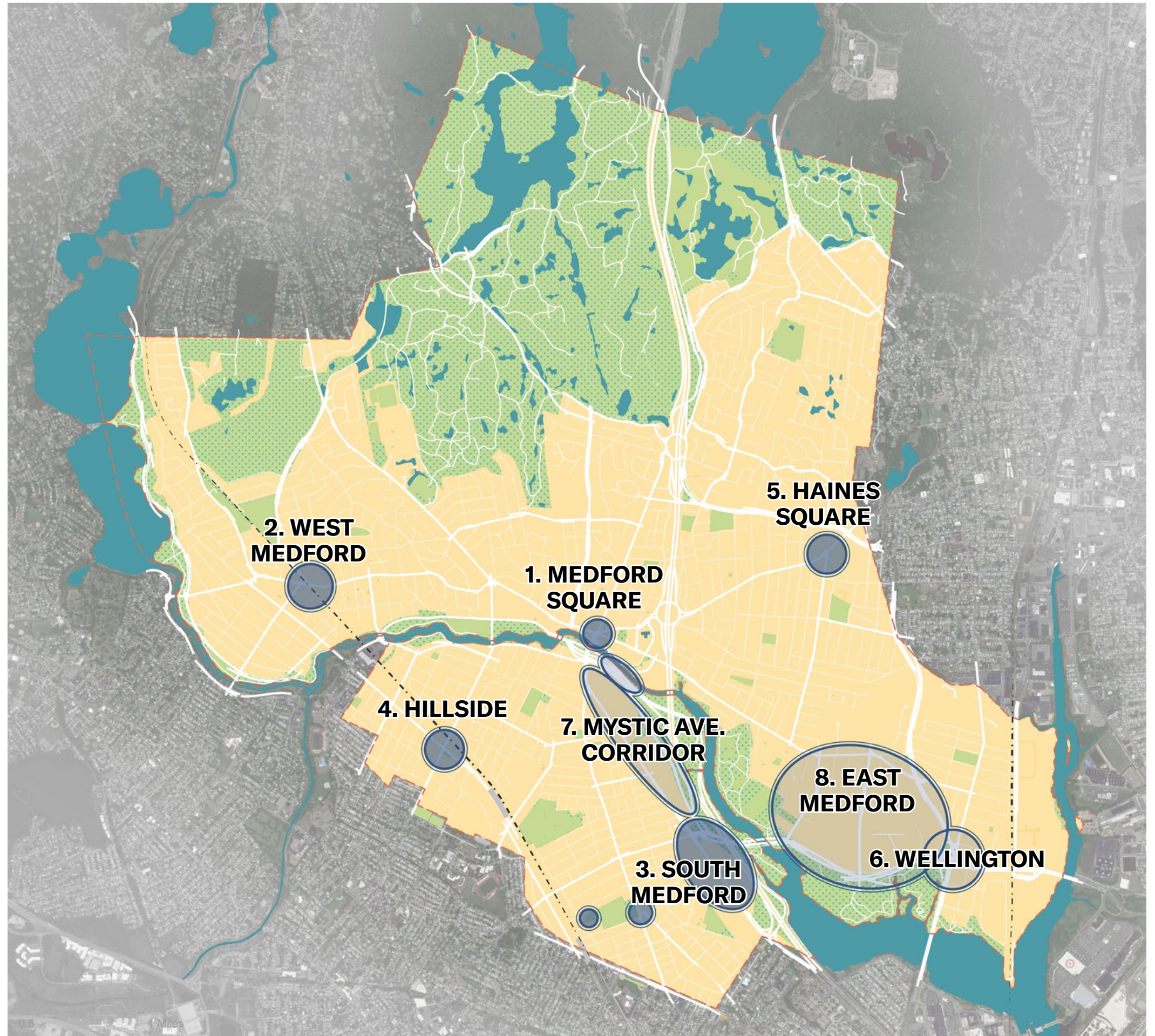
Recent work has focused on new business outreach, supporting existing businesses, and visitor promotions.

Plan lens will expand job creation, workforce development, and racial/social equity and opportunities.

What job opportunities exist for residents?

How do we support businesses post-COVID?

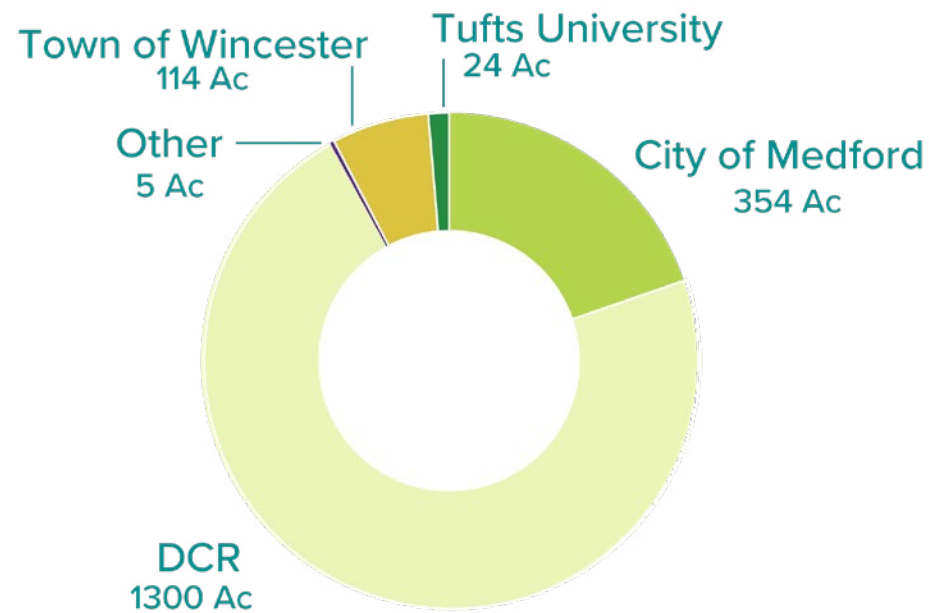
How do we attract new businesses going forward?



OPEN SPACE

34% of Medford's total land area is protected as parks and open space. This equals 1,800 acres over 44 sites

Management shared by the City, MA Dept of Conservation and Recreation (DCR), and private owners



PUBLIC SERVICES

59 total city facilities and open spaces

The capital improvement plan proposes \$107.6 million in investments over six years



8 SCHOOLS



14 CITY FACILITIES



36 OPEN SPACES



136 MILES OF ROAD AND BRIDGE INFRASTRUCTURE



120 MILES OF WATER AND SEWER PIPELINES

1400 hydrants, 15,000 water meters, 10,000 water gate valves and a water pumping station

MOBILITY

Mean travel time of residents to work is 33 minutes

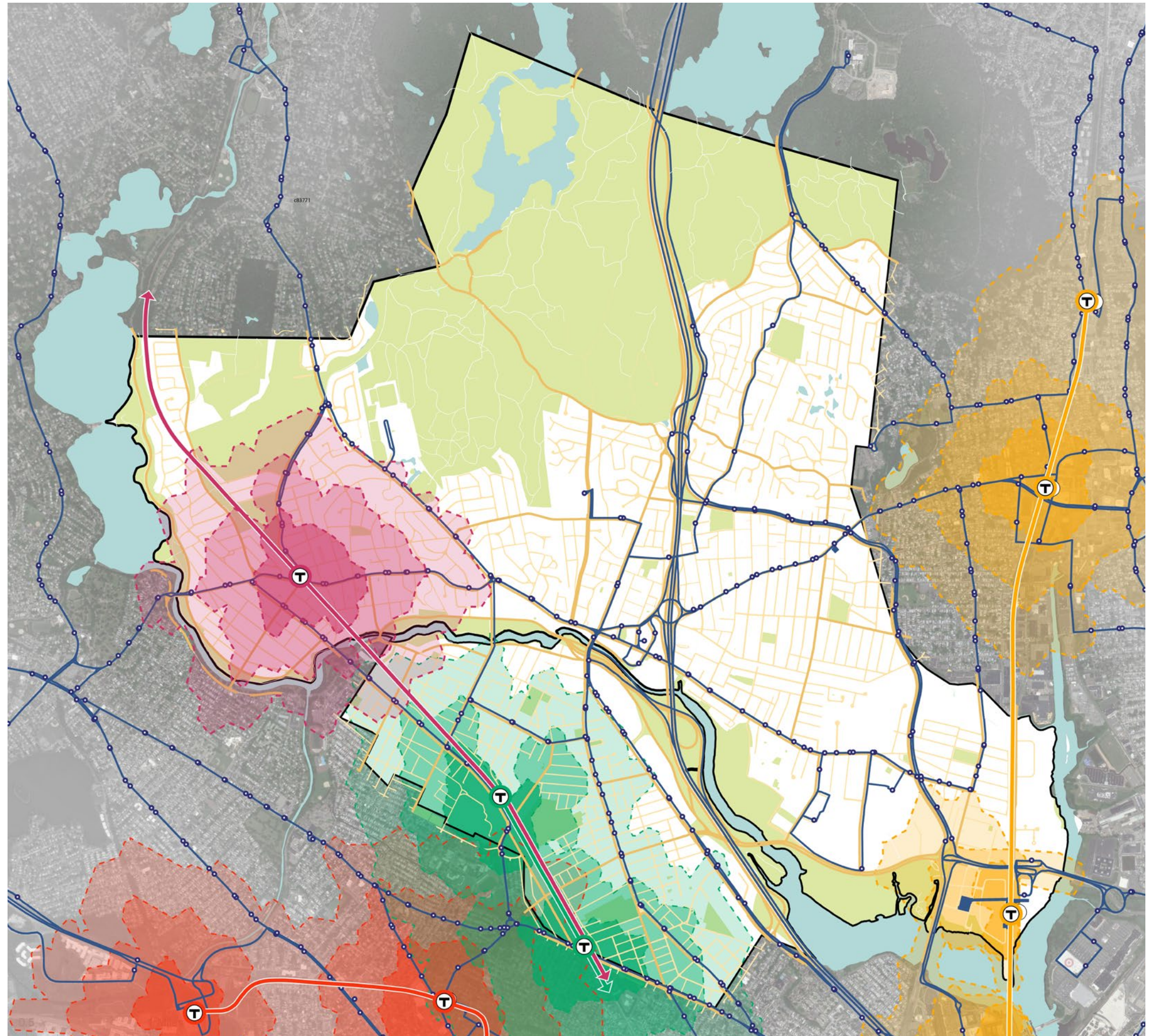
Bus routes in Medford have wide coverage but limited frequency

GLX will greatly improve access to public transit in South Medford

57.5% of residents drive alone to commute to work

21.6% of residents use public transit to commute to work

- City Boundaries
- Bus Transit Lines
- Bus Transit Stops
- MBTA Lines
- MBTA Stops
- 1/4 Mile Walkshed
- 1/2 Mile Walkshed
- 3/4 Mile Walkshed
- Commuter Rail Line and Stop



2019 American Community Survey 5-Year Estimates, City of Medford GIS data

20 Minutes



HEART + HEARTBURN

BREAKOUT

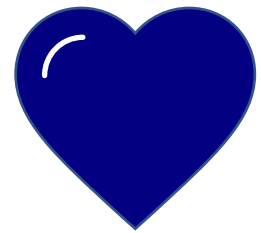
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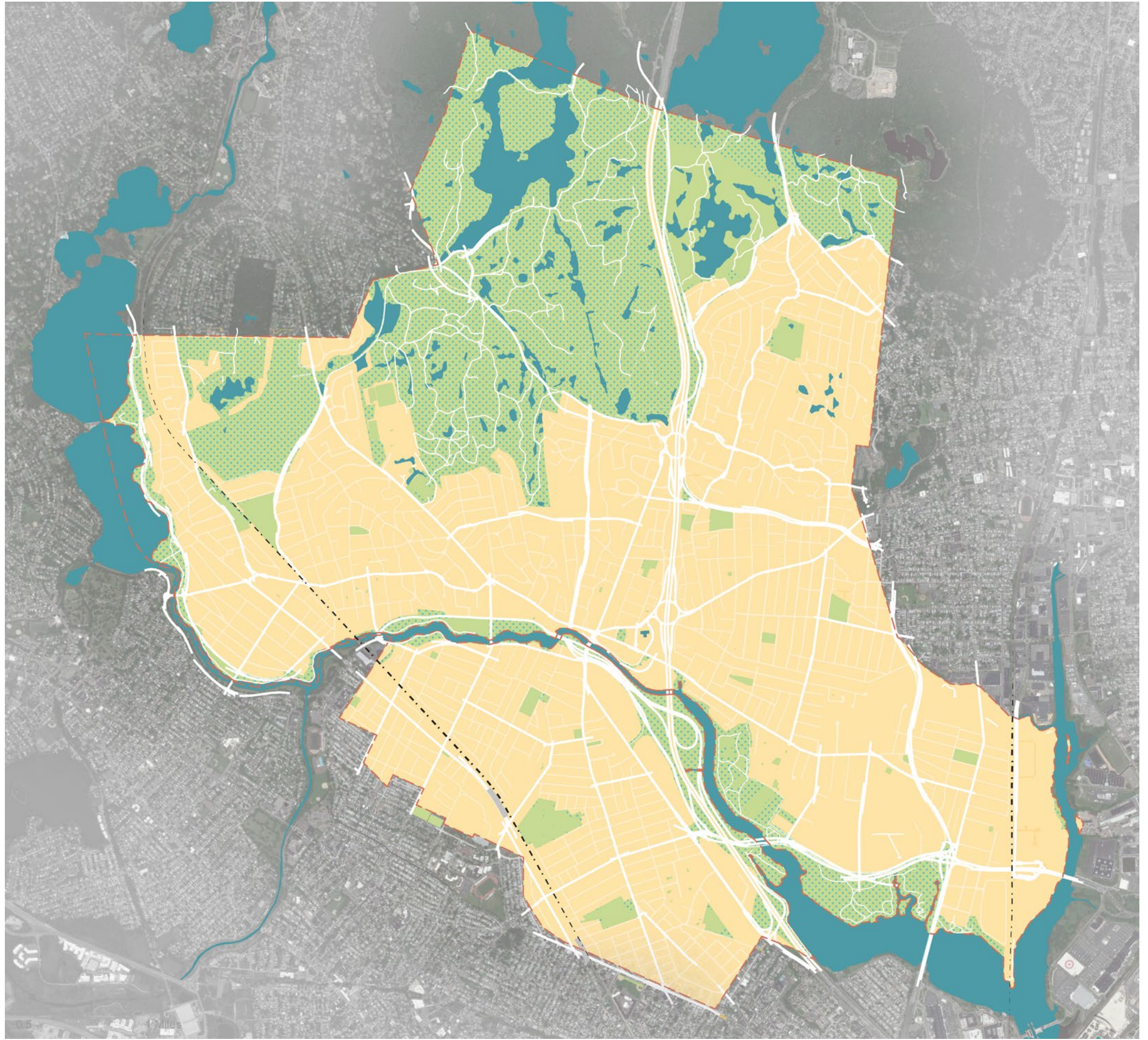
HEART & HEARTBURN



What are Medford's strengths? What are you most excited about for the future?



What are your biggest concerns?



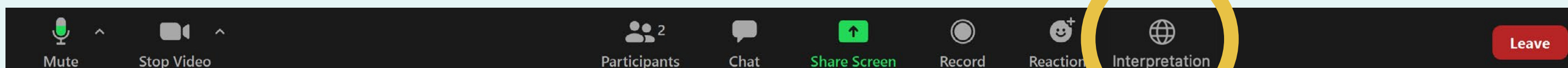
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NEXT STEPS
STAY INVOLVED WITH US



FIND THE PLAN THROUGH...

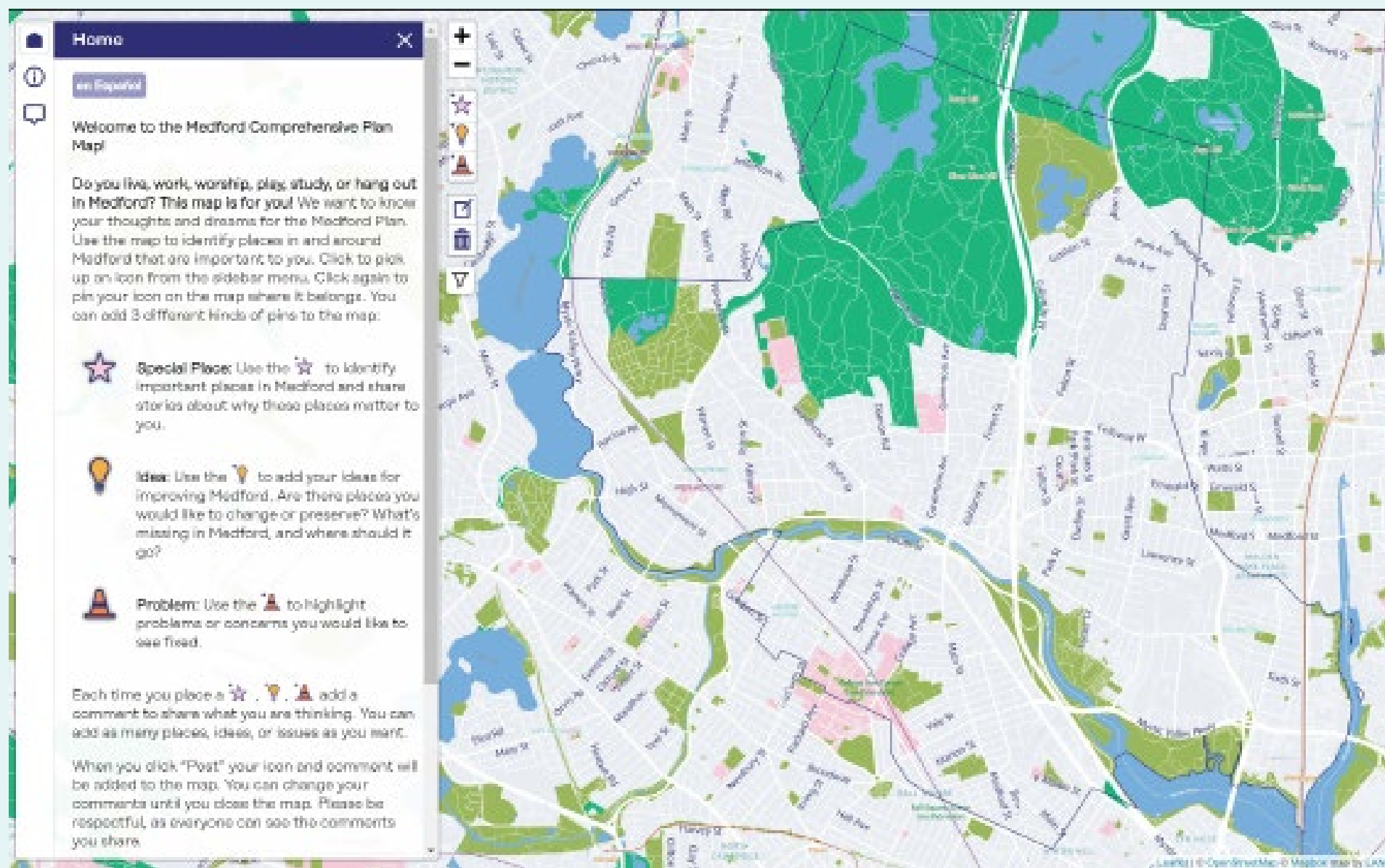
Visit www.medfordcompplan.org and sign up for updates

Tell us about your city by taking the interactive map survey

Sign up to be a plan guide and share the plan with your neighbors and groups

See us at local events throughout the summer

Email with any questions
compplan@medford-ma.gov



THANK YOU!

WE HOPE TO SEE YOU AGAIN AT THE NEXT MEETING!

Q+A & VIDEO ROOMS BREAKOUT

WANT TO JOIN A VIDEO ROOM?

Message Amanda via zoom to be
queued & notified when it's your turn