



MEDFORD

COMPREHENSIVE PLAN

Virtual Workshop, Public Workshop No. 3
March 16th 2022



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



WORKING WITH ZOOM

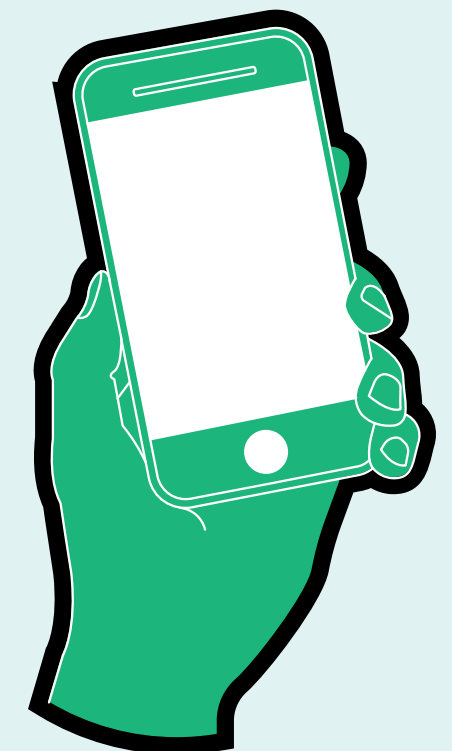
The image shows a Zoom meeting interface. On the left, a presentation slide with a dark blue background features the text "MEDFORD COMPREHENSIVE PLAN" in large white letters. Below this, it says "Virtual Workshop, Public Workshop No. 3" and "March 16th 2022". On the right, a chat window is open with the heading "Chat" and the instruction "Add comments and your answers to our questions here!". Below the text are three input fields, each preceded by a person icon. At the bottom, the Zoom control bar is visible, with icons for Mute, Stop Video, Participants (2), Chat, Share Screen, Record, Reactions, and a red Leave button. Three orange circles highlight the Mute, Chat, and Record icons. A dashed orange arrow points from the Record icon to the Chat window.

We are recording this meeting!

There are a few QR codes throughout the presentation.

These are optional and link to supplemental resources and information on the web.

Open up the camera on your smartphone and hold it to the screen to give it a try.



WITH THANKS TO THE STEERING COMMITTEE



David Baumgartner



Zac Bears



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



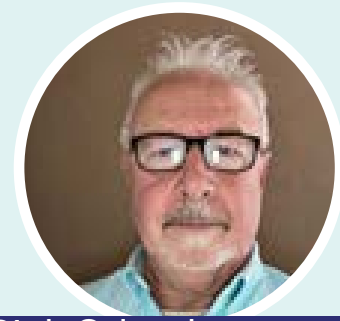
Kelly Lynema



Henry Milorin



Martha Ondras



Rick Orlando



Matt Preotle



Jess Robash



John Sousa

HELLO AGAIN!



TONIGHT'S GAMEPLAN

6:00

SETTLING IN

INTROS

6:20

**ENGAGEMENT
UPDATES**

**HOW TO STAY
INVOLVED**

6:30

**30-YEAR
COMP PLAN
VISION**

6:35

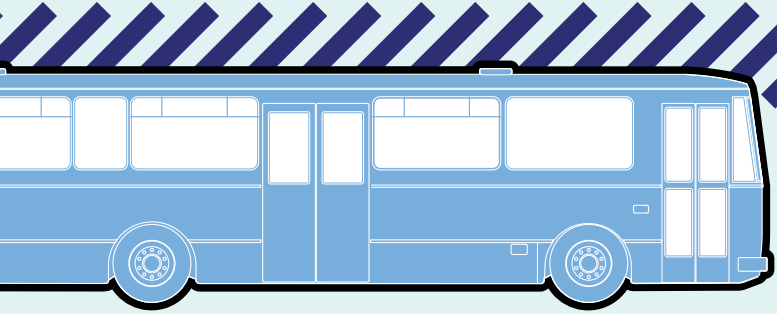
**10-YEAR
ACTION
PLAN
EXAMPLES**

6:50

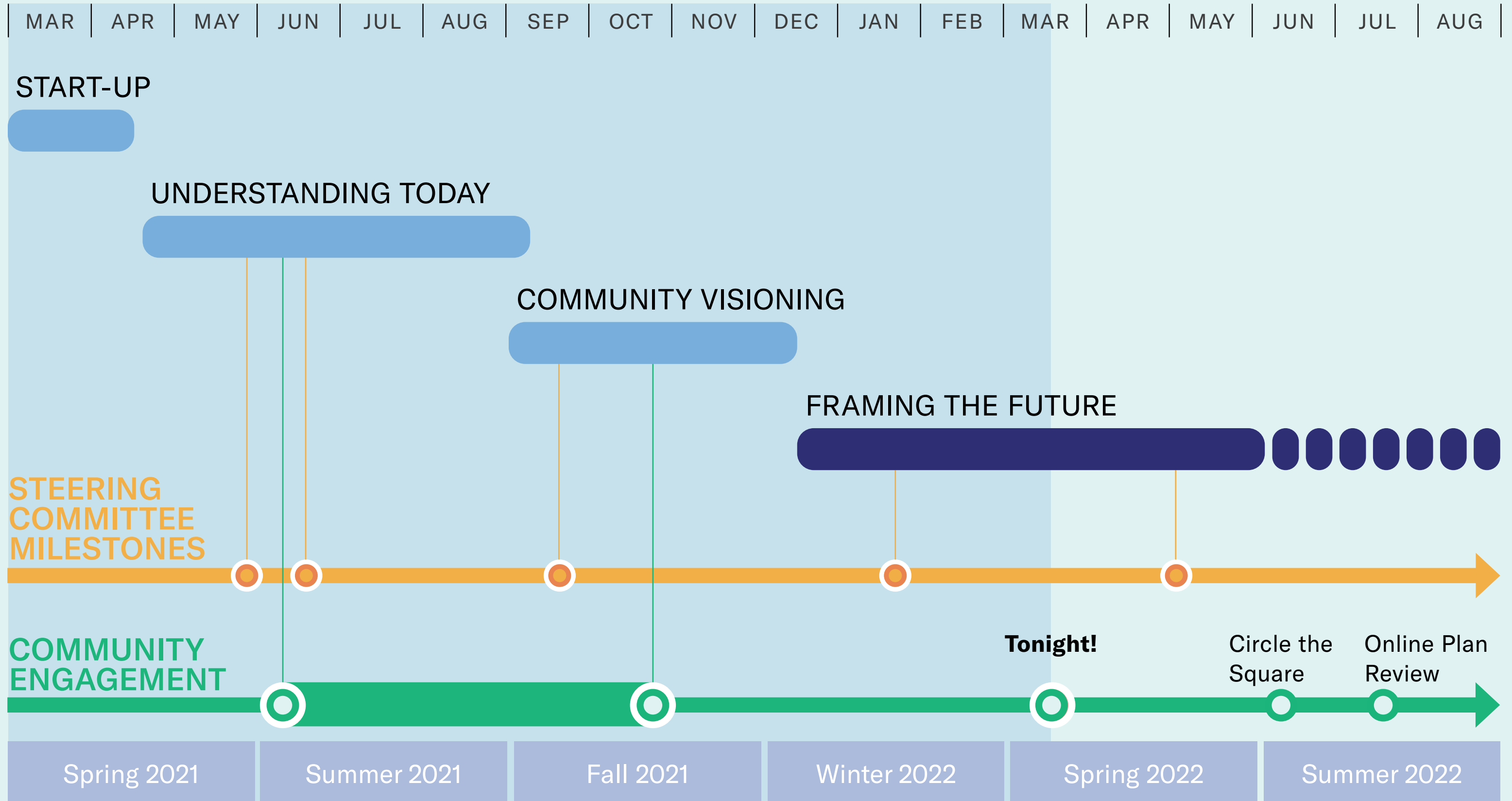
**BREAKOUTS
COMP PLAN
IN-ACTION**

7:50

**NEXT STEPS
DISCUSSION**



PROJECT PROGRESS AND TIMELINE



YOU'VE SHARED A LOT ABOUT MEDFORD

IN PERSON SUMMER EVENTS

- 10+ In-Person Events Including...
- Clippership Day Event
- Concerts at Condon Shell
- Mystic River Celebration
- Harvest Your Energy Festival
- Countless One-on-One Conversations

HANDOUTS & WRITTEN FEEDBACK

- 750+ Postcards Distributed
- 52 Comment Cards Returned
- 15,000 Reached Via Mail

WEBSITE & DIGITAL MAP FEEDBACK

- 1012 Unique Pins on Map
- 797 Comment Replies
- 1,900+ Unique Website Visits
- 2 Promotional Video Launches
- Airing on Local Medford Community Media

MEETINGS, INTERVIEWS, & FOCUS GROUPS

- Plan Guide Launch
- 5 Steering Committee Meetings
- 20+ Focus Groups
- 2 Public Workshops

ALL OF THIS INFORMED THE DRAFT THEMES & GOALS
(WE'LL GET INTO THOSE MORE LATER)

MAP #1 RECEIVED OVER 1,000 ONLINE MAP COMMENTS!

"The new mural looks great! Love the public art and would love to see more of it throughout the city!"

Online Map

"The Fells is a gem! One of the great features of living in Medford is access to nature and the great outdoors"

Online Map

"I would love to see Medford incentivize more cafes and bars."

Online Map

"Activate the riverfront, encourage new and existing businesses to face the river."

Online Map

"Make streets safer for non-motorized humans."

Online

"Love all of Medford's beautiful open spaces!"

Online Map

"Love our Medford Public Library, can't wait to see how the new space grows and supports our communities!"

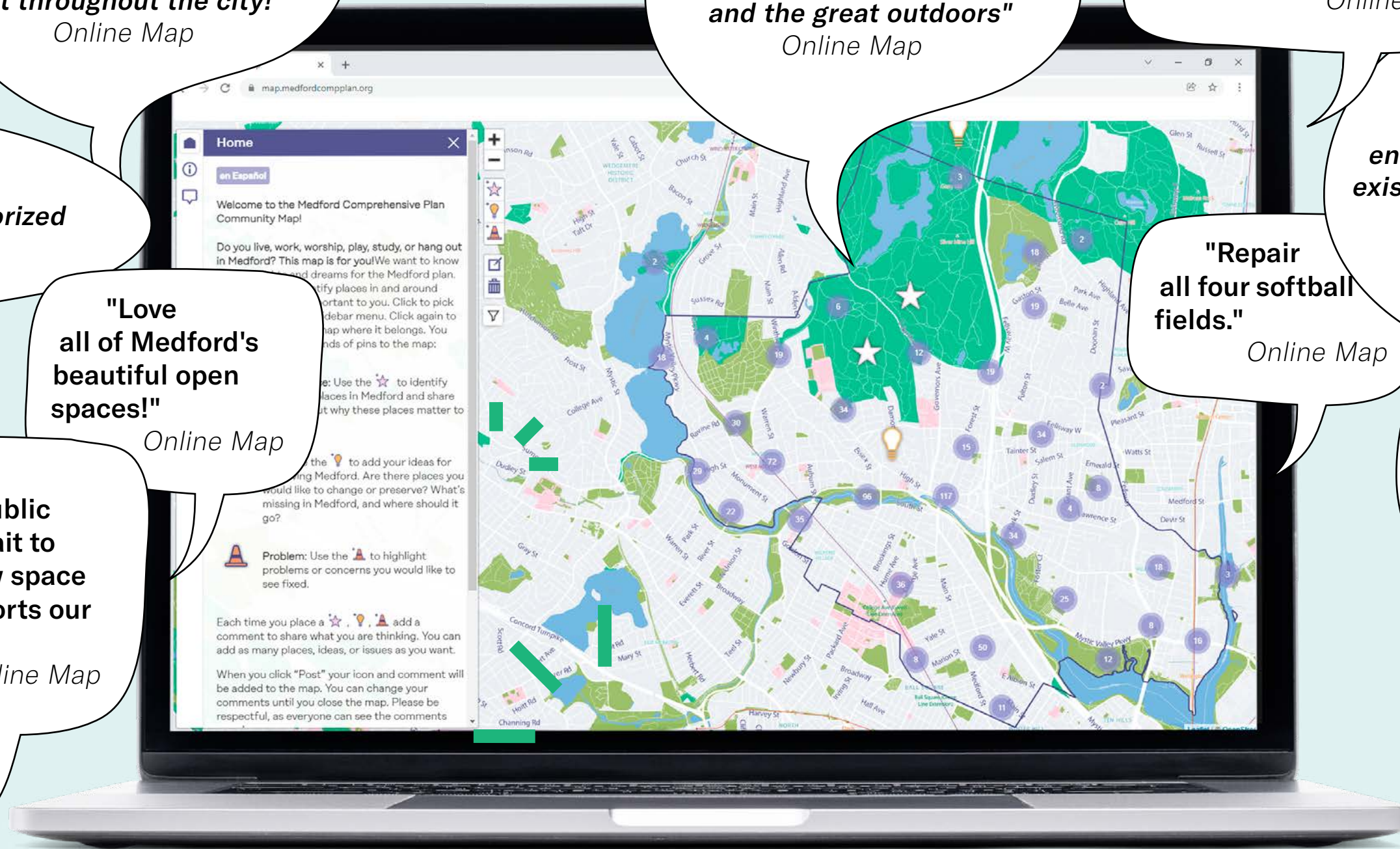
Online Map

"Repair all four softball fields."

Online Map

"We need more picnicking spots in Medford! And more native plants is a great idea."

Online Map



HELPING US UNDERSTAND PATTERNS OF CITY VALUES AND NEEDS

SPECIAL PLACES (169)



"An underappreciated gem is MacDonald Park. Large and peaceful."

Online

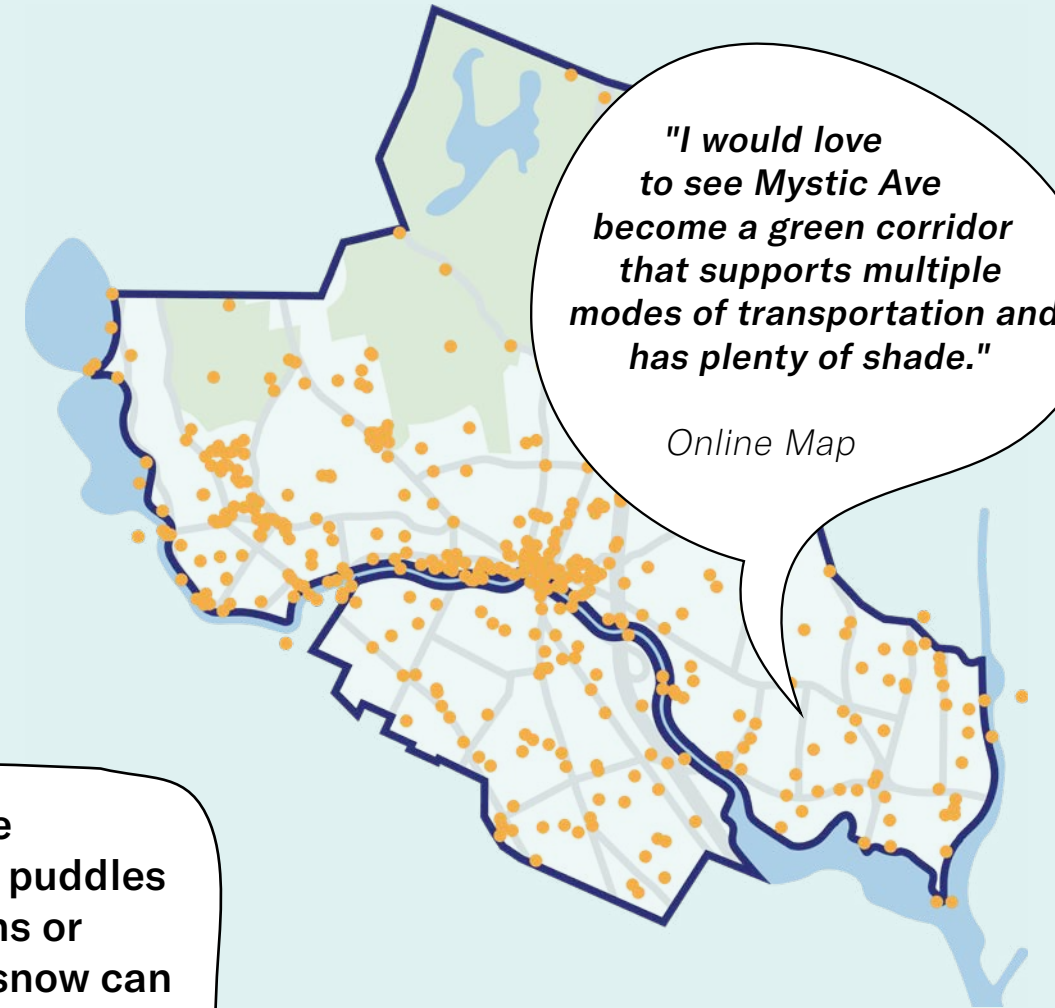
ISSUES (346)



"There are always massive puddles here when it rains or snows. A pile of snow can be found blocking this curb cut a week or two after a storm"

Online Map

IDEAS (497)



"I would love to see Mystic Ave become a green corridor that supports multiple modes of transportation and has plenty of shade."

Online Map

STILL
THIS PLAN NEEDS
YOU

**USE THE NEW ITERATION
OF THE ONLINE MAP**

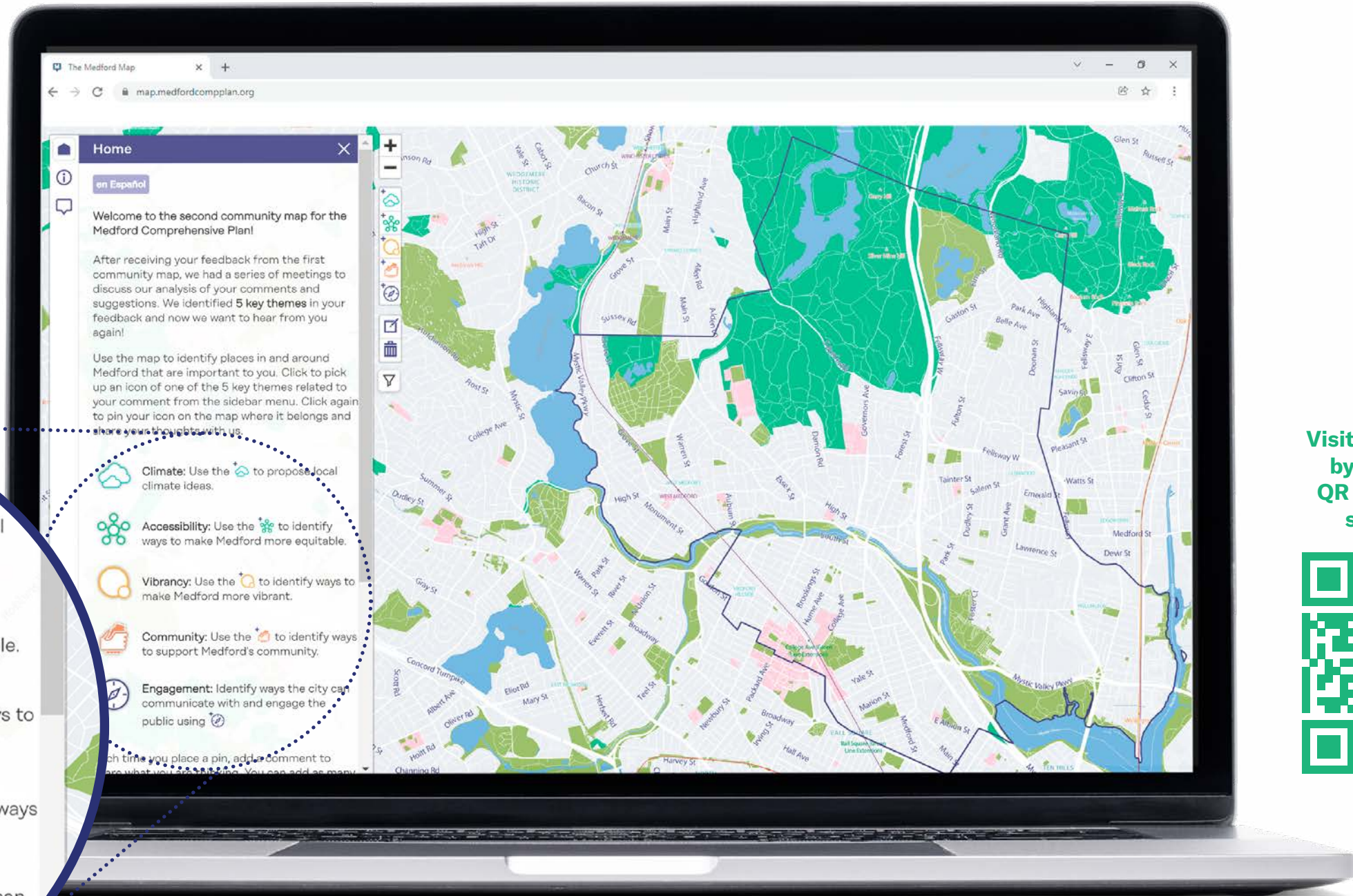
**SEND FEEDBACK TO
compplan@medford-ma.gov**

**VISIT OUR BOOTH AT
CIRCLE THE SQUARE ON
JUNE 18TH**

**REVIEW THE DRAFT WE
RELEASE IN JUNE**

SHARE ACTION IDEAS AND COMMENT ON THE NEW MAP

map.medfordcompplan.org



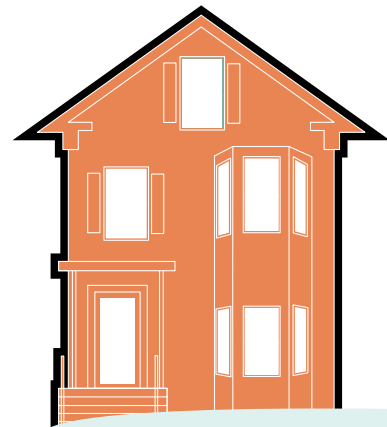
Visit the digital map
by scanning the
QR code with your
smartphone:



6 RECURRING TOPICS FROM RECENT MEETINGS

BIG IDEAS FROM PUBLIC MEETING NO. 2 & STEERING COMMITTEE NO. 4

HOUSING



"Added housing to commercial districts needs to be affordable so people are not priced out of their neighborhoods"
Public Meeting No. 2

"We should look for opportunities in Medford Square to build mixed use and to connect to river"
Steering Committee No. 4

MEDFORD SQ.

MIXED-USE

"The city needs to allow mixed-use development up to 2-3 stories over commercial in Medford Square"
Public Meeting No. 2

"Trees need to be preserved - no net loss policy should be implemented. Reduce losses on private land"
Steering Committee No. 4

MORE TREES

MAINTENANCE

"We need maintained sidewalks that don't turn ankles and pothole-free streets!"
Public Meeting No. 2

"Some locations aren't safe to get to by bike because of the lack of bike lanes"
Public Meeting, No. 2



BIKEABILITY

A VISION FOR THE FUTURE

30-YEAR VISION STATEMENT FROM COMMUNITY FEEDBACK AND PLAN THEMES

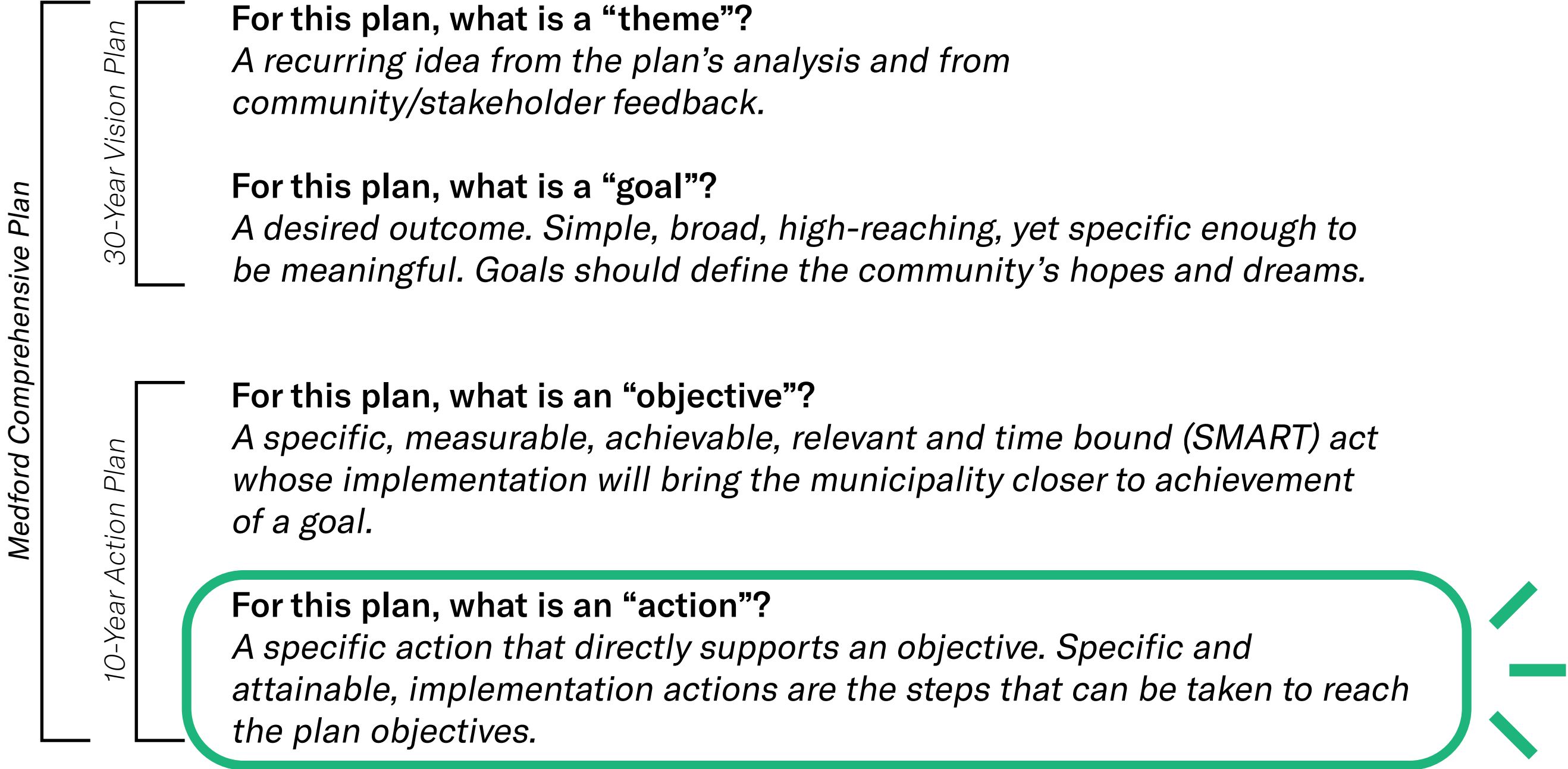
By 2050....

Medford's many **welcoming communities** thrive among **vibrant places** that enhance the daily lives of all who work, play, learn and grow in our city.

Together, we share a future that is **protected** from extreme heat and flooding, **connects people** to where they need to go, and promotes **open, engaged communication.**

REALIZING THE VISION

THEMES, GOALS, OBJECTIVES, ACTIONS


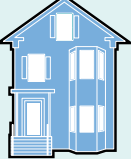



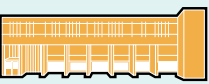
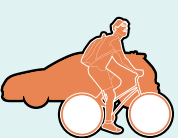


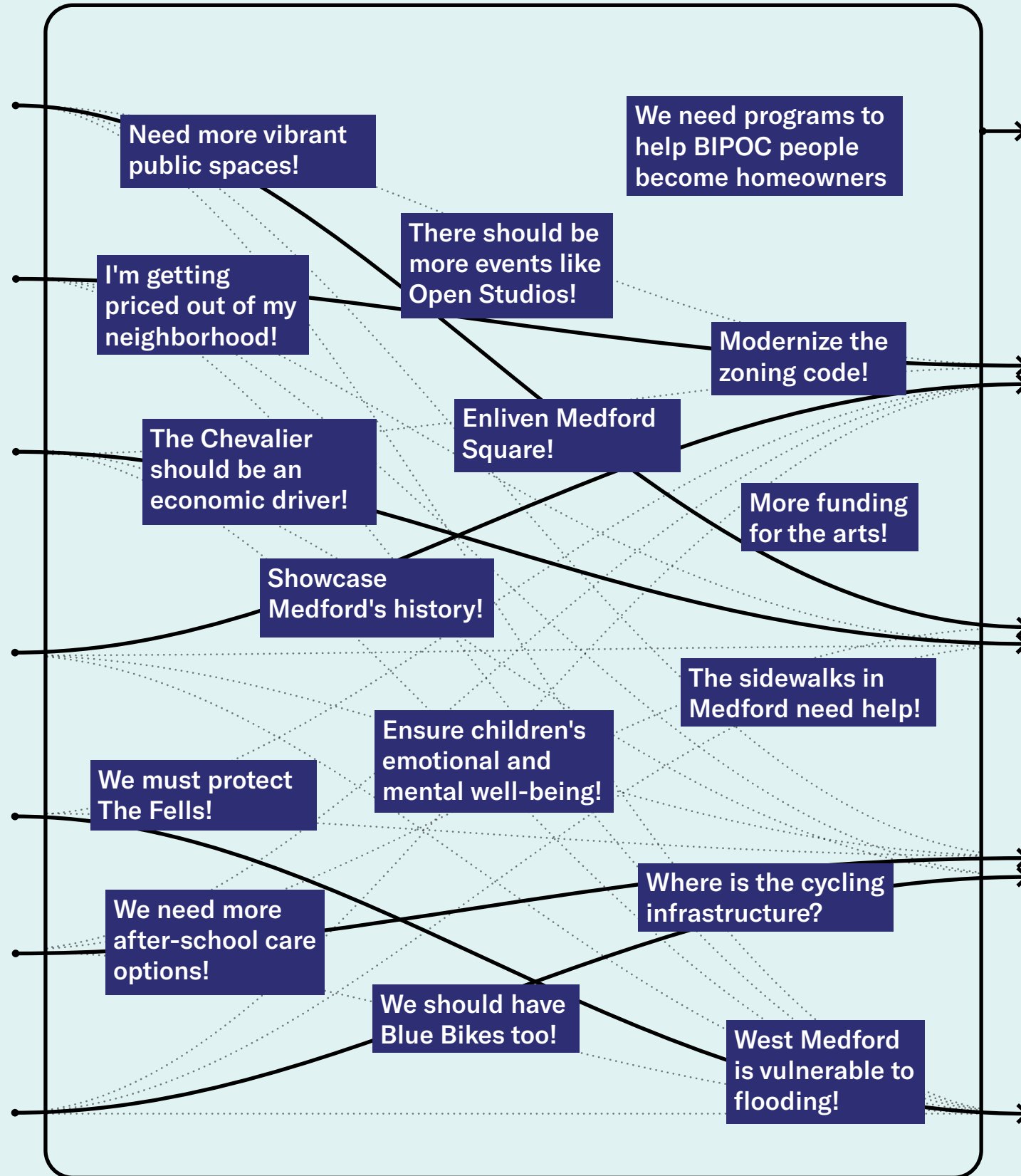
TRANSLATING COMMUNITY FEEDBACK INTO THEMES

M.G.L. CH.41 S.81D

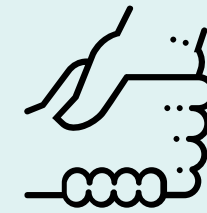
FEEDBACK FROM THE COMMUNITY

PLAN THEMES

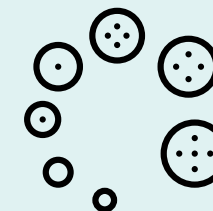
-  LAND USE
-  HOUSING
-  ECONOMIC DEVELOPMENT
-  HISTORY, ARTS, & CULTURE
-  OPEN SPACE & RECREATION
-  PUBLIC SERVICES
-  MOBILITY



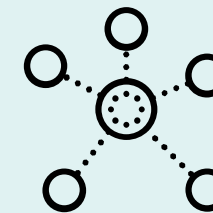
OPEN AND ENGAGED COMMUNICATION



WELCOMING & SUPPORTIVE COMMUNITY



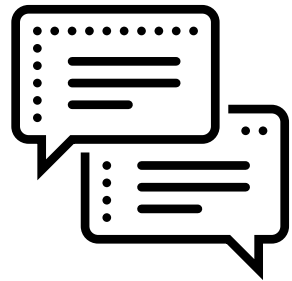
VIBRANT PLACES



ACCESS FOR ALL



CLIMATE RESILIENCY

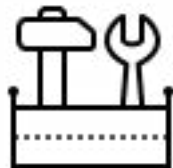


COMPREHENSIVE PLAN THEME:

OPEN & ENGAGED COMMUNICATION



MEDFORD IN 2022...



MANAGING LAND USE

The City has some useful tools such as inclusionary housing and linkage fees.



OPEN SPACE

Management roles are clear between municipality and state run open spaces, but can impact operations and use.



FACILITIES AND SERVICES

Not everyone has felt valued or represented by past decisions.



OPEN & ENGAGED COMMUNICATION

“The City should host civics lessons to help residents learn how to engage in the community and local government.”
Public Meeting No. 2

“Create welcoming spaces through training, translation, and support.”
Steering Committee No. 4

“Medford needs a real city website so we can know what's going on around the city and in the government”
Public Meeting No.2



GOALS

MAINTAIN & BUILD TRUST

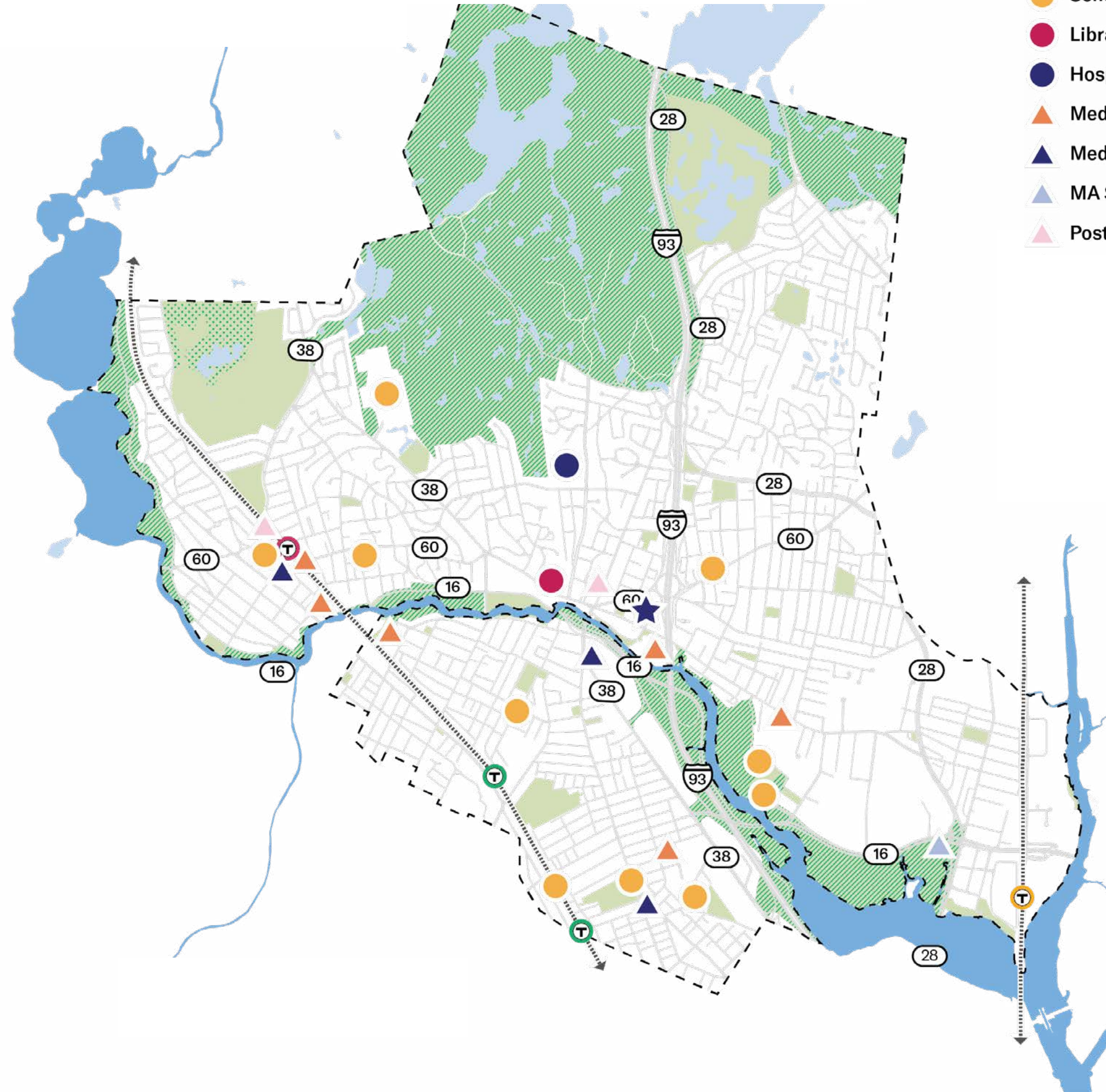
PRIORITIZE INITIATIVES

ALLOCATE RESOURCES EFFECTIVELY

OPEN & ENGAGED TODAY

MEDFORD TODAY

- ★ City Hall
- School
- Library
- Hospital
- ▲ Medford Housing Authority
- ▲ Medford Police and Fire
- ▲ MA State Police
- ▲ Post Office



OPEN & ENGAGED FUTURE

EXAMPLES OF CITYWIDE RECOMMENDATIONS

- ★ City Hall
- School
- Library
- Hospital
- ▲ Medford Housing Authority
- ▲ Medford Police and Fire
- ▲ MA State Police
- ▲ Post Office
- ▲ Resilience Hub Recommended in 2020 Report
- Resilience Hub Recommended in Comp Plan

ACTION:
*Issue an annual
Comprehensive Plan update*

ACTION:
*Increase the use of social-media
and digital outreach*

ACTION:
*Develop a central data repository to
promote cross-department use of
information*

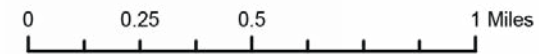
ACTION:
*Work with community groups
to implement the Resilience
Hubs recommendations*

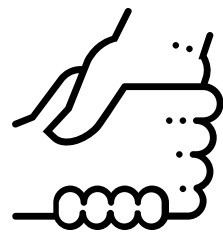
ACTION:
*Track participation
demographics in planning
processes and boards*

15

DRAFT ACTIONS

See the rest of the
actions by scanning the
QR code below:



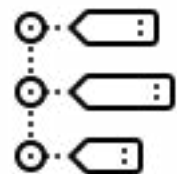


COMPREHENSIVE PLAN THEME:

A WELCOMING & SUPPORTIVE COMMUNITY



MEDFORD IN 2022...



HISTORY

Medford has a rich history which is evident in its architectural heritage and its many ethnic and cultural communities.



ARTS & CULTURE

While Medford has incorporated arts into the fabric of the city, arts and cultural organizations need ongoing resources.



HOUSING

Housing and open space use the most land within Medford; there is an identified need for more affordable housing.

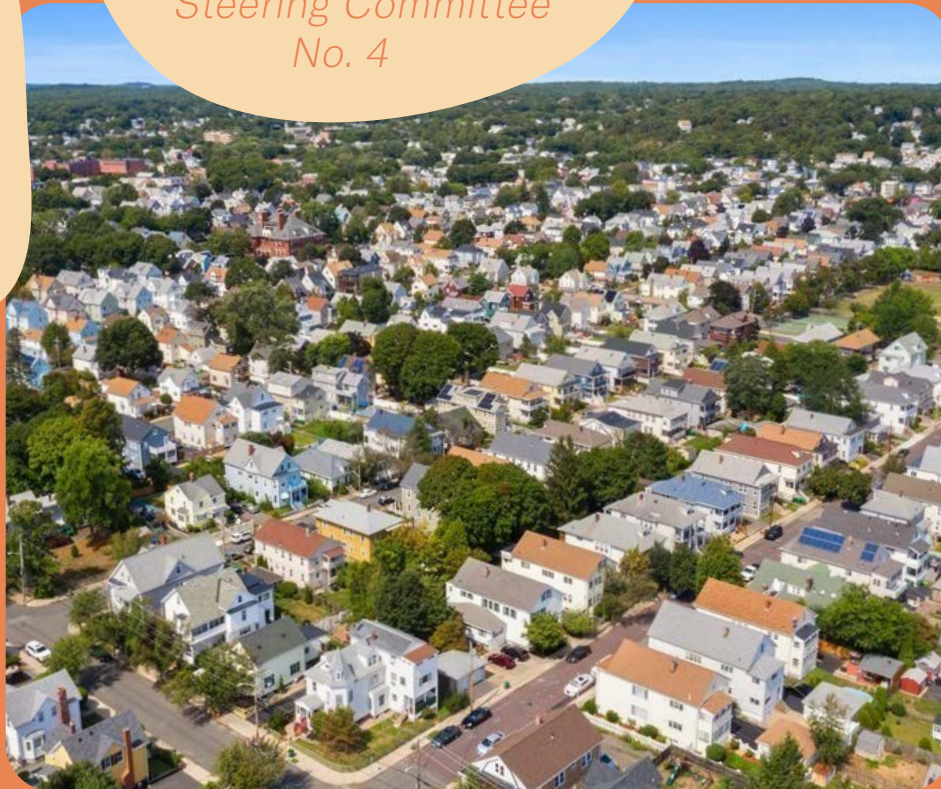


A WELCOMING & SUPPORTIVE COMMUNITY

“Public space in Medford should be welcoming for all ages! Especially teenagers who need more safe spaces to hangout.”
Public Meeting No. 2



“We need to develop community-led design standards”
Steering Committee No. 4



“Medford needs more general entertainment - beer gardens and food in public spaces.”
Steering Committee No. 4



A WELCOMING & SUPPORTIVE COMMUNITY GOALS




ENLIVEN OPEN SPACE

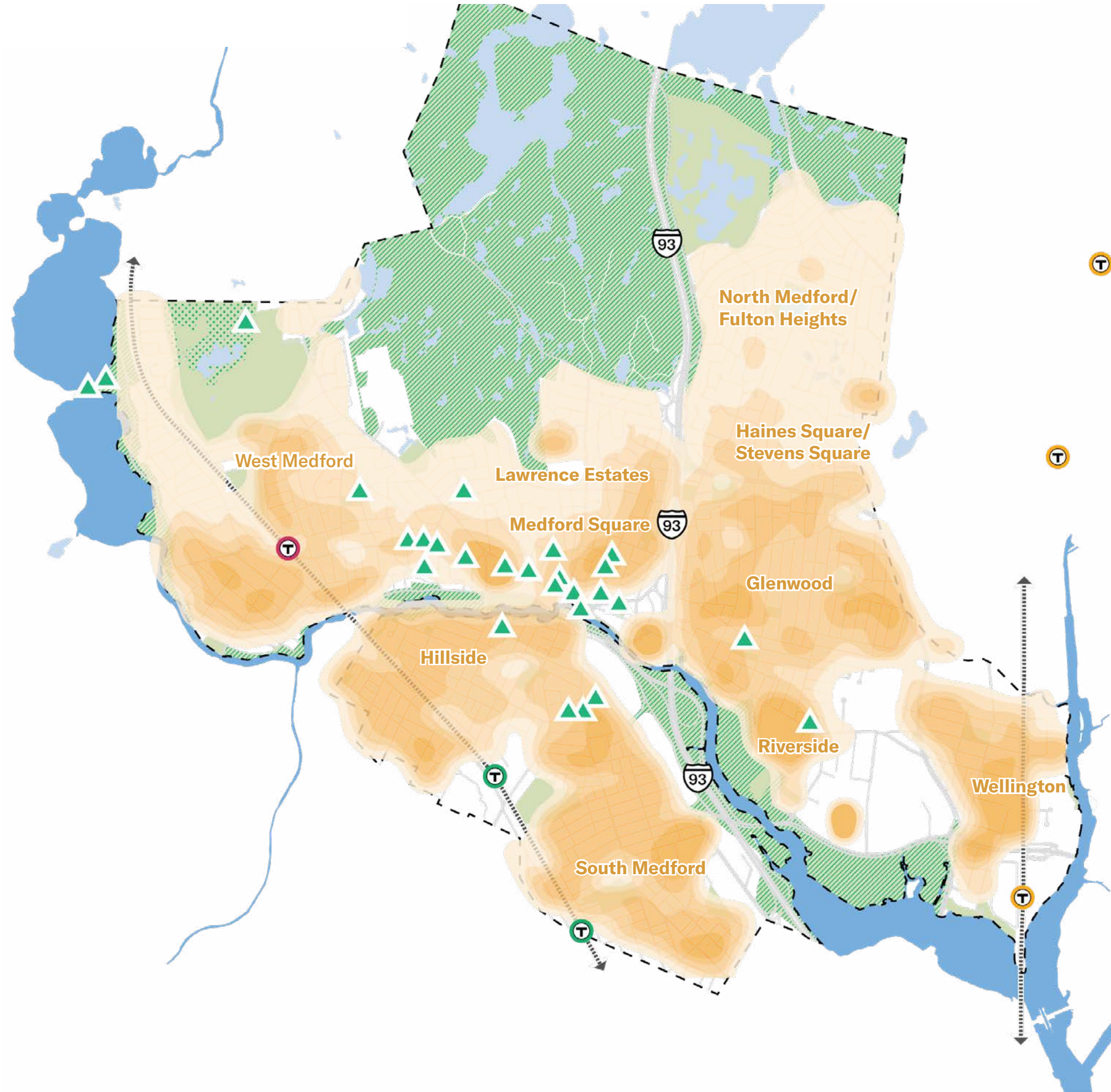
ENSURE AFFORDABLE HOUSING

HONOR HISTORY, ARTS & CULTURE

WELCOMING & SUPPORTIVE COMMUNITY






MEDFORD TODAY

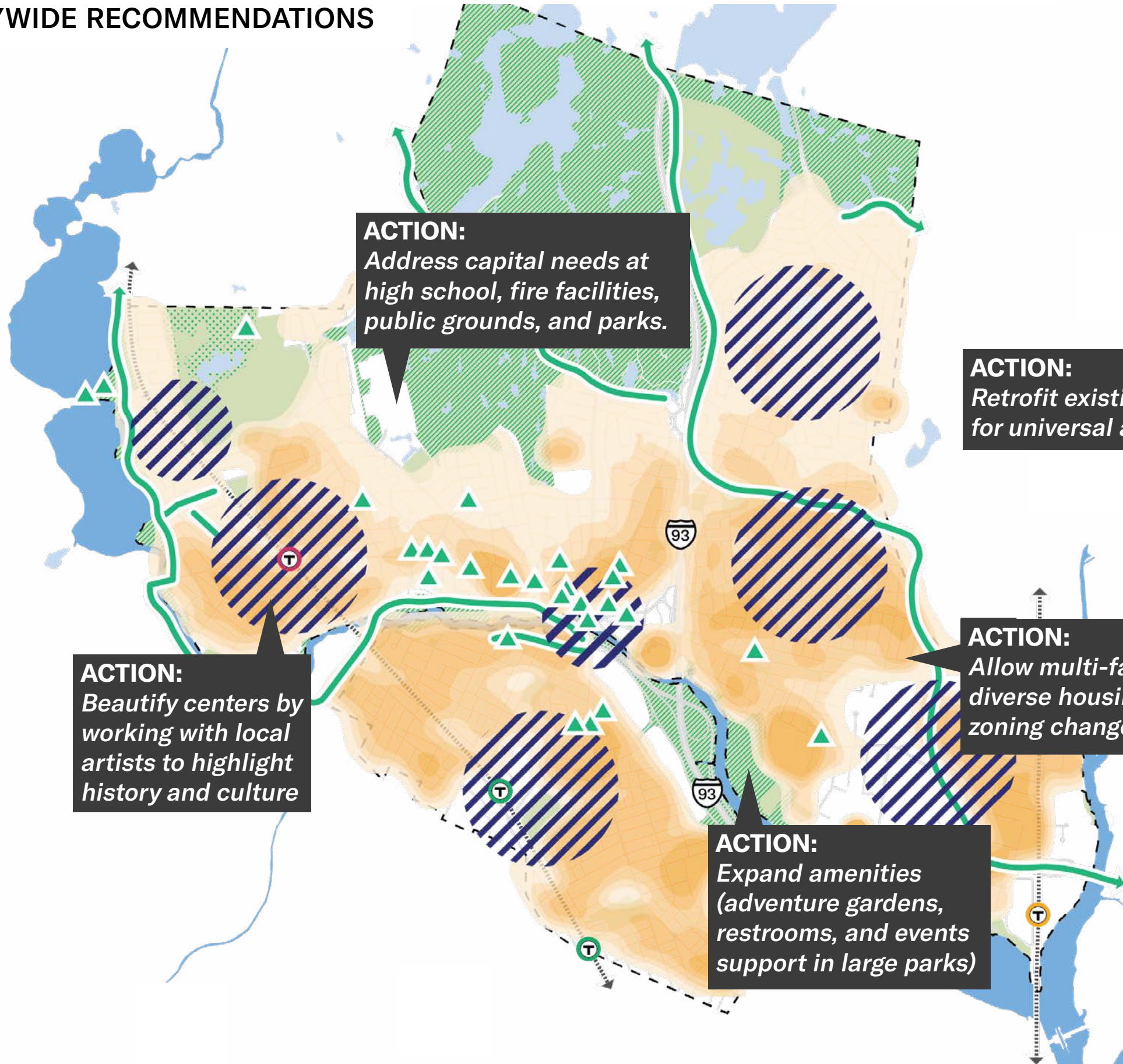
-  Historical Structure
-  Low Density Residential
-  High Density Residential



WELCOMING & SUPPORTIVE COMMUNITY

EXAMPLES OF CITYWIDE RECOMMENDATIONS

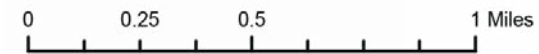
-  Historical Structure
-  Historical Corridors
-  Low Density Residential
-  High Density Residential
-  Neighborhood Center

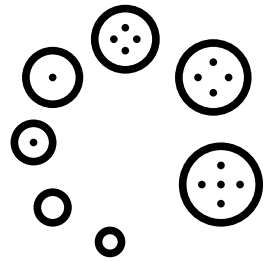


38

DRAFT ACTIONS

Visit the digital map by scanning the QR code with your smartphone:



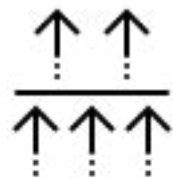


COMPREHENSIVE PLAN THEME:

VIBRANT PLACES



MEDFORD IN 2022...



ECONOMIC DEVELOPMENT

Medford has unique business districts, but the current zoning policy has been a barrier to growth.



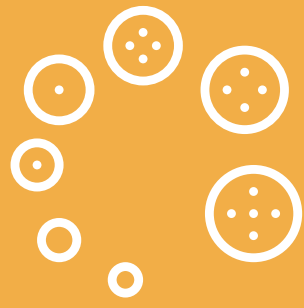
LAND USE

Some residents are unhappy with typologies and design aesthetics of recent developments.



OPEN SPACE

Riverfront open space is largely passive and disjointed; yet, the river is an important landmark feature.



VIBRANT PLACES

“Transit is key for connectivity between neighborhoods”
Steering Committee No. 4



“We should think about maker spaces and commissary kitchens to launch businesses”
Steering Committee No. 4



“As a community we should make it easier to form businesses and create a fail-safe environment for entrepreneurs to experiment”
Public Meeting, No. 2



VIBRANT PLACES GOALS

LIVE & WORK IN MEDFORD

BALANCE GROWTH

SUPPORT BUSINESSES & THE WORKFORCE

TYPES OF PLACES



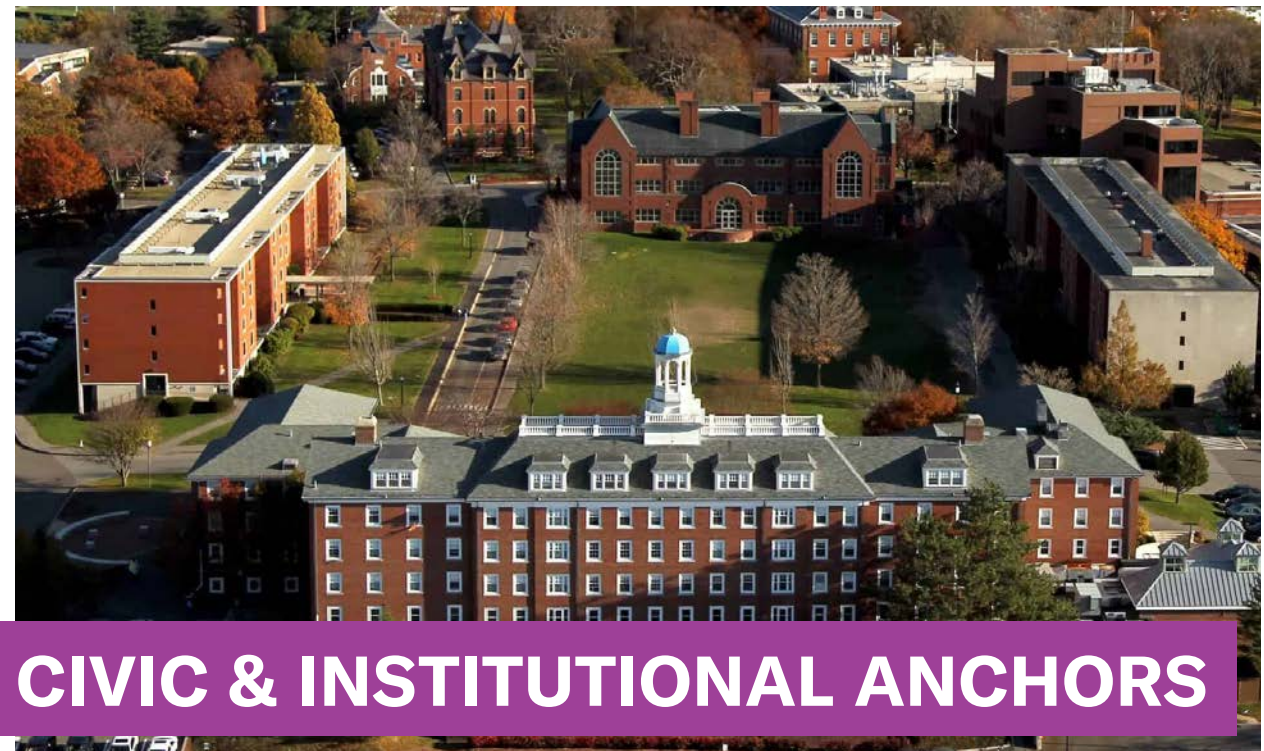
CORRIDORS



CENTERS & SQUARES



GATEWAYS



CIVIC & INSTITUTIONAL ANCHORS

VIBRANT PLACES

WIDE VARIETY OF CENTERS AND CORRIDORS

- Corridors
- Centers & Squares
- Gateway Nodes
- Civic & Institutional Anchors
- Green Corridors

ACTION:
Develop an anti-displacement toolkit for both residential and commercial

ACTION:
Encourage small-scale neighborhood retail and services

ACTION:
Leverage City-owned parcels to develop & promote multi-family residential

ACTION:
Attract companies that will provide well-paying jobs to residents in Medford

ACTION:
Partner with Tufts on educational & workforce training for youth, low income, and BIPOC residents

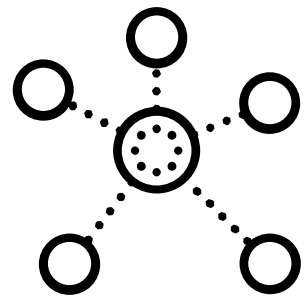
47

DRAFT ACTIONS

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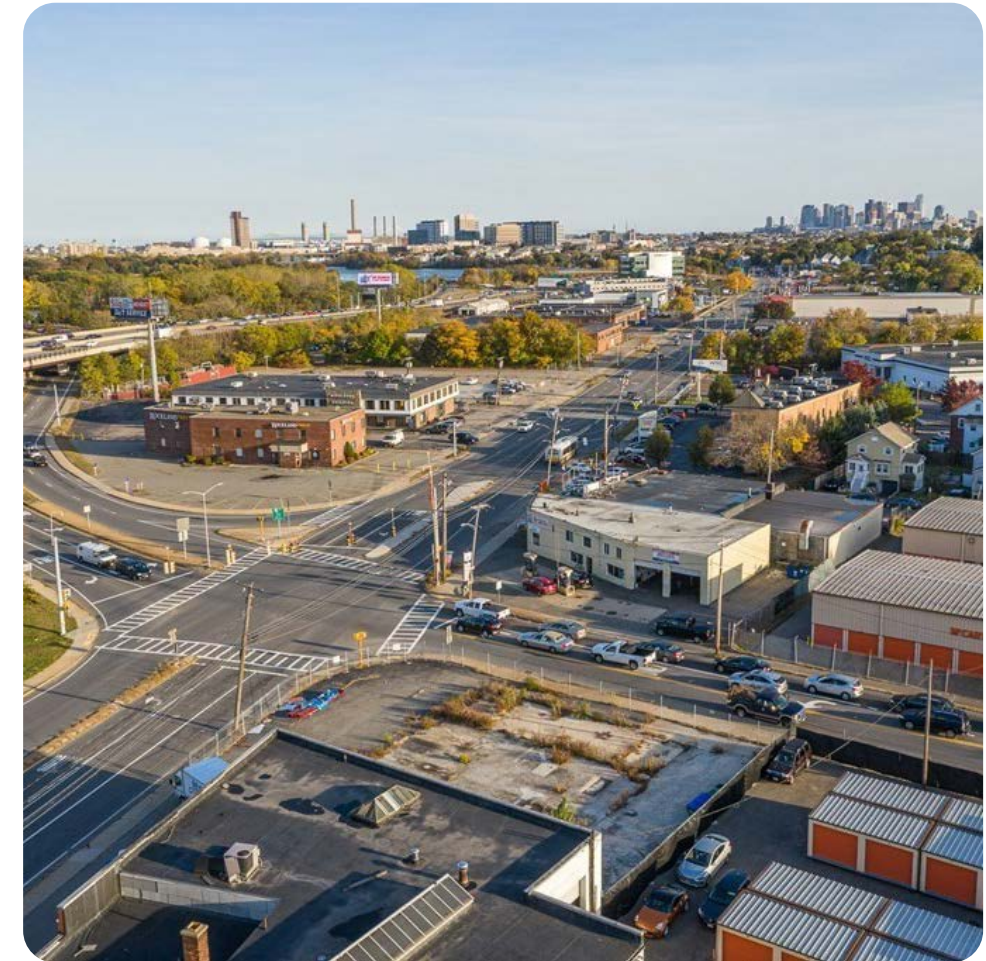


0 0.25 0.5 1 Miles



COMPREHENSIVE PLAN THEME:

ACCESS FOR ALL



MEDFORD IN 2022...



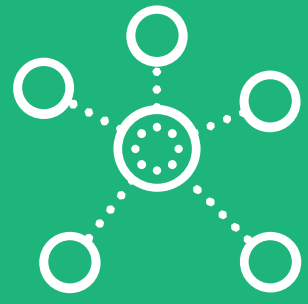
MOBILITY

Public transit connections to greater Boston and neighboring cities are sporadic, but evolving.



FACILITIES AND SERVICES

Although green space is geographically accessible, the impression is marred by poor connectivity and walkability.



ACCESS FOR ALL

“We need maintained sidewalks that don't turn ankles and pothole-free streets!”

Public Meeting No. 2



“Curbside management of service vehicles and deliveries is important for bikers and walking”

Steering Committee No. 4



“We need to consider lighting, shade, and the safety of children as they travel through the city.”

Steering Committee No. 4



ACCESS FOR ALL GOALS

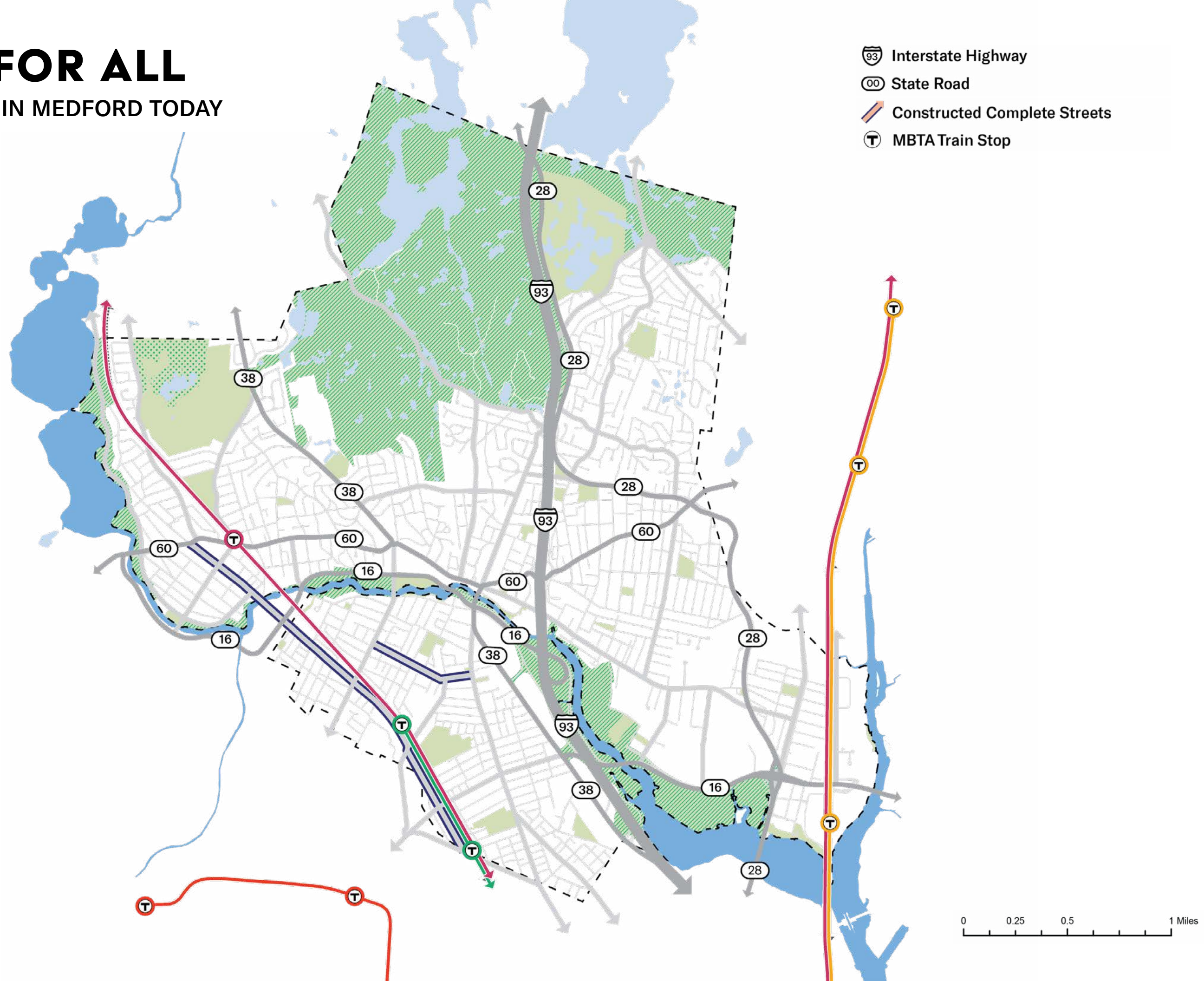
CONNECT MULTI-MODAL NETWORKS

COORDINATE MOBILITY & DEVELOPMENT

ACCESS FOR ALL

MOBILITY ACCESS IN MEDFORD TODAY

-  Interstate Highway
-  State Road
-  Constructed Complete Streets
-  MBTA Train Stop



ACCESS FOR ALL

EXAMPLES OF CITYWIDE RECOMMENDATIONS

-  Interstate Highway
-  State Road
-  Planned Complete Streets
-  Constructed Complete Streets
-  MBTA Train Stop
-  1/4 Mile Walkshed From Station
-  1/2 Mile Walkshed From Station
-  3/4 Mile Walkshed From Station

ACTION:
Audit pedestrian crossings and school-adjacent routes for safe crossings

ACTION:
Determine how to integrate currently unaccepted streets into city ownership

ACTION:
Create a pilot installation of curbside EV charging stations in residential areas

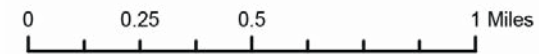
ACTION:
Promote density and mixed use in walking distance of MBTA train stations and major bus hubs.

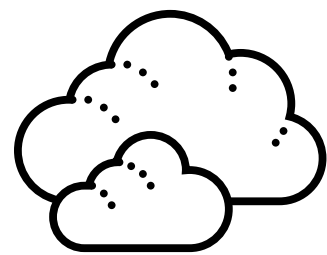
ACTION:
Implement the 2016 Bicycle Infrastructure Master Plan

33

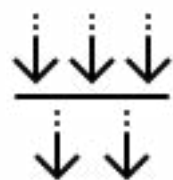
DRAFT ACTIONS

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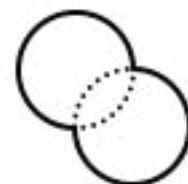


CLIMATE RESILIENCE



OPEN SPACE

Medford has significant natural areas that cool the areas around them.



OPEN SPACE

Environmental Justice communities overlap with the floodplain in several parts of the city.



FACILITIES AND SERVICES

In the past, there has been a "Band-aid" approach to capital investments. Often capital budget needs are aspirational and not attainable.



CLIMATE RESILIENCE

*“We need area-specific targets for impervious surfaces and tree canopy enhancement”
Steering Committee No. 4*



“There should be resources to help residents make decisions about climate related issues - let's have education sessions”

Public Meeting No. 2



“Let's activate the river during all four seasons. People enjoy being able to walk along the river and appreciate nature.”

Public Meeting No. 2






CLIMATE RESILIENCE GOALS

ACHIEVE CLIMATE ACTION & ADAPTATION PLAN

PRESERVE & ENHANCE NATURAL RESOURCES

CLIMATE RESILIENCE

EXAMPLES OF CITYWIDE RECOMMENDATIONS

-  Areas at Risk of Flooding and Natural Disaster
-  Medium Heat Island Effects
-  High Heat Island Effects

ACTION:
Use streets and open spaces for stormwater management

ACTION:
Focus public tree investments in priority areas like places with high heat vulnerability

ACTION:
Adopt environmental performance standards for large projects.

ACTION:
Update flood resilience and cool surface design guidelines and standards

17

DRAFT ACTIONS

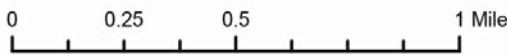
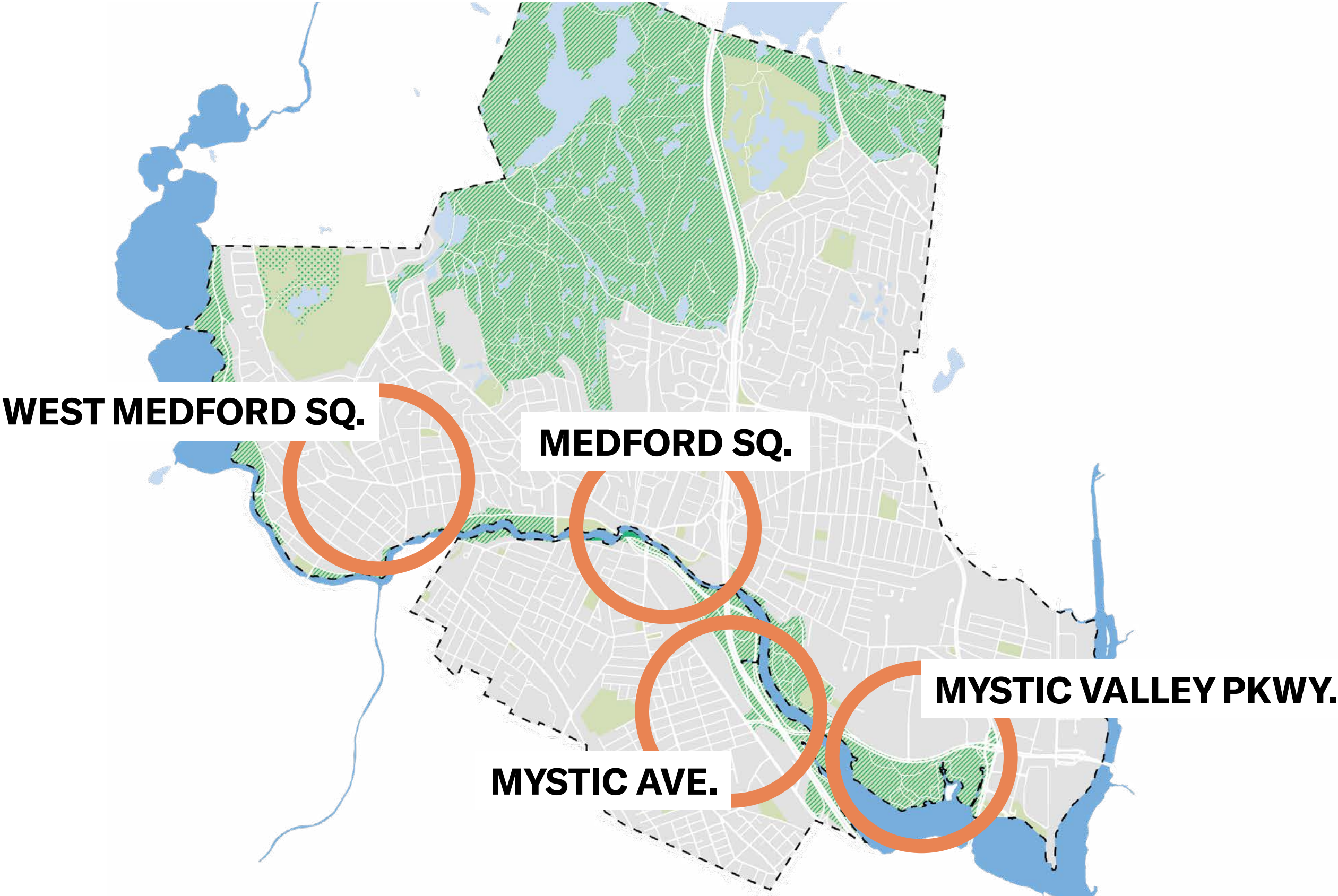
Visit the digital map by scanning the QR code with your smartphone:



0 0.25 0.5 1 Miles

LET'S TAKE A CLOSER LOOK...

WE'LL ZOOM INTO THESE PARTS OF THE CITY AND IDENTIFY AREA SPECIFIC ACTIONS



TODAY

WEST MEDFORD SQUARE



"There are so many vacancies in West Medford Square right now. It'd be so great to have a coffee shop, a book store, ethnic food store, a wine and beer bar, a fitness center, anything local!"
Online Map

Johnson Ave.

Usher Rd.

Irving St.

Brooks St.

Warren St.

High St.

Cottage St.

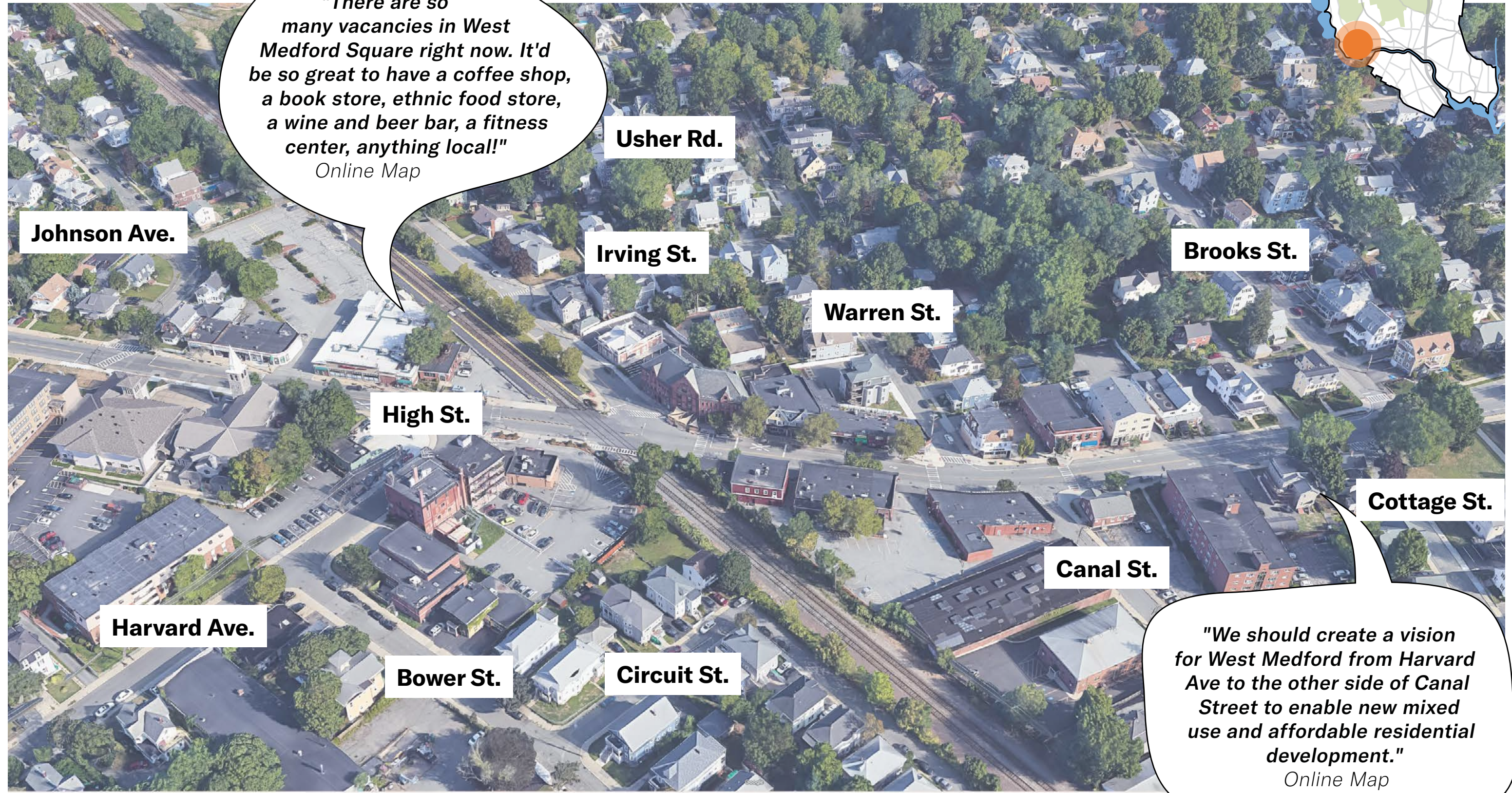
Canal St.

Harvard Ave.

Bower St.

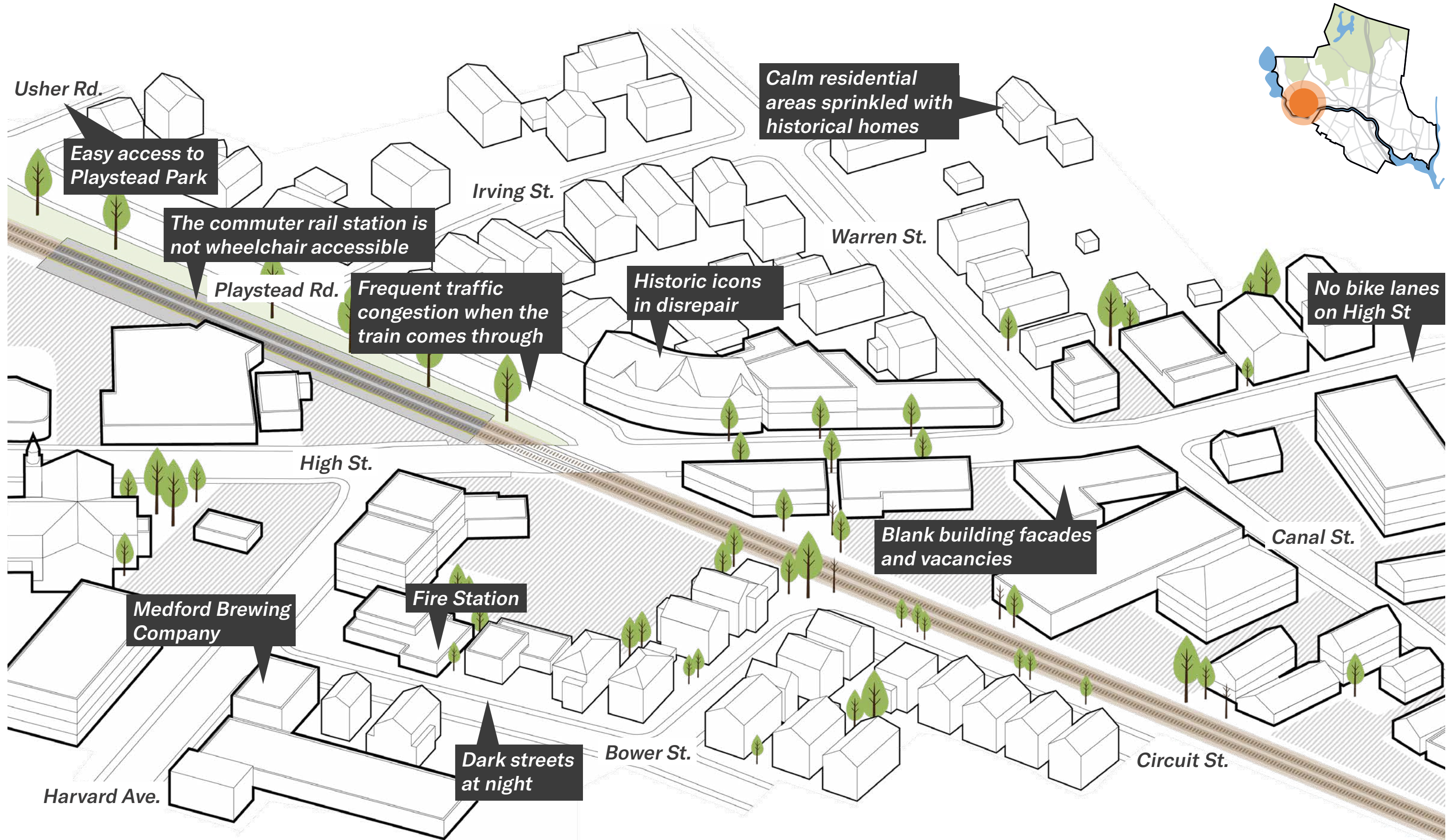
Circuit St.

"We should create a vision for West Medford from Harvard Ave to the other side of Canal Street to enable new mixed use and affordable residential development."
Online Map



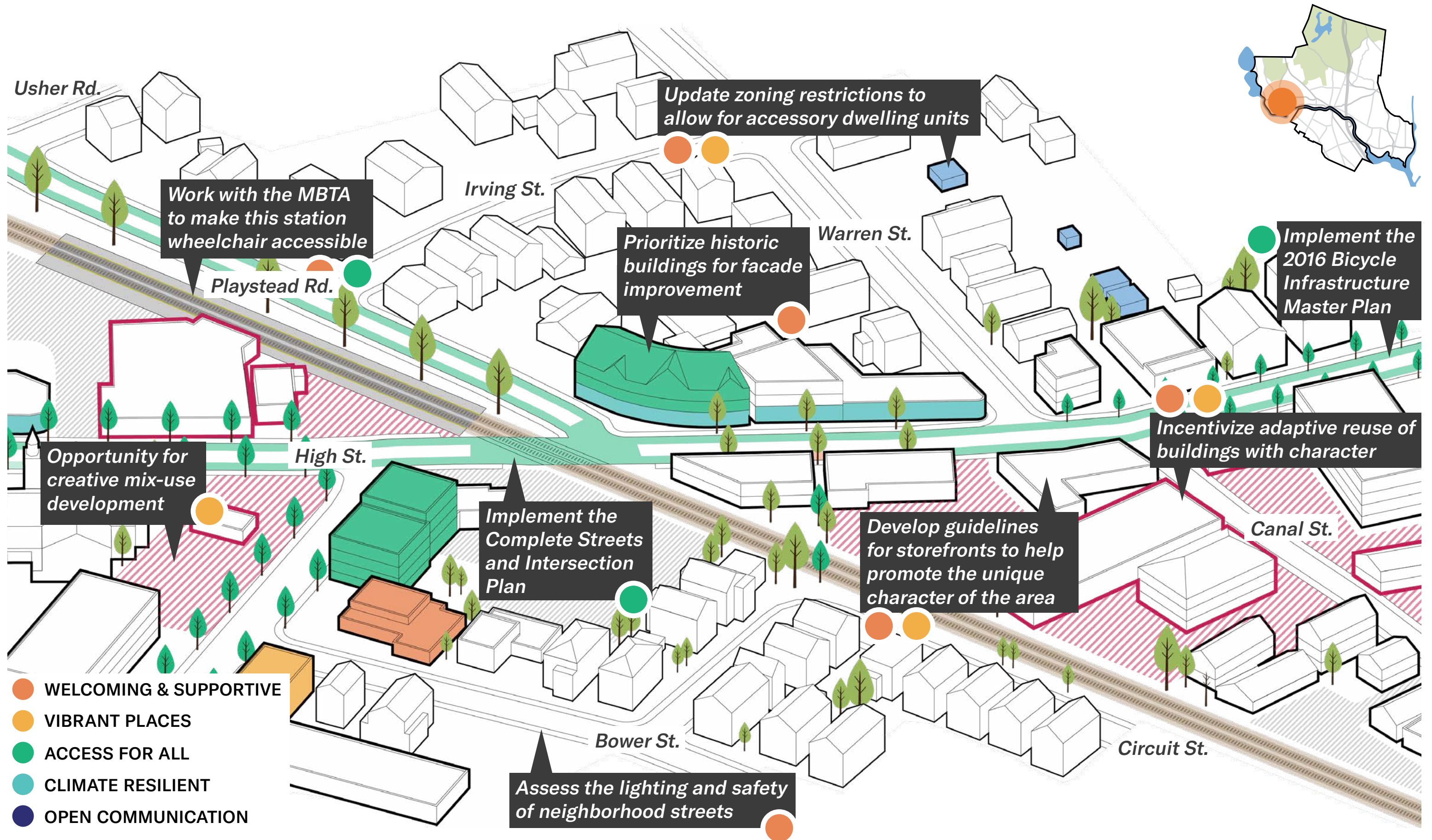
TODAY

WEST MEDFORD SQUARE



PLAN IN ACTION

WEST MEDFORD SQUARE



Work with the MBTA to make this station wheelchair accessible

Update zoning restrictions to allow for accessory dwelling units

Prioritize historic buildings for facade improvement

Implement the 2016 Bicycle Infrastructure Master Plan

Incentivize adaptive reuse of buildings with character

Opportunity for creative mix-use development

Implement the Complete Streets and Intersection Plan

Develop guidelines for storefronts to help promote the unique character of the area

Assess the lighting and safety of neighborhood streets

- WELCOMING & SUPPORTIVE
- VIBRANT PLACES
- ACCESS FOR ALL
- CLIMATE RESILIENT
- OPEN COMMUNICATION

IDEAS FROM OTHER COMMUNITIES

WEST MEDFORD SQUARE



Allow Accessory Dwelling Units



Promote Adaptive Reuse



Appropriately Scaled Mixed Use



Design Protected Bike Lanes



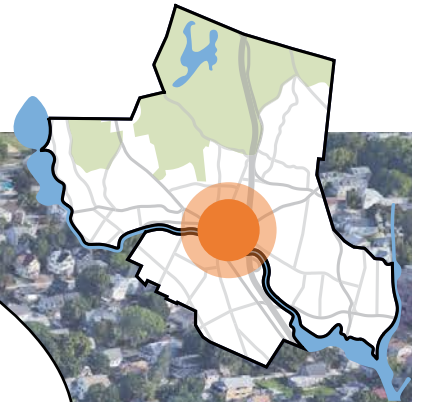
Enable Outdoor Dining



Make Stations Wheelchair Accessible

TODAY

MEDFORD SQUARE



Governors Ave.

Forest St.

Ashland St.

Salem St.

High St.

Main St.

Mystic Valley Pkwy.

Riverside Ave.

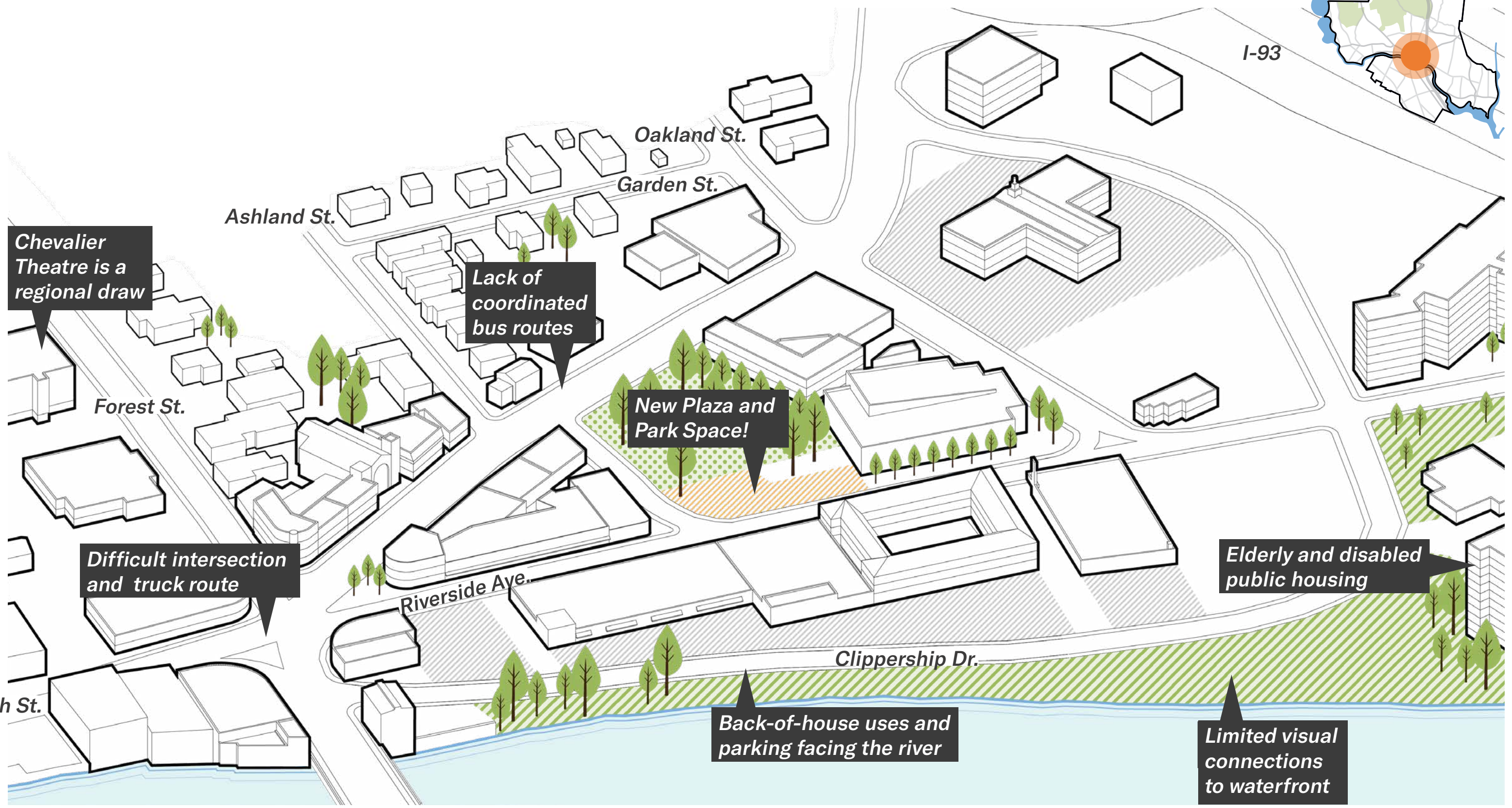
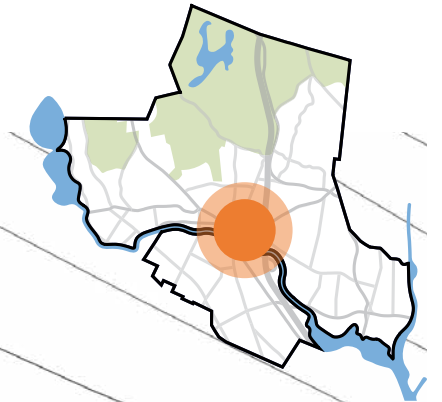
Clippership Dr.

I-93

*"There is way too much surface parking around city hall. There's gotta be a better use for all that space so close to Medford Square."
Online Map*

*"We need to calm traffic and reduce cut throughs, let's have Medford Square serve residents and visitors."
Online Map*

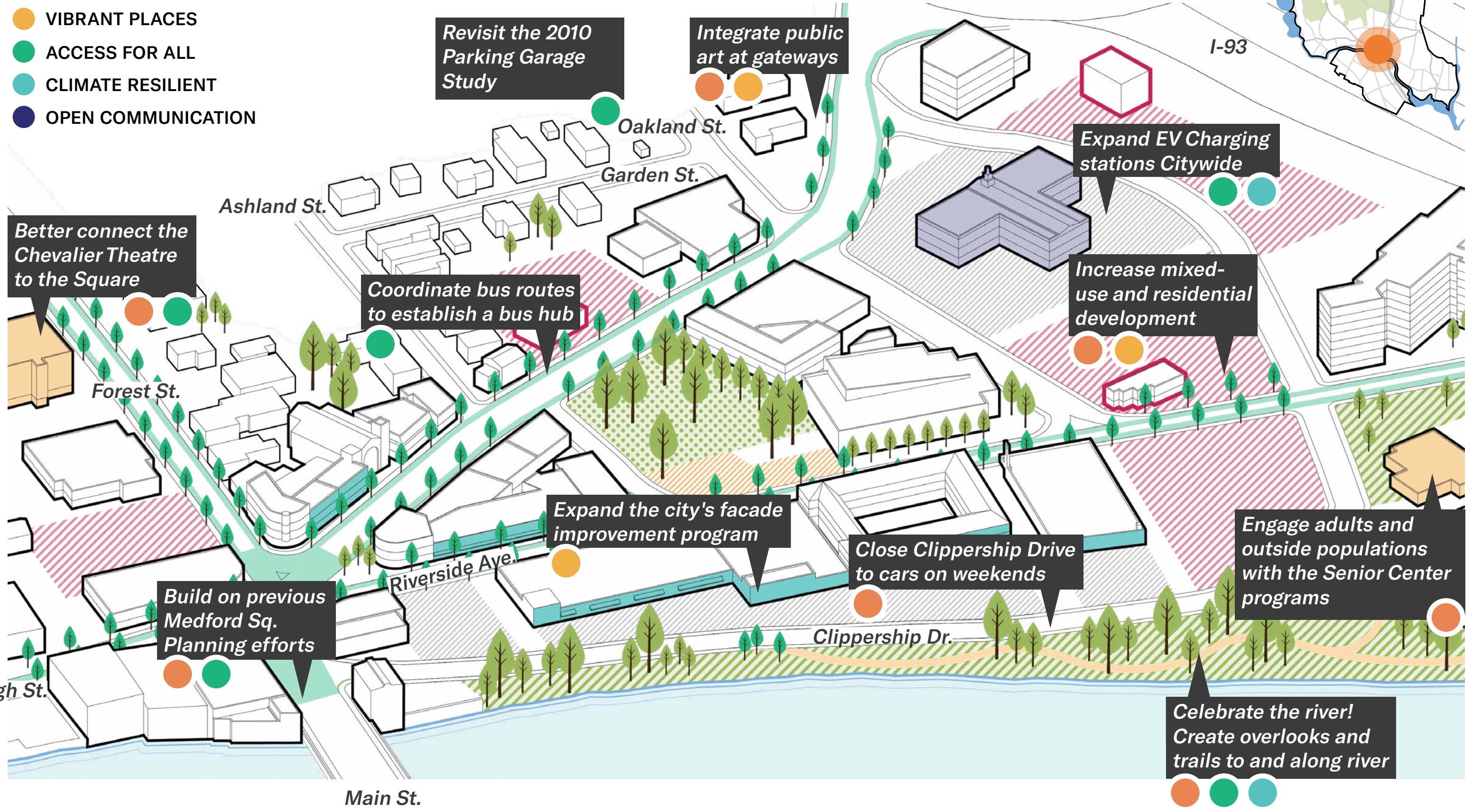
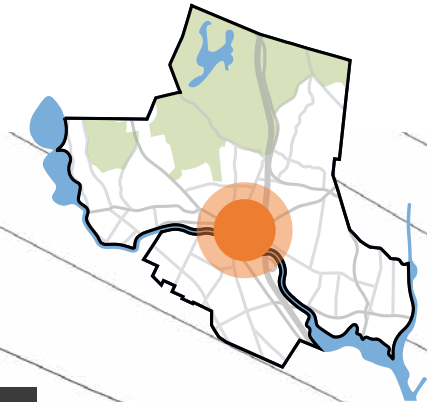
MEDFORD SQUARE



PLAN IN ACTION

MEDFORD SQUARE

- WELCOMING & SUPPORTIVE
- VIBRANT PLACES
- ACCESS FOR ALL
- CLIMATE RESILIENT
- OPEN COMMUNICATION



IDEAS FROM OTHER COMMUNITIES

MEDFORD SQUARE



Expanded Facade Improvement



Public Art by Local Artists



Incorporate Public Parking in Mixed Use



Create a Bus Hub



River Overlooks and Trails



Expand Outdoor Dining

TODAY

MYSTIC VALLEY PARKWAY



"I live so close to Wegmans but feel completely unsafe walking or biking there. Also crazy that there are bike paths but it's impossible to access them."

Online Map

"It would be great to have more points of access to the river along this part of the park. Would be great to have a boardwalk for fishing or other programmed spaces along the water's edge."

Online Map

Mystic Ave.

I-93

Riverside Ave.

Rockwell Ave.

Linden St.

Locust St.

Commercial St.

Mystic Valley Pkwy

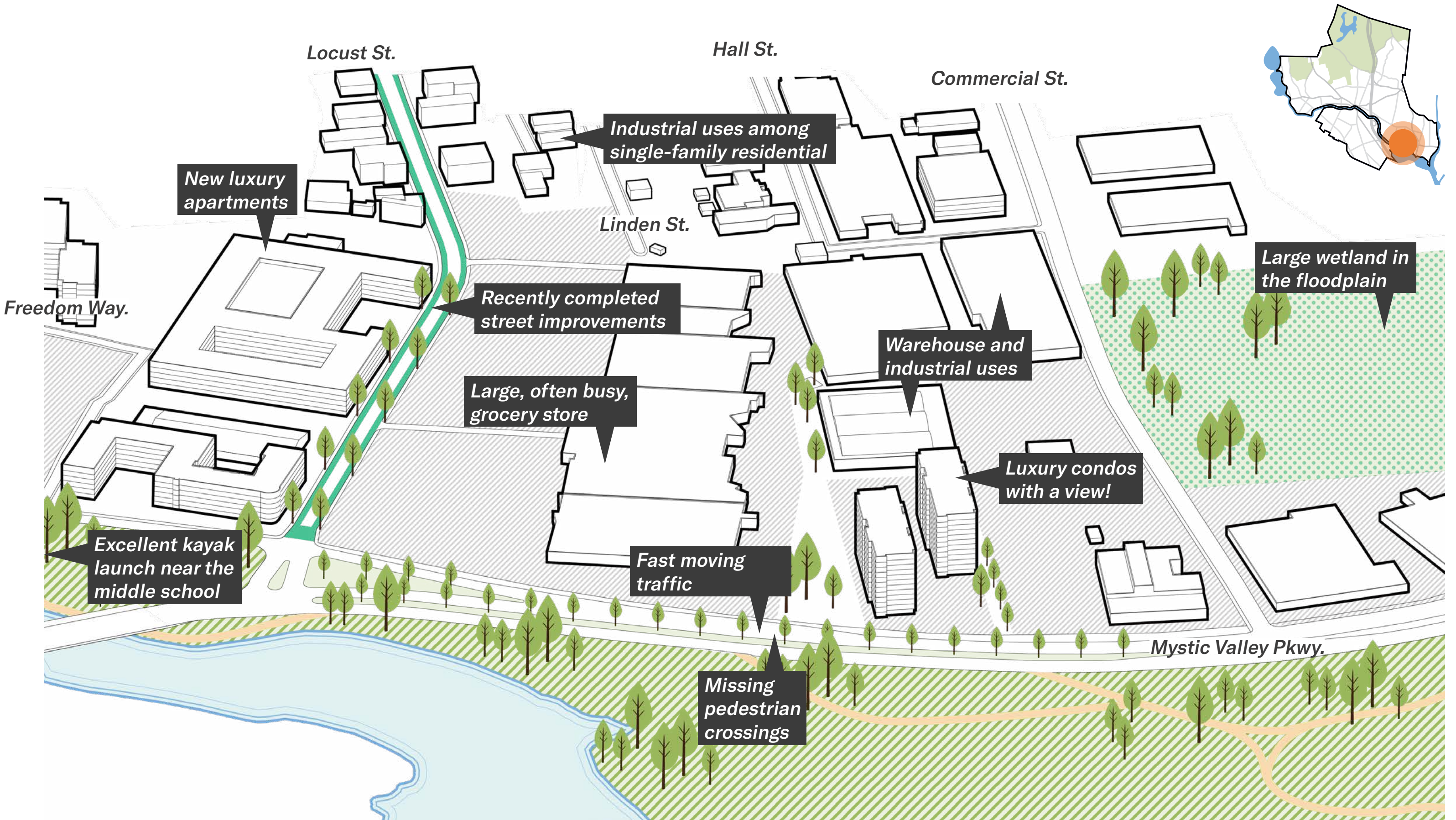
Linden St.

Bradbury Ave.

Route 28

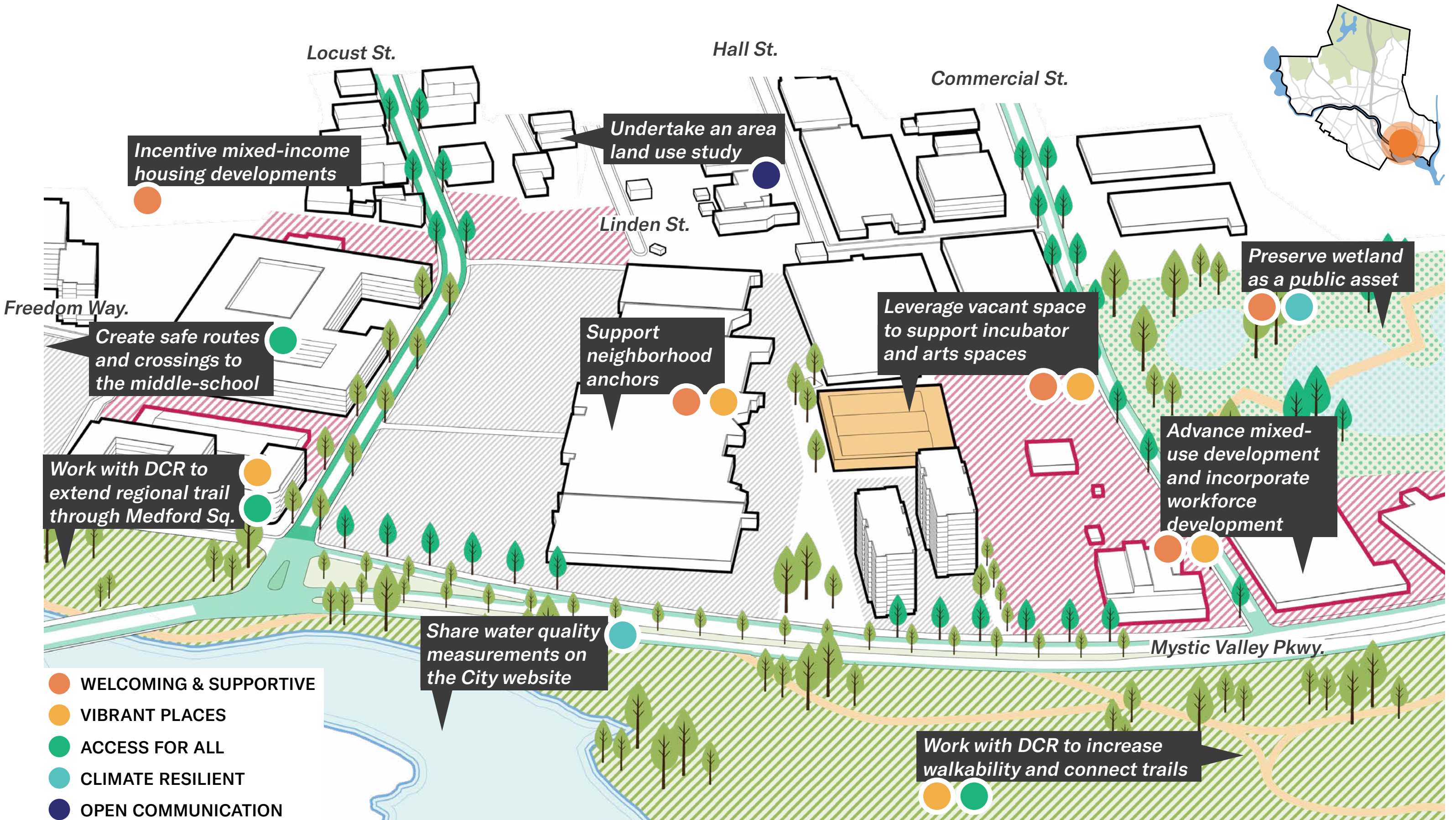
TODAY

MYSTIC VALLEY PARKWAY



PLAN IN ACTION

MYSTIC VALLEY PARKWAY



IDEAS FROM OTHER COMMUNITIES

MYSTIC VALLEY PARKWAY



Create Strategic Density



Connect Bike Routes



Enable Artists and Maker Spaces



Create Workforce Education Programs



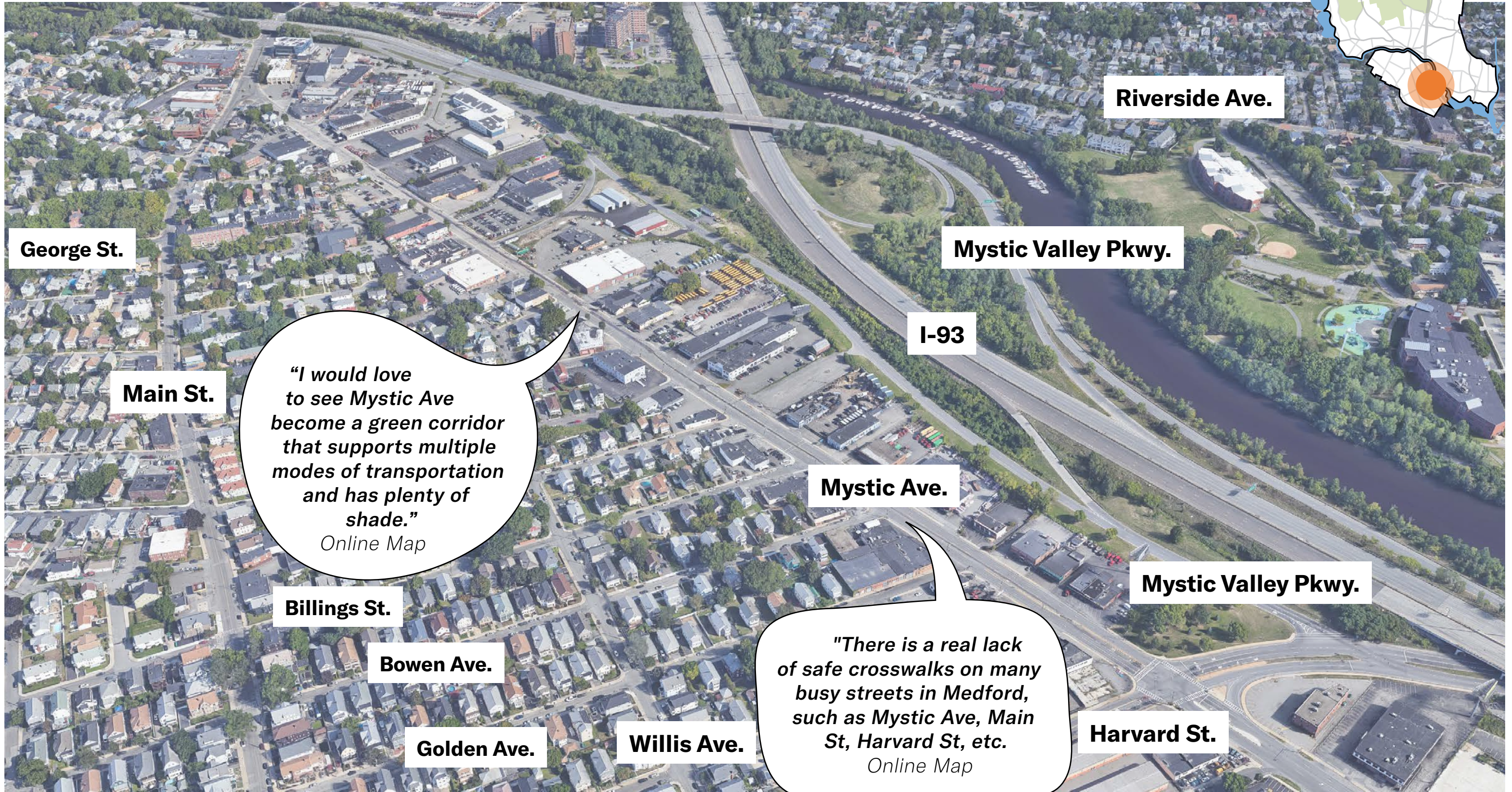
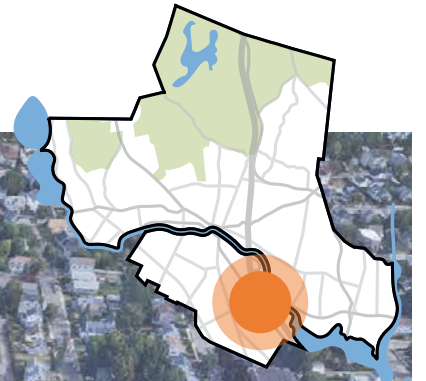
Enhance & Celebrate Wetlands



Expand Affordable Housing Stock

TODAY

MYSTIC AVE. CORRIDOR



George St.

Riverside Ave.

Mystic Valley Pkwy.

Main St.

I-93

*"I would love to see Mystic Ave become a green corridor that supports multiple modes of transportation and has plenty of shade."
Online Map*

Mystic Ave.

Mystic Valley Pkwy.

Billings St.

*"There is a real lack of safe crosswalks on many busy streets in Medford, such as Mystic Ave, Main St, Harvard St, etc."
Online Map*

Bowen Ave.

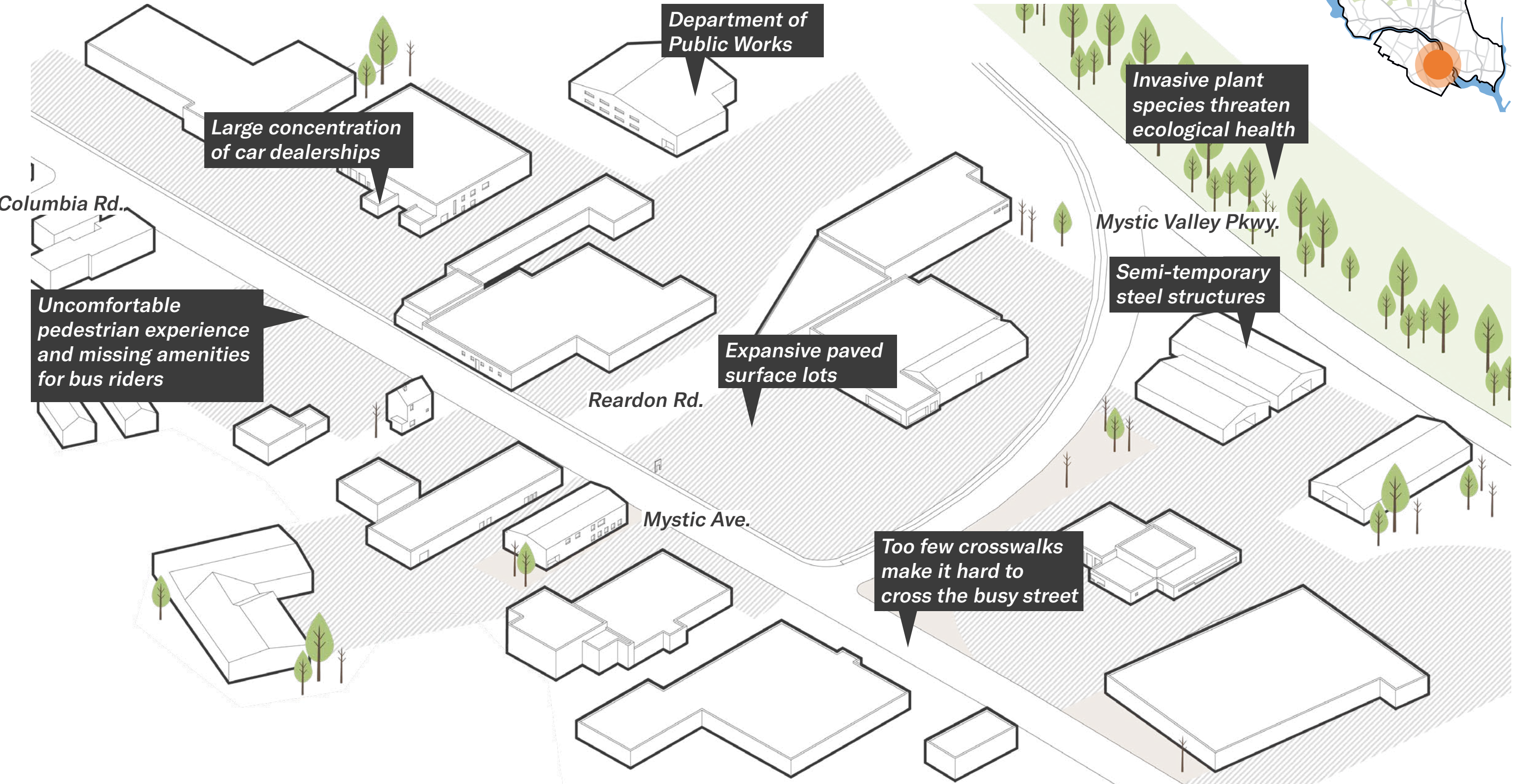
Harvard St.

Golden Ave.

Willis Ave.

TODAY

MYSTIC AVE. CORRIDOR



Large concentration of car dealerships

Department of Public Works

Invasive plant species threaten ecological health

Columbia Rd.

Uncomfortable pedestrian experience and missing amenities for bus riders

Expansive paved surface lots

Semi-temporary steel structures

Reardon Rd.

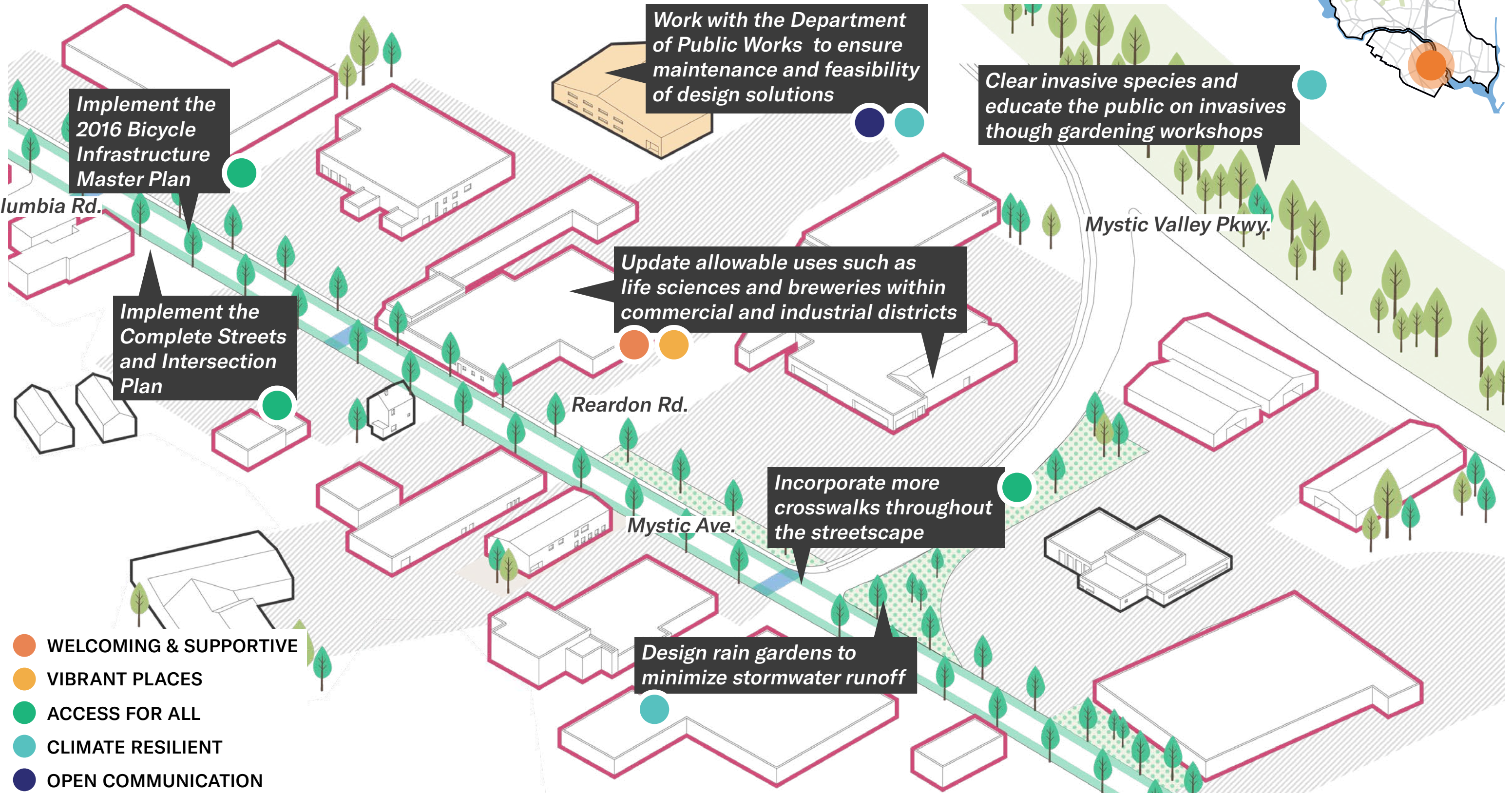
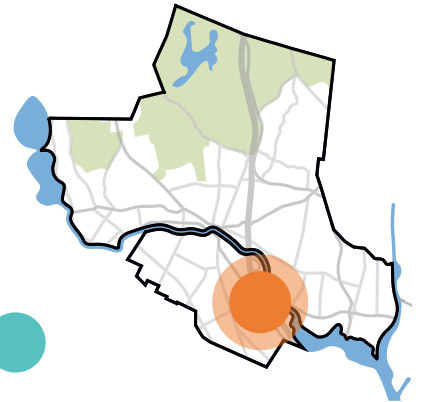
Mystic Valley Pkwy.

Mystic Ave.

Too few crosswalks make it hard to cross the busy street

PLAN IN ACTION

MYSTIC AVE. CORRIDOR



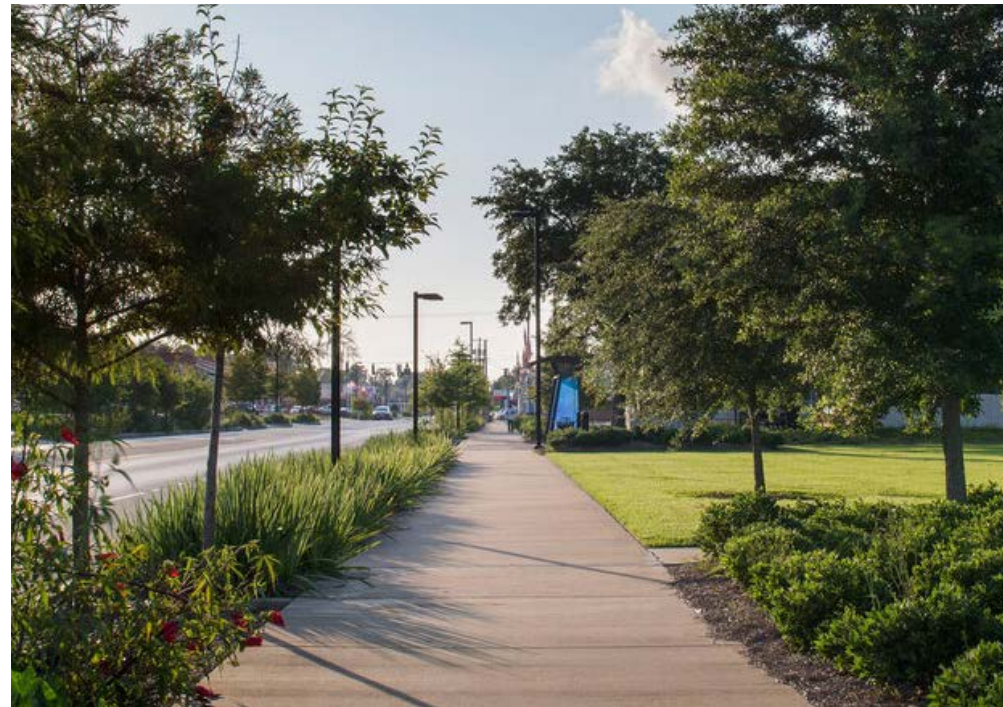
- WELCOMING & SUPPORTIVE
- VIBRANT PLACES
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- OPEN COMMUNICATION

IDEAS FROM OTHER COMMUNITIES

MYSTIC AVE. CORRIDOR



Improve Pedestrian/Bus Stop Comfort



Create Shade



Restore Healthy Ecosystems



Prioritize Pedestrian Safety



Create Pop-Up Public Spaces



Manage Stormwater with Rain Gardens

BREAKOUT

IN-DEPTH CONVERSATION

**WEST
MEDFORD
SQUARE**

**MEDFORD
SQUARE**

**MYSTIC
VALLEY
PARKWAY**

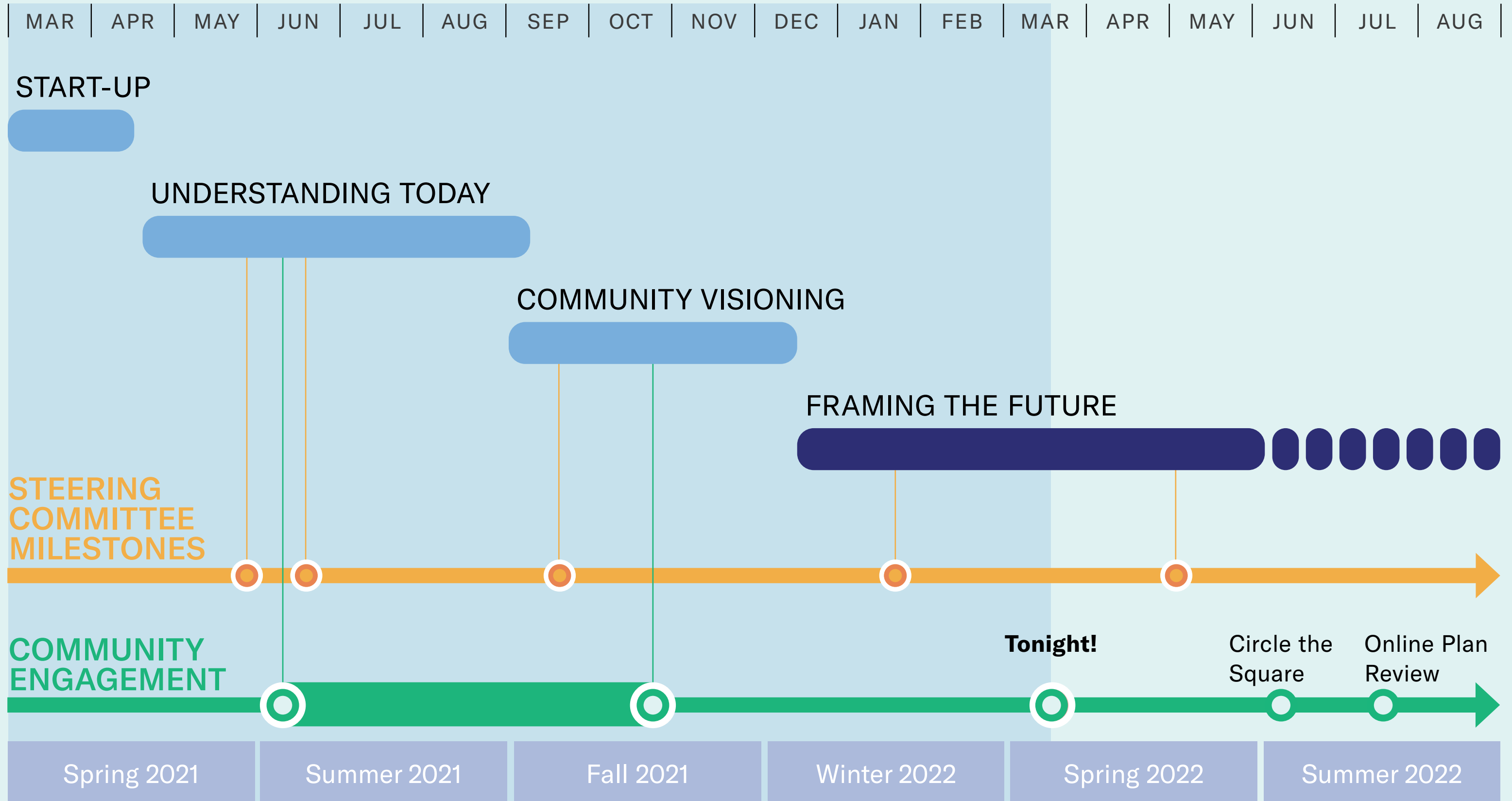
**MYSTIC
AVENUE**



Watching live on TV and want to join a breakout room?

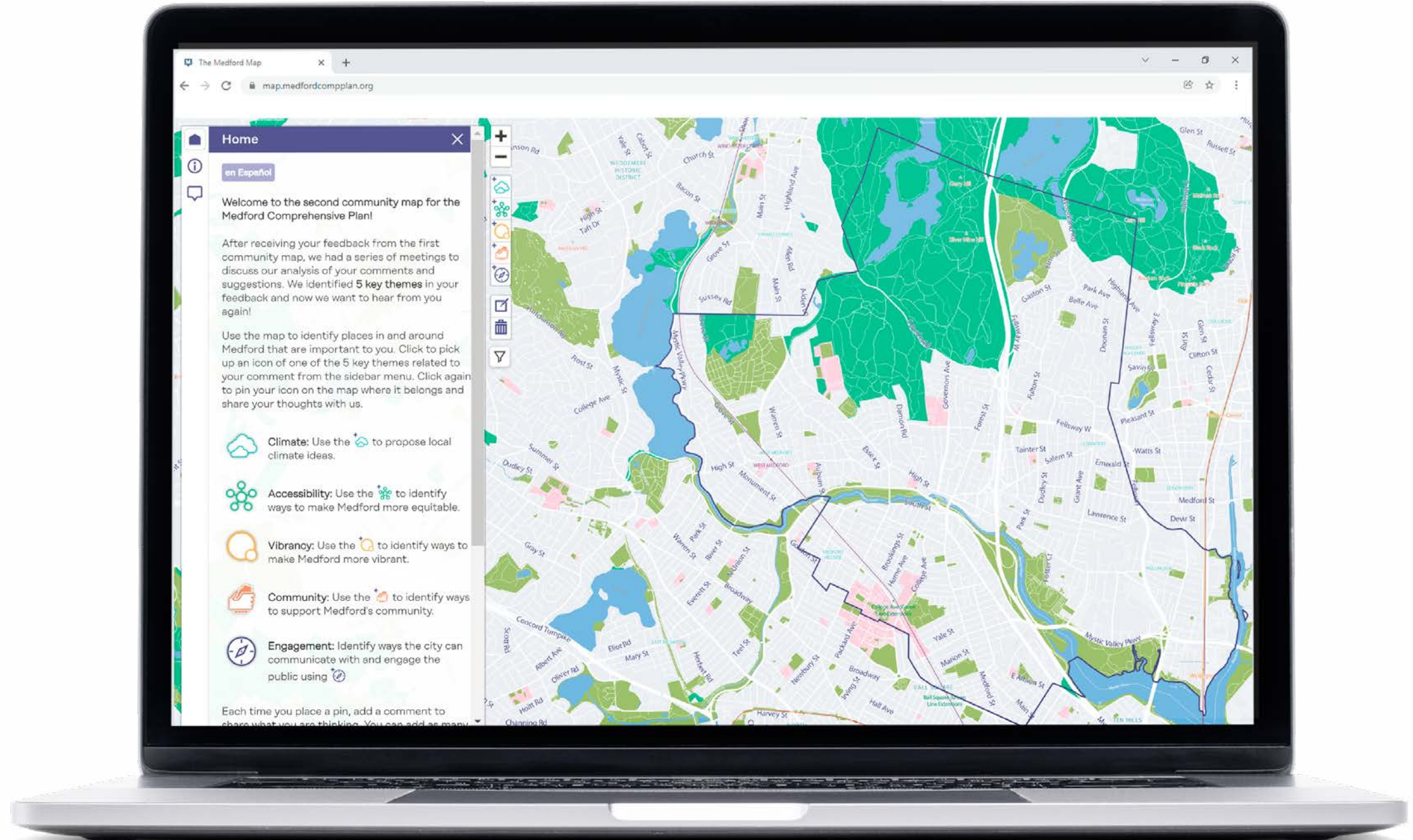
Scan the QR code with your smartphone camera to join the meeting via Zoom and join the breakout room of your choosing.

PROJECT PROGRESS AND TIMELINE



SHARE ACTION IDEAS AND COMMENT ON THE NEW MAP

map.medfordcompplan.org



Visit the digital map
by scanning the QR
code below:



TALK TO US!

HOW TO GET INVOLVED

USE OUR INTERACTIVE MAP: <https://map.medfordcompplan.org>

USE THE FORM ON OUR WEBSITE: <https://www.medfordcompplan.org>
(you don't have to provide your email to submit a comment if you'd prefer not)

CALL: (781) 393-2480

EMAIL: compplan@medford-ma.gov

COME BY! We are located in Room 308, City Hall, and open during regular business hours

DROP BOXES! Submit comments at one of three drop boxes located at the Medford City Hall Welcome Desk, Medford Senior Center, West Medford Community Center

MAIL COMMENTS TO:

Comprehensive Plan
Office of Planning, Development, & Sustainability
City of Medford, Room 308
85 George P. Hasset Drive
Medford, MA 02155

THANK YOU