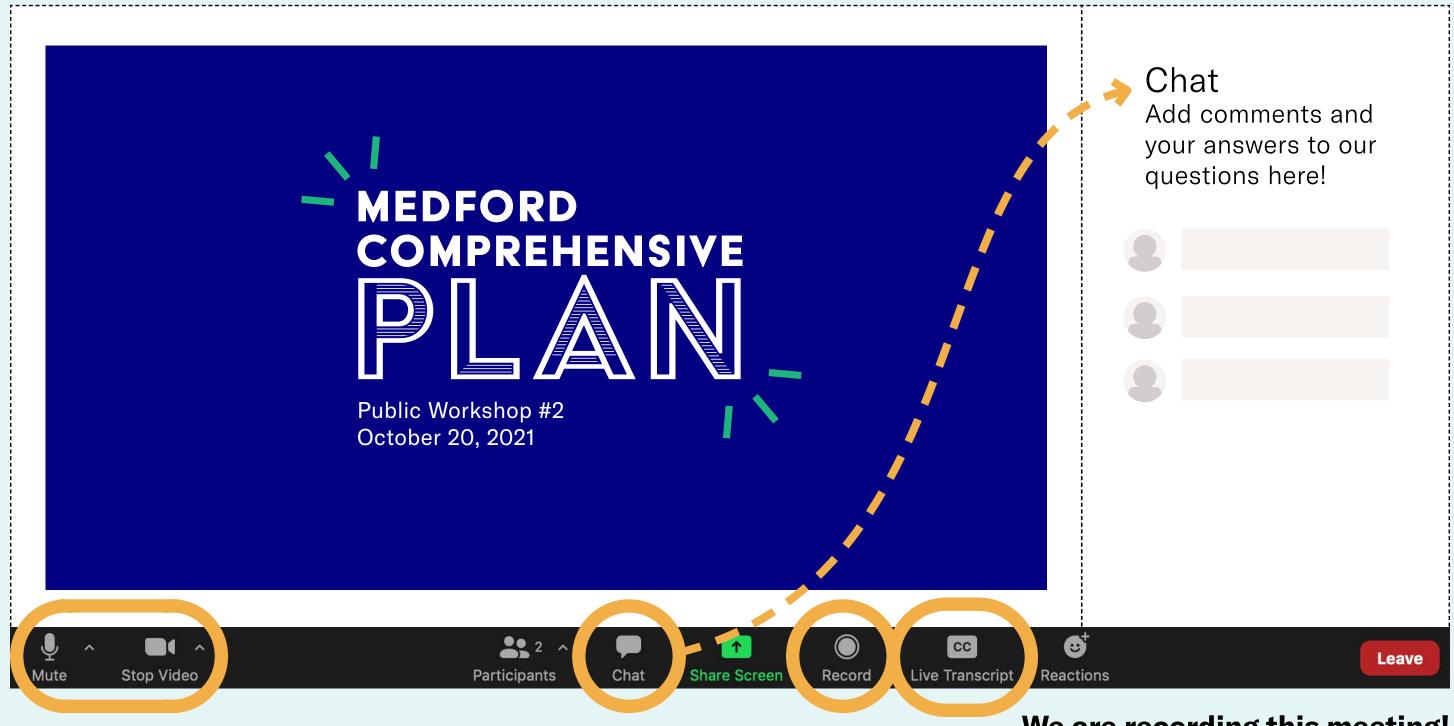


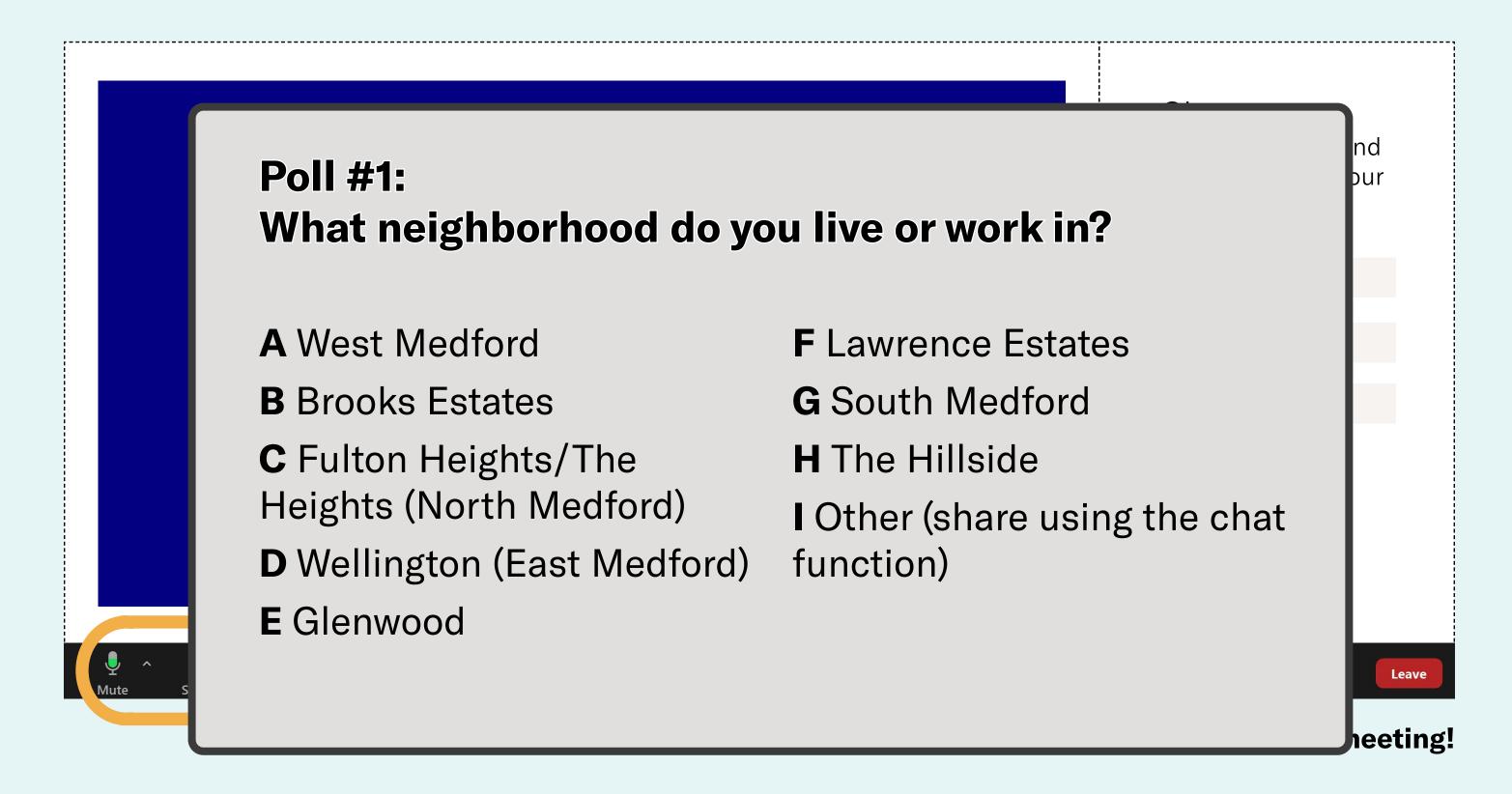


WORKING WITH ZOOM



We are recording this meeting! Closed Captions are available!

TO START, TELL US ABOUT YOURSELF

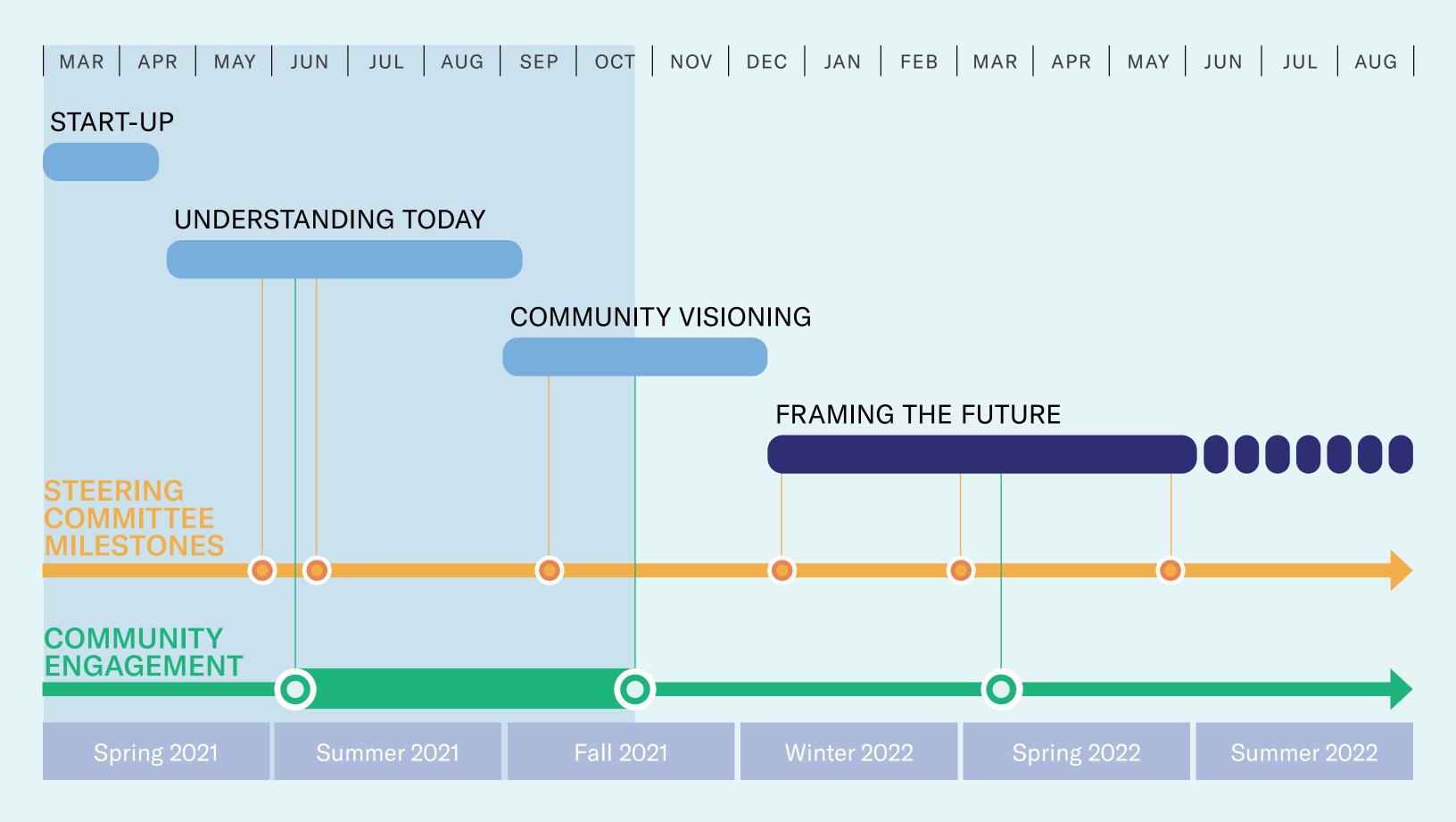




TONIGHT'S GAMEPLAN

6:00 6:30 7:00 7:50 6:20 7:10 **EQUITABLE WELCOMING SETTLING IN ACCESS & SUPPORTIVE COMMUNITIES THEMES & GOALS THEMES & GOALS NEXT STEPS CLIMATE BREAKOUT BREAKOUT ENGAGEMENT RESILIENCY DISCUSSION NO.1** NO. 2 **SUMMARY & COMMUNITY VIBRANT TRANSPARENT VALUES PLACES** & PROACTIVE

PROJECT PROGRESS AND TIMELINE



HELLO FROM THE PLANNING TEAM



GUIDED BY THE STEERING COMMITTEE











































WE'VE LEARNED A LOT!

IN PERSON
SUMMER
EVENTS

HANDOUTS & WRITTEN FEEDBACK

DIGITAL MAP FEEDBACK INTERVIEWS & FOCUS GROUPS

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

SUMMER EVENTS

WE'VE HAD A BLAST GETTING TO KNOW YOUR COMMUNITY AT SUMMER EVENTS!



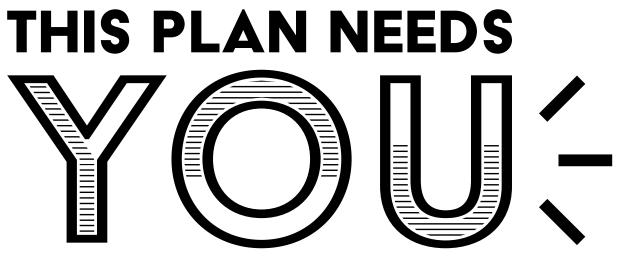






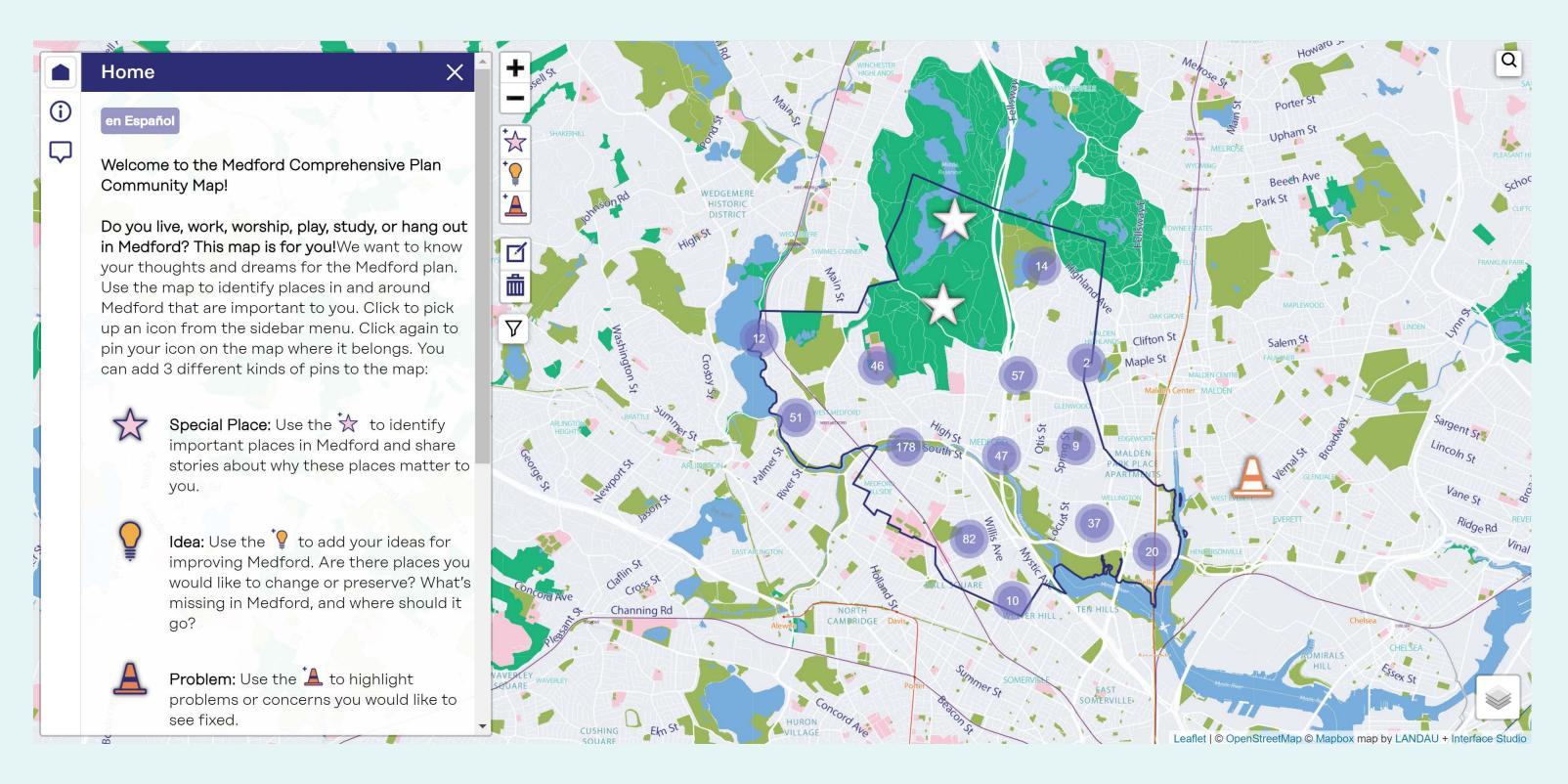






DIGITAL MAP FEEDBACK SO FAR...

THE MAP IS STILL OPEN! HELP US SPREAD THE WORD!

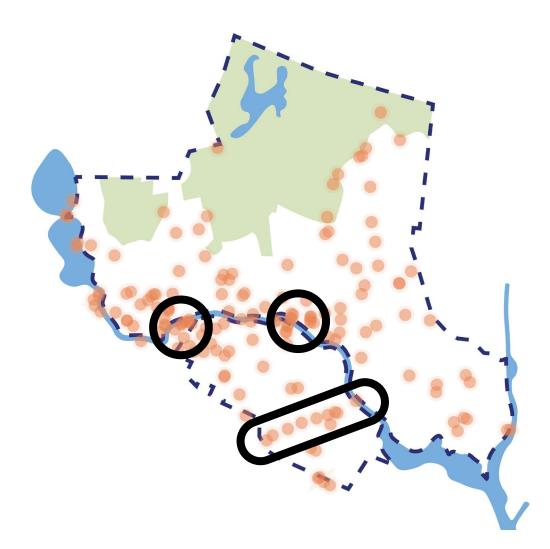


726 PINS AND 1,355 TOTAL COMMENTS & REPLIES

MOBILITY & OPEN SPACE ARE LEADING ISSUES DIGITAL MAP

DIGITAL MAP FEEDBACK (SO FAR) SORTED BY PLANNING FOCUS AREAS

ISSUES 220 ISSUES EXPRESSED



Patterns along major roads like Harvard Street, I-93, and Mystic Valley Parkway

Largely mobility and access related issues





180

ISSUES 220 ISSUES EXPRESSED

"More street trees. Remove stumps"

"Housing is expensive in this city"

"We need more traffic calming and crosswalk safety"

"The high school needs to be rebuilt"

"93 divides the city, creating inhospitable pedestrian environments around the two large traffic circles and noise."

"No trees on this section of Harvard street... Traffic has increased dramatically with the left turning lane from Harvard st. To mystic (north bound)."

"This is the worst and most dangerous intersection i've ever seen"

"Make this area friendly to pedestrians and cyclists if you want people to visit Medford Square."

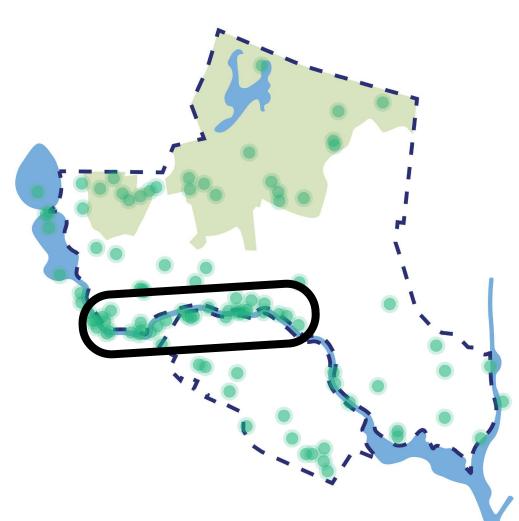
YOU LOVE PLACES TIED TO NATURE



DIGITAL MAP FEEDBACK (SO FAR) SORTED BY PLANNING FOCUS AREAS

SPECIAL PLACES

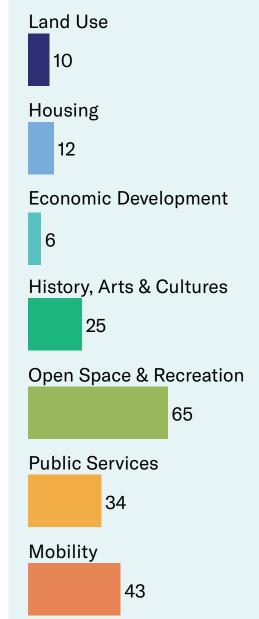
109 SPECIAL PLACED OBSERVED



Open space, parks, and trails make up a large portion of special places identified

SPECIAL PLACES

109 SPECIAL PLACED OBSERVED



SPECIAL PLACES

109 SPECIAL PLACED OBSERVED

"Greenspace is one of our best assets"

"West Medford is one of the oldest Afro-American communities in the United States"

"The new mural looks great! Love the public art!"

"Love the river and the paths along it. We walked along it nearly daily throughout the pandemic and are thankful to have this sort of green space nearby"

"The Winthrop Street Community Garden is a beautiful, peaceful treasure along the Mystic River Reservation. It's nice to have a group of people in the community that are inviting and inclusive, while supporting an educational mission."

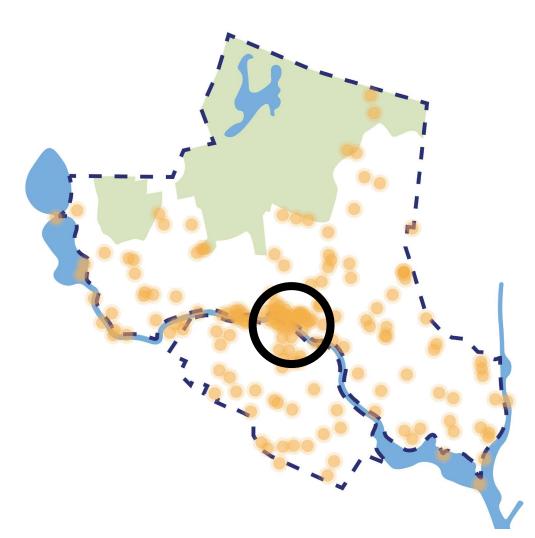
"The Mystic lakes are one of the city's most beautiful and precious resources."

IDEAS COVERED ALL AREAS AND TOPICS

DIGITAL MAP

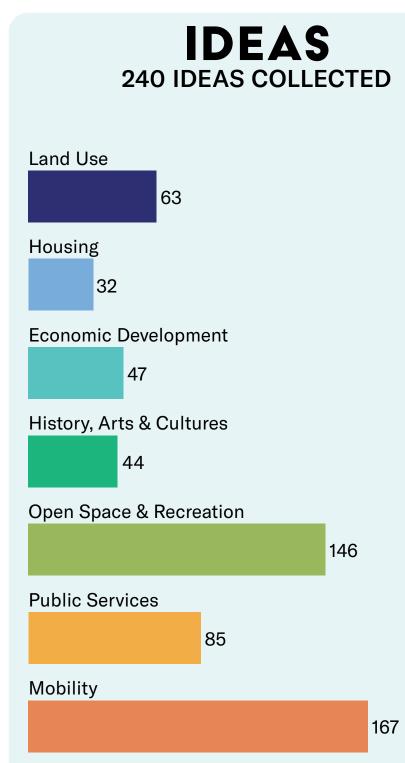
SELECTED QUOTES FROM DIGITAL MAP FEEDBACK

IDEAS240 IDEAS COLLECTED



Highly concentrated around Medford Square

Otherwise, evenly distributed throughout the city - largely related to mobility issues



IDEAS240 IDEAS COLLECTED

"Let's take Medford to the next level!"

"Consider adding better foot access to the Fells"

"Codify parklets into our licensing"

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

"Activate the riverfront"

"I think 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."

"Traffic calming is badly needed on Salem Street. This stretch is so cute and just a few small steps away from being a vibrant, pedestrian-friendly stretch. A few large trees wouldn't hurt either!"

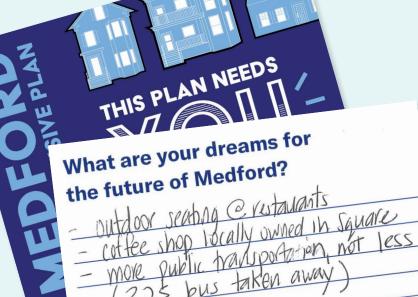
ENGAGEMENT SO FAR...

1 PLAN GUIDE LAUNCH **2 PUBLIC MEETINGS 3 COMMITTEE MEETINGS 10 EVENTS** 18 FOCUS GROUPS 132 VIDEO VIEWS **709 MAP PINS** 750 POSTCARDS SHARED 1,200 UNIQUE WEBSITE VISITS

15,000 RESIDENTS **REACHED VIA MAIL**

... AND COUNTING...





Neighborhood Mcafind Square

City Compost Partner: Garbage to Garden

The City of Medford has partnered with local company Garbage to Garder to offer a residential curbside compost collection service! How: Join online at garbagetogarden.org

- Rate: \$99.99/year or \$8.99/month and a one-time bin fee of \$20.

Concerned about the sign-up costs? Contact our office at ocd@medford-ma.gov or 781-393-2480 to learn about our free starter kits and discuss future alternative funding options. Starter kits include one large bin, a table-top bin, and a pack of compostable liners.

- SAVE THE DATE: Harvest Your Energy Festival! What: A fun, sustainable event with activities for residents of all ages, live music, and great raffle prizes! Local businesses and organizations will be there to get guests excited about their cause.
- When: October 16th from 12 3pm

🚰 Garbage to Garden

Where: Riverbend Park (rain location: inside MicGlynn Middle School)

For a list of sponsors, exhibitors, and raffle prizes, check out our we



cities become and remain vibrant equitable, resilient, and

Share your ideas on our interactive map: will provide a framework for decision making about the City's historic and cultural resources, land uses, economic

- Call our office at 781-393-2480 with



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 Geoerge P. Hasset Drive
Medford, MA 02155

TRANSLATING COMMUNITY FEEDBACK INTO THEMES

LAND USE

HOUSING

ECONOMIC DEVELOPMENT

HISTORY, ARTS,

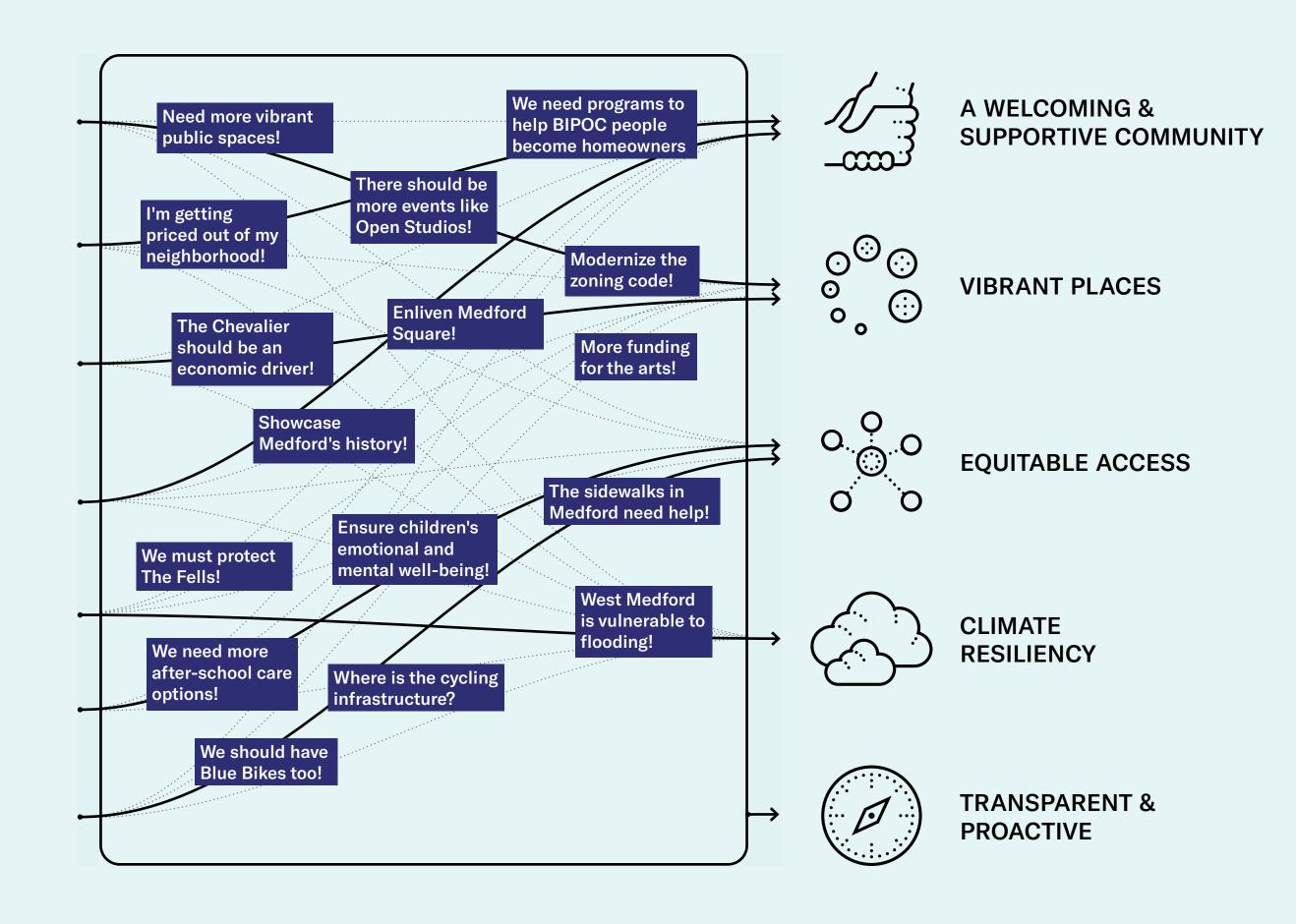
& CULTURE

OPEN SPACE &

RECREATION

PUBLIC SERVICES

MOBILITY



WELCOMING & SUPPORTIVE COMMUNITY

VIBRANT PLACES

EQUITABLE ACCESS

CLIMATE RESILIENCY

TRANSPARENT & PROACTIVE

LET'S TALK ABOUT...

WELCOMING & SUPPORTIVE COMMUNITY

WHAT MAKES A GREAT NEIGHBORHOOD?

WELCOMING NEIGHBORHOODS...

UNDERSTANDING TODAY + PUBLIC ENGAGEMENT TAKEAWAYS

"Let's have a welcoming committee for new residents!"

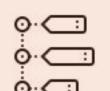
"Housing is expensive in this city"

"Can we ensure that character is preserved, though zoning, design guidelines, and municipal review?"

"I've lived in Medford my whole life and am starting to get priced out"

"We should have more community events to bring neighbors together!"

"An affordable, pleasing solution would be to allow homeowners to turn carriage houses into small apartments."



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 MEDFORD OFFERS...



A PLACE TO GROW

"Preserve Medford's historical buildings!"



UNIQUE CHARACTER





A CULTURE OF COMMUNITY

"The Mystic River Celebration is a great place to meet neighbors!"

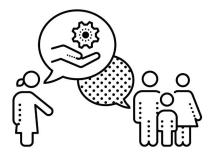
"My neighbors showed up when I was in need"

The median age of Medford Residents is 35 years old.

"How do we support our older residents?"



FLEXIBILITY TO GROW UP & GROW OLD



SERVICES & SUPPORT

According to the State, Medford Public Schools are at capacity.

"The lack of afterschool care has been a strain on my family"

Current Capital Investment Plan includes 264 Projects

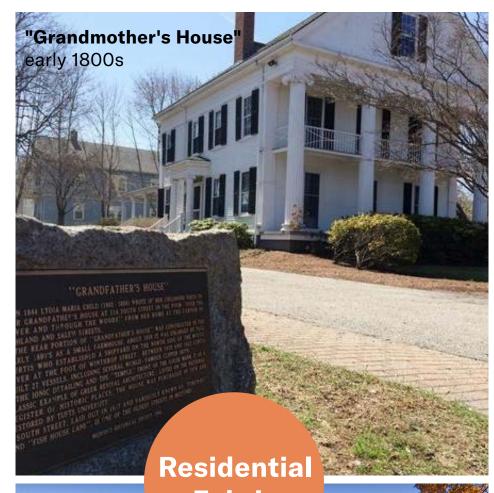
HONOR HISTORY IN NEIGHBORHOODS

Grow in a way that preserves significant historical development and expands appreciation of all Medford's histories.

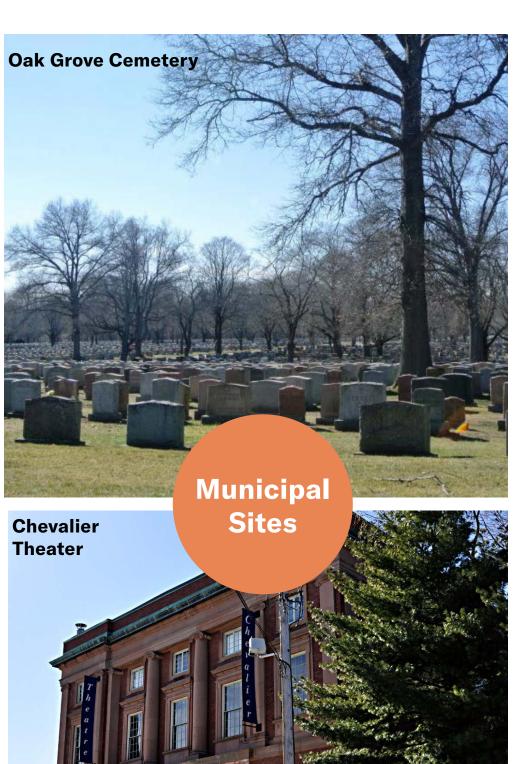
98%
of all buildings
were built
before 2000

We heard that history arts and culture should...

- » Be more present in our daily lives.
- » Have personnel and financial support.
- » Seek new or previously untapped funding sources.
- » Tap into creative place-making and interpretation.







ENSURE HOUSING FOR ALL

Create, expand, and protect mixed income housing options in all neighborhoods across the city.

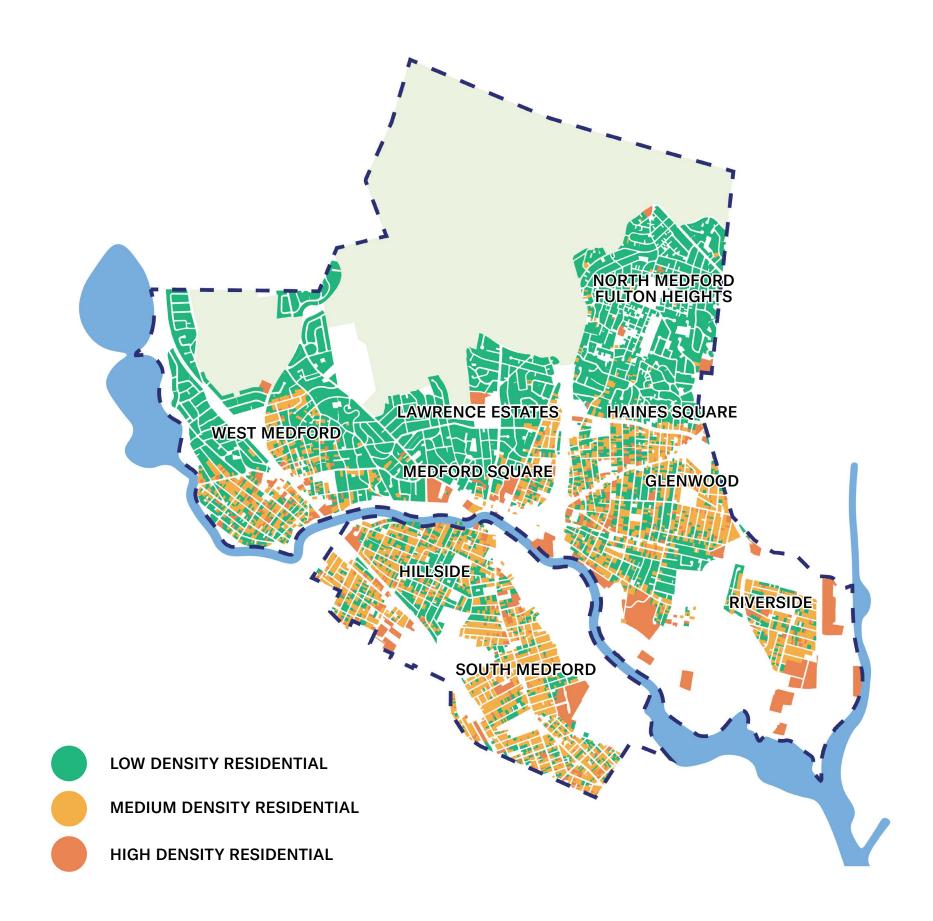


SHARE OF RESIDENTIAL IN MULTI-FAMILY UNITS

6.2% 7.2% MIDDLESEX CTY

POPULATION GROWTH 2010-2020

- » Medford has a mismatch between a young population and low rates of multifamily housing.
- » The Housing Production Plan recommends 120 new affordable units per year towards the state's recommended 671 more units.



ENLIVEN OPEN SPACE

Diversify the character and use of parks, facilities, and open spaces.

- » Neighborhoods have nearby recreation space, but amenities could be expanded to meet more creative, social, and community needs.
- » The Open Space and Recreation Plan recommends expanding uses to reach more age groups, seasons, and cultures.



30 NEIGHBORHOOD PARKS AFFORD 99% ACCESS WHAT'S IN BETWEEN?

SPACES FOR TEENS

MORE RIVERFRONT PROGRAMS

EVENTS SPACES

IMPROVED OUTREACH

ADVENTURE PLAY

MORE COMMUNITY GARDENS

...WHAT ELSE?

31.4
MEDFORD

9.9
NATIONAL AVERAGE

PARK ACRES PER 1,000 RESIDENTS



INCREDIBLE REGIONAL RESOURCES ARE UNIQUE, BUT HARD TO ACCESS

POLL TIME!



What are the most important elements of a great neighborhood that the Comprehensive Plan's actions should address?

- A. Creation of affordable housing
- **B.** Creation of a greater range of housing types
- **C.** Increased support and awareness of history, arts, and culture
- **D.** Expanded activities in neighborhood open spaces
- **E.** More citywide events spaces and investment in regional resources

ENLIVEN OPEN SPACE

Diversify the character and use of parks, facilities, and open spaces.

HOUSING FOR ALL

Create, expand, and protect mixed income housing options in all neighborhoods across the city.

HONOR THE PAST

Grow in a way that preserves significant historical development and expands appreciation of all Medford's histories.

LET'S TALK ABOUT...

WIBRAINT PLACES

VIBRANT PLACES ARE...

UNDERSTANDING TODAY + PUBLIC ENGAGEMENT TAKEAWAYS

"Would love to see mixed use development in Medford Square to support businesses."

"This! It would be so awesome to connect the Medford to the rest of the Mystic River."

"Traffic calming is needed on Salem St - it's so cute and just a few steps away from a vibrant, pedestrian-friendly stretch." "This building is GORGEOUS but I'm pretty sure it'd be illegal today! Let's allow more of this..."

> "Zone this area for a world class Bio Tech park. Lets take Medford to the next level."

"Revise the zoning code to build without so much parking... in transit rich neighborhoods."



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

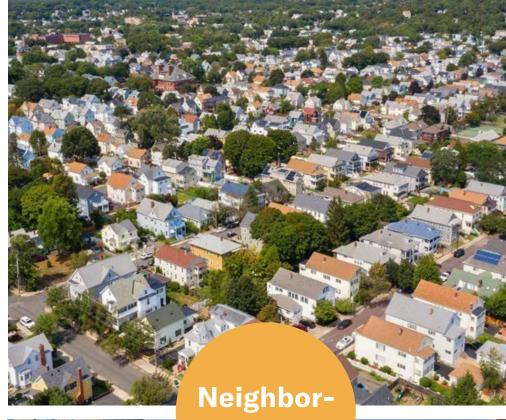
Riverfront open space is largely passive and disjointed; yet, the river is an important landmark feature.

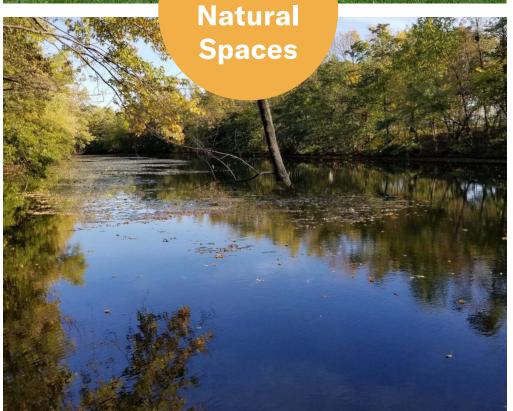
PLACES FOR PERSONALITY

Integrate elements of community history, art, and culture into everyday places, including public and private spaces.

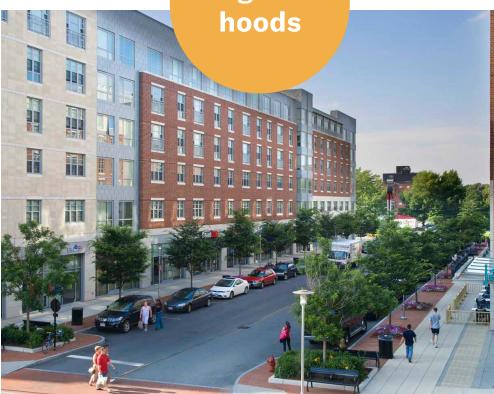






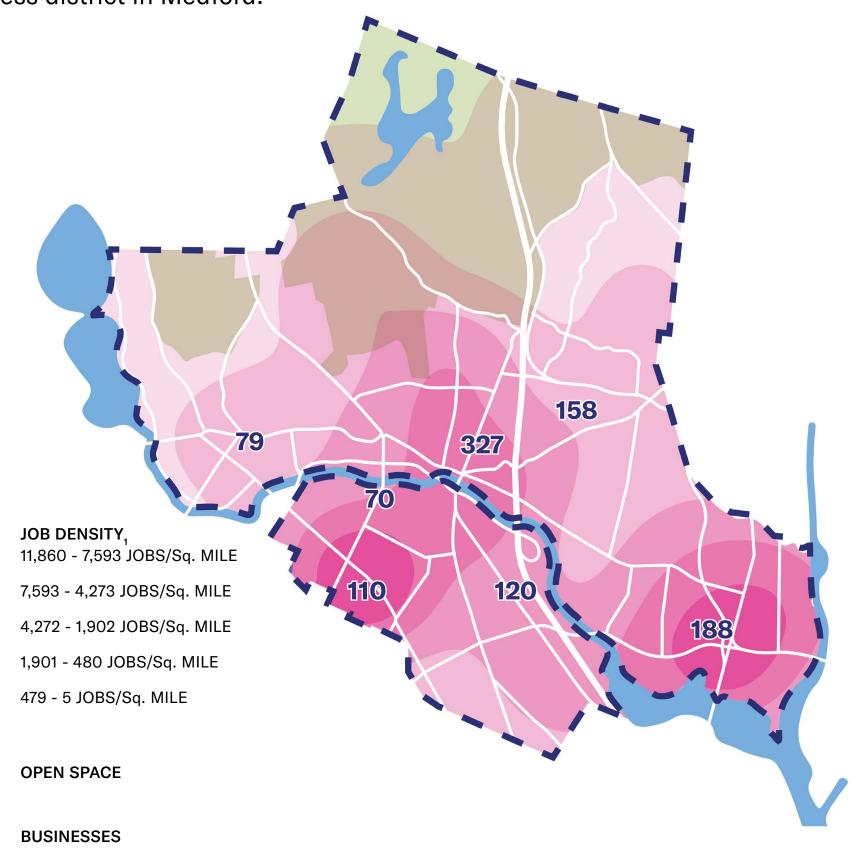






LIVE AND WORK IN MEDFORD

Create more live-work opportunities in each business district in Medford.



- » Many businesses are in need of storefronts upgrades.
- » Commercial centers do not meet residents' shopping needs.
- » Restrictions on land use and new construction limit developer investment.

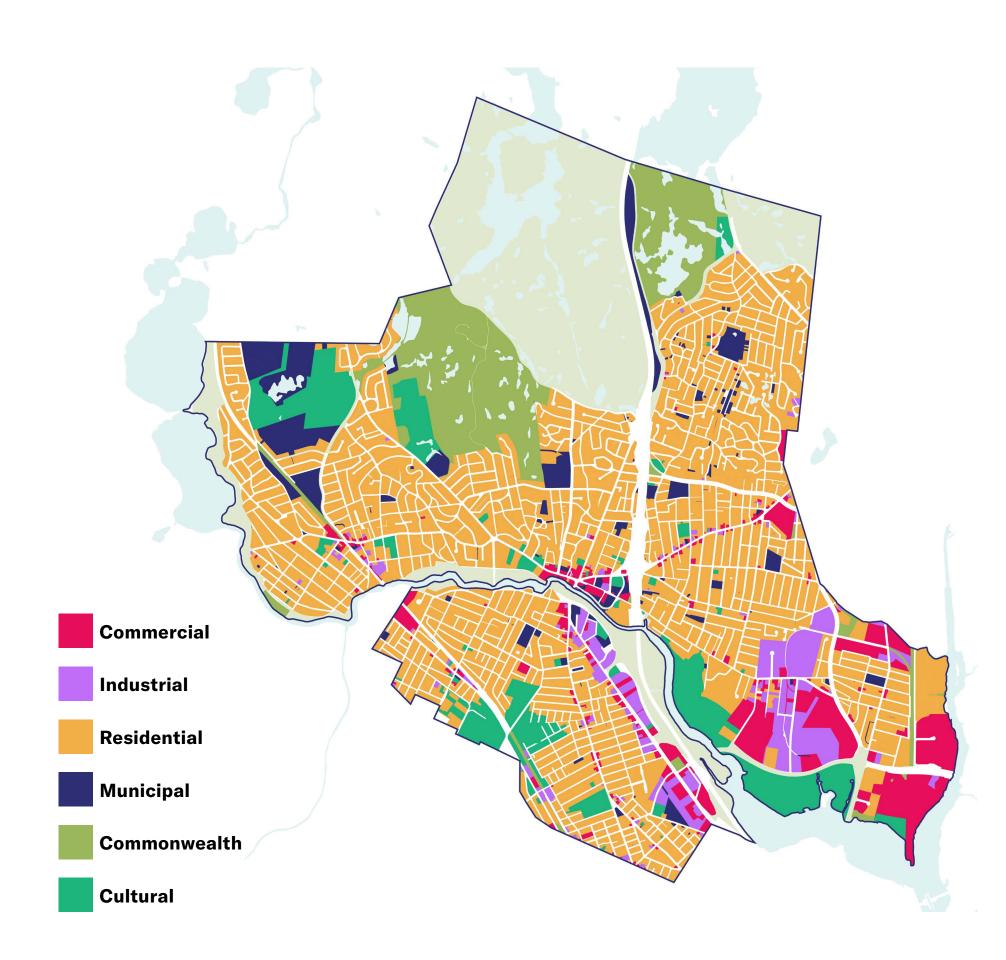
BALANCED GROWTH

Enable growth through regulatory and policy changes.

The Comprehensive Plan **recommends what should be** based on community input, analysis, and projections. Changes can address:

- » Addition of new land uses.
- » Removal of outdated land uses.
- » Changes to zoning district boundaries.
- » Changes to the purposes of zoning districts.
- » Design and development standards.

Recodification addresses what is in zoning now, fixing errors and adding best practices.



POLL TIME!

In your mind, what is the best opportunity to increase vibrancy and business success in Medford?

- **A.** Connect and activate the Mystic and Malden riverfronts.
- **B.** Increase mixed use development, including housing, in Medford's commercial centers, like Medford Square, Wellington, and around the GLX.
- **C.** Improve streetscape and walkability along key corridors, like Salem Street and Main Street.
- **D.** Update regulations and policies to align with desired development outcomes.
- **E.** Update regulations to address non-conforming lots and enable small scale uses, like ADUs or parklets.

PLACES WITH PERSONALITY

Integrate elements of community history, art, and culture into everyday places, including public and private spaces.

LIVE & WORK IN MEDFORD

Create more live-work opportunities in each business district in Medford.

BALANCED GROWTH

Enable growth through regulatory and policy changes.

BREAKOUT IN-DEPTH CONVERSATION



EQUITABLE ACCESS IS...

UNDERSTANDING TODAY + PUBLIC ENGAGEMENT TAKEAWAYS

"I think it would be great to have more points of access to the river along this part of the park."

"We need at least one mobility hub where different modes come together. The Square needs a place to catch express and local buses and rental bikes."

"Make Medford Square a 'park once' neighborhood. Build this parking lot and then replace street parking on High Street with bus lanes"

"Add a high occupancy bus lane to connect the Orange Line and GLX via Medford Square, improving transit in Medford"

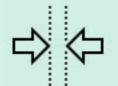
"Consider adding better foot access to the Fells"

"Improve pedestrian and bicycle access"



MOBILITY

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



ECONOMIC DEVELOPMENT

Medford has consolidated facilities into fewer buildings (libraries, schools), but decentralized management and maintenance.



FACILITIES AND SERVICES

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

CONNECTED NETWORKS

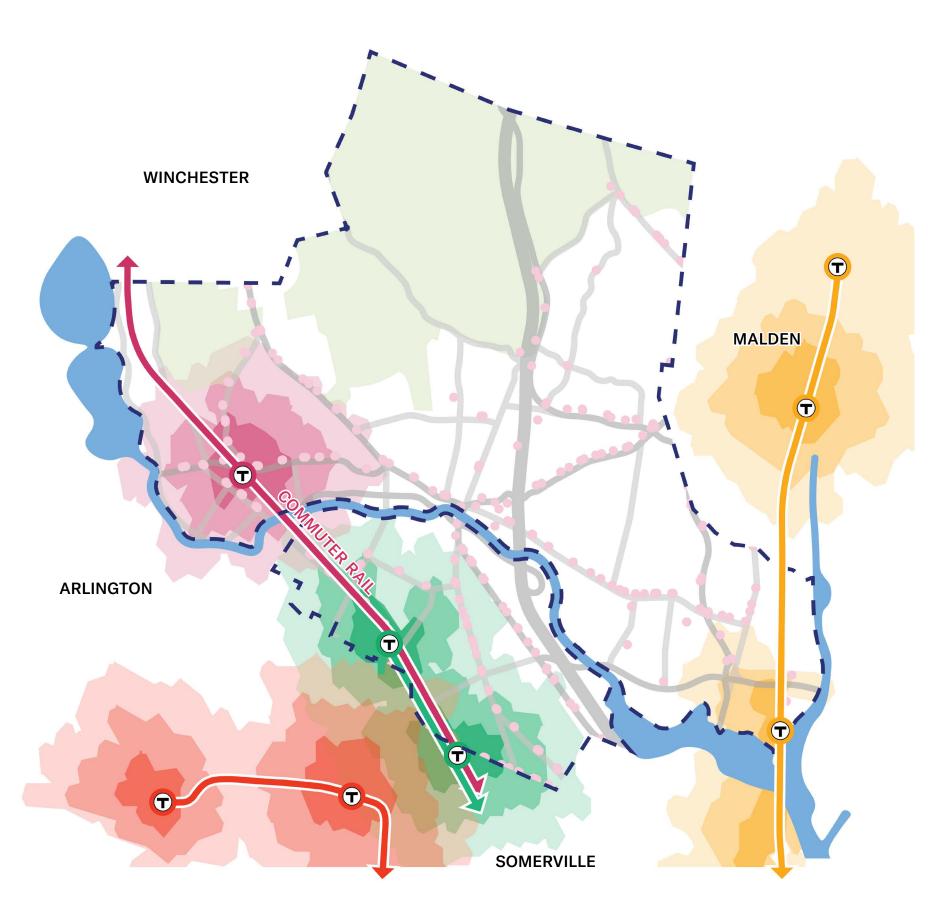
Improve and expand walking, biking, and transit infrastructure to be proximate, safe, and reliable to all users.



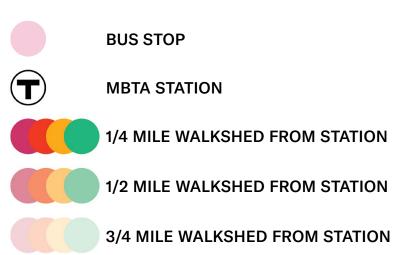
- » Implement the Complete Streets Plan.
- » Advocate and partner on changes to state or regional infrastructure (e.g. state roads).

COORDINATE DEVELOPMENT WITH LAND USE AND MOBILITY

Coordinate future land use and growth with transportation planning.



- » Align land use planning and regulations with expanded multi-modal access.
- » Improve bus experience through mobility hub to better connect the whole city to transportation.
- » Right-size parking across all commercial centers.
- » Simplify residential parking program.



WORKFORCE AND BUSINESS SUPPORT

Create workforce development and small business support programs for under-resourced populations.

92% of employed residents work outside the city

\$4B\$
annual sales led by construction, retail & professional sectors



MassHire Youth Development Board, Merrimack Valley

MEDFORD TODAY

Small businesses, entrepreneurs, and MWBEs do not have a clear path to access resources and support.

OPPORTUNITY

New City-led initiatives that support local businesses and direct business owners to regional resources.

Medford has a growing youth population, but a high youth unemployment rate.

Prepare youth and connect them to local jobs, including apprenticeships and higher education.

POLL TIME!

What would it take to get you and your family or friends to use more non-car types of transportation?

- **A.** Safe, connected bike lanes and routes pretty much everywhere.
- B. A few really great bike lanes across the City.
- **C.** More shops, jobs, and destinations in walking and biking distance of my home.
- **D.** Return of the public bike share, including youth bikes.
- **E.** More reliable or frequent public transit.
- F. Well lit and maintained streets and sidewalks.

WORKFORCE + SMALL BUSINESS SUPPORT

Create workforce development and small business support programs for under-resourced populations.

DEVELOPMENT COORDINATION

Coordinate future land use and growth with transportation planning.

CONNECTED NETWORKS

Improve and expand walking, biking, and transit infrastructure to be proximate, safe, and reliable to all users.

LET'S TALK ABOUT... CLIMATE RESILIENCY

CLIMATE RESILIENCY IS...

UNDERSTANDING TODAY + PUBLIC ENGAGEMENT TAKEAWAYS

"More native plants is a great idea, especially tall, shading native trees that can offer respite to a city in the heat."

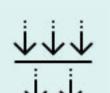
"This street floods with heavy rains. What happens as micro bursts become more common?"

"As we continue to experience climate change, anything that could be done to extend the number of days [the pool] is open would be helpful."

"Climate is related to everything! This should drive Medford's Plan"

"More bog, shading, cooling native trees like oaks please!"

"We have to fight the climate crisis head-on!"



OPEN SPACE

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



PUBLIC SERVICES

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



FACILITIES AND SERVICES

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

HEALTHY ENVIRONMENT

Protect and preserve Medford's natural resources, clean air and clean water, including the Mystic and Malden Rivers.

- » Buildings contribute 70% of the city's emissions. Achieve net zero emissions by 2050.
- » Expand city-driven tree planting initiative.
- » To protect Medford's waterways, start with stormwater.



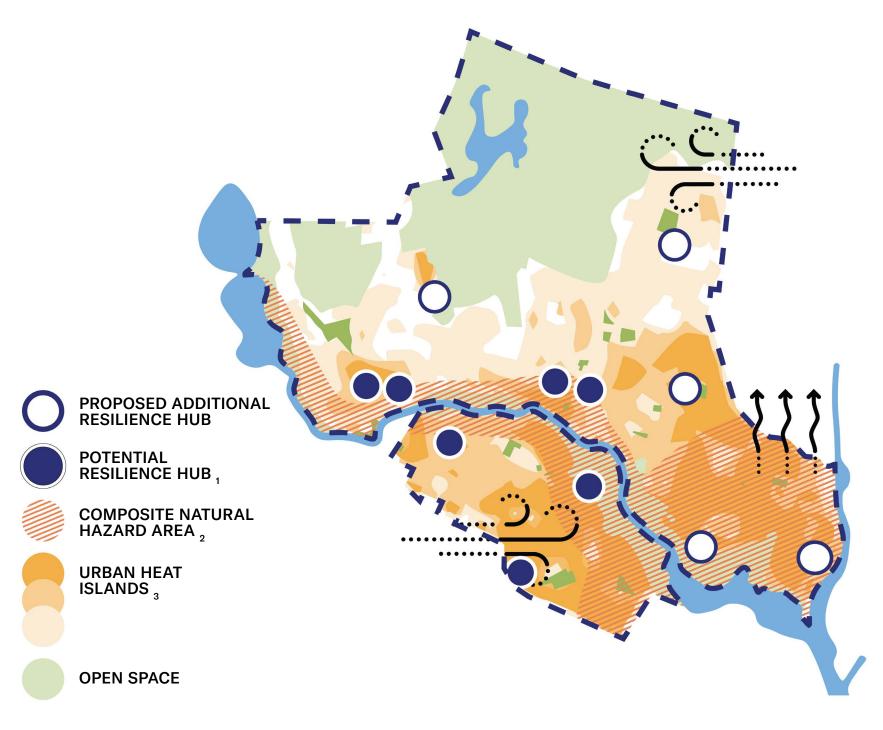




HEALTHY COMMUNITIES

Prioritize the needs of Environmental Justice communities and ensure the impacts of climate change do not affect one community more than another.

- » Medford could see up to 16 days over 100°F each year by 2070.
- » Reduce the effects of climate change in environmental justice communities, first.
- » Neighborhood resilience hubs will protect residents most at risk during heat waves and other major events.



^{1.} Potential Resilience Hubs Locations in "Resilient Medford: Resilience Hubs" Plan, June 2020

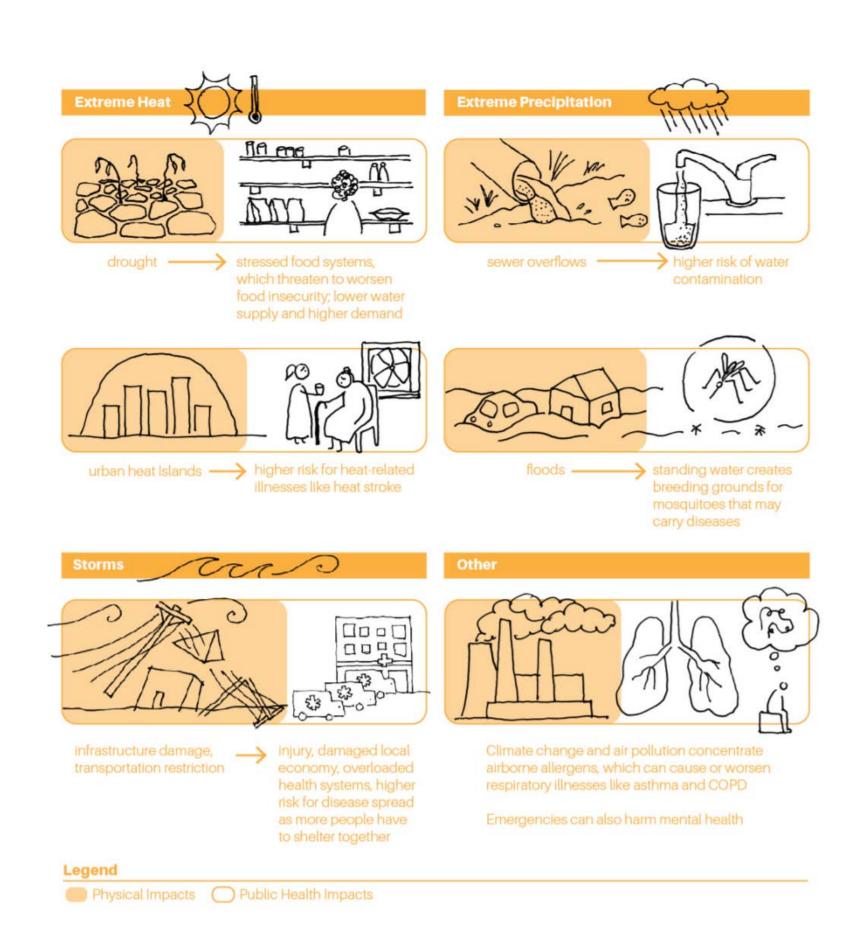
^{2.} Adapted from Map 7: Composite Natural Hazards in Hazard Mitigation Plan June 2013

^{3.} Adapted from Urban Heat Islands Trust for Public Land

BUILDING AWARENESS

Spread awareness of the climate reality and promote and support the Climate Action Plan.

- » Incremental projects throughout the city will have an outsized impact in growing awareness of climate change.
- » Use the Climate Action Plan to communicate all of the ways Medfordians can support a climate-aware city.



POLL TIME!

DRAFT GOALS

What is your biggest concern related to climate change in your neighborhood?

- **A.** Hotter summers and older housing stock with few cooling options.
- **B.** Hotter summers and streets with few or no shade trees.
- **C.** More intense precipitation events and existing flooding problems.
- **D.** More intense precipitation events and potential for flooding.
- **E.** Disruption to my daily routine from the impact of heat.
- **F.** Disruptions to my daily routine from the impact of flooding.

HEALTHY ENVIRONMENT

Protect and preserve Medford's natural resources, clean air and clean water, including the Mystic and Malden Rivers.

HEALTHY COMMUNITIES

Prioritize the needs of Environmental Justice communities and ensure the impacts of climate change do not affect one community more than another.

AWARENESS

Spread awareness of the climate reality and promote and support the Climate Action Plan.

TRANSPARENT & PROJECTIVE

TRANSPARENT & PROACTIVE IS...

UNDERSTANDING TODAY + PUBLIC ENGAGEMENT TAKEAWAYS

"The paths along the Mystic Lakes and River are in VERY poor shape. Medford needs to fund a plan so that DCR can do the work."

"City needs better mechanisms to escalate issues here to DCR in general."

"I think the city of Medford should try to assist if DCR can't keep up with it."

"I live about a quarter mile from here but I never hear of any programming at the South Medford Community Center."

"More activities involving community input, like this - [the Harvest Your Energy Festival]"

"Work with the MBTA and MassDOT"



LAND USE

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



OPEN SPACE

Management roles are clear between municipality and state run open spaces, these spaces differ functionally.



FACILITIES AND SERVICES

Not everyone has felt valued or represented by past decisions.

POLL TIME!

DRAFT GOALS

What are the three best ways for the City of Medford to share information with you?

- A. Specific mailers
- **B.** Social media (please specify which kinds in the chat!)
- C. Online communities
- **D.** Email newsletters
- E. Soofa electronic signage or paper flyers
- **F.** Neighborhood meetings or events
- **G.** Formal City Committee meeting announcements
- H. Through City Council members
- I. Word of mouth.... I need to hear things from people I know

DATA DRIVEN DECISION MAKING

Create systems to measure and improve access and optimize services. Ensure that the voices of the community are represented in the data.

STRATEGIC PARTNERSHIPS

Pursue partnerships that contribute and further enable the goals of the comprehensive plan.

CONSISTENT PROCESSES

Demonstrate clear and predictable city-wide processes to partners and stakeholders.

BREAKOUT IN-DEPTH CONVERSATION

DISCUSSION

Share the top three takeaways from your focused conversations!



TALK TO US!

HOW TO GET INVOLVED

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USE THE FORM ON OUR WEBSITE: https://www.medfordcompplan.org

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