

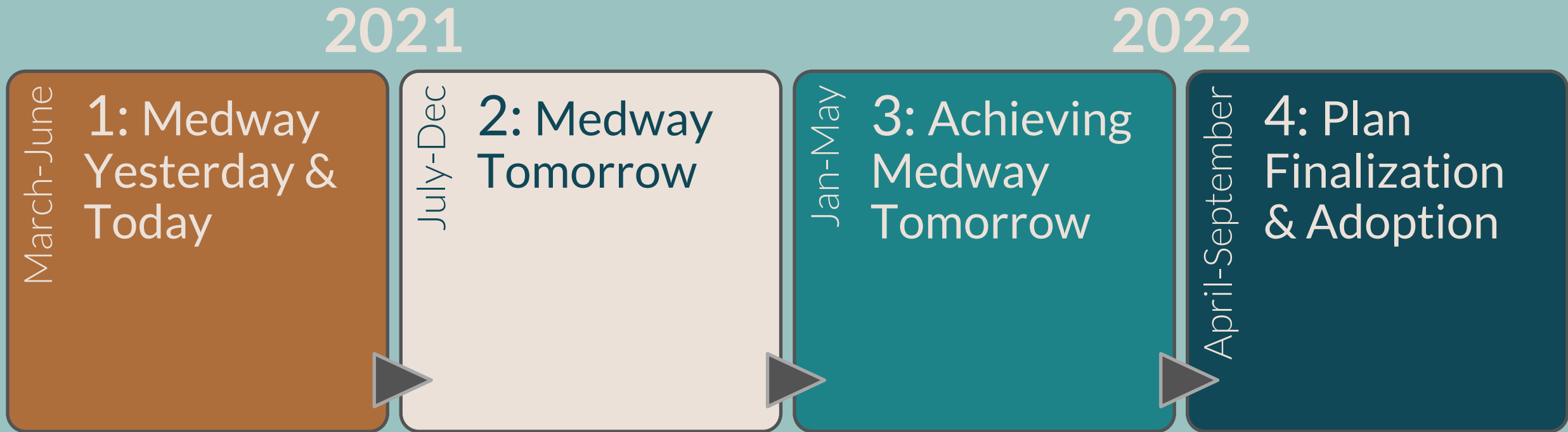


MEDWAY MASTER PLAN COMMITTEE MEETING

11/22/21

PRESENTATION BY
JAMIE SHALVEY AND JENN GOLDSON, AICP
JM GOLDSON LLC

THE PLANNING PROCESS



PHASE II SCHEDULE

Launch summer engagement tools:

7/26: MPC meeting to review EC report and engagement process

10 pop-up events

8/23: MPC meeting to check-in on process and last push for summer engagement tools

JULY-AUG

Analyze community input to create draft vision & goals

9/27: MPC meeting to review summer engagement results

Sun 10/3: Community Forum #2 – public feedback on draft vision and goals

Compile forum results

10/12-11/2: ADD: INTERACTIVE ONLINE PLATFORM WITH FORUM ACTIVITIES

**SEPT-
OCT**

BY 11/9: ADD: COMPILE ONLINE RESULTS & AGGREGATE W/ FORUM RESULTS

11/22: MPC meeting to review engagement results & discuss revisions to vision/goals

BY 12/22: Prepare full draft vision and goals report

**NOV-
DEC**

1/10: MPC meeting jointly with PEDB and SB to review draft vision and goals report

Revise vision and goals report based based on MPC, PEDB, and SB review

JAN 2022

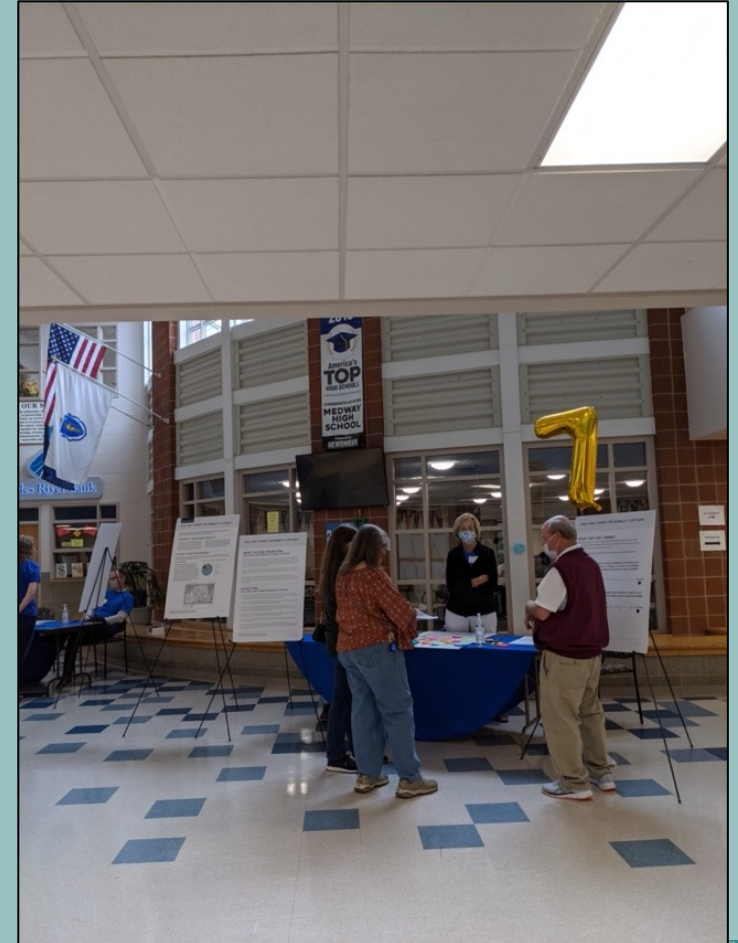


PHASE II COMMUNITY FORUM RESULTS

COMMUNITY FORUM #2

- Sunday, October 3 at Medway High School
- In person forum – 58 participants
- Online forum – 61 participants

***119 participants total
in the in-person and
online forums
combined***



VISION STATEMENT FEEDBACK

Participants agreed that....

- Protecting natural resources is important
- Medway should stay a family-oriented small town
- Creating a vibrant town center is desirable

Suggested changes or additions included....

- Fiscal responsibility should be more prominent
- Align the overall vision with the vitality conveyed in the supporting statements
- Stronger language about sustainability/more emphasis on conservation
- More specifics on sidewalks, public transportation, and connectivity

CORE THEMES:

1. Responsible and Sustainable Growth
2. Conservation, Resiliency, and Stewardship
3. A Caring, Close-Knit Community
4. Safe and Connected Mobility Options

CORE THEME #3:

A CARING, CLOSE-KNIT COMMUNITY

Foster caring community connections supported by accessible services, vibrant local businesses, and cultural and recreation opportunities for a healthy, close-knit community.

COMMUNITY ENGAGEMENT RESULTS

Participants in the community engagement events see Medway as a caring, tight-knit community. The town has several cultural and recreation resources that offer opportunities for community members to connect with one another and

participate in public life, but many saw opportunities for even more resources, such as increasing the number of local businesses, offering activities for people of all ages, and increasing accessible services for those who need them.

EXISTING CONDITIONS FINDINGS



MENTAL HEALTH SERVICES

Medway and Franklin are jointly participating in an innovative program whereby both towns share a mental health clinician who can accompany police to calls related to mental health issues. In 2020, the clinician responded to 106 incidents and can evaluate a person or persons on scene to determine if they are a threat to themselves or others. This program has reduced the number of people sent to the hospital for evaluations as the clinician can do those on scene compared to officers who would be more likely to transfer the person to the hospital for an evaluation. The Police Department estimates each evaluation and hospital visit can cost upwards of \$4,000 in insurance and hospital costs. The Town is now discussing an expansion of the clinician program to full-time.

RECREATION

Medway has made significant investments to increase the capacity and diversity of athletic facilities. The numerous sports leagues and other organized outdoor activities require extensive coordination by Town staff and volunteers. Ongoing maintenance and management of these facilities will require dedicated resources. The Town has also identified the need for improvements at secondary ball fields and playground areas, including the VFW softball field and Winthrop Street Playground.

CULTURAL RESOURCES

Medway has several cultural resources, including a well-loved community library with a makerspace, town-wide events, and many people dedicated to the arts. However, with a lack of event space and dedicated centers for arts and culture, access to the arts can be limited. Supporting the arts in a town like Medway is not only beneficial for the artists themselves, but it also allows the town to become more unique and desirable, leading to a thriving community culturally.

SCHOOL FACILITIES

While schools are not currently facing capacity challenges, the Town and School Department did have facility assessments and plans completed for each of the public buildings discussed in this chapter, including the four school buildings. The school facility assessments provided a 20-year capital plan with an estimated \$60 million in capital needs. As this amount is likely too high for the Town to fund, the School Department and Facilities Manager are carefully programming capital investments over time to ensure buildings continue operating safely and efficiently with minimal disruptions to school activities.

COUNCIL ON AGING & SENIOR CENTER

The Senior Center offers many programs and services for Medway's older residents and serves as a meeting place, wellness check, and opportunity for socialization particularly for those seniors who may live alone or have mobility challenges. In general, the Senior Center offers programs in four broader areas which include: health, events, meals, and transportation/trips. As Medway's senior population continues to grow from both aging in place and new age-restricted residential development, additional pressure will be placed on both the Senior Center facility and the programs offered. This is particularly true for exercise space, outdoor space, and multi-purpose spaces where seniors of various ages and abilities can take part in a variety of activities.

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CORE THEME #4:

SAFE AND CONNECTED MOBILITY OPTIONS

Invest in safe, walkable local streets and mobility options for all ages and connections to local and regional employment and education opportunities.

COMMUNITY ENGAGEMENT RESULTS

Community members often described Medway as a very safe, family-oriented town. However, many did not feel that level of safety for themselves, their children, and other loved ones when it came to walkability in town. The desire for more sidewalks and safer street crossings was one mentioned in almost every engagement activity. The

concern for safety extends to bicyclists as well, who have limited infrastructure to cycle safely in town. Along with this need, many residents identified their wish to be more easily connected to surrounding towns and metropolitan areas through public transportation opportunities.

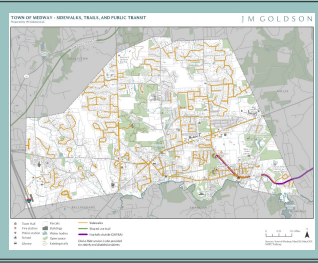
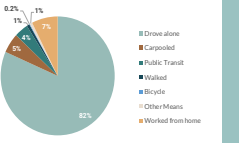
EXISTING CONDITIONS FINDINGS

"Medway, while not directly served by the MBTA, has found ways over the last ten years to invest in public transit by engaging GATRA and the local Senior Center to develop creative ways to help people get around. This has resulted (pre-pandemic) in high ridership on both the Dial-a-Ride service and the Norfolk T Shuttle, showing strong demand for alternatives to driving alone."

TRANSPORTATION

Transportation issues in Medway center around the desires for improving connectivity and safety for all users around Medway, but with particular attention to pedestrians, transit users, and cyclists. Medway is a growing and changing community, and accounting for these demographic and physical changes is key to evolving the existing transportation system to serve all users. Changes to the transportation infrastructure and how it interfaces with land uses also provide opportunities to reduce energy consumption and emissions related to vehicle trips and create greater opportunities for the human interactions that build social capital and community resilience.


MODE OF TRANSPORTATION TO WORK FOR MEDWAY RESIDENTS



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RESPONSIBLE AND SUSTAINABLE GROWTH

- 
1. In order to meet the needs of new and existing residents and to preserve open space, I would like to see more diverse housing options, in strategic and sustainable locations rather than more single-family/large lot subdivisions on farms and natural lands.
 2. Increasing non-residential uses in Medway in strategic locations, including the Oak Grove Area, should be a priority because it will help create more local jobs and minimize the residential tax burden.

CONSERVATION, RESILIENCY, AND STEWARDSHIP



1. The town should prioritize protection of open spaces and natural resources including for water protection and to promote resiliency, rather than invest significantly more public funds for active recreation such as athletic fields.



2. The town should implement stronger protections for privately-owned historic properties to prevent demolition and ensure exterior historic features remain intact.

A CARING, CLOSE-KNIT COMMUNITY



1. Medway should prioritize the creation of a community center where residents of all ages and backgrounds can participate in activities and deepen relationships with neighbors.



2. I would like for Medway to have a performance space and increased opportunities for artists to thrive in this community.

SAFE AND CONNECTED MOBILITY OPTIONS



1. Increasing public shuttle/van service in Medway is desirable, as it will make it easier for residents of all ages to travel to surrounding communities such as to the commuter rail, grocery stores, medical appointments, and the like.



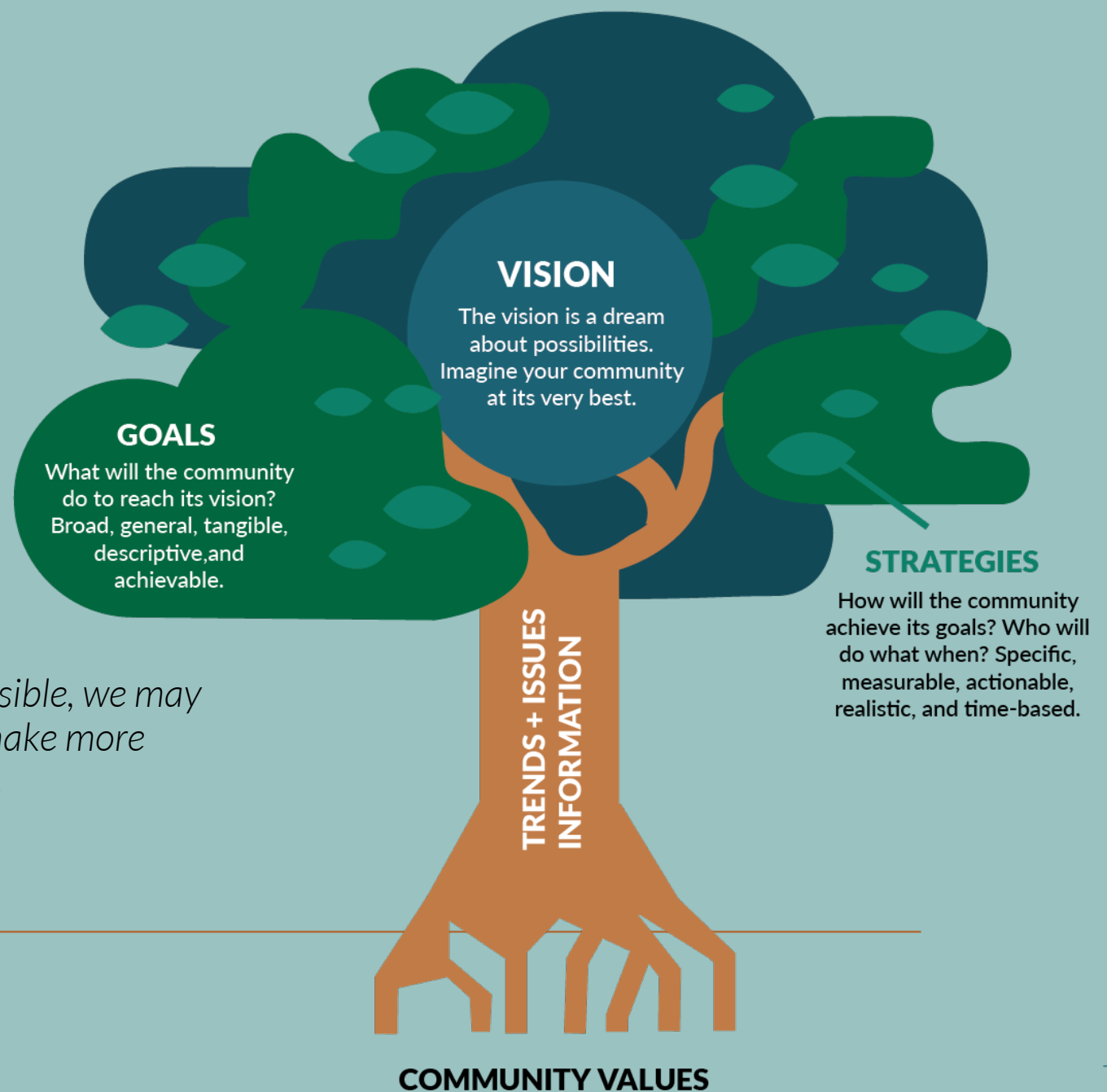
2. Medway should encourage and support the transition to electric and other clean, alternative fuel options for vehicles such as with more public access electric vehicle chargers.

PHASE II DRAFT VISION AND GOALS

- Phase I: trends and issues/information
- Phase II: vision and goals
- Phase III: strategies

Remember – this process is iterative.

As we settle on strategies in Phase III that are feasible, we may want to go back to the draft vision and goals to make more refinements so that they align with the strategies.

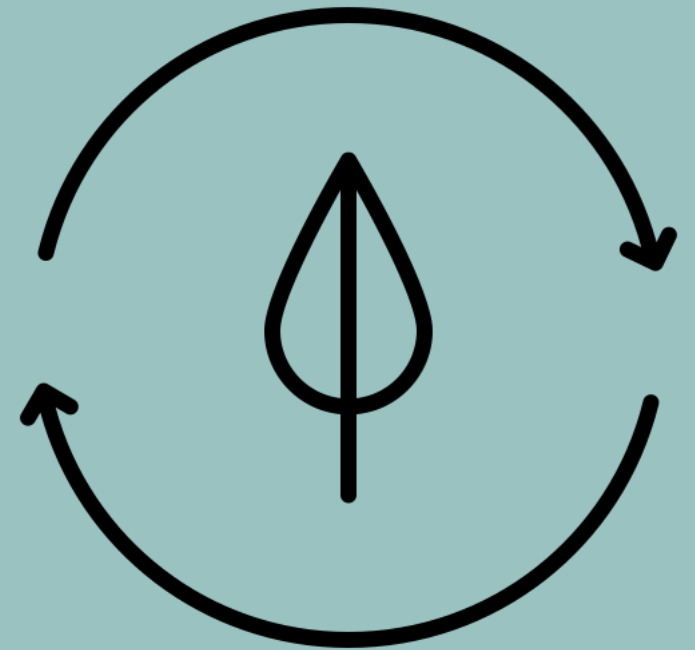


JENN'S MP TREE

SUSTAINABILITY LENS

- Climate resilience and sustainability has two sides to get to net zero:
 1. reducing emissions
 2. carbon sequestration
- Reducing emissions – energy sources (e.g., solar, wind, electric, energy efficiency)
- Carbon sequestration – open space conservation, especially forested land, and greening streets/other developed area

The JM Goldson team has been crunching some numbers to see what kind of land conservation would have the biggest sustainability impact for Medway.



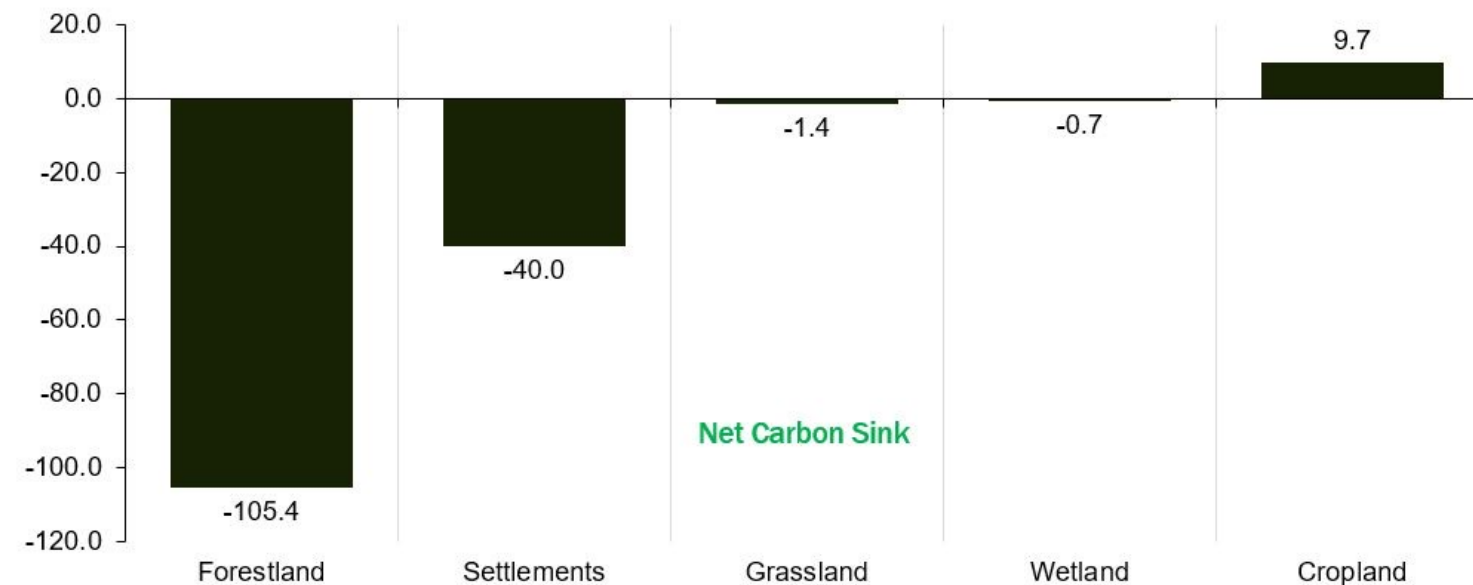
FORESTLAND IS A PRIORITY FOR CARBON SEQUESTRATION

LULUCF* Fluxes Per 100 Acres

2018, *Land Use, Land-Use Change and Forestry

Metric Tons CO2 Equivalent Per 100 Acres

Net Carbon Emission



Source: EPA, Farm Bureau Calculations



AMERICAN FARM BUREAU FEDERATION*

@New10_AgEcon

www.fb.org

MEDWAY CHARACTERISTICS OF UNDEVELOPED LAND

Group	Area (acres)	% of Subgroup	% of Land Area
Open Space	1235.8	100%	17.8%
Permanently Protected Open Space (in perpetuity)	350.1	28.30%	5.0%
Unprotected or Temporarily Protected Open Space (limited, none, other protected land, nature study, parcels designated chapter 61)	885.7	71.70%	12.7%
Forest Land (Deciduous Forest, Evergreen Forest, Palustrine Forested Wetland)	4521	100%	64.9%
Protected Forest Land (forest land intersected with open space protected in perpetuity)	250.8	5.50%	3.6%
Unprotected Forest Land	4270.2	94.50%	61.3%
Vacant, Agriculture, Residential/Agriculture total parcels	1322.8	100%	19.0%
Vacant Land Parcels	827.8	62.50%	11.9%
Actively Farmed (Agriculture) Parcels	308.3	23.30%	4.4%
Residential/Agriculture Parcels	186.8	14.20%	2.7%
Vacant Land Parcels	827.8	100%	11.9%
Permanently Protected Vacant Land Parcels	2.5	0.30%	0.0%
Vacant Land that is not permanently protected	825.3	99.70%	11.9%



Medway has a lot of unprotected forest land

NOT JUST ABOUT SCENIC BEAUTY OR KEEPING UP WITH THE LATEST TRENDY THING



Subdivisions and other deforestation are detrimental to achieving sustainability and resilience



Solar power, electric vehicles, and other renewables are part of a global energy transition



Green streets are a way to green impervious areas – increase carbon sequestration and water conservation

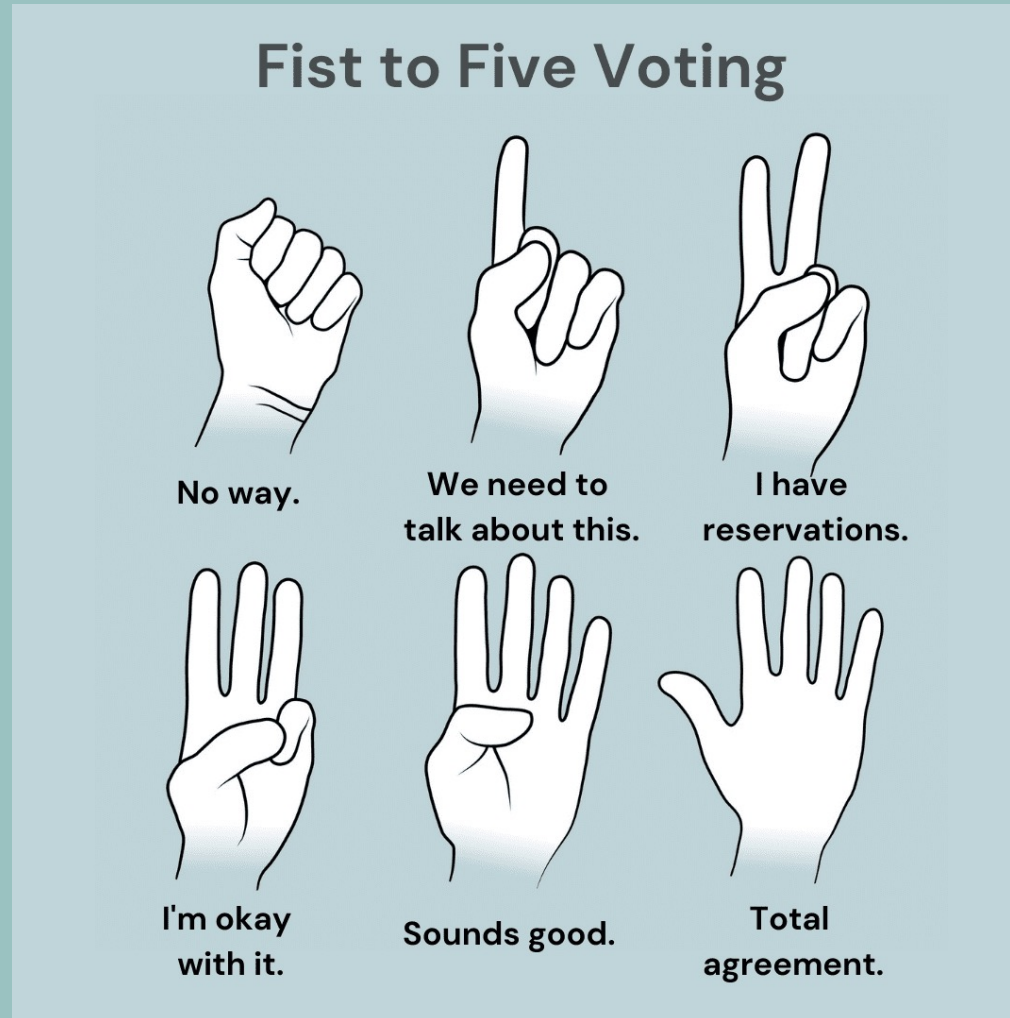


Walkable, multi-modal nodal development goes hand in hand with open space conservation

DISCUSSION: HOW SHOULD WE REVISE THE VISION AND GOALS STATEMENTS?

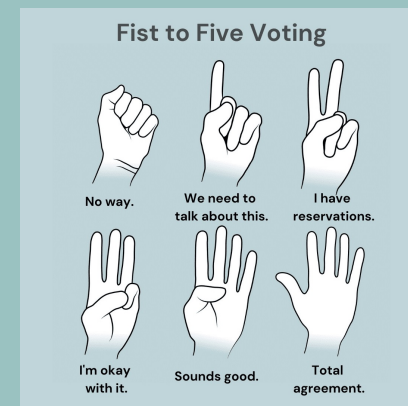
- The next set of slides breaks down the vision and goals statements
- For each slide will ask you first to do a straw poll to indicate to what level you want to suggest changes
- **Bold** indicates some revisions that the consultant team suggestions based on our review of the last few weeks – mostly minor word smithing suggestions
- We'd like you to offer your suggestions to the MPC members for discussion tonight
- The results of tonight's discussion will be incorporated into the draft report with the revised vision and goals that we submit to you next month

STRAW POLL METHOD



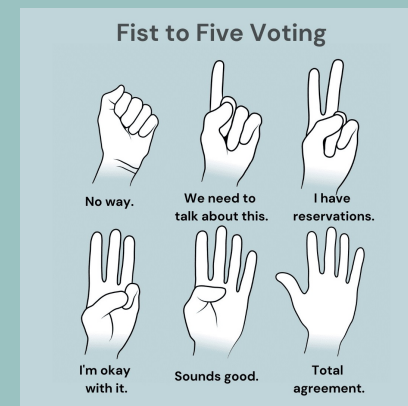
OVERARCHING VISION FOR MEDWAY 2032

In 2032, Medway continues to be a family-oriented small town with active locally owned farms, cows grazing along Route 109, a deep and celebrated history from Native American roots through to the 21st century, and many **residents** that are proud to include multiple generations of Medway residents.



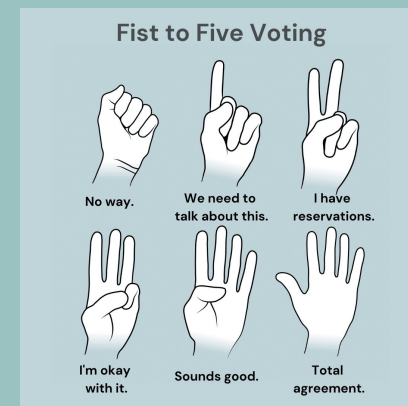
MEDWAY...

Is a peaceful, friendly, close-knit community whose residents take care of each other and welcome and embrace new residents of all ages, identities, and backgrounds



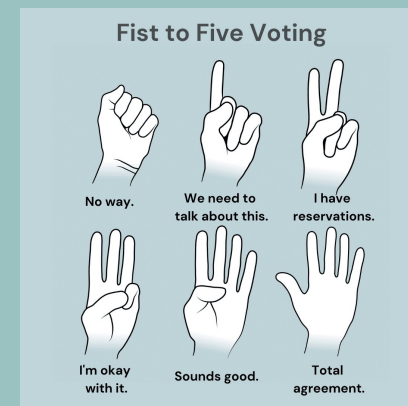
MEDWAY...

Protects natural resources to support clean and plentiful drinking water, local food production, agricultural heritage, scenic beauty, passive recreation, and promote carbon absorption



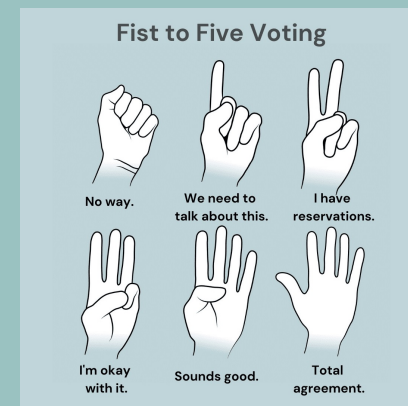
MEDWAY...

Supports a vibrant town center and strategic, sustainable residential, commercial, and industrial growth to promote local jobs and enhance local economic vitality



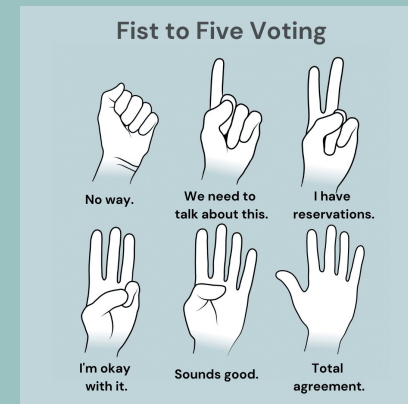
MEDWAY...

Provides strong, modernized public schools and facilities including high quality athletic fields, interconnected trail system, as well as a well-resourced senior center, community center for all ages, and library and makerspace



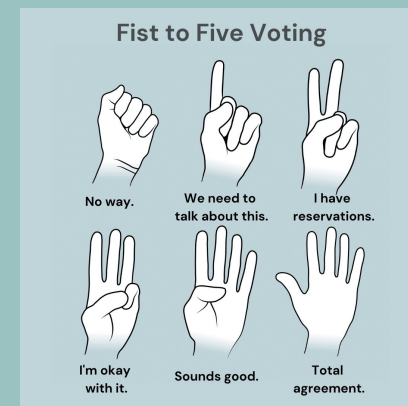
MEDWAY...

Is well-run with professional, transparent, and fiscally responsible leadership that excels at delivering public services as well as maintaining and expanding infrastructure and assets **with an eye to the future**



FOUR CORE THEMES

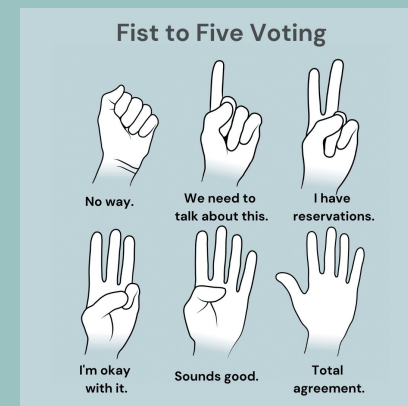
1. Responsible and Sustainable Growth
2. Conservation, Resiliency, and Stewardship
3. A Caring, Close-Knit Community
4. Safe and Connected Mobility Options



VISION FOR RESPONSIBLE AND SUSTAINABLE GROWTH

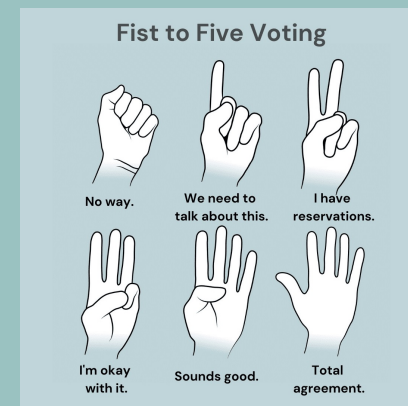
In 2032, Medway has a thriving, attractive, walkable town center on Route 109; strong local businesses and employment opportunities; multigenerational, affordable, accessible, and smaller housing options; attractive public art; and well-preserved historic buildings.

Over the preceding decade, the community has made strategic public infrastructure and service investments to support responsible, sustainable growth that minimizes the residential tax burden and maximizes protection and health of the community's living infrastructure including the Charles River and its tributaries, the Great Black Swamp, groundwater resources, forested areas, native plants, and habitat areas.



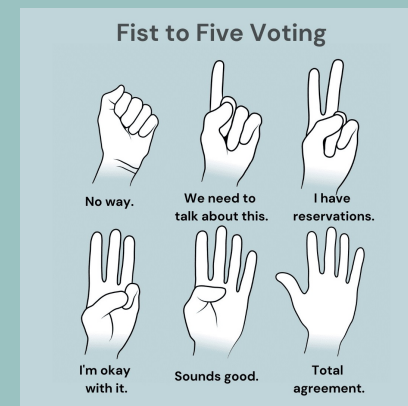
VISION FOR RESPONSIBLE AND SUSTAINABLE GROWTH

Oak Grove supports a cluster of established companies and entrepreneurs in addition new residential redevelopment, which has created new jobs as well as a **prominent** western gateway for Medway. Additional redevelopment plans are pending or underway as the town realizes its vision for this important area, increasing local jobs, non-residential tax base, and residential options.



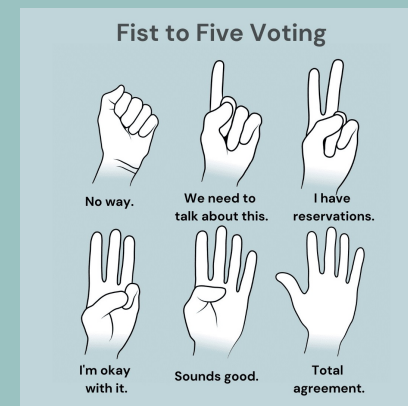
GOALS FOR RESPONSIBLE AND SUSTAINABLE GROWTH

1. Expand wastewater treatment capacity to accommodate projected additional wastewater demand of 165,000 gallons per day.
2. Protect drinking water quality and ensure full capacity of groundwater wells including water conservation and treatment.
3. Catalyze redevelopment of key properties on Route 109 to create a traditional, walkable town center with public facility investments, public/private partnerships, creation of cohesive visual district branding, coordinated marketing and promotion, and a net increase to the local tax base.



GOALS FOR RESPONSIBLE AND SUSTAINABLE GROWTH

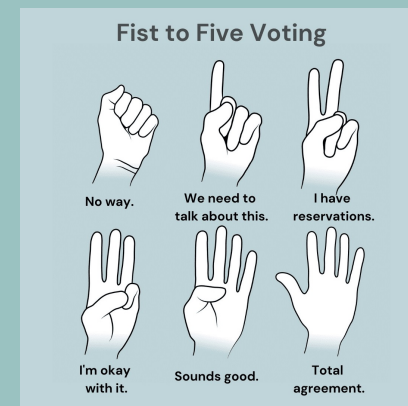
4. Promote new development in the Oak Grove Area to realize the vision of the 2017 Urban Renewal Plan with a diverse mix of uses, including business, industry, open space, and housing and generate sustainable employment opportunities, provide opportunities for economic development, and deliver a net increase to the local tax base.
5. Actively leverage financial, technical, and promotional support for the continued success of existing and new local businesses throughout Medway.
6. Foster smaller, accessible, and affordable housing options, **including starter homes**, in strategic and sustainable locations that enable residents to thrive in the community including to support the needs of an aging population, young adults, **young families**, special needs, and a socioeconomically diverse population.



VISION FOR CONSERVATION, RESILIENCY, AND STEWARDSHIP

In 2032, the community is regarded as a regional conservation leader due to its commitment and initiatives to ensure heritage protection, natural resource conservation, reforestation, and regeneration, and renewable energy for a sustainable and resilient town and region.

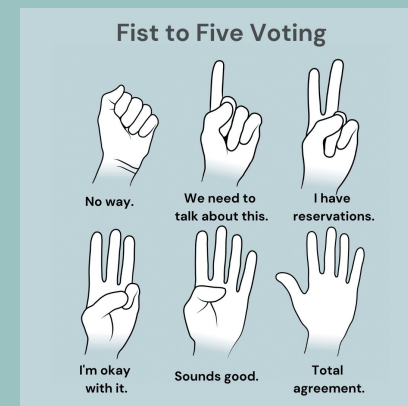
Medway's natural resource conservation has not only increased protected open space and tree **canopy** coverage, but also has reduced the impacts on essential natural systems caused by human activity, such as wastewater and solid waste, energy consumption and fossil fuels, and changes in land use that reduce natural ground cover and increase impervious surfaces.



VISION FOR CONSERVATION, RESILIENCY, AND STEWARDSHIP

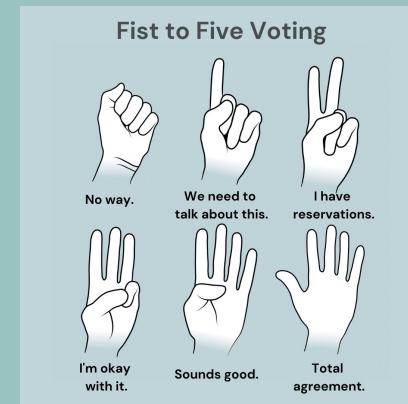
Medway's commitment to supporting locally grown food and regenerative, water smart farming practices ensures the availability of healthy local food options, through viable farming businesses **and community gardens**, as well as pulling excess carbon dioxide out of the atmosphere .

Town assets are well-maintained including Choate Park, the Community Farm, Idylbrook Fields, the Thayer House, athletic fields, playgrounds, and the town's extensive, interconnected trail system along the Chicken Brook corridor.



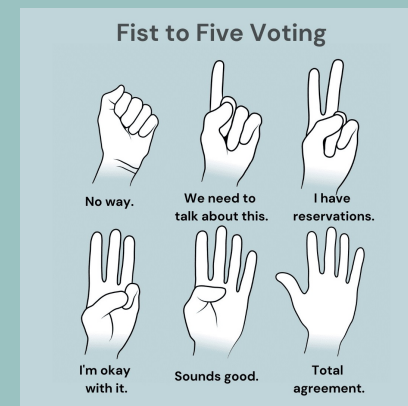
GOALS FOR CONSERVATION, RESILIENCY, AND STEWARDSHIP

1. Actively work to achieve 40% emissions reductions below the FY2009 baseline by 2030 in alignment with the state's Act Creating a Next-Generation Roadmap for Massachusetts Climate Policy.
2. Permanently protect tree canopy and at least 30% of open space land prioritized for three purposes:
 1. carbon sequestration to remove carbon from the atmosphere
 2. biodiversity conservation to ensure long-term persistence of rare and other native species and their habitats
 3. prime farmland to enable local food production through regenerative water smart farming practices
4. Passive recreation and trails



GOALS FOR CONSERVATION, RESILIENCY, AND STEWARDSHIP

3. Celebrate and honor local heritage by increasing local awareness and protecting historic resources including buildings, cemeteries, landscapes, archeological resources, and other irreplaceable resources.
4. Reduce impacts on essential natural systems caused by human activity including through water conservation, **local food production**, eco-friendly landscaping and waste disposal, nature-based stormwater solutions, electric vehicle infrastructure, and use of renewable energy sources.
5. Ensure ongoing stewardship and improve accessibility for public assets including parks, playgrounds, trails, athletic fields, as well as public facilities including town hall, police, fire, DPW, Thayer House Ide House, and other town-owned assets.

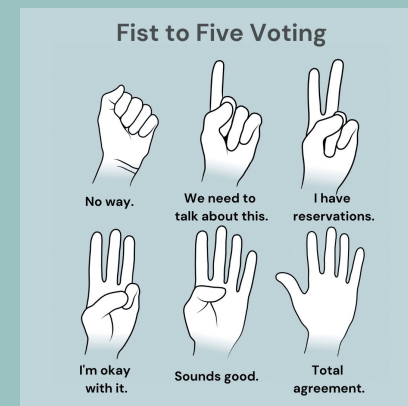


VISION FOR A CARING, CLOSE-KNIT COMMUNITY

In 2032, Medway fosters caring connections supported by accessible services; strong and inclusive schools; and arts, cultural, and recreation opportunities for all ages for a healthy, interconnected community.

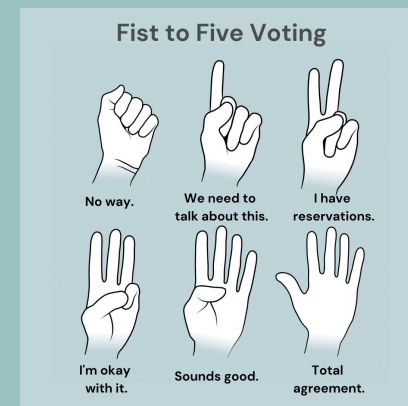
Residents of Medway, regardless of income, age, identity, and ability, support the community as volunteers, actively participate in local decisions including at Town Meeting, and enjoy the various community events, festivals, and activities sponsored by the Town, schools, and local organizations.

Medway has varied recreation, creative arts, and cultural options where teens and young adults engage with each other as well as programming and services for older adults and intergenerational participants that **fosters a socially-connected community with strong support systems.**



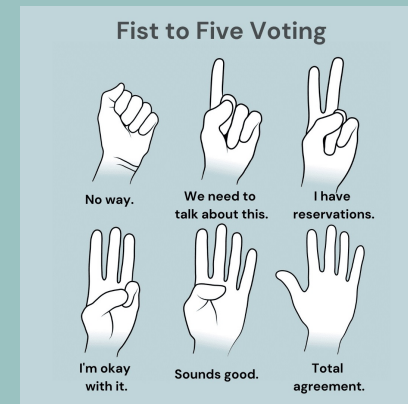
GOALS FOR A CARING, CLOSE-KNIT COMMUNITY

1. Nurture and reinforce a sense of belonging for all residents of Medway as a welcoming and inclusive community where people with diverse backgrounds and cultural identities feel safe, respected, and integrated, and are encouraged to participate in town government.
2. Invest to **maintain and** modernize school facilities and technological resources to reinforce and sustain Medway's high quality public education services **to plan and prepare for changes to school** enrollment.



GOALS FOR A CARING, CLOSE-KNIT COMMUNITY

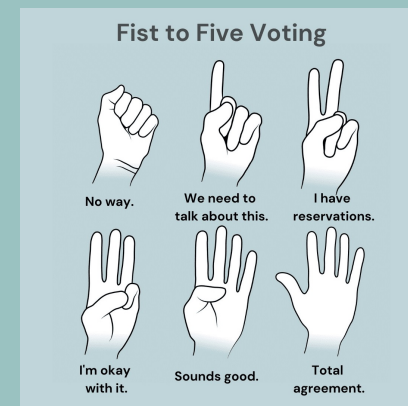
3. Foster strong community connections and social participation by providing intergenerational gathering spaces and supporting coordinated educational, artistic, and fun cultural activities and events for all ages and abilities, including children, teens, young adults, and older adults.
4. Support affordable supportive community and health services, including social and emotional health services , as well as community volunteer opportunities to encourage civic engagement.
5. Meet community needs for inclusive indoor and outdoor recreation opportunities, **continued learning**, green spaces, and water recreation options that can be used and enjoyed by people of all ages and abilities.



VISION FOR SAFE, GREEN, AND CONNECTED MOBILITY OPTIONS

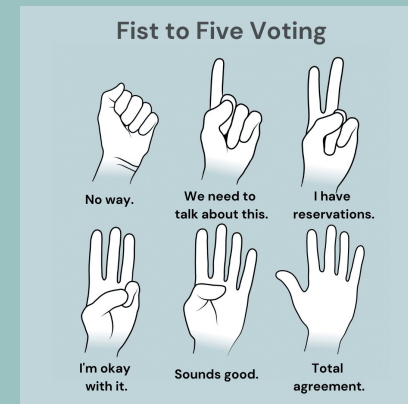
In 2032, Medway's decades of investment in safe, walkable, bikeable local street networks have benefited the whole community – young and old alike. Improvements in connected bike **facilities**, accessible sidewalks and crosswalks, electric vehicle infrastructure, and access to a variety of local and regional mobility options for all ages connect Medway residents to employment and education opportunities as well as parks, grocery stores, restaurants, **healthcare facilities**, and gathering places that support a healthy, high-quality life.

New commercial and residential development in the Town Center area on Route 109 and Oak Grove area benefit from expanded local and regional shuttle services, safe walkable sidewalks and crosswalks, and bicycle lanes and storage facilities.



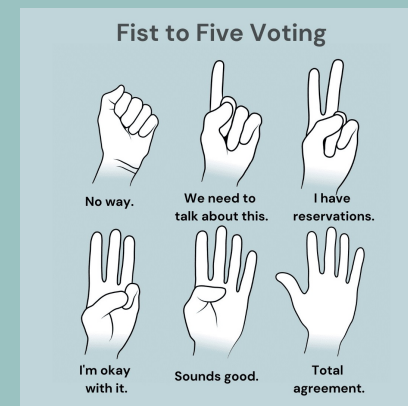
VISION FOR SAFE, GREEN, AND CONNECTED MOBILITY OPTIONS

Nature-based green infrastructure and design improvements on Medway's major roadways have reduced the stormwater pollution to surface and groundwater **sources** and beautified streetscapes with vegetation to help capture and treat runoff. These improvements have also reduced the urban heat island effects **in summer**, reduced water treatment costs, and helped to mitigate flooding **while improving air quality**.



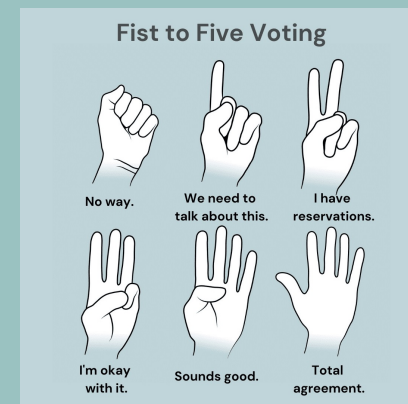
GOALS FOR SAFE, GREEN, AND CONNECTED MOBILITY OPTIONS

1. Improve walking and biking safety, accessibility, and connections on arterial and connector streets throughout Medway for all ages and abilities **by creating a connected network** of sidewalks and bike lanes, as well as off-road trails or pathways **providing people with safe and efficient access** to schools, parks, commercial areas, and other key destinations.
2. Invest in traffic calming and safety improvements to high crash areas to improve overall road safety, particularly the intersections on Main Street/Route 109 at Holliston and Highland/Franklin Street.
3. Consider the needs of all residents when planning future transportation **improvements** with land use planning and regulatory changes that encourage nodal residential or commercial growth, such as shuttle services to support new development at Oak Grove and in the Central Business District.



GOALS FOR SAFE, GREEN, AND CONNECTED MOBILITY OPTIONS

4. Systematically **disconnect** the impervious surface footprint of public streets and parking areas and use nature-based solutions to reduce stormwater runoff and protect surface and groundwater quality.
5. Increase availability of technology and infrastructure to support electric vehicle and bicycle use, including charging stations and bicycle storage.
6. Expand local and regional public transportation service, such as Dial-a-Ride and shuttle service, to maximize non-auto travel for residents including commuters and older residents to get to MBTA commuter rail stations, grocery stores, medical appointments, and the like.



**THANK YOU FOR YOUR PATIENCE
WITH THIS ACTIVITY!**

Now for an overview of the draft Phase III approach and schedule

DRAFT PHASE III SCHEDULE

Consultant team brainstorm session to identify best practices and strategy options to support the draft vision and goals

1/24: MPC meeting to review plan for focus groups and discuss stakeholders and town officials to participate

Prepare for focus groups: Coordinate invitations; assemble info on best practices and strategy options; design discussion activities

JAN-FEB

Wk 2/14-17: Focus group on #1: Responsible & Sustainable Growth (See pg. 2)

2/28: MPC meeting to provide status report of focus groups and plan for community forum or alternative

Wk 2/28-3/3: Focus group on #2: Conservation, Resiliency, & Stewardship

Wk 3/7-11 Focus group #3: A Caring Close-knit Community

FEB-MAR

Wk 3/14-17: Focus group #4: Safe, Green, and Connected Mobility Options

Prepare aggregated summary of focus groups and outline of draft strategy

3/28: MPC meeting to review outline of draft strategy options

April: Implement community engagement to solicit feedback on strategy options (see ideas for alternative to in-person forum on page 3)

MAR-APR

Wk 4/11-4/14: Dept. Manager's meeting to review strategy options and discuss feasibility and capacity

Draft shortlist of priority strategies based on engagement results and Dept. feedback

4/25: MPC meeting to review shortlist of priority strategies

Refine shortlist of strategies

5/23: Present shortlist to MPC, SB, and PEDC at joint meeting

APR-MAY

THANK YOU!

QUESTIONS?



J^M_C