



MEDWAY MASTER PLAN COMMITTEE MEETING

9/27/21

PRESENTATION BY

JENN GOLDSON, AICP

JM GOLDSON LLC

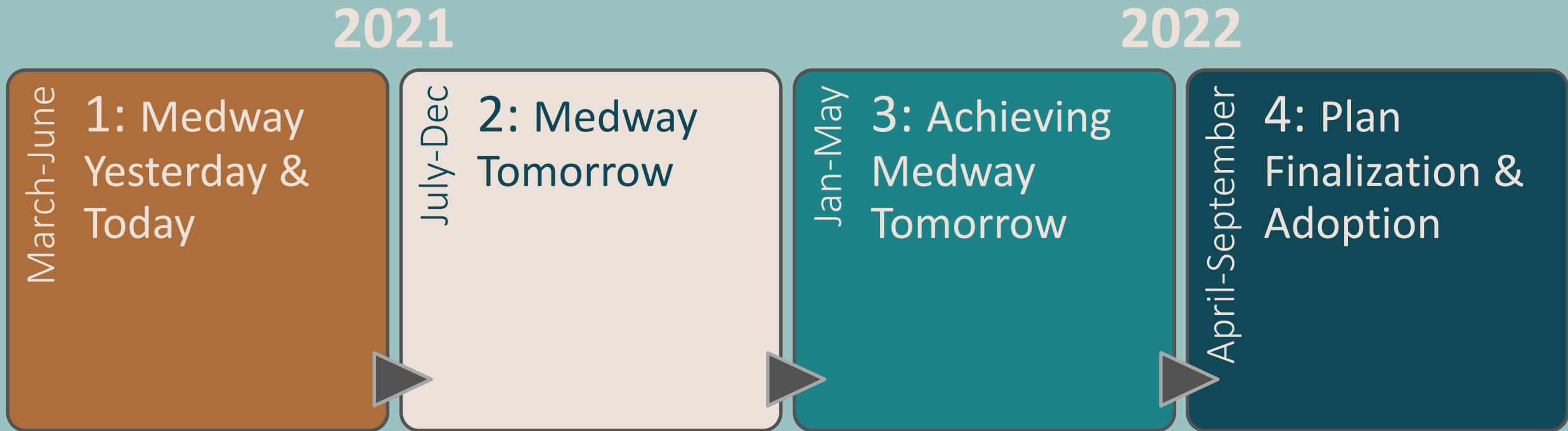
J M GOLDSON

PRESENTATION TOPICS

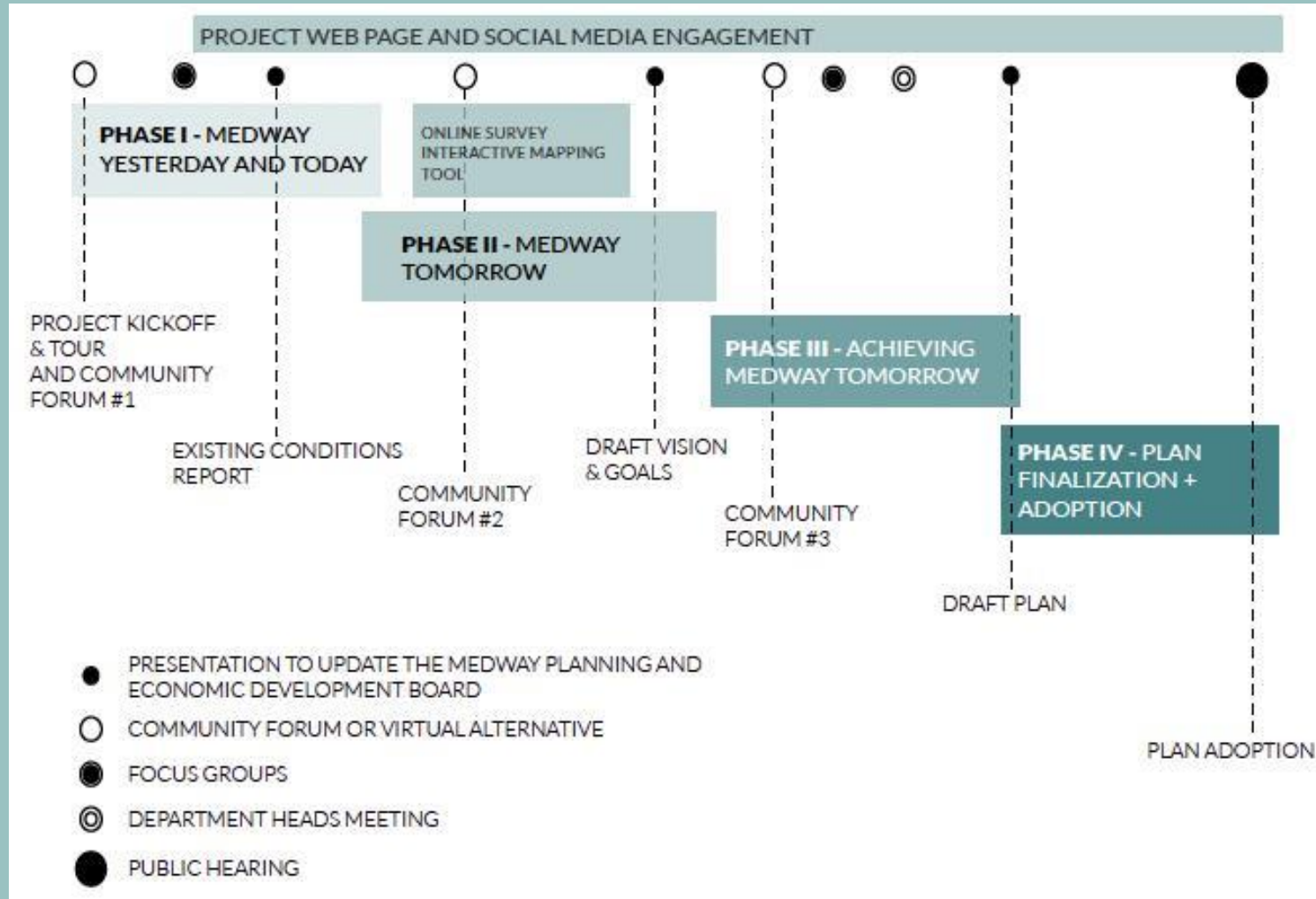
1. Review Overall Phase II Schedule
2. Review Phase II Community Engagement Results
3. Review plan for October 3 Forum



THE PLANNING PROCESS



OVERALL PROJECT MILESTONES



PHASE II SCHEDULE

Launch summer engagement tools: Meeting in a Box, Community Survey, and webmap

7/26: MPC meeting to review EC report and check-in on engagement process

JMG staff run 3 tabling events + 3 targeted meetings (Senior Center, Housing Authority, etc.)

MPC members run additional tabling events and host MIBs

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

July-Aug

Outreach for Community Forum #2

Close engagement tools and analyze community input to create draft vision and goals statements

9/27: MPC meeting to review summer engagement results

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

Compile community forum results

Sept-Oct

Prepare draft vision and goals for MPC review

11/22: Master Plan Committee (MPC) meeting to review draft vision and goals

Prepare full draft vision and goals report

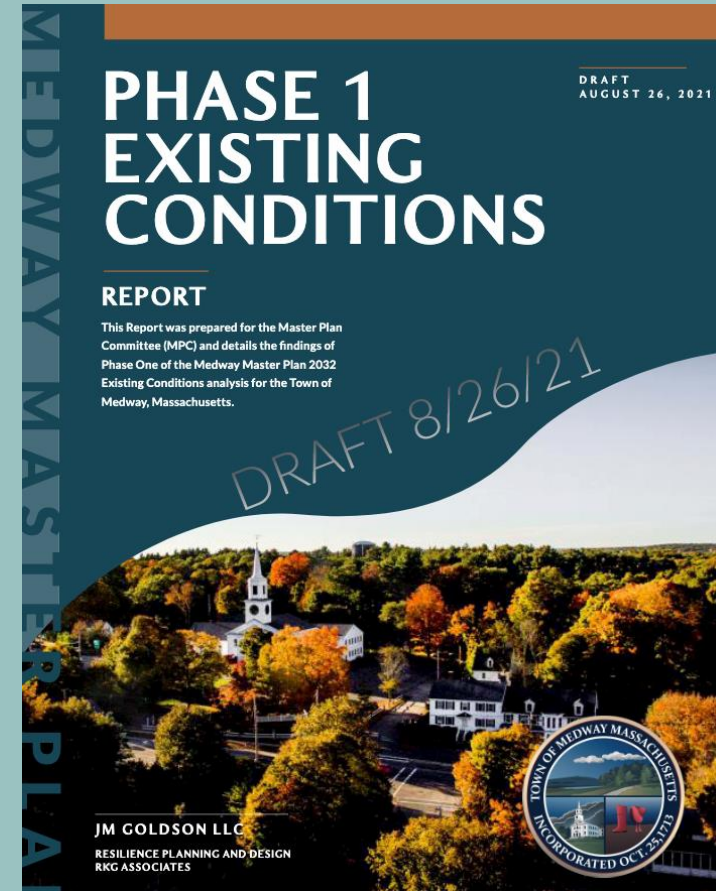
12/20: MPC meeting to review draft vision and goals report

Present draft vision and goals report to PEDB (date to be determined)

Nov-Dec

STATUS OF EXISTING CONDITIONS REPORT

- Comment period closes October 1
- Two sets of comments submitted as of September 27



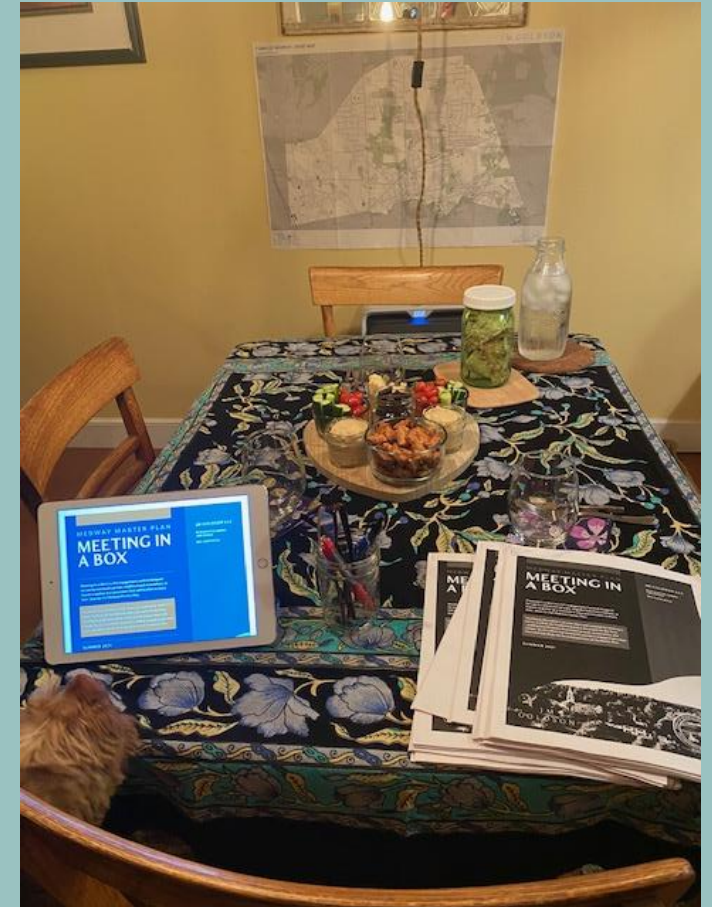
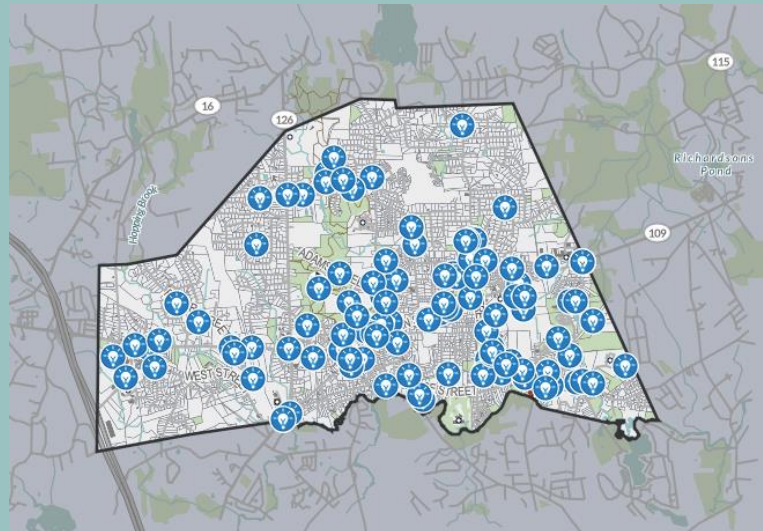


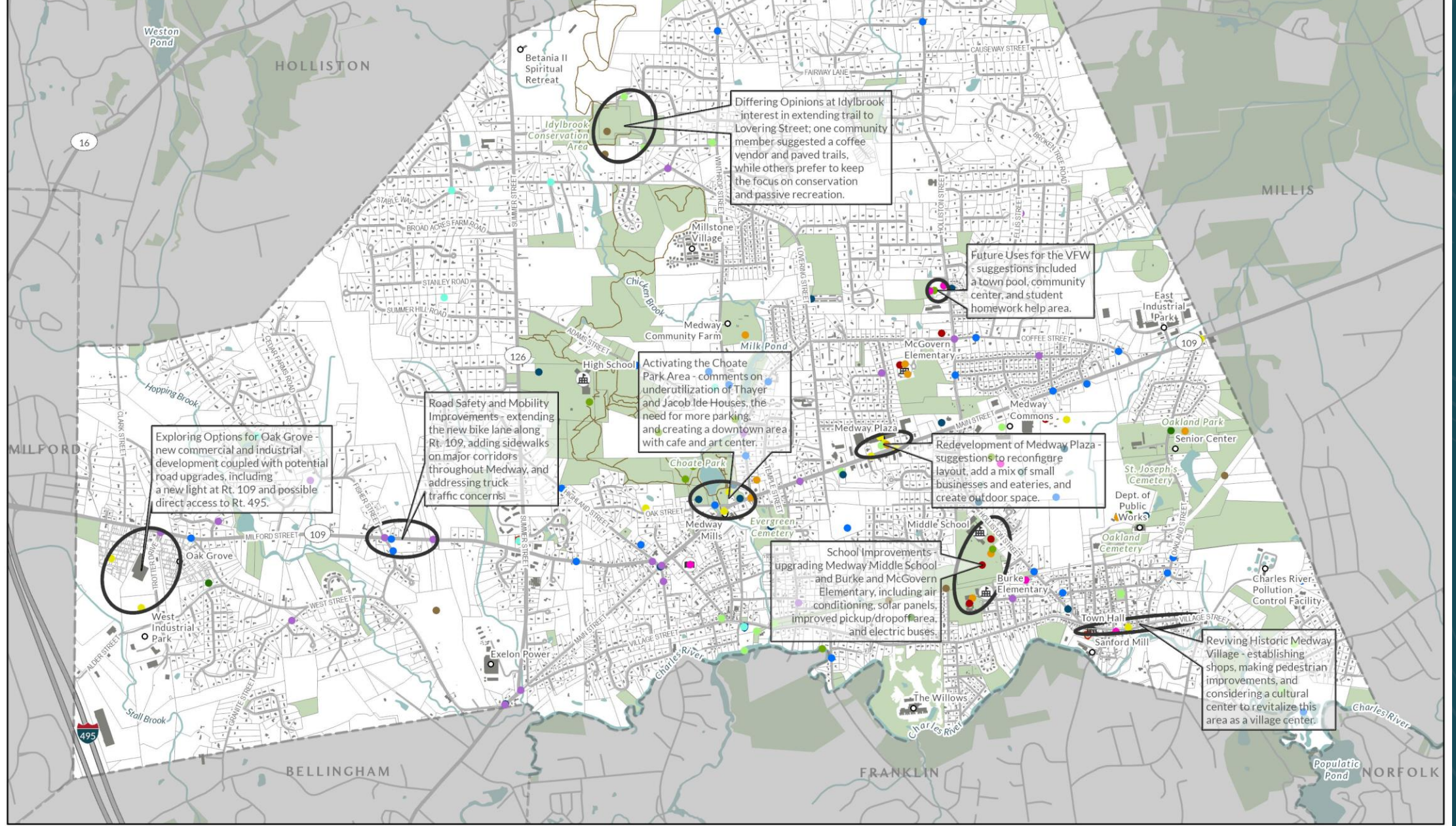
PHASE II COMMUNITY ENGAGEMENT RESULTS

FINAL ENGAGEMENT NUMBERS

- Survey – 818 responses total
- Meeting in a Box – 9 meetings held
- Crowdmap – 150 points/ideas
- Pop-up events – 10 total

*Approximately 1,045
participants across all
events*





Sources: Town of Medway, MassGIS

SUMMARY OF COMMUNITY ASSETS

Community Character and Circumstances

- Small-town community
- Safety
- Agricultural history and active farms
- Family- and education-oriented community

Community Resources

- Medway Public Library
- Open Space and passive recreation opportunities
- Active recreation resources
- Effective and active town government

SUMMARY OF CONCERNS, ISSUES, & CHALLENGES

- Connectivity and Mobility - lack of sidewalks and transportation networks in town
- Preserving Natural Resources - overdevelopment and lack of preservation of natural resources
- Housing Affordability and Community Growth - the need for housing affordability
- Downtown and Economic Opportunities - the lack of an active downtown and the need for updated businesses
- Community Culture - the maintenance of a small, tight-knit community while increasing diversity and welcoming new people
- Arts and Cultural Opportunities - the need for increased arts and cultural opportunities, including for older children
- Supporting Aging/Disabled Residents and Children - the support systems needed for aging or disabled residents

SUMMARY OF COMMUNITY VISION ELEMENTS

1. Create a vibrant town center
2. Increase walkability and connectivity
3. Embrace community growth responsibly
4. Foster a diverse and welcoming community
5. Support senior residents
6. Welcome and support small businesses
7. Protect and preserve open space and natural areas
8. Embrace sustainability initiatives and increase climate resiliency
9. Create and preserve a diverse array of affordable housing
10. Support teens and young adults by creating more activities and opportunities in town
11. Invest in water and sewer infrastructure improvements to ensure clean water
12. Promote water conservation
13. Highlight and protect Medway's historic resources
14. Increase transportation connectivity within the town and region
15. Deepen a sense of community through activities and community spaces



PHASE II DRAFT VISION AND GOALS FOR COMMUNITY FEEDBACK

BASIS OF DRAFT VISION & GOALS?

- Consultant's analysis based on community engagement results AND the findings of the Existing Conditions report
- The draft vision & goals is NOT intended to be a “recommendation”
- We created the draft vision and goals to generate additional community feedback
- It is intended for community members to provide reaction to so that we can create a vision and goals for your review in November

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 families that are proud to include multiple generations of Medway residents.



VISION FOR MEDWAY 2032

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
- Protects natural resources to support clean and plentiful drinking water, local food production, agricultural heritage, scenic beauty, passive recreation, and promote carbon absorption
- Supports a vibrant town center and strategic, sustainable residential, commercial, and industrial growth to promote local jobs and enhance local economic vitality
- 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
- 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

CORE THEMES WE HEARD

- **Responsible and Sustainable Growth:**
 - Promote responsible, sustainable growth that reinforces the small-town feel, minimizes residential tax burden, welcomes a diverse population, and is supported by strategic infrastructure and service investments and high-quality schools.
- **Conservation, Resiliency, and Stewardship:**
 - Ensure heritage protection, natural resource conservation and regeneration, and renewable energy for a sustainable and resilient town and region.
- **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.
- **Safe, Green, and Connected Mobility Options:**
 - Invest in safe, walkable, bikeable local street networks have benefited the whole community – young and old alike – and expand local and regional shuttle services.

CORE THEMES & GOALS

- Each of the core themes have a series of goals associated with them
- Core themes and goals become the framework for a master plan

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.
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 in strategic and sustainable locations that enable residents to thrive in the community including to support the needs of an aging population, young adults, special needs, and a socioeconomically diverse population.

CORE THEMES

STATUTORY ELEMENTS

VISION PILLARS

GOALS

STRATEGIES

BALANCING DEVELOPMENT WITH PRESERVATION

The goals and strategies in this category address balancing preservation and development, including appropriately-scaled development; affordable housing options; and commercial and mixed-use redevelopment opportunities.



BALANCED GROWTH + HOUSING CHOICES

7 GOALS

20

CONNECTING PEOPLE TO PLACES

The goals and strategies in this category address creating a safe circulation network that relies less on vehicles and provides safe and pleasant alternative transportation options to key destinations.



MULTI-MODAL + REGIONAL CONNECTIONS

3 GOALS

12

ENSURING SUSTAINABILITY

The goals and strategies in this category address how the Town can best maintain its resources and be best equipped to meet future challenges, including climate resiliency and adequate funding and planning for capital improvements.



SUSTAINABILITY + GOVERNANCE

5 GOALS

20

BUILDING COMMUNITY

The goals and strategies in this category address how to better engage residents and the services, events, and programs that bring Winchester together.



COMMUNITY CONNECTIONS + PUBLIC EDUCATION

5 GOALS

13



OVERALL DESIGN

Objective:

- **Share what we've learned so far including draft vision and goals options and solicit community feedback to help confirm, refine, redirect**
- Open house style
- 3 scheduled presentations
- 5 activity stations – need one MPC member for each
- Registration station – need 4 MPC members



COMMITTEE MEMBER PLACEMENTS

- Registration (4 needed)
 - Siri Krishna Khalsa
 - Linda Reynolds
 - Jack Wolfe
- Stations (5 needed)
 - Susy Affleck-Childs (Overarching Community Vision station)
 - Jess Chabot (Responsible & Sustainable Growth)
 - Debi Rossi (11-12)/Susan Dietrich (12-3) (A Caring Close-Knit Community)
 - Sarah Raposa (Safe, Green, & Connected Mobility Options)
 - Denise Legee (Conservation, Resiliency, & Stewardship)
- Kid's Activities
 - Faina Shapiro
- DPW table
 - John Foresto

SUBCOMMITTEE REPORT

- **Objective:** This is a community event. It's not your typical public meeting. It is a chance for community building – let's have fun and be welcoming.
- Food from Cousins Maine Lobster Food Truck
- Millis Berfield Band
- Kid's activities:
 - High school student assistance
 - Story-time
 - Temporary Tattoos
- Giveaway of gift cards and other Medway prizes – 3 “baskets” total



THANK YOU!

QUESTIONS?



J^M_C