



# TOWN OF MEDWAY

## COMMONWEALTH OF MASSACHUSETTS

### MASTER PLAN COMMITTEE

Medway Town Hall  
155 Village Street - Medway, MA 02053  
Phone (508) 533-3291 Fax (508) 321-4987  
[masterplancommittee@townofmedway.org](mailto:masterplancommittee@townofmedway.org)

Monday, September 27, 2021 @ 6:30 p.m.  
Medway Middle School, Presentation Room - 45 Holliston Street

Members Present in Meeting Room: Eric Arbeene, Becky Atwood, Jessica Chabot, Susan Dietrich, John Foresto, Ellen Hillery, Denise Legee, Cassandra McKenzie, Sarah Raposa, Linda Reynolds, Debi Rossi, Faina Shapiro, Alex Siekierski, Jack Wolfe (arrived 7 PM).

Members Absent With Notice: Carey Bergeron

Members Absent Without Notice: Tara Kripowicz.

Members Participating Remotely: Siri Krishna Khalsa.

Master Plan Committee Staff Present in Meeting Room: Susy Affleck-Childs, Planning and Economic Development Coordinator; Jeanette Galliardt, Recording Secretary.

Others Present: Consultant Jenn Goldson, JM Goldson, LLC

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#### Call to Order

At 6:30 PM Ms. Chabot called the meeting to order. Members present identified themselves. Two members were absent; Ms. Khalsa was participating remotely via Zoom. As is the policy with remote participation, all votes must be by roll call.

#### Election for Master Plan Committee Vice-Chair

It was announced that Ms. McKenzie wished to step down as Vice Chair yet remain on the committee. At this time, **Ms. McKenzie nominated Deb Rossi to serve as Vice Chair; Ms. Raposa seconded the nomination. There were no other nominations. Ms. Rossi agreed to accept the nomination. No**

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#### *Committee members and affiliated groups*

Jessica Chabot, Planning & Economic Development Board – Chair  
Debi Rossi, Board of Parks Commissioners – Vice Chair

Eric Arbeene, At-Large Member | Becky Atwood, Cultural Council | Carey Bergeron, Energy & Sustainability Committee  
Susan Dietrich, School Committee | John Foresto, Select Board | Ellen Hillery, Finance Committee | Siri Krishna Khalsa, Council on Aging  
Tara Kripowicz, Conservation Commission | Denise Legee, Open Space Committee | Cassandra McKenzie, Economic Development Committee  
Sarah Raposa, At-Large Member | Linda Reynolds, Lions Club | Faina Shapiro, Medway Business Council | Alex Siekierski, Design Review Committee  
Jack Wolfe, Affordable Housing Trust & Committee

**further discussion. ROLL CALL VOTE: 15-0-0 (14-0-0 from those present in the meeting room; 1-0-0 Ms. Khalsa indicated approval via Zoom).**

#### **Update on Phase 2 Community Engagement**

*The Committee reviewed a PowerPoint Presentation prepared by Ms. Goldson. The presentation is attached to these minutes.*

Utilizing a PowerPoint presentation, Ms. Goldson reported that this initiative is halfway through Phase II with Phase III targeted to begin in January. She spoke briefly about the project milestones, pointing out highlights and noting that there will be another round of focus groups during Phase III. She pointed out that the double-circle symbol positioned after Community Forum #3 in the timeline represents a meeting with municipal department heads. The Draft Plan will be written after Phase III has been completed and will be the start of Phase IV. Discussion followed.

Ms. Goldson next reviewed the Phase II Schedule, noting that her staff will compile the October 3<sup>rd</sup> Community Forum results in order to prepare a draft vision and goals for review and discussion at the November 22 Master Plan Committee meeting. She theorized that, after review by the committee, the report will then be shared with the Select Board.

#### **Update on Phase 1 Existing Conditions Report**

At this time, Ms. Goldson complimented Committee members on their efforts to engage with the community. She was impressed with the concentrated effort of members volunteering for multiple ways to get the word out.

The comment period closes on October 1. It was noted that only two sets of comments had been submitted as of September 27. Does the comment period need to last longer? Brief discussion followed during which it was suggested that committee members remind their respective groups to submit comments if they have not already done so.

#### **Update on Phase 2**

The final Phase II Community Engagement Numbers were as follows, reflecting approximately 1,025 participants across all events:

- 818 surveys
- Meetings In a Box – 9 held
- Crowdmapping – 50 points/ideas
- Pop-up events – 10

Summary of Community Assets reflected Community Character and Circumstances, and Community Resources, featuring the desire for continued small-town community feel, safety, agricultural history and active farms, and Family- and education-oriented community. Under Community Resources, the following were mentioned - Medway Public Library, open space and passive recreation opportunities, active recreation resources, and effective and active Town government. Ms. Goldson reviewed the following topics in the Summary of Concerns, Issues and Challenges.

Summary of Community Vision Elements – Many focused on diversity, walkability and connectivity, vibrant town center, and sustainability initiatives.

Draft Vision and Goals – Ms. Goldson emphasized this is a brand new document, adding that it is not intended to be a recommendation, but merely her interpretation of the data gathered during community engagement coupled with the findings of the Existing Conditions Report. It will give attendees at the Community Forum a starting point for discussion. We are still in “listening mode”, and this is a way to get feedback from the community.

Vision for Medway 2032 – There is a way to balance infrastructure with community needs while being conscious of available resources and development.

Core Themes & Goals – This slide depicts results from another community (Winchester, MA) as an example. Some goals have specific targets. It was noted that some goals are hard to measure and to determine a concrete plan of action.

**October 3, 2021 Community Forum – Review plan for activity stations and discuss final logistics**

The Forum is coming up on Sunday, October 3, at Medway High School. It is designed as an Open House from 11 AM to 3 PM and attendees will go through the activity stations as well as meet with Committee members and attend one of three scheduled presentations by Jenn Goldson in the auditorium.

Discussion followed. Utilizing a floor plan of the Open House site, Ms. Goldson pointed out various components of the event which are listed on the plan by number and replicated on the floor plan itself. She described details such as member nametags, passports, registration packet containing raffle ticket for gift cards, draft vision document and other elements. While the numbers present a sequence that flows through the exhibits, it is not essential to follow that sequence in order to visit all activities at the event.

There was discussion on the placement of committee members at various activity stations at the event. Not all members have indicated their availability to attend. Members should contact Ms. Goldson or Ms. Affleck-Childs about their attendance, or if a change in assignment is necessary. If a member wishes to be at a particular station, they can help the person originally assigned to it. At this time, Mr. Arbeene offered to help Ms. Chabot at the Responsible & Sustainable Growth station. Ms. McKenzie will help with registration. There will be additional people from Ms. Goldson's staff who can float around to cover stations when the assigned member needs to take a break. Members were asked to arrive by 10:30 AM to finalize setup and get into position. Ms. Goldson and her staff will be there at 8:30 AM for set up. There was discussion on committee members wearing royal blue t-shirts to easily identify them should attendees have questions.

Discussion followed on one or two additional activities that are being prepped, i.e., scavenger hunt for kids. The Subcommittee's report reflected that Cousin's Food Truck will attend along with the Millis Berfield Band. A variety of kids' activities will be offered. Three gift baskets will be given away, in conjunction with the presentations. There will be a news story in the October edition of the Millis Medway News that will come out on Thursday or Friday before the event.

General discussion followed on signage around the community publicizing the event. As the school is a public building, the mask mandate will be observed. Extra masks will be available at registration. There are already sanitizing stations at the school.

**Review of Meeting Minutes – August 23, 2021 Master Plan Committee meeting**

*The committee reviewed draft minutes from August 23, 2021.*

**Ms. Rossi made a motion to approve the minutes of August 23, 2021 as presented; Ms. Hillery seconded. No discussion. ROLL CALL VOTE: 11-0-4 (10-0-4 from those present in the meeting room with Ms. Dietrich, Ms. Legee, Ms. Raposa and Mr. Siekierski abstaining; Ms. Khalsa indicated her approval via Zoom).**

**Review of Correspondence**

*The Committee was in receipt of (1) a correspondence dated September 5, 2021 from Mr. Charles Myers focused on Transportation; and (2) a correspondence dated September 3, 2021 from Ms. Ancelin Wolfe suggesting a weekly newspaper and a community garden. (See attached).*

Ms. Goldson briefly reviewed both documents and encouraged members to review them closely.

### **Member Comments and Questions**

Mr. Wolfe expressed that the business section of the Draft Goals talks about development of small businesses. He noted that many people are leaving town each day to work at jobs in other communities. He suggested that there should be ways to attract medium-sized companies employing 50-100 people that could offer positions to a larger group of residents. This would also augment the tax base as it applies to commercial taxes. Discussion followed.

### **Public Comments**

There were no members of the public in attendance.

### **Other Business as may come before the Committee**

None.

### **Adjourn**

**At 7:55 PM Ms. Raposa made a motion to adjourn; Ms. Rossi seconded. No discussion. ROLL CALL VOTE: 15-0-0 (14-0-0 from those present in the meeting room; Ms. Khalsa indicated her approval via Zoom).**

*Respectfully submitted,  
Jeanette Galliardt  
Recording Secretary*

*Reviewed and edited by,  
Susan E. Affleck-Childs  
Planning and Economic Development Coordinator*





# MEDWAY MASTER PLAN COMMITTEE MEETING

9/27/21

PRESENTATION BY

JENN GOLDSON, AICP

JM GOLDSON LLC

J M GOLDSON

# PRESENTATION TOPICS

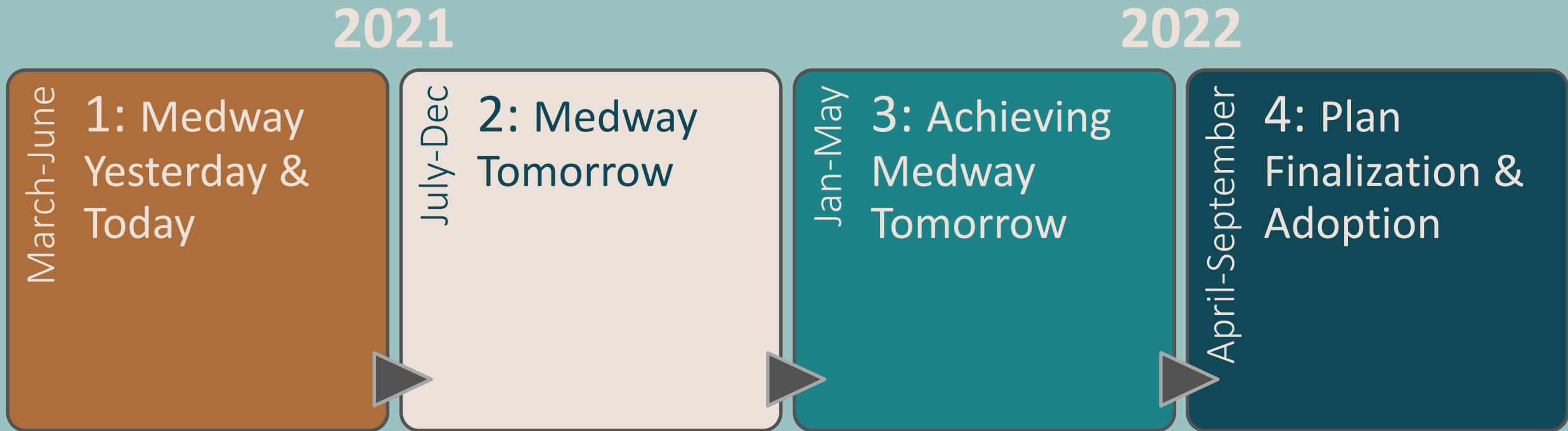
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1. Review Overall Phase II Schedule
2. Review Phase II Community Engagement Results
3. Review plan for October 3 Forum

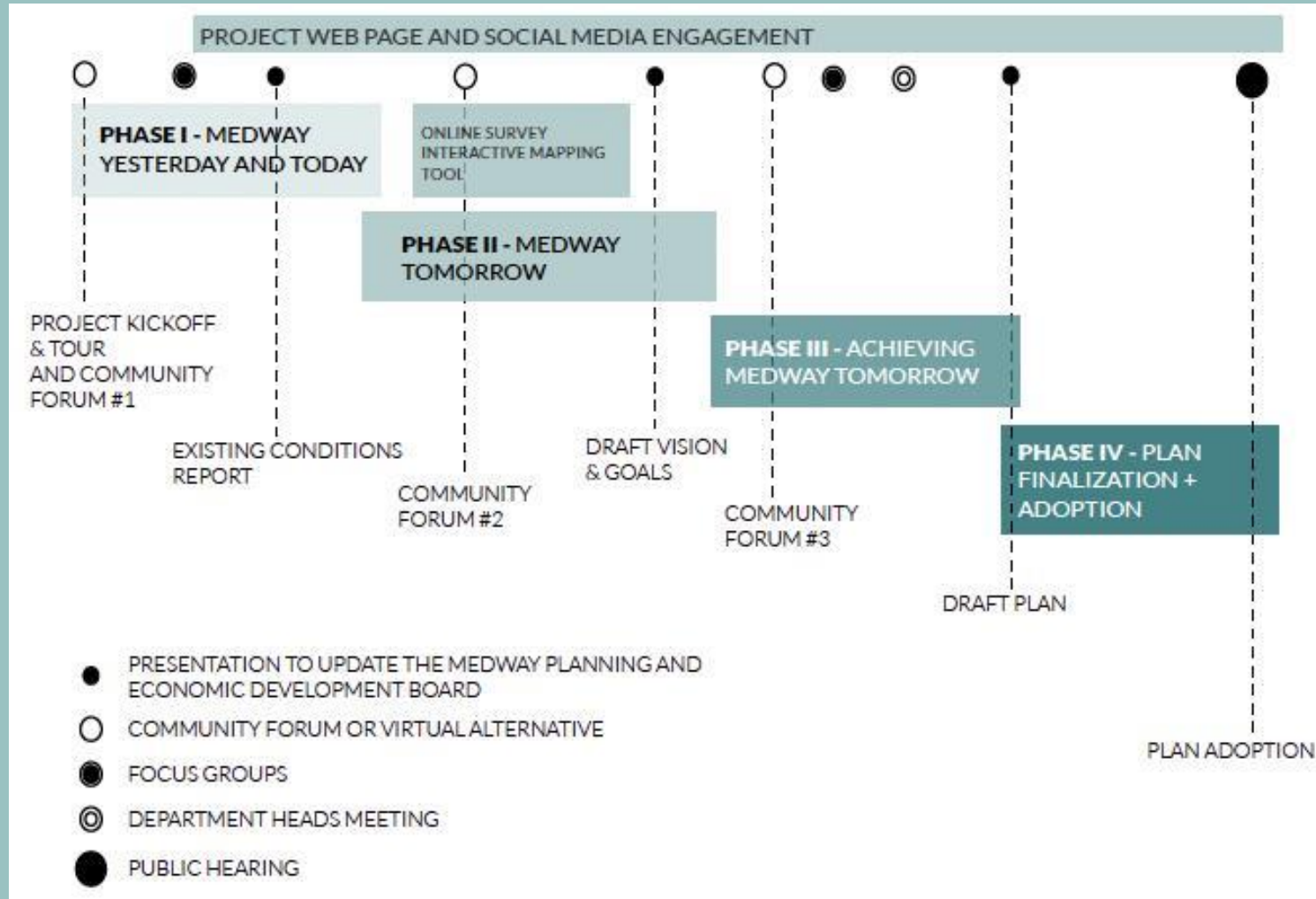


# THE PLANNING PROCESS

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# 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

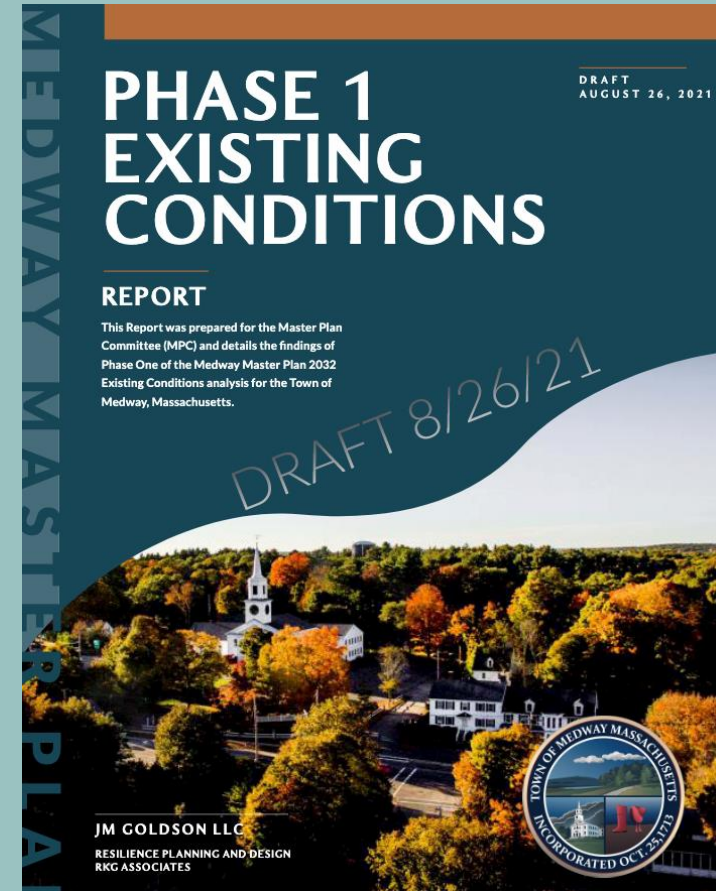
**12/20:** MPC meeting to review draft vision and goals report

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







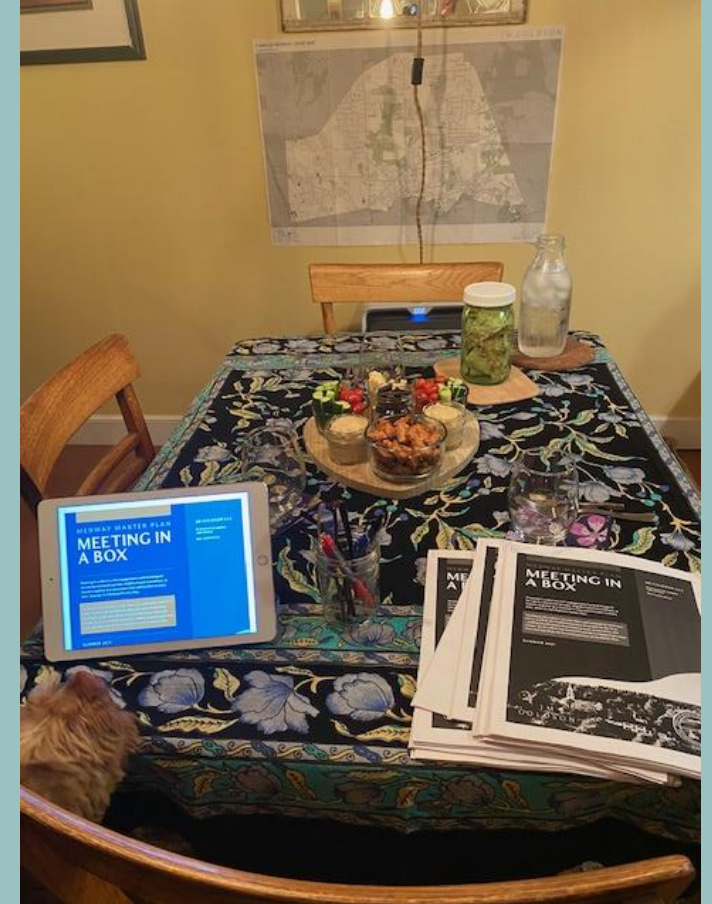
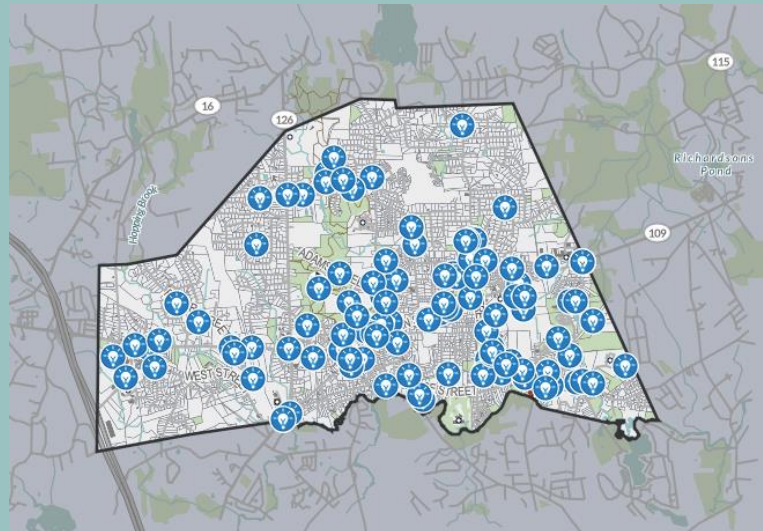
# PHASE II COMMUNITY ENGAGEMENT RESULTS



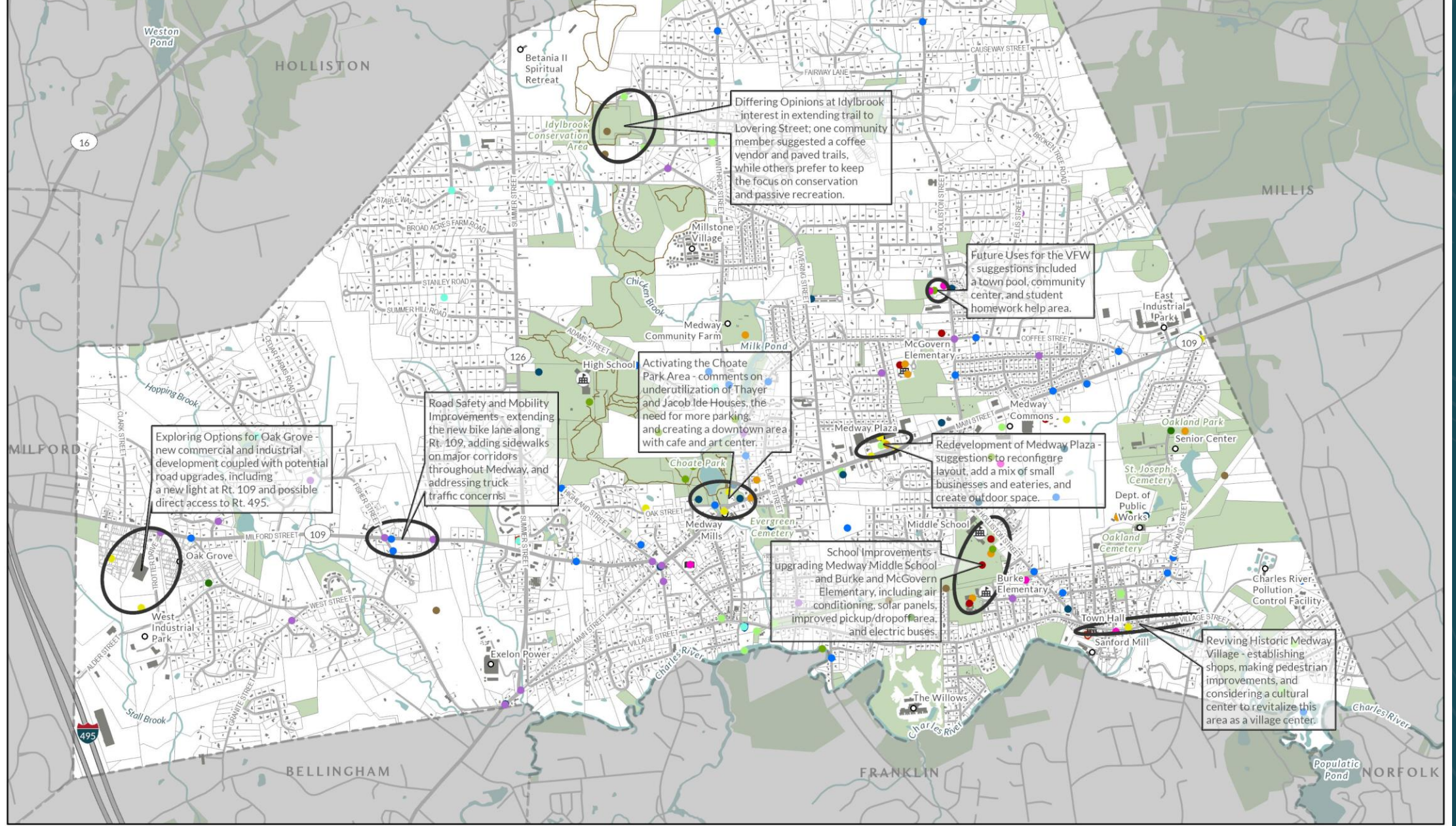
# FINAL ENGAGEMENT NUMBERS

- 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

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## 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

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- 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

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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?

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- 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

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## 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

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- **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



# OCTOBER 3<sup>RD</sup> PUBLIC FORUM



# OVERALL DESIGN

## Objective:

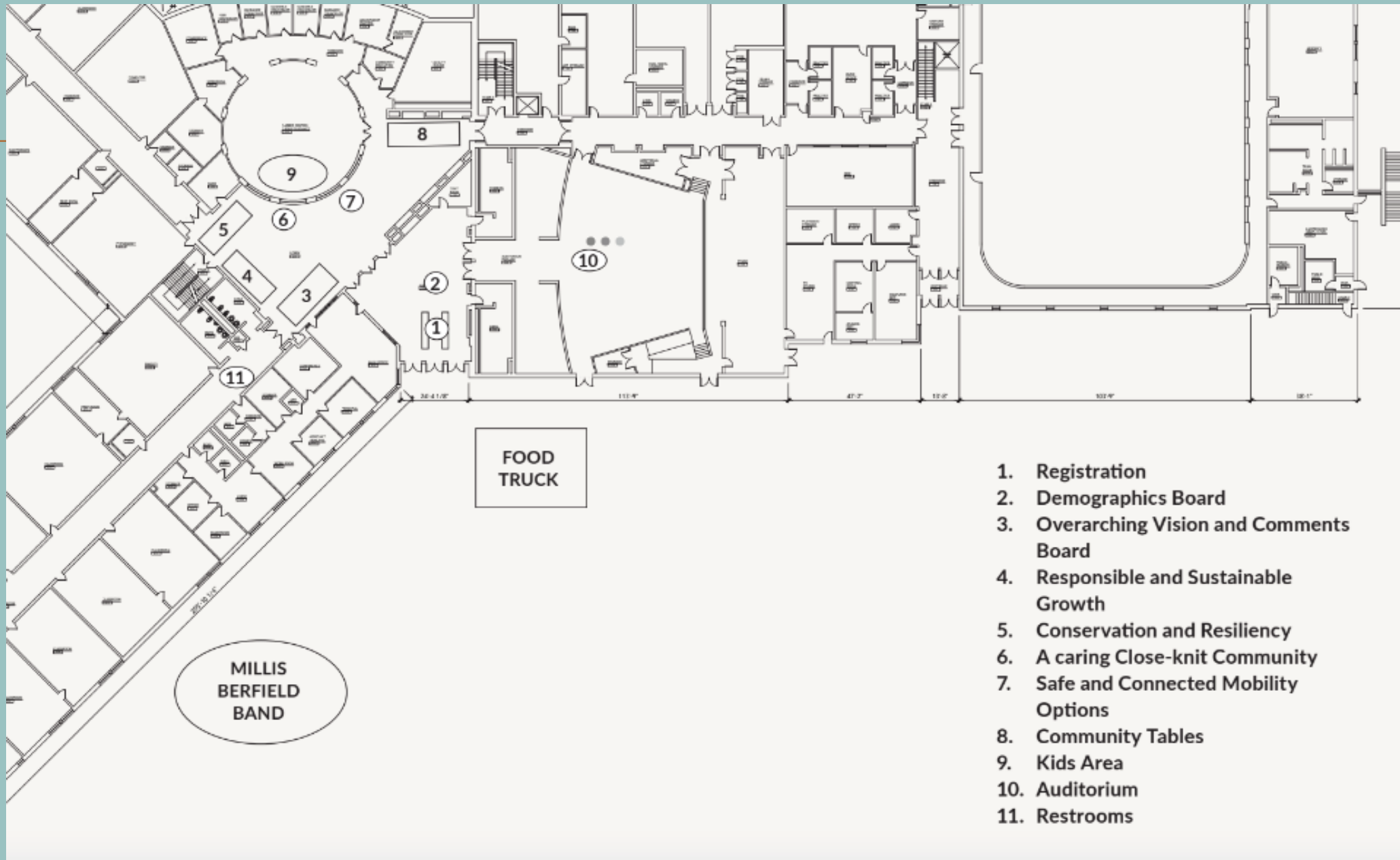
- **Share what we've learned so far including draft vision and goals options and solicit community feedback to help confirm, refine, redirect**
- Open house style
- 3 scheduled presentations
- 5 activity stations – need one MPC member for each
- Registration station – need 4 MPC members



# COMMITTEE MEMBER PLACEMENTS

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- 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!

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QUESTIONS?



J<sup>M</sup><sub>C</sub>



J M G O L D S O N

EMPOWERING PEOPLE — CREATING COMMUNITY

# SUMMARY OF PHASE II SUMMER ENGAGEMENT

MEDWAY MASTER PLAN

SEPTEMBER 2021

DRAFT 09/23/2021

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DRAFT

## INTRODUCTION

The purpose of this report is to summarize the key findings of the summer engagement during July, August, and the beginning of September 2021 for Phase II of the Medway Master Plan. Community engagement efforts included 10 pop-up events, 9 independently organized meeting-in-a-box submissions, comments on the Esri Crowdmap, a community survey and a survey for high school students. Through these efforts, the project team sought to understand the community's key assets, concerns, and challenges in addition to how residents envision the future and what they want to achieve as a community over the next ten years.

The summer engagement process built off the project team's work during Phase I of the project, which included a public forum on May 24, 2021, and 9 focus groups that informed the findings of Phase I Existing Conditions report and influenced the design and content of the summer engagement activities.

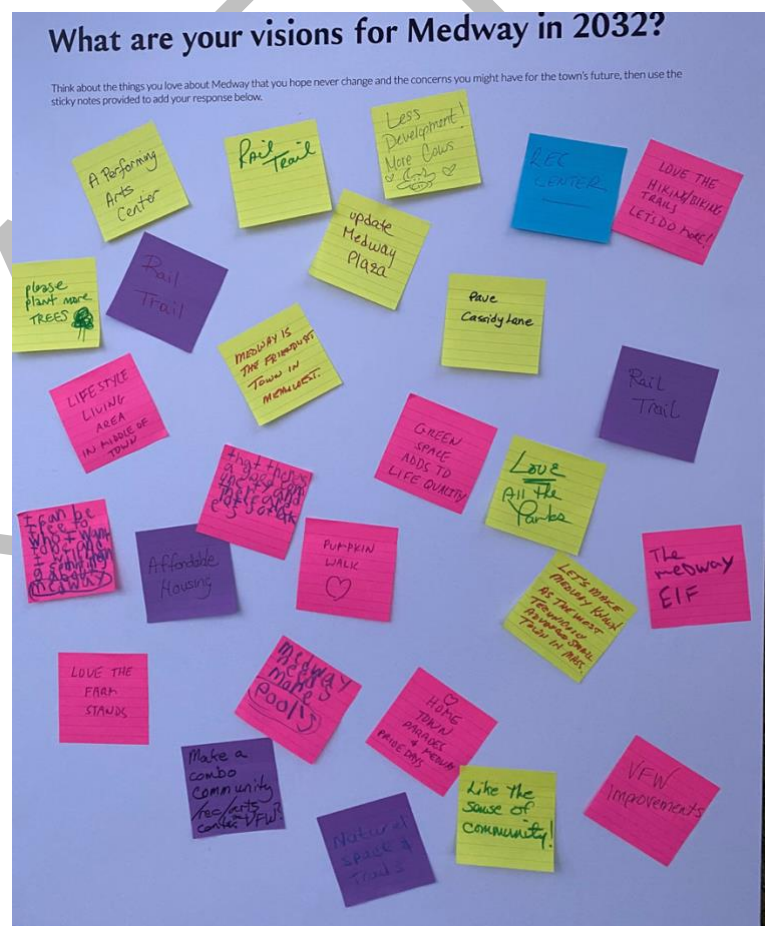
### Pop-up Events

The project team and the MPC hosted a series of Pop-up Events where the Master Plan was promoted and feedback solicited at well-known outdoor community events, including the Farmer's Market, Movie in Choate Park, and Concert at Oakland Park. This event comprised approximately 25 participants in the activities, although more were encouraged to take the survey throughout the events.

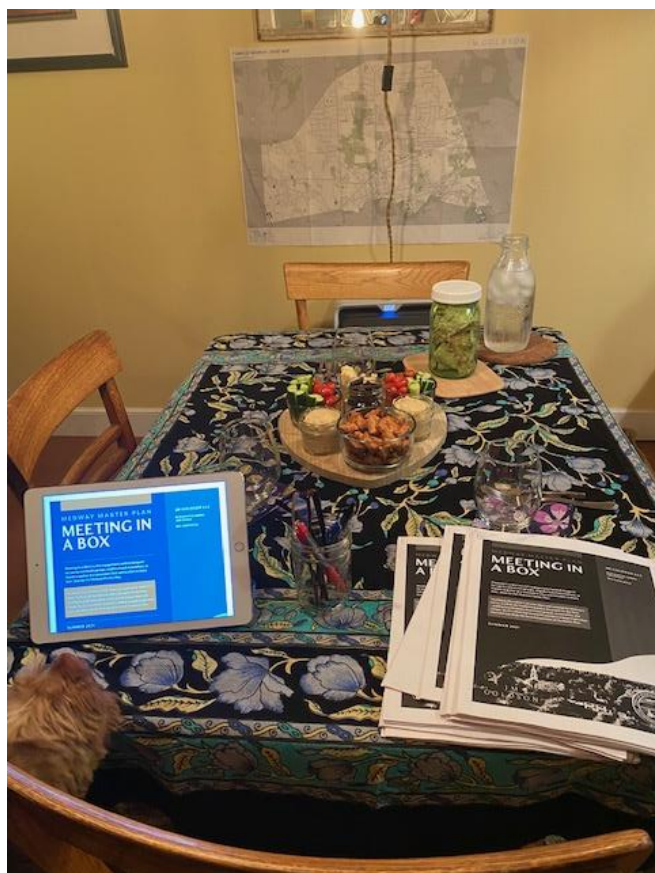
### Meeting-in-a-Box

The project team invited community members to organize their own informal meetings to give feedback on elements of the Master Plan using a designed meeting-in-a-box kit – made available in hard copy at several events as well as digitally through the project website.

These kits provide materials and instructions for a series of simple activities designed to foster discussion and feedback around the Master Plan. The project team received 9 response packages from small groups in Medway, including a group of realtors, a group of members of the business community, and a group from the schools committee. The meetings engaged a total of 32 residents.



1: Vision Activity at Pop-Up Event



2: Meeting in a Box

## Community Survey

The Master Plan Community Survey, which was created by the project consultants and marketed via social media, the project website, and the Pop-up Events, was designed to gather community feedback on the elements of the master plan. The survey was widely distributed and gathered 818 responses from community members.

## High School Survey

Eighteen high school students aged 16 to 18 answered a shortened survey about their views of what makes Medway a good place to live, and what could be improved. The students were asked what factors would need to be present in Medway to make them inclined to live there in the future. Eighteen students participated.

## Individual and Small Group Engagement

Throughout the engagement process, including in Phase I, members of the project team were in dialogue with local

stakeholders, including members of the Master Plan Committee and town officials. The project team conducted interviews and small group conversations, including a conversation with three Clergy members, to gather feedback and ideas from additional members of the community.

## Crowdmap

The Medway Community Crowdmap, hosted on the project website via Esri, allowed residents to utilize an online map of the town to leave comments and recommendations in specific locations. Project consultants monitored the 150 comments as they came in. A map summarizing the Crowdmap findings is on the next page.

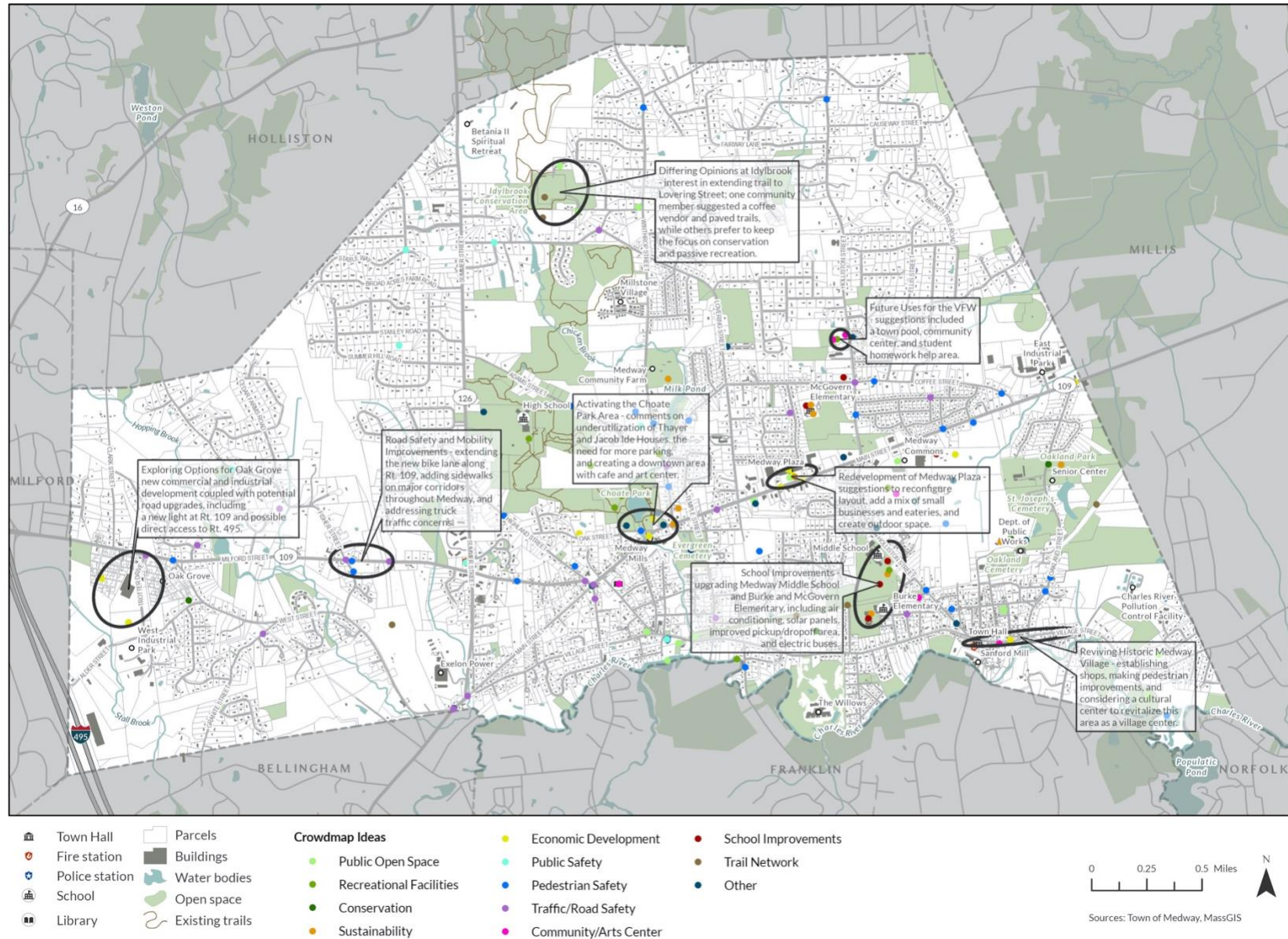


# Medway Master Plan – Phase II Summer Engagement Summary, September 2021

## TOWN OF MEDWAY - CROWDMAP SUMMARY

Prepared by JM Goldson LLC

J M GOLDSON



## SUMMARY OF KEY FINDINGS

***Community growth and change is a source of tension for community members. Many people want to preserve rural and environmental characteristics and the small town, quaint feel of Medway and many people also want to create a more vibrant, sustainable, and welcoming community. Medway's challenge will be to find the right-sized approach to balance these community values.***

Phase II outreach comprised approximately 1,045 participants across several in-person and online events and platforms. Please note that some participants counted may have participated in multiple engagement events, meaning this number may be an overestimation due to double counting. The project team used interactive activities, polling questions, and other engagement tools to solicit feedback on what the community wants for its ten-year future.

These activities and tools produced data across four main categories, which shape the structure of this report – 1) Community Assets; 2) Concerns, Issues, and Challenges; 3) 2032 Community Vision Elements; 4) Core Themes. The following includes a brief description of key findings in each of these categories with more detail on the following pages.

### Community Assets

Participants identified community assets, which are characteristics, circumstances, and resources that benefit the community. These assets generally fall within two categories:

- 1) *Character and Circumstances*, which focuses on human and community capital, mindsets, and other non-tangibles that make Medway special
- 2) *Resources*, which focuses on structural, financial, natural, and human resources leveraged by the community.

### Concerns, Issues, and Challenges

Concerns, issues, and challenges identified by participants are also grouped into seven overarching categories.

- 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

## 2032 Community Vision Elements

Participants emphasized 13 overarching components about their vision for Medway in 2032:

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

## Core Themes

In certain activities, participants gave their feedback on community goals and priorities for different elements of the Master Plan. These goals and priorities fell into four core themes:

- **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.





5: Children participating in Pop-up activities



4: Pop-up at the Farmer's Market

While most activities included data specifically for one of the above categories, some touched on more than one topic. The table on the following page summarizes the information collected through each engagement event or platform by topic categories.



Medway Master Plan – Phase II Summer Engagement Summary, September 2021

Event Type/Platform	Pop-up Events	Meetings-in-a-Box	Crowd Map	Community Survey	High School Survey	Clergy Meeting	Individual Dialogue
Number of participants (some approximate)	25	32	150	818	18	3	26
<b>Medway's Assets</b>							
When a visitor comes, where do you take them?							
Adjectives describing qualities you love about Medway							
Things that you love that you hope will never change							
"Med-Libs" - fill in the blank exercise							
Identify strengths, opportunities, or synergies							
What are Medway's special places?							
<b>What are your visions for Medway in 2032?</b>							
What mark do you hope your generation will leave on the town?							
Place-based projects that will improve Medway							
<b>Concerns, Issues, and Challenges</b>							
Biggest concerns about the future of Medway							
What are things you would improve about Medway?							
Identify concerns, challenges, or tensions							
<b>Community Goals</b>							
Housing and Economic Development Goals							
Historic and Cultural Resources Goals							
Natural Resources, Open Space, and Recreation Goals							
Transportation and Public Facilities and Services Goals							
<b>Activities that provided data across multiple topics</b>							
Share three observations about Medway							
<b>Participant Characteristics</b>							
Length of Association with Medway							
Age							

## DATA COLLECTION

The project team curated engagement methods to best suit the event, organization, or platform. Some activities were more appropriate logistically for certain events or through certain platforms. For example, group discussion-based activities were more appropriate for public workshops and quick individual activities were better suited for events.

This diverse community engagement enabled a variety of voices and perspectives to be heard and for people to participate at their level of preference (for example, short pop-up event exercises, more in-depth Meeting in a Box participation, or 10-30 minutes taking the online community-wide survey). Multiple methods and events targeted certain populations (such as youth at the Medway High School and other targeted interest groups) which helped to broaden the pool of participants and feedback representation.

The project team compiled data from each event into an individual in-depth report of results with a summary of findings from the specific event or platform. The project team collectively analyzed these summaries to produce this comprehensive aggregated Phase II summery engagement report highlighting both qualitative and quantitative data.

## PARTICIPANT CHARACTERISTICS AND REPRESENTATION

Formal demographic data collection was limited at most of the outreach events. The findings below reflect formal polling of participants at the community forum, in the community survey and high school survey, and informal observations and reports from the rest of the engagement methods.

### Well Represented or Over Represented

#### Racial Identity

Participants' racial and ethnic identities generally reflect the overall demographics of Medway, with 92 percent of survey participants identifying as White. Furthermore, 2.13 percent of respondents identified as Asian, while respondents who identified as Black constituted 1.31 percent of all participants. Most Medway residents identify as White (approximately 91 percent).

#### Families with Kids

Interestingly, most participants in the survey were people with families or children. Approximately 60 percent of respondents had at least one member of their household under the age of 18, whereas, only about 37 percent of households have children under the age of 18 living in Medway. This demonstrated that people with families were overrepresented in Phase II feedback.

#### Long-Term Residents

Approximately 63 percent of respondents to the engagement activities were long-time residents of Medway (lived in or otherwise been associated for eleven years or more). The reflects the proportion of total Medway households who have lived in Medway for 10 or more years, which is about 64 percent. (Note the is based on available data, which is categorized starting at 10 years, rather than 11 years).

## **Under Represented**

This analysis, shown below, indicates that the following groups were likely underrepresented in Phase II summer engagement feedback: youth and younger residents and renters.

### **Youth and Younger Residents**

Youth and younger residents were underrepresented in the survey and Meeting in a Box activities. Approximately 74 percent of participants in the survey were between the ages of 35 and 64, yet this age cohort makes up only about 44 percent of Medway's total population. Children under 18 makes up about 25 percent of Medway's total population.

The project team saw the greatest engagement among youth with the pop-up event activities, especially the Medway Vision Activity. Approximately six children stopped by the table and completed a vision activity with their favorite things about Medway. Additionally, eighteen youth participated in the high school survey.

### **Renters**

Only about 2 percent of respondents were renters, whereas about 10 percent of Medway's total households rent their home.

## COMMUNITY ASSETS

The following list represents the general categories of assets that Medway residents identified, divided into *Community Character and Circumstances* and *Community Resources*.

### Community Character and Circumstances

- Historic homes and buildings
- The trail system
- The small-town community feel
- Agricultural history and currently active farms
- Safety
- Support of local businesses
- Commitment to affordable housing
- Desire to create and sustain a welcoming and increasingly diverse community
- Family and education-oriented community



6: Choate Park

### Community Resources

- The Medway Public Library
- Open space and passive recreation areas such as Choate Park and Deerfield Pond
- Active recreation areas such as the tennis courts, basketball courts, and the trail system
- Groups and organizations such as the Medway Historical Society, the Medway Community Farm, and the Cultural Council
- Local artists, including photographers, visual artists, writers, and more.
- Food pantry
- Effective and active town government
- Local businesses and restaurants



7: Medway Public Library

***Participants often highlighted the value of Medway's small-town appeal, emphasizing the close-knit, rural nature of a community they described as friendly, welcoming, and caring.***

This factor is one that Medway residents feel strongly about maintaining, leading to tensions regarding new development and the loss of open space or agricultural land. Participants also noted



that the trail systems, local library, historic homes and buildings, and local businesses were among the highlights of the town, while emphasizing that all these factors have the potential to be even better. Some opportunities that participants identified were the desire for more small businesses and restaurants, the expansion of the trail system and the library, and the protection and further acknowledgement of Medway's history.

The desire to increase diversity and Medway's welcoming spirit led many participants to advocate for more affordable housing options, more resources for seniors and young families, and more community events to bring people together. Increasing a sense of community, promoting connectivity, and providing options for Medway's low-income, disabled, or elder residents were all goals of participants.

## **CONCERNS, ISSUES, AND CHALLENGES**

Many of the activities and survey questions used for outreach events in Phase I and Phase II sought to understand what concerns, issues, and challenges are most pressing for Medway residents.

***What obstacles will challenge the community's development? Where are there current gaps and needs? What worries do residents have as they think to the future? How will needs change in the community?***

Responses were grouped into seven categories.

### **Connectivity and Mobility**

- Need more sidewalks to safely walk to local businesses (survey)
- Public transport is necessary. (MVA)
- Very little bike access in town currently (survey)
- Establishing connections with other towns in the region can provide more opportunities for Medway residents (survey)

### **Preserving Natural Resources**

- Over-development risks the loss of Medway's rural areas (survey)
- Water infrastructure in need of improvement and better management (survey)
- Climate change poses a high risk to the community that needs to be addressed (survey)
- Need to preserve existing open space, natural areas, and parks (MiB)

### **Housing Affordability and Community Growth**

- Housing stock is somewhat limited to those who can afford to purchase a single-family home or condo (survey)
- Need for more affordable single-family homes (survey)
- Need for the town to be more affordable and accessible for first-time homebuyers and young families (survey)
- More rental units needed (survey)
- Growth needs to be managed in a way that doesn't overwhelm schools or destroy open space – two major concerns of participants.

## Downtown and Economic Opportunities

- Vast improvement of the 109 plaza is necessary (survey, crowdmap)
- Medway needs a vibrant town center that residents can use and enjoy (survey)
- Need for support for small businesses and less large commercial development (survey, crowdmap)
- Expansion of the limited variety of restaurants and stores for residents to patronize (survey)

## Community Culture

- Medway can grow into a more welcoming and diverse community (survey)
- The small-town community feel is important to many residents and development is a perceived threat to this asset (survey)
- Minimal public participation in town government (MiB)
- Difficult for new residents to integrate into the community (MVA)

## Arts and Cultural Opportunities

- Need for more recreational space and activities for teenagers (survey)
- Need for more community events and celebrations to bring the community together (survey)
- Library can be expanded (MiB)
- The arts are often underfunded, and the town lacks a performance venue (survey/focus groups)

## Supporting Aging/Disabled Residents and Children

- Aging in place is very difficult; need for affordable senior housing (MiB/MVA)
- Need to increase accessibility options in town, including in public buildings and parks (survey)
- Increase support for elderly residents through transportation and improving the senior center (survey)
- Update and modernize the schools in town (survey/crowdmap)

***Participants reported feeling most concerned about the increasing development in Medway and the effects that may have on the small-town feel, the natural resources, and the schools. This contrasted with other participants' desires to become a more welcoming, diverse, and connected town through increased housing options and more business development.***

## 2032 COMMUNITY VISION COMPONENTS

Various individual and group activities, including polling and brainstorming activities helped participants describe components of their vision for the future of Medway. This vision largely reflects the issues, concerns, and challenges identified by participants. The following responses are categorized into thirteen themes that all contribute to the community's vision for 2032.

- 1. Create a vibrant, accessible town center**
  - More mixed use all along main street (MiB)
  - Expand street art (MiB)
  - More developed central downtown (MVA)
  - Create opportunities for small businesses to thrive (survey)
  - Promote a traditional, historic “Main Street” in Medway like in other communities (crowdmap)
- 2. Increase walkability, traffic safety, and connectivity**
  - Continuous sidewalks would encourage residents to walk to more popular destinations (MiB)
  - Intertown shuttle bus to support new development (MiB)
  - Expanding sidewalks and crosswalks would increase safety for residents of all ages (survey/crowdmap)
- 3. Embrace community growth responsibly**
  - Increase communication around large business development in Medway (MVA)
  - Embrace growth without sacrificing the preservation of natural resources (survey)
  - Ensure that schools are adequately funded and prepared for an increase of students (survey)
- 4. Foster a diverse and welcoming community**
  - Increase diversity in economic base, including cultural food options and support of music and arts (MiB)
  - Become more welcoming to people of color and low-income people (MiB)
- 5. Support of senior residents, including expanding resources for seniors and disabled**
  - Make multigenerational housing a possibility (MiB)
  - Expand over 55 living (MiB)
  - Create affordable housing options for seniors (survey)
  - Expand transportation options for seniors to increase mobility and access (survey/focus groups)
  - Expand senior center to include a special needs component (survey)
- 6. Welcome and support small businesses**
  - Welcome more industries that can provide a greater tax base (MiB)
  - Increase professional services within Medway with some opportunities for shared workspaces (MiB)
  - Need to welcome creative professionals and artists (MiB)
  - Support local restaurants and shops (survey)
  - Increase the number of locally owned restaurants (survey)
- 7. Protect and preserve open space and natural areas**
  - Preserve wildlife corridors, natural water bodies, and other natural areas (MiB/survey)

- Maintain the town-owned open spaces and promote residential and mixed-use open space development (MiB)
- Maintain and expand trail system (MVA)
- Combat invasive species (focus groups)
- 8. Create or preserve a diverse array of affordable housing**
  - Need affordable housing that is affordable to current resident demographic to retain residents (MiB)
  - Advocate for ADUs as a matter of right (MiB)
  - Zoning map, bylaws, regulations, policies need to be modified to encourage a diverse housing stock, rental and for purchase (MiB)
  - Increase the amount of affordable single-family homes (survey)
  - Expand senior housing and accessible housing (survey)
- 9. Support teens and young adults by creating more activities and opportunities in town**
  - Explore more rent-a-project/hobby/creative outlet space (MiB)
  - Youth sport and programs, playdates at the parks, MEPTO (MiB)
  - Explore the possibility of an ice skating/hockey facility (MiB)
  - Explore options for swimming facilities (survey/forum)
  - Create opportunities in the arts for teens and young adults (survey/focus group)
- 10. Invest in water infrastructure to ensure clean water**
  - Ensure better management of Medway's water sources (survey)
- 11. Highlight and protect Medway's historic resources**
  - More historic preservation/restoration over new development (MiB)
  - Create more protections for existing historic buildings (focus group)
  - Highlight Medway's long history in more ways (survey)
- 12. Increased transportation connectivity within the town and region**
  - Connect with adjacent towns via public transportation; consider a Logan Express and/or TF Green express bus service (MiB)
  - Expand inter-community connectivity to bring more people into Medway and allow Medway residents further opportunities (survey)
- 13. A deepened sense of community through activities and community spaces**
  - Designate a combination recreation/arts/community center (MVA)
  - Consider a community center with facilities to suit a growing population such as public pool, daycare, indoor sports facilities, stage/theater/arts facilities (MiB)
  - Increase town-wide events to deepen community connections (survey)
- 14. Embrace sustainability initiatives and increase climate resiliency**
  - Extend sidewalks to destinations to encourage people to walk or bike. (MiB)
  - Protect Medway's natural resources, including water sources and open space (survey)
  - Promote electric vehicle usage and charging stations (survey)
  - Preserve tree canopy and wildlife corridors (focus group)



## CORE THEMES

Community goals and priorities were introduced in the Meeting in the Box exercise and the community survey based on the elements of the master plan. Core themes are grouped into four topic categories: Responsible and Sustainable Growth, Conservation and Resiliency, A Caring, Close-Knit Community, and Safe and Connected Mobility Options. The reactions to the goals and priorities introduced in the engagement activities helped shape these themes

### 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. An analysis of the responses to the Housing and Economic Development goals provides more detail:

#### *Housing Comments*

The community survey asked participants to choose which housing options appealed to them most. The options that participants displayed the most interest in were single-family homes, smaller cottage style homes, and lower-priced options. The least popular options were multi-family homes and apartments/condos near shops and services.

Meeting in the Box participants indicated a strong need for affordable housing, especially for seniors. Residents indicated that Medway is becoming increasingly unaffordable for its longtime residents, and it is becoming harder to age in place for retired residents. Some responses indicated a need for multigenerational housing and ADUs (Accessory Dwelling Units) alongside existing single-family housing. Overall, residents want to see more multifamily housing, especially condos and apartments, in order to attract younger people to the town, as well as to provide affordable and safe housing options for seniors who want to stay in town.

#### *Economic Development Comments*

The options for economic development in the survey that were of most interest to participants included more restaurants, more small-scale employers, and more retail. Least popular were hotel and hospitality businesses and more large-scale employers.

When asked about economic development goals, Meeting in a Box participants noted that the town needs more small businesses, especially in the creative/arts sector, and less chain or big box stores. One group mentioned specifically that they would like to see more tattoo artists, boutiques, and potentially cannabis retailers in Medway. Nearly all respondents agreed that the process of locating a business in Medway should be more straightforward, allowing for small and local business growth to be achievable.

#### *Public Facilities and Services Comments*

In the survey, participants were asked what types of capital improvement projects they would like to see in Medway. Participants were mostly interested in repairs on school buildings and improvements to water systems. The least popular options were a new town hall and a combined public safety building.

In the Meetings in a Box, residents offered numerous suggestions for the town to improve the state of existing buildings such as the schools and Town Hall, while highlighting concerns with

water treatment programs and water shortages in the summertime. The emphasis on creating a new town hall was much more present in the meetings than in the survey.

## **Conservation, Stewardship, and Resiliency**

Ensure heritage protection, natural resource conservation and regeneration, and renewable energy for a sustainable and resilient town and region. An analysis of the responses to the Natural Resources, Open Space, and Recreation Goals informs this theme:

### ***Natural Resources Comments***

Survey respondents on average were more interested in this topic than previous topics. A higher proportion of respondents marked that they were very interested in these topics. Participants were most interested in protecting aquifers to ensure a clean and abundant drinking water supply and improving water quality in Medway's water bodies and waterways.

### ***Open Space and Recreation Comments***

Survey participants were most interested in establishing bike paths and expanding the trail network, improving accessibility of existing parks and trails, exploring options for swimming, or ice-skating and increasing access to the Charles River.

The overwhelming majority of Meeting in a Box participants referenced their appreciation for the existing trail system in Medway and emphasized their appreciation for the town's existing natural resources. Many groups indicated a desire to complete trail connections, as well as utilize the space near the Charles River for a trail as well. Some groups felt that there is limited access to the Charles River, and further highlighted that the banks were underutilized for recreation purposes. Others suggested developing more open parks for passive recreation. There is some hesitation among residents to invest more money in parks or active recreation spaces such as soccer fields or playgrounds because only a small portion of the town's residents can use such spaces.

There is wide consensus that the town has valuable natural resources but could do more to preserve additional land as well as protect its existing parks in perpetuity.

## **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. The responses to the Historic and Cultural Resources goals help inform this theme:

### ***Historic and Cultural Resources Comments***

The community survey asked participants to choose which historic and cultural initiatives or facilities appealed to them most. The options that were most interesting to participants were a community center with creative arts, an expanded or improved library, and greater support for preservation and rehabilitation of historic buildings. No answer was decidedly unpopular.

In the Meeting in the Box activity, residents highlighted the town's existing historical and cultural resources and shared their thoughts on which aspects could benefit from greater funding or repurposing and which should be highlighted and maintained. Some frequent comments highlighted the history of the town and the need for continued preservation and management of historic homes and buildings. One group highlighted a desire for stronger zoning bylaws to protect historic

homes or districts from demolition or development which does not match the aesthetic of the surrounding properties. Interestingly, one group called out the town's focus on its colonial history; that is, the town's emphasis on a history of settler colonialism, and instead was interested in learning more about the town's pre-colonial history. Overall, respondents indicated a desire to preserve historic structures and enhance the town's arts and cultural offerings through galleries, cultural centers, and performing arts spaces.

### **Safe, Green, 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. An analysis of the responses to the Transportation, Public Facilities and Services goals informs this theme:

#### ***Transportation Comments***

Survey participants were most interested in more sidewalks, improving intersections, and expanding bicycling infrastructure. Participants were least interested in both options regarding increasing public transportation – within Medway and into nearby communities.

Nearly all Meeting in a Box participants agreed that the existing public transportation options were insufficient, the only option being a GATRA bus service across town. The lack of public transportation, combined with insufficient transit alternatives – such as bike lanes or ridesharing services – as well as inconsistent sidewalks, make Medway highly car dependent, and additionally results in unsafe streets for walking. There is a clear need for improved infrastructure to support alternative forms of transportation, and respondents indicate that dedicated bike lane and improved sidewalks would encourage people to walk or bike more around town. Furthermore, residents have expressed a desire for increased transportation and connectivity to Logan Airport and TF Green Airport. Because there is no commuter rail passing through Medway, the town's residents are heavily reliant on cars.

## **APPENDICES**

1. Community Survey Summary
2. Meeting in a Box Summary
3. Pop-Up Events Summary
4. Meeting in a Box Transcriptions

DRAFT



## Appendix I: Community Survey Summary

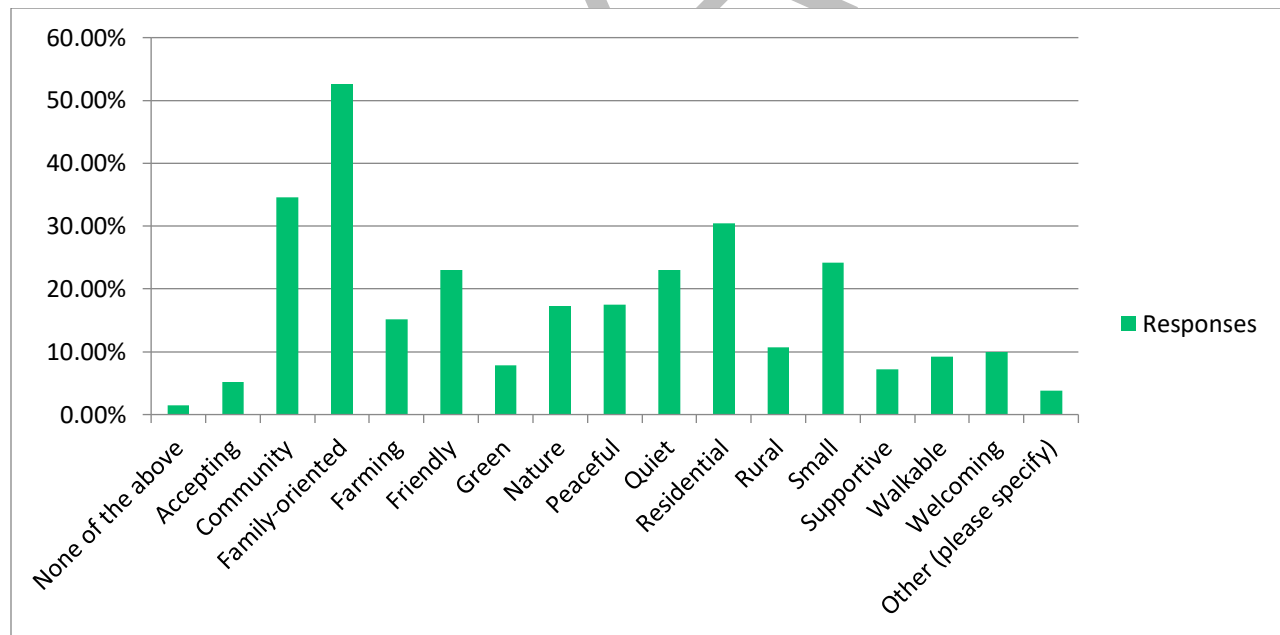
### Summary

The Medway Master Plan Community Survey was active for three months, from early June 2021 to September 8, 2021. In that period, 818 people responded to the survey. 41 percent of responses were from people aged 35 to 49, and 34 percent were from people aged 50 to 64. Older adults (65+) made up 15 percent of respondents, and young adults (18 to 34) made up about 10 percent. About two thirds of responses were from women, and a third from men. The majority (84 percent) held a bachelor's degree or higher. The racial breakdown of survey responses was similar to the town's racial breakdown, with the majority of respondents identifying as White (93 percent), 2 percent as Asian, and 1 percent as Black or African American. Others chose to self-describe or skipped the question. The vast majority (97 percent) of responses were from Medway residents.

The survey began by asking several questions to build off of previous engagement efforts and determine respondents' initial opinions of what works in Medway and what needs improvements. Then, each element of the Master Plan shaped the following questions, asking respondents to identify specific pieces of each element that they felt were important or not important to include in the plan. The results from each question are detailed below.

### Results

1. Choose three adjectives from the list below that you feel best describe qualities that you love about Medway (Note: this question is mandatory):



Other:

- Stop building condos...!
- Evolving
- It used to be quiet.
- safe

## Medway Master Plan – Phase II Summer Engagement Summary, September 2021

- Safe
- convenient, affordable
- Culture
- Working on awareness of strengths and weaknesses through analysis and planning.
- Fiscally smart
- Challenging
- Has some intact historical architecture and viewscape
- aggressively conservative
- Business unfriendly
- Unaccepting if learn disabled (non visual disability) at all levels
- Safe
- good trails
- Safe
- These are things I used to love about Medway, but every year these qualities diminish...
- Rapidly growing
- Sports facilities
- convenient
- location
- Convenient
- Affordable
- quaint
- Affordable
- Public school supportive
- Tired and not reflective of median Income families
- Expensive
- Not very Diverse
- Convenient location

2. Considering things that work well in Medway, complete the sentence: "Medway is a community that \_\_\_\_\_."

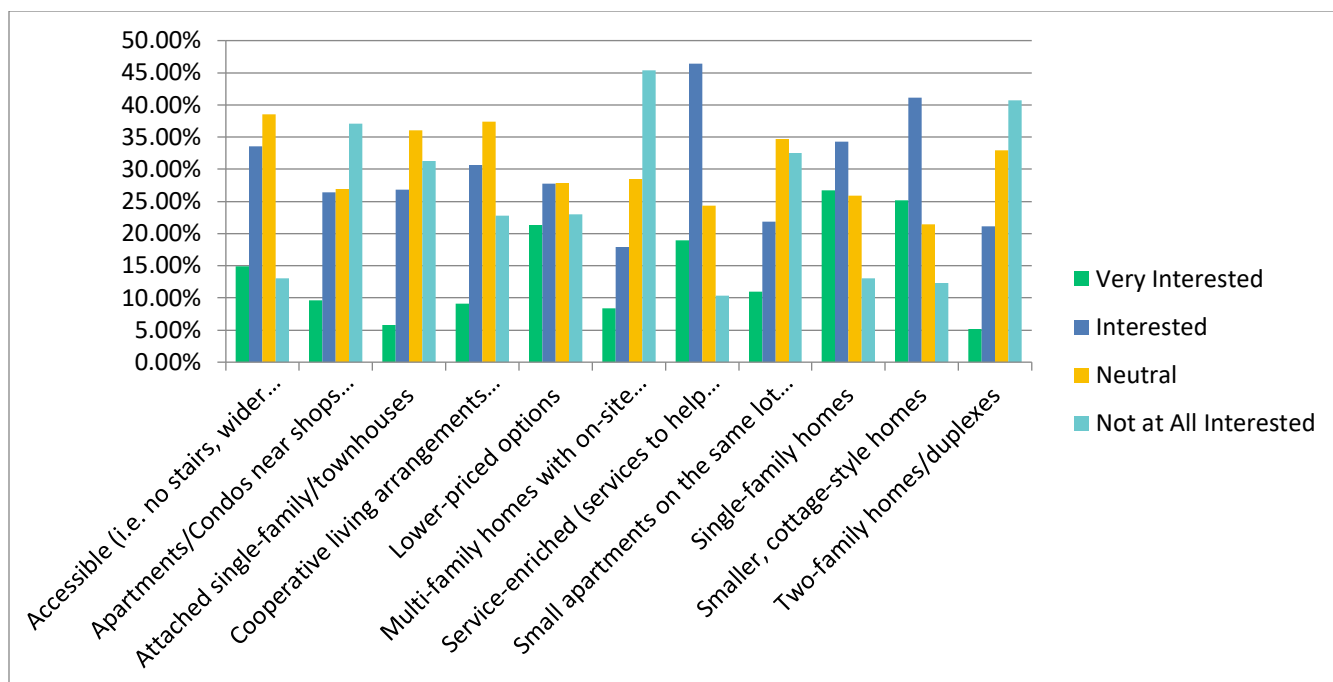
- Cares
- Takes care of each other
- Tries to improve
- Is safe
- Has a small town feel
- Has lots of natural space
- Is accepting
- Has potential
- Is growing
- Is family-oriented
- Cares about natural areas and open space
- Values education and has a strong school system
- Is friendly
- Is well-run
- Fosters a sense of community
- Encourages volunteerism

3. Considering things that could be improved about Medway, complete the sentence: "Medway is a community that should \_\_\_\_\_."

- Have more of a downtown presence/town center
- Improve its traffic patterns
- Make it a priority to attract more desirable businesses
- Have more walkable areas
- Embrace more diversity
- Grow responsibly
- Decrease new developments to maintain a small-town feel
- Lower its taxes
- Consider how to support seniors
- Beautify its commercial corridor
- Embrace change while honoring the past
- Provide more cultural and creative activities
- Increase transportation options
- Preserve open space
- Have more activity options for teens
- Increase the number of restaurants
- Invest in water infrastructure
- Increase aesthetic appeal
- Have more community spaces
- Offer more affordable housing to be more inclusive

4. As housing needs and preferences of both younger and older adults change, including a desire for more energy efficient homes in walkable neighborhoods, what types of housing choices would you like to see more of, if any, in the next ten years?

- Accessible (i.e. no stairs, wider doorways)
- Apartments/Condos near shops and services
- Attached single-family/townhouses
- Cooperative living arrangements (with friends, family, home care provider, etc.)
- Lower-priced options
- Multi-family homes with on-site amenities like a gym, pool, and common areas
- Service-enriched (services to help individuals with special needs, including helping older adults age-in the community)
- Small apartments on the same lot as or inside of an existing home, including Accessory Dwelling Units (ADUs)
- Single-family homes
- Smaller, cottage-style homes
- Two-family homes/duplexes
- Other (please specify)



The options that participants displayed the most interest in were single-family homes (27 percent very interested and 34 percent interested), smaller cottage style homes (25 percent very interested and 41 percent interested), and lower-priced options (21 percent very interested and 28 percent interested). The least popular options were multi-family homes (45 percent not at all interested) and apartments/condos near shops and services (37 percent not at all interested).

Participants who selected "other" offered the following ideas:

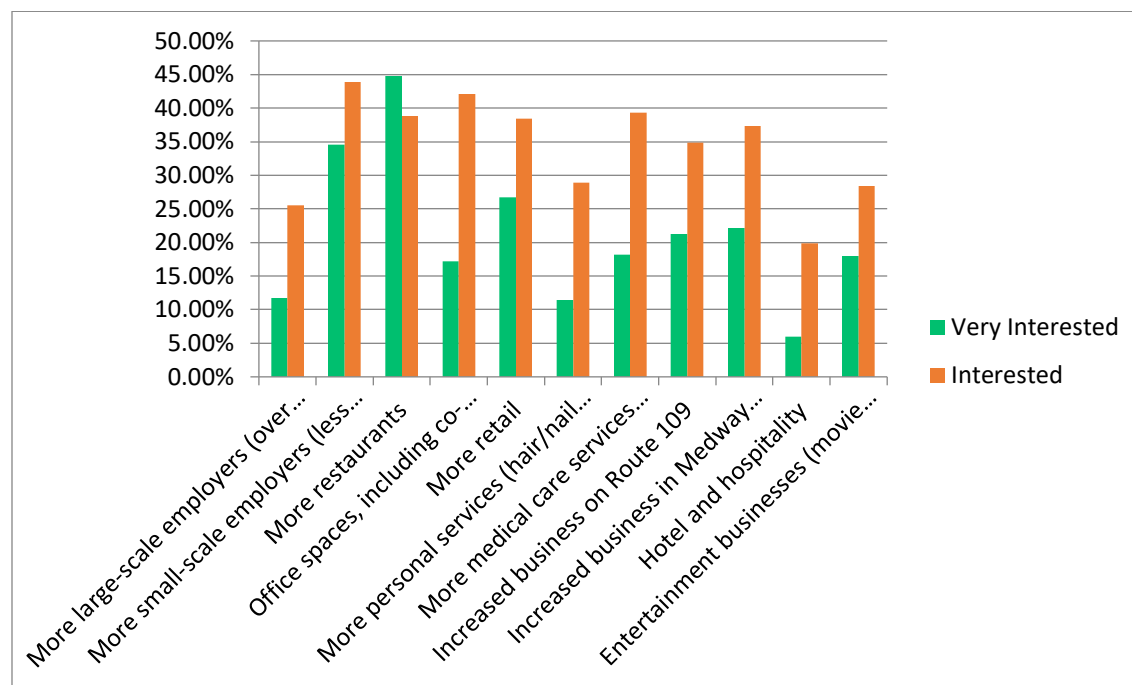
- Repurposing existing lots/structures for housing
- More green/energy efficient building
- Clustered housing with shared open space
- Residential units over commercial/retail areas

5. Which, if any, of the following business types would you like to see more of in Medway?

- More large-scale employers (over 100 staff), such as manufacturing, agricultural, tech, etc.
- More small-scale employers (less than 100 staff), such as non-profit, research, tech, etc.
- More restaurants
- Office spaces, including co-working/collaborative work environments
- More retail
- More personal services (hair/nail salons, pet grooming, financial advisors/accountants, etc.)
- More medical care services (doctors, dentists, etc.)
- Increased business on Route 109
- Increased business in Medway Village (the area around Town Hall on Village Street)
- Hotel and hospitality



- Entertainment businesses (movie theaters, concert venues, etc.)
- Other (please specify)



The options that were of most interest to participants included more restaurants (45 percent very interested and 39 percent interested), more small-scale employers (35 percent very interested and 44 percent interested), and more retail (27 percent very interested and 38 percent interested). Least popular were hotel and hospitality businesses (43 percent not at all interested) and more large-scale employers (40 percent not at all interested).

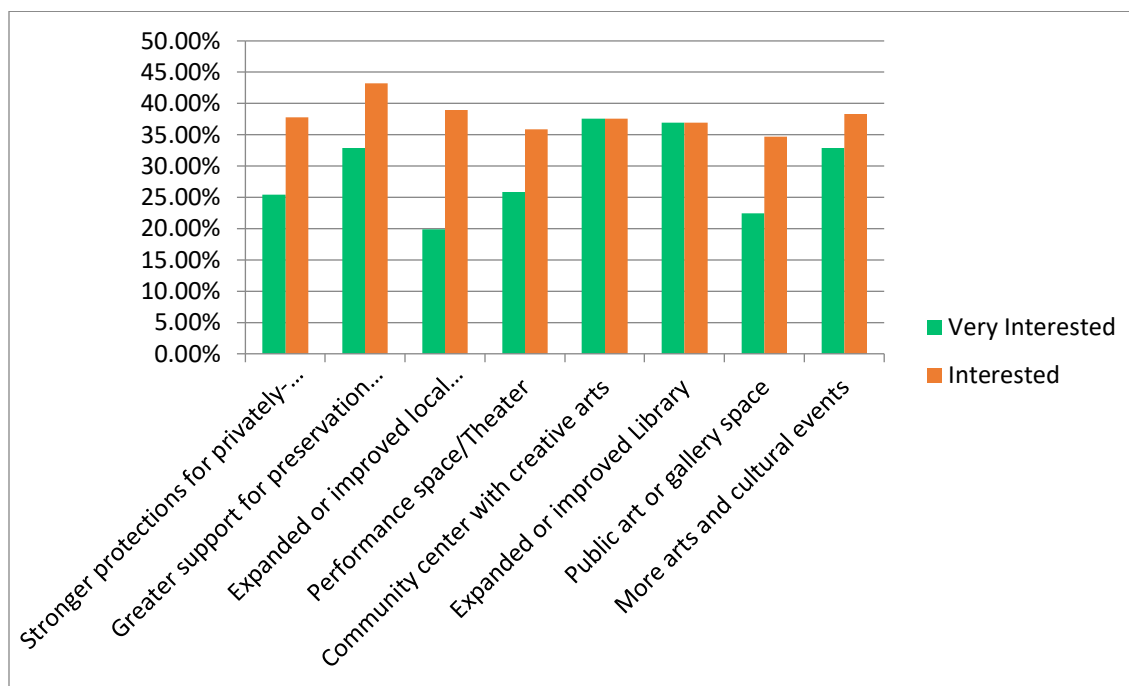
Participants who selected “other” offered the following ideas:

- Bulk food co-ops
- Ice Cream shops
- Clothing retailer
- Community arts center and performing space
- Entertainment for teenagers
- Craft brewery
- Asian or Hispanic grocery

6. Which of the following historic/cultural initiatives or facilities would you like to see in Medway in the next ten years?

- Stronger protections for privately-owned historic properties
- Greater support for preservation and rehabilitation of historic buildings
- Expanded or improved local historic exhibit space

- Performance space/Theater
- Community center with creative arts
- Expanded or improved Library
- Public art or gallery space
- More arts and cultural events



The options that were most interesting to participants were a community center with creative arts (38 percent very interested and 38 percent interested), an expanded or improved library (37 percent very interested and 37 percent interested), and greater support for preservation and rehabilitation of historic buildings (33 percent very interested and 43 percent interested). No answer was decidedly unpopular.

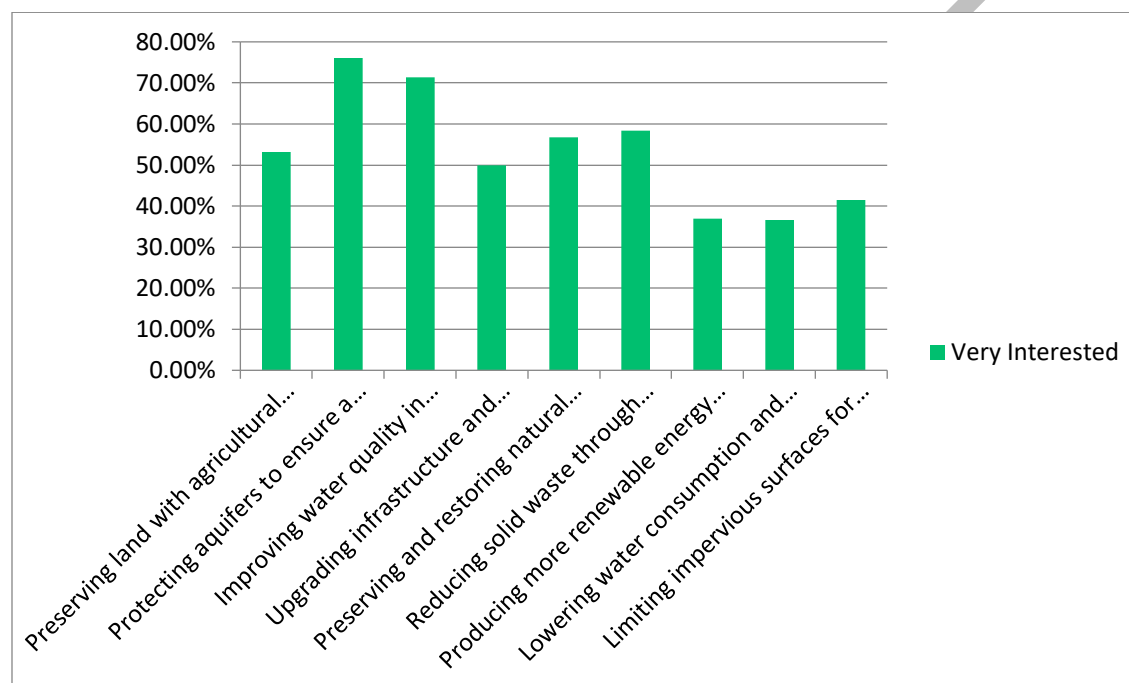
Participants who selected “other” offered the following ideas:

- Outdoor sculpture park
- More space for the library
- Drive-in theatre
- A place for learning-disabled or elderly to enjoy
- More dedicated places for children or teens

7. Within the next decade, how interested would you be in the following conservation and sustainability initiatives to help restore and maintain Medway's natural resources and resilience to hazards?

- Preserving land with agricultural soils for local food production
- Protecting aquifers to ensure a clean and abundant drinking water supply
- Improving water quality in Medway's water bodies and waterways

- Upgrading infrastructure and providing resources for hazard resilience
- Preserving and restoring natural habitats and increasing tree canopy
- Reducing solid waste through reuse, recycling, and composting
- Producing more renewable energy and providing Electric Vehicle charging stations
- Lowering water consumption and reducing wastewater generation
- Limiting impervious surfaces for new development/redevelopment



Participants on average were more interested in this topic than previous topics. A higher proportion of respondents marked that they were very interested in these topics. Participants were most interested in protecting aquifers to ensure a clean and abundant drinking water supply (76 percent very interested) and improving water quality in Medway’s water bodies and waterways (71 percent very interested).

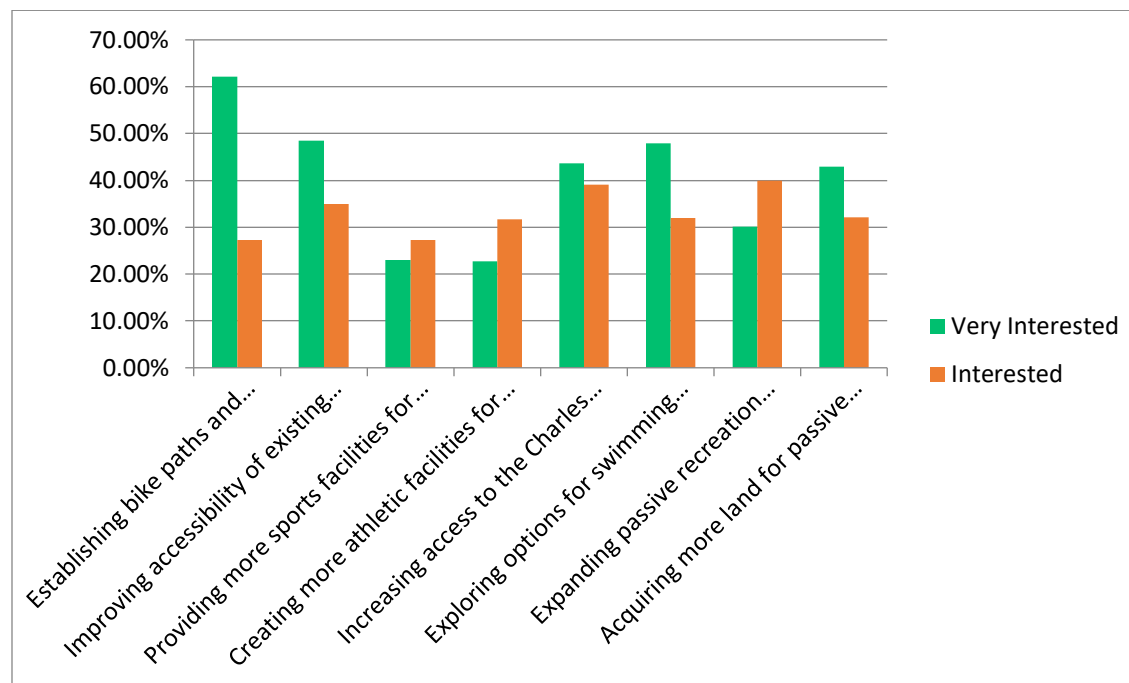
Participants who selected “other” offered the following ideas:

- More trees and green space in general
- Eradicating turf fields
- Limiting development

8. What kinds of open space and recreation resources would you like to see for community use and enjoyment in the next decade?

- Establishing bike paths and expanding trail network
- Improving accessibility of existing parks and trails
- Providing more sports facilities for youth leagues
- Creating more athletic facilities for adult use (ex. pickleball)

- Increasing access to the Charles River for water-based recreation
- Exploring options for swimming and/or ice skating
- Expanding passive recreation opportunities and playground facilities
- Acquiring more land for passive open space



Participants were most interested in establishing bike paths and expanding the trail network (62 percent very interested and 27 percent interested), improving accessibility of existing parks and trails (48 percent very interested and 35 percent interested), exploring options for swimming or ice-skating (48 percent very interested and 32 percent interested) and increasing access to the Charles River (44 percent very interested and 39 percent interested).

Participants who selected “other” offered the following ideas:

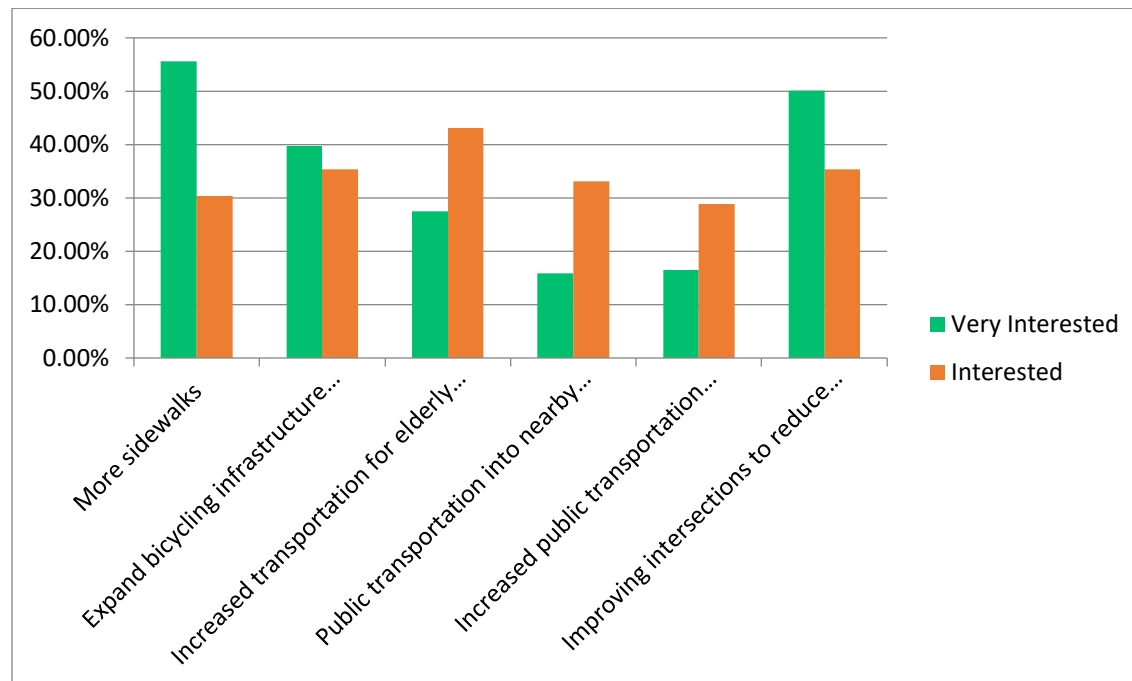
- Expanding community farm share programs
- More walkable space for dog walkers
- A pickleball court
- Fishing on the Charles River
- Increased hunting opportunities
- Skate park
- Open air theater / performance space

9. What types of transportation infrastructure or services would you like to see in Medway in the next decade?

- More sidewalks
- Expand bicycling infrastructure (bike paths, bike lanes, parking stations, etc.)



- Increased transportation for elderly residents
- Public transportation into nearby communities
- Increased public transportation within Medway
- Improving intersections to reduce crashes and increase pedestrian safety



Participants were most interested in more sidewalks (56 percent very interested and 30 percent interested), improving intersections (50 percent very interested and 35 percent interested), and expanding bicycling infrastructure (40 percent very interested and 35 percent interested). Participants were least interested in both options regarding increasing public transportation – within Medway and into nearby communities.

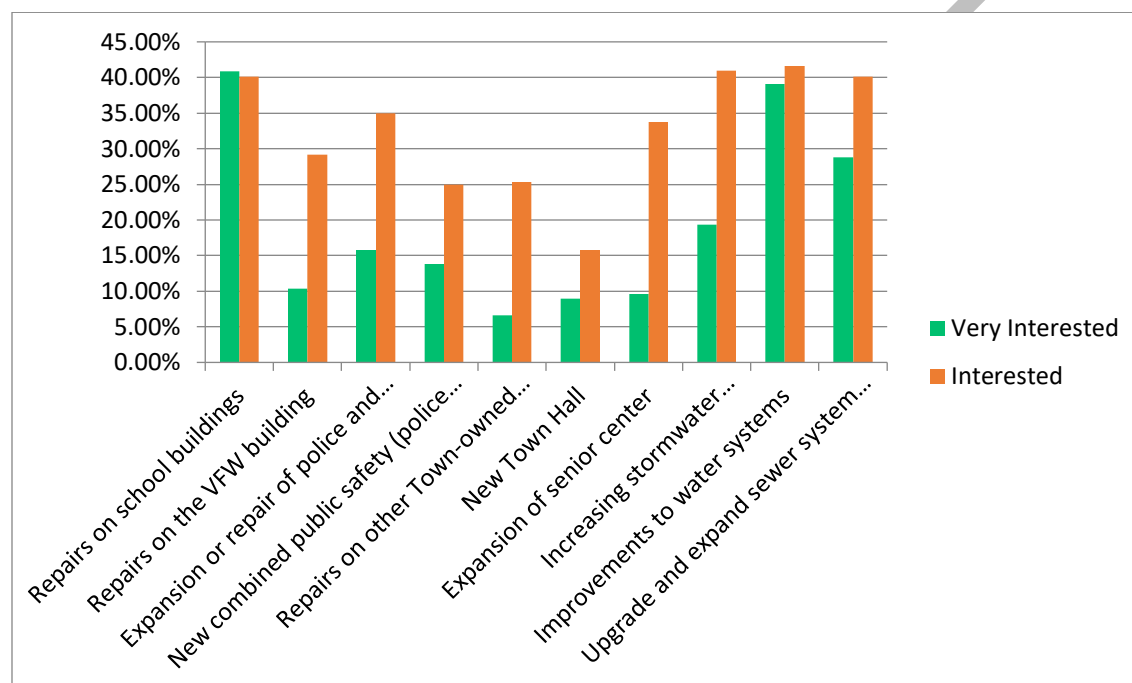
Participants who selected “other” offered the following ideas:

- Smarter traffic lights
- More lighting in neighborhoods
- Reduce speeding in high-traffic areas
- More crosswalks
- Taxi service in addition to public transportation

10. What types of capital improvements projects would you like to see Medway implement in the next decade?

- Repairs on school buildings
- Repairs on the VFW building
- Expansion or repair of police and fire facilities
- New combined public safety (police and fire) building

- Repairs on other Town-owned buildings (specify in the comments below)
- New Town Hall
- Expansion of senior center
- Increasing stormwater management systems
- Improvements to water systems
- Upgrade and expand sewer system and capacity



Participants were mostly interested in repairs on school buildings (41 percent very interested and 40 percent interested) and improvements to water systems (39 percent very interested and 42 percent interested). The least popular options were a new town hall (33 percent not at all interested) and a combined public safety building (27 percent not at all interested).

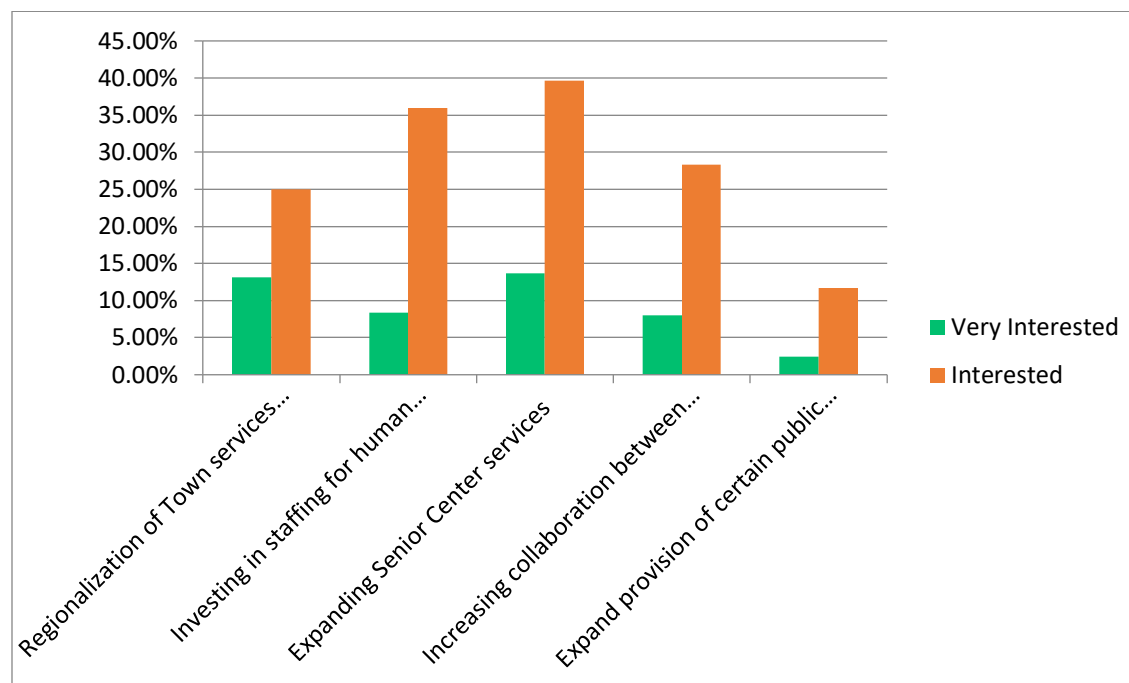
Participants who selected “other” offered the following ideas:

- Turn VFW into town office space
- Better upkeep of library building and grounds
- Town water and sewer doesn’t reach West Medway

What types of approaches would you like to see created or expanded to address increased demands on town services?

- Regionalization of Town services outside of just Medway
- Investing in staffing for human services
- Expanding Senior Center services
- Increasing collaboration between different service providers, including houses of worship

- Expand provision of certain public services (explain in the comments below)



Expanding the senior center had the highest level of interest among participants, although many participants chose to remain neutral on these options. The least amount of interest was shown for the regionalization of town services (21 percent not at all interested) and increasing collaboration between different service providers (20 percent not at all interested).

Participants who selected “other” offered the following ideas:

- Mental health services
- Services for the disabled
- Partnering with the YMCA to bring services to residents

## **Appendix II: Meeting in a Box Summary**

### **Meeting in a Box Results and Analysis**

The Meeting-in-a-Box activity produced a fascinating range of results from residents representing a variety of sectors, from realtors to members of the School Committee, as well as from older to younger residents. This activity allowed for opinions and visions for Medway in 2032 to be expressed and discussed among neighbors and produced a creative and hopeful picture of a town shaped by its residents' needs and desires.

When asked to describe what spaces in Medway are special and unique to the town, residents primarily reported back a long list of the town's natural resources; Choate Park was mentioned frequently, as was the Community Farm, Idylbrook Fields, and the town's extensive trail system. Residents envisioned a Medway with greater connectivity with neighboring towns, a better public transportation system, increased walkability, and more small businesses along a developed main street. Residents additionally envisioned community spaces with the intent of hosting fairs, art shows, and town-wide events, ideally located in a central part of town. A common desire echoed among many responses was a need for better-connected sidewalks and more trail connections, including to neighboring towns.

### **Community Goals 1: Housing and Economic Development**

Responses in this section of the activity provided a realistic picture of the immediate housing needs and economic development priorities of Medway residents. Most responses indicated a strong need for affordable housing, especially for seniors. Residents indicated that Medway is becoming increasingly unaffordable for its longtime residents, and it is becoming harder to age in place for retired residents. Some responses indicated a need for multigenerational housing and ADUs (Accessory Dwelling Units) alongside existing single-family housing. Overall, residents want to see more multifamily housing, especially condos and apartments, to attract younger people to the town, as well as to provide affordable and safe housing options for seniors who want to stay in town.

Respondents' opinions on economic development priorities provided additional insight into what the town needs in both the short and long term. Many residents feel that the town needs more small businesses, especially in the creative/arts sector, and less chain or big box stores. One group mentioned specifically that they would like to see more tattoo artists, boutiques, and potentially cannabis retailers in Medway. Nearly all respondents agreed that the process of locating a business in Medway should be more straightforward, allowing for small and local business growth to be achievable.

### **Community Goals 2: Historic and Cultural Resources**

In this section, residents highlighted the town's existing historical and cultural resources, and shared their thoughts on which aspects could benefit from greater funding or repurposing, and which should be highlighted and maintained. Some frequent comments highlighted the history of the town and the need for continued preservation and management of historic homes and buildings. One group highlighted a desire for stronger zoning bylaws to protect historic homes or districts from demolition or development which does not match the aesthetic of the surrounding properties. Interestingly, one group called out the town's focus on its colonial history; that is, the town's emphasis on a history of settler colonialism, and instead was interested in learning more about the town's pre-colonial history. Overall, respondents indicated a desire to preserve historic structures



and enhance the town's arts and cultural offerings through galleries, cultural centers, and performing arts spaces.

### **Community Goals 3: Natural Resources, Open Space, and Recreation**

The overwhelming majority of respondents to this question referenced their appreciation for the existing trail system in Medway and emphasized their appreciation for the town's existing natural resources. Many groups indicated a desire to complete trail connections, as well as utilize the space near the Charles River for a trail as well. Some groups felt that there is limited access to the Charles River, and further highlighted that the banks were underutilized for recreation purposes. Others suggested developing more open parks for passive recreation. There is some hesitation among residents to invest more money in parks or active recreation spaces such as soccer fields or playgrounds because only a small portion of the town's residents can use such spaces.

There is wide consensus that the town has valuable natural resources but could do more to preserve additional land as well as protect its existing parks in perpetuity.

### **Community Goals 4: Transportation and Public Facilities and Services**

In this section, respondents shared their thoughts on the transportation and public services in Medway which residents appreciated, and which ones they believed needed improvement. Nearly all respondents agreed that the existing public transportation options were insufficient, the only option being a GATRA bus service across town. The lack of public transportation, combined with insufficient transit alternatives – such as bike lanes or ridesharing services – as well as inconsistent sidewalks, make Medway highly car dependent, and additionally results in unsafe streets for walking. There is a clear need for improved infrastructure to support alternative forms of transportation, and respondents indicate that dedicated bike lane and improved sidewalks would encourage people to walk or bike more around town. Furthermore, residents have expressed a desire for increased transportation and connectivity to Logan Airport and TF Green Airport. Because there is no commuter rail passing through Medway, the town's residents are heavily reliant on cars.

On the subject of public facilities and services, residents offered numerous suggestions for the town to improve the state of existing buildings such as the schools and Town Hall, while highlighting concerns with water treatment programs and water shortages in the summertime. Primarily, residents were concerned about sidewalks and the lack of consistent transportation.

## Appendix III: Pop-Up Events Summary

### Summary

From July 7 through August 26, 2021, JM Goldson conducted nine pop-up events with Medway residents on the following topics:

1. Open Space and Recreation
2. Natural Resources
3. Historic Resources
4. Human Services
5. Economic Development
6. Arts and Culture
7. Schools
8. Transportation
9. Housing

### Key Findings

- Improve water quality
- Increasing economic development opportunities within the town
- Maintaining a welcoming community

### MedLibs

The MedLibs activity allowed people to express their vision for the future of Medway through an adlibs worksheet. We received three responses for this activity in addition to the three responses at the Clergy event. Respondents indicated that Medway's friendliness as a town makes it an ideal place to live, as well as shared their hopes that Medway in 2032 would improve its water quality and affordable housing options.

**“MED”- LIBS**

Fill in the blanks below with *your* vision of Medway in 2032.

In 2032, Medway will be a \_\_\_\_\_ town, defined by its abundant SPACE, its accessible Roads, and it's thriving business. Medway's Friendliness is one of the many qualities that makes it a special place to live.

Medway continues to be home to many long-term residents who contribute their time, while welcoming new families and individuals that add to the community's Economic Value. The best part about living in Medway is living life & working, and by 2032 this feature will improve.

Moving forward, the town will balance \_\_\_\_\_ with \_\_\_\_\_ to create a more \_\_\_\_\_ community. The most important things to improve in Medway to reach this goal are increasing Volume & Quality bettering water, and creating better atmosphere.

### My Three Favorite Things about Medway

This activity allowed for town residents to communicate their favorite aspects of Medway that they hope would remain in the future. Residents expressed a desire to see continued good financial management practice to help the town maintain financial stability. Residents also noted that the town has a friendly and welcoming character, and many expressed a desire to see this character preserved through the future. Respondents further highlighted the beauty of Medway's open spaces like Choate Park with the hope that such places would continue to be preserved and



enjoyed.

### Medway Vision Activity

The Medway Vision Activity was a third method for residents to provide their perspectives on those parts of Medway they enjoy, and what aspects of the town they would like to see improved. An overwhelming majority of the responses to this activity focused on Medway's trails, open spaces, and natural resources. Participants expressed their love for the town's forests, trails, and parks. Many felt strongly about expanding the existing trails to connect with neighboring towns, as well as potentially developing a rail trail system. Furthermore, respondents also wanted to see more community spaces, including a town pool, as well as a repurposing of the existing VFW building and lot. Similar to other tabling activities, respondents to this activity appreciated Medway's small-town, close-knit community feel and hoped to preserve this through the future.

## Appendix IV: Meeting in a Box Transcriptions

Medway Master Plan

Meeting-in-a-Box Transcriptions

**Shapiro MIB**

What are Medway's Special Places – Both Natural and Built?

- Parks/fields
- Walking trails
- Open spaces
- Medway café
- Library

A Vision of Medway in 2032

- Full occupancy retail business spaces (109)
- More business along 109
- More smaller business thriving
- More diversity in economic base (ethnic food/street art/live music)
- Walkability -> town more connected
- More sidewalks and ease of travel
- Local bus system (Promotion) (regional transportation system expansion)
- Community connection through school & senior center
- More social community events
- Create a community center and shared gallery space
- Community business shared space

Community Goals 1: Housing and Economic Development in Medway 2032

- Lower rent opportunities
- Co-worker spaces for rent
- Expand for average middle class
- Mimic Franklin community
- More affordable housing for renters between \$1,000 to \$2,000 in rent (2 bedroom)
- More updated conditions for rentals
- Expand over 55 hiring include more affordable housing

Community Goals 2: Historical and Cultural Resources in Medway 2032

- Do a better job promoting theatre and music program
- More funding for arts (expanding support for teachers)
- Expand street art
- Diversity arts programs/culture
- Disconnect between what is happening in community and classroom
- Create art center
- Expand opportunities for ppl (people) interested in arts without kids
- Important to keep historical aspect of the town
- More import interior versus exterior

Community Goals 3: Natural Resources, Open Space, and Recreation in Medway 2032

- Great job maintaining fields (baseball/soccer)
- Plan to maintain space -> resources/time and budget
- DPW and parks and recreation team work well together
- Medway trail system maintained well
- Some of the maintaining is volunteering expanding
- Upgrade water main system -> investment in our future

- More support to the arts -> adults and kids
- Focus on maintaining fields while expanding arts center/community

Community Goals 4: Transportation and Public Facilities and Services in Medway 2032

- Adding community center to VFW or other location
- Community center -> theater/classroom education/meeting space
- Promotion of the bus system in town
- Expand side walks
- Expanding lighting

Reflections: Identify Tensions and Synergies

- Funding/cost/resources for conflicts
- Politics from preventing things from happening
- Arts versus sports/old Medway versus new
- More vocal participants
- Influences to step up to the table to propose events
- Incorporate Medway Business Council with other aspects in town
- Incorporate Cultural Council with other events (grants)

Legee MiB

What are Medway's Special Places – Both Natural and Built?

- Amphitheater
- Dave Hoag Boardwalk
- Briggs Meadow + Forest abuts Choate and Cassidy
- Stone Episcopal Church
- Deerfield Pond Park
- Rabbit Hill
- Recognition of Historic Buildings (smaller, inns + manufacturing, etc)
- Idylbrook
- Jacob Ide House

A Vision of Medway in 2032

- Maintain small-town feel. As housing (esp. more affordable) is added, more sidewalks, connections, denser and at the same time protect conservation parcels in between and around
- More handicapped accessible + elder accessible tracks and facilities
- Highlight + develop historic properties + raise awareness through neighborhood + individual property signage/historic celebrations
- Increase number of large shade trees to reduce climate warming, not the tendency toward small/low-density (like locust) trees
- Beautify the commercial area downtown, including green/sitting spaces. Stricter sign zoning
- No more sports fields! No more super-intensity lighting that ruins quiet neighborhoods
- Trails continue to meet up with other towns. Water trail with system of stops along Charles River
- Reductions of lights + noise pollutions
- More outdoor dining spaces near restaurants

Community Goals 1: Housing and Economic Development in Medway 2032

- Housing:
  - Fewer single-family on large family; more higher-density areas for diversity and affordable units but balance by purchasing other parcels for conservation



## *Medway Master Plan – Phase II Summer Engagement Summary, September 2021*

- o More affordable units for over 55, not K800!!!K1.2mio!!!
- Economic:
  - o Improve appearance of retail areas to encourage rental of properties that are vacant

### Community Goals 2: Historic and Cultural Resources in Medway 2032

- Make sure historic areas/buildings are recognized, protected, + public is encouraged to be aware and celebrate
- Thayer House is a good example of preserving an old building and using in a new way
- Open/available studios for public/small fee rentable use -> art studio where artists can come + go, room with piano a/o guitar available for those who can't afford their own piano -> at the middle school?
- Public performance space (theater at middle school?)
- Much higher investment in our school music department to provide the instruments and other resources available at other schools

### Community Goals 3: Natural Resources, Open, and Recreation in Medway 2032

- Natural Resources:
  - o Many large trees are being lost, only some are replaced, often with smaller, low density trees that do not replace the climate benefits. For convenience, large trees are avoided in some areas, but at great cost
  - o 109 is in some areas (Dunkin down to traffic light) is looking light Rt. 9! We need trees for cooling.
  - o We need to protect water
    - How is building being evaluated in terms of water use?
    - Turf fields leeching into natural areas which feed water systems
    - Town-wide plan for managing invasives threatening our forests
- Open Space + Recreation
  - o Development of water trail along the Charles w/ numerous stops
  - o Skating (winter) opportunity – Deerfield Pond? Near basketball courts in Choate?
  - o Pool that could be rented out to other towns, usable for fitness all aged and all seasons
  - o More trails, esp in parts of town we don't currently have them More involvement w/ schools.
  - o More professional resources to maintain trails, not just volunteers. Conquering invasive (species)
  - o Connecting trail to Millis, to Franklin, over Charles + Holliston Rail Trail?
  - o Development of amphitheater, possibly also for disk golf, corn hole?

### Community Goals 4: Transportation and Public Facilities and Services in Medway 2032

- Transportation:
  - o With good bike lanes, more people would feel comfortable biking. Now they are so limited that there are four bike riders and cars aren't used to accommodating them
  - o Marketing campaign to encourage awareness of public options available, such as to the mall
  - o More green areas, seating, trees along roads to make walking more attractive on sidewalks
  - o Increase regional buses if possible
- Public Facilities and Services

## Medway Master Plan – Phase II Summer Engagement Summary, September 2021

- More gathering places for seniors with transportation – esp. an indoor pool, walking area indoor such as an indoor lap around a school or a pool that could be used in winter
- Tai chi/exercise room w/ mirrors
- VFW would be a great gathering space but needs reno
- Education about importance of water conservation, stricter control of irrigation systems

### Reflection: Identify Tensions and Synergies

- Preservation of natural areas as natural/passive
- Synergy:
  - Not developed/sports, to improve conservation, protect water, protect habitat, limit pollution and costly maintenance
- Conflict:
  - As land is opening, invasive plants will continue to destroy forests
  - We want more house – how to save more water?

### Raposa MiB

#### What are Medway's Special Places – Both Natural and Built?

- Open spaces + trail systems
- Amphitheater, esp. since its out back
- Network has become extensive over the years
- Restaurant choices are just okay
- Personal services
- Medway Mobil

#### A Vision of Medway in 2032

- More of town center like Holliston/Hopkinton
- The Medway banners are confusing “SHOP” “EAT”
- Everyone hates the plaza – not pretty – can't hang out there (Miss Anne Market), Westborough near rotary
- Village Street – big white building would love to see occupied, no parking, can be dangerous intersection @ mini-market
- Improve sidewalk networks
- Not cute for walking around, nowhere worthy to go sidewalk safe (?)
- LED sign is tacky but effective
- Sanford/Village intersection:
  - Force drivers to slow down -> traffic calming devices
  - Force people to want to stop here
  - Dangerous for kids
- More inclusive and welcoming:
  - Families of color & other underrepresented people
  - Not all families of color are low-income
  - Why do families who can afford Medway choose not to come here?
  - Promote businesses of people of color
  - Pride month signs Town Supporting on Town Hall or on the 109 banners
  - Town is disjointed – no real center, can have multiple gathering nodes around business nodes

#### Community Goals 1: Housing and Economic Development in Medway 2032

- Def. need more smaller units – fosters a sense of community – elderly neighbors can be looked in on

## Medway Master Plan – Phase II Summer Engagement Summary, September 2021

- Carbon footprint – one family doesn't need 5,000 sf and huge yard
- More developments consume more land
  - Compact and multi-family development
- Mixed feeling about 192 units traffic impacts, but provides the units that families need
- Prioritize redevelopment over new development
- Economic Development:
  - No Amazon warehouse, no Rt 9 on 109
  - ComCann in Medway would be good [note: ComCann is a dispensary]
  - A better public transportation network might help
    - Cars are so convenient
  - Work from home is really working
  - With more local people working from home – how to incentivize spending locally during the work
  - Improve food
    - Mickey Cassidy
    - Yama Fiji
    - Acapulcos
  - Local craft brewery
  - More unique small businesses to help keep money local
  - Barriers to parking lot, nice landscapes
  - Plaza -> second story, dormered 3<sup>rd</sup> story for housing
  - More solar installations – rooftops and parking canopy

### Community Goals 2: Historic and Cultural Resources in Medway 2032

- Cultural
  - Better advertising for events
  - Farmer's market is "meh" but good they do it
  - A lot of the events are more family oriented
  - Have dine art classes at library
- Historic
  - Not interested in funding/highlighting colonialism
  - Let's talk more about pre-colonialism
  - Not my hometown so not as invested
  - How can gov't help fund sprucing up private properties?  
Maintenance on an historic building is expensive
  - Link w/ PV and other sustainability measures
  - How to harness the water at Sanford Mill for productive use?

### Community Goals 3: Natural Resources, Open Space, and Recreation in Medway 2032

- We live at Sanford Mill so the river is a big part of our lives – kayaking/recreation
- Hesitant to put more money in athletic facilities for sports
- Grew up in a town w/ a pool but might not be sustainable for Medway
- Money should go to recreational uses that all kids can use, not just athletes
- Elite sports are crazy expensive, private business only

### Community Goals 4: Transportation and Public Facilities and Services in Medway 2032

- Transportation:
  - Car centric
  - A lot of town has no sidewalks
  - Dangerous for joggers, dog walkers, kids
  - Side streets would be great for walking for pleasure but no sidewalks

## Medway Master Plan – Phase II Summer Engagement Summary, September 2021

- Too many fast drives, not comforting
- Not enough wheelchair accessibility
- GATRA to train station useful but not always convenient (times); no around town options
- Increase local options rotating shuttles
  - Uber/Lyft not prevalent
- Scooters along Holliston Street from Village Street to Shaws
- Facilities:
  - Is a new combined public safety needed?
  - Make town hall look nicer (DRAB)
  - Maintenance of schools should be a priority. Do the work; don't let them fall in disrepair
  - We have to have these buildings and we do have to maintain them
  - Multiple stations are good to have in case of emergencies

### Reflection: Identify Tensions and Synergies

- The VFW can be an asset tying multiple organizations together
- Multipurpose buildings for multiple services w/ energy efficiency
- Money is the largest tension
- Keep taxes low but keep our town beautiful
- Plaza can be a great central location (safe and walkable) for ice cream, gaming, hang out space
- Co-working space

### Chabot MiB

#### What Are Medway's Special Places – Both Natural and Built?

- Choate Park
- Trails
- Schools
- Muffin House
- Luna Flowers
- Mills
- Community Farm
- Tractor Pull
- Oakland Park

#### A Vision of Medway in 2032

- Look quintessential New England: Dover/Sherborn; no/less signage development
- Open fields (Thayer + Pond)
- Walkable nature/ less stop signs
- More cows farm
- Downtown area: walkable, Medfield was referenced
- Sidewalks – big problem – connected neighborhoods
- Library came up as a disappointment; parking is an issue

#### Community Goals 1: Housing and Economic Development in Medway 2032

- Housing is too expensive for small businesses
- We would need more industry which people don't seem to want
- Do not want huge industry; want small town businesses
- Lots of empty buildings – wish there were not empty store fronts

#### Community Goals 2: Historic and Cultural Resources in Medway 2032

- Want historic houses preserved

## *Medway Master Plan – Phase II Summer Engagement Summary, September 2021*

- Not sure how to accomplish this
- Very concerned about older houses to not like that houses can be demo'd
- Think there should be a town art gallery or cultural center
- Would love a town theatre or children's theatre
- Love the concerts in the park & perhaps an outdoor amphitheater at Choate
- Love the community pamphlet
- Do agree job w/ kids programs, but could use more programs for under 2, 5+, and high school age

### Community Goals 3: Natural Resources, Open Space, and Recreation in Medway 2032

- More parks that don't have playgrounds
- Open space that's not necessarily trails
- Referenced Bird Park in Walpole
- Better access to trails (more parking) and more publicity
- Connected trail system from West Medway to East Medway

### Community Goals 4: Transportation and Public Facilities and Services in Medway 2032

- Town pool
- Sidewalk
- Town bus along main street
  - Sidewalks are so bad bikes are not a good option
- Generational change – ppl that are old timers vs new people

### Reflection: Identify Tensions and Synergies

- Battle b/w older generation vs newer generation
- How could the town better communicate?
  - Dialogue w/ sendy posting on Facebook
  - Where to send ideas to town?
  - Parks & Rec cancelled events at last min.
  - Is there a community calendar?
- General love for Schools
  - People like the message board at Choate
  - Town meeting LOL – why does this matter
  - Maybe town meeting should be later, like 8 pm

### **Medway School Committee MiB**

#### What are Medway's Special Places – Both Natural and Built?

- Choate Park
- New trail expansions
- Community Farm
- Shaw's Plaza has benefits:
  - Walkable
  - Safer area (enclosed)
  - Subway, CVS supreme
  - 3 way stop can be tricky
- high school sports facilities
- Oakland Rehab w/ gazebo used to be disjointed
- Tennis courts @ high school + middle school (Medway's best kept secret)
- Thayer House
- Churches in town are special
- Library programs
  - 2006: library lost accreditation; limited hours



## Medway Master Plan – Phase II Summer Engagement Summary, September 2021

- 2009 regained accreditation
- Connection to Fatima shrine network in Holliston
- Historical Society (Main St) fascinating treasure trove; you can browse like a museum
- Food pantries in town are valuable in town, esp. after last year

### A Vision of Medway in 2032

- Theater, arts, live music venue with beer garden
- Browseable stores, browseable arts, public arts
- Funky outdoor arts; draw in local artists to connect w/ community
- The current outdoor options are fun but an indoor venue would be fun
- “Artists Map of Medway” listing of everything cultural, dining, retail – like the map @ the mall
- Open studio days
- The Medway Zoo parade was awesome – keep that
- Medway has more to offer from 109 and the fields; needs to be centrally promoted
- Foodie area, food destination; culinary arts
- We have everything we need but 2032 Medway would have more fun things
- Create, somewhere in town, dedicated outdoors learning spaces similar to what popped up over pandemic
- Outdoor rec space like Choate on the west end of town
- Swimming pool, ice rink under tennis court w/out a cost barrier to participate
  - Teams can practice locally in addition to general recreation
- Keep great community education programs + access to them
- Community center w/ low cost access to recreation
- Extend trail network w/ broader regional trail connections
- Bike trails
- Skate park for bikes, scooters, rollerblades, skate opportunities for kids
- Walkability improvements
- Trail under utility lines; kids could ride bikes to high school from Idyllbrook Area

### Community Goals 1: Housing and Economic Development in Medway 2032

- Housing:
  - Senior friendly neighborhood w/ small homes but community pool + social opportunities; livable spaces + easy to maintain
  - Willows is beautiful but unaffordable; not philanthropic! It's a business
  - Aging in place is very difficult in Medway & in the area
  - Single level, manageable size + more affordable
  - Condo living
- Economic Development
  - Impact of pandemic on the drain?
  - Co-working spaces seem like a good idea to get people out of the house (easily) to focus on work
  - Look @ why the drain? Is it landlords charging too much or not putting money into make more attractive (plaza, car dealership, strip mall aspects)
  - How to incentivize re-investment in private property
  - Not walkable or enjoyable
  - Bird + Bear collective had to locate in Holliston
  - Do we not have the population density to have a downtown?
  - We don't want to get bigger but more strategic about economic development

- Incentivize desirable development (small business, not box stores)
- Oak Grove, Shaw's tax deal?

Community Goals 2: Historic and Cultural Resources in Medway 2032

- Shopping at the mill building and be much more fun; the access is very challenging
- Make a better walkable connection from Choate Park (walkable bridge w/ fun public art, mural piece)
- More like Molly's Crompton Collective in Worcester
- Restaurant, music area
- More in center of Medway away from the plaza to a place like the mill where you may have a better property owner + enjoyment opportunities
- Make connections w/ open space + cafes + retail
- Pottery studio, paint + sip
  - Does demand exist for these?
- Medway home values are skyrocketing
- Try to attract what we like about other towns
- Keep it charming but creative
- Medway community church, Christ Episcopal
  - All very historic churches, visible, nice spaces

Community Goals 2: Natural Resources, Open Space, and Recreation in Medway 2032

- Natural resources:
  - Active Concern (regulatory) + energy committee (advisory): each have staff, budget, stephanie
  - High school signage re: protected vernal pool
  - Impact on a industrial focus at the detriment of natural resources
  - Town has to be more diligent in acquiring open space to protect it
  - VFW land, extend lease + VFW members
- Explore more hidden gems
  - Amphitheater trail
  - Bresnahan Landing
- Complete trail connections
- Preserve open space but find balance w/ economic development
- ED w/ a focus on open space, rec, culture, brewery
- Oak Grove!
- How many teachers live in Medway?
- Is the town the largest employer?

Community Goals 4: Transportation and Public Facilities and Services in Medway 2032

- Public Facilities
  - Committee report by consultant Recommendations
    - New Town Hall
    - Combining emergency, police, fire
  - Report only looked at repair needs for schools + costs; no visioning for schools future uses
  - Can we build better science wing – how to improve building educationally rather than simply maintenance
  - School committee can take on that visioning
  - Information services exploration that the schools did pre-pandemic; lots of potential within the schools
  - The library also has potential for transformation for information literacy

- “Build Community on Understanding”
- These are the type of things that make Medway special
- Improve values and spark interests
- Vocational schools stripped extra non-book learning programs
- Burke: community ed day care; headstart medi
- Relocate/repurpose buildings like fire station/police station/VFW (school committee doesn't like this)
- Community center at Oak Grove to balance town out
- We're missing the opportunity given to us by 495

#### Identify Tensions and Synergies

- Participated in 2009 MP process and really saw implementation of goals
- Tension: economic development/keeping community businesses
- All of the sad departments over the past few years (Anns, TC) and what is coming in (smoke shop, auto parts) – is this what we want
  - Ocean State Job Lot has a license to sell beer and wine???
- Don't let the Town find the easy way out of tough negotiations w/ these developers
  - Where is the public participation that can hold the Town's feet to the fire?
- It's hard to understand how gov't works
- Mavis Fahey: resuscitate the league of women voter's guide
- ATM prep guide – translated for better understanding + more accessible
- The minutes and agendas are disjointed on town website
- Don't delete meeting recordings
- Need more consistency w/ boards and committees
  - No one has time to hunt for stuff
- Have a local gov't class in school where kids can get used participating
- More funding + resources to Medway Cable Access
- Give them a room in COA, library, school buildings, so meetings can be recorded.

#### Collord MiB

##### What are Medway's Special Places – Both Natural and Built?

- Medway Community Farm
- Bottle Cap Plots
- Medway Hardware

##### A Vision of Medway in 2032

- Businesses, especially along the 109 corridor, should have a more cohesive look. Preserve the character of the town. The strip mall on 109 does not have the appearance we feel should represent Medway.
  - Allow solar canopies in the parking lot but increase the green space. There is way too much parking/pavement area for that size mall.
- Create a permanent outdoor eating/gathering area with trees. Create the area as a walk-to destination where it is so close to Choate Park. In general, the group would like to see a couple of areas created in town that have green space with activities around it, along the idea of Bryant Park in NYC or Post Office Square in Boston.
  - Activities could be changed seasonally. Add permanent game structures such as chess, backgammon. Somewhere where you can grab a sandwich, sit down read a book in the shade.

- Create a vibrant "downtown" area. We agree that there are 2 areas that are considered "down town", one commercial and the other quaint and of the Medway character. We would like to see the latter developed with single unique businesses. The tax rate is the same for businesses and residents. Perhaps these smaller businesses could get a tax break in order to survive in the town.
- In 2032, Medway will realize that not everything needs a bureaucratic process in order to get something accomplished. It is already starting to lose its small town appeal and we fear it will become even more so.
- Improve the walking areas in town - there must be places to "walk to".
- Increase the diversity of the population, food establishments, cultural offerings.
- Encourage more representation of leadership in town to be people of color. No more auto parts stores!
- When arriving into Medway from 495, the impression is very poor. The swamp land appearance looks other-worldly. Create an improved impression to those arriving in Medway. This area we believe is under review for rehabilitation and we fully support this idea. (Legend B on the map).
- Create an art/cultural center in Medway.
  - The old Medway Hardware store would be a good location as a walk-to destination. Parking solutions will need to be figured out. Create spaces that people can rent to create a jam session, record music, rent sewing machines.
- Explore more rent-a-project/hobby/creative outlet space. There needs to be more emphasis on teen outdoor space. There is plenty for the youth through elementary school.
- Incentivize businesses to create green spaces near and around their businesses.
- Next Venture is a go-to destination in Medway, near the athletic fields, senior center, etc.
- there are a couple of areas around there that could be spiffed up.
- All newcomers would receive a welcoming packer from the realtor letting them know what is available and unique about Medway. A map of the town outlining the spaces would help to identify what the town has to offer. An example would be the offerings of the library with the various clubs, maker space, etc. We also realize that once printed, it is dated so perhaps an interactive document on the website is more appropriate.

#### Community Goals 1: Housing and Economic Development in Medway 2032

- We have to be open to more industries that can provide a greater tax base.
  - CommCan just over the line in Millis provides us with the worst case scenario - we are still affected by the traffic but we get no tax benefit from it.
- We'd like to see more professional services within Medway with some opportunities for shared work spaces. There are empty buildings now that could be reconfigured for that.
- We need to have more creative professionals welcomed into the community such as Visions Tattoo.
  - More artists.
- We need a moratorium on chain stores.
- Boutiques and one-of-a-kind stores housed close together so you can have a shopping experience in a walking area.
- More Ethnic restaurants such as Thai or Indian.
- We'd prefer NOT to see any warehouse type stores, no Amazon warehouse.

Community Goals 2: Historical and Cultural Resources in Medway 2032

- The Historical Society must become a Local Historical Commission in order to have more influence to make rules and regulations around historic houses and buildings. Once they are gone, they're never coming back.
- The 12-month delay option, while it allows for a breathing room, doesn't allow for more stringent options.
- Once these historic buildings have been saved, there needs to be an active use identified for them.
- Thayer House is a good example of a project done well.
- Continue to develop the Ides House, explore using the barn for an indoor farmers market?
- Currently, the farmers market gets canceled with the threat of a storm. Having shelter would provide a more stable, weekly event. It could extend the season beyond the summer.
- Increase the awareness and expansion of creative spaces for individuals. In the newly created green spaces, hold cultural events. Is there an interest in creating a town theater group?
- In order for arts and culture to thrive in Medway, there needs to be town support.
- There should be a line item in the annual budget for all properties purchased by the Town for upkeep and maintenance. A good example just at the farm is the upkeep of the farmhouse. It is difficult to keep the operations of the farm going and unfortunately, the house maintenance takes a back seat when funds are [low]
- In addition to monetary support, it would be helpful to have some local assistance similar to what the SBA offers only on a smaller scale. Many of these operations could benefit from a financial review and some suggestions from experts in the field.

Community Goals 3: Natural Resources, Open Space, and Recreation in Medway 2032

- Continue to develop and connect the trail system within Medway.
  - It's a pearl for the town
  - There are trails behind Idylbrook that could be connected to the Choate trails.
  - Improve some of the trails for biking as well
  - Connect the trail at Medway Community Farm to other trails in town
  - As a stand-alone, it doesn't get used as often as it should
  - Future land purchases could consider establishing that link to Choate.
- With the history of farming, Medway Community Farm is a unique asset in the town.
  - Currently all resources go to maintaining the farm operations and educational programs. Explore opportunities to cost-share with other organizations or town departments to be able to hire an executive director.

Community Goals 4: Transportation and Public Facilities and Services in Medway 2032

- All major streets should have sidewalks designed wide enough for the sidewalk plow.
  - Sidewalks that drop off on some streets make no sense
  - An example is on North Street. There is a sidewalk the entire length except where you need it the most on the last block before getting to Holliston Street.
  - Oakland is another example where the sidewalk should continue all the way to Village – the most dangerous part is from New City to Village.
- Promote the use of the commuter GATRA.



- Its current route is very limited both in stops and in frequency. There is no service on the West Side.
- We also realize more people are working from home. Perhaps a shared office space if people need some quiet office time away from home could be considered.
- Create bike lanes on Village Street.
- With more destinations in Medway, consider a bike program like City Bikes.
- Town Hall should be upgraded, repaired.
  - We didn't feel we were able to say it should be replaced but the Town Hall is very reflective of the character of the Town. The façade should be maintained.
- Some of the office spaces are very small and congested. It seems like there's not a lot of space to keep files.
- Replacing the Police Station and Fire Station would not be a high priority for us. If the buildings need to be repaired, then repair them.
- With any new construction, there should be sufficient funds to cover the cost of repairs so that buildings, a significant asset, should be maintained. It's very frustrating to build a new building after hearing how unusable a building is to then turn around and use the old building for the same purpose, such as the high school and middle school.
- Increase the opportunities to decrease taxes for the elderly by offering more diverse opportunities to volunteer in lieu of taxes.
  - We also weren't sure how these volunteer opportunities are currently posted or rotated and how many seniors are able to opt into the program. But we feel it is an excellent model to use skills from the older generation. A win-win for all.

Reflection: Identify Tensions and Synergies

- Even within our own group, we had discussions about "not in my back yard". We realize that will be a tough hurdle to get over as changes take place.
- The town boards and committees will need to be given the latitude and direction to work with citizens to think out of the box for creative solutions.
- As the diversity increases in the city and larger single-family homes become less of the norm, this also decreases the tax base. We'll need to think about the types of industries we want/need for Medway to continue to be a thriving community.
- As well, as the diversity improves in the community, the town leadership will start to diversify to reflect our community.
- There is only one pot of money and we realize all these aspirations and divergent views cannot possibly be created but we appreciate the opportunity to be asked. Thank you.

**Lincoln Street MiB**

What are Medway's Special Places – Both Natural and Built?

- Choate Park/Playground
- Oakland St Park/Playground
- Open Trails – Choate to HS
- Idylbrook Fields and trails
- Cassidy Farm – Medway Center
- Thayer House & Field
- Baseball Fields
- Historic Rabbit Hill District
- Center Community Church

## *Medway Master Plan – Phase II Summer Engagement Summary, September 2021*

- Charles River/Sanford Mills
- Historic cemeteries
- Middle school
- High school
- Open trails – Boardwalk to
- Community Farm

### A Vision of Medway in 2032

- Hope to be the same:
  - Driving/walking through the town feels like a small town, with barns, historic homes, open spaces, etc
  - Open spaces and parks to be preserved and/or expanded
- What makes us feel connected:
  - Youth sports and programs, playdates at the parks, MEPTO
  - Town-wide events: parades, fairs, fireworks, farmer's market, pumpkin walk. Etc
  - Parks and Rec programs: concerts and movies in the parks
  - Charities and fundraisers: Turkey Run, Shamrock Shuffle, races, girl scout/boy scout booths, masks for Medway food pantry
  - All above provide many opportunities/place to meet up with friends and neighbors as well as meet new people within our community
- Hope to change:
  - 109 strip redesigned to meet town aesthetic and enhance community vibe
  - More historic preservation/restoration over new development
  - Public facilities that support a growing, connected community

### Community Goals 1: Housing and Economic Development in Medway 2032

- An inn or hotel for out of town guests to stay to visit
  - Not necessarily for tourists, but for family and friends of residents to come and stay and visit on holidays, special events like weddings, reunions, support during illness/grieving, etc
- Give-and-take: provide mixed use with a facility that provides back a need to the community, ie. Local art gallery space, local coffee/produce market retail, function spaces, etc
- Need affordable housing that is affordable to current resident demographic so people that want to stay in Medway can, making the community stronger and less transient as it grows
- Community center with facilities to suit a growing population
  - Public pool (Lessons/swim team), daycare, indoor sports facilities, stage/theater/arts facilities
  - Also provides more job opportunities for a pre-professional demographic and keeps students/young adults working/living in Medway
  - Facilities like this also help support programs that support working parents with after-school/day camp activities that need to grow and expand along with a growing community
- Community reuse/consignment center?
  - A lot of events/online activity to buy/trade reusable items, esp youth sports gear, children's clothing, tools, appliances, etc.

### Community Goals 2: Historic and Cultural Resources in Medway 2032

- Historic aesthetic is important to maintaining identity and vernacular of the town

- Would like to see stronger zoning bylaws to protect historic homes, areas, and buildings and encourage home owners and developers to preserve or restore historic buildings and areas over raze/rebuild or developments that do not meet similar spirit/aesthetic
- Fund for grants to preserve/restore historic homes and buildings as part of incentive to antique home buyers to maintain the historic integrity of their older homes
- Desire for more public areas and/or community center that supports arts and history. Facilities to support extracurricular art/science programs outside of schools

Community Goals 3: Natural Resources, Open Space, and Recreation in Medway 2032

- Everything considered an “open spaces” area now should be maintained and added to
  - Would be desirable to have trailways and/or bike pathways that interconnect and lead to popular destinations
    - Examples of successful trailways are the interconnected trails that lead from Choate to the HS and then beyond Adams Street
  - Would be great to see several other trail systems between public landmarks or even other towns
- Maintaining public access to open areas is a must, and easements on areas that are interconnected or commercial properties to allow through-way should be considered
- Would like to see more done to extend and maintain the trail system along the Charles river and provide more public amenities/access along the bank

Community Goals 4: Transportation and Public Facilities and Services in Medway 2032

- Extended bike lanes with proper cleaning
  - Bike lanes on 109 are a start but they do not extend to other bike lanes on other major roads and need to be maintained so they are safe to ride on (i.e. when an accident leaves debris, it is too long to be cleaned up)
- Extend sidewalks to destinations to encourage people to walk or bike
  - The sidewalks should be treated as actual routes from one destination to another, not just accessory to the road. Some of them stop randomly at a point in the road without reaching a destination
  - If sidewalks were continuous from one popular public point to another, people would be encouraged to walk more to popular destinations
- Perhaps study the sidewalks and bike lanes/paths within a certain distance of all major public areas to find holes that would keep people from walking to those destinations
- Fire station, water treatment/sewer to meet growing demand
  - The fire station on summer st not built for 24hr service?
  - Water treatment improvements and expansion not meeting current needs
    - water an every summer despite rainfall

Identify Tensions and Synergies

- Funding is a limited resource (public developments)
- Some things needs priority (infrastructure)
- Limitations on affordability of private developments to current Medway community is based on market value
  - Community needs a give-and-take, for ex. Mixed use buildings/developments that provide retail/commercial/public uses in addition to affordable housing

- Developments (commercial and non-commercial) need to be sensitive not only to abutters, traffic, etc, but also how they fit into the fabric of the current neighborhood
- Desire for new developments to always be looking for ways to preserve/extend open spaces

## **Medway Realtors MiB**

### A Vision of Medway in 2032

- Suburban, family orientation, community events
- Expand business base to keep taxes in line
- Ongoing investment in technology for public schools
- Maintain the quality of the parks
- Community center for families like a Y
- Multipurpose community facility larger than Thayer House
- Connect with adjacent towns with public transportation
  - Logan Express service and TF Green express bus service in Medway or an adjacent community?
- Is there a need for a new town hall?

### Community Goals 1: Housing and Economic Development in Medway 2032

- Housing:
  - Zoning map, bylaws, regulations, policies need to be modified to encourage a diverse housing stock, rental and for purchase
  - Make multigeneration housing a possibility
  - Advocate for ADUs as a matter of right
  - Make it possible for more first floor living homes!
  - More multiple use possible all along main street
- Economic Development
  - Make it simpler, cost effective, to bring business to Medway. Encouraging definitions instead of restrictive regulations
  - It is critical to evaluate the impacts of major projects in the energy resource district on the long term community impact
  - Zoning bylaw should encourage businesses to locate to Medway not make it difficult to locate here
  - More affordable housing for all, including those with disabilities

### Community Goals 2: Historic and Cultural Resources in Medway 2032

- Plan for a new library/resource center

### Community Goals 3: Natural Resources, Open Space, and Recreation in Medway 2032

- Maintain the town owned open spaces and promote residential and mixed use open space development to provide additional pocket parks, playgrounds, and passive natural open space
- Mixed use developments, when possible, should have gathering locations for craft fairs, art exhibits, concerts, etc
- Wildlife corridors should be identified and promoted to ensure the natural movements of animals. This could include the trail systems. The underground and overhead utilities should be included in the wildlife corridors.
- Explore the possibility of an ice skating/hockey facility
- The Charles River is underutilized as a resource and should be better utilized for recreational activities

## *Medway Master Plan – Phase II Summer Engagement Summary, September 2021*

- Medway community farm should be considered as an agricultural open space and protected in perpetuity. MCF should be also considered as a part of the much needed wildlife corridor.
- Perhaps the land should be deeded to a 501 (c) 3 entity so it can never be developed or used for purposes other than a farm

### Community Goals 4: Transportation and Public Facilities and Services in Medway 2032

- Transportation
  - Logan Express/ TF Green Express Services
  - Connecting transportation services with other towns
  - More sidewalks everywhere, especially Main Street 109, Winthrop, Holliston
  - More bicycle safe lanes
  - Charging stations at all public buildings
  - Change town vehicle fleet from fossil fuel to electric
  - Add benches to sidewalks and trail system
- Public Facilities
  - New Town Hall
  - Upgrade technology in public schools
- Medway Cable
  - Quality of video and audio of Medway Cable needs to be improved
  - The facilities at the schools and town hall need substantial upgrading. People want and need to be able to see and hear public meetings and minutes

### Reflection: Identify Tensions and Synergies

- The professional staff, finance committee, and select board need to sharpen their pencils to make sure that Medway remains an affordable community in terms of tax bills so seniors, low- and moderate-income people can continue to afford to live in Medway
- All of the good things need to be balance on economic impact.

### **McKenzie Meeting in a Box**

#### A Vision of Medway in 2032

- Main street to look better
  - More of a downtown community feel with more trees, better buildings

### Community Goals 1: Housing and Economic Development in Medway 2032

- Trader Joe's or Whole Foods
- Small mom and pop won't pull in jobs
- No more autoparts start
- Need more cluster housing (2-3 family)
- Need more 20/40% AMI housing
- Larger sustainable economic

### Community Goals 2: Historic and Cultural Resources in Medway 2032

- Thayer House, Medway Mills, behind the Sanford condos, preserve the park in the rear

### Community Goals 3: Natural Resources, Open Space, and Recreation in Medway 2032

- Public swimming pool, more outdoor activities at Thayer like bands
- Better farmer's market
- Better communication and website
- Lighted ball field at the High School



Community Goals 4: Transportation and Public Facilities and Services in Medway 2032

- Blue Bikes at all trails
- Sidewalk along Holliston Street
- Intertown shuttle bus to support new development

Reflection: Identify Tensions and Synergies

- Senior generation needs to understand improvements needed for younger people
- Understand commercial development and housing to do mixed use is needed to balance

DRAFT

Medway Master Plan  
Draft Vision and Goals  
9/21/21

**What is a vision?** An aspirational view of what residents hope the community will be like in the future, at its very best. Before a meaningful plan can be created, the community needs to imagine the future it is aiming for. The vision statement then becomes the driving force behind the plan.

**What are goals?** Goals are conditions to aim for that help the community achieve its vision over time. Goals are often measurable.

## Overarching Vision for Medway 2032

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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 21<sup>st</sup> century, and many families 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
- : 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

INSERT PHOTO OF COWS ON ROUTE 109

## VISION FOR . . . Responsible and Sustainable Growth

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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.

Oak Grove supports a cluster of established companies and entrepreneurs in addition new residential redevelopment, which has created new jobs as well as a strong 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

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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.

## VISION FOR . . . Conservation, Resiliency, and Stewardship

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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 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.

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

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

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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:
  - a. carbon sequestration to remove carbon from the atmosphere
  - b. biodiversity conservation to ensure long-term persistence of rare and other native species and their habitats
  - c. prime farmland to enable local food production through regenerative water smart farming practices
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, 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

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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 support a healthy, vibrant community.

## GOALS FOR . . . A Caring Close-Knit Community

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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 modernize school facilities and technological resources to reinforce and sustain Medway's high quality public education services through ebbs and flows in enrollment.
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, 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

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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 lanes, 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, businesses, grocery stores, restaurants, 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.

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

## GOALS FOR . . . Safe, Green, and Connected Mobility Options

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1. Improve walking and biking safety, accessibility, and connections on arterials and connector streets throughout Medway for all ages and abilities with interconnected sidewalks and bike lanes, as well as off-road trails or pathways to connect people safely 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. Integrate multi-modal transportation planning and future improvement projects 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.
4. Systematically reduce 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.

Charles Myers  
9 Curtis Lane  
Medway, MA 02035

September 5, 2021

Comments to Medway Master Plan Committee: **Transportation**

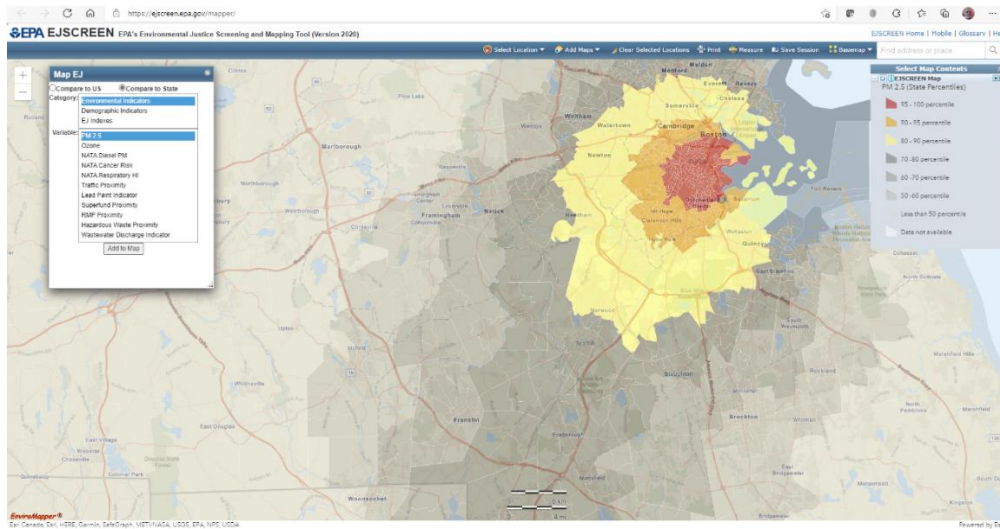
The Medway Master Plan is a ten year plus vision of what residents want Medway to be and reflective of the lifestyle chosen. Transportation and how we move around the town and the region “will” change over the next ten years in more ways than we can imagine. What options are available to residents and how the town prepares for them will have a direct bearing on the lifestyle and comfort Medway residents experience over the life of the Master Plan.

**In Massachusetts today, transportation is the leading source of criteria pollutant emissions**, based on presentations and reports by the Massachusetts Executive Office of Energy and Environment.

Because of the high level of transportation emissions, the following changes are in discussion, in implementation or included in the 2050 Massachusetts Emission Reduction Plan that relate to transportation.

- By regulation Massachusetts will “ban” the sale of new internal combustion engine light duty vehicles starting in 2035 and allow the sale of “only new” electric powertrains (both battery and fuel cell).
- By regulation and incentive Massachusetts is now crafting regulation that will lower the VMT (Vehicle Miles Traveled) in concert with the conversion of vehicles to electric technologies (both battery electric and fuel cell electric).
- By regulation Massachusetts will start to limit the sale of gasoline and diesel medium and heavy duty trucks being sold and operated in the Commonwealth ultimately banning the sale of internal combustion engine MD/HD vehicles by 2050. Several years ago Massachusetts signed onto a 15 state Memorandum of Understanding to start this process.
- Massachusetts is currently discussing a phased per gallon fee structure being added to the price of gasoline and diesel. The fee will be used in multiple ways that include but are not limited to reimbursement of EJ community members for the increased cost of fuel, to fund expanded mass transit services, to fund electrification of existing mass transit, to add pedestrian and bicycle options, to fund rebates and incentives to enhance the adoption of electric technologies and to fund the deployment of electric charging and hydrogen fueling infrastructure.

Below is a screenshot of the EPA EJ Screening tool available for public use to identify and review EJ areas. Medway is currently in the above average 60-70th percentile range of PM2.5 emissions compared to other Massachusetts towns.



Against this situational evolving transportation backdrop, Medway's Master Plan should consider what transportation options the residents of Town of Medway want to have available to them moving forward.

### **Plan To Expand Transportation Options To and From Urban City Centers (like Boston)**

For example, Medway residents may want to work in Boston. The state may create a Zero/Low Emission Zone as was done in London. Initially tolls charges would be added when internal combustion vehicles are driven into the city during working hours. The charges will feature time of entry assessments that increase based on when the vehicle is driven into the city. Finally, designated inner city areas restrictions will be implemented that allow only zero emission vehicles in the city (both battery electric and fuel cell).



London examples discussed in Massachusetts

Massachusetts Commuter rail will go electric, discussions are already underway. Commuter rail options will improve.

The Master Plan should consider what sort of transportation options we want available to our residents.

- As competition increases for parking spaces at commuter rail stations, do we want to consider offering increased shuttle bus service to both the Franklin line and the Worcester line for residents? If yes, do we use one parking area or two?
- Where do we put the parking areas?
- Do we operate the buses as a Town or target someone like GATRA?

### **Plan For and Anticipate Transportation Technology Changes**

Urban Air Mobility (UAM) leading to Autonomous Air Mobility (AAM). Unless someone is involved with the industry today it may sound corny. But....it's no longer a question of "if" but a question of "when". There are no fewer than 50 companies developing electric UAM designed to be able to pick you up in your front yard and fly you to an airport, an inner city location, or another location hundreds of miles away.

Look up [Joby](#) in which Toyota and Uber are key investors. Look up [Alakai](#) (a company developing one in Stow, MA). Talk to the FAA who is engaged in the approval processes now to flight certify these.

They are not helicopters but fall into the Vertical Take Off Landing (VTOL) category. They can carry up to 5 people or 1,000 lbs. of payload. Their small rotors and lack of a turbine engine make them quiet enough to operate in areas like Medway.



Joby



Alakai (Skai model shown above)



Embraer

Question for the Master Plan Committee.

- Do we want to plan for this emerging transportation technology in the Master Plan?

We should anticipate it's coming and build into the plan provisions for where they can land and pick up / drop off Medway residents. Imagine using them to go into Logan Airport, a trip might be 20 minutes. Or use one to fly to the Cape for a day trip.

The Massachusetts Department of Transportation Aeronautic Division already has corridor locations in place to aide their development. They are already working out plans to map out sites around the state the UAM can use. UAM does not need an airport, as they can operate from parking lots, fields, large yards, and cul-de-sacs.

<https://www.mass.gov/news/massdot-aeronautics-division-selected-by-nasa-for-an-advanced-air-mobility-aam>

As a point of information, consider the loss of a cell tower from a hurricane – these same craft can be used to hover in place for long periods of time equipped with wireless communications equipment to serve as a temporary replacement of a fallen / damaged cell tower in the event of a weather event. We may want to include provisions that allow them to do that should cell towers in Medway become damage.

The Master Plan should include provisions for the future use UAM/AAM so that Medway residents are able to use this mode of transportation and take advantage resource it represents.

### **Plan For Drone Package / Parcel Delivery**

To reduce VMT (Vehicle Miles Travelled), lower emissions and offer consumer convenience, the retail market is starting to use drones for delivery purposes. These are examples of programs already underway in the United States.

- CVS is engaged in several programs now under controlled conditions, one in the Carolinas, and another in the Villages of Florida.
- Food services are making deliveries with drones in the Northwest of pizza.
- Both Amazon and UPS is setting up for it as an alternative to trucks for last mile deliveries.
- One medical school campus is using the technology to delivery medicines and test results between several hospitals on a Southern California campus.
- Human tissue was transported between islands in the Caribbean.



CVS



Walmart



UPS

Beyond Line of Site (BYLOS) operations are expanding and automation improving. Some first responder groups are using this transportation technology to send out emergency medical needs to accident scenes. Doing so enables the delivery of first responder materials much sooner and faster before an ambulance can arrive on scene.

- The Master Plan, with drone technology coming, should develop use regulations for the Town of Medway so that the technology is not an annoyance and instead a useful resource?
- What zoning issues might it present as a new form of aerial traffic emerges? Current zoning is physical ground, future zoning should include airspace development and use.
- How do we want our planners to interface with the state and FAA folks who will be regulating this air traffic?

It is coming!

### **Plan For Changes In Transportation Fuel Offerings – Charging & Hydrogen Station**

Ground transportation is going electric to reduce emissions. Light duty vehicles (LDV), medium duty trucks (MD) and heavy duty (HD) trucks will use electric drive propulsion technology getting their energy from either batteries or fuel cells. The choice between batteries and fuel cells will be determined by the use case. Both are treated as equals now by legislation and by regulation.

- What does all of this mean to Medway and the Master Plan?
- Where do we want those fuel options to be in Medway and how do we want them to look?

For example, we are now at the beginning of the battery electric LDV market. The Commonwealth is trying to get more battery electric chargers deployed to reduce range anxiety, make consumers feel more comfortable so battery electric LDV sales can accelerate.

We should expect over the life of this Master Plan update that there will be an increasing demand for public access chargers in all parking lots. As a result, parking lot appearances will change. Each parking space will have it's own charger. Handicap spaces will have their own chargers too! The Town ultimately will be required to add chargers to parking spaces at all schools, libraries, senior center and other public buildings.

- What do we want these charger parking lots to look like?
- Will these parking lots be organized as they are now as the electric wiring and substation upgrades are considered in the design and construction phase.
- How will we handle the charging cords? Trip hazards? Snow plowing damage?
- Charger plugs are not yet a universal design. For example, Tesla charger plugs do not work on Nissan Leaf. Should we consider a requirement that charger plugs be universal, particularly on chargers placed at public facilities?
- The display of advertising, lights and cords will become an issue that needs to be addressed from an appearance perspective.

To support hydrogen fuel cell vehicles (LDV, MD, HD) the Master Plan should include provisions for their inclusion into existing gasoline station sites as those owners convert away from gasoline to hydrogen. This is not far-fetched. Current Northeast sites include a hydrogen station at a Stop & Shop Gas-n-Go in Mansfield, a hydrogen station at a 7-11, former Cumberland Farms site, in Hempstead, NY and at a rest



plaza in Hartford. Global, the current owner, of two gasoline stations in Medway, the Shell & the Mobil, is looking at hydrogen additions and ultimate conversions in the Northeast.



Mansfield, MA



Hartford, CT



Hempstead, NY

One hydrogen station can take the place of 100+ battery chargers. Fuel cell electric vehicles can fill up in five minutes, driving out with over 350 miles of range. Hydrogen stations can operate when the grid is down to offer climate event resilience. As a by-the-way comment, all of the hydrogen being used for mobility in the Northeast today is 100% renewably generated using hydro-electric power.

For the Master Plan, there should be language that defines the appearance of the supporting infrastructure needed as transportation converts to electric.

## Susan Affleck-Childs

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**From:** Ancelin Wolfe <ancelinwolfe@gmail.com>  
**Sent:** Friday, September 3, 2021 11:48 AM  
**To:** Susan Affleck-Childs; Jennifer Goldson  
**Cc:** PA Instruments  
**Subject:** Master Plan for Medway

Good morning,

I have already added a number of comments to the visioning map linked to the survey, but I would like to lob in two additional suggestions:

In thinking about what would be good additions to Medway, two things I miss and believe would strengthen the community are a weekly newspaper focusing on Medway, and a community garden. A newspaper would share information and stories widely, not just through isolated online individual websites. A community garden would support those who would like to grow vegetables, fruits, and other plants but have no land on which to do so. Community gardens can be a strong tool in raising environmental awareness and education and building relationships among those gardening.

Ancelin Wolfe  
3 Kingson Lane, Unit 3