



April 12, 2022
Medway Planning & Economic Development Board
Meeting

Master Plan Discussion

April is a big month for Phase III of the Master Plan project – Achieving Medway Tomorrow.

1. An online community engagement platform has been established by our consultant team at JM Goldson to solicit community feedback on proposed action plan/ implementation strategies. It will be available through April 30th. See attached flyer. It includes a link and a QR code.

2. MP Committee members and staff are making presentations and having discussions with about 25 Town boards/ committees and other organizations to obtain feedback about the various action items and implementation strategy ideas. The strategies have been organized into 12 topical modules. Information on 4 of those modules is provided for the PEDB Board to discuss at the meeting. Please review. Jess Chabot will facilitate the discussion.

- Town Center
- Non-residential tax base
- Housing and Affordability
- Open Space

Source: Town of Medway

Participate in Phase III of the

MEDWAY MASTER PLAN:

Achieving Medway Tomorrow

GIVE YOUR FEEDBACK ON KEY STRATEGY APPROACHES ON THE ONLINE PLATFORM!

The Medway Master Plan is a 10-year vision and roadmap for Medway's future.

The strategies developed or established in Phase III of the plan will help the town achieve the plan's goals. We need your feedback on these ideas!

The interactive online platform is designed to walk you through some potential strategy ideas. It will ask you to share your thoughts at every step. We hope you can give your honest feedback to help inform the final strategies for the Master Plan!

EVERYONE IS INVITED TO PARTICIPATE

ACCESS THE ONLINE PLATFORM HERE TO
SHARE YOUR THOUGHTS BY APRIL 30:
<https://tinyurl.com/MedwayStrategyPlatform>



QUESTIONS?

Contact Delaney Almond at delaney@jmgoldson.com
Or Susy Affleck-Childs at sachilds@townofmedway.org or 508-533-3291
Learn more about the project: <https://tinyurl.com/MedwayMPinfo>

MEDWAY MASTER PLAN PHASE III – BOARD/COMMITTEE DISCUSSIONS – APRIL 2022

STRATEGY MODULE 1: TOWN CENTER/ROUTE 109

Draft Goal

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.

Strategy Approaches:

- Placemaking
 - Tax Incentives for Redevelopment
 - Special Designation
-
- A. **Placemaking:** Build on Medway's streetscape improvements by leveraging public and private investments in the public realm to bring visible cohesion and create an attractive identity in the future town center and Village Center areas.
 - B. **Tax Incentives for Redevelopment:** Explore tax incentives to promote private development in the Route 109 future town center area.
 - C. **Special Designation:** Consider special designation as an urban renewal area for a portion of the Route 109 corridor to promote private development consistent with the community's vision for a traditional town center as the CBD zoning allows.

Discussion activity:

- Ask committee members to discuss these strategies to identify pros and cons.
- Ask committee members to rate what level they think each of these strategies should be priorities for the master plan (5=high priority; 3=medium priority; 1=low priority)

*You may find it helpful to refer to more information on the engagement website ahead of the meeting, which includes descriptions, a summary of any focus group comments, and links to resources where available. This will help you prepare to explain these ideas and lead the discussion with your committee/board. If you have access to the internet when you are presenting, you may also bring up the engagement website on your browser to show photos, maps, or other graphics that are included on the site, if you desire.

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Workflows

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MEDWAY MASTER PLAN

PHASE III – BOARD/COMMITTEE DISCUSSIONS – APRIL 2022

STRATEGY MODULE 2: NON-RESIDENTIAL TAX BASE

Draft Goal

Promote significant commercial and industrial development expansion including medium-sized businesses to help minimize residential tax increases and increase local employment opportunities

Strategy Approaches:

Tax Incentives for Industrial Growth

Allow smaller village-style commercial areas

Expand Industrial Development

D. Tax Incentives for Industrial Growth:

Consider offering property tax incentives to encourage redevelopment in Medway's industrial areas.

E. Allow smaller village-style commercial areas:

Rezone existing commercial nodes around Medway to allow these uses and promote village-design.

F. Expand Industrial Development:

Expand the number of industrial-zoned properties, look for new locations for industrial zones, and promote additional industrial development opportunities, including creative industries.

Discussion activity:

Ask committee members to discuss these strategies to identify pros and cons.

Ask committee members to rate what level they think each of these strategies should be priorities for the master plan (5=high priority; 3=medium priority; 1=low priority)

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MedwayMP_RS_Mod_2_non-res-taxbase.pdf

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https://www.dropbox.com/sh/hja7xta0khvig08/AABduOfdGeZ1FCdQ_Lm66Bjqa/modules for discussions?dl=0&preview=MedwayMP_RS_Mod_2_non...

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PHASE III – BOARD/COMMITTEE DISCUSSIONS – APRIL 2022

STRATEGY MODULE 3: HOUSING & AFFORDABILITY

Draft Goal

Foster accessible and affordable housing options, including starter homes and options for middle-income households, in strategic locations that enable residents to thrive in the community and support the needs of an aging population, young families, young adults, special needs, and a socioeconomically diverse population.

Strategy Approaches:

Promote a Variety of Housing Types

Modernization and Rebuilding of Housing Authority Properties

G. Promote a Variety of Housing Types: Revise zoning provisions to promote greater variety of housing types and affordable options in accordance with the most current Housing Production Plan.

H. Modernization and Rebuilding of Housing Authority Properties: Support and promote the modernization and rebuilding of Housing Authority properties at Lovering Heights and Kenney Drive to provide safe, decent, accessible housing for low-income elderly and individuals with disabilities by leveraging federal and state funding with local seed funds.

Discussion activity:

Ask committee members to discuss these strategies to identify pros and cons.

Ask committee members to rate what level they think each of these strategies should be priorities for the master plan (5=high priority; 3=medium priority; 1=low priority)

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STRATEGY MODULE 6: OPEN SPACE

Draft Goal

Permanently protect Medway's tree canopy and at least 30% of open space land prioritized for carbon sequestration to remove carbon from the atmosphere, for biodiversity conservation to ensure long-term persistence of rare and other native species and their habitats, and for passive recreation and trails.

Strategy Approaches:

• Strategic Acquisition

• Zoning

• Tree Canopy Bylaws

• Dam Removal

• Edible Food Forest

N. Strategic Acquisition:

Strategically acquire and conserve unprotected open space in Town to protect important open space connections, wildlife corridors, and natural resources through fee acquisition or deed restrictions.

O. Zoning:

Consider adopting Natural Resource Protection Zoning as a stronger open space protection alternative to Medway's existing zoning.

P. Tree Canopy Bylaws:

Inventory the existing tree canopy in Medway and consider adoption of a tree preservation bylaw to protect Medway's tree canopy.

Q. Dam Removal.

Consider removing dams, like the Sanford Mill Dam and Choate Park Dam.

R. Create an edible food forest.

Consider preserving natural spaces in Medway in ways that benefit the community, such as an edible food forest.

Discussion activity:

• Ask committee members to discuss these strategies to identify pros and cons.

• Ask committee members to rate what level they think each of these strategies should be priorities for the

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