

MEDFORD SQUARE MASTER PLAN

COMMUNITY FORUM



September 7th, 2016

Medford City Hall

IMAGE: GOOGLE EARTH



WELCOME!

City of Medford

Mayor Stephanie M. Burke

Office of Community Development

IMAGE: GOOGLE EARTH



MEDFORD SQUARE

COMMUNITY FORUM

Meeting Agenda

Welcome

Your Experience in the Square

Economic Development

Physical Improvements

Next Step and Closing

Feedback and Discussion

IMAGE: GOOGLE EARTH



MEETING PURPOSE

TONIGHT WE HOPE TO:

INTRODUCE THE PROJECT

HEAR ABOUT YOUR EXPERIENCES

DEFINE THE THEMES OF THE STUDY

CONTINUE A COMMUNITY CONVERSATION

THIS IS THE 1st OF 3 COMMUNITY FORUMS

STUDY INTRODUCTION

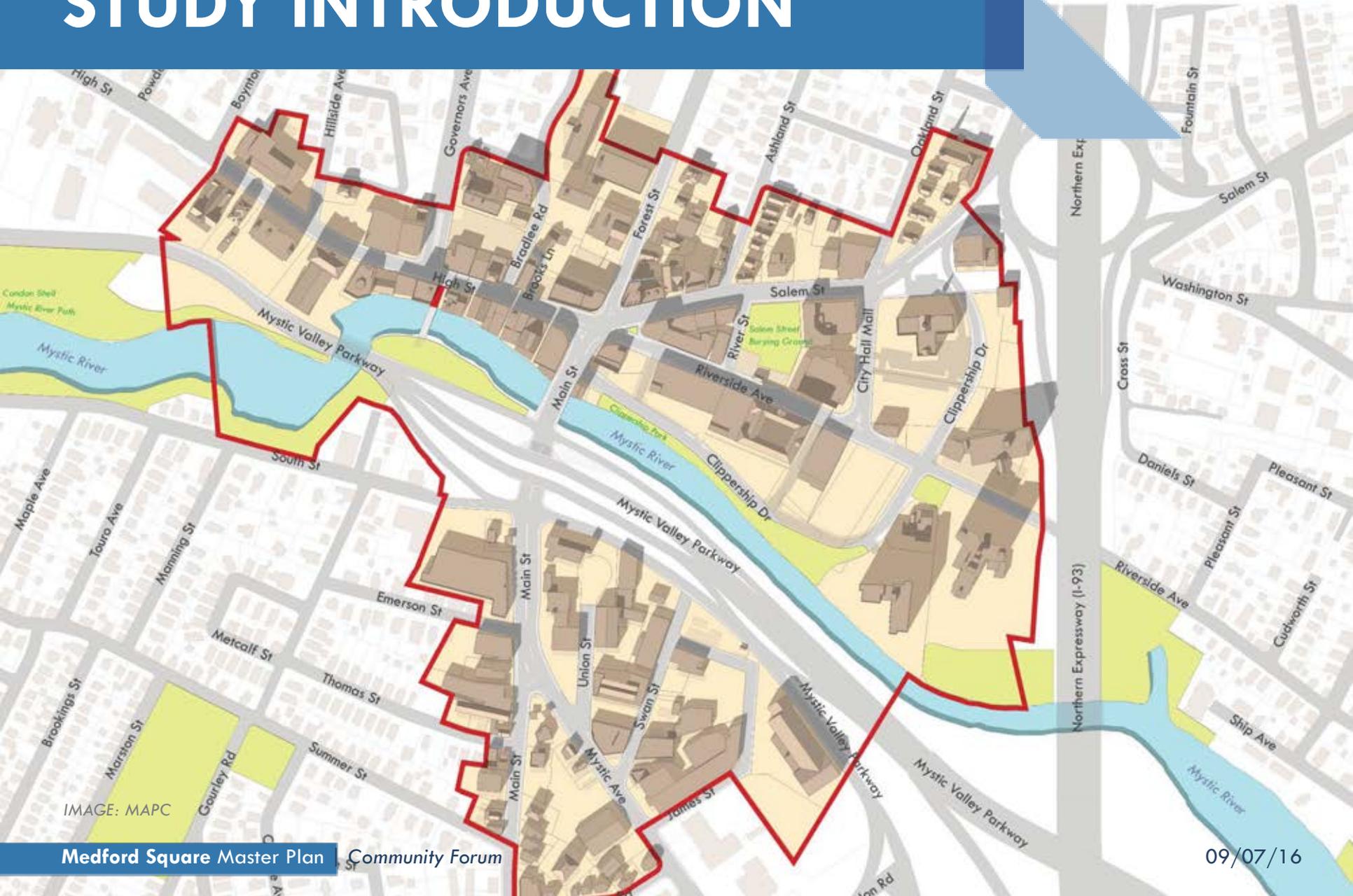


IMAGE: MAPC

STUDY INTRODUCTION

Task 1: Current Conditions

Task 2: Market Analysis

Task 3: Redevelopment Analysis

Task 4: Zoning and Parking

Task 5: Civic Realm

Task 6: Multi-modal Access and Circulation

Task 7: Health and Quality of Life

Task 8: Final Report and Action Plan



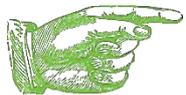
IMAGE: MAPC

YOUR EXPERIENCES

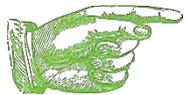
WHAT YOU THINK ABOUT THE SQUARE ...



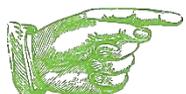
Introduction to your seat neighbor



Briefly discuss issues with the Square



Briefly discuss opportunities for the Square



Report back with volunteer comments

INTRODUCTORY EXERCISES

YOUR FUTURE VISION

*USE A FEW WORDS TO DESCRIBE YOUR IDEAL
FUTURE VERSION OF MEDFORD SQUARE . . .*

PLEASE WRITE YOUR THOUGHTS IN THE BUBBLE BELOW AND HAND IN
AT THE END OF THE COMMUNITY FORUM. THANKS!



IMAGE: MAPC

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STUDY AREA INFORMATION



IMAGE: MAPC

HISTORIC SQUARE



IMAGE: MEDFORD PUBLIC LIBRARY — HISTORICAL MAPS

HISTORIC SQUARE

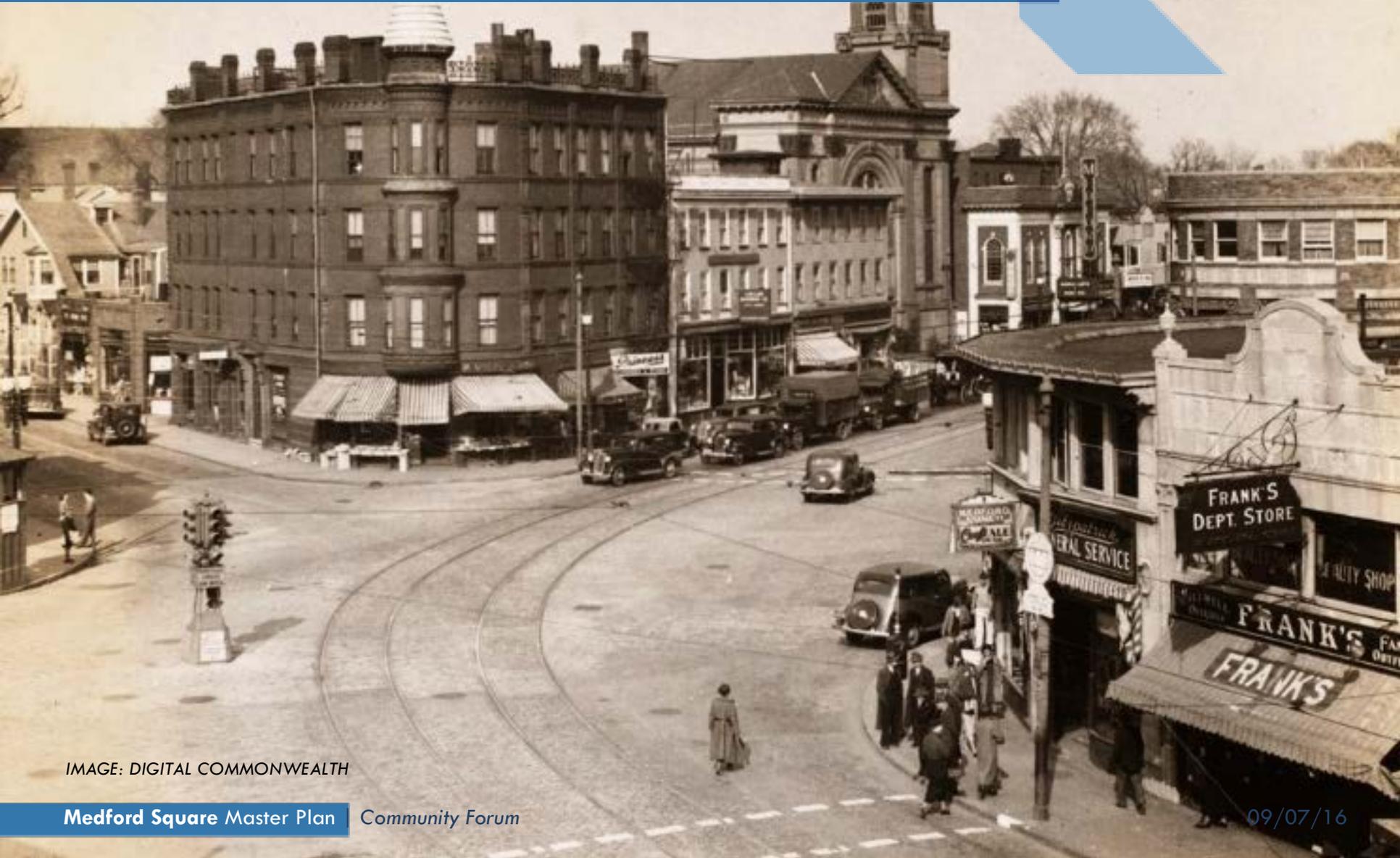
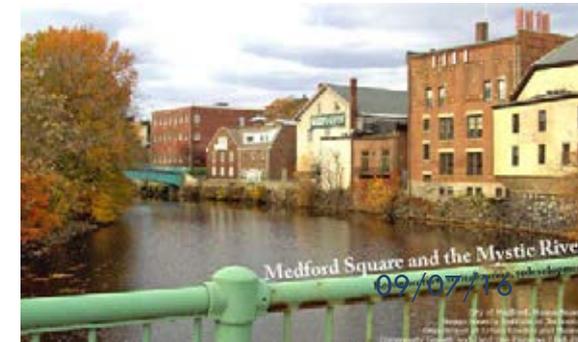
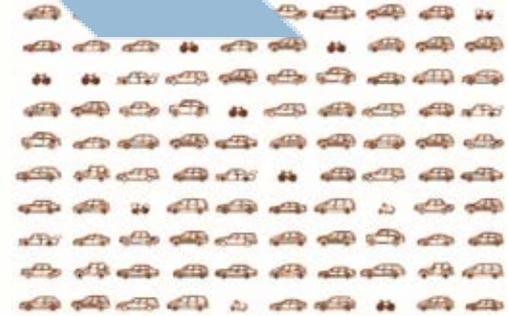


IMAGE: DIGITAL COMMONWEALTH

PREVIOUS STUDIES

- Mayor's Transition Team – Shaping Medford: Community Conversations to Guide Our Economic Future (2016)
- Mayor's Transition Team – Cultural Affairs and Recreation Report and Priority Recommendations (2016)
- Envision Medford – Medford Community Coalition (2016)
- Bicycle Infrastructure Master Plan: Guidelines and Recommendations for Medford, MA (2016)
- Medford Square Garage Feasibility Study (2010)
- DCR Mystic River Master Plan (2009)
- MIT Medford Square and the Mystic River (2006)
- Medford Square Master Plan - Sasaki (2005)
- Medford Community Development Plan (2004)

Medford Square Garage Feasibility Study



2005 MASTER PLAN GOALS

PREVIOUS EFFORTS PROVIDE A FOUNDATION FOR THIS STUDY:

- Create a single identity for the Square by physically and visually **uniting the East and West sides**
- Encourage **mixed use vibrancy** with culture, retail, office and housing
- **Enhance connections between the river**, the retail streets, the surrounding neighborhoods, and regional open space
- Develop the **pedestrian character** of the Square by balancing transportation modes
- Achieve a **higher and better use of land** and create value for real estate

EMERGING THEMES

Economic Development and Vitality

- Strengthen identity and destinations
- Rebalance mix of uses and vitality
- Renew activity/draw people to be there
- Position relative to strong competing places

Land Use and Sense of Place

- Unite a Square divided
- Create synergy between many assets
- Promote community and communication
- Embrace historic assets and liabilities
- Improve perception and attractiveness

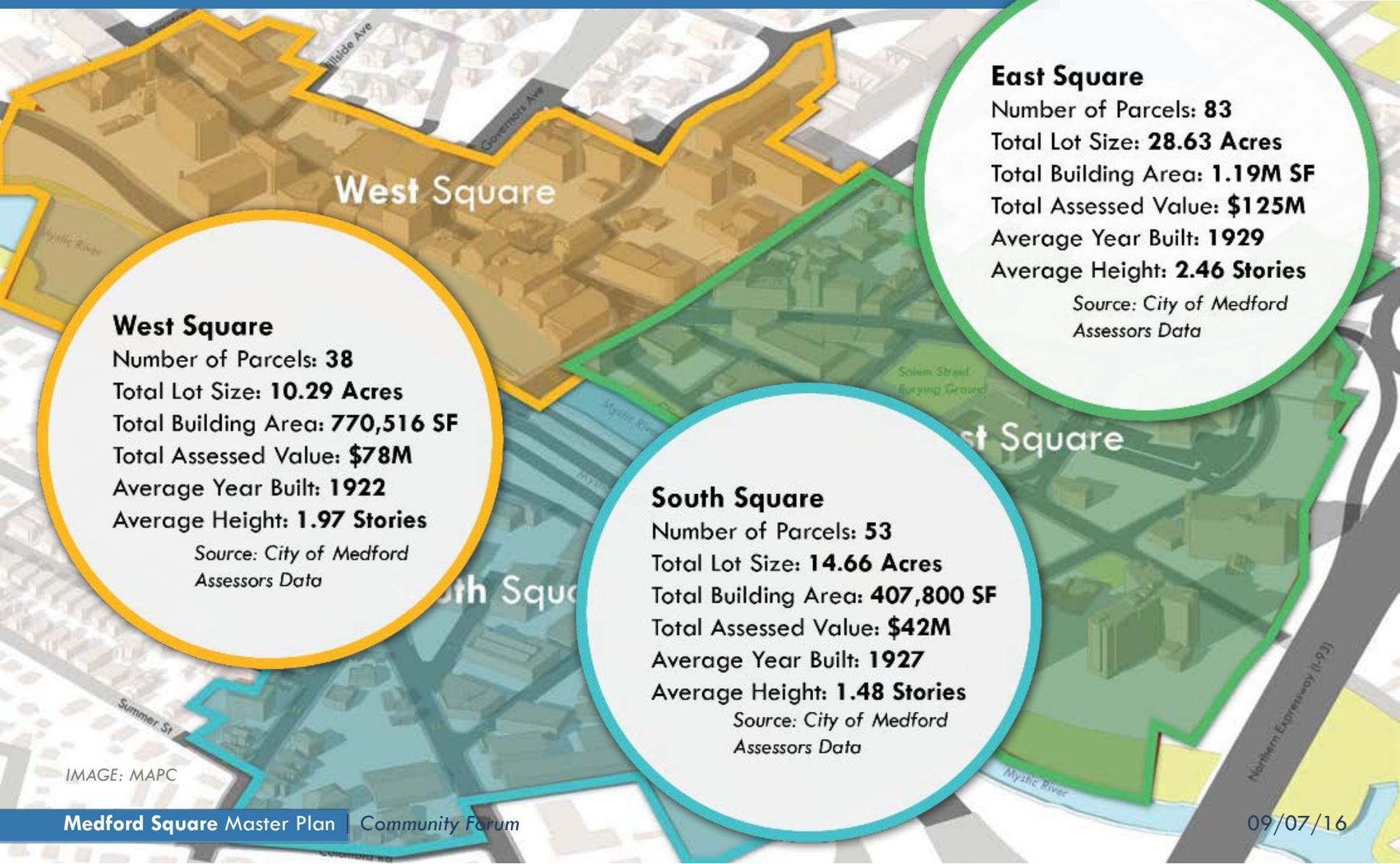
Transportation and Connectivity

- Overcome complex roadway network
- Redefine heavy vehicle gateways
- Rebalance busy/crowded streets
- Improve inconvenient and difficult access

Open Space and Quality of Life

- Highlight the missing Mystic
- Expand central civic space
- Prioritize pedestrian and bike environment

SQUARE SUBAREAS



West Square
Number of Parcels: **38**
Total Lot Size: **10.29 Acres**
Total Building Area: **770,516 SF**
Total Assessed Value: **\$78M**
Average Year Built: **1922**
Average Height: **1.97 Stories**
Source: City of Medford Assessors Data

East Square
Number of Parcels: **83**
Total Lot Size: **28.63 Acres**
Total Building Area: **1.19M SF**
Total Assessed Value: **\$125M**
Average Year Built: **1929**
Average Height: **2.46 Stories**
Source: City of Medford Assessors Data

South Square
Number of Parcels: **53**
Total Lot Size: **14.66 Acres**
Total Building Area: **407,800 SF**
Total Assessed Value: **\$42M**
Average Year Built: **1927**
Average Height: **1.48 Stories**
Source: City of Medford Assessors Data

IMAGE: MAPC

DEMOGRAPHICS

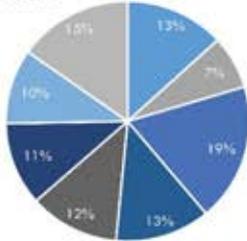
MEDFORD SQUARE STUDY AREA



TOTAL POPULATION (2010)
SOURCE: U.S. CENSUS 2010

4,278

TOTAL POPULATION BY AGE (2010)
SOURCE: U.S. CENSUS 2010



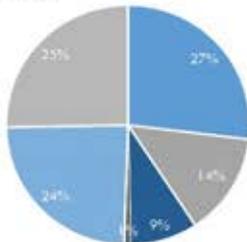
LEGEND:
 * Under 18 * 18-24 * 25-34 * 35-44 * 45-54 * 55-64 * 65-74 * 75+



TOTAL HOUSEHOLDS (2010)
SOURCE: U.S. CENSUS 2010

2,205

HOUSEHOLD TYPES (2010)
SOURCE: U.S. CENSUS 2010



LEGEND:
 * FAMILY HOUSEHOLDS
 * < 65
 * 65 AND OLDER
 * NON-FAMILY HOUSEHOLDS
 * < 65
 * 65 AND OLDER
 * LIVING ALONE HOUSEHOLDS
 * < 65
 * 65 AND OLDER



EXISTING HOUSING UNITS
SOURCE: MEDFORD ASSESSOR'S DATA

792

CITY OF MEDFORD



TOTAL POPULATION (2010)
SOURCE: U.S. CENSUS 2010

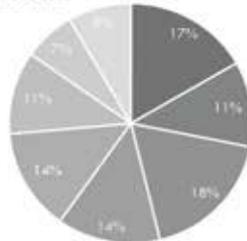
56,173

ESTIMATED POPULATION (2015)

SOURCE: U.S. CENSUS POPULATION ESTIMATES PROGRAM, 2015

57,403

TOTAL POPULATION BY AGE (2010)
SOURCE: U.S. CENSUS 2010



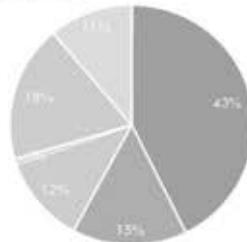
LEGEND:
 * Under 18 * 18-24 * 25-34 * 35-44 * 45-54 * 55-64 * 65-74 * 75+



TOTAL HOUSEHOLDS (2010)
SOURCE: U.S. CENSUS 2010

22,810

HOUSEHOLD TYPES (2010)
SOURCE: U.S. CENSUS 2010



LEGEND:
 * FAMILY HOUSEHOLDS
 * < 65
 * 65 AND OLDER
 * NON-FAMILY HOUSEHOLDS
 * < 65
 * 65 AND OLDER
 * LIVING ALONE HOUSEHOLDS
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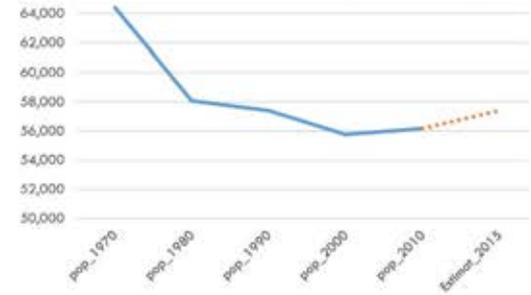


EXISTING HOUSING UNITS (2010)
SOURCE: MAPC

24,046



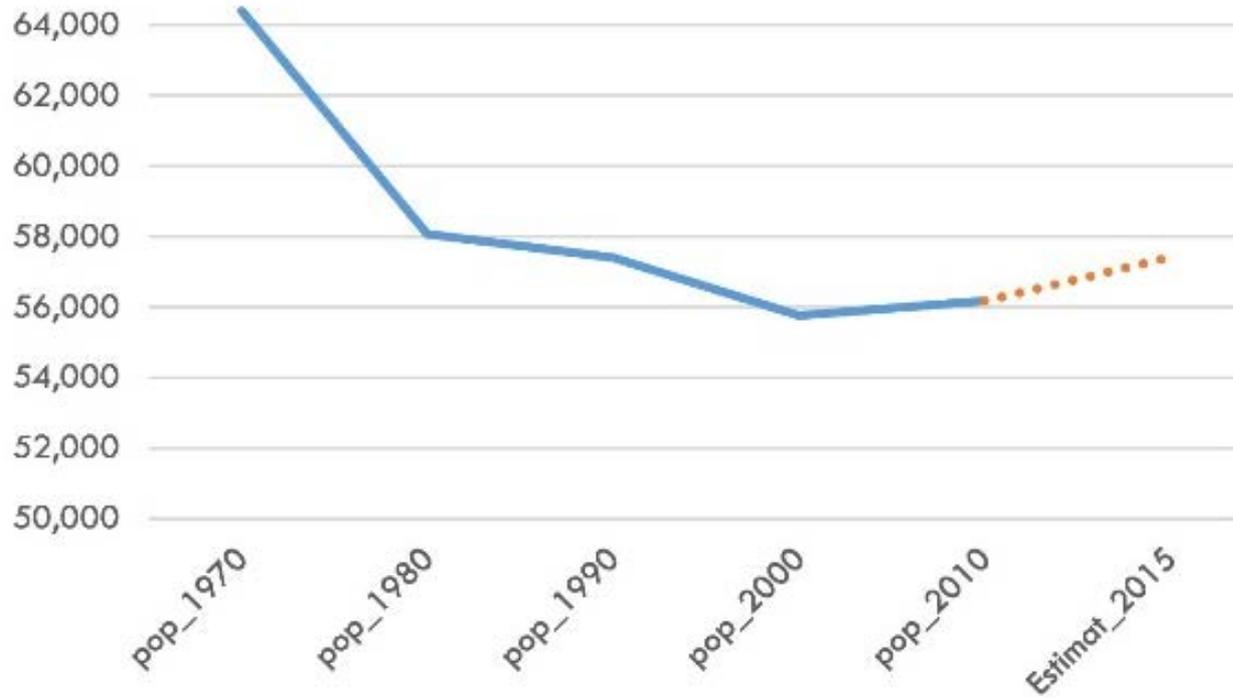
MEDFORD POPULATION (1970-2015)



DEMOGRAPHICS



MEDFORD POPULATION (1970-2015)



DEMOGRAPHICS



VEHICLES PER HOUSEHOLD, MILES PER DAY

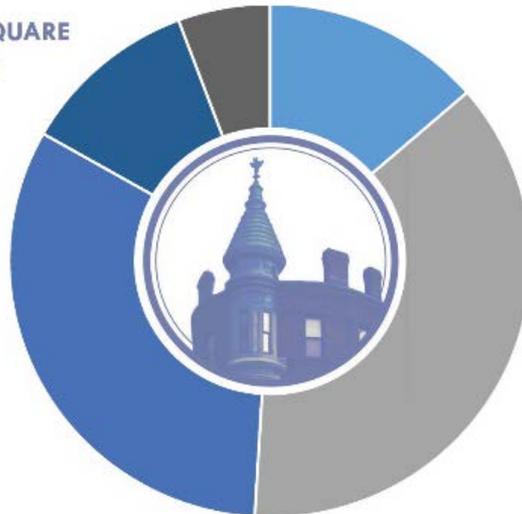
SOURCE: MA VEHICLE CENSUS, 2014

1.43, 34.25

COMMUTE FROM RESIDENCE TO WORKPLACE

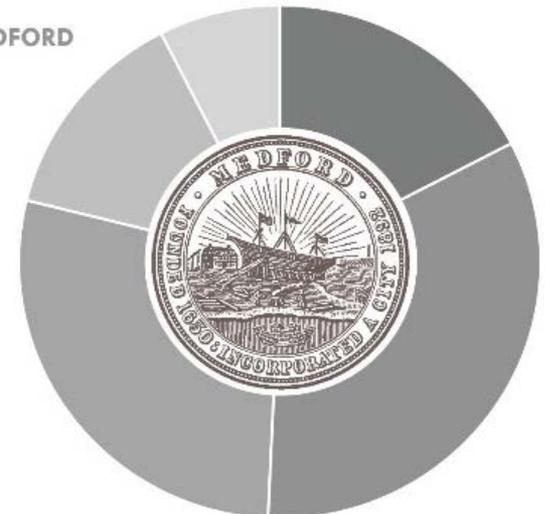
SOURCE: AMERICAN COMMUNITY SURVEY
5-YEAR ESTIMATES, 2010-2014

MEDFORD SQUARE
STUDY AREA



- Workers with < 15 min commute
- Workers with 15-30 min commute
- Workers with 30-45 min commute
- Workers with 45-60 min commute
- Workers with 60 min or more commute

CITY OF MEDFORD



- Workers with < 15 min commute
- Workers with 15-30 min commute
- Workers with 30-45 min commute
- Workers with 45-60 min commute
- Workers with 60 min or more commute



ESTIMATED MEDIAN HOUSEHOLD INCOME

SOURCE: AMERICAN COMMUNITY SURVEY 5-YEAR ESTIMATES (2010-2014)

\$61,750

IMAGE: MAPC

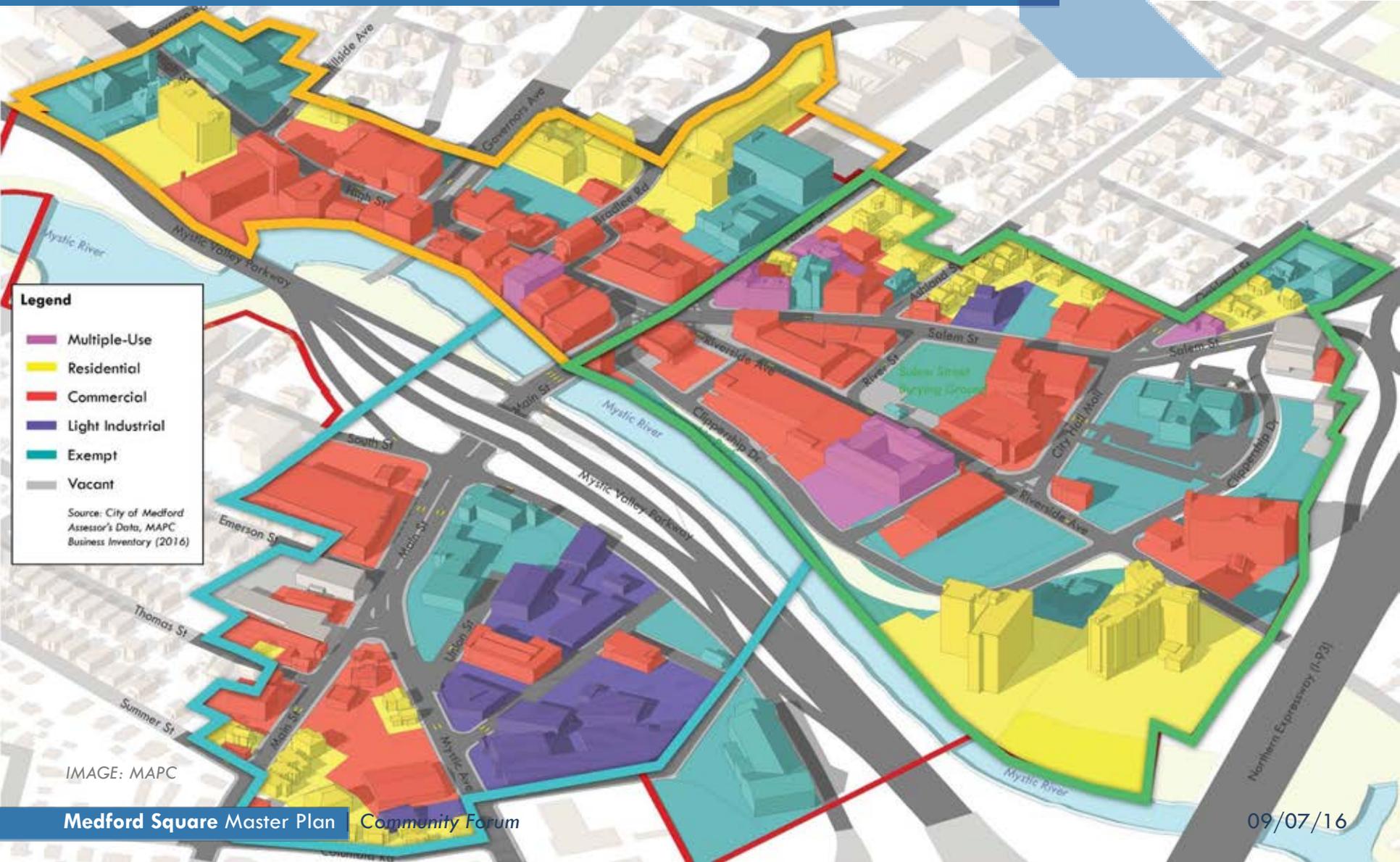


ESTIMATED MEDIAN HOUSEHOLD INCOME

SOURCE: AMERICAN COMMUNITY SURVEY 5-YEAR ESTIMATES (2010-2014)

\$77,850

LAND USE



Legend

- Multiple-Use
- Residential
- Commercial
- Light Industrial
- Exempt
- Vacant

Source: City of Medford Assessor's Data, MAPC Business Inventory (2016)

IMAGE: MAPC

LAND USE - COMMERCIAL

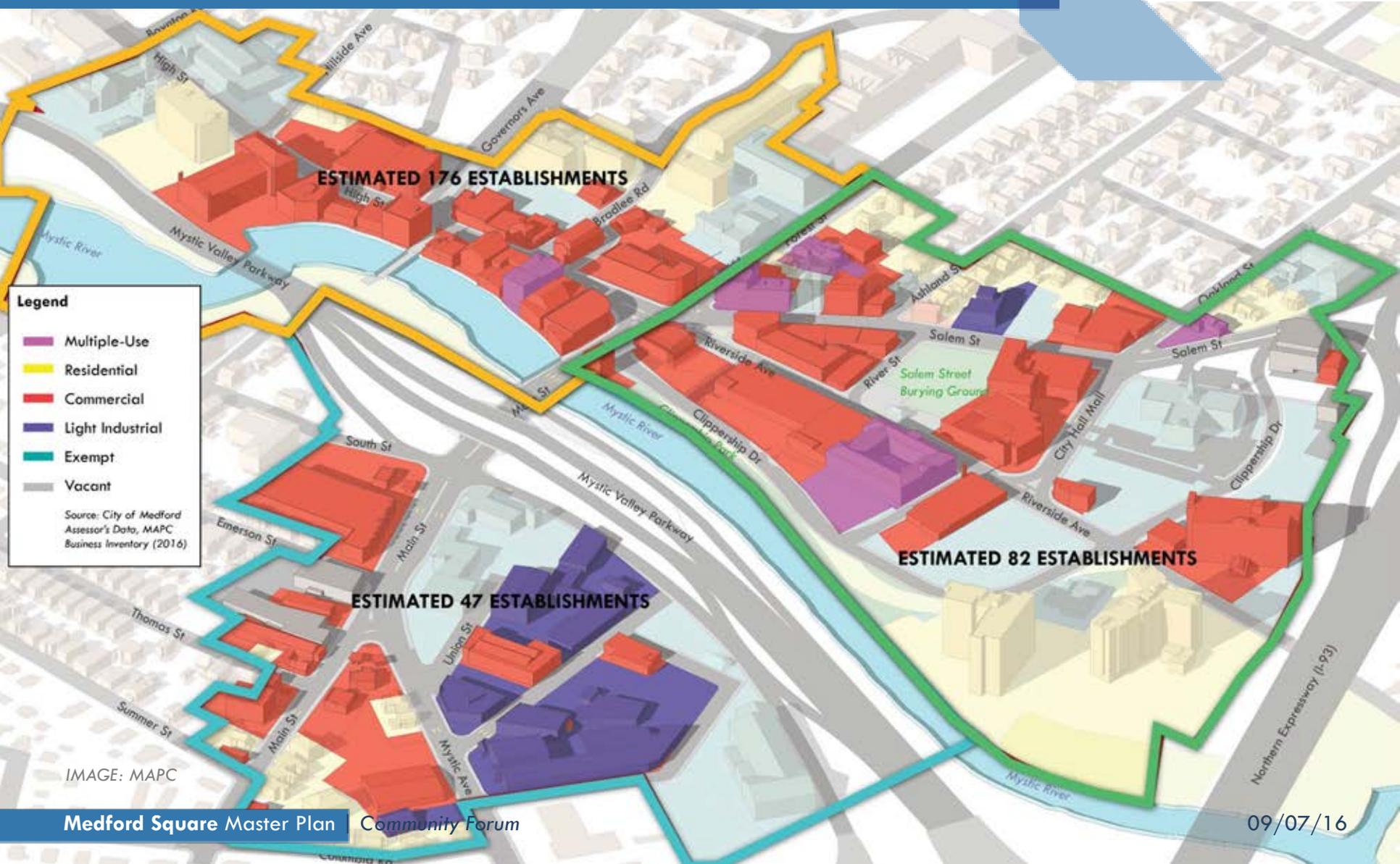
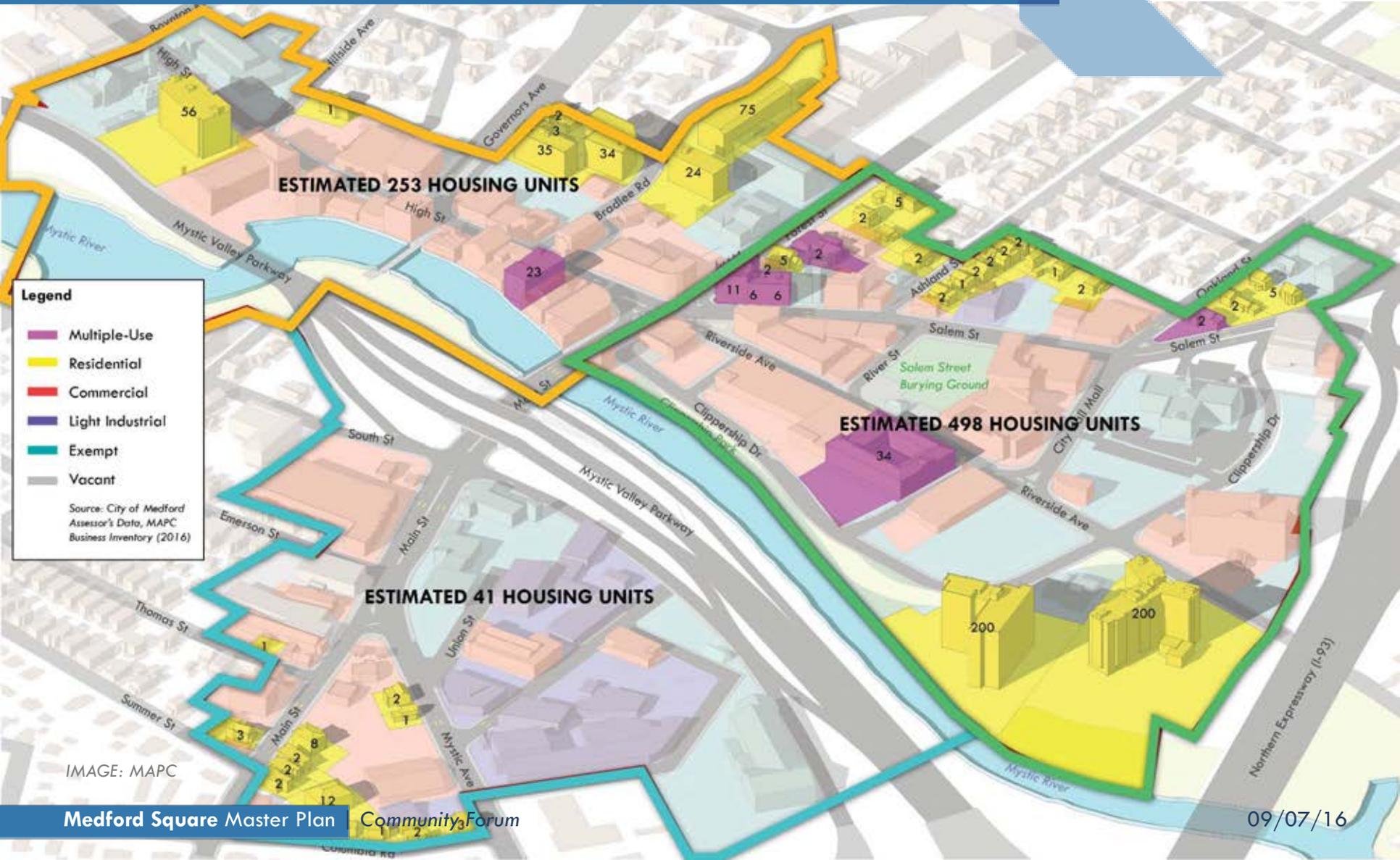


IMAGE: MAPC

LAND USE - RESIDENTIAL



LAND USE - MUN./CULT.

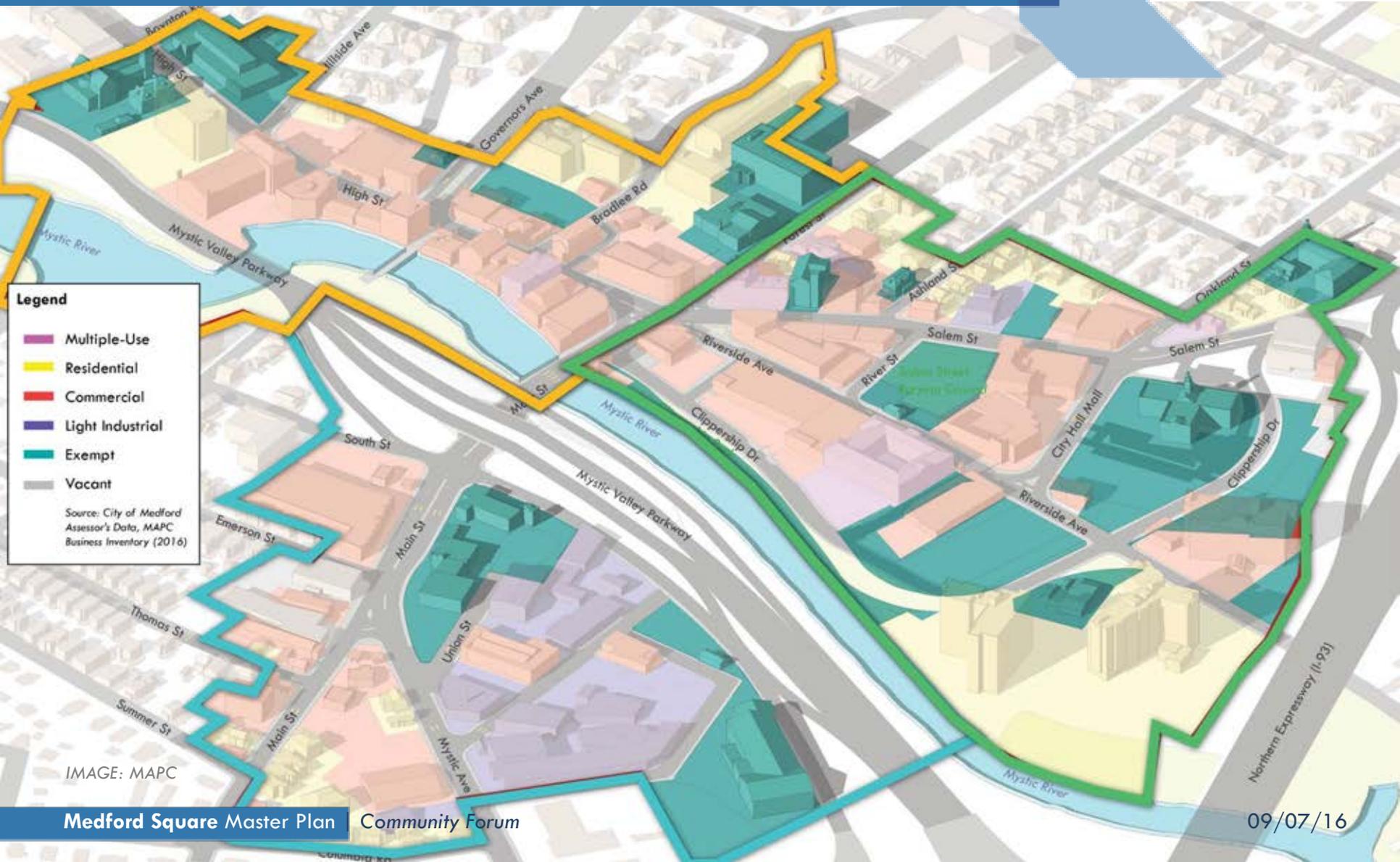
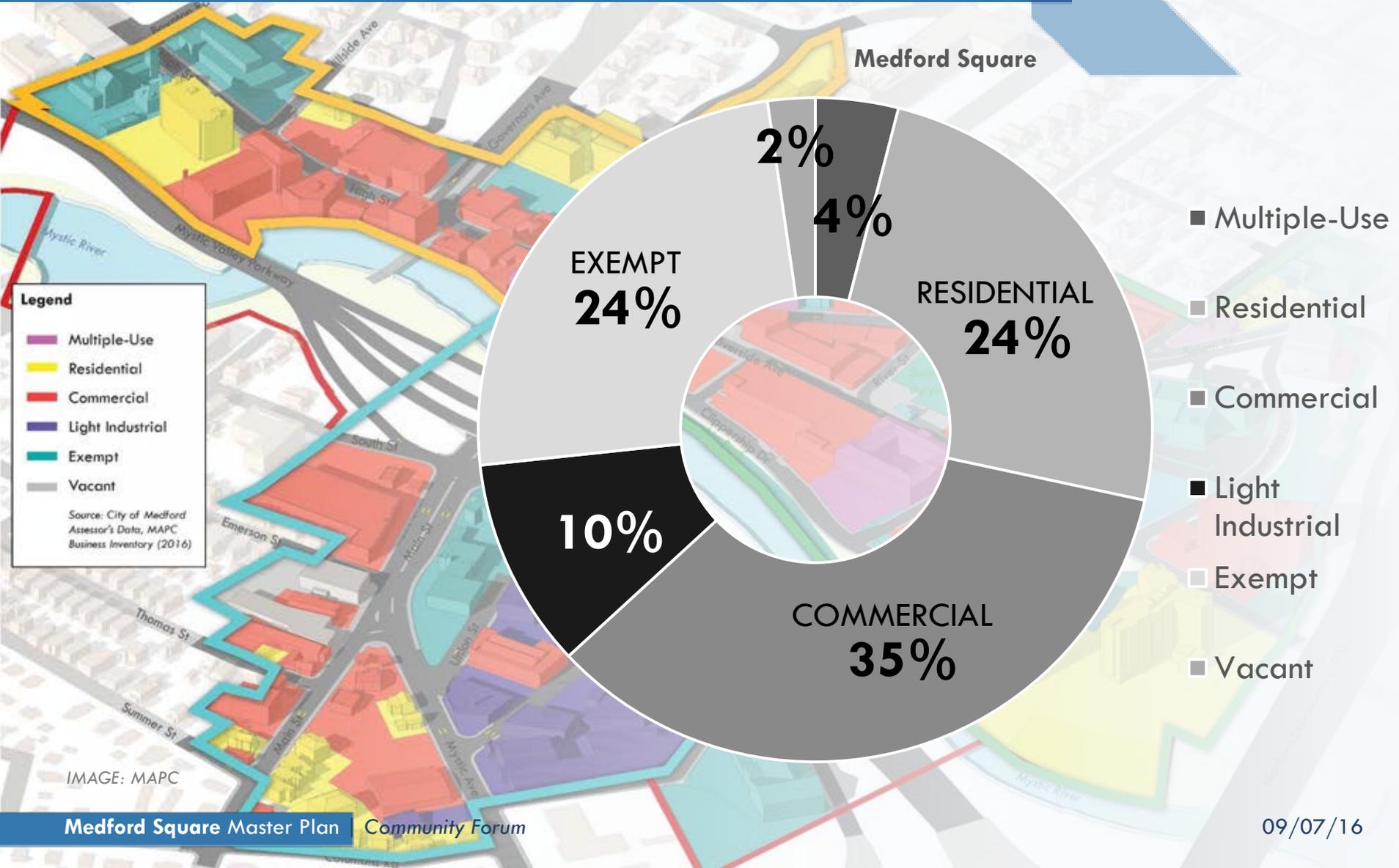


IMAGE: MAPC

LAND USE



LAND USE

East Medford Square

- Multiple-Use
- Residential
- Commercial
- Light Industrial
- Exempt
- Vacant

Source: City of Medford Assessor's Data, MAPC Business Inventory (2016)

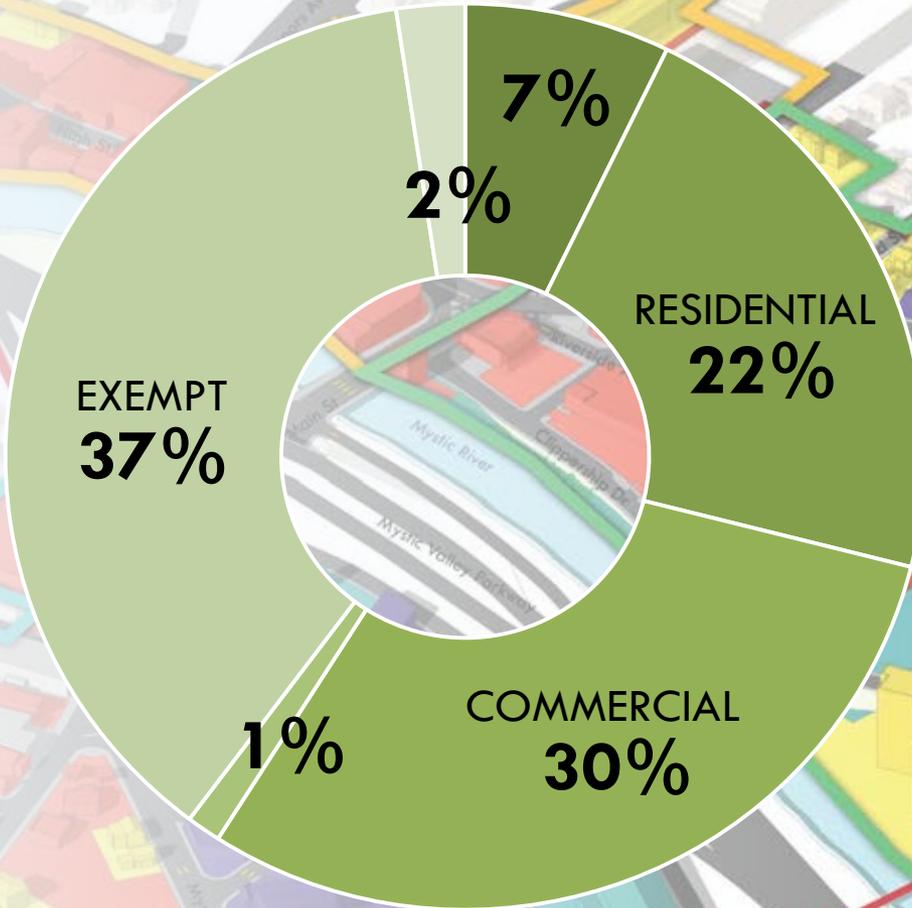


IMAGE: MAPC

LAND USE

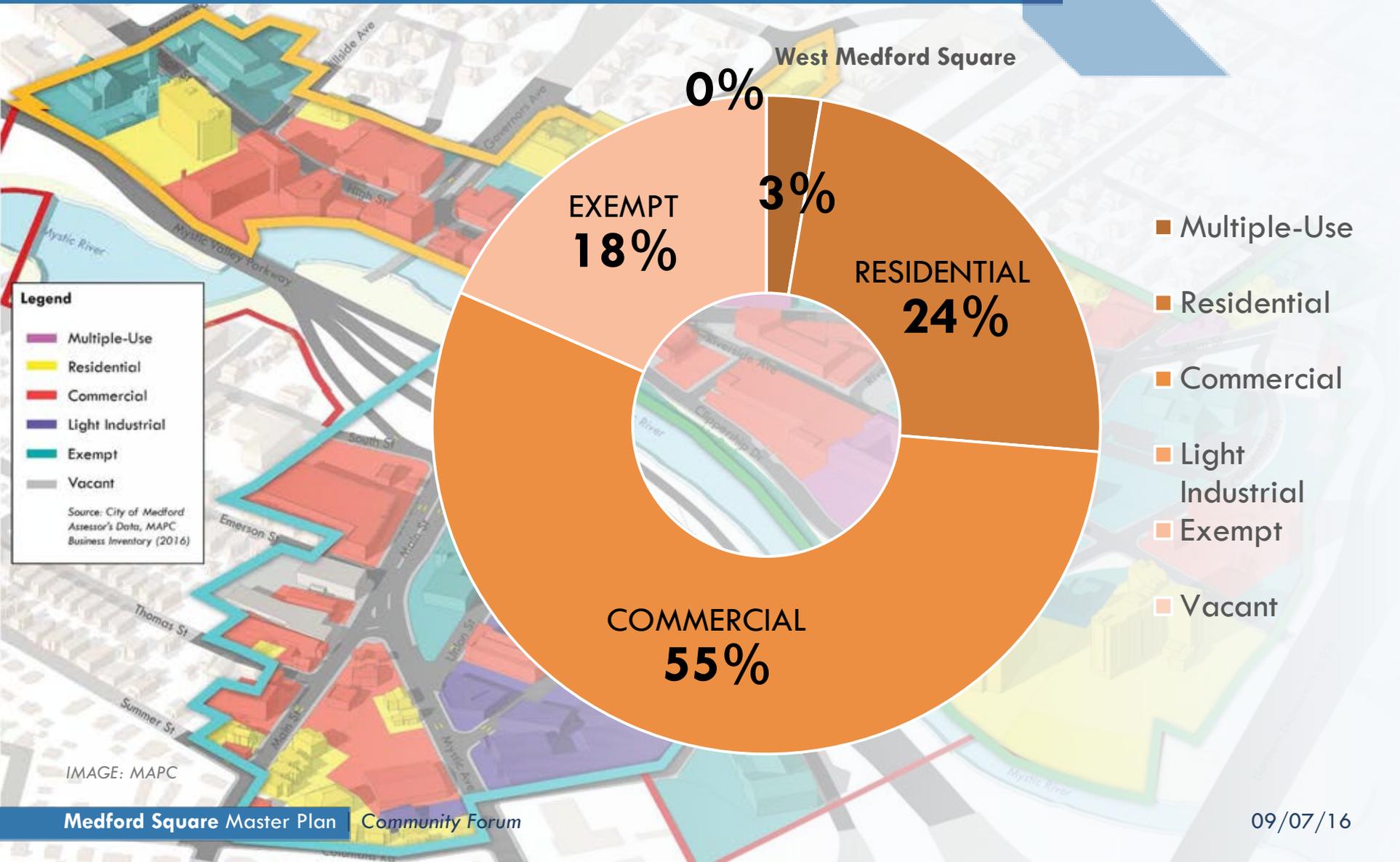
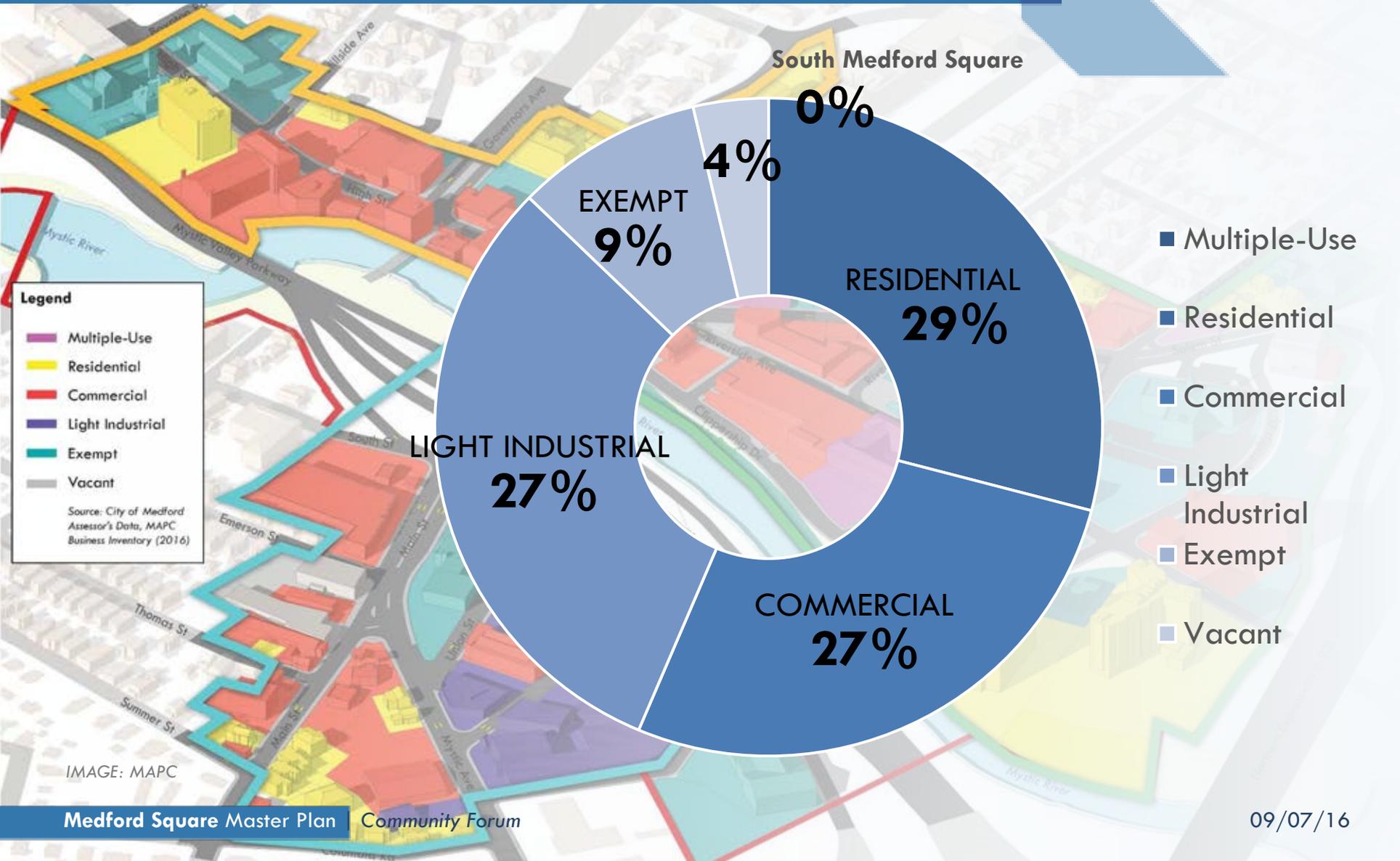
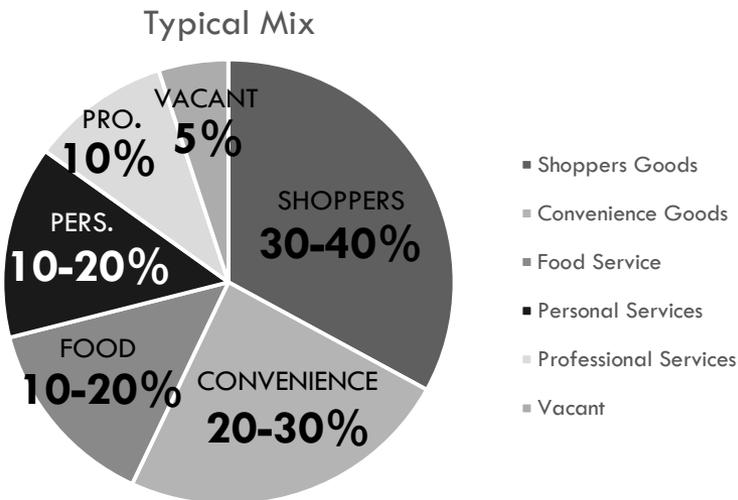
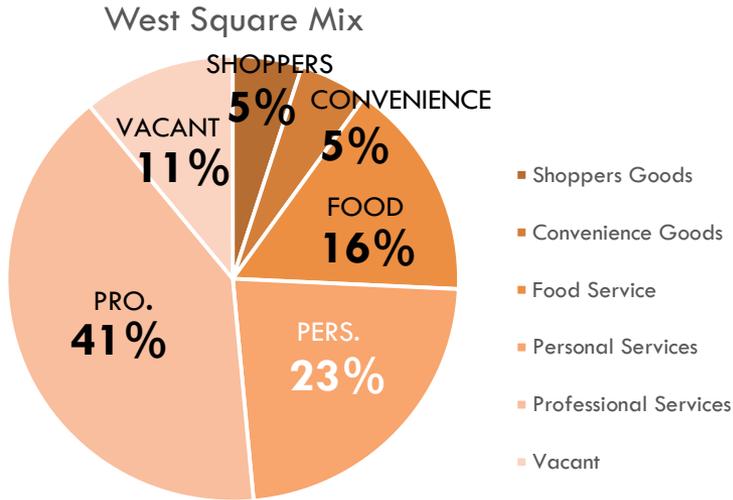


IMAGE: MAPC

LAND USE



EXISTING BUSINESSES



West Square

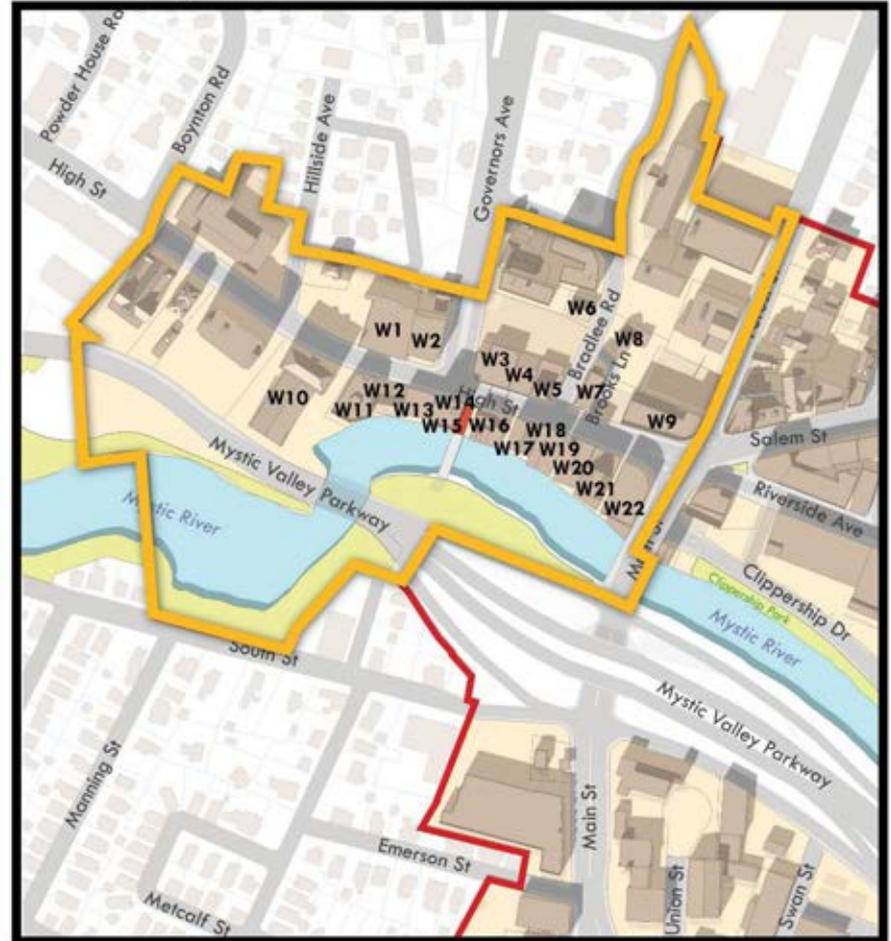
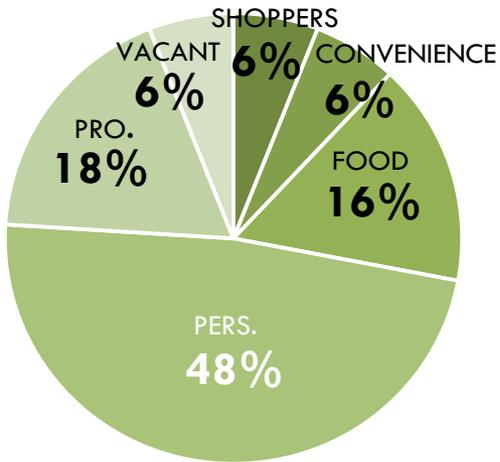


IMAGE: MAPC

EXISTING BUSINESSES

East Square Mix



- Shoppers Goods
- Convenience Goods
- Food Service
- Personal Services
- Professional Services
- Vacant

Typical Mix



- Shoppers Goods
- Convenience Goods
- Food Service
- Personal Services
- Professional Services
- Vacant

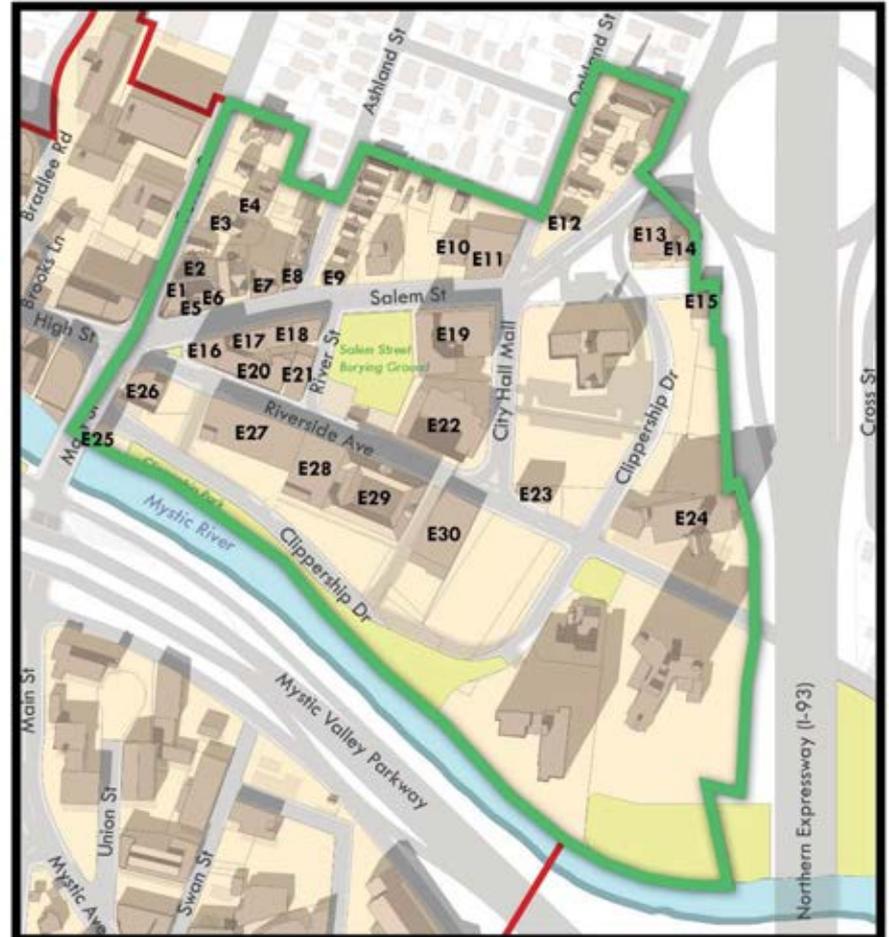
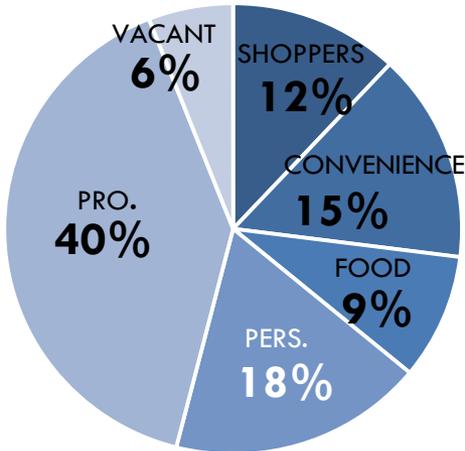


IMAGE: MAPC

EXISTING BUSINESSES

South Square Mix



- Shoppers Goods
- Convenience Goods
- Food Service
- Personal Services
- Professional Services
- Vacant

Typical Mix



- Shoppers Goods
- Convenience Goods
- Food Service
- Personal Services
- Professional Services
- Vacant

South Square

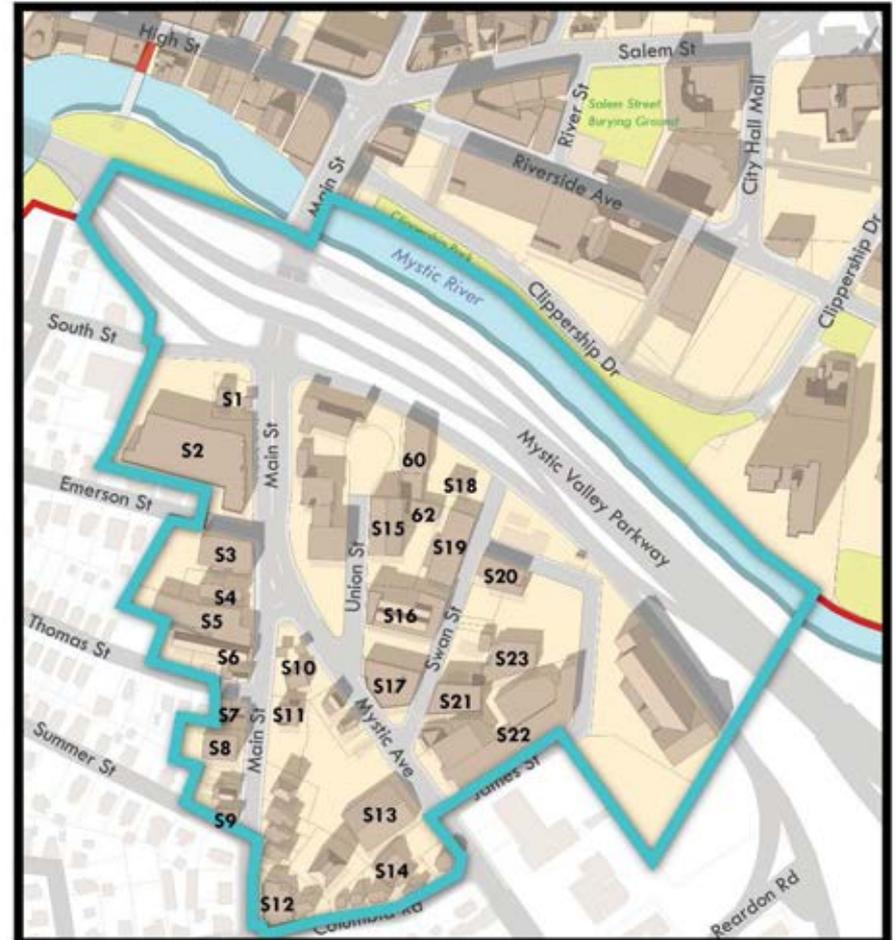
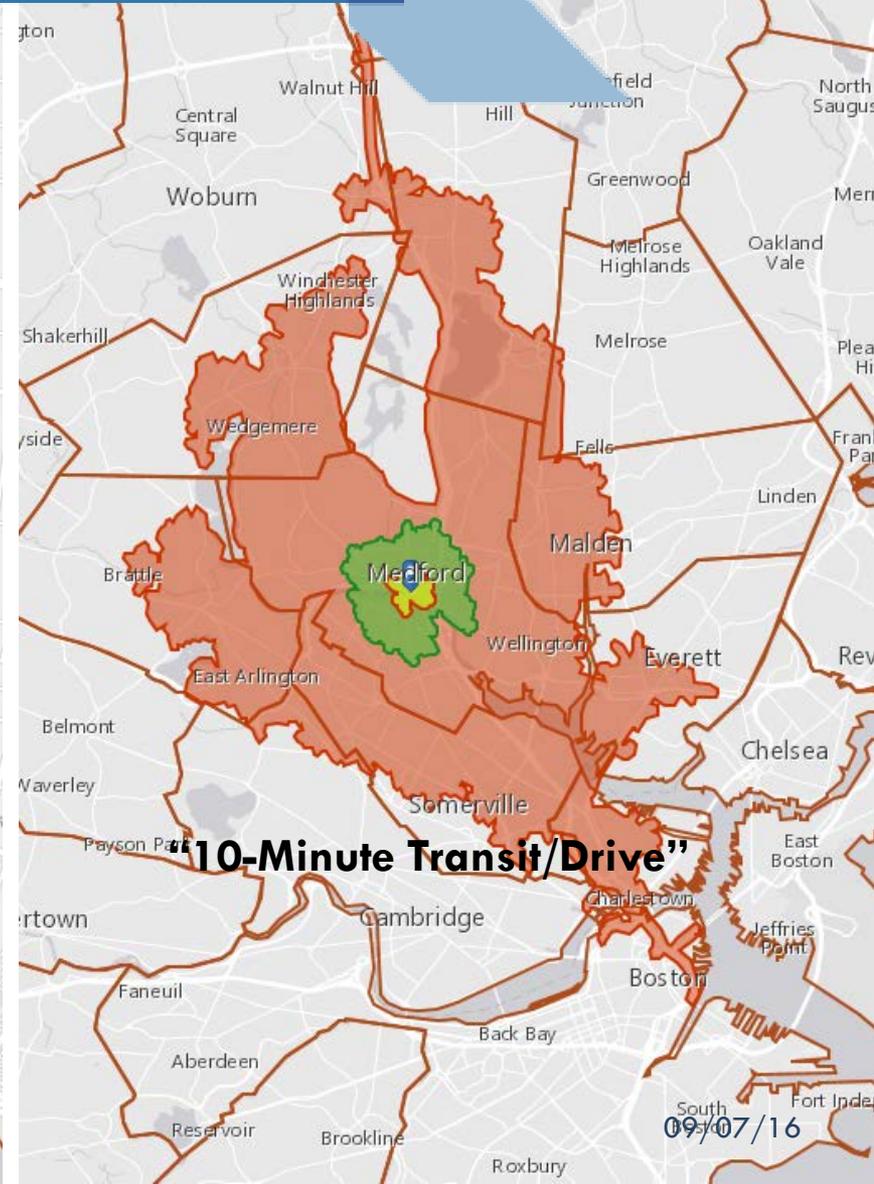
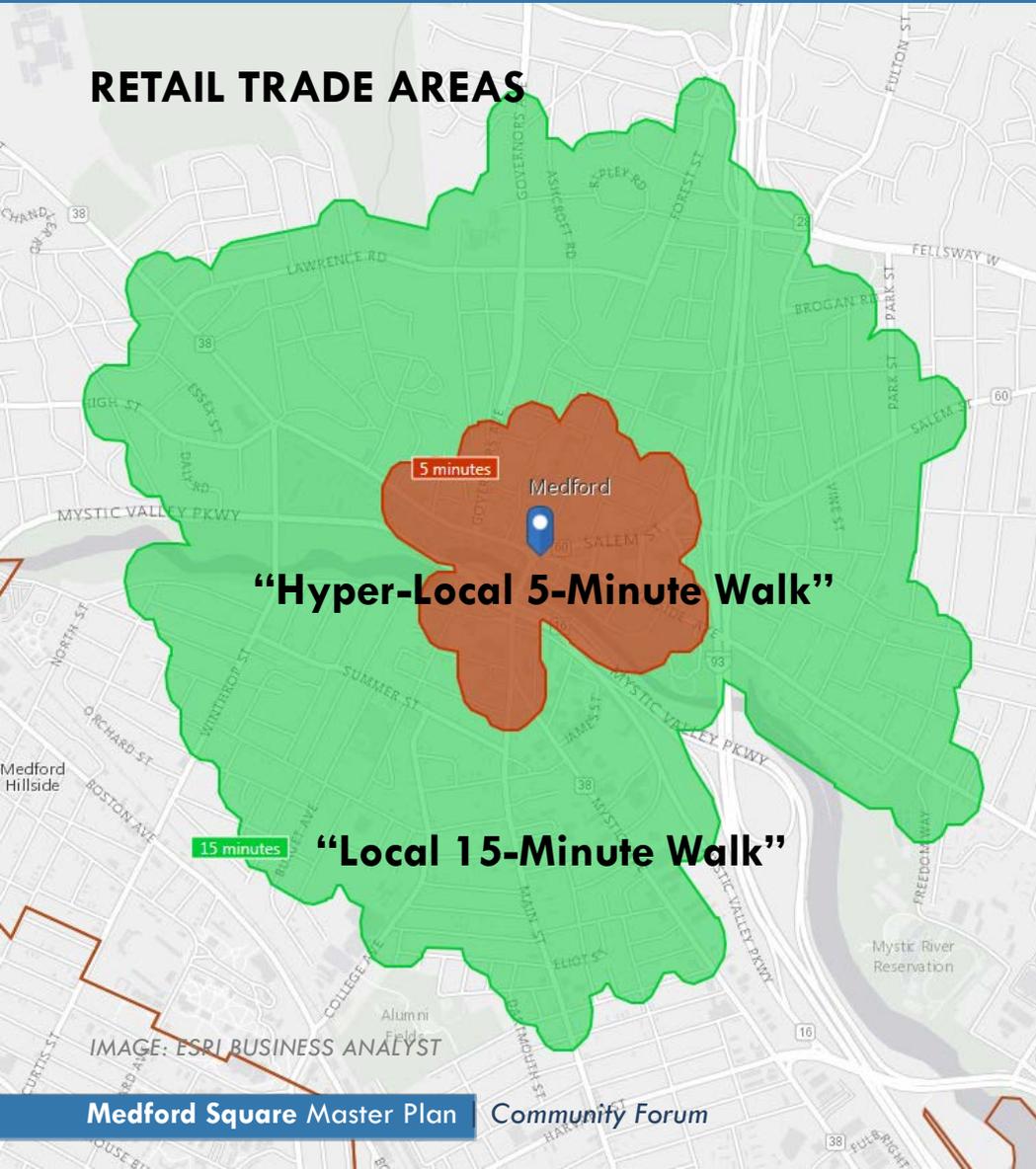


IMAGE: MAPC

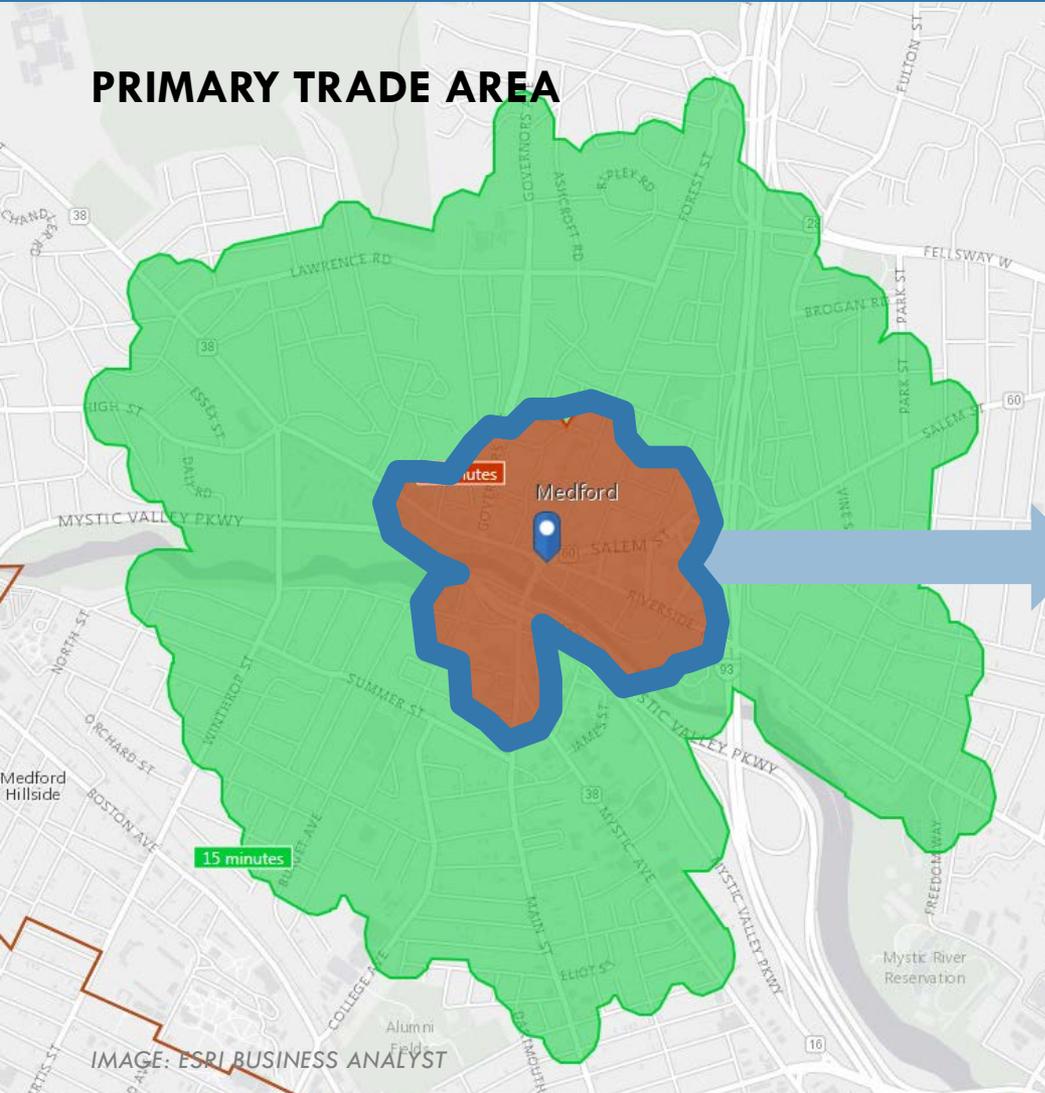
MARKET ANALYSIS

RETAIL TRADE AREAS



MARKET ANALYSIS

PRIMARY TRADE AREA



HYPER-LOCAL 5-MINUTE WALK

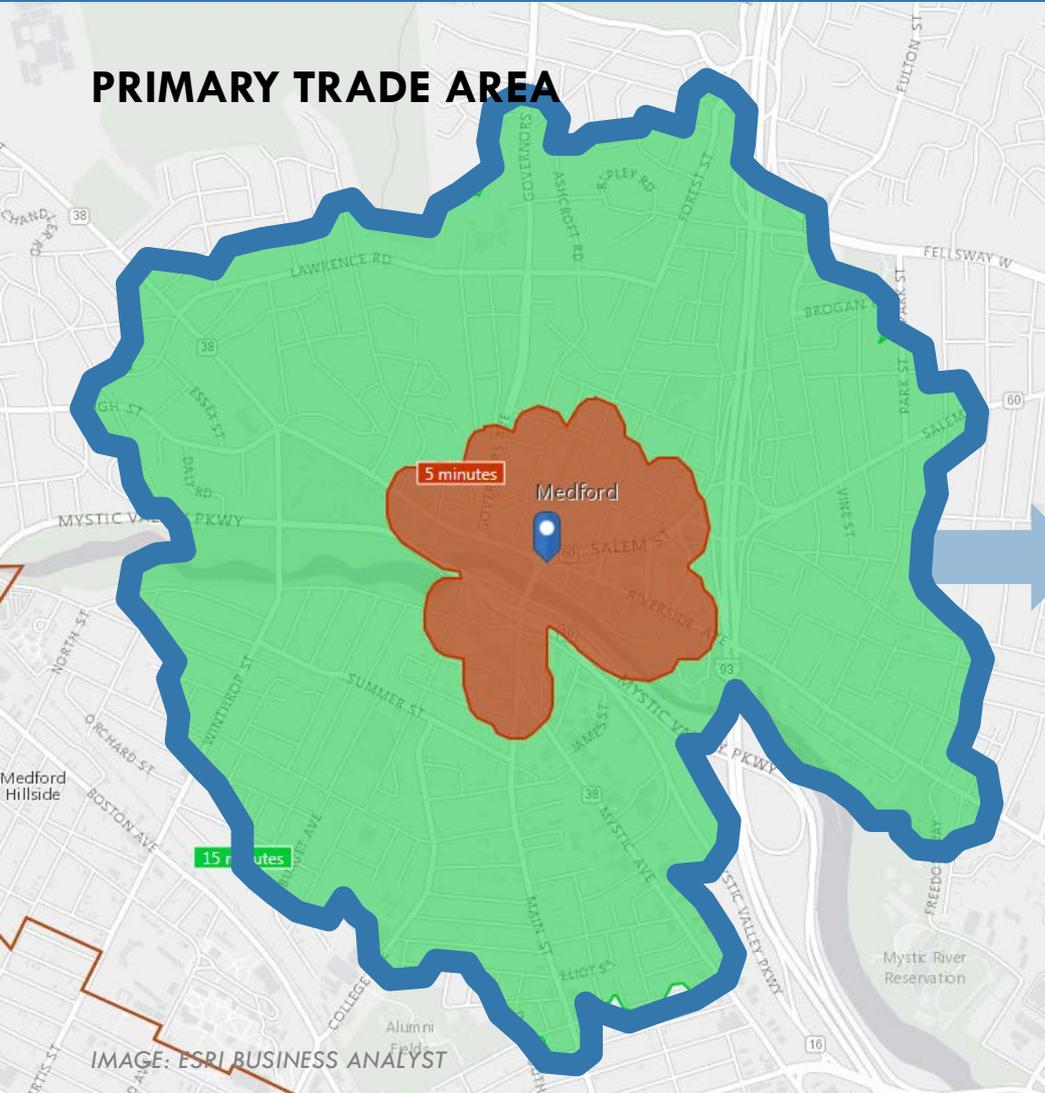
Potential Retail Gap for Sales
(order of magnitude):
\$12.9 M

Potential Supportable Retail Area:
(order of magnitude):
44,000 SF x 10% = 4,400 SF

Best Opportunities:
Clothing, Home Furnishings, Electronics
and Appliance Stores, Grocery,
Specialty Food Stores, Beer Wine and
Liquor, Shoe, Used Merchandise, Other
Miscellaneous Store Retailers

MARKET ANALYSIS

PRIMARY TRADE AREA



LOCAL 15-MINUTE WALK

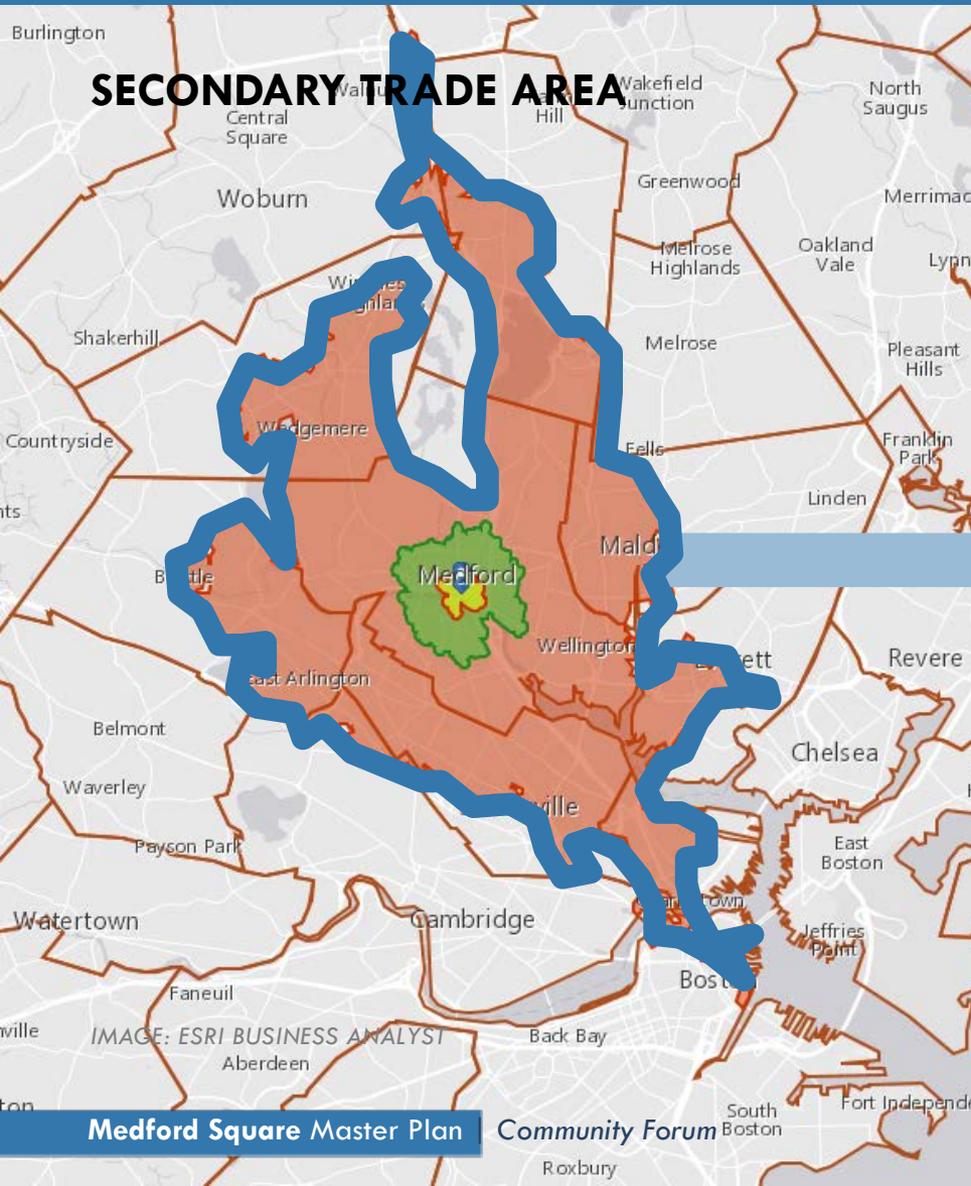
Potential Retail Gap for Sales
(order of magnitude):
\$96.2 M

Potential Supportable Retail Area
(order of magnitude):
 $376,000 \text{ SF} \times 10\% = 37,600 \text{ SF}$

Best Opportunities:

Clothing, Electronics and Appliance Stores, Limited Service Eating Places, Home Furnishings, Full Service Restaurants, Specialty Food Stores, Grocery, Sporting Goods Hobby and Musical Instrument, Building Material and Supply Dealers

MARKET ANALYSIS



SECONDARY TRADE AREA

10-MINUTE TRANSIT OR DRIVING

Potential Retail Gap for Sales

(order of magnitude):

\$949.3M

Potential Supportable Retail Area

(order of magnitude):

3.8 M SF x 5% = 189,000 SF

Best Opportunities:

Clothing, Limited Service Eating Places,
Home Furnishings, Office Supplies,
Electronics & Appliance Stores,
Furniture, Sporting Goods Hobby
Musical Instruments, Shoe, Jewelry
Luggage and Leather Goods

CURRENT ZONING

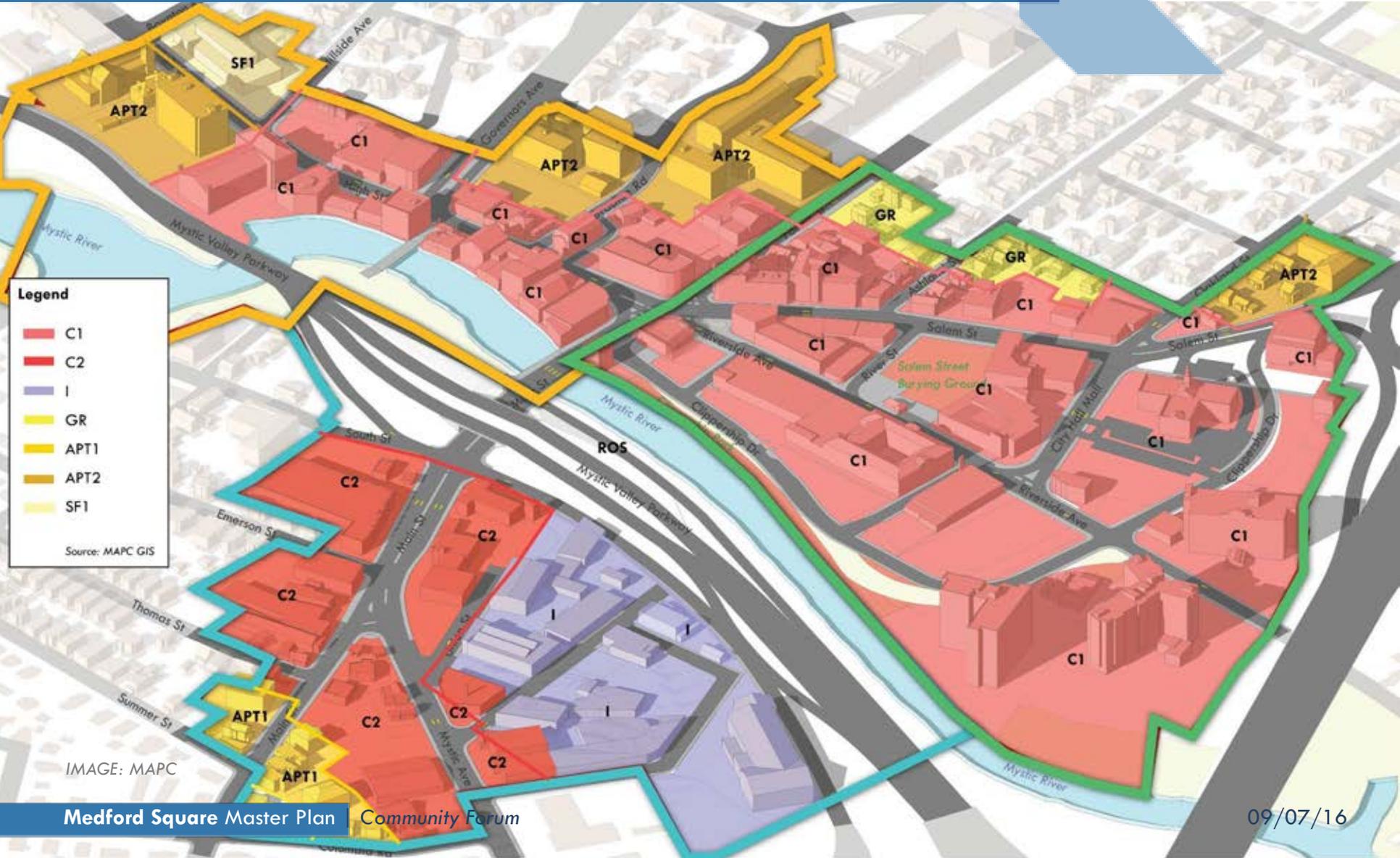
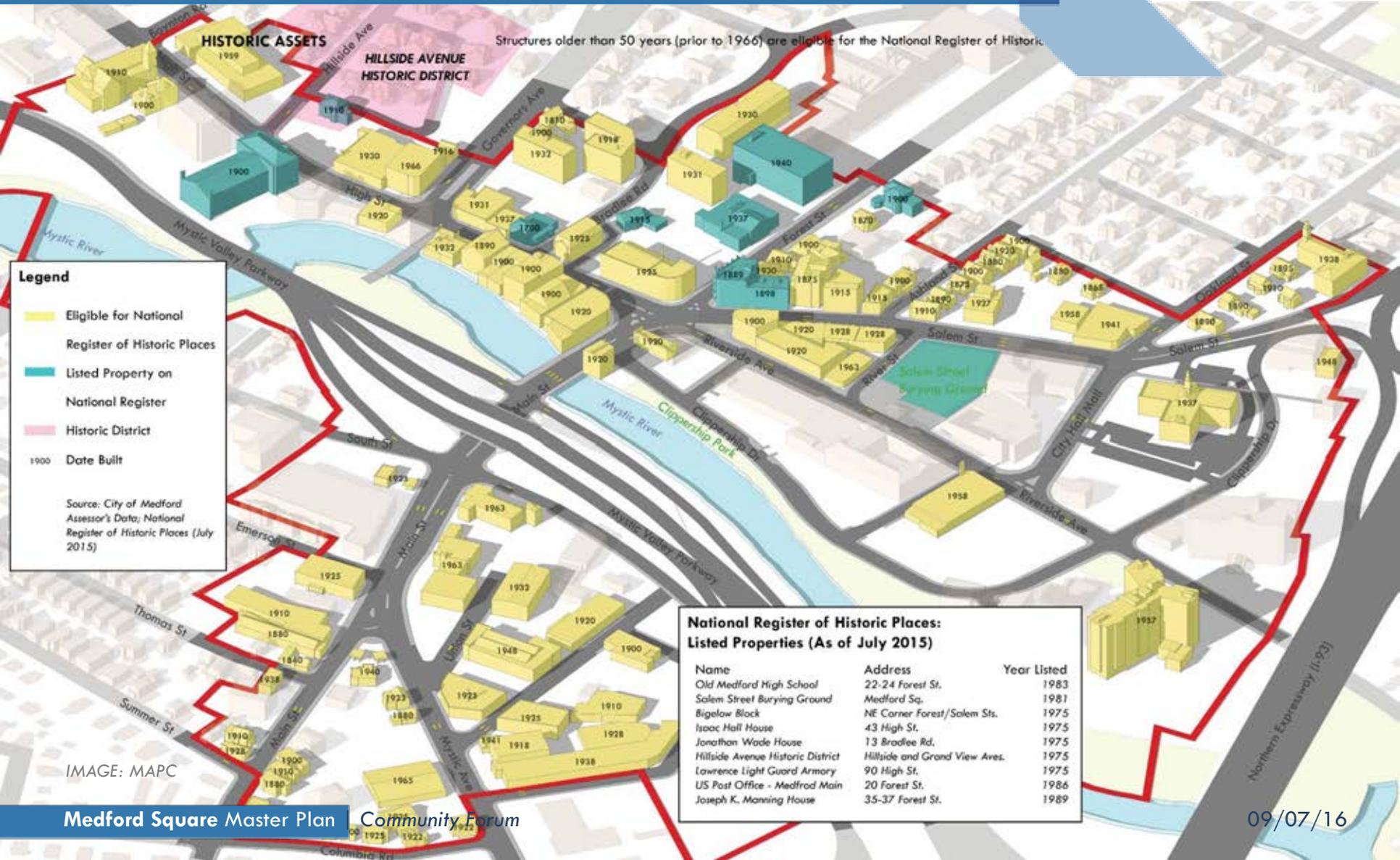


IMAGE: MAPC

HISTORIC ASSETS



Structures older than 50 years (prior to 1966) are eligible for the National Register of Historic

HISTORIC ASSETS
HILLSIDE AVENUE HISTORIC DISTRICT

Legend

- Eligible for National Register of Historic Places
- Listed Property on National Register
- Historic District
- 1900 Date Built

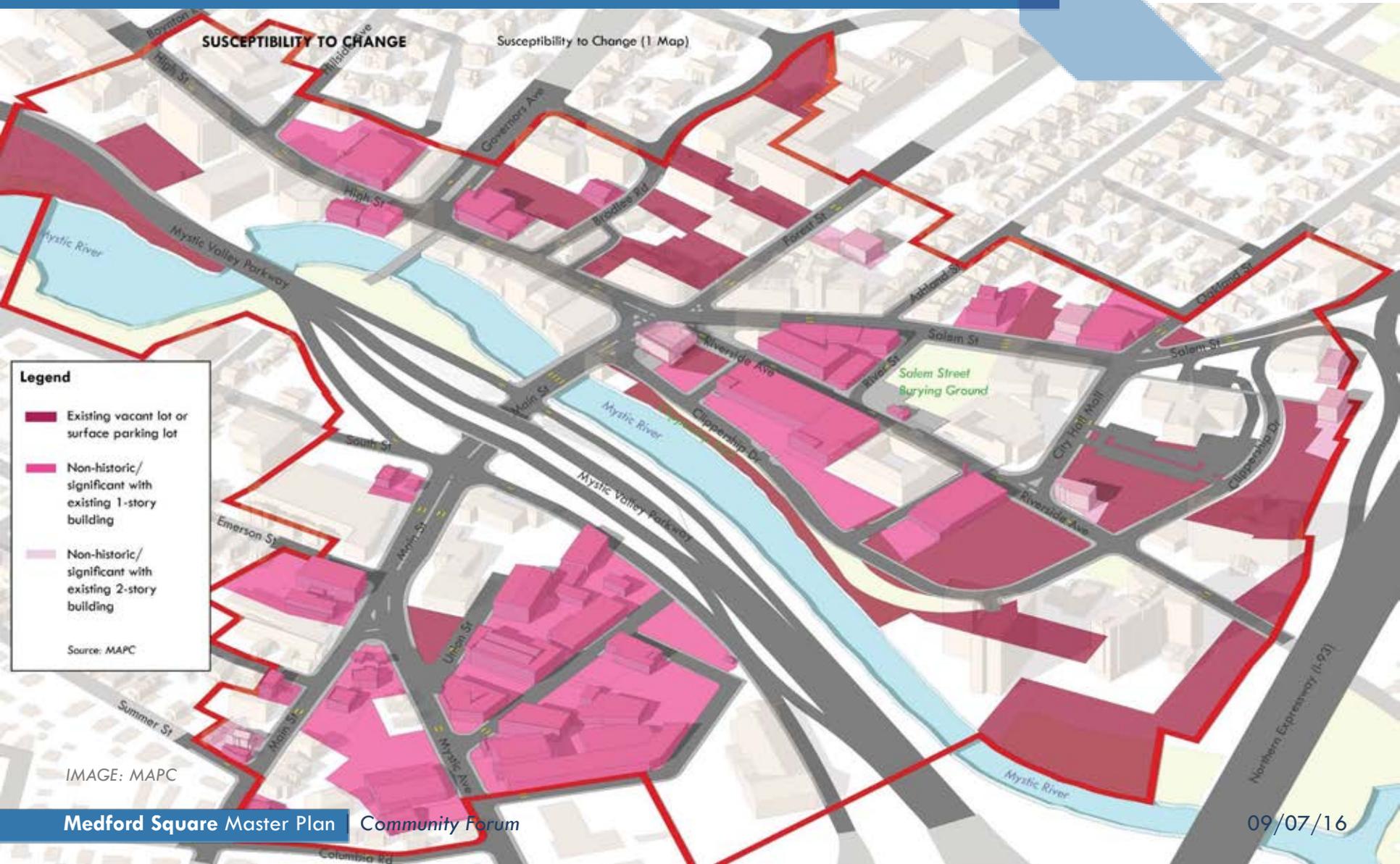
Source: City of Medford Assessor's Data; National Register of Historic Places (July 2015)

National Register of Historic Places: Listed Properties (As of July 2015)

| Name | Address | Year Listed |
|-----------------------------------|-------------------------------|-------------|
| Old Medford High School | 22-24 Forest St. | 1983 |
| Salem Street Burying Ground | Medford Sq. | 1981 |
| Bigelow Block | NE Corner Forest/Salem Sts. | 1975 |
| Isaac Hall House | 43 High St. | 1975 |
| Jonathan Wade House | 13 Bradlee Rd. | 1975 |
| Hillside Avenue Historic District | Hillside and Grand View Aves. | 1975 |
| Lawrence Light Guard Armory | 90 High St. | 1975 |
| US Post Office - Medford Main | 20 Forest St. | 1986 |
| Joseph K. Manning House | 35-37 Forest St. | 1989 |

IMAGE: MAPC

SUSCEPTIBILITY TO CHANGE



BICYCLE INFRASTRUCTURE

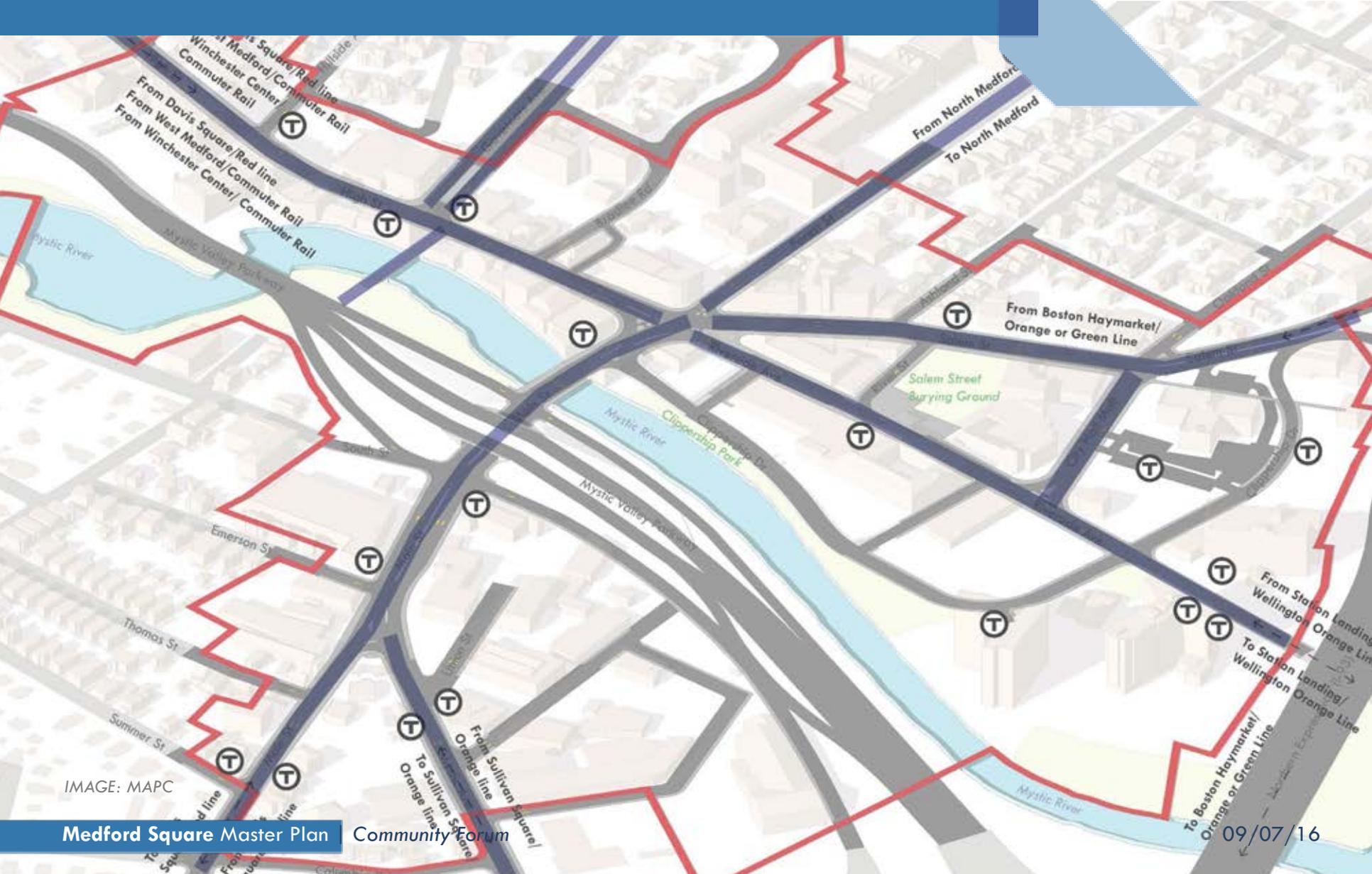


IMAGE: MAPC

TRANSIT NETWORK

MBTA BUS ROUTES:

- 94 – DAVIS SQUARE
- 95 – SULLIVAN SQUARE
- 96 – DAVIS, PORTER, HARVARD SQ.

MBTA BUS ROUTES:

- 101 – MALDEN CENTER, SULLIVAN SQ.
- 134 – WELLINGTON STATION
- 325/326 – HAYMARKET STATION
- 354 – HAYMARKET
- 710 – WELLINGTON, NORTH MEDFORD

IMAGE: MAPC

STREET NETWORK

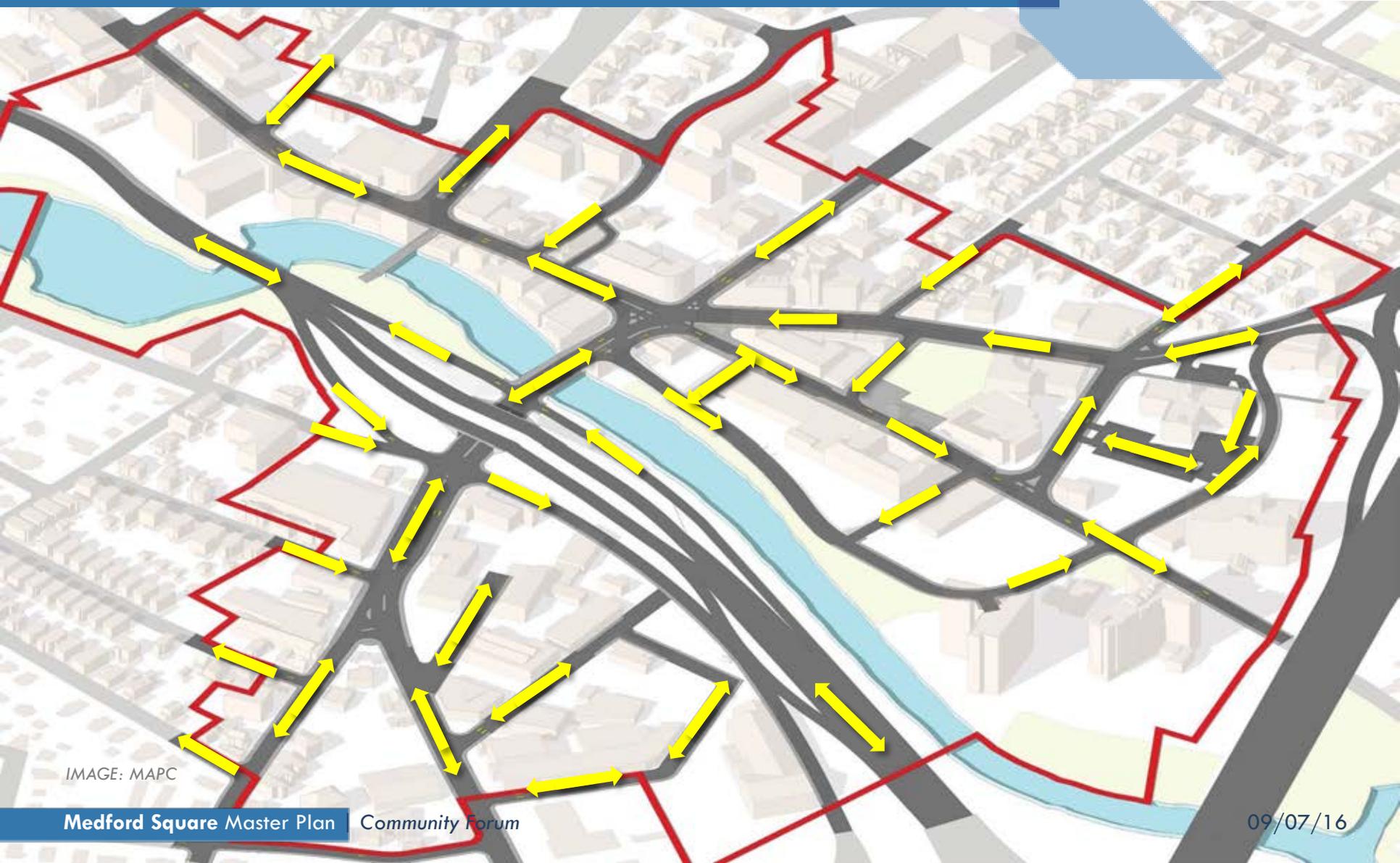


IMAGE: MAPC

STREET NETWORK

PRIMARY STUDY AREA ROADWAYS:

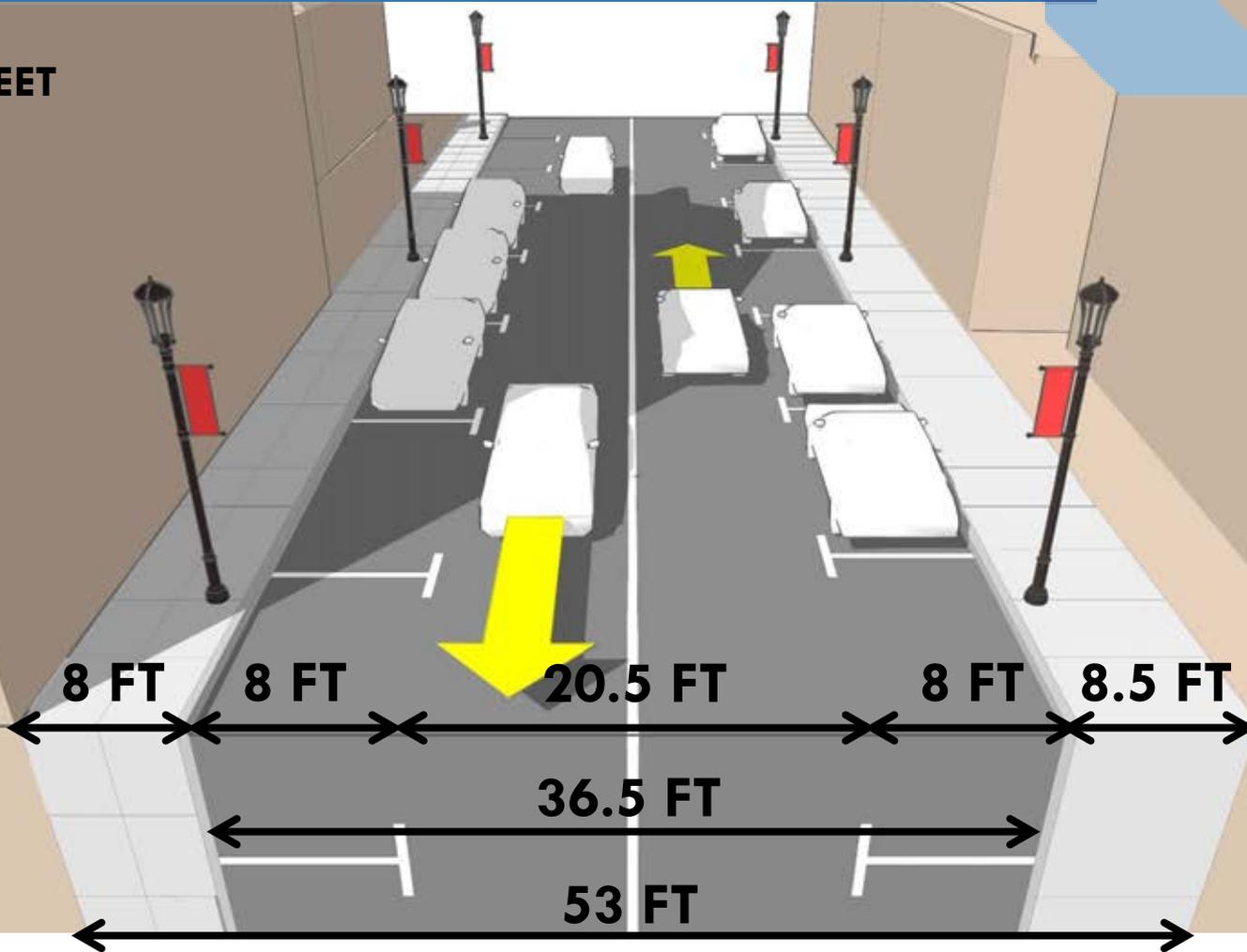
- **HIGH STREET**
- MYSTIC VALLEY PARKWAY (ROUTE 16)
- GOVERNORS AVENUE
- NORTH MAIN STREET
- **FOREST STREET**
- **SALEM STREET**
- **RIVERSIDE AVENUE**
- CLIPPERSHIP DRIVE
- CITY HALL MALL
- SOUTH MAIN STREET
- MYSTIC AVENUE

SECONDARY STUDY AREA ROADWAYS:

- HILLSIDE AVENUE
- BRADLEE ROAD
- ASHLAND STREET
- RIVER STREET
- OAKLAND STREET
- SOUTH STREET
- EMERSON STREET
- UNION STREET
- THOMAS STREET
- SUMMER STREET
- COLUMBIA ROAD

STREET NETWORK

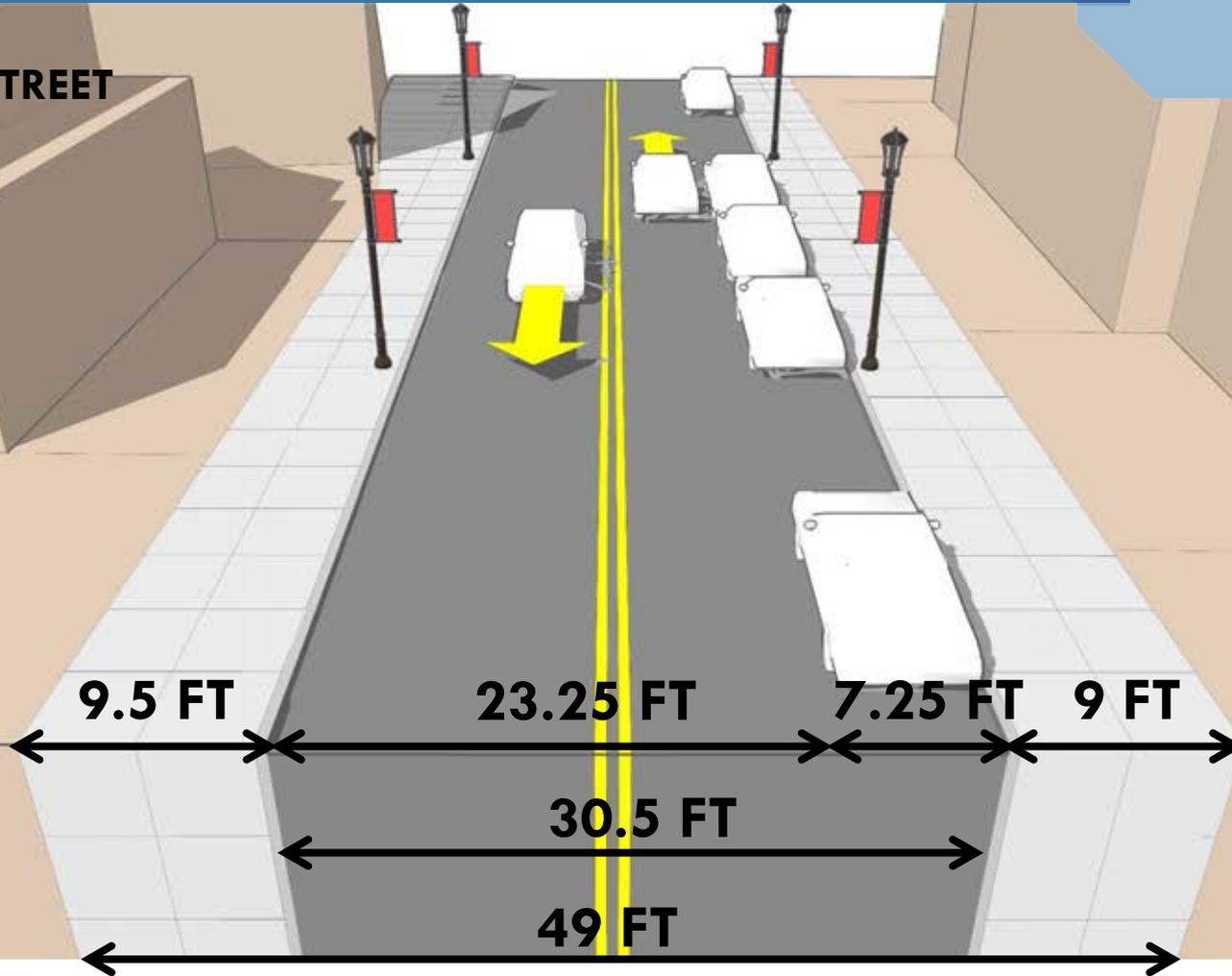
HIGH STREET



** Dimensions are estimates and may vary*

STREET NETWORK

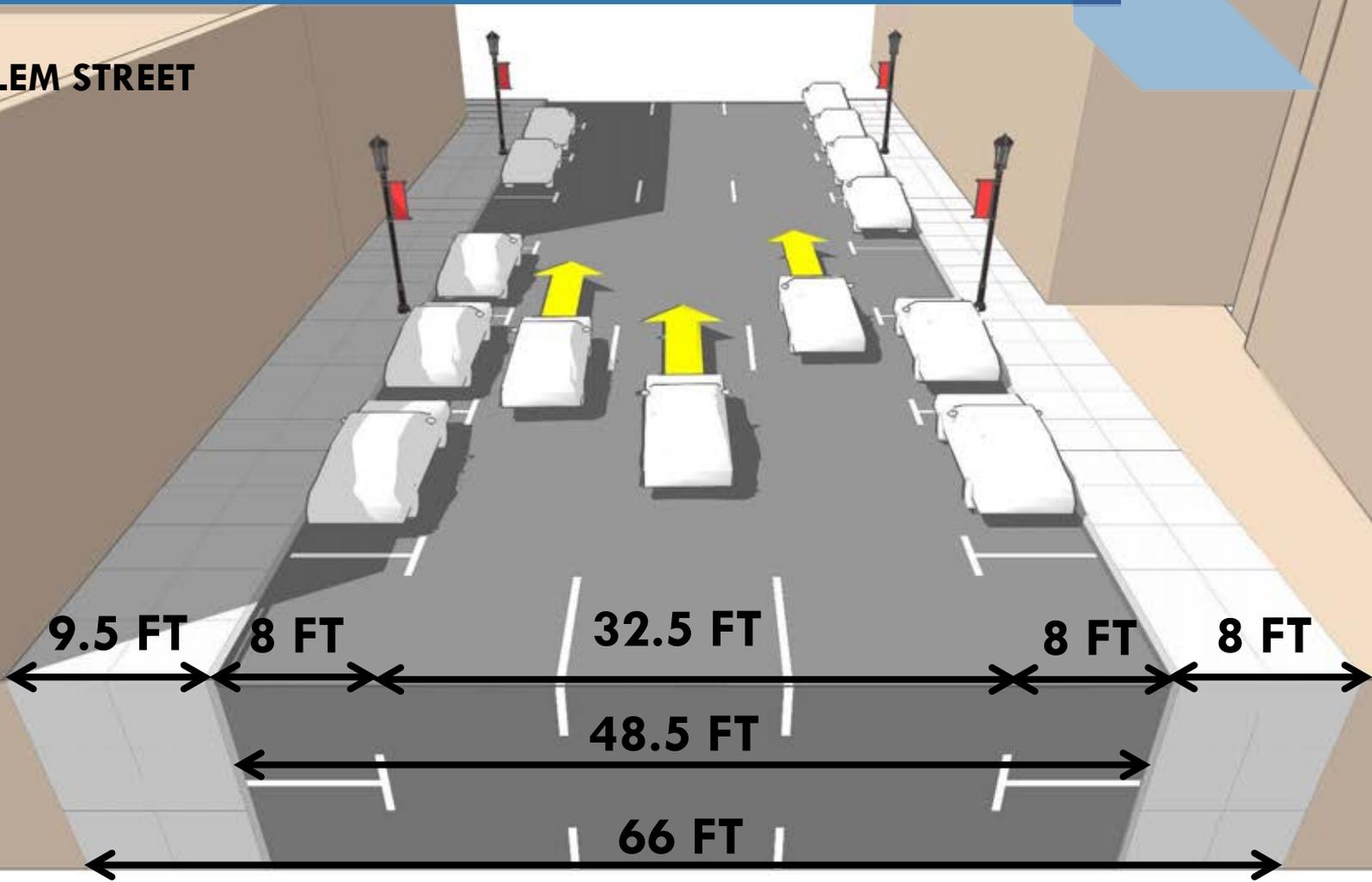
FOREST STREET



** Dimensions are estimates and may vary*

STREET NETWORK

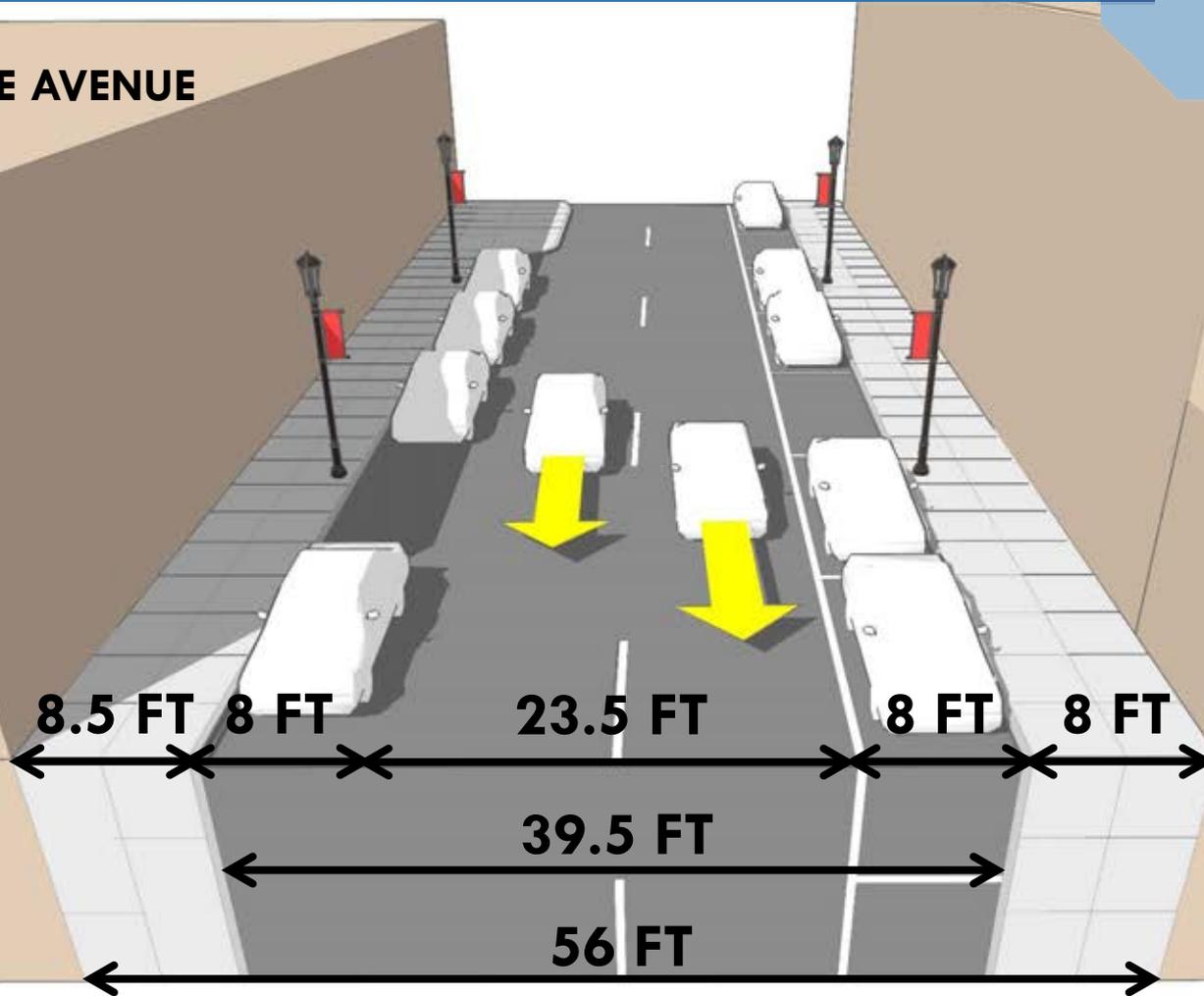
SALEM STREET



** Dimensions are estimates and may vary*

STREET NETWORK

RIVERSIDE AVENUE



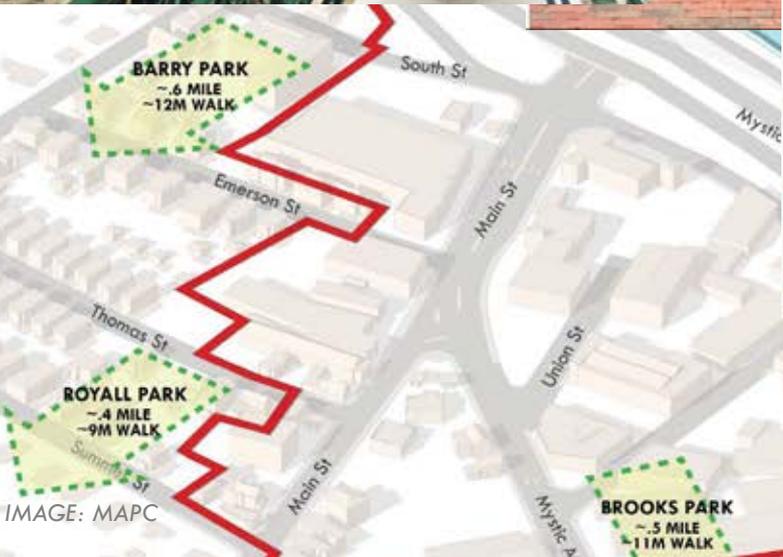
** Dimensions are estimates and may vary*

OPEN SPACES

Open Space Key

- Existing Open Space
- Mystic River Access
- Mystic River Plaza
- Potential Future Connection Open Space

MAPC (2016)



NEXT STEPS



IMAGE: MAPC

EMERGING THEMES

Economic Development and Vitality

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Open Space and Quality of Life

- Highlight the missing Mystic
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FEEDBACK AND DISCUSSION



MEDFORD SQUARE MASTER PLAN

COMMUNITY FORUM



September 7th, 2016

Medford City Hall

IMAGE: GOOGLE EARTH

