

Business and Economic Development Report

HILLSIDE OVERVIEW

SEPTEMBER 29, 2016

Agenda

- Community Engagement
- Recommendations - City Administration
- Recommendations – Internal City Level
- Recommendations – City wide and Regional
- Hillside Themes, Engagement, Revitalization
- Implementation Timing



Community Engagement

- Five outreach workshops conducted during February/March
- Medford Square, Haines Square, Hillside, South Medford and West Medford
- Attendees, 50 – 60 people at each session
- Over 700 inputs across a broad range of topics



Community Engagement

- Inputs organized in the following categories:
 - * Streetscape Improvements/Beautification
 - * Circulation (vehicular, pedestrian, bike)
 - * Safety (mainly for pedestrians and cyclists)
 - * Business Development and Marketing
 - * Development (new construction, mixed-use development)
 - Maintenance
 - Planning / Zoning
 - Promote Assets

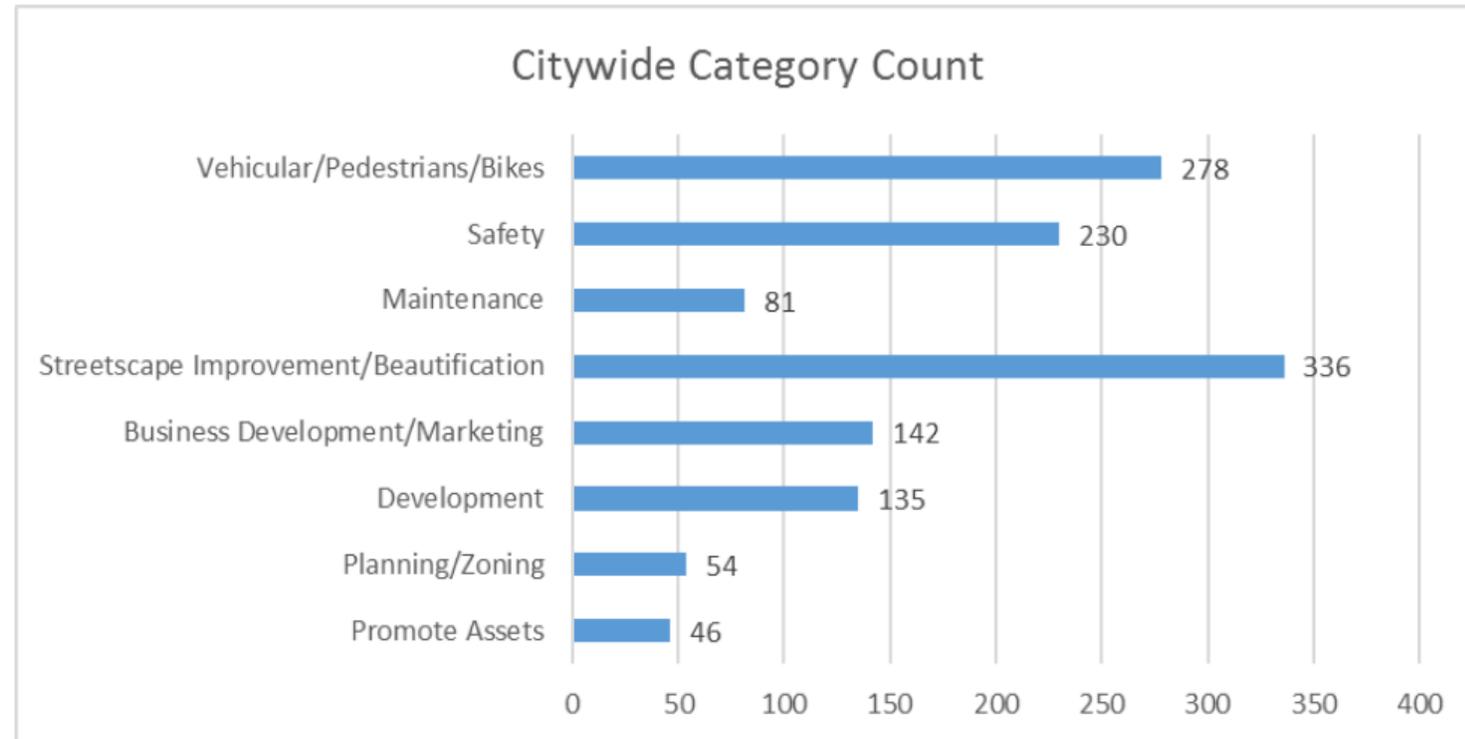
Note: * *Indicates top five categories*



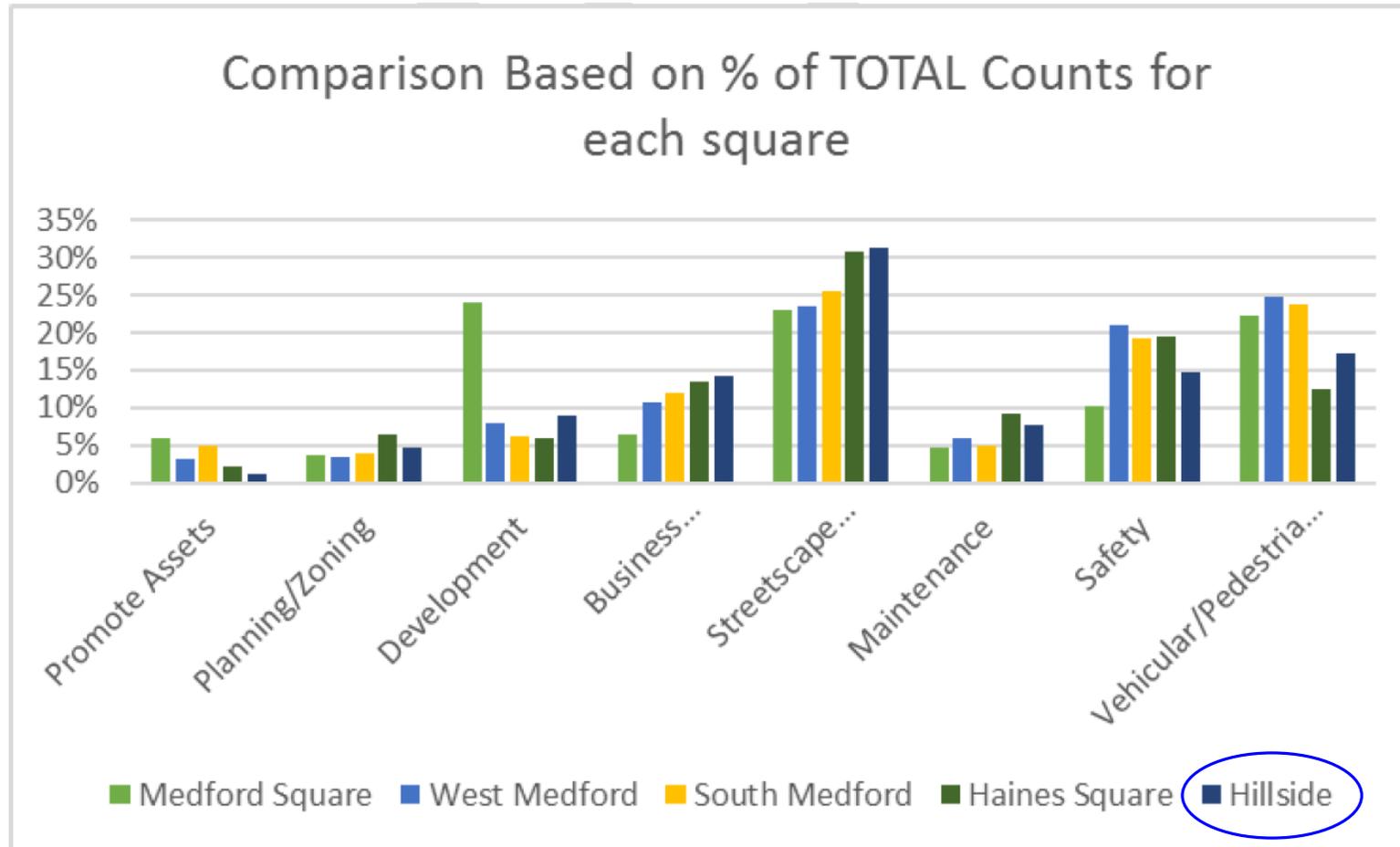
Community Engagement - Citywide

Overall, the five categories that received the greatest number of comments were:

- 1) Streetscape Improvements/Beautification
- 2) Circulation (vehicular, pedestrian, bike)
- 3) Safety (mainly for pedestrians and cyclists)
- 4) Business Development and Marketing
- 5) Development (new construction, mixed-use development)



Recommendations – Squares' Main Themes and Drivers



Recommendations - City Administration

- **WHAT** – Create an integrated business and growth focus within city government.
- **WHY** – City administration needs to set proactive direction to lead implementation activity.
- **HOW**
 - Implement the focus through an organizational structure.
 - Current city organizations primarily structured around implementation activity.
 - **Strategic planning and direction setting focus** need to be expanded.
 - Make business, growth and strategic focus change visible within City Hall.

Communicate, Communicate, Communicate

Recommendations - City Administration

HOW (cont'd)

- Define vision and objectives, develop plan and schedule and drive implementation for results
- Develop a communication plan
- Take objectives, plan and schedule “on the road”
 - Citizens, square business organizations, property owners, business owners, City Council, School Committee
 - In- person meetings, city web site, press releases, etc.
 - Provide quarterly updates

Communicate, Communicate, Communicate

Recommendations – Internal City Level

- Form an Office of Economic Development and Planning that includes
 - Community Development, Planning, and Transportation
- Conduct new business recruitment, team with Chamber of Commerce
- Consult with MAPC for technical assistance to determine best organizational practices
- Establish Economic Development Council (EDC) to create partnerships
- Establish a “How to do Business Guide” for the City of Medford
- Establish Design Guidelines and potential to update zoning
- Cultivate and strengthen relationships with Tufts University
- Recommend that the City consider an integrated rebranding effort, that incorporates and promotes Medford’s history



Recommendations – Citywide and Regional

- Plan for development opportunities along the Green Line extension corridor.
- Plan for development opportunities with the Wynn Casino project.
- Coordinate with MassDOT and DCR to effect changes to Route 16 and access to the Mystic River.



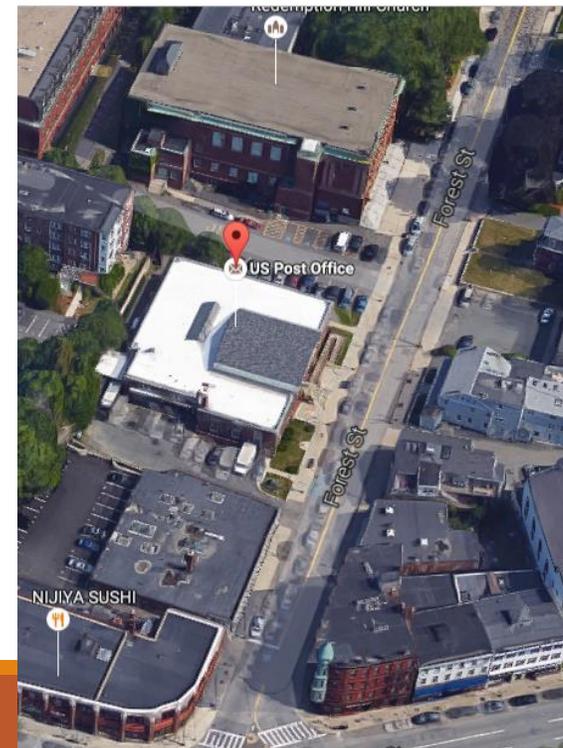
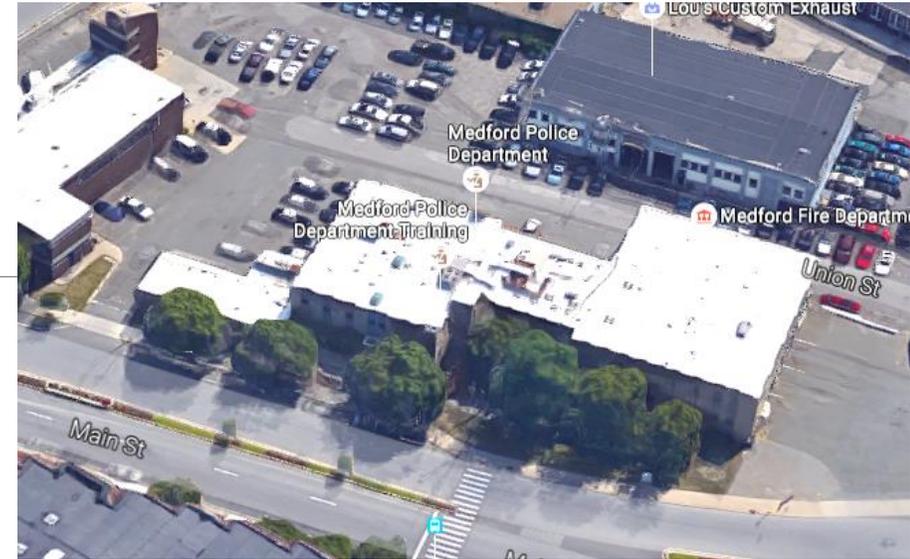
Recommendations – Citywide and Regional (cont'd)

- Recommend to MassDOT and DCR that an alternative to the replacement of the Route 16 overpass over Main Street be considered, and that Medford is interested in a partnership similar to what Somerville and MassDOT accomplished with “Grounding McGrath”.
- Use grounded Route 16 to create improved connection to the Mystic River and infill opportunities.
- Recommend closing Clipper Ship Drive as a street to create improved access to the Mystic River.



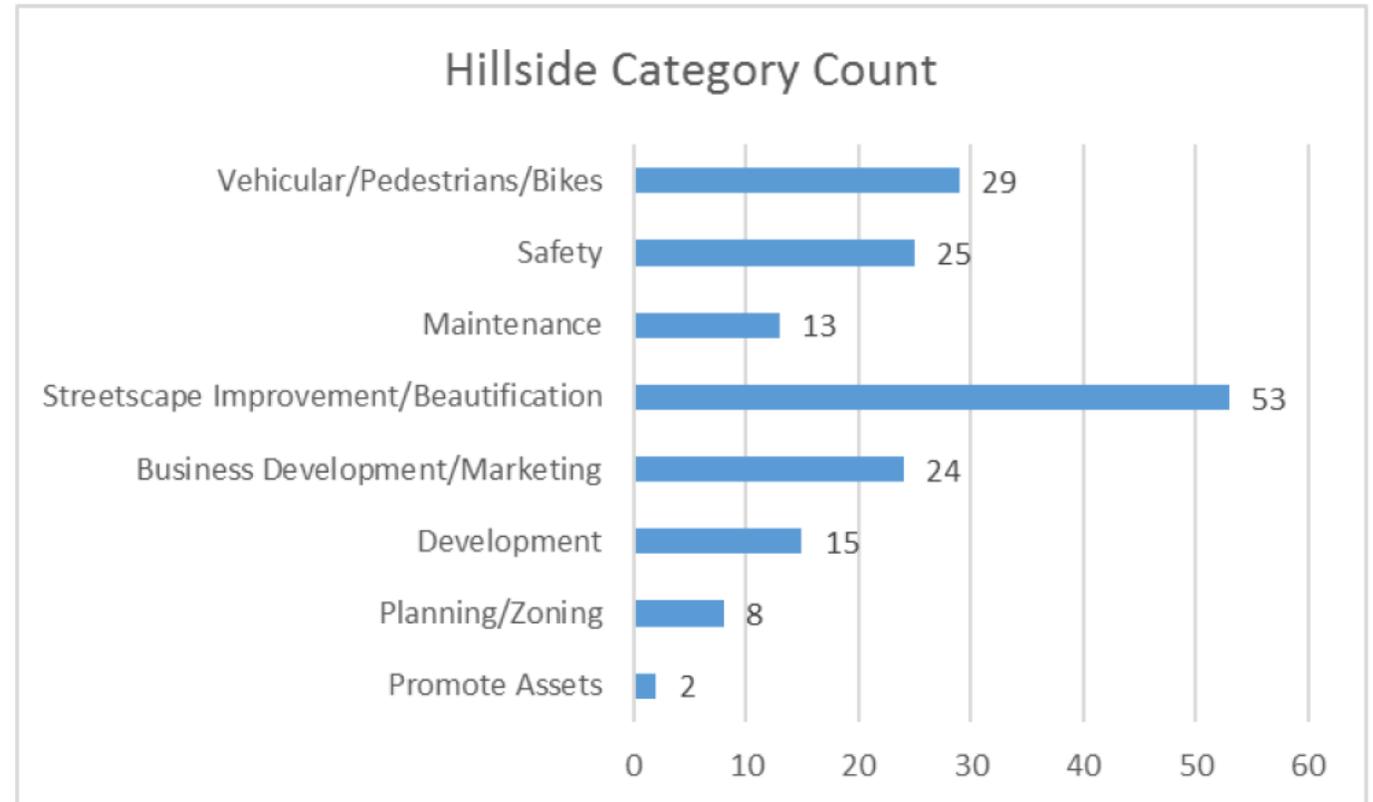
Recommendations – Citywide and Regional (cont'd)

- Investigate the feasibility of selling the municipal land where the current police and fire stations are located and build new station with proceeds from infill development to help pay for a new facility.
- Transfer federal Forest Street Post Office to the city of Medford, and identify alternative location for the post office.
- Transfer the Salem Street MBTA car barn facility to city of Medford, and identify alternative location for the bus facility



Recommendations – Hillside Main Themes and Drivers

- 1) Streetscape Improvements
- 2) Circulation (vehicular, pedestrian, bike)
- 3) Safety (pedestrians and cyclists)
- 4) Business Development and Marketing



Community Engagement Hillside



Hillside Community Meeting, 574 Boston Ave, March 9, 2016.



- Install banners.
- Add trees and planters.
- Improve lighting.
- Add public art at bus stops.
- Install benches.

Implementation Timing

■ **Start - 1 to 6 months**

- Square streetscape and beautification improvements
- City Administration changes to create business focus – organization, plan and communication
- Create city organization connections, Chamber of Commerce, etc
- Conduct internal improvements, how to do business guide, design standards

■ **Intermediate 7 – 12 months**

- City wide and Regional – Investigation and contact Federal/State agencies (UPS and MBTA)
- Zoning updates
- Green Line, Wynn Casino, DCR Condon Shell and Mystic River planning
- Medford Square RFI and RFP development

■ **Over 12 months**

- Management of implementation activities associated with first 12 month recommendations