

Business and Economic Development Report

SOUTH MEDFORD OVERVIEW

OCTOBER 5, 2016



Agenda

- Community Engagement
- Recommendations – Big Picture
- Recommendations – South Medford Themes
- 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

Recommendations – Big Picture City Administration

- **WHAT** – City Hall to focus on business growth for community.
- **WHY** – To set proactive direction that leads implementation activity.
- **HOW**
 - Update organizational structure.
 - Create strategic planning to guide departments.
 - Make change visible within City Hall.

Communicate, Communicate, Communicate

Recommendations – Big Picture City Administration

HOW (cont'd)

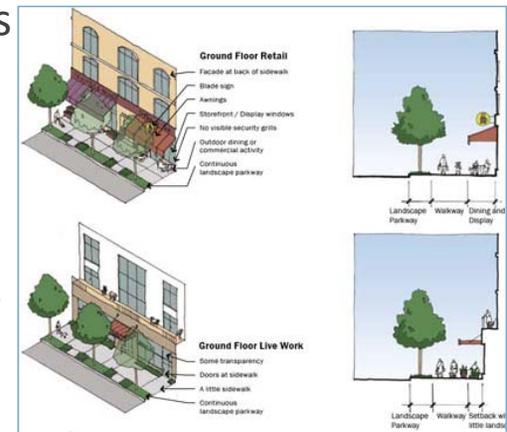
- Define vision and objectives.
- Develop plan and schedule.
- Drive implementation for results.
- Develop a communication plan, and take it “on the road”
 - Citizens, square business organizations, property owners, business owners, City Council, School Committee
 - In- person meetings, city web site,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

Communicate, Communicate, Communicate



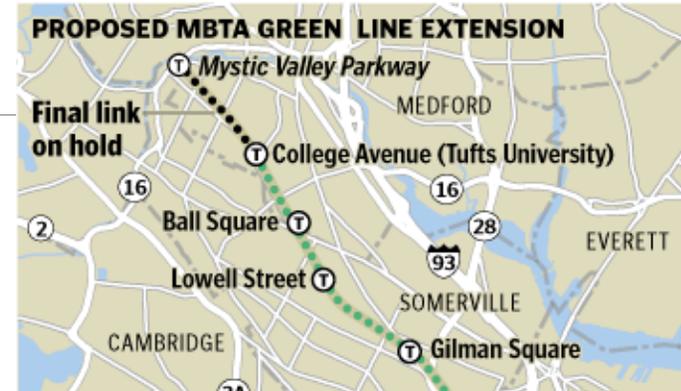
Recommendations – Big Picture City Administration

- 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.
- City to consider an integrated rebranding effort, including our history.



Recommendations – Big Picture 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.



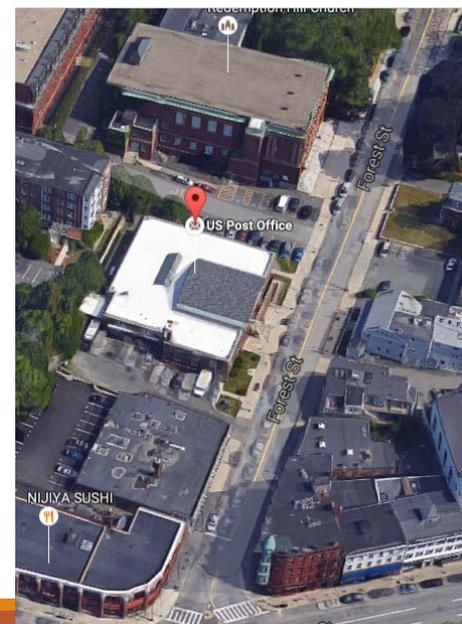
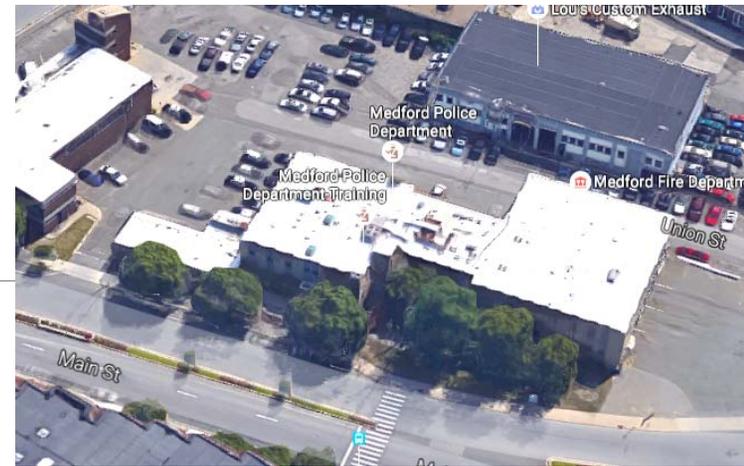
Recommendations – Big Picture Citywide and Regional (cont'd)

- Recommend to MassDOT an alternative to the replacement of the Route 16 overpass over Main Street be considered
 - 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)

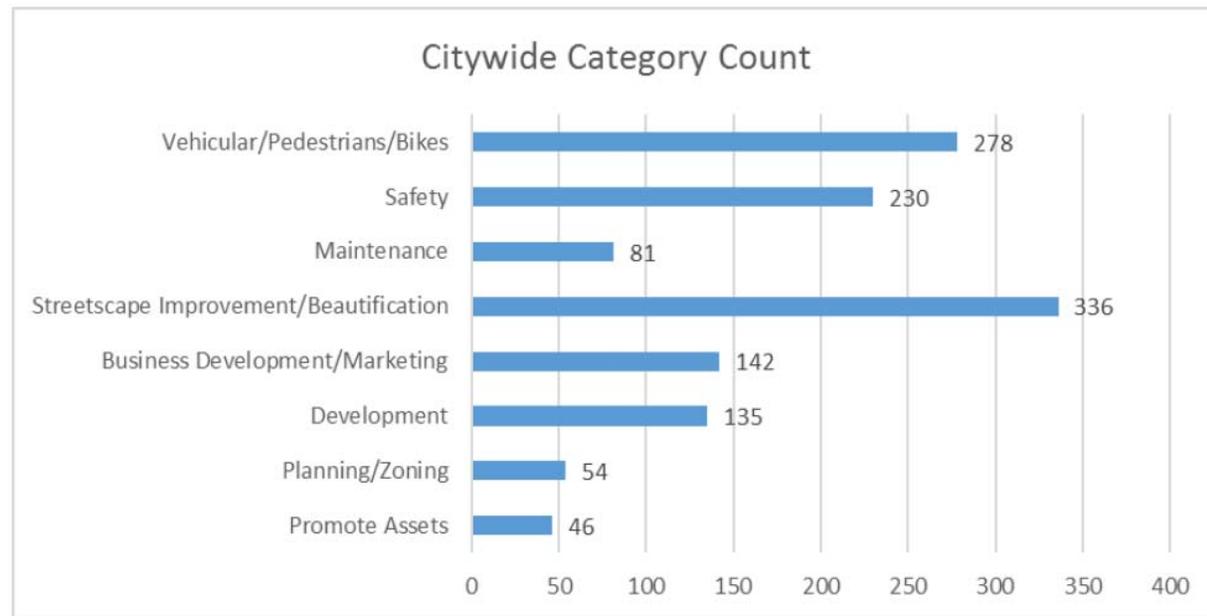
- Sell the municipal land where the current police and fire stations are located.
- Build new station with proceeds from infill development to help pay for a new facility.
- Transfer federal Forest Street Post Office to the city of Medford.
 - Identify alternative location for the post office.
- Transfer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



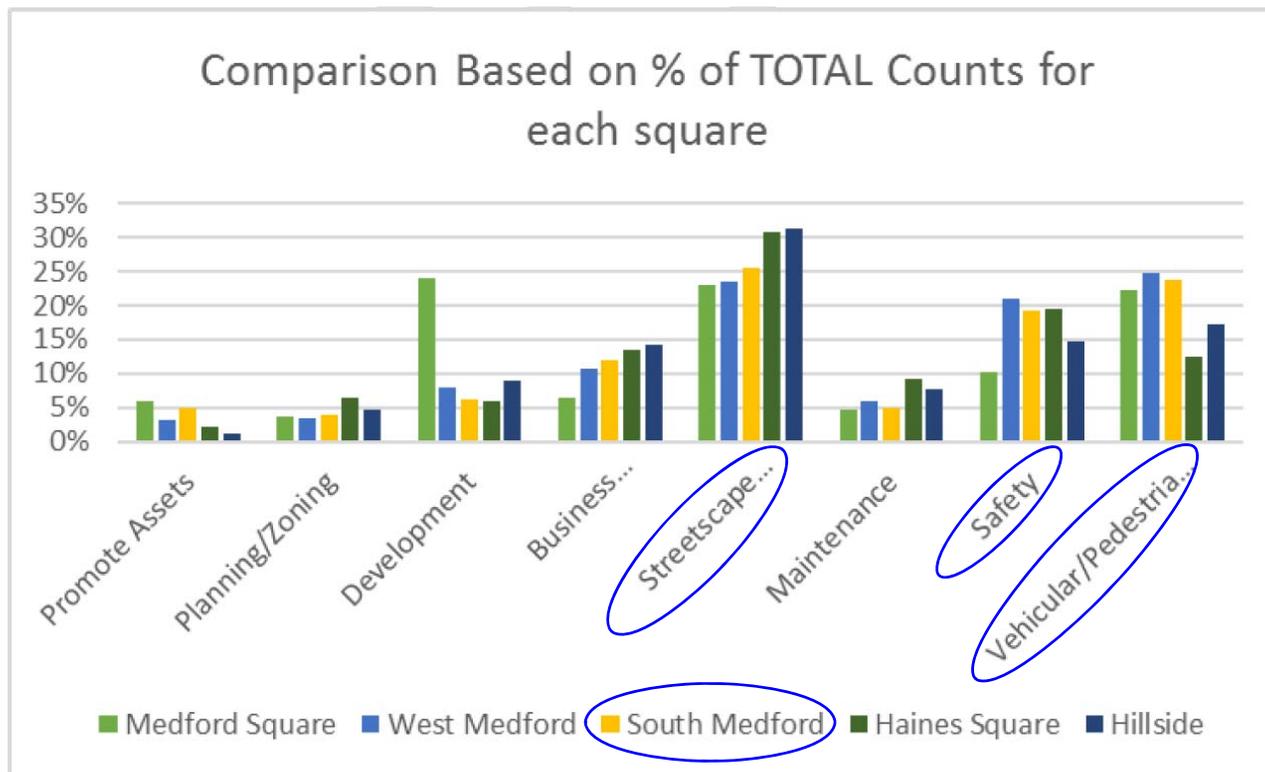
Community Engagement - Citywide

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)

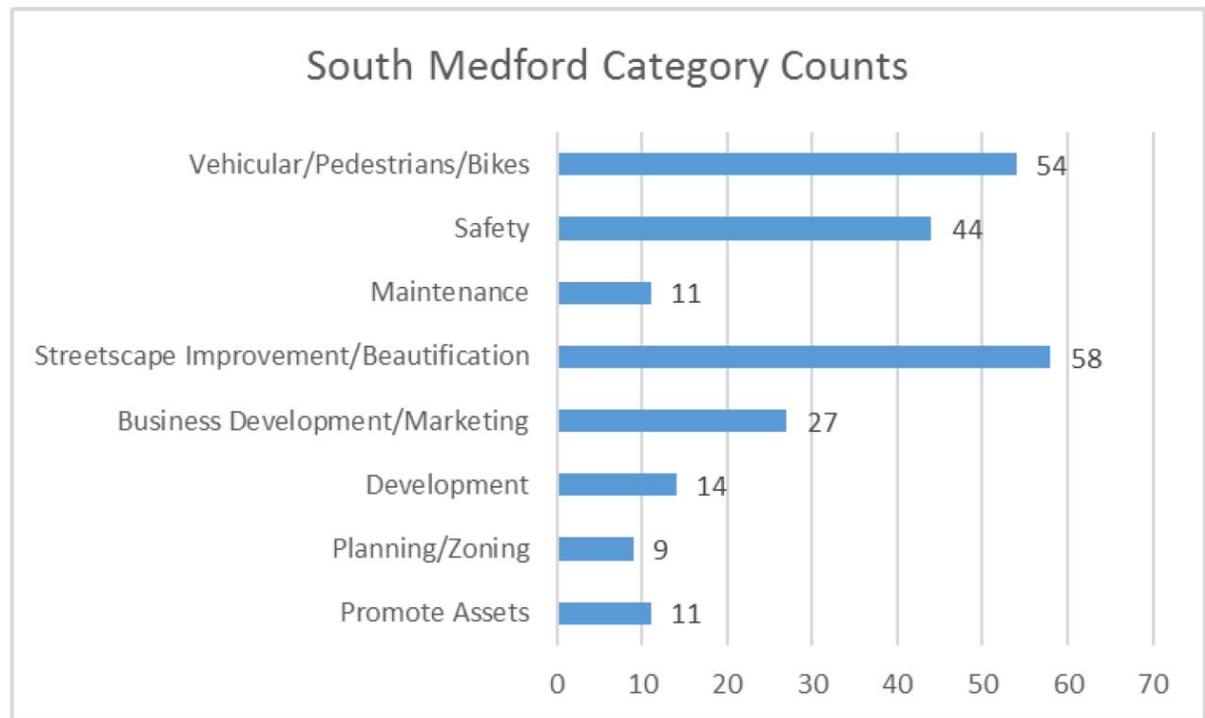


Recommendations – Squares' Main Themes and Drivers



Recommendations – South Medford Main Themes and Drivers

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



Revitalization – South Medford

- Reconfigure the triangular area at the fork of Main and Medford Streets adding landscaping, trees, planters and benches.
- Incorporate safety techniques including visible crosswalks, bollards, etc. around the newly created space at the triangular intersection area.
- Utilize Tufts Park for community promotion. This could include events, public garden, etc.
- Implement storefront façade program.
- Add attractive lighting and signage to create welcoming entrance to South Medford.
- Raised crosswalk to promote safety and calm traffic.
- Community garden in Tufts Park area.

For complete list of inputs see Appendix A in full report on City web site.



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
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