

Business and Economic Development Report

WEST MEDFORD SQUARE OVERVIEW

OCTOBER 26, 2016

Agenda

- Community Engagement
- Recommendations – Big Picture
- Recommendations – West Medford Square 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** – Set proactive direction that leads implementation activity.
- **HOW**
 - Update City Hall organizational structure.
 - Emphasis on strategic planning to guide departments.
 - Define objectives, develop plan/schedule for implementation.
 - Take the plan “on the road”.

Communicate, Communicate, Communicate

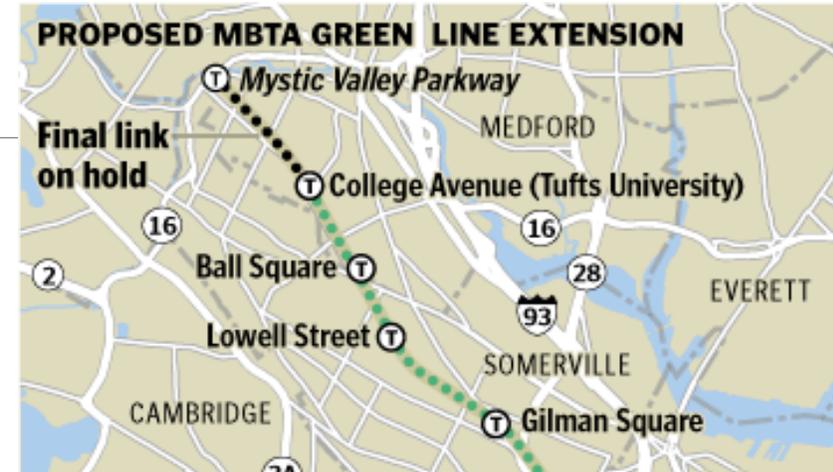
Recommendations – Big Picture City Administration

- Expand Office of Community Development to encompass:
 - Strategic Planning
 - Economic Development
 - Transportation Planning
- ✓ Consult with MAPC for technical assistance and support
- Conduct new business recruitment, team with Chamber of Commerce.
- Establish Economic Development Council (EDC).
- ✓ Establish a “How to do Business Guide”.
- Establish a “How to Conduct Development Guide”.
- Establish Design Guidelines and potential to update zoning.
- Cultivate and strengthen relationships with Tufts University.
- City to expand rebranding effort beyond Medford, including our history.



Recommendations – Big Picture Citywide and Regional

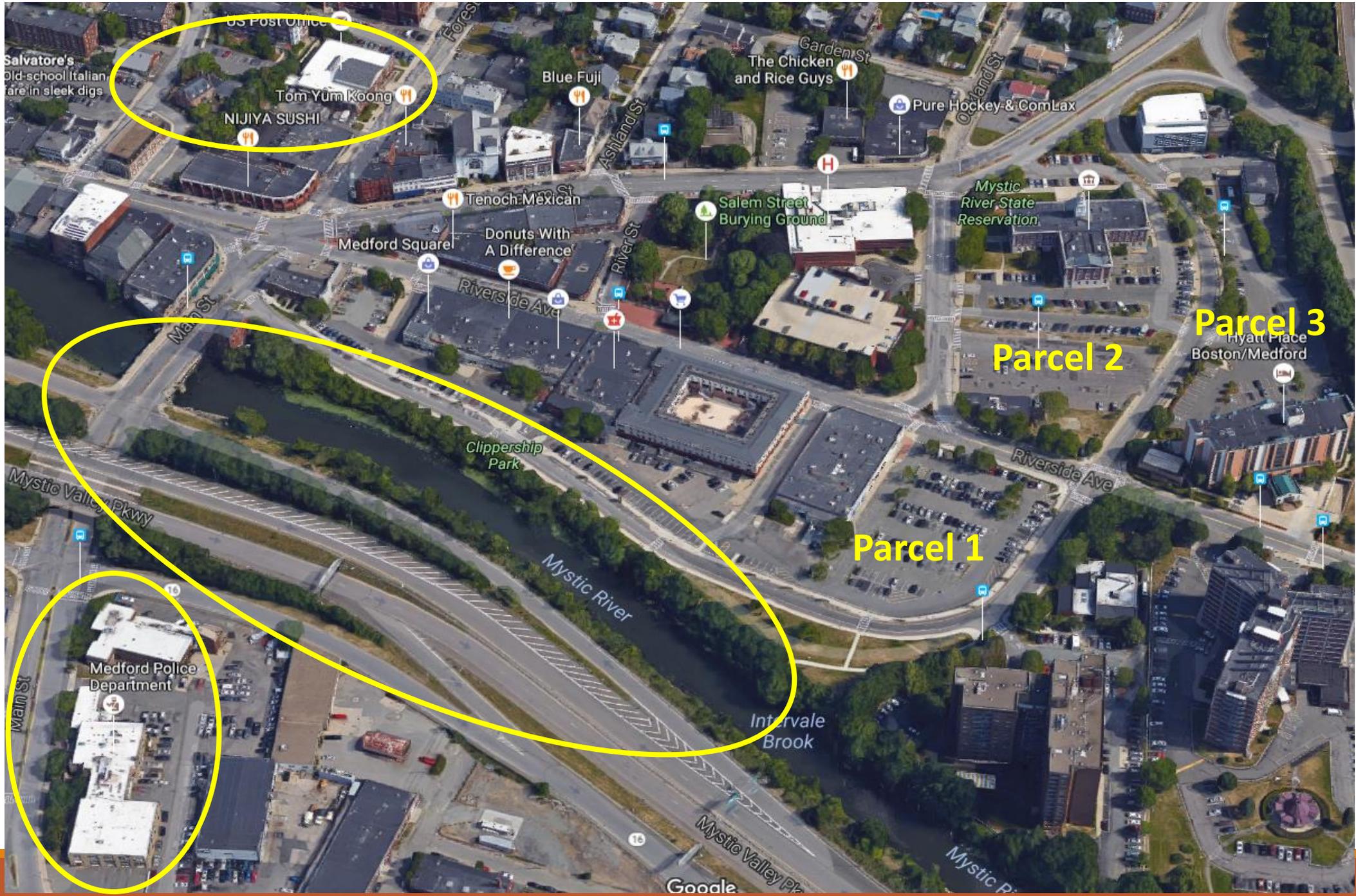
- Plan for development opportunities.
 - Green Line extension corridor.
 - Wynn Casino project.
 - MassDOT and DCR for changes to Route 16 and access to the Mystic River.



Recommendations – Big Picture

Citywide and Regional (cont'd)

- Request Mass DOT to replace of the Route 16 overpass over Main Street.
 - Similar to Somerville and Mass Dot's plan 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.
- Put out RFIs to developers for Parcels 1, 2 and 3.
- Sell the current police and fire station municipal owned property.
- 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.



US Post Office
Salvatore's
Old-school Italian
fare in sleek digs
Tom Yum Koong
NIJIYA SUSHI

Blue Fuji

The Chicken
and Rice Guys

Pure Hockey & ComLax

Tenoch Mexican

Donuts With
A Difference

Salem Street
Burying Ground

Mystic
River State
Reservation

Parcel 2

Parcel 3

Hyatt Place
Boston/Medford

Clippership
Park

Parcel 1

Medford Police
Department

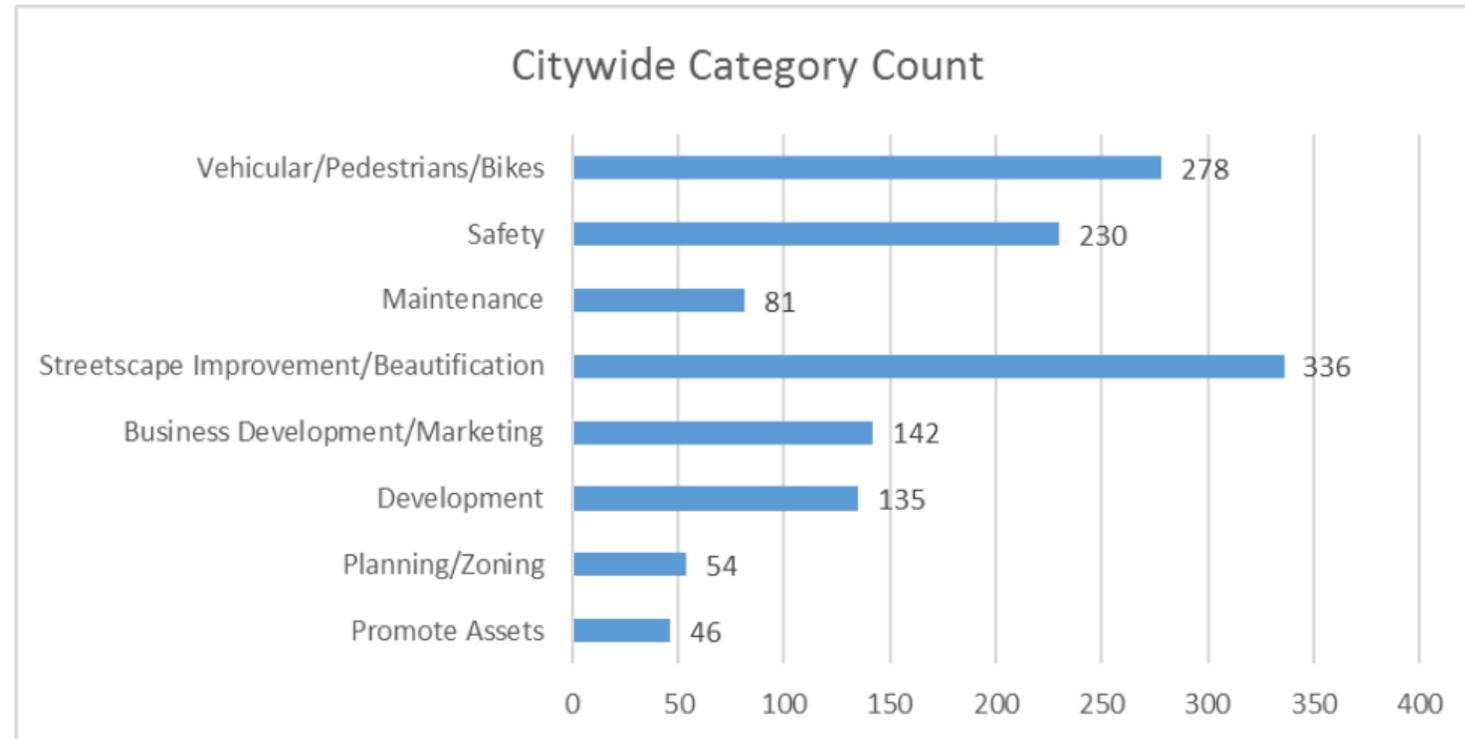
Intervale
Brook

Google

Community Engagement - Citywide

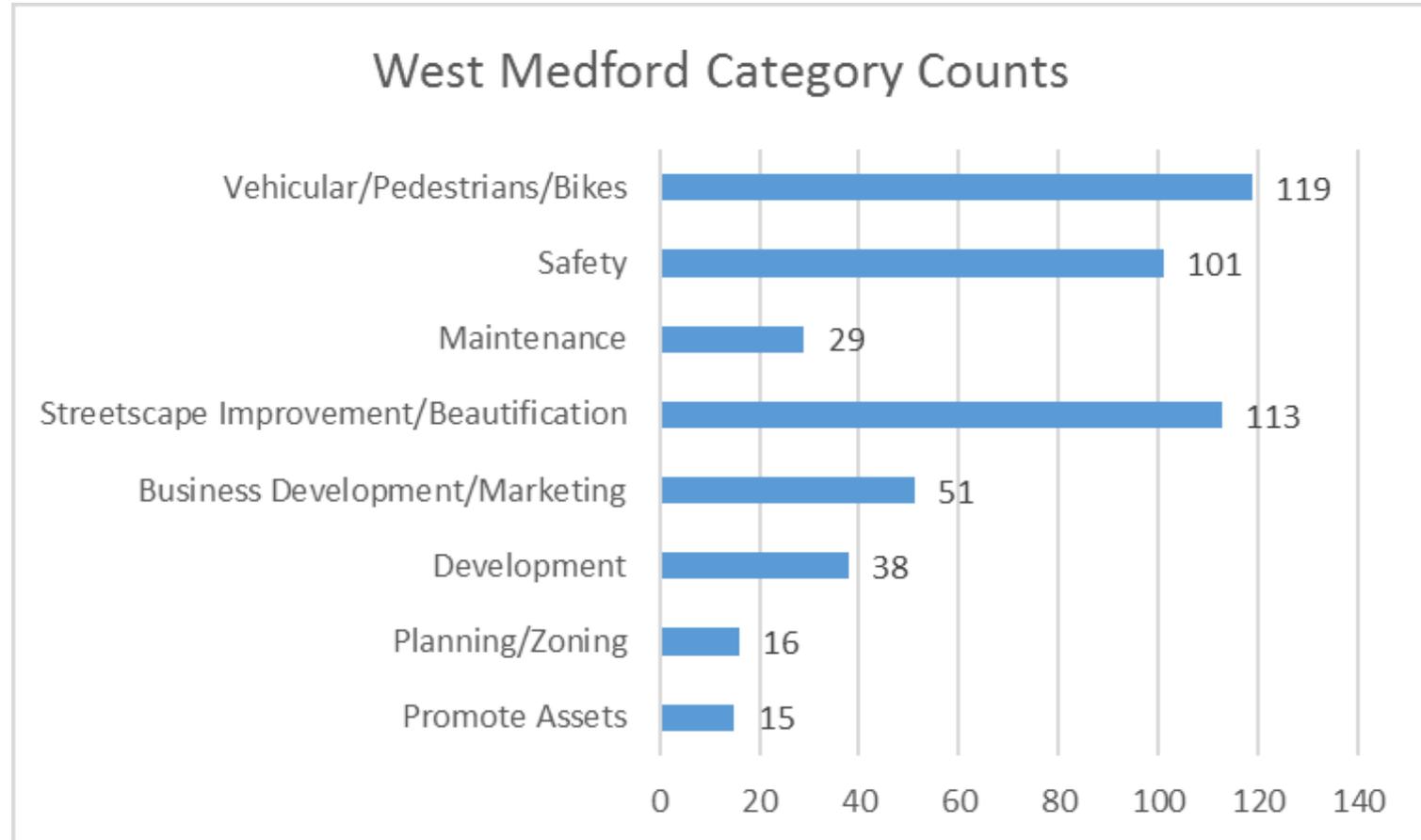
Overall, the five categories that received the greatest number of comments were:

- 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)



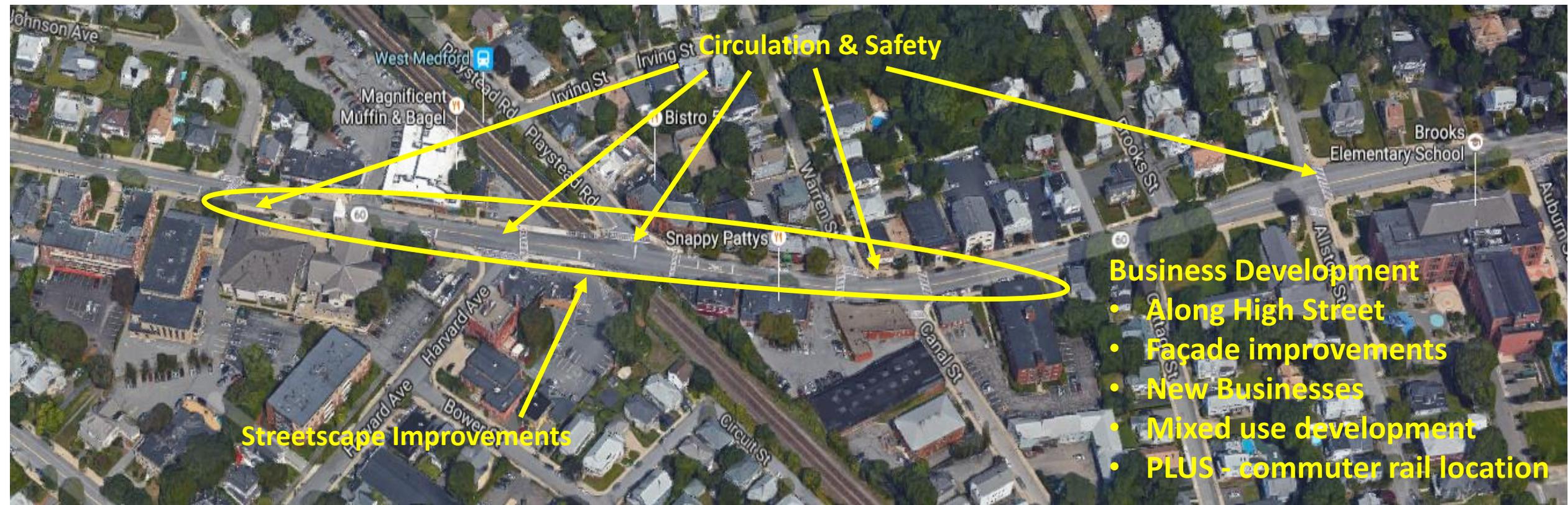
Recommendations – West Medford Square Main Themes and Drivers

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



Revitalization – West Medford Square

- Examine opportunities for implementation of a series of traffic calming solutions along Rt. 60.
- Raised crosswalk and curb extensions to promote safety and slow traffic a major crosswalks and intersections.
- Improve bike paths.
- Improve bus stops with shelters.
- Improve utilization and appearance of parking lots throughout square.
- Use both kiosks and coin meters.
- Create improved public space by adding landscaping, trees, planters, lighting and benches.
- Improve street and sidewalk cleaning, city and business owner partnership.
- Storefront improvements, implement storefront façade program.
- Enforce ordinances on storefront window coverage.
- Use arts, and Medford history to enhance square as a destination.
- Improve/re-develop train station with covered shelter, and tie into south end of Playstead Park for event usage.
- Attract new businesses, and add outdoor café space.
- Capitalize on the access to the MBTA Train Station and recruit potential mixed use development (Use RFIs).



Implementation Timing

■ **Start - 1 to 6 months**

- Square specific streetscape/beautification and other improvements
- City Administration changes to create business focus – organization, plan and communications
- Create city organization connections, Chamber of Commerce, etc
- Conduct internal improvements, how to do business guide, development guide and design stds

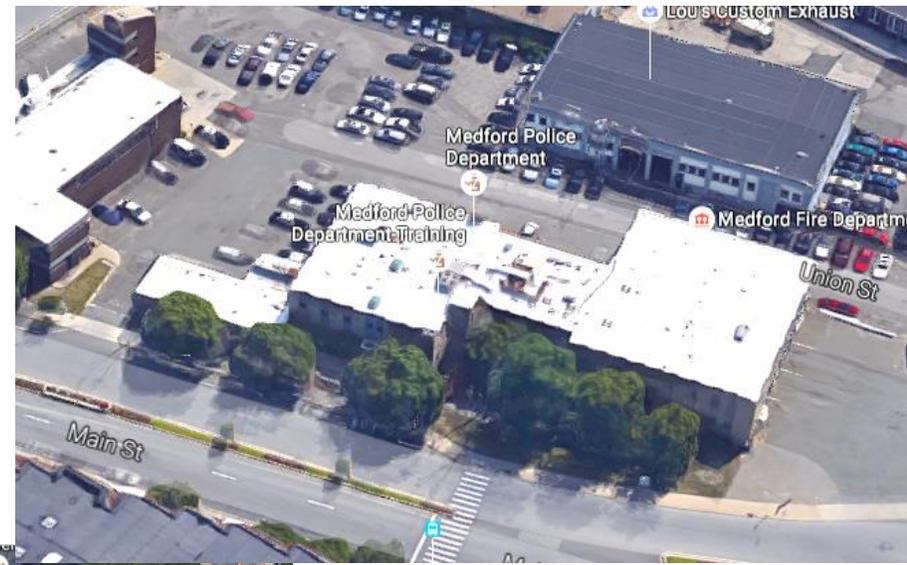
■ **Intermediate 7 – 12 months**

- Investigate land swaps and contact Federal/State agencies (US Postal Service and MBTA)
- Zoning updates
- Stay connected with Green Line, Wynn Casino, DCR Condon Shell and Mystic River planning
- Medford Square RFI and RFP parcel development

■ **Over 12 months**

- Management implementation activities for first 12 month's recommendations





Recommendations – Squares' Main Themes and Drivers

