



# **Medford Square Master Plan**

## **APPENDIX 1: Existing Conditions and Vision Memorandum**

Funding provided by  
District Local Technical Assistance (DLTA)  
Barr Foundation

December 2017



Prepared for  
City of Medford  
85 George P. Hassett Drive  
Medford, MA 02155

[www.medfordma.org](http://www.medfordma.org)

Mayor Stephanie M. Burke



Prepared by  
Metropolitan Area Planning Council  
60 Temple Place, 6<sup>th</sup> Floor  
Boston, Massachusetts 02111  
[www.mapc.org](http://www.mapc.org)



## **Acknowledgements**

This Existing Conditions Memorandum records the initial analysis, research and synthesis that is part of the Medford Square Master Plan process. The Master Plan is being developed by the Metropolitan Area Planning Council (MAPC) in partnership with the City of Medford. MAPC is Greater Boston's regional planning agency whose mission is to promote smart growth and regional collaboration. MAPC is working closely with the Medford Office of Community Development throughout the Master Plan process.

MAPC would like to thank Mayor Stephanie M. Burke, the Mayor's Office, Lauren DiLorenzo, Director of the Office of Community Development and Clodagh Stoker-Long, Economic Development Planner, for guidance, input, and support throughout this process.

Professional technical assistance provided by the Metropolitan Area Planning Council was led by Josh Fiala AICP AIA LEED AP, Senior Regional Planner with support from Mark Racicot, Land Use Planning Director, Carlos Montanez, Senior Regional Planner, Karina Milchman, Regional Planner and Housing Specialist, Barry Keppard, Public Health Director, Noemie Sportiche, Public Health Research Analyst, Manisha Gadia Bewtra AICP, Analytical Services Manager, Emily Torres-Cullinane, Community Engagement Manager, Eliza Wallace PhD, GIS Analyst, Cortni Kerr, GIS Intern.

The District Local Technical Assistance (DLTA) program and grant sources from the Barr Foundation funded this study. MAPC wishes to express our thanks to the Governor and the members of the Legislature for their continued support and funding of the DLTA program.

## **Metropolitan Area Planning Council**

### **Officers**

Keith Bergman, President

Erin Wortman, Vice President

Sandra Hackman, Secretary

Taber Keally, Treasurer



## Contents

<b>Introduction.....</b>	<b>4</b>
<b>Study Area Facts.....</b>	<b>9</b>
<b>Emerging Themes.....</b>	<b>16</b>
<b>Economic Development and Vitality.....</b>	<b>17</b>
<b>Land Use and Sense of Place.....</b>	<b>25</b>
<b>Transportation and Connectivity.....</b>	<b>40</b>
<b>Open Space and Quality of Life.....</b>	<b>55</b>
<b>Your Experiences in the Square.....</b>	<b>64</b>





## Introduction

### STUDY GOALS

Medford Square is positioned to leverage a surge of interest in new growth and targeted economic development to invigorate vitality, integrate redevelopment, to expand access to health and cultural resources and to activate a walkable and revitalized city center that provides a concentration of living, working and playing for the city and the surrounding area. The City's Office of Community Development is working with the Metropolitan Area Planning Council to prepare a Master Plan for Medford Square to guide economic development and physical improvements in the Square. When completed, the Medford Square Master Plan will include a set of goals and strategies that are focused on immediate revitalization actions. The major areas of focus will include economic development and vitality, land use and sense of place, transportation and connectivity and open space and quality of life. The study, which is scheduled for completion in summer of 2017, is funded through District Local Technical Assistance in addition to funding from the Barr Foundation. This effort is part of the Community Compact signed earlier this year with Lieutenant Governor Karyn Polito. The estimated cost of the study is \$90,000.

The specific goals of the Medford Square Master Plan use the previous efforts as a foundation and starting point. The 2005 Medford Square Master Plan, prepared by Sasaki, included the following goals. They remain relevant today and resonate with much of analyses and community feedback that follows as part of the current planning effort. These goals include:

- 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

### STUDY AREA GEOGRAPHY

Medford Square is the geographic heart of the City of Medford. The Study Area includes the entire area that would most traditionally be considered part of the Square and one area that would not typically be thought of as part of the Square. The Study Area is roughly bounded by Interstate 93 to the east, north on Forest Street to about the Chevalier Theatre, west on High Street to about the Public Library, and south across the Mystic and Route 16 to include the area down to about the intersections of Mystic Street and Main Street with Columbia Road. The Study Area is bisected by the Mystic River and Intervale Brook. The Study Area geography is often understood and engaged by residents as distinct subareas. In order to examine the ways in which the Square could become more unified, the subareas have been identified and in some instances are compared across a number of measures. The three subareas include the City Hall Subarea, High Street Subarea, and Main Street Subarea. The City Hall and High Street subareas include the geography most typically considered to be a part of Medford Square. The Main Street Subarea is not typically considered a part of the Square today, but is very close to the heart of the district, captures the other side of the Mystic River and has long term potential to contribute to the Square in different ways than it does today. The Study Area is depicted in Figure 2.



## STUDY AREA CONTEXT

Medford Square is a city center that enjoys significant contextual resources in its surrounding communities and amenities, history and significance, and previous and current improvement efforts. In terms of surrounding communities and amenities, Medford is a northern suburb community of Boston and enjoys easy access to Boston via the Orange Line, bus service, and I-93 highway access. Medford shares the large institutional presence of Tufts University with Somerville and shares regional open space resources, such as the Fells and Mystic River with surrounding communities, such as Winchester, Stoneham, Malden, Arlington and Somerville. Medford Square is rich with history including shipbuilding, events of the American Revolution, the home of famous and historic figures, pop culture contributions, and a strong architectural heritage. Medford Square is also rich with previous and ongoing efforts that have explored improvements and recommendations for revitalization. These efforts span from the 2005 Medford Square Master Plan to the 2016 Mayor's Economic Development Transition Team, led by Rick Orlando and City Council President Fred Dello Russo.

## COMMUNITY VISION

As part of the existing conditions research performed for Medford Square, approximately 20 interviews with a diverse array of stakeholders were undertaken to better understand the issues, opportunities and shared vision for the Square. This initial understanding was then expanded and affirmed by the approximately 130 attendees of a Medford Square Community Forum in the beginning of September 2016. A detailed record of the feedback from that event can be found in the Appendix to this Memorandum. This community and stakeholder input, combined with the initial analysis frame the following community vision statement for Medford Square.

"Medford Square is repositioned to again be the vibrant center of activity that it once was as the historic center of the City. As the heart of the City, Medford Square is an attractive place to go to events, browse shops, eat at restaurants, do business, retain personal and professional services, live, play and convene. The Square is a safe and attractive place to walk and bike and provides a unique pedestrian-oriented city center. The Square embraces the Mystic River as an attractive natural resource and opportunity for recreation and special events. The Square is a steward of its architectural and historic heritage and is a civic, art, and cultural center for City-wide events that couldn't happen anywhere else."

The following goals are identified to further define actions associated with the vision and frame the strategies and implementation that will be part of the Master Plan:

- 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 the land and create value for real estate

This vision statement is supported by and reflected in the following word cloud in Figure 1, which is one of the results of the Community Forum held in September. Attendees were asked to write a few words that represent their ideal version of Medford Square in the future. All responses were combined in this word cloud diagram. The size of the words reflects the frequency of that word given as a response to this exercise. The word cloud diagram is on the following page.



**Figure 1 Vision Word Cloud based on community input**



Source: MAPC, wordle.net

The 2005 Medford Square Master Plan established a vision and goals for the Square that remain relevant and are worth repeating in comparison to the current vision statement. The previous vision is complementary to the vision statement for the current Master Plan, it was written as:

“Medford Square is a classic New England Square, where a mix of uses come together in a compact urban village on the banks of the Mystic River. As a walkable district with transit service and opportunities for people to live, work, and play in a vibrant setting, the Square is at the forefront of the Commonwealth’s smart growth initiative. Building on the heritage of the area, a number of development opportunities exist in the Square that together with civic improvements will reunite the different parts of the Square into a single thriving center that serves as the cultural, civic, and commercial heart of the City of Medford.”

The goals that were identified for the 2005 Master Plan are the goals that are highlighted above for the current Master Plan effort. While some progress has been made against those goals over the intervening eleven years, the goals remain relevant to the framing of the vision and actions that are needed today. The original goals are repeated below in the original order in which they appeared. The current goals have been reordered to reflect the priorities identified through the current process.

- 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 the land and create value for real estate

## PRIORITIES

Many of the priorities expressed by the community are reflected in the Vision Statement. The first priority is to improve the pedestrian and bicycle environment in Medford Square. The Square aspires



to be a walkable and historic center of activity. However, today many pedestrians feel uncomfortable or unsafe in the Square. The Square is a busy and congested place that currently emphasizes the throughput of vehicles as the top priority. A fundamental shift is required to bring Medford Square into alignment with this priority. The next highest priority is one that everyone that interacts with the Square has mentioned in some way, an effort to renew activity and draw people to want to be there. Almost everyone has said there is no reason to be in the Square, or to stay there when they've arrived. Many factors contribute to this sense of attractiveness, draw and belonging – the destinations, the type and mix of businesses, the open spaces, the events, the restaurants – and it all connects back to the first priority as well. This existing conditions memorandum will detail all of the themes and priorities that have emerged through this initial effort, but these two top priorities provide an explanation for the fundamental components of the community vision.

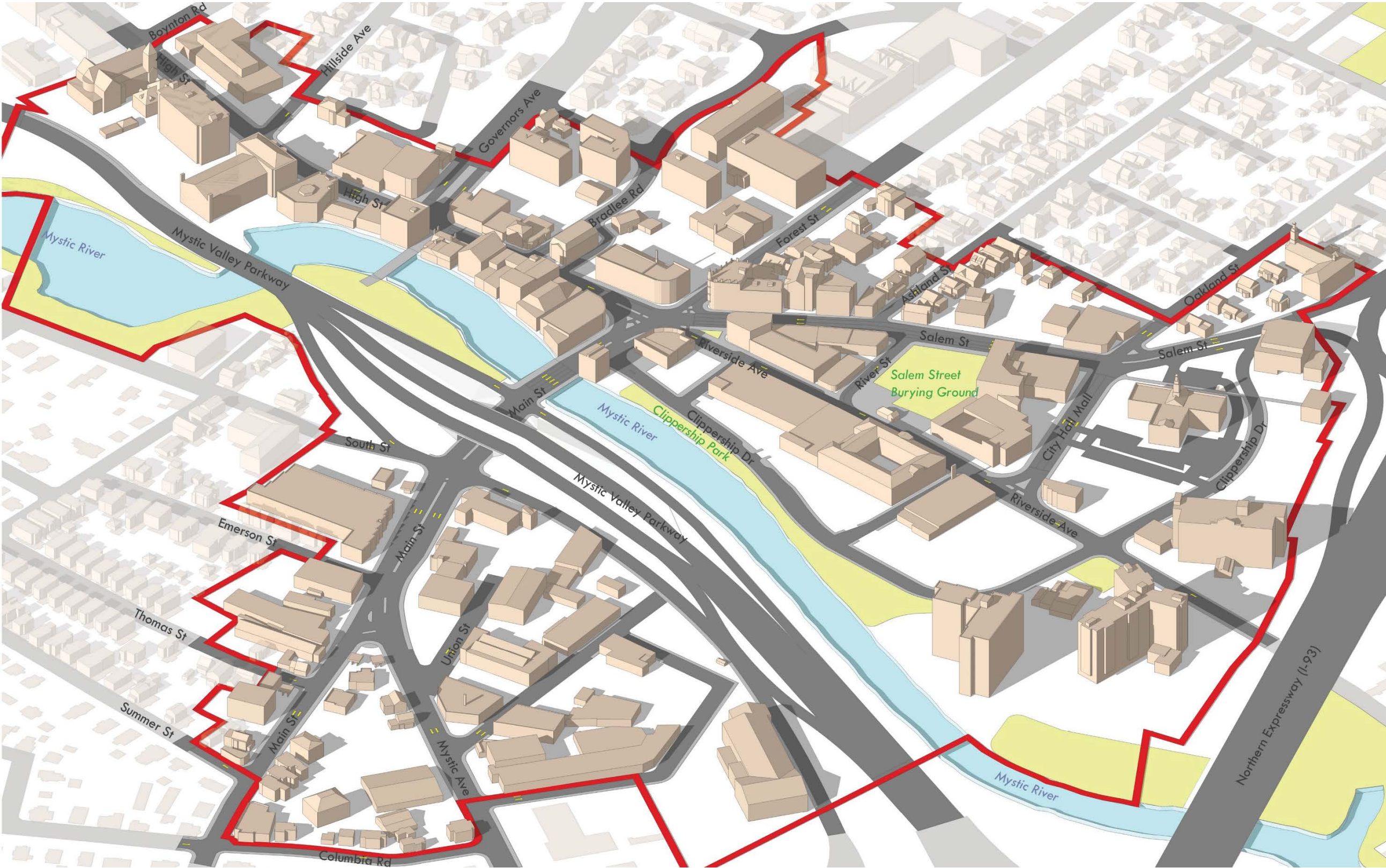
### **STRENGTH, WEAKNESS, OPPORTUNITY, THREAT**

As an overarching summary of all the sources reviewed, the following Strength, Weakness, Opportunity and Threat (SWOT) analysis reflects the current conditions of Medford Square. If the Medford Square Vision Statement, outlined above is the objective – the following are internal and external factors that either support or obstruct the Square toward advancing that objective.

<p><b>Strength</b></p> <ul style="list-style-type: none"> <li>• History, architecture, character</li> <li>• Chevalier Community Theatre</li> <li>• Active and engaged community</li> <li>• Attractive restaurants</li> <li>• Mystic River</li> <li>• Proximity to Boston and Tufts</li> </ul>	<p><b>Weakness</b></p> <ul style="list-style-type: none"> <li>• Overabundance of traffic</li> <li>• No active anchor or destination</li> <li>• Very little retail activity</li> <li>• Unsafe walking conditions</li> <li>• No central civic space</li> </ul>
<p><b>Opportunity</b></p> <ul style="list-style-type: none"> <li>• Expand public art programs</li> <li>• Strengthen Chevalier as destination</li> <li>• Leverage Mystic River</li> <li>• Redevelop underused properties</li> <li>• Advance walking and biking</li> <li>• Pass-through traffic</li> </ul>	<p><b>Threat</b></p> <ul style="list-style-type: none"> <li>• Competing places – Wellington, Assembly, Davis Sq., Arlington Center</li> <li>• Perception and negative impressions</li> <li>• Lack of investment</li> <li>• Inability to attract variety of businesses</li> </ul>



Figure 2 Medford Square Master Plan Study Area Source: MAPC







## Study Area Facts

### HISTORY

Medford Square is a historic location with origins that span centuries back to 1630. Medford was the fourth oldest English settlement in America and was established as a City in 1892. The location and its significance have always been closely linked to the Mystic River, with the area even originally called “Mistick”. The modern name, Medford, itself is thought to have come from “ford by the meadow” or “Meadford”, referencing the fordable part of the Mystic River just west of Medford Square. The location of the Cradock Bridge was the location of the first toll bridge across the Mystic starting in 1637. It was the only bridge across the Mystic for approximately 150 years and attracted much of the activity north of Boston to the Medford Square area.

Medford was a leader in building Clipper Ships and much of that activity occurred on the banks of the Mystic in Medford Square. The City was a center of other 19<sup>th</sup> century industries including the manufacture of brick, tile, rum and Medford Crackers. Much of the historic settlement patterns of Medford Square are intact today, as seen in the historic image below. High Street, Salem Street, Forest Street and Main Street exist in large part as they were historically laid out. At the time of the image below (mid-19<sup>th</sup> Century), Medford Square had a rail spur and Terminal off of the Boston and Maine Railroad. Later transportation improvements included a streetcar network that was eventually converted to buses.

Also important to highlight in the historic image below is the absence of Interstate 93, constructed in the 1950-60's and the absence of Route 16. The historic pattern of uses more directly connect to the river and include more buildings along the river.



Source: Medford Public Library – Historical Maps



Other notable historic connections to Medford and Medford Square include significant historic figures, popular culture contributions and contemporary luminaries. Local resident, James Pierpont, wrote the song “Jingle Bells” in a tavern on High Street. Another local resident, Lydia Child, wrote a poem that is now the song “Over the River and Through the Woods”. Fannie Farmer was a local resident and author of a popular cookbook and Amelia Earhart lived in Medford for a short time. Medford was also home to Michael Bloomberg, former Mayor of New York City, businessman and philanthropist, and the American author Paul Theroux, also grew up in Medford.

Another historic image of Medford Square, below, highlights the intact heritage of the Square, with many defining buildings and architectural features that remain today. The historic image also reflects two of the priorities today – the Square as a destination and as a walkable place. At the time of the photograph (mid-20<sup>th</sup> century), the uses in the Square were more prominent as city-wide destinations, including retail such as Frank’s Department Store. The historic photograph also highlights the very large central intersection of Salem, High, Forest and Riverside and how unfriendly it appeared to pedestrians even in an era of less traffic. Many current improvements, such as the Century Bank plaza, have done much to reduce the large undefined intersection depicted.



Source: *Digital Commonwealth*

## OTHER RELEVANT STUDIES

The history of Medford Square includes its most recent history of studies and plans. As part of this Master Plan, the previous relevant studies have been reviewed to create a firm foundation for the current plan and to also highlight previous recommendations that remain relevant or that were not accomplished through previous implementation efforts. The previous relevant studies include:

- *Shaping Medford: Community Conversations to Guide our Economic Future*, Mayor Stephanie Burke’s Business and Economic Development Committee (BEDC), July 2016



- *Bicycle Infrastructure Master Plan: Guidelines and Recommendations for Medford, Massachusetts*, Medford Bicycle Advisory Commission, March 2016
- *Mayor's Transition Team – Cultural Affairs and Recreation Report and Priority Recommendations*, Mayor Stephanie Burke's Transition Team, 2016
- *Envision Medford*, Medford Community Coalition, 2016
- *City of Medford Open Space & Recreation Plan Update*, Weston & Sampson, 2011
- *Medford Square Garage Feasibility Study*, MassDevelopment, Utile, Nelson\Nygaard, October 2010
- *Mystic River Master Plan*, Department of Conservation and Recreation (DCR), November 2009
- *The Lower Mystic Corridor Strategy: Working Together to Achieve the Full*, BRA, Chelsea, Everett, Malden, Medford, Somerville, MAPC, June 2009
- *Medford Square and the Mystic River: Reconnection, Revitalization, Redevelopment*, MIT DUSP, Fall 2006
- *The Mystic River Greenway*, MIT DUSP, November 2006
- *Medford Square Master Plan*, Sasaki, June 2005

## EVALUATION OF PREVIOUS MASTER PLAN



Given the foundational nature of the 2005 Medford Square Master Plan, a more in depth analysis of its recommendations has been part of the existing conditions analysis. As discussed, it appears that many of the goals of the community remain relevant from the 2005 Master Plan. However, the context for the plan has changed dramatically since the time of its writing. One other notable difference is the Study Area geography, with the current Master Plan including the Main Street Subarea area around Main Street and Mystic Avenue south of the River.

The previous Master Plan was focused on development opportunities, civic realm, access and transportation, retail positioning, guidelines for development, and implementation. The highest priority for implementation was identified to advance development through the issuance of a developer's request for proposal (RFP) and identification of funding for the first phase of public improvements. The most notable accomplishment of implementation from the previous Master Plan was the realignment of Clippership Drive to expand riverfront amenity and access. The transformative redevelopment which was a major focus of the previous master plan and a priority for implementation has not come to fruition. Little progress was made relative to the actions outlined to unlock private development through an RFP process. The slow progress was then completely stopped by the lack of redevelopment activity as a result of the Great Recession of 2009.

Relative to the emerging themes of the current planning process, it appears that clear actions need to be identified with a broad collection of responsible parties that include the City, land owners, business owners, cultural organizations, the State and others. The Master Plan should not be overly dependent on large investments to unlock the future vision, but should frame both modest and incremental improvements and transformative improvements that can all build to the same vision for the Square. A new process and set of actions that more deliberately build momentum for the Square would be an improvement over the previous Master Plan.



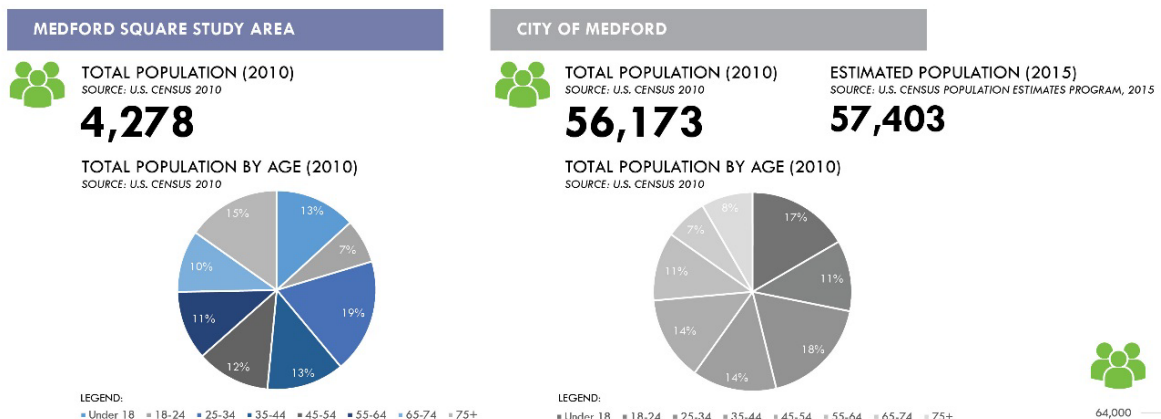
## STAKEHOLDER INTERVIEWS

In order to better understand the current conditions, dynamics and expectations for Medford Square, a series of interviews were conducted to supplement the baseline information gleaned from the previous relevant studies. The interviews were immensely helpful and the process owes gratitude to the time that each individual took to share thoughts about the Square. Diverse and varied points of view were sought through the collection of interviews, the following is the list of interviews that have been conducted as of the writing of this memorandum:

- Patrick Bibbins, Chair, Medford Bicycle Advisory Commission
- Officer Carl Brooks, Traffic, Medford Police Department
- Jeff Buxbaum, WalkMedford
- Rocco Dirico, Director Community Relations, Tufts University
- Janet Donnelly, Executive Director, Medford Chamber of Commerce
- Allie Fiske, Cultural Liaison, Mayor's Office, City of Medford
- Rosie Gill, President, Medford Farmers Market
- Sharon Hepburn, Owner, Mystic Coffee Roaster
- Alicia Hunt, Director of Energy and Environment, City of Medford
- Peter Kerger, Foreman, Water and Sewer Department, City of Medford
- Brian Kerins, Commissioner, Department of Public Works, City of Medford
- Cassandra Koutalidis, City Engineer, Engineering Division, City of Medford
- Syrah McGivern, WalkMedford
- Michael Nestor, Foreman, Parks Division, City of Medford
- Dave Proctor, Superintendent, Water and Sewer Department, City of Medford
- Gary Roberts, Chair, Medford Arts Council
- Barbara Rubel, Director of Community Relations/President, Tufts/Medford Chamber
- Mark Shea, Assistant City Engineering, Engineering Division, City of Medford
- Laurel Siegel, President, Coalition for Arts, Culture, and a Healthy Economy (CACHE)
- Stephen Tenaglia, Foreman, Public Works Highway Division, City of Medford

## DEMOGRAPHICS

In the Medford Square Study Area, the resident population that exists is about 7.5% of the total population of the City, as shown below with the Total Population figures. The pie chart below shows the distribution of age in the Study Area (left) and City of Medford (right). The Study Area skews older as evident by 15% of the population that is 75+, compared to 8% of the citywide population.





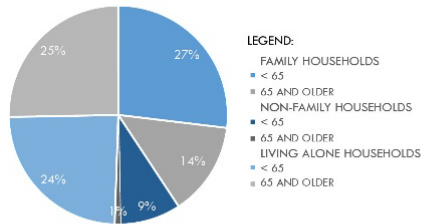
The total number of households in the Study Area is approximately 10% of the total number of households in the City of Medford. The age of the households also skews older with the relative share of the older portions of the pie chart below showing as larger in the Study Area (left) when compared to the City (right). The Study Area includes about 3% of the total housing units in the City.



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

**2,205**

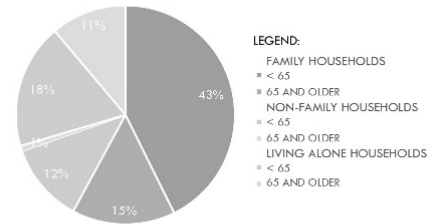
HOUSEHOLD TYPES (2010)  
SOURCE: U.S. CENSUS 2010



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

**22,810**

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



EXISTING HOUSING UNITS  
SOURCE: MEDFORD ASSESSOR'S DATA

**792**



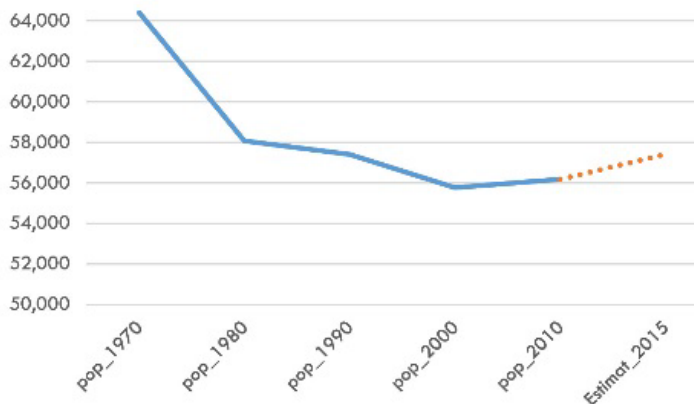
EXISTING HOUSING UNITS (2010)  
SOURCE: MAPC

**24,046**

The total population of the City is increasing and projected to continue that trend. However, the population is not yet returning to its peak of over 65,000 which occurred in the 1960's. Generally, more residents support the need for more retail, restaurant and service businesses. For a center of activity such as Medford Square, a larger surrounding population reinforces the vitality and ability to support local businesses. A portion of that support is derived from the median household income. The figures below show that the median household income in the Study Area is lower than the median household income city-wide.



**MEDFORD POPULATION (1970-2015)**



ESTIMATED MEDIAN HOUSEHOLD INCOME  
SOURCE: AMERICAN COMMUNITY SURVEY 5-YEAR ESTIMATES (2010-2014)

**\$61,750**



ESTIMATED MEDIAN HOUSEHOLD INCOME  
SOURCE: AMERICAN COMMUNITY SURVEY 5-YEAR ESTIMATES (2010-2014)

**\$77,850**



VEHICLES PER HOUSEHOLD, MILES PER DAY  
SOURCE: MA VEHICLE CENSUS, 2014

**No Data**

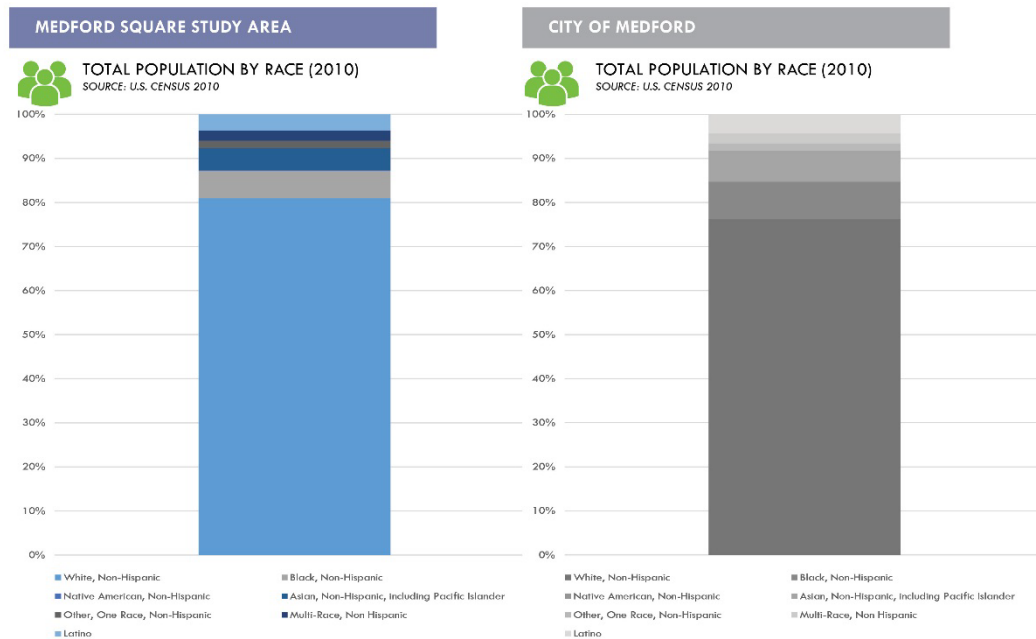


VEHICLES PER HOUSEHOLD, MILES PER DAY  
SOURCE: MA VEHICLE CENSUS, 2014

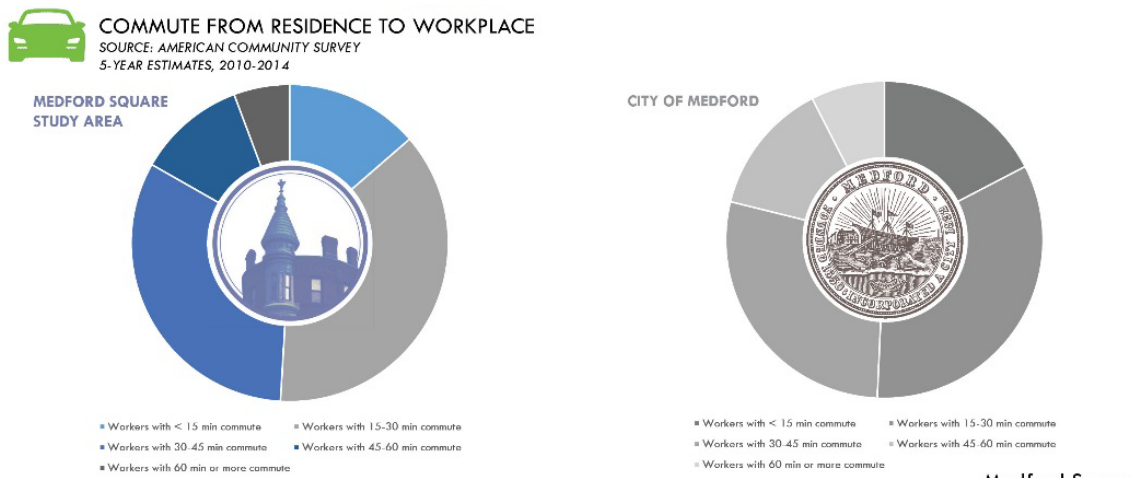
**1.43, 34.25**



The Study Area is somewhat less diverse than the City with the percentage of White, non-Hispanic population rising from over 75% for the City (right) to over 80% for the Study Area (left).



The positioning of Medford and Medford Square in close proximity to strong job centers has translated into relatively short commutes with over half of the population in both Study Area and City experiencing commute times of 30 minutes or less as shown in the charts below.

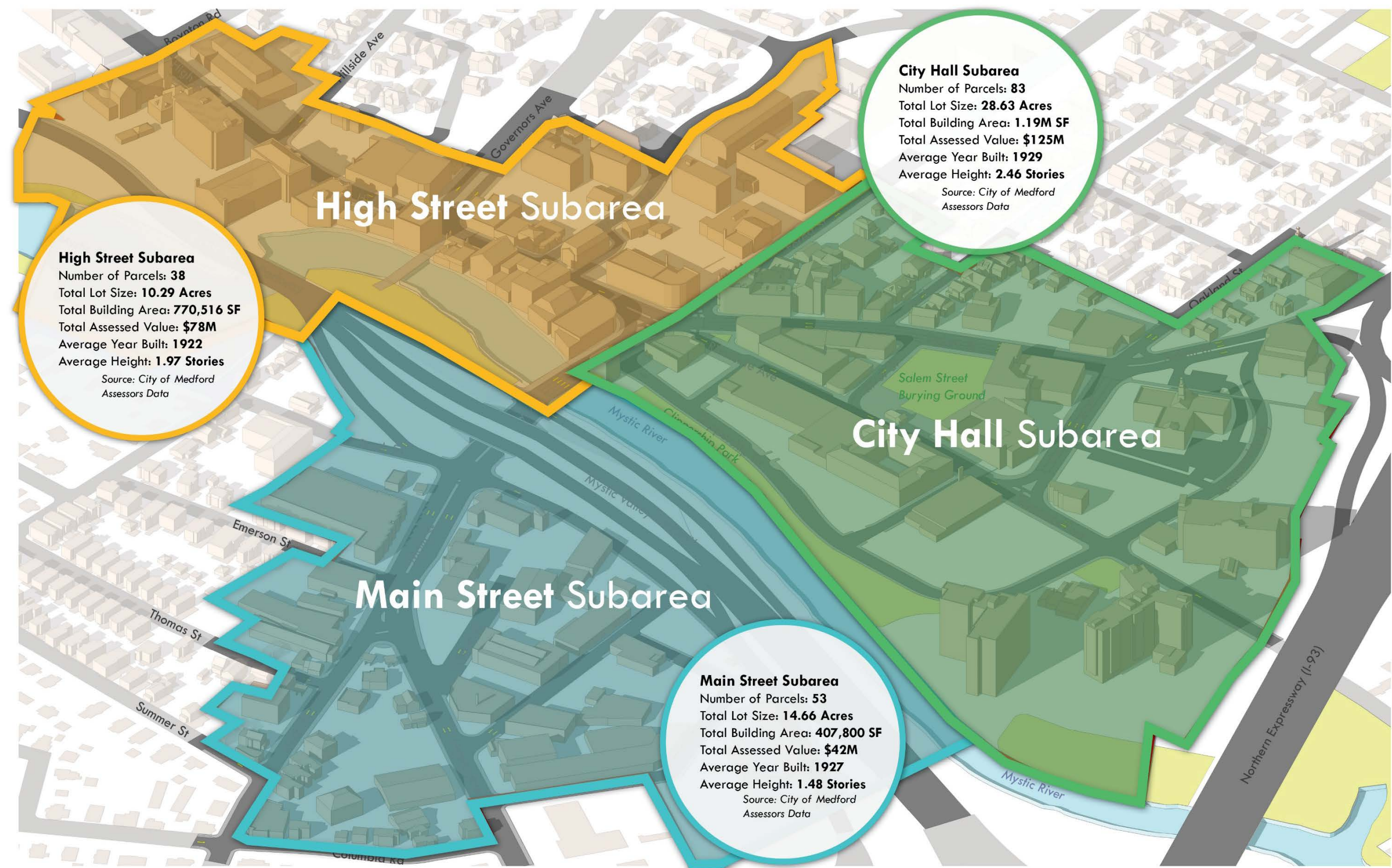


## BASIC FACTS ABOUT MEDFORD SQUARE

Medford Square covers a land area of approximately 100 acres (4,398,800 square feet). This land is divided into 174 parcels with a total lot area of about 53.5 acres within the Study Area. The balance of the total 100 acres is comprised of the Mystic River and the street network. The parcels support 2.37 million square feet of total building area for an assessed value of \$245 million. The historic square includes an average year built of 1926 for its buildings. Despite, several taller residential mid-rise buildings, the average building height is a modest 2 stories. Figure 3 below shows these figures broken down by subarea for a relative comparison of the geography of Medford Square that is being used for this study.



Figure 3 Medford Square's Distinct Subareas Source: MAPC







## Emerging Themes

### SUMMARY OF TOPIC AREAS

In an effort to assist the definition, sorting and solving of issues in Medford Square the Master Plan is anticipated to be divided into four main topic areas. These topic areas are complementary and together cover the full range of categories that are necessary to be considered as part of revitalization and reinvestment in Medford Square. These four topic areas are outlined below and form the structure of this portion of the existing conditions analysis, focused on emerging themes that define the needs to be addressed through the Master Plan. The themes identified have emerged through the existing conditions analysis, interviews and community discussion, and have been ordered as prioritized by the attendees of the first Community Forum. The themes in bold highlight the highest community priorities.

### ECONOMIC DEVELOPMENT AND VITALITY

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

### LAND USE AND SENSE OF PLACE

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

### TRANSPORTATION AND CONNECTIVITY

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

### OPEN SPACE AND QUALITY OF LIFE

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





## Economic Development and Vitality

### EXISTING BUSINESS INVENTORY

MAPC performed an inventory of existing businesses in the Medford Square Study Area during July and August of 2016. This inventory included all ground floor and upper floor retail and commercial businesses. The full catalog of businesses and locations of businesses is shown below on Figures 5, 6 and 7. The methodology used to perform the business inventory is very straightforward, an initial list and mapping of businesses and business locations was created using information available online through Google Maps, Google Street View and related searches for Medford Square businesses. This initial list was then verified, amended and corrected in the field with in-person visits to each building in the Study Area and review of building directories. It is possible that a business may have been missed in this process, particularly a new upper story business that may not have been represented on a building directory. However, the existing business inventory is a verified and a relatively complete picture of the businesses operating in the Square today. The overall location of each of the enterprises in Medford Square is shown in Figure 4.

### EXISTING BUSINESS MIX

In addition to better understanding the full complement of businesses in Medford Square, one of the great benefits of the business inventory is defining an accurate understanding of the existing business mix in the Square. Anecdotally, the planning team heard that there was no reason to linger, shop or browse storefronts in the Square. This type of comment is very consistent with the results of the existing business mix analysis.

All of the existing business inventory information was classified among (6) six categories of business establishments, including Shoppers Goods, Convenience Goods, Food Service, Personal Services, Professional Services, and Vacant. This classification of existing Medford Square businesses was compared to a typical range of distribution of business types in a successful center. The typical range of distribution has been established using best practice data from both the Urban Land Institute and Nielson Retail Data, combined with MAPC's experience with cities and towns in the Boston metropolitan region. This comparison shows an imbalance in the types of uses that exist in Medford Square – generally overrepresented by Personal Service and Professional Service categories.

This analysis and comparison is represented in the pie charts below, with each sub-area compared to the ideal range for each category. This is combined with the existing business inventory for each subarea in Figures 5, 6, and 7.

### LIQUOR LICENSES

The City of Medford has approximately 55 liquor license applications (all alcohol and wine and malt) for 2016. In the Medford Square Study Area there are approximately 16 establishments with liquor licenses. In 2012, the Medford City Council reduced the number of seats required at a restaurant seeking a full liquor license to 50.



Figure 4 Commercial and Retail Land Uses in Medford Square

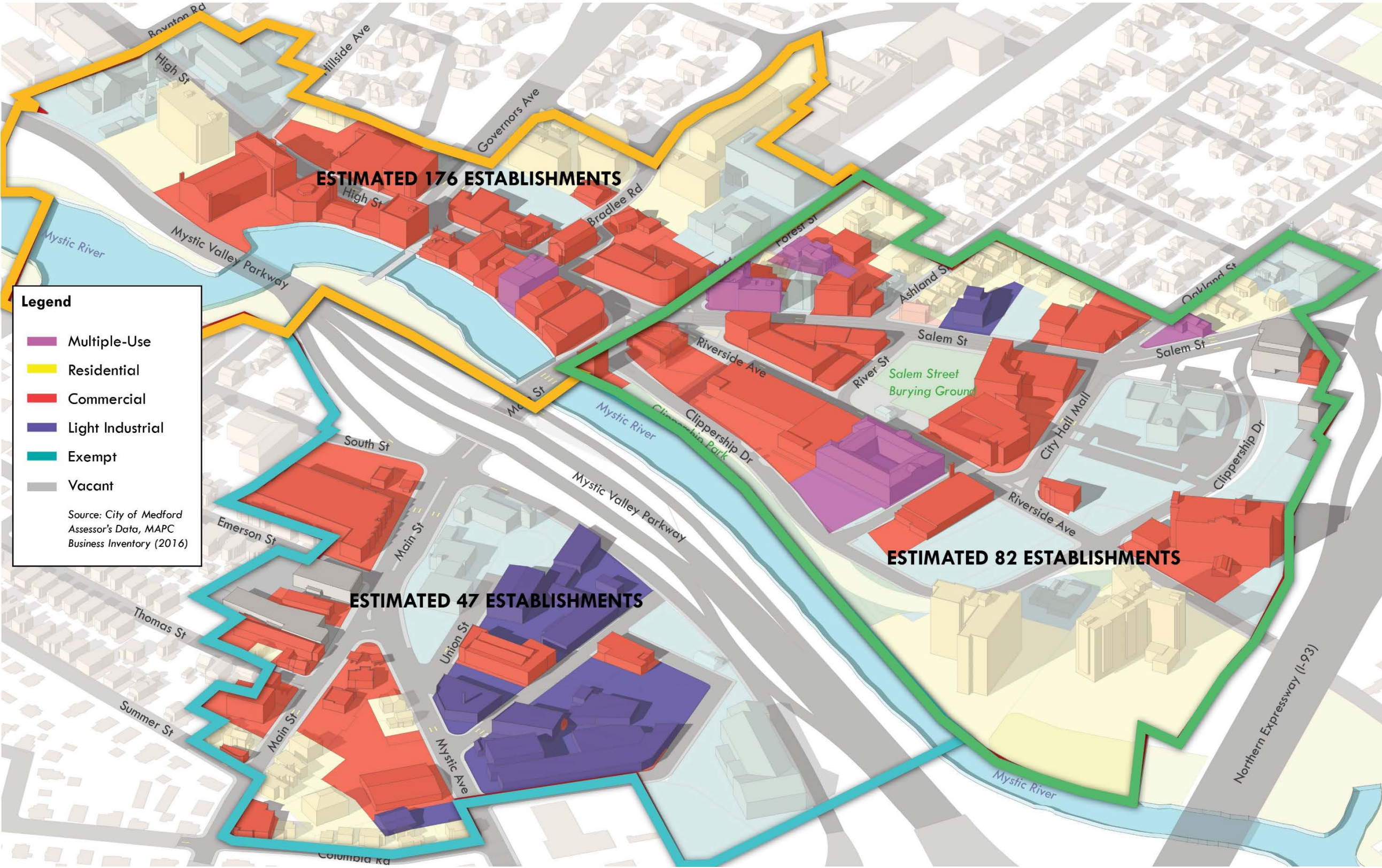




Figure 5 Existing Business Inventory for the City Hall Subarea

As of July/August 2016

Location	Address	Establishment
Plan Key	# of Bus.	As per Assessor's Data
Field verified 7/26/16 and 7/27/2016		
EAST SQUARE		
E1	3 5 Forest Street	C E Farnham Insurance
	2-6 Salem Street	Dunkin' Donuts
		Moreno Barbershop
		(Upper level residential)
E2	2 11-15 Forest Street	Tom Yum Koong Thai Cuisine
		Forest Street Dry Cleaners and Tailoring
E3	1 23 Forest Street	Bonsignore and Brewer Trial Lawyers
		(Also includes residential)
E4	1 29 Forest Street	Terri's Little Pumpkins
E5	2 8-10 Salem Street	Medford Square Convenience
		Chris Capri Unisex Salon
		(Upper level residential)
E6	2 16-20 Salem Street	The Men's Room Master Barbers
		Modern Pastry Shop
		(Upper level residential)
E7	4 34-36 Salem Street	Elizabeth Grady Beauty Salon
		The Knotty Elephant
		H & R Block
		Borealis
E8	2 38-40 Salem Street	Massage Sea Spa
		Blue Fugi Organic Sushi
E9	1 46 Salem Street	Hearing Centers of New England
E10	2 64 Salem Street	The Chicken & Rice Guys
		World Furniture Center
		Vacant
E11	1 70 Salem Street	Pure Hockey
		ComLax
E12	2 11 Oakland Street	Janet's Unisex Beauty Salon
		Forever Beautiful
		(Also includes residential)
E13	98 George Hassett Dr	Vacant (previously Sprintstep)
E14	1 100 George Hassett Dr	Arbor Counseling Services
E15	101 George Hassett Dr	Vacant
E16	4 1-11 Salem Street	Century Bank
		Art Classes
		Vacant (upper level office)
	18 Riverside Avenue	Tashi's Hair Salon
		Spinosa Maintenance
E17	6 15-25 Salem Street	Mystic Valley Travel
		Property Central
		Primerica
		Alamo Raost Beef
		Cosmopolitan Real Estate
E18	4 31-35 Salem Street	Medford Electronics
		Mandy's Beauty
		Carpenter's Union
		Nobile Insurance
		Medford Wine & Spirits
E19	1 26 City Hall Mall	Harvard Vanguard Medical Associates
E20	6 22-42 Riverside Ave	Wellington's Pizzeria
		Tenoch
		Princess Nails
		Mystic Coffee Roasters
		Cash Point
		The Threading Place
		Vacant (previously Medford Square Diner)
		Vacant (previously Sunique Tanning Salon)
E21	3 2-6 River Street	Vita Insurance
		Beagan Law Office
		GS Music Center
E22	1 24 City Hall Mall	Harvard Vanguard Parking Structure
E23	5 1 City Hall Mall	Limited to Endodontics
		Visting Angels Living Assistance Services
		Hurwitz Home Care Visiting
		Allergy and Asthma Physicians
		Di Perna & White Law Office

As of July/August 2016

Location	Address	Establishment
Plan Key	# of Bus.	As per Assessor's Data
Field verified 7/26/16 and 7/27/2016		
EAST SQUARE		
E24	1 116 Riverside Avenue	Hyatt Place Boston/Medford
		The Gallery Market
E25	2 28-30 Main Street	Coffee to Beer & Wine Bar
		Medford Square Dentistry
E26	5 10-16 Main Street	Medford Auto School
		David Cores Certified Accountant
		U.S. Marine Corps Career Center
		Citizen's Bank
		Primetime Barbershop
		Jade Massage Therapy
E27	11 23-45 Riverside Ave	Papa Gino's
		Kumon Math and Reading Center
		Chung Ki Wa Restaurant
		Grace Cleaners
		Donuts with a Difference
		Medford Square Smoke Shop
		Natural Nail Design
		Chilli Garden Restaurant
		Massachusetts Broadcasters Association
		The UPS Store
		Extreme Ninja/iLoveKickboxing
E28	2 53-55 Riverside Ave	Middlesex Federal Savings
		CVS/Pharmacy
E29	4 65 Riverside Avenue	Ebisuya Japanese Market
		Riverside Chiropractic
		Massage Therapy Acupuncture
		Play Academy
		(Also includes residential)
E30	3 75 Riverside Avenue	Winchester Hospital
		Mystic Valley Pediatrics
		Hair Terrace Salon
82		

TYPICAL TOWN CENTER USES

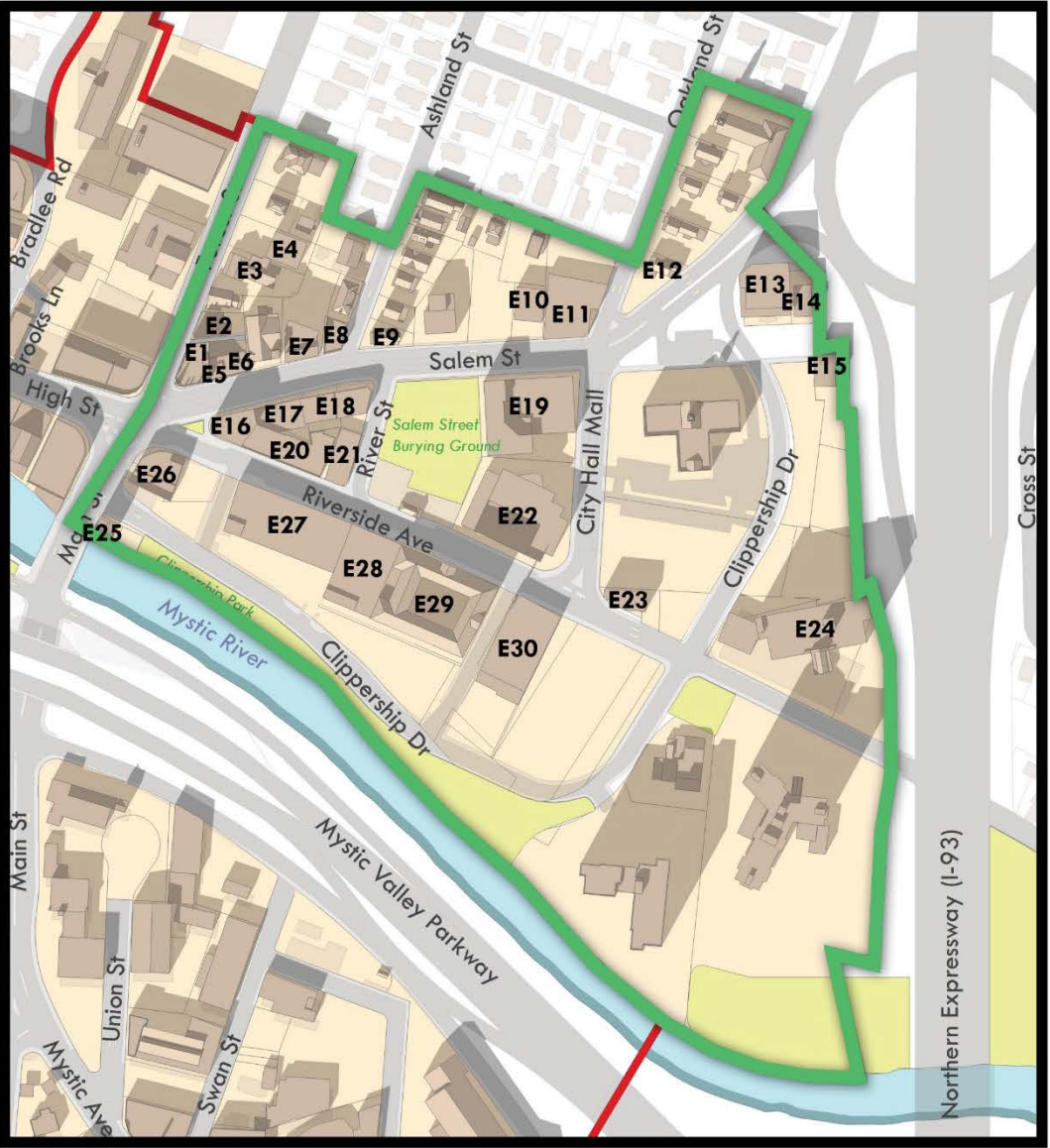
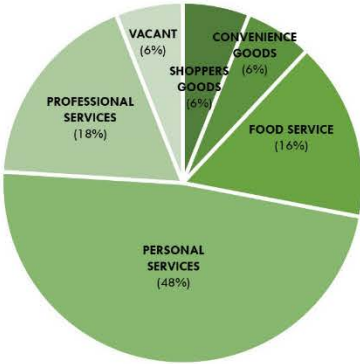
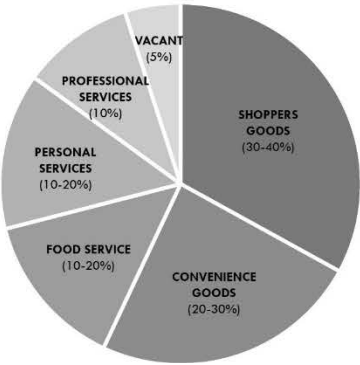




Figure 6 Existing Business Inventory for the High Street Subarea  
As of July/Aug. 2016

Location	Address	Establishment
Plan Key	# of Bus.	As per Assessor's Data
		Field verified 7/26/16 and 7/27/2016
WEST SQUARE		
W1	1 81 High Street	CVS
W2	32 0 Governors Avenue	Medford Professional Building (See Tenant List)
W3	2 61-55 High Street	Colleen's Ice Cream & Sandwich Salvatore's
W4	2 47 High Street	Sea Waves Beauty Salon Rosa's Roast Beef Pizza Vacant (previously The Paint Box)
W5	1 43 High Street	Gaffey Funeral Home
W6	3 16 Bradlee Road	Law Office of Thomas Colonna RW Real Estate The Center for Muscular Therapy
W7	1 29 High Street	Members Plus Credit Union
W8	1 13 Bradlee Road	Mystick Women's Health
W9	10 5-21 High Street	Rosetti Optique Nijiya Japanese Restaurant Vacant (previously Congress. District Office) Agganis Driving School Precision Physical Therapy Crowley LLP Denman Inc. TV 3 Medford Community Cablevision Arianna Skin Care
W10	78 92 High Street	Certified Public Accountant Marcus Fonzi Professional Building (See Tenant List)
W11	4 84 High Street	84 High Street Commons Quality Tax Collvest Coins Mass Mortgage Group Dental Delights
W12	3 80 High Street	80 High Street Professional Building Children's Dental Associates Mystic Valley Orthodontics Cosmetic & Esthetic Dentistry
W13	4 74-76 High Street	Vogue Hair Salon D'Errico-McGlynn Flowers Sweetie's Tool Candy Store John Loneragan Insurance Real Estate
W14	4 66-72 High Street	V.I.P. Barber Shop Roland's Jewelry Maitetta Insurance Agency
W15	11 1 Shipyard Way	One Shipyard Way (See Tenant List)
W16	1 60 High Street	Brookline Bank
W17	4 42-44 High Street	Vacant (previously Ward's Gifts) (See Tenant List)
W18	1 40 High Street	Elements Therapeutic Massage
W19	1 38 High Street	Renato Carpinito D.M.D.
W20	2 24-28 High Street	Bank of America Real Gusto Vacant (Upper level residential)
W21	3 16-22 High Street	The Lighthouse Restaurant Grapevine Travelers - Fine Wines & Spirits Medford Optical Vacant (Upper level office)
W22	7 10 High Street	Andrew Realty IT Solutions Provider LLC Law Office City Building - 10 High Street McKenna Insurance Quinn Insurance Riverway Counseling Associates (RCA) Carroll's Bar and Grille
	21 Main Street	

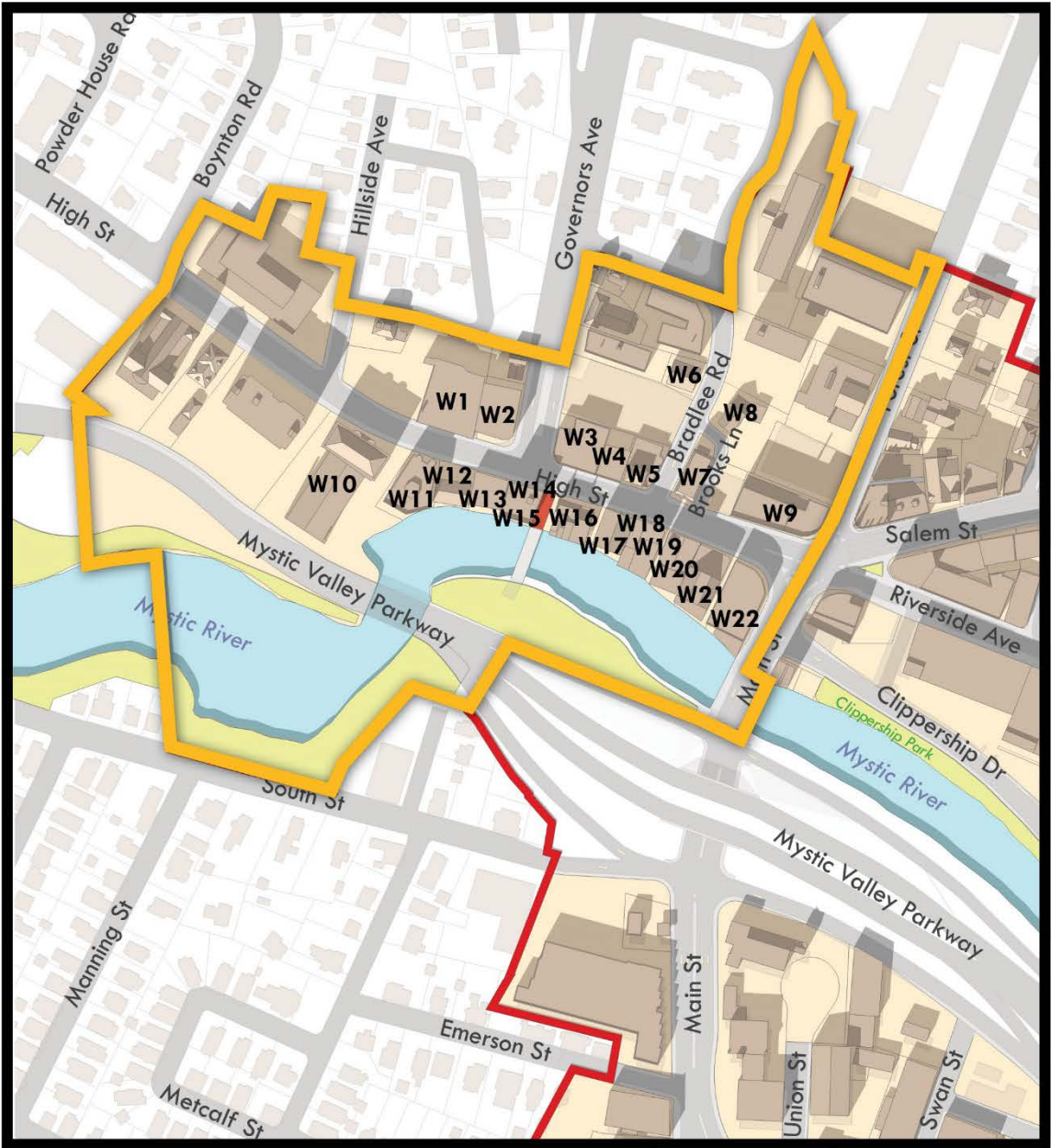
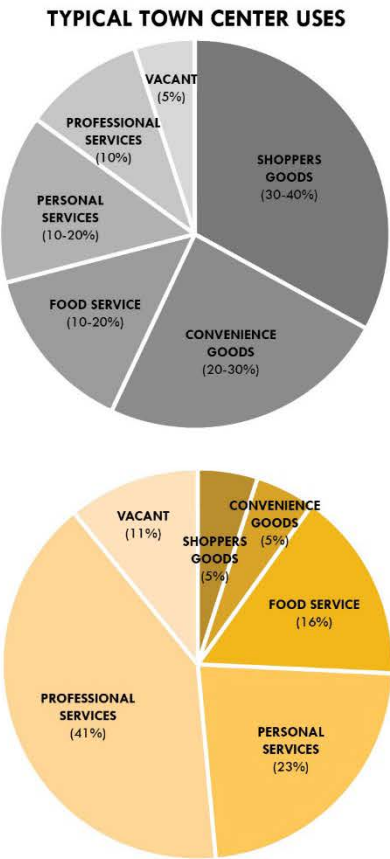




Figure 7 Existing Business Inventory for the Main Street Subarea

As of July/August 2016

Location	Address	Establishment
Plan Key	# of Bus.	As per Assessor's Data
		Field verified 7/26/16 and 7/27/2016
SOUTH SQUARE		
S1	1 85 Main Street	Medford Gas Repair & Service
S2	12 101 Main Street	101 Main Street (See Tenant List) Spaulding Rehabilitation Outpatient Care L.M.H. Rehabilitation Mystic Valley Medical Assoc. Inc. Pediatric Association of Medford P.C. Mt. Auburn Health Care at Medford LMH Community Counseling Services Optical Advantage L.M.H. Medical Services Family Medical Assoc. North Suburban Orthopedic Associates, Inc. Yavner Dental Associates Hallmark Health Behavioral
S3	127 Main Street	Vacant (previously Staples)
S4	1 133 Main Street	Tedeschi Food Shops
S5	137 Main Street	Vacant
S6	3 141 Main Street	Teresa's Bride-N-Belle Boutique Jason Anthony's Formal Wear Broadway Piano
S7	1 151 Main Street	Jack's Gas and Service
S8	5 153 Main Street	J. J. Ruddy Insurance (See Tenant List) The Markey Committee Downtown Investigation, LLC Northeast Center for Youth & Families New Apostolic Church
S9	1 165 Main Street	Pinky's Famous Pizza
S10	1 1 Mystic Avenue	Mobil/Circle K
S11	2 154 Main Street	Dunkin' Donuts Star Salon Style
S12	2 178-182 Main Street	Richdale Convenience Store Sei Bar Restaurant
S13	1 29 Mystic Avenue	Grava Car Dealer
S14	1 33 Mystic Avenue	Alex's Auto Repair
S15	2 44-60 Union Street	Lou's Custom Exhaust Stephen's Automotive Transport
S16	3 70 Union Street	Armstrong Ambulance Service Carli Fence Co. Mind in Motion Pilates
S17	1 16 Union Street	Volsar Auto Services Inc.
S18	1 35 Swan Street	J. J. Donovan & Sons
S19	2 57 Swan Street	FA. Mar AAA Response Elec Services
S20	2 58 Swan Street	Eastern Tool Corporation Adicep Technologies
S21	2 78 Swan Street	Sun Auto A&P Collision Center
S22	1 26 Mystic Avenue	Grava Service
S23	2 44 James Street	Joseph's Transportation All Truck and Equipment, Inc.

47

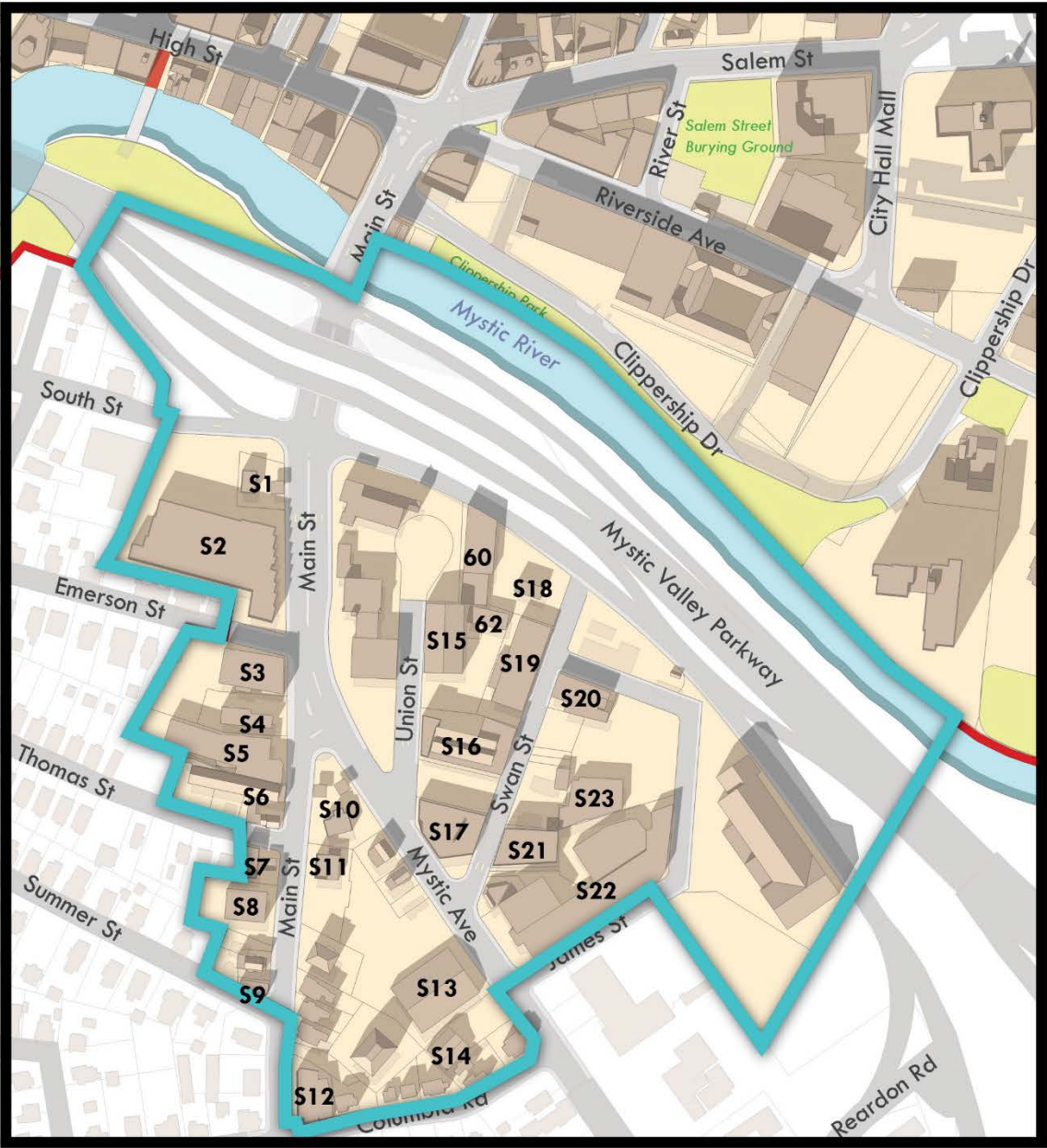
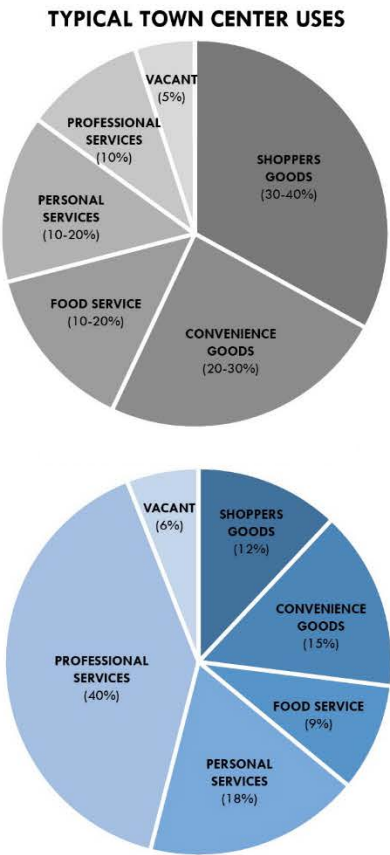




Figure 8 Current Housing in Medford Square

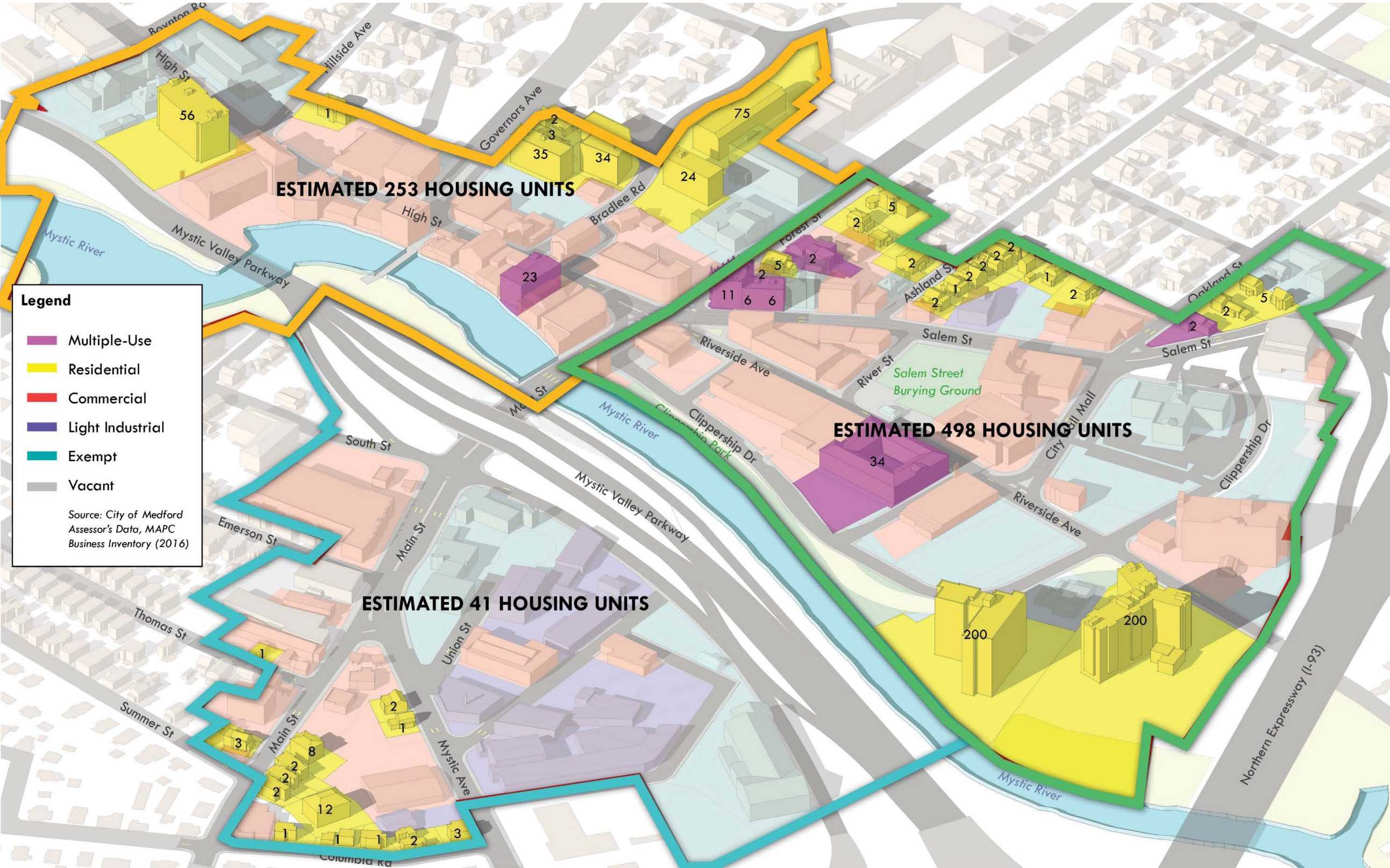
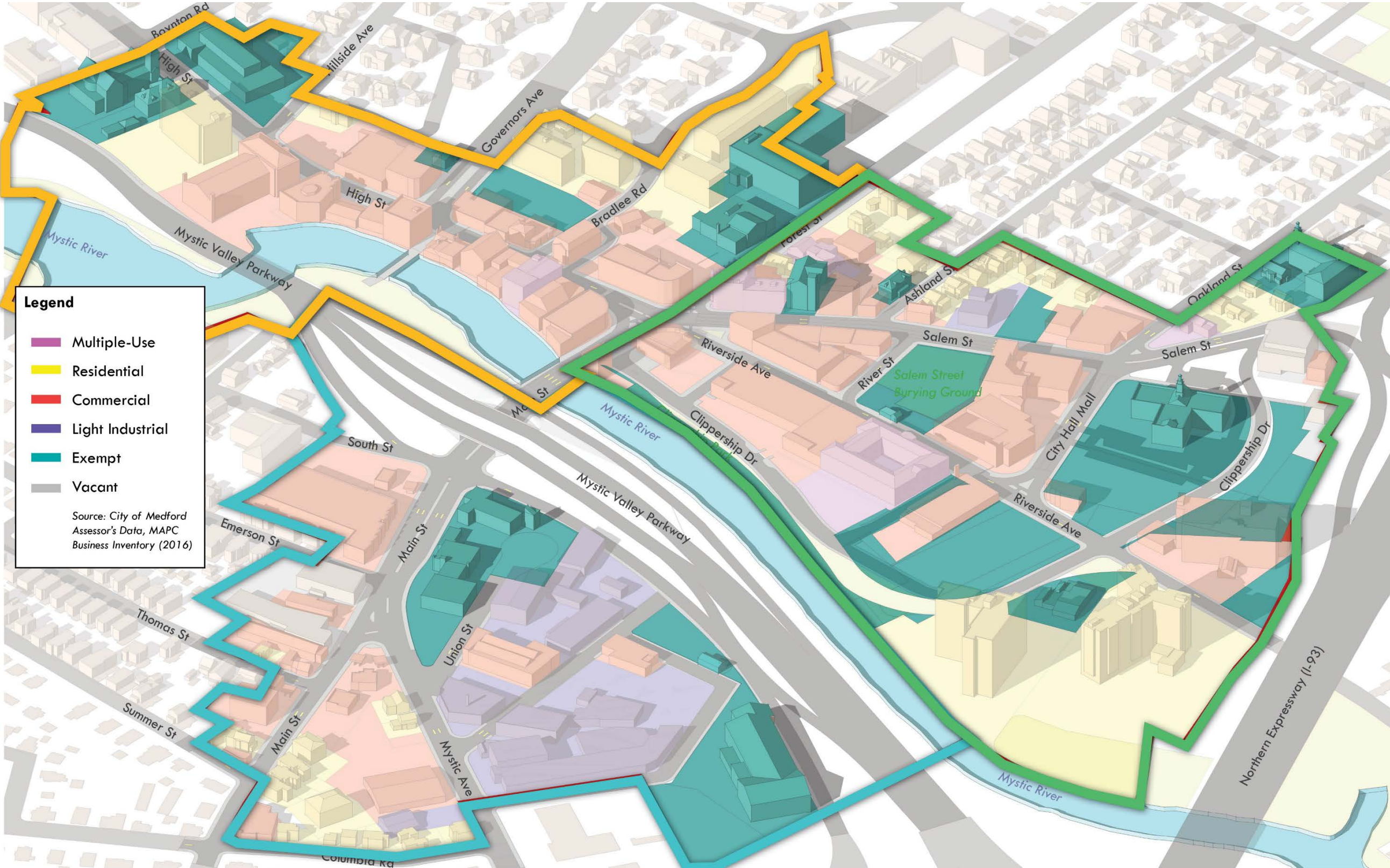




Figure 9 Current Municipal, Cultural and Institutional Uses in Medford Square





### Figure 10 Cultural and Recreational Assets of Medford Square

## CULTURAL/HEALTH/RECREATION ASSETS

**OPEN SPACE**

- 1 Mystic River
- 2 Clippership Park
- 3 Krystle Campbell Peace Garden
- 4 Condon Shell
- 5 Century Bank Plaza
- 6 City Hall Lawn
- 7 Salem Street Burying Ground

## COMMUNITY HEALTH RESOURCES

- 8 Harvard Vanguard  
9 Winchester Hospital Medford

## MUNICIPAL SERVICES

- 10 City Hall  
11 Medford Public Library  
12 Police Department  
13 Fire Department  
14 Department of Public Works

## HISTORIC RESOURCES

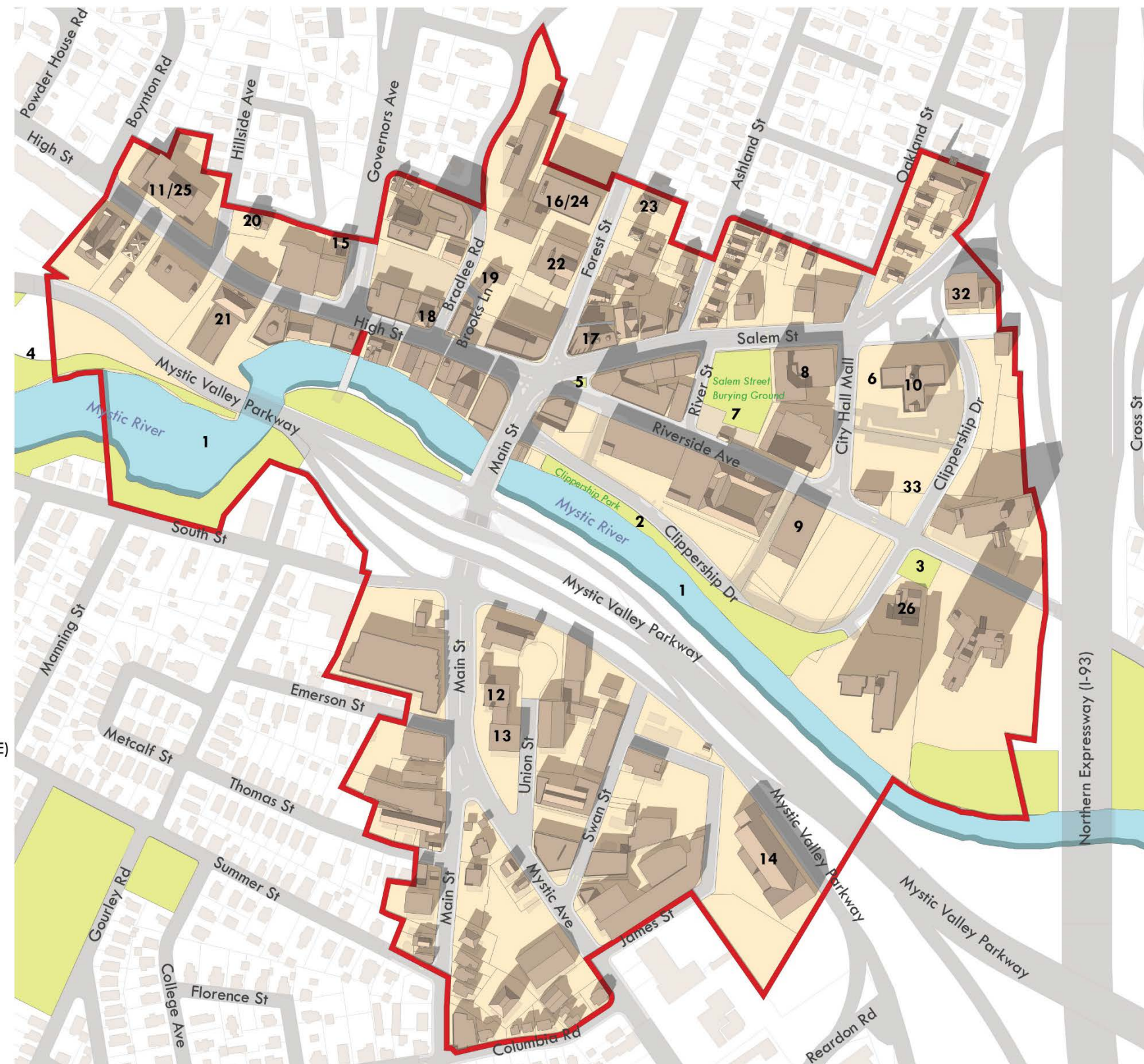
- 15 Medford Historical Society
- 16 Old Medford High School (Chevalier Theatre)
- 17 Bigelow Block
- 18 Isaac Hall House
- 19 Jonathan Wade House
- 20 Hillside Avenue Historic District
- 21 Lawrence Light Guard Armory
- 22 US Post Office - Medford Main
- 23 Joseph K. Manning House

## CULTURAL RESOURCES

- 24 Chevalier Theatre
- 25 Medford Public Library
- 26 Medford Senior Center
- 27 Coalition for Arts, Culture and a Healthy Economy in Medford (CACHE)
- 28 Tufts University
- 29 Circle the Square (event)
- 30 Arts Across Medford (event)
- 31 Mystic River Celebration (event)
- 32 Former Springstep Facility

## HEALTHY FOOD SOURCES

- 33 Medford Farmer's Market  
34 Community Garden at Mystic Riverbend Park  
35 Community Garden at Condon Shell



## Medford Square Master Plan

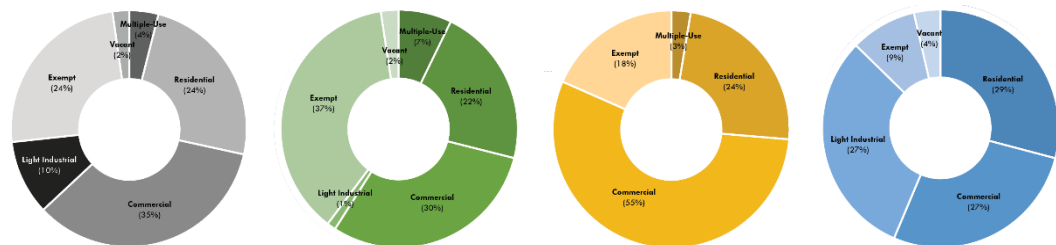
### Existing Conditions and Vision Memorandum



## Land Use and Sense of Place

### LAND USE MIX

The mix of uses in Medford Square is typical of what you may find in historic town centers. It includes a high number of commercial and exempt properties. Exempt properties include municipal uses, other government uses and institutional uses. The Square also includes a sizable portion of residential uses, many of which are substantial residential mid-rise towers. Other uses include a small proportion of light industrial, mixed and vacant properties. The proportion of light industrial uses grows dramatically for the Main Street Subarea. The City Hall Subarea has a high proportion of exempt uses. The High Street Subarea is more heavily weighted toward commercial uses. One other remarkable aspect of uses in the Square is that the number of mixed-use properties is relatively low. Particularly, given the strength of mixed-use development in walkable centers that is a central feature of many redevelopment projects today. The diagrams below depict the proportion of uses in Medford Square, including (from left to right) overall Medford Square, City Hall Subarea, High Street Subarea and Main Street Subarea.



The distribution of land uses in the Square is shown below in Figure 11. The Fiscal Year 2016 Tax Rates for the City of Medford are \$11.19 for residential property, \$21.82 for commercial property, and \$21.82 for industrial property (Source: Medford Board of Assessors). Medford approved the Community Preservation Act (CPA) in November 2015. The act directs Medford to establish a Community Preservation Fund (CPF) to be used for open space protection, historic preservation, affordable housing or outdoor recreation. CPA funds are raised through a 1.5% assessment on local property taxes and annual funds received from the statewide Community Preservation Trust Fund. The CPF is overseen by a local Community Preservation Committee (CPC). The Medford Square Master Plan will almost certainly result in recommendations and actions that would be consistent with and appropriate for use of future Community Preservation Act funds.

### EXISTING ZONING REVIEW AND EVALUATION

In the Medford Square Study Area, (7) existing zones regulate the use of land. The physical boundaries of these zones are depicted in Figure 12 below. The (7) existing zones include Commercial 1 (C-1), Commercial 2 (C-2), Industrial (I), General Residence (GR), Apartment 1 (APT-1), Apartment 2 (APT-2), and Single Family 1 (SF-1). The characteristics of those zones are shown in the table below, including use regulations, dimensional requirements and parking regulations. The listing of principal uses does not include all uses listed in the Zoning Ordinance, but focuses on those particularly relevant to the Square.



Principle Uses	SF-1	GR	APT-1	APT-2	C-1	C-2	I
Multiple dwelling not over three stories	N	N	Y	Y	Y	N	N
Multiple dwelling not over six stories	N	N	N	Y	Y	N	N
Hotel not over 50 feet in height	N	N	N	N	Y	Y	N
Hotel not over 140 feet in height	N	N	N	N	Y	N	N
Medical office	N	N	SPA	SPA	Y	Y	SPC
Professional office	N	N	N	N	Y	Y	SPC
Professional office not over 125 feet in height	N	N	N	N	N	N	N
Residential parking area or garage	N	SPA	SPA	SPS	Y	Y	Y
Nonresidential parking area or garage	N	N	N	N	Y	Y	Y
Gasoline service station	N	N	N	N	SPC	Y	Y
Retail sales	N	N	N	N	Y	Y	SPC
Eating place other than a drive-in	N	N	N	N	Y	Y	SPC
Consumer service business	N	N	N	N	Y	Y	SPC

The dimensional requirements of the zones in the Study Area are listed below:

Dimensional Requirements	SF-1	GR	APT-1	APT-2	C-1	C-2	I
Lot Area (Square feet)	10,000	10,000	10,000	10,000	N/A	10,000	10,000
Lot Area (Per dwelling unit)	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Frontage (Feet)	50	50	50	50	20	35	35
Width (Feet)	100	100	100	100	N/A	N/A	N/A
Depth (Feet)	100	100	100	100	N/A	N/A	N/A
Open Space % Gross Floor Area (Landscaped)	10%	10%	10%	10%	N/A	N/A	N/A
Open Space % Gross Floor Area (Usable)	25%	25%	25%	25%	N/A	N/A	N/A
Yards (Feet) Front	15	15	15	15	N/A	15	15
Yards (Feet) Side	15	15	15	15	N/A	15	15
Yards (Feet) Rear	15	15	15	15	15	15	15
Maximum Permitted Lot Coverage (Percent)	30%	35%	35%	35%	N/A	50%	50%
Maximum Permitted Height (Feet)	25	35	35	125	50	30	30
Maximum Permitted Height (Stories)	2.5	3	3	15	4	2	2

## REVIEW OF PARKING REQUIREMENTS AND SUPPLY

The parking requirements of the zones in the Study Area are based on the use and are listed below:



<b>Parking Requirement</b>	<b>SF-1</b>	<b>GR</b>	<b>APT-1</b>	<b>APT-2</b>	<b>C-1</b>	<b>C-2</b>	<b>I</b>
Multiple dwelling – not over 3 stories	2 per DU	2 per DU	2 per DU	2 per DU	2 per DU	2 per DU	2 per DU
Multiple dwelling – not over 125 feet	2 per DU	2 per DU	2 per DU	2 per DU	2 per DU	2 per DU	2 per DU
Subsidized elderly housing	0.5 per DU	0.5 per DU	0.5 per DU	0.5 per DU	0.5 per DU	0.5 per DU	0.5 per DU
Affordable or subsidized housing	1.5 per DU	1.5 per DU	1.5 per DU	1.5 per DU	1.5 per DU	1.5 per DU	1.5 per DU

## **PARKING ANALYSIS**

### **INTRODUCTION**

A parking utilization study was not performed or updated as part of this Master Plan effort, in part because an extensive parking utilization study was performed as part of the *2010 Medford Square Garage Feasibility Study*. The results of that work are discussed below with implications for the Medford Square Master Plan. As described above and in the Redevelopment Analysis and Strategies Memorandum, parking is a major constraint that is currently placed on redevelopment in Medford Square. Accommodating the vehicles of patrons who arrive by car is very important, but the parking supply in the Square today is overabundant and parking must be reduced, reorganized and managed, in order to accommodate future redevelopment that will bring additional activity and vitality to the Square.

### **PARKING INVENTORY**

The *2010 Medford Square Garage Feasibility Study* was performed by the consultant team of Utile and Nelson\Nygaard under the direction of MassDevelopment for the City of Medford. As part of this study, the consultant team prepared a parking inventory analysis for the City Hall and High Street Subareas. The City Hall Subarea includes a total of 750 parking spaces with 100 spaces on-street and 650 spaces in off-street surface parking lots. The High Street Subarea includes a total of 517 parking spaces with 270 spaces on-street and 247 spaces in off-street surface parking lots. These counts do not include private parking structures, such as the Harvard Vanguard parking structure on City Hall Mall or subsurface parking for the Hyatt Place Hotel.

One of the major findings of this study was that spare parking capacity existed in the Square, but not in the most desirable locations. The parking management system that has been put in place as of 2015 with the parking pay kiosks is intended to increase turn-over of prime parking spaces, such that they are more regularly available for short term visits in Medford Square and to push longer term parking demand to less desirable locations. From what has been observed through this process, the parking management program appears to be having that desired effect, but the transition into managed parking and optimization of that management is an ongoing process.

Another major finding of this study was that parking utilization counts revealed a significant amount of vacant parking spaces in Medford Square during the busiest time of parking



demand. Typically, a parking utilization rate of 85 percent is considered ideal for downtown districts and other high demand locations. The target parking utilization rate of 85 percent was established by University of California Los Angeles Professor Donald Shoup in his book *The High Cost of Free Parking*. In general, 85% parking occupancy is an optimal benchmark and preferred utilization rate for parking spaces as overall they are generally full, but 1 or 2 spaces are available per block for on-street spaces or per lot for off-street spaces. The peak demand utilization determined for Medford Square as part of the *2010 Medford Square Garage Feasibility Study* was less than 65 percent with over 400 vacant spaces present in the City Hall and High Street Subarea at the peak hour of 11:00am on a weekday. This utilization varied somewhat between the City Hall and High Street Subareas with the High Street Subarea spaces being better utilized at 76 percent, or nearly 140 vacant spaces. The City Hall Subarea spaces being more poorly utilized at 55 percent, or more than 300 vacant spaces. This parking surplus is apparent today in a number of parking lots that are largely vacant whenever observed. Peak periods of demand and special events occur, but these occurrences are not frequent enough to warrant excess parking in a compact downtown district that is a high activity and high value location.

## **PARKING SURPLUS**

As found by the *2010 Medford Square Garage Feasibility Study*, the vacant spaces were unfortunately in the most remote locations. Key commercial streets were almost entirely full of cars for much of the workday. Surface parking lots on the periphery of the Square, such as the commuter lot in the City Hall Subarea adjacent to I-93, are rarely full of vehicles. Similarly, the lot south of the Mystic Valley Parkway near Veterans Memorial Park, or the lots adjacent to the medical offices of Winchester Hospital on Clippership Drive are rarely full of vehicles. Many of these same patterns were observed in visits to Medford Square as part of the Master Plan effort, with turn-over of on-street parking on key commercial streets occurring more frequently with the addition of the parking management in the Square with the parking payment kiosks.

Several of the conceptual development scenarios considered for portions of the City-owned parking lots south of City Hall between City Hall Mall and Clippership Drive and south of Riverside Avenue to Clippership drive would reduce the parking surplus that was identified. These city-owned parking lots currently provide a parking supply of 122 and 208 spaces respectively. This is a combined total of 330 parking spaces. Many of these spaces could potentially be replaced with below-grade structured parking that may be associated with new development. The more than 300 vacant spaces in the City Hall Subarea at peak demand would suggest that if parking location was reallocated, these current and large supplies of surface parking in the City Hall Subarea could be reconfigured or removed from the parking supply for Medford Square while remaining relatively balanced with demand.

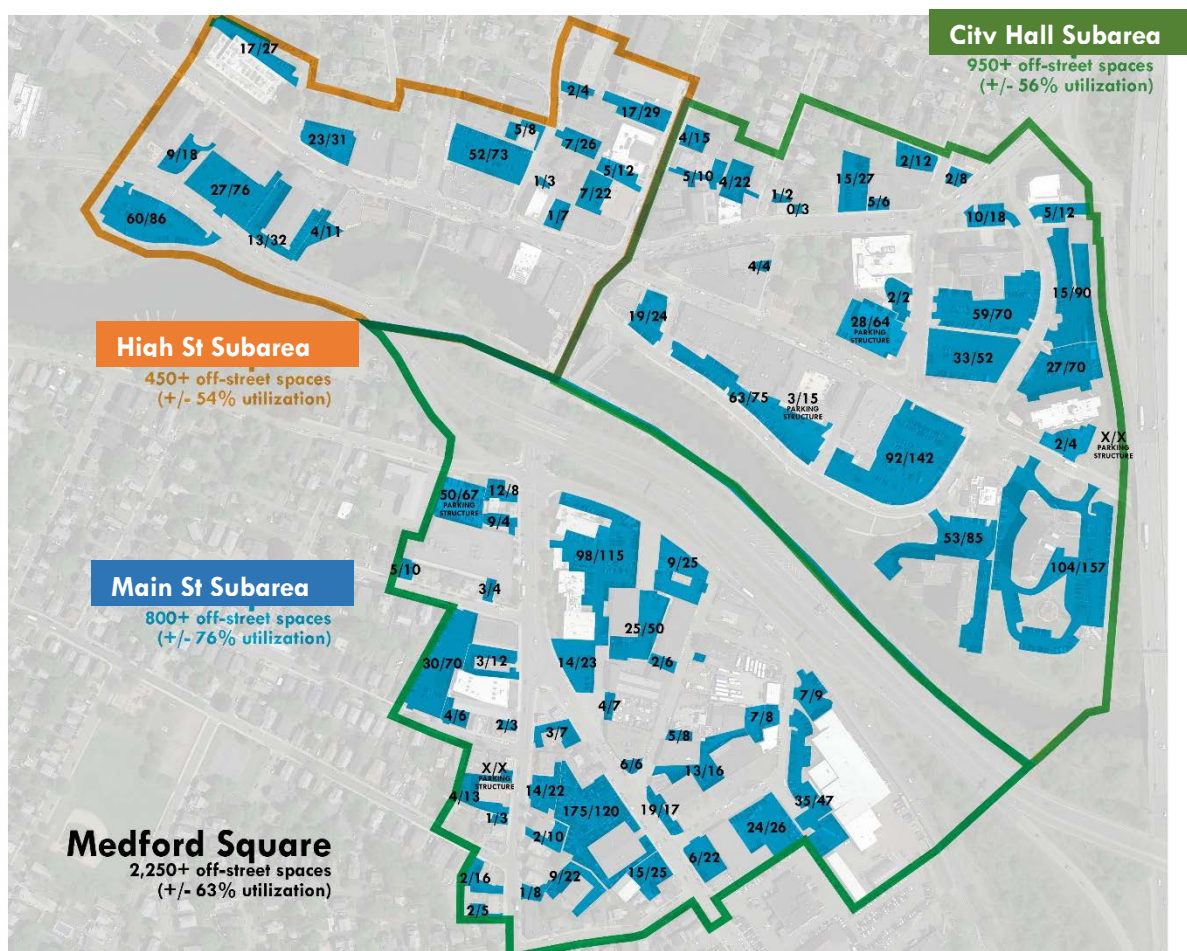
The new development activity and added uses would potentially increase parking demand and potentially modify parking management considerations. However, the overall parking situation seems to be aligned with the potential to add new activity to the Square, while monitoring the impacts and making adjustments to district-wide parking as new investments are completed and activated.



## PARKING ANALYSIS UPDATE

Since the 2010 Medford Square Garage Feasibility Study, parking management has been implemented in Medford Square with on-street parking paid by using parking kiosks located on each block. This change along with other modifications to parking areas or building uses highlights the need to continually update and track parking patterns in the Square. Updated parking data can allow the management of the supply and management of parking in the Square to adapt and remain efficient over time. A detailed analysis of the current parking usage over multiple days of the week and times of the day was not scoped as part of this Master Plan effort, but would be a useful follow-up study.

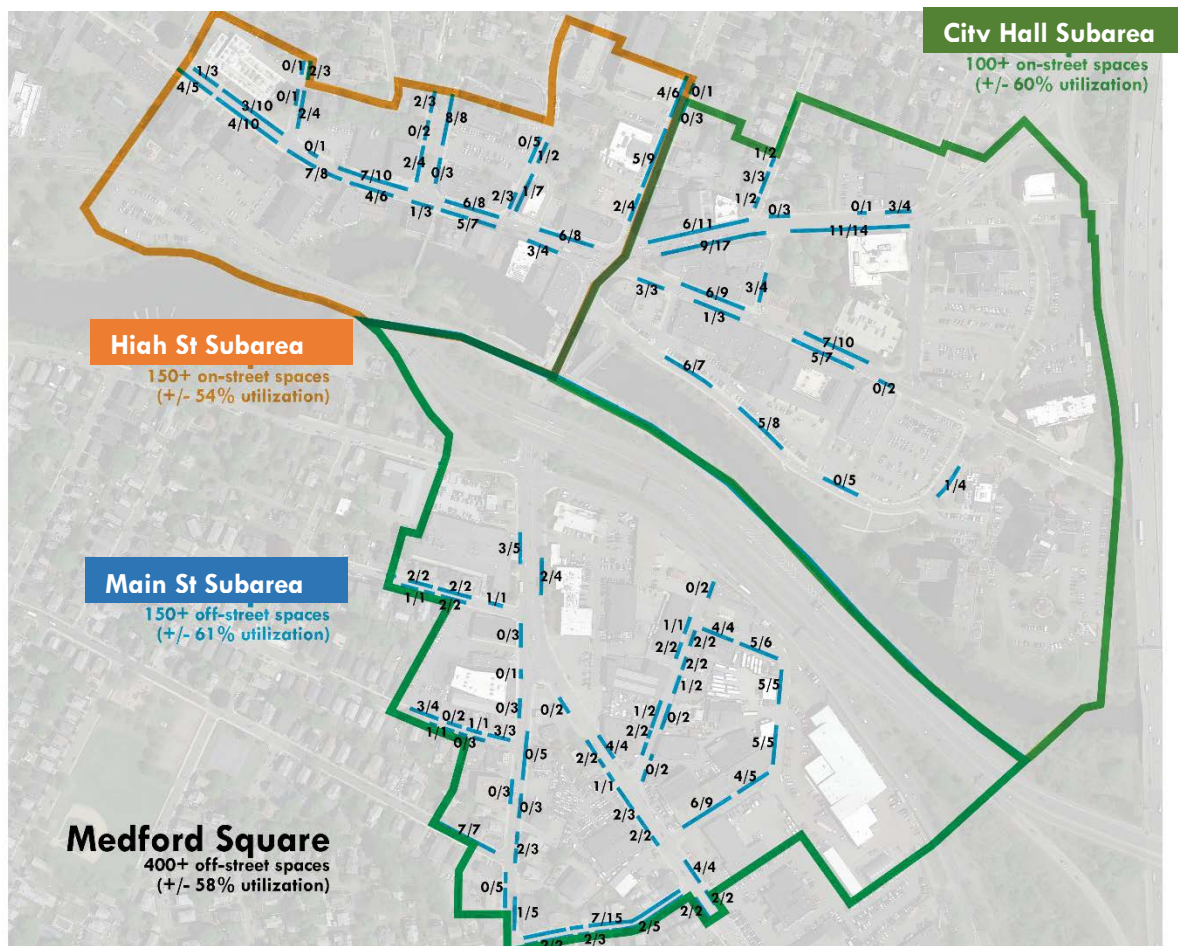
A more efficient update is provided below using a recent aerial photograph to provide a snapshot that can be compared to the information outlined above from the 2010 study. The aerial photograph was used from Google Maps and is a satellite photograph from 2016. The aerial reflects construction of the Craddock Bridge underway with the northbound temporary bridge connecting to Clippership Drive, but does not reflect the completion of the Krystle Campbell Peace Garden. This places the season of the aerial, supported by the tree and leaf coverage, likely to be in the winter or spring of 2016. The time of day is the morning based on the direction of the shadows. Each of the parking lot's capacity and number of vehicles present was recorded using this photograph of a morning condition in early 2016.





The off-street parking conditions of this 2016 aerial are highlighted below. Overall, the Medford Square Study Area includes over 2,250 off-street parking spaces. Based on the aerial photograph, the off-street parking at that moment had an overall utilization of 63%. This is well below the target utilization of 85%. This parking supply of off-street spaces and utilization of those spaces is not equally distributed throughout the Square. The City Hall Subarea has the most off-street parking spaces at over 950 with a utilization of only 56% based on the aerial. The Main Street Subarea has more than the High Street Subarea with over 800 off-street parking spaces with a relatively high 76% utilization based on the aerial. The High Street Subarea has the least amount of off-street parking spaces with over 450 spaces with a utilization of only 54% based on the aerial.

The on-street parking conditions of this 2016 aerial are highlighted below. Overall, the Medford Square Study Area includes over 400 on-street parking spaces. Based on the aerial photograph, the on-street parking at that moment had an overall utilization of 58%. This is well below the target utilization of 85%. This parking supply of on-street spaces and utilization of those spaces is more evenly distributed than off-street parking throughout the Square. The High Street Subarea and the Main Street Subarea have about the same amount of on-street parking with over 150 spaces available. The Main Street Subarea has the highest on-street parking utilization of about 61%. The High Street Subarea has a lower on-street parking utilization of about 54% based on the aerial. The City Hall Subarea has fewer on-street parking spaces with over 100 spaces available. The City Hall Subarea on-street parking utilization is about 60% based on the aerial.





## **HISTORIC ASSETS**

Medford Square is rich with historic assets. The Square today is much the same square it was a century ago or more in many locations. The richness of historic structures defines the character of the Square and is a significant asset of the City. The historic structures are generally well-maintained and retain many of the details and ornament that adorned the original structures. Medford Square includes 9 structures that have been placed on the National Register of Historic Places. Structures older than 50 years (built in 1966) are eligible for the National Register. A vast majority of the structures in Medford Square are now eligible for the National Register and reflect the significant historic representation of the Square. The district itself is not a registered historic district. The only existing historic district within the vicinity of the Study Area is the Hillside Avenue Historic District on Hillside Avenue north of High Street. The Study Area also includes the home of the Medford Historical Society and Museum, organized in 1896 by concerned citizens from the City of Medford. The historic assets of Medford Square are illustrated below in Figure 13.

## **PARCEL AND SUSCEPTIBILITY TO CHANGE ANALYSIS**

In terms of future change, the historic assets of the Square should be considered a rare and precious resource that must be protected and strengthened through future investment. While the number of historic resources in Medford Square limit some potential opportunities for redevelopment, a sizeable opportunity does still exist for improvement of the efficiency of land use in the Square. One simple way to determine whether or not a property is being efficiently used is to examine the scale of building on the property. This method does not examine the economic condition of the property or its utility for its owners. For example a surface parking lot may appear to be an inefficient use of the land. However, an owner may charge for that parking and experience significant cash flow from the lot, making the property's use as parking justifiable from the perspective of the property owner. Setting more dynamic economic considerations aside, if the physical characteristics of a property only are considered, a map for potential change can be developed. Such a map is illustrated below in Figure 14. The map highlights the properties that may present an investment opportunity to use the land more efficiently. These properties share several characteristics. First, none of the properties identified are historic. Second, each of the properties is either a surface parking lot, a single story building, or a two story building. Each of these characteristics determines the relative opportunity for a more efficient use, with a surface parking lot presenting the most opportunity. In a well-functioning city center property market, a surface parking lot should be viewed as a short-term placeholder until a more substantial long term investment is made.

## **PROPERTY UTILIZATION**

Examining the land and building values recorded in the City's Assessor's data is a simple and straightforward way to begin to understand which properties are being efficiently utilized and which may not be in Medford Square today. Typically, in a downtown context where parcel sizes, concentrated uses, and high land values are combined, building height will increase with redevelopment over time to maximize the utilization of scarce and valuable land. In such circumstances, where a transition to taller buildings has occurred, the value of the building should be more than the value of the land. This is one method to measure the current development conditions of a property to determine whether a transition has occurred on the property to maximize the built area, relative to the size and value of



the land on which the building sits. In the diagram above, parcels and buildings highlighted in red have a low utilization where the land value exceeds the building value. The parcels and buildings highlighted in green are currently in a configuration where the building value exceeds the land value. In some circumstances, this may not indicate that a property could not support more building development, it may only indicate that the building that does exist is of relatively high value, or that the land is undervalued.

Generally, you can see in the diagram above that properties highlighted in red have much less building area than the properties highlighted in green. In a circumstance where the continuity of a highly walkable and active district is desired, it is often the properties with a low utilization that are disruptive to this continuity. Obviously, only the properties within the study area can contribute to the vitality of Medford Square, so any property that is not utilized in this geography is a missed opportunity for the district.



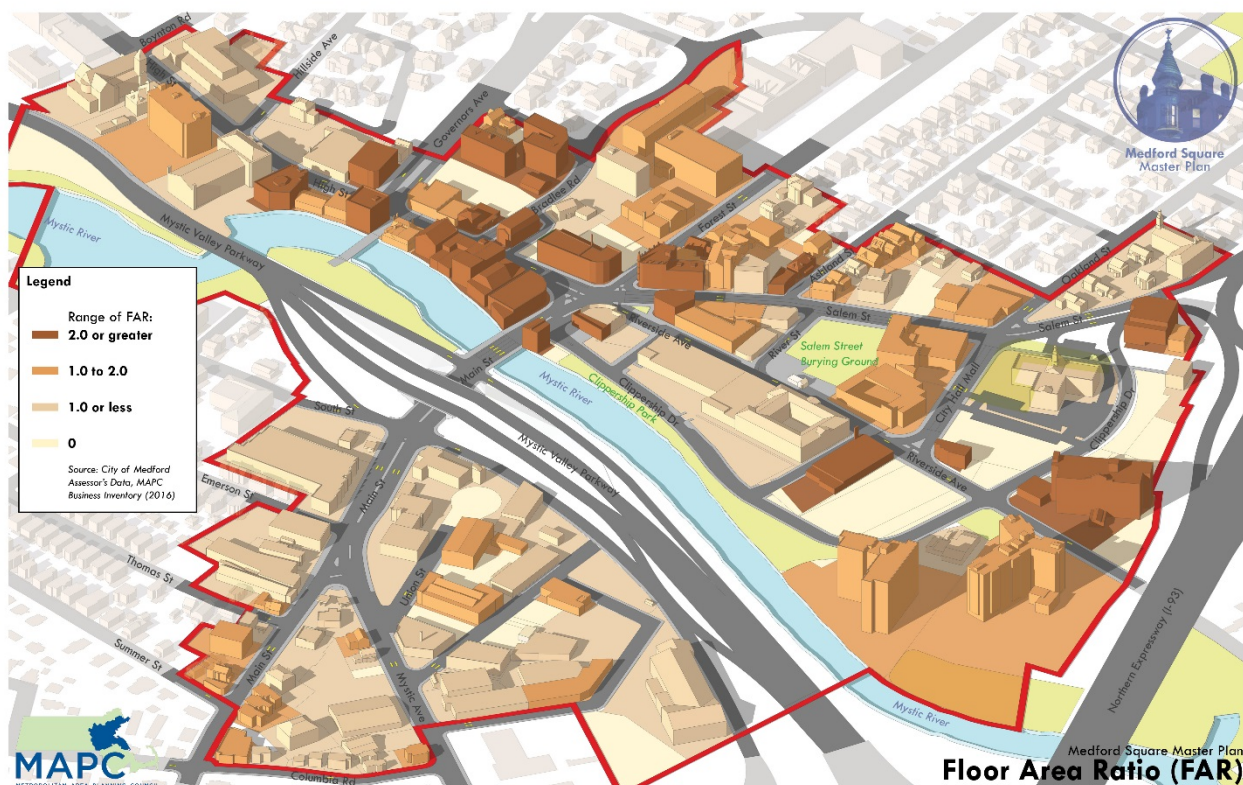
## FLOOR AREA RATIO (FAR)

One aspect that helps to determine property utilization is the density of the use of the property. One measure of building density on a property is the Floor Area Ratio (FAR). FAR is the ratio of a building's total floor area to the area of the parcel on which it is built. As a simple example, if a property is 10,000 square feet and a building is 20,000 square feet, the FAR would be 2.0. The building contains twice as much area as the parcel area. In this example, we know that the building must be multiple stories, because not all of the building area would fit on the site otherwise. However, this measure does not tell us if the building



height is 2-stories or 5-stories, just that it is more than 1-story. Typically, the higher the current FAR the less likely redevelopment of that property is to occur, because it becomes more difficult to increase the current density with redevelopment.

The diagram above is divided into four ranges of FAR for the buildings and properties within the Medford Square study area – 0, 0 to 0.99, 1 to 1.99, and 2 or greater. An FAR of 0 indicates that the parcel is vacant with no building, in Medford Square it is most likely a parking lot. A FAR of 0 to 0.99 typically represents an opportunity for redevelopment in a downtown context such as Medford Square. A FAR of 1 to 1.99 may represent an opportunity for redevelopment or an expansion of the current building, but as the density increases it is approaching the threshold for the need to be supported by structured parking. A FAR of 2.0 or greater represents a property that is already densely developed and less likely to change substantially, in terms of redevelopment, except possibly reuse of the existing structure for higher value uses. In the context of Medford Square, these are either historic properties that were built prior to parking requirements, or are newer buildings that accommodate parking below grade or off-site. Downtown districts typically represent a concentration of higher FAR sites that have been developed densely.



## OWNERSHIP PATTERNS

Another consideration in the redevelopment of property is the interest of the property owners. Redevelopment decisions are not solely a property utilization and density consideration, but are deeply tied to the landowners' use of the property, their debt



position, cash flow, and future positioning of the property. While it may not be a strong indication of landowner interest or intent, local occupancy of owners does tend to correspond to an increase in control of the property and a willingness to invest in the community. The diagram above categorizes the location of the owner of the property, based on the Medford Assessor's data, comparing property address and owner's mailing address. The property owners location are categorized as owner-occupied, owner address in the City of Medford, owner address in the Commonwealth of Massachusetts, owner address outside of Massachusetts, or multiple owners with mixed locations of owners (typically condo ownership).

Generally, properties that are owner occupied or owned by an individual or organization based in the City of Medford will be more receptive to acting to invest in properties based on local community planning efforts and strategies. This is not always true, but often, out-of-state owners are associated with national franchises or other business interests that may operate under priorities that are different from local investment.



## OWNERS OF MULTIPLE PROPERTIES

One item of concern that was noted in several of the stakeholder interviews, was the notion that not much happens in Medford Square because it is controlled by just a few property owners who won't make positive investments in the properties. A connection that could also be drawn to the previous analysis of property owner locations. The diagram above depicts property owners that have multiple property holdings in Medford Square. Largest among



these owners, The City of Medford is the largest property owner in Medford Square, both by number of properties and land area. This is a welcome finding as the City of Medford holds properties in strategic locations in the square that can be directly aligned with the Master Plan strategies. The disposition of these properties for positive redevelopment may be a viable opportunity as part of the Master Plan strategies.

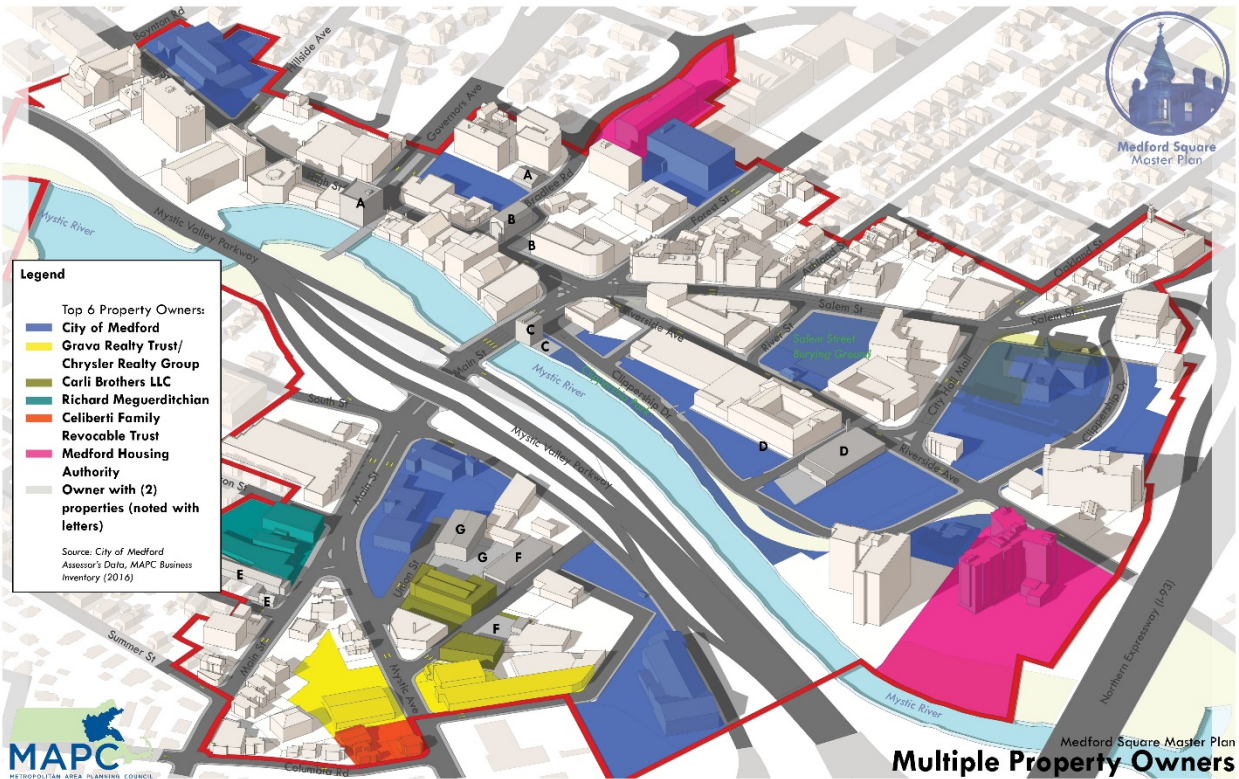




Figure 11 Current Land Uses in Medford Square





Figure 12 Current Zoning Districts and Boundaries in Medford Square

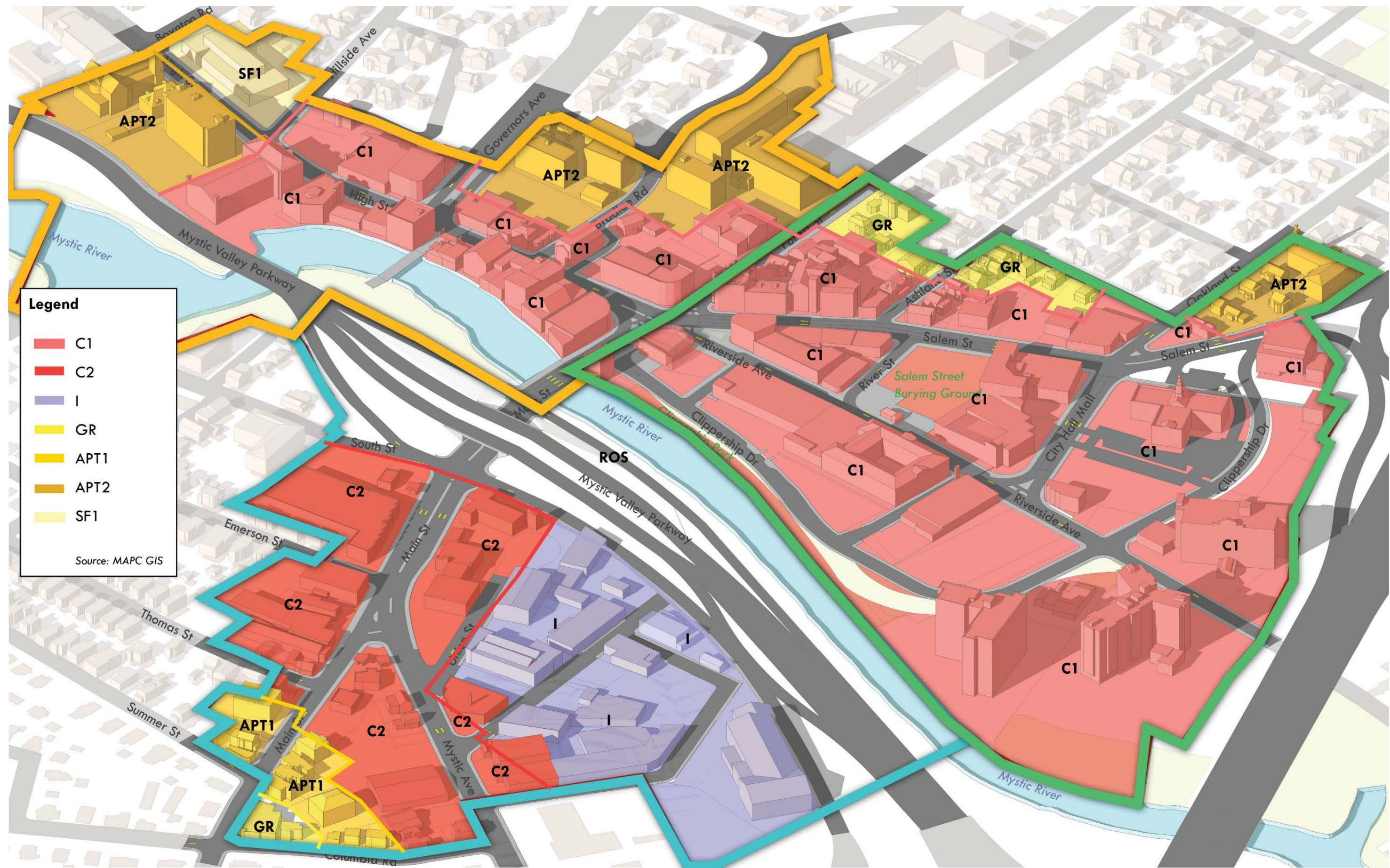




Figure 13 Historic Resources in Medford Square

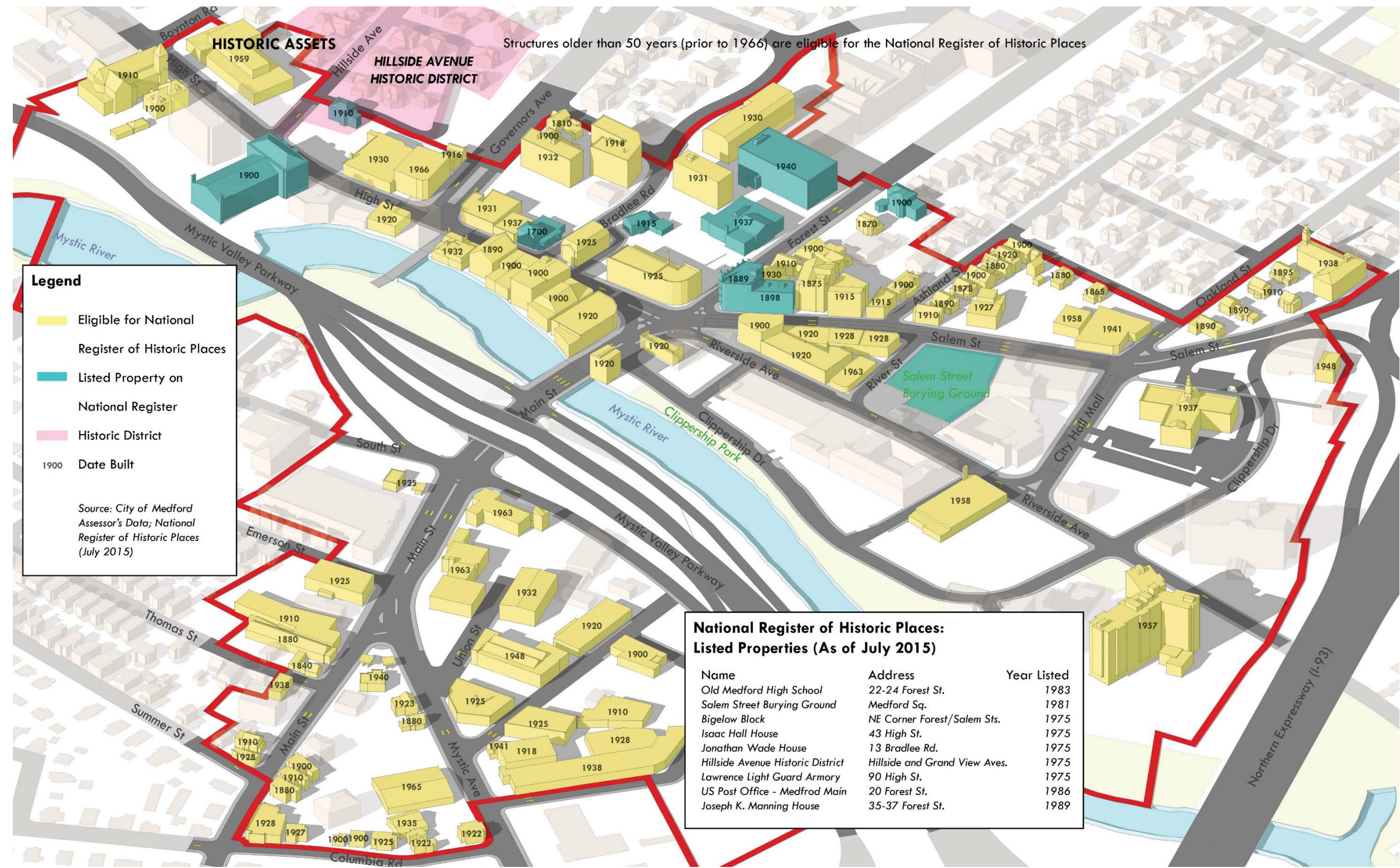
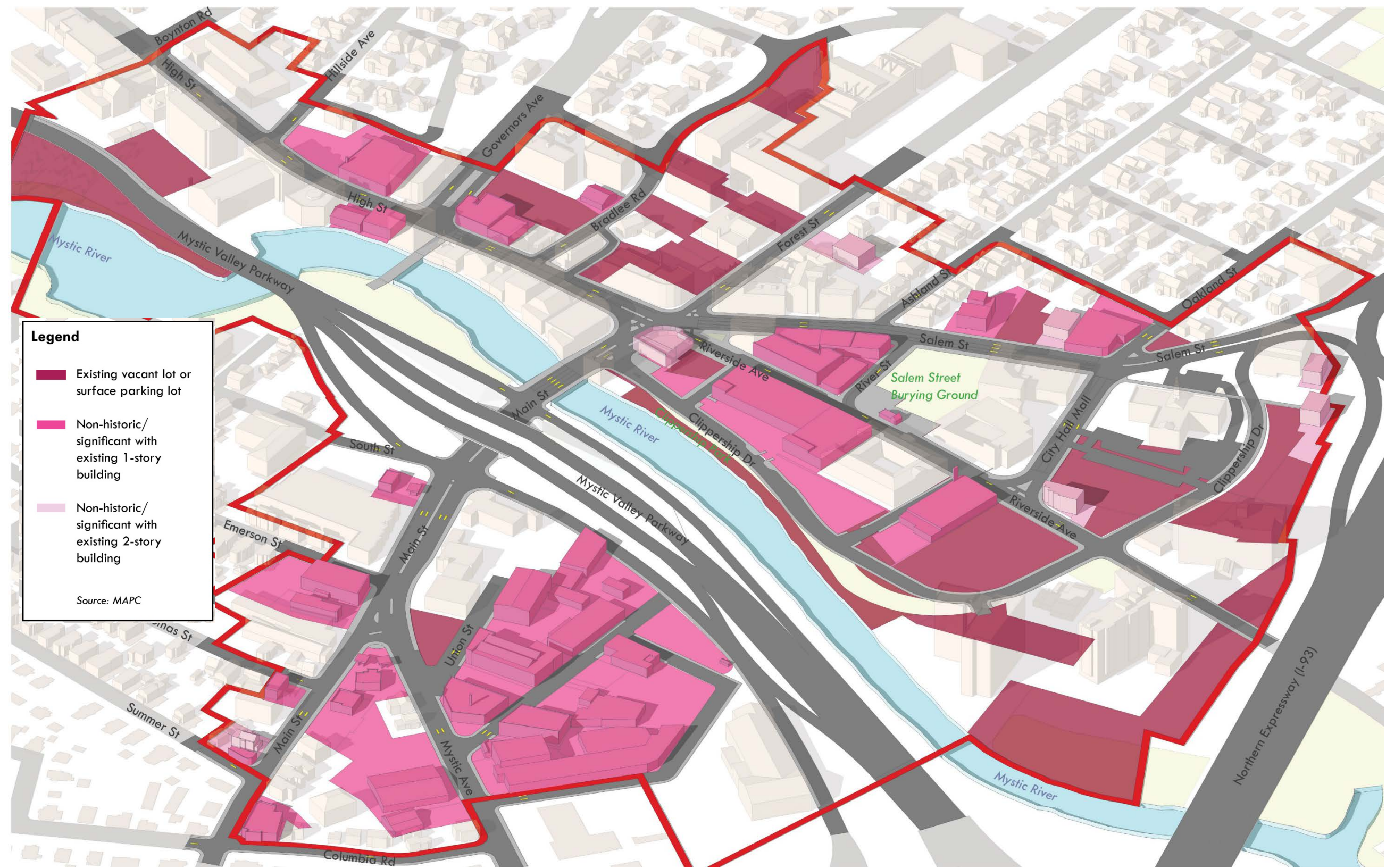




Figure 14 Medford Parcels Most Susceptible to Redevelopment





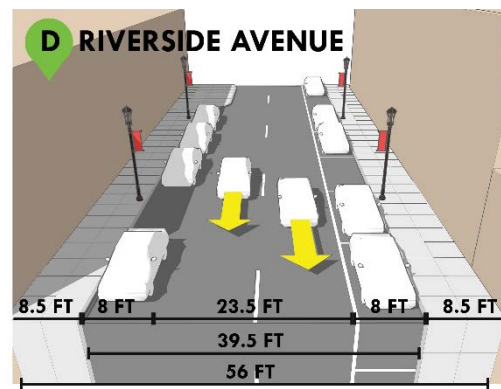
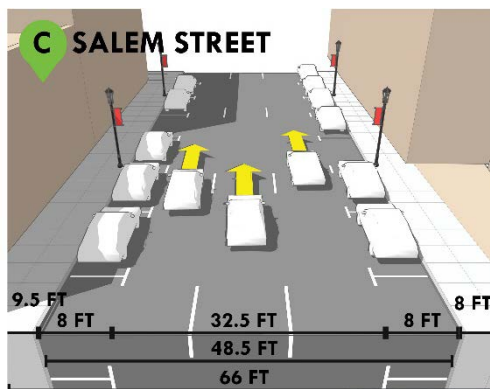
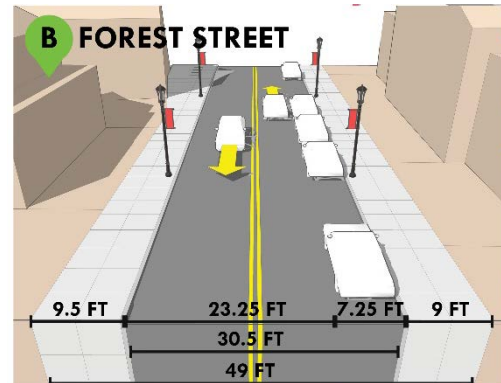
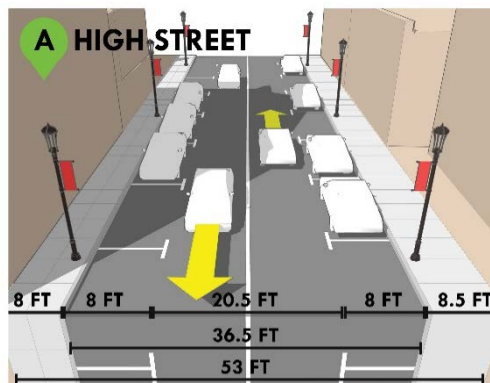
## Transportation and Connectivity

### CIVIC REALM EXISTING CONDITIONS ANALYSIS

About 46% of the total land area of the Medford Square Study Area is part of the civic realm. The civic realm is comprised of the streets, river, riverfront and parkland that are the publicly controlled portions of the Square and is typically serving a purpose for transportation, natural assets, gathering, or other uses. The civic realm is effectively all of the land in the Study Area that is not divided into a parcel, which may be either private or public property. The most prominent feature of the civic realm are the streets. The street network in Medford Square consists of the following primary and secondary streets.

Primary Study Area Roadways:

- High Street (A illustrated below), Mystic Valley Parkway (Route 16), Governors Avenue, North Main Street, Forest Street (B illustrated below), Salem Street (C illustrated below), Riverside Avenue (D illustrated below), Clippership Drive, City Hall Mall, South Main Street and 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, and Columbia Road



In the Study Area, control over the civic realm is generally divided among the City of Medford and the Commonwealth of Massachusetts through the Department of Transportation (MassDOT) and Department of Conservation and Recreation (DCR). The City has control over City streets, portions of riverfront and other public open spaces and influence over other portions of the civic realm. MassDOT has control over the state routes in the Study Area including Mystic Valley Parkway (Route 16). DCR has control over the river and riverfront edges and paths.

## **PEDESTRIAN NETWORK**

The pedestrian network is comprised of the sidewalks, marked pedestrian crossings, pedestrian paths, plazas and footbridges in the Study Area. The pedestrian network in the Study Area is continuous and uninterrupted. While an uninterrupted pedestrian network is important to establishing the right and presence of pedestrians in the Square, it may not provide enough emphasis on the priority of pedestrians, relative to competing vehicular uses of the civic realm. Other elements that contribute to the pedestrian network and prioritization of the pedestrian in the Square include the signal timing at intersections, signage and visual cues to alert motorists to pedestrians, curb location, turning radii, and intersection geometry. Each of these elements could be improved at specific locations. Unsignalized, marked mid-block pedestrian crossings on Salem Street, High Street and Riverside Avenue would benefit from enhanced alerts and visibility. The central intersection at Salem, High, Forest, and Riverside has issues with signal timing and the long crossing distances for pedestrians, often only allowing pedestrians to travel as far as the central median where they must wait in the middle of fast moving vehicles for the next cycle of the light.

The pedestrian network also includes the width of the sidewalks, the landscape and amenities provided on the sidewalk and the strategic expansion of sidewalk areas for seating, plazas or other pedestrian amenities. The primary streets have sidewalk widths between 8 and 9 feet. The existing amenities typically included in that width today are street lights, parking meters, street trees, trash receptacles and signage. Occasionally, the sidewalk is also trying to accommodate outdoor seating for restaurants. The 8 to 9 feet width may not be adequate to support all of these needs in a busy and active Square. While street trees do exist sporadically in the Square, additional landscaping would be an enhancement to the attractiveness of the pedestrian environment.

## **REGIONAL BICYCLE CIRCULATION AND ACCESS EVALUATION**

The Medford Square Study Area currently includes minimal bicycle infrastructure with no lane markings, sharrows, and few public bike racks. In 2016, the Medford Bicycle Advisory Commission prepared the Bicycle Infrastructure Master Plan: Guidelines and Recommendations for Medford, Massachusetts. The plan identifies that Medford Square is an important location to improve the bicycle network and access within the City and region. Salem Street, High Street, Riverside Ave., Main Street, Mystic Ave. Forest Street, Governors Avenue, and City Hall Mall have all been identified in the Master Plan as street segments in need of bicycle infrastructure and Complete Streets reconfigurations.

Another key aspect of regional bicycle connectivity to Medford Square is the so-called Clippership Connection, along the Mystic River. This connection would link the connectivity



along the Mystic to broad regional resources such as the Minute Man Bike Trail and Assembly Row, and Boston.

## TRANSIT CIRCULATION AND ACCESS EVALUATION

Medford Square is not served directly by subway or fixed rail. The closest rail services to the Study Area are the MBTA Orange Line stations at Assembly Row and Wellington and the Commuter Rail station on the Lowell Line from North Station at West Medford (Zone 1A). The Green Line Extension would provide a station, College Avenue, which would be closest rail access of any now provided. However, Medford Square would not be located within the typical half-mile walkshed of that proposed rail station.

Medford Square is well served by MBTA bus routes, including eight routes with service to the Square. These bus routes include 94, 95, 96, 101, 134, 325/326, and 354. The bus services conveniently connect to the Orange Line at Wellington and Sullivan Square, the Red Line at Davis Square, the Commuter Rail at West Medford and Winchester Center and to West Medford and North Medford. Of particular note is the Route 325/326 express bus with direct service to Haymarket in Boston. This direct bus route uses I-93 and has no stops between Medford Square and Boston. This direct bus connection is a unique service that many other centers that lack subway service do not have.

The table below summarizes the key ridership and line statistics of the MBTA Bus Routes that serve the Medford Square Study Area:

Route	Total Boardings (Weekday/ Saturday)	AM Peak/Base		PM Peak/Base		Late Service (Vehicles; Headways)	Weekend Sat Peak (Vehicles; Headways)
		Vehicles (#)	Headway (Minutes)	Vehicles (#)	Headway (Minutes)		
94	1,596/ 728	4/1	22/ 48	3/1	20/ 48	1; 50	1; 50
95	1,881/ 936	3/2	20/ 30	3/2	20/ 30	None	None
96	2,192/ 1,364	3/2	22/ 48	3/2	20/ 48	1; 50	2; 50
101	4,767/ 2,397	9/2	10/ 32	6/3	12/ 15	1; 60	2; 35
134	2,149/ 1,357	2/2	60/ 60	2/2	60/ 60	1; 60	1; 60
325	305/ None	5/-	20/-	3/-	15/-	None	None
326	436/ None	4/-	12/-	4/-	15/-	None	None
354	728/ None	6/1	25/ 90	6/1	25/ 90	None	None

Source: MBTA 2014 Bluebook 14<sup>th</sup> Addition

## VEHICULAR CIRCULATION AND ACCESS EVALUATION

Vehicular access to Medford Square is a dominant physical feature of the Study Area. The eastern edge of the Study Area includes the elevated overpass of Interstate 93. The southern edge of the Mystic River includes the elevated overpass of Route 16.



In terms of commuting patterns and mode share, the Study Area has  $65.5\% \pm 8\%$  of commuters drive alone to work.  $31.5\% \pm 9.2\%$  of commuters are “All But Car” (ABC) commuters (which includes anyone who does not drive alone to work, including carpoolers. Note that these estimates should be treated with caution). As a comparison, the City of Medford includes  $63.9 \pm 2.4\%$  of commuters drive alone to work.  $36.1\% \pm 2.7\%$  of commuters travel to work by modes other than driving alone.  $16.5\% \pm 1.8\%$  of Medford commuters take public transit to work. How do these estimates compare? The differences between the study area and Medford as a whole are NOT statistically significant, so we can’t say at the 90% confidence level whether more commuters who live in the Study Area or Medford as a whole commute to work by driving alone, by ABC modes, or by public transit. All of these estimates are ACS 5-Year Estimates 2010-2014. The study area analysis was done by aggregating the estimates for the three block groups that overlap the study area boundary.

Understanding individual transportation choices is very important to increase the attractiveness of Medford Square as a place for non-drivers and in attempting to address the community priorities that have been expressed to enhance the pedestrian environment. Figures 15, 16, 17, 18 and 19 show the characteristics of the roadway, pedestrian, bicycle and transit infrastructure.

## **PRIMARY AND SECONDARY STREETS**

The streets in Medford Square are a multi-functional network that provides connections for all modes of transportation and also serves as the center point of the character and sense of place that is formed by the street, in combination with the frontage conditions on either side of the street. Streets must be considered holistically to provide a safe and attractive experience for all forms of mobility and to appropriately form the most significant portion of the civic realm in Medford Square. The Medford Square Street network consists of the following primary streets: Salem Street (Route 60), Riverside Avenue, Clippership Drive, City Hall Mall, Forest Street, High Street, Governors Avenue, Main Street, Mystic Valley Parkway (Route 16), and Mystic Avenue. The Medford Square Street network also consists of the following secondary streets: Oakland Street, Ashland Street, River Street, Brooks Lane, Bradlee Road, Governors Avenue, Hillside Avenue, South Street, Emerson Street, Union Street, Thomas Street, Summer Street, Swan Street, James Street, and Columbia Road. Only portions of each of the primary and secondary streets are included within the Study Area. The focus of the civic realm analysis is the primary street network due to its importance in the functionality and attractiveness of Medford Square. The existing conditions of the primary streets are described in more detail below.

**Salem Street (Route 60)** is a major east-west artery and connects Medford Square directly to the rotary interchange at Interstate 93. Vehicular travel is one-way traveling west-bound into the Square. The street includes three travel lanes with on-street parking lanes on both sides. East of the intersection at City Hall Mall, Salem Street vehicular travel is two-way with east-bound and west-bound travel that connects to the I-93 rotary. This segment of Salem Street is two travel lanes in each direction with no on-street parking and a central landscaped median. Salem Street includes continuous sidewalks on both sides of the street with marked street crossings. At City Hall Mall the east bound sidewalk separates from the Salem Street curb and travels directly east to George P. Hassett Drive to connect to a



pathway under I-93. No bicycle lanes or markings currently exist on Salem Street. A bus stop is on Salem Street opposite of River Street with a significant number of bus routes listed (94, 95, 96, 101, 134, 326, 354, and 710).

**Riverside Avenue** is a major east-west connector. Vehicular travel is one-way traveling east-bound out of the Square. The street includes two travel lanes with on-street parking lanes on both sides. East of the intersection at City Hall Mall, Riverside Avenue vehicular travel is two-way with east-bound and west-bound travel. The two-way portion of the street is one travel lane in each direction with no on-street parking. Riverside Avenue includes continuous sidewalks on both sides of the street with marked street crossings. No bicycle lanes or markings currently exist on Riverside Avenue. A bus stop is on Riverside Avenue just before River Street with a significant number of bus routes listed (94, 95, 96, 101, 134, 326, and 710). A second bus stop is on Riverside Avenue in front of the Senior Housing property with two bus routes listed (134 and 710).

**Clippership Drive** is a major connector intended as a bypass for regional traffic attempting to more directly connect to the Interstate 93 rotary interchange. Vehicular travel is one-way traveling east and north to the I-93 rotary. The street includes one travel lane with on-street parking on one side and a generous shoulder on the other side. It expands to two travel lanes with no on-street parking just south of Riverside Avenue and reduces back to one travel lane east of City Hall prior to connecting to Salem Street. Clippership Drive includes continuous sidewalks on both sides of the street with marked street crossings, except for the small segment north of George P. Hassett Drive as Clippership Drive connects to Salem Street and the I-93 rotary. From this point, pedestrian connections are made either east or west with adjoining sidewalks and street crossings. No bicycle lanes or markings currently exist on Clippership Avenue beyond one bike sign, although the generous shoulders would provide enough space for a marked and designated bicycle lane. A bus stop is on Clippership Drive at the Riverside Towers Property with four bus routes listed (94, 95, 96, and 101).

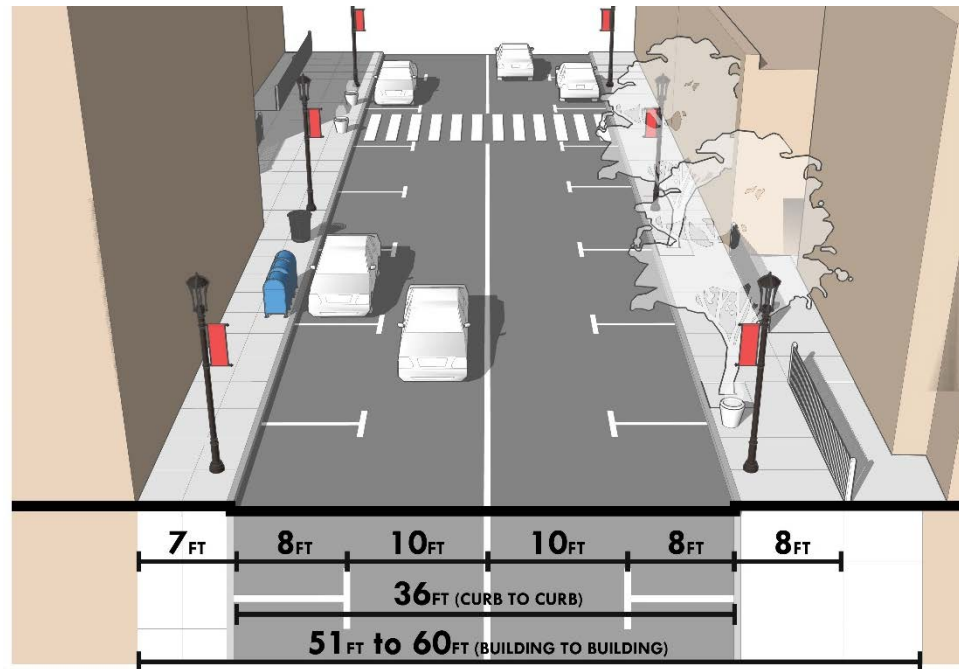
**City Hall Mall** is a local connector providing circulation between Riverside Avenue and Salem Street. Vehicular travel is one-way traveling north from Riverside Avenue to Salem Street. The street includes three travel lanes with no on-street parking. City Hall Mall includes continuous sidewalks on both sides of the street with marked street crossings. No bicycle lanes or markings currently exist on City Hall Mall. A bus stop is on City Hall Mall to the west of City Hall with three listed bus routes (95, 101, and 354).

**Forest Street** is a north-south connector providing circulation north from Medford Square to Roosevelt Circle, I-93 and Fellsway West. Vehicular travel is two-way with travel north and south into and out of the Square. The street includes one travel lane with on-street parking in each direction. Forest Street includes continuous sidewalks on both sides of the street with marked street crossings on side streets, but few marked crossings on Forest Street. No bicycle lanes or markings currently exist on Forest Street. A bus stop is on Forest Street just north of the Chevalier Theatre for the 710 bus route.

**High Street** is a major east-west connector. Vehicular travel is two-way traveling east-bound into the Square and west-bound out of the Square. The street includes one travel lane with



an on-street parking lane in each direction. High Street includes continuous sidewalks on both sides of the street with marked street crossings. No bicycle lanes or markings currently exist on High Street. A bus stop is on High Street near Hillside Avenue with four bus routes listed (94, 95, 134, and 326). A second bus stop is on High Street near Governors Avenue for the same bus routes. A diagram of High Street is shown below.



**Governors Avenue** is a north-south connector providing circulation north from Medford Square to the Middlesex Fells Reservation. Vehicular travel is two-way with travel north and south out of and into the Square. The street includes one travel lane with on-street parking in each direction and a generous landscaped central median. Governors Avenue includes continuous sidewalks on both sides of the street with a marked street crossing at High Street, but few other marked crossings on Governors Avenue. No bicycle lanes or markings currently exist on Governors Avenue. No bus stops currently exist on Governors Avenue.

**Main Street** is a major north-south connector providing circulation between Medford Square south toward Somerville. Vehicular travel is two-way with travel north and south into and out of the Square. From High Street south to Mystic Avenue, Main Street includes two travel lanes in each direction and a central median as part of segments over the Craddock Bridge and under the Mystic Valley Parkway overpass to Mystic Avenue. South of Mystic Avenue vehicular travel remains two-way with travel north and south on one travel lane in each direction and on-street parking on both sides. Main Street includes continuous sidewalks on both sides of the street with marked street crossings at the majority of intersections. No bicycle lanes or markings currently exist on Main Street. Several bus stops exist on Main Street near High Street, South Street, Emerson Street, and Summer Street with three bus routes listed (95, 96 and 101). The route 95 bus continues south down Mystic Avenue, not Main Street.



**Mystic Valley Parkway** (Route 16) is part of the regional east-west State Route 16. It is a grade-separated limited access roadway that is designed for higher vehicular travel speeds. It is elevated above Main Street with an overpass and has connecting on and off ramps that provide entry and exit connections to Main Street. The roadway is at-grade near the bridge crossing at the Mystic River to the west. The state route connects to interstate 93 to the east. Vehicular travel is two-way, generally east and west as it passes through Medford Square. The roadway includes two travel lanes and generous shoulders in each direction. The central portion of the roadway at the Main Street overpass includes a generous landscaped median and landscaped areas between each of the on and off ramps to and from Main Street. As a limited access roadway, no pedestrian or bicycle access is permitted, as such no sidewalks or bicycle infrastructure exists, except for the western portion of the roadway in the study area. As the roadway returns to grade, near the Mystic River Bridge, it does include sidewalks on both sides and marked street crossings for pedestrians. No bus stops are present on the Mystic Valley Parkway.

**Mystic Avenue** (Route 38) is a major north-south artery that connects Medford Square and Somerville. Vehicular travel is two-way with travel north and south into and out of the Square. The street includes one travel lane with on-street parking in each direction. Mystic Avenue includes continuous sidewalks on both sides of the street with marked street crossings at intersections. No bicycle lanes or markings currently exist on Mystic Avenue. Bus stops exist near Union Street and Columbia Road for the 95 bus route.

## **PRIMARY INTERSECTIONS**

In addition to the characteristics of primary streets, the characteristics of the primary street intersections are critically important to a balanced and well-functioning civic realm. Several of the Medford Square intersections present complex dynamics with unique intersection geometries and multiple high volume roadways crossing each other. The primary intersections in the Medford Square include Salem Street at City Hall Mall, Riverside at City Hall Mall, Salem Street at Riverside Avenue, Forest Street, High Street, and Main Street, Main Street at Clippership Avenue, High Street at Governors Avenue, Main Street at Mystic Valley Parkway, and Main Street at Mystic Avenue. The intersections must balance the traffic flow with pedestrian movements to avoid delays and queuing of vehicles and to promote walking and pedestrian safety. The existing conditions of the primary intersections are described in more detail below.

**Salem Street at City Hall Mall** is currently a signalized intersection. It includes four street segments that meet at an irregular geometry. The east segment, Salem Street, includes two lanes of travel in each direction with a separate right-turn lane north onto Oakland Street. The south segment, City Hall Mall, includes three lanes in one direction to allow left turn onto Salem Street, through travel onto Oakland Street, and right turn onto Salem Street. The west segment, Salem Street, includes three lanes of travel in one direction away from the intersection. The north segment, Oakland Street, includes two lanes of travel in each direction with a right turn only south onto Salem Street. A marked pedestrian crossing exists only at the south and west segments.



**Riverside at City Hall Mall** is currently an unsignalized intersection. It includes three street segments that meet at a slightly angled geometry. The east segment, Riverside Avenue, funnels west bound travel into a right turn north onto City Hall Mall and represents the end of two way travel on Riverside Avenue. The west segment, Riverside Avenue, funnels east bound travel into a left turn north onto City Hall Mall or allows eastbound through traffic onto Riverside Avenue. The north segment, City Hall Mall, includes three lanes of travel in one direction away from the intersection. A marked pedestrian crossing exists at all segments.

**Salem Street at Riverside Avenue, Forest Street, High Street, and Main Street** is currently a signalized intersection and the most complicated, significant, and community-referenced problem intersection of Medford Square. It is the confluence of multiple major traffic flows through an imperfectly aligned and geometrically extended five street segment intersection. It has been frequently referenced as a major divide between the East and High Street Subareas and a significant barrier to pedestrian circulation. This intersection facilitates regional connections between Interstate 93, High Street (Route 60), Salem Street (Route 60), Mystic Valley Parkway (Route 16), and Mystic Avenue (Route 38). The northern east segment, Salem Street, includes three lanes of travel in one direction into the intersection with a through lane west to High Street, two left turn lanes south to Main Street, and a right turn lane north to Forest Street. The southern east segment, Riverside Avenue, includes two lanes of travel in one direction away from the intersection to the east. The south segment, Main Street/Clippership Drive includes travel in both direction with a right turn east onto Riverside Avenue, two travel lanes receiving travel to the south from Salem Street, High Street, and Forest Street. The west segment, High Street, includes one expanded lane of travel in each direction to allow through travel east to Riverside Avenue, to allow right turn south onto Main Street, and to receive through travel west from Salem Street and Forest Street. The north segment, Forest Street, includes one expanded lane of travel in each direction to receive north travel turning right from Salem Street and allow through travel south to Main Street or right turning travel west to High Street. Marked pedestrian crossings exist at all intersection segments, but require pedestrian refuge at center medians for nearly all crossings. Pedestrian crossings typically require multiple signal cycles to cross from one side of the street to the other creating unsafe and uncomfortable conditions.

**Main Street at Clippership Avenue** is currently an unsignalized intersection that is in very close proximity to the central intersection described above. The intersection includes three segments that create connection to Clippership Drive which flows in one direction away from the intersection. The east segment, Clippership Drive, receives east-bound travel from Main Street and High Street. The south segment, Main Street, allows east-bound right turns from the south and allows through travel past Clippership Drive for a right turn east-bound onto Riverside Avenue. The north segment, also Main Street, allows for a weaving merge from High Street to connect east-bound travel to Clippership Drive. Marked pedestrian crossings exist at both entries onto Clippership Drive.

**Main Street at Mystic Valley Parkway (Route 16)** is currently an unsignalized grade separated interchange that facilitates high speed travel that is east and west bound on Route 16. The Route 16 overpass is combined with sloped on and off ramps that connect to



Main Street for north and south bound connections. This interchange occupies a substantial land area and is over 300 feet wide on the southern edge of the Mystic River. A flashing yellow light is present at the northern entry and exit ramps and the southern entry and exit ramps before and after the overpass above Main Street. Marked pedestrian crossing exist, but are nearly worn away, crossing Main Street and the on and off ramps of Route 16.

**Main Street at Mystic Avenue** is currently an unsignalized intersection. It includes three street segments that meet at a slightly angled geometry. The south east segment, Mystic Avenue, is treated as a through travel extension of Main Street with northbound travel continuing onto Main Street and south bound travel receiving through travel from Main Street. The south west segment, Main Street, allows southbound through travel from Main Street and allows left or right turn from a stop onto Main Street northbound or onto Mystic Avenue southbound. The north segment, Main Street, allows southbound travel to continue onto either Main Street or Mystic Avenue and receives northbound through travel from Mystic Avenue and northbound left turns from Main Street. A marked pedestrian crossing exists at the south east segment of Mystic Avenue and the north segment of Main Street, but not across other street segments.

## **COMPLETE STREETS**

In 2016, MAPC assisted the City of Medford in preparing a Complete Streets Prioritization Plan to identify potential project locations city-wide for street improvements that would enhance pedestrian and bicycle access and safety. The Prioritization Plan was submitted to MassDOT in June of 2016 requesting \$400,000 for Complete Streets improvements across the City, including \$55,000 for Medford Square Improvements. These pedestrian improvements include installing a curb extension, rectangular rapid flash beacon (RRFB), and Americans with Disabilities Act (ADA) ramps at the intersection of Salem, Ashland, and River Streets. These improvements are consistent with the Master Plan strategy to reallocate road space for the benefit of pedestrians and bicyclists in Medford Square. Other improvements in Medford Square were identified as part of this process, but not given a high priority. These projects should also be considered as part of Medford Square Master Plan implementation including improvements at the intersection of Main Street and South Street, Police Station access improvements, Transit Shelters at Medford Square, and High Street Corridor improvements. The intersection at Main Street at South Street was identified for a Rapid Flashing Beacon at crosswalks, reduced curb radius and pedestrian crossing distance at corners, tactical improvements at the Route 16 eastbound on-ramp including paint and flex bollards, and improved drainage at the crosswalks. The overall cost was estimated at \$75,000. The Police State access improvements at 100 Main Street were identified as restriping the crosswalk and repairing cracked sidewalk panels at a cost estimate of \$5,000. Transit shelters at each Medford Square bus stop were identified at a cost estimate of \$8,000 per shelter. The High Street corridor was identified for the striping of sharrows or bicycle lanes, as space allows at a total cost of \$80,000 for the entire corridor, including Medford Square.

## **TRAFFIC PATTERNS AND VOLUMES**

The current configuration of the central intersection and one-way streets may be amplifying the concentrations of traffic in high demand locations, particularly on Salem Street in the City Hall Subarea. Currently, traffic traveling north from Main Street to Forest Street, must



turn right onto Riverside Avenue and then circulate through the City Hall Subarea, north on City Hall Mall and then back west on Salem Street to turn right and continue north on Forest Street. Additionally, west bound travel on Riverside Avenue is diverted north on City Hall Mall and west onto Salem Street to then reconnect with High Street through the central intersection in the Square. These two broken connections may contribute more than 1,000 average daily trips to the volume of traffic on Salem Street. This is the difference in average daily traffic count between Salem Street just after the I-93 interchange rotary (20,600) and average daily traffic count west of City Hall Mall (21,700), where these two streams of travel would join Salem Street. The average daily traffic for each of the primary streets in Medford Square is shown in the diagram below.

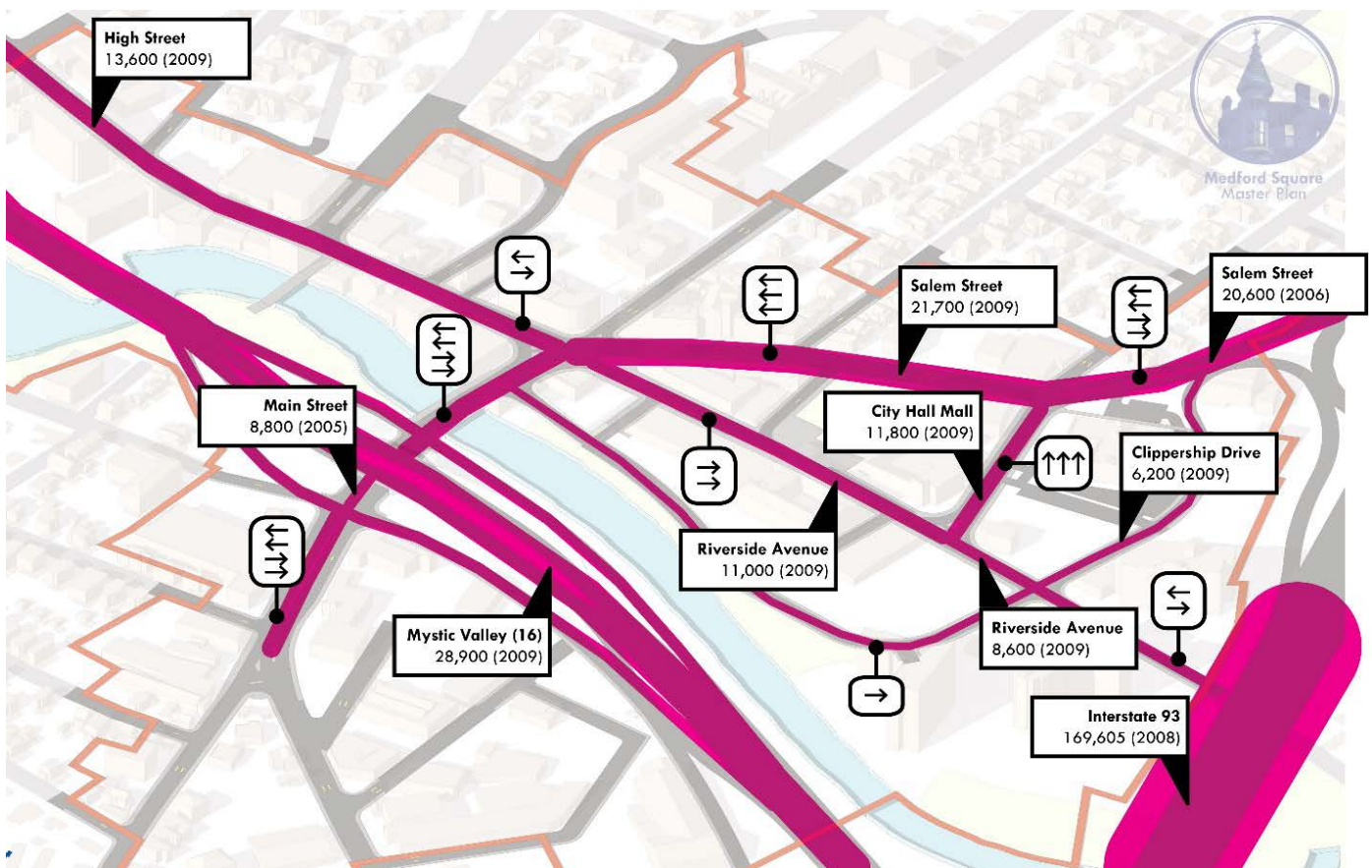




Figure 15 Medford Square Civic Realm

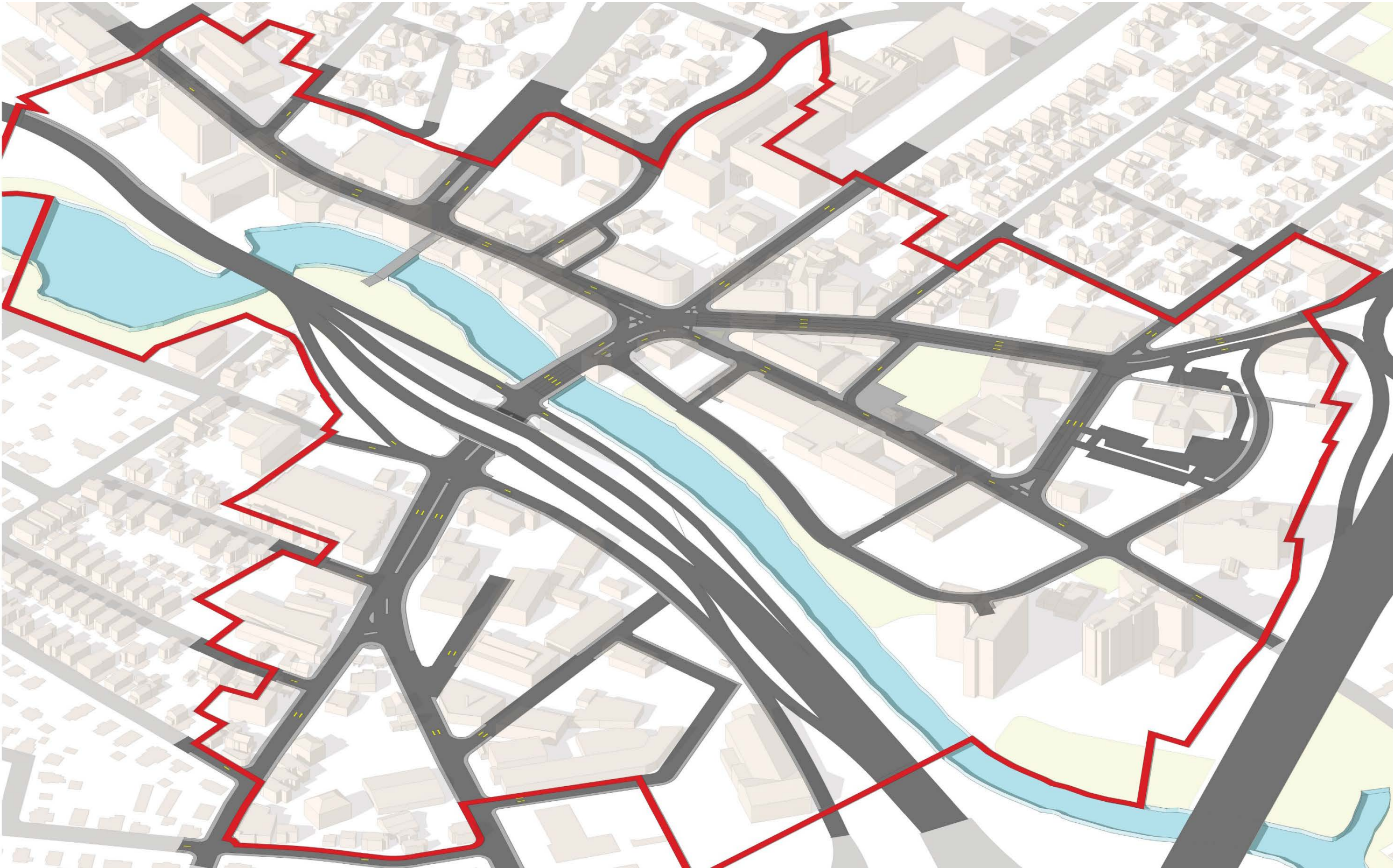




Figure 16 Medford Square Pedestrian Network

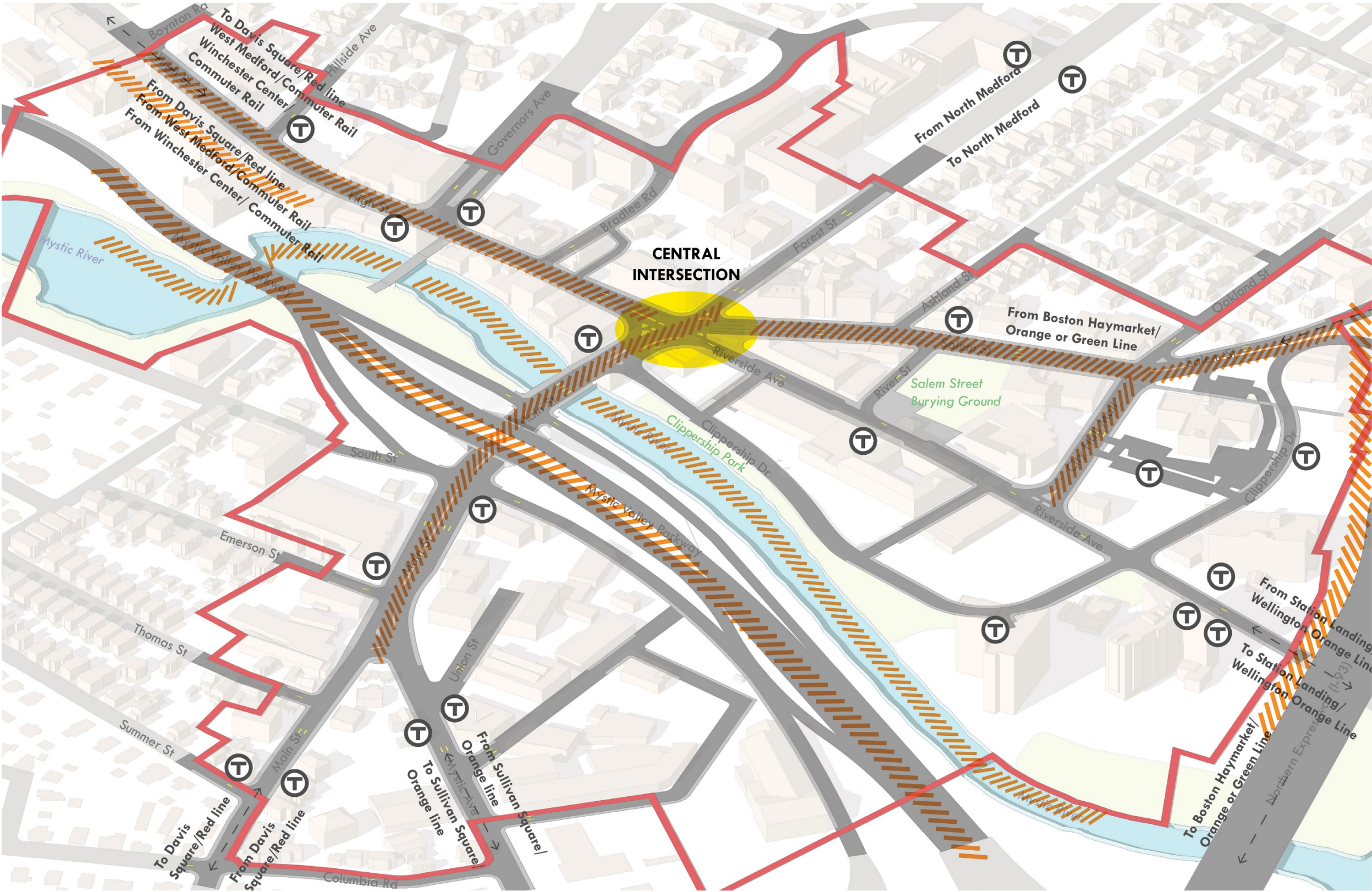




Figure 17 Medford Square Bicycle Network

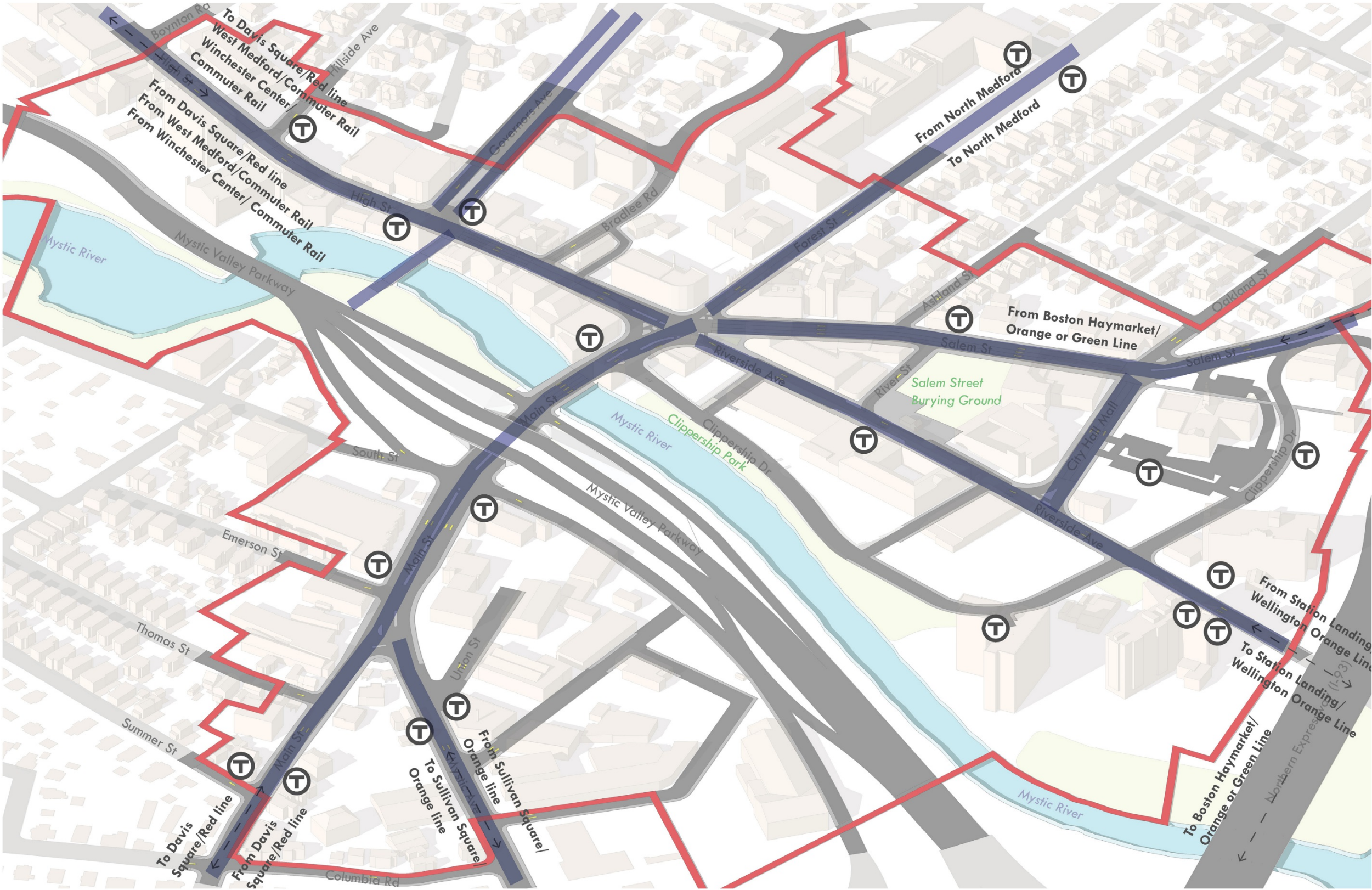




Figure 18 Medford Square Transit Network

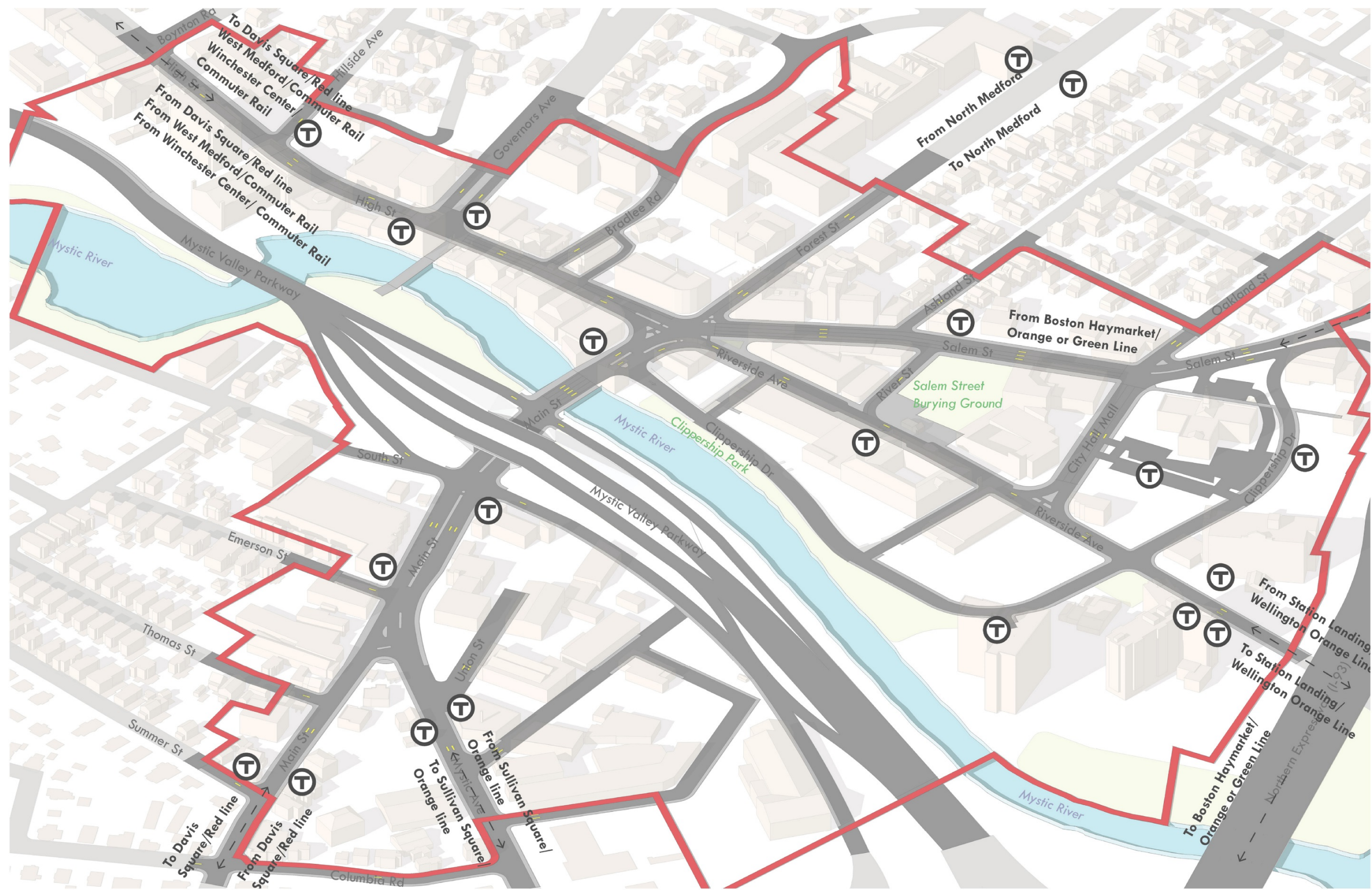
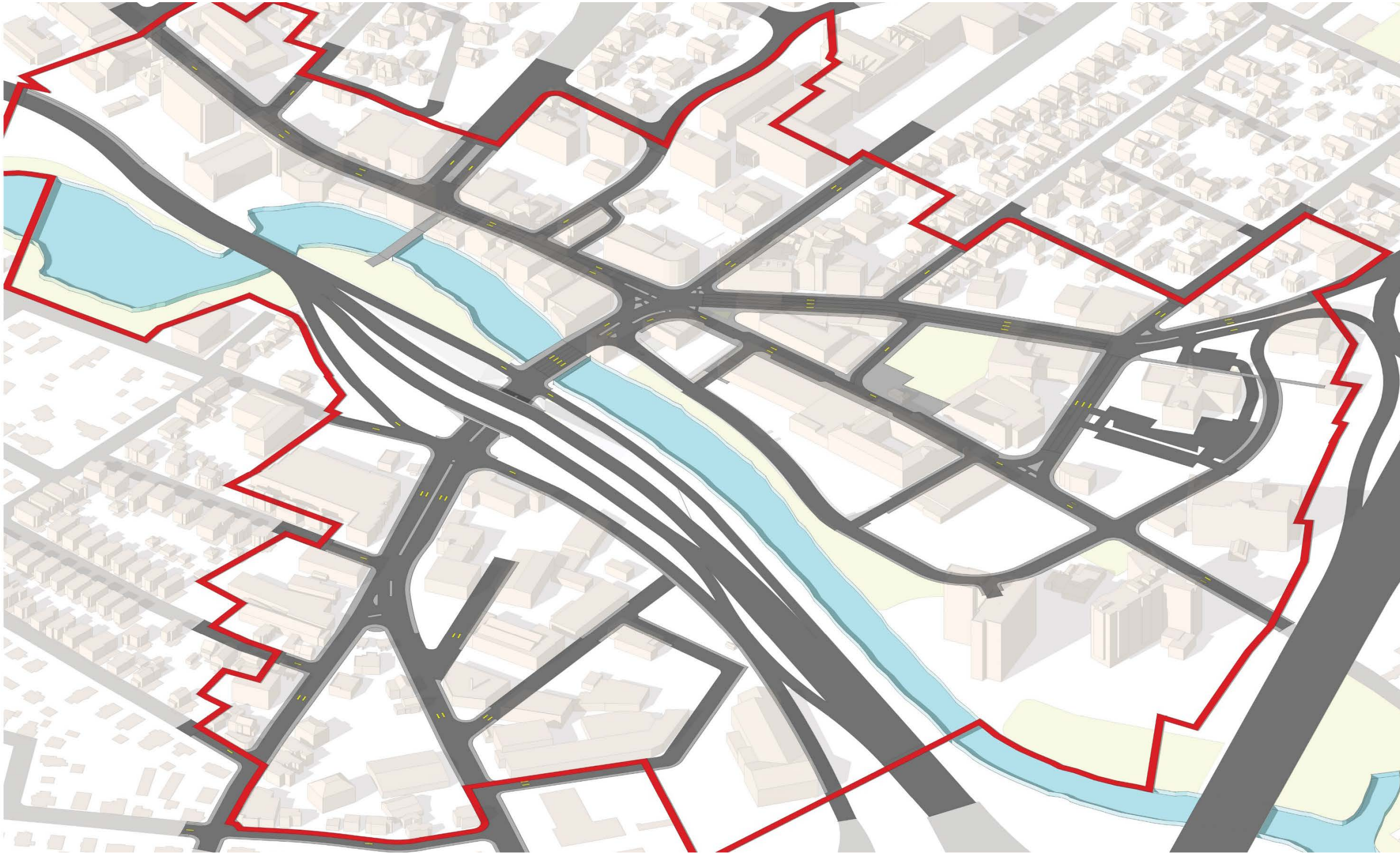




Figure 19 Medford Square Roadway Network





## Open Space and Quality of Life

### OPEN SPACE NETWORK

Although Medford Square is close to the geographic center of the City, it does not have a central civic or open space that functions as a heart of the City for community uses and gathering. In terms of open space and recreational resources, the most significant City resources are outside of the Medford Square Study Area, including the Middlesex Fells, McNally Park, Brooks Park, Royall Park, and Barry Park. The open space illustration on Figure 20 illustrates the location of open space resources in and around the Study Area.

The biggest component of the Medford Square open space network is the Mystic River. The Mystic runs through the south side of the Square and defines the back edge of properties on the south of High Street and the south edge of Clippership Drive. Except for brief moments of access or visibility, the River is largely underutilized in the Square.

Several projects in the Study area that are underway or recently completed provide important additions and improvement to the open space network in Medford Square. The first is the recently completed Krystle Campbell Memorial Peace Garden. At the corner of Riverside Avenue and Clippership Drive and directly adjacent to the Senior Center. This memorial space provides a new addition to the open space network in Medford Square and another place for sitting, relaxing and reflection. Another current effort is focused on improvements to the public plaza spaces around the Salem Street Burying Ground, particularly at the corner of River Street and Riverside Avenue. The historic Salem Street Burying Ground is a large open space nearly at the center of the Square, but is not useable as a primary civic space. The areas at its perimeter are used as primary civic spaces, but are currently encumbered by an inefficient layout and lack of flexibility. A reimagining of this public space could provide the Square with a new central space of activity.

The City of Medford's open space resources are more concentrated in the north of the City, with the largest open space resource of the Middlesex Fells Reservation about 1 mile north of Medford Square on Forest Street. Sizeable open spaces are near, but not located within Medford Square, include McNally Park, Brooks Park, Royall Park, and Barry Park. The largest natural asset that is part of Medford Square is the Mystic River and its banks. Veterans Memorial Park is the largest open space resource on the banks of the Mystic River and is located adjacent to the western edge of Medford Square. East of Veterans Memorial Park is the open space surrounding the Condon Shell with a boat launch and parking area on the northern bank of the Mystic. The Condon Shell is an outdoor concert venue owned by DCR. The other river edges within the Medford Square study area include segments of multi-use paths, a footbridge, and small plaza spaces. The Medford Square portion of the Mystic River is roughly 27% (about 0.71 miles of 2.59 miles fully within City limits) of the riverfront in the City of Medford and the river edge open spaces represent about a 3.4 acre (147,628 square feet) opportunity for open space in the heart of the City. Highlighting the Mystic River and taking advantage of it as a natural amenity in Medford Square was elevated as a top priority for the community through multiple engagement and community feedback exercises.



Medford Square includes several modest public plazas and open spaces that have been used for events. In the City Hall Subarea, the City Hall lawns at the north and west of the building are publicly accessible open spaces and used for community events. The northwest corner of Clippership Drive and Riverside Avenue is an open space that has been used for the seasonal Medford Farmer's Market (spring through fall). The southeast corner of Clippership Drive and Riverside Avenue is the new Krystle Campbell Peace Garden with landscaped areas for reflection and seating. At the Mystic River frontage of the housing towers adjacent to I-93 are open spaces for private use of the residents of the buildings. Riverside Avenue includes a hardscape plaza with an old bus shelter that is the focus of current investment in a redesign to enhance the plaza as a multi-functional community space that can better support Medford Square events. Adjacent to it is the historic Salem Street Burying Ground. It is a historic cemetery that is publicly accessible. Clippership Drive includes a small plaza, Clippership Park, among landscape on the northern bank of the Mystic River. The central intersection between Salem Street and Riverside Avenue includes a small hardscape plaza with seating areas, the Rose M. Sloane Garden adjacent to Century Bank.

In the High Street Subarea, a hardscape plaza is located at the landing of the footbridge across the Mystic River and connecting to High Street. Governor's Avenue includes a generous central median with street trees, but it is not publicly accessible open space with any other use. Several private properties have landscape or hardscape plazas that are part of the building frontage and entries, but they are not used as publicly accessible open space. The library also has a small open space to its east at the corner of High Street and Hillside Avenue that includes signage, a lawn and trees, but it is not used as an open space. Aside from the Mystic River edges, the Main Street Subarea does not include any active or publicly accessible open space.

Publicly accessible open spaces occupy a total of about 5% (about 5 acres or 217,300 square feet) of the area within the Medford Square Study Area (about 100 acres or 4,398,796 square feet). According to the Medford Open Space and Recreation Plan (2011), there are 8.22 square miles of land in Medford. Twenty-six percent of the land in the City is owned by DCR with extensive open space areas that are part of the Middlesex Fells Reservation and the Mystic River Reservation. City-owned open space accounts for 8% of the total land area in the City. A good target proportion of open space within a district is 15-20% of the total area. By this target, Medford Square could benefit from additional open spaces.

The primary open space network has been outlined in the Health and Quality of Life Analysis and Strategies Memorandum, but these open spaces are a critical component of the civic realm and are discussed again here to outline the role of each space. The open spaces of Medford Square may be more modestly scaled than open spaces that may be inventoried as part of the City of Medford Open Space and Recreation Plan (2011). The city-wide open space resources tend to be measured in acres, whereas downtown open space may be measured in square feet, a reflection of their smaller size. However, the impact and importance of this network of downtown open spaces is not diminished by size. These spaces form an important part of the Medford Square civic realm and offer an expansion of area that can support events in the Square. The following existing open spaces are part of the



civic realm in Medford Square including the Condon Shell, Clippership Park, Krystle Campbell Peace Garden, City Hall Lawn, Salem Street Burying Ground, Riverside Plaza, Rose M. Sloane Garden, High Street Footbridge Plaza, and Library Lawn.

(1) **The Condon Shell** on Mystic Valley Parkway (Route 16) near the western extent of Medford Square provides riverfront public access and an outdoor event venue. The park also includes the multi-use Mystic River Path, boat launch and public parking lot.

(2) **Clippership Park** on Clippership Drive near City Hall extends waterfront public access. The park includes two seating areas, walkways, decorative lighting, and landscaping.

(3) **Krystle Campbell Peace Garden** on Riverside Avenue activates the southeast corner of Riverside Avenue and Clippership Drive. The park includes a memorial, fountain, central seating area, and landscaping.

(4) **City Hall Lawns** on Salem Street provide activate the southeast corner of Salem Street and City Hall Mall. The lawns include a memorial, benches, decorative lighting, and landscaping.

(5) **Salem Street Burying Ground** located at the intersection of Salem Street and Riverside Avenue and was used exclusively in the late 17th century to late 19th century for the burial of the town's wealthy.

(6) **Riverside Plaza** located at the intersection of Riverside Avenue and River Street is a small plaza with seating and an old MBTA bus terminal structure. The plaza is the focus of a city project to strengthen the plaza for arts, entertainment, and gathering with comprehensive improvements that include a raised stage area, bike racks, permanent and removable seating, and landscaping.

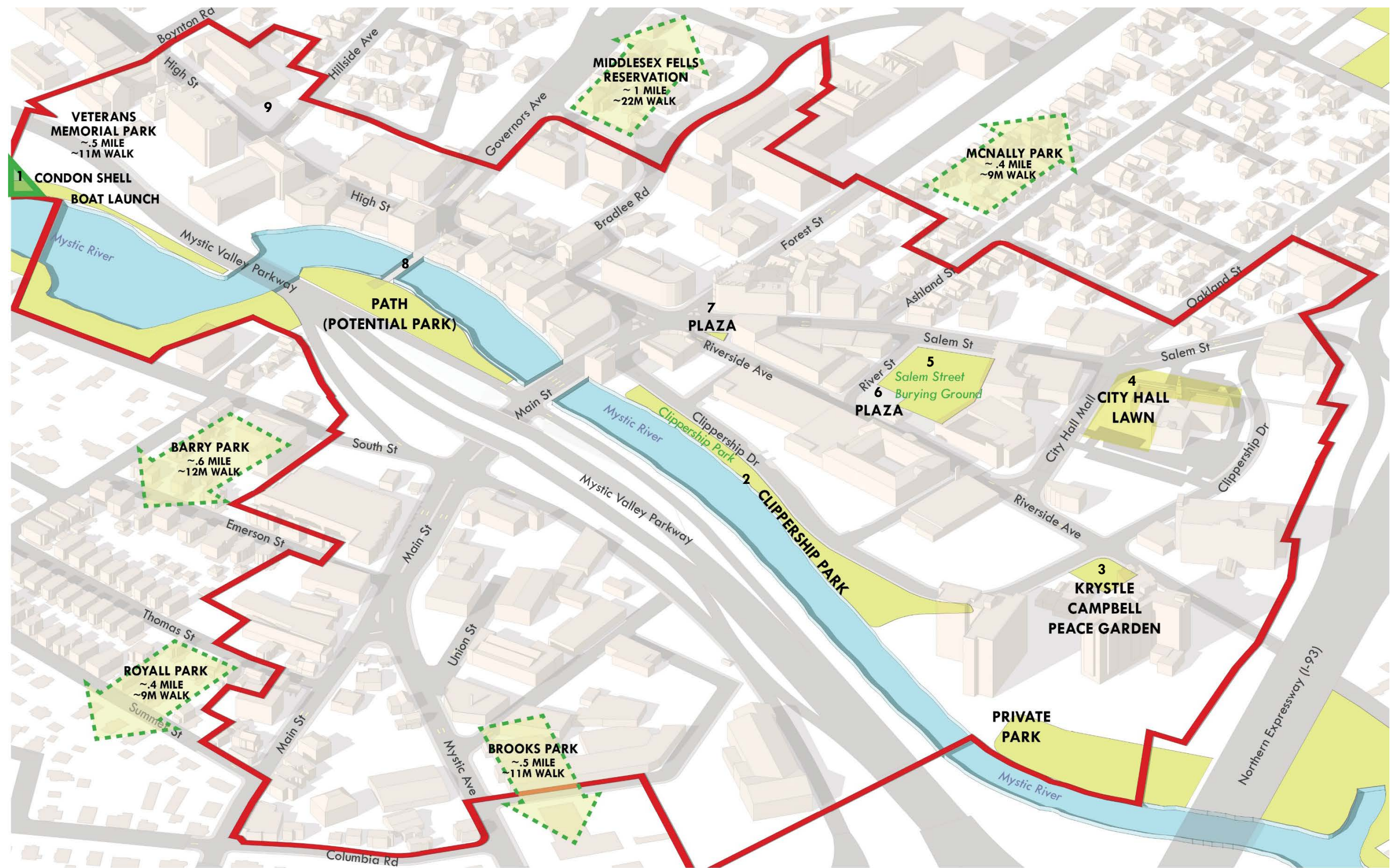
(7) **Rose M. Sloane Garden** located at the center of Medford Square at the intersection of Salem Street and Riverside Avenue is a small plaza with seating and landscaping.

(8) **High Street Footbridge Plaza** on High Street is connected to a pedestrian way with the name of Shipyard Way. It includes a small plaza with landscaping that connects to the footbridge that crosses the Mystic River.

(9) **Library Lawn** on High Street is at the northwest corner of Hillside Avenue and includes a lawn area with significant older trees, a small stone monument, flag pole, and benches.



Figure 20 Medford Square Open Space Resources





## AIR POLLUTION

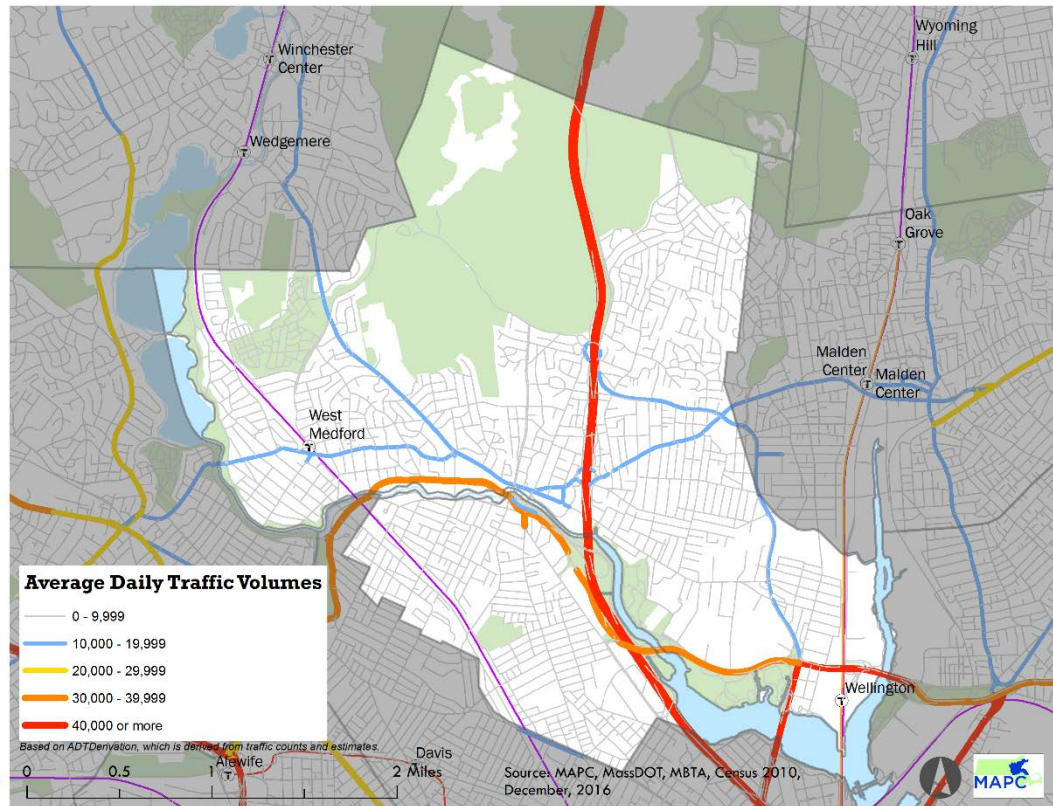
Medford Square is a downtown district that experiences high volumes of local and regional vehicular traffic on local roads and that is directly adjacent to very high traffic volumes of Interstate 93. Certain pollutants emitted from vehicles impact local air quality, while others from vehicle exhaust or other sources, such as fine particulate matter or ozone, impact air quality across a larger scale. Data counts for particulate matter smaller than 2.5 micrometers (PM<sub>2.5</sub>) and ultrafine particles (less than 0.1 micrometers) are available. These particulates pose particular respiratory health risks because of their small size. PM<sub>2.5</sub> data is only available at the regional level providing comparisons by county. Ultrafine particles (UFP) are even finer than PM<sub>2.5</sub> and new evidence is emerging that they also pose a great health risk<sup>1</sup>. According to work underway by the Community Assessment of Freeway Exposure and Health (CAFEH) study, housing within an estimated 500 feet of high volume roadways (roughly 30,000 vehicles per day or more) are at an increased risk of UFP exposure-related and other respiratory diseases. Since UFP are so small, their concentration depends heavily on local dispersion patterns and therefore areas identified as an increased risk must be interpreted with caution as rough estimates. In Medford Square, Interstate 93 and the Mystic Valley Parkway have daily counts of vehicles that would meet this threshold for risk. The section of Interstate 93 adjacent to Medford Square has average daily traffic volumes of 40,000 or more adjacent to Medford Square and the Mystic Valley Parkway has an estimated average daily traffic volume in excess of 30,000 vehicles per day. The figure below shows streets with elevated daily traffic volumes. These streets surround the Square, which may mean that the pollution from these sources may accumulate in greater proportions depending on local wind and weather patterns. Portions of the City Hall Subarea are within 500 feet of Interstate 93. Much of the Medford Square Study Area is within 500 feet of the Mystic Valley Parkway.

Various forms of pollution have been linked to respiratory diseases, including asthma and chronic bronchitis, exacerbation of existing respiratory conditions, leading to costs that are often not measured, including missed school, increased doctor appointments and emergency room visits, and increased risk of cardiovascular disease. This form of pollution dissipates quickly, and therefore the populations most exposed are those who are at a home or place of business close to highly trafficked roads during peak commuting hours. To the best of our knowledge, no studies have examined this issue for those who are themselves driving in the traffic.

---

<sup>1</sup> Brugge et al. Highway proximity associated with cardiovascular disease risk: the influence of individual-level confounders and exposure misclassification. *Environmental Health* 2013. 12: 84. <http://www.ehjournal.net/content/12/1/84>





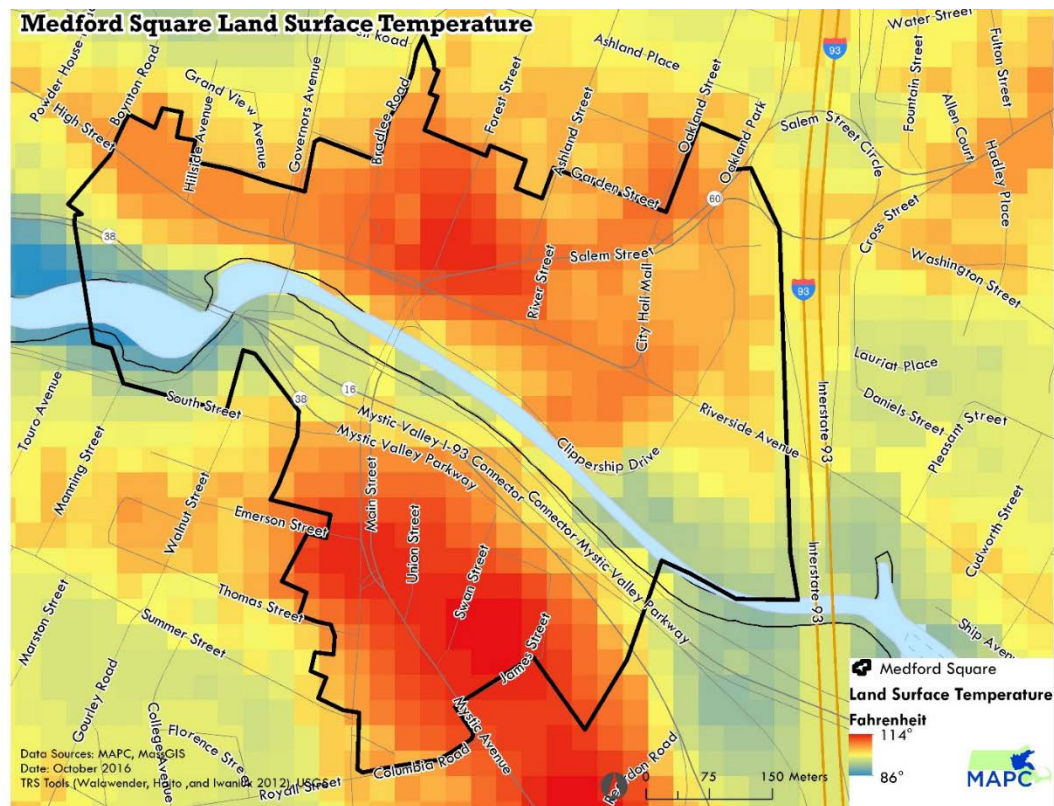
## SURFACE HEAT

Surface heat temperature can serve as a proxy for how sensitive local environments are to extreme heat. The figure below shows the surface temperature across Medford Square on a day in July 2015 with a high temperature of about 95 degrees. In the figure, blue indicates the coolest and most heat resistant areas. In other words, areas that remain cool even on very warm days. Areas in red show the hottest and most absorptive locations that are increasing the surrounding temperature. This figure shows that most of the surfaces in Medford Square are highly susceptible to overheating in high temperature conditions. This is consistent with the lack of greenery in the Square and the high proportion of exposed black surfaces, typically asphalt and roofing, in the Square.

Extreme heat events are projected to become more common with climate change. When temperatures rise too high, it can have health impacts on the local population, typically in the form of heat exhaustion and heat stroke. Heat stroke is life threatening and consistently kills elderly residents during heat waves. Heat stroke is particularly important in Medford Square because of the large proportion of elderly residents who are at particular risk. The proportion of elderly residents over the age of 65 in Medford Square is nearly twice that of Medford overall due to the concentration of senior housing in the Square. The senior population in the City will increase by roughly 20% by the year 2030 according to MAPC's population projections. This implies that the Square will continue to have a large population



of seniors and mitigating the risk of heat exposure in the Square should be a community health priority.



A peer-reviewed tool developed by the United States Department of Agriculture (USDA) Forest Service was used to measure the presence of trees in Medford Square. The tool is called i-Tree and includes a tree canopy tool that compares the percentage of the Study Area that has a tree canopy present to the percentage of the Study Area that does not have a tree canopy present. Tree canopy is the area of land that is underneath the branch spread of a tree, typically an area that would receive shade from a tree. The tool uses aerial photography provided through Google maps. The tool randomly selected and categorized 300 points as “tree” or “non-tree” in order to generate reliable estimates. Based on this random sampling of 300 surface points in the Medford Square area, nearly 88% (with a margin of error of  $\pm 2$ ) of the Square’s surface area does not contain trees, and in fact, mostly consists of dark colored, light attracting surfaces. An area of approximately 12% (with a margin of error of  $\pm 2$ ) is covered by tree canopy in Medford Square. Recent research suggests that the greenness found in or near parks, trails, and other open spaces, may influence health by promoting physical activity and social contact, decrease stress, mitigate air and noise pollution, and reduce the urban heat island effect, surface heat issues, and consequent heat-related illnesses.



## TRAFFIC SAFETY

Walkability, the pedestrian environment and vehicle traffic have been concerns raised by the community with safety, economic development, and urban design implications. Walkability and traffic safety are community health issues. The following map shows the top high crash intersection locations in Medford Square based on statewide crash data (Registry of Motor Vehicles). The mapped crosshairs show the approximate location of the crash clusters. The geographical point may not be the exact location of the crashes, but represents an average location of the multiple crashes. Traffic safety directly intersects with the pedestrian improvement and traffic flow improvement priorities that have been expressed by the community. Collisions have a direct impact on injuries and death, particularly for vulnerable senior populations, very young populations, and unprotected road users (e.g. pedestrians). Frequent incidents or even “close calls” can influence the perception of safety for walking in a district and can reduce the likelihood that area populations will choose to walk between destinations.

The health benefits of physical activity are well documented, yet less than half (48%) of all adults meet the Surgeon General’s recommended 30 minutes of moderate intensity physical activity on most days of the week<sup>2</sup>. A recent study by Lee et al. (2012) estimates that physical inactivity causes 6% of the global burden of disease from coronary heart disease, 7% of type 2 diabetes, 10% of breast cancer, 10% of colon cancer, and 9% of premature mortality. If inactivity were decreased by 10% to 25%, between 533,000 and 1.3 million deaths could be prevented every year.

In recent years, research has attempted to address this issue by working to understand the built environment and its connection to active transport, defined as walking, biking, and public transportation (which typically requires some walking or biking between destinations). For the most part, this literature is consistent in demonstrating that active transport correlates with many of transit oriented development’s characteristics including: density, mixed land-use, availability of destinations, design, and distance to transit<sup>3</sup>. These are the existing characteristics of Medford Square and characteristics that may define future transit oriented development in the Square. Supported by concepts from the field of transportation planning, land use patterns shape the proximity of destinations, and transportation systems connect destinations, which together determine the feasibility of walking, cycling, or mass transit use. Neighborhoods that have higher population densities, access to destinations, more grid-like street patterns, and access to high quality bicycle and pedestrian infrastructure are positively associated with physical activity. Additionally, several studies show that walking to and from transit help people meet physical activity recommendations<sup>4</sup>. Furthermore, there is emerging research that investigates transit oriented development’s efforts to reduce vehicle trips that has found that housing type and tenure, local and sub-regional density, bus service, and off-street and on-street parking availability play a more important role than rail access (Chatman 2013). This all underlines that critical importance of pedestrian and bicycle infrastructure improvements that are outlined in the Multi-modal Access and Circulation Analysis and Strategies Memorandum.

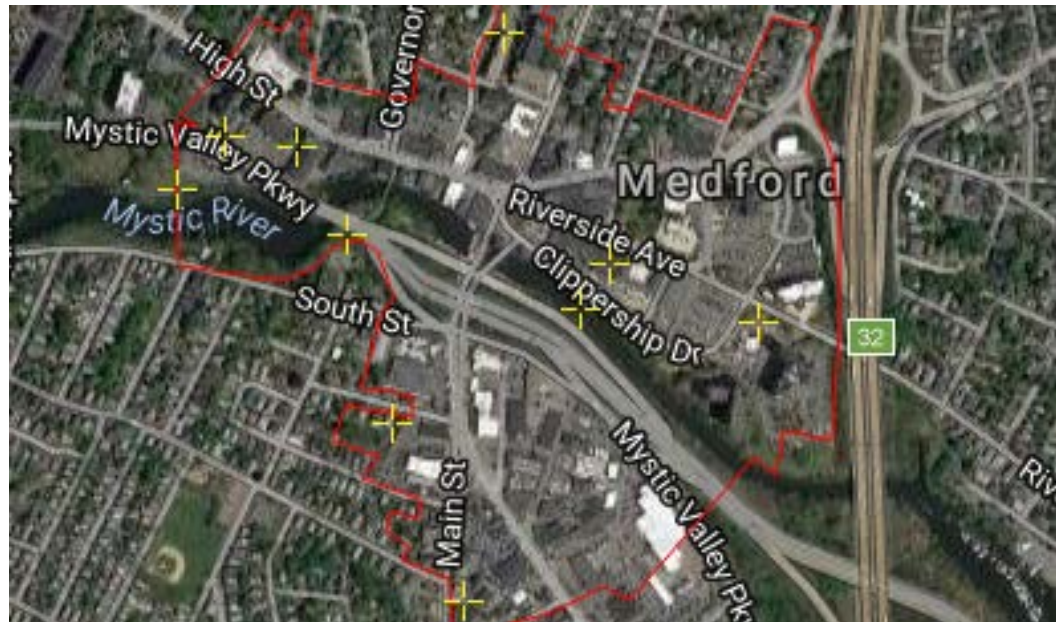
---

<sup>2</sup> Centers for Disease Control and Prevention 2010; Besser and Dannenberg 2005; Freeland et al. 2013

<sup>3</sup> Ewing and Cervero 2010; Freeman et al. 2012; Giles-Corti et al. 2013; McCormack and Shiell 2011; Litman 2013

<sup>4</sup> (Besser and Dannenberg 2005; Freeland et al. 2013; Lachapelle et al. 2011)





## HEALTH OF OLDER ADULTS

The proportion of senior residents over the age of 65 in Medford Square is nearly twice that of Medford as a whole due to the presence of senior housing in the Square, (particularly with the presence of the Medford Housing Authority) and Riverside Towers, as well as the location of the Medford Council on Aging and Medford Senior Center. The senior population in the City is projected to increase by roughly 20% by the year 2030 according to MAPC's population projections. This implies that the Square will continue to have a large, and potentially disproportionate, population of seniors. Health data are not available for Medford Square specifically, but municipal level data in the City of Medford is presented below and serves as guidance for what priorities older City residents may have. In regard to health behaviors, nearly 70% of the population 65 and older had reported any physical activity within the last month. Enhancing access to open space and recreational assets in Medford Square may help to increase this overall percentage. More than 25% of the population 65 and older in Medford reported consuming 5 or more servings of fruit or vegetables per day. Enhancing access to healthy food sources, such as the Medford Square Farmer's Market and services, may increase the likelihood that this population will improve diet and nutrition. Approximately 90% of the population 65 and older in Medford reported a physical examination or check-up in the past year and nearly 65% of that population reported having 4 or more chronic conditions. Medford Square's concentration of medical office and clinic uses may serve many of these doctor's visits and treatment of chronic conditions. Enhancing walkability and transit-access to these uses may support active and healthy lifestyles and improve access to needed healthcare resources.





## **Your Experiences in the Square**

It is critical for the Master Plan to be firmly grounded by people's actual experiences in Medford Square. This is an effort to improve a real place that touches the daily life of many in the community. The existing conditions analysis and an understanding of the emerging themes for the Square are informed by and originate from conversations with Medford Square stakeholders. This includes interviews, both in person and by phone, with approximately twenty stakeholders representing many perspectives on Medford Square. It also includes the direct feedback from approximately 130 attendees at the first Community Forum on September 7th, 2016. Additionally, many visits to Medford Square were undertaken to document conditions, take photographs, eat in restaurants, ride buses, inventory businesses, attend Circle the Square, and observe how Medford Square is and isn't meeting the needs of the community today.

Some highlights from your collective experiences in Medford Square are included below and reflected in the two summary "At A Glance" graphics from the September 7th, 2016 Community Meeting.

Below are a collection of quotes from the Community Forum that represent sentiments, good and bad, often repeated about Medford Square:

- Traffic jams and near accidents with pedestrians
- Lots of vacant spaces – not enough business variety
- Many of the problems stem from the landlords in the Square
- Change is perennially discussed, but nothing ever happens
- Lack of desirable restaurants and nightlife destinations and underutilized Mystic
- The Square is a cut through, not a destination
- Parking meters are difficult to use
- There is nothing to do there
- Fully utilize Chevalier as an economic and community development opportunity
- Leverage proximity to Tufts and Boston
- Create incentives for new businesses and improvement of businesses
- More green space, live music, outdoor eating spaces
- Change the flow of traffic through the Square
- Public art by local residents
- No dollar stores, pawn shops or banks
- Clean up the Mystic River



A second community forum was hosted on December 7<sup>th</sup>, 2016 to present and discuss initial strategies with the community. The results of this discussion are shown in the two summary “At A Glance” graphics from the December 7<sup>th</sup>, 2016 Community Meeting.

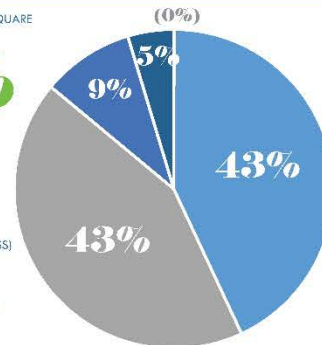


## FEEDBACK AT A GLANCE

**HOW FREQUENTLY YOU VISIT THE SQUARE:**

THE FIRST COMMUNITY FORUM WAS VERY WELL ATTENDED WITH ENERGETIC AND ENTHUSIASTIC PARTICIPANTS. ATTENDEES INCLUDED RESIDENTS, BUSINESS OWNERS, CHAMBER MEMBERS, MAYOR STEPHANIE BURKE, MEMBERS OF THE MAYOR'S OFFICE AND STAFF, STATE REPRESENTATIVE PAUL DONATO, STATE REPRESENTATIVE CHRISTINE BARBER AND SEVERAL MEDFORD CITY COUNCILORS.

ATTENDEES WERE ASKED:  
HOW FREQUENTLY DO YOU  
VISIT MEDFORD SQUARE?



**TOP REPORTED COMMUNITY OPPORTUNITIES:**

TO GATHER THIS INFORMATION, ATTENDEES WERE ASKED TO INFORMALLY DISCUSS AND THEN WRITE ON HANDOUTS AND REPORT RESPONSES IN AN OPEN FORUM.

TO GATHER THIS INFORMATION, ATTENDEES WERE ASKED TO INFORMALLY DISCUSS AND THEN WRITE ON HANDOUTS AND REPORT RESPONSES IN AN OPEN FORUM.

TOP 6 RECORDED DESTINATIONS:

- 1 MEDFORD PUBLIC LIBRARY
- 2 MEDFORD CITY HALL
- 3 CVS (WEST SQUARE)
- 4 SALVATORE'S
- 5 TENOCH
- 6 FARMER'S MARKET

ATTENDEES WERE ASKED: WHAT WAS THE DESTINATION OF YOUR LAST VISIT TO MEDFORD SQUARE?

Medford Square Master Plan

COMMUNITY FORUM SEPT. 7, 2016



ATTENDEES WERE ASKED: WHAT WAS THE DESTINATION OF YOUR LAST VISIT TO MEDFORD SQUARE?



## FEEDBACK AT A GLANCE

ATTENDEES WERE ASKED TO  
"USE A FEW WORDS TO DESCRIBE  
YOUR IDEAL FUTURE VERSION OF  
MEDFORD SQUARE"

EMERGING THEMES AND PRIORITIES WERE PRESENTED IN FOUR CATEGORIES AND HAVE BEEN REORGANIZED AND AMENDED, BASED ON COMMUNITY INPUT:

### ECONOMIC DEVELOPMENT AND VITALITY:

- PRIORITY**
- 14%** • RENEW ACTIVITY/DRAW PEOPLE TO BE THERE
  - 7%** • REBALANCE MIX OF USES AND VITALITY
  - 3%** • STRENGTHEN IDENTITY AND DESTINATIONS
- LOW PRIORITY**
- 0%** • POSITION RELATIVE TO STRONG COMPETING PLACES

### LAND USE AND SENSE OF PLACE:

- |    |   |
|----|---|
| 8% | • IMPROVE PERCEPTION AND ATTRACTIVENESS   |
| 7% | • EMBRACE HISTORIC ASSETS AND LIABILITIES |
| 7% | • PROMOTE COMMUNITY AND COMMUNICATION     |
| 5% | • UNITE A SQUARE DIVIDED                  |
| 2% | • CREATE SYNERGY BETWEEN MANY ASSETS      |

### TRANSPORTATION AND CONNECTIVITY:

- 8% • OVERCOME COMPLEX ROADWAY NETWORK
- 7% • REBALANCE BUSY/CROWDED STREETS
- 5% • REDEFINE HEAVY VEHICLE GATEWAYS
- 2% • IMPROVE INCONVENIENT AND DIFFICULT ACCESS

### OPEN SPACE AND QUALITY OF LIFE:

- PRIORITY** **17%** • **PRIORITIZE PEDESTRIAN AND BIKE ENVIRONMENT**
- 8%** • **HIGHLIGHT THE MISSING MYSTIC**
- LOW PRIORITY** **0%** • **EXPAND CENTRAL CIVIC SPACE**

Medford Square Master Plan

COMMUNITY FORUM SEPT. 7, 2016







## 2<sup>ND</sup> COMMUNITY FORUM

## FEEDBACK AT A GLANCE

### FORUM ATTENDANCE:

ESTIMATED NUMBER OF ATTENDEES:

**55**

TOTAL ATTENDEE SIGN-INS:

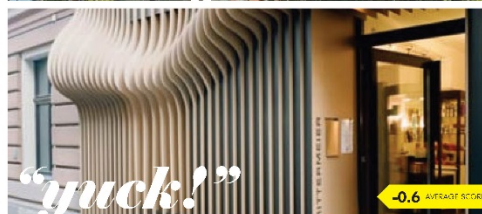
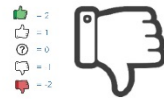
**49**

THE SECOND COMMUNITY FORUM WAS WELL ATTENDED WITH ATTENDEES INCLUDING RESIDENTS, BUSINESS OWNERS, CHAMBER MEMBERS, MAYOR STEPHANIE BURKE, MEMBERS OF THE MAYOR'S OFFICE AND STAFF, AND SEVERAL MEDFORD CITY COUNCILORS.

### YOUR FUTURE PREFERENCES RESULTS:

ATTENDEES WERE ASKED TO REACT TO A SERIES OF IMAGES REPRESENTING POTENTIAL FUTURE IDEAS FOR THE SQUARE. INDIVIDUAL SURVEYS WERE TRANSLATED INTO A NUMERICAL AVERAGE, USING THE SCALE AT THE RIGHT.

THE MOST "DISLIKED" IMAGES INCLUDE:

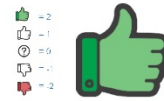


THE MOST COMMON COMMENTS ARE SUPERIMPOSED OVER THE IMAGES.

### YOUR FUTURE PREFERENCES RESULTS:

ATTENDEES WERE ASKED TO REACT TO A SERIES OF IMAGES REPRESENTING POTENTIAL FUTURE IDEAS FOR THE SQUARE. INDIVIDUAL SURVEYS WERE TRANSLATED INTO A NUMERICAL AVERAGE, USING THE SCALE AT THE RIGHT.

THE MOST "LIKED" IMAGES INCLUDE:



Medford Square Master Plan

COMMUNITY FORUM DEC. 7, 2016





# MEDFORD SQUARE MASTER PLAN



## 2<sup>ND</sup> COMMUNITY FORUM

## FEEDBACK AT A GLANCE

### YOUR OVERALL REACTION TO THE DRAFT STRATEGIES:

MEETING ATTENDEES WERE ASKED GAUGE THEIR REACTION TO THE DRAFT STRATEGIES OVERALL:

**8%**

THOUGHT THE STRATEGIES ARE  
**NOT BOLD ENOUGH** FOR THE  
FUTURE OF MEDFORD SQUARE

**88%**

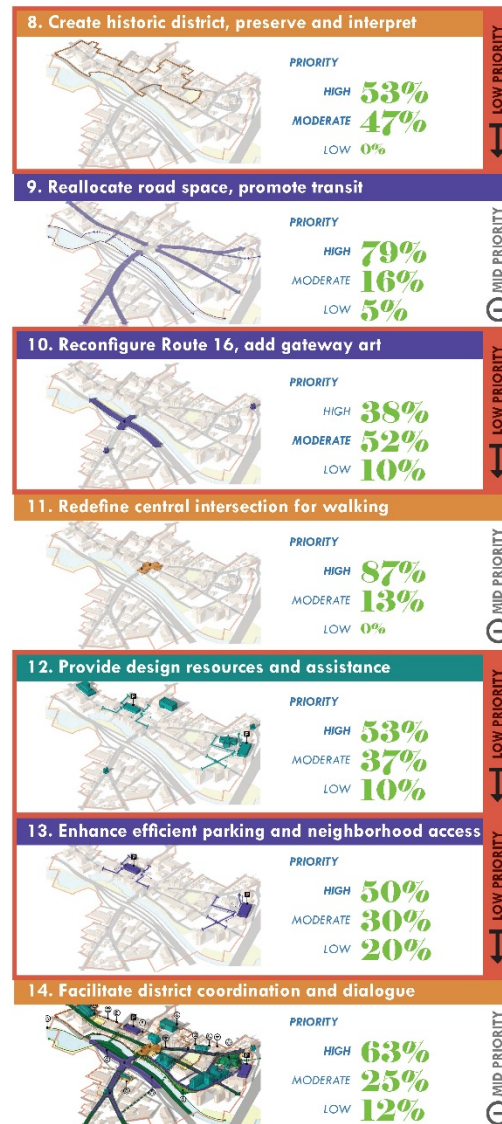
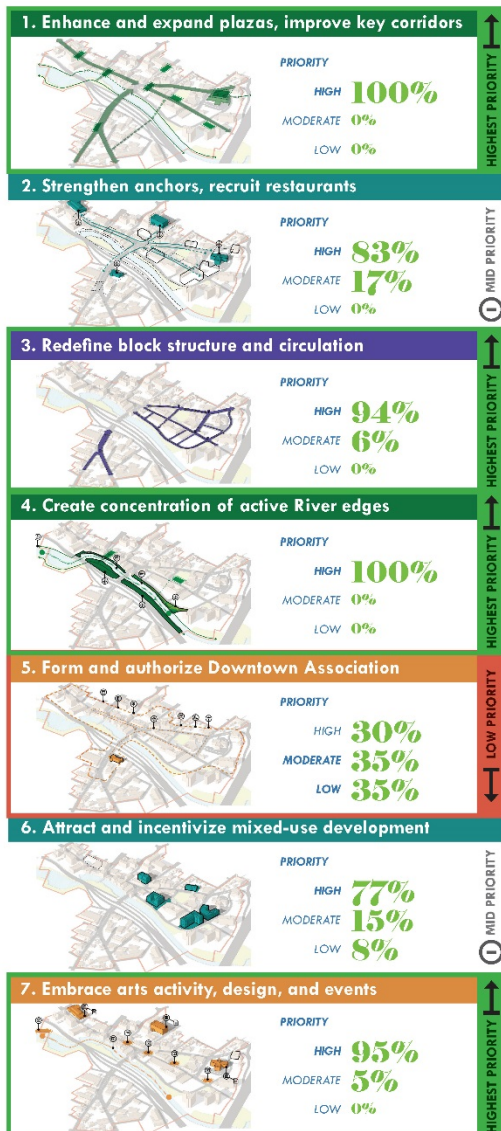
THOUGHT THE STRATEGIES SEEM  
**ABOUT RIGHT** FOR AN IMPROVED  
FUTURE FOR MEDFORD SQUARE

**4%**

THOUGHT THE STRATEGIES ARE  
**TOO BOLD AND TOO MUCH OF A**  
CHANGE FOR MEDFORD SQUARE

### YOUR PRIORITIZATION OF DRAFT STRATEGIES:

MEETING ATTENDEES WEIGHED IN ON THE PRIORITY LEVEL OF EACH OF THE DRAFT STRATEGIES, THE STRATEGIES REMAIN IN THE ORDER THEY WERE PRESENTED:







## **Medford Square Master Plan**

### **3<sup>rd</sup> Community Forum – September 13<sup>th</sup>, 2017 Feedback**

#### **Draft Master Plan – Compiled Community Feedback**

Community feedback has been received for the Draft Master Plan document that was presented at a Community Open House on September 13<sup>th</sup>, 2017. A public comment period on the draft materials was provided through the end of the month of September. The record of feedback received is compiled in the document and includes feedback and responses from the community open house, feedback handouts received during and after the community open house, emails, and letters received. Feedback was received from about 38 individuals who had either attended the Community Open House or reviewed the draft Master Plan material online. The Community Open House was attended by many enthusiastic community members with 176 individuals accounted for on the sign-in sheets. The audience included the Mayor, City Council members, State representatives, and City staff members. This information is being used to finalize the Medford Square Master Plan by either strengthening, editing, or amending the strategies and actions that are outlined. Generally, comments reflect a positive reaction to the draft document and call for focused action in implementation of many good ideas.

#### **Community Feedback (Organized by Topic)**

##### **COMMUNITY VISION AND GOALS**

- Walkability and arts events are important
- Vibrant cultural spots
  - Chevalier Theater
  - Medford Historical Society
  - Library
- There was a book store in Medford Square. It has left due to lack of patronage.
- Gateways – remove Springstep – blocking City Hall – it's an unused building
- Fix sidewalk crosswalk Riverside Ave near bank crosswalk
- Do parking lot back of CVS
- Good
- Provide a unique pedestrian-oriented downtown experience that embraces the Mystic River
- Enhance connections to the Mystic River and develop the pedestrian character of Medford Square
- Two-way streets will be helpful
- Our community goals will never be reached as long as driving through the Square is prioritized – as it is today
- In Medford Square of today, you are a second class citizen if you are outside of a car
- Good



- I agree with the vision, but have a concern that not enough thought will be put into the type of restaurants, shops, businesses attracted. We do not need another Wellington Circle center, with mediocre chain restaurants. It doesn't need to necessarily be high end, but please strive to attract unique experiences!
- The key to rehabilitating downtown is to choke off through traffic
- Community Vision & Goals and Key Priorities are pretty much on target
- Thank you very much for your presentation of Medford Sq. Master Plan, my family and I attended the meeting and were very impressed with the vision, goals, and priorities.
- Community Vision and Goals and Top Priority: To provide "Quality of Life" in Medford Square, which includes Riverside Ave., Salem St. and High St. there is a need for green spaces on those areas. Shade trees provide cool areas for pedestrians. Shade trees and green areas provide safe places for pedestrians on hot summer days. They are especially important for the health of Senior Citizens, pedestrians, walk in the downtown area.

### **8 KEY PRIORITIES**

- Glad there will be developed parks/open spaces (river)
- I particularly liked priorities #5 (optimize street network), #2 (improve walking and biking), #6 (improve parks and plazas) and #7 (protect the character and history)
- More shade trees
- A supermarket for groceries
- Concern for affordable housing which exists (99 Riverside Ave, etc.) and redevelopment of Square. I would not like those buildings to become casualties of this movement
- Traffic study for better circulation in the Square – pedestrians and bikes, reduce car speed and improve pedestrian crossings
- Connect to the river and greenways
- Shade trees
- Mixed use zoning
- Curious to see what happens to old bus stop pavilion near cemetery – would still like to see aspects of it incorporated in its new design
- The area becomes more attractive for events (e.g. Farmers Market, Circle the Square)
- Very strong
- Need:
  - 1 – Many ways to get to Medford Square – buses from all our neighborhoods to the Square, also bike trails to the Square and back, otherwise parking would be a nightmare
  - 2 – Multiple things to do once you get there. Example: restaurants, coffee shops, bakeries, ice cream, a bookstore, a park, and a MACI building
- The plaza will be a nice attraction to the Square
- Multimodal access to the Square
- Environmentally sustainable and conscious processes put forth with all development access to the waterfront, mitigate traffic issues from new development including housing
- Public art, flowers and landscaping, maintained and planted by professional, for uniformity in design like Assembly Square, sidewalks with brick border, outside seating, outside seating for restaurants, fun and interesting lighting, events like Somerville organizes
- Calm traffic – this is a community square, not a highway off ramp
- Make all streets in the Square 2-way travel
- Demolish the Route 16 bridge over Main Street – make it a surface intersection



- Good ideas. However – although there is too much parking in some places, the center of the Square doesn't have enough. Can it be more balanced? Businesses aren't patronized if you have to walk too far
- Make sense
- Can anything be done through zoning provisions to maintain a consistent visual appearance and avoid hideous developments such as CVS on High St
- These areas of "green" spaces (shade), are goals, are a key priority, would improve quality of life, would increase the historical "feel" of the downtown area, would increase connectivity and would increase economic development and vitality in the downtown area.

### **ACTIONS AND IMPLEMENTATION**

- Implementation should not be delayed. Great ideas, use them
- Planning team with Chamber of Commerce, arts groups
- Local historic district in Medford Square – save Bigelow Block
- Extended curbs present difficulties. There are several which I have seen which are now surrounded by traffic cones.
- Very good idea to target the parking lots for re-use. They contribute to a feeling of isolation in the Square. They reinforce a psychology that the Square is not walkable end to end
- Need benches in the square, please put metal benches, side of CVS and Japanese restaurant
- Improve planning capacity in the City
- I'd like to see improvements implemented faster
- I like expanding the historical area and preservation of this space
- Would be great to see public art that supports current social issues too i.e. BLM or LGBTQA or women's rights, especially if in line with historic/cultural aspects of Medford, or just highlighting diversity or history of Medford, but great idea with public art
- Recommend pursuing Main Streets organization
- Besides thinking of families and what they need, we also need to attract 20 somethings and those over 55 who are still very active. Cache chiefly has proposals for children (as an example)
- Really not sure about historic district
- I was dismayed but not surprised to learn that this is not the first Master Plan. Please take action.
- I wonder thy closure of Clippership Drive has been taken off the table
- As a business owner and resident, I completely disagree with the long term action to decrease parking in the square. If Medford Square revitalization is successful, and if plans are implemented like more housing, a water taxi, transportation hub, more and better quality businesses and Chevalier Theater improvements, we are going to need more parking, not less. I would love to see the parking lot at Riverside/Clippership developed into mixed use as long as some parking is preserved for the businesses and residents there. But the parking lot across the street at City Hall I think it would be best used as a parking garage to make up for the lost parking from the new development. It would also make sense to have garage parking if this site is developed as a transportation hub as was mentioned. It is strategically located right near the rotary and 93 so that people could park there with minimal impact on traffic at the main intersection of the square.
- I am very supportive of making the square easier to access without a car. Yes more and more people are going car-less these days. But the hope that people in the future will go car-less to access the square is not enough. I think the goals of easier access without a car and easier access with a car are not mutually exclusive. A garage at the City Hall location would solve a lot of problems.



- My top priority for implementation would be the development mentioned above: Change zoning to allow mixed use in the Square and develop the Riverside/Clippership site for mixed use as well as a parking garage and transportation hub at City Hall. These things will create better access to the square and will draw more people in. Once those things are done, I think a lot of the rest will fall into place. For instance, it would make no sense to do this without making the traffic directional changes that are recommended. Also, the Clippership connector and water taxi, which hopefully make sense to do in their own right, make even more sense to have with the transportation hub, adequate parking and more/better businesses right along the river.
- I hope that the Master Plan can be implemented in a timely manner.
- 2005 planning process hindered by low staff capacity; how to unlock planning capacity to implement like last time? Highlight staff changes and roles/responsibilities for implementation

#### **YOUR TOP PRIORITY FOR IMPLEMENTATION**

- Parks and open spaces
- Reduction of Salem Street traffic congestion
- Organization which provides ease of movement, provides a reason for people coming to Medford Square
- Walkability
- Alternative car use: improving walking and biking
- Land use and open space/quality of life – by the river and library – making library more welcoming – community rec. space
- Road network
- Increase of retail and restaurants
- Create district level management entity such as Medford Square Main Streets
- 2-way streets
- Improve the traffic patterns so it is easy to navigate the Square
- A more bikable Medford, new destination restaurants and shops
- Closing Clippership Drive
- Green spaces, trees, in the downtown areas.

#### **STUDY AREA AND SUMMARY**

- Rt 60 truck route is a problem!
- The past 2 redevelopments of Medford Square have resulted in disaster. Long term businesses have been driven-out etc.
- Get out of car
- Very smart to include the Mystic River in the study area and utilize it to its full potential – very cool to add a water taxi stop. Hopefully it is convenient or at least attractive in comparison to other forms of transportation
- Good to broaden scope beyond traditional boundaries of Square (Main Street/Mystic Avenue, East of I-93)
- The Medford Historical Society should have a presence downtown with lots of leaflets and flyers
- A building in a gallery (paints, photos, etc.) This building can also be a place where day time and evening performances for small audiences can happen and where people can go to get information about upcoming events and flyers
- I like that the south side was included in the study. There wasn't a lot of discussion about it but I recall our conversation where I suggested maybe a business incubator and pedestrian bridge to connect that area to the square. I also envision perhaps some redevelopment similar to the area in



Everett where Teddy Peanut Butter and Nightshift Brewing are located, which is now a hip destination with a distillery nearby. Note that Medford Brewing Company is looking for a location in town! They are currently contracting their brewing to a company in NH. Sad.

### COMMUNITY PROCESS AND TIMELINE

- Prototype, test/do, fail fast, and succeed better!
- Continue planning effort all along Mystic Avenue to Somerville line
- People would come if there are 5 different things they can do in an hour or two (things)
- Community process has been good
- Consider including a diverse citizen group to involve and multiple ways to provide comments. You will not get much input from younger residents on a form like this. Include millennials – the voice of the future – as well as seniors.

### OPEN SPACE AND QUALITY OF LIFE

- Importance of the riverfront
- Can Tufts be more integrated and contribute more as an institution? Attract students!
- I like using the riverbank however its adjacency to Route 16 limits its attraction
- Abandoning the exit from 93 north to Main Street needs the analysis that is to be applied to the general Square traffic
- I helped develop Greenways in East Boston and Winchester/Woburn/Stoneham. I am a huge advocate for green space, particularly as an enhancer of economic development
- Use of the River is important
- Great ideas!
- Accentuate Mystic River – gathering spaces – boardwalk bicycle and pedestrian connections
- Active Mystic River edges = 5% / Riverside boardwalk – yes do it!
- Enhance the plazas, 12% trees – yes, trees are our friends – do it!
- Arts/culture
- District management
- Playground in the Square – encourage families to go out in the Square with local and tourists
- Better parking especially near Chevalier Theater
- Drivers speeding through and honking – and some idling/double-parked really harms the open spaces – also, this is slightly outside the Square, but sidewalks on Governors Avenue (west side) are 80% overgrown. Not walkable, not up to ADA code, nobody will walk to the Square on these overgrown sidewalks.
- Library has the only real space on that end of the Square, should be developed
- All for it – but just a green space alone only attracts geese (take a look at the bike path newly created by DCR)
- I was disappointed that Clippership Drive as a street is still a part of the plan since it cuts off the river from the square and takes traffic away from local businesses. I think the space would be better utilized as green space with river access and multi-use access. The road isn't really necessary, and if traffic was routed to Riverside it would be better for the businesses on that street. Riverside can definitely handle the extra traffic capacity, even if it is made two-way. Also, I'd love to see a Main Streets District in the Square.
- As new residents to Medford I just wanted to thank you and your team for your thoughtful dedication to revitalizing the square and the city of Medford. We especially love your ideas of adding more public green space, utilizing Parklets or adding outdoor seating, adding public art, and making streets safer and better for pedestrians and bikers.



- Outdoor seating areas and increased open spaces by the river
- Every day I wait for a bus in the square and stare at garbage littered all over the place – cigarettes, alcohol bottles and loads of other things. It is gross and unattractive. A simple step would be to have a garbage crew come every morning, first thing. If the square isn't attractive, who wants to visit? Also, potted plants would be a huge step in the beautification of the Square. These should be seasonally appropriate. If the town can't keep up with caring for the plants or garbage, the store owners should step up to help beautify and care for the Square. Another idea would be to get the citizens involved with a "garden Medford day".
- Again, having to wait for the bus in Medford Square every day, I see a bunch of vagrants/addicts walking around. I have been approached for money on several occasions. Who wants to deal with that and feel unsafe just blocks from their home? There needs to be an active police presence in the Square. They need to know this is not a place for them to be up to no good. I feel these two things should be an immediate priority and could be implemented easily. It would be a strong start to help change the Square for the positive.
- Comfortable seating out of direct sun in city outdoor spaces. Krystal Campbell and McNally parks are beautiful. But the hard benches are in hot sun and are not very comfortable. There are chairs in Harvard Sq and Assembly Row that are much more comfortable.
- Our primary concern is that we utilize our riverfront in a way that would make the Square a true attraction for the people throughout the region. Our unique frontage on "Mystic River" is being totally ignored. And we fear that the present plans to institute a two-way traffic pattern on Clippership Drive will mean that we are going to be cut off from the river for at least the coming generation. Having grown up in Albany, NY, where the downtown was cut-off from the Hudson by a massive road system, I can attest to the tragedy of severing people's connections to a stream that runs directly back into the heritage of their past, and straight onward into the promise of their future.
- There needs to be a better way of celebrating Medford's riverfront heritage (and not just by naming a prosaic thoroughfare "Clippership Drive"). My wife and I have travelled extensively in Europe and Canada and Australia, all places where riverfront areas are prized. A combination of an outdoor café scene, bike paths, and boating opportunities seems to be the way to go. Clippership Drive should be closed to all traffic so as to create a riverfront pedestrian zone, not doubly burdened with traffic. The spaces behind the stores, currently an ugly parking area, could be beautified into an attraction that would become an active recreational mecca. We fear that under the current plans, our city is on the verge of squandering a wonderful opportunity.
- Top priority in downtown area including High St and Riverside Ave – Riverside Ave is rich in Medford History yet is a DESERT of concrete and hot top with NO green spaces.

#### **LAND USE AND SENSE OF PLACE**

- Parking availability limited in select areas – where can it be added (if removed elsewhere)? – consider accessibility
- Changes to parking behind City Hall may impact the theatre in evenings – patrons of theatre use that parking and it helps with events. Also, requests for day-time rentals of theatres – avoided because no parking can be provided during the day
- Medford Sq as cut-through; activate space to make people stop
- Not enough business parking
- Police station is part of Medford Square? Too unsafe to access – must address safety to include that area
- Beautify and preserve but don't go to the extreme of Malden – don't change too fast
- Yes to transforming parking lots to mixed use multi-story buildings, perhaps parking underneath



- Do not change architecture of the triangular building at intersection of Riverside Ave and Salem St/Rt 16. We must preserve the historic character of the Square
- Does Fed funds come with being a local historic district?
- Should allow overnight parking for residents in commuter lots
- Designing parking for 10 time per year events at the theatre is not acceptable – do a parking study in a vibrant community – Lexington? Melrose? To contextualize give perspective to the appropriate parking levels
- The Police/Fire Station is totally NOT part of Medford Sq. mostly because of the traffic pattern at Main St and South St. It's impossible to slow down when driving or cross from police station toward Medford Sq if on foot. Until that's solved, it can't be integrated into Medford Sq.
- Increase parkland
- Bringing more people into Medford Square will require more parking lot less! Add lots on outskirts of Square, near transport links (e.g. riverboat)
- Cool!
- Look to engage population – living east of I-93, improve pedestrian access under I-93 / through Salem rotary
- New lighting will enhance the area
- Fix Medford – High Street and Forest Street
- Parklets on High Street would be great
- We need parking in the Square to keep it accessible, especially to seniors
- Preserve the history and legacy – I agree that the false facades down, bring back the history – do it
- Roadways and space = 46%, yes, I agree take away parking space to make square more friendly to us!
- Parking – we need it especially since we want to bring the area alive! i.e. Wilbur
- District character – we do need better lighting
- Forest Street – empty lot?!
- More trees are great
- Won't a historical district negatively impact new business? Should be encouraging business – not imposing historical district limitations. The local commission is not friendly. If there is a district, businesses should have a voice/limitations should be reasonable
- For sure we need more shade trees in the square. It needs to be done intelligently, however. You may have noticed that there are spots for shade trees on the south side of Riverside Ave but that's the shady side of the street (!) and they've mostly died. If we implement some bump-outs on the northern sunnier side of Riverside perhaps that would make room for some shade trees that have a better chance of survival. I once heard city councilors say that business owners don't want trees in front of their shops. Let me be the first to volunteer for a bump-out and a shade tree (30 Riverside)!
- I'd like to mention the importance of outreach to the property owners here in the square for improvements and beautification. There wasn't a mention of any of that. I would love to hang sculpture, flowers and other decorative art on my storefront, but my landlord has already nixed that ideas for my neighbor, so I haven't bothered to ask. I'd love to see some incentives for property owners to allow such things. A one-time tax break or something?

### **ECONOMIC DEVELOPMENT AND VITALITY**

- For mixed-use development, what consequences are there for local small business and can housing units be for a mix of incomes? Include an affordable component in new mixed-use development



and management and recruitment entity to mitigate small business displacement and get to crucial mass in Medford Sq. for destination options

- Affordable housing match for market-rate units is a must – accessible housing is needed and age-friendly housing is needed
- Attract millennials and their \$'s to sustain the Sq. – this is a senior audience, improve bike infrastructure, include micro-units for downsizing
- The retail/restaurant expansion coincident with parking reductions sound like a challenge
- How to ensure that housing development that occurs is available in a variety of income-level appropriateness (avoid gentrification through the luxury apartment development trend)
- Underground parking adjacent to Square, near City Hall and Riverside might enable above-ground development while not depriving businesses of their needed parking. Something like a two or three level underground parking structure behind CVS
- Need to bring more residential building
- As a young member of Medford's community, I would love to spend more time in Medford Square and come back to live with my future family – local businesses, restaurants, public art, enhancing library too, adding mixed use, rec. space – I only go to Medford Square to go to Harvard Vanguard (doc appts) – TRUE – I only see people go through the square – great to draw out prototype plans and notify citizens to go out to see them and use them
- Build/expand on existing developed parcels (1 and 2 story currently to 3 or 4 story)
- I don't think clothing stores, shoe stores, and anything like furniture stores will be used enough (and will not do well for themselves) You aren't going to be able to compete with malls where people go for inexpensive stores like Marshalls, Broadway shoes, and big furniture or hardware stores. I'd go for the "fun destination" kind of thing to make people come to Medford Square and for any kinds of spaces where people can interact with each other. A few specialty shops good for Christmas shopping would draw people in too. (Not too high end though)
- Clothing stores will make a better mix of businesses too much eating places
- I am a proponent of mixed use zoning (residential with retail/commercial)
- Square anchors – City Hall, Police/Fire, Theater, and Library – yes, but need parking for the venues!
- Zoning C1 – density/building heights – your ideas are good – I need parking, what about the crowding?
- Your idea of mixed use is nice but it takes me 30 minutes to go ½ mile to the Square
- Gap analysis of current uses – I agree need more retail/restaurants etc.
- Another hotel?
- Again – I don't think you can have successful mixed-use in a historical district. We want to attract business – not put restrictions on a major part of the Square
- We have enough chains and big box stores. Please strive for a mix.
- To support Chevalier development has anybody considered approaching USPS about redevelopment of the P.O. site to create a 5 story mixed use development with P.O./Offices/Retail at the front with multi-story parking at the rear
- I agree with the proposed mix of businesses for recruitment. And the whole idea of recruitment! The city needs to be actively recruiting businesses for the square. The mix that has happened organically isn't going to work for the long term. This means the city is going to have to develop better relationships with property owners who ultimately make the decisions about who to lease to. Again, outreach to property owners is key.



- The plan appears to be very extensive covering many facets of development over the short and long term. We hope you and your team the best of luck in implementing such a forward thinking vision for our community!
- Adding more businesses, specifically restaurants/bars with outdoor seating
- I am opposed, strongly opposed, to changing the zoning requirements in the Square. Would lead to more congestion, i.e. car traffic, and would detract from the historic character of the Square. The Square would benefit from a pedestrian accessible small grocery store.

### **TRANSPORTATION AND CONNECTIVITY**

- Plans for dealing with large commercial trucks to increase pedestrian activity? Proposed walkability improvements will impact traffic behavior
- Get “Team Better Block” (or the like) to test cases/temporary improvements in the Square to show people that it works and is OK, support with the Police Department for temporary interventions/tactical urbanism, participatory planning process for each intervention
- Safety must be addressed first! (accidents and deaths)
- Need bike access to Medford Sq., not just walking – multi-modal access is needed – bike and bus routes
- Green Line can it be extended through the Square underground funded by Tufts University?
- Speeding off rotary, confusion over lanes
- Clippership Drive should be parkland and residential – get rid of it, CTPS traffic study, 3-4 story mixed-use instead
- Exit off 93 – mitigation strategies? Work with state
- Traffic impacts of new residential and retail development
- Heavy trucks can’t use Mystic Valley Parkway – must be addressed
- High Street isn’t wide enough for bike lanes without removing parking
- Add contiguous path and bike lane along riverfront to open up connection to river again and connect to old rail line on the other side of Medford Sq. – add bike path, Clippership Connector!
- Yes, please act to make traffic ~~more~~ rational in some way
- More places to park bikes too!
- Main St intersection with South St and 93 is completely awful, I agree – hard to see it as part of the Square
- I like the idea of a Clippership Connector
- Love the idea of the bus hub – the express bus to Haymarket is a great asset
- Centralize handicap parking – get rid of dead open parking lots
- Experiment with two way streets – it’s a great idea
- Agree with sense of traffic flow through Medford Square. A bypass route is needed from I-93 to Main Street. Clippership should be remodeled to be like Storrow Drive
- Parking looks great with including sharrows – will parking still be accessible – can we increase bus routes and bike paths?
- Great with connecting and potential use of public art
- Improve walkability and bicycle connectivity
- Examine ways to divert pass-through traffic from/to I-93 – major detrimental factor to the success of the Square
- Water taxi has increased potential since 2005 due to Assembly Row and Station Landing developments plus forthcoming Everett Casino



- Bike paths please, any new development should include bike lanes – How long term are the ideas for collaboration with MBTA? What are the timelines in general for ideas presented?
- Transit/mobility – improve circulation – yes, two ways and connections – yes needed
- Yes to 2-way streets, also driving from South Medford across to Forest would be great
- Better parking at the Library and St. Joe's
- Route 16 fully cuts off Medford Square from Tufts and from homes south of Route 16. 11' and 12' wide lanes? Way too wide, people will continue to speed. Reduce these lanes to 10' wide max. Buses will fit fine.
- Limited parking at the library end of the Square and in the middle. Mixed use will be hard in that case. Difficult to find space for the High Street strip with Salvatore's, Real Gusto, Dr. and Dentist offices. You mentioned that "there will be parking but it may not be available when you need it." That's the problem. It is limited and if you can't find a central space you don't stop. Additional parking – a garage behind Salvatore's would help
- Please consider bike sharing options. There didn't seem to be much consideration of how to discourage drivers from using Medford as a pass through City. Making 1-way streets into 2-way streets seems to be just a way to route the traffic. It's a start, but more needs to be done (e.g. close down an exit)
- Close Clippership and choke down Salem and Mystic to discourage through traffic
- Agree with changing traffic pattern for two-way on Riverside and all side streets connecting Riverside and Salem Street. These changes alone will help immensely. That in addition to timing the walk/stop signals to make it easier to cross the square will help. I've already beaten to death the subject of transportation hub at City hall and the much needed parking garage at that location .... But I hope that this point the City is in some serious talks with the MBTA about this. If not, they need to get on it and soon!
- Enhancing the walkability of the area through better designed intersections
- Create a transit hub in the Square (as you mentioned the 325/326 bus route is an efficient and quick way to enter Boston for commuters) However, it seems to be underutilized. I believe that with a proper transit hub, more residents will consider public transit which in turn will reduce traffic and pollution. The current culture in Medford is very dependent on owning a vehicle. We have recently moved to Medford and are a one car household.
- Sufficient crosswalks AND enforcement of stopping for pedestrians. It is a stark contrast driving on Elm St in Davis Sq. Cars stop. In Medford Sq on Riverside Ave and Salem St and in front of Atrius Health, cars do not regularly stop unless I step off the sidewalk and wave my arms.
- It is exciting to see this improvement to the square area and want to provide a few comments. When reading the area on transportation the Route 710 (Fulton Street) was not included. This is a shuttle service that is provided through the MBTA and operated by Joseph's. It runs from Doonan & Highland Avenue up to the rotary where Elm, Highland Ave and Fulton St come together by the Fells and takes Fulton Street, down across the Fellsway and makes its way to Forest St., Lawrence Memorial Hospital, back to Forest Street down to Medford Square. It then gets on Riverside Ave. and proceeds down past the senior center, the street to Meadow Glenn Mall, then to the Stop & Shop on the Fellsway. This route is not known by many as a direct route to Medford Square from the Fulton Heights area. The Route 99 does come up from Malden Center on Highland Ave. to that rotary and turns around to head back on the route. Taking this bus to get to Medford Square means switching buses as Malden Center T Station to one of two buses that go through the square. Hopefully, the 710 can be more publicized with this effort. It would be a shame not to promote the connection for the families that live up in the Heights area, and allow older residents to utilize this to get there as well.
- Also, looking forward to the improved pedestrian crossings in the Main St. area



- During the community meetings held to discuss Medford Square [with the Mayor's Transition], there was community support voiced for closing Clippership Drive to assist in revitalizing the riverfront. Visions and excitement were shared of restaurants, storefronts and open space development along not one but both sides of the river. There was even a suggestion and support for bringing the Mystic Valley Parkway Bridge down to street level. One individual pitched making the Mystic River our Main Street – an amazing idea! Personally I am a strong supporter of closing Clippership Drive, deterring motorists who use Medford Square as a pass through, and fostering development along the riverfront. It would be a sin to continue to utilize the heart of our city for automobile traffic. There must be a better use. Thank you for your efforts. Your study results are exciting and inspiring and I am looking forward to seeing the continued revitalization of Medford Square continue.

#### MEDFORD SQUARE MASTER PLAN LOOKING AHEAD

- How to make sure that construction on new aspects over next years don't take away from the improvements that have already been made – make sure Medford Square is still usable while improvements are being made
- Overall, I like it. No great amount of community input is necessary. Implementation must not be delayed – things like the bump out on Salem St near City Hall cannot be delayed
- Like flood protections
- Don't let plan sit on shelf like the last plan
- I'd like to see a commission appointed to oversee the Master Plan execution, business and property owner outreach, and which will be responsible for making sure milestones are completed, with a timetable for public meetings for progress updates.
- My overall impression is that the Draft Master Plan is about right – not too bold. But I would like to see more specifics about pedestrian access (including a pedestrian bridge linking the square with the south), ideas for safe pedestrian access from Craddock Bridge to the South and specifics about the Clippership Connector and vision for the transportation hub. Thanks again for all of your work!
- To be pedestrian friendly mean to be pedestrian welcoming and comfortable

#### YOUR OVERALL IMPRESSION

- The draft Master Plan is **not bold enough** for the future of Medford Square (5) votes
- The draft Master Plan seems **about right** for an improved future for Medford Square – (7) votes
  - Good to finally see modernized changes that still embraces historical roots!
- The draft Master Plan is **too bold and too much of a change** for Medford Square – (0) votes

#### OTHER COMMENTS OR QUESTIONS

- Climate change mitigation strategies in Plan?
- How to make these things actually happen – what can the community do to support this growth?
- This plan is only a beginning!
- Clippership Road (formerly “Ring Road”) is/was a disaster – close it and embrace the Mystic River more
- New land use planner, another economic development planner
- Better block
- Proposed change to zoning ordinance
- Art grants in the Square
- Utile – Garage Study with Nelson Nygaard like Master Plan
- Charter reform
- Paid for by technical assistance grants from the Barr Foundation via MAPC



- More art, more parks
- Change Clippership Drive to 100% buildable land – mixed use and more parkland
- Reach out to young people – who don't live in Medford to contribute to the design
- Not a bad idea with minimizing big commercial truck use (not prohibiting altogether) unless for businesses i.e. Kennett Square, PA minimizes commercial trucks
- Keep it going/make it happen!!!
- The Riverside plan sounds great. What would be there? The boardwalk sounds great
- Have not been here in Medford as long as some, but I've noticed Medford has need for a face lift. I realize there are a lot of historical buildings here.
- Look – do not cut us off from the riverfront on the north side! An open-air café development, along with access to the river by accessible boating would make the Square the stand-out regionally that it ought to be. Making Clippership the “connector” will cut the soul off the city's heritage and future. It's a terrible idea! Please provide something that will truly create the Square as a destination. There's nothing around like it – check out many European cities with rivers and Melbourne, Australia, for examples of what I'm talking about.
- Without a “covered” parking garage in Medford Square on Gov. Ave., with at least 225-250 spaces, Medford Square will remain a negative destination for hundreds and hundreds of women like me
- I think it could be a bit bolder – by incorporating comments above. Overall though – many good ideas. Thank you and fingers crossed
- I think the planning team have done a very good job
- Thank you for this opportunity. At the meeting I spoke briefly about the concern of myself and many residents and business owners about the heavy commercial trucks driving through Medford Square every day. The constant and heavy traffic has been a problem for Medford Square for many years. I do not see that the Master Plan has addressed this undesirable and pedestrian safety condition. Much emphasis has been put “on making the square pedestrian and bike friendly” but unless a solution is planned and implemented to redirect this heavy commercial traffic away from Medford, I believe many of the improvement plans that are being discussed will not come to fruition or be effective. On 9/21/17 I stood in Medford Square near the intersection of the five streets in and out of the square. In a period of about 25 minutes (3:20pm – 3:45pm) I took photos of the commercial traffic and am enclosing some of these pix. I counted 12 trucks in this time period so that would be a commercial truck driving through Medford Square every 2 minutes. Using this small but typical sample to extrapolate, this would be 270-300 trucks in a 9 hour period. And, in the range of 1400 – 1600 trucks in a 5 day week. Some of these trucks were towing flatbeds carrying huge construction equipment. Many of these trucks are 8 or 10 wheelers. Not only is this a dangerous situation for pedestrians and bikers, and especially for physically challenged persons, but these trucks are also very, very noisy. This is a huge detriment and discourages people from coming to the square. How can a pleasant walking environment and open space in which to relax and bike lanes be created with this heavy-loaded traffic going constantly through the square? Most of the trucks were coming into the Square on High Street and Salem Street. Given that some roadways such as the Mystic Valley Parkway and the Fellsway restrict commercial traffic, this is not an easy problem to solve but I feel it is crucial to the future of Medford Square. At the very least, I would respectfully propose the Master Plan include recommending a study be made to gather statistics about the volume of commercial trucks; where they come from and where are they going; are there alternative routes for this commercial traffic; their impact on economic development in Medford Square .... Without information and a solution to this problem, as a lifelong citizen of Medford I do not believe Medford Square will attract interesting businesses and shops willing to invest in locating downtown Medford. The majority of



businesses in the square are service-oriented such as banks, lawyers, dentists, doctors, people come to the square for these services and then leave. There is no incentive to stay and walk around because there are no shops in which to browse for general merchandise, clothing, jewelry, hi-tech electronics. And, most of the passenger cars driving through Medford Square are on their way to another city. Many changes need to be made to bring Medford Square back to a thriving and attractive center. Looking into the future, if Bill Blumenrich owner of the Wilbur Theatre is awarded a contract to manage the Chevalier Theatre, this could become a destination in Medford Square. It is a fact that when there have been stage productions at the theatre, the restaurants in the square nearby do very well. With a seating capacity of nearly 2000 and with events/shows to be scheduled on a regular basis, this will be a huge benefit for the restaurants. Thank you for reading my comments and my effort in expressing "what is missing" in the Medford Square Master Plan.

- Massachusetts made a real mistake (a fatal flaw) by not providing an exit from Rte. 93 southbound that gets you onto Rte. 16 West. Right now, traffic has to go through Medford Square to do that, and that makes it miserable to be in the square. So, I propose a new short exit to fix this problem. Until this is done, you are not going to make much headway to fix Medford Square. It's one of the most important things that needs to be done. [included a diagram showing the eastbound Rte. 16 to northbound Rte. 93 entry loop that exists south of Mystic River duplicated for southbound Rte. 93 to westbound Rte. 16]
- In spite of some ideas I have seen, we need more parking, not less, if it is done cleverly. A large parking garage near Rte. 93 would allow people to park and walk through the square (and access all of the hoped-for restaurants, stores, and the Chevalier Theater). I would put it where the Springstep building is now. That building is not currently functional. The footprint of the area (to accommodate a large structure) could be increased by re-routing the road that goes by that building now. A clever way to get in and out right off the traffic circle would keep traffic completely out of Medford Square
- We need a way to get to and from Medford Square from the future College Ave T stop. For walking (and maybe biking), the most direct route could be the one drawn below. [included a diagram showing a route south from the Mystic River footbridge down Walnut Street and connecting down to College Avenue to the future Green Line station]
- With all the talk of car parking, I applaud inclusion of bicycle parking. Recently, I could not find a single bike rack on High Street below the library. I had to bring my bike inside one business. Another preferred I not lock a bike to their railing. At the Senior Center tonight, there were only two posts outside for locking bikes. That may work fine for daily use, but at a large community event, it was not enough! There should be capacity in areas that draw large crowds. Thank you for including this language, "bicycle racks should also be integrated with other street amenities as part of the recommended sidewalk extensions and plaza improvements".
- I did not see car sharing reflected. Has it been considered? Zipcar has its agenda, but they say each Zipcar removes 13 personal vehicles from the road. This could reduce parking demand and congestion. Additionally, the city could raise revenue for small improvements by leasing parking spots.
- Parking should be reduced on High Street to make it safe for bicycles. The uphill ascent is slow, so I recommend removing parking from the north side of the street to allow bicycles to climb safely in a bike lane
- Shouldn't public Wi-Fi access be part of this plan? It gives people a reason to gather (working, freelancing) and sharing on social media what goes on in Medford Square. High-speed, reliable internet access would also save local businesses money and make office space more desirable
- In addition to sharrows on the pavement, I'm hoping the city will make sure to mark sidewalks with "no bicycle" icons



- As a member of the public I trust the City will seek a balance between commercial and public spaces (they don't have to be in opposition if planned correctly.) Above all, I hope Medford Square is developed with an eye to the future, with greater access and safety for pedestrians and cyclists, and a prioritization of mass transit. Medford twenty years from now – even 10 years from now – will have very different needs than it does today. I'm also thinking about how the City can adapt and mitigate the effects of a changing climate, with more heat waves and higher temperature and more intense rain events. I hope that the City sees the great value in investing in green infrastructure as part of the City's future
- The vehicle traffic from I-93 thru Salem St., past City Hall and the historic burial ground to Main St. creates a huge obstruction to improvement of the Medford Square Area. I am a Medford Square "walker", a Riverside Ave. pedestrian who chooses to walk on the side streets in that area. I also study Medford history and walk to different historic locations.