



May 2016

Medfield Downtown Summit



Prepared for
Town of Medfield
Economic Development Committee
Town House
Medfield, Massachusetts
(508) 906-3027
<http://www.town.medfield.net/>

Prepared by
Metropolitan Area Planning Council
60 Temple Place, 6th Floor
Boston, Massachusetts 02111
(617) 933-0753
www.mapc.org

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Patrick Casey, Chair

Robert Callaghan

Ralph Costello

Paul Hinkley

Joe Scier

Ann Thompson

James "Chip" Wakely

Special Thanks to:

Medfield Town Planner Sarah Raposa, AICP

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David F. Temple, President, Medfield Historical Society

Michael J. Sullivan, Town Administrator, Town of Medfield

Kristine Trierweiler, Assistant Town Administrator, Town of Medfield

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Metropolitan Area Planning Council Officers

President Keith Bergman, Town of Littleton

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“Back to Wendell Berry, and his belief that if you don’t know where you are you don’t know who you are. He is not talking about the kind of location that can be determined by looking at a map or a street sign. He is talking about the kind of knowing that involves the senses, the memory, the history of a family or a tribe. He is talking about the knowledge of place that comes from working in it in all weathers, making a living from it, suffering from its catastrophes, loving its mornings or evenings or hot noons, valuing it for the profound investment of labor and feeling that you, your parents and grandparents, your all-but-unknown ancestors have put into it. He is talking about the knowing that poets specialize in.”

Wallace Stegner (1909 – 1993), The Sense of Place
The Sense of Place by Wallace Stegner copyright © 1992.
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Executive Summary

People who live in Medfield hold great affection for their downtown. We heard this often as people mentioned their favorite shops, galleries, architecture, public buildings, churches, and historic buildings. We heard this as people spoke cordially about shop owners, the walkability of downtown, green space, and the variety of commercial enterprises.

Medfield has a close-knit social fabric and holds a strong sense of community. People commented on the friendliness of others met downtown. From Bubblegum Bob Day to the Public Library, and from Zullo's to the Vine Lake Cemetery to Brother's, Downtown Medfield is rich in the kinds of resources that build and sustain community.

There is clear consensus that the discord we feel downtown is related to automobile traffic. Residents were very clear about this. Traffic congestion is extreme. Pedestrians are not safe.

Medfield has asked: How do we develop downtown roads and sidewalks that serve pedestrians and vehicles with equivalent respect? To what point can we minimize the impact of automobiles in Downtown Medfield? How do we start now to make downtown pedestrian-oriented?

The Downtown Summit provided consensus that the fundamental parts, or “the bones” of an attractive and functional downtown are already in place but not clearly expressed. Downtown has an agreeable and expressive character, open space, economic development potential, public facilities and services, historic and cultural resources; all can be better conveyed.

We have to get Downtown traffic and parking right before the other pieces can fall into place. Citizen priorities articulated at the summit can be found in this document along with suggested actions that begin to address them. Facing and challenging these priorities will demand close cooperation between elected and appointed boards, and municipal infrastructure.

The highest priority Medfield for residents is to address downtown parking needs for the foreseeable future with one unified strategy. A single level parking facility (see appendix for representative photo) in the Downtown may be fundamental to that unified strategy. The role of the public sector in economic development is to set pre-conditions for economic prosperity. In a regional economic development strategy, the role of the government as executor of public policy is to direct resources toward the reduction of operational problems of the markets.

Other priorities jointly addressed how Medfield might better articulate and enhance the strong “sense of place” that is in our downtown right now. The town is not starting at point zero in seeking to address the hundreds of details that, in aggregate, create sense of place. Medfield has a strongly articulated town character already in place; the challenge will be to build on those assets in a way that is successive and coordinated town-wide.

The priorities detail what can be done to build this sense in the Downtown. The visual preference photos and comments in this document represents what people who live in Medfield want the Downtown to look and feel like.

The town must advocate for public policy that reflects, then funds their aspirations for Downtown Medfield in the 21st century. No one can do this more effectively than Medfield.

Town of Medfield

Vision for Downtown Medfield, 2016

The citizens of Medfield:

- View Medfield as a small New England town, and will build and develop Downtown Medfield in a way that will retain a small town feeling;
- Hold pride in historical context, and will honor that context in the Downtown;
- Encourage Downtown amenities such as restaurants, shops, public spaces; public art, a vibrant pedestrian corridor, transportation, attainable housing
- Welcome seasonal outdoor restaurant seating;
- Understand that thoughtful community development and redevelopment is a prerequisite for a clearly defined, unique, pleasing, and memorable sense of place;
- Unconditionally hold responsibility for stewardship of their Downtown;
- Welcome and support community events in the Downtown;
- Expect Downtown architecture, street infrastructure, street furniture, public places, commercial storefronts, and commercial signage to display a unified character that acknowledges and reflects the historical and innovative New England character of the town.
- Have commonly-held concerns for traffic and pedestrian matters that escalated to public safety concerns.
- Have expressed willingness to discuss, consider, study, and research built parking solutions for Downtown and acknowledge the challenge of rendering the voice of the people into political will.



Amanda Linehan
Communications Manager
Metropolitan Area Planning Council (MAPC)
617-933-0705
alinehan@mapc.org

For Immediate Release: Tuesday, January 5, 2016

Public Input Sought for Medfield Downtown Summit

'Downtown Action Plan' will identify strategies and actions for economic growth, development

Medfield – Do you live or own a business in Medfield? Are you interested in helping to shape the community's vision and strategy for economic development and growth in Medfield's downtown?

Join the Economic Development Committee for the Town of Medfield and the Metropolitan Area Planning Council (MAPC) for a public "Open House" meeting on **Tuesday, February 9, 2016** that will take place between the hours of 3:00 p.m. to 8:00 p.m. at the Medfield Public Library located at 468 Main Street. The meeting will give the public an opportunity to identify strategies to increase the economic vitality and overall vibrancy of the downtown area.

The event will be an Open House between the hours of 3 p.m. and 8 p.m. Participants can come between those hours at any time that is convenient. Expect to stay between 30 to 45 minutes.

Participants will be able to voice opinions that will help MAPC and the Town develop and prioritize community and economic development goals and strategies for the downtown; take part in mapping and visual preference exercises that will help to prioritize potential opportunities for retail, housing or office development, as well as improved connections in and to the downtown; and view findings from the current conditions and market analysis report.

An overview presentation will kick off the event and will be replayed throughout the evening to accommodate attendee schedules.

Funding for the **Medfield Downtown Summit** is provided by the 2016 District Local Technical Assistance (DLTA) program enables MAPC to work with individual communities, or groups of communities, as we engage the public in responsible stewardship of our region's future.

For more information about the project, contact Steve Winter at 617-933-0753 or swinter@mapc.org.

Overview

The Town of Medfield Economic Development Committee and the Metropolitan Area Planning Council (MAPC) held an Open House public meeting on Tuesday, February 9, 2016, between the hours of 3:00 PM and 8:00 PM to engage the larger Medfield community and receive input to inform the Medfield Downtown Summit. The Open House format is designed to allow people to come at a time that is convenient to them and their families, and spend about 30 to 40 minutes moving through the different stations where members of the Medfield community helped them understand the kind of feedback, comment and perspective that would be most helpful.

There was a Kids Table, with paper, crayons, colored pencils, markers, glue sticks, etc. Bottled water was available to any that wanted. Starbucks kindly donated large containers of coffee, cups, and the fixings. Brothers kindly donated fruit and bagels and everything needed to enjoy them. Kristen Chin MLIS, Library Director, Medfield Public Library, and her staff were generous in offering the meeting space, and kind in helping before, during, and after the Open House with anything we needed.

The Economic Development Committee, representation from the Board of Selectmen, and from the Medfield Historical Society, and Sarah Raposa, Medfield Town Planner stayed throughout the entire event, providing support and encouragement all who attended. The Open House was a resounding success because of the hard work, good spirit, and sense of stewardship provided by committees, organizations, and individuals just mentioned.

Over 90 people attended and provided many thoughts, opinions and guidance about the future of the Town Center area.

During the meeting, Medfield residents accomplished the following:

- Provided input about Downtown Medfield's strengths, challenges and opportunities;
- Identified priorities that will, when addressed, energize and improve the center;
- Created visual preference collages to highlight, in photographs, future development and community activities well-suited for Downtown Medfield.

The Open House took place at the Medfield Public Library. The illustration on the next page will detail how the room was set up to hold the four stations, and also provide space for the many impromptu and informative discussions that included a mix of residents, staff, appointed and elected officials.



Sponsored by the Town of Medfield

WHAT DO YOU WANT FOR DOWNTOWN MEDFIELD?

PUBLIC MEETING

Downtown Medfield Summit
Tuesday, February 9, 3 – 8pm
Open House format – drop in any time!
Medfield Public Library, 468 Main Street, Medfield

The Town of Medfield, with the help of the Metropolitan Area Planning Council (MAPC), is developing a Downtown Action Plan to make our downtown as great as it can be – and we need your input.

Please drop by our open-house-style Downtown Summit, and tell us what kinds of business and transportation you'd like to see downtown.

Refreshments will be provided!

For more information, please contact Steve Winter at swinter@mapc.org, or 617.933.0753

HOW CAN WE HELP?

Call MAPC: (617) 933-0700

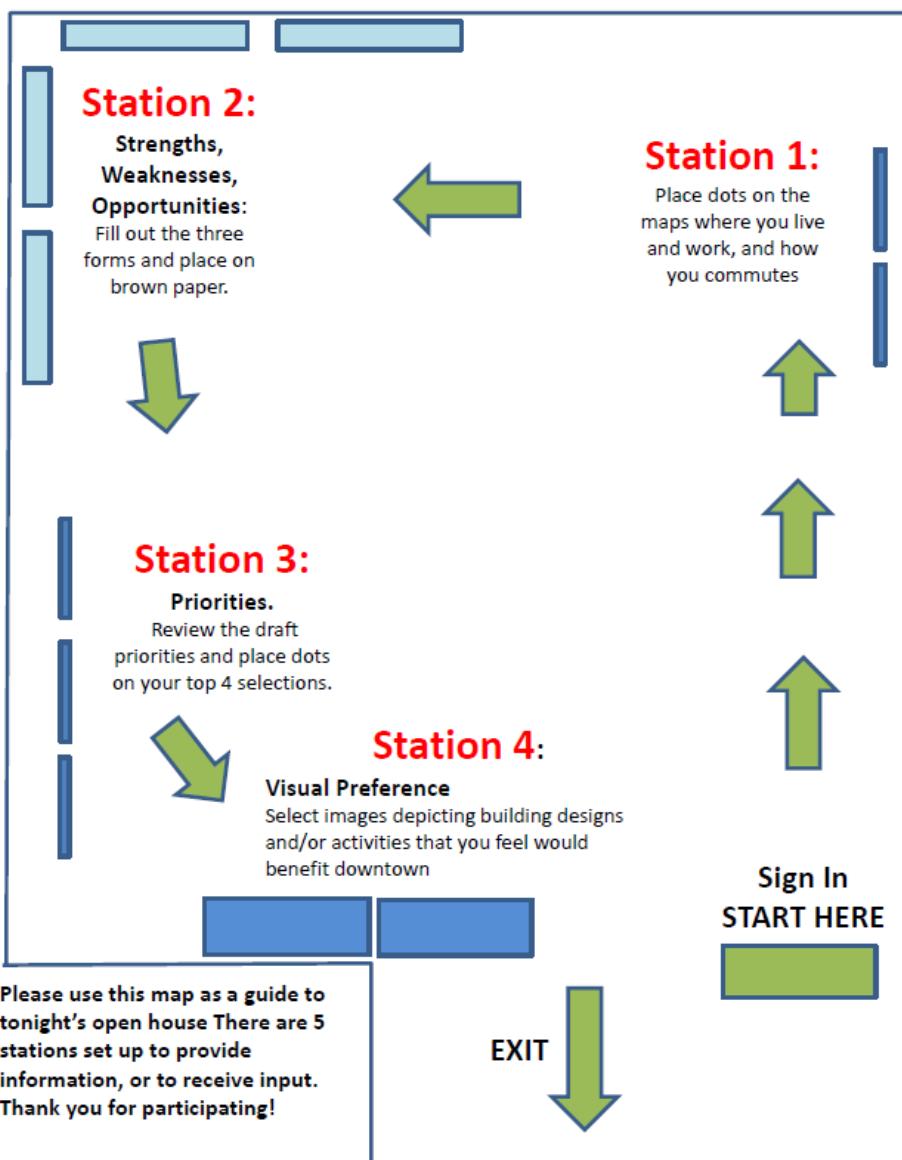
MAPC
METROPOLITAN AREA PLANNING COUNCIL

Open House Summary

A summary of information gathered at the open house is provided below. One irrefutable take-away is that the large number of people who made time in their day to come to the library and voice their opinion shows that Medfield wants their downtown to reflect the pride and sense of stewardship that residents have for Medfield.

Meeting attendees provided feedback by moving through a series of topical “stations” where specific and individualized input was collected through participatory exercises. A summary of each station and findings obtained is provided below.

Medfield OPEN HOUSE ROADMAP



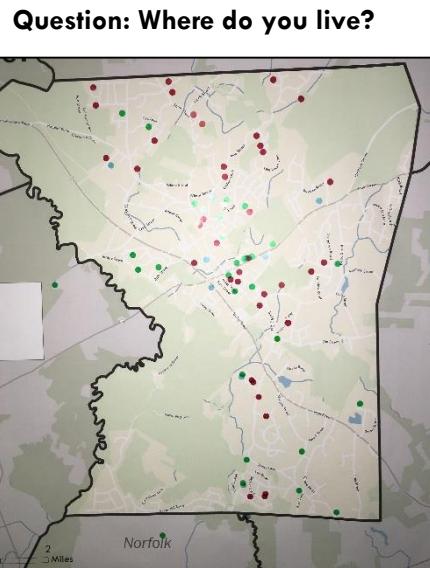
Station 1: Where do you live and work?

At Station 1, participants were asked to locate where they lived and worked. As shown in the following figures and charts, the meeting attracted people from all areas of Medfield, and two from surrounding communities.

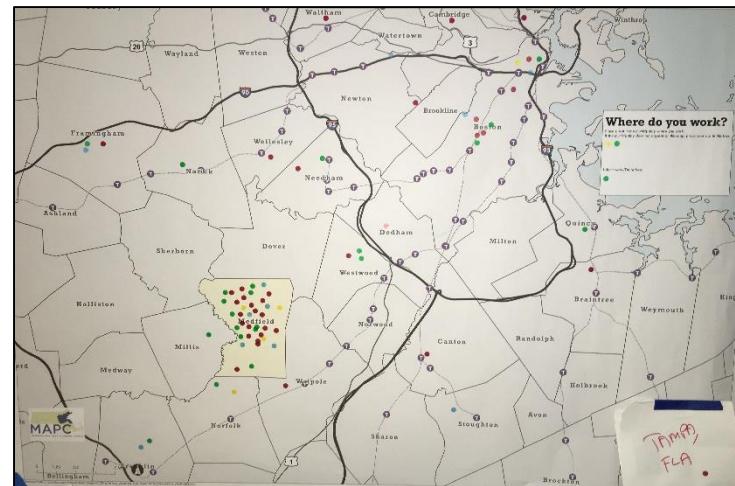
Ninety attendees signed in to the Downtown Summit, leaving e-mail addresses as well if they wanted to be kept apprised of downtown issues. All of the people who signed in left an e-mail address. There were about ten people who preferred not to sign in at all.

Over 42% of attendees lived and worked in Medfield, with 50% commuting to other areas of the region encompassing Framingham to the west, Boston/Cambridge to the east, Waltham to the north, and Franklin to the south. There was one person who lived in Medfield and worked in Tampa, Florida but we considered this an outlier and did not include the data.

Figure: Home and Work Locations of Participants



Question: Where do you work?



Station 2: Strengths, Challenges and Opportunities

This station asked participants to state what they liked most about Downtown Medfield ("Strengths"), what they liked least ("Challenges") and what they felt would improve the area most ("Opportunities") with the following poster.

STRENGTHS, CHALLENGES & OPPORTUNITIES

**On the cards provided, let us
know what you like the most
about Downtown Medfield,
what you like the least, and
what you think would most
improve the area.**

**Then place your answers
directly on the sheets under
the appropriate category.**

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Each participant received three 5" x 8" cards---one for strengths, one for challenges, and one for opportunities. People sat in comfortable chairs at large tables and had time to be thoughtful and direct in their response. Once filled out, comments were affixed to a large easel. Answers posted spurred many discussions about the area and its future.

A summary of response is provided below:

Strengths

The Open House participants felt that there is a lot to like about Downtown Medfield; they provided their feedback on the 5" x 8" card below. There is a mix of shops and restaurants. Downtown is a clearly defined area, with many things close together, making convenience a part of the experience of Downtown Medfield.

DOWNTOWN STRENGTHS ?

What do you like most about Downtown Medfield?

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In close proximity, people noted, are historic and significant architecture, open space, water, the charm of a small town, with little or no fast food architecture in garish colors and shapes.

The library is seen as a valued and trusted community resource, serving all ages and all comers with the very best. The Zullo Gallery Center for the Arts is cherished by Medfield. Many shops and eateries were mentioned by name, with warmth and regard, and noted as an important part of "What Makes Medfield Medfield."

Downtown Medfield is seen as walkable. One definition for walkability is the extent to which our built environment is friendly to the presence of people living, shopping, visiting, relaxing, or passing time in an area. Walkability is a term that encompasses health, economic development, stewardship for the environment. Walkability also has the surprising benefit of bringing people in contact with one another in a way that allows contact, communication, and emotional messaging---all things that are the basic building blocks of community. The cleanliness of the Downtown, and the fact that snow removal from Downtown sidewalks is prompt and thorough were seen as contributing to the entire town, whether one is walking on those sidewalks or driving by them.

There is recognition that a sense of history is evident---but not compelling.

The friendliness of people one meets in the Downtown was voiced by many, both younger and older folk.

Again, many mentions of shops and restaurants by name as great places, great owners, great amenities, convenient, and a part of the strength of Downtown.

A representative sample of comments---remember, these are strengths---as they were given is provided below in a list:

A sample of comments as they were given is provided below in a list:

- Great look, Great businesses, Great restaurants
- Do not plan anything at the hospital site to take away from downtown.
- Things are close together
- It's a good walking town
- Zullo's summer café on the roof!
- Hinkley Pond and Park, especially snack bar
- Having green spaces downtown is wonderful.
- Gazebo and music
- Park St. Books
- Peak House, antique houses - so quaint
- Garden Club Planters
- Straw Hat Park
- It is a true center where people can gather for events; Tight grouping of key buildings
- Safe, Clean, Welcoming, that old-fashioned feeling
- Richard DeSorgher
- Convenience of stores, salons, gas stations, resources for family living, municipal services, library, churches, etc.
- Charming town center; The redevelopment and energy being put in to make it a real town center
- Recent changes have added to the town character and activities level. Love the material and color choices for new Starbucks.
- Brothers Market - fantastic to have a market within bike/walking distance
- Historical character; "Mayberry aspect"; Cute buildings, Small town appeal; Town center is "small town America"; Strong community;
- Open to development/improvement
- Good anchors: Town House, library, Brothers, Park Street Books, Restaurants, and Zullo
- Visual appeal of many of the buildings
- Straw Hat, Bakers, Gazebo, Baker's Pond
- Lots of old and historic buildings. We could be a historic destination.

Challenges

The weaknesses we see, or challenges we face, in Downtown Medfield, as voiced by residents are very clear. Fully 48% of all of the “challenges” people identified at the Open House using the 5” x 8” card below emphatically and clearly note these four issues as paramount challenges:

DOWNTOWN CHALLENGES ?

What do like least about Downtown Medfield?

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- 1) Traffic Congestion is Extreme
- 2) Drivers operating in a manner dangerous to pedestrians and other vehicles
- 3) Lack of Downtown Parking
- 4) Pedestrian Are Not Safe

A representative sample of comments as they were given is provided below in a list:

Remember, these are challenges we face:

Land Use/Town Character

- Address façade of Monks Block
 - (many comments like this)
- We carry more than our fair share of heavy truck traffic (ready mix concrete trucks)
 - (many comments like this)
- Need more trees
 - (many comments like this)

▪ (many comments like this)

- Drivers operating in a manner dangerous to pedestrians and other vehicles
 - (many comments like this)

- Pedestrian are not safe
 - (many comments like this)

- No clearly delineated pedestrian crosswalk
 - (many comments like this)

- Traffic, Congestion, Gridlock! Too many cars, too fast;

Transportation and Circulation

- Traffic Congestion is Extreme

- Wayfinding Signs for vehicles, pedestrians
- Opportunity for more/wider crosswalks.
- Sidewalks on 109 from Robert Sproul to downtown are dangerous.
- Moms with young children do not like to cross Route 109 to get to the library because of heavy traffic and rushed traffic signals.
- Right on red - North to 109 - hit walkers, cause gridlock - go when car waiting at intersection
- Walkability in Downtown is difficult

Transportation and Circulation

- Lack of Downtown Parking
 - (many comments like this)
- lack of parking for businesses, lack of parking for residents and visitors
- Need parking garage in big lot near Town Hall. Would solve lots of problems
- Parking is the biggest issue. I know construction is part of the problem - but when done - the offices and restaurant will need parking. We need a garage.

Historic and Cultural Resources

- No public art. Not enough art (murals, statues, sculptures)
 - (many comments like this)

Land Use/Town Character

- Power lines - bury them, install lamp posts. Ugly power lines!!! Power lines - bury 'em! Overhead utility wires.
 - (many comments like this)

Transportation and Circulation

- No cab service. No cab service. No Uber.
- Establish some kind of public-serving transportation from Medfield to train stations. Shuttle Bus going to Walpole or Needham.

Economic Development

- Building owners have not invested in their storefronts and as a result have hurt Medfield's image. We need owners to invest in our community's image.
- Medfield is a quality community with too many business owners who have not contributed adequately to our public appearance.
- We need outdoor seating for restaurants

Transportation and Circulation

- Last year some side streets were changed to packed oil and asphalt instead of paved. As a resident who cycles, this cut out several of my regular routes.
- Bike racks
- Bike Trail connectors to Needham, Dover

Transportation and Circulation

- No sidewalk to Peak House. (Between that and no parking I haven't visited it yet, and I live in walking distance from it).
- Better sidewalks on Frairy

Open Space and Recreation

- Baxter Park is cold, unwelcoming
- Meeting House Pond is woefully underutilized

Housing

- Lack of apartments in Downtown Medfield

Opportunities

An opportunity is defined as a set of circumstances that make it possible to do something specific. “Possible” is the key operative word. An opportunity cannot create actionable plans. Actionable plans are established by marshalling organizational resources and then applying those resources to targeted strategic and tactical activities.

DOWNTOWN OPPORTUNITIES?

What would most improve Downtown Medfield?

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Not surprisingly, 33% of all opportunities written on the above 5" x 8" cards were directly connected to issues of traffic, parking, pedestrian experience, and transit.

A number of residents saw the inability of Clark's Tavern to receive community approval as a missed opportunity, and regretted the loss of a potential hometown amenity. The Hometown Weekly reported on March 16, 2016 that LCB Senior Living purchased the property.

A representative sample of comments as they were given is provided below in a list:

Remember, these are opportunities we have:

Housing

- Mixed use - residential above retail would strengthen 24 hour liveliness of the area
- Apartments over stores

Historic and Cultural Resources

- Large number of historical structures
- Baxter Park seems underutilized
- Straw Hat Park - Let's get it moving

Historic and Cultural Resources

- Make an outdoor carnival in mid-to-late spring (proposed by 3rd grade student)
- Events - Really enjoyed "The event with ice sculpting and craft fair." Need more destination activities in the evening to create vibrancy.
- Halloween - "treasure hunt" of significant Medfield sites - walking treasure hunt
- Art shows in summer
- Fun, interesting, activities to learn about history, buildings, businesses

Transportation and Circulation

- Transportation from Downtown to train stations. Bus to Walpole or Needham.
- Work to encourage new businesses to come to Medfield. Attractive shops/restaurants, etc. Think: Wellesley Center
- Add restaurants to make Downtown more of an evening destination
- Adding different types of businesses from what we have
- Sidewalk on Park Street if we want people to walk to businesses there
- Stipulating what business storefronts & signs should say with their design---in keeping with quaint feel we have in our Downtown
- Big lot to park - more shops will come with improved parking; Parking is an opportunity; Build a garage over parking lot behind town hall
- Identify the core or heart of our downtown; create a name as in other New England small towns.

Historic and Cultural Resources

- Site historical society building to a landscaped Downtown place where the architecture can be seen and appreciated by all

Land Use/Town Character

- Monks Block could look so much better; Suggest renovating Monks Block; Re-shingle Monks Block; Appearance of Monks Building; Fix up monks building, it's a bummer to look at! Renovate Monks Block and adjacent building; 35 years ago the Monk Building was seen as real opportunity, but just cosmetic changes were made – let's have a real renovation; Renovate Monk Building---this building is detracting from our Downtown appearance every day

Town Character & Economic Development

- More small retail
- Overrun with banks and real estate offices
- More restaurants with open air seating, sidewalk cafes
- More informal outdoor gathering spaces---benches, landscape buffer protecting from street---- wherever they can be fitted in---even if just one bench.
- Add pedestrian crossing bump outs
- Crosswalks with defined with brick design pressed into the pavements
- Better signs for parking
- More outdoor seating for public use
- Better crosswalks
- Better and more attractive and consistent signage
- Make town friendlier for small business
- Bury power lines (at least in the center)
- Some design, color to unify downtown buildings
- Redirect heavy trucks
- Design, color to unify downtown buildings
- Lighting - lamp posts. Gas lights, period lighting
- Better signage; Consistent signage
- Renovate Frairy Street Bridge, better sidewalks on Frairy Street
- Traffic problems on Frairy Street Used as cutoff from town
- Upham Street Parking/Nursing home parking improved
- Parking problems on North Street
- Stipulating what business fronts/signs should look like, in keeping with overall quaint feel
- Use parks for more events
- Real sidewalks on Pleasant Street - our children are not safe
- Sidewalks going down 109 to Shaw's
- More flower planters
- More brick walkways

Open Space and Recreation

- Landscape the green behind the library so that entire space can be utilized as passive open space.
Put tables there, at each corner, for public to enjoy
- Design a landscaped welcoming for the library, bringing the sidewalk artfully to the library entrance
- Encourage and Permit outdoor seating areas adjacent to restaurants.
- Umbrella tables at different parts of the downtown, not connected with one store, but for all to use;

Station 3: Priorities

The next engagement exercise allowed participants to select up to four priorities that rise to the top of the list when we are thinking about how to create the sense of place we all want for Downtown Medfield.

At the station, each participant was given four sticker dots. They were asked to review all of the priorities, and then to place their dots on their top four. The list of priorities was generated by surveying elected and appointed municipal officials, community-based organizations, and other organizations---all based in Medfield. The following posters displayed the priorities for participants to review. There was also unlimited space for write-in suggestions.

PRIORITIES: WHAT IS NEEDED MOST?

What do you think would help to energize and improve Downtown Medfield?

Review all of the options on all of the boards first. Then pick your top 3 by placing a dot next to your choice.

	Coordinated and visually appealing wayfinding signs for pedestrians
	Improve and landscape the green areas along Main Street
	Provide public bathroom access in the Downtown
	Remove the overhead utility wires in the Downtown

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PRIORITIES: WHAT IS NEEDED MOST?

What do you think would help to energize and improve Downtown Medfield?

Review all of the options on all of the boards first. Then pick your top 3 by placing a dot next to your choice.

	A pleasing and complimentary business signage scheme along Downtown Main Street
	A functional, integrated, and visually attractive design for Downtown crosswalks
	Maximize use of downtown public open space with period or modern outdoor seating

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PRIORITIES: WHAT IS NEEDED MOST?

What do you think would help to energize and improve Downtown Medfield?

Review all of the options on all of the boards first. Then pick your top 3 by placing a dot next to your choices.

	Examine signage approval processes for appropriate streamlining that protects the public interest and builds earnings for local business
	Promote and improve the quality and diversity of public planting throughout the Downtown
	Safe, attractive, and design-unified pedestrian crossing along all of Main Street
	Examine construction approval processes

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PRIORITIES: WHAT IS NEEDED MOST?

What do you think would help to energize and improve Downtown Medfield?

Review all of the options on all of the boards first. Then pick your top 3 by placing a dot next to your choices.

	We need to make a commitment, as a town, to do more to support and encourage the community-based groups who bring the community to downtown activities and events.
	Address parking needs in the Downtown area with one unified strategy
	Coordinated and visually appealing wayfinding signs for motorists
	Completion of Straw Hat Park

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PRIORITIES: WHAT IS NEEDED MOST?

What do you think would help to energize and improve Downtown Medfield?

Review all of the options on all of the boards first. Then pick your top 3 by placing a dot next to your choices.

	Outdoor restaurant seating
	Use municipal purchasing power to leverage innovative design when replacing bike racks, park benches, street lights, waste receptacles, etc. in a way that creates unique and memorable sense of place
	Consider if rerouting heavy trucks will effect how our downtown feels to people on the streetscape, in automobiles, in stores and shops
	Design a streetscape for Oak/Park Street (to the elbow) that allows for commercial and residential adjacency while respecting the character and value of both uses.

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PRIORITIES: WHAT IS NEEDED MOST?

What do you think would help to energize and improve Downtown Medfield?

Review all of the options on all of the boards first. Then pick your top 3 by placing a dot next to your choices.

	Revisit downtown zoning ordinance
	Pedestrians must feel safe and welcome in our downtown at all times
	Add in your own idea:
	Add in your own idea:

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Station 4: Visual Preference Exercise

At the fourth and final station, participants were asked to create visual preference collages representing appropriate Downtown Medfield development, amenities they would like to see in their town, and community activities that seem like a good fit for Medfield. The images selected helped develop a set of goals, recommendations and strategies to achieve the desired environment depicted in the selected images.

VISUAL PREFERENCE INSTRUCTIONS

1. **Review images on the tables.**
2. **Next, select building types that you think are best suited for Downtown Medfield (select 2 images).**
3. **In the white space below each picture, write why each appeals to you.**
4. **Tape your photos on the "Building Design and Scale" sheet.**
5. **Next, select 2 examples of retail, amenities or activities that you would like to see Downtown.**
6. **Write why each appeals to you.**
7. **Tape the photos to the "Retail, Amenities and Activities" sheet.**

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With the help of the Economic Development Committee, the Town Planner, and other volunteers from Medfield, participants looked over many photographic images depicting different building styles and types (e.g. multi-story mixed-use buildings, single family homes, commercial strip malls), as well as recreational and programming activities including restaurants, active streetscapes, art and music festivals and more.

After review and often after thoughtful discussion with others, participants selected two images for each collage – two building types and two amenities/activities - they wished to see in Downtown Medfield. On each image, participants were encouraged to specifically note what appealed to them within the image. This is another station where the assistance, patience, and good spirit of the Economic Development Committee set the stage for a Medfield residents to be candid and vocal about their sense of what Downtown Medfield should be. The images were attached to the appropriate wall-sized poster shown on the following pages.

VISUAL PREFERENCE COLLAGE

BUILDING DESIGN AND SCALE

*What types of development do you feel are best suited for Downtown Medfield?
1) Select photo. 2) Write why it appeals to you. 3) Tape your photos below.*

**(Pictures with comments
affixed here)**

VISUAL PREFERENCE COLLAGE

RETAIL, AMENITIES AND ACTIVITIES

What types of retail, amenities and activities would you like to see in Downtown Medfield?

1) Select photo. 2) Write why it appeals to you. 3) Tape your photos below.

**(Pictures with comments
affixed here)**

Building Design and Scale: Selected Images with Attendee's Quotes



**Nice Boulevard
Has the look and scale we want.
Preserve our history.
This is an old photo but I could live with this.**



**Brick façade!
Historic, interesting style, nice at street level.
Retail below, offices or apartments up; nice.**



**Cafes. Flowers. This is nice.
Beautiful outdoor seating, umbrellas too!
Open air---this could be Medfield. I like this!**



**No! This is not Medfield! No!
Yuck. This could be anywhere, USA.**



**This is our look and scale.
Could go up one story and still be OK in Medfield.**



**Nice local businesses---that's us.
Bench to pause and meet friends.
This is how to build a community.**

Building Design and Scale: Selected Images with Attendee's Quotes



Busy. Cozy. Fun.
Close together but not congested.
Historic buildings restored and repurposed.
This could be affordable housing in Downtown.



Restore old buildings.
This is new England! This is us.
Old fashioned and awesome.



Great sign. Awning. Flowers. Gaslight.
Places to sit. Scaled to pedestrians.
This is the look and feel I want for Downtown.
Informal. Welcoming. Attractive.
Look at what a difference the sign makes!



The awning and the signage and the windows and the colors all work together to make this a great style.



This is nice because it is different.
In very good condition---that makes it nice.

Building Design and Scale: Selected Images with Attendee's Quotes



Outside seating. Simple outdoor furniture. People just stop and talk--this is Downtown. This is not fancy--but just right.



Nice scale. Nice metal partition.



**Wide sidewalk gives good scale and allows setback.
Trees, large wood frame building, it all fits together.
Historical character of neighborhood remains.**

**Wide sidewalk and trees keep the cars away nicely.
Signage works very well and is not "cookie cutter".
Room to stroll, stop and chat, cars seem far away.**

Building Design and Scale: Selected Images with Attendee's Quotes



This could be any place in the US.

We want to avoid this.



Cool, attractive outdoor seating.

Substantial. Not going anywhere till winter.

Bring the inside outside!

Building Design and Scale: Selected Images with Attendee's Quotes



No more of this.



**New England.
Reuse and repurpose. Over and Over.**



Open, mixed use, walking, retail.

Looks very inviting. Street Trees.

Places to sit outdoors and relax. See and be seen.

Lively, active, cars not strongly evident.

Open; Outside seating, informal.

Both benches & tables.

Retail, Amenities and Activities – Selected Images with Attendees’ Quotes



**Place to meet people.
Place to purchase art.
Destination for families.**



**Outdoor Art Show, Craft Show is a destination.
Meetinghouse Pond?
Brings customers to restaurants and stores.**



**Little Free Library---a great idea.
This would work in Downtown Medfield.**



It's fun to skate with friends.

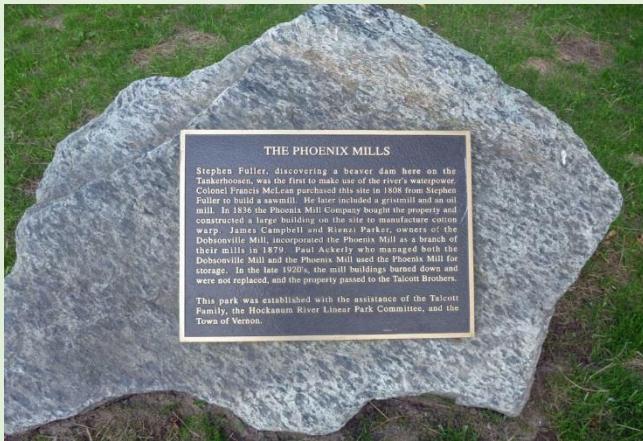


**Movies at the Gazebo?
All are invited.
YES to more family activities.
This is community.**



**Activities for kids!
Good, healthy, outdoor fun for the family.
Gets people Downtown.**

Retail, Amenities and Activities – Selected Images with Attendees' Quotes



**We have a lot of places that can tell a story.
This is fun!**



**We need these Downtown.
Yes! Like.**



**Flowers, informal meeting place.
Yes! This is cool.
Spring & Fall, flowers. Winter, special lighting.**



**This would make restaurants better for kids and adults.
Music venues, places to gather in Downtown.
Performance Space would be great fun.**



**This is beautiful. Like the planters!
Places to sit, no cars nearby.
Inviting---not elaborate and expensive looking.
Brings pedestrians into the space.**



**Art. Art. And more art.
This will make Downtown different! Say Yes!**

Retail, Amenities and Activities – Selected Images with Attendees' Quotes



**Put public, outdoor seating in ANYWHERE it fits.
Informal seating is a draw. Gets people Downtown.**



**Functional and cool art.
This makes Downtown neat to hang out.
This will be remembered.
Kids will sit here**



**Well planned. Welcoming
Crosswalk easily visible.
Clearly delineated crosswalk, with signage.**

**It is clear who is supposed to be where.
Inviting and safe.
Highlights the person walking.**

At the Open House, fifteen Downtown Medfield issues, identified by Medfield residents, emerged as critical and important.

What is needed to accomplish each of our fifteen priorities for Downtown Medfield?

- 1) Address parking needs in the downtown area with one unified strategy
 - a. [Sustainable Transportation: Parking Toolkit by MAPC](#)
 - b. Parking Assessment is first step; Contact Sarah Kurpiel Lee, MAPC Senior Transportation Engineer and Planner, slee@mapc.org
 - c. District Local Technical Assistance (DLTA), potential for funding
 - d. Apply for Community Transportation Technical Assistance (CTAA)
- 2) Outdoor restaurant seating
 - a. Meet with restaurant owners to ask for their advice and support throughout exploration process; Create a working group
 - b. Gather zoning by-laws from urban planning departments in Massachusetts (Cambridge, Brookline, Amherst, Newton, Lexington, Hyannis);
 - c. Contact Geoff Beckwith, Executive Director of the [Massachusetts Municipal Association](#) to seek best practice.
 - d. This is an advisory from the ABCC with some guidelines that local municipalities should follow while granting or extending outdoor licenses.:
<http://www.mass.gov/abcc/pdf/08.05.15PatioGuidelines.pdf>
 - e. Seasonal outdoor seating is generally under the purview of the local Board of Health. The Licensing Board will be involved if alcohol is served, or entertainment provided.
 - f. Some towns have enacted bylaws to regulate when, during the calendar year, outdoor operations may be provided; some have no restrictions.
- 3) Revitalization of meetinghouse pond area pedestrian infrastructure, arborscape and landscape
 - a. District Local Technical Assistance (DLTA), potential for funding
 - b. Massachusetts Parkland Acquisitions and Renovations for Communities (PARC) Program, Contact: Melissa Cryan, Melissa.Cryan@state.ma.us, potential for funding
- 4) Examine signage approval processes for appropriate streamlining that protects the public interest and builds sales for local business
 - a. Begin with review of Zoning Ordinance
 - b. Engage outside consultant to review Medfield signage approval process and provide recommendations.
 - c. Suggested outside neutral consultant with lengthy history of integrity and honesty: Edward J. Collins, Jr. Center for Public Management (Collins Center). Contact: Stephen McGoldrick, Interim Director, Fee-Based; stephen.mcgoldrick@umb.edu
- 5) Examine construction approval processes
 - a. Document best practice in Cambridge, Newton, Essex, Wellesley;
 - b. Engage outside consultant to review Medfield construction approvals process and provide recommendations.

- c. Suggested outside neutral consultant with lengthy history of integrity and honesty: [Edward J. Collins, Jr. Center for Public Management](#) (Collins Center). Contact: Stephen McGoldrick, Interim Director, Fee-Based stephen.mcgoldrick@umb.edu

6) Remove the overhead utility wires in the downtown

- a. Summarize any previous effort
- b. Bill Friel, Town of Canton, MA to seek best practice, and learn about funding methodology.
- c. Collect and organize all current Commonwealth of Massachusetts laws and ordinance regarding placing utilities underground
- d. Gary McNaughton, New England Regional Manager, McMahon Associates at gmcnaughton@mcmahonassociates.com; Medfield needs a qualified engineering feasibility study in order to move past the discussion phase

7) Pedestrians must feel safe and welcome in our downtown at all times;

8) A functional, integrated, and visually attractive design for downtown crosswalks;

9) Safe, attractive, and design-unified pedestrian crossing on all of Main Street;

- a. Chris Kuschel, MAPC, Regional Planner, Transportation Department, Complete Streets, ckuschel@mapc.org
- b. District Local Technical Assistance (DLTA), potential for funding
- c. [Explore MassDOT funding for Complete Streets](#); Contact CompleteStreetsProgram@dot.state.ma.us ; [Complete Streets Funding Program](#), potential for funding
- d. [National Complete Streets Coalition](#), information and best practice
- e. [Massachusetts Smart Growth Alliance](#) (MSG), information and best practice, potential for funding, Larry Field, Deputy Executive Director, larry@ma-smartgrowth.org

10) Improve and landscape the green areas along Main Street

- a. [Lexington Downtown Development Authority's livableLEX initiative](#), this group operates in Lexington, Kentucky, but they offer best practice and organizational modeling
- b. Melisa Tintocalis, Economic Development Director at the [Lexington Center Committee](#), (781) 698-4567, information and best practice

11) Stop placing double houses on former single family lots

- a. Determine if this is an actual or perceived problem
- b. Begin with review of Zoning Ordinance
- c. Conduct a literature search
- d. Based on analysis, form recommendations for zoning by-law revision
- e. District Local Technical Assistance (DLTA), potential for funding
- f. Contact Mark Racicot, Director of MAPC Land Use Department, mracicot@mapc.org

12) Consider if rerouting heavy trucks will affect how our downtown feels to people on the streetscape, in automobiles, in stores and shops.

- a. Apply for [Community Transportation Technical Assistance](#) (CTAA)
- b. Contact Mark Abbott, at CTPS, mabbott@ctps.org AND
- c. Contact Eric Bourassa at MAPC Transportation Department, ebourassa@mapc.org
- d. Contact CTPS staff at 857.702.3700 and request a copy of the *Regional Truck Study* (September 2001)

- e. City of Cambridge, MA: contact Joseph E. Barr, Director Traffic, Parking & Transportation Department, 617-349-4700 for discussion on *the Regional Truck Study*
- f. Contact Barry Keppard, Director, MAPC Public Health Department, to identify and locate information on heavy truck traffic and the adverse health impacts of nitrogen oxides (NOx) and particulate matter (PM) emissions from these trucks along Main Street. The same should be done for slow-moving passenger vehicle emissions on Main Street.

13) Maximize use of downtown public open space with period or modern outdoor seating

- a. [Neponset Valley Chamber of Commerce](#), Tom O'Rourke, President & CEO; to convene and chair private sector and community-based organizations working group
- b. [MEMO](#)
- c. Medfield Department of Public Works
- d. [Little Free Library](#)
- e. [Community Preservation Act](#)

14) A pleasing and complimentary business signage scheme along downtown main street

- a. Begin with review of Zoning Ordinance followed by recommendations for new ordinance, District Local Technical Assistance (DLTA) potential funder
- b. Conduct a literature search
- c. Working group to explore best practice, costs, funding mechanisms (tax credits, CPA, BID), make recommendations to the Board of Selectmen
- d. [David Temple, Medfield Historical Society](#)
- e. [MEMO](#)
- f. Albert Rex, [MacRostie Historic Advisors LLC](#)
- g. [Cultural Alliance of Medfield \(CAM\)](#)
- h. [Charlie Allen, Cambridge Historical Society](#)
- i. [Downtown Cultural District \(DCD\)](#)

15) Completion of Straw Hat Park

- a. Provide [Friends of the Straw Hat Park](#), a Medfield Foundation initiative, any *in-kind municipal* assistance they require
- b. Consider [Crowdfunding](#)
- c. District Local Technical Assistance (DLTA), potential for funding
- d. [Massachusetts Parkland Acquisitions and Renovations for Communities \(PARC\) Program](#), Contact: Melissa Cryan, Melissa.Cryan@state.ma.us, potential for funding