



WELCOME TO THE  
MEDWAY MASTER PLAN  
**COMMUNITY FORUM #2**  
OCTOBER 3, 2021

PROVIDE YOUR INPUT AND MAKE YOUR VOICE HEARD IN DEVELOPING MEDWAY'S MASTER PLAN FOR THE NEXT 10 YEARS!

THANK YOU FOR PARTICIPATING!

J M GOLDSON

# MEET THE MASTER PLAN COMMITTEE

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Jessica Chabot, Chair, Planning and Economic Development Board

Cassandra McKenzie, Vice Chair, Economic Development Committee

Eric Arbeene, At-Large

Rebecca Atwood, Cultural Council

Carey Bergeron, Energy & Sustainability Committee

Susan Dietrich, School Committee

Ellen Hillery, Finance Committee

Tara Kripowicz, Conservation Commission

Linda Reynolds, Lions Club

Faina Shapiro, Business Council

Jack Wolfe, Affordable housing Committee & Trust

John Foresto, Select Board

Siri Krishna Khalsa, Council on Aging

Denise Legee, Open Space Committee

Sarah Raposa, At-Large

Deborah Rossi, Board of Parks Commissioners

Alex Siekierski, Design Review Committee

# PROJECT TEAM AND ROLES

Creativity, collaboration, and professional expertise

<p><b>JM GOLDSON</b> Jenn Goldson, AICP Srilekha Murthy Delaney Almond</p>	<p>Project coordinator and primary contact Community engagement Land Use Cultural and historic resources Open space and recreation Natural resources Housing and demographics</p>
<p><b>RKG ASSOCIATES</b> Eric Halvorsen, AICP</p>	<p>Economic development Transportation Public facilities and services</p>
<p><b>RESILIENCE PLANNING &amp; DESIGN</b> Steve Whitman, AICP</p>	<p>Sustainability</p>





# MASTER PLAN FUNDAMENTALS

p: 617-221-4003

w: [JMGOLDSON.COM](http://JMGOLDSON.COM)



# WHAT IS A MASTER PLAN?

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- A way to respond to change over time
- Long-range and visionary (typically 10 years)
- A policy document to help local decision-makers – primarily focused on a community’s physical evolution
- Systems-oriented



# CHANGE

“THERE IS NOTHING PERMANENT EXCEPT CHANGE.”

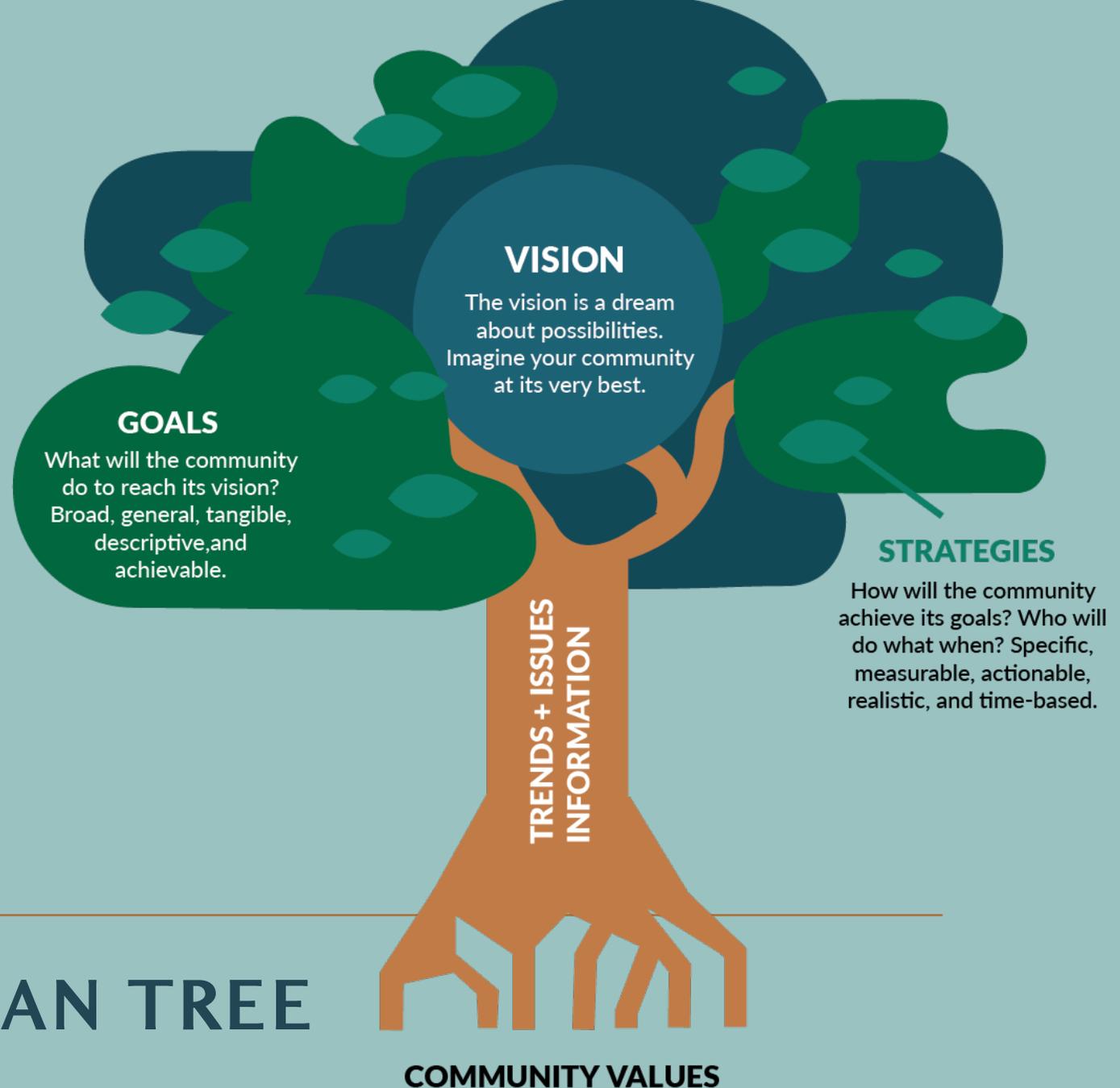
– HERACLITUS, GREEK PHILOSOPHER

Question at the heart of the planning effort:

Recognizing inherent tensions between preservation and progress, what is the best balance for Medway?

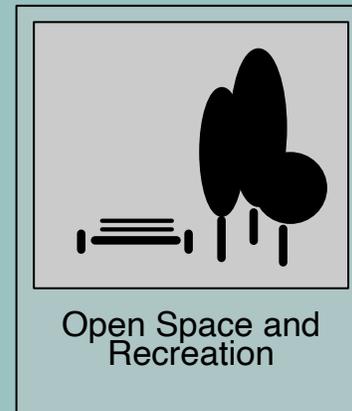
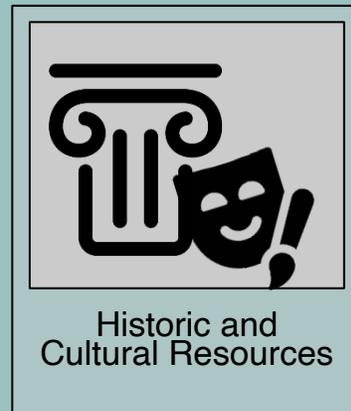
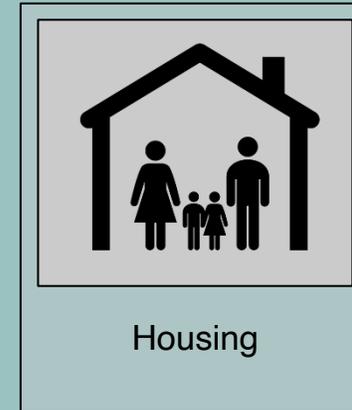
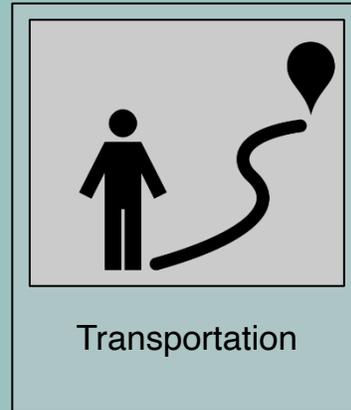
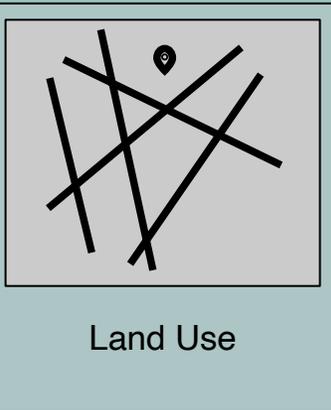
Strategically shape change and enhance your assets to reinforce your community’s identity.





# JENN'S MASTER PLAN TREE

# 8 ELEMENTS OF A MASTER PLAN

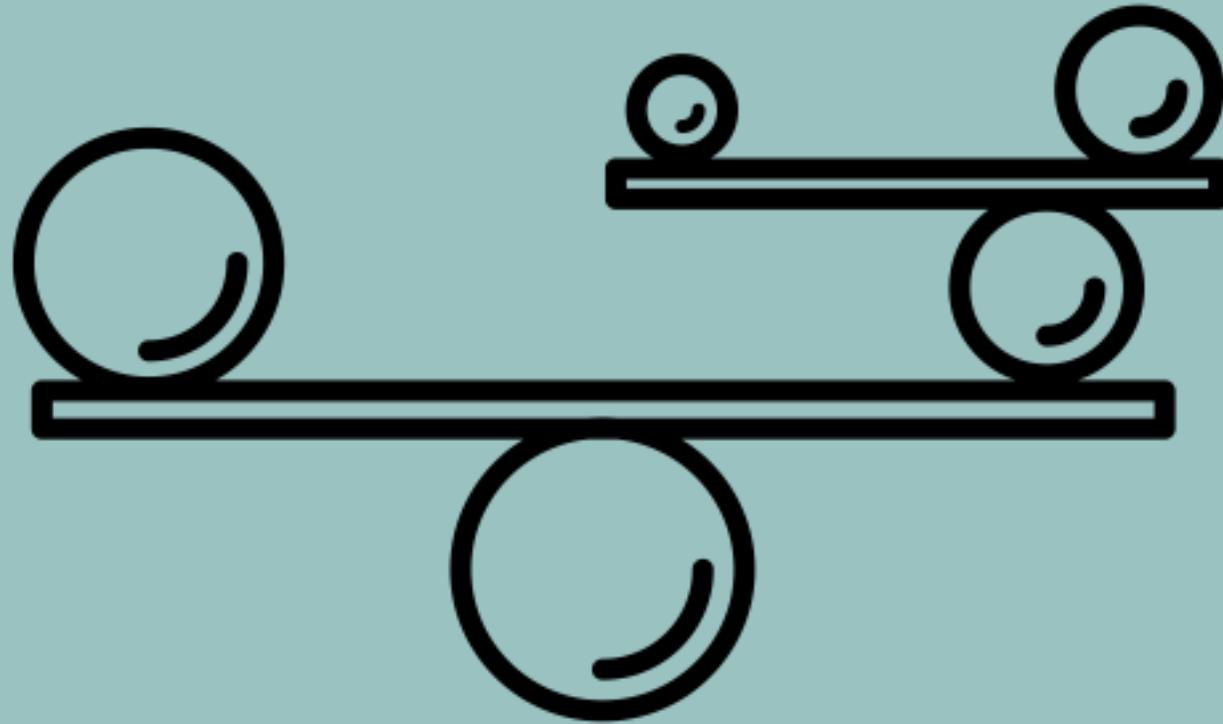


The image features a dark grey and light grey checkerboard background. Two black spotlights are positioned at the top corners, each casting a bright white beam of light that converges towards the center. The text is centered within this illuminated area.

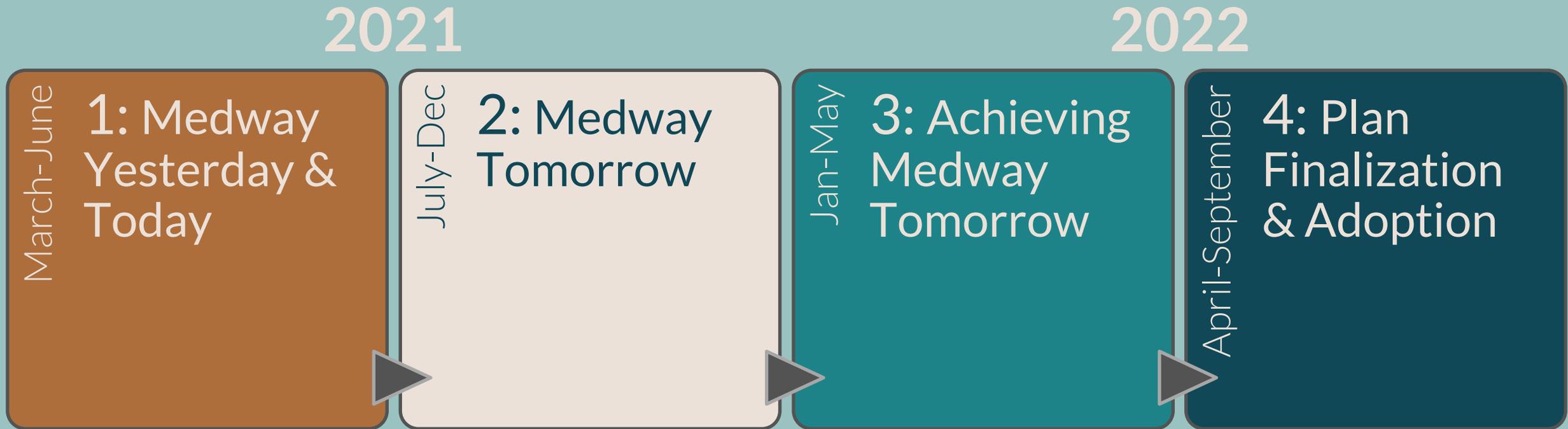
Tensions  
Competing priorities  
Synergies  
Opportunities

# FINDING THE BEST BALANCE

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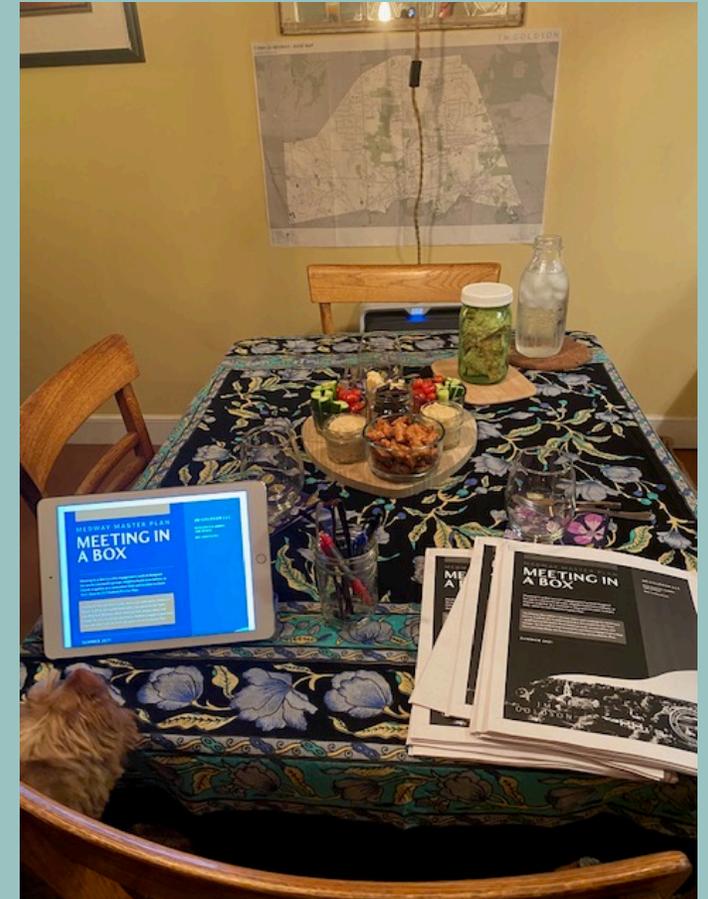
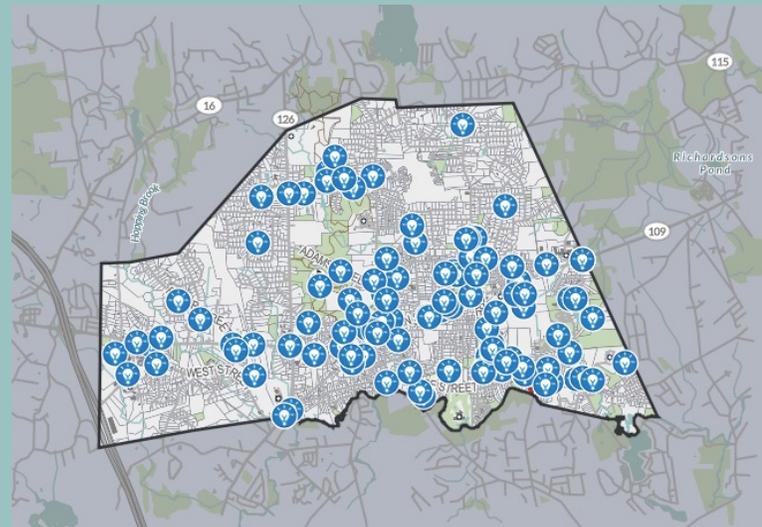
# THE PLANNING PROCESS

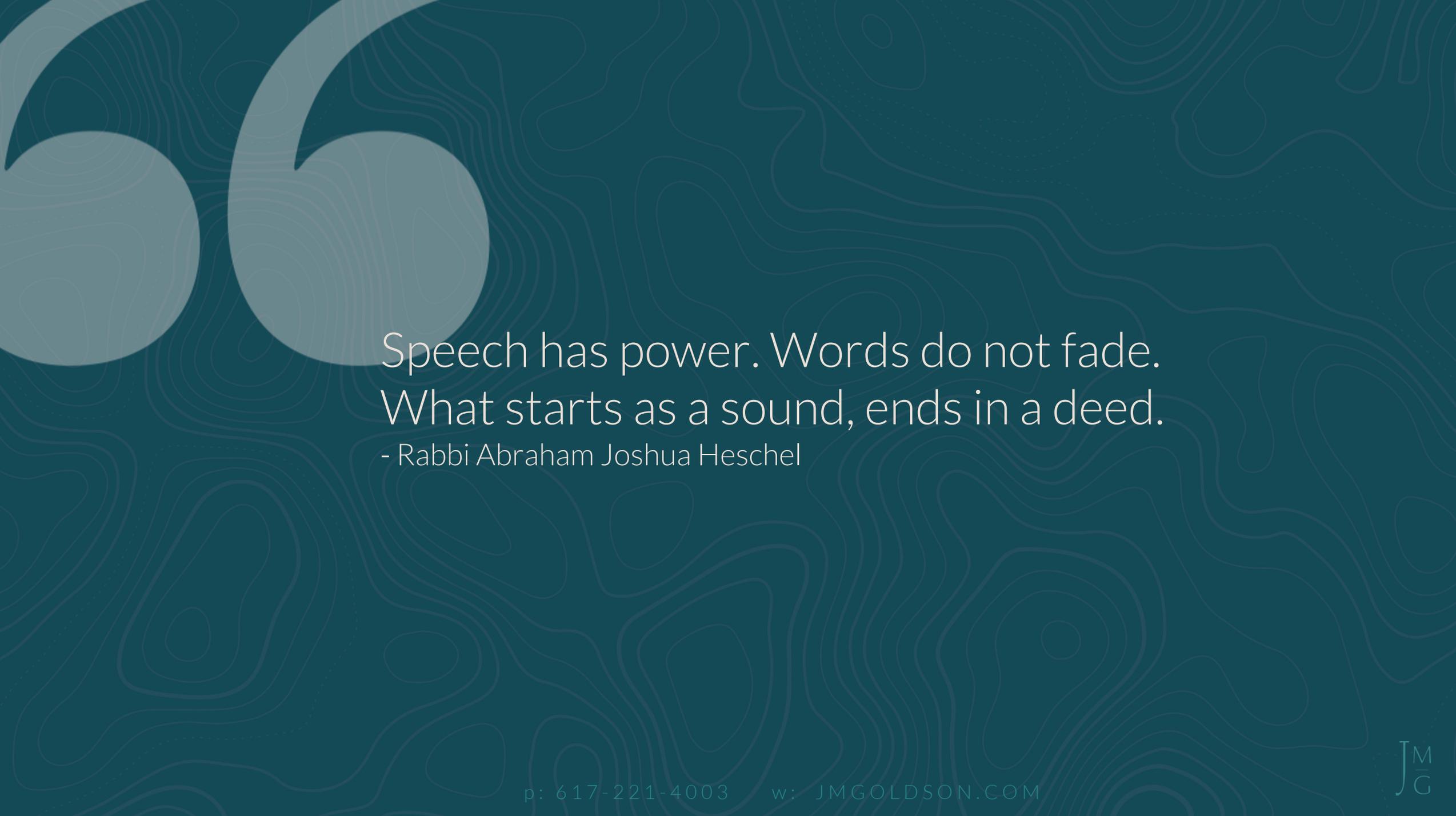


# SUMMER ENGAGEMENT NUMBERS

- Survey – 818 responses total
- Meeting in a Box – 9 meetings held
- Crowdmap – 150 points/ideas
- Pop-up events – 10 total

*Approximately 1,045  
participants across all  
events*





Speech has power. Words do not fade.  
What starts as a sound, ends in a deed.  
- Rabbi Abraham Joshua Heschel

# HOW CAN YOU PARTICIPATE TODAY?

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Check out the boards in the lobby and share your thoughts with post-it notes and dot stickers at the activity stations



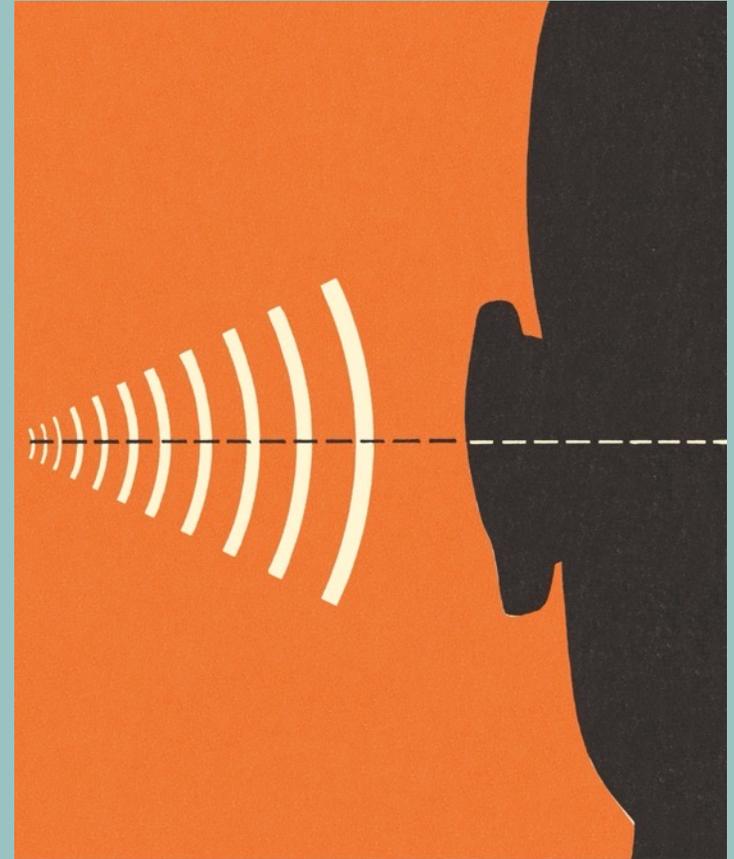
Talk to Master Plan Committee members and the consultant team!



# BASIS OF DRAFT VISION & GOALS IN THE LOBBY

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- Consultant's analysis based on:
  1. community engagement results
  2. the findings of the Existing Conditions report
- The draft vision & goals is not intended to be a "recommendation"
- We created the draft vision and goals to generate additional community feedback



# OVERARCHING VISION

In 2032, Medway continues to be a family-oriented small town with active locally owned farms, cows grazing along Route 109, a deep and celebrated history from Native American roots through to the 21st century, and many families that are proud to include multiple generations of Medway residents.



Cows on Route 109, Medway © Tim Rice Photo

## WHAT DO YOU THINK?

**Write or draw your responses on the butcher paper at this station!**

*Tell us what you think of this draft overall vision for the future of Medway. Does it align with your vision for the future of the community? What do you like about it? What would you want to change about it?*

# VISION FOR MEDWAY 2032

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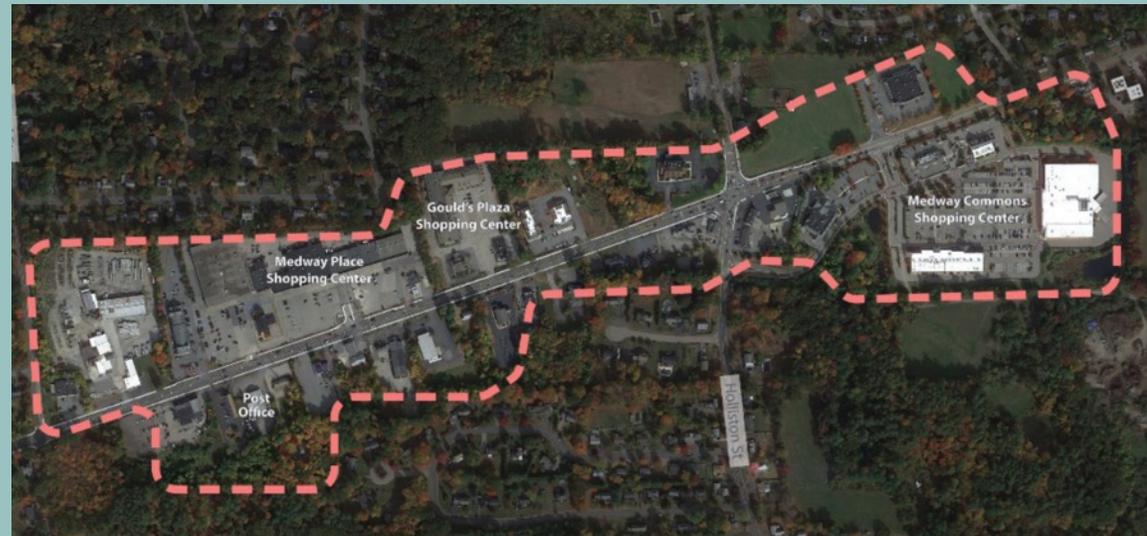
- Is a peaceful, friendly, close-knit community whose residents take care of each other and welcome and embrace new residents of all ages, identities, and backgrounds
- Protects natural resources to support clean and plentiful drinking water, local food production, agricultural heritage, scenic beauty, passive recreation, and promote carbon absorption



Choate Pond Dam © Tim Rice Photo

# VISION FOR MEDWAY 2032

- Supports a vibrant town center and strategic, sustainable residential, commercial, and industrial growth to promote local jobs and enhance local economic vitality
- Provides strong, modernized public schools and facilities including high quality athletic fields, interconnected trail system, as well as a well-resourced senior center, community center for all ages, and library and makerspace
- Is well-run with professional, transparent, and fiscally responsible leadership that excels at delivering public services as well as maintaining and expanding infrastructure and assets



# GUIDE TO FOUR CORE THEME STATIONS

- Responsible and Sustainable Development
- Conservation, Resiliency, and Stewardship
- A Caring, Close-Knit Community
- Safe and Connected Mobility Options



# GUIDE TO FOUR CORE THEME STATIONS

## What is at each station?

1. Information boards – What did we hear from you through the summer engagement? What were our findings through the existing conditions analysis
2. Draft Vision and Goals statements for your feedback
3. Divergent community opinions – what do you think? Agree? Disagree? Somewhere in between?
4. General open thoughts – use one or more post-it note to tell us what you think!

1. Increasing public shuttle/van service in Medway is desirable, as it will make it easier for residents of all ages to travel to surrounding communities such as to the commuter rail, grocery stores, medical appointments and the like.

AGREE \_\_\_\_\_ DISAGREE  
 

2. The town should implement stronger protections for privately-owned historic properties to prevent demolition and ensure exterior historic features remain intact.

AGREE \_\_\_\_\_ DISAGREE  
 



# WE LOOK FORWARD TO YOUR PARTICIPATION!

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Check out the boards in the lobby and share your thoughts with post-it notes and dot stickers at the activity stations



Talk to Master Plan Committee members and the consultant team!

**THANK YOU!**

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**TIME TO PICK A NAME FOR THE GIFT BASKET!**

**AND**

**Q&A!**

