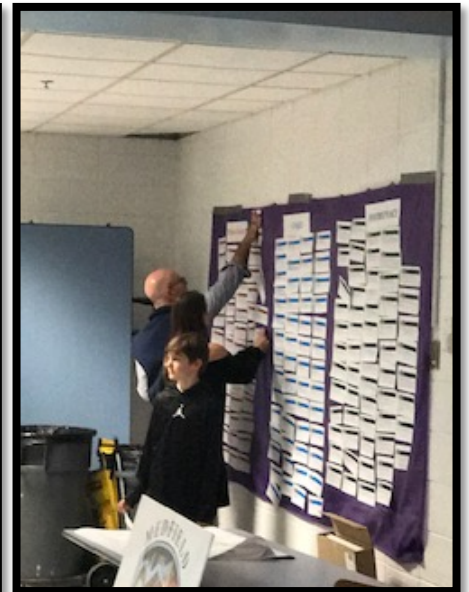
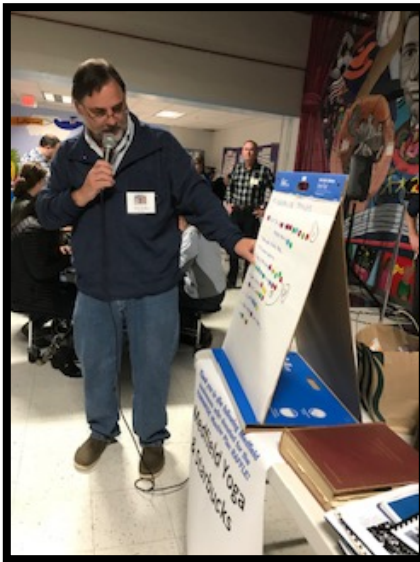




ELEMENTS OF A VISION FOR MEDFIELD'S FUTURE: SUMMARY OF PUBLIC INPUT FROM PUBLIC FORUM (October 20, 2019)



Meeting Purpose and Process

Purpose: To invite the Medfield community to come together and generate ideas that will create a shared vision for Medfield's future. This in turn will be used as the foundation for an action plan that will outline the steps necessary to attain this vision.

Process:

The public forum was held on Sunday, October 20 2019 from 4:45 PM – 7:00 PM at the Blake Middle School Cafeteria. Approximately 125 people attended and participated (including 10 Committee members) at the meeting. Four (4) high school students also gave their input. The forum was preceded by a Community Dinner with musical accompaniment provided by the High School Jazz Trio. Placemats provided additional entertainment as they had a "Fun Medfield Facts" crossword puzzle for participants to fill out. The first five to fill

out the puzzle correctly were given a prize. Transportation was offered to anyone who needed it.

Following a brief presentation participants were divided into ten (10) discussion groups of approximately ten (10) – twelve (12) persons; each group was facilitated by a member of the Master Plan Committee. Participants were engaged and conversations were lively. Afterwards, each group presented their group's priorities. Noteworthy is the fact that there was a significant degree of consensus regarding residents' desires as well as their concerns.

During the small group discussions, participants were asked the following questions:

- 1. *What are your FAVORITE things about Medfield (that you would want to ensure be preserved in the future)?***
- 2. *What are your LEAST favorite things about Medfield (that you feel are important to change in the future)?***
- 3. *What is MISSING from Medfield?***
- 4. *What would you predict to be some important ISSUES to take into account when planning for Medfield's future? (Opportunities and Challenges)***
- 5. *If you could do ONE THING to improve Medfield, what would it be?***

Additionally, participants were asked to respond in writing to the following three questions:

What is your favorite place in Medfield?

Identify those places in Town that define Medfield as a unique and special place. These could include outstanding views or landscapes, sites or buildings of historic value, or essential places in the community's life.

What else makes Medfield unique?

How would you define Medfield's town character? Identify some of the features that contribute to it.

Participants were also asked if they have any **ideas regarding how to engage more people in the planning process.**

A summary of the participants' input is provided in the pages that follow.

KEY ELEMENTS OF A VISION AND GOALS FOR MEDFIELD'S FUTURE

Townwide Master Plan, Medfield, MA

The following are based on the input of the Public Forum's participants. These ideas and values will be integrated into a Vision and Goals that will form the aspirations of the Master Plan.

- Preserve **small town feeling**
- Protect and enhance **open spaces and natural features**
- Celebrate the **Town Center** and work to increase its vitality
- Support the excellence in education at the **schools** and library
- Continue to **engage citizens** in decision-making and recruit **additional volunteers**
- Address **traffic congestion** and road safety
- Connect **pedestrian and bike ways** to create a network of safe and pleasant sidewalks, crosswalks, **Rail Trail**, bike lanes, etc.
- Provide **public transportation** to include a town shuttle to connect various frequently visited locations within Medfield and explore regional transportation options.
- **Guide additional development** and ensure that it is balanced with thought given to its **impact on town facilities and services** (e.g. traffic, schools, water, sewage, etc.)
- Provide a **range of housing types** to meet a variety of needs and ages in the cycle of life.
- Attract residents with **diverse socio-economic, ethnic and racial backgrounds**.
- Explore funding options and **expand the commercial tax base** to help pay for new, expanded and well maintained facilities and services
- Provide opportunities for **community gathering** in a **Community Center** for all, create outdoor gathering places and events, and promote establishing "Third Places."
- Support **cultural and art community** and non-sports activities.
- Support the health and wellness of residents by supporting safe and pleasant walking and biking, creating additional outdoor opportunities for **recreation** as well as an indoor **Recreation Center** for all.
- Provide **wholesome activities for all ages** including additional **programming for older adults** and a **place for teens to "hang out."**
- Ensure that the unique opportunities presented by the **State Hospital campus** is reused in a way that is sensitive to the beauty of the site and buildings and to the potential it offers to meet some of the Town's needs.
- **Reduce the carbon footprint** of Medfield and increase the use of renewable energy sources, be mindful of water usage and continue to recycle and general take measures to continue to protect the environment for future generations.
- **Support seniors who wish to age in place** by providing affordable appropriately designed and located housing, programming that provides opportunities for socializing, health and wellness, transportation and opportunities for multigenerational interactions.

Highlights of Participant input (Most frequent responses)

Favorite Things

- Small town/sense of community
- Open space and natural features
- Town Center
- Schools
- Historic character

Also:

- Engaged citizens
- Library
- Cultural opportunities

Least Favorite Things

- Traffic and road safety issues
- Taxes
- Lack of pedestrian and bicycle infrastructure
- Lack of public transportation

Also:

- Additional development
- Lack of diversity of housing types
- Lack of population diversity
- Lack of funding
- Lack of Community Center

Missing from Medfield

- Pedestrian /bike infrastructure
- Recreation Center and other opportunities
- Public transportation options
- Downtown improvements
- Diversity of tax base

Also:

- Range of housing types
- Entertainment and art and cultural activities
- Places for teens to hang out
- Opportunities for community gathering

Future Opportunities for Medfield

- State Hospital Reuse
- Expand the tax base

Also:

- Reduce carbon footprint
- Historic nature of Town
- Downtown vibrancy

Future Challenges for Medfield

- Traffic control
- Providing services and utilities to increasing population
- Population growth impact on the schools

Also:

- Funding options
- Cost of living
- Aging in place
- State Hospital Reuse

If you could do one thing to Improve Medfield...

- Reuse of State Hospital
- Increase the commercial tax base
- Public transportation options

Also:

- Improve traffic congestion
- Improve pedestrian experience
- Be sustainable
- Guide development
- Lower taxes
- Increase cultural experiences

What is your favorite PLACE in Medfield?

Vine Lake Cemetery

Library

Swim pond

Noon Hill/Rocky Woods

Charles River

Downtown

Hospital Hill views

The Griddle

State Hospital

Grist Mill

Brother's Market

Senior Center

Zullo Gallery on Thursday nights

The gazebo

Unitarian Church

Peak Church

SWAP

Shaws

Echo Pond at Rocky Woods

The Mill

Wheelock Playing Fields and Conservation Land

Town Hall building

King Phillip's Rock

Park and Recreation

Basin's – local boy is owner and fabulous chef

Barber shop

Smoothie juice bar

Downtown restaurants

Dwight Derby House

Hinkley Pond

Pfaff Center

McCarthy Park

Rhododendron Reservation

Blue Moon Bagels

Straw Hat Park

Historic Meeting House

"The Grist Mill is the nicest view, but as for place, either Rocky Woods or Blue Moon."

"Vine Lake Cemetery is so pretty. Peaceful. I feel like I get away from it all when I visit. Like to read or have lunch by the water!"

"The overlook at the State Hospital and the bluff on the Medfield side of Rocky Narrows."

"The Charles River – so beautiful, serene, feel you are far away from the hustle/bustle of suburbia."

"My neighborhood – there is a great sense of community and people look out for each other. "

"Downtown is my favorite because there are always people walking or sitting and it feels like a town. Starbucks and Brothers are an excellent addition to help bring people to town."

"I love walking my dog around the Medfield State Hospital and going on the trails in the back. I love the old buildings and that no cars pose a threat to the dogs."

"Park Street Books has become a gathering spot for young families."

"My friends' homes when we discuss books... 27 years- strong book group!"

What else makes Medfield UNIQUE?

Strong sense of community

Interesting combination of history and modernity

Suburbia and rural feel

People are nice and say hello and good morning when passing by

Ability to let your children walk to town and school without fear

Town volunteerism

Many antique houses

New England history and legacy stories (KP war, artists, colonial history)

A safe place to raise kids

Location – 35 minutes to Boston or Providence

Remaining horse farms

The open space

"We remain a Town that its citizens help decide its future, which is unique."

"Hinkley Pond – we used to spend almost every day in the summer there when our children were "residents" on swim teams, got jobs as lifeguards, swim instructors, assistant managers. Awesome memories."

"Its stronger than average connection with its history."

"State hospital campus potential!"

"The people's courage and interest in keeping the bucolic views for the peace of all."



How would you define Medfield's TOWN CHARACTER?

Strong sense of community and commitment to Town

*Residential focus
Friendly and welcoming community; safe small town*

*Volunteer driven; community of doers
Wholesome and family-oriented
Close-knit, grounded in good will
Charming; warm; authentic
Culturally heterogeneous
Comfy-cozy feel
Suburban and rural charm*

Strong desire to honor history

Lovely New England village

*distinct sense of place
retained traditional town center
Town Hall, Peak House, Lowell Mason*

House

*Medfield State Hospital
Quaint
Safe
Clean
Conservative
"Not Wllesley-fied"*

Natural features

*Open spaces
respecting nature
lovely trees
expansive views
trails*

Great schools, sports and young families

A real town center

Mix of new and old

Community activities

*Merchant Christmas stroll
Medfield Day
Music
Arts*

"A suburban community with rural roots and small town feel offering excellent schools and many fun things to do."

"Starting to change dramatically. I don't think people new to town are getting a taste of community – working parents? Social media? Not attending Town Meeting."

"People know each other, care about each other and can relate to one another."

"The downtown area is key to Medfield's character. We must be mindful of keeping the downtown alive..."

"Elegance and unfortunately large amount of millionaire homes (we need apartments, not luxury apartments.)"

"A green (woodsy) community. A green (ecological) community."

"Small, somewhat sleep town in which houses are spread out so that many are not in dense neighborhoods. Many places lack sidewalks... Not diverse enough. "

"Hesitating to move into the future."

"Educated town that still recognizes blue collar values."

Detailed Notes from the Small Group Discussions

Unless otherwise noted, ten groups prioritized their input. One of the groups inadvertently forgot to prioritize the second question, therefore, the number of dots unfortunately does not include their input.

1. What are your FAVORITE things about Medfield?

Favorite feature	Comments	# of groups	# of dots
Sense of community	<ul style="list-style-type: none"> • <i>High level of volunteerism</i> • <i>Knowing your neighbors helps to maintain a sense of shared responsibility</i> • <i>Community-oriented</i> • <i>Old fashioned town feeling</i> • <i>Medfield Day</i> • <i>Knowing so many people, respect for one another</i> • <i>Small town feeling; strong sense of place</i> • <i>Family-oriented</i> • <i>Safe community -you can feel comfortable that other families have “eyes on the street” looking out for others</i> • <i>residents are friendly and lots of opportunities to socialize</i> • <i>Town pride</i> • <i>Engaged citizens</i> 	10	142
Open space and natural resources	<ul style="list-style-type: none"> • <i>Rocky Woods/Trustees Land</i> • <i>Proactive purchase of conservation land</i> • <i>Parks,; Hinkley Park Playground</i> • <i>Norfolk Hunt Club</i> • <i>Woods, wildlife</i> • <i>Off-leash dog walking (2)</i> • <i>Flowers by Medfield Garden Club</i> • <i>Rural feel</i> • <i>Love the green spaces that we have</i> • <i>Charles River</i> 	10	138

Favorite feature	Comments	# of groups	# of dots
Town Center	<ul style="list-style-type: none"> • <i>Appearance</i> • <i>On-street parking</i> • <i>Vibrant, walkable,</i> • <i>Variety (Library, Zullo, Brothers, Dunkin Donuts, Starbucks, Park Street Books)</i> • <i>Restaurants</i> • <i>Once you are in Town Center it is nice, getting there is more challenging</i> 	7	60
Schools	<ul style="list-style-type: none"> • <i>Pride and teachers</i> • <i>Same school for collection of grades</i> • <i>Music programs</i> • <i>The schools are not only good academically, but they are structured well for focusing the right learning styles in different age groups.</i> • <i>The lack of school districts contributes to more stable housing markets and overall community cohesion</i> 	9	57
Historical character	<ul style="list-style-type: none"> • <i>Connection to the past covering different eras of U.S. history</i> • <i>Protected properties (e.g. Dwight Derby House)</i> • <i>Antique houses</i> • <i>King Philip Rock</i> 	3	42
Good decision making	<ul style="list-style-type: none"> • <i>Between the administration and town meeting, decisions are generally well thought out</i> • <i>Government participation</i> • <i>Engaged citizens</i> • <i>Citizens can get things done</i> 	3	10
Library	<ul style="list-style-type: none"> • <i>Great Library for all ages with engaging programming for everyone</i> 	2	10

Favorite feature	Comments	# of groups	# of dots
Cultural opportunities	•	1	8
SWAP	•	1	5
Attitude towards sustainability	• <i>Interest in environmental issues</i>	1	5
Parks and Recreation Programs	<ul style="list-style-type: none"> • <i>These programs provide opportunities to socialize children but also some feel that they are too sports-oriented which doesn't provide opportunities for kids with different interests</i> • <i>Sports (fields)</i> 	2	4
DPW	• <i>Great job</i>	1	3
Location	• <i>20 minutes from everywhere</i>	1	2
Quality of life	• <i>high</i>	1	2
Lack of large scale commercial	• <i>local banks, local food stores</i>	1	1
Houses of Worship	• <i>None of them have closed' sense of religious involvement (all Christian denomination)</i>	1	-
Senior Center	•	1	-

2. What are your LEAST favorite things about Medfield?

Least favorite feature	Comments	# of groups	# of dots ¹
Traffic and road safety issues	<ul style="list-style-type: none"> • <i>Unsafe triangular intersections</i> • <i>Rt. 109 traffic congestion</i> • <i>South Street stoplight</i> • <i>Pond Street</i> • <i>Non-synchronized traffic lights</i> • <i>Tresca trucks</i> • <i>Poor snow removal</i> 	10	79
Taxes	<ul style="list-style-type: none"> • <i>Too high</i> • <i>Narrow tax base</i> • <i>Tax Relief Program</i> • <i>Lack of lower taxes for seniors</i> 	8	69
Lack of Pedestrian and Bicycle Infrastructure	<ul style="list-style-type: none"> • <i>No bike lanes</i> • <i>Complete lack of sidewalks in some areas</i> • <i>Dangerous crosswalks (including at 109 & North)</i> • <i>Nighttime pedestrian safety</i> • <i>Only the Town Center is walkable</i> • <i>Mixed material types and overall bad condition of sidewalks are of concern</i> 	9	36
Lack of public transportation	<ul style="list-style-type: none"> • <i>Lack of MBTA train stop</i> • <i>Particularly for schools and young people</i> • <i>Lack of neighborhood bus stops</i> 	7	36
Development	<ul style="list-style-type: none"> • <i>Clearing of land and buildings for large apartment buildings</i> • <i>The Town is becoming too dense</i> • <i>Imbalance between housing growth and transportation</i> 	4	30

¹ Only 9 of the 10 groups prioritized their responses to this question.

Least favorite feature	Comments	# of groups	# of dots ¹
Lack of diversity of housing types	<ul style="list-style-type: none"> • <i>Lack of middle income housing</i> • <i>Lack of affordable home ownership</i> • <i>Lack of empty nester houses</i> • <i>Lack of group homes for the disabled</i> 	4	30
Lack of diversity	<ul style="list-style-type: none"> • <i>Race, religion, ethnicity, socio-economic</i> • <i>Medfield is very white</i> • <i>What diversity there is not celebrated</i> • <i>Lack of cultural awareness</i> 	6	24
Lack of financing	<ul style="list-style-type: none"> • <i>For Town Administration spending</i> • <i>Lack of commercial taxes</i> 	4	22
Lack of Community Center	<ul style="list-style-type: none"> • 	2	19
Children-focused	<ul style="list-style-type: none"> • <i>To the exclusion of everything else</i> • <i>% of taxes that go to school budget</i> 	2	14
Need for additional downtown improvements	<ul style="list-style-type: none"> • <i>Some buildings need improvement (e.g. Larkin strip)</i> • <i>Untended landscaping around the library</i> • <i>Lack of restaurants</i> • <i>Not enough parking</i> 	4	12
Lack of sustainable practices	<ul style="list-style-type: none"> • <i>Lack of use of renewable energy sources (e.g. solar power)</i> • <i>Lawn chemical use – unnecessary to keep a good looking lawn and concerns about impacts to water quality. Also leaf blowers are always running.</i> • <i>Lack of clean industry (i.e. need more businesses like Electric Time)</i> 	3	12
Lack of new volunteers	<ul style="list-style-type: none"> • <i>Young homeowners not interested in running the Town</i> 	1	9

Least favorite feature	Comments	# of groups	# of dots ¹
Attitudes	<ul style="list-style-type: none"> • <i>Intolerance of different opinions</i> • <i>Fear of change, stuck in ways</i> • <i>Sometimes town is too small</i> • <i>Disrespectful social media</i> 	4	9
Concerns regarding services and facilities	<ul style="list-style-type: none"> • <i>Electricity and water under pressure</i> • <i>Lack of cell phone service</i> • <i>No municipal electric company</i> 	2	9
Town Governance	<ul style="list-style-type: none"> • <i>Lack of transparency in government decision making</i> • <i>Delay and procrastination</i> • <i>Town Meeting</i> 	2	9
Lack of teen activities	<ul style="list-style-type: none"> • <i>“DEADFIELD” lack of activities for youth</i> 	2	7
School policies and procedures	<ul style="list-style-type: none"> • <i>School start times should be reversed with high school starting later</i> • <i>Lack of guidance counselors in schools; students need more kinds of advice than just getting into college</i> • <i>Stress of kids in schools</i> 	2	7
Lack of affordability	<ul style="list-style-type: none"> • <i>Taxes and housing</i> 	1	7
Need more and updated recreation facilities	<ul style="list-style-type: none"> • <i>While people love Hinkley Park, some of the equipment and facility could be updated</i> • <i>Not enough green space</i> • <i>Lack of indoor sports facility</i> 	2	6
Park and Recreation building	<ul style="list-style-type: none"> • 	2	2
Dale Street School	<ul style="list-style-type: none"> • <i>What’s the plan?</i> 	1	1

Least favorite feature	Comments	# of groups	# of dots ¹
Lack of cultural activities	<ul style="list-style-type: none"> <i>Not close enough to Boston to attend cultural events</i> <i>Not enough library events</i> 	2	-
Transfer Station	<ul style="list-style-type: none"> <i>Layout and parking</i> 	1	-
Parking lots	<ul style="list-style-type: none"> <i>SUV issues</i> 	1	-



3. What is MISSING in Medfield?

Missing feature	Comments	# of groups
Pedestrian / bike infrastructure	<ul style="list-style-type: none"> • Rail trail • More sidewalks on 109, North St., Nebo, Rt. 27 and Pine St. • Sidewalk to Shaws and to include future development at the MSH to connect it to the downtown • Multiple bike paths, lanes, room on road • Rules for cyclists (townwide signage) • Walking routes to Town Center • Paths to connect neighborhoods • Designate “no car” walkable spaces (e.g. Reston Town Plan) 	9
Recreation	<ul style="list-style-type: none"> • Public ice skating at Rocky Woods • Recreation Center (pool, ice rink, indoor fields) • Winter activities • Town Pool • Indoor basketball • YMCA • Rock climbing and “other things to do” (commercial recreational activities) • More access to the river 	9
Public transportation	<ul style="list-style-type: none"> • Around town as well as regional and to Boston • Town shuttle 	7
Downtown improvements	<ul style="list-style-type: none"> • Cohesive seasonal décor in the downtown • Restaurant diversity; late night eateries • More walkability • More variety in stores/storefronts; small, diverse • More parking; large landscaped parking lot • Ice cream shop, good pizza • More restaurants that are not pizza! 	7

Missing feature	Comments	# of groups
Diversity of tax base	<ul style="list-style-type: none"> • <i>Business, commercial and housing</i> • <i>Need industries with higher tax basis, requiring smaller footprint and low number of employees</i> 	7
Range of housing types	<ul style="list-style-type: none"> • <i>Group homes for disabled</i> • <i>Assisted living</i> • <i>Senior retirement community</i> • <i>Housing for millennials</i> • <i>More little “a” affordable housing</i> • <i>Empty nester housing</i> 	6
Activities, entertainment	<ul style="list-style-type: none"> • <i>Theater and arts</i> • <i>Intergenerational events</i> • <i>Young adult events</i> • <i>A function hall for large events now that the Legion has closed</i> • <i>Library programs for adults</i> • <i>Performing Arts Center</i> • <i>Non-sports activities for kids</i> • <i>Organizations that support the arts as well as arts oriented businesses/galleries</i> 	6
Places for teens to hang out	<ul style="list-style-type: none"> • <i>After school Teen Center</i> 	4
A “Third Place”	<ul style="list-style-type: none"> • <i>Community gathering places</i> • <i>Somewhere where informal interactions across all age groups</i> • <i>Could be a local business</i> • <i>Benches and gathering places</i> • <i>Coffee house</i> • <i>Event space for 100-150 people</i> 	4
Better communication between town and residents	<ul style="list-style-type: none"> • <i>Outreach to all ages</i> • <i>Online newspaper (e.g. Wellesley, MA)</i> 	3

Missing feature	Comments	# of groups
Input from town on development	<ul style="list-style-type: none"> • <i>Design Review – particularly for the character of large commercial and multi-family developments</i> • <i>Ask developers to provide community space and maintenance (through funding)</i> 	3
More green space	<ul style="list-style-type: none"> • <i>More tree planting by the town tree warden</i> • <i>More green spaces</i> • <i>Better maintain existing</i> 	3
Improve regulations	<ul style="list-style-type: none"> • <i>Tighter zoning</i> • <i>Better regulation of signs</i> 	2
Planning and design of School facilities	<ul style="list-style-type: none"> • <i>High School should be nicely designed to be attractive in a prominent location</i> • <i>Lots of worry that the good current structure of the schools will be lost by not anticipating a growing student population</i> 	2
Dog Park	<ul style="list-style-type: none"> • <i>Large and fenced in</i> 	2
Lack of diverse population	<ul style="list-style-type: none"> • <i>And cultural awareness</i> 	2
Jobs for people with special needs	<ul style="list-style-type: none"> • 	1
Larger space for the food cupboard	<ul style="list-style-type: none"> • 	1
Better traffic pattern	<ul style="list-style-type: none"> • 	1
More street lights	<ul style="list-style-type: none"> • <i>Especially in new parts of Town (i.e. Ice House Road)</i> 	1

Missing feature	Comments	# of groups
More historic preservation	<ul style="list-style-type: none"> <i>More districts</i> 	1
Better cell service	<ul style="list-style-type: none"> 	1
Internet as a public utility	<ul style="list-style-type: none"> 	1
Higher Education/University	<ul style="list-style-type: none"> <i>Good potential use of the hospital</i> 	1
Supermarket	<ul style="list-style-type: none"> <i>Trader Joe's</i> 	1
Sustainability practices	<ul style="list-style-type: none"> <i>Town buildings do not recycle</i> 	1
Public art	<ul style="list-style-type: none"> 	1



4. What would you predict will be some of the important ISSUES to take into account when planning for Medfield's future?

OPPORTUNITIES	How should we take advantage of these? ²	# of groups
State Hospital Reuse	<ul style="list-style-type: none"> • <i>Attract a company to create a campus for their business</i> • <i>Connect open space at MSH and Sherborn Trustees</i> • <i>The land, the culture</i> 	7
Expand the tax base	<ul style="list-style-type: none"> • <i>Attract more small companies = jobs and taxes</i> • <i>Consider alternative businesses (marijuana)</i> • <i>People will come and pay taxes</i> 	5
More renewable energy sources	<ul style="list-style-type: none"> • <i>Solar, etc.</i> • <i>Net zero housing</i> • <i>Reduce carbon footprint by 40% in 10 years and 80% by 2050</i> 	3
Historic nature of Town	<ul style="list-style-type: none"> • <i>Education, create a "Medfield Story" to promote preservation of historical features and encourage thought about what present or recent past features should be preserved</i> • <i>Clark Tavern</i> • <i>Preserve historic buildings</i> 	3
Downtown	<ul style="list-style-type: none"> • <i>Connect Public Safety</i> • <i>Lack of restaurants might be an opportunity to diversify</i> • <i>Encourage downtown mixed use and increase height restrictions</i> 	3

² Note: One group said that in order to take advantage of opportunities that it is important to "get people to show up with solutions or a solution-oriented mindset as opposed to a list of grievances."

OPPORTUNITIES	How should we take advantage of these? ²	# of groups
Public transportation	<ul style="list-style-type: none"> • <i>Get people out of their cars</i> • <i>Bike/scooter program for the downtown</i> 	2
Protect open space	<ul style="list-style-type: none"> • <i>Purchase green space</i> • <i>Bequests to future generations</i> • <i>Tree clearing/replanting</i> 	2
Guide development	<ul style="list-style-type: none"> • <i>Manage land use</i> • <i>Implement walkability in new developments</i> • <i>Green space as parking space</i> • <i>Ability to get to 10% affordable housing</i> 	2
Potential partnerships	<ul style="list-style-type: none"> • <i>Work with other towns for shared services (e.g. park and ride)</i> • <i>Stronger connections with state government</i> 	2
Schools	<ul style="list-style-type: none"> • <i>High quality</i> • <i>Leverage school resources throughout the Town</i> 	2
Jobs for people with special needs	<ul style="list-style-type: none"> • <i>Especially at the state hospital</i> 	1
Expand outdoor recreation	<ul style="list-style-type: none"> • 	1
Teen gathering place	<ul style="list-style-type: none"> • 	1
More diverse housing and design	<ul style="list-style-type: none"> • <i>Ability to get to 10% affordable housing</i> 	1
More community events	<ul style="list-style-type: none"> • <i>Like this one</i> 	1
Strong sense of community	<ul style="list-style-type: none"> • <i>Medfield as a special place</i> • <i>Use the community to coalesce around needed initiatives</i> 	1

OPPORTUNITIES	How should we take advantage of these? ²	# of groups
	<ul style="list-style-type: none"> • <i>Need to centralize information and communication</i> 	
Affordability for seniors	<ul style="list-style-type: none"> • <i>Freeze tax rate at age of becoming a senior citizen</i> 	1
Dale Street School	<ul style="list-style-type: none"> • <i>Could be so man things</i> 	1
Rail Trail Connector	<ul style="list-style-type: none"> • <i>With Town</i> 	1

CHALLENGES	How should we address these?	# of groups
Traffic control	<ul style="list-style-type: none"> • <i>Public transportation – create regional routes from Medfield to other suburban area hubs</i> • <i>Create closer or within Medfield mass transit to Boston for work as well as play</i> • <i>Route 109</i> • <i>Impact of development from other towns</i> • <i>Parking</i> • <i>Additional development will impact traffic density</i> • <i>Severe congestion getting in and out of Town (Routes 27 and 109)</i> 	8
Services and Utilities	<ul style="list-style-type: none"> • <i>As town develops how to reduce water usage</i> • <i>Concerns about the # of times electricity goes down in certain parts of town</i> • <i>More services needed to support diverse population in 40B developments</i> • <i>How to meet the needs of residents with increase in development</i> • <i>Water resources – limit irrigation and build awareness</i> • <i>May need to increase public safety if additional development takes place</i> • <i>Adequate water supply and sewer system capacity</i> 	7

CHALLENGES	How should we address these?	# of groups
Population growth	<ul style="list-style-type: none"> • <i>Especially in all the apartments, impact on schools and 40B requirements</i> • <i>Uncertainty regarding the number of school children</i> • <i>Impact of increasing population on the schools</i> • <i>Minimize number of school students and reduce need to use modular classrooms</i> • <i>Turnover: seniors leaving, homes occupied by new school kids)</i> 	7
Explore funding options	<ul style="list-style-type: none"> • <i>Diversify the tax base</i> • <i>Taxes and priorities needed to move ahead</i> • <i>State finances/projects</i> 	5
Cost of living	<ul style="list-style-type: none"> • <i>Effects of an economic downturn</i> • <i>Increases in property taxes</i> • <i>Tax relief for seniors who have lived here a long time</i> • <i>Keeping tax rate low</i> 	5
Aging in place	<ul style="list-style-type: none"> • <i>Seniors not able to live in Medfield</i> • <i>No generational “mixing” – creating a sense of two towns (school age community) and long term older adults (who no longer have a connection to the schools). A sense of tug of war for resources</i> • <i>Organize common intergenerational programming and common recreational space (e.g. inclusive Parks and Rec facility and mutual programming among Parks and Rec, The Center and Schools</i> • <i>Provide more formal opportunities to socialize</i> • <i>Use technology to connect.</i> • <i>Lack of appropriate and affordable housing</i> • <i>Families leaving post school age</i> 	4
State Hospital	<ul style="list-style-type: none"> • <i>Uncertainty/dependency with Master Plan</i> • <i>Not taking advantage of the current opportunity</i> 	4
Lack of diversity	<ul style="list-style-type: none"> • <i>A challenge of how to increase diversity</i> 	3

CHALLENGES	How should we address these?	# of groups
	<ul style="list-style-type: none"> • <i>Senior flight (address partially by showing appreciation)</i> 	
Affordable housing	<ul style="list-style-type: none"> • <i>Both ownership and rental</i> • <i>Small “a” in affordable</i> • <i>Smaller units, but not at density of current developments</i> • <i>Multi-family housing, senior housing, affordable housing – include a design review process</i> 	3
Preservation of town character	<ul style="list-style-type: none"> • <i>Small town feel</i> • <i>Historic building preservation</i> • <i>Stop know downs – better zoning</i> 	3
Striking the balance	<ul style="list-style-type: none"> • <i>Balance desires versus budgets</i> • <i>Open to change/trade offs of what we say we don't want</i> 	2
Guiding development	<ul style="list-style-type: none"> • <i>Pound Street development</i> • <i>Development on Rt. 27</i> • <i>Zoning</i> • <i>NIMBY's</i> 	2
Relocation of Dale Street	<ul style="list-style-type: none"> • <i>Possibly to Elm Street, behind Wheelock (4 out of 5 schools within 1 mile)</i> 	1
Climate change	<ul style="list-style-type: none"> • <i>More green initiatives</i> • <i>public recycling receptacles</i> • <i>Town needs to be more environmentally friendly</i> 	1
Wholesome activities for youth	<ul style="list-style-type: none"> • <i>How to divert the attention of youth to healthy activities</i> 	1
School Testing	<ul style="list-style-type: none"> • <i>Create more opportunities for high-achieving students rather than just focusing on ensuring</i> 	1

CHALLENGES	How should we address these?	# of groups
	<i>minimum standards are met</i>	
Lack of sidewalks	•	1
Serious regional planning	•	1

5. If you could do ONE THING TO IMPROVE Medfield, what would it be?

One thing to improve...	Comments	# of groups	# of dots
Reuse of State Hospital	<ul style="list-style-type: none"> • <i>Make the campus into an amazing town destination</i> • <i>Implement the Master Plan</i> • <i>Develop Hospital Hill</i> • <i>Vote YES to State Hospital STM 11/18</i> • <i>Prevent overdevelopment of MSH</i> • <i>Trade land at MSH with Mostrose School</i> • <i>Clean businesses at MSH (rehab facility or hospital type)</i> 	8	117
Economic development	<ul style="list-style-type: none"> • <i>More jobs (4)</i> • <i>More businesses for bigger tax base</i> • <i>Low impact commercial development</i> • <i>Protect the industrial zone</i> 	7	53
Public transportation	<ul style="list-style-type: none"> • <i>Trolley to Boston</i> • <i>MBTA</i> • <i>Community bus</i> 	6	38
Improve traffic	<ul style="list-style-type: none"> • <i>Route 109 traffic mitigation</i> • <i>Route 27 Traffic mitigation</i> • <i>Reduce through traffic</i> 	6	42

One thing to improve...	Comments	# of groups	# of dots
	<ul style="list-style-type: none"> • <i>Reduce congestion</i> • <i>Put Routes 27 & 109 underground</i> 		
Improve pedestrian experience	<ul style="list-style-type: none"> • <i>Sidewalks (repave and extend)</i> • <i>Make pedestrian crossings safer</i> • <i>Light crosswalks</i> • <i>Curbs on sidewalks</i> • <i>Rail Trail</i> 	6	33
Be sustainable	<ul style="list-style-type: none"> • <i>Promote reuse/recycle</i> • <i>Every building in Medfield schools be "green" either retrofit for efficiency or built with a green mindset</i> • <i>Revenue generating solar</i> • <i>Reduce driving</i> • <i>Develop local renewable energy</i> • <i>Citizens more globally aware/thoughtful (respectful to bikers, carpooling)</i> • <i>Use the Medfield Dump as a Solar Farm</i> • <i>Ground source heat pump at the neighborhood district scale</i> 	5	32
Guide development	<ul style="list-style-type: none"> • <i>Zoning</i> • <i>Absolute halt on housing permits</i> 	2	25
Lower taxes	<ul style="list-style-type: none"> • 	3	22
Increase cultural experiences	<ul style="list-style-type: none"> • <i>Population diversity</i> • <i>Cultural awareness</i> • <i>More opportunities for Arts downtown</i> • <i>Create a vibrant art community at MSH</i> 	3	19
Diversify housing	<ul style="list-style-type: none"> • <i>For all incomes</i> • <i>Affordable small houses</i> 	2	17

One thing to improve...	Comments	# of groups	# of dots
Create partnerships	<ul style="list-style-type: none"> • <i>Across town</i> • <i>Increase regional and social connections</i> • <i>Partner with other towns to regionalize services</i> 	2	12
Balance needs of different demographics	<ul style="list-style-type: none"> • <i>Elderly versus school age</i> 	1	11
Improve the downtown	<ul style="list-style-type: none"> • <i>Cohesive holiday décor</i> • <i>More restaurants</i> • <i>More art and culture</i> • <i>Pedestrian area (connections including Park Street)</i> 	3	10
Improve communication and increase civic engagement	<ul style="list-style-type: none"> • <i>Community-wide</i> 	1	8
Additional services and activities for seniors	<ul style="list-style-type: none"> • <i>Expand Senior Center</i> • <i>Pair Senior Center with the Animal Shelter</i> 	2	7
Preserve town's character	<ul style="list-style-type: none"> • <i>Preserve even with growth and expansion</i> 	1	7
Ability to respond to dual emergencies	<ul style="list-style-type: none"> • 	1	6
Improve infrastructure	<ul style="list-style-type: none"> • <i>Update water and sewer pipes</i> • <i>Also power lines and internet reliability</i> • <i>Use proceeds from the Hospital for town infrastructure</i> 	3	5
Invest in schools	<ul style="list-style-type: none"> • <i>Consolidate schools</i> • <i>Space for new students is of concern.</i> 	1	5

One thing to improve...	Comments	# of groups	# of dots
	<i>Evaluate utilization of current space to determine potential for expansion</i>		
Replace trees	<ul style="list-style-type: none"> <i>We should replace every tree that gets cut down and expand planting efforts</i> 	1	5
Improve condition of public buildings	<ul style="list-style-type: none"> 	1	2
More outdoor activities	<ul style="list-style-type: none"> 	1	4



Medfield Youth Voice

Four Medfield High School students volunteered to provide childcare at the public forum. Since only one young child needed childcare, the teenagers provided their responses to the visioning questions. The youngest participant also offered his thoughts on the future Medfield.

What makes Medfield special? How would you describe Medfield?

- Welcoming, safe, good schools
- "Uptown area" that is great place for middle/high school students to hang out
- The Town changes as the community's needs/wants change
 - i.e. A new Starbucks
 - Lords → grocery store
 - Friendly's → Dunkin Donuts

Favorite things:

- Strong sense of community
- Everyone is here to support each other
- Really nice uptown area close to the middle and high schools

Least favorite things:

- Even though Walpole is close, there is not a train station or other public transportation in Medfield for the residents who commute
 - Thinking of those who cannot drive, walk, or bike
- There is only one turf field

Challenges in the future

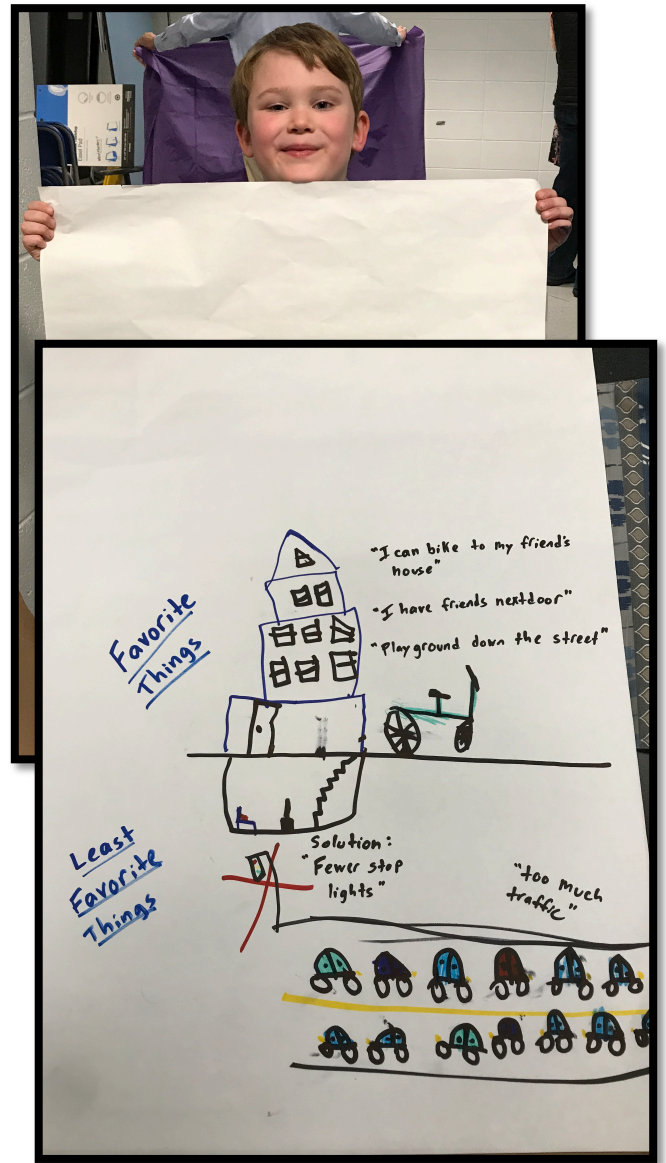
- Too many people?
- EEE outbreak

If you could be king or queen for the day, what would you do to make Medfield a better place?

- More stores and restaurants (Chipotle/Chick fil-a)
- Ice cream store!

What is Medfield missing? What would make Medfield better for kids/teens

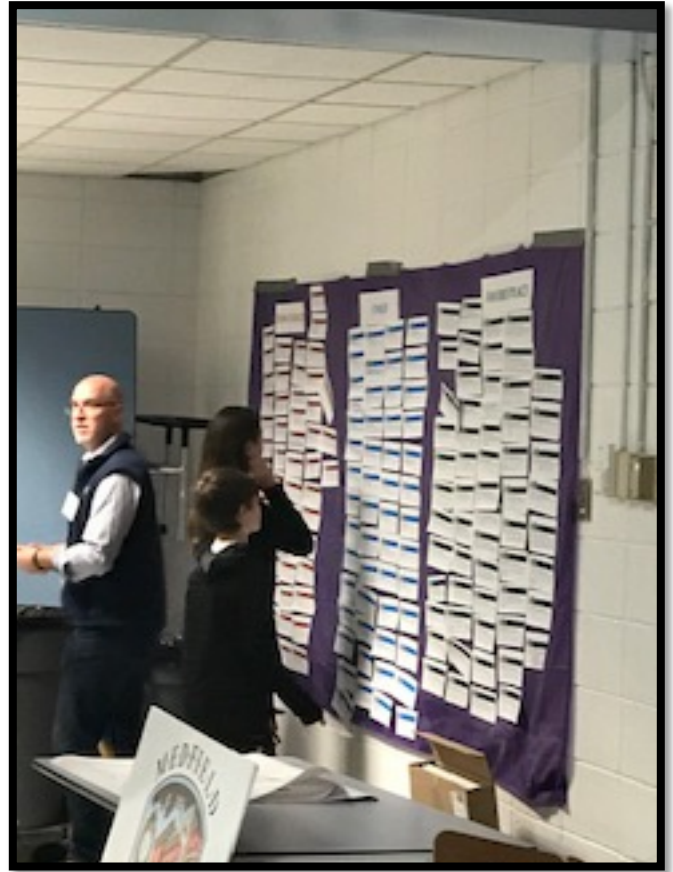
- More turf fields
- More transportation options



WRITTEN RESPONSES

Participants were asked to respond to three questions in writing. Cards were provided for their response to each question. Participants were then asked to place their responses on a surface treated with adhesive, referred to as the “sticky wall.” Participants’ responses are provided below.

1. **How would you define Medfield’s TOWN CHARACTER? Identify some of the features that contribute to it.**
2. **What is your favorite PLACE in Medfield and why?**
3. **What else makes Medfield UNIQUE?**



How would you define Medfield’s TOWN CHARACTER?

Identify some of the features that contribute to it.

- *Strong sense of community and commitment to town and neighbors and children. A strong desire to honor history and improve for the future.*
- *Lovely New England village that has a true community culture. People stay their whole lives, if they can*
- *Small town, family-driven*
- *Small-town feel, lots of open space, residential focus, mostly single-family homes*
- *Friendly!!! Community*
- *Sense of community; welcoming*
- *Small-town feel with a very caring community of residents. Not top commercial with mostly local businesses. Historic feel, nice open spaces*
- *Small-town feel - people know each other = resiliency. Efforts toward historic preservation = distinct sense of place = makes us different. Driven by volunteers*
- *An old New England town that has retained a town center character as well as town hall, Peak House, Lowell Mason House, Medfield State Hospital, fantastic town center – great improvement in recent years!*
- *Small town, friendly people, living in the middle of and respecting nature (i.e. cherishing outdoors)*

Townwide Master Plan, Medfield, MA

- *Medfield is a small town which is an increasingly popular MetroWest community. It has plenty of remaining space (open) much of which should be preserved. It has a great downtown with a variety of shops, restaurants, services – a big plus!*
- *Small town with community*
- *Small, lovely, unpretentious town with loyal leadership (and town meeting attendance) by the middle-aged to older residents. Lots of protected land and open spaces; lovely trees (which need to be protected and supplemented), lovely planters by the garden club*
- *Family and community-oriented*
- *Mix of new and old i.e. Peak House and Brothers Market. Mix of townies and new residents. Large percentage of kids and focus on them*
- *Family and community-oriented*
- *Quaint but very closed. I moved here two years ago and people were polite but I would not say overly friendly. People that live here do not want change, although change will happen whether they want it or not*
- *Strong sense of community, well managed, infrastructure is good and has been kept up to a T. Traffic is very bad in town center*
- *Safe, small town with friendly people. Great schools and a well-run town government. The walkable downtown is great.*
- *Open space, small town*
- *Wholesome and family-oriented*
- *Welcoming and tranquil because the open and expansive views. Such a pleasant contrast from the congested area with houses cheek by jowl. When these restful views are replaced with flashing, blaring activity, the peace is gone forever*
- *Starting to change dramatically. Current interests are more in line with communities like Brookline/Newton and Cambridge*
- *Community-minded to an extent. I don't think people new to town are getting a taste of the community – working parents? Social media? Not attending Town Meeting*
- *The downtown area is key to Medfield's character. We must be mindful of keeping the downtown alive and not spread out. Everything all over Medfield is known as a nice, smart town that makes sound decisions*
- *Rural -> suburban. Small-town. Town meeting. "A suburban community with rural roots and small-town feels offering excellent schools and many fun things to do."*
- *Eclectic and changing. ☺ Tresca Rucks and railroad tracks ☺*
- *Elegance, and unfortunately large amount of millionaire homes (we need apartments, not luxury apartments). Our jazz program Doug Olsen ran. Marching band changed my life! I'm so fortunate to be a part of the music program*
- *Humble, traditional, family-oriented, honest*
- *Close-knit and changing. Focus on making the town a great place to live. Public involvement*
- *"The best of new New England." A green (woodsy) community. A green (ecological) community*
- *Community – people, school system*
- *Small-town feel, rural, community-focused, Medfield Day (Thanksgiving celebration in 3rd grade)*

Townwide Master Plan, Medfield, MA

- *Small, charming, yet functional. Love Brothers Market! Love our Juice Bar! Historically – we as a town – have preserved Peak House, Dwight Derby and the library/town hall building with tasteful renovations*
- *Young in spirit, family-oriented*
- *Small, somewhat sleepy town in which houses are spread out so that many are not in dense neighborhoods. Many places lack sidewalks to facilitate walking within and between neighborhoods. Not diverse enough*
- *Friendly, Merchant Christmas stroll, trying to bring people back to a small town*
- *Proud of the good schools it has, yet it is fiscally conservative to the point of sometimes hindering creativity and improvement in schools. Proud of being “historical” in many way, yet not eager to protect historical things/building through regulation*
- *Place that values nature, trees and the fruits of the Earth. The support people give each other in the community because it is small enough for deep relationships*
- *Very New England – hesitating to move into the future*
- *New England*
- *Small town New England*
- *Our “small town” feel. People know each other – care about each other – and can relate to one another. Open space – charm – trails*
- *1. Engagement of community (community of “doers”) 2. Generous 3. Ability to work as group for common good of town*
- *Small-town feel*
- *Small-town feel, kind of isolated*
- *Medfield’s character can be defined as WARM: W – warm, A – authentic, R – reservations of acres of land, M – mighty grand place to live!*
- *A great town full of lifelong friends and neighbors*
- *Educated town that still recognizes blue-collar values*
- *Grounded in good will, honesty, and a concern for everyone in town*
- *Right size*
- *An essentially rural enclave near to the Boston metropolis*
- *Small town with growing families. Residents care about their community and volunteer to improve the town*
- *Small town feel with friendly, strong community, a lively downtown with strong school system. I would also characterize Medfield as heterogenous culturally*
- *Maintaining Trustees/reservations – reducing growth/maintaining relative population density. Open/rural/safe/clean*
- *The Medfield town character I would describe is of a “Towny” character in every good sense of that characterization. Practical non-pretentious, calm, inclusive, decent, good neighbors*
- *Suburban and rural charm*
- *Shaws, the nice people of Medfield MA, small owners, everybody knows everyone*
- *Great schools, historic preservation, hiking trails @ Rocky Woods and other Trustees of Res. Property*
- *Conservative*
- *People get involved, open space, neighborhoods, community events and bring people together*
- *Old small town charm!*

- *Not Wellesley-fied!*
- *Welcoming/friendly*
- *A real town center – bookstore, Brother's Market*
- *Great schools and sports and young families, great music and arts appreciation, historic and good preserved historical homes, cemetery, Peak House*
- *Friendly, small town feeling, great school system, community involvement and concerns to keep its comfy-cozy feel*

What is your FAVORITE PLACE in Medfield and why? *Identify those places in Town that define Medfield as a unique and special place. These could include views or landscapes, sites or buildings of historic value, or essential places in the community's life.*

- *Vine Lake Cemetery. So pretty. Peaceful. Feel like I get away from it all when I visit. Like to read or have lunch by the water!*
- *Library, swim pond*
- *Noon Hill/Rocky Woods, Charles River*
- *Noon Hill/Rocky Woods Reservations*
- *Downtown- Brothers Market, Juice on Main, Park Street Books and Zullo Gallery give our town flavor! Green spaces – Hospital Hill views, Rocky Woods being so close, and even my own backyard! I love being close to nature and find it so healing ☺*
- *Trustees of Reservations properties: Rocky Woods and Noon Hill*
- *The Griddle*
- *State Hospital*
- *The Grist Mill is the nicest view/area but as for place, either Rocky Woods or Blue Moon*
- *Brothers Market – unique, senior center*
- *Noon Hill, Straw Hat Park, State Hospital. Gathering opportunities, space to breathe and relax. Zullo Gallery on Thursday nights: noncommercial place/way to hang with friends*
- *Noon Hill, the library, Zullo Gallery*
- *Rocky Woods – nature trails, wildlife. Hospital Hill – open area*
- *I love walking my dog around the Medfield State Hospital and going on the trails in the back. I love the old buildings and that no cars pose a threat to the dogs. I want more safe areas to be in*
- *Medfield State Hospital*
- *Green spaces*
- *State Hospital, Town House, intersection of 109 and North Street, Charles River, Unitarian Church, and Peak House*
- *The gazebo*
- *Brothers Market*
- *Swap, Medfield Hospital, Shaws*
- *Echo Pond at Rocky Woods – the beavers have created an ever-changing vista of beautiful devastation – some of the chewed trees have weathered to what I call "Beaves Art"*

Townwide Master Plan, Medfield, MA

- *My neighborhood (Hearthsfone to Millcrest) – there is a great sense of community and people look out for each other. Park Street Books – Jim James is so committed; it has become a gathering spot for young families*
- *The Mill – historical*
- *Swap – great place to find treasures, reduce trash for town, and meet residents of town. Senior Center – great resource for seniors*
- *Wheelock Playing Fields – seeing 100's of kids and older kids playing sports. State Hospital*
- *The overlook at the State Hospital and the bluff on the Medfield side of Rocky Narrows*
- *Brothers – see everyone and access to groceries (shows how new additives to town make a difference!). Rocky Woods, Quench (?), Town Hall building, Unitarian Church steeple on North Street, new retail options, library – a lot of good things*
- *The Charles River – so beautiful, serene, feel you are far away from the hustle/bustle of suburbia*
- *Rocky Woods – memories of skating on the pond, but also the best cross-country skiing in the area and great natural beauty*
- *Rocky Woods – amazing resource so close by for all to enjoy*
- *King Phillip's Rock, town library, MSH Property, and Rocky Woods*
- *Rocky Woods, Rocky Narrows, hospital*
- *My friends' homes when we discuss books...27 years-strong book group!*
- *1. On the Charles River 2. State Hospital section of Charles River Link Trail 3. Rocky Woods*
- *The hospital road approaching the tranquil open view of the rows of cooling and colorful, mature maple trees*
- *Wheelock conservation land – because my dog loves it*
- *The Swap – great place to recycle things*
- *Charles River – love to kayak. Noon Hill- nice hike and great view*
- *I appreciate all the historic buildings. I hope Medfield continues to defend and preserves all of its historic buildings*
- *Not so much places as organizations – Park Street Books (Jim Jones is a treasure!) and Park and Rec – the most effective town organization!*
- *Charles River and Rocky Woods – I envisioned myself here in 1968 and loved the old Victorians and small town ambiance – would love to curb building and keep trees*
- *Library and gazebo, Route 27 in autumn (RT 109 -> Sherborn), Grist Mill*
- *Basin's – local boy is owner and fabulous chef!*
- *Rocky Woods Reservation, open space/trails at MSH, Zullo Gallery, all the restaurants, great library, the best barber shop, Brothers!*
- *Downtown restaurants and smoothie juice bar – our downtown has become more diversified and still maintains small town feel. Medfield State Hospital – hope to keep the existing open space as is = open, that includes the sledding hill and beyond as that area along with the Charles River views are the most bucolic of Medfield.*
- *Downtown is my favorite because there are always people walking or sitting and it feels like a town. Starbucks and Brothers are an excellent addition to town bringing people to town*
- *The Swap – the best one in MA! You can drop off unneeded items and pick up new treasures!! Community asset!**

Townwide Master Plan, Medfield, MA

- *Noon Hill - nature and views, the Vine Lake Cemetery – great running path and beautiful pond*
- *Peak House, Dwight Derby House, Medfield State Hospital, Hinkley Pond, Pfaff Center, McCarthy Park*
- *Rocky Woods, Noon Hill, Rhododendron Reservation, and their Dover and Westwood counterparts*
- *Downtown is very walkable. The sport fields are well-maintained and Hospital Hill is beautiful for sunsets. We have beautiful open spaces and trees*
- *The top of Noon Hill and the state hospital where we walked our dog*
- *Brothers, Noon Hill Grill, downtown ☺*
- *Park Street Books – a place where all are made welcome and encouraged to enjoy*
- *The Charles River view at Hospital Hill property – but we need to develop it soon as every time I go up there, lots of kids are smoking marijuana in their cars*
- *Pocket Park next to Starbucks and Nosh n’ Grog, State Hospital grounds, Noon Hill area trails, Rocky Woods*
- *Views from Medfield State Hospital and state hospital itself. State hospital main lawn – gathering spot. Noon Hill, Stop River, Park Street Books, Zullo, my house*
- *All of the beautiful views of the Charles all over town, on the road, in the woods*
- *Rocky Woods and Hartford Street near 109 – BEAUTIFUL. Hinkley Pond – great for families. The library – being in the center of town (“downtown”)*
- *My home, Brothers, Noon Hill*
- *Rocky Woods, Noon Hill*
- *Deck at Zullo Gallery on Thursday nights in summer, library, Blue Moon Bagels (especially the patio), my house and yard*
- *The outlook at the former state hospital, gazebo – concerts, historic buildings – former State Hospital*
- *Park Street Books, Unitarian Church – UCC Church*
- *Straw Hat Park, Medfield State Hospital – beautiful location and great feel, Zullo Gallery*
- *Hospital Hill – open space, Noon Hill Woods – open space, Town Hall – beautiful new architecture, Historic Meeting House and Pond (UU Church) – beautiful old architecture, Straw Hat Park – great use of public space*
- *The many antique houses, Meetinghouse Pond, Unitarian Church, Brothers Market, Hinkley Pond and Park, Senior Center, Park Street Books, Blue Moon Café, Dwight Derby House*
- *Town Center – library, town hall, avenue, Starbucks, Brothers. The view of Fork Brook Field at Hartford St – enhanced further by open field at Lovells. Hospital Hill! Trustees of Reservation properties*
- *Medfield State Hospital – it would be wonderful to preserve as many of the historic brick buildings and natural beauty as possible. Hopefully a vibrant mixed-use community can be created with retail, housing and workspace. A community cultural center celebrating the arts is a wonderful concept.*
- *MSH, downtown, Rte. 27 Charles River Reservation*
- *Historical homes, vista from MSH land (and buildings), walking areas/town center, etc.*
- *Juice on Main*
- *Hospital Land – walking trail, Brothers, new stores*

What else makes Medfield UNIQUE?

- *Strong sense of community. Interesting combination of history and modernity. Suburbia and rural feel.*
- *Town recreation center, town Hinkley Pond, Rocky Woods, Charles River and access, and Hospital Hill for sledding*
- *Charles River, Trustees properties, meeting house pond, a vibrant town center, people are nice and say hello, good morning when passing by*
- *The ability to let your children walk to town and school without fear that they will be abducted. Jim James and Park Street Books – an untold treasure for the town*
- *The great/supportive public school teachers!*
- *History of Medfield, small town feel in a larger metropolitan area*
- *Medfield Day, Town meeting, Rock Woods @ Wheelock, small town feel, transfer station*
- *We remain a town that its citizens help decide its future – which is unique. We have a chance to keep the MSH property under control of the town and community – AND we should listen to the townspeople when they say they like the OPEN SPACE at the hospital*
- *Tight-knit community, undying support of schools, protected undeveloped land, small town center with character*
- *Town volunteerism*
- *Hinkley Pond – we use to spend almost every day in summer there when our children were “residents” – on swim team, got jobs as lifeguards, swim instructors, assistant managers! Awesome memories*
- *People willing to volunteer, MSH, legacy stories (KP war, artists, colonial history) and properties*
- *Many antique houses, New England history, charming antique houses, vibrant downtown with village atmosphere*
- *(5) Churches all active in community, great Swap area and transfer station*
- *Community feel, excellence of music program, public safety day and night*
- *The small town feel, how people care about one another*
- *It's stronger than average connection with its history and the people who have played their roles in establishing that history*
- *Open space*
- *Secluded; small town environment*
- *We have many volunteers in all kinds of town office and charitable organizations*
- *Only MEDFIELD in the world ☺ downtown walkable and vibrant!! State hospital campus potential!! History!*
- *Medfield has an old fashion town feeling. People know each other and are involved in community activities.*
- *Small town*
- *The people!! Medfield is a very welcoming, tolerant town*

Townwide Master Plan, Medfield, MA

- *Small-town feel, safe feeling. Downtown diverse stores – Starbucks, DD, Juice Bar – fast food restaurants*
- *Open space – but close enough to Boston to take advantage of other entertainment options*
- *Walkable downtown vs. street strip malls*
- *Historical preservation. Flower pots and garden – provided by Medfield Garden Club*
- *The historic character (including trees) – with the exception of the tacky green front of Brothers Market. The beautiful historic UU Church*
- *Number of volunteers in agreement*
- *Rocky Woods, low population, density*
- *The commitment from people in the community. The level of involvement is much more than I've seen in other towns*
- *Schools and safety*
- *The people's courage and interest in keeping the bucolic views for the peace of all*
- *What makes Medfield unique – its commitment to open space*
- *The warmth and safety of practically everywhere! No need to keep an eagle eye on wallet, keys, etc.*
- *Colonial history/King Phillip's War. Strong schools. Noon Hill/Rock Woods/Rhododendron Reservation. Charles River and wetlands*
- *Because its small and so community-oriented, Medfield feels a safe place to raise kids – other parents are everywhere!*
- *Its history. Its commitment to open space*
- *The state hospital property. Several green spaces (wooded areas like Noon Hill). Some are very under-used and could be improved, like the green near Unitarian Church*
- *Small-town community feel*
- *The possibilities of the hospital. Additional positive addition of cultural center and future building - more sitting area in the center of town*
- *History, hospital land, conservation*
- *Huge asset – hospital property*
- *Location/size/quality schools/35 min to Boston or Providence*
- *A small with easy access to Boston, a destination city*
- *Community involvement, volunteer committees that do great things*
- *The people*
- *Medfield Stroll, Medfield Day, Thanksgiving Day in 3rd grade*
- *So many kids/great schools. The upper Charles River. So much green space. Michael Sullivan RIP. Richard DeSorgher. Site of ancient Native American settlement. Continuous European settlement from 1630.*
- *Its open space, charm and history!*
- *Open space, friends, inclusion*

- *Open space – woods, Charles River fields, wetlands, the people*
- *Remaining horse farms, Medfield State Hospital development opportunity, great downtown, small-town feel*
- *The volunteers, open space, history, Medfield Day!*
- *Small town feeling near metropolitan area, open space, strong engaged community*
- *Preserving open space(s) seem to be important as long as it doesn't cost a lot*
- *Green space, friendly small-town feel, great people, Zullo Gallery*
- *Close community near Boston*
- *Small-town feel. People care about each other. Quality schools*
- *People who care about community*
- *Medfield Day*
- *Great schools without being like many of the surrounding towns*
- *Family-oriented community, the Swap!!!*
- *The sense of community and preservation. Even with change, the town is very much the one I grew up in when we moved here 50 years ago. Things like buying the Foundry Street properties to prevent development are great.*
- *The architecture of small town New England. We like the old look. Not modern with no porches.*

Please tell us if you have any ideas regarding how to get more people involved in this master planning process

- *This event was a great way to get people involved, Capitalize on this even with publicity. Facebook is a great way to reach a lot of people.*
- *Do this again (two times a year)*
- *Facebook, email*
- *Have local neighborhood meetings at houses*
- *Presentations at community clubs*
- *Meet with high schoolers*
- *Web questionnaire*
- *Work with town groups*
- *Attract people that would not usually get involved (new in town, sports groups, school email)*
- *Electronic survey*

Townwide Master Plan, Medfield, MA

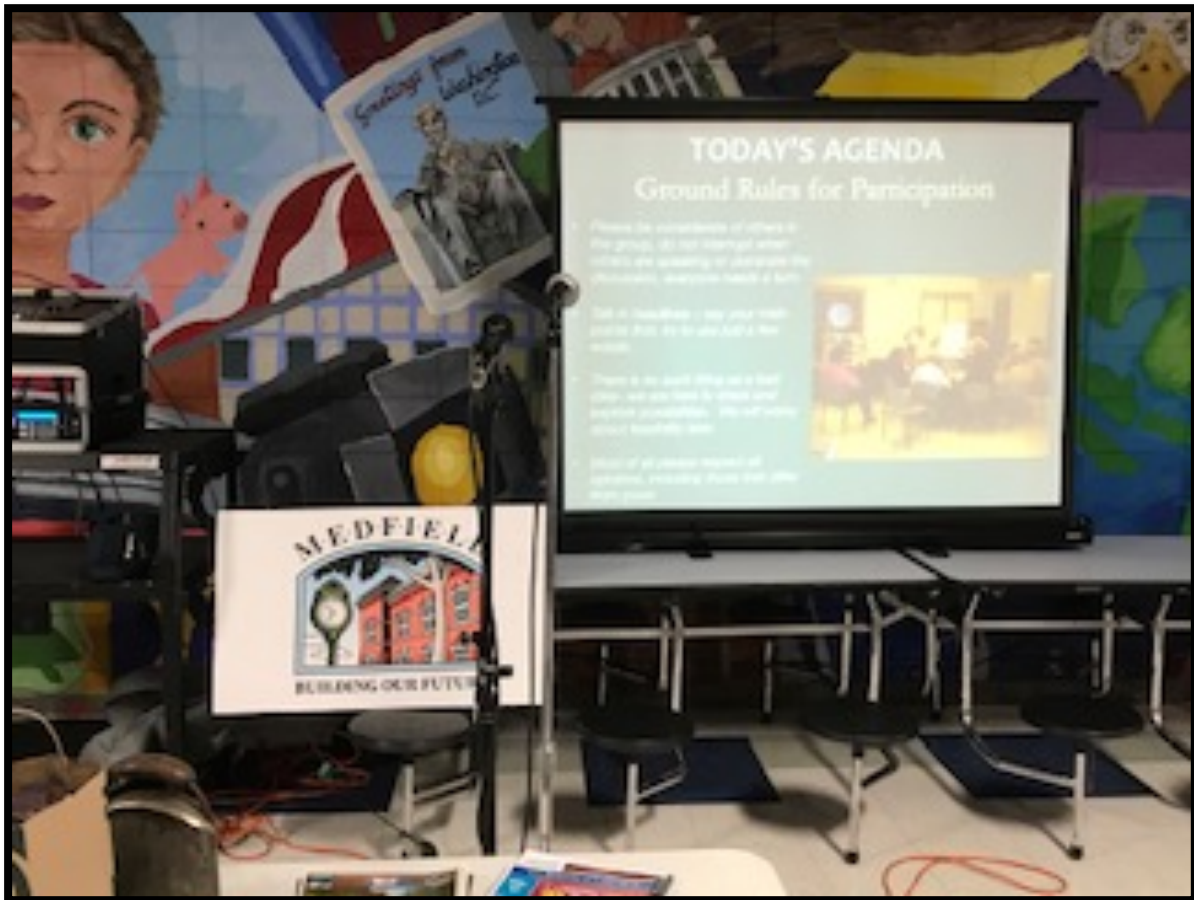
- *More social media outreach especially to younger people*
- *More community events like this (community dinner)*
- *More events like tonight*
- *Regular social media updates*
- *Webcast meetings*
- *Let people know the last Town Master Plan was done in 1997.*
- *A banner across Rt. 109*
- *Lawn signs at intersection of Harford and Rt. 109, North St., Rt. 109 and 27.*
- *Have people holding signs at the dump.*
- *Food brings them in.*
- *My daughter was one of the few young people at the meeting (22 years old). How about a simple google survey to all high school students (plus alumni)?*
- *Send flyers home through the schools*
- *Announcing at Community organizations (i.e. Lyons, Garden Club, Hannah Adams, Senior Center, PTA meetings, church bulletins)*
- *Sign at Library*
- *Reach out to residents during town events or town sporting events.*
- *Show people visual examples of various town development ideas. Pictures and that will elicit feedback and interest. Seeing photos of other towns condos/businesses/bike paths/refurbished sidewalks/crosswalks, etc. will get people imagining possibilities and interested in the process.*
- *Costly but snail mail with something colorful and eye catching to get people to open it*
- *Link to a survey monkey survey*
- *Work with shopkeepers to promote*
- *Dedicated Facebook page to these planning events*
- *Linked In*

- *Medfield press*
- *Do a children's visioning at School*
- *Do the meeting on FB Live*
- *Use Google Hangout s for the meeting*
- *Use Kahoot for voting on things*
- *Hold a meeting at the library with chilcare*
- *Have a speaker at New in Town*
- *Combine a 30 minute session with Band Events*
- *Hold meetings at different times and locations*
- *Use different communication methods*
- *Ask! I have no idea how your Committee was formed. You didn't ask for volunteers or advertise? Did you just assign?*
- *People with small kids are underrepresented; Hold meetings for parents in library while kids do their own visualization*
- *Need to reach out sooner*
- *The demographics of the participants at the meeting tended to be older*
- *Please reach out to younger families*
- *Hone Town weekly column about planning because it is a free paper and goes to every household*
- *More publicity, article if possible*
- *Families with small kids are absorbed. Additional messaging to them through the schools, library , Parks and Rec, etc.*
- *The community dinner was a great start*
- *Neighborhood meetings*
- *Concurrent theme meetings – business owners, teens, adults with no kids, empty nesters, 65+, renters*

Additional Comments or Questions?

- *Great idea to have this event with food. The design was excellent for the event.*
- *Invite successful retailers/restauranteurs to “attractive new shopping and dining” and outdoor retail and athletics at the State Hospital.*
- *What data do we have about the future of Medfield (population growth? Taxes? Schools/class sizes?)*
- *Golf course at the State Hospital!*
- *Thank you to all who came and most importantly those who have worked on this for decades.*
- *State Hospital area should be a mixed use development with a community center, not just housing.*
- *The historic building on the corner of 109 and N. Main Street needs to be renovated and tar paper shingles removed. Can an incentive be given to the landlord/owner of that property?*
- *Have you asked people who work in Medfield but don’t live here what they like best about working here?*
- *What would businesses want to come to Medfield to pay “high taxes”? Is there anything we could do with the State Hospital property to get them here? Discounted housing for their employees?*
- *Put Main Street utility wires underground*
- *Add hanging flower pots along Main Street from Brothers to railroad tracks.*
- *Small Independent movie theater*
- *Connect with other existing groups – Girl Scouts, Boy Scouts, Parks and Rec, Senior Center*
- *Safety concerns crossing streets*
- *Town Hall, Library and Center of Town have weeds growing up through walkways*
- *Explore public transportation options*
- *Consider traffic congestion solutions*
- *Repair and extend sidewalks*

- *People that don't pick up after their dogs*
- *Cars park on the sidewalks*
- *Provide townwide internet, just as water and electricity are utilities.*
- *Support new businesses by giving them parking and signs*
- *Have recycling at meetings*
- *Families*



Perks of Participation



Community Dinner

Thank you to the School Nutritional Services for catering the delicious and healthy Community Dinner!

Raffle Prizes

Thank you to those who donated to the raffle:

- Medfield Yoga
- Medfield Starbucks
- An anonymous donor donated several gift certificates to area business establishments



