Master Plan Committee Meeting #2

Meeting Agenda

• Introductions (20 minutes)
• Process and Schedule (25 minutes)
• Community Engagement (25 minutes)
• Visioning Forum (20 minutes)
• Community Survey (20 minutes)
• Other Items/Next Steps (10 minutes)
Introductions
Introductions

Jessica Porter Co-chair, Planning Board Member
Jay O’Brien Planning Board Member
Josh Donati School Committee Member
Tye Donahue Parks and Recreation Board Member
Sarah MacDonald Co-chair, Select Board Member
Shaw McDermott Select Board Appointee
Dieckmann Cogill AICP Select Board Appointee
Maragaret Adams Whitfield Planning Board Appointee
James Antonizick Planning Board Appointee
Nathan Gauthier Planning Board Appointee
Dan Hart Planning Board Appointee
Justin A. Humphreys Planning Board Appointee
Daniel T. Maher Planning Board Appointee
Alix M. O’Connell Planning Board Appointee
Sharna Small Borsellino Planning Board Appointee
Scott Steeves Planning Board Appointee
Andrew Tittler Planning Board Appointee
The MAPC Region

- Minuteman Advisory Group on Interlocal Coordination (MAGIC)
- North Suburban Planning Council (NSPC)
- North Shore Task Force (NSTF)
- Inner Core Committee (ICC)
- MetroWest Regional Collaborative (MetroWest)
- South West Advisory Planning Committee (SWAP)
- Three Rivers Interlocal Council (TRIC)

Town of Dedham Master Plan 01/28/2020
MAPC Primary Master Plan Staff

Ralph Willmer, FAICP
Principal Planner
Project Role: Principal-in-Charge

Josh Fiala, AICP AIA
Principal Planner
Project Role: Project Manager,
Vision; Land Use; Implementation Plan

Carolina Prieto
Community Engagement Manager
Project Role: Community Engagement

Josh Eichen
Senior Planner
Project Role: Economic Development

Alex Koppelman, AICP
Regional Housing and Land Use Planner II
Project Role: Housing

Travis Pollack, AICP
Senior Transportation Planner
Project Role: Transportation

Mark Racicot
Land Use Planning Director
Project Role: Zoning Review

Courtney Lewis
Regional Land Use Planner
Project Role: Natural, Cultural and Historic Resources; Community Services and Facilities

Mark Fine
Director of Municipal Collaboration
Project Role: Governance

Elaine Zhang
Public Health Planner
Project Role: Public Health and Livability

Lily Perkins-High
Analytical Services Manager
Project Role: Data/Mapping

Town of Dedham Master Plan

01/28/2020
Previous Experience

Cohasset
2019 MASTER PLAN

Envision Duxbury

Boxborough 2030
A Rural, Engaged Community for All

Middleton Massachusetts
1728 - 2028
MASTER PLAN

North Reading
MASTER PLAN
2020-2030

Swampscott 2025
THE MASTER PLAN
Discussion: Roles and expectations

- Provide input and guidance throughout the process related to the process, community engagement, and plan content
- Provide a direct connection to specific topic-areas and communication information to and from a cross-section of groups and interests in the community
- Act as plan and process ambassadors and assist in community outreach and dissemination of information
- Primary communication between Town Planning/Economic Development and MAPC PM
Process and Schedule
Context of master planning

- MGL Chapter 41, Section 81D and Chapter 65 of Bylaws
- Current Master Plan adopted in 2009
- Master Plan Implementation Committee (MPIC)
- Master Plan Update 2017

Current objectives:

- How best to accommodate potential growth
- Weave livability and public health throughout plan
- Robust public process and creative engagement
- Easily understood vision that is graphically communicated
- Specific, realistic and cost-effective implementation
Context of master planning

- Community Vision and Goals
- Community Engagement
- Land Use
- Housing
- Economic Development
- Transportation
- Natural, Cultural, and Historic Resources
- Community Services and Facilities
- Governance
- Zoning Bylaw and Map Review
- Public Health and Livability
- Implementation Plan
Context of master planning
Master Plan Committee Meeting #2

Context of master planning

Previous Plans:

- Dedham Climate Action and Resilience Plan (2020)
- Mixed Use Development Study (2020)
- Housing Study (2020)
- Providence Highway: Create a Better Corridor (2020)
- Open Space and Recreation Plan (2019)
- Zoning Bylaw and Map (2017)
- Historic District Map
- Master Plan Update (2017)
- Dedham Corporate Station: Creating a Connected Neighborhood (2017)
- Dedham Affordable Housing Production Plan (2016)
- Enhancing Creative East Dedham (2014)
- Dedham and Westwood Bicycle and Pedestrian Network Plan (2013)
- Master Plan (2009)
## Process outline and approach

### Town of Dedham Master Plan

#### 01/28/2020

### Process Outline and Approach

<table>
<thead>
<tr>
<th>Task</th>
<th>2019</th>
<th>2020</th>
<th>2021</th>
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<tbody>
<tr>
<td><strong>Community Visioning</strong></td>
<td>Nov Dec</td>
<td>Jan Feb</td>
<td>Mar Apr</td>
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<tr>
<td>- Community Vision and Goals</td>
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<td>- Community Engagement Highlights</td>
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<td><strong>Visioning Forum</strong></td>
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<td><strong>Attendance at Other Meetings and Events</strong></td>
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<td><strong>Open House #1</strong></td>
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<td><strong>Open House #2</strong></td>
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<td><strong>Final Presentation</strong></td>
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### Master Plan Content Focus and Committee Meeting Timeframes

| Meeting 1: Town Welcome                                           |            |            |
| Meeting 2: Master Plan Kickoff and Process                        |            |            |
| Meeting 3: Existing Conditions and Vision                         |            |            |
| Meeting 4: Existing Conditions and Goals                          |            |            |
| Meeting 5: Element Review                                         |            |            |
| Meeting 6: Element Review                                         |            |            |
| Meeting 7: Final Plan Review                                      |            |            |
| Meeting 8: Plan Wrap-Up                                           |            |            |

**Mapc**

Town of Dedham Master Plan 01/28/2020
# Process outline and approach

## Town of Dedham Master Plan

**01/28/2020**

### PLAN CONTENT

<table>
<thead>
<tr>
<th>Element existing conditions</th>
<th>Problem statements</th>
<th>Topic goals/strategies</th>
<th>One-sheeeters</th>
<th>Full elements and support</th>
<th>Actions/Implementation</th>
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<tbody>
<tr>
<td>Visioning</td>
<td>Setting goals</td>
<td>Defining strategies</td>
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### ENGAGEMENT

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<th>Community-wide meetings/events:</th>
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<td>J F M</td>
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<td>WINTER</td>
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- **Soft launch**
- **Visioning**
- **Setting goals**
- **Defining strategies**
- **Plan Drafting**
- **Plan Stewarding**

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<tr>
<th>Master Plan Committee meetings:</th>
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<td>WINTER</td>
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- **Survey Forum**
- **#1 #2 Tour**
Discussion: Branding the Plan

Examples of recent logos:

Iconic Place
- Envision Duxbury

Meaningful Icon
- Milton Master Plan
  preserving our past
  planning our future

Iconic Feature
- CANTON
Discussion: Branding the Plan

Examples of recent titles/tag lines:

- Canton Master Plan 2035: Community, Commerce, Conservation
- Imagine Boston 2030
- The Wellesley Unified Plan
- SomerVision
- Melrose Forward: A Community Vision and Master Plan
- Envision Duxbury
- Next Stop Revere: Master Plan for the City of Revere
Community Engagement
Community Engagement Plan

Contents of Plan:
• Purpose and Goals of Community Engagement
• Project Leads/Partners
• Contact Management
• Feedback Analysis, Timeliness and Reporting
• The Decision-making Process
• Branding
• Relevant Demographic/Historical/Contextual Information
• Stakeholder Analysis
• Stakeholder Chart
• Approaches
• Outreach Timeline and Activities
Discussion: What works for community involvement in Dedham?

1. What do you think are the biggest challenges in reaching our engagement goals for the Master Plan process?

2. What groups of people have not historically been involved or engaged in planning processes in Dedham?

3. Are there any groups that would be good to talk to early in the Master Plan process?

4. Are there any groups that could be good partners for outreach throughout the process?

5. Are there upcoming town-wide events where we could distribute information about the project?

6. How do most people get information in Town?
Visioning Forum
Master Plan Committee Meeting #2

Visioning Forum Draft Outline

• Welcome and introductions
  • Town leadership
  • Steering Committee
  • MAPC

• Master Plan orientation
  • What is a Master Plan? Plan timeline and components
  • Wealth of information from previous plans
  • Baseline information – demographics, brief existing conditions analysis
  • Initial survey findings

• Community vision
  • Presentation about components of a vision, how it will be used
  • Previous vision statements for the Town
  • Interactive visioning exercise(s)

• Setting the stage for the plan
  • Interactive exercises organized by topic and place to engage the audience
  • Small group or one-on-one interactions
  • Feedback on boards, large sheets, dot-voting, post-it notes, etc.

• Staying engaged with the process
  • How to be involved
  • Next steps
Community Survey
Community Survey Draft Outline

• Brief introduction

• Creating a Shared Community Vision
  • Community values (choose several from a list)
  • What is most important for the future of Dedham (choose several from a list)
  • Your Vision for the future (open answer)

• About the Town
  • General town-wide: Greatest assets (choose several from a list), greatest challenges (choose several from a list)
  • Specific place-based: Greatest concern for Dedham Square, Providence Highway, etc.
  • Specific topic-based: Greatest concern for transportation, economic development, livability, etc.
  • Important ideas for the Master Plan: Rank importance of including focus on addressing traffic congestion, pedestrian safety, affordable housing, etc.

• About you (demographics)
  • Household: Age(s), Household income, Number of people in household
  • House: Location (neighborhood and zip code), rent or own home? How long have you lived in Dedham? How long do you plan to live in Dedham?
  • Travel: How do you get around? What are best improvements for your travel needs?
  • Information: How informed do you feel about issues the Town is facing? How do you get information about what is going on in the Town? What would be helpful to keep you informed?
  • Master Plan Involvement: Would you be likely to attend/participate future Master Plan meetings/events? What would help you attend?
Other Items/Next Steps
Other Items/Next Steps

• Existing conditions analysis
• Initial outreach begins
• Town coordination meetings
• Committee Tour in February (Saturday Feb. 29th)
• April Community Forum (Saturday April 4th)
• Next Committee Meeting (March?)