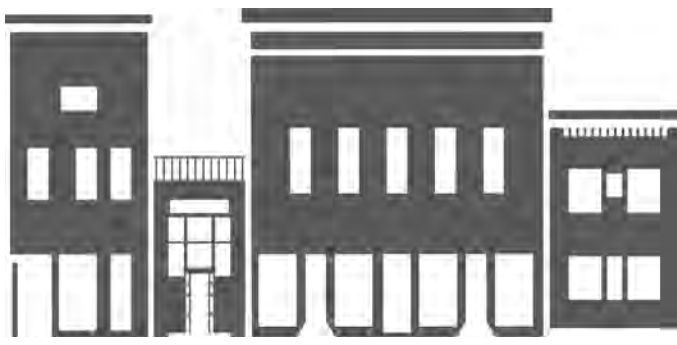




# Dedham 2009 Master Plan:

## Selected Town-Wide Goals

	<ul style="list-style-type: none"> <li>➤ Integrate sustainable development into Dedham’s development regulations.</li> <li>➤ Encourage “village” design in Dedham’s commercial centers.</li> </ul>
	<ul style="list-style-type: none"> <li>➤ Enhance development and redevelopment of large-scale and underutilized sites and areas.</li> <li>➤ Identify market opportunities and locations for new types of economic growth.</li> </ul>
	<ul style="list-style-type: none"> <li>➤ Provide for a diversity of housing opportunities.</li> </ul>
	<ul style="list-style-type: none"> <li>➤ Increase opportunities for walking and biking.</li> <li>➤ Promote the beautification of Dedham’s roads and other transportation infrastructure.</li> </ul>
	<ul style="list-style-type: none"> <li>➤ Improve access to public transportation in Dedham.</li> </ul>



# Dedham 2009 Master Plan:

## Dedham Corp. Station Recommendations

- 1. *Reassess policies*** around Dedham Corp. Station to encourage higher density mixed use development, including residential uses.
- 2. *Analyze the potential*** for transit-oriented development (TOD).
- 3. *Focus*** on the following TOD objectives:
  - Assess opportunities for higher-development at the Dedham Corporate station;
  - Maximize local and regional bus, walking, bicycle, and car/vanpool connections to station and integrate this hub with the neighborhood;
  - Identify commercial and/or light industrial development opportunities.





# Market demand is driven by...

**LOCATION:** Many smaller households including young professionals and seniors, seek out places to live with convenient access to public transportation, highways, retail amenities, services, and jobs. Dedham Corporate Center meets all these preferences.

**AMENITIES:** Residents seek out places with access (walkable access) to restaurants, cafes, night life, open space, arts and culture. Employers increasingly seek out the same amenities to attract workers. The study area offers all of these amenities.

**JOB ACCESS:** Workers look for convenient access to jobs. The Dedham Corporate Station area provides job opportunities for a range of workers, and access to major job centers by transit (Boston/Cambridge), and by automobile (Route 128 job centers) to attract workers to live in the area.

Dedham TOD Study Boundary Map



## OFFICE MARKET OPPORTUNITY

### EXISTING

- Strong location
  - Direct access to Route 128
  - Commuter rail access
  - 1.5 miles to Amtrak service
  - Nearby amenities
    - Legacy Place
    - Dedham Hilton
- Over 50 non-retail businesses
  - 1,100 total employees
  - Healthcare, Professional Services, and smaller Finance companies
    - 1-250 employee companies

### GROWTH OPPORTUNITY

- South of Commuter Rail (existing office area)
  - Mid- to large-office development
    - Healthcare
    - Technology
- North of Commuter Rail (near Legacy Place)
  - Professional Services
    - Smaller tenants





# RETAIL MARKET OPPORTUNITY

## EXISTING

- Legacy Place: Established, highly successful regional shopping destination
- Good access and visibility
  - By auto: Rte. 1 & I-95
  - Transit: Bus & Commuter rail
- Increasing regional competition
  - University Station (Westwood)

## FUTURE OPPORTUNITY

- Potential for over 100,000sf
  - Regional retail
- Retail Opportunity Sectors
  - Building Materials/garden
  - Restaurants
  - Specialty food
  - Miscellaneous (florists, second hand, etc.)
- Additional opportunities likely exist due to success/draw of Legacy Place (e.g. clothing)



# RESIDENTIAL MARKET OPPORTUNITY

## EXISTING MARKET

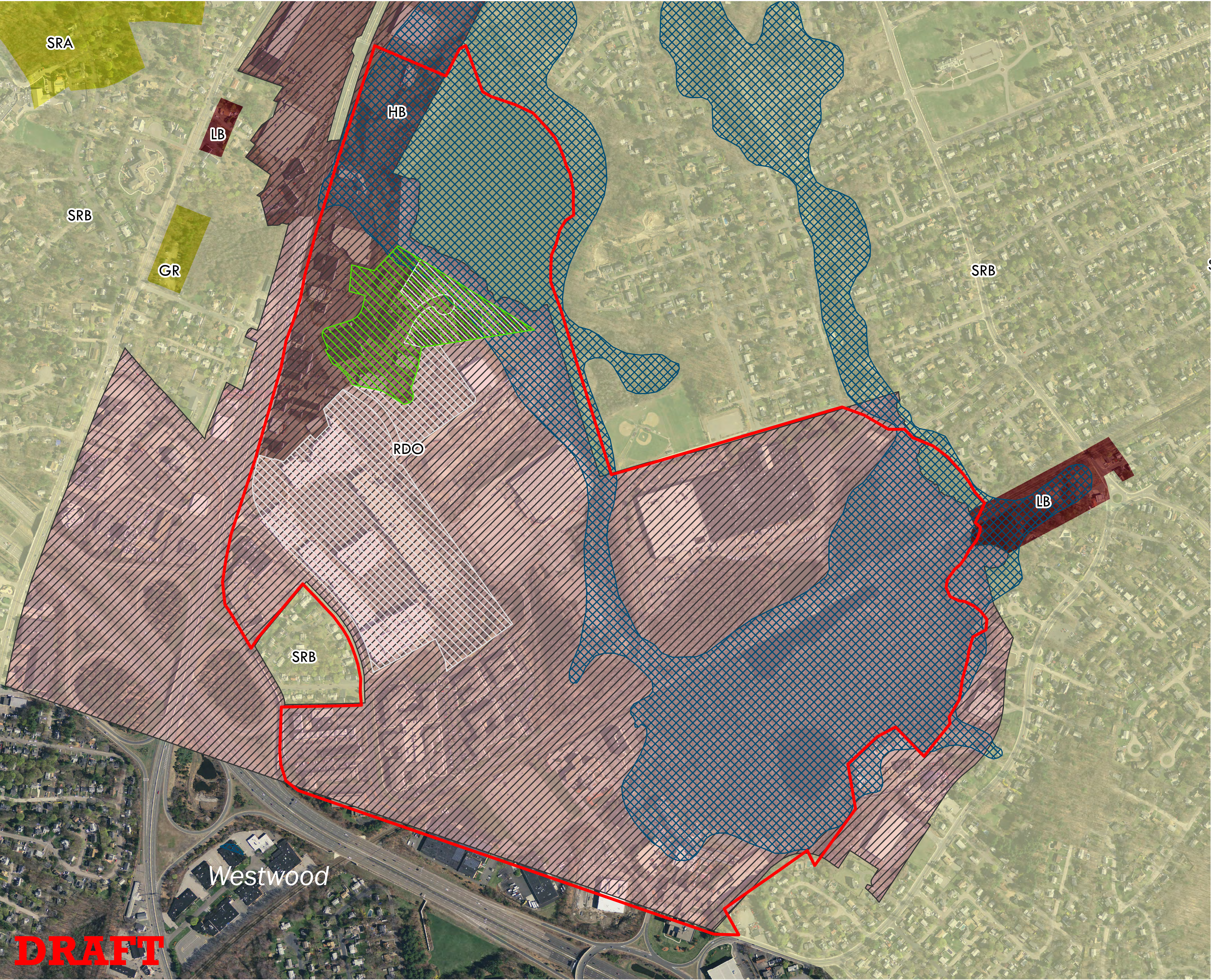
- Strong housing market
  - For sale near peak
  - Rental demand increasing
- 700+ residential units in study area
  - Mostly multi-family rentals
  - Low vacancy
- Tenants are smaller households
  - Young professionals
  - Downsizing seniors
- Many attracted to amenities at Legacy Place, and commuting options

## FUTURE OPPORTUNITY

- Robust regional\* housing demand
  - 5,000 units needed over next 10 years
    - 3,000 multifamily
    - 2,250 single family
- Study area capture (low- high)
  - 365 to 580 units
    - Multifamily: 310-465
    - Single family: 55-115
      - Single family alternatives

\*Regional Market – Dedham and surrounding communities (not including Boston)





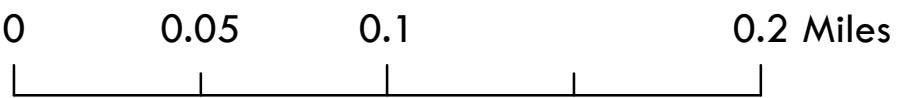
# Dedham Zoning

- Study Area Zones**
- Research, Development, & Office (RDO)
  - Highway Business (HB)

- Study Area Overlays**
- Medical Marijuana Overlay District (MMOD)
  - Adult Use Overlay (AUOD)
  - Wireless Overlay (WCSOD)
  - Flood Plain Protection Overlay (FPOD)

- Surrounding Zones**
- Local Business (LB)
  - General Residence (GR)
  - Single Residence A (SRA)
  - Single Residence B (SRB)

Study Area



The information depicted on this map is for planning purposes only. It is not adequate for legal boundary definition, regulatory interpretation, or parcel-level analyses.

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Data Sources:  
Metropolitan Area Planning Council (MAPC)  
Massachusetts Geographic Information System (MassGIS)  
Massachusetts Department of Transportation (MassDOT)

April, 2015



**DRAFT**