

# Dedham Corporate Center Station: Creating a Connected Neighborhood



Public Meeting #1  
April 13, 2015



# Agenda

## **1. Why are we here tonight?**

## **2. Shaping the future**

- Market analysis
- Zoning
- Connectivity
- Future scenarios

## **4. Comments, Questions + Answers**






## **5. Interactive Exercise**

# Why are we here tonight?

- Implementing the Dedham 2009 Master Plan.
- Gather your suggestions for locations and types of development appropriate for the area.
- Gather your suggestions for creating improved connections from the commuter rail station to nearby destinations.

*The project goal is to build on existing assets to make the area more walkable, functional, and prosperous.*

## 2009 Master Plan: Town-Wide Selected 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>

# 2009 Master Plan:

## Dedham Corporate Station Recommendations



1. **Reassess policies** around Dedham Corporate 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



# Why are we here tonight?

Dedham TOD Study Boundary Map



# Why is this area important?

- Legacy Place is a regional shopping destination
- Area can further increase the community's tax base
- Area could support additional housing and job opportunities for residents
- Area supports the needs of commuters using the train
- Area can support the needs of the surrounding residential neighborhoods



# What is transit-oriented development?

A type of development that includes a mixture of housing, office, retail, and other amenities integrated into a walkable neighborhood and located within a half-mile of quality public transportation.

- *Reconnecting America*



Manchester



Newton



Chelsea



Reading



# Market Analysis

# Retail Analysis



# Successful retail area

**Legacy Place:** regional “lifestyle” shopping/entertainment destination

- 675,000 sf
- Built during recession - successful despite economic downturn.
- 75 Establishments: Mostly national/regional chains
  - Grocery store anchor - Whole Foods
    - 3 Specialty foods
  - Entertainment anchors – Showcase De Lux cinema, Kings bowling
  - 11 Eating Establishments – Legal C Bar, Shake Shack, Aquitaine
  - 28 Clothing Stores, 5 Shoe Stores- Uniqlo, H&M, Loft, Banana Republic, J Crew and more.
  - 3 General Merchandise (Specialty) – Urban Outfitters,
  - 3 Health/Beauty
  - 6 Sports/Sports Clothing
  - 4 Person Services
  - 1 Professional Service

## Additional Retail (Study Area/Vicinity)

- 3 clothing stores
- Used merchandise – consignment
- 3 restaurants – full service chain establishments
- 2 pharmacies/drugstores
- Misc – eye wear, professional/personal services





# Regional Competition Growing

- Competition is regional and auto-oriented:
  - Local - Route 1 (Dedham)
    - Dedham Plaza
    - BJs
    - Best Buy
    - Others
- Retail opportunities impacted by new or soon-to-open retail developments in the region
  - University Station: Westwood captures regional discount/big box opportunities
    - Wegmans, Target, Nordstrom Rack, Petsmart, Sports Authority, Marshalls, Home Goods
  - 1265 Main - Waltham
    - Market Basket, Marshalls, Restaurants (Jake and Joe's)



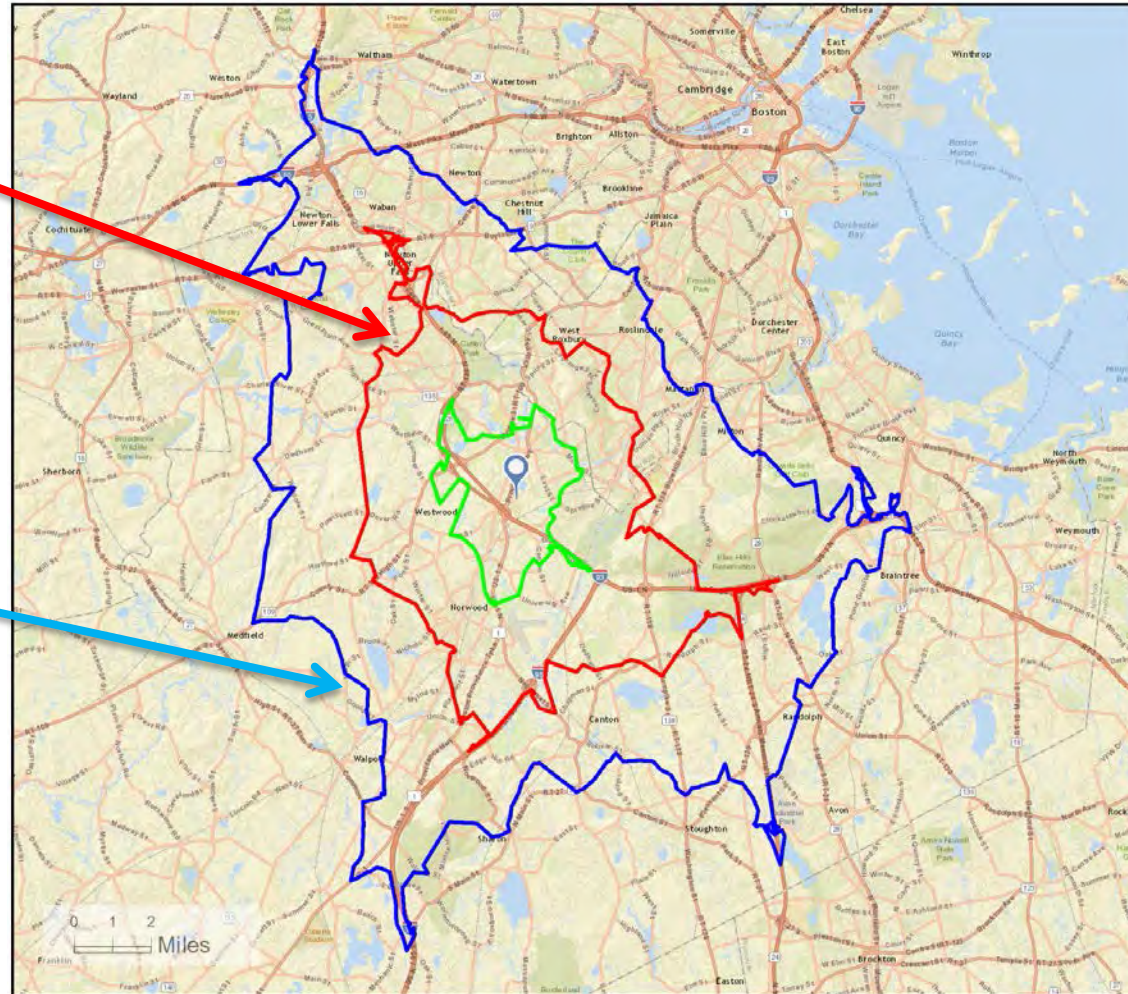
# Gap Analysis: Retail Trade Area

Primary Trade Area:

Ten Minutes

Secondary Trade Area:

Fifteen Minutes



# Retail Gap Analysis

Retail Industry Sectors	NAICS	PRIMARY TRADE AREA	SECONDARY TRADE AREA
		10-minute drive time	15-minute drive time
Furniture & Home Furnishings Stores	442		
Electronics & Appliance Stores	443		
Building Materials, Garden Equip. & Supply	444		1
Food & Beverage Stores	445		5*
Health and Personal Care	446		
Clothing & Clothing Accessories	448		
Sporting Goods, Hobby, Book and Music Stores	451	2	4
General Merchandise	452		
Miscellaneous Store Retailers	453	0	8
Food Services & Drinking Places	722	1	16
Total	N/A	2 to 3	34

**Total Potential: Up to 34 stores in 133K sf**

- Restaurants, specialty food/beer & wine, miscellaneous

**Regional market opportunities that also appeal to residents.**



# Office Analysis



# Office Market Context

## Dedham Corporate Station Area

- Mix of office, healthcare, light industrial tenants
- Dedham Hilton
- Over 1,100 workers
- Area marketed for its growing live-work-play environment and transportation access
  - To attract talent, these attributes are increasingly attractive to companies when making office location decisions



# Positive Office Outlook: Growth

	South	128/Mass Pike	Suburbs
<b>Supply (million s.f.)</b>	<b>12.5 SF</b>	<b>20.1 SF</b>	<b>89.0 SF</b>
<b>% Class A</b>	<b>56.7%</b>	<b>58.20%</b>	<b>58.80%</b>
<b>Average Asking Rent*</b>	<b>\$21.38</b>	<b>\$28.99</b>	<b>\$20.99</b>
<b>YoY Rent Growth</b>	<b>8.1%</b>	<b>3.20%</b>	<b>2.00%</b>
<b>Total Vacancy</b>	<b>19.4%</b>	<b>10.30%</b>	<b>18.80%</b>
<b>YoY Change (ppts)</b>	<b>-3.3%</b>	<b>-3.1</b>	<b>-2</b>
<b>Historical Average (%)</b>	<b>16.9%</b>	<b>14.60%</b>	<b>17.70%</b>
<b>Total Absorption (includes 495S)</b>	<b>166,997</b>	<b>199,241</b>	<b>572,428</b>
<b>as % stock</b>	<b>n/a</b>	<b>1.00%</b>	<b>0.60%</b>
<b>Historical Annual Average</b>	<b>11,197</b>	<b>326,246</b>	<b>770,050</b>
<b>Total Availability</b>	<b>22.2%</b>	<b>14.20%</b>	<b>21.60%</b>
<b>y/y Change (ppts)</b>	<b>-4.43</b>	<b>-1.64</b>	<b>-1.12</b>
<b>Historical Average (%)</b>	<b>19.2%</b>	<b>16.80%</b>	<b>20.10%</b>



# Dedham has seen little office growth

## (but potential exists for more)

Sectors	Dedham				Metro West/South WIA			
	2001	2013	Change	% Change	2001	2013	Change	% Change
51 – Information	1,263	722	-541	-42.83%	29,529	26,794	-2,735	-9.30%
52 – Finance and Insurance	719	810	91	12.66%	21,205	20,299	-906	-4.30%
53 – Real Estate and Rental and Leasing	139	143	4	2.88%	7,436	7,484	48	0.60%
54 – Professional and Technical Services	939	713	-226	-24.07%	58,665	69,733	11,068	18.90%
55 – Mgmt of Companies and Ent	661	837	176	26.63%	17,341	24,412	7,071	40.80%
56 – Administrative and Waste Services	628	433	-195	-31.05%	29,537	32,090	2,553	8.60%
61 – Educational Services	682	1,268	586	85.92%	46,787	55,763	8,976	19.20%
62 – Health Care and Social Assistance	2,531	2,656	125	4.94%	50,518	67,556	17,038	33.70%
OFFICE/INSTITUTIONAL: BLDG TYPE	7,562	7,582	20	0.26%	261,018	304,131	43,113	16.50%

# Regional office growth projected

- **Total Development Potential: 6.8 – 9.7 Million SF**
- **Total Proposed Office Development: 3.5 Million SF**

NAICS Code		Employment		Change	
		2012	2022	Net	Percent
51	Information	25,886	27,099	1,213	4.5%
52	Finance & Insurance	20,358	21,535	1,177	5.5%
53	Real Estate and Rental and Leasing	7,207	7,653	446	5.8%
54	Prof, Scientific, and Technical Svs	64,541	79,289	14,748	18.6%
55	Mgmt of Companies and Enterprises	23,152	24,745	1,593	6.4%
56	Admin and Support and Waste Mgmt	31,308	32,242	934	2.9%
OFFICE BUILDING TYPES		172,452	192,563	20,111	11.7%
61	Educational Services	55,089	60,140	5,051	8.4%
62	Health Care and Social Assistance	61,647	75,190	13,543	18.0%
INSTITUTIONAL BUILDING TYPES		116,736	135,330	18,594	15.9%
TOTAL OFFICE INCLINED SECTORS		289,188	327,893	38,705	13.4%

# Office Market Opportunity

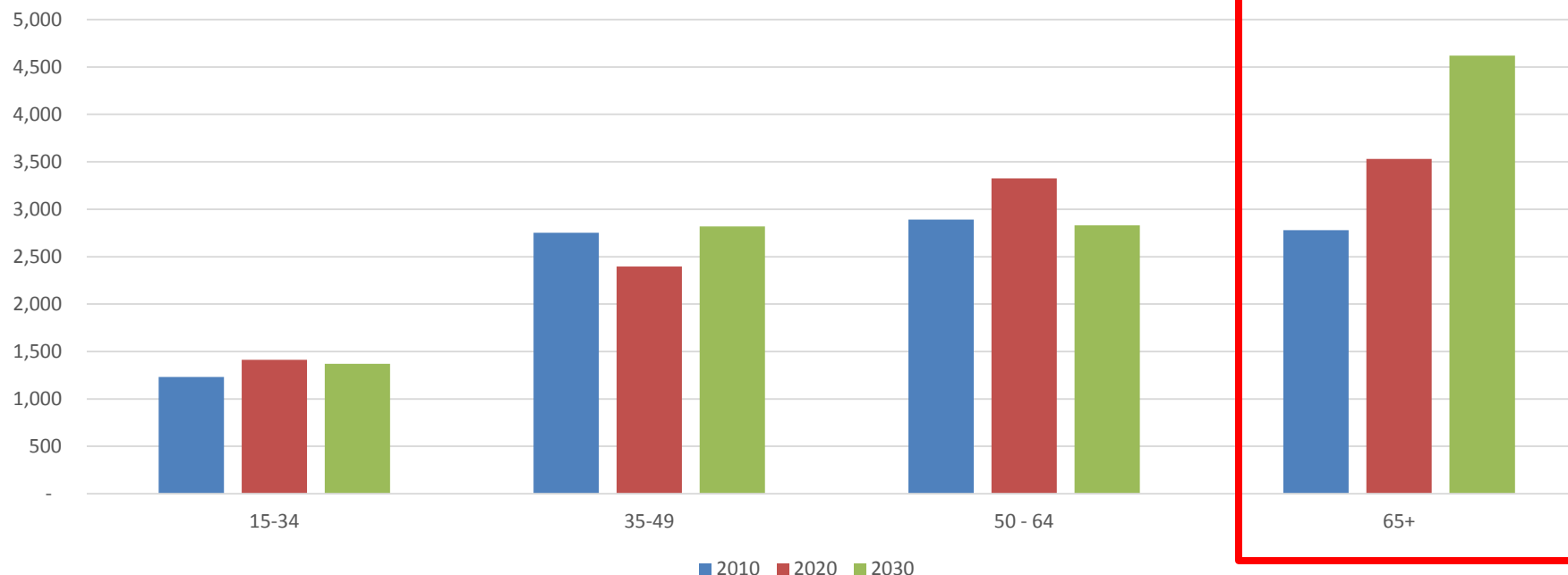
- Employers increasingly locating in transit-adjacent, amenity-rich, mixed-use areas.
- Visibility from highway crucial for headquarters/regional offices.
  - Study area parcels south of tracks hold potential.
- Large office tenant(s) supported by regional market but strong competition
- Need to be strategic to attract prime office tenants
  - CREATE & MARKET MIXED-USE



# Residential Analysis

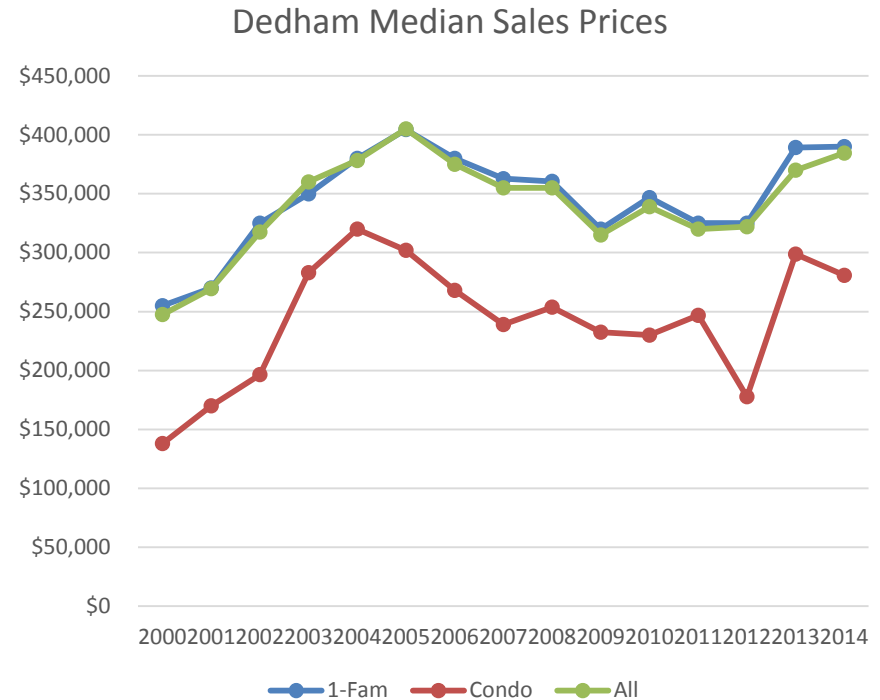
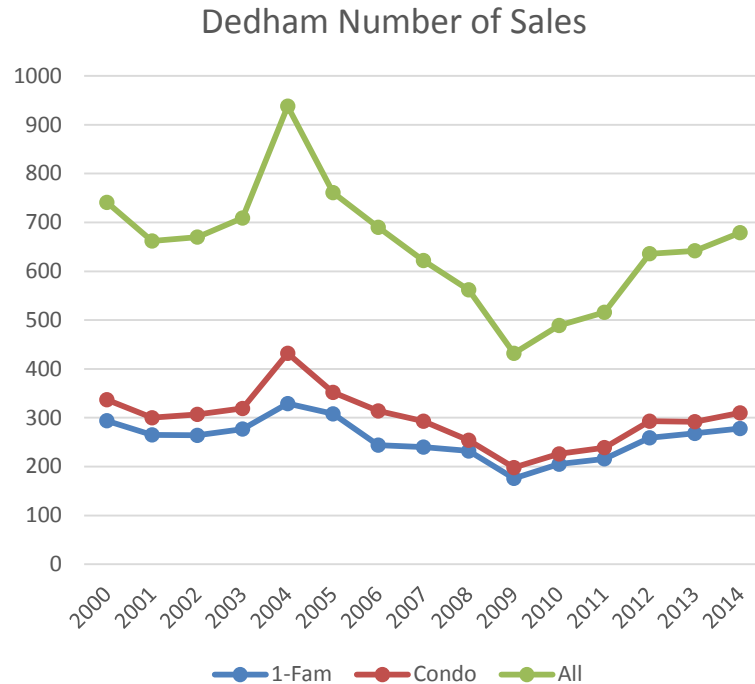
# Household growth will drive housing demand

Household Change by Age: 2010-2030



- **Nearly 2,000 additional households projected by 2030**
  - Senior households will grow significantly (+66%)
  - Young professional-aged households (+11%)
- **Seniors and Millennial housing preferences align**

# Housing market recovering



**Housing prices nearing all time highs. Number of sales growing.**

➤ **Condominiums**

- **# sales up 45% since 2009**
- **prices up 21% since 2009**

➤ **Single Family**

- **# sales up 58% since 2009**
- **Prices up 22% since 2009**

# Rental Market Strong

- Rental market in study area is strong
  - Low Vacancy – units always rent
  - Young professionals and downsizing seniors
- Rents are high, but lower than Boston/Cambridge
  - 1 BR - \$1,900 and up
  - 2BR - \$2,250 and up
  - 3 BR - \$2,850
- Proximity to Legacy Place and Rte.128 main draw
  - Commuter rail also attractive for some
- Increasing competition
  - University Station, Center 128, Etc.





# Robust regional demand for housing

- **Regional Demand - Multifamily: 3,000 units +**  
 - **Study Area Potential Capture: 310-465 units**
- **Regional demand for single family: 2,250 units +**  
 - **Study Area Potential Capture: 55-115 Units**  
 (single family alternatives)

	Unit Demand (Subregion)	Units Added (Subregion)	Remaining Demand	Capture Rates	
				10%	15%
Multifamily	3,850	761	3,089	309	463
				2.5%	5%
Single-family	3,096	828	2,268	57	113

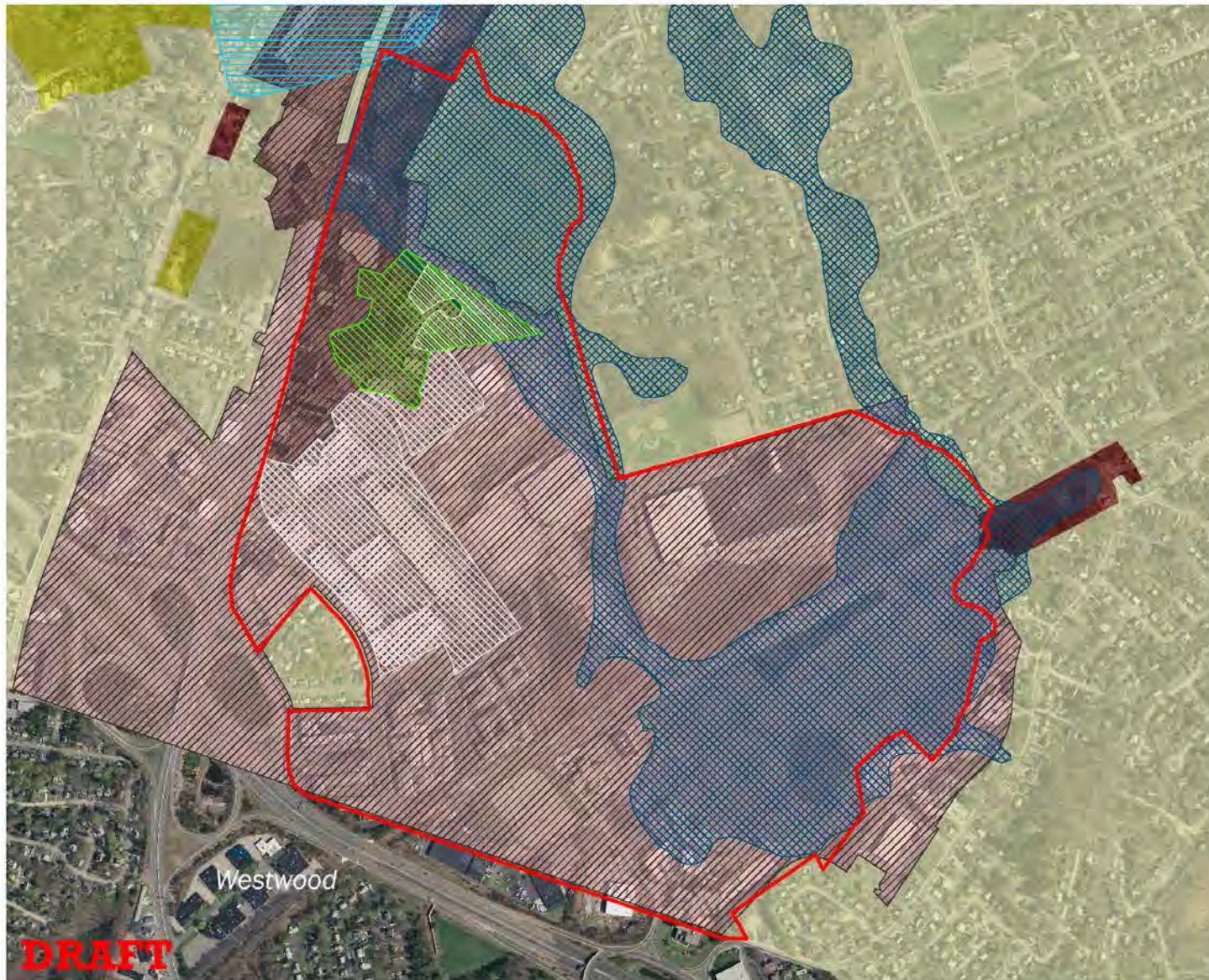
# Residential Market Opportunity

- High opportunity for residential
  - **Market demand for up to 580 units in the study area**
- Strong demand for housing in walkable areas
  - Multifamily
  - Single-family alternatives (town homes, row houses)
    - Limited vacant land limits single family construction
- Primary Market: Young Professionals and Seniors

# Zoning



# Zoning Map



## 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)
- Aquifer Protection Overlay (APOD)
- Flood Plain Protection Overlay (FPD)

### 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.

Produced by:  
Metropolitan Area Planning Council  
60 Temple Place, Boston, MA 02111 | (617) 933-0700

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

April, 2015



# Implementation

*How can the Town use your input to guide changes in the study area?*

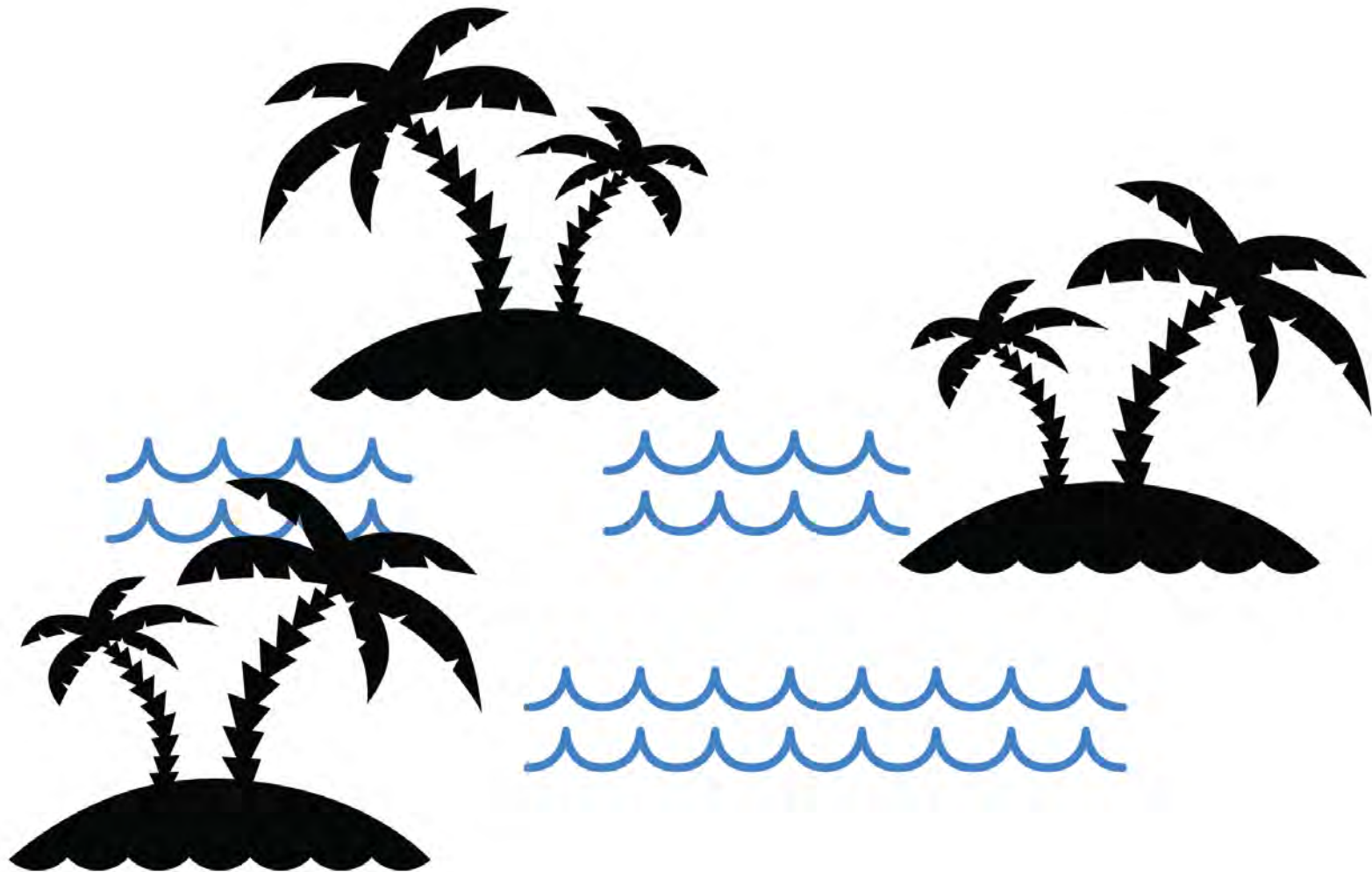
- **Modify Land Use Regulations**  
Zoning, for uses and dimensions, parking, signage
- **Modify Policies**  
Permitting requirements

## **Regulations can be written to:**

- Allow for mixed use development
- Modify parking requirements
- Allow taller buildings in some areas
- Provide design guidelines
- Create incentives for development in exchange for public benefits
- Encourage “green” site and building design
- Allow affordable and/or multi-family housing

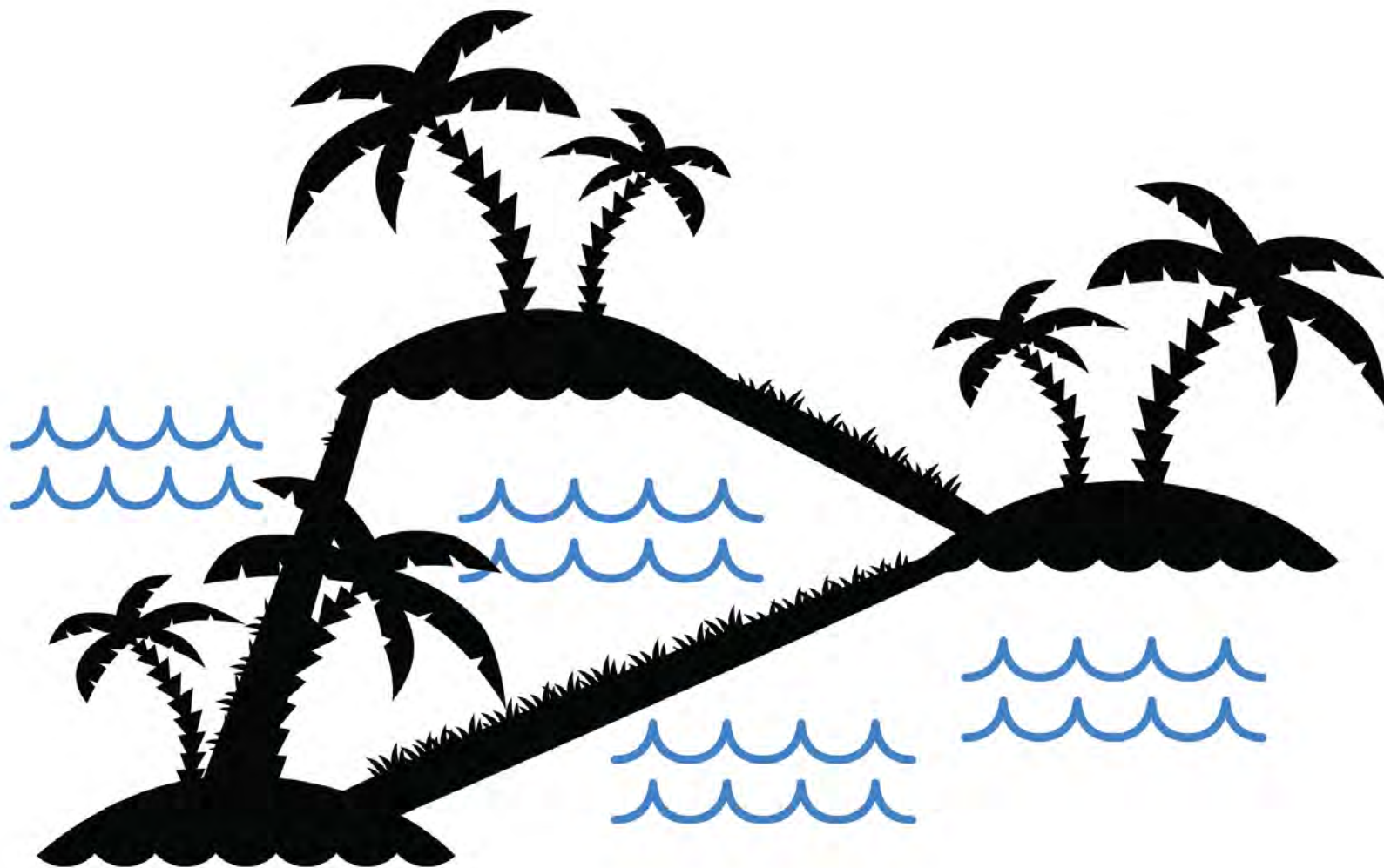
# Connectivity

# CONNECTIVITY





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## Dedham Corporate Station: Creating a connected neighborhood



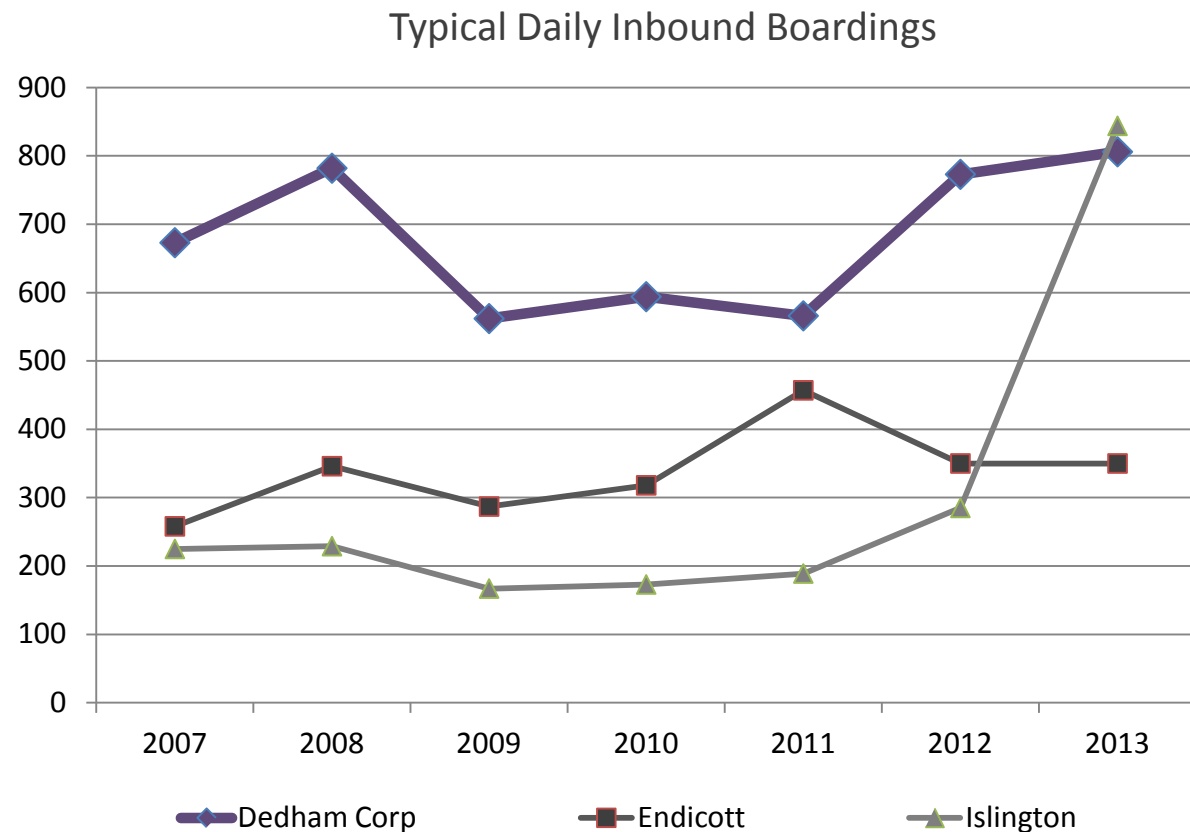
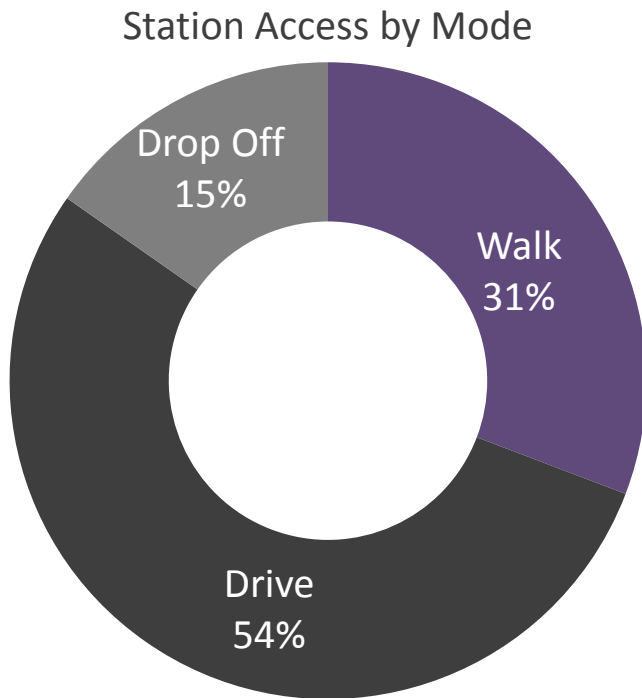
10 minute walk  
from the T



**$\frac{1}{2}$  mile walk  $\approx$  10 minute walk**  
**\*Depending on network!\***

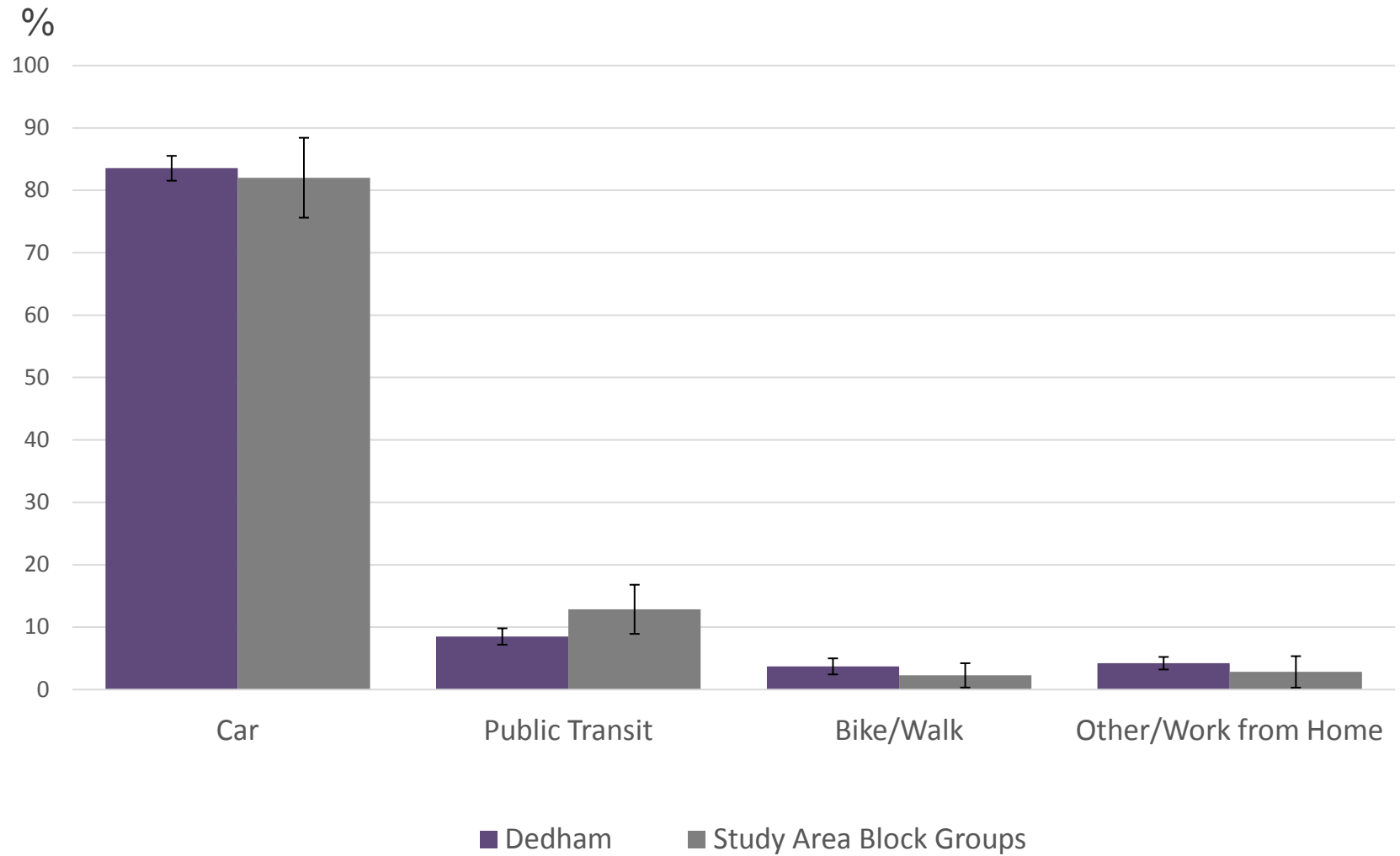


## Dedham Corporate Station < 12 miles from Boston





How do people from Dedham get to work?



Data Source: American Community Survey 2009-2013 5-Year Estimates

Note: Error bars indicate 90% confidence interval

# Ideas for Improving Walking and Biking Connections?











# Questions + Answers



# Shaping the Future

## Table Exercise

# Various options for future development





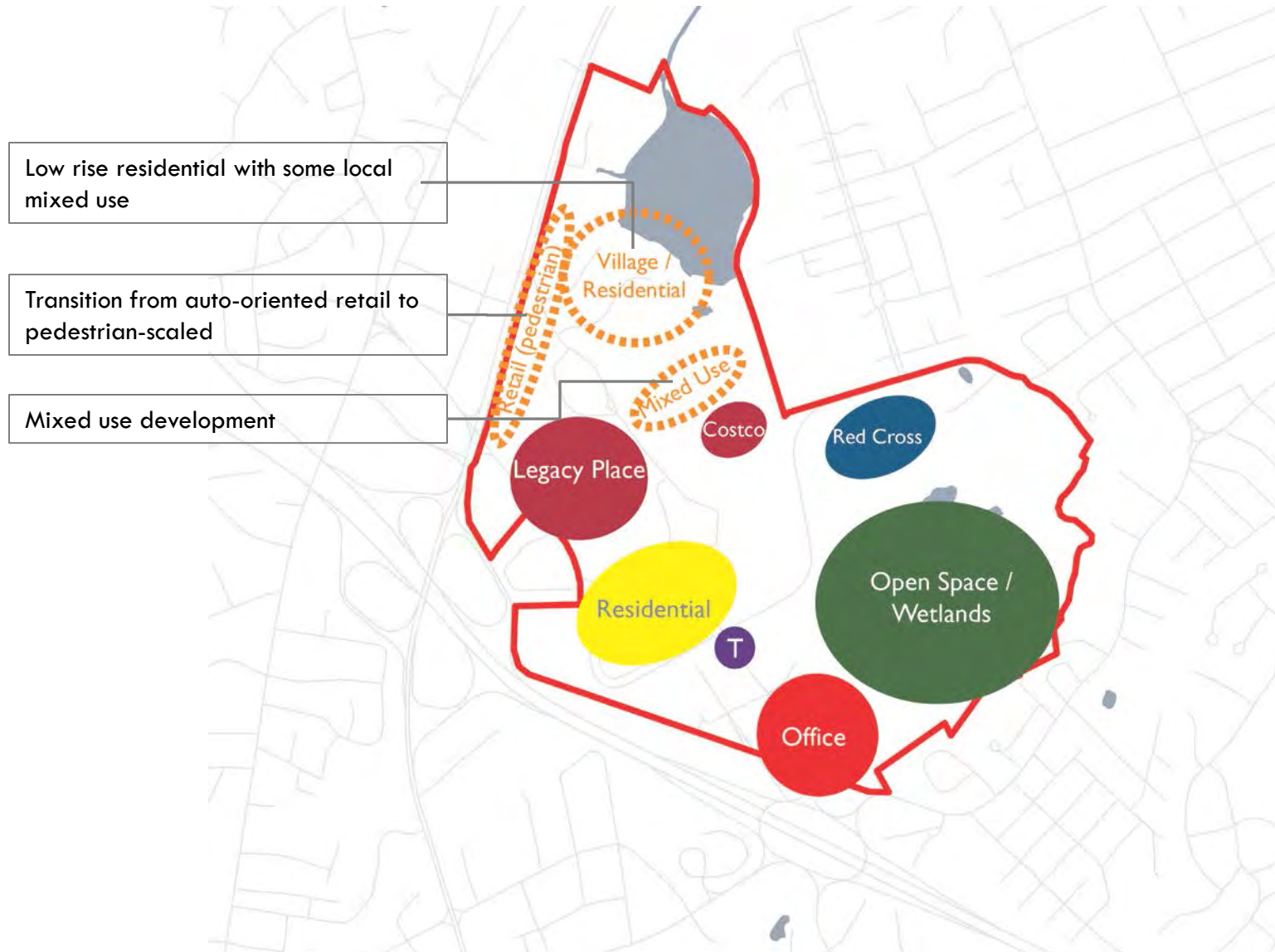
# Various options for future development



## Various options for future development

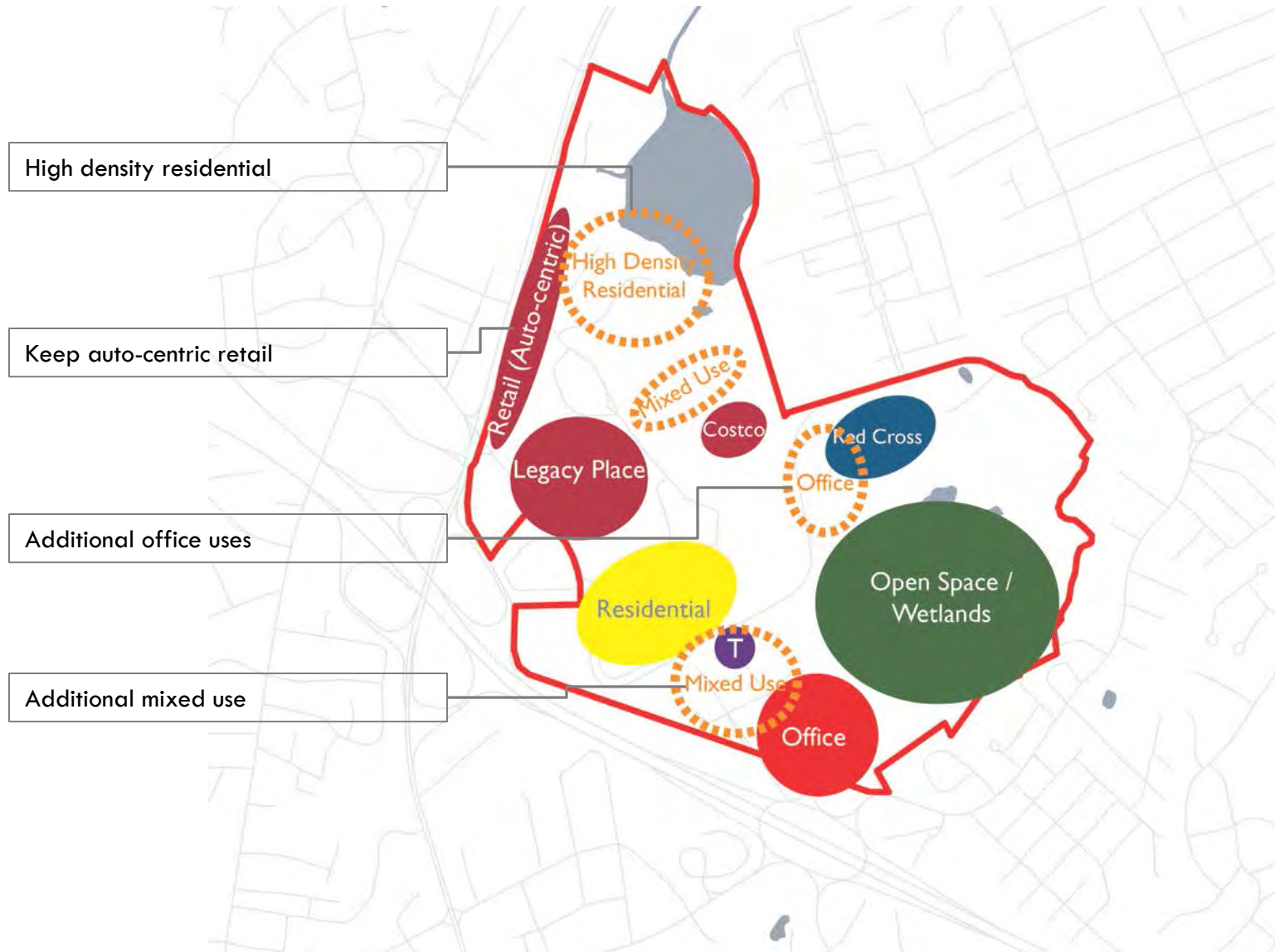


# Various options for future development





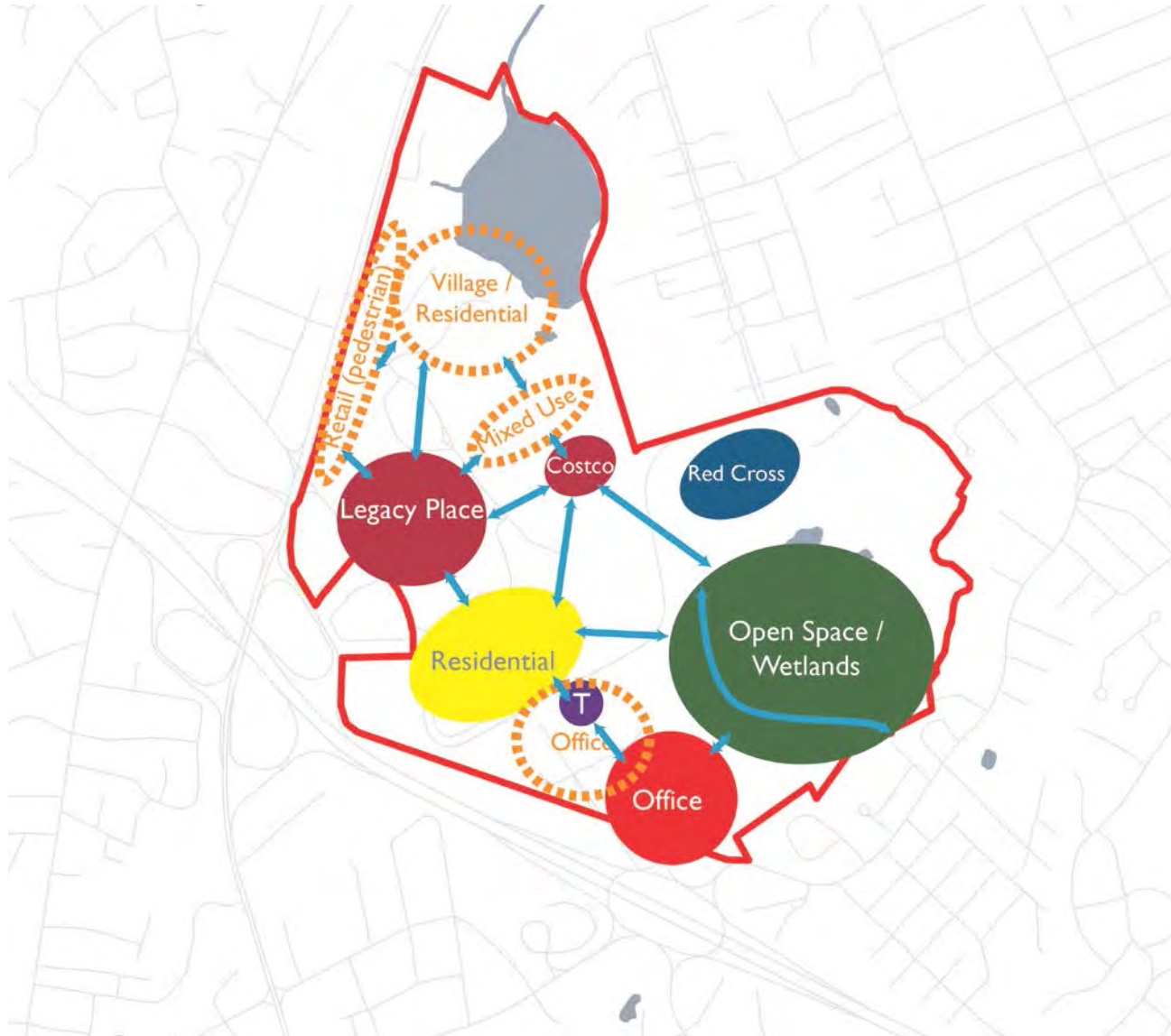
# Various options for future development



# Various options for future development



# Various options for future development



# We want to hear from you....

## Considerations:

- Locations to existing assets
- Maximizing market potential
- The “feel” of the neighborhood
- Walkable retail versus auto-centric
- Circulation (i.e., getting around)