

Dedham Master Plan

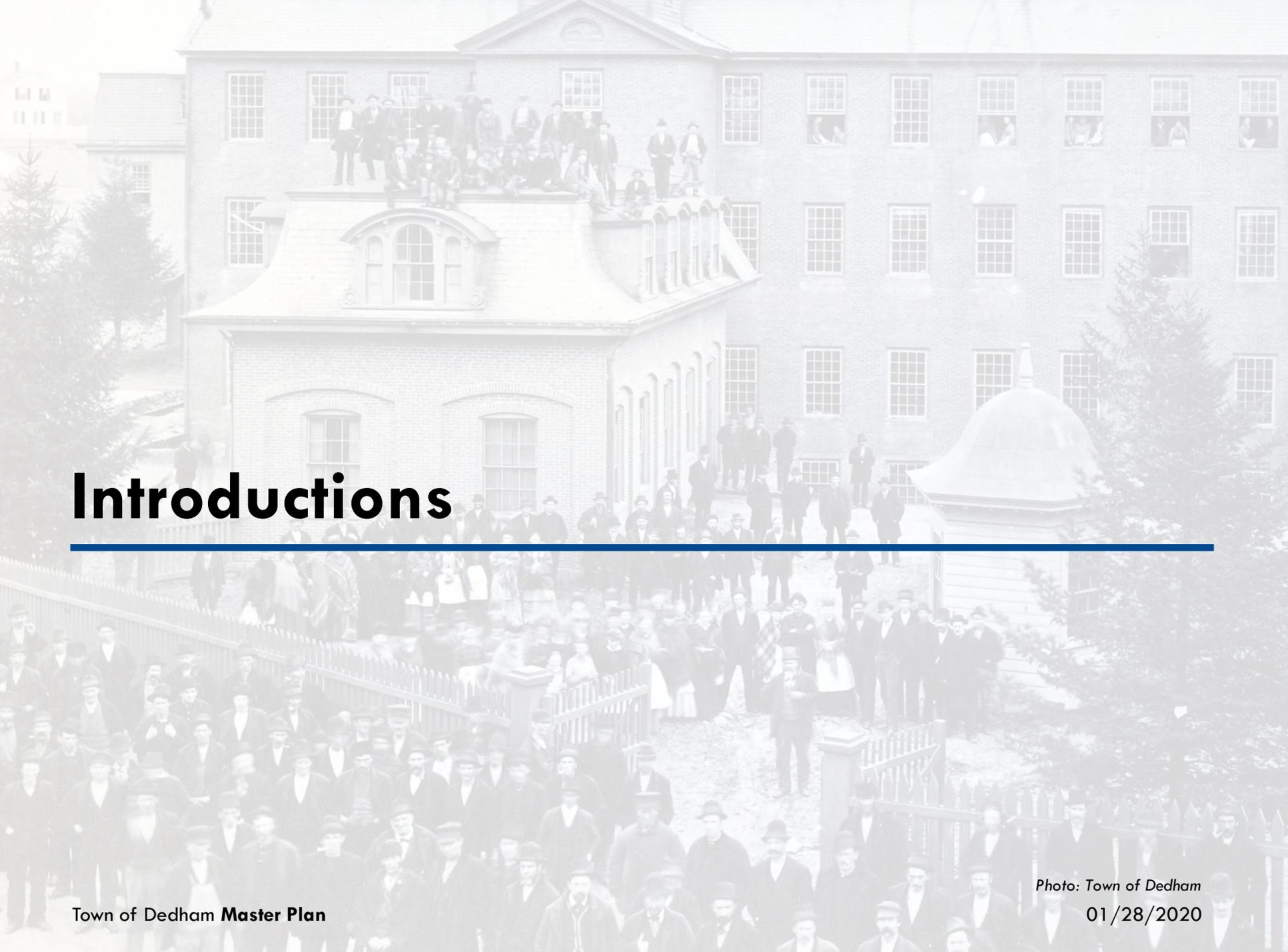
Master Plan Committee Meeting #2

Tuesday January 28th, 2020



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

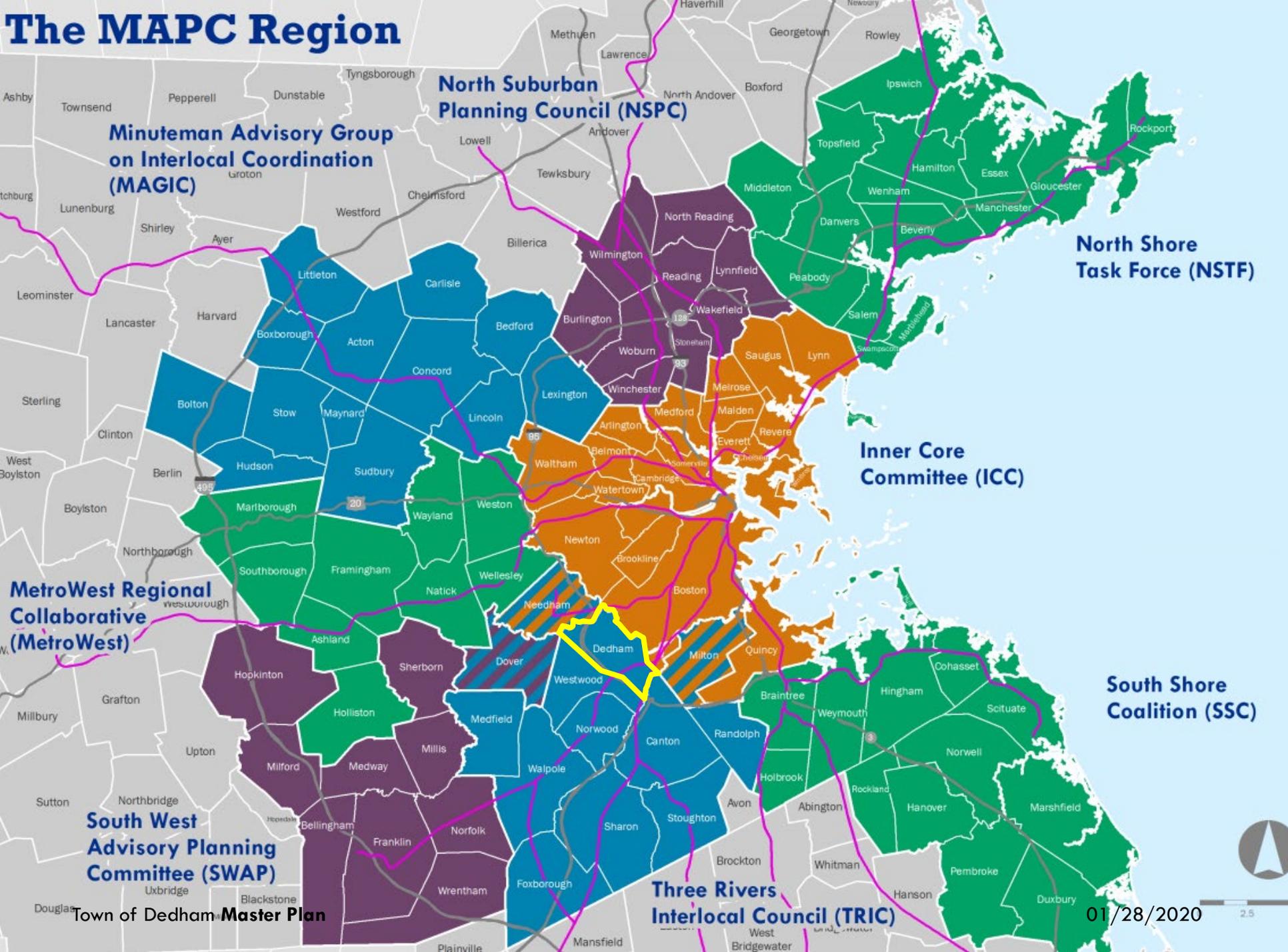
Alix M. O'Connell Planning Board Appointee

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 Shore Coalition (SSC)

South West Advisory Planning Committee (SWAP)

Three Rivers Interlocal Council (TRIC)

Town of Dedham Master Plan

01/28/2020

2.5

MAPC Primary Master Plan Staff



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



Josh Eichen
Senior Planner
Project Role:
Economic Development



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



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



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



Mark Fine
Director of Municipal Collaboration
Project Role:
Governance



Carolina Prieto
Community Engagement Manager
Project Role:
Community Engagement



Travis Pollack, AICP
Senior Transportation Planner
Project Role:
Transportation



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



Mark Racicot
Land Use Planning Director
Project Role:
Zoning Review

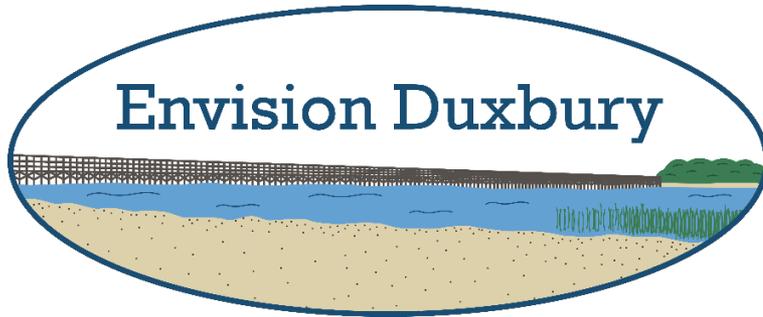


Lily Perkins-High
Analytical Services Manager
Project Role:
Data/Mapping



Previous Experience

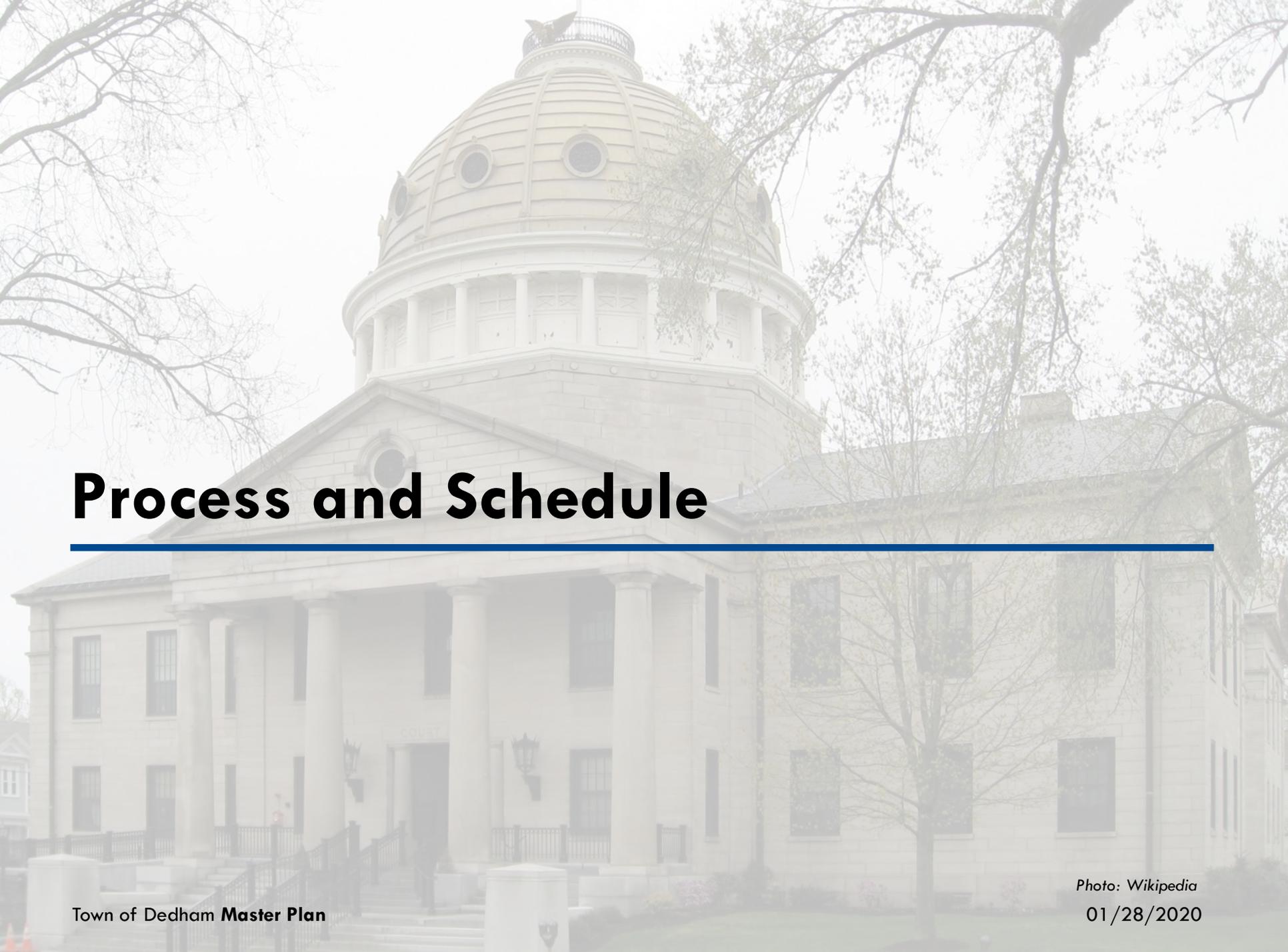
 **Chasset**
2019 MASTER PLAN



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

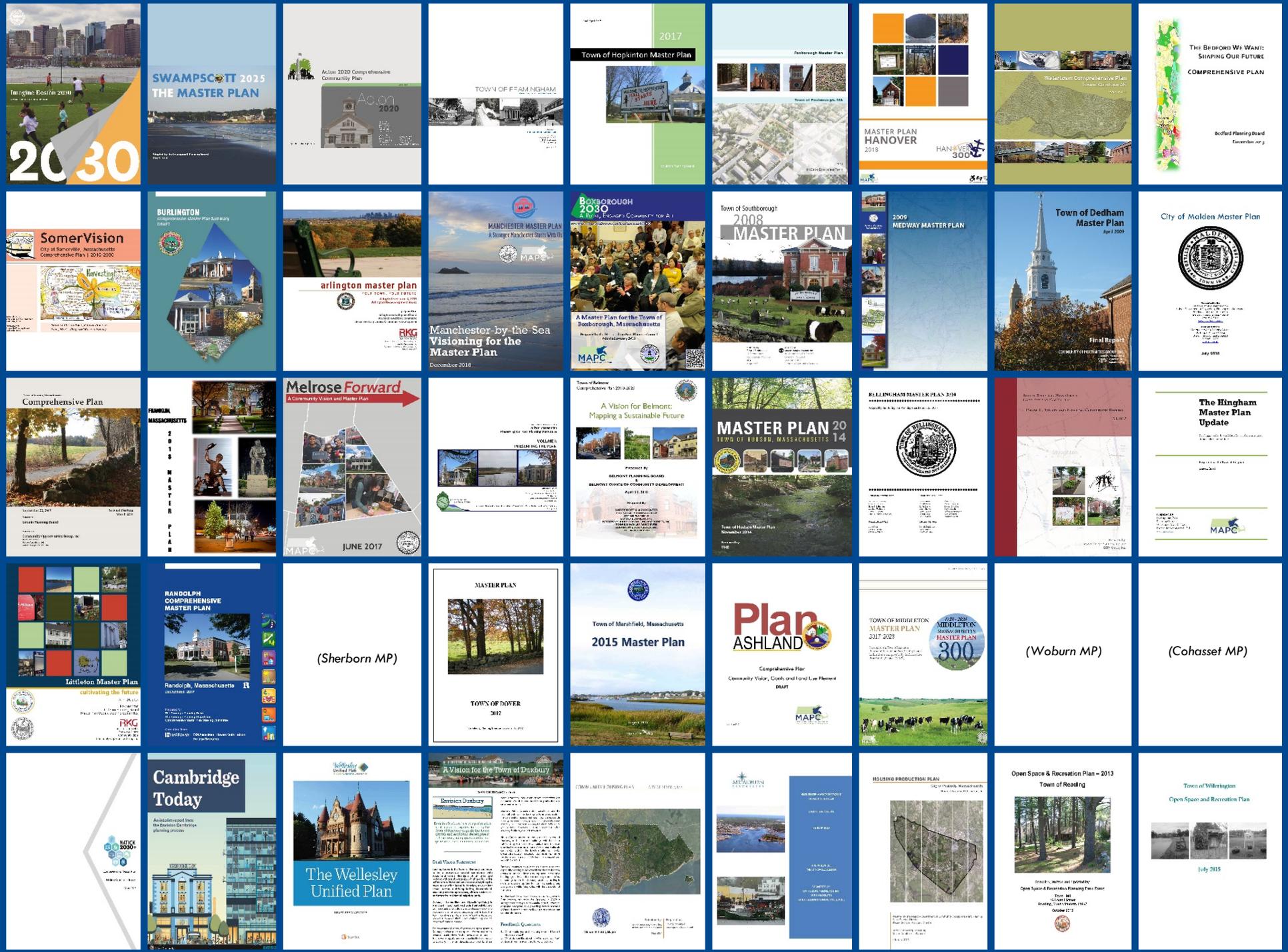
 Community Services and
Facilities

 Governance

 Zoning Bylaw and Map Review

 Public Health and Livability

 Implementation Plan

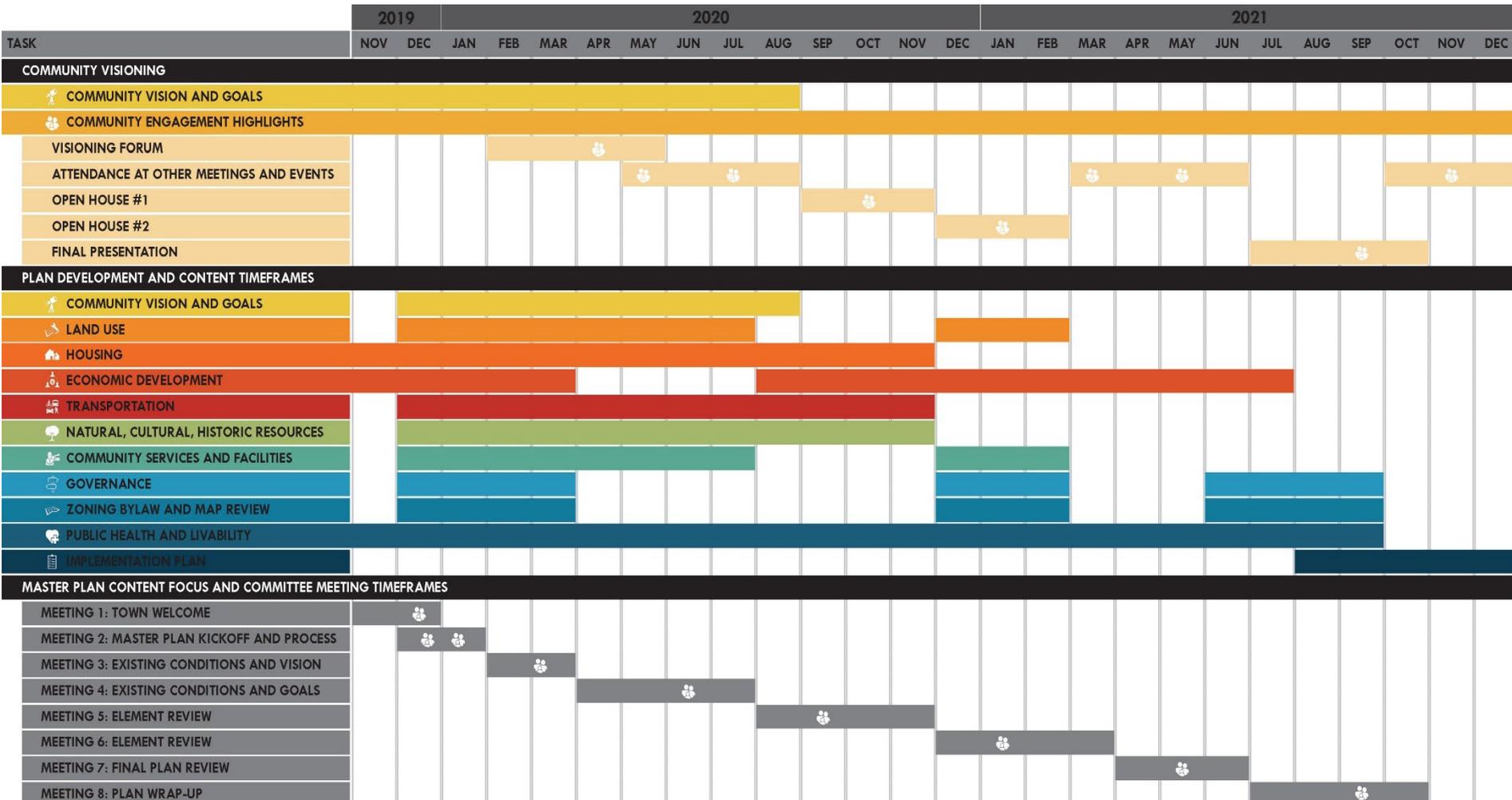


Context of master planning

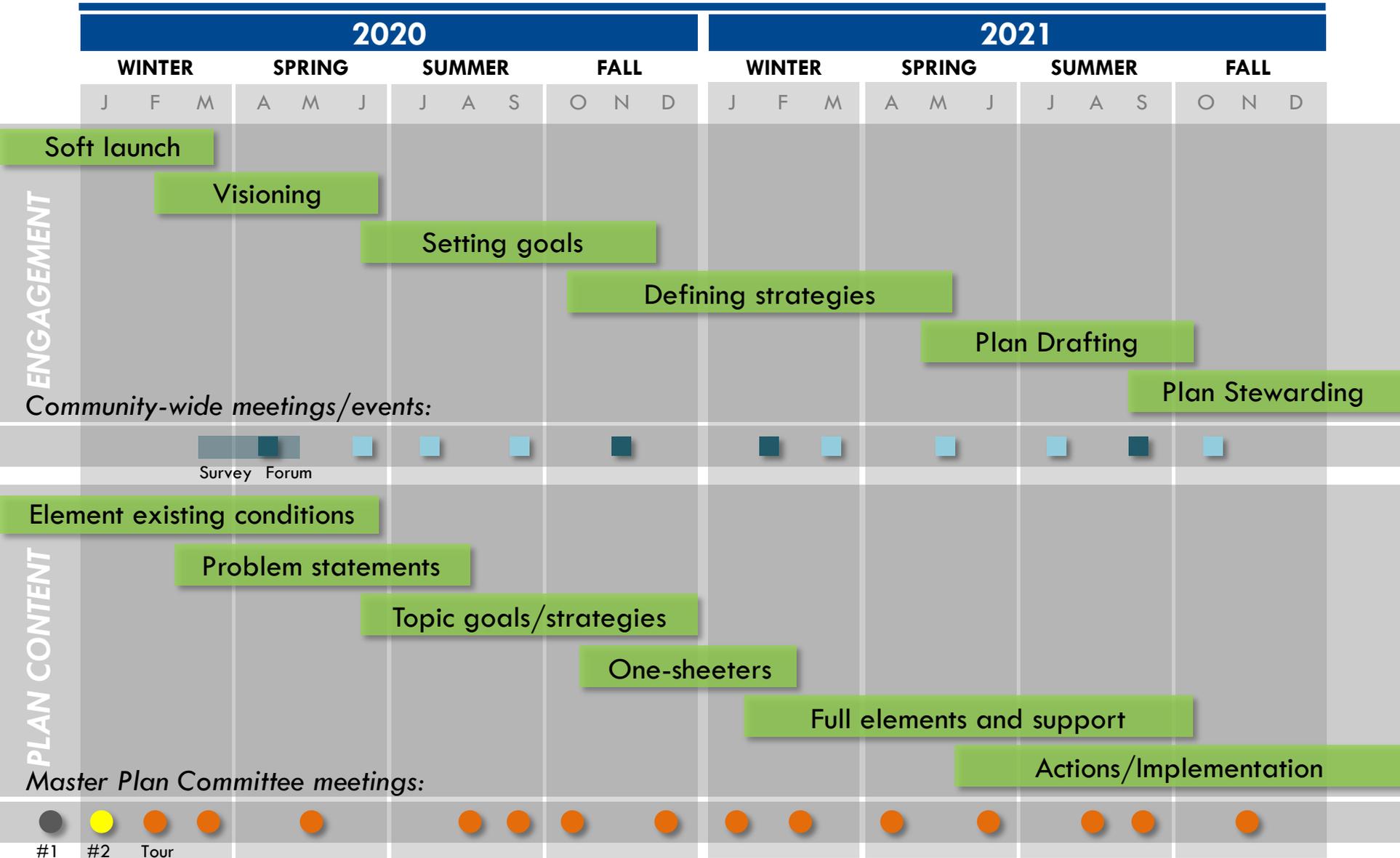
Previous Plans:

- 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)
- Dedham Square Design Guidelines (2018)
- 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)
- Demographic Projections for the Town of Dedham 2010-2040 (2013)
- Dedham and Westwood Bicycle and Pedestrian Network Plan (2013)
- Master Plan (2009)

Process outline and approach



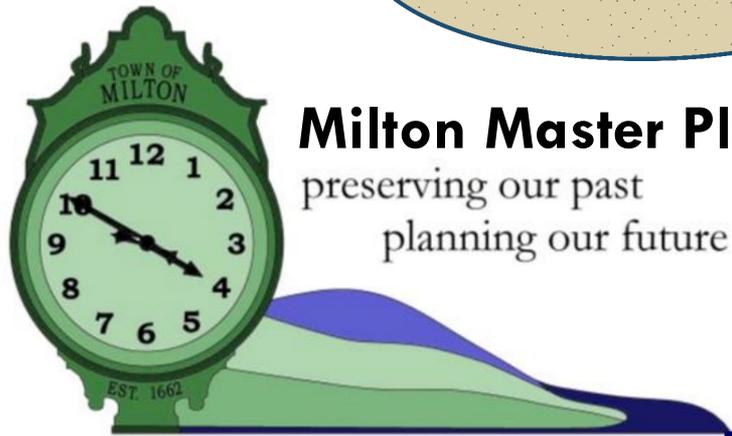
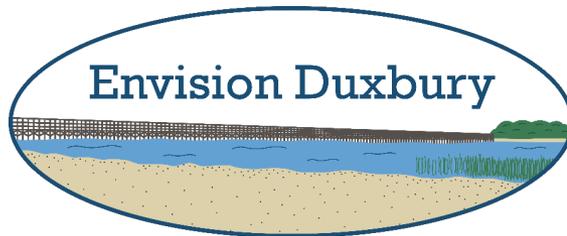
Process outline and approach



Discussion: Branding the Plan

Examples of recent logos:

Iconic Place



Iconic Feature



Meaningful Icon



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***



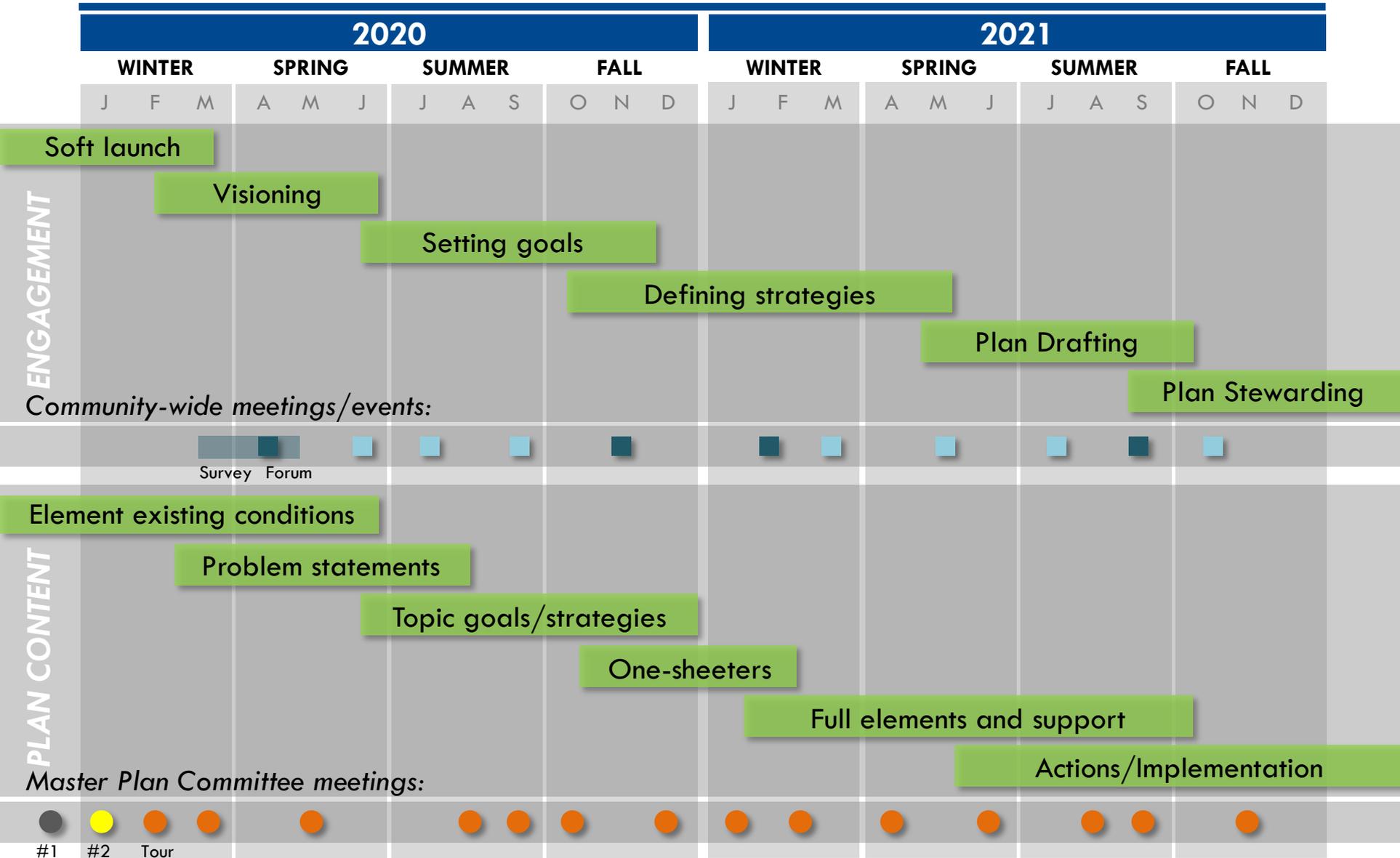
Community Engagement

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**

Process outline and approach



Discussion: What works for community involvement in Dedham?

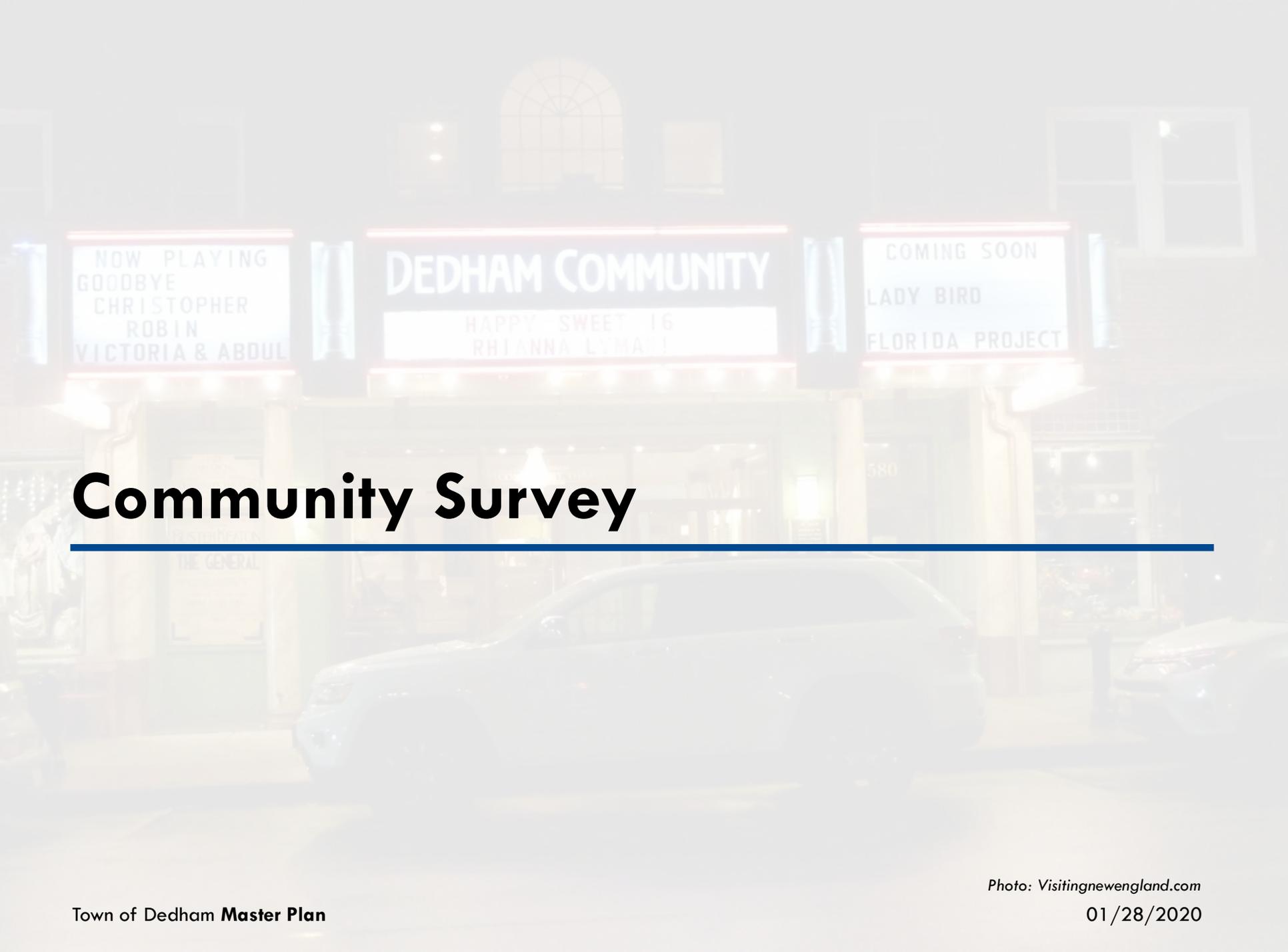
- 1. What do you think are the biggest challenges in reaching our engagement goals for the Master Plan process?***
- 2. What groups of people have not historically been involved or engaged in planning processes in Dedham?***
- 3. Are there any groups that would be good to talk to early in the Master 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

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



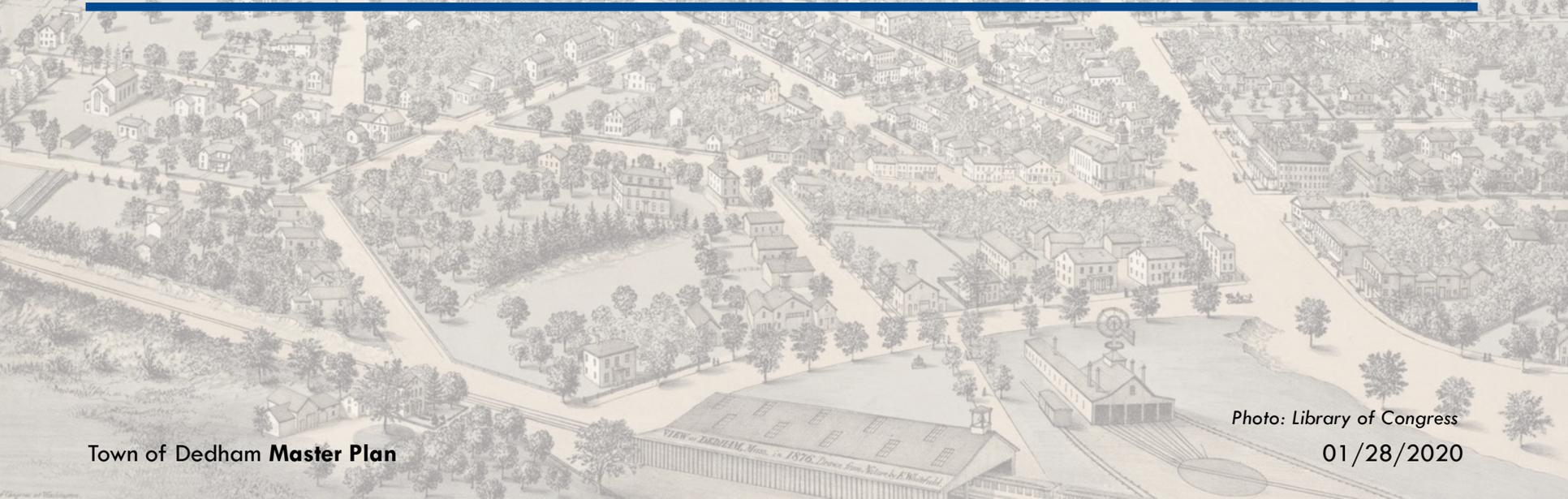
Community Survey

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?)**

Dedham Master Plan

Master Plan Committee Meeting #2

Tuesday January 28th, 2020

