

Dedham Master Plan

Master Plan Committee Meeting #3

Tuesday February 25th, 2020



Town of Dedham Master Plan

Photo: Town of Dedham

02/25/2020

Meeting Agenda

- **Introductions** (10 minutes)
- **Branding Discussion** (25 minutes)
- **Community Engagement** (25 minutes)
- **Visioning Workshop** (20 minutes)
- **Community Survey** (20 minutes)
- **Other Items/Next Steps** (10 minutes)
- **Public Comment/Adjourn** (10 minutes)

Committee Values and Expectations

- **Open-mindedness**
- **Respect**
- **Address conflict**
- **Organized**
- **Transparent**
- **Goal minded**
- **Respect history without fearing change**

A historical black and white photograph of a large group of people, mostly men in hats and suits, posing in front of a large brick building. The building has a prominent dome on the right side and a smaller structure on the left with a gabled roof. Many people are standing on the roof of the smaller structure. The group is arranged in several rows, filling the foreground and middle ground. The building has many windows, some of which have people looking out. The overall scene suggests a formal gathering or a significant event in the past.

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

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



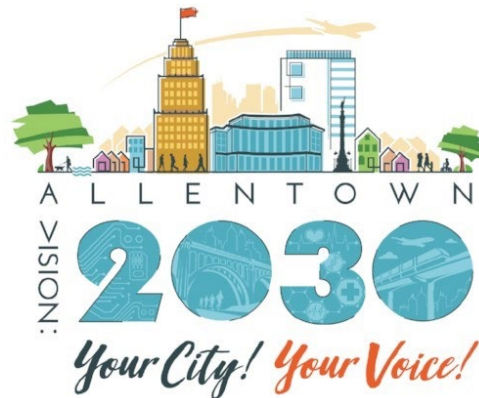
Lily Perkins-High
Analytical Services Manager
Project Role:
Data/Mapping





Branding Discussion

Master Plan Branding – Additional Inspiration



M E S Q U I T E
C O M P R E H E N S I V E P L A N



C O N N E C T I N G T H E C O M M U N I T Y

Town of Dedham **Master Plan**



02/25/2020

Master Plan Branding Elements



Design Dedham

DD

2030

Design Dedham 2030



Master Plan Branding



Design Dedham 2030



Design Dedham 2030





Master Plan Branding



Design **Dedham 2030**



Master Plan Branding



***Design* Dedham 2030**



***Design* Dedham 2030**



DESIGN DEDHAM 2030



Master Plan Branding



DESIGN DEDHAM 2030



DESIGN DEDHAM 2030



Master Plan Branding

FULL LOGO

SIMPLE LOGO

Option A



Option B



Option C



Option D





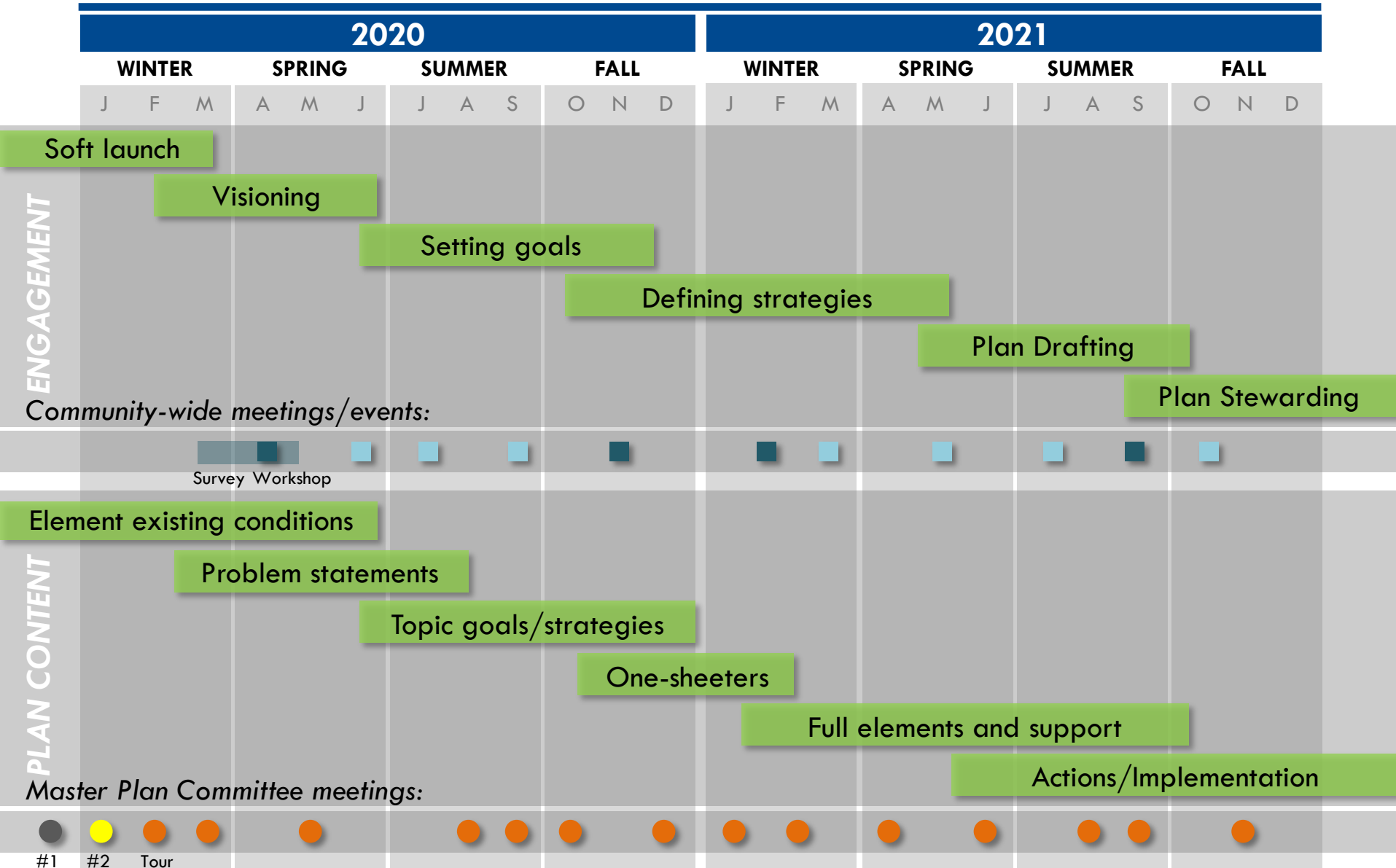
Community Engagement

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



Visioning Workshop Outreach



Save the date! **Visioning Workshop**

Saturday, April 4th, 2020
10:00 am
Avery Elementary School

Please save the date for a community-wide Visioning Workshop to kick-off the next Dedham Master Plan. We need your help to define a vision, goals and strategies for the next 10 years.
MORE INFORMATION TO FOLLOW . . .

Dedham Master Plan 2030



Visioning Workshop

Visioning Workshop Meeting Purposes

- **Welcome and introductions**
- **Master Plan orientation**
- **Community vision**
- **Setting the stage for the plan**
- **Staying engaged with the process**

Visioning Workshop *Draft Agenda*

- **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**

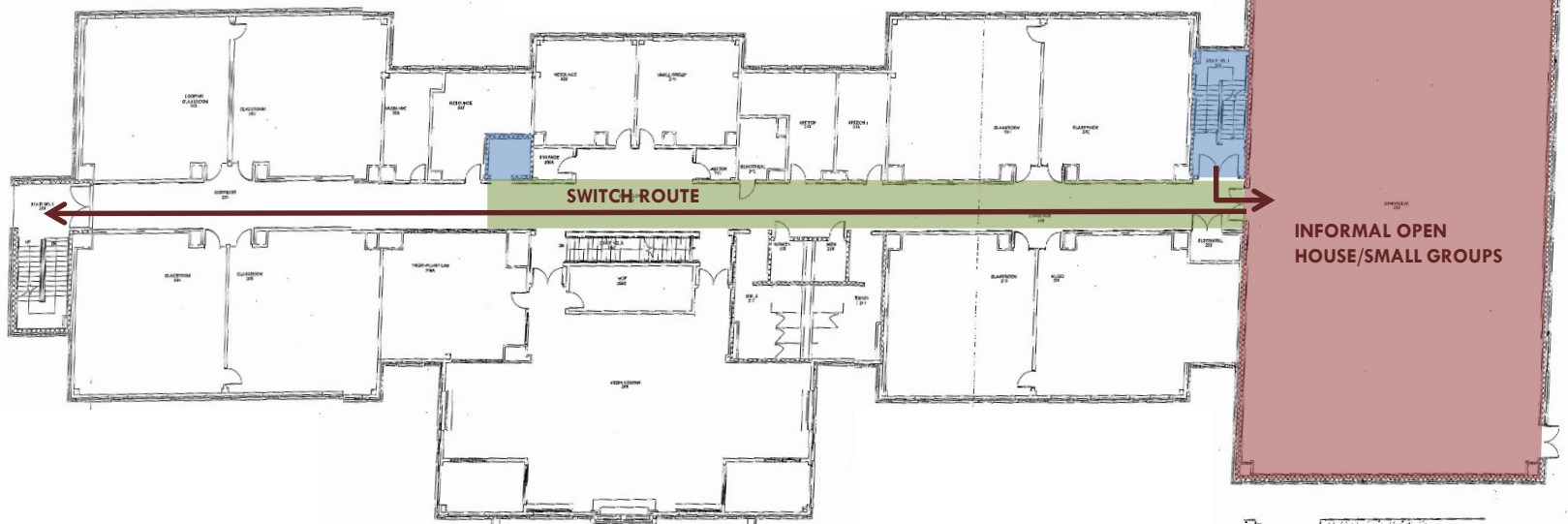
- Presentation about components of a vision, how it will be used
- Previous vision statements for the Town
- Interactive visioning exercise(s)

- **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

- **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?

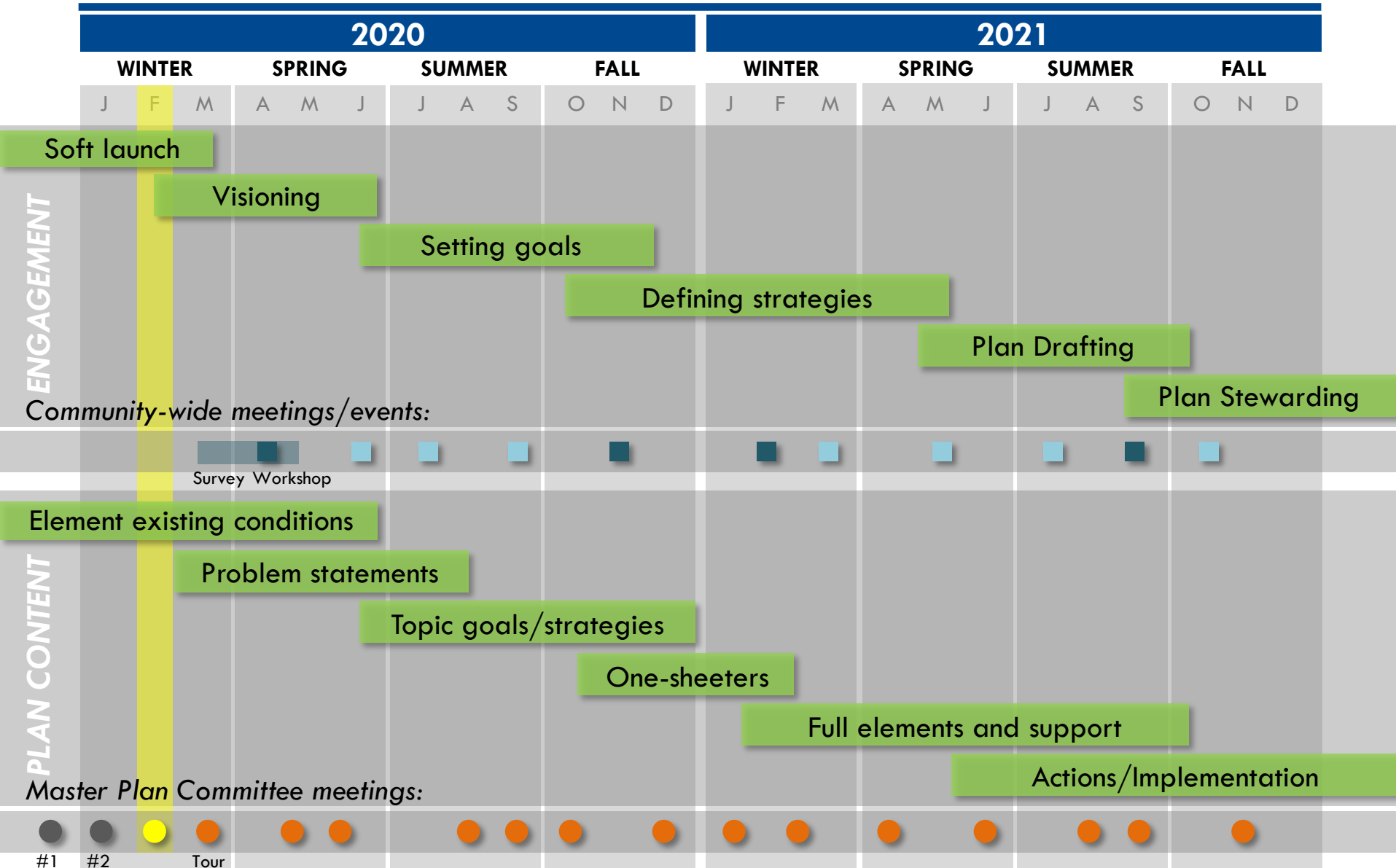
A detailed historical panoramic engraving of Dedham, Massachusetts, from 1876. The view is from a high vantage point, looking down on the town. The town is built on a peninsula or near a large body of water, with a winding road or path cutting through the center. The landscape is filled with numerous houses, churches, and other buildings, interspersed with trees and open fields. In the foreground, there's a large industrial building with a tall chimney, possibly a mill or factory. The background shows rolling hills and more distant towns. The overall style is that of a 19th-century engraving, with fine lines and a wide range of grey tones.

Other Items/Next Steps

Other Items/Next Steps

- **Initial outreach**
- **Town coordination meetings**
- **Committee Bus Tour (Saturday March 7th)**
- **Next Committee Meeting (March 17th)**
- **April Community Forum (Saturday April 4th)**
- **Existing conditions analysis**

Process outline and approach



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