

**Master Plan Committee**

Jessica Porter, Co-Chair  
Sarah MacDonald, Co-Chair  
Alix O'Connell, Clerk,  
Josh Donati  
Shaw McDermott  
Margaret Adams Whitfield  
James Antonizick  
Dan Hart  
Andrew Tittler  
Sharna Small Borsellino  
Nathan Gauthier  
Dieckmann Cogil  
Daniel T. Maher  
Justin H. Humphreys



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**DEDHAM 2030 MASTER PLAN COMMITTEE MEETING**

**Wednesday, December 11, 2019, Lower Conference Room at Town Hall**

**Present:** Jessica Porter, Co-Chair, Planning Board Member  
Josh Donati, School Committee Member  
Shaw McDermott, Attorney  
Margaret Adams Whitfield, Teacher  
James Antonizick, Civil Engineer  
Dan Hart, ex. P&R Member, Open Space Committee Member  
Scott Steeves, Zoning Board of Appeals Member  
Andrew Tittler, Attorney  
Sharna Small Borsellino, Human Service Transportation Director  
Nathan Gauthier, Sustainability  
Dieckmann Cogill, AICP, Transportation Planner  
Daniel T. Maher, Dedham Youth Baseball  
Justin H A. Humphreys, Architect  
Alix M. O'Connell, Clerk, Municipal Attorney  
Tye Donahue, Parks & Recreation Board Member

**Not Present:** Jay O'Brien, Planning Board Member  
Sarah MacDonald, Co-Chair, Select Board Member

The meeting began by reviewing the Master Plan Committee's values and beliefs – open-mindedness, energy, creativity, respect, expertise, opinions, be respectful, address conflict directly, organized, transparent, inclusive, aware of those not present, and respect history without fearing change and growth.

Jeremt Rosenberger introduced Josh Fiala of the Metropolitan Area Planning Council (MAPC). Mr. Fiala is the project manager for this Master Plan initiative, and he works in

the land use department of the MAPC. Mr. Fiala is a Certified Planner and registered Architect. He is the contact person for the team, and is running the budget, timeline, and more. The MAPC is regional and brings competent staff to projects being conducted. Each staff person specialized in different areas of the planning process.

The MAPC provides master plan services to many communities in the region. One of the true difficulties of the master plan process is to not go too far down any of the many rabbit holes in the projects. It is important to see where there are synergies and trade-offs between different aspects of the town. Although the MAPC is the guide for the master plan, the Master Plan Implementation Committee and the residents of Dedham are the authors of the plan. The MPIC needs to bring forward their own perspectives and how the issues are discussed in the town, bring their conversations back to the other stakeholders in the town, act as plan ambassadors, and get as many people involved in the master plan process, especially those that are not typically involved.

The MPIC will meet once a month throughout the process. The idea of a sub-committee was brought up. The MPIC is open to the idea of this, however they are not always necessary.

Dedham has done a good job at consistently working on master plans, bylaws requiring master plans, and maintaining zoning consistent with master plans. The current objectives of the master plan include:

- How best to accommodate potential growth;
- Weave livability and public health throughout the plan;
- Robust public process and creative engagement; and
- Easily understood vision that is graphically communicated; and specific realistic and cost-effective implementation.

Components of the Master Plan include:

- 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; and
- Implementation plan

The Master Plan will try to get into every part of the town.

The MAPC is developing its own regional master plan for the year 2050. The MAPC has reviewed over 40 recent master plans from the region, and they have a memorandum summarizing their findings. Jeremy Rosenberger will provide a link to this information. The forces that the MAPC deals with do not stop at municipal boundaries. The MPIC should push to think in terms of regional collaboration.

The master plan is currently in a soft launch and will be working behind the scenes to get things together. The next step in the master plan process will be the visioning portion of the work and setting goals within that vision. Then, it will be defining strategies and drafting the plan, which will start in late spring or early summer. Plan stewarding will be handed off to the town. Master plans work best when the town is the steward of the plan. These are all facilitated through community-wide meetings and events. Engagement will include a forum in April, open houses next fall and winter, and Fall 2021 capstone events. A program will also be designed to touch the community to make sure that the master plan has a presence and public persona. A list of all the events how events can be leveraged will be developed. It is encouraged to think of creative ways to engage and to think outside the box.

For content creation, the MAPC is examining existing conditions, looking at problem statements, topic goals, and strategies. For scheduling meetings, the committee would like to meet in a way that is complementary to public meetings. They would also like to be able to review information before the big forums. The committee may not meet if they are meeting less formally at events.

In branding the plan, the committee wasn't initial guidance from MAPC. If the name is going to be "Dedham 2030 Master Plan," should there be a tag line? Many master plans have a logo, icon, font or feature that becomes recognizable as the master plan effort. This could include an iconic place, a meaningful icon, or an iconic feature. Other potential names for the master plan include:

- Imagine Dedham 2030
- The Dedham Unified Plan
- Design Dedham 2030
- Pathway to Dedham 2030

Design Dedham 2030 seems to be the more popular option. A few things to keep in mind include needing graphics and a tag line at a later time. The design should also stay away from actual icons or places in the town. The committee should make sure that the tag line has something about community relations and integration in it. Colors and fonts are also discussed. A suggestion included having fonts go from old-fashioned to newer fonts to demonstrate the evolution of Dedham.

For community engagement, the MAPC can come up with a draft plan. Contents of the plan include the purpose, people, management, communication, analysis, feedback, decision-making process, branding, and demographics. There is an issue regarding old census

data. New information will not be available until next year. Another aspect of community engagement involves being able to communicate in multiple languages.

Initial questions on 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?
  - a. Neighborhoods specific
  - b. People without kids in the school system
  - c. In large developments (i.e. Dedham Landing, Hebrew Senior)
  - d. Using churches to reach different demographics, the marquee at the theater, surveys, commuter rail stations
  - e. Our communications tend to be informal and through word of mouth
  - f. No official town Facebook page, no large distribution of local paper, Dedham TV is always looking for programming
2. What groups of people have nothistorically been involved or engaged in planning processes in Dedham?
  - a. Immigrants, different languages, non-public school children
  - b. Hearing or visually impaired
  - c. Business community, corporate investors, commercial properties
  - d. Renters, absentee landlords
  - e. Youth – highschoolers, etc.
  - f. Potential residents of Dedham
  - g. People with young children and multiple jobs
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?
  - a. MLK Day
  - b. Turkey Trot – Thanksgiving
  - c. James Joyce Ramble
  - d. Dedham Trail Day
  - e. DEF Dash
  - f. Flag Day
  - g. Elections
  - h. Town Meeting – 2 times a year
  - i. Farmers Market
  - j. Concert Series
  - k. Bingo at the High School
  - l. DCD Connects Series

- m. Spring Fairs
- n. Motherbrook Arts & Community Center

- 6. How do most people get information in Town?
  - a. Should we have a Facebook page that is managed and moderated by the town?
  - b. MAPC will have a project webpage.

For the Visioning Forum, there will be a welcoming and introduction. People will be given an explanation of what a master plan is, what it is not, and what its values are. The Visioning Forum will be timed in a way that will allow for the Initial Community Survey to continue to be available to the public. The survey will be left open for at least three weeks after the meeting.

Visioning exercises will include open house boards, small group conversations, and voting. The Forum will be hitting on all levels of the master plan to get people's high level expectation. Old town vision statements will be mined the use as examples for the master plan.

To set the stage for the remainder of the plan, initial feedback on the topics will be obtained. People will also be asked what their most pressing issues are. Existing conditions analysis and mapping will also be brought forward. To stay engaged in the planning process, the process and schedule will be outlined and future events will be promoted. For the April meeting, MAPC will bring a more detailed presentation as a preview for the April forum.

The community survey draft outline will include:

- Introduction to the process;
- Questions that get at the community vision;
- Own individual vision;
- Engagement
- Dedham's assets, challenges and concerns;
- Demographics of the participants

The survey will be available in electronic and paper forms. There will be dropboxes for paper copies. An issue with surveys is that they can get too long. Committee members asked if there should only be one survey per household or email address. None of the survey questions are mandatory.

For the next steps, all data that is available will be gathered, initial outreach will begin, and Boards will be briefed on initiatives. A committee tour will take place on Saturday, February 29, 2020, the Community Forum will be held on Saturday, April 4, 2020, and the next committee meeting will be at a to be determined date in March.