

Designing Dedham



Community Open House

December 7th, 2020



Designing Dedham 2030

Photo: Town of Dedham

12/07/2020

Master Plan Committee Welcome!

Jessica Porter, Co-chair

Daniel T. Maher

Sarah MacDonald, Co-chair

Shaw McDermott

Margaret Adams Whitfield

Jay O'Brien

James Antonizick

Alix M. O'Connell

Dieckmann Cogill

Sharna Small Borsellino

Josh Donati

Scott Steeves

Nathan Gauthier

Andrew Tittler

Dan Hart

Jeremy Rosenberger, Planning Director

Justin A. Humphreys

Michelle Tinger, Planning Specialist



Community Open House Logistics

- The Virtual Workshop is being recorded and will be posted online
- Participants will be muted during presentations
- Please use the chat function for comments or questions
- You will be invited to participate in Zoom polls throughout the presentation and can discuss and ask questions in small groups



Community Open House Purpose

- To **engage** you in the master plan process and **introduce** you to progress in two topics of the plan – economic development and transportation
- **Invite your feedback** on this continuing work
- Share **information to stay engaged** with the Designing Dedham 2030 process



Community Open House Agenda

- **Welcome and introduction**

- Committee Co-chairs, MAPC, Who is out there? (audience poll)

- **Introduction to Designing Dedham**

- Recap of the Master Plan process
 - Integrating the community's feedback



- **Economic Development**

- Brief topic presentation
 - Small group discussion

- **Brief break and raffle drawing**



- **Transportation and Connectivity**

- Brief topic presentation
 - Small group discussion

- **Raffle drawing and Next Steps**



Welcome and introduction



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The MAPC Region

North Suburban Planning Council (NSPC)

Minuteman Advisory Group on Interlocal Coordination (MAGIC)

North Shore Task Force (NSTF)

Inner Core Committee (ICC)

South Shore Coalition (SSC)

Three Rivers Interlocal Council (TRIC)

South West Advisory Planning Committee (SWAP)

MetroWest Regional Collaborative (MetroWest)

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Welcome and introduction

Primary MAPC staff



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



Carolina Prieto
Community Engagement
Manager
Project Role:
Community Engagement



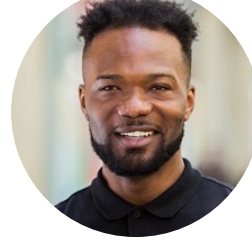
Jenn Kaplan
Economic Development
Planner II
Project Role:
Economic Development



Travis Pollack, AICP
Senior Transportation
Planner
Project Role:
Transportation



Marah Holland
Transportation Planner
Project Role:
Transportation



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



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



Alyssa Kogan
Regional Planning
Data Analyst
Project Role:
Data/Mapping



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



Brian Luther
Municipal Services Specialist
Project Role:
Governance



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Committee Values and Expectations

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

Who is out there?

- **Zoom audience polling questions:**
 - What neighborhood do you live in?
 - What is your age?
 - What gender do you identify with?
 - What race do you identify with?
 - How did you learn about this meeting?
 - Have you participated in previous master plan meetings?

The background image is a faded photograph of a church with a prominent steeple and clock tower. In the foreground, there is a fair or market with several white tents and people walking around. The title 'Introduction to Designing Dedham' is overlaid in the center in a large, bold, black font, underlined with a blue line.

Introduction to Designing Dedham



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Photo: Dedham Wicked Local

12/07/2020

Master Plan organization



Initial Community and Topic Areas Surveys

- **1,450 responses!**

Master Plan Topic Areas Survey

We need your input for our 2nd survey!

<http://bit.ly/DD2030VirtualVisioningFeedback>

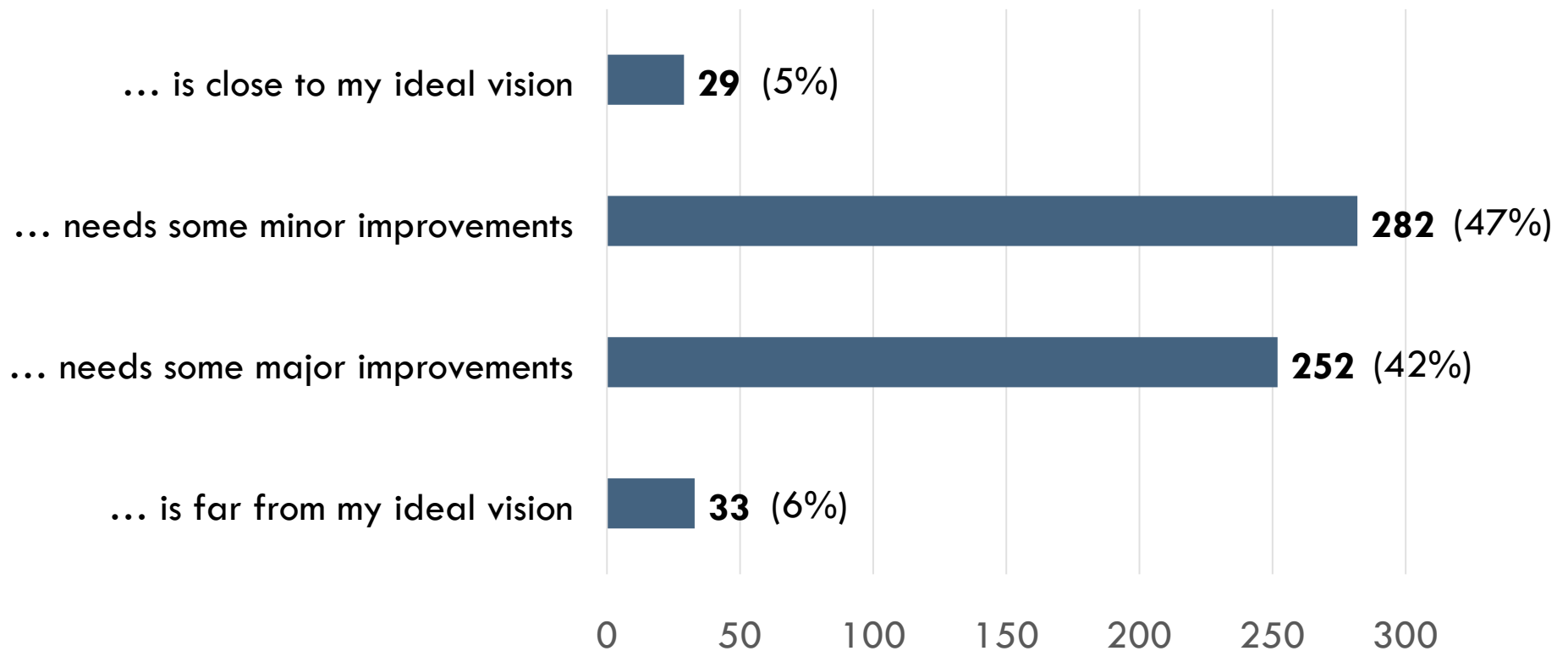


- About **460** of the respondents also took the Initial Community Survey
- The two surveys combined to reach **1,450** individuals (unique IP addresses)

Topic Areas Survey (Question 2)

*Combined with Visioning Workshop

How close is Dedham to the vision you imagine for the town? The town ...



Master Plan Committee Topic Meetings

Meeting 1

7/21/2020



Meeting 2

8/18/2020



Meeting 3

9/15/2020



Meeting 4

10/20/2020



Meeting 5

12/15/2020



Meeting 6

01/19/2021



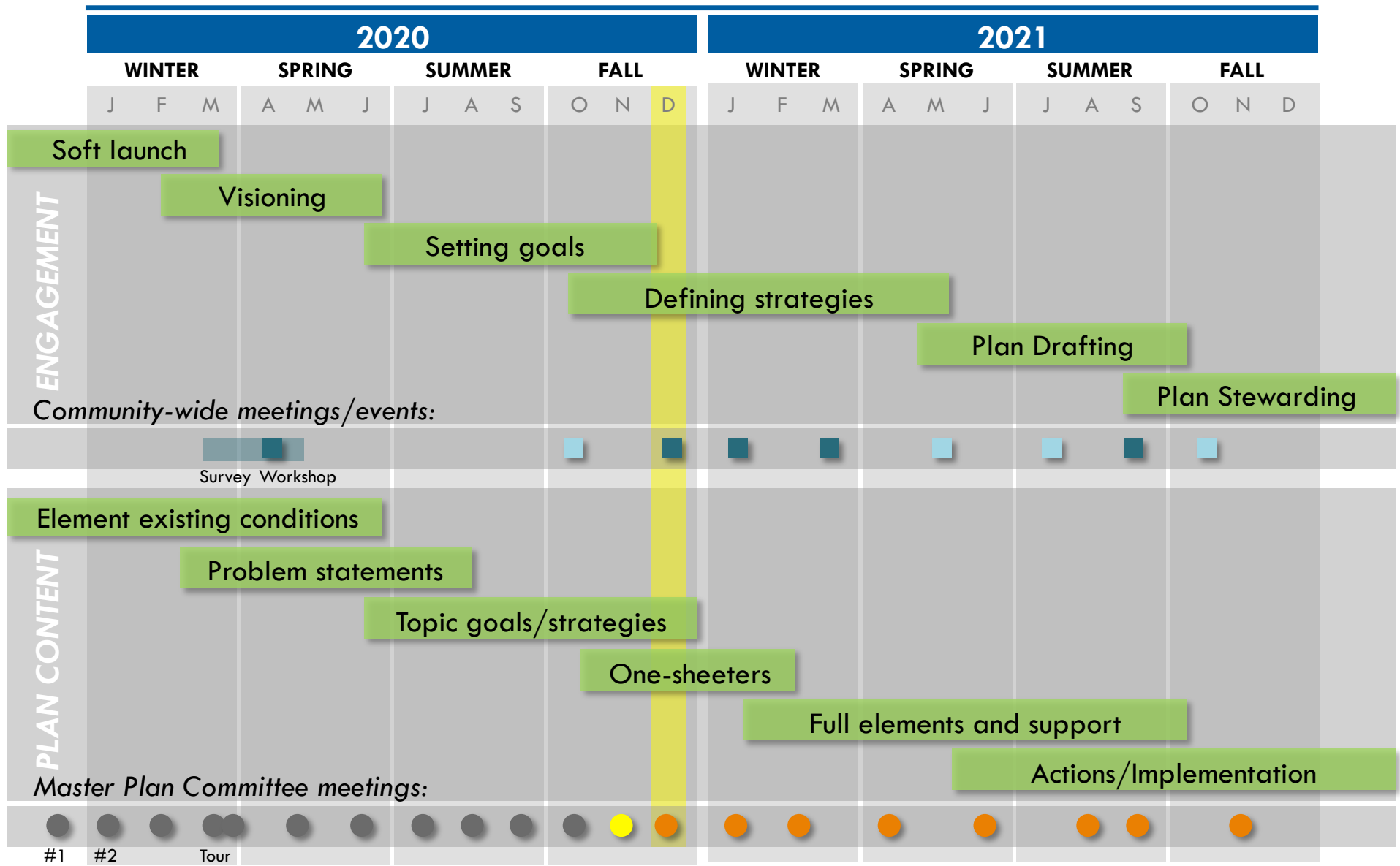
Meeting 7

02/16/2021



- Brief presentation by MAPC staff leads
- Committee discussion focused on priorities and goals for the topic
- Initial drafting of a topic one-sheet summary
- Broader community engagement around topics at open houses

Master Plan process



Community Open Houses



Save the dates!
Community Open Houses

December 7th, 2020
7:00 pm

Topics covered:

-  **Economic Development**
-  **Transportation**

Register for this event:
<http://bit.ly/DD2030-12-07-2020>

January 26th, 2021
7:00 pm

Topics covered:

-  **Housing**
-  **Public Health/Livability**
-  **Natural, Cultural, and Historic Resources**

Register for this event:
<http://bit.ly/DD2030-01-26-2021>

March 30th, 2021
7:00 pm

Topics covered:

-  **Land Use**
-  **Municipal Facilities and Services**
-  **Governance**

Register for this event:
<https://bit.ly/DD2030-03-30-21>

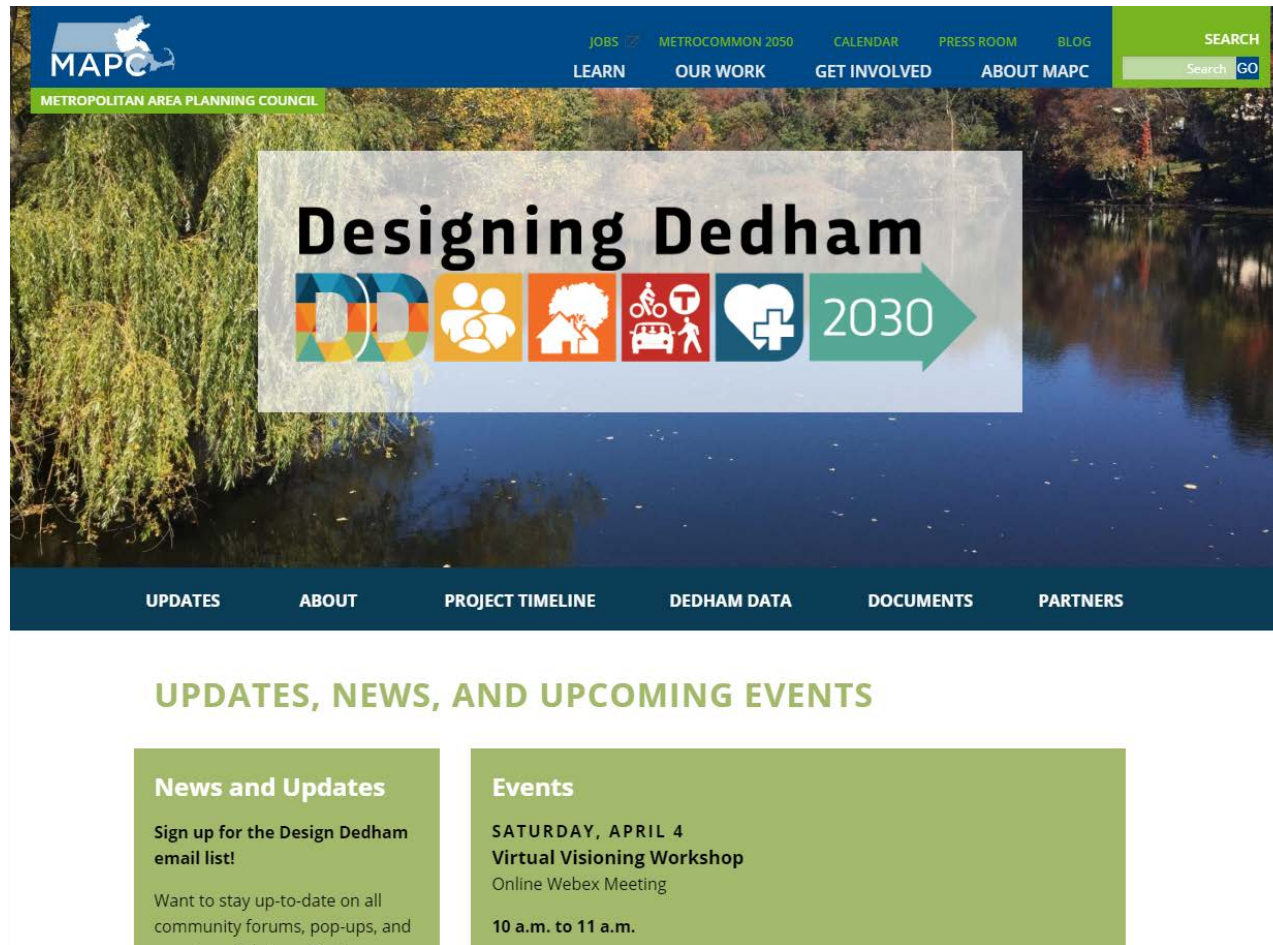
 

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Master Plan website

<http://DesigningDedham2030.org>





Economic Development



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Photo: Library of Congress

12/07/2020



Economic Development

Draft Goal - Themes

- **Support small businesses**
- **Invest in workforce opportunities**
- **Enhance access to key district areas**
 - **Plan for opportunity**





Working Draft Goals

- 1. Invest in local business districts**
- 2. Build a support system for small businesses**
- 3. People who work in Dedham can live in Dedham**
- 4. Support and expand industrial job opportunities**
- 5. Enhance Route 1 Connections**



Draft Goal #1

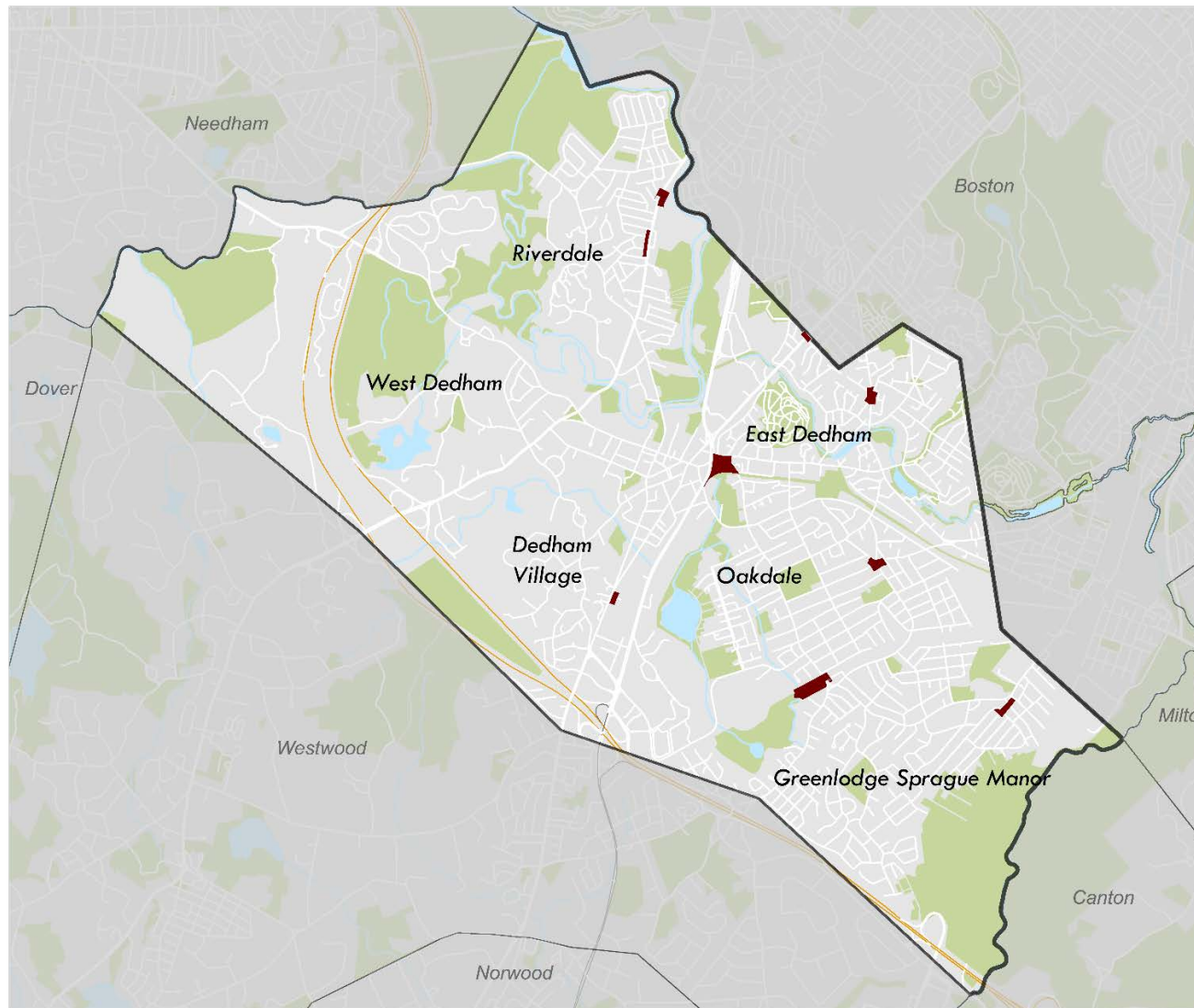
1. Invest in local business districts

- Opportunity to increase small business density and job growth in 11 local business districts located throughout Dedham
- Investing in local economic development at neighborhood nodes could also provide an opportunity to increase infrastructure for pedestrian and bicycle use in a town that has heavy reliance on vehicles.



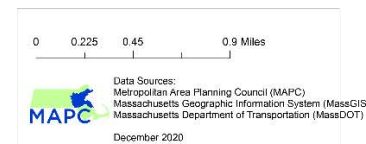
Economic Development

Invest in local business districts



Economic Development

Local Business Districts



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Draft Goal #2

2. Build a support system for small businesses

- Opportunities to build sustainable commercial revenues by strengthening small businesses within central commercial districts, like Dedham Square and East Dedham Square.
- Strategies may include enhanced technical assistance and the opportunity for municipal support through procurements.



Draft Goal #2



1,282 Total Businesses in Dedham

88% are businesses with 1-49 employees

**\$3,436,424,000 Total Sales Volume
from Businesses in Dedham***

55% of revenue comes from businesses with
1-49 employees

What kind of small businesses are in Dedham?

1. Office of Lawyers
2. Office of Real Estate Agents
3. Full-service Restaurants

* The data sources, ESRI and InfoGroup, describe this data as "Estimated sales or assets in thousands of dollars. Corporate sales volume figures are actual numbers compiled from annual reports, newspapers, and periodicals. Infogroup does not model or sum the corporate sales volume figures. Location sales volume is available on the majority of the records that have a location employment figure. Because verifiable sales volume figures are virtually impossible to obtain from private businesses, Infogroup has developed, and continually improves, a model that estimates the sales volume for the company."

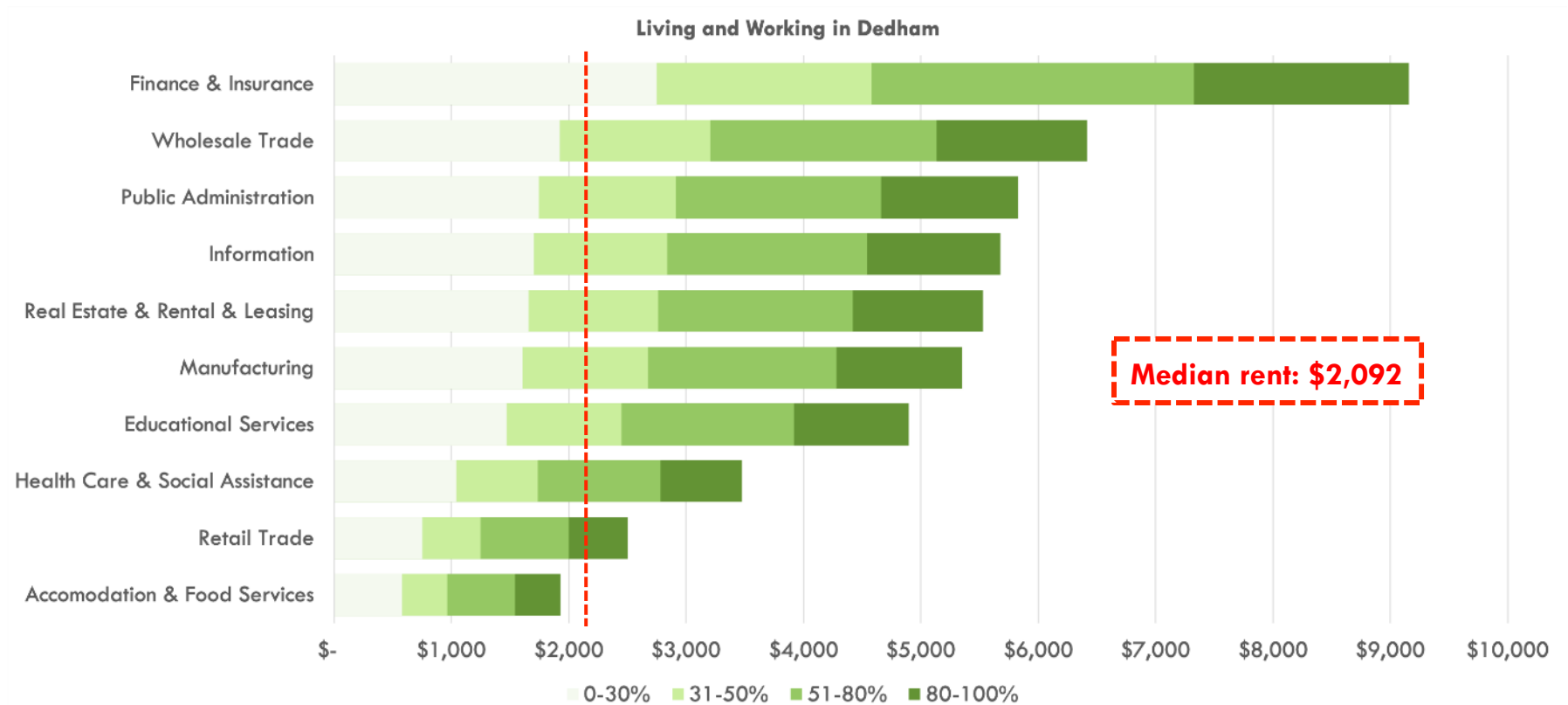


3. People who work in Dedham can live in Dedham

- The community is interested in job opportunities and Dedham can meet this goal by continuing to strengthen its retail and industrial base.
- This cannot be done without addressing the current wage gap. Building out a strong workforce development program to improve Dedham residents' employment opportunities will be just as important as continuing to invest in affordable housing options



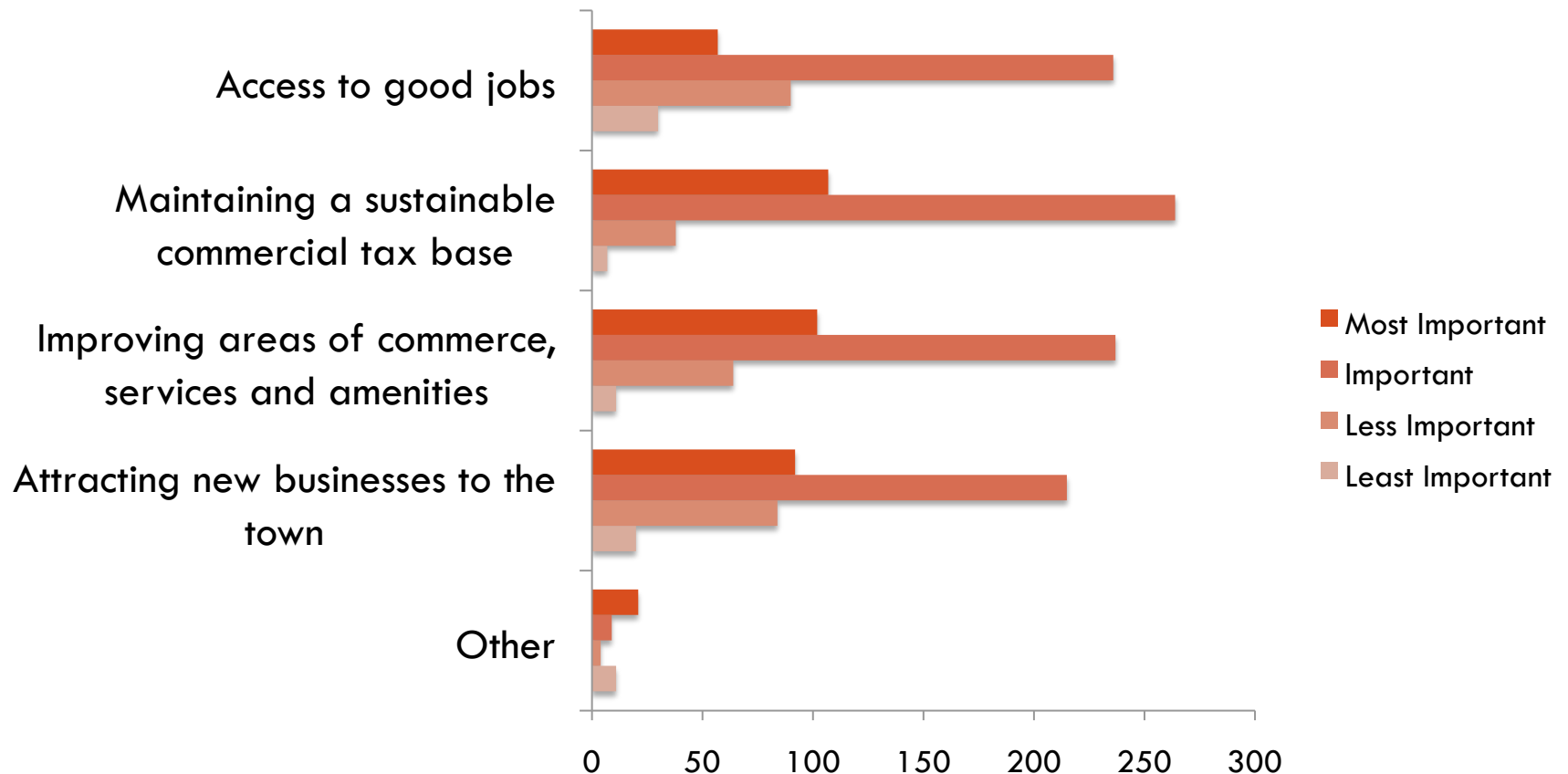
People who work in Dedham can live here





People who work in Dedham can live here

What are the most important challenges facing the Town of Dedham in terms of economic development?





Draft Goal #4

4. Support and expand industrial job opportunities

- Competitive industrial base in Dedham that could benefit from increased investment.
- Industrial sector provide more job opportunities for Dedham and spur growth with its close proximity to the Boston border.
- Exploring land use opportunities that promote industrial business development could be an option.



Support and expand industrial opportunities

Market Conditions: Industrial and Office Submarket

Availability for Industrial	Route 1 South Submarket	Boston Metro Market
Market Rent/SF	\$10.86	\$11.76
Vacancy Rate	8.0%	5.2%
Vacant SF	1,400,000 SF	17,900,000 SF
Inventory SF	17,500,000 SF	345,000,000 SF

Availability for Office	Route 1 South Submarket	Boston Metro Market
Market Rent/SF	\$24.27	\$40.95
Vacancy Rate	17.0%	7.7%
Vacant SF	1,400,000 SF	26,700,000 SF
Inventory SF	8,500,000 SF	350,000,000 SF

The Route 1 South Submarket includes the towns of Canton, Dedham, Norwood, Stoughton, and Westwood. Although named for Route 1, it is the convergence of Route 1, Route 128, and I-95 (17 miles southwest of the CBD) that really helps drive this submarket. This data is compared to the larger market of the Boston metropolitan area. (CoStar)



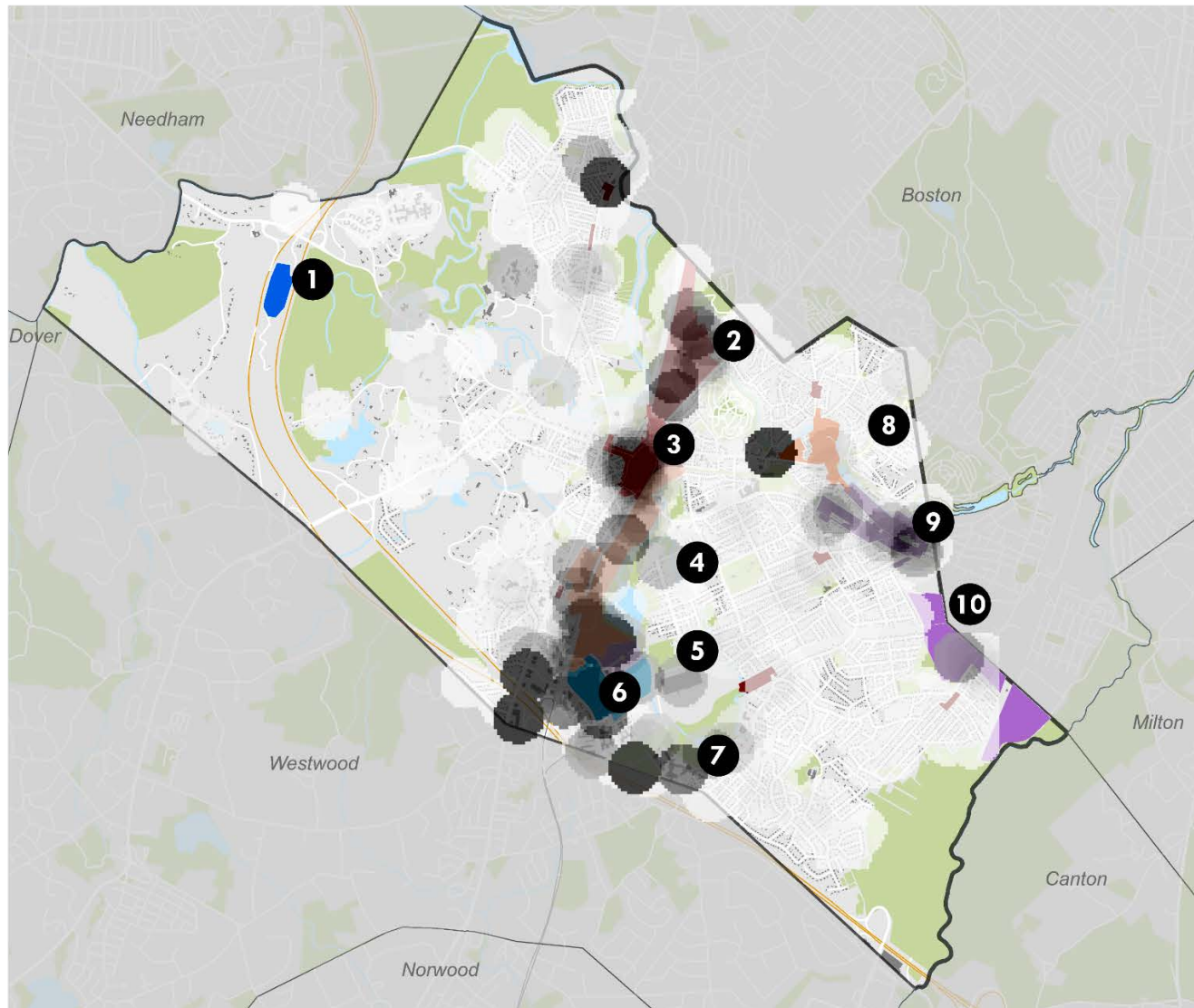
5. Enhance Route 1 connections and opportunities

- Improving transit, walking and biking access and connections to Route 1 would improve economic development and access to employment.
- Building safer connective infrastructure for walking, biking, and transit to Route 1 could provide the platform for renewed investment in this critical economic corridor.
- Accessibility will feed into strategizing for future opportunities as commercial landscape changes



Economic Development

Enhance Route 1 connections/opportunities



Economic Development

Employment Density

1. Norfolk Prison
2. Route 1 North/Old Dedham Mall
3. Dedham Square
4. Route 1 South
5. Sturgis Way Industrial Park
6. Legacy Place
7. Dedham Corporate Center
8. East Dedham Square
9. Milton Industrial Corridor
10. Readville Industrial Area

Employment Density Value



0 0.225 0.45 0.9 Miles

Data Sources:
Metropolitan Area Planning Council (MAPC)
Massachusetts Geographic Information System (MassGIS)
Massachusetts Department of Transportation (MassDOT)
March 2020



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Economic Development

Discussion report back

Zoom chat:

What was one part of your discussion that stood out to you?



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Raffle break!



Transportation and Connectivity



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Photo: Library of Congress

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Draft Goal - Themes

- **Enhanced mobility and connectivity**
 - *Better walking and cycling*
 - *Address traffic congestion*
- **Safety, esp. for most vulnerable**
- **Better regional connections**





Transportation and Connectivity

Working Draft Goals

- 1. Build/improve pedestrian and bike infrastructure**
- 2. Focus on street safety**
- 3. Manage parking**
- 4. Increase transit reliability**
- 5. Plan for electric and autonomous vehicles**
- 6. Improve project implementation**





1. Build and improve pedestrian and bike infrastructure

- 42% of town sidewalks do not have sidewalk on at least one side; Little on-/off-street bicycle lanes
- Sidewalk/bicycle infrastructure identified as “most important” for transportation in survey (reducing traffic congestion “important”)
- Ridehail and traffic growth - could be met through bike/ped improvements



Improve pedestrian and bike infrastructure



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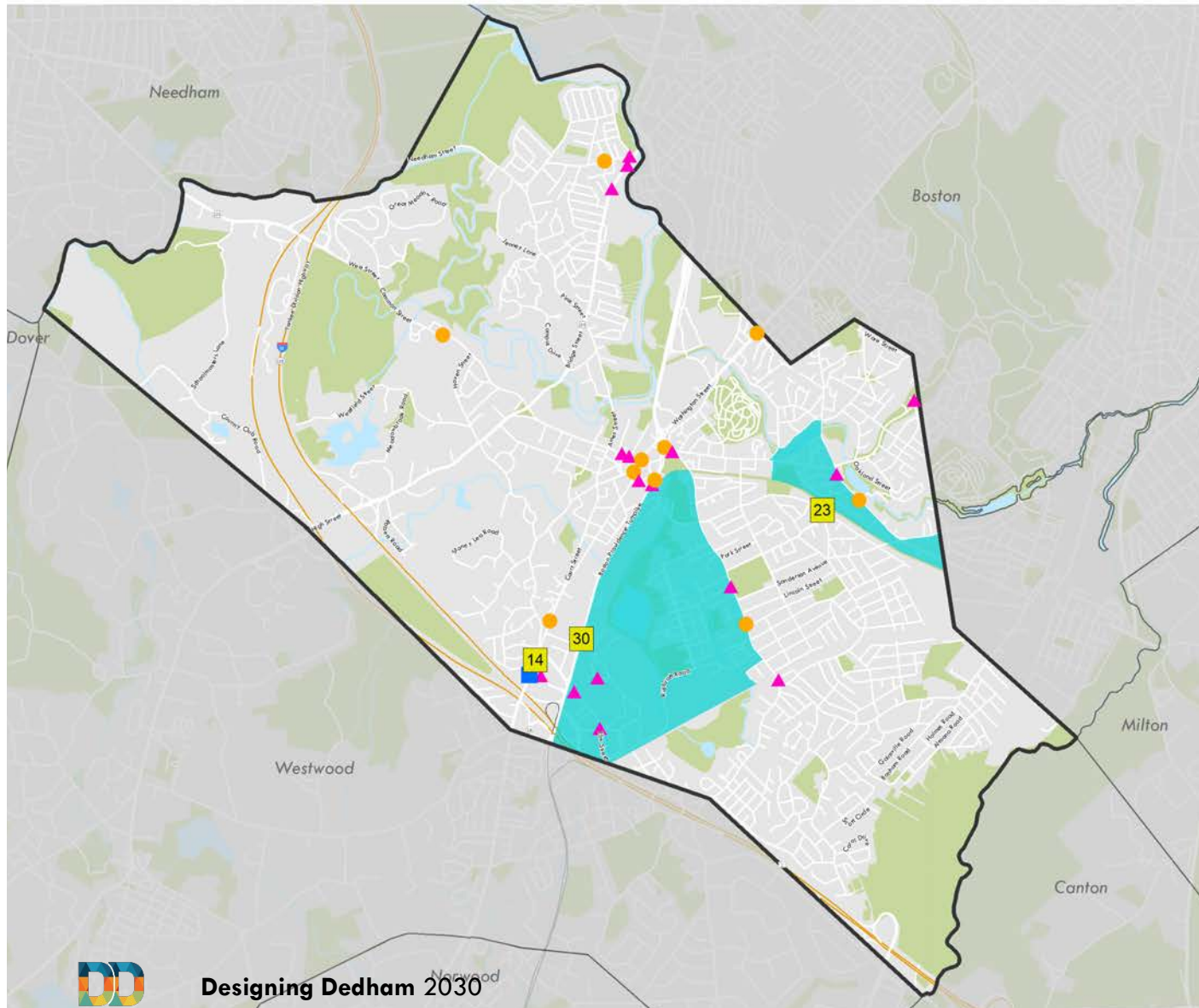
2. Focus on Street Safety

- Ped/bike & vehicle crashes
 - 60% involved pedestrians & 40% involved cyclists
 - 50% ped crashes in locations without sidewalks
 - All cyclist crashes in areas without bike lanes
 - 85% of collisions resulted in fatal or non-fatal injuries to pedestrian or cyclist



Transportation and Connectivity

Focus on Street Safety



Transportation

Ped/Cyclists Crashes and Vehicle Crash Clusters

MassDOT Crash Data (2017, 2018, 2019)

Non Motorist Type Involved

- Pedacyclist
- ▲ Pedestrian
- Other

Highway Safety Improvement Program (2014-2016)

- 10 Vehicle Crash Clusters

Environmental Justice Populations, by census block

- Minority

Vehicle Crash Clusters are the top locations where reported collisions occurred have been identified by MassDOT. The crash cluster analysis methodology for the crashes uses a fixed meter search distance of 25 meters (82 ft.) to merge crash clusters together.



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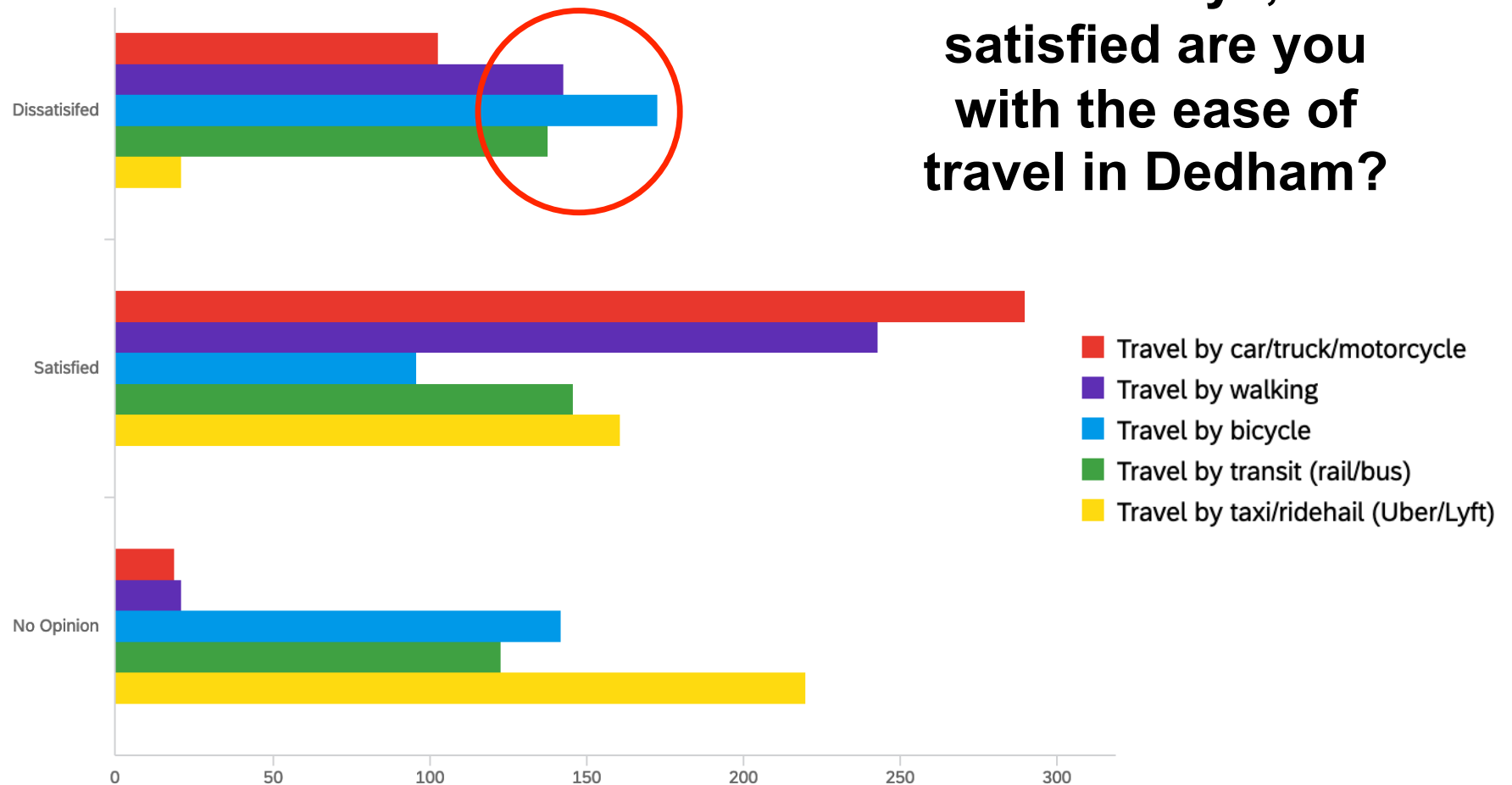
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Transportation and Connectivity

Focus on Street Safety

On most days, how satisfied are you with the ease of travel in Dedham?





3. Better manage parking

- Parking management/deliveries/pick-up and drop off management (Dedham Square, etc.)
- Repurpose parking in excess areas and redevelopment
 - Placemaking
 - Pick up & Drop off
 - Deliveries



Transportation and Connectivity

Better manage parking



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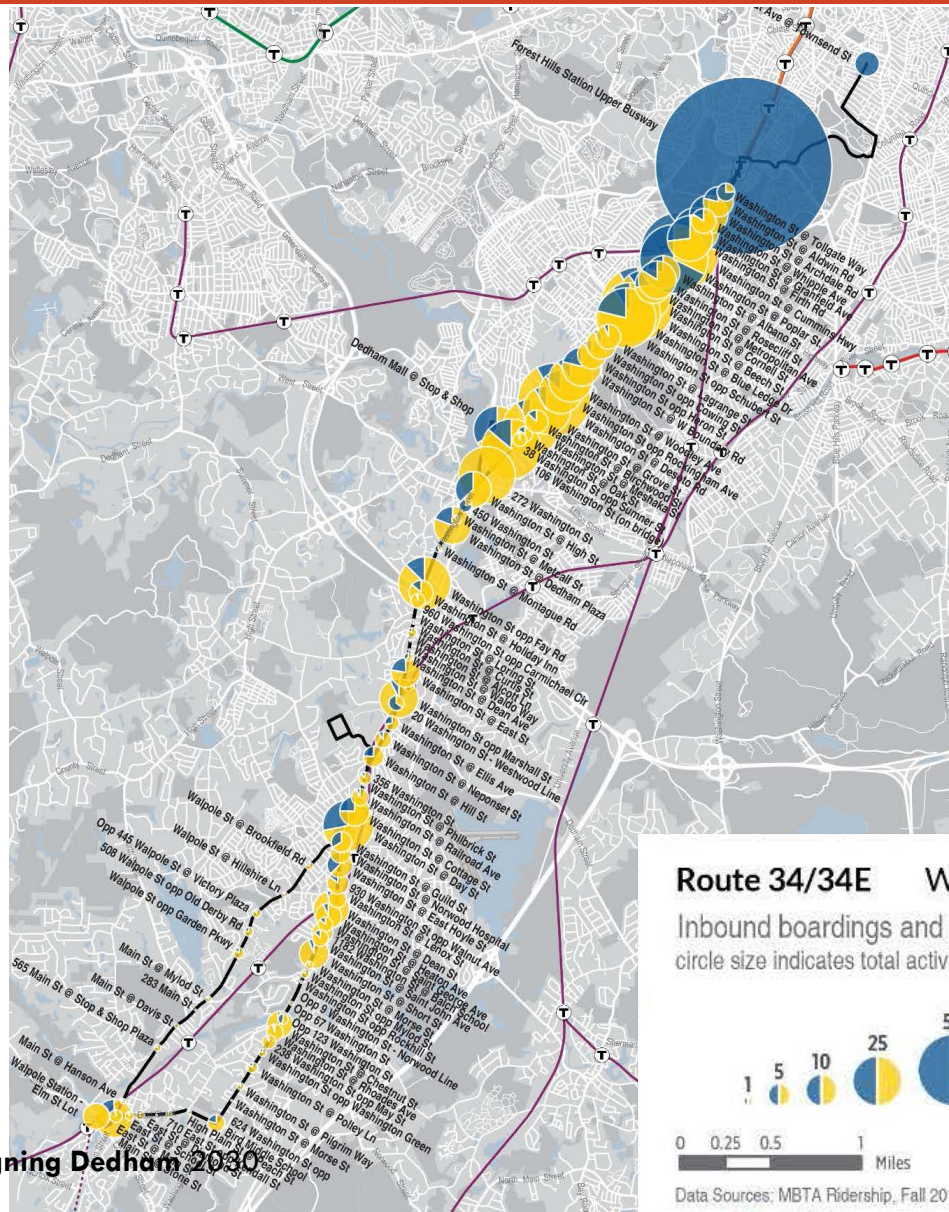
4. Increase Transit Reliability

- Route 34/34E rated by MBTA as important for connectivity, but not reliable
- Dedham rail ridership almost doubled 2012-2018
- 17,000 workers commute into Dedham
- "Proximity to Boston" is a town asset



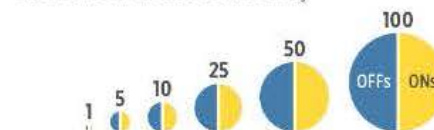
Transportation and Connectivity

Increase Transit Reliability



Route 34/34E Weekday Activity

Inbound boardings and alightings by stop
circle size indicates total activity



Data Sources: MBTA Ridership, Fall 2017



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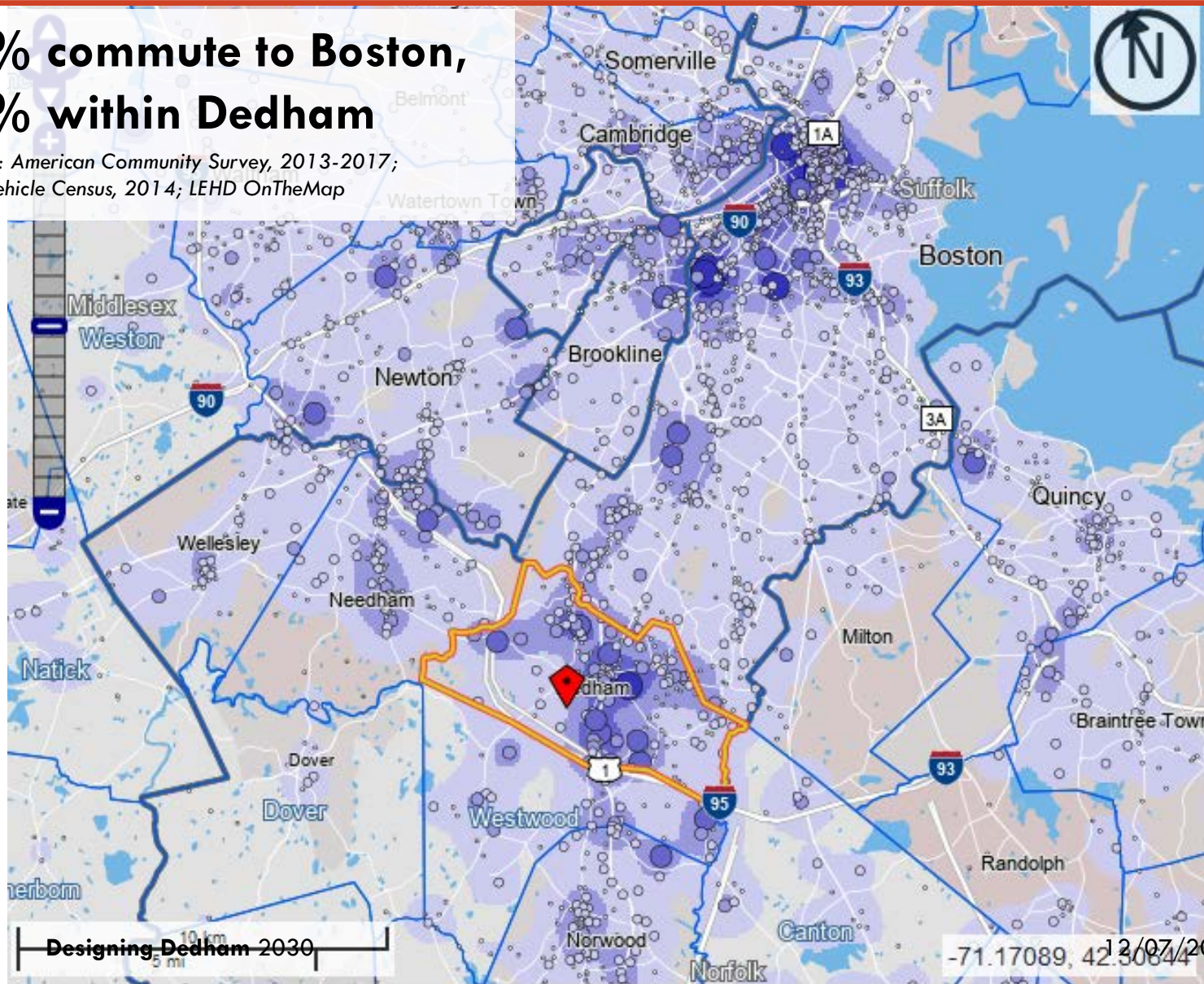


Transportation and Connectivity

Increase Transit Reliability

**32% commute to Boston,
10% within Dedham**

Sources: American Community Survey, 2013-2017;
Mass Vehicle Census, 2014; LEHD OnTheMap



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-71.17089, 42.50644 12/07/2020



Transportation and Connectivity

Draft Goal #5

5. Plan for Electric/Autonomous vehicles

- Incentives for EVs and charging stations
- Parking management for AVs and EVs
- More deliveries and AV deliveries



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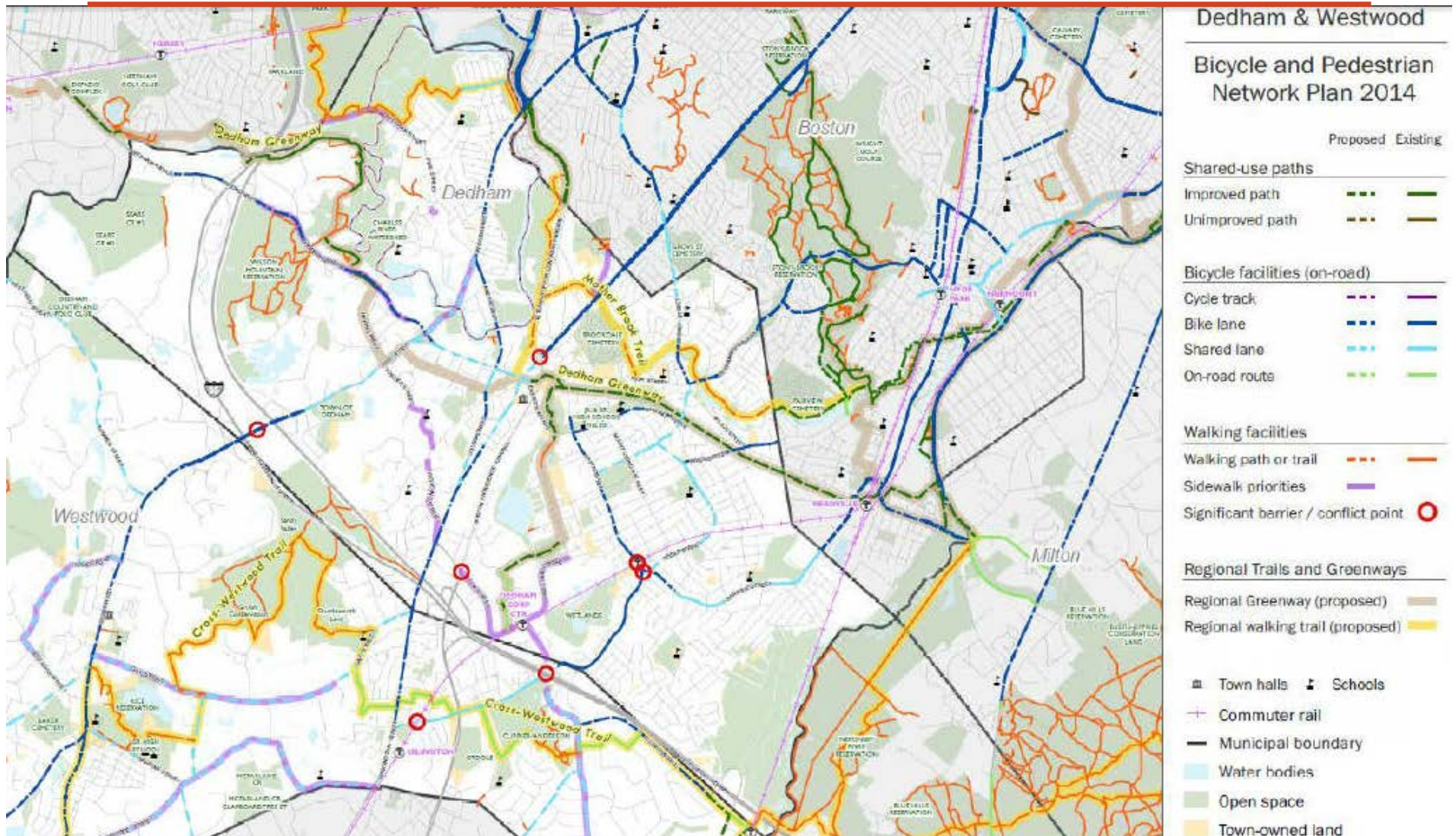
6. Improve Project Implementation

- Identify funding opportunities
 - Complete Streets
 - MassTrails
 - Safe Routes to Schools
 - Shared Streets and Spaces
- Review plans and list priorities
 - Ex: DPW repaving plans
- Create implementation committee
- Break down silos



Transportation and Connectivity

Improve Project Implementation



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Transportation and Connectivity

Working Draft Goals

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Transportation and Connectivity

Discussion report back

Zoom chat:

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Raffle break!



Next steps



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Next steps

Community Open Houses



The graphic features a background of overlapping triangles in shades of blue, green, and orange. At the top right is the 'DD' logo. The main title 'Save the dates! Community Open Houses' is in large, bold, black font. Below it are three white boxes with rounded corners, each representing an event. Each box contains the date and time, a list of topics with corresponding icons, and a registration link. At the bottom left are the Town of Dedham and MAPC logos. At the bottom right is the 'Designing Dedham 2030' logo with various icons.

Save the dates! Community Open Houses

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7:00 pm

Topics covered:

-  **Economic Development**
-  **Transportation**

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-  **Public Health/Livability**
-  **Natural, Cultural, and Historic Resources**

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-  **Municipal Facilities and Services**
-  **Governance**

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 **MAPC**

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 2030



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Next steps

Master Plan Committee Topic Meetings

Meeting 1

7/21/2020



Meeting 2

8/18/2020



Meeting 3

9/15/2020



Meeting 4

10/20/2020



Meeting 5

12/15/2020



Meeting 6

01/19/2021



Meeting 7

02/16/2021



- Brief presentation by MAPC staff leads
- Committee discussion focused on priorities and goals for the topic
- Initial drafting of a topic one-sheet summary
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Next steps

Poster Campaign



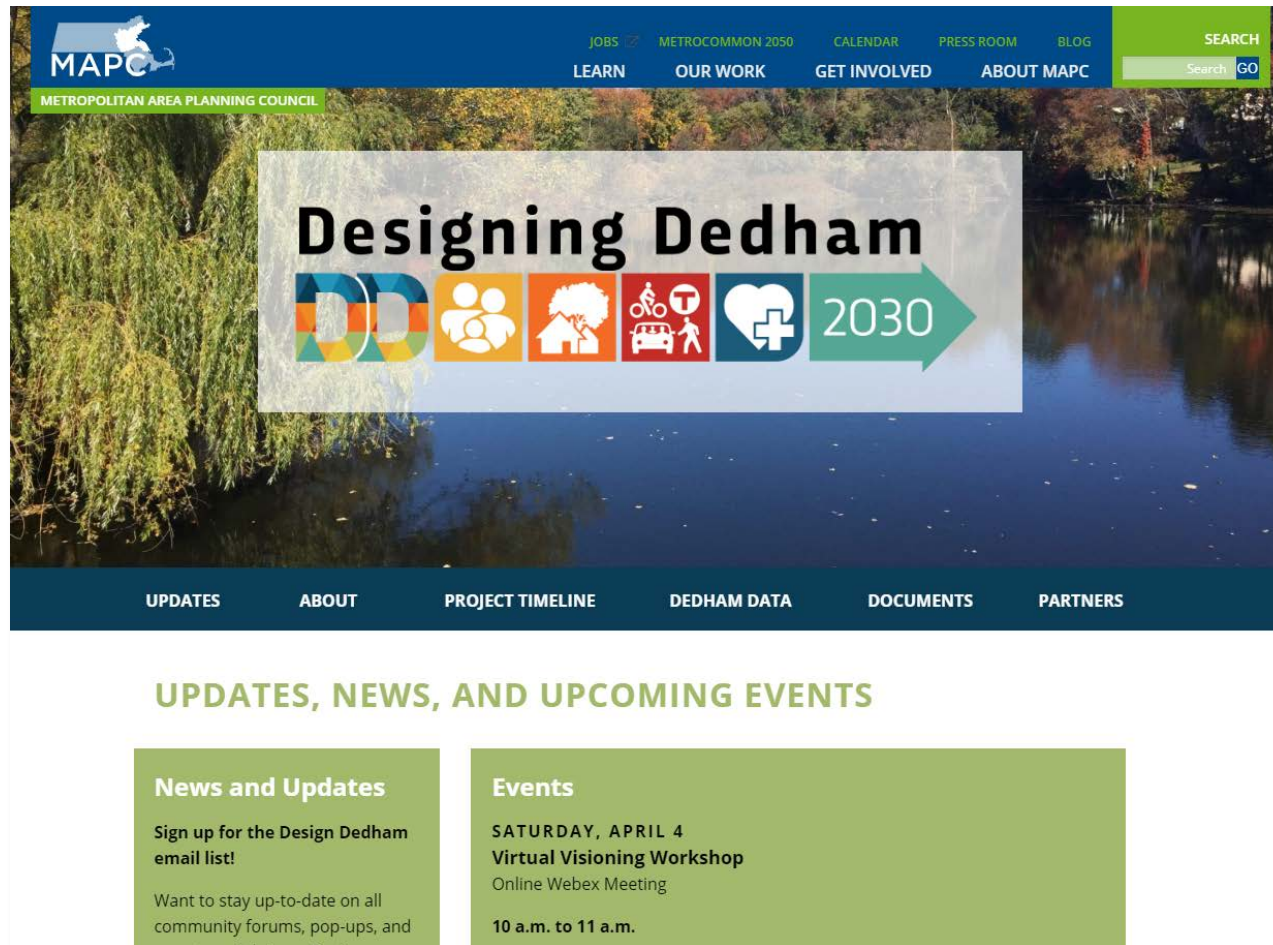
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Next steps

Master Plan website

<http://DesigningDedham2030.org>



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Community Open House

December 7th, 2020



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Photo: Town of Dedham

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