

# Dedham Master Plan

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## Master Plan Committee Meeting #2

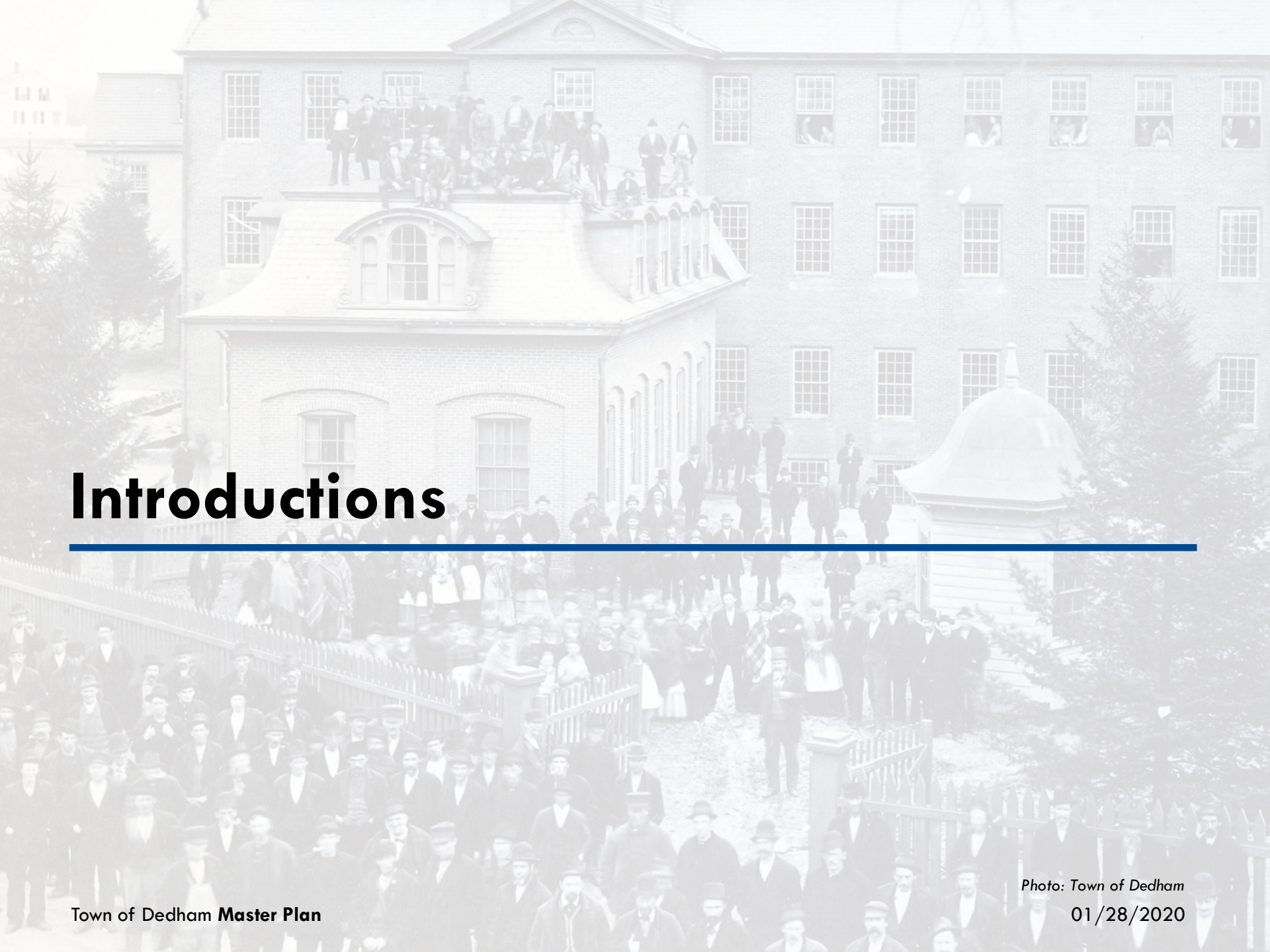
Tuesday January 28<sup>th</sup>, 2020



# Meeting Agenda

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- **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

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# Introductions

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**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

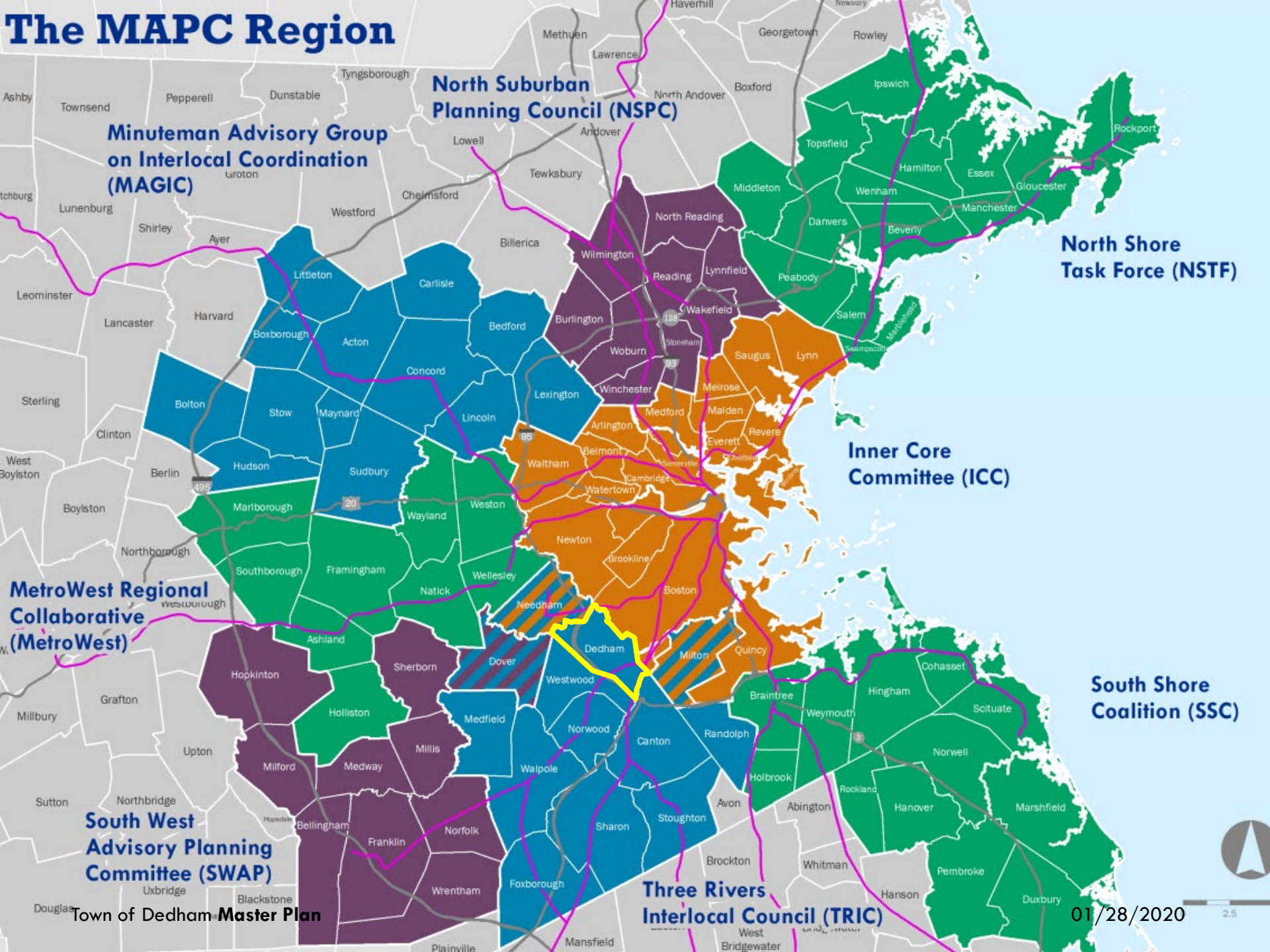
**Alix M. O'Connell** Planning Board Appointee

**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)**

**South Shore Coalition (SSC)**

**Three Rivers Interlocal Council (TRIC)**

**South West Advisory Planning Committee (SWAP)**

**MetroWest Regional Collaborative (MetroWest)**

**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*



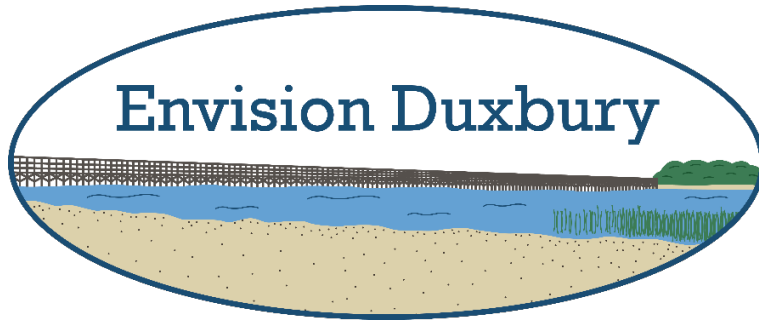
**Lily Perkins-High**  
Analytical Services Manager  
Project Role:  
*Data/Mapping*



# Previous Experience

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 **Cohasset**  
**2019 MASTER PLAN**



**SWAMPSCOTT 2025**  
**THE MASTER PLAN**

## ***Discussion: Roles and expectations***

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- 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

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# Context of master planning

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- 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

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 Community Vision and Goals

 Community Engagement

 Land Use

 Housing

 Economic Development

 Transportation

 Natural, Cultural, and Historic  
Resources

 Community Services and  
Facilities

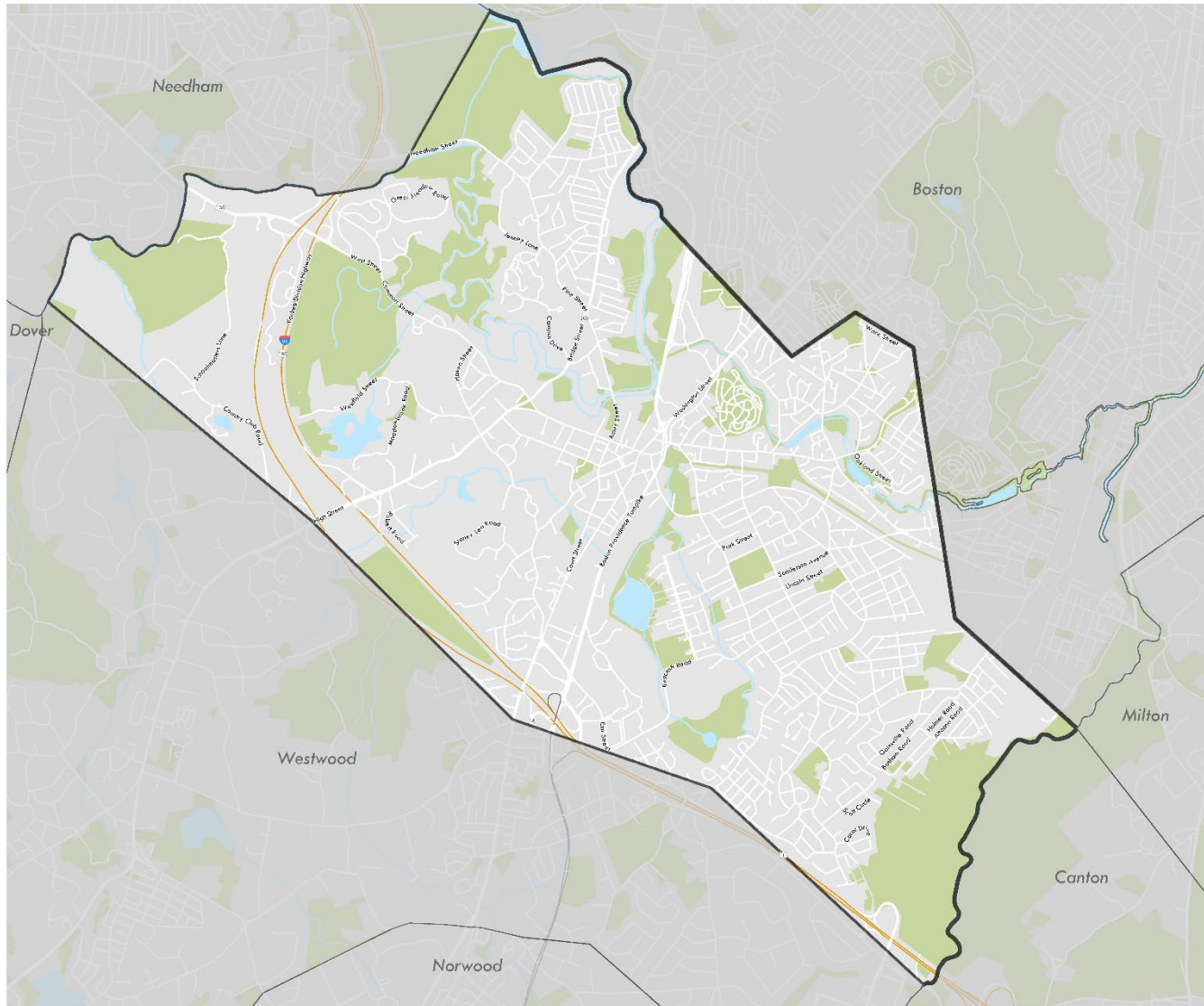
 Governance

 Zoning Bylaw and Map Review

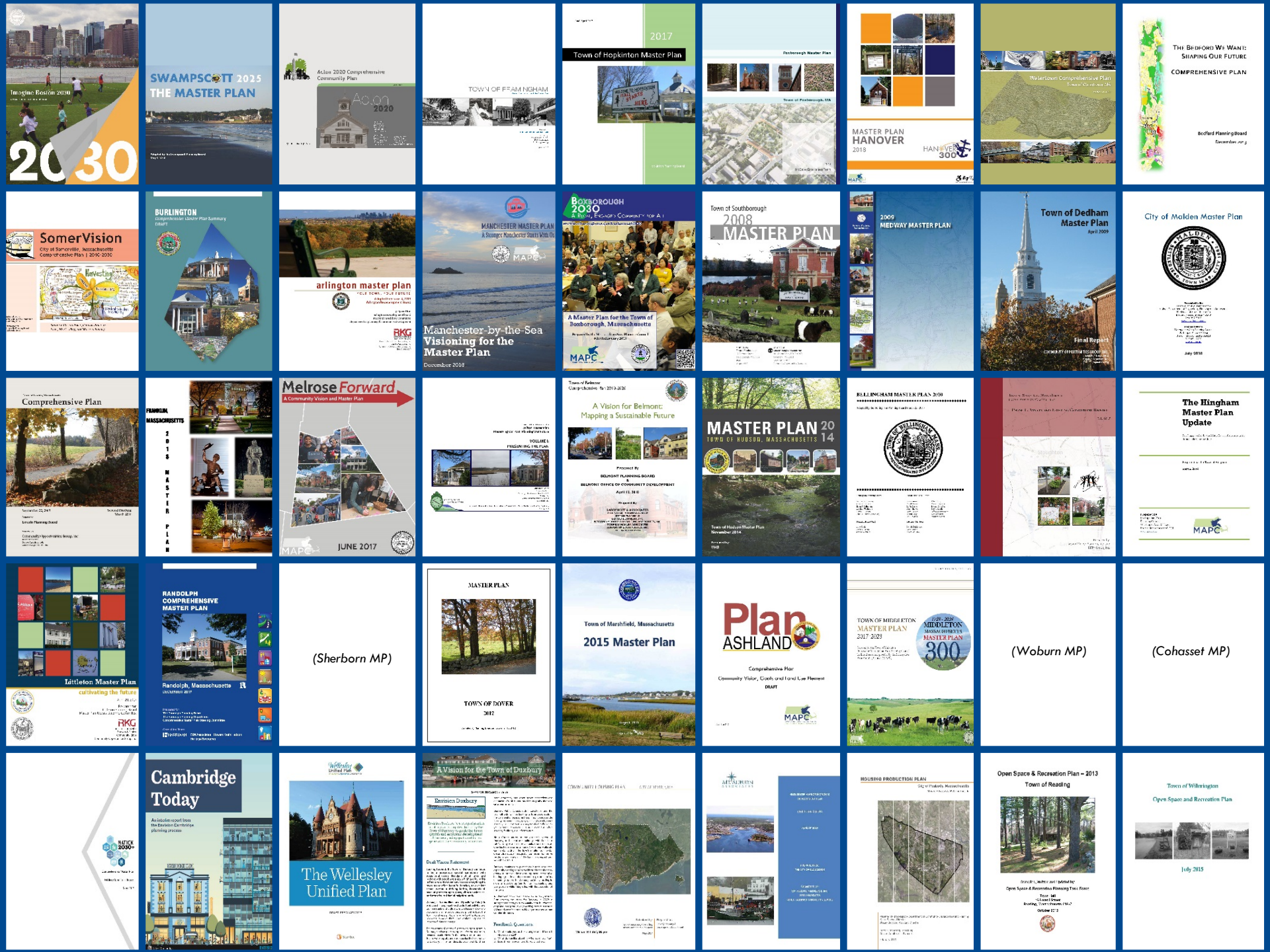
 Public Health and Livability

 Implementation Plan

# Context of master planning



Document Path: K:\Data\GIS\Projects\Current\Projects\Mapro\Tasks\Dedham\Master Plan\Project\_Files\Dedham\MasterPlan\_Template2.mxd



Imagine Boston 2030  
2030

SWAMPSCOTT 2025  
THE MASTER PLAN

Action 2030 Comprehensive  
Community Plan  
2020

TOWN OF FRAMINGHAM  
2017

2017  
Town of Hopkinton Master Plan

Peborough Master Plan  
Town of Peaborough, MA

MASTER PLAN  
HANOVER  
2018

Waterlown Comprehensive Plan  
Town of Waterlown, MA

THE BIRDFORD WE WANT  
SHAPEING OUR FUTURE  
COMPREHENSIVE PLAN  
Birdford Planning Board  
December 2017

SomerVision  
City of Somerville, Massachusetts  
Comprehensive Plan | 2010-2030

BURLINGTON  
Developmental Order Plan Summary  
2017

arlington master plan  
2016

MANCHESTER MASTER PLAN  
A Strategic Manchester Statewide Vision  
2010

BOSBOROUGH  
2030  
A Vision, Economic Commitment & Plan  
2010

Town of Southborough  
2008  
MASTER PLAN

2009  
MEDWAY MASTER PLAN

Town of Dedham  
Master Plan  
April 2009

City of Malden Master Plan  
2010

Comprehensive Plan  
2010

FRANKLIN  
MASSACHUSETTS  
2010

Melrose Forward  
A Community Vision and Master Plan  
2017

Town of Belmont  
Comprehensive Plan 2010-2030  
A Vision for Belmont:  
Mapping a Sustainable Future  
2010

Town of Belmont  
Comprehensive Plan 2010-2030  
A Vision for Belmont:  
Mapping a Sustainable Future  
2010

MASTER PLAN 20  
TOWN OF HUDSON, MASSACHUSETTS 14  
2014

BILLINGHAM MASTER PLAN 2010  
TOWN OF BILLINGHAM, MASSACHUSETTS 10  
2010

2010

The Hingham  
Master Plan  
Update  
2010

Littleton Master Plan  
cultivating the future  
2017

RANDOLPH  
COMPREHENSIVE  
MASTER PLAN  
2017

(Sherborn MP)

MASTER PLAN  
TOWN OF DOVER  
2012

Town of Marshfield, Massachusetts  
2015 Master Plan

Plan  
ASHLAND  
Comprehensive Plan  
Community Vision, Goals and Land Use Plan  
2017

TOWN OF MIDDLETON  
MASTER PLAN  
2017-2023  
2017

(Woburn MP)

(Cohasset MP)

2030

Cambridge  
Today  
2017

The Wellesley  
Unified Plan  
2017

A Vision for the Town of Duxbury  
2017

2017

2017

HUDSONHURST PRODUCTION PLAN  
2017

Open Space & Recreation Plan - 2013  
Town of Reading  
2013

Town of Wilmington  
Open Space and Recreation Plan  
2015

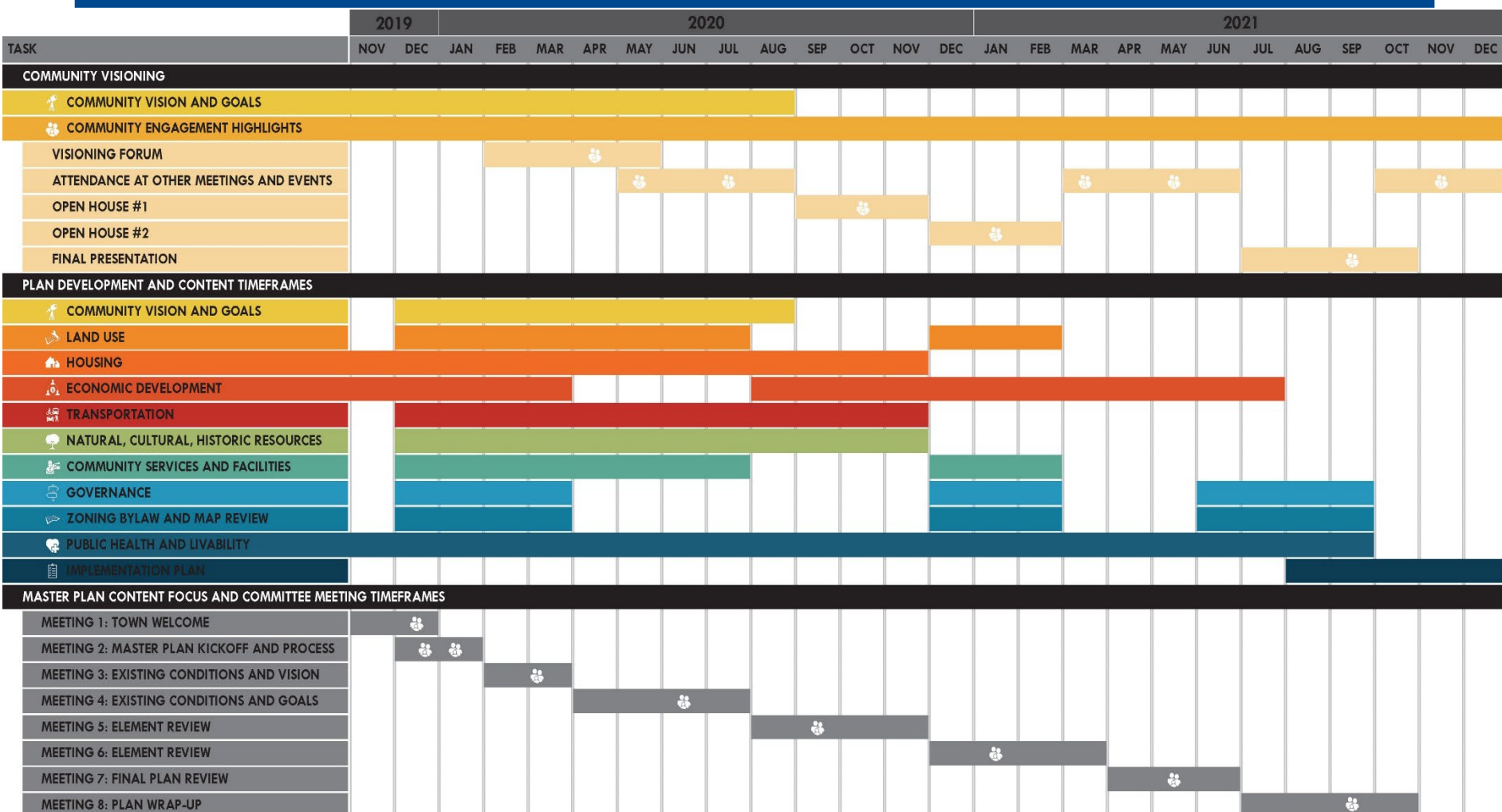
# Context of master planning

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## *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

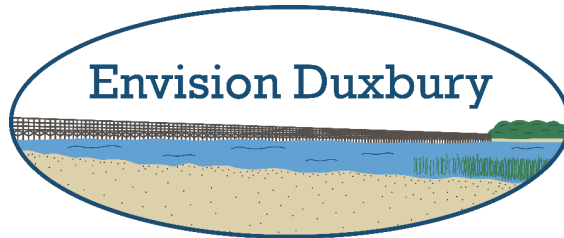


# Discussion: Branding the Plan

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Examples of recent logos:

## Iconic Place



## Iconic Feature



## Meaningful Icon





## **Discussion: Branding the Plan**

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*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

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# Community Engagement Plan

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## ***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**

## ***Discussion: What works for community involvement in Dedham?***

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- 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

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# Visioning Forum *Draft Outline*

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- **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

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# Community Survey Draft Outline

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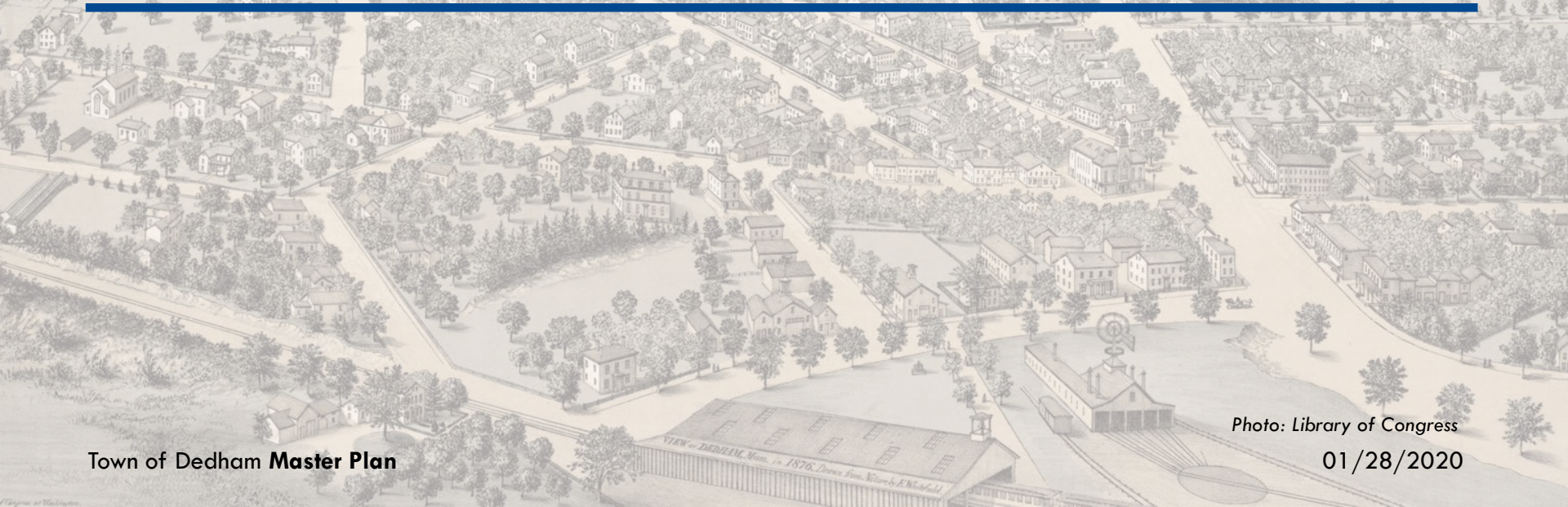
- **Brief introduction**
- **Creating a Shared Community Vision**
  - Community values (choose several from a list)
  - What is most important for the future of Dedham (choose several from a list)
  - Your Vision for the future (open answer)
- **About the Town**
  - General town-wide: Greatest assets (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

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# Other Items/Next Steps

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- **Existing conditions analysis**
- **Initial outreach begins**
- **Town coordination meetings**
- **Committee Tour in February**
- **Next Committee Meeting**



# Dedham Master Plan

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## Master Plan Committee Meeting #2

Tuesday January 28<sup>th</sup>, 2020

