



DEDHAM MIXED-USE DEVELOPMENT SURVEY

KEY TAKEAWAYS AND FEEDBACK FROM THE ONLINE SURVEY DISTRIBUTED FROM OCTOBER 22 - NOVEMBER 8, 2019

372
RESPONSES

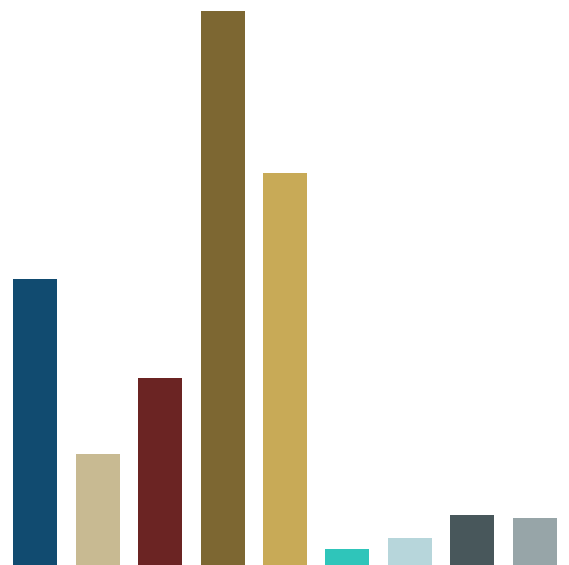
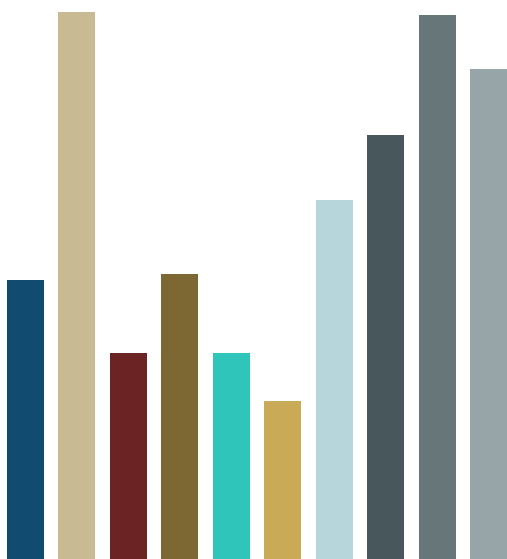
12
QUESTIONS

76%
COMPLETION
RATE

223
COMMENTS
SUBMITTED

WHAT DO YOU LIKE ABOUT DEDHAM SQUARE?

WHAT DO YOU DISLIKE ABOUT DEDHAM SQUARE?

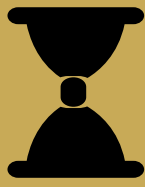


- Stores
- Restaurants/Food
- Activities
- Easy to Get Around
- Access to Parking
- Diversity of People
- Kid/Family-Friendly
- Safe
- Support Locals
- Walkable

- Limited Variety
- Not Enough Restaurants/Food
- Limited Activities
- Traffic
- Difficult Parking
- Unsafe
- Not kid/family-friendly
- Not walkable
- Not affordable



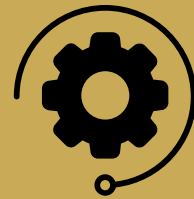
96% LIVED IN DEDHAM



40% LIVED IN DEDHAM FOR 20+ YEARS



34% OF RESPONDENTS WERE 35-44

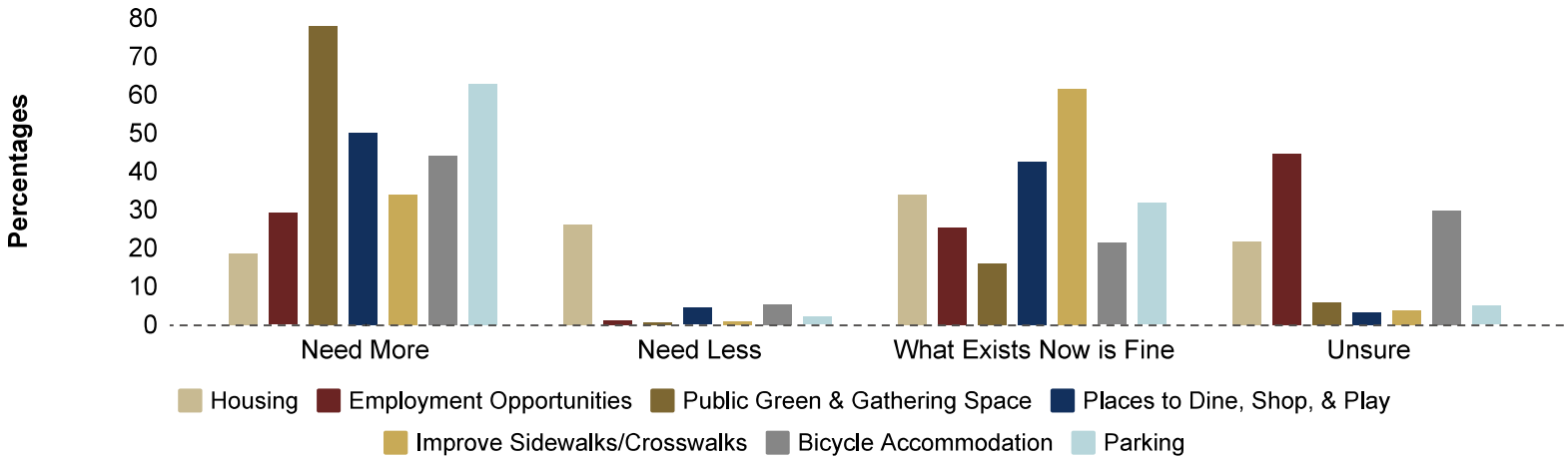


26% WORKED IN DEDHAM

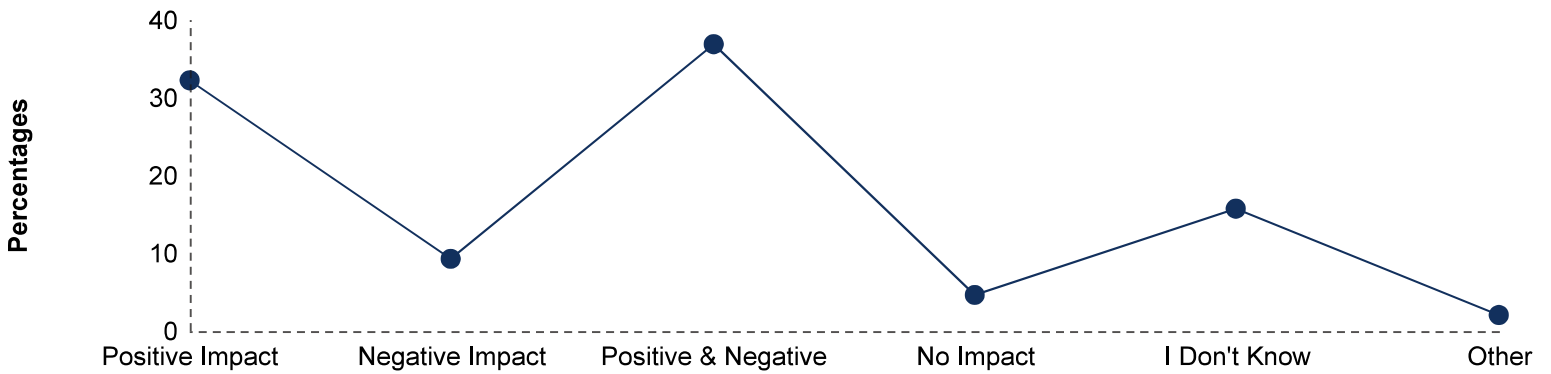


49% VISIT THE SQUARE 1-2X/WEEK

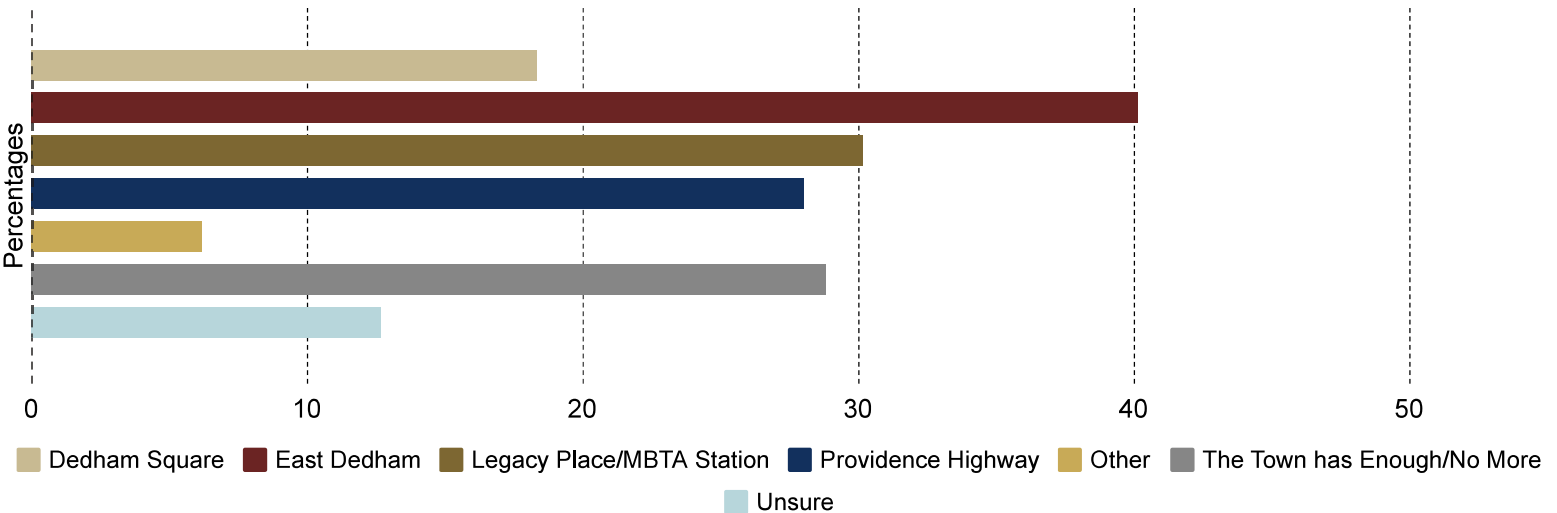
WHAT DOES DEDHAM SQUARE NEED?



HOW HAS MIXED-USE DEVELOPMENT IMPACTED THE SQUARE?



WHERE SHOULD MIXED-USE GO IN DEDHAM?



How long have you lived in Dedham?

- Less than one year: 2.5% of respondents, or 9 people
- 1-2 years: 4% of respondents, or 16 people
- 3-5 years: 13% of respondents, or 47 people
- 6-10 years: 18% of respondents, or 64 people
- 11-20 years: 23% of respondents, or 83 people
- 21-39 years: 23% of respondents, or 83 people
- 40 or more years: 17% of respondents, or 63 people

Please use the dropdown menu to indicate the area you live in according to the map.

- Section 1: 24% of respondents, or 87 people
- Section 2: 13% of respondents, or 46 people
- Section 3: 41% of respondents, or 147 people
- Section 4: 21% of respondents, or 76 people

What is your age?

- Under 18: .27% of respondents, or 1 person
- 18-24: 1% of respondents, or 4 people
- 25-34: 8% of respondents, or 28 people
- 35-44: 34% of respondents, or 126 people
- 45-54: 23% of respondents, or 86 people
- 55-64: 21% of respondents, or 77 people
- 65+: 13% of respondents, or 49 people

Do you work in Dedham?

- Yes: 26%of respondents, or 96 people
- No: 74%of respondents, or 74 people

How often do you visit Dedham Square?

- Every day, I live or work there: 16%of respondents, or 60 people
- Once or twice a week: 49%of respondents, or 181 people
- A few times a month: 26% of respondents, or 95 people
- Sometimes/infrequent: 6% of respondents, or 23 people
- Rarely or never: 3% of respondents, or 11 people

Overall, how would you describe the impact of the existing mixed-use developments on Dedham Square? (Reminder: Mixed-use developments are typically buildings with ground floor retail stores/offices, shops or restaurants with housing located on the upper floors.)

- Overall, they have had a positive impact: 32% of respondents, or 119 people
- Overall, they have had a negative impact: 9% of respondents, or 34 people
- They have had some positive and negative impacts: 37% of respondents, or 136 people
- There has been no impact at all: 5% of respondents, or 17 people
- I do not know/do not have enough information: 16% of respondents, or 58 people
- Other (please specify): 2% of respondents, or 7 people

The seven "Other" responses were as follows:

- "There is too much density in Dedham Sq. The traffic is ridiculous."
- "I feel it is overcrowded and there is an attempt to be all things to all people which is a difficult thing to do. One recent example - sitting in the sun enjoying a cup of coffee conflicted with loud thuds and noises from the boxing club. There are other examples. I am elderly so that could be the problem."
- "I had no idea these existed in Dedham Square."
- "Who lives in them? not the people who work there, not families, so it's a negative impact."
- "I don't go to this area because of the traffic congestion."
- "Higher buildings have removed Dedham from the remaining New England towns with charming quaint feel to them."
- "I am not sure I have enough information. In general, I like the idea. I do not know what the negative effects are! So, I would appreciate more information."

What do you like about Dedham Square? (Choose as many items as you wish.)

- Variety/number of stores: 38% of respondents, or 140 people
- Variety/number of restaurants and other food establishments: 75% of respondents, or 275 people
- Variety of activities/things to do: 28% of respondents, or 103 people
- Dedham Square is easy to get around: 39% of respondents, or 143 people
- Access to parking: 28% of respondents, or 103 people
- Diversity of people in Dedham Square: 22% of respondents, or 79 people
- Kid/family-friendly environment: 49% of respondents, or 180 people
- Safe: 58% of respondents or 213 people
- Supporting local businesses: 74% of respondents, or 273 people
- Walkable: 67% of respondents, or 246 people

And the most frequently mentioned "other" comments:

town love great variety used new
 restaurants square stores parking Dedham
 restaurants people need Dedham Square
 business

What do you dislike about Dedham Square? (Check as many items as you wish.)

- Limited variety of/not enough stores: 36% of respondents, or 130 people
- Limited variety of/not enough restaurants: 14% of respondents, or 51 people
- Limited choices in activities/ things to do: 24% of respondents, or 85 people
- Traffic congestion: 70% of respondents, or 251 people
- Too hard to find a place to park: 49% of respondents, or 178 people
- Unfamiliar with the area today: 0% of respondents
- Unsafe: 2% of respondents, or 8 people
- Not kid/family-friendly: 4% of respondents, or 13 people
- Not walkable: 6.4% of respondents, or 23 people
- Not affordable: 6.1% of respondents, or 22 people

Respondents also said ...

shop cross good businesses go street restaurants hard
 lights small parking
 buildings drive see activities traffic way
 love needs many walk

What does Dedham Square need? Please review the list of items below and tell us what you think.

Item	Needs More	Needs Less	What Exists Now is About Right	Not Sure
Housing Options	19%	26%	34%	22%
Employment Opportunities	29%	1%	25%	45%
Public Green Space	78%	.5%	16%	6%
Places to Dine, Shop, Play	50%	4%	43%	3%
Sidewalk/Crosswalk Improvements	34%	1%	62%	4%
Bicycle Accommodation	44%	5%	21%	29%
Parking	63%	2%	32%	5%

Respondents also said ...

apartments enough traffic love Dedham
 square problem make public
 one need crossing parking see
 square Dedham
 restaurants place lot think spaces
 small time

If more mixed-use developments are built in the future in Dedham, what would be the most appropriate locations for them?

- Dedham Square: 18%, or 68 people
- East Dedham: 40%, or 149 people
- Vicinity of Legacy Place/MBTA Station: 30%, or 112 people
- Providence Highway: 28%, or 104 people
- Other locations (please explain under "other," below): 6.2%, or 23 people
- The town has enough mixed-use developments; there should not be more in the future: 29%, or 107 people
- Not sure/No opinion: 13%, or 47 people

INTERCEPT SURVEYS

As part of the impact assessment, the consultants conducted intercept surveys in Dedham Square on October 14-15, 2019. One hundred and twenty surveys were completed over the course of those two days.

On the first day, interviews were conducted at various locations around the Square. On the second day, they were conducted at the two major intersections of Eastern Avenue and High Street, and Washington Street and High Street. Participants were chosen intermittently based on oncoming foot traffic. There was greater foot traffic on the second day of interviews, generating almost twice the amount of feedback results compared to day one. Individuals who were interviewed had varying knowledge of the moratorium currently in place on mixed-use development for Dedham Square, but most were unaware. The majority (two-thirds of those approached) declined to participate in the survey. Some individuals requested further information about the study before taking part. Others participated despite having little-to-no knowledge of the study or of mixed-use as a development style. Clarification was given to each interviewee before the questioning began, despite their level of knowledge on the topic. Many of the willing participants were not from Dedham.

We asked interviewees about their general opinions of Dedham Square and of mixed-use development, in addition to personal demographic questions. Among those interviewed were business owners in the Square, those visiting for the day, those working in the Square, those who live but do not work in Dedham, and residents of the mixed-use developments located in the Square. The average length of time for the survey was three minutes.



MIXED USE IMPACT STUDY PUBLIC OUTREACH

KEY TAKEAWAYS FROM DEDHAM SQUARE'S INTERCEPT SURVEYS AND BUSINESS INTERVIEWS

INTERCEPT SURVEY FEEDBACK



85% of Respondents Visit Dedham Square Often



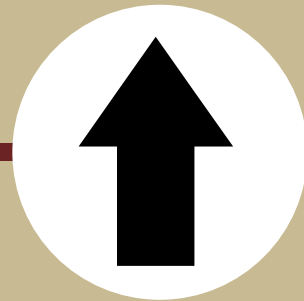
55% of Respondents Live in Dedham



29% Liked Apartments in the Square



38% Want Dedham to Consider Mixed-Use in the Square

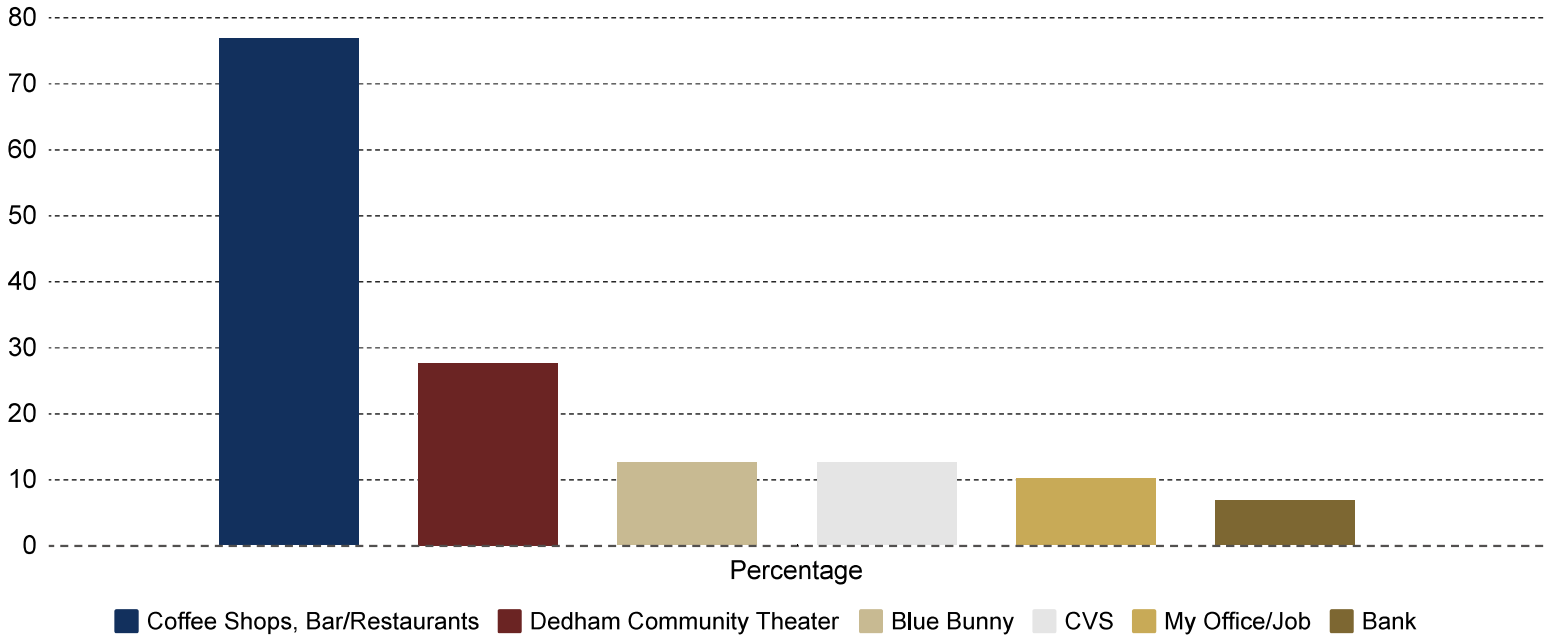


36% Saw Potential for More Apartments in the Square

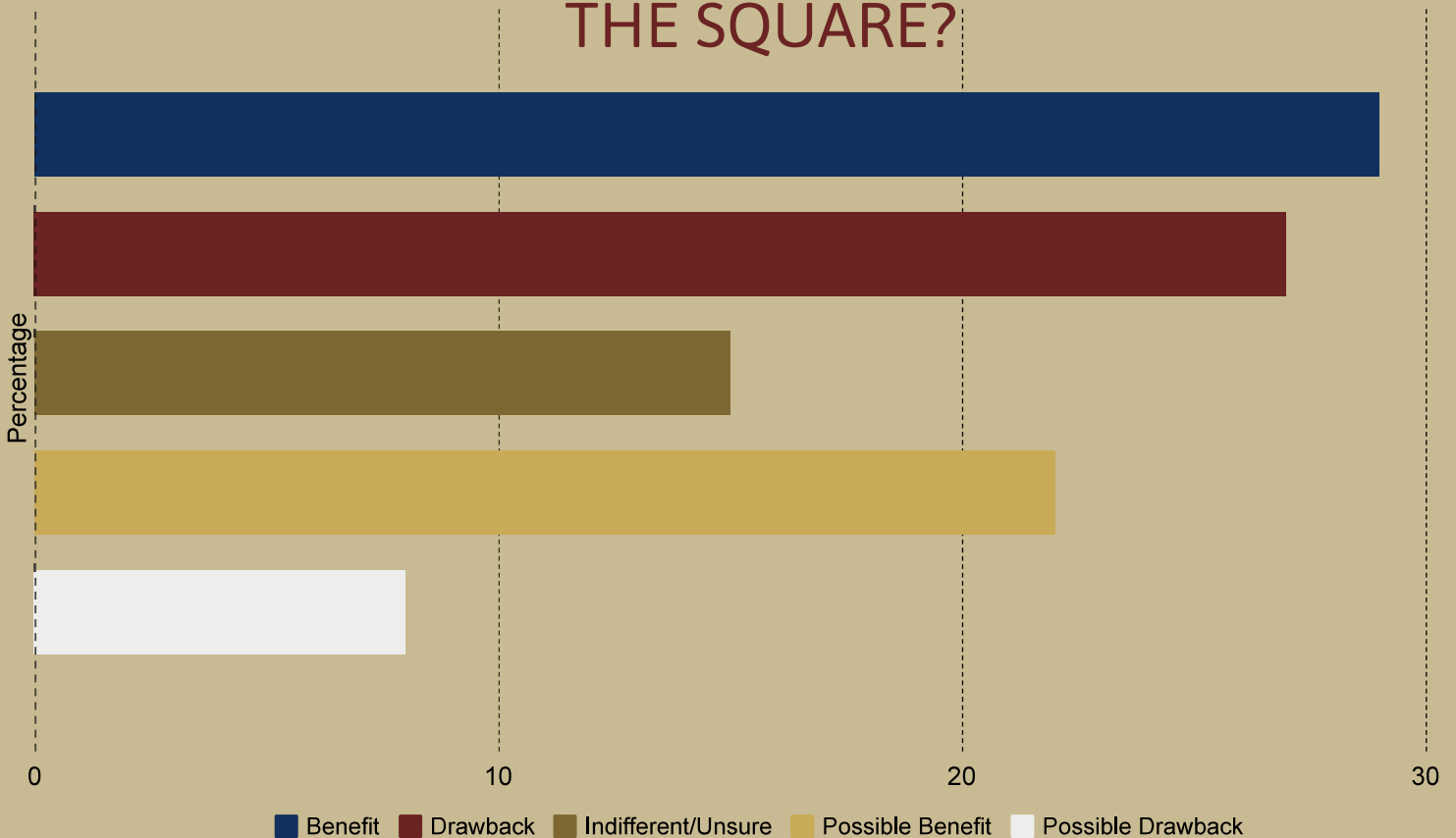
INTERCEPT SURVEY FEEDBACK



BUSINESSES VISITED DURING SURVEYS



WHAT DO YOU THINK OF APARTMENTS IN THE SQUARE?



BUSINESS INTERVIEW FEEDBACK



**43% of Businesses
Have Been in the
Square for 20+ years**



**83% of Those
Interviewed
Have a Local
Customer Base**

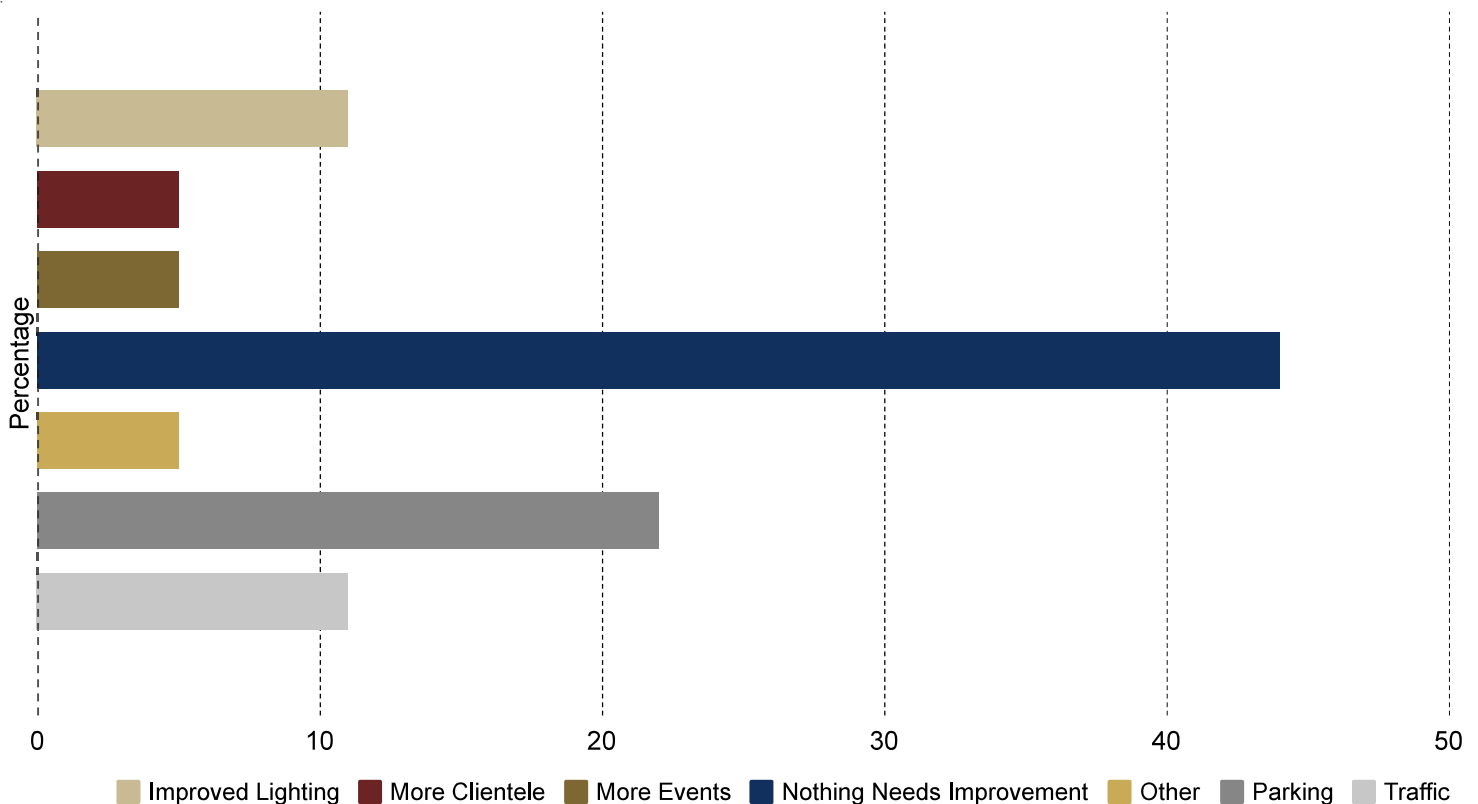


**22% Believe Upper-
Story Apartments have
Positively Impacted
their Business**



**72% Said the
Square is a Good
Place for Their
Business**

WHAT WOULD MAKE DEDHAM SQUARE BETTER?



■ What We Learned

1. Do you live in Dedham?

- 55% of respondents live in Dedham
- 45% of respondents do not live in Dedham

2. Do you come to Dedham Square often?

- 85% of respondents come to Dedham Square often
- 12.5% of respondents do not come to Dedham Square often
- 2.5% of respondents said they come to the Square sometimes



3. Which Dedham Square businesses do you plan to visit while you are here today?

76% of respondents were visiting a coffee shop, restaurant, or bar when they took the survey. The recurring establishments visited were:

- Big Bear Café
 - Café Fresh Bagel
 - Dedham House of Pizza
 - Dedham Square Coffeehouse
 - Deli After Dark
 - Grateful Dedham Diner
 - Horse Thieves Tavern
 - Kouzina
 - Oscar's
 - Pancho's Taqueria
 - Ron's Ice Cream
 - Salem Food Market
 - Vincenzo's
-
- 27.5% were visiting the Dedham Community Theater
 - 12.5% were visiting CVS
 - 12.5% were visiting the Blue Bunny and Mocha Java
 - 10% of interviewees were going to/leaving work or a business they owned in the Square

Each of the other businesses visited used during the surveys include:

- Courthouse Cigar
- Courtyard Florist
- Dedham Travel
- Dedham Women's Exchange
- DeSario Training Systems
- Emily and Addie Children's Boutique
- Gopen Optical
- La Luce Pastry Shop
- Mac and PC Guys
- Mimi's II News
- Nail Salons (Various)
- Nest
- Physical Therapy
- Staples
- The Court House
- Various Dentists
- The JamZone
- The Library
- The Post Office
- The Senior Center
- Town Hall
- Various Banks
- Various Hair Salons
- Yoga Now

4. What do you like most about Dedham Square? The most popular responses were as follows:

- | | |
|--|-------------------------------------|
| ○ All It/Many Things – 4% | Parking – 11.6% |
| ○ Businesses, Bookstore, Theater – 35% | Feeling/Atmosphere – 17.5% |
| ○ Convenient – 9% | The Look/Character - 16% |
| ○ Diversity/Options – 25% | The People – 11.6% |
| ○ Easy to Get to/Accessible – 11.6% | The Square's Growing |
| ○ Events – 4% | Success/Improvements Over Time – 9% |
| ○ Outdoor Seating – 4% | Walkable – 15% |

Other less common and more specific responses were (each were 3 % or less of total responses):

- Affordability
- Different Than Other Areas
- Familiarity with Dedham Square
- Grew up in the Area
- I Do Not Like the Square
- Location
- Maintenance of the Area
- Services There
- The Family Environment
- The Historical Society
- The Layout
- The Library
- Unsure/I do not know

5. What do you dislike most about Dedham Square? The most popular responses were as follows:

- Charging for Parking – 4%
- Dangerous Intersections/Crosswalks – 9%
- Lack of Variety – 5%
- Nothing – 37%
- Parking Availability and Access – 26%
- Parking Machines/Meters – 4%
- Traffic – 14%
- Traffic Lighting and Signage – 4%

Other less common and more specific responses were (each were 3 % or less of total responses):

- Business I Frequent is Gone/Business Turnover
- Lack of accessibility
- Lack of Green Space
- Lack of Pedestrian/Cyclist-Focuses Strategies
- New Apartments and Businesses
- No Dunkin Donuts
- No Public Restrooms
- Noisy/Too Loud
- Not Affordable
- Not Enough Opportunities for People to Meet

- Older Buildings
- Smoking in the Square
- Speeding
- Trash
- Underutilized Space
- Vacant Storefront

6. Do you think having apartments in Dedham Square is a benefit to the area or a drawback?

- 29% of respondents thought that having apartments in Dedham Square would be a benefit to the area
- 27% of respondents thought having more apartments in Dedham Square would be a drawback
- 22% believed they were a possible benefit, dependent upon the approach and/or if certain design standards and traffic remediation measures were taken during the process
- 15% were indifferent or unsure
- 8% believed they were a possible drawback and that other changes in Dedham Square had to be made before considering future development

7. Do you think the Town should consider allowing mixed-use buildings in other parts of Dedham, such as East Dedham or Providence Highway? Why or why not?

- Allow in Dedham Square – 38%
- Allow in the Square with Parking/Traffic/Transit Improvements – 4%
- Allow in the Square with Specific Design Standards in Place – 5%
- Consider Outside of Dedham Square – 40%

Specific areas outside of Dedham Square that were suggested as locations for mixed-use development:

- Anywhere in Town Other Than the Square – 1 mention
- By University Station – 2 mentions
- Dedham Mall – 2 mentions
- East Dedham – 11 mentions
- Just Outside the Square Limits – 2 mentions
- Legacy Place – 6 mentions
- Oakdale – 1 mention
- Precinct 1 - 1 mention
- Providence Highway/Route 1 – 2 mentions
- The Manor – 1 mention

- Hold Mixed-Use Development for Now – 3%
- I Do Not Know/Unsure – 11%
- Not at All – 2.5%
- Outside of the Town of Dedham – 5%
- Worth Evaluating in the Square – 8%

SUMMARY OF BUSINESS INTERVIEWS

To gain a stronger understanding of the community's thoughts on mixed-used development in Dedham Square, we conducted phone interviews with local business owners in the area. In coordination with Dedham Square Circle, businesses were asked five short questions focusing on doing business in the Square and the impacts of mixed-use development thus far. Input from this portion of the Square's population was critical in understanding both the direct and indirect results of the newer mixed-use development that has already been constructed.



The phone interviews were conducted over the course of three days: October 30, 2019, November 15, 2019, and November 18, 2019. We asked 52 businesses for interviews. Eighteen businesses agreed to participate. The interviews took an average of two-to-three minutes to complete.

The businesses that were interviewed were chosen based on information posted on Dedham Square Circle's website. The second day of interviews was the most successful, with seventy-seven percent of total responses collected. Business owners that were interviewed did not inquire as to the reason for the interviews, and none requested further information. Some interviewees were familiar with the concept of mixed-use development; however, the majority were not. Fifty-five percent of those interviewed have been in business in the Square for over fifteen years.

The interview questions were as follows:

1. How long have you been in business in Dedham Square?
2. Where do your customers come from?
3. Overall, do you think having upper-story apartments in Dedham Square has had a positive or negative impact on the businesses here, or no impact at all? Please describe.

4. Overall, do you find Dedham Square to be a good place for your business? What would make it better?

5. Based on your experience, what other parts of Dedham should be considered for mixed-use developments in the future? Any?

■ What We Heard

1. How long have you been in business in Dedham Square?

- 22% of interviewees have been in the Square between 1 and 5 years
- 22% of interviewees have been in the Square between 31 and 40 years
- 16% of interviewees have been in the Square between 6 and 10 years
- 16% of interviewees have been in the Square between 11 and 20 years
- 11% of interviewees have been in the Square for 80 years or longer
- 5% of interviewees have been in the Square between 21 and 30 years
- 5% of interviewees have been in the Square between 61 and 70 years

2. Where do your customers come from?

- 83% of interviewees reported that their customers came from or were local
- 55% of interviewees reported that their customers came from/also came from surrounding towns. Some of the towns mentioned were:
 - Canton
 - Hyde Park
 - Medfield
 - Milton
 - Needham
 - Norwood
 - West Roxbury
 - Westwood
- 22% said areas outside those specified above or did not say
- 11% of interviewees stated their customers came from all over Norfolk County

3. Overall, do you think having upper-story apartments in Dedham Square has had a positive or negative impact on the businesses here, or no impact at all? Please describe.

- 27% believe there has been little-to-no impact on the businesses
- 22% of interviewees believe the upper-story apartments have had a positive impact
- 22% have reported there has been only a slightly positive impact
- 16% of interviewees said they did not know or were unsure
- 5% reported that there was both positive and negative impacts on businesses
- 5% of interviewees believe they have had a negative impact on the businesses
- 5% have reported there has been a slightly negative impact

4. Overall, do you find Dedham Square to be a good place for your business? What would make it better?

- 72% of those interviewed said that Dedham Square is a good place for their business
- 16% said that the Square is sometimes a good place for their business
- 16% said that the Square is a good place for their business, but it does need certain improvements

The following issues were reported as needing improvement or were stated as what would make Dedham Square better:

- Improved lighting – 11%
- More Clientele – 5%
- More events – 5%
- Nothing Needs Improvement – 44%
- Other – 5%
- Parking – 22%
- Traffic – 11%

5. Based on your experience, what other parts of Dedham should be considered for mixed-use developments in the future? Any?

- 44% were unsure/did not know
- 27% said that no other parts of Dedham should be considered and/or that Dedham has enough already
- 27% said that anywhere in Dedham would be suitable if parking is provided
- 16% of interviewees said East Dedham should be considered
- 11% of interviewees said Dedham Square should be considered
- 5% of interviewees said Riverdale should be considered
- 5% of interviewees said outside of Dedham Square, but did not specify where

