

***The Malden Vision*****DRAFT**

Malden is a city of strong values underscored by neighborhood and city-wide pride, an unrivaled public education system and multiple transportation choices. We welcome the contributions made by our citizens and believe that our diversity strengthens Malden. Proactive communication is the centerpiece of our vision, conveying our values, services and standards to all. Growth and development mirrors our community values and is strategically managed to benefit the entire community. Neighborhood integrity is preserved by a well-planned mix of residential, commercial and retail venues that is pedestrian-oriented, at human scale, and accommodates new growth compatible with existing neighborhood aesthetics, density, and scale. Our clean streets, sidewalks and properties and commitment to safety and security ensure an attractive, pleasant and welcoming place for all. Developers and property owners follow the City's standard for constructing and maintaining attractive buildings, parks and open spaces, cultural and historic treasures and infrastructure that represent our city and generate civic pride. The City has innovative, clear, and enforceable standards that ensure protection of historic resources and commitment to the environment and sustainability.

The Malden Vision is actively used as a guide for making decisions based upon the community's collectively identified needs and goals.

***Transportation Goal Statement*****DRAFT**

Malden will provide and maintain safe and efficient networks for all modes of transportation. Our neighborhood quality of life will continue to be enhanced by safe streets, walkability, and connectivity to many community and regional resources. Convenience and ease will remain a priority to accessing our community. In support of viable neighborhoods and economic activity, we will support pedestrian-oriented streetscapes and major thoroughfares while providing adequate parking for multiple destinations and attractions. Safe streets and sidewalks will connect our neighborhoods, schools, municipal and community buildings, and recreational amenities.

**Key Actions:**

- 1. Consider current and projected transportation needs and demands of community, including seniors**
- 2. Identify ways to enhance pedestrian, bicycle, and automobile connections within the City and to surrounding communities**
- 3. Reduce speed and volume of traffic on neighborhood roads**
- 4. Provide safe and convenient connections between neighborhoods, parks and open space areas, commercial areas, and other community resources**

***Residential Development Goal Statement*****DRAFT**

Malden has a diverse housing stock with a range in home prices and rents that suit a variety of income levels, age groups, and needs. We will continue to offer housing opportunities that meets the needs of Malden residents of all ages and income levels. We will preserve and maintain neighborhood integrity by balancing homeownership and rental opportunities. Our public and private partners will promote a clean, litter-free, and safe walking environment and experience for all who live, work, and visit our city. Our quality neighborhoods will continue to provide open space and recreational opportunities for all ages to enhance livability. Housing choices close to our public transit systems will help us to preserve our historic homes and neighborhoods and protect our natural resources.

**Key Actions:**

- 1. Provide and maintain housing for many income levels**
- 2. Balance new rental development with homeownership development opportunities**
- 3. Assess housing needs for specific groups, including first-time buyers, seniors, lower-income residents, and those with disabilities**
- 4. Provide Tenant/ Landlord education about the rights and responsibilities of each party**
- 5. Ensure safe, clean, and secure neighborhoods**

***Economic Development Goal Statement*****DRAFT**

Our vibrant community has a diverse tax base that protects and improves our quality of life while respecting the existing culture and community character. Planned business and economic development opportunities, such as retail, commercial, light industry, and the creative economy, will stimulate economic growth and development and keep Malden an affordable place to live. Businesses and entrepreneurs will be supported with training and education and a navigable permitting and licensing process to encourage their development, growth, and retention. Our job and talent force will be equally diverse, trained, educated, and able to access opportunities. Exceptional learning opportunities will be available for all ages and abilities. We will spotlight all of our shopping destinations, ensuring that they are well-planned and maintained and able to be accessed by all. Malden Square will be our economic pride, a showcase of cohesive, thoughtful planning and design with a variety of shopping, cultural, recreational and entertainment choices, offices and commercial opportunities, living options, and clean, safe streets and sidewalks that are easy for all to enjoy and access.

**Key Actions:**

- 1. Diversify employment opportunities for lower-income workers to high-tech start up entrepreneurs**
- 2. Revitalize Malden Square, provide more retail options**
- 3. Create a plan for cultural resources and promote them**
- 4. Simplify permitting and licensing process**

**Community Facilities and Services Goal Statement****DRAFT**

Malden's community facilities and services support our quality of life and community needs. We will implement, maintain, and upgrade essential community facilities and services to meet current needs and support growth where feasible and appropriate. Our community facilities will be high quality public spaces for all to enjoy and access. A high level of public safety and security will be ensured and enforced. Fairness in permitting and compliance with State and Local Building Codes and Zoning will be paramount, showcasing that we are a community of high standards, ensuring our personal and public safety and upholding a trusted, well-regarded system of oversight. As a community we will efficiently and openly communicate, educate, collaborate, and cooperate on projects and issues of concern to Malden and the region.

**Key Actions:**

- 1. Ensure compliance and enforcement of State and Local Building Codes and Zoning**
- 2. Clean, plow, and fix (catch basins, street signs, sidewalks, lead pipe removal)**
- 3. Increase law enforcement: provide more police on foot/ bikes**
- 4. Assess community space needs for youth, elders, immigrants, and families**

## **5. Assess permitting process for fairness, timeliness, and consistency with local planning**

### ***Natural and Cultural Resources Goal Statement*      DRAFT**

Malden highly values, preserves, and protects our open spaces, natural and cultural resources. Our community boasts unique geographic and natural features and recreational opportunities, including Fellsmere Pond, Waitt's Mount, the Malden River, parks and playgrounds, and tree-lined streets benefit our economy and the region at large. These important assets contribute significantly to the quality of living and doing business in our community. We will provide superior recreational and cultural facilities and opportunities that support access to and appreciation of our resources. We will encourage and foster a social and economic climate that nurtures creativity in all forms. We will promote our resources, including coordination with local and regional initiatives and organizations, and celebrate them as a community. Malden will strive to provide cultural and educational facilities in support of all citizens.

#### **Key Actions:**

- 1. Preserve, enhance, and maintain open space and natural resources**
- 2. Coordinate protection and promotion of Malden's natural and cultural resources**
- 3. Protect architecturally-significant buildings and neighborhoods**
- 4. Promote local arts and cultural resources**

## **5. Improve passive and active recreational opportunities**