



21

COMMUNITY
MITIGATION
FUND

___ check if joint application

APPENDIX F - 2021 Community Planning Grant Application

(formerly known as Non-Transportation Planning)

BD-21-1068-1068C-1068L-56499

Please complete entire the Application

1. PROJECT INFORMATION

a) NAME OF MUNICIPALITY/GOVERNMENT ENTITY/DISTRICT

City of Malden

b) PROJECT NAME (LIMIT 10 WORDS)

Broadway Corridor Zoning Improvements

c) BRIEF PROJECT DESCRIPTION (LIMIT 50 WORDS)

Complete a zoning and land use review and propose amendments that reduces the number of zoning districts within the Corridor from five (5) to three (3) subdistricts. This will help to remove barriers to development within the Corridor and allow it to attract specific industry clusters.

d) CONTACT PERSON(S)/TITLE (Persons with responsibility for this grant)

Dan Grover, Treasurer, responsible for handling of funds
Deborah Burke, Executive Director, Malden Redevelopment Authority (MRA)-grant administration
Evan Spetrini, MRA Senior Planner-grant administration
(Ms. Burke & Mr. Spetrini will be the day-to-day points of contact on this project).

e) PHONE # AND EMAIL ADDRESS OF CONTACT PERSON(S)

Grover: dgrover@cityofmalden.org; 781-397-7090
Burke: dburke@maldenredevelopment.com; 781-324-5720 ext. 5725
Spetrini: espetrini@maldenredevelopment.com; 781-324-5720 ext. 5736

f) MAILING ADDRESS OF CONTACT PERSON(S)

Malden City Hall
215 Pleasant Street, 3rd Floor
Malden MA 02148

2. IMPACT DESCRIPTION/CONNECTION TO GAMING FACILITY

a) Please describe in detail the impact that is attributed to the operation of a gaming facility.

See Attached Document

b) Please provide documentation, specificity or evidence that gives support for the determination that the operation of the gaming facility caused or is causing the impact (i.e. surveys, data, reports).

See Attached Document

c) How do you anticipate your proposed remedy will address the identified impact.

See Attached Document

3. PROPOSED USE OF COMMUNITY PLANNING FUNDS (Please attach additional sheets/supplemental materials if necessary.)

a) Please identify the amount of funding requested.

See Attached Document

b) Please identify below the manner in which the funds are proposed to be used. Please provide a detailed scope, budget and timetable for the use of funds.

See Attached Document

- c) Please provide documentation (e.g. - invoices, proposals, estimates, etc.) adequate for the Commission to ensure that the funds will be used for the cost of planning to mitigate the impact.**

See Attached Document

- d) Please describe how the planning request will address the impact indicated. Please attach additional sheets/supplemental materials if necessary.**

See Attached Document

- e) For joint grant requests, please state the amount requested for the joint request. Please also state the amount of any Regional Planning Incentive Award requested and provide separate detail on the use of these additional funds.**

N/A

4. CONSULTATION WITH REGIONAL PLANNING AGENCY (RPA)/NEARBY COMMUNITIES

- a) Please provide details about the Applicant's consultation with the Regional Planning Agency serving the community and nearby communities to determine the potential for cooperative regional efforts regarding planning activities.**

See Attached Document

5. MATCHING FUNDS FROM GOVERNMENTAL OR OTHER ENTITY

- a) Please demonstrate that the governmental or other entity will provide significant funding to match or partially match the assistance required from the Community Mitigation Fund.**

See Attached Document

- b) Please provide detail on what your community will contribute to the planning projects such as in-kind services or planning funds.**

See Attached Document

6. RELEVANT EXCERPTS FROM HOST OR SURROUNDING COMMUNITY AGREEMENTS AND MASSACHUSETTS ENVIRONMENTAL POLICY ACT (MEPA) DECISION

a) Please describe and include excerpts regarding the impact and potential mitigation from any relevant sections of the community's Host or Surrounding Community Agreement.

See Attached Document

b) Where applicable, please also briefly summarize and/or provide page references to the most relevant language included in the most relevant MEPA certificate(s) or comment(s) submitted by the community to MEPA.

See Attached Document

c) Please explain how this impact was either anticipated or not anticipated in that Agreement or such MEPA decision.

See Attached Document

d) If planning funds are sought for mitigation not required under MEPA, please provide justification why funding should be utilized to plan for such mitigation.

See Attached Document

7. INTERNAL CONTROLS/ADMINISTRATION OF FUNDS

a) Please provide detail regarding the controls that will be used to ensure that funds will only be used to address the impact.

See Attached Document

- b) Will any nongovernmental entity receive funds? If so, please describe. If non-governmental entities will receive any funds, please describe what reporting will be required and how the applicant will remedy any misuse of funds.

See Attached Document

**NO COMMUNITY IS ELIGIBLE FOR MORE THAN ONE COMMUNITY PLANNING
REGIONAL PLANNING INCENTIVE AWARD.**

8. CERTIFICATION BY MUNICIPALITY/GOVERNMENTAL ENTITY

On behalf of the aforementioned municipality/governmental entity I hereby certify that the funds that are requested in this application will be used solely for the purposes articulated in this Application.

By:




Signature of Responsible Municipal
Official/Governmental Entity

Date:

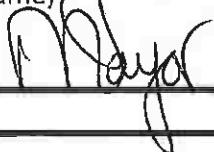
02/01/2021

(print name)



(print name)

Title:



2. IMPACT DESCRIPTION/CONNECTION TO GAMING FACILITY:

a) The City of Malden, which has a surrounding community agreement with Wynn, MA LLC, is requesting \$50,000 in Community Planning Grant funds to complete a Broadway Corridor Zoning and Land Use Study. This study will build upon the work done in the Broadway Corridor Study Framework Plan, also funded by the Gaming Commission, which recognized the need for comprehensive Zoning and Land Use reform in their recommendations.

The impact that is attributable to the operation of the gaming facility is that there is a profound disparity once travelers cross the Everett/Malden border on south Broadway and encounter the enhanced streetscapes of Everett. The typology and economic situation differs considerably from the built-out urban mixed-use nature of Broadway in Everett. The connective Corridor through Malden is made up of predominately large parcels of strip commercial uses, light manufacturing, and some residential uses with portions of the corridor are underutilized or in decline. In short, the positive impact of the EBH on the Everett side of Broadway has caused the Malden side to suffer by comparison.

What is holding back the Malden side of the corridor from realizing the benefits of its proximity to the EBH is that the corridor as currently construed is a mix of five different zoning designations that has myriad conflicting uses. The lack of cohesive zoning and the mix of permissible uses has prevented this main travel way from achieving relevancy as an approach to the EBH. Therefore, planning is needed to determine appropriate zoning and land use to mitigate negative impacts from the gaming facility and take advantage of new economic opportunities. This includes protecting existing desirable uses, ensuring new development will benefit Malden's community character, and providing a path to harness positive resort-driven economic impacts and provide Corridor evolution.

b) The Broadway Corridor Study Framework Plan, funded by the Gaming Commission and upon whose recommendations this rezoning effort is based, characterized the corridor as "Current conflicting uses: automotive/machine shop use between residential use (single-family home and apartment building) ...historical development patterns result in conflicting land uses that abut each other, it often leads to nuisance complaints and negatively impacts quality of life. This has an adverse effect on the public health, safety, and welfare of a community. To achieve the vision as set forth in this Framework Plan, land uses will have to evolve over time to become more mixed-use and complementary in nature."

c) The Broadway Corridor Study Framework Plan, funded by the Gaming Commission and upon whose recommendations the Zoning and Land Use review effort is based, concluded that amending the Zoning to "Modify dimensional standards to promote a more urban built environment" would be beneficial to attracting the type of development that can take advantage of the proximity to EBH. Zoning is the mechanism to facilitate that longer-term change and by focusing on changing its land use policy and regulations, the City has tools available to facilitate positive changes in the Corridor over time. As far as Land Use, their report recommends amending the "Table of Intensity Regulations for uses within a new Broadway Corridor Zoning District" to ensure that the Broadway Corridor is able to realize its full potential as the gateway to the EBH.

3. PROPOSED USE OF COMMUNITY PLANNING FUNDS:

a) The City of Malden is requesting \$50,000 to be used to craft zoning language for three new districts along the Broadway Corridor, as recommended in the Broadway Corridor Framework Plan. The funds will be used to engage a planning consultant to provide cohesive zoning and the mix of permissible uses, as well as an action plan to implement these recommendations. This document will build upon the work done in the Broadway Corridor Framework Plan, also funded by the Gaming Commission, and will address the mismatched zoning and the conflicting uses in the corridor. This will be accomplished by providing the City of Malden a clear and action-oriented plan to reduce the number of zones while also enhancing uses for gaming facility-driven economic opportunities to grow Malden's business community and provide Corridor cohesiveness.

The City of Malden estimates that \$50,000 will cover the consultant work needed for this planning study. This estimate is based on the City's comparable plan for the Broadway Corridor Study Framework Plan, which was funded through a \$50,000 Massachusetts Gaming Commission Non-Transportation Planning grant.

The cost for the Broadway Corridor Zoning and Land Use study will be equal due to a similar scope focusing solely on zoning and land use recommendations. Costs will be kept down by utilizing previously compiled economic and land use data, and in-kind services from the Malden Redevelopment Authority and the City.

b) The Malden Redevelopment Authority (MRA), in partnership with the City of Malden, will collaborate with qualified firms to complete a Zoning Improvement Analysis. The goal will be to modify current zoning, dimensional standards, and table-of-use regulations to promote a corridor more prone to capitalizing on proximity to the EBH.

Scope of Work:

1. Review current zoning, dimensional standards, and table-of-use regulations.
2. Meet with City and MRA staff to discuss.
3. Establishing a technical advisory committee that includes elected officials, Executive Director of the MRA, Business Development Officer, Building Commissioner, and City and MRA Planners. Tasks include interviews with property owners, business owners, and other stakeholders.
4. Propose zoning amendments that reduces the number of zoning districts within the Corridor from five (5) to three (3) subdistricts.
5. Propose dimensional standards for each zone that align with preferred uses.
6. Propose Table-of-Use changes for each zone that is designed to attract companies that would benefit from the proximity to EBH.
7. Hold community and council meetings to present analysis and proposals.
8. Incorporate feedback.
9. Finalize report

c) The City of Malden and MRA have not yet obtained a formal quote or proposal for the completion of this work.

d) The end result of this planning request will be a comprehensive zoning package that encourages desired uses, enhances walkability, and promotes livability. This will be accomplished by reducing the number of zones along the corridor, targeting specific uses so as to encourage their utilization, and by modifying dimensional standards create aesthetically pleasing streetscapes so as to compare favorably to the Everett side of Broadway.

Additionally, we are exploring public infrastructure improvements that can tie into new development to create a better environment. In this sense, a better environment includes the way buildings, sidewalks, roadways, and greenspace all relate to each other. These efforts in total will facilitate private investment and encourage turnover in land uses to more preferred, complementary uses, consistent with the Corridor Vision.

4. CONSULTATION WITH REGIONAL PLANNING AGENCY (RPA)/NEARBY COMMUNITIES

a) The City of Malden decided to not partner with neighboring communities on this application. The zoning, uses, and issues impacting Broadway in Malden differ significantly from those in Everett. Broadway in Malden is made up of predominately larger parcels that host auto-oriented commercial uses, small light manufacturing facilities, and limited residential uses. Portions of the Corridor are underutilized with low densities or large parking areas. Retail vacancy is currently higher along the Corridor as older businesses no longer meet modern demands. This differs considerably from the highly urbanized small lot, built-out, and mixed-use nature of Broadway in Everett. These differences make planning for the length of the Corridor in a single study problematic, as they are very different in character and challenges.

5. MATCHING FUNDS FROM GOVERNMENTAL OR OTHER ENTITY:

a) There will not be an additional funding match for this project but it will build off of previous investments by the Gaming Commission to develop the Broadway Corridor Framework plan.

b) The City of Malden and its partner agency, the Malden Redevelopment Authority (MRA), will provide in-kind services to support this planning project. The MRA and the City will provide previously acquired data related to land use, economic conditions, and other factors. The MRA will also dedicate its Senior Planner as the project manager for this plan. The Senior Planner and other MRA staff as needed, will provide in-kind technical assistance, coordinate public or other meetings, develop materials, collect data, and interface directly with city officials, property owners, and other stakeholders. The City will offer the services of its Strategy and Business Development Officer to provide technical assistance and additional economic development data. The City will make available staff assistance from all municipal departments relevant to the project, including Permits, Inspections and Planning Services, Public Works, and Engineering.

6. RELEVANT EXCERPTS FROM HOST OR SURROUNDING AGREEMENTS AND MASSACHUSETTS ENVIRONMENTAL POLICY ACT (MEPA) DECISION:

a) Malden's Surrounding Community Agreement notes that:

“Malden believes that the Project will bring economic development to Malden, create new jobs for Malden residents and new sources of revenue for the Malden business community, and as such, Malden desires to enter into this Agreement with Wynn to address the anticipated impact on Malden businesses, residents, infrastructure, public safety, transportation and roadway needs.... Wynn desires to mitigate any adverse impacts from the development and operation of the Project through the means described herein in accordance with the Act, and Malden desires to mitigate any anticipated adverse impacts from the development and operation of the Project”

However, the agreement did not anticipate physical economic development, land use as barrier to the gaming-facility-driven benefits, particularly along this critical route to and from the resort. Malden needs to plan to overcome these structural impediments to attract any gaming-facility-driven development along the Broadway Corridor.

b) N/A

c) What was not anticipated was the difficulty in overcoming the barrier to attracting new uses to the Broadway Corridor. The corridor is unworkable as currently construed due to the unsystematic application of zones and uses in the corridor. Without a reconfiguring of the zoning and adapting uses related to the gaming industry, the intended benefits described in the Surrounding Community Agreement will never come to fruition.

d) N/A

7. INTERNAL CONTROLS/ADMINISTRATION OF FUNDS:

a) The City of Malden will document all mitigation funds received to ensure that these funds are spent for the above-stated purpose.

b) N/A

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	Municipality	MALDEN	Date	2/3/2021																
	MassDOT District	4	Name/Title	Maria Luise / Special Assistant to Mayor Gary Christenson																
Project Details			EJ	Complete Streets Location			Project Origin and Type		Complete Streets Needs						Complete Streets Funding Request			Constructio		
Rank	Project Name	Project Description	Environmental Justice Population	Project Limits	Project Start Location: X,Y Coordinates (MA State Plane meter)	Project End Location: X,Y Coordinates (MA State Plane meter)	Complete Streets Project Origin (planning documentation or supporting analysis)	Complete Streets Project Type (refer to the Eligible Projects Worksheet)	Safety	ADA Accessibility	Pedestrian Mobility	Bicycle Mobility	Transit Operations and Access	Vehicular Operations	Freight Operations	Will this project be in Coordination with other Communities? (list, if applicable)	Total Estimated Project Cost	Complete Streets Funding Requested	Other Funding Source(s) and Amount (if applicable)	Anticipated Construction Duration (number of months)
24																		\$ 1,300,097		

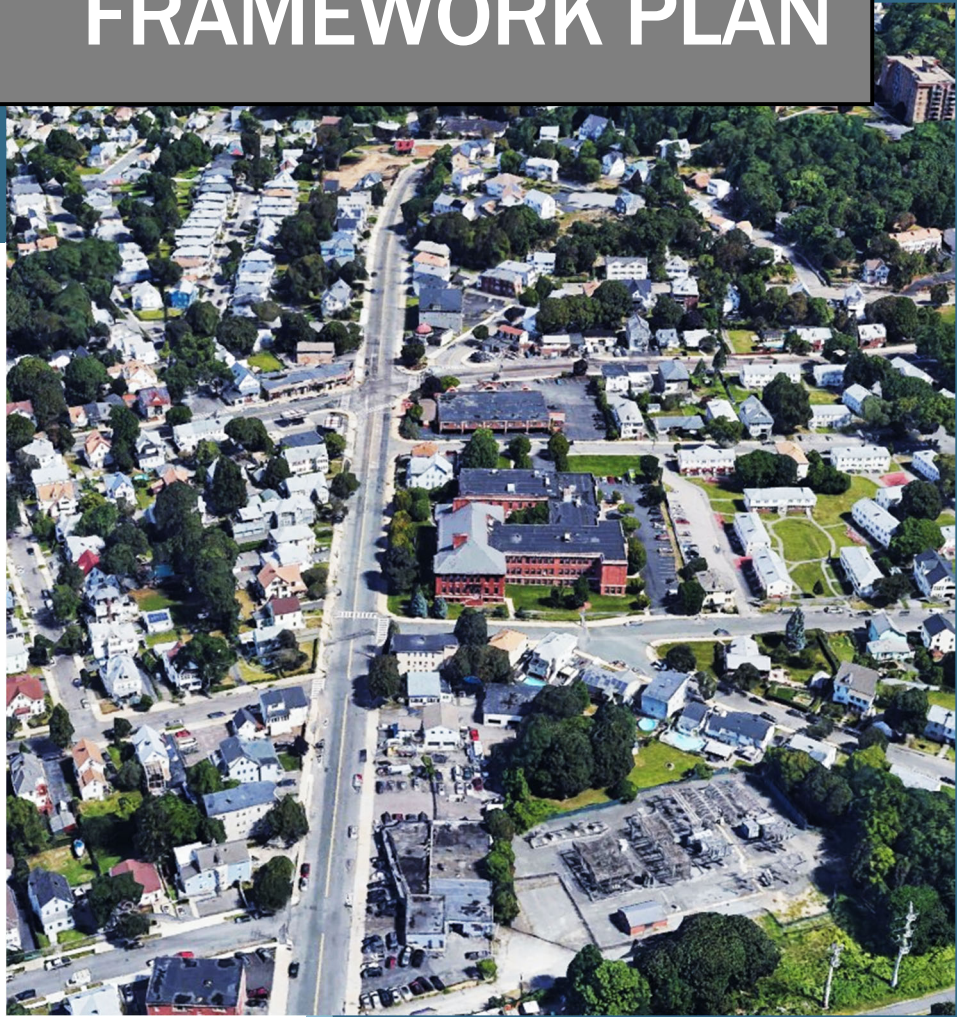
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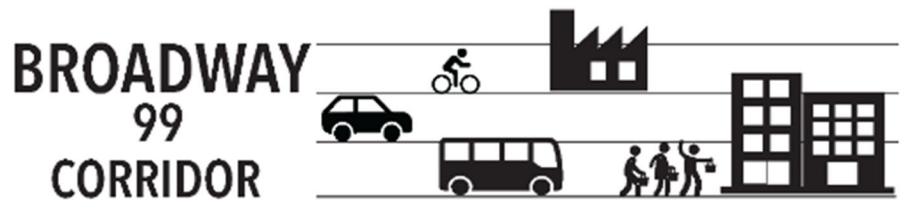
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BROADWAY (ROUTE 99) CORRIDOR FRAMEWORK PLAN



Prepared for the City of Malden and
the Malden Redevelopment Authority

October 2020



SPONSORSHIP

The City of Malden and the Malden Redevelopment Authority (MRA), with funding provided by the Massachusetts Gaming Commission, were assisted by a consultant team to develop a land use and economic development plan for the Broadway (Route 99) Corridor. The grant funding for this project was used to evaluate certain conditions along the corridor and provide the City of Malden and MRA with a clear and action-oriented plan to protect important uses, prepare for and regulate new development along the Corridor, and utilize Encore Boston Harbor-driven economic opportunities to grow Malden's business community and prevent Corridor erosion.

The consultant team was comprised of BSC Group and RKG Associates.

ACKNOWLEDGMENTS

CITY OF MALDEN

Mayor Gary Christenson

Kevin Duffy, Strategy & Business Development Officer

Michelle A. Romero, City Planner

MALDEN REDEVELOPMENT AUTHORITY

Deborah Burke, Executive Director

Evan Spetrini, Senior Planner and Policy Manager

SPECIAL THANKS

The project team would like to thank the property owners, business owners, and residents who took the time out of their busy schedules to discuss their thoughts on this key transportation corridor through one-on-one conversations, community meetings, or via an online survey.

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EXECUTIVE SUMMARY

INTRODUCTION

The Route 99/Broadway Corridor (“the Corridor”) is an approximately 74-acre area in Malden that extends from the border of the City of Everett in the south to the border of the City of Melrose in the north. The project boundaries encompass both sides of the Rt. 99/Broadway Corridor for a length of approximately 1.7 miles. More suburban than urban in nature, the Corridor in Malden contains a mix of uses including retail, residential, strip malls, industrial, commercial, and entertainment. This *Corridor Framework Plan* consists of detailed analysis and specific recommendations that are intended to complement prior planning efforts completed by the City of Malden.

PURPOSE AND SCOPE OF WORK

This *Corridor Framework Plan* seeks to:

- Define the community’s vision and desires for the character of this important Corridor;
- Understand physical conditions, existing uses, parcel characteristics and economic conditions along the Corridor;
- Conduct and integrate market analysis to formulate a practical economic vision;
- Identify an appropriate balance of uses (hotel/retail/office/industrial/residential) along the Corridor;
- Balance community desires with market realities to create an actionable plan;
- Define diversified strategies for job retention and creation;
- Identify the infrastructure needs of the Corridor to better support existing and proposed land uses;
- Consider how proposed development scenarios mitigate or intensify existing traffic patterns and identify circulation improvements to balance the needs of truck traffic serving the businesses with other modes of transportation (vehicular, bicycle, mass transit, and pedestrian);
- Identify new means to enhance public access and physical connections to the Northern Strand Community Trail;
- Include elements for project area sustainability and address any limitations associated with site contamination;
- Evaluate the impact of development scenarios on existing zoning and regulatory challenges, and provide recommendations for zoning changes; and
- Provide an implementation plan with short-term and longer-term elements and identify funding strategies for those elements.



ROUTE 99/BROADWAY CORRIDOR

Funding for this report was provided by the Massachusetts Gaming Commission to develop an action-oriented plan to protect important uses, prepare for and regulate new development along the Corridor, and utilize Encore Boston Harbor-driven economic opportunities to grow Malden's business community and prevent Corridor erosion. Since the Encore Boston Harbor Casino opened in June 2019 and was shut down during its first year of operation due to the COVID-19 pandemic, initial documentation and analysis is not available to report the amount and types of services and goods procured locally.

...the [Casino] Project will bring economic development to Malden, create new jobs for Malden residents and new sources of revenue for the Malden business community, and as such, Malden desires to enter into this Agreement with Wynn to address the anticipated impact on Malden businesses, residents, infrastructure, public safety, transportation and roadway needs.

Surrounding Community Agreement between City of Malden and Wynn MA, LLC

FINDINGS

The findings address the four categories of goals and implementation actions: Land Use/Zoning, Transportation, Economic Development, and Public Realm.

- **Land Use/Zoning** – The Corridor is generally built out and occupied with a mix of uses, including commercial, office, residential, entertainment, and auto-repair/sales. However, there is no consistent density along the corridor, which ranges from low-intensity, low-rise commercial development with large surface parking lots to more compact, mixed-use development. The five (5) zoning districts that are interspersed throughout the corridor generally coincide with the variations in density and uses. Amending the zoning would help promote a conducive environment for vibrant, mixed-use development within the Corridor.
- **Transportation** – Traffic congestion, speeding, and a lack of general upkeep contribute to a perceived poor quality of life in the Corridor. Efforts to make the transportation network more efficient for all modes of travel – vehicular, pedestrian, bicycle, and public transit – would increase economic opportunities and socio-economic benefits.
- **Economic Development** – Economic development spans economic, political and social policy, and is a process to create jobs and wealth and improve quality of life. By infusing the area with public improvements to encourage private investment, the City of Malden would improve the vitality within the Corridor. In addition, by fostering a business-friendly environment, the City of Malden would provide opportunities for additional commercial development and job creation along the Corridor.
- **Public Realm** – The public realm refers to urban spaces that are publicly accessible. As part of the built environment, the public realm reinforces an area's sense of place and identity. An improved streetscape with expanded pedestrian, bicycle, and bus accommodations, as well as public open space, would create a better atmosphere for businesses to grow and thrive.

More detailed information regarding the current conditions in the Corridor is provided in *Existing Conditions Overview*.

VISION STATEMENT

As a Corridor in transition, Broadway/Route 99 will evolve into a true mixed-use destination for local independently owned retail, shops, and restaurants to grow and thrive in Malden. This growth will attract industry and encourage mixed-use development incentivizing residents with a prime location within a neighborhood commercial node but also affording an excellent proximity to greater Boston.

The northern subarea will primarily consist of commercial uses – office, manufacturing, and large-scale retail. A mixed-use commercial and residential transition area will stretch from Elwell Street/Central Avenue south to Bowman Street. The middle subarea will remain primarily residential, extending from Bowman Street to Webster Street, with neighborhood mixed-use development at the intersection of Broadway and Salem Street/Hunting Street. A second mixed-use transition area will extend from Webster Street south through to the southern end of the cemetery. The southern subarea will consist of larger scale commercial uses, as well as mixed-use commercial and residential. The transition areas will serve as great opportunities for smaller-scale, locally owned retail and commercial uses that will complement the surrounding residential density.

Broadway Plaza will become a lifestyle center – dining, entertainment, and shopping will be complemented by attractive landscaping, community gathering areas, and integrated residential/hotel and office space. The implementation of a greener and safer streetscape will be enhanced by pedestrian, bicycle, and bus accommodations. Traffic calming measures will result in reduced traffic congestion and better traffic circulation. With a defined streetscape design, Broadway will be recognized as a unified urban, compact, mixed-use commercial corridor filled with character and a sense of place.

GOALS

Major goals for this framework plan include:

1. To use zoning as a tool to guide sound land use and economic growth, leading to the Corridor's transition from a suburban highway landscape to a dense, mixed-use neighborhood center.
2. To make transportation improvements that create a true multi-modal corridor, calming traffic and increasing walkability and safety for all users.
3. To increase the use of public transportation by offering better connections and service along the Corridor.
4. To create an enjoyable, walkable, corridor for residents to shop locally by providing green public gathering spaces and implementing an aesthetically pleasing streetscape.
5. To foster a business-friendly environment that provides opportunities for additional commercial development along the Corridor.
6. To forge a relationship with Encore Boston Harbor that enhances business opportunities for Malden-based vendors, particularly those within proximity of Broadway.

The Corridor would benefit from additional actions by the City and the MRA, as well as through collaborative efforts involving relevant state agencies and private entities such as Encore Boston Harbor, to support the goals identified during this planning process.

RECOMMENDATIONS

The actions to implement the goals of this *Corridor Framework Plan* are the result of the research and analyses of current economic and physical conditions, as well as feedback from the community members, property owners and business owners who participated in a community meeting, an online survey, and interviews. The implementation actions are grouped into the categories described below:

- **Land Use/Zoning** – The recommended actions are intended to use zoning as a tool to promote mixed-use, higher density development and uses that are more complementary to adjacent residential neighborhoods and consistent with the vision for the Corridor. Mixed-use developments blend two or more uses and envisions ground floor commercial (retail/restaurant) with upper floor residential or office. Amending the zoning ordinance to reduce the number of zoning districts to one with three sub districts, prohibit uses that conflict with the vision for the Corridor, revising dimensional regulations for the new Broadway Corridor District, and implementing design guidelines would facilitate the longer-term change needed for the Corridor to evolve into a true mixed-use destination.
- **Transportation** – The transportation recommendations are part of a holistic approach to achieving the vision for the Corridor by creating a true multi-modal corridor, calming traffic and increasing walkability and safety for all users. Transportation elements include the street network, pedestrian environment, bicycle travel, transit enhancements, and intersection improvements. Conducting a thorough transportation analysis of the Corridor would help create a fuller understanding of the gaps in the transportation network and generate a plan to address these gaps. Specific actions include implementing a road diet in certain areas including the southern subarea near Broadway Plaza, near the Strata Apartments, and in the northern subarea to provide space for other uses such as sidewalks and bicycle lanes. Traffic safety would be addressed through intersection upgrades, installation of new sidewalks, implementation of Complete Street recommendations, and upgrades to the Northern Strand Community Trail (Bike-to-the-Sea) crossing. By creating a dialogue with and engaging the MBTA, the City of Malden/MRA would enhance bus service within and along the Corridor.
- **Economic Development** – The economic development findings and recommended actions are intended to provide a better environment for small-scale, independent businesses to grow and thrive within the Corridor. In addition, opportunities exist for large-scale office users and hospitality at select sites along the Corridor. Business attraction, retention, and expansion would be supported by collaborating with businesses and property managers within the Corridor, the regional workforce board, and the Malden Chamber of Commerce. In addition, the City of Malden should designate a department or organization to provide ongoing outreach and education to local businesses about the process required to become established as a vendor for Encore Boston Harbor.
- **Public Realm** – The recommended actions are intended to create a safe, accessible, and attractive public realm within the Corridor that encourages residents to be more active and

engaged in the community and to frequent more local businesses, which will in turn foster a higher quality of life and area identity. Creating a more attractive public realm that is designed to balance pedestrians and bicyclists with motor vehicles should be a top priority for the City of Malden. Key recommended actions include making sidewalk improvements, constructing new sidewalks where they are presently missing, and enhancing crosswalks at key locations. Corridor lighting, both in the public realm and on private property throughout the Corridor, could be assessed and any gaps addressed.

The recommended actions outlined in this summary are detailed in *Goals* and presented in an easily readable format with a timeframe for implementation in *Implementation Strategy*.

PROPOSED CONCEPTS

The corridor was broken down into three smaller sections, and proposed concept plans were generated for each section to illustrate the Corridor vision and recommendations included in this report. More detailed proposed concept plans are included in *Development Scenarios*.

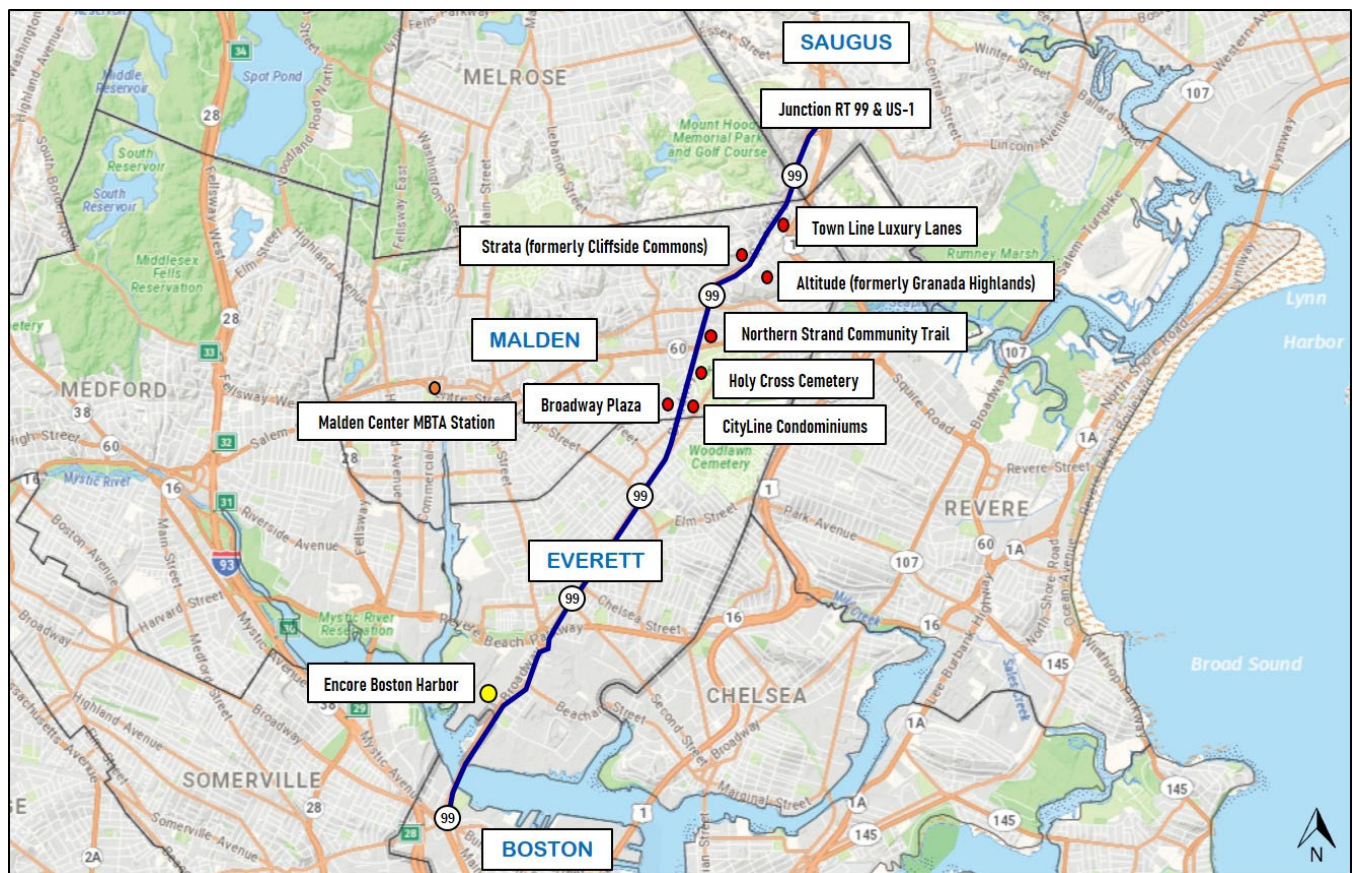


EXISTING CONDITIONS OVERVIEW

INTRODUCTION

The City of Malden is in eastern Massachusetts, bordered by Melrose on the north, Stoneham on the northwest, Medford on the west, Everett on the South, Revere on the east, and Saugus on the northeast. Approximately six miles north of Boston, Malden is considered a suburb of Boston, with a total area of 5.1 square miles. Malden is serviced by the Massachusetts Bay Transportation Authority (MBTA) public transportation system with access to the subway (Orange Line), commuter rail, and bus network. Malden is serviced by major highways – Route 28, Route 60, Route 99, and U.S. 1 – with Route 16 and Interstate 93 nearby. The Northern Strand Community Trail, a former railroad right of way converted into a 10-foot wide multi-use trail, runs across Malden. Malden’s accessibility to Boston has made it a more affordable alternative to living within Boston proper.

Route 99 is a north-south highway that begins in Boston at North Washington/Chelsea Street in Charlestown and travels north through Everett, Malden, and Melrose, terminating at Route 1 in Saugus. The context map below shows the Corridor from Saugus in the north to Boston in the South. It also denotes notable landmarks such as the Encore Boston Harbor Casino in Everett, the Malden Center MBTA Station, and residential and commercial development along the Corridor in Malden.



PLANNING FRAMEWORK

The *Corridor Framework Plan* consists of detailed analysis and specific recommendations that are intended to complement prior planning efforts completed by the City of Malden. The previous studies listed below provided important context as the project team analyzed data and prepared the recommendations that have been incorporated into this Plan.

PREVIOUS STUDIES

Information in this document was obtained from a wide range of publicly available resources, studies, and initiatives:

- Trail Crossing Report, Northern Strand Community Trail (2019)
- Malden Housing Needs Assessment (2019)
- Commercial Street Corridor Framework Plan (2018)
- Complete Streets in Malden (2017)
- Malden Open Space and Recreation Plan (2017)
- City of Malden Master Plan (2010)
- Malden Vision (2008)

In addition, the project team reviewed the City's ordinances and codes that regulate the built form and land uses within the Corridor. To effectively implement the plan, Malden's Zoning Ordinance must be able to accommodate and foster the development desired by the community. Considering this, the *Corridor Framework Plan* references the City's Zoning Ordinance in the *Land Use* section of this Plan and provides recommended modifications to help facilitate development consistent with the community's projected vision for the Corridor.

SOCIO-ECONOMIC SNAPSHOT

Malden has diversified dramatically over the last thirty years. In 1990, Malden was almost 90% white. Today, Malden is considered a majority-minority city with a diverse community and a rich mix across different racial and immigrant groups.¹ With an estimated population of 61,200, Malden is 47% White, 24% Asian, 16% Black, 9% Latino, and 4% Other. Malden is also 43% foreign born.² According to the "Changing Faces of Greater Boston" Report, much of Malden's increasing diversity has been driven by immigration. The largest foreign-born subpopulation is Chinese, with other large foreign-born communities coming from Haiti, Latin America, Asia, and North Africa.

Based on U.S. Census 2017 ACS data, approximately 87% of the population in Malden aged 25 years and older are a high school graduate, and 35% possess a Bachelor's Degree or higher. Approximately 69% of the population aged 16 years and over are in the labor force and have a mean travel time to work of 34 minutes. Of those commuting to work, approximately 52% drive alone while 32% utilize public transportation. Other means of transport include carpool (9%), walk (4%) and work at home (3%). In terms of occupation, 41% of those employed are in the management, business, science, and

¹ [Changing Faces of Greater Boston](#), A Report from Boston Indicators, The Boston Foundation, UMass Boston, and the UMass Donahue Institute, 2019

² U.S. Census, 2013-2017 American Community Survey (ACS) 5-Year Estimates

arts occupations, 23% are in service occupations, and 21% are in sales and office occupations. The median household income in Malden is \$62,360, and the median family income is \$72,660. By comparison, the median household income in Boston is similar to Malden at \$62,021, but the median family income is lower in Boston at \$69,616. The percentage of families and people with income below the poverty level is slightly lower in Malden (13% and 16% respectively) compared to and 16% and 20.5% in Boston.

Approximately 70% of the housing stock in Malden was built prior to 1970. Fifty-nine percent of housing units are renter-occupied while 41% are owner-occupied. In terms of gross rent as a percentage of household income, 55% of renters contribute 30% or more of their household income to rent payments.

The Greater Boston economy continues to grow with low unemployment and a booming real estate development market. The ever-increasing cost of living and working in Boston, coupled with the June 2019 opening of the Encore Boston Harbor Casino and Resort in neighboring Everett, put Malden – particularly the Route 99/Broadway Corridor – in a prime position to capture additional economic growth. However, with this potential growth, comes challenges, such as increased vehicular traffic and congestion along the Corridor. Given these dynamics, this framework plan identifies the community's vision for the Corridor and is intended to protect important uses, prepare for and regulate new development, and utilize gaming facility-driven economic opportunities to grow Malden's business community and promote a vibrant quality of life within the Corridor.

DATA COLLECTION/METHODS FOR ANALYSIS

To gain a complete understanding of the physical conditions, existing uses, parcel characteristics, and economic conditions along the Corridor, the consultant team completed an assessment through the collection of existing data including GIS, City of Malden Assessor's data, fields observations, and meetings with key abutters and stakeholders. This information was used to develop a spreadsheet of current property owners, uses, and buildings, and to map out existing property and transportation-related conditions throughout the Corridor. A deliverable of this exercise is a property inventory, in the form of a one-page sheet for each property within the project boundary. This inventory can be found in the appendix of this report.



APPROACH TO INFORMATION GATHERING

An inventory and analysis of physical conditions, existing uses, traffic conditions, parcel characteristics, and economic conditions along the corridor was developed through data collection, field observations, and meetings with key property owners and business owners. Sociodemographic and economic data for Malden and the surrounding area was also compiled and analyzed to understand how population, incomes, and employment are changing, and the effects that change could have on the Corridor.

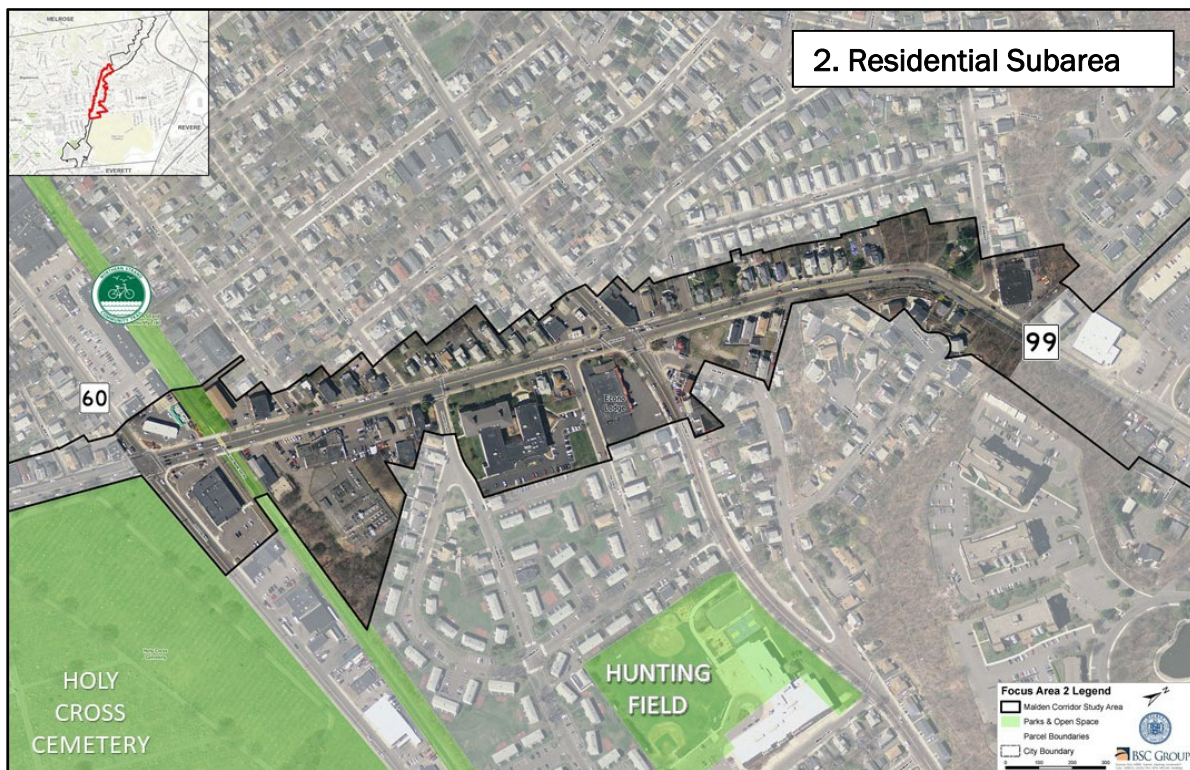
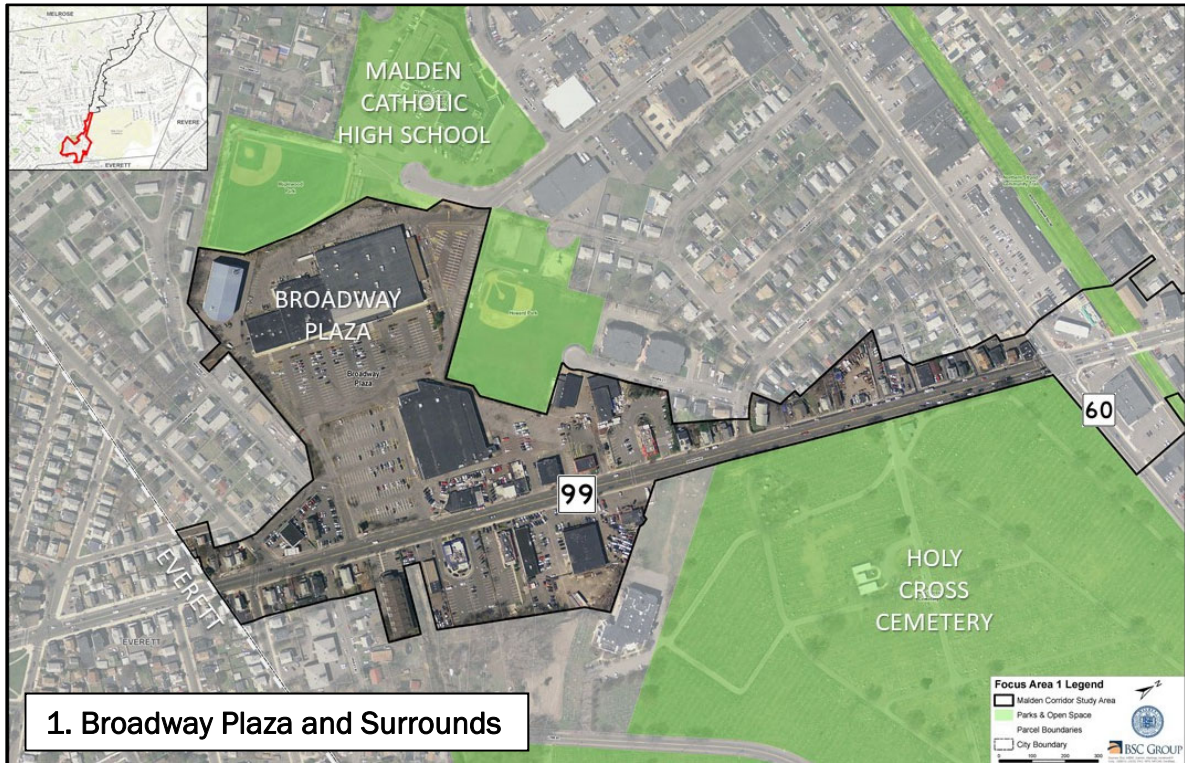
Public input was key to the development of this plan. Twenty-five (25) community members came together for a Route 99/Broadway Corridor Study workshop held at the Malden Moose Hall on October 23, 2019. The meeting started with a presentation about the Corridor, and included an overview on its existing conditions – land uses, transportation, economic analysis, perceived constraints, challenges, and opportunities within the Corridor. The meeting concluded with a breakout session in which attendees reviewed maps, interacted with facilitators from the consultant team, City of Malden, and Malden Redevelopment Authority, and provided feedback on post-it notes and flipchart paper at six different stations.

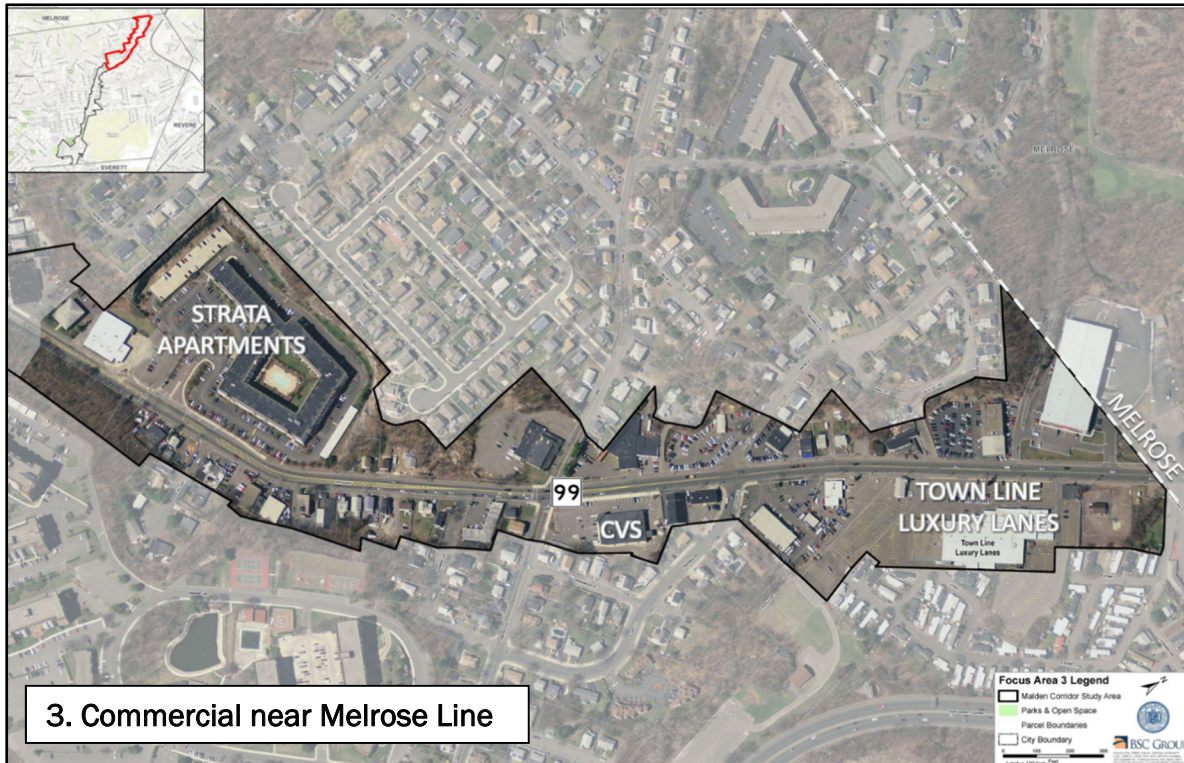
In addition to the public workshop, an online survey using Google Forms was created. This survey asked the same questions that were asked at the public meeting, garnering 145 responses. Lastly, select interviews were conducted with property- and business-owners within the Corridor. All public input received was organized and analyzed for consideration as the project team developed recommendations. The results of the public participation process have been provided under separate cover to the MRA/City.

PROJECT AREA

The project boundary encompasses both sides of the Rt. 99/Broadway Corridor from the Melrose line to the Everett line, a length of approximately 1.7 miles. The project area spans approximately 74 acres of land. For this framework plan, the Corridor has been divided into three smaller sections:

1. **Broadway Plaza and Surrounds** – The subarea from the Everett line to the intersection of Broadway and Route 60/Eastern Avenue. More commercial in nature, this stretch is characterized by suburban style commercial development with two traffic lanes in each direction.
2. **Residential Subarea** – The subarea from the intersection of Broadway and Route 60 to just after Bowman Street (438 Broadway). With residential properties and neighborhood businesses, this stretch has one traffic lane in each direction.
3. **Commercial near Melrose Line** – The subarea from just after Bowman Street (438 Broadway) to the Melrose line. More commercial in nature, this stretch has larger parcels with larger surface parking lots and one traffic lane in each direction.





LAND USE AND ZONING

The corridor is generally built out with a mix of uses, including commercial, office, retail, service, fast food, restaurant, residential, entertainment, and auto-repair/sales.

There is no consistent density along the corridor. Near the Broadway Plaza, the development is low-rise and low-density with large surface parking lots. High-density residential uses with small-scale business uses span the residential stretch. Since the parcel sizes are smaller, and the buildings tend to occupy a large amount of the parcel size, parking is more limited in this stretch.



Broadway Plaza, 38 Broadway



Two-Family Residential, 304 Broadway

In the commercial area near Route 1, larger parcel sizes do not equate to higher density. Instead, density varies between mid-rise, high-density (i.e. Strata) and low-rise, low-density (i.e. Town Line Luxury Lanes). In this area, large surface parking lots are consistent with larger, low-rise buildings and strip commercial development. Overall, the uses along the Corridor are reflective of the zoning districts found within it. In addition, the low-rise, low-density nature of the existing development is consistent with the City's Highway Business zoning and where it is located throughout the Corridor.

EXISTING USES

According to the city's Assessor's data, 56% of the land use is characterized as commercial, 30% is residential, and 8% is industrial. However, it should be noted that there is a discrepancy between the uses noted through

the Assessor's data and the observed uses in the field, particularly related to auto-oriented uses. Approximately 35.4% of the parcels with observed commercial uses, (including mixed-use parcels) are auto-oriented. Auto-oriented uses include gas stations, vehicle service/ repair, and auto sales.

Broadway Plaza, a larger commercial shopping plaza, dominates the southern portion of the Corridor. The middle segment is composed of a residential neighborhood with smaller commercial uses. The northern portion of the Corridor near the Melrose line is generally populated with larger commercial properties. Except for Broadway Plaza, most commercial retail uses are smaller in scale and account for a mix of some chain and local entrepreneurs.

Another land use is characterized as vacant. Undeveloped land comprises 3% of uses, and these parcels are vacant due to slope and open space barriers. Holy Cross Cemetery is a large parcel (180 acres) that offers residents a passive recreation opportunity for walking.

While there is no active open space along the Corridor, Maplewood Park, Howard Park (formerly South Broadway Park) and Hunting Field are the closest parks, located just outside the bounds of the Corridor. In addition, the Northern Strand Community Trail, a bicycle path and walking trail that connects the cities of Everett, Malden, Revere, and Saugus, bisects the Corridor near the intersection of Route 60 and Broadway. It is important to note that there is a lack of open space in the northern section of the Corridor near Melrose.



F.W. Webb, wholesale business & retail showroom, 700 Broadway

SUMMARY OF LAND USES – BROADWAY/ROUTE 99 CORRIDOR

Land Use	Area in Acres	% of Total	Land Assessment	Assessment per Acre	Total Assessment	% of Total
Mixed residential/commercial	1.91	2.6%	\$ 1,690,000	\$ 884,817	\$ 3,936,300	2.1%
Residential	21.30	28.8%	\$ 41,844,600	\$ 1,964,535	\$ 117,999,000	63.6%
Single Family	4.20	5.7%	\$ 4,799,900	\$ 1,142,833	\$ 10,696,000	5.8%
Apartments	9.72	13.2%	\$ 18,376,800	\$ 1,890,617	\$ 58,152,400	31.4%
Other	7.38	10.0%	\$ 18,667,900	\$ 2,529,526	\$ 49,150,600	26.5%
Commercial	41.66	56.4%	\$ 25,758,300	\$ 618,298	\$ 55,591,420	30.0%
Warehousing	3.90	5.3%	\$ 2,855,200	\$ 732,103	\$ 7,287,300	3.9%
Retail/Restaurant	21.43	29.0%	\$ 12,484,100	\$ 582,552	\$ 27,442,520	14.8%
Auto Related	7.85	10.6%	\$ 6,224,200	\$ 792,892	\$ 10,853,300	5.9%
Office	1.69	2.3%	\$ 1,107,100	\$ 655,089	\$ 2,072,700	1.1%
Other	6.79	9.2%	\$ 3,087,700	\$ 454,742	\$ 7,935,600	4.3%
Industrial	6.18	8.4%	\$ 3,555,100	\$ 575,259	\$ 5,544,300	3.0%
Manufacturing	2.69	3.6%	\$ 1,408,400	\$ 523,569	\$ 3,280,800	1.8%
Utility Related	3.49	4.7%	\$ 2,146,700	\$ 615,100	\$ 2,263,500	1.2%
Institutional	0.58	0.8%	\$ 869,200	\$ 1,498,621	\$ 1,202,900	0.6%
Land	2.26	3.1%	\$ 1,152,000	\$ 509,735	\$ 1,152,000	0.6%
TOTAL	73.89	100.0%	\$ 74,869,200	\$ 1,013,252	\$ 185,425,920	100.0%

Source : Malden Assessor Data, BSC Group and RKG Associates (2019)

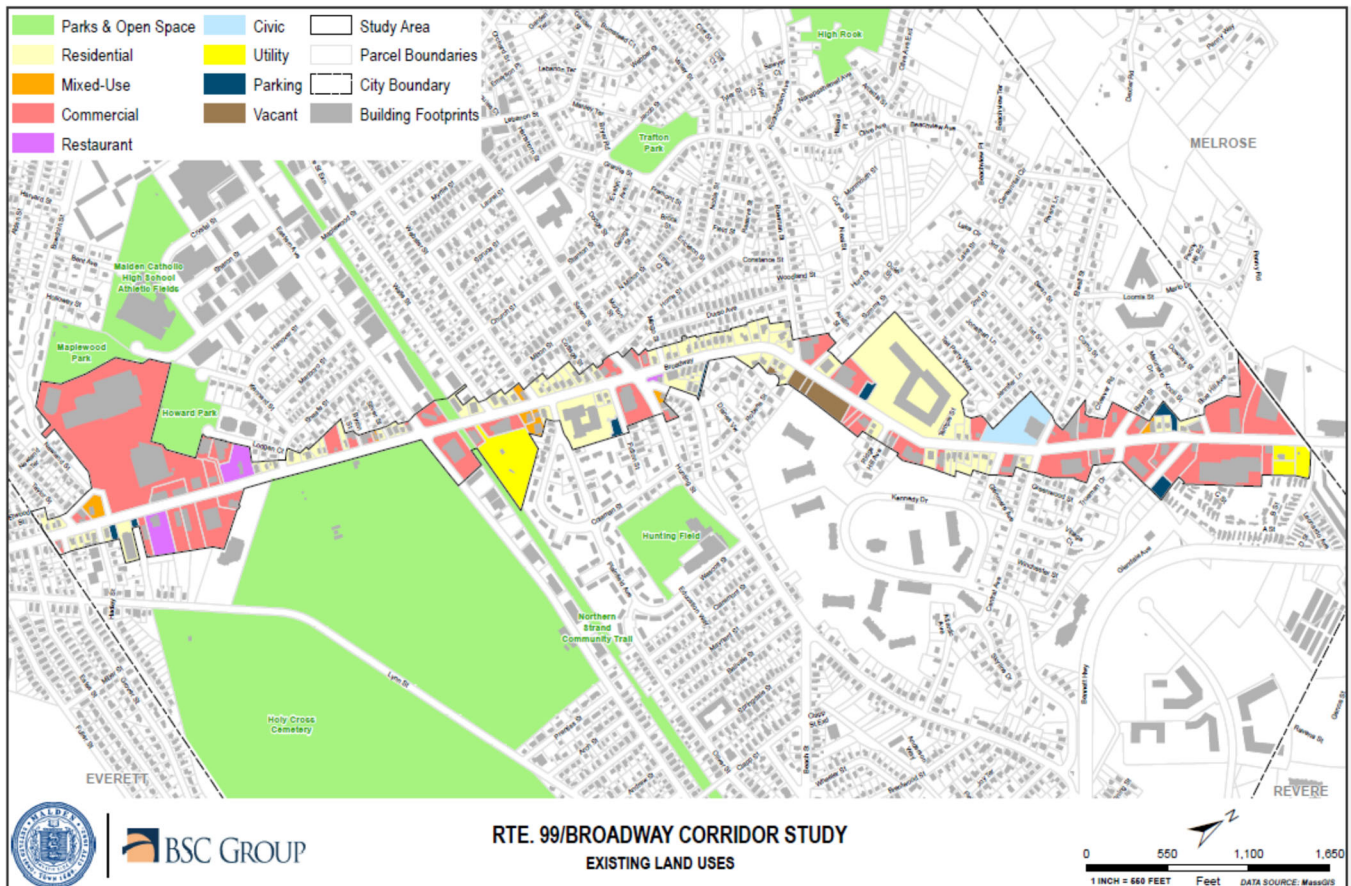
Assessor's data was used to generate the below Summary of Land Uses. This data was then augmented by field observations to more accurately capture actual uses along the Corridor. Please note that Assessor's data is not determinative of the legal land use of a property, nor does actual/current use make a use legal; legal use and occupancy of a property is definitively established by an occupancy permit. Building Department records containing occupancy permits were not reviewed to verify legal land use of properties for this report.

Based on observed land uses, twenty-three (23) parcels within the Corridor contain an auto-related commercial use. These parcels tend to be smaller in size, averaging .44 acres, and comprise approximately 20.4% of the total commercial use in acres. It is important to note, however, that this observed percentage is different than what appears in the summary table (10.6%). At street view, the auto-related uses appear more prevalent, perhaps because these parcels are dispersed within all three subsections of the Corridor, and the use is quite visible (i.e. vehicles packed into the lot).

Similarly, retail/restaurant is a predominant observed commercial use at 53.8% of the total commercial use in acres, but these parcels are much larger in size (averaging 1.1 acres) and surrounded by surface parking lots, typical of suburban style development. The City/MRA should work with the City Assessor's Office to determine if land use classifications need to be re-evaluated, as

there are major discrepancies between the Assessor's data and observed land uses, particularly with commercial land use. Residential/office land use is harder to observe from the ground level, as some multi-family residential could have converted office space that is not visible from the street, particularly if there is no accompanying signage.

Observed Existing Land Uses



ZONING

Zoning codes and ordinances specify the type of development that is permissible in each zoning district (residential, commercial, mixed-use, etc.), as well as provisions for how each parcel of land within those districts may be developed and used. These provisions generally include uses allowed by right, by special permit, or by a use variance, and set limits on building size and density.

Density in residential areas refers to the number of housing units in a given land area, with low density generally meaning single family homes on larger lots. For commercial areas, density refers to how much commercial or office space may be built in a given land area, with low density generally meaning low-rise buildings with large surface parking lots oriented to highway travel and access by vehicle. There is also a correlation between density and walkability. When stores and services are spread farther apart, the area is considered less walkable.

The Route 99/Broadway Corridor is interspersed with the following five (5) zoning districts that dictate land uses and density, along with the percentage of land area in the Corridor:

- Highway Business (45%)
- Residence A (45%)
- Residence B (3%)
- Neighborhood Business (5%)
- Industrial I (2%)

The Corridor is primarily composed of the Highway Business zoning district, which is spread out into four clusters including Broadway Plaza in the southern portion of the Corridor and roughly one-third of the northern portion of the Corridor near Route 1. Residence A zoning is sprinkled throughout the Corridor as well, with the central portion made up of a Residence B and a Neighborhood Business zoning district. The Industrial I zoning district is limited to the parcels near the Northern Strand Community Trail. Residence A zoning primarily abuts the Corridor, although portions of Residence B and Residence C zoning do as well.

Zoning determines the types of buildings and other structures that can be constructed (e.g., size, number of stories, configuration) and where those structures can be located (e.g., setbacks, green space). The City of Malden's Zoning Ordinance stipulates dimensional regulations based on use. This dimensional approach differs with other municipalities who prescribe dimensional regulations according to zoning districts. As a result, a given use must meet the same dimensional regulations regardless of the zoning district in which it will be located. For example, an office building must meet the same dimensional requirements in the Neighborhood Business zoning district as the Industrial I zoning district. Consequently, present zoning regulations in Malden are less able to ensure that development preserves or contributes to the character of each zoning district.

Malden's Zoning Ordinance stipulates the lot coverage based on use rather than zoning district. Lot coverage refers to the amount of land that building(s) take up on a given lot. Most commercial uses, including office, have a 50% lot coverage requirement for principal buildings. The following table provides land uses allowed either by right or special permit in the Neighborhood Business and Highway Business zoning districts, associated dimensional standards and minimum parking requirements.

Example Intensity Regulations, City of Malden Zoning Ordinance

LAND USE	MINIMUM LOT AREA (SF)	FRONTAGE	MINIMUM SETBACK	MAXIMUM HEIGHT	DENSITY (SF/DU)	MINIMUM PARKING
Offices, General	10,000	50'	10'	50' and 4 Stories	-	4 per 1000 sq ft of gross floor area
Restaurant, All Other*	5,000	50'	10'	30' and 2 Stories	-	12 per 1000 sq ft of gross floor area
Restaurant, "Fast Food" Service**	20,000	100'	20'	30' and 2 Stories	-	25 per 1000 sq ft of gross floor area

Retail Sales and Services***	10,000	50'	10'	30' and 2 Stories	-	4 per 1000 sq ft of gross floor area
Light Manufacturing	20,000	100'	10'	30' and 2 Stories	-	1.2 per 1,000 sq ft of gross floor area
Dwelling, Three & Four Family	18,750	70'	20'	35' and 3 Stories	3,000	1 per bedroom

*Other than "Fast Food" Service that does not take call-ahead orders and is in excess of 1,000 square feet gross floor area

**"Fast Food" Service that does not take call-ahead orders and is in excess of 1,000 square feet gross floor area

***Not in conjunction with On Site Manufacturing, Warehousing, Wholesaling & Distribution

HIGHWAY BUSINESS (BH)

The dominance of the Highway Business zoning district in and around the Broadway Plaza area and near Route 1 has helped produce low-intensity, low-rise commercial development with large surface parking lots as well as facilitate the proliferation of auto-related uses. Auto repair shops, towing businesses, and gas stations are allowed by a special permit, and Malden's Zoning Ordinance only requires a landscaped buffer for commercial properties that abut a residential use. Despite the dimensional requirements laid out in the Table of Intensity Regulations, Section 400.4 of Malden's Zoning Ordinance requires a minimum setback of twenty (20) feet from the street line for all allowed uses. This section also provides a maximum building height of six (6) stories or fifty (50) feet, whichever is higher, for many of the uses provided in the Table of Intensity Regulations. The Highway Business zoning designation is identified as light pink in the *Zoning Districts along Route 99/Broadway Corridor* map.

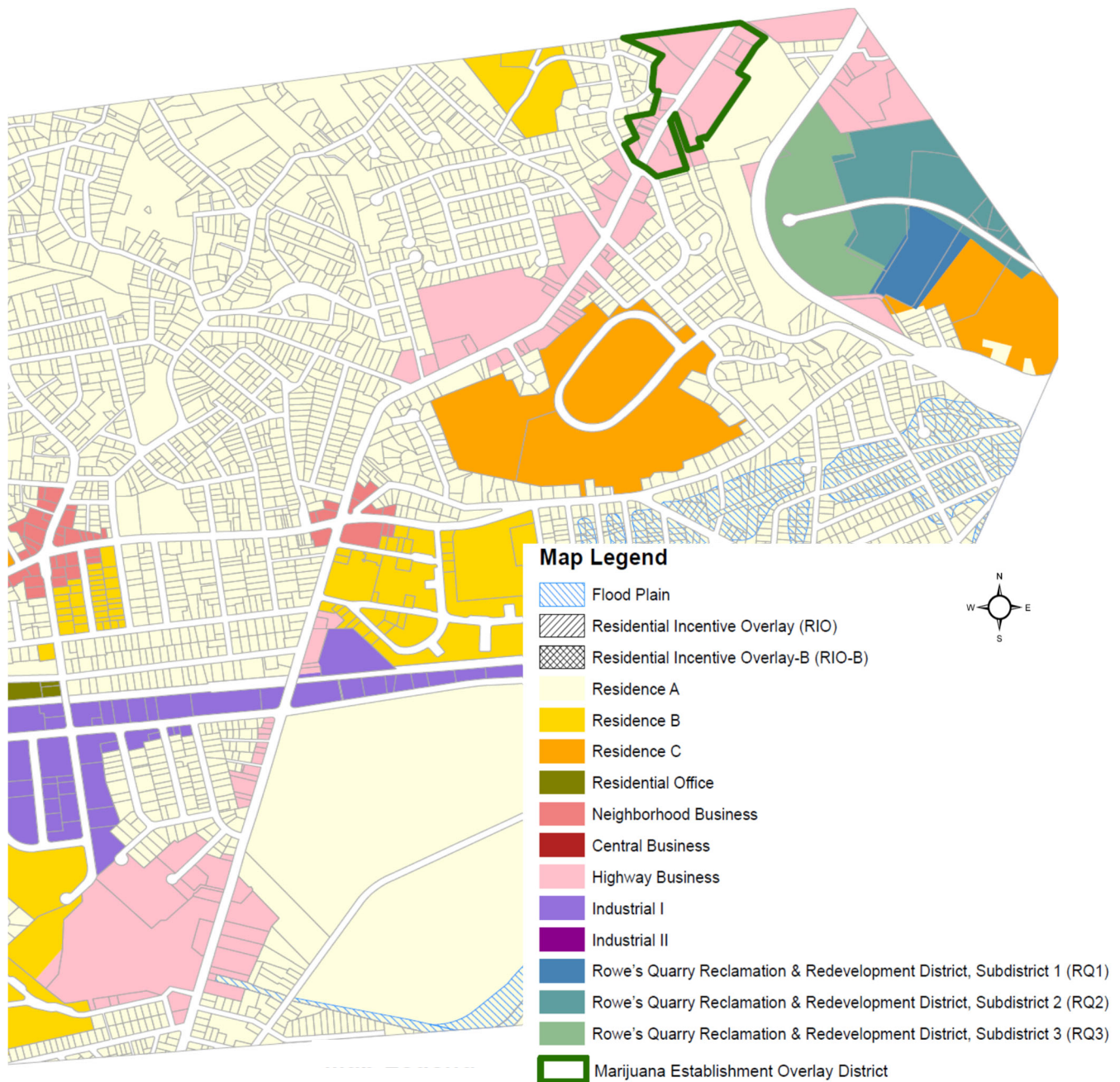
RESIDENCE A

The Residence A zoning district is another common zoning designation found along the Corridor. Residence A is the least flexible residential zoning with allowed by-right uses limited to single-family and group homes. The Table of Intensity Regulations requires a smaller lot size for single-family homes at 7,500 sq. feet or greater. The Table of Offstreet Parking and Loading Regulations specifies the minimum number of parking spaces per single-family residential use as one parking space per bedroom. The Residence A zoning district is identified as beige in the *Zoning Districts along Route 99/Broadway Corridor* map.

RESIDENCE B

The Residence B zoning district has a small presence within the Corridor, found between Fulton Street and Plainfield Avenue. By-right uses within Residence B zoning include single-family and two-family homes. Multi-family dwellings, up to three stories, and town/row dwellings are allowed by special permit. Like Residence A, one parking space per bedroom is required. Lot sizes can be no smaller than 7,500 sq. feet for single-family, 12,500 sq. feet for two-family detached, and 6,250 sq. feet for two-family semi-detached, each half. For multi-family development, the lot size can be no smaller than 18,750 sq. feet. The Residence B zoning district is identified as orange in the *Zoning Districts along Route 99/Broadway Corridor* map.

Zoning Districts along the Route 99/Broadway Corridor



NEIGHBORHOOD BUSINESS (BN)

The Neighborhood Business zoning district is found at the intersection of Broadway and Salem Street. By-right uses in this zone include single- and two-family homes, offices, retail sales—less than 5,000 sq. feet, retail services, recreation, and public service corporations (utility controlled and licensed by the MA Dept. of Public Utilities, general offices and limited accessory uses). Multi-family residential, up to three stories, town/row dwellings, small scale retail, and restaurants may be allowed by a

special permit. The intent of the Neighborhood business zone is to provide for compact, mixed-use development with service retail that supports nearby residents. The Neighborhood Business zoning district is identified as coral in the *Zoning Districts along Route 99/Broadway Corridor* map.

INDUSTRIAL I

The Industrial I zoning district includes a limited number of properties, stretching from Eastern Avenue to the Northern Strand Community Trail. Present uses include a CVS Pharmacy, a gas station, and a utility substation. Offices and recreation uses are by-right uses, as well as retail sales less than 5,000 sq. feet, and retail services. Uses such as building construction and contracting, manufacturing and repair, research and development, and light manufacturing are also by-right. Per the Table of Intensity Regulations, a parcel dedicated to an industrial use must be at least 20,000 sq. feet in size with a frontage of at least 100 feet and front yard setback of 10 feet. Parking requirements for industrial uses vary, but for Industrial I by-right uses, the most common calculation for parking is 1.2 spaces per 1,000 sq. feet of gross floor area. The Industrial I zoning district is identified as bright purple in the *Zoning Districts along Route 99/Broadway Corridor* map.

TRANSPORTATION

Successful urban corridors allow people to move among many destinations using a variety of modes of transportation. While this framework plan is meant to address land use and economic development, transportation is intrinsically linked to both. This framework plan suggests a holistic approach to mobility planning in the Route 99/Broadway Corridor to provide recommendations on a broad range of transportation-related issues that include the street network, pedestrian environment, bicycle travel, transit, and intersection improvements. The analysis in this section is based on existing studies and data and supplemented with field observations by a traffic engineer.



Gateway to Malden from Melrose

When a transportation network is more efficient for all modes of travel, there are increased economic opportunities and socio-economic benefits. A significant challenge for the City will be to address the existing transportation issues along this Corridor. By doing so, the Corridor will evolve into a true multi-modal, business- and pedestrian-friendly environment.

TRAFFIC AND CIRCULATION

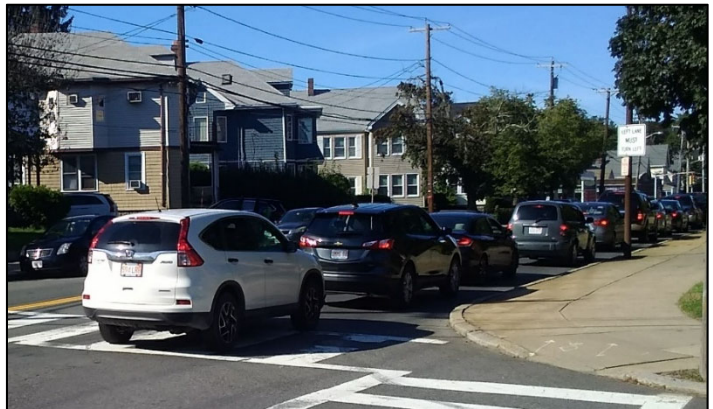
The northern end of the Corridor is defined by a two-lane road, one travel lane in each direction, from the Melrose line to the intersection of Broadway and Eastern Avenue. From there, there are two travel lanes in each direction until approximately Broadway Plaza near the Everett line. There are many wide curb cuts along the Corridor. There is no sidewalk on the east side of Broadway adjacent to Holy Cross Cemetery, and limited on street parking on the west side of Broadway across from the cemetery.

TRAFFIC SIGNALS

- *Broadway and Eastern Avenue (Route 60)* – This four-way intersection has dedicated left turn lanes in all directions.
- *Broadway, Salem Street, and Hunting Street* – This four-way intersection has a dedicated left turn lane from Broadway (Northbound) onto Salem. There are no dedicated turning lanes headed south.
- *Broadway @ Strata* – This intersection is a three-way intersection. There is a left and right turn only out of the apartment complex.
- *Broadway, Elwell Street, and Central Avenue* – This four-way intersection has a left turn lane from Broadway (Northbound) onto Elwell Street.

TRAFFIC VOLUME

Traffic ebbs and flows with daily routine. The Corridor can become gridlocked during rush hour times, particularly at the various signalized intersections. Daily vehicle volume varies, with the lowest volume to the south near the Everett line and higher volumes from Eastern Ave and Broadway all the way to the Melrose line. Traffic counts provided by MassDOT for 2018 recorded the following volumes of vehicles per day: 16,858 near the Broadway Plaza and Everett city line; 28,810 at the Northern Strand Crossing; 27,233 near Broadway and Elwell Street; and 28,214 near Town Line Luxury Lanes and Melrose city line.



Rush hour traffic northbound on Broadway (Plainfield Ave.)

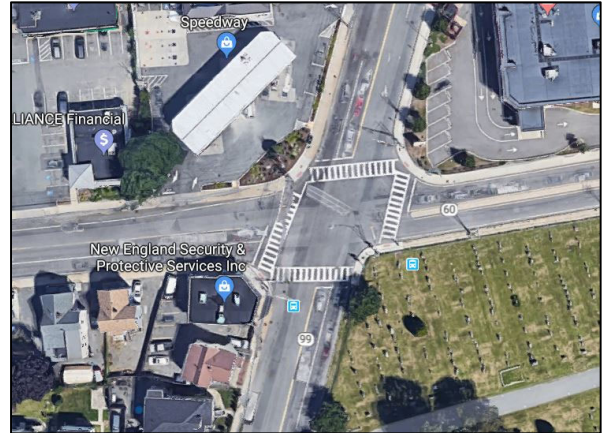
This vehicle volume does not consider any increase in traffic counts since the casino opened.

VEHICLE CRASHES

Confusing traffic circulation patterns lead to higher numbers of accidents. From November 18, 2016 through September 16, 2019, there were 196 crashes (south to north) along Broadway.

While there were no fatalities, there was property damage and minor injuries. The highest crash locations within the Corridor include:

1. **Broadway and Eastern Avenue**
Total Number of Crashes: 23
Type of Traffic Control: Signal
2. **Broadway and Elwell Street/Central Ave**
Total Number of Crashes: 17
Type of Traffic Control: Signal
3. **Broadway and Salem/Hunting Street**
Total Number of Crashes: 15
Type of Traffic Control: Signal
4. **Broadway and Plainfield Ave (Stop Sign)**
Total Number of Crashes: 7
Type of Traffic Control: Stop Sign



Broadway & Eastern Avenue

STREETSCAPE



The Corridor's streetscape, or the elements that contribute to the character of the street, is disjointed in nature. The corridor is vehicle oriented, and it lacks a consistent pattern of street trees, sidewalks, open space, signage, and street furniture. In its current form, the Corridor does not appear to encourage walkability or a sense of place, but rather, is considered as a means to travel from one point to another as quickly as possible. The picture to the left was taken near the Broadway Plaza. As an example, this photo represents the typical character found within the highway business (BH) zoned areas. Open space (public or private) is not a requirement under City zoning for nonresidential uses.

However, for property in all zoning districts, Malden Zoning's Ordinance requires:

- 1) Landscaping of offstreet parking areas with twenty (20) or more parking spaces to be planted with shade trees in raised islands, based on the formula, one tree per every ten parking spaces (the requirement was increased from one tree per every fifteen spaces in 2018); and
- 2) Screening areas with landscaping or fencing for any nonresidential use which adjoins or abuts residential or educational uses.

Many properties in the Corridor (and throughout the City) predate the City's Zoning Ordinance, and are exempt or "grandfathered in" from compliance with these requirements until the properties are subject to redevelopment or construction activities that trigger the current Zoning Ordinance. As such, this example shows a lack of street trees, landscaping, or green space. Additionally, there are wide

curb cuts and no clear delineation between private property and public right of way. In its present form, pedestrian safety is a concern within this section of the Corridor for many reasons. There is no visual buffer between the current commercial/industrial land uses and the sidewalk, nor between the sidewalk and roadway. In addition, there are no methods of traffic calming, allowing cars to travel (real or perceived) at faster speeds. Lastly, in the summer, without the shade from trees to cool temperatures down, urban heat island effect impacts pedestrians brave enough to traverse the area.

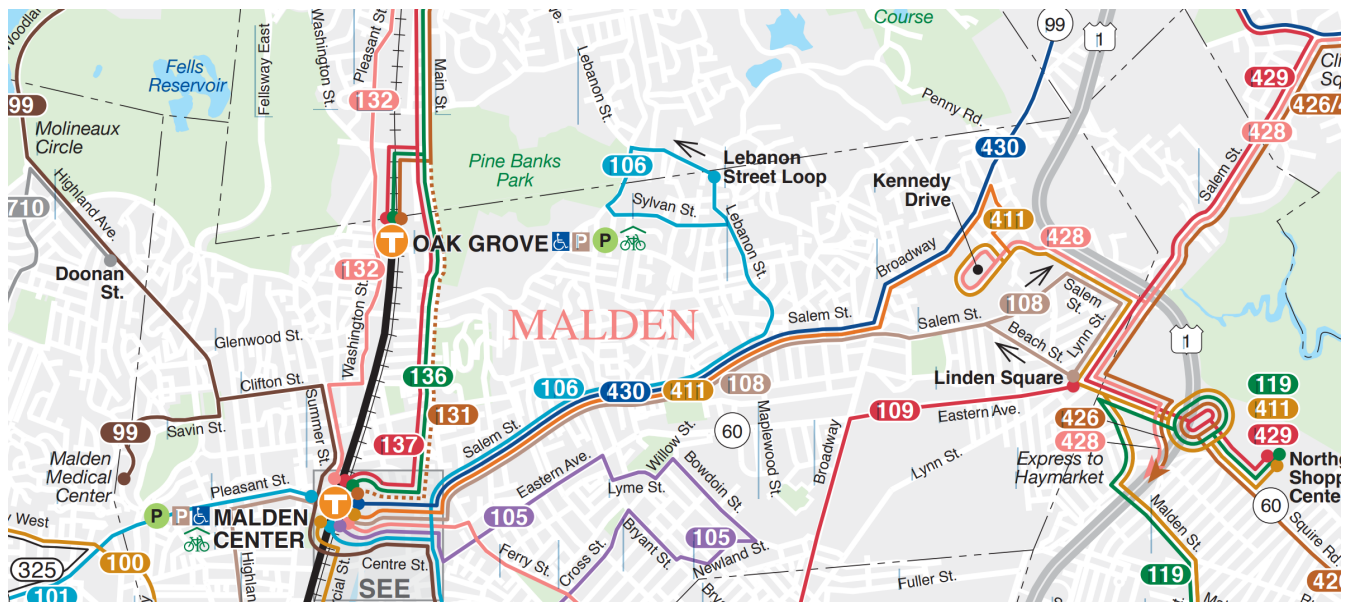
PEDESTRIAN AND BICYCLE CIRCULATION

In its current form, the Corridor is not pedestrian- or bicycle-friendly, especially in the commercial area near Route 1 and the Broadway Plaza area. Within the residential portion of the Corridor, walkability is higher but still problematic for cyclists. Obstacles to accessibility include lack of curb ramps and detection equipment at road crossings, steep slopes, gaps in sidewalk coverage, narrow sidewalks, obstructions in sidewalks (empty tree pit, utility pole, etc.), poor condition of sidewalks, worn away traffic markings, lack of crosswalk striping, and poor lighting.

By design, drive-through restaurants and pharmacies utilize large front and side yard setbacks, creating an environment that feels less accessible and unsafe to pedestrians. Lack of sidewalks in some locations require pedestrians to walk in the street or on an unsafe path along the street (e.g. near cemetery), creating no safe barrier between vehicles on the road and pedestrians. Fast vehicular traffic presents a safety concern particularly related to the pedestrian environment and bicycle accommodations.

PUBLIC TRANSPORTATION

MBTA System Map (2020)



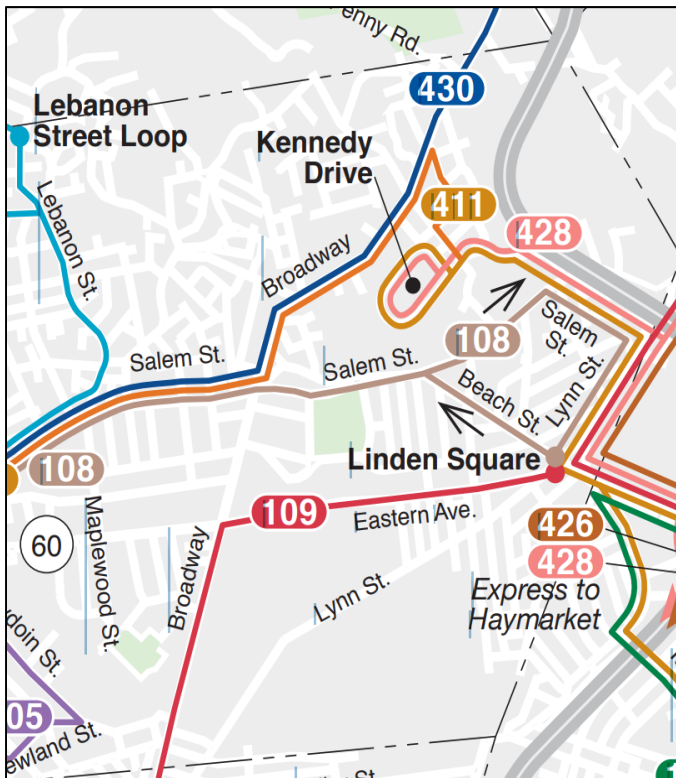
<https://cdn.mbta.com/sites/default/files/2020-07/2020-06-21-system-map.pdf>

Route 99/Broadway extends a distance of approximately 1.7 miles in Malden. There are 22 MBTA bus stops along the Corridor. Bus stops are designated by signage at each bus stop location. Except for a bus shelter at Broadway Plaza, there are no others found along the Corridor.

As shown on the MBTA system map on the previous page, and the insert below, four MBTA bus lines touch Broadway: the 430, 411, and 109 makes stops along Broadway and the 108 crosses Broadway at Salem Street.



Example of bus stop on Broadway



However, there is no continuous north-south bus service on Broadway. In particular, the segment of Broadway from Salem Street to Eastern Avenue has no bus service. Riders have the option to take a bus to Malden Center for a transfer to another route or they can exit the bus and walk approximately 3/10 of a mile to another bus stop on Broadway. The 109 route allows riders to board at Broadway and Eastern Avenue and continues down Broadway into Everett. The 430 route allows riders to board at Broadway and Blue Hill Avenue, then continue down Broadway to Salem Street to Malden Center. The 108 Route crosses Broadway, allowing riders to board at Broadway and Salem Street on the way to Malden Center. The 411 Route allows riders to board at Broadway and Trueman Drive on the way to Malden Center via Broadway to Salem Street.

PARKING

The suburban nature of the BH zoning and development has led to an expanse of underutilized surface parking and increased impervious surfaces. Most commercial/ industrial uses in the Corridor have limited landscaping, and use the front yard setback for parking. While the auto-related uses may use the surface lots to a higher degree, larger parking lots such as the Broadway Plaza tend to have an overabundance of parking supply.

Over time, some of the residential front yards, particularly along the middle stretch of the Corridor, have been paved over to provide parking. This trend, prevalent throughout the City, prompted amendments of the City Zoning Ordinance in 2017 to expand the requirement for landscaping a minimum of 50% and restricting paving to no more than 50% of front yards of one, two, three and four-family and town/row dwellings, to side and rear yards.

On-street parking is found on the southbound side of the Corridor, and only in limited locations. There is on-street parking in front of residential homes from 380 Broadway to Mingo Street; from 321 Broadway (King Petroleum) to Waite Street; and from Silver Street to 114 Broadway (McDonald's). On-street parking can act as a traffic calming measure, since the parked vehicles create a buffer between the sidewalk and the travel lane. Creating more on-street parking can serve as a design strategy to make the Corridor safer and more appealing for pedestrians.



Example of front yard parking on Broadway

COMPLETE STREETS

Street design influences the character, value, and use of abutting properties, as well as the vitality of the surrounding neighborhoods. Street design also influences the walkability and attractiveness of an area and determines whether certain types of retail will be viable. These impacts, in turn, affect overall economic strength and resiliency.

The City completed its Complete Streets Prioritization Plan in 2017, and has been working to implement identified improvements ever since. There are three projects identified in the Prioritization Plan that impact Broadway.

NAME	RANK	PROJECT DESCRIPTION	SCHEDULE
Broadway and Northern Strand Community Trail	15	Move the "Yield for Pedestrians" sign to the flashing light pole for more coherence and to eliminate confusion.	April 2020
Salem Street Corridor	18	Add/repaint crosswalks and appropriate signs where missing; Provide parking lane pavement markings; Add sharrows and bike route signs as appropriate. (Corridor project from Broadway to Main Street)	April 2021
Broadway Corridor	20	Consider converting road from 4-lane roadway to 3-lane roadway with 2-way center left-turn lane and flanking bike lanes. If traffic volume too high for road diet, consider narrowing lanes to calm traffic and install bike lanes. Install crosswalks across the corridor at all bus stops. Consider providing spot pavement rehabilitation at select areas.	May 2021

NORTHERN STRAND COMMUNITY TRAIL (BIKE-TO-THE-SEA)



View from the Trail looking east across Broadway

The Northern Strand Community Trail, a multimodal bicycle and pedestrian trail a planned nine (9) mile trail through five communities, starts at the Mystic River in Everett and will eventually culminate at the Lynn shoreline. The portions in Everett and Malden are complete, with new trail in Revere, Saugus, and Lynn currently under design.

In addition, the MA Executive Office of Energy and Environmental Affairs released a draft Trail Crossing Report for the Northern Strand Community Trail in 2019. It notes that road trail crossings in Malden, including the crossing at Broadway within the Corridor, will be upgraded for better visibility and safety.

ECONOMIC SUMMARY

RKG Associates, Inc. completed a summary review of selected socio-economic, real estate, land use, and other market indicators for Malden to offer a baseline of supportable development possibilities along the Corridor.

RKG was also tasked with analyzing and projecting Encore Boston Harbor gaming related impacts on the Corridor. Despite many attempts, representatives from Encore Boston Harbor were not available to provide input.

As part of its Gaming Agreement with the Commonwealth, the Encore Boston Harbor Casino has a “Supplier Diversity and Local Commitment Plan” which sets goals for the solicitation of proposals and procurement of goods and services from abutting communities. The yearly goal for procurement of goods and services from Malden businesses is \$10 million. Ongoing supplier opportunities posted by Encore Boston Harbor include event services, food & beverage products, miscellaneous medical and office equipment/supplies, car washing and detailing, hotel operations, maintenance materials and services, marketing, and transportation.

Since the Casino opened in June 2019 and was shut down during its first year of operation due to the COVID-19 pandemic, initial documentation and analysis is not available to report the amount and types of services and goods procured locally. As operations at the Casino resume, it is recommended that the City of Malden designate a department or organization to provide ongoing outreach and education to local businesses about the process required to become an established vendor for Encore Boston Harbor.

In addition, the City/MRA should request an update from Encore Boston Harbor (or the MA Gaming Commission) to understand which goods and services have been solicited and procured from businesses in Malden, and if there have been any unmet needs. Based on this information, the City/MRA can then determine if additional actions are needed to secure more business from the casino and if such goods and services could be appropriately located along Route 99 in accordance with the vision for the Corridor.

The full text of RKG's analysis is attached as an appendix. Since the Corridor is not contained within one easily discernible data boundary, the following is a summary of the market overview findings for the City overall:

Socio-Economic

- Malden is projected to see a 5% increase in population through 2024, exceeding the rate of growth for neighboring communities.
- Households in Malden are projected to increase by approximately 5% to a total of 26,800 by 2024, representing an increase of 550 ownership units and 650 rental units.
- The median household income in Malden is projected to increase to \$98,400 by 2024.
- Between 2015 and 2018, there were 230 businesses established in Malden, representing a 20% increase.
- Industry clusters in the healthcare and real estate sectors exhibited very strong gains while traditional industrial sectors such as wholesale trade, transportation and warehousing, and manufacturing declined in Malden. There were also declines in the information and finance sectors.
- Between 2015 and 2018, Malden's employment base increased by more than 300 employees, representing a 2.3% increase. However, Malden's employment growth was lower than the Metro North Workforce Development Area (WDA), which increased 8.4% over this same time period.
- Although Malden experienced job gains, jobs have shifted from typically higher-paying industry sectors such as professional and technical services, finance, and information sectors to lower wage positions in accommodations (hotel/motel), food services, and entertainment.



Example of accommodations industry; 321 Broadway

- Even with the shift in jobs, average annual wages for workers in Malden have increased. Wages are up 5.4% between 2015 and 2018, increasing from \$48,900 to \$51,500. Although the wage amount increased, it failed to keep pace with the rate of inflation. Wages in Malden are lower than the WDA as a whole. This measurement is for people who work in Malden, but may not necessarily live in Malden.
- Employment projections through 2028 show an increase of 934 jobs in Malden over ten years. These employment projections indicate the possibility of supporting an additional 230,000 square feet of building use, or 23,000 square feet annually across the city.
- Not all the projected new demand amounts to the need for newly built space, nor may all of it be appropriate for development along the Corridor.
- Nonetheless, the projected annual demand for additional commercial space includes 3,940 square feet of professional and personal office uses, along with 3,240 square feet of selected retail, dining and drinking uses – any of which may be appropriate as stand-alone buildings or ground floor commercial uses in a mixed-use project along the Corridor.

REAL ESTATE

- Malden's housing market has changed substantially since 2010.
- The average number of single-family home sales increased nearly 35% from 172 sales per year in 2010 to 232 sales per year in 2018. As sales volume increased, so did median single-family home prices. Between 2010 and 2018, the median single-family sales price increased 81% from \$269,500 to \$486,500.
- Malden's condominium market also saw increases in sales volume and median sales price. In 2010, Malden averaged 111 condo sales and by 2018 that number increased to 163. The median sales price for a Malden condominium was \$174,000 in 2010, doubling to \$350,000 by 2018, and representing a larger increase than any of the surrounding communities.

LAND USE

- The Corridor land area is approximately 74 acres, with an average assessed value of \$1.01 million per acre. Malden's housing market has changed substantially since 2010.
- Residential land uses have the highest average assessed value per acre and commercial uses the least.



Example of small-scale commercial/retail along the Corridor

- Although residential properties are assessed higher, commercial properties bring in more tax revenue for the City of Malden.
- While there is a shopping plaza at the southern end of the Corridor (Broadway Plaza), most service-based retail is smaller in scale and accounts for a mix of chain and independently owned businesses.
- Field observations revealed limited storefront and/or property vacancies, generally of limited acreage, suggesting that any sizeable parcels for potential redevelopment might require assemblage.

INVENTORY OF CURRENT TYPES OF USES

(As of September 2019)

Through field inspection, the following types of uses are found within the Broadway Corridor:

Retail

99 Asian Supermarket, Dollar Tree, Game Stop, Liquor Stores (2), CVS Pharmacy (2), Italian Market, North Shore Vapor

Service

Laundromat, Dry Cleaner, Photography (2), Party Events & Rentals, Salon/Barber (Multiple), Beauty, Pharmacy, Gym, Tattoo, Gas Station, Carwash, Convenience Store, Dog Grooming/Doggy Day Care, Children's Daycare, Self-Storage

Restaurant

Flaming Grill & Buffet, McDonalds, Burger King, Robert's Restaurant, Maria's Pizza, Dunkin', 621

Automobile/Motorcycle

Repair, Sales, Valvoline, Detailing, Towing

Home Improvement

Paint Store, Kitchen & Bath Cabinetry

Professional Offices

Insurance (2), Computer Software Applications, Legal, Real Estate Property Management & Development

Entertainment

Bowling, Night Club

Lodging

Econolodge, Broadway Inn

Light Industrial/Distribution/Warehouse

FW Webb, Vending Machine Repair, Video Surveillance Sales/Installation

STAKEHOLDER INPUT

As outlined in the introduction, methods used to obtain community and stakeholder input included a community meeting, an online survey, and select interviews with property- and business-owners within the Corridor.

COMMUNITY MEETING

At the community meeting, attendees were presented the opportunity and time and review and comment on the three subareas relative to the following elements:

- Roadways and Traffic Circulation
- Pedestrian and Bicycle Circulation/Accommodations
- Buildings and Land Uses
- Placemaking & Other
- Corridor Economics
- Public Improvements
- General Corridor

A full summary of the community meeting can be found as an appendix to this Plan. However, the main themes that emerged are outlined below.

BROADWAY PLAZA & SURROUNDS

- The traffic travels at excessive speeds in this area and uses the plaza as a cut-through to avoid traffic.
 - Attendees recommended a road diet, traffic calming, and a traffic light at the plaza's main entrance.
- The area is not walkable or bicycle friendly.
- The area could benefit from higher density mixed-use development and retail that meets the needs of the area's residents.

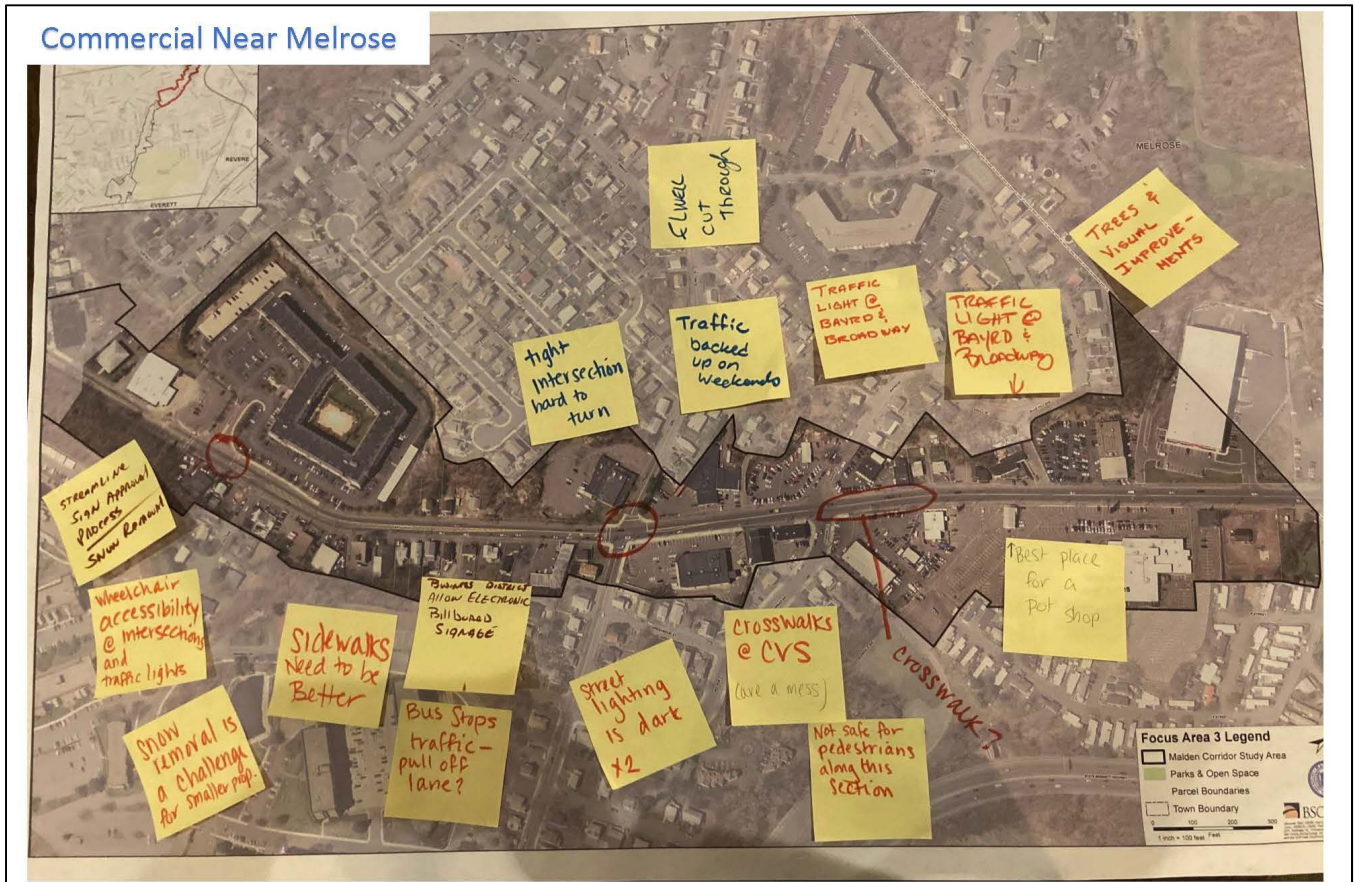
RESIDENTIAL SUBAREA

- Concern was expressed for vehicular and pedestrian safety in this area.
 - Attendees recommended a traffic study, better crosswalks, and easing congestion to make traffic flow more smoothly.

COMMERCIAL NEAR MELROSE LINE

- Traffic backs up along this stretch, better wheelchair accessibility is needed at intersections and traffic lights, street lighting, sidewalks and crosswalks need improvement. General agreement that this stretch is not safe for pedestrians.

Commercial Near Melrose



CORRIDOR ECONOMICS

Attendees were asked: More than 50% of the Broadway Corridor has a mix of commercial uses (retail and small professional/personal services) and nearly 30% is residential. What types of commercial uses would you like to see more of along the Broadway Corridor?

- Starbucks
- Manufacturing
- Less auto sales and repair
- I would like it to be residential like it used to be
- Large office buildings
- More food – takeout
- I rarely use businesses on Broadway, only CVS
- More food and entertainment
- Chase Bank

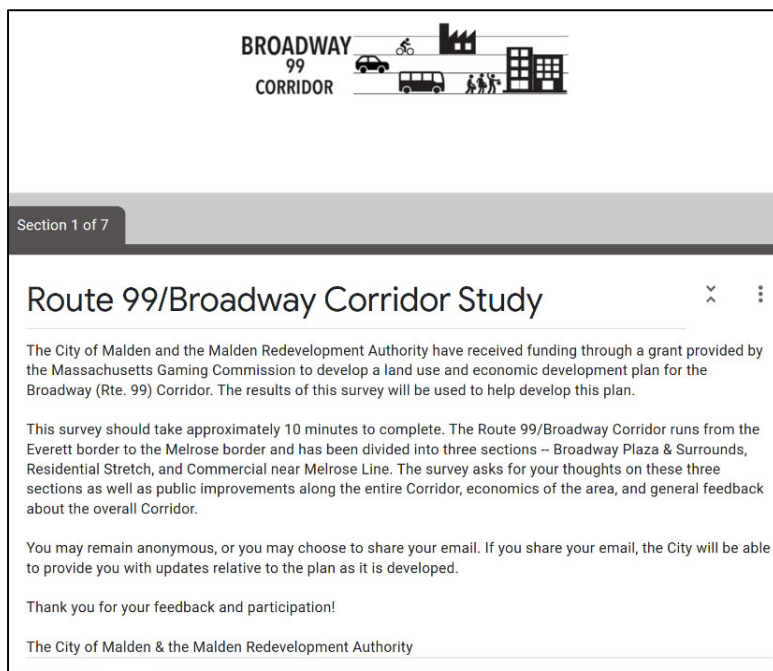
PUBLIC IMPROVEMENTS

Attendees offered the following feedback relative to public improvements:

- Traffic is an issue, especially during rush hour at Broadway and Salem Street and Broadway and Eastern Avenue (Route 60).
- Speeding is an issue, particularly near Broadway Plaza.
- Stormwater runoff/flooding issues along Broadway and Bowman Street and Broadway near Melrose line.
- Pedestrian improvements are needed throughout the corridor.

In addition to the above, generally, attendees felt that better bus service and more street trees were needed in the Corridor. Other uses they would like to see in the Corridor include office, grocery store, hotel, and restaurants. Some felt that the Highway Business zoning was an issue and should be changed to allow for higher density multi-use development. Overall, attendees offered thoughtful comments that helped shaped some of the recommendations offered later in this document.

ONLINE SURVEY



The screenshot shows a Google Forms survey titled "Route 99/Broadway Corridor Study". At the top, there is a header with the text "BROADWAY 99 CORRIDOR" and a graphic showing icons for a car, a bus, a bicycle, a person walking, and a building. Below the header, a grey bar indicates "Section 1 of 7". The main title "Route 99/Broadway Corridor Study" is followed by a paragraph explaining that the City of Malden and the Malden Redevelopment Authority have received funding for a land use and economic development plan. It states that the survey results will be used to help develop this plan. Another paragraph explains that the survey should take approximately 10 minutes to complete and that the Route 99/Broadway Corridor runs from the Everett border to the Melrose border, divided into three sections: Broadway Plaza & Surrounds, Residential Stretch, and Commercial near Melrose Line. It asks for thoughts on these sections, public improvements, economics, and general feedback. A third paragraph states that respondents can remain anonymous or share their email for updates. A "Thank you" message and the organization's name, "The City of Malden & the Malden Redevelopment Authority", are at the bottom.

An online survey was created using Google forms. The same questions that were asked at the community meeting were asked on the survey.

The survey was open for respondents for approximately one month, and 145 responses were received. Of the respondents, 124 said they lived in Malden, 95 utilized services in the Corridor, and 32 lived along the Corridor. A handful owned a business or worked in the Corridor. Feedback varied, particularly related to the feedback received during the public meeting. The feedback from the public meeting was much more focused on public improvements, particularly traffic.

Nevertheless, themes did emerge. Respondents felt that Broadway Plaza needed to be improved, citing the need for improved retail uses, aesthetics, and buildings, to accommodate a “village-like” feel. Many would like to see updated zoning and land uses, no longer allowing car dealers/car lots or industrial uses in this stretch. Many felt the Corridor needed to be made more pedestrian, bicycle and public transit friendly.

Within the residential stretch, many respondents felt that the retail doesn’t encourage community, and would like to see better/more neighborhood-based commercial businesses. They felt the area lacks greenspace or a park and that there needed to be better upkeep of storefronts, homes, and landscaping.

Near Route 1 by the Melrose line, respondents felt this area could become an entertainment district featuring night life/adult focused commercial (including cannabis), movie theater/independent film theater, restaurants, live music/performances, and larger-scale commercial/retail development. Also cited was a need for better designed streetscape and parking.

When asked about needed public improvements, the most popular answers included: better traffic control and circulation, more pedestrian-friendly and walkable (with safer crosswalks, better signals, and better sidewalks), more trees, community greenspace, and parks, and better accommodations for bikes, buses, and public transit in general.

Finally, respondents mentioned many specific chains, businesses, and uses they would like to see somewhere in the corridor. Answers included fitness, medical-related, fast-casual and sit-down dining, comedy club, kids/family entertainment (rock climbing gym, trampoline park, etc.), more local independent shops (bakery, restaurant, farmers' market, bookstore, yoga, cafe, coffee shop, clothing, bicycle, vegan. bar/brewery, hardware store, flower shop, pet store, gift shop), and community space (senior center, youth and teen center, library, and community art space/gallery). Additional housing and mixed-use development were also common responses.

A complete breakdown of the survey responses was tabulated and is found in the Appendix.

PROPERTY/BUSINESS OWNER INTERVIEWS

A representative from the Mayor's Office and BSC Group met with and interviewed nine property and/or business-owners in the Corridor. Each were asked a series of questions that included, among others:

- How long have you owned property?
- Is it easy to lease to tenants? Do you have long-term agreements?
- Do you like the location?
- What do you feel are the challenges in the Corridor?
- Do you have any expansion and/or relocation plans?
- What uses would you like to see in the Corridor?
- Ten years from now, how do you think the Corridor will look?
- Has your property/business been impacted by any increased traffic along Route 99 as a result of the Encore casino?

Although the property-owners and business-owners came from all along the Corridor, it is important to note that none have noticed an increase in traffic along the Corridor related to the casino opening. They have said, however, that there has been a steady increase in traffic over the last few years. Many felt that the Corridor lacks a restaurant for a business lunch. Uses they would like to see included office, small produce market/deli, a coffee shop, a hotel, and better retail in general. Public improvements cited were public transportation, street lighting and crosswalks, and traffic calming. It is interesting to note that the property owners find it easy to lease their space within the Corridor, and most said they would purchase more property in the Corridor if they had the opportunity to.

FINDINGS

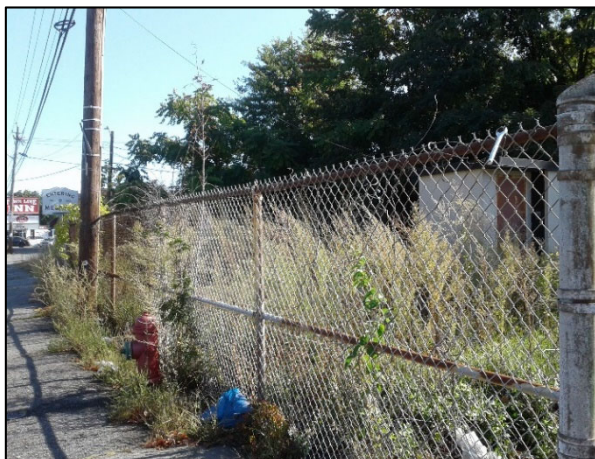
The existing conditions review and stakeholder input helped form the basis of the following findings.

CHALLENGES/CONSTRAINTS

- From the Melrose line to around Bayrd Street and Trueman Drive on Rt. 99 is designated as State Highway Layout. Early and continuing coordination with MassDOT is critical to the success of any public improvements made along this stretch.
- Present zoning does not promote a conducive environment for vibrant, mixed-use development within the Corridor.
- There are many smaller parcels that would require assemblage to create large-scale redevelopment.
- The Corridor suffers from a lack of pedestrian, bicycle, and bus accommodations as well as public open space.
- There is an unmet demand and need for housing in Malden. However, Malden Center has been the focus for residential, office, and mixed-use development in recent years.
- There are at least eight (8) different retail plazas, malls, and commercial centers within 5-miles of Broadway Plaza that draw from its primary trade area, making demographics and supply in the marketplace challenging factors to overcome.
- Traffic congestion, speeding, and a lack of upkeep contribute to a perceived poor quality of life in the Corridor.



Overgrowth along Broadway near Bowman Street



Utility owned property near the Melrose line

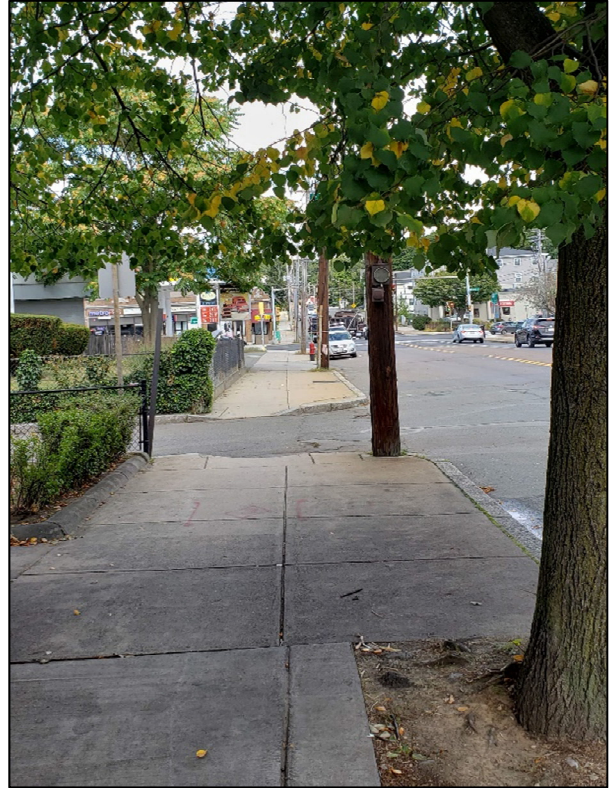


Commercial property abutting a residential property

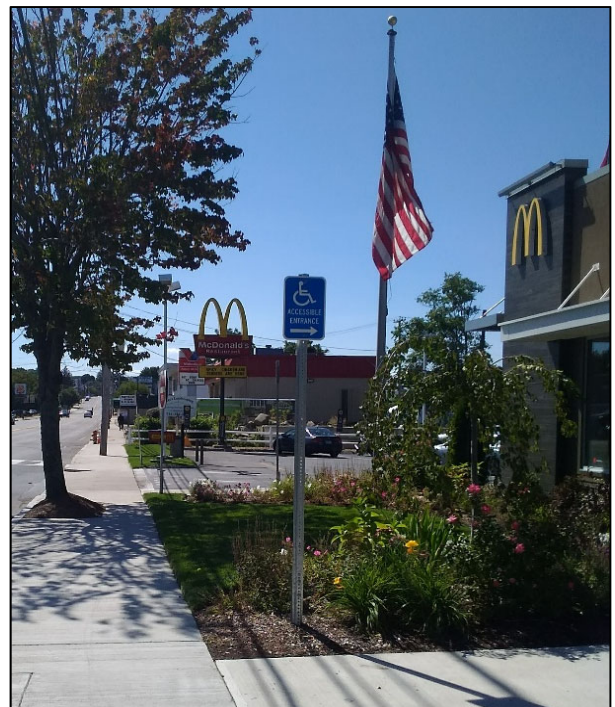
OPPORTUNITIES

While every place has its challenges, it also has its opportunities. Many comments received through the public input process showed that respondents felt like the Corridor had been neglected and forgotten. However, it is important to note that not every property owner has failed to renovate or maintain its real estate. The City of Malden can lead efforts to improve this perceived quality of life by infusing the area with public improvements to encourage private investment. With vision and a concerted effort, improvements can be made little by little, over time:

- Creating a better atmosphere for small-scale, independent businesses to grow and thrive within the Corridor.
- Creating a dialogue with and engaging the MBTA to enhance bus service within and along the Corridor.
- Using zoning as a tool to promote mixed-use, higher density development and uses that are more complementary to adjacent residential neighborhoods and consistent with the vision for the Corridor. Mixed-use envisions ground floor commercial (retail/restaurant) with upper floor residential or office.
- Using zoning to allow for more valuable land uses and easier parcel assemblage and development.
- Installing sidewalks where there are gaps; and improving existing sidewalks for safe and universal accessibility.
- Installing street trees and maintaining crosswalk markings.
- Working with large property owners in the area to communicate the vision and encourage investment or sale for redevelopment.
- Working with utility companies to place infrastructure underground as replacement and repairs of overhead wires and poles are needed.
- Working with the MRA to take advantage of State programs and policies through M.G.L. c. 121B (urban renewal powers).



Example of a wide sidewalk and street trees



Example of a new sidewalk and landscaping

RECOMMENDATIONS

The main purpose of this Corridor Framework Plan was to define the community's vision and desires for the Corridor and understand existing physical and economic conditions to create an actionable plan for implementation. To that end, the Consultant team presents the following recommendations:

VISION STATEMENT

As a Corridor in transition, Broadway/Route 99 will evolve into a true mixed-use destination for local independently owned retail, shops, and restaurants to grow and thrive in Malden. This growth will attract industry and encourage mixed-use development incentivizing residents with a prime location within a neighborhood commercial node but also affording an excellent proximity to greater Boston.

The northern subarea will primarily consist of commercial uses – office, manufacturing, and large-scale retail. A mixed-use commercial and residential transition area will stretch from Elwell Street/Central Avenue south to Bowman Street. The middle subarea will remain primarily residential, extending from Bowman Street to Webster Street, with neighborhood mixed-use development at the intersection of Broadway and Salem Street/Hunting Street. A second mixed-use transition area will extend from Webster Street south through to the southern end of the cemetery. The southern subarea will consist of larger scale commercial uses, as well as mixed-use commercial and residential. The transition areas will serve as great opportunities for smaller-scale, locally owned retail and commercial uses that will complement the surrounding residential density.

Broadway Plaza will become a lifestyle center – dining, entertainment, and shopping will be complemented by attractive landscaping, community gathering areas, and integrated residential/hotel and office space. The implementation of a greener and safer streetscape will be enhanced by pedestrian, bicycle, and bus accommodations. Traffic calming measures will result in reduced traffic congestion and better traffic circulation. With a defined streetscape design, Broadway will be recognized as a unified urban, compact, mixed-use commercial corridor filled with character and a sense of place.

GOALS

Major goals for this framework plan include:

1. To use zoning as a tool to guide sound land use and economic growth, leading to the Corridor's transition from a suburban highway landscape to a dense, mixed-use neighborhood center.
2. To make transportation improvements that create a true multi-modal corridor, calming traffic and increasing walkability and safety for all users.
3. To increase the use of public transportation by offering better connections and service along the Corridor.
4. To create an enjoyable, walkable, corridor for residents to shop locally by providing green public gathering spaces and implementing an aesthetically pleasing streetscape.

5. To foster a business-friendly environment that provides opportunities for additional commercial development along the Corridor.
6. To forge a relationship with Encore Boston Harbor that enhances business opportunities for Malden-based vendors, particularly those within proximity of Broadway.

The City of Malden/MRA will be able to achieve the abovementioned goals by implementing the recommendations outlined in this report. While the implementation of the recommended actions will not transform the Corridor overnight, by embracing the vision and working collaboratively together, change will occur over time.

LAND USE/ZONING

When historical development patterns result in conflicting land uses that abut each other, it often leads to nuisance complaints and negatively impacts quality of life. This has an adverse effect on the public health, safety, and welfare of a community. To achieve the vision as set forth in this Framework Plan, land uses will have to evolve over time to become more mixed-use and complementary in nature.



Current conflicting uses: automotive/machine shop use between residential use (single-family home and apartment building)

Zoning is the mechanism to facilitate that longer-term change. It is important to note that zoning changes cannot eliminate legally pre-existing, nonconforming uses without property owners initiating and pursuing redevelopment. In addition, there are public infrastructure improvements that can facilitate private investment and encourage turnover in land use to more preferred, complementary uses, consistent with the Corridor Vision. Finally, by focusing on changing its land use policy and regulations, as well as empowering the MRA to focus on redevelopment through the enabling powers of M.G.L. c. 121B, the City has tools available to facilitate positive changes in the Corridor over time.

Recommendation: Complete a zoning amendment that reduces the number of zoning districts within the Corridor from five (5) to one (1) with three subdistricts. An example district name could be Broadway Corridor Zoning District, Subdistrict 1, Subdistrict 2, and Subdistrict 3, like the Rowe's Quarry Reclamation and Redevelopment District. This will also help to promote a cohesive identity to the Corridor, as well as a sense of place over time.

Alternative/Short-term: Tailor/calibrate dimensional standards in the Highway Business district to promote more compact development. Rather than a large single-story building, promote multi-story buildings with a mix of uses, a smaller building footprint, and a building that is oriented to the street to create a defined street wall. Push parking to the side and rear of the building. Transit improvements and better transit opportunities will lead to less of a reliance on vehicles, allowing less minimum parking requirements. Since vehicle sales and

rental businesses are considered retail sales or retail services, and Malden's Zoning Ordinance should regulate this as its own use and prohibit it in any amended Highway Business zoning district.

Recommendation: Change the Table of Use Regulations to no longer allow the following uses (except as a legally pre-existing, non-conforming use) in the Broadway Corridor Zoning District:

- Gasoline filling & service stations,
- Motor vehicle repair shops and vehicle sales,
- Wholesale and distribution,
- Building construction and contracting,
- Towing, and
- Any other industrial uses that are not consistent with the Vision set for the Corridor.

Recommendation: Amend of Table of Intensity Regulations for uses within a new Broadway Corridor Zoning District.

- Modify dimensional standards to promote a more urban built environment. In this sense, an urban built environment includes the way buildings, sidewalks, roadways, and greenspace all relate to each other. A compact mixed-use development design encourages walkability and promotes livability. One option is to regulate dimensional standards by district instead of by use in special zoning districts.
 - Consider reducing minimum parking requirements wherever possible to reflect context, transportation options, and desired land use mix. In addition, consider applying parking maximums instead of minimum parking requirements. Identify opportunities to add on-street parking, particularly as a traffic calming measure.
 - Complete a parking analysis using drones (may require FAA approval) or in-person field assessment/data compilation to assess the current utilization percentage of existing parking in the Corridor based on existing conditions.
 - An alternative to parking maximums/minimums is to allow for a certain percentage of compact parking spaces within a lot, to minimize total area of impervious surface on a lot.
 - Increase landscaping requirements (particularly within front yard setbacks and buffer zones between uses), and/or incorporate usable open space requirements for uses other than residential, to encourage building taller rather than wider.
 - Increase landscaping requirements in surface parking lots within the Corridor.
 - Promote build-to lines and encourage building placement as close to the back of sidewalk as possible, after consideration of front yard setback requirements.
 - Require surface parking lots to be placed to the rear and/or side of a building.
 - Prohibit parking or vehicle storage in any front yard setback.

- Increase the maximum height limits for new development within the Corridor.
- Implement design guidelines for the Corridor, including sign guidelines. The 2010 Malden Master Plan indicates that design review criteria should be established to evaluate projects under their site plan review processes. Design and performance standards could be incorporated into Section 300.1.2. which provides Special Permit controls.
 - Design guidelines can also be tailored to improve transitions between desired higher density development and lower-density neighborhoods along the Corridor (e.g., building setbacks, open space, landscaping).
- Establish development standards for each use within the Corridor (or Highway Business district) to ensure contiguous retail areas.
- Limit the width and numbers of curb cuts along the Corridor. Include a maximum for curb cut and driveway widths of 30 feet to address the proliferation of wide driveways that impact walkability.
- For the Broadway Plaza area, allow for a higher density of mixed-use development, including a residential apartment building, medical offices, and professional office buildings. (Presently, multi-family residential buildings more than 3 stories are not allowed.)
- For the Commercial area near the Melrose line, consider incorporating a higher standard for open space/landscaping due to the lack of greenspace/parks in this section of the Corridor. This will also help with the mitigation of flooding and stormwater runoff.

Recommendation: Enforce the rules and regulations of the Zoning Ordinance, once amended. In addition, hold the owners of problem properties accountable for property maintenance and upkeep.

Recommendation: Establish a dialogue with stakeholders (e.g. property owners) to ensure that the Vision is communicated and understood. Encourage landlords to embrace the Vision and work with the City/MRA to lease real estate to tenants for a use that is consistent with and not in conflict with the Vision.

TRANSPORTATION

The recommendations in this transportation section are based on existing studies and data and supplemented with field observations by a traffic engineer. While the emphasis of this framework plan is focused on land use development and economic growth, the transportation elements impacting the Corridor cannot be overlooked. Therefore, the consultant team felt it necessary to incorporate transportation recommendations as part of a holistic approach to achieving the vision for the Corridor. That said, related transportation elements include the street network, pedestrian environment, bicycle travel, transit enhancements, and intersection improvements.

The City crafted the “Malden Vision” in 2008 as part of its master planning process. The Malden Vision was a broad statement that was further broken into smaller elements – transportation,

residential development, community facilities and public services, and cultural and natural resources. The *Transportation Vision* remains relevant to Malden today, and mimics the feedback obtained through the stakeholder input process. It encouraged safe and efficient networks for all modes of transportation and enhanced neighborhood quality of life through pedestrian-oriented streetscapes and thoroughfares. Goals included reducing traffic congestion, speed and volume and addressing traffic safety problems; providing multi-modal transit options to enhance connections, and creating, implementing, and promoting bicycle land and the Bike-to-the-Sea. Recommendations remain relevant today, and can be applied specifically to the Broadway/Route 99 Corridor.

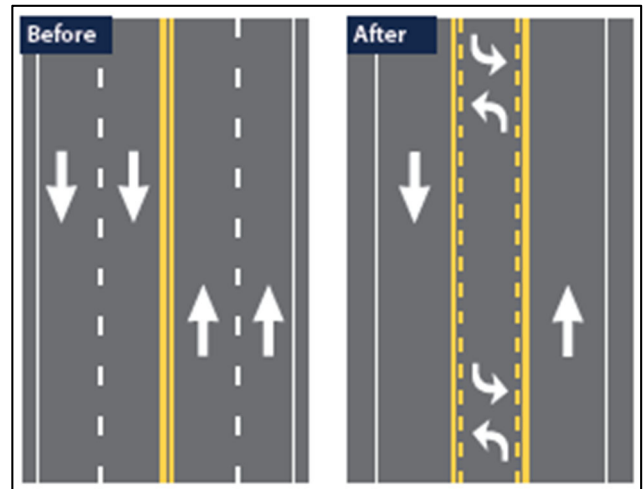
Recommendation: Conduct a thorough transportation analysis of the Corridor to fully understand the gaps in the transportation network and create a plan to address. By doing so, the City will be able to develop a holistic approach to implementing transportation and public realm improvements throughout the Corridor.

TRAFFIC IMPROVEMENTS

ROAD DIET

According to the U.S. Dept. of Transportation Federal Highway Administration, a road diet involves removing or narrowing motor vehicle lanes and utilizing the space for other uses, including but not limited to a two-way left-turn lane, bicycle lane, or parking.

Recommendation: Implement geometric improvements along Broadway that include resetting existing granite curb, installing new granite curb, pavement milling and overlay, and applying new pavement markings and signage that will result in more consistent travel/turn lanes, accommodate on-street parking and establish separated bicycle lanes with bike boxes at intersections.



Example of a Road Diet

Such locations for a road diet include the southern subarea near Broadway Plaza, near the Strata Apartments, and in the northern subarea where businesses could benefit from on-street parking and sidewalks.

INTERSECTION UPGRADES

Since intersections are planned points of conflict in the roadway system, intersection safety should be a priority.

Recommendation: Address existing deficiencies at intersections along the Corridor.

- Implement flashing yellow technology and new camera detection at each signalized intersection including Eastern Avenue, Salem Street, Strata driveway, and Central Avenue.

- Review and adjust vehicle and pedestrian phasing and timing at each signalized intersection.
- Review and adjust intersection geometry to accommodate truck traffic while reducing crossing widths and approach travel/turn lanes.
- Make ADA improvements such as incorporating wheelchair ramps at non-signalized intersections along the Corridor.



Example: Lack of accessibility at a non-signalized intersection

- Ensure that wheelchair ramps and audible pedestrian signals are in place in every direction at signalized intersections.
- Review all existing mid-block pedestrian crossings and develop a plan to either eliminate crossings that are not required; or improve safety by implementing new advanced warning signs or new pedestrian activated signals (e.g. a high-intensity activated crosswalk, or HAWK, also known as a pedestrian hybrid beacon).

SIDEWALKS

There are locations along the Corridor that do not have sidewalks, and pedestrians are forced to walk along a busy roadway with little buffer. The City should consider working with developers to improve impacted and adjacent sidewalks during new commercial construction. Generally, sidewalks provide many benefits and contribute to the health and safety of a community.

Recommendation: Install new sidewalks (cement concrete preferred; hot mix asphalt as an alternative) at the following locations:

- East side of Broadway in front of Holy Cross Cemetery;
- East side of Broadway from Trueman Drive to #635 Broadway (Kol's Pizzeria);
- East side of Broadway from #649 Broadway to City of Melrose line; and
- West side from #650 Broadway to Penny Road.

COMPLETE STREETS

Recommendation: Implement the Complete Street recommendations pertaining to the Broadway Corridor in the near-term. If Complete Street improvements cannot be made within the entire Corridor, implement them wherever possible.

NORTHERN STRAND CROSSING

Recommendation: Implement the following upgrades for the Northern Strand Community Trail (Bike-to-the-Sea) crossing:

- Upgrade existing sidewalk on either side of Broadway to meet current ADA standards including detectable warning panels;
- Reposition existing cobra-head (LED) light fixture located on NW utility pole so it is lower and distributes light more efficiently. Install new overhead (LED) fixture on the NE utility pole;
- Replace existing pedestrian beacon with a Rectangular Rapid Flashing Beacon facing each direction of traffic, or with a High Intensity Activated Crosswalk (HAWK) system;
- Upgrade existing trail approach to implement deflection to improve safety.
- Upgrade street markings and advanced Yield signage.



Example of an overhead HAWK system

(<https://www.fhwa.dot.gov/publications/research/safety/10045/>)

BUS TRANSIT

Having access to bus transit throughout the entire length of the Corridor from north to south is critical to achieving a true, vibrant, mixed-use commercial corridor and neighborhood. Residents who live in the Corridor need reliable access to transit to be able to work close to where they live. Likewise, businesses need to be accessible to those traversing the Corridor and those who live nearby. Having interruptions in transit service is not conducive to a vibrant, business-friendly and pedestrian-friendly Corridor, and creating those connections and eliminating interruptions in service is critical to achieving the Vision of this plan.

Recommendation: Meet regularly with the MBTA to review service needs and problems, and to collaborate on providing enhanced transit services within the Corridor.

Recommendation: Work with the MBTA to realize north-south bus service throughout the Broadway Corridor. Additionally, work with the MBTA on the feasibility of introducing dedicated bus lanes or bus rapid transit throughout the Corridor (similar to neighboring Everett).

Recommendation: Work with the MBTA to create better signage, ADA accommodations, and more amenities (benches, shelters, etc.) for riders at bus stops.

ECONOMIC DEVELOPMENT

Economic development can mean many things. Generally economic development can span economic, political and social policy, and be a process to create jobs and wealth and improve a community's quality of life. As mentioned in the land use recommendations, the City has a valuable tool available to facilitate large-scale redevelopment of the Corridor according to the Vision set forth

in this plan, through the enabling powers of M.G.L. c.121B, housing and urban renewal. Along with the small business assistance and development opportunities, focusing on large-scale land use development as an economic development tool is important to the overall successful transformation of the Corridor.

Recommendation: Based on the findings and observations from the market overview, RKG offers the following preliminary considerations:

- Corridor-wide streetscape improvements, pedestrian and bicycle accommodations, and traffic improvements could help to foster an improved investment climate among existing property owners.
- Create better transportation connections from commercial development fronting Broadway/Route 99 to surrounding residential neighborhoods.
- Consider incentives to encourage parcel assemblages for redevelopment for desired uses to achieve the vision of the Corridor, particularly near key intersections or as gateway enhancements. Examples of this are in the southern subarea across from the Broadway Plaza and in the northern subarea near the Melrose line.
- Explore the opportunities for relocating auto-oriented businesses (such as repair shops and/or dealerships) to off-corridor locations.
- Consider the demand for residential development in Malden and do not discourage mixed-use projects on the Broadway/Route 99 corridor, noting that increased residential development generally equates to increased consumer spending demand for existing and/or new commercial activities.
- For larger parcels/sites along the corridor, consider a mix of uses that integrate different types of commercial uses and strategically brings in residential use as a transition between commercial and surrounding residential neighborhoods.

Recommendation: With respect to Broadway Plaza, work with property managers to ensure that the vision is understood and ultimately achieved. Provide incentives and offer local municipal support for the redesign of a plaza into a more dense, mixed-use, lifestyle center for the community and region.

Recommendation: Create a roundtable for businesses within the Corridor to come together with the City/MRA to voice and address concerns/frustrations, share the vision, and encourage coordination and communication of business-related ventures (e.g. expansion, loss of tenant, available new real estate, public realm sponsorship, and business signage) as well as to create placemaking events and other sponsorship opportunities.

Recommendation: Create a financing program to assist businesses with new equipment, storefront, signage, and façade updates.

Recommendation: Analyze and update the City's regulatory policies to streamline the permitting process for petitioners seeking approval for certain uses within the Corridor.

Recommendation: Work with the regional workforce board, local businesses, and the Malden Chamber of Commerce to create a workforce training program for jobseekers lacking the soft skills and technical skills needed to successfully obtain employment. Jobseekers could be residents within the Corridor, and/or job opportunities can be from businesses in the Corridor.

Recommendation: To do business with Encore Boston Harbor, interested businesses/vendors are required to complete a multi-step process - complete an online form required by Wynn Resorts, obtain a license from the Massachusetts Gaming Commission, successfully pass a Wynn Resorts background check, and be registered and accepted as a vendor with Wynn Resorts. Based on this information, BSC recommends that the City of Malden designate a department or organization to provide ongoing outreach and education to local businesses about the process required to become established as a vendor for Encore Boston Harbor. While there was an initial push to make businesses aware of opportunities, perhaps an ongoing outreach and education component could be beneficial to Malden businesses able to provide the goods and services as identified by Encore Boston Harbor as needed.

Recommendation: There is a diverse mix of commercial uses throughout the Corridor, but it doesn't immediately present itself that way because of the intermittent residential uses, as well as the fact that the businesses are dispersed throughout the Corridor rather than in a concentrated area. The highest prevalence of uses include retail, service, and automobile-related, along with small buildings for professional offices. Based upon the goods and services that Encore Boston Harbor/Wynn Resorts is seeking, the City of Malden could develop a recruitment strategy for businesses providing the goods and services to locate along the Corridor.

Recommendation: Looking at the Corridor holistically, there is diversity in the types of businesses that exist. This supports the feedback received about types of business/industry that survey respondents would like to see along the Corridor. Although the feedback does not address any kind of gaming/casino related business directly, BSC offers two strategies for business attraction to the Corridor:

1. Focus on the independent types of businesses that survey respondents stated would be beneficial and attract them to the Corridor, irrespective of relevance to Encore Boston Harbor.
2. Focus on the types of goods and services that Encore Boston Harbor seeks and recruit businesses that are consistent with the City's vision for the Corridor to locate here. Ongoing supplier opportunities posted by Encore Boston Harbor include event services, food & beverage products, miscellaneous medical and office equipment/supplies, car washing and detailing, hotel operations, maintenance materials and services, marketing, and transportation.

PUBLIC REALM

The public realm is a term for used for urban spaces that are publicly accessible. As part of the built environment, the public realm reinforces an area's sense of place and identity. The Corridor's public realm includes the streetscape – roadways, sidewalks, and intersections. A public realm that is safe,

accessible, and attractive will encourage residents to be more active and engaged in a community. A more active and engaged citizenry will frequent more local businesses, fostering a higher quality of life and area identity.

STREETSCAPE

Recommendation: Make updating the Corridor's public realm the highest priority. Create a more attractive public realm that is designed to balance pedestrians and bicyclists with motor vehicles.

- Make sidewalk improvements and constructing new sidewalks where they are presently missing throughout the Corridor a priority.
- Enhance crosswalks at key locations either through improved striping and signage and raised or textured surface materials.
- Promote a more walkable, pedestrian- and bicycle-friendly Corridor.

Recommendation: Incorporate bike sharrows where possible along the Corridor. Promote the connection to the Northern Strand Community Trail. Incorporate a shared bike lane on Maplewood Street from behind Broadway Plaza to the bike path as an alternative to riding along Broadway in that area.

Recommendation: Reassess the Corridor's lighting, both in the public realm and on private property throughout the Corridor. Ensure that lighting is added where there are gaps. Work with property owners to update to more efficient lighting and address gaps within private property that abuts the public way.

PROJECT AREA SUSTAINABILITY

URBAN TREE CANOPY

The urban tree canopy is important to the overall health and wellness of a community. There is a public health value found in providing greenspace, particularly for environmental justice populations who are more negatively impacted by urban heat island effect and air pollution. Trees offer a cooling effect and provide much needed shade in warmer weather months. From an ecological perspective, urban trees are used as a nature-based solution to stormwater runoff and flooding. Trees and rain gardens help store water and can also reduce building energy consumption in the summer. Green business districts have been proven to promote attractive, pedestrian-oriented retail environments, make shoppers and diners feel more comfortable, create a sense of place that is a destination and increase the values of properties and businesses.

In general, an urban tree canopy helps to define and give identity to a space. Trees make the streetscape more attractive. The character and quality of a streetscape can affect the overall appeal of a business and positively persuade purchase power. Lastly, trees foster meaningful connections between people and the built and natural environment. They create a vertical wall framing a street considered a defined edge, that encourages motorists to slow down. Along with traffic calming, trees create a safer walking environment. Safer walking environments lead to increased travel by foot and the frequenting of local, neighborhood businesses.

Recommendation: Increase the number of street trees along the Corridor.

- Use the Broadway Corridor as a pilot for a tree planting program.
- Update standards governing provision of street trees to increase the city's street canopy as Route 99 undergoes any major renovations. This may require resolving issues of cost responsibility for maintenance of street trees. Ensure that standards are realistic for the local climate and specify appropriate designs to contain tree root structures.

GREEN INFRASTRUCTURE

Additional green infrastructure in lieu of excessive parking can increase pervious surfaces leading to enhanced stormwater retention and less flooding. Increased greenery also provides a cooling effect in relation to urban heat impacts resulting from climate change.

Recommendation: Complete an analysis to inventory locations where green infrastructure can be implemented along the Corridor, focusing on areas that lack greenspace or open space.

- Work with residents in the Corridor to educate and implement green infrastructure tactics such as the use of rain barrels, rain gardens, and permeable pavers.
- Consider the feasibility of implementation of a “green” linear park along the east side of Broadway from #417 Broadway to #470 Broadway. Currently overgrown and vacant land, a linear park could provide an opportunity to increase pedestrian safety by creating a larger buffer between the pedestrian and vehicles and a more aesthetically pleasing environment to walk in.
- Implement higher landscaping requirements within surface parking lots and encourage the use of bio-swales and rain gardens. Study the feasibility of using alternative green paving methods rather than impervious concrete or asphalt.

IMPLEMENTATION STRATEGY

The following implementation strategy incorporates the recommendations into an easily readable format while also identifying a timeframe for implementation and responsible parties. It is important to note that this matrix is fluid and adaptable, as priorities and policies of the City and MRA shift and change over time.

Element	Recommended Actions	Short-Term (1-3 Years)	Mid-Term (4-6 Years)	Long-Term (7-10 Years)	Responsible Party
VISION	Concentrate specific uses in each subarea of the Corridor.	X	X	X	MRA City Developers
ZONING	Amend zoning ordinance to reduce the number of zoning districts to one with three sub districts.	X	X		City Planner Planning Board City Council

ZONING	Amend Table of Use Regulations to prohibit gasoline filling & service stations, motor vehicle repair shops, vehicle sales, wholesale and distribution, building construction and contracting, towing, and other uses in conflict with the Vision.	X	X	X	City Planner Planning Board City Council
ZONING	Amend of Table of Intensity Regulations for uses within a new Broadway Corridor Zoning District.	X	X		City Planner Planning Board City Council
ZONING	Enforce the rules and regulations of the Zoning Ordinance, once amended. Hold owners of problem properties accountable for property maintenance and upkeep.	X	X		City Permits, Inspections, and Planning Services
LAND USE	Encourage landlords and other stakeholders in the Corridor to embrace the Vision and work with the City and the MRA to lease real estate to tenants for uses consistent with the Vision.	X	X		MRA City (Mayor's Office; Permits, Inspections, and Planning Services)
TRANSPORTATION	Conduct transportation analysis to understand gaps/weaknesses in the transportation network (including public transit) and create a plan to address.	X	X		MRA City (Mayor's Office; Engineering; Public Works; Planning)
TRANSPORTATION	Complete geometric improvements such as resetting existing granite curb, installing new granite curb, pavement milling and overlay, and applying new pavement markings and signage for more consistent travel/turn lanes, to accommodate on-street parking and to establish separated bicycle lanes with bike boxes at intersections.	X	X		MRA City (Mayor's Office; Engineering; Public Works; Planning)
TRANSPORTATION	Address existing deficiencies at intersections along the Corridor.	X	X		MRA City (Mayor's Office; Engineering; Planning Public Works)

TRANSPORTATION	Install new sidewalks at identified locations.	X	X		MRA City (Mayor's Office; Engineering; Public Works; Planning)
TRANSPORTATION	Implement Complete Streets policy recommendations at identified locations.	X	X	X	MRA City (Mayor's Office; Engineering; Public Works; Planning)
TRANSPORTATION	Implement upgrades to the Northern Strand Community Trail (Bike to the Sea) Crossing.	X			City (Mayor's Office; Engineering; Public Works)
TRANSPORTATION	Meet regularly with the MBTA to review service needs and problems, and collaborate on providing enhanced transit services within the Corridor.	X			MRA City (Mayor's Office; Engineering; Public Works; Planning)
TRANSPORTATION	Work with MBTA to realize north-south bus service throughout the Broadway Corridor and feasibility of introducing dedicated bus lanes or bus rapid transit to the Corridor.	X	X		MRA City (Mayor's Office; Engineering; Public Works; Planning)
TRANSPORTATION	Work with the MBTA to create better signage, ADA accommodations, and more amenities (benches, shelters, etc.) for riders at bus stops.	X	X		MRA City (Mayor's Office; Engineering; Public Works; Planning)
ECONOMIC DEVELOPMENT	Work with property managers to ensure that the vision is understood and ultimately achieved. Provide incentives and offer local municipal support for the redesign of a plaza into a more dense, mixed-use, lifestyle center for the community and region.	X	X	X	MRA City (Mayor's Office; Planning)
ECONOMIC DEVELOPMENT	Create a roundtable for businesses within the Corridor to come together with the City/MRA to voice				MRA City (Mayor's Office; Planning;

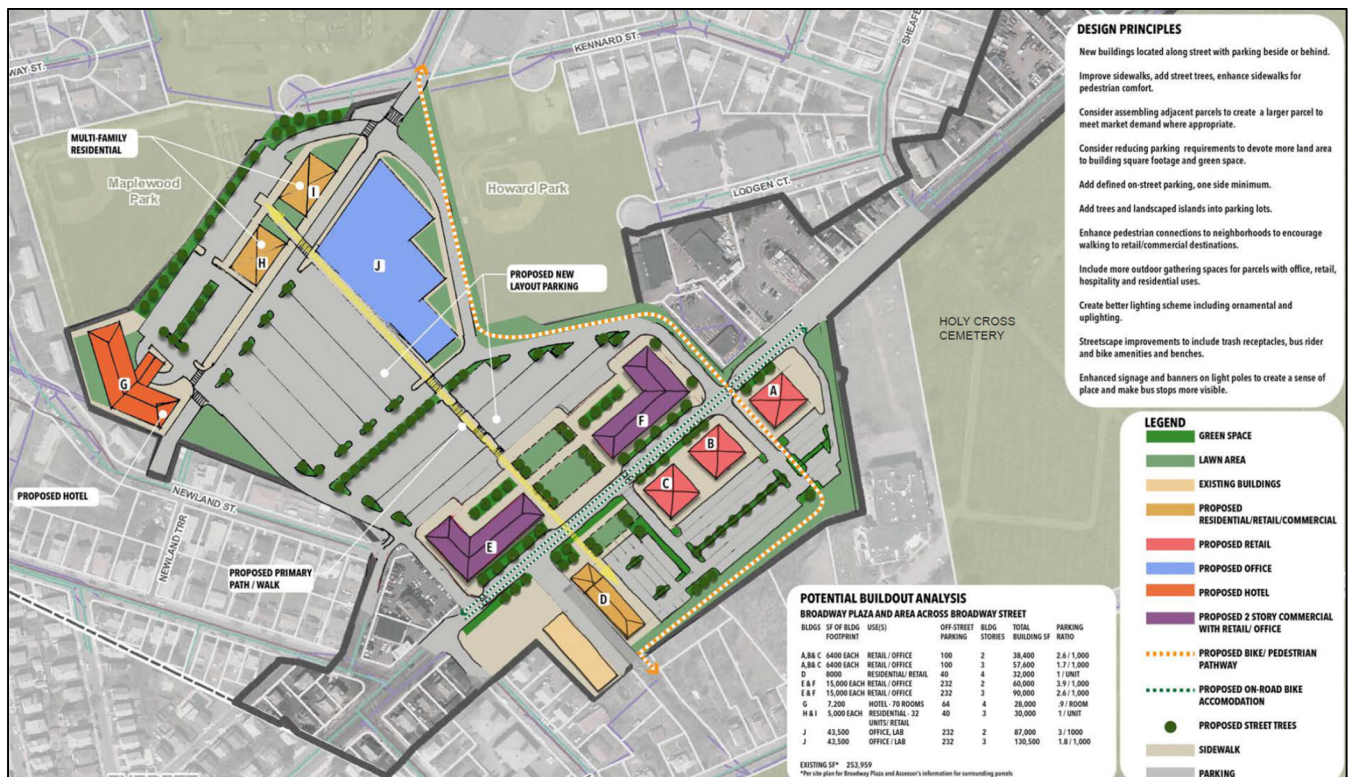
	concerns and frustrations, share the vision, and encourage coordination and communication of business-related ventures (e.g. expansion, loss of tenant, available new real estate, public realm sponsorship, and business signage).	X	X	X	Public Works; Engineering) Chamber of Commerce (potential)
ECONOMIC DEVELOPMENT	Create a financing program to assist businesses with new equipment, storefront, signage, and façade updates.	X	X	X	MRA City (Mayor's Office)
ECONOMIC DEVELOPMENT	Analyze and update the City's regulatory policies to streamline the permitting process for petitioners seeking approval for certain uses within the Corridor.	X			MRA City (Mayor's Office; Permits, Inspections, and Planning Services)
ECONOMIC DEVELOPMENT	Work with the regional workforce board, local businesses, and the Malden Chamber of Commerce to create a workforce training program for jobseekers lacking the soft skills and technical skills needed to successfully obtain employment.		X		MRA City Mayor's Office MassHire Metro North Workforce Board Chamber of Commerce
ECONOMIC DEVELOPMENT	Foster a relationship with the casino and create a business support program that provides ongoing outreach to Malden businesses to enable them to satisfy the procurement process for Encore Boston Harbor vendors.	X	X	X	MRA City Mayor's Office Encore Boston Harbor/Wynn Resorts Local businesses
ECONOMIC DEVELOPMENT	Develop a recruitment strategy to locate businesses providing goods and services to Encore Boston Harbor/Wynn Resorts along the Corridor.	X			MRA City Mayor's Office Encore Boston Harbor/Wynn Resorts Business Community
ECONOMIC DEVELOPMENT	Develop a recruitment strategy to locate businesses that survey respondents stated would encourage them to frequent the Corridor more often	X	X	X	MRA City Mayor's Office Business Community

	(independent retail/restaurant, service, entertainment, etc.).				
PUBLIC REALM	Create a more attractive public realm that is designed to balance pedestrians and bicyclists with motor vehicles.	X	X	X	MRA City (Mayor's Office; Engineering; Public Works; Planning)
PUBLIC REALM	Incorporate bike sharrows where possible along the Corridor.	X	X		MRA City (Mayor's Office; Engineering; Public Works; Planning)
PUBLIC REALM	Reassess the Corridor's lighting, both in the public realm and on private property throughout the Corridor.	X	X		MRA City (Mayor's Office; Engineering; Public Works; Planning)
PROJECT AREA SUSTAINABILITY	Increase the number of street trees along the Corridor.	X	X		MRA City (Mayor's Office; Engineering; Public Works; Planning)
PROJECT AREA SUSTAINABILITY	Complete an analysis to inventory locations where green infrastructure can be implemented along the Corridor, focusing on areas that lack greenspace or open space.	X			MRA City (Mayor's Office; Engineering; Public Works; Planning)

DEVELOPMENT SCENARIOS

To help promote the Vision set forth within this Framework Plan, three proposed concepts were created, one within each subsection of the Corridor. Two of these concepts, near Broadway Plaza and near the Melrose line, demonstrate mixed-use higher density development. The third concept, within the residential spine of the Corridor, shows a linear greenspace and traffic calming measures to promote a better pedestrian environment.

PROPOSED CONCEPT 1 – BROADWAY PLAZA



This proposed concept includes mixed-use development consisting of residential, commercial/retail, office, green space, hotel, and public realm improvements to create a more defined lifestyle center. It should be noted that Broadway Plaza appears to be a prime location for a hotel use, in light of the real estate market and COVID-related impact on the economy, siting of a hotel and its feasibility at this location, or elsewhere within the Corridor, will need to be determined at a future date. This concept was developed by applying the following design principles:

- Placing new buildings near the street edge to create a street wall with parking adjacent or behind.
- Focusing on pedestrian walkability and comfort by improving the conditions of sidewalks, adding public shade trees, and improving street lighting.
- Assembling smaller adjacent parcels to create larger development parcels to meet market demand, where appropriate.
- Reducing parking requirements to devote more land area to building square footage and green space.
- Enhancing pedestrian connections to neighborhoods to encourage walking to retail/commercial destinations.
- Adding defined on-street parking, one side minimum.

- Adding trees and landscaped islands within parking lots.
- Including more outdoor gathering spaces for parcels with office, retail hospitality and residential uses.
- Improving streetscape by installing trash receptacles, bus rider and bike amenities and benches.
- Enhancing signage and banners on light poles to create a sense of place and make bus stops more visible.

Potential Buildout Analysis

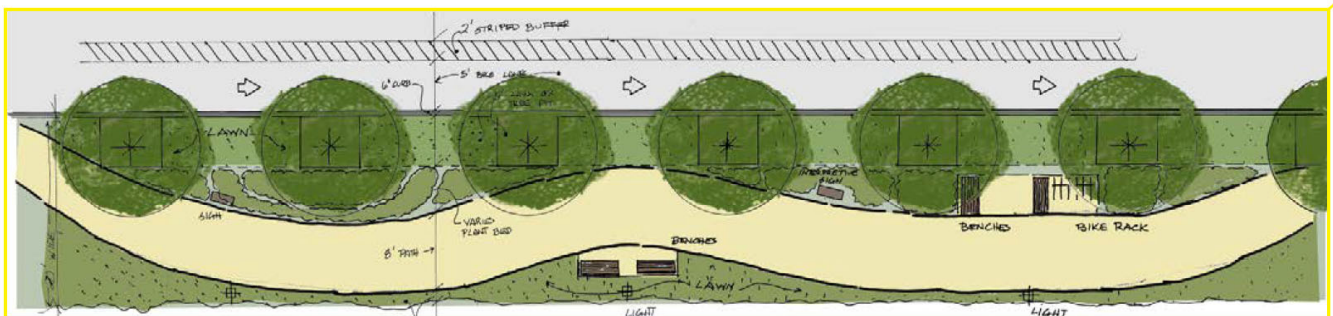
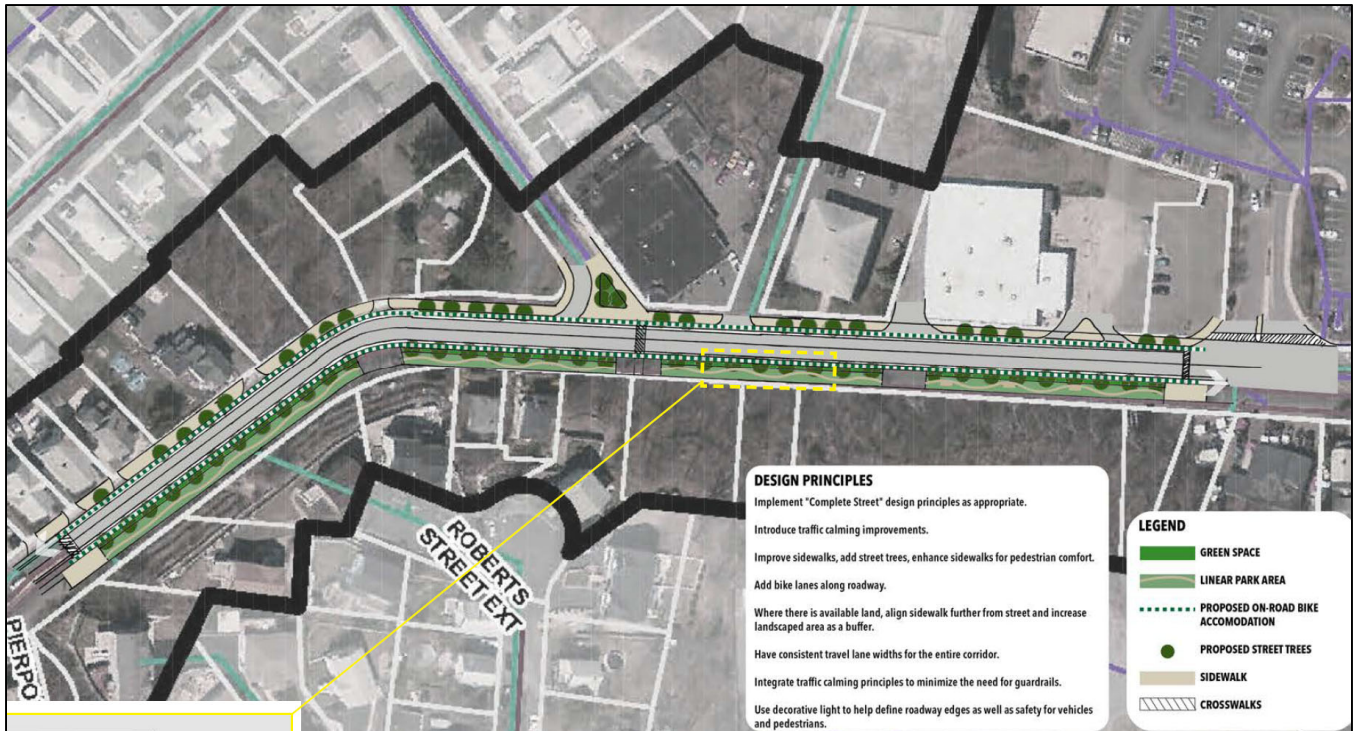
Per the site plan for the existing Broadway Plaza and Assessor's information for surrounding parcels, there is approximately 253,959 square feet of building space in the plaza currently. The potential buildout analysis offers square footage per building constructed based on the number of building stories. Based on this proposed sample redevelopment, the total building square footage could increase to approximately 275,000 square feet to 368,000 square feet.

Section Sketch - The graphic below demonstrates a Complete Streets approach along the section of Broadway, abutting Holy Cross Cemetery (as shown on the right), by incorporating bike lanes on both sides of the street, reducing the through travel lanes, installing a sidewalk adjacent to the cemetery, designating on-street parking, and installing public shade trees.



PROPOSED CONCEPT 2 – RESIDENTIAL STRETCH

This proposed concept includes public realm improvements on Broadway spanning from Mingo Street to just beyond Bowman Street. The most notable improvement is the creation of a linear park on the east side of Broadway. By creating a greener corridor, public street trees will provide shade during the hot summer months for pedestrians along this stretch. Narrower travel lanes will calm traffic, and allow for the removal of guard rails, which contribute to a perceived lack of safety for foot travel.



LINEAR PARK ENLARGEMENT

This concept was developed by applying the following design principles:

- Incorporating "Complete Streets" principles.
- Introducing traffic calming measures and eliminating the need for guard rails.
- Focusing on pedestrian walkability and comfort by improving the conditions of sidewalks, adding public shade trees, and improving street lighting.
- Adding bike lanes along the roadway.
- Aligning the sidewalk further from the street and using the landscaped area as a buffer.
- Having consistent travel lanes throughout the entire Corridor.
- Using decorative lighting to help define roadway edges as well as safety for vehicles and pedestrians.

Section Sketch - The graphic below demonstrates a Complete Streets approach along this section of Broadway (from Mingo Street to just beyond Bowman Street) by incorporating bike lanes on both sides of the street, reducing the width of travel lanes as a traffic calming measure, installing public shade trees, and incorporating a linear park along the east side of Broadway where vacant land presently exists.



Existing Conditions



Proposed Improvements

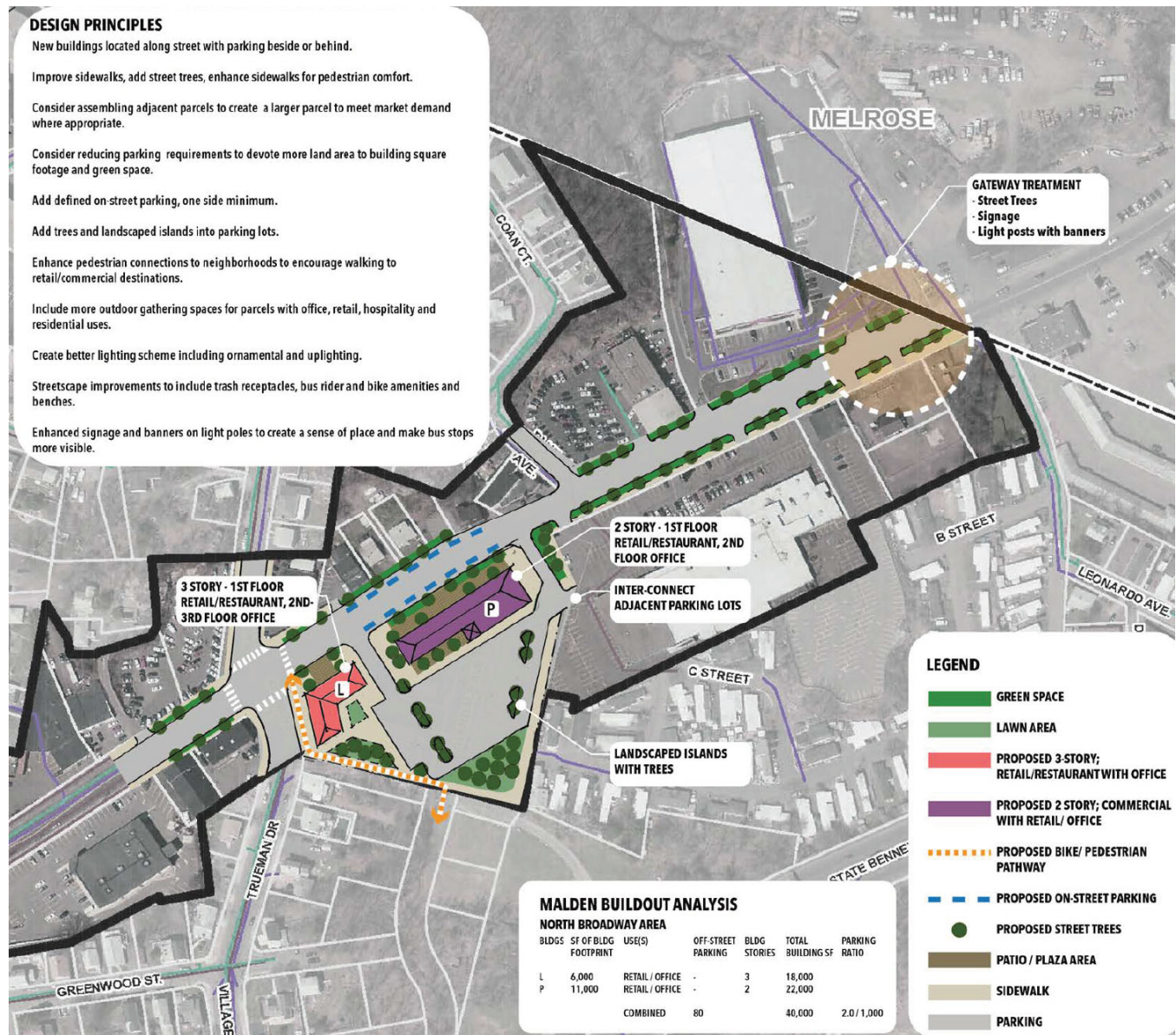
PROPOSED CONCEPT 3 – COMMERCIAL NEAR MELROSE LINE

This proposed concept includes mixed-use development consisting of retail, restaurant, and office. There is the potential for a hotel to be sited in this location as well. With buildings fronting the street, parking is incorporated behind them. Additional landscaping helps to green this section of Broadway, and streetscape improvements reduce the emphasis on vehicular travel, promoting a more multi-modal and safer pedestrian environment. Since this is a gateway into the Corridor from the north, special treatment is recommended through the installation of signage, street trees, and decorative light posts with banners.

Potential Buildout Analysis

Per Assessor's information for the impacted parcels, there is approximately 17,000 square feet of existing building space. The potential buildout analysis offers square footage per building constructed based on the number of building stories. Based on this sample redevelopment scenario, the total building square footage of the two new proposed buildings is approximately 40,000 square feet.

Design Principles and Build-Out Concept



This concept was developed by applying the following design principles:

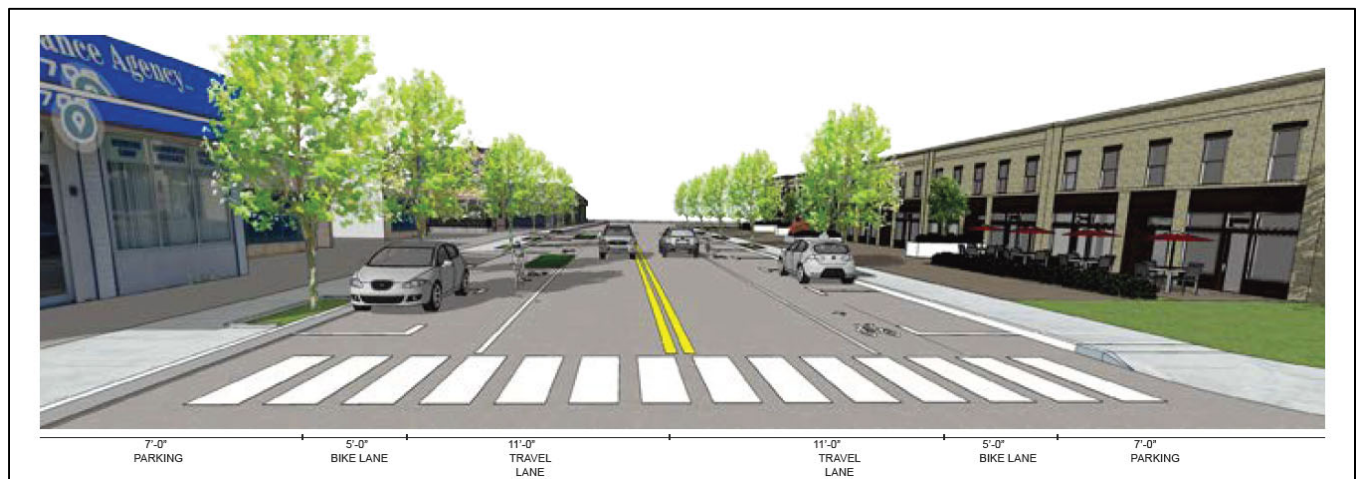
- Placing new buildings near the street edge to create a street wall with parking adjacent or behind.
- Focusing on pedestrian walkability and comfort by improving the conditions of sidewalks, adding public shade trees, and improving street lighting.
- Assembling smaller adjacent parcels to create larger development parcels to meet market demand, where appropriate.
- Reducing parking requirements to devote more land area to building square footage and green space.
- Enhancing pedestrian connections to neighborhoods to encourage walking to retail/commercial destinations.

- Including more outdoor gathering spaces for parcels with office, retail, hospitality, and residential uses.
- Creating a better lighting scheme including ornamental lighting and uplighting.
- Streetscape improvements to include trash receptacles, bus rider and bike amenities and benches.
- Enhanced signage and banners on light poles to create a sense of place and make bus stops more visible.

Section Sketch - The below graphic demonstrates an approach that promotes dense development that creates a street wall, sidewalks and street trees, green space, bike lanes, and a safer pedestrian environment along the section of Broadway that acts as a gateway into the City of Malden from Route 1 to the north. Parking is pushed behind the buildings, rather than fronting along the street and a plaza area offers outdoor dining opportunities.



Existing Conditions



Proposed Improvements

CONCLUSION

Overall, the three proposed sample redevelopment areas offer buildout analysis and section sketches to demonstrate that higher density mixed-use development along with the incorporation of green space presents opportunity for growth along the Corridor. In addition, through traffic calming measures and streetscape enhancements, a more pedestrian-friendly and safer environment can transform this Corridor into a unique urban place, not only as a business corridor but also as a high-quality walkable neighborhood.