

**DECEMBER
2023**

BROADWAY CORRIDOR LAND USE & ZONING STUDY ACTION PLAN

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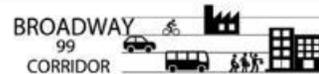


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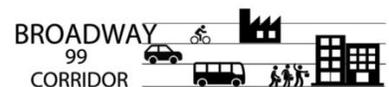
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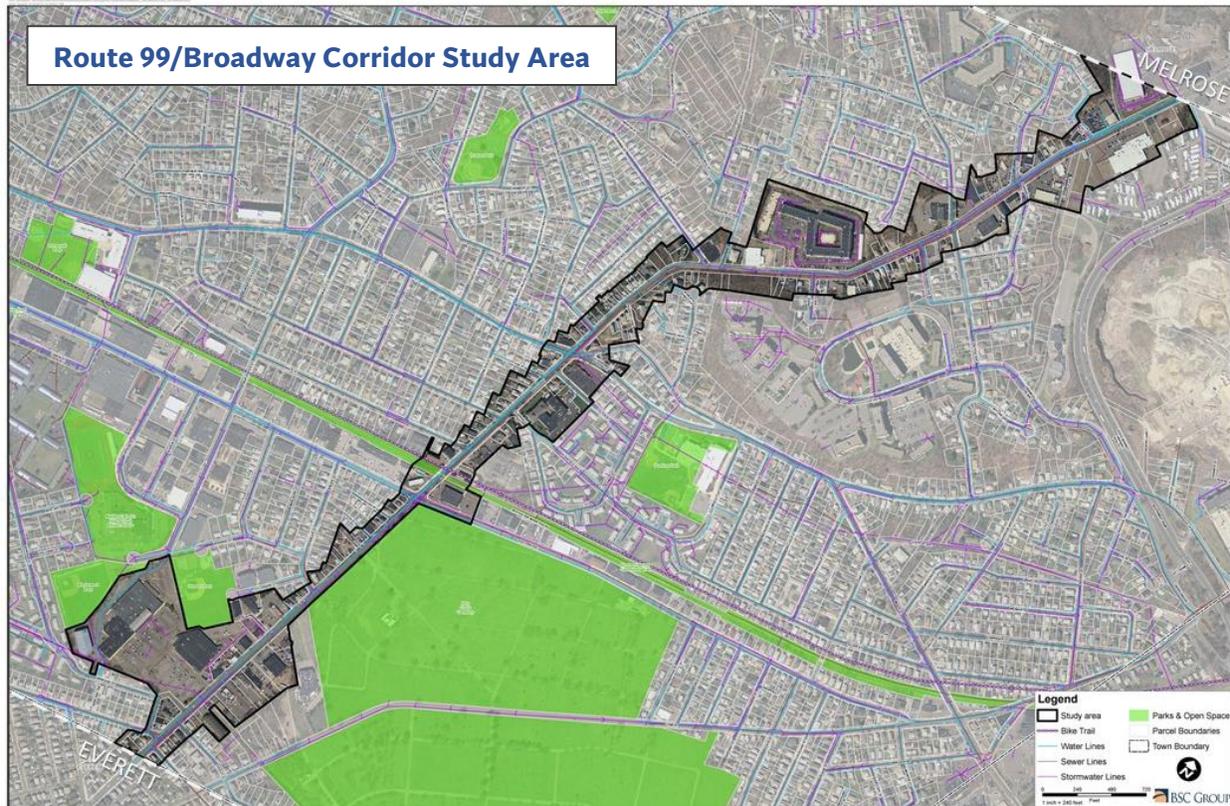
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SECTION 1: INTRODUCTION



In 2018, the Massachusetts Gaming Commission (MGC) awarded a Non-Transportation Planning Grant to the City of Malden to complete a land use and economic development plan for the Broadway (Route 99) Corridor in Malden (the Corridor). Completed in 2020, the Broadway (Route 99) Corridor Framework Plan (the Framework Plan) included a study of existing physical and economic conditions of the corridor, projections of Encore Casino related impacts, and recommendations on land use and zoning, economic development, transportation, and public realm improvements. BSC Group (BSC), in coordination with the City of Malden, completed the Framework Plan in 2020.

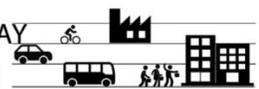
Building upon this effort, the City received a second MGC grant in 2022. The City hired BSC to take the Framework Plan one step further – tasking us to take a deeper dive into the land use and zoning dynamics within the Corridor – to offer an approach to guide zoning amendments and land development in a way that embraces the Vision Statement and goals outlined in the Framework Plan. For this project, BSC completed a detailed zoning and land use analysis, helped the City with public engagement/education efforts, and developed strategies to positively affect land use and development changes occurring within the Broadway Corridor in the future. The results and recommendations are described in this Broadway Land Use and Zoning Study-Action Plan (the Study).

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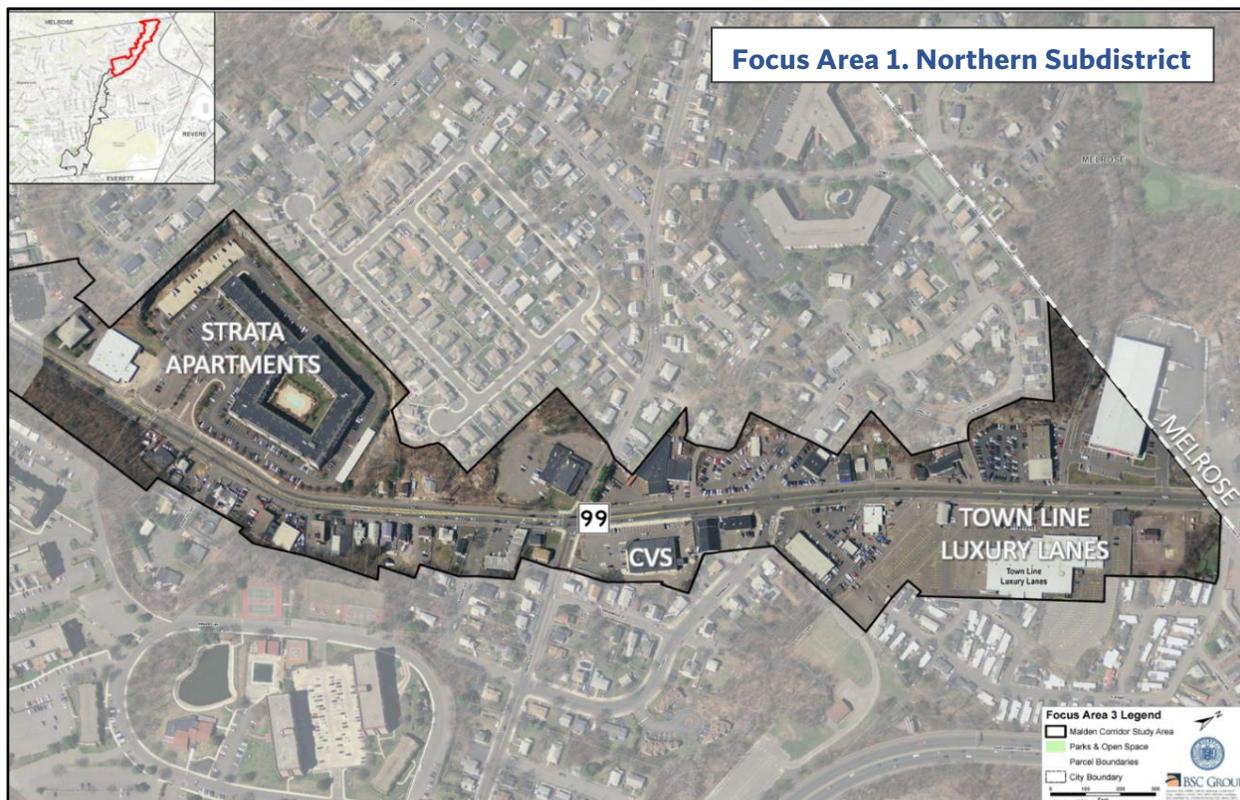
PROJECT AREA

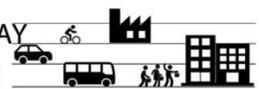
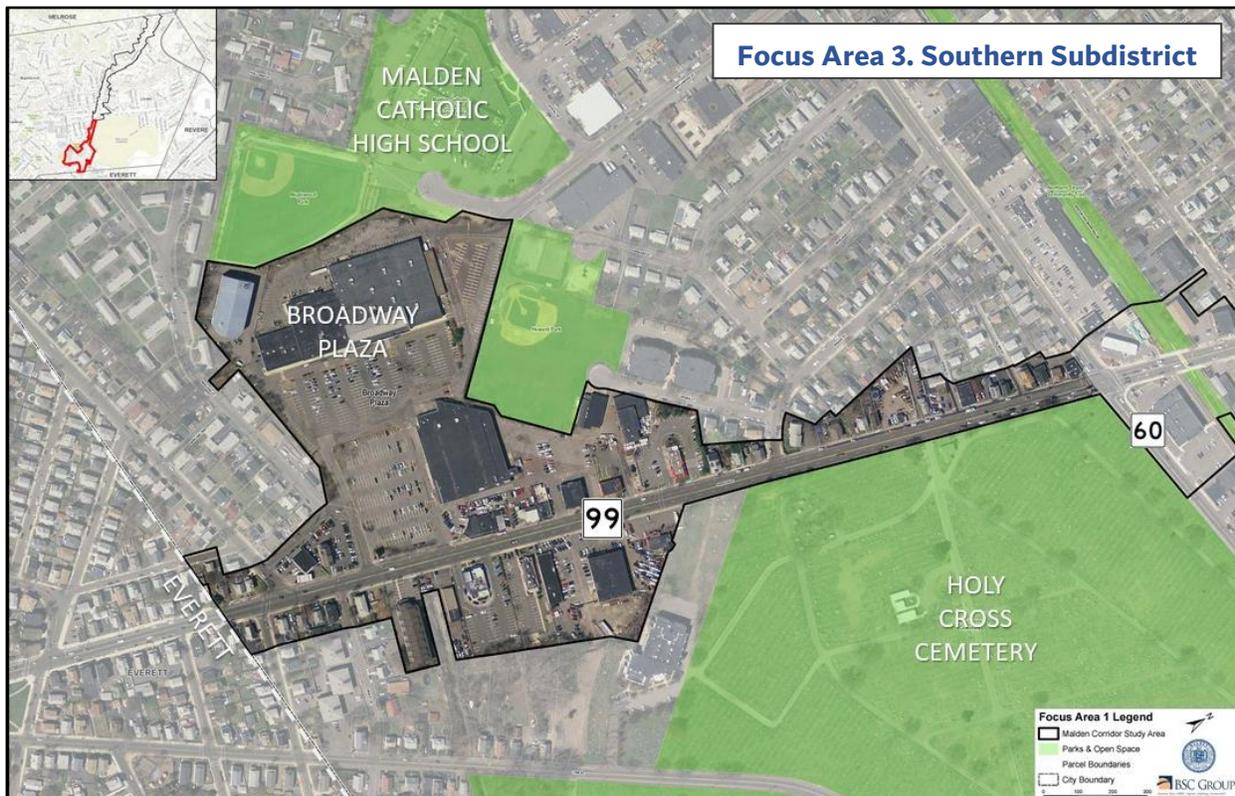
The project area for the Study encompasses both sides of the Route 99/Broadway Corridor from the Melrose city line to the Everett city line, a length of approximately 1.7 miles. The project area spans approximately seventy-four acres of land. Past planning efforts of the Framework Plan divided this Corridor into three smaller subdistricts:

Focus Area 1. Commercial near Melrose (Northern): 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.

Focus Area 2. Residential (Middle): 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.

Focus Area 3. Broadway Plaza and Surrounds (Southern): The subarea from the Everett line to the intersection of Broadway and Route 60/Eastern Avenue. More commercial in nature, this stretch consists of suburban style commercial development with two traffic lanes in each direction.





While this Study recommends amendments to the Malden Zoning Ordinance (the Zoning Ordinance) that can be applied to the whole Broadway Corridor, our efforts focused particularly on the Highway Business zoning district areas within Focus Areas 1 and 3.

In addition, the City can apply recommendations from this Study to other zoning districts in Malden.

SECTION 2: BROADWAY FRAMEWORK PLAN (2020)

The Broadway Framework Plan (2020) identified recommendations related to land use, zoning, economic development, transportation, and public realm improvements. Main points from the Framework Plan that have influenced this Land Use and Zoning Study are outlined below.

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 (Focus Area 1). 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 (Focus Area 2). The two transition areas will serve as great opportunities for smaller-scale, locally owned retail and commercial uses that will complement the surrounding residential density.

The southern subarea will consist of larger scale commercial uses, as well as mixed-use commercial and residential (Focus Area 3). 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.



FINDINGS

Within the Broadway Corridor, the Framework Plan determined that the present zoning does not promote a conducive environment for vibrant, mixed-use development consistent with the Broadway Corridor Vision Statement. There are several instances where commercial or industrial properties abut residential properties, and the uses are not compatible with each other. In addition, buildings are set back far from the street, surface parking lots and curb cuts abound, and lack of landscaping/landscaped buffers make the Broadway Corridor feel more like a suburban highway than an urban neighborhood center. Finally, there are many smaller parcels that would require assemblage to create larger-scale redevelopment.

GOALS

The goals of the 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.

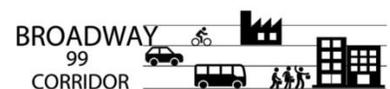
RECOMMENDATIONS FROM THE 2020 FRAMEWORK PLAN

Zoning is a major barrier to the City's ability to realize the Vision Statement identified within the Framework Plan. Zoning amendments will not cause an immediate or overnight transformation of the Broadway Corridor, but rather, the intent is that there will be a slow but positive transformation of the Corridor over time. The recommendations listed below were discussed in the Framework Plan and are separate from any actions recommended in this Study.

Recommendation: Complete a zoning amendment that reduces the number of zoning districts within the Corridor from five (5) to one (1) with three (3) subdistricts. An

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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. Over time, this will also help to promote a cohesive identity to the Corridor and a sense of place.

Recommendation: Change the Table of Use Regulations to no longer allow the following uses (except as a legally pre-existing, nonconforming 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 inconsistent with the Vision.

Recommendation: Amend the Table of Intensity Regulations for uses within a new Broadway Corridor Zoning District relative to dimensional standards, parking requirements, landscaping, siting, design guidelines, development standards, curb cuts, and density.

Recommendation: Enforce the rules and regulations of the Zoning Ordinance, once amended.

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 to lease real estate to tenants for a use that is consistent with and not in conflict with the Vision.

SECTION 3: PUBLIC ENGAGEMENT EFFORTS

For this Study, the project team organized two (2) community meetings and the City conducted an online survey in 2022. See **Appendix A** for the presentation slides from the two community meetings and see **Appendix B** for the online survey template. This public engagement effort for this Study was limited in scope, with the purpose to confirm that public opinion remained consistent with the feedback received during the development of the Framework Plan.

COMMUNITY MEETING #1

A community meeting occurred on May 23, 2022, at the Loyal Order of Moose Lodge on Broadway.

There were two components to the meeting: a short presentation and an interactive “open house”

session. The open house offered participants the opportunity to peruse the room at their own pace visiting various stations. Attendees were able to ask questions, provide

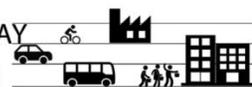


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feedback, and leave comments along the way. Each station pertained to different areas along the Broadway Corridor as well as elements such as land use, density, location of parking, and landscaping preferences. Approximately fifty (50) people attended the community meeting.

ONLINE SURVEY

To supplement the community meeting, the City created an online survey as an adaptation of the open house activity, intended to reach a wider audience than just those who attended the in-person meeting. The online survey was available from June 28, 2022–July 31, 2022. Shared via email and city social media, the survey was available in seven (7) languages. The City received 155 responses.



Results

The participants focused on each of the three sub-districts along the Broadway Corridor and answered questions pertaining to preferences for building height, land use, setbacks, and parking and landscaping.

RESULTS FROM COMMUNITY MEETING #1 AND ONLINE SURVEY

The following results identify the overall preferences voiced by the community as “most appropriate” for each of the three (3) Focus Areas of the Broadway Corridor. Overall, the results show a majority preference for mid-rise, mixed-use buildings with shallow setbacks and more greenery throughout the entire Broadway Corridor from the Everett city line to the Melrose city line.

Labels for the results in the following table are:

- 1 (N) Commercial** - Focus Area 1: Northern Subdistrict – Commercial near Melrose
- 2 (M) Residential** - Focus Area 2: Middle Subdistrict – Residential
- 3 (S) Plaza** - Focus Area 3: Southern Subdistrict – Broadway Plaza Area

For complete and detailed results, see **Appendix C**.

BUILDING HEIGHT

Focus Area	Preference	Percentage
1 (N) Commercial	Mid-Rise	46%
2 (M) Residential	Low-Rise / Mid-Rise (tie)	41%
3 (S) Plaza	Mid-Rise	46%

SETBACKS

Focus Area	Preference	Percentage
1 (N) Commercial	Shallow Setback	53%
2 (M) Residential	Shallow Setback	54%
3 (S) Plaza	Shallow Setback	57%

PARKING AND BUFFERS

Focus Area	Preference	Percentage
1 (N) Commercial	More Greenery!	54%
2 (M) Residential	More Greenery!	66%
3 (S) Plaza	More Greenery!	64%

LAND USE

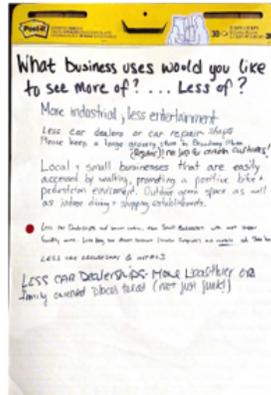
Focus Area	Land Use (% In-Person)	Land Use (% Online)
1 (N) Commercial*	Small-Scale Retail (32%) Mixed-Use (26%) Open Space (19%)	Mixed-Use (69%) Open Space (58%) Large-Scale Retail (49%)
2 (S) Plaza*	Single-Family Housing (29%) Small-Scale Retail (20%) Open Space (16%)	Mixed-Use (75%) Open Space (62%) Small-Scale Retail (57%)

* There is a limitation to the land use data collected. The data gathered at the community meeting reflects the total number of votes rather than the total number of respondents, whereas the online survey results reflect the total number of respondents rather than votes. Since not all attendees at the community meeting completed the dot voting activity and yet others marked multiple dots for certain preferences, it is impossible to adjust the values to make the datasets completely identical for comparison purposes. However, there are similar preferences across both data sets, even when not combined.

COMMUNITY MEETING #2

A second community meeting occurred on September 15, 2022, at the Linden STEAM Academy on Wescott Street. There were approximately twenty-five (25) attendees. The purpose of this meeting was to introduce the results of the prior public engagement completed for this project.

Attendees received a brief presentation and then broke out into four (4) small, facilitated groups by dot color (red, blue, yellow, green) assigned at the door to discuss their thoughts on the feedback received to date, ask questions, and learn more about zoning and how it dictates land use and the look and feel of a place.

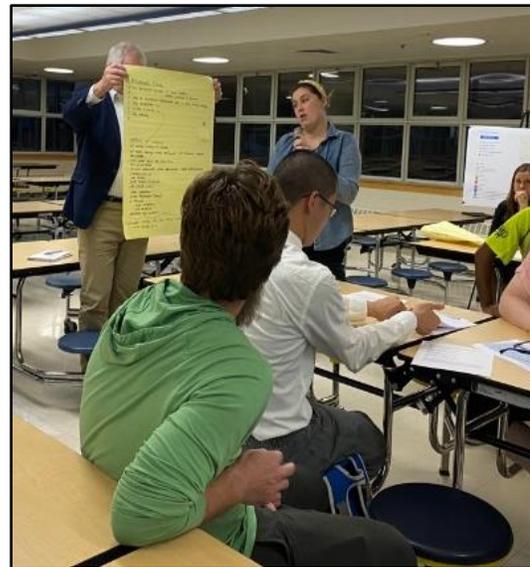


Written Comments

- More industrial, less entertainment
- Less car dealers or car repair shops
- Please keep a large grocery store in Broadway Plaza
- Local and small businesses that are easily accessed by walking, promoting a positive bike and pedestrian environment. Outdoor green space as well as indoor dining and shopping establishments
- Less car Dealerships and service centers. More Small Business with more shopper friendly areas. Less big box business (Smaller footprint) and more local and state housing
- Less car dealerships & motels
- Less car dealerships – more healthier or family oriented places to eat (not just junk!)

Results

Within the four small groups, the discussion focused on the two bookends of the Broadway Corridor – the Broadway Plaza area and the commercial area near Melrose. Generally, participants wanted to see more greenery and green infrastructure within the Broadway Corridor, more compatible small and locally owned businesses, and buildings sited closer to the street with a landscaped setback and parking pushed to the side or rear of a building. They wanted to limit uses such as fast-food drive thru restaurants, large distribution centers, and high-rise development.



Overall, there was support for zoning and dimensional changes to help achieve the Vision Statement from the Framework Plan. For a complete summary of the small group discussions, see **Appendix D**.

SECTION 4. TECHNICAL REVIEW OF MALDEN’S ZONING ORDINANCE

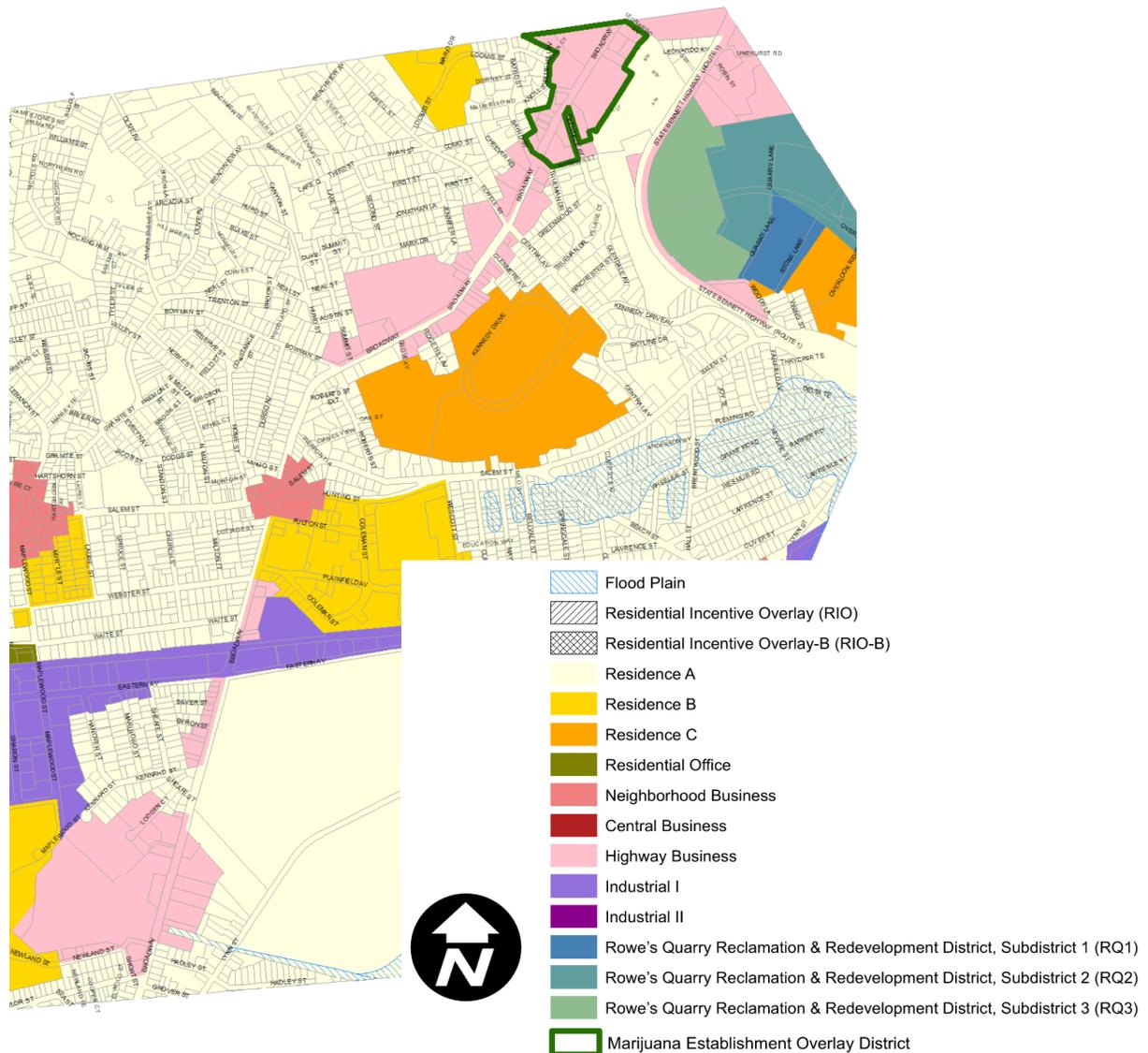
Massachusetts General Laws, Chapter 40A, also known as “The Zoning Act,” was enacted in 1975 to facilitate, encourage, and foster the adoption and modernization of zoning ordinance and by-laws by municipal governments; and to establish standardized procedures for the administration and promulgation of municipal zoning laws. The Code of the City of Malden (Code) is a compilation of all ordinances of the City of Malden. Title 12 of the Code contains the Zoning Ordinance. The Zoning Ordinance establishes districts, use regulations, dimensional controls, parking, loading, and screening



regulations, sign control, general regulations, and administration. Thus, Title 12 regulates the land uses, size and density of development allowed in certain locations within Malden.

LAND USE AND ZONING

Zoning Districts. The Zoning Ordinance establishes zoning districts and classifies all property in the City into one of ten districts and three overlay districts. Five (5) zoning districts and one overlay district are found within the Broadway Corridor: Highway Business (light pink), Industrial I (purple), Residence A (light yellow), Residence B (yellow orange), Neighborhood Business (coral pink), and a Marijuana Establishment Overlay District (green outline).



Existing Land Use in Corridor.

The Broadway Corridor is generally fully developed or “built out” with uses that include commercial, office, retail services, fast food, restaurant, residential, entertainment, and auto related uses, including auto repair and sales. There is no consistent size, scale, or density of development throughout the Corridor.

In Focus Area 1, development varies between mid-rise, high-density residential (i.e., Strata) and low-rise, commercial buildings (i.e., Town Line Luxury Lanes). In this area, large surface parking lots are consistent with larger, low-rise buildings and strip development.

In Focus Area 2, high-density residential uses with small-scale business uses span the residential stretch in the middle of the Corridor. 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.

Near the Broadway Plaza (Focus Area 3), development is low-rise and low-density with large surface parking lots.



700 Broadway



288 Broadway



109 Broadway

Relationship between Zoning and Land Use.

Zoning identifies and defines the various uses allowed in each zoning district within the community. As such, zoning prescribes what property owners can use their land for depending on its location. Zoning addresses several site and building requirements. For example, dimensional requirements regulate the size of development - how many stories a building can be, where a building can be constructed on a site, where setbacks and landscaping should be on a site, how far away from the street the building and other site elements can be, etc.

Zoning also includes parking and loading requirements, which affect the size of a development – how much parking is required to support the use/building on a site, landscaping, and screening requirements based on abutting uses.

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Revisions to Zoning: Applicability and Exemptions.

As mentioned previously in this Study, zoning is used as a tool to promote transformative changes over time. Sometimes, a revision to a local zoning ordinance may prohibit a use that was previously allowed or legally existed prior to adoption of that change. State law and the City’s Zoning Ordinance address this issue through exemption provisions, also known as “grandfathering”. In this instance, the pre-existing use is legally protected as a “pre-existing nonconforming use” and, therefore, is still allowed.¹

If that pre-existing nonconforming use ceases for a defined period, the use is no longer protected, and any future uses of that property must comply with the current Zoning Ordinance. These laws also protect and exempt pre-existing nonconforming structures, which may remain and would be exempt from zoning amendments. Any extension, reconstruction, or structural change of a building way will trigger the application of the dimensional requirements of the current Zoning Ordinance. There are examples of pre-existing nonconforming uses currently found in the Broadway Corridor today. Several single-family and two-family residential uses are present in areas zoned as Highway Business. Per the Zoning Ordinance Use Regulations (Section 12.12.030), these residential uses are not allowed in the Highway Business zoning district. Since these residential buildings were legally constructed prior to the adoption of the current Zoning Ordinance, they may remain as they are. Thus, changes to the Zoning Ordinance do not necessitate immediate changes to pre-existing nonconforming uses.

Recent Amendments to Zoning.

There have been several amendments to the Zoning Ordinance that have impacted zoning and land uses in the Broadway Corridor since 2008. These amendments have been additions and/or changes to uses allowed within the zoning districts found along the Corridor, such as the allowance of a hotel/motel use by special permit (SP) in the

Pre-Existing Nonconforming Uses

It is important to note that recommendations within this Study may suggest that certain uses that are currently allowed be prohibited in new zoning districts and/or areas along the Broadway Corridor.

If the City adopts such a recommendation, the legal ongoing use of these properties as they existed prior to the new regulations allows them to remain unchanged. The use is protected and recognized as a “pre-existing nonconforming use.”

¹ M.G.L. Chapter 40A, Section 6; Title 12.28.010, Code of City of Malden

Highway Business zoning district and amendments to dimensional and parking requirements, particularly for new uses that were added to the Zoning Ordinance. The image below highlights the approximately 30 parcels and a paper street that were rezoned from Residence A to Highway Business along the Broadway Corridor in 2008, in the vicinity of the Broadway and Central/Elwell Street intersection.



Parcels rezoned from Residence A to Highway Business (2008)

Table of Recent Amendments to the Zoning Ordinance.

2008	City Council approved an amendment to rezone parcels of land on Broadway from Residence A to Highway Business, as shown on a plan entitled “Malden Planning Board, areas to be Rezoned”, dated March 31, 2008.
2015	City Council approved an amendment to establish use regulations, dimensional controls, parking requirements and a definition for “Asphalt, Brick, Concrete, and Soil Recycling”.
2015	City Council approved an amendment to establish use regulations, dimensional controls, parking requirements and a definition for “Adult Day Health Center”. In addition, the definitions of Licensed Massage Therapy Salon, Medical Center, Medical Marijuana Treatment Center and



	Substance Abuse Treatment Center were amended to specifically exclude “Adult Daycare Center” from these definitions.
2016	City Council approved an amendment to the Table of Use Regulations to allow “Adult Day Health Center” by a special permit in the Business Highway District.
2017	City Council approved an amendment to establish use regulations, dimensional controls, parking requirements, and a definition for “Kennel”.
2017/2018	City Council approved an amendment to the Table of Use Regulations to allow “Hotel/Motel” as a use granted by a special permit in the Business Highway District.
2018	City Council approved an amendment relative to Use Regulations for various Business, Industrial, and Other uses.
2018	City Council approved an amendment to establish use regulations, dimensional controls, parking requirements and definitions for adult use, non-medical marijuana establishments (business, industrial and other uses); to create a marijuana establishment overlay district; and to amend existing use regulations and definitions to correspond with proposed new regulations and definitions.
2021	City Council approved an amendment to the Table of Use Regulations to prohibit “Wholesale and Distribution” in all districts except for I1 and I2. This use is allowed in I1/I2 by special permit only.

USE REGULATIONS

The Table of Use Regulations in the Zoning Ordinance (Title 12.12.030) is how the City of Malden regulates the uses of land, buildings, and structures. This Table is categorized by type of use and indicates if the use is prohibited (No), allowed by Special Permit (SP), or allowed “by right” (Yes) in each zoning district.

The Table of Use Regulations intends to allow compatible uses within each district and prohibit uses that conflict with one another. Certain business uses are not allowed in residential districts, for example, a restaurant next to a house may bring trash, odors, rodents, noise, and traffic, along with nuisance complaints that negatively impact quality of life.

As previously mentioned, property in the Corridor is classified in one of five zoning districts: Residence A, Residence B, Neighborhood Business (BN), Highway Business (BH) and Marijuana Establishment Overlay District (MEOD). The Table on the following page identifies the uses allowed in each zoning district found within the Broadway Corridor.

USE	A	B	BN	BH	I1	ME OD
Agriculture	Yes	Yes	No	No	No	-
Residential	A	B	BN	BH	I1	ME OD
Dwelling, Single Family	Yes	Yes	Yes	No	No	-
Dwelling, Two Family	No	Yes	Yes	No	No	-
Dwelling, Three & Four Family	No	SP	SP	SP	No	-
Dwelling, Town or Row	No	SP	SP	SP	No	-
Dwelling, Multi-family, up to 3 stories inclusive	No	SP	SP	SP	No	-
Dwelling, Multi-family, more than three stories but not exceeding 6 stories	No	No	No	No	No	-
Dwelling, Multi-family, more than six stories but not exceeding seven stories	No	No	No	No	No	-
Dwelling, Group	Yes	No	Yes	No	No	-
Rooming House	No	No	No	No	No	-
Manufactured Home	SP*	SP*	SP*	SP*	SP*	-
Planned Unit Development	No	No	No	No	No	-
Dwelling, Cohousing	No	No	No	No	No	-
Short Term Rentals	No	No	No	No	No	-
Institutional Use	A	B	BN	BH	I1	ME OD
Club or Lodge	No	No	No	Yes	Yes	-
Day Care Centers	Yes	No	SP	Yes	Yes	-
Hospitals	SP	SP	Yes	Yes	No	-
Non-Profit School	Yes	Yes	Yes	Yes	No	-
Religious Facilities	Yes	Yes	Yes	Yes	Yes	-
Business Uses	A	B	BN	BH	I1	ME OD
Business School	No	No	SP	SP	SP	-
Funeral Home	SP	SP	Yes	Yes	No	-
Gasoline Filling & Service Station	No	No	SP	SP	SP	-
Greenhouse	No	No	Yes	Yes	No	-
Motel – Hotel	No	No	No	SP	SP	-
Nursing or Convalescent Home	No	Yes	Yes	Yes	No	-
Medical Center	No	No	SP	SP	SP	-
Offices, General	No	No	Yes	Yes	Yes	-
Recreation, Gainful Business	No	No	Yes	Yes	Yes	-
Restaurant, “Fast Food” Service that does not take call-ahead orders and is in excess of 1000 sq. ft. gross floor area	No	No	No	SP	SP	-
Restaurant, All Other	No	No	SP	SP	SP	-



Retail Sales, less than 5,000 sq. ft. gross floor area	No	No	Yes	Yes	Yes	-
Retail Sales, 5,000 sq. ft. or more gross floor area	No	No	SP	SP	SP	-
Retail Sales, only in conjunction with On Site Manufacturing, Warehousing, Wholesaling & Distribution	No	No	No	No	Yes	-
Retail Services	No	No	Yes	Yes	Yes	-
Adult Bookstore	No	No	No	No	SP	-
Adult Motion Picture Theater	No	No	No	No	SP	-
Planned Development	No	No	No	SP	No	-
Adult Club	No	No	No	No	SP	-
Body Art	No	No	SP	No	SP	-
Drive Thru	No	No	SP ²	SP	SP	-
Convenience Store	No	No	SP	SP	SP	-
Supermarket	No	No	SP	SP	SP	-
Substance Abuse Treatment Center	No	No	No	SP	SP	-
Licensed Massage Therapy Salon	No	No	SP	SP	SP	-
Medical Marijuana Treatment Center	No	No	No	No	SP	-
Adult Day Health Center	No	No	No	SP	SP	-
Kennel	No	No	SP	SP	SP	-
Marijuana Retailer	No	No	No	SP	SP	SP
Industrial Uses	A	B	BN	BH	I1	ME OD
Building Construction & Contracting	No	No	No	Yes	Yes	-
Manufacturing and Repair	No	No	No	No	Yes	-
Marina	No	No	No	No	Yes	-
Motor Vehicle Repair Shop	No	No	No	SP	SP	-
Warehouse	No	No	No	SP	SP	-
Wholesale and Distribution	No	No	No	No	SP	-
Self-Storage Facilities	No	No	No	No	SP ³	-
Research and Development	No	No	No	SP	Yes	-
Towing	No	No	No	SP	SP	-
Light Manufacturing	No	No	SP	SP	Yes	-
Asphalt, Brick, Concrete & Soil Recycling	No	No	No	No	SP	-
Marijuana Cultivator	No	No	No	SP	SP	SP

² A pending proposed zoning amendment would prohibit drive-thrus in Neighborhood Business and Central Business zoning districts (CCP 227/2023).

³ A pending proposed zoning amendment would prohibit self-storage facilities in the Industrial 1 and 2 zoning districts (CCP 198/2023).



Independent Marijuana Testing Laboratory	No	No	No	SP	SP	SP
Marijuana Product Manufacturer	No	No	No	SP	SP	SP
Marijuana Research Facility	No	No	No	SP	SP	SP
Marijuana Transporter	No	No	No	SP	SP	SP
Other Uses	A	B	BN	BH	I1	ME OD
Fill	SP	SP	SP	SP	SP	-
Parking Facilities, Offsite	SP	SP	SP	SP	SP	-
Flood Plain - All Uses	SP	SP	SP	SP	SP	-
Artist Live/ Workspace	No	No	No	No	No	-
Public Service Corporation	No	No	Yes	Yes	Yes	-
Marijuana Social Consumption Establishment	No	No	No	No	No	-

DIMENSIONAL REQUIREMENTS

The Table of Intensity Regulations controls the amount of land use activity allowed by regulating the size and placement of buildings on a property. These Regulations specify details such as maximum lot coverage, frontage, density, building height, setbacks, and open space requirements. Different residential uses allow for a higher or lower density. For example, a single-family home must be on a lot size equal to or greater than 7,500 square feet and a three-story residential building must be on a lot size greater than or equal to 18,750 square feet. The Regulations also dictate which zoning districts allow development at higher densities, or the number of developed units in a specific are of land. The Central Business Zoning District allows for the densest development in Malden, whereas density typically decreases as the distance from the city center increases. Due to its length, the City Zoning Ordinance’s current Table of Intensity Regulations can be found as an **Appendix E**.

OFF-STREET PARKING AND LOADING REGULATIONS

Off-street parking is required for all uses. For housing developments, the City requires 1 parking space per bedroom. Generally, business uses require 4 spaces per 1,000 square feet of gross floor area. Most industrial uses require 1.2 parking spaces per 1,000 square feet of gross floor area. In addition, certain types of uses require a minimum number of loading spaces. The parking section of the Zoning Ordinance (Title 12.20) sets certain dimensional requirements for parking layout, including the size of a parking space, aisle widths, and circulation patterns.

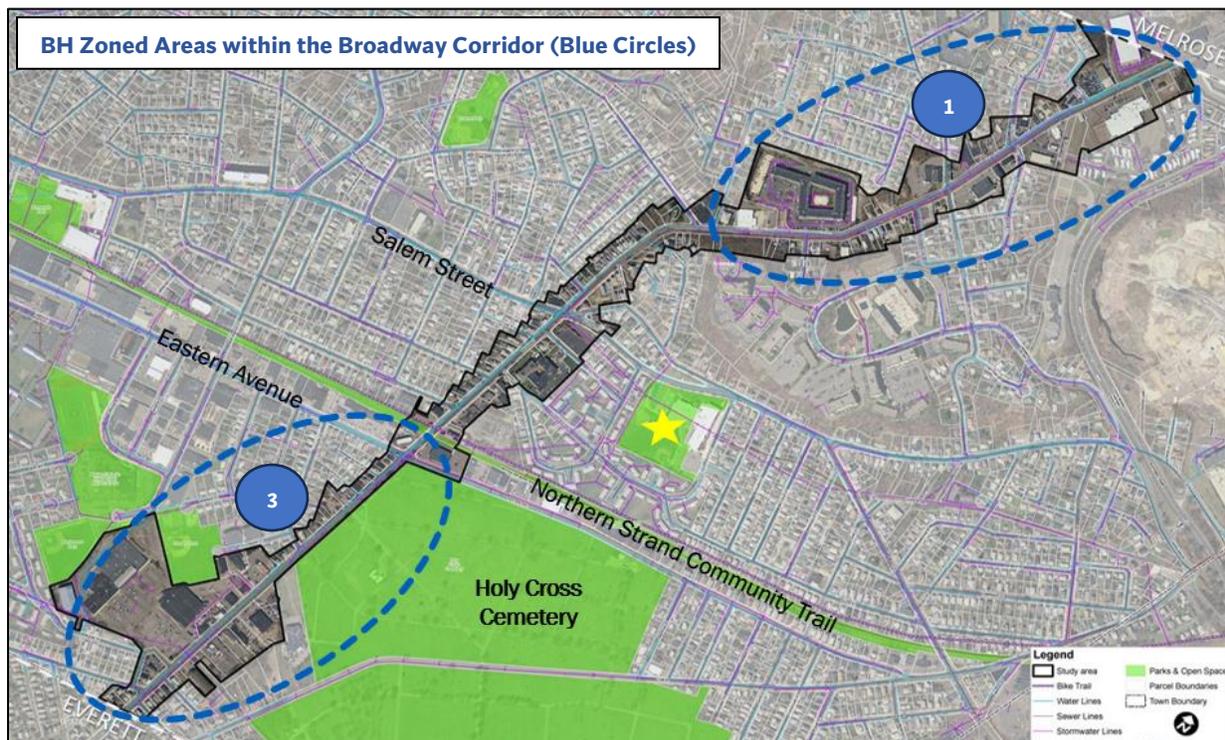


SECTION 5: LAND USE AND ZONING ANALYSIS

The Study proposes zoning amendments to remove barriers to the long-term development of the Broadway Corridor by providing an approach to guide land use in a way that embraces the Vision Statement and goals outlined in the Framework Plan.

As described earlier in this Study, the middle section of the Broadway Corridor (Focus Area 2) has a more residential nature and higher density of development, offering more of a neighborhood type of feel – relative to both uses and in the built environment. This area is walkable, and traffic is more controlled. Since this area is zoned Residence A and Neighborhood Business, the way it looks and feels is more consistent with the community’s stated preferences for the Broadway Corridor and requires less attention and analysis. Thus, this Study does not contemplate any recommended changes to Focus Area 2.

We have instead focused our efforts on the two bookended areas of the Corridor – the Broadway Plaza (Focus Area 3) and the commercial area near Melrose (Focus Area 1). Currently, the Highway Business (BH) zoned areas along the Broadway Corridor have a lower density development typical of a suburban style transportation-focused corridor. While the area may technically be walkable, it is not pedestrian-friendly and does not feel safe because of the type of businesses, number of curb-cuts, sidewalks and streetscapes, amount of vehicular traffic and the speed at which the traffic travels.

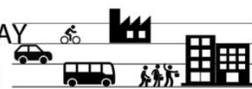


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Current Challenges to Development in the Broadway Corridor

- Large front setbacks with buildings sited away from the street causes a suburban feel and lack of connectivity between sites; this encourages driving instead of walking.
- Parking at the front of parcels abutting sidewalks contributes to a lack of a formed street wall and impacts perception of pedestrian safety.
- Head on parking at businesses are a safety hazard, especially when backing out of a spot on a busy roadway.
- Minimal landscape buffering is provided between residential and commercial uses. Commercial uses are not necessarily compatible (i.e., car repair next to housing).
- Surface parking lots that were constructed based on maximum peak needs, result in an excessive parking supply and low parking lot utilization.
- Large surface parking lots with inadequate landscaping create a heat island effect.
- Multiple wide driveway entrances (curb cuts) undermine pedestrian safety.
- Insufficient area lighting creates dark spots and safety issues at night.
- Smaller parcels are difficult to assemble for larger-scale redevelopment.
- The Corridor aesthetics do not reflect the community character.

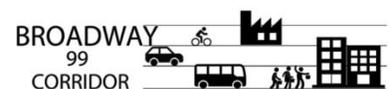
Development within the Highway Business Zoning District.

The properties within Focus Areas 1 and 3 are zoned for Highway Business (BH) uses. Uses often associated with a highway business zoning district include gas stations, auto repair and service, auto sales and parts dealers, strip malls, large surface parking lots, drive- thru fast food, and large-scale big box buildings. These are prevalent uses along the Broadway Corridor.

In a sense, one can argue that zoning as a tool to guide land development over time has been successful in the Broadway Corridor. Based on the historic development of these highway business zoned areas over time, the allowable uses in the BH Zoning District, and the corresponding dimensional requirements have produced a distinct look and feel. However, the current zoning is not appropriate to achieve the community's Vision for the Corridor.

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www.cityofmalden.org/915/Project-Updates



SECTION 6: ACTION PLAN

This Study's Action Plan is designed to achieve the Vision of the Corridor Framework Plan. Community input was obtained through a public engagement process during the Framework Plan to create the Vision, and then again during this Study to guide the recommendations of the Action Plan.

One best practice for zoning involves rezoning when necessary, especially to respond to community goals. Outdated zoning negatively impacts a community by limiting economic opportunity, promoting sprawl, and even contributing to climate change. Overall, the current recommendations of this Study provide several advantages for the City relative to future development within the Corridor. The recommendations in this section offer specific areas within the Corridor where the community would like to see certain uses locate, promote compact smart growth and development principles, advance equity, and offer opportunity for independent and small business owners as well as job seekers.

The project team reviewed the City's current Zoning Ordinance, including Zoning Districts, Table of Use Regulations, Table of Intensity Regulations, Off-street Parking and Loading Regulations, Definitions, and the Official Zoning Map, to recommend changes to attract the types of uses desired, facilitate private investment, and promote design standards to change the Broadway Corridor over time. In addition, we looked to zoning best practices and for communities with similar issues, zoning districts, and uses. We recommend the City implement changes to the Malden Zoning Ordinance relative to the zoning districts, land uses, dimensional requirements (intensity regulations), and definitions that impact the Broadway Corridor.

We recommend that the City explore its parking requirements by conducting a parking utilization study, especially along the Broadway Corridor, to determine whether too much parking is required presently. If these efforts find that too much parking is required, the City should explore alternatives to determine what the right parking formula is, including implementing parking maximums or reducing minimum parking requirements.

We also recommend the City consider the adoption of design guidelines. At this time, these recommendations are offered specifically for the Broadway Corridor, but the City may find that after piloting certain changes for the Broadway Corridor, some changes may be of benefit when applied elsewhere in the city.

Before discussing the Action Plan in detail, the project team would like to submit three additional suggestions for the City's consideration to supplement the zoning measures discussed in this Action Plan.



Suggestion #1: Design Matters

First, the results of the public engagement process are clear. The community would like the Broadway Corridor to be greener and more walkable. To that end, this can be accomplished by centering attention on the physical appearance of the Corridor.

Broadway Zoning

Focus on Appearance



How does the Corridor look? What is the user experience?

- Setbacks** - Placement of Buildings and Parking
- Dimensional Requirements** - Height, Size, Density
- Site Design** - Landscaping, Lighting, Pedestrian Scale, Signage

The City can make progress toward achieving the Vision for the Corridor by evaluating and updating dimensional requirements to require more landscaping, particularly within setbacks, and by requiring buildings to be constructed toward the front of a parcel with parking in the rear of the building or to the side of it. In addition, the City can reinforce the Vision by implementing design guidelines or requirements with specific details mandating certain landscaping, pedestrian circulation, signage, and lighting design during its regulatory review process. Finally, once construction is complete, enforcement becomes a policy decision with routine inspection to ensure compliance.

Suggestion #2: Traffic Calming Measures

Separate from the zoning recommendations of this Study, the Broadway Corridor is in a prime position for an overhaul relative to traffic, transit, and circulation, which will also positively influence land use. The City can create an opportunity to increase and expand the public realm by reducing the number of travel lanes, mainly in the areas currently zoned as highway business. This will create better pedestrian connections and promote a more walkable and safer pedestrian environment. Fortunately, the City has been focused on developing a community-based roadway project to re-construct Broadway to help with the multi-modal movement of people throughout the Corridor.

Suggestion #3: Focus on the Vision

Based on the zoning analysis and feedback obtained through the public engagement process, the project team believes that a highway business zoning district within the Broadway Corridor creates obstacles to the long-term overall health and vitality of the area. In contrast to the Framework

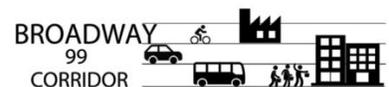
Broadway Zoning

Changing a Mindset



What does HIGHWAY BUSINESS mean to you?

High Traffic Area	Big Buildings	High-Speed Corridor
No Pedestrians	Parking Lots	
Strip Mall	Easy Access	Gas Station



Plan Vision, the current Highway Business Zoning District caters primarily to automobile and truck traffic and implies a noisy, high-speed corridor that is not safe for pedestrians. Additionally, uses typically allowed in highway business districts include drive thru facilities, auto sales/service, gas station, and large, low-intensity, commercial activities conveniently located where higher volumes of traffic are found.

The community wants the Corridor to evolve into a true mixed-use destination for local independently owned retail, shops, and restaurants to grow and thrive. A change in the name of the highway zoning district areas along the Corridor will allow the community to better embrace Broadway as an activity-friendly route to everyday destinations. By changing the mindset and re-framing how the Corridor is viewed, the Broadway Corridor will flourish as a neighborhood commercial district supporting business opportunity, equity, and sustainability. As the City attends to this suggestion, it can establish a dialogue with its zoning/land use and regulatory boards, as well as Corridor property owners, to ensure that the Broadway Corridor Vision is at the forefront of property and tenant investment.

RECOMMENDED ACTIONS:

1. Make changes to the zoning districts along the Broadway Corridor.
2. Make changes to the allowable land uses in the recommended new zoning districts along the Broadway Corridor.
3. Make changes to the dimensional standards (Table of Intensity Regulations) for uses allowed in the recommended new zoning districts along the Broadway Corridor.
4. Make changes to the Definitions section by adding new definitions or amending existing definitions.
5. Make changes to the Official Zoning Map to depict the recommended new zoning districts along the Broadway Corridor.
6. Consider changes to parking requirements and conduct a Parking Study of the area.
7. Create a visual guide of Design Standards to aid with site plan development and municipal review, and include design expectations such as building location, density, architectural features, landscaping, parking, lighting, signage, and curb cuts.
8. Provide guidance about the practical application of the recommended revisions and implementation of recommended actions.



Recommendation #1: Make changes to the zoning districts along the Broadway Corridor.

The recommended action is to replace the areas classified as a Highway Business (BH) Zoning District in the Broadway Corridor with two new zoning districts.

- For the Broadway Plaza area (Focus Area 3), create a Mixed-Use Zoning District.
- For the commercial area near the Melrose line (Focus Area 1), create a Commercial Corridor Zoning District.

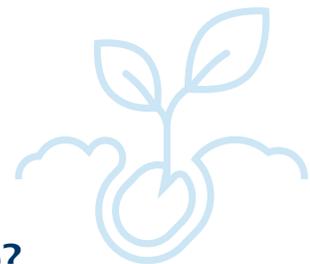
Mixed-Use Zoning District

The Framework Plan Vision proposes the Broadway Plaza area (Focus Area 3) become a mixed-use destination that is home to small, independently owned businesses with a greener, pedestrian-friendly environment.

The project team recommends that the City replace the BH zoning in the Broadway Plaza area with a Mixed-Use Zoning District. The goal of the Mixed-Use Zoning District is to facilitate flexible development, promote density, and encourage a mix of compatible commercial and/or residential uses that help to contain traffic within business and industrial areas thus limiting negative impacts to adjacent residential neighborhoods. In addition, mixed-use development promotes a higher level of connectivity and encourages walking, biking, and transit use.

Broadway Plaza Area

Land Uses



How can zoning transform a place over time?



The three areas in blue in the image to the right are currently zoned BH. At a minimum, the Mixed-Use Zoning District is recommended for the largest area outlined in blue, the Broadway Plaza, and could also be applicable to the two smaller areas outline in blue.

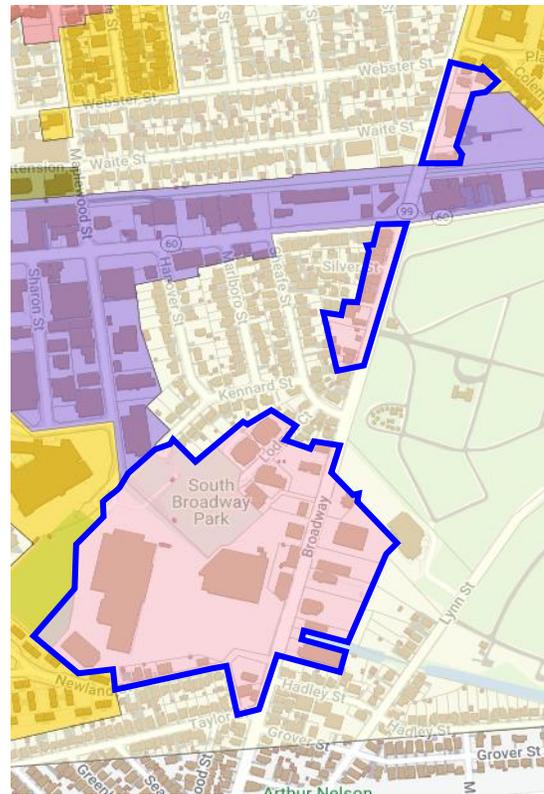
Although mixed-use is typically encouraged near public transportation and presented as transit-oriented development (TOD), this portion of the Broadway Corridor is overdue for multimodal transportation enhancements and better transit accessibility. The City has been focused on transportation improvements along the Corridor, including with the MBTA to design a better bus network.

A Mixed-Use Zoning District may reduce auto dependency, roadway congestion, and air pollution by co-locating multiple destinations, encourage economic investment, and promote a stronger sense of place within the Broadway Corridor.

Low-density, single-use development is strongly discouraged.

Purpose:

- To promote a mix of moderate density development to encourage activity in daytime and evening hours.⁴
- To create a pedestrian-oriented design and environment to encourage walking, bicycling, and transit use.
- To create a neighborhood identity that promotes pedestrian activity, human interaction, safety, and livability.
- To encourage building reuse and redevelopment to create a higher density of development.
- To encourage a mix of uses compatible and complementary with existing and neighboring properties.



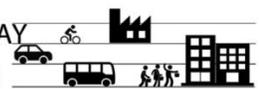
⁴ Moderate density development aims to achieve a middle ground between higher-density urban downtown development and lower-density suburban development. It promotes a mix of building heights, land uses, transportation options, and open spaces to create a more walkable community where people can live, work, play, and access services within a reasonable distance.

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- To enhance business vitality and provide employment opportunities for residents close to home.

It is recommended that the City allow the following uses:

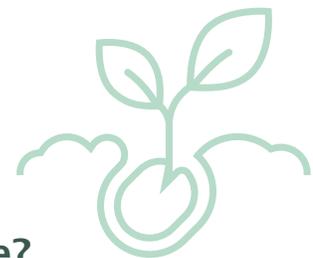
- Commercial service uses
- Retail uses, small-scale retail, and personal services
- Hotels
- Multi-family residential
- Sit down restaurants (not fast food/drive-thru)
- Artisan manufacturing or production (hand tools only, e.g., jewelry, ceramics)
- Art Use; Artist live/work space
- School, daycare, civic, cultural, and community facilities

Commercial Corridor Zoning District

For Focus Area 1, the commercial area near Melrose, the Framework Vision proposes a bustling commercial corridor with more office, retail, and light industry uses enhanced with more greenery and better walkability. The project team recommends that the City replace the BH zoning in Focus Area 1 with a Commercial Corridor Zoning District.

Commercial near Melrose

Land Uses



How can zoning transform a place over time?



The goal of the Commercial Corridor Zoning District is to enhance the local economy by accommodating flexibility from shifting commercial market preferences and industry trends and allowing the broadest range of compatible commercial uses for the sale of the widest variety of goods, services, and entertainment to benefit the community. The



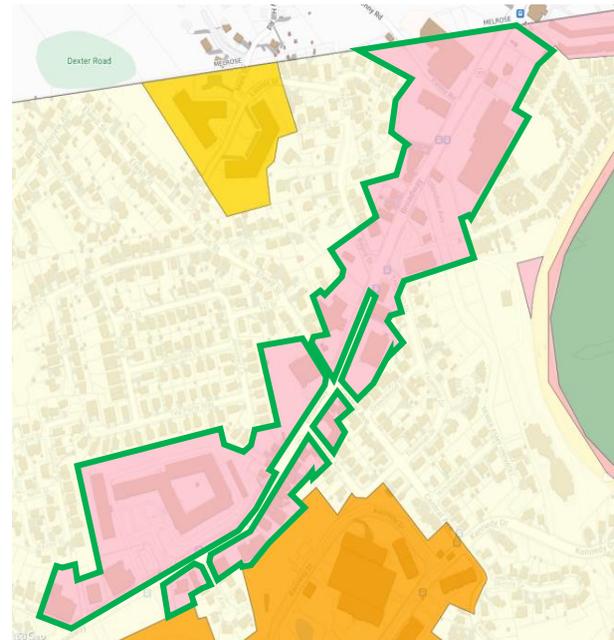
overall intent of the Commercial Corridor Zoning District is to reposition the Corridor to promote economic development, allow for a diversity of land uses, reduce the reliance on auto-oriented strip commercial development, and foster a more sustainable and resilient business district.

Purpose:

- To establish and preserve areas for commercial and other uses compatible with commercial uses.
- To promote economic development, job creation, private investment, and strengthen the tax base.
- To encourage high-quality, more dense, general commercial development.
- To drive the local economy but also be well positioned for regional business.
- To avoid the over-dedication of land to surface parking by preventing excessive accessory off-street parking.

The Commercial Corridor Zoning District is applicable to the HB areas outlined in green in the image to the right. Low-density development is not preferred, especially for larger parcels. Single-family residential development is discouraged and/or prohibited. It is recommended that the City allow the following uses:

- General business
- Professional offices
- Retail sales and retail services
- Hotel/motel
- Restaurant/commercial food
- Auto sales/service/repair/parts
- Building construction and contracting
- Indoor amusement, entertainment, and commercial recreation
- Light industry, including artisanal and light manufacturing uses
- Manufacturing, research, and development

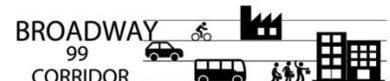


Recommendation #2: Make changes to the allowable land uses in the recommended new zoning districts along the Broadway Corridor.

The focus of this recommendation is to make explicit the types of uses allowed within each of the two new proposed zoning districts – the Mixed-Use Zoning District and the

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Commercial Corridor Zoning District. While some uses are allowed in both districts, the Mixed-Use District by nature allows for multi-family residential development whereas the Commercial Corridor District does not. The Commercial Corridor District includes 500 Broadway, a multifamily residential development; this is an example of a pre-existing nonconforming use that would be exempt from any amendment of the Zoning Ordinance that may prohibit this use.⁵

In addition, it is recommended that auto related services presently considered retail sales/services be prohibited in a Mixed-Use District. In addition to adding new use definitions, the City should seek to incorporate these new uses into the Table of Use Regulations and Table of Intensity Regulations. A comparison of allowable uses under the existing BH zoning – whether allowed by-right or by special permit – is presented against the proposed uses for the recommended new zoning districts below. Changes to allowed uses are highlighted in light blue.

Use	Highway Business	Mixed Use	Commercial Corridor
AGRICULTURE	No	No	No
RESIDENTIAL	BH	MU	CC
Dwelling, Single Family	No	No	No
Dwelling, Two Family	No	No	No
Dwelling, Three & Four Family	SP	SP	No
Dwelling, Town and Row	SP	SP	No
Dwelling, Multi-family, up to 3 stories inclusive	SP	SP	No
Dwelling, Multi-family, >3 stories but not >6 stories	No	SP	No
Dwelling, Multi-family, >6 stories but not >7 stories	No	No	No
Dwelling, Group	No	No	No
Rooming House	No	No	No
Manufactured Home	SP	SP	SP
Planned Unit Development	No	No	No
Dwelling Cohousing	No	No	No
Short Term Rentals	No	No	No
INSTITUTIONAL USES	BH	MU	CC
Club or Lodge	Yes	Yes	Yes
Day Care Center	Yes	Yes	Yes
Hospitals	Yes	Yes	Yes
Non-Profit School	Yes	Yes	Yes
Religious Facilities	Yes	Yes	Yes

⁵ See Revisions to Zoning: Applicability and Exemptions, Land Use and Zoning section of this Study for the definition of pre-existing nonconforming uses.



BUSINESS USES	BH	MU	CC
Business School	SP	SP	SP
Funeral Home	Yes	Yes	Yes
Gasoline Filling & Service Station	SP	No	SP
Greenhouse	Yes	No	Yes
Motel - Hotel	SP	SP	SP
Nursing or Convalescent Home	Yes	Yes	No
Medical Center	SP	SP	SP
Offices, General	Yes	Yes	Yes
Recreation, Gainful Business	Yes	Yes	Yes
Recreation, Gainful Business, Secondary to Principal Club/Lodge	SP	SP	SP
Restaurant, "Fast Food" Service, that does not take call-ahead ordering and is >1000 SF gross floor area	SP	SP	SP
Restaurant, All Other	SP	SP	SP
Retail Sales			
Less than 5,000 SF gross floor area	Yes	Yes	Yes
5,000 SF or more gross floor area	SP	SP	SP
Retail Sales, only in conjunction with On Site Manufacturing, Warehousing, Wholesaling & Distribution	No	No	SP
Retail Services	Yes	Yes	Yes
Adult Bookstore	No	No	No
Adult Motion Picture	No	No	No
Planned Development	SP	SP	SP
Adult Club	No	No	No
Body Art	No	SP	SP
Drive Thru	SP	No	SP
Convenience Store	SP	SP	SP
Supermarket	SP	SP	SP
Substance Abuse Treatment Center	SP	No	SP
Licensed Massage Therapy Salon	SP	SP	SP
Medical Marijuana Treatment Center	No	No	No
Adult Day Health Care	SP	SP	SP
Kennel	SP	SP	SP
Marijuana Retailer	SP	SP	SP
INDUSTRIAL USES	BH	MU	CC
Building Construction & Contracting	Yes	No	Yes
Manufacturing and Repair	No	No	Yes
Marina	No	No	No
Motor Vehicle Repair Shop	SP	No	SP
Warehouse	SP	No	SP
Wholesale and Distribution	No	No	No
Self-Storage Facilities	No	No	No



Research and Development	SP	SP	SP
Towing	SP	No	SP
Light Manufacturing	SP	SP**	SP
Asphalt, Brick, Concrete & Soil Recycling	No	No	No
Marijuana Cultivator	SP	No	SP
Independent Marijuana Testing Lab	SP	No	SP
Marijuana Product Manufacturer	SP	No	SP
Marijuana Research Facility	SP	No	SP
Marijuana Transportation	SP	No	SP
OTHER USES	BH	MU	CC
Fill	SP	No	SP
Parking Facilities, Off-site	SP	SP	SP
Flood Plain - All uses	SP	SP	SP
Artist Live/Work Space	No	SP	No
Public Service Corporation	Yes	Yes	Yes
Marijuana Social Consumption Establishment	No	No	No

* Wholesale and Distribution is no longer an allowed use in the HB district. As such, this use is not recommended as an allowable use in the two new zoning districts. In addition, we recommend that this particular use description change to “Retail Sales, only in conjunction with On Site Manufacturing and/or Warehousing.” It is understood that changes to this use description will apply citywide. The City should examine impacts prior to any proposed changes.

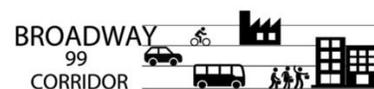
** Must be consistent with the Broadway Corridor Vision and compatible to the adjacent uses.

Recommendation #3: Make changes to the dimensional standards (Table of Intensity Regulations) for uses allowed in the recommended new zoning districts along the Broadway Corridor.

The dimensional standards, per the City’s Table of Intensity Regulations, are tied to the use rather than to a zoning district. For each new district, it is recommended the City evaluate whether the existing standards are appropriate and adjust accordingly. The goal of adjusting these regulations is to create more compact development and connectivity between uses, with consideration for better design relative to landscaped buffers, setbacks, and parking requirements.

Mixed-Use Zoning District

Intensity regulations currently limit the amount of mixed-use development that can occur in the BH zone. For example, a developer proposes a mixed-use development with ground floor retail services, retail sales, or a restaurant with residential units above. The maximum building height allowed is 3 stories/35 feet. However, if the same developer proposes a mixed-use development with ground floor general office use with residential units above, the building height allowed is four stories/50 feet. The active ground floor uses are a limitation to achieving a higher development density and maximum



development potential for a site. In addition, general office use may not attract as much foot traffic as an active ground floor use such as a retail service, retail sales, or a restaurant, and is inconsistent with the Broadway Corridor Vision.

Building Setbacks for Commercial Uses: Rather than a minimum required front and side yard setback, a maximum front and side yard setback is recommended. In addition, we recommend reducing the minimum rear yard setback requirement.

- Maximum front yard setback: 15 feet
- Maximum side yard setback: 30 feet (15 feet each side)
- Minimum rear yard setback: 15 feet

Lot Coverage: The maximum lot coverage of 50% appears to be sufficient for most commercial uses, particularly with the current parking requirements. If parking requirements are lessened, the City should revisit the potential impact on site design and consider allowing for a higher percentage for maximum lot coverage.

Building Height: The maximum building height for most allowed commercial uses in a HB zone is 4 stories/50 feet. We recommend the City consider allowing up to 5 stories/60 feet for mixed-use development that includes active ground floor commercial uses with upper story residential.

Commercial Corridor Zoning District

Building Setbacks for Commercial Uses: Rather than a minimum required front and side yard setback, a maximum front and side yard setback is recommended. In addition, we recommend reducing the minimum rear yard setback requirement.

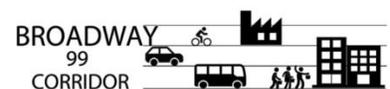
- Maximum front yard setback: 20 feet
- Maximum side yard setback: 30 feet (15 feet each side)
- Minimum rear yard setback: 15 feet

Lot Coverage: The maximum lot coverage of 50% appears to be sufficient for most commercial uses, particularly with the current parking requirements. If parking requirements are lessened, the City should revisit the potential impact on site design and consider allowing for a higher percentage for maximum lot coverage.

Building Height: The maximum building height allowed for most commercial uses is 4 stories or 50 feet. Light manufacturing is restricted to a building height of 30 feet. We recommend the City to increase the allowed building height for light manufacturing to accommodate higher ceiling heights as many industrial users are seeking higher ceiling heights.

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Recommendation #4: Make changes to the Definitions section by adding new definitions or amending existing definitions.

Generally, amendments to existing definitions are to provide more clarity or to simplify a term. Added definitions result from the recommendation to create the Mixed-Use Zoning District and the Commercial Corridor Zoning District and are a refinement of the preferred uses within each new zoning district. For instance, vehicle sales or rental businesses presently fall under the Retail Sales/Services, as do car washes and auto parts/tire stores. Having separate use definitions for “Auto Service and Repair” and “Auto Sales and Rental” will help guide these uses to the Commercial Corridor Zoning District and away from the Mixed-Use Zoning District.

- Add a definition for Auto Service and Repair: “Auto Service and Repair – An establishment in which the principal use is the service or repair of motor vehicles, including servicing, maintenance, alteration, restoration, upholstery, car wash, and auto parts sales, repair, and/or replacement. This includes repair for all motor vehicles, including but not limited to automobiles, motorcycles, recreational vehicles, and trucks.”
- Add a definition for Auto Sales and Rental: “Auto Sales and Rental – A retail or wholesale establishment selling and/or renting motor vehicles, including but not limited to automobiles, motorcycles, commercial vehicles, and recreational vehicles.”
 - It is proposed that “Auto Sales and Rental” replace “Vehicle Sales or Rental” in Title 12 – City Zoning Ordinance and that the Auto Sales and Rental use no longer be considered a type of general sales and/or general retail services business.
- Amend the definition of Art Use to: “The creation, manufacture, or assemblage of visual art, including two- or three-dimensional works of fine art or craft, or other fine art objects created, manufactured, or assembled for the purpose of sale, display, commission, consignment, or trade by artists and artisans or classes held for art instruction.”
- Amend the term “Drive-thru” to “Drive-through Facility” with a new definition: “Drive Through Facility – Facilities that allow for the transaction of goods or services without leaving a motor vehicle. This definition specifically excludes “Auto Service and Repair” and curbside pickup.”
- Amend the term “Fast Food Service” to “Fast Food Establishment” with a new definition: “Fast Food Establishment – A food service business that offers primarily relatively immediate service of semi-prepared or prepared foods for take-

away or in-house consumption in disposable containers and serving walk-in, curbside, food delivery, and/or drive-through customers.”⁶

- Add a definition for Mixed-Use: “Mixed Use – Development containing a mix of residential and/or non-residential uses, including, without limitation, commercial, institutional, industrial or other uses. This type of development is designed, planned, and integrated to encourage a diversity of compatible land uses and create a vibrant, workable, and livable area.”⁷
- Amend the definition of Retail Sales to “Retail Sales – A retail store that carries a broad range of different products or a large selection of a particular kind of product, for use and consumption by the customer; including, but not limited to, one or more of the following: food, baked goods, groceries, drugs, videos, computer software, tobacco products, clothing, dry goods, gifts, sporting goods, books, art, flowers, paint, hardware, and minor household appliances but specifically excluding a supermarket or grocery store, convenience store and any automobile related businesses.”
- Add a definition for Retail Services: “Retail Services – A business establishment that provides personal services directly to a consumer; including but not limited to, barbershops, hair salons, beauty parlors, fitness, dry cleaning (excluding cleaning operations), photocopying, self-service laundry, tailoring, shoe repair, and any similar services of a personal nature not explicitly stated under another use classification.

Finally, two additional definitions that the City should consider incorporating into its Definitions section that are related to the two new zoning districts, but not necessarily related to uses are:

Strip Commercial Development – Commercial development characterized by a low-density linear development pattern, separate curb cuts for each use, no defined pedestrian system, and high traffic volumes. Parking lots are generally located between the street and the front entrance to the businesses.⁸

Pedestrian-Oriented Design – The American Planning Association refers to pedestrian-oriented design as the features of the built environment that encourage pedestrian activity and improve pedestrian mobility. Examples of pedestrian-oriented design include providing convenient sidewalk access to destinations such as housing, parks, commercial development, and community facilities; making building facades along public paths more

⁶ Source: Massachusetts Smart Growth Toolkit, TOD Model Bylaw, p.2.

⁷ Source: Mass. General Laws c.40R § 2, definition of “mixed use development.”

⁸ Source: Massachusetts Smart Growth Toolkit, TOD Model Bylaw, p.3.



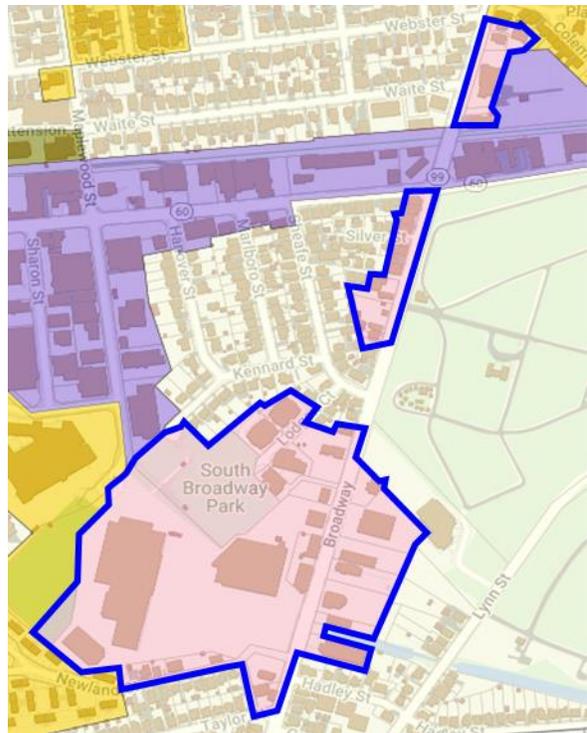
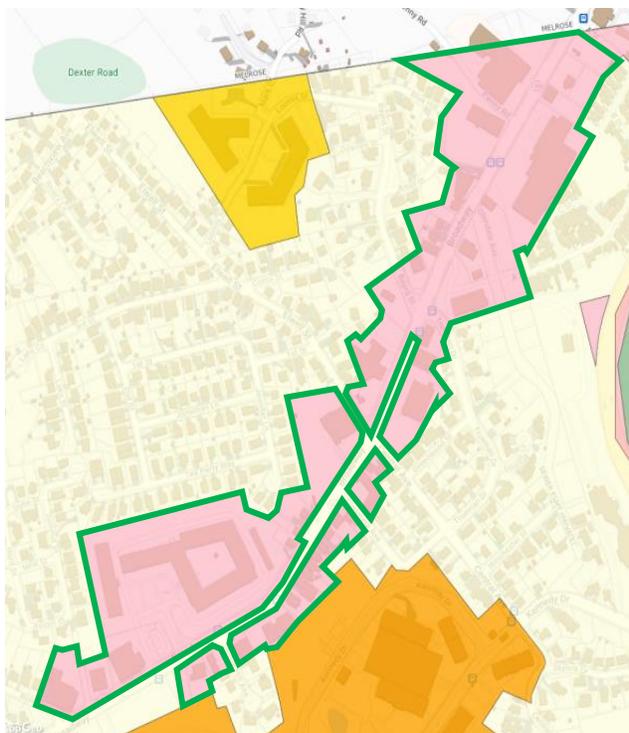
interactive through strategic placement of windows and doors; and locating surface-level parking away from walkways. Pedestrian-oriented design should be embraced for all new development within the Broadway Corridor.

Recommendation #5: Make changes to the Official Zoning Map to depict the recommended new zoning districts along the Broadway Corridor.

This recommendation is straightforward and requires little explanation. As the City works to adopt Recommendation #1, the Official Zoning Map will need to be amended to incorporate the new Mixed-Use Zoning District and Commercial Corridor Zoning District.

Focus Area 1: Commercial Near Melrose

Focus Area 3: Broadway Plaza Area



Recommended Commercial Corridor Zoning District (Green Outline)

Recommended Mixed-Use Zoning District (Blue Outline)

Recommendation #6: Consider changes to parking requirements and complete a Parking Study of the area.

Parking requirements can be controversial for a community. Some residents feel there is never enough parking, while others feel there is too much parking. One impact of requiring a parking minimum is that it can limit the size of the development. Since a developer is required to provide a certain amount of parking for certain land uses, parking tends to be the driver of how much development can occur on a site.



In some instances, parking requirements can be considered excessive, particularly for existing strip commercial development where an abundance of spaces consistently remain unused regardless of the time of day and season, and in others, a lack of parking for commercial uses on a main thoroughfare can cause an overflow of on-street parking in adjacent, more dense, residential neighborhoods. Thus, it is a delicate balance.

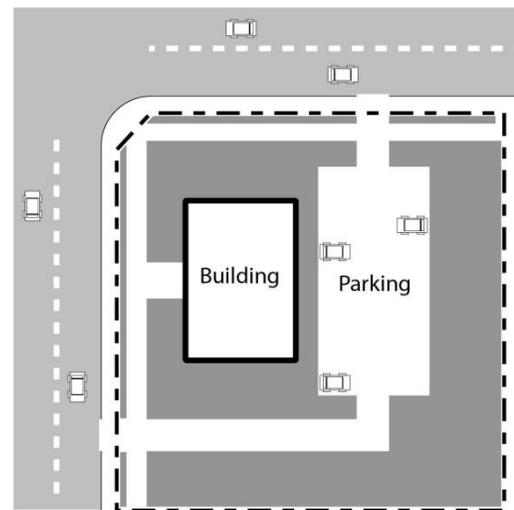
Since the project team observed that there were several large, underutilized surface parking lots within the Broadway Corridor, it recommends that the City undertake a parking utilization study as the next step to collect necessary data needed to understand current demand for parking within the Corridor and to determine how any proposed changes to parking requirements might impact future parking demand and development.

Recommendation #7: Create a visual guide of Design Standards to aid with site plan development and municipal review, and include design expectations such as building location, density, architectural features, landscaping, parking, lighting, signage, and curb cuts.

New development should be reflective of the Broadway Corridor Vision. As such, the City would benefit from having a visual guide available as an aid to set design expectations and promote design standards. There are several elements that design standards may address including building location on a site, location of building windows and entrances, building materials and architectural features, parking, open spaces, landscaping and site buffers, signage, lighting, location of utilities (underground), and even curb cuts. The overall purpose for this visual guide is to define how a new development project will encourage a pedestrian-oriented design and fit into and complement its surroundings. In addition, the guide will promote an expedited review process by ensuring that developers are aware of the City's expectations relative to site design.

Some examples of design standards include:

Building Orientation: Buildings shall generally be sited to face abutting streets and sidewalks, rather than located on the interior of a lot, with building entrances located to provide convenient access from the sidewalk network. The main entrance of any building shall face the street and not be set back more than 6 feet from the property line unless a public seating area or plaza is provided in front of the building. Maximum of 15 feet in such instances. Said public seating area/plaza should integrate landscaping and/or raingardens as an element.



Project Website:

www.cityofmalden.org/915/Project-Updates



Landscaping: Landscaping should provide shade, create a pedestrian-friendly design, and help with stormwater runoff and heat island effect. Other landscaping considerations include location/species of trees, buffering between land uses, and integration into setbacks and parking lots.

Architectural Building Elements: Architectural elements include building materials, doorway and window locations and treatments, prominent design elements, façade articulation and composition, and building signage and lighting. An example strategy is requiring the ground floor of a front commercial façade to contain a minimum of 50% glass as an activation strategy.

Overall, the implementation of design standards will be a major factor to the City’s ability to achieve the Broadway Corridor Framework Plan Vision and effect change within the Broadway Corridor over time.

Recommendation #8: Provide guidance about the practical application of the recommended revisions and implementation of recommended actions.

By providing guidance about the reasons for the recommended revisions and the implementation of recommended actions, the City will be able to take the guess work out of the permitting process for both regulatory boards and developers. By establishing rules that allow for desired development in a straightforward manner, developers will understand the information needed to obtain regulatory approvals and achieve the community’s site design expectations within the Broadway Corridor. Design guidelines will help to guide new development in a way that allows the community to achieve the Vision over time.

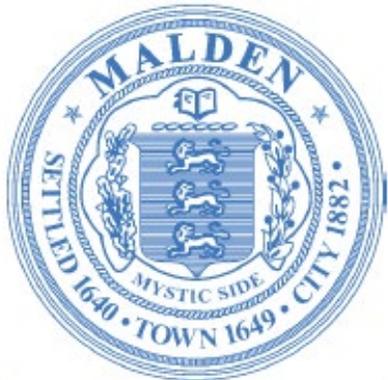
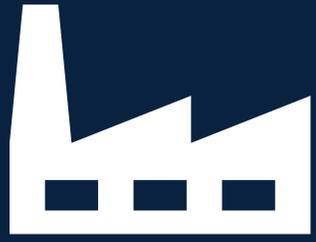
Conclusion

The first step in the City’s planning effort was the development of the Framework Plan and the creation of the Vision for growth along the Broadway Corridor. The second step was the completion of this Study. The final step will be the implementation of recommended actions.

The Study’s Action Plan will guide development in a way that allows the community to achieve the Vision for the Broadway Corridor. As stated previously, change will not occur overnight. However, the City has an opportunity to redefine design and development expectations and eliminate zoning obstacles that will lead to a more pedestrian-friendly, vibrant, mixed-use commercial corridor along Broadway.



**Appendix A. Community Meeting #1 and #2
Presentation Slides**



Community Meeting

Broadway Land Use and Zoning Study

MAY 23, 2022

Agenda

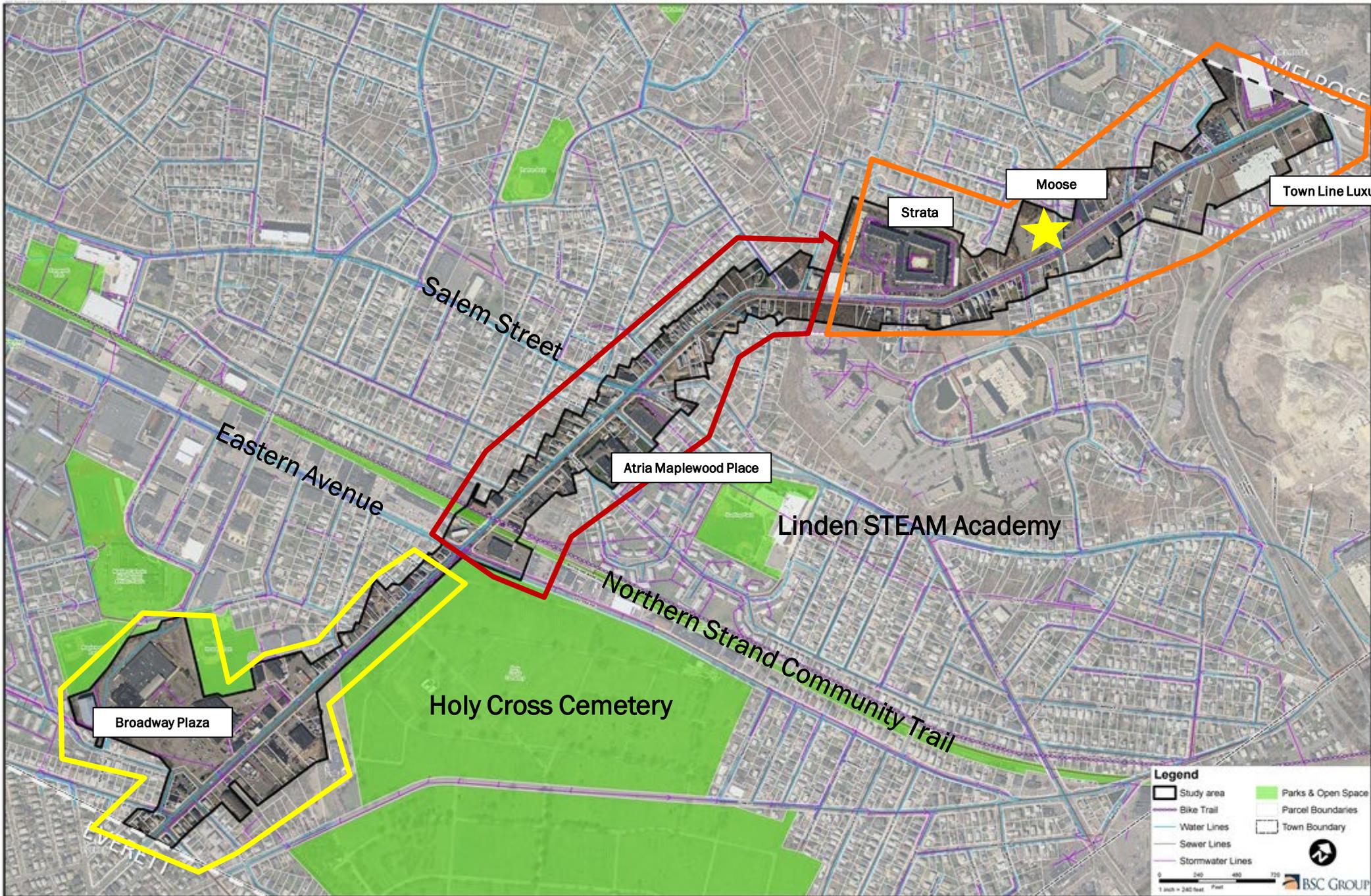


- **Broadway Corridor Framework Plan**
 - Zoning
 - Land Use
 - Transportation
- **Broadway Land Use & Zoning Study**
- **Zoning 101**
- **“Open House” Activities**



Broadway Corridor Framework Plan (2020)

- **Area:** Broadway (Rt. 99) from Everett city line to Melrose city line.
- **Description:** Suburban in nature. Challenges to walkability. Lack of consistent density. Vehicles at fast speeds. Buildings set back. Excessive parking and impervious surfaces.
- **Vision:** *The Broadway Corridor evolves as a mixed-use destination filled with independently owned retail, shops, and restaurants. It becomes greener and safer, with reduced traffic congestion, better traffic circulation, and 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.*



Broadway Corridor Framework Plan (2020)

- Existing Conditions Analysis
- Community Engagement
- Recommendations and Implementation Matrix
- Development Scenarios



Existing Conditions



Framework Plan

Land Use

- Uses within the Broadway Corridor include retail, commercial, office, fast food, restaurant, personal services, residential, accommodations, industrial, entertainment, and auto sales/service.
 - 56% commercial, 30% residential, 8% industrial, 3% vacant, and 3% mixed-use
(Source: 2020 Malden assessing data)
 - Approximately 35% of observed commercial uses are auto-oriented; dispersed within all three subsections of the Corridor.



Broadway Plaza, 38 Broadway



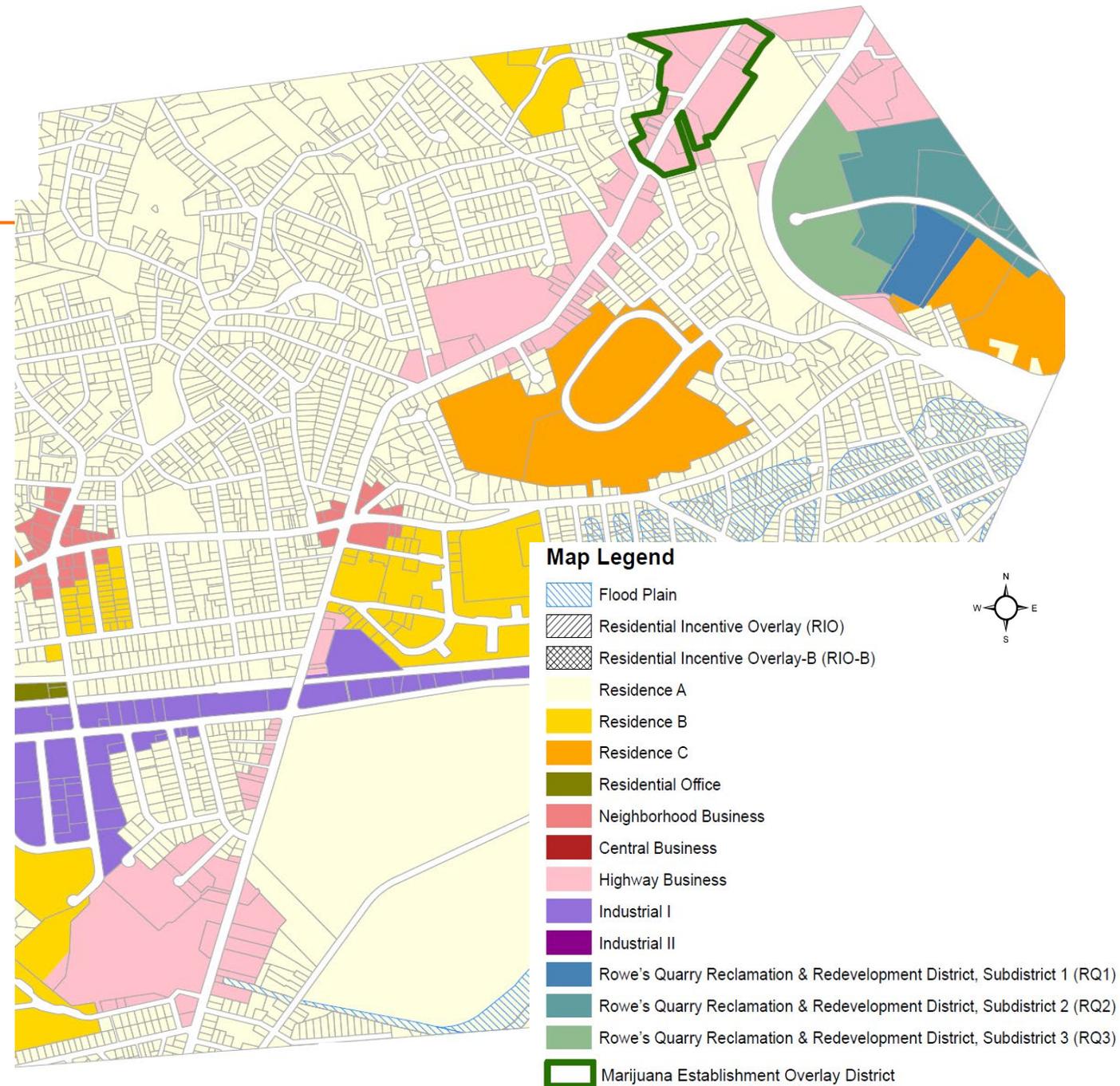
Small-scale commercial/retail along the Corridor



Single-family house, 398 Broadway

Malden Broadway Zoning

- The Route 99/Broadway Corridor comprises five (5) zoning districts:
 - Highway Business (45%)
 - Residence A (45%)
 - Residence B (3%)
 - Neighborhood Business (5%)
 - Industrial I (2%)



Broadway Road Improvement Plan

Transportation

Purpose:

Help the Broadway corridor roadway evolve into a business and pedestrian-friendly environment.

Goals:

- 1) Develop roadway alternatives that show potential landscape, streetscape, and multi-modal transportation improvements for the City to implement.
- 2) Submit a final project for consideration on the Boston MPO's Transportation Improvement Plan – a regional, competitive five-year rolling capital plan using federal dollars for transportation projects in the Greater Boston area.

Status / Next Steps: BSC is analyzing the Broadway corridor's existing conditions to inform their roadway alternatives. This includes conducting traffic counts, pavement probes, and field surveys. There will be a community process to determine the best design later this year, which will include public meetings.



Broadway Corridor Land Use and Zoning Study

- Project funded with MA Gaming Commission community mitigation funds
- Meant to build upon the zoning/land use recommendations from the Broadway Corridor Study Framework Plan
- Review/analysis to explore opportunities to amend the current zoning, including but not limited to zoning districts and/or subdistricts, land uses, dimensional requirements, tables, special permits, variances, zoning overlays, and map changes.



Zoning 101

What is Zoning?



- Zoning is a tool used to regulate land use and the built environment.
- Introduced in the early 20th century to protect public health and safety by separating incompatible land uses.
- In Massachusetts, each city and town makes its own zoning laws. M.G.L c.40A gives cities and towns the authority to adopt ordinances and bylaws to regulate the use of land, buildings, and structures.
- In addition to land uses, zoning defines the location, size, and height of buildings.

Why is Zoning Important?

- Zoning is like a roadmap – it guides the orderly development and growth of a community.
- The purpose of zoning is to protect the health, welfare, and safety of a community. Zoning protects the value and enjoyment of a property’s given location and its surrounding uses.
- As a community grows and changes over time, zoning can be amended, and existing properties can be repurposed to facilitate a new shared vision for an area.

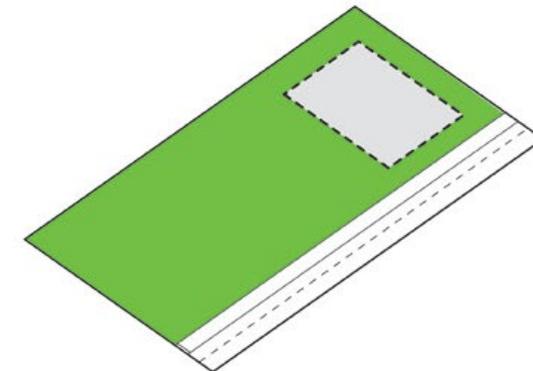
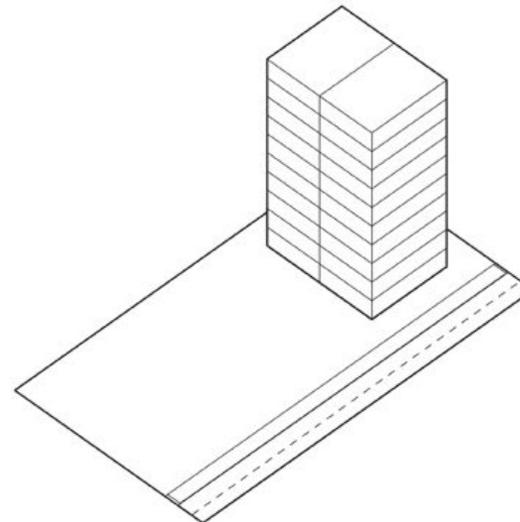
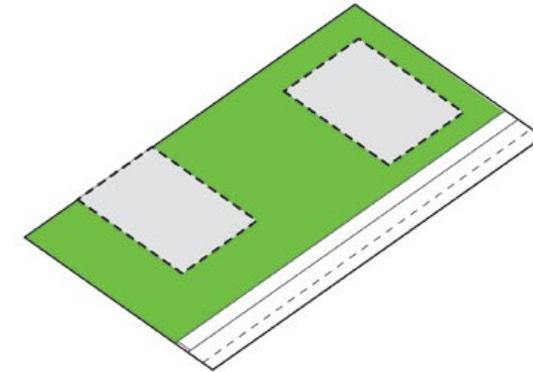
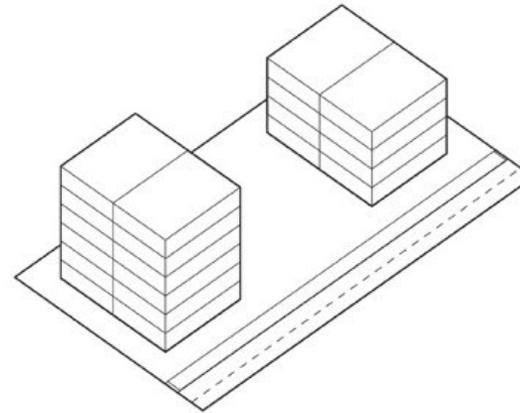
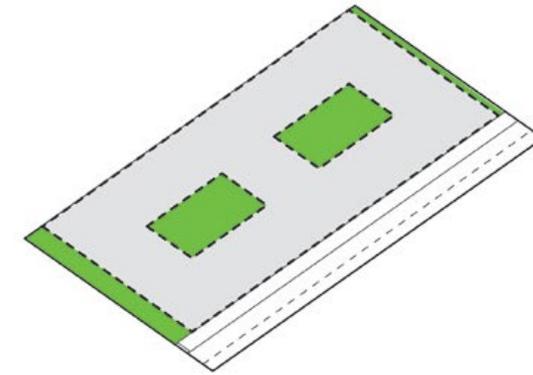
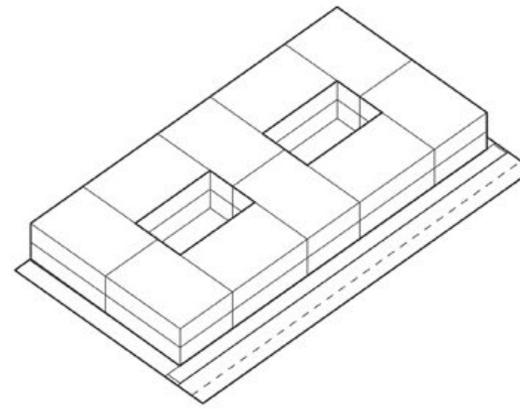


Zoning 101: Site Density

■ Density

Density can be measured in many ways: population, # of housing units, floor area ratio, employment, building

- Lot Coverage
- Buildable Area
- Dimensional Controls
- Setbacks
- Zoning Relief
- Discretionary Approval
- Site Orientation
- Pre-existing Non-Conforming Use

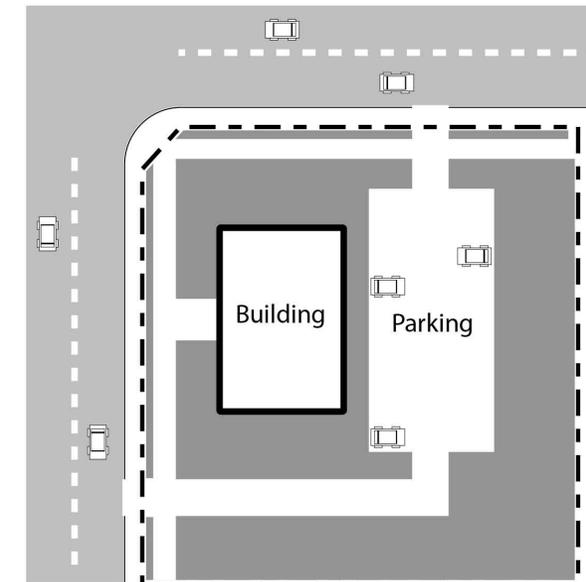
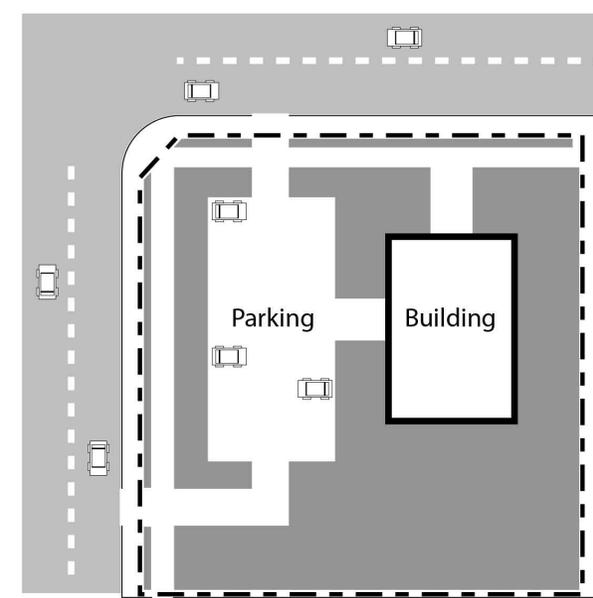
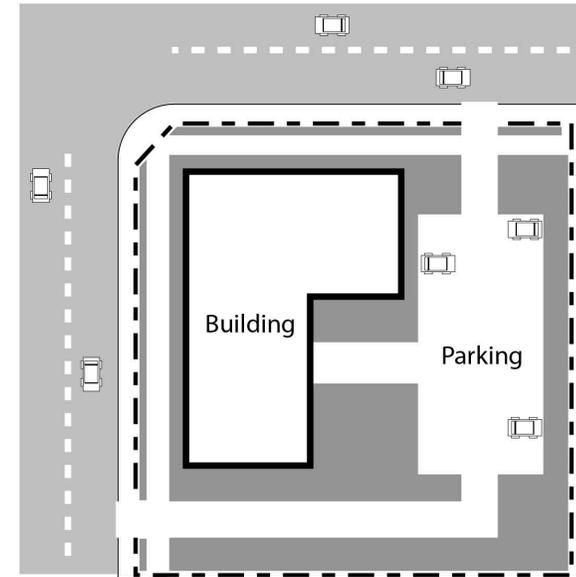


Zoning 101: Site Orientation

■ Site Orientation

Location/placement of buildings, setbacks, parking & access, site features and landscaping

- Density
- Lot Coverage
- Buildable Area
- Dimensional Controls
- Setbacks
- Zoning Relief
- Discretionary Approval
- Pre-existing Non-Conforming Use



Open House Activities



- Dot Voting x2 (Broadway Plaza + Commercial near Melrose)
 - Building Height
 - Land Use
 - Setbacks
 - Parking and Buffers
- Posters:
 - What does “Highway Business” mean to you?
 - What business uses would you like to see more of? Less of?
- Zoning 101 – General Questions

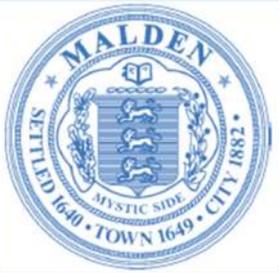
Q&A

 BSC GROUP

Broadway Zoning

Community Meeting #2

September 15, 2022



Today's Agenda



1. Quick Recap – Project Background
2. Zoning
3. Results – Community Engagement
4. Corridor Aesthetics
5. Land Use
6. Break Out Groups - Discussion

Broadway Corridor Framework Plan (2020)

Area

Broadway (Rt. 99) from Everett city line to Melrose city line.

Description

Suburban in nature. Challenges to walkability. Lack of consistent density. Vehicles at fast speeds. Buildings set back. Excessive parking and impervious surfaces.

Vision

Mixed-Use Destination. Greener and safer. Defined streetscape design. Urban, compact, commercial corridor. Character and sense of place.

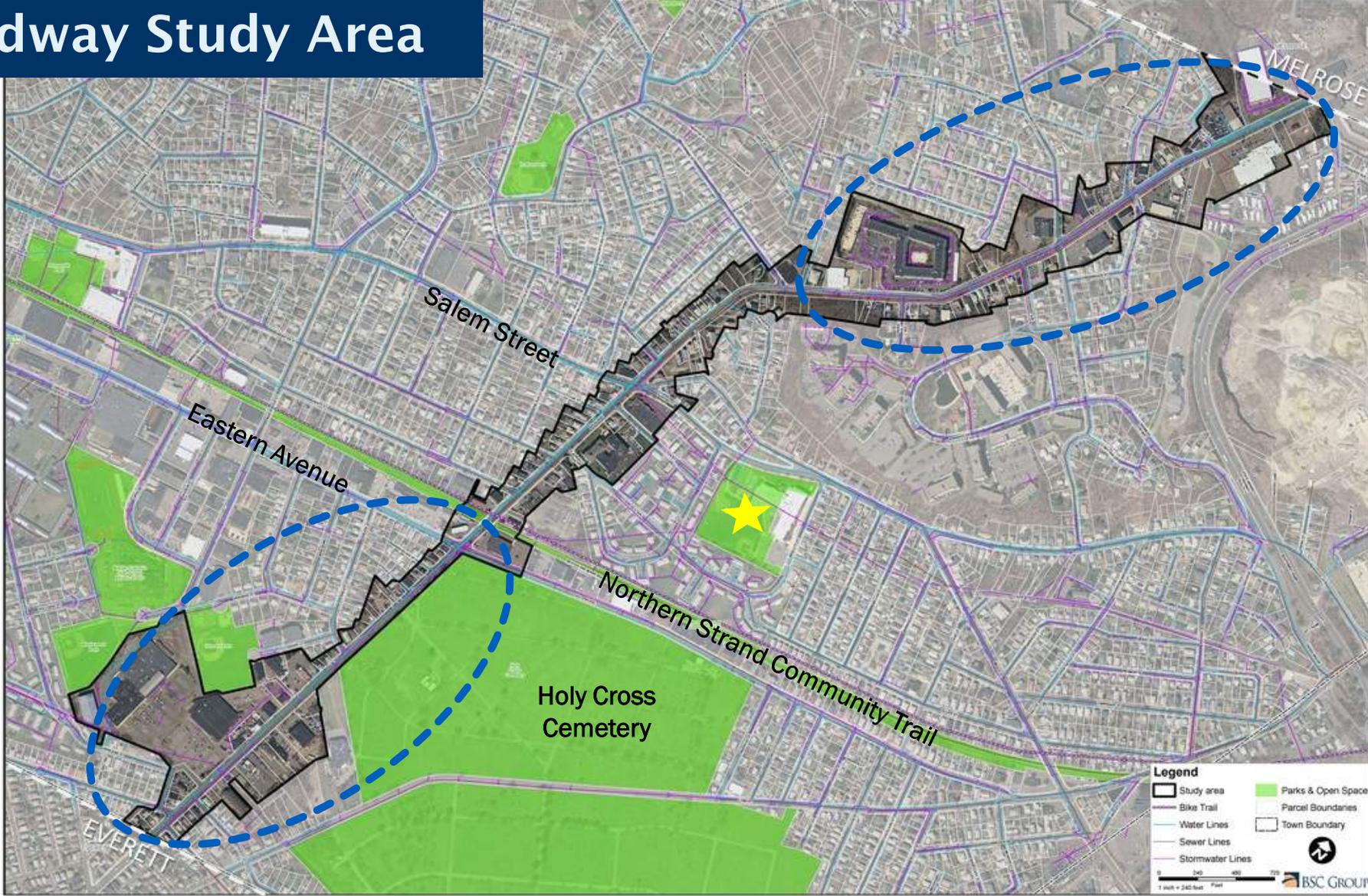
Broadway Corridor Land Use and Zoning Study

**Funded by the
Massachusetts
Gaming Commission
with Community
Mitigation Funds**

**Builds upon the Zoning and Land
Use Recommendations from the
Broadway Corridor Study
Framework Plan**

**Review and Analysis to Explore Opportunities to Change the
Current Zoning in the Corridor to Foster the Vision for the Future**

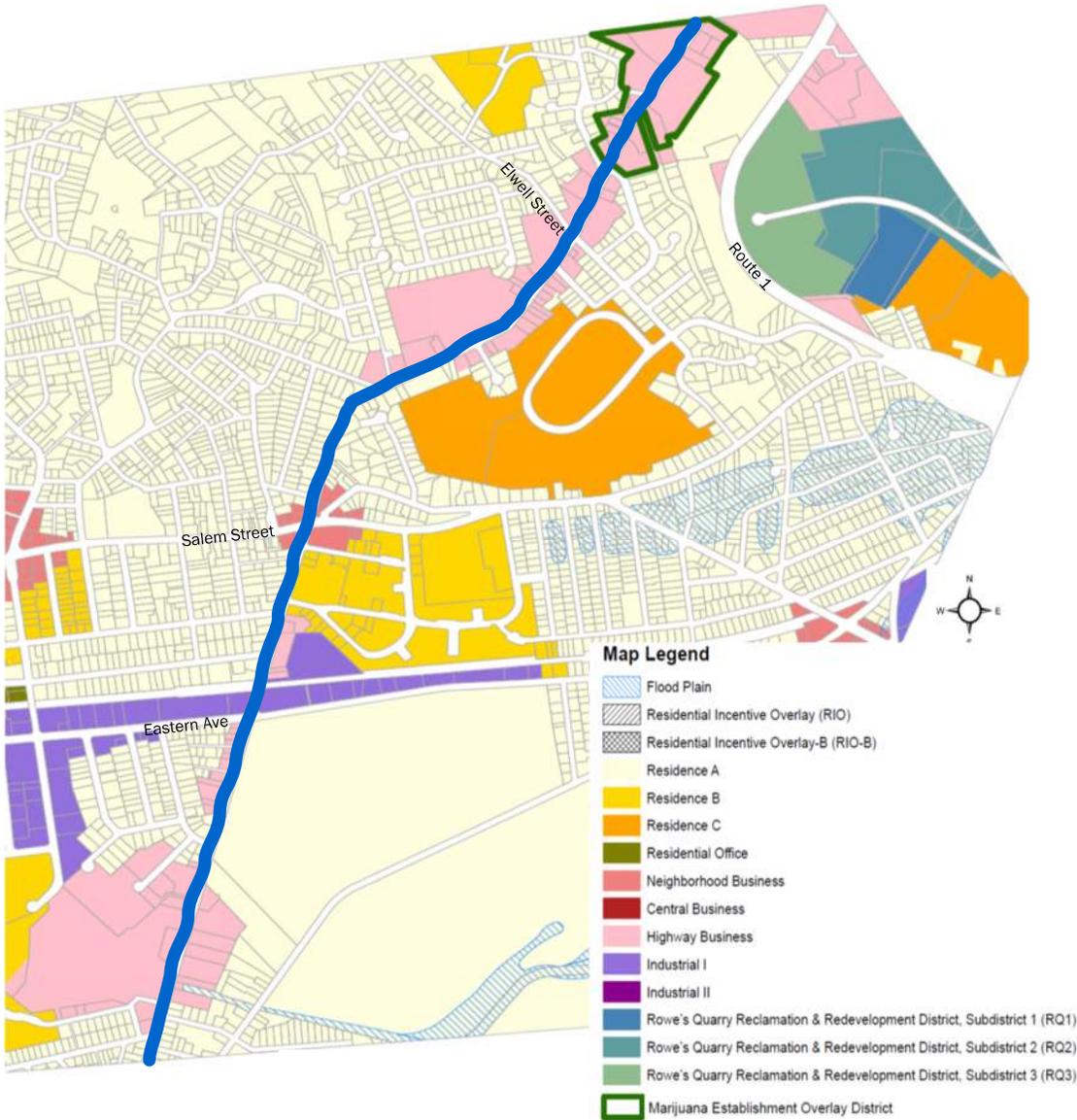
Broadway Study Area



Broadway Zoning (Current)

Five Districts

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



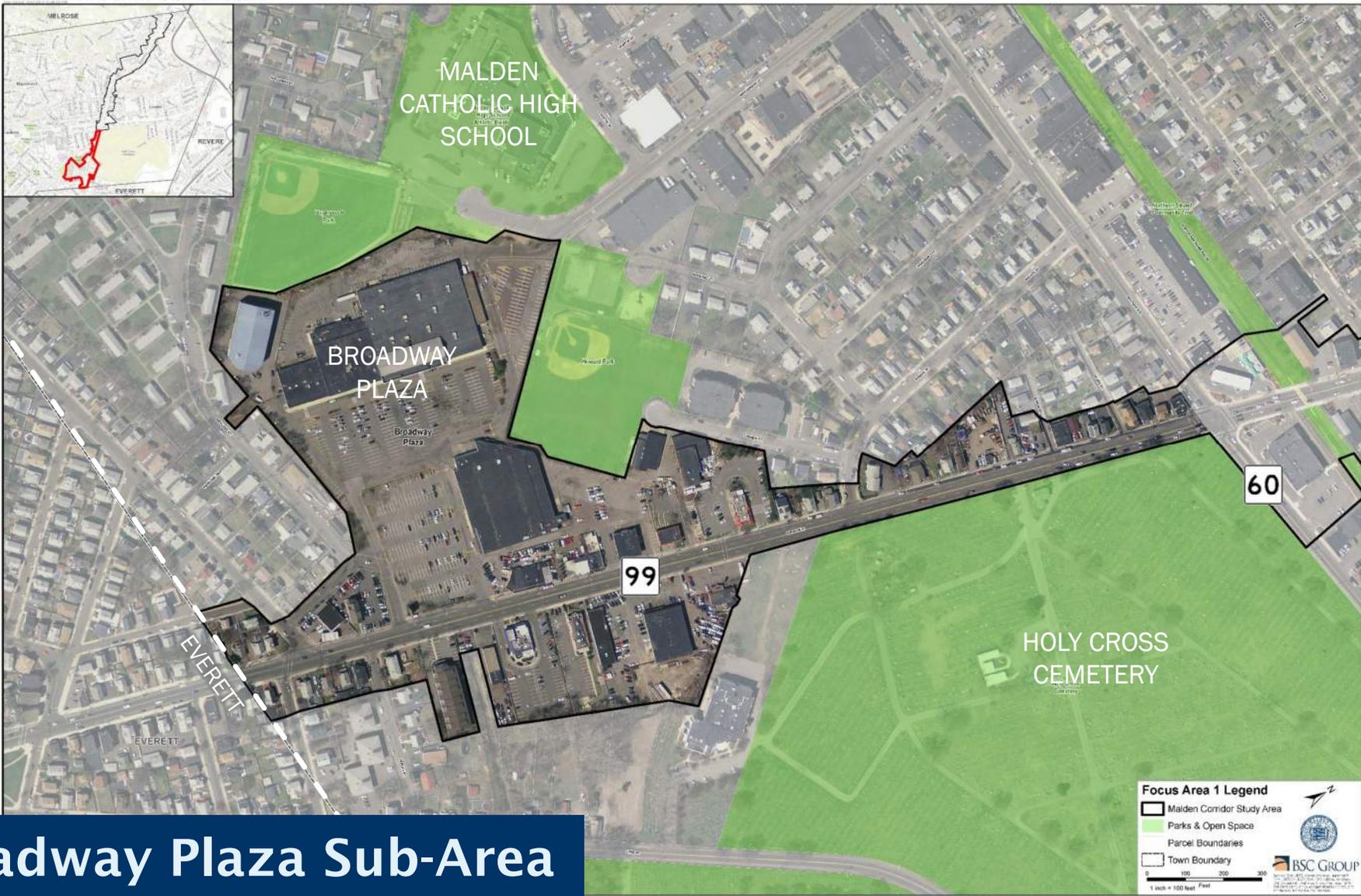
Community Engagement

Community Meeting May 23, 2022

- Approximately 50 Attendees
- Short Presentation
- “Open House” Interactive Session

Online Public Survey June 28 – July 31, 2022

- 155 Responses
- Wider Audience
- Same Questions as Community Meeting

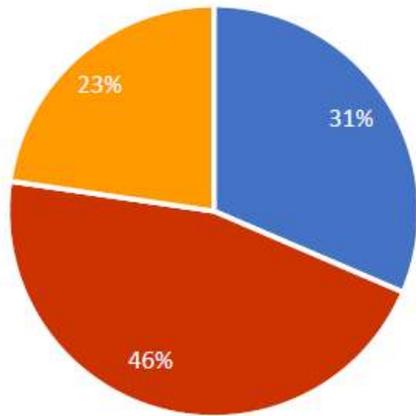


Broadway Plaza Sub-Area

Broadway Plaza Sub-Area

OVERALL Results – Broadway Plaza

Building Height
(All Responses)



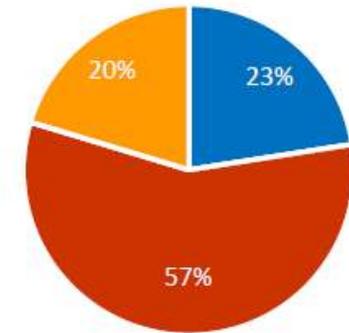
■ Low-Rise ■ Mid-Rise ■ High-Rise

Land Uses – Broadway Plaza		
Single-Family Housing	41	21%
Multi-Family Housing	58	29%
Mixed-Use	122	61%
Small-Scale Retail	98	49%
Large-Scale Retail	58	29%
Drive-Thru	44	22%
Office	51	26%
Industrial	24	12%
Open Space	103	52%

OVERALL

Results – Broadway Plaza

Setbacks (All Responses)



■ Suburban Setback ■ Shallow Setback ■ Urban Setback

Parking and Buffers – Broadway Plaza

I want all the parking wherever it fits! You can never have enough!	20	11%
I want more greenery! Green is good! Street trees, grass strips, buffers everywhere!	118	64%
Parking should be hidden behind or to the side of a building! Don't put parking in the front!	36	20%
I want my parking lots to have more trees and grass strips! It's nice to have shade!	10	5%
<i>Total</i>	<i>184</i>	



Focus Area 2 Legend

- Malden Corridor Study Area
- Parks & Open Space
- Parcel Boundaries
- Town Boundary

0 100 200 300
1 inch = 100 feet Final

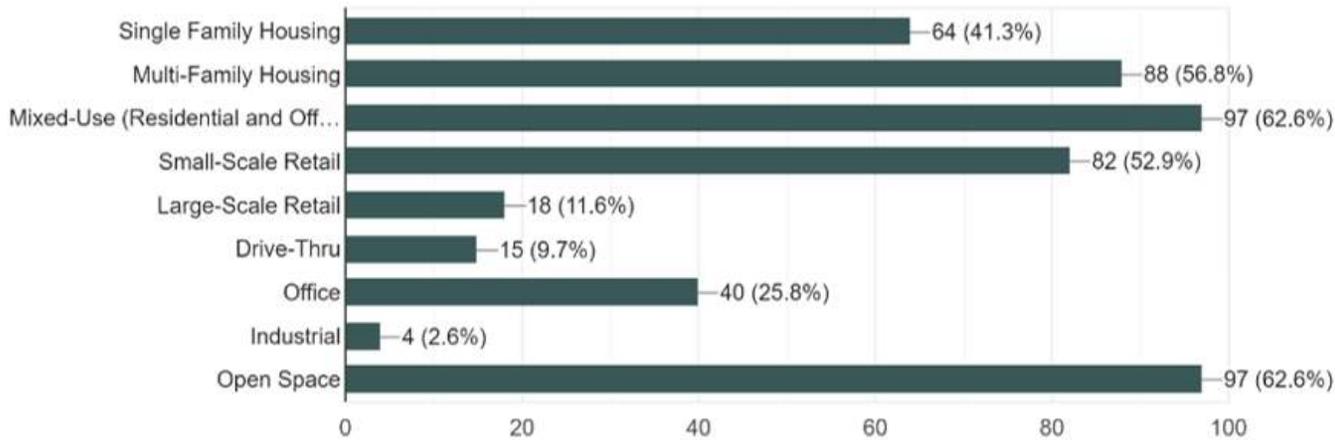
Residential Middle Sub-Area

Residential Middle Sub-Area

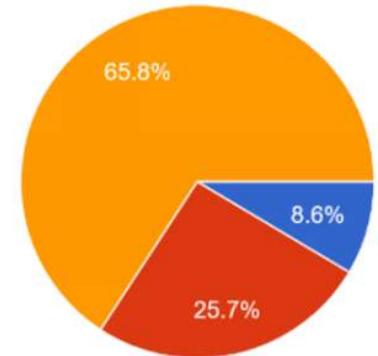
Online Results Only

Which land uses are most appropriate for this section of the Corridor? Check all that apply.

155 responses

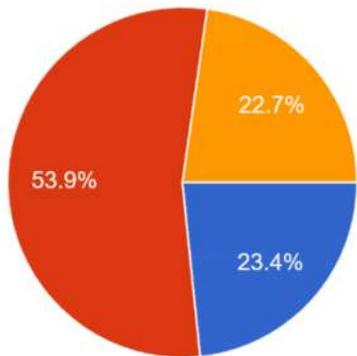


Parking and Buffers



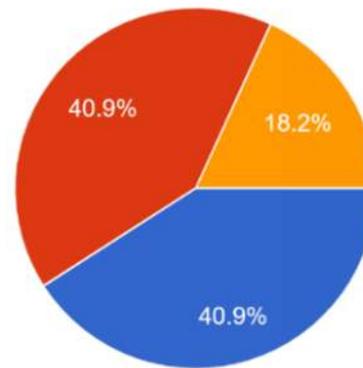
- I want all the parking wherever it fits! You can never have enough!
- Parking should be hidden behind or to the side of a building! Don't put parking in the front!
- I want more greenery! Green is good! Grass strips, trees, buffers everywhere!

Setbacks



- Suburban Setback (building is set back far from street)
- Shallow Setback
- Urban Setback (no setback/building is at street)

Building Height



- Low-Rise
- Mid-Rise
- High-Rise



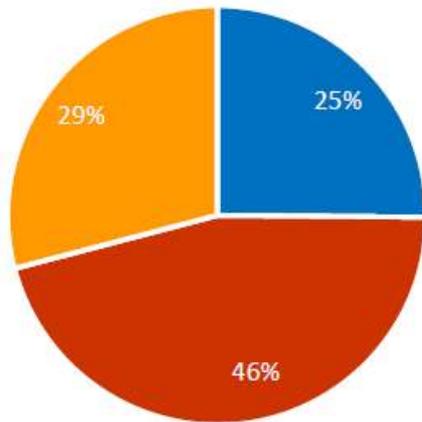
Commercial near Melrose Sub-Area

Commercial near Melrose Sub-Area

OVERALL

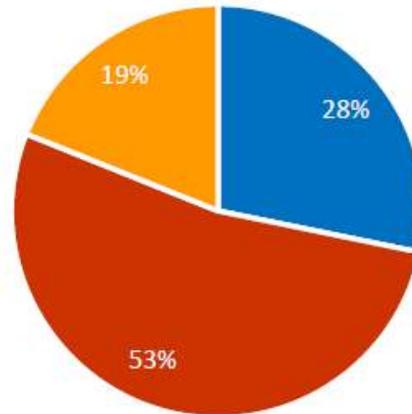
Results – Commercial near Melrose

Building Height (All Responses)



■ Low-Rise ■ Mid-Rise ■ High-Rise

Setbacks (All Responses)



■ Suburban Setback ■ Shallow Setback ■ Urban Setback

Land Use – Commercial near Melrose		
Single Family Housing	21	11%
Multi-Family Housing	57	31%
Mixed-Use	114	62%
Small-Scale Retail	79	43%
Large-Scale Retail	78	42%
Drive-Thru	42	23%
Office	68	37%
Industrial	61	33%
Open Space	95	51%

Parking and Buffers – Commercial Near Melrose Line

I want all parking wherever it fits! You can Never have enough!	29	16%
I want more greenery! Green is good! Street trees, grass strips, buffers everywhere!	95	54%
Parking should be hidden behind or to the side of a building! Don't put parking in the front!	50	28%
I want my parking lots to have more trees and grass strips! It's nice to have shade!	3	2%
<i>Total</i>	<i>177</i>	

Broadway Zoning

Focus on Appearance



How does the Corridor look? What is the user experience?

Setbacks - Placement of Buildings and Parking

Dimensional Requirements – Height, Size, Density

Site Design – Landscaping, Lighting, Pedestrian Scale, Signage

Broadway Zoning

Changing a Mindset



What does **HIGHWAY BUSINESS** mean to you?

High Traffic Area

Big Buildings

High-Speed Corridor

No Pedestrians

Parking Lots

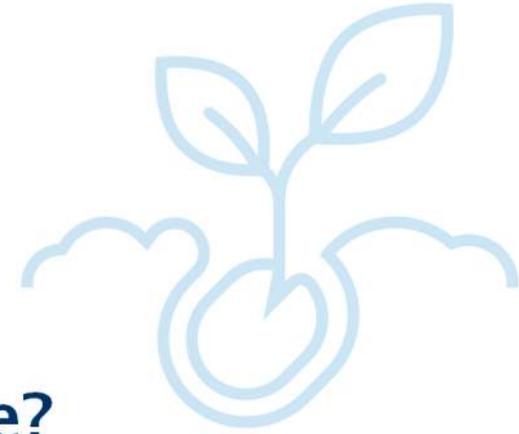
Strip Mall

Easy Access

Gas Station

Broadway Plaza Area

Land Uses



How can zoning transform a place over time?

Small-Scale Business

walkable

**Mixed-Use
Corridor**

Restaurants

active

Retail Sales

neighborhood district

Retail Services

Residential

green

Commercial near Melrose

Land Uses



How can zoning transform a place over time?

Auto Service and Repair

jobs

Light Industry

active

**Commercial
Corridor**

local economy

Office and Retail

business district

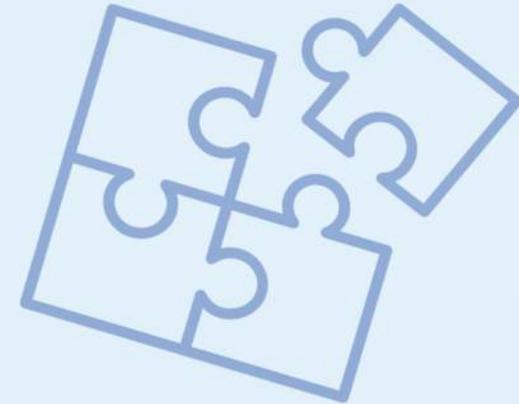
R&D / Manufacturing

Broadway Corridor Land Use and Zoning Study

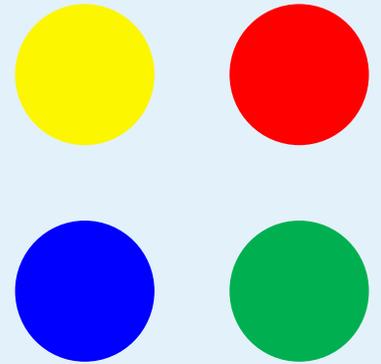
What's Next?

Action Plan + Recommendations

1. New Zoning Districts
2. Definitions
3. Table of Uses / New Use Categories
4. New Dimensional Requirements



BREAK OUT GROUPS



Small Group Discussions

- Lower Broadway – Broadway Plaza Area (20 mins)
- Upper Broadway – Commercial near Melrose (20 mins)
- Quick Circle Back and Recap

Appendix B. Online Survey Template

Broadway Corridor Zoning Survey

In 2018, the City of Malden was awarded a Massachusetts Gaming Commission Non-Transportation Planning Grant to complete a land use and economic development plan for the Broadway (Rte. 99) Corridor in Malden. The framework plan included a study of existing physical and economic conditions of the corridor, projections of Encore Casino related impacts, and recommendations on land use, economic development, and job retention and creation strategies. The plan, completed in December 2020, addressed specific challenges and opportunities of the corridor by providing the City of Malden with a clear and action-oriented plan to protect important uses, prepare for and regulate new development, and utilize gaming facility-driven economic opportunities to grow Malden's business community and prevent Corridor deterioration.

Building off this effort, the City is now developing new zoning amendments that will codify the vision and goals set in the framework plan. The process will include interviews with stakeholders, two community meetings, a survey, and the development of an action plan before the new zoning amendments are drafted. The first community meeting was held on Monday, May 23 at 6 PM at the Malden Moose, where we looked at existing conditions of the corridor and solicited community feedback on desired future development. This survey is an adaptation of the engagement activity conducted at the first community meeting.

To learn more about the project and the Broadway Corridor Framework Plan, please visit the project webpage: <https://bit.ly/3xsLruL>.

We will put you on our mailing list to keep you updated on the project in the future!

* Required

1. Email *

Focus
Area 1:
Broadway
Plaza

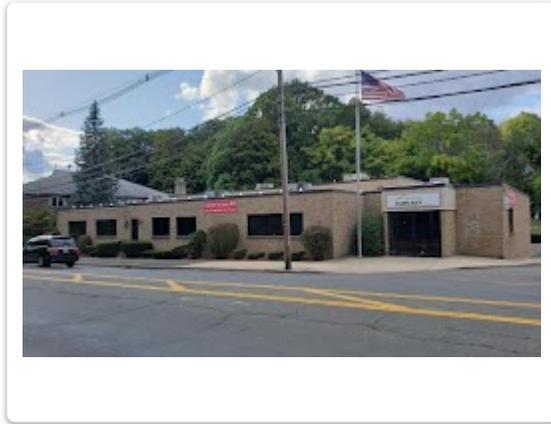
The area from the Everett line to the intersection of Broadway and Route 60/Eastern Avenue. More commercial in nature, this stretch is characterized by suburban style commercial development with two traffic lanes in each direction.



BUILDING HEIGHTS

2. Which building height is most appropriate for this section of the corridor? Choose one.

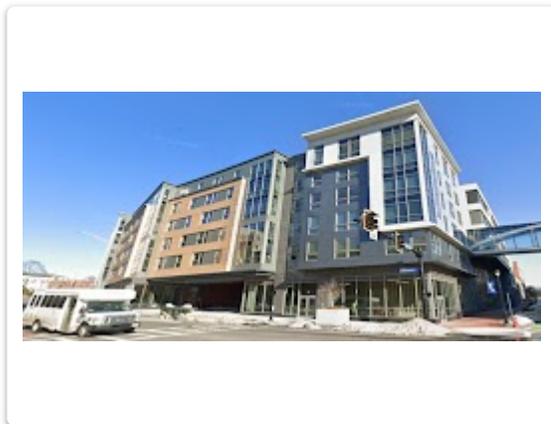
Mark only one oval.



Low-Rise



Mid-Rise



High-Rise

LAND USE

3. Which land uses are most appropriate for this section of the Corridor? Check all that apply.

Check all that apply.



Single Family Housing



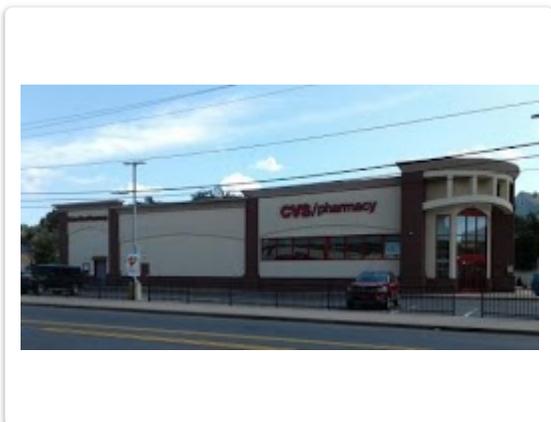
Multi-Family Housing



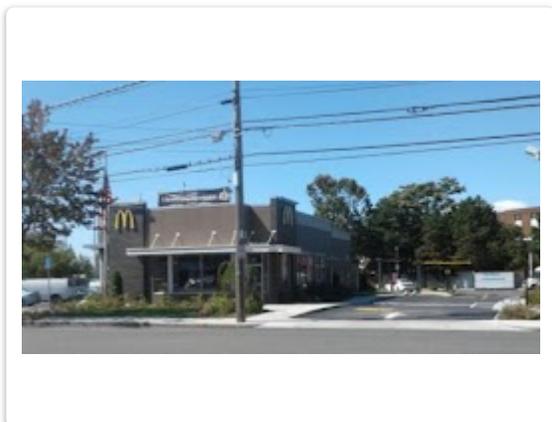
Mixed-Use (Residential and Office/Retail)



Small-Scale Retail



Large-Scale Retail



Drive-Thru





Office



Industrial



Open Space

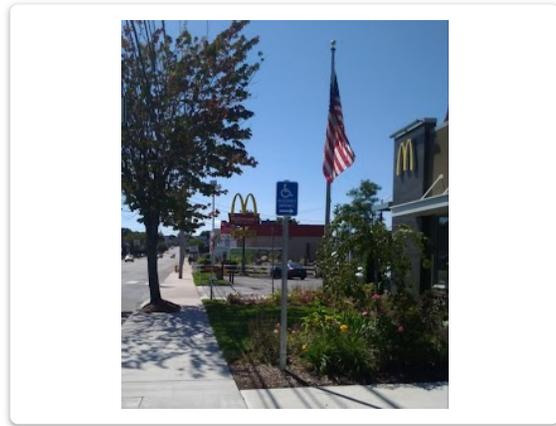
SETBACKS

4. How far should buildings be set back from the street in this section of the corridor?
Choose one.

Mark only one oval.



Suburban Setback (building is set back far from street)



Shallow Setback

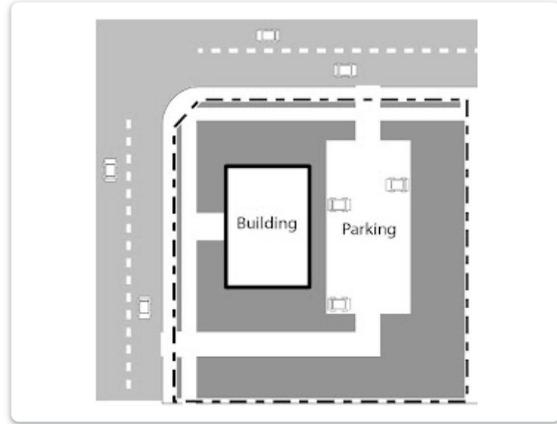


Urban Setback (no setback/building is at street)

PARKING AND BUFFERS

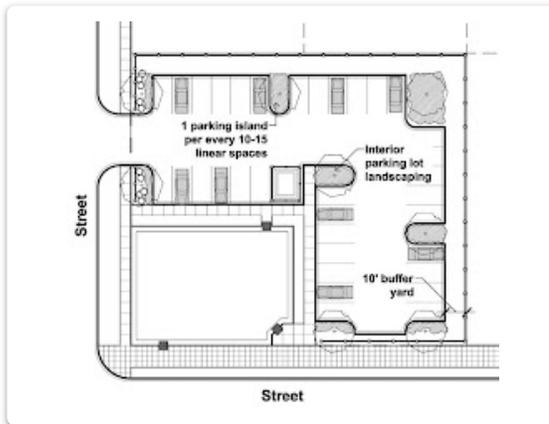
5. What are appropriate requirements for parking/landscaping in this section of the corridor? Is there too much or not enough parking? Where should parking be located? How much landscaping/buffer should be required? Choose one.

Mark only one oval.



I want all the parking wherever it fits! You can never have enough!

Parking should be hidden behind or to the side of a building! Don't put parking in the front!



I want more greenery! Green is good! Grass strips, trees, buffers everywhere!

Focus Area 2: Residential Stretch

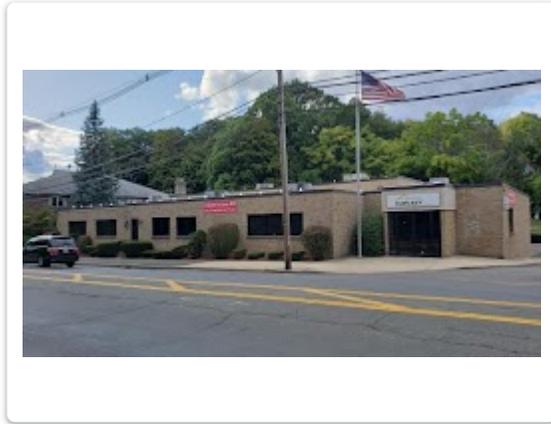
The area from the intersection of Broadway and Route 60 to just after Bowman Street (438 Broadway). With residential properties and neighborhood businesses, this stretch has one traffic lane in each direction.



BUILDING HEIGHTS

6. Which building height is most appropriate for this section of the corridor? Choose one.

Mark only one oval.



Low-Rise



Mid-Rise



High-Rise

LAND USE

7. Which land uses are most appropriate for this section of the Corridor? Check all that apply.

Check all that apply.



Single Family Housing



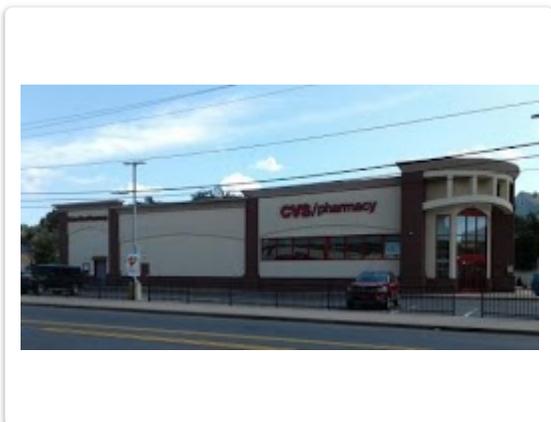
Multi-Family Housing



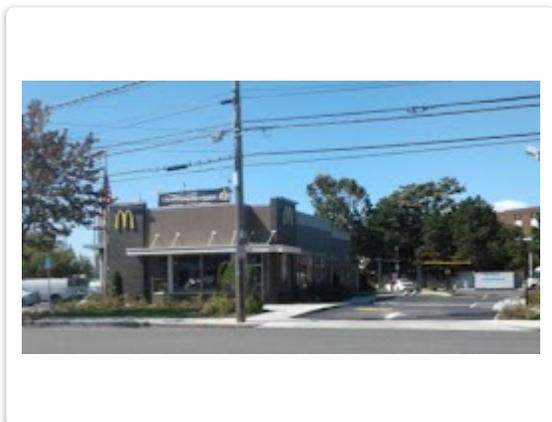
Mixed-Use (Residential and Office/Retail)



Small-Scale Retail



Large-Scale Retail



Drive-Thru





Office



Industrial



Open Space

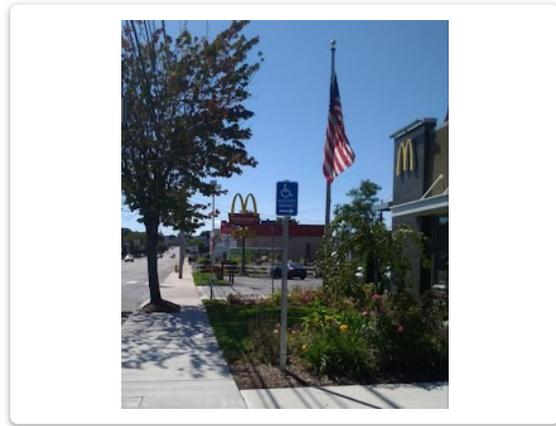
SETBACKS

8. How far should buildings be set back from the street in this section of the corridor?
Choose one.

Mark only one oval.



Suburban Setback (building is set back far from street)



Shallow Setback

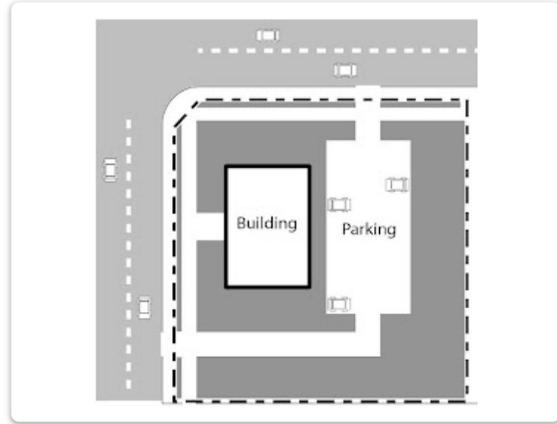


Urban Setback (no setback/building is at street)

PARKING AND BUFFERS

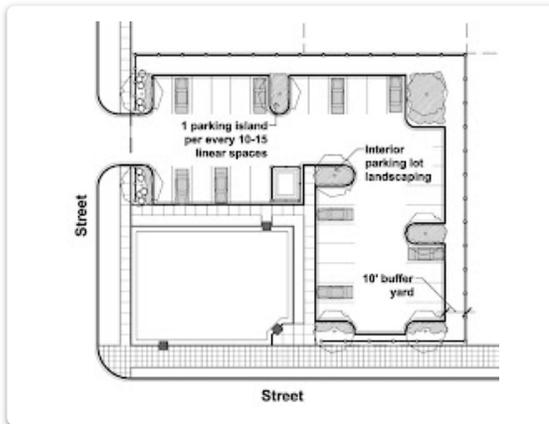
9. What are appropriate requirements for parking/landscaping in this section of the corridor? Is there too much or not enough parking? Where should parking be located? How much landscaping/buffer should be required? Choose one.

Mark only one oval.



I want all the parking wherever it fits! You can never have enough!

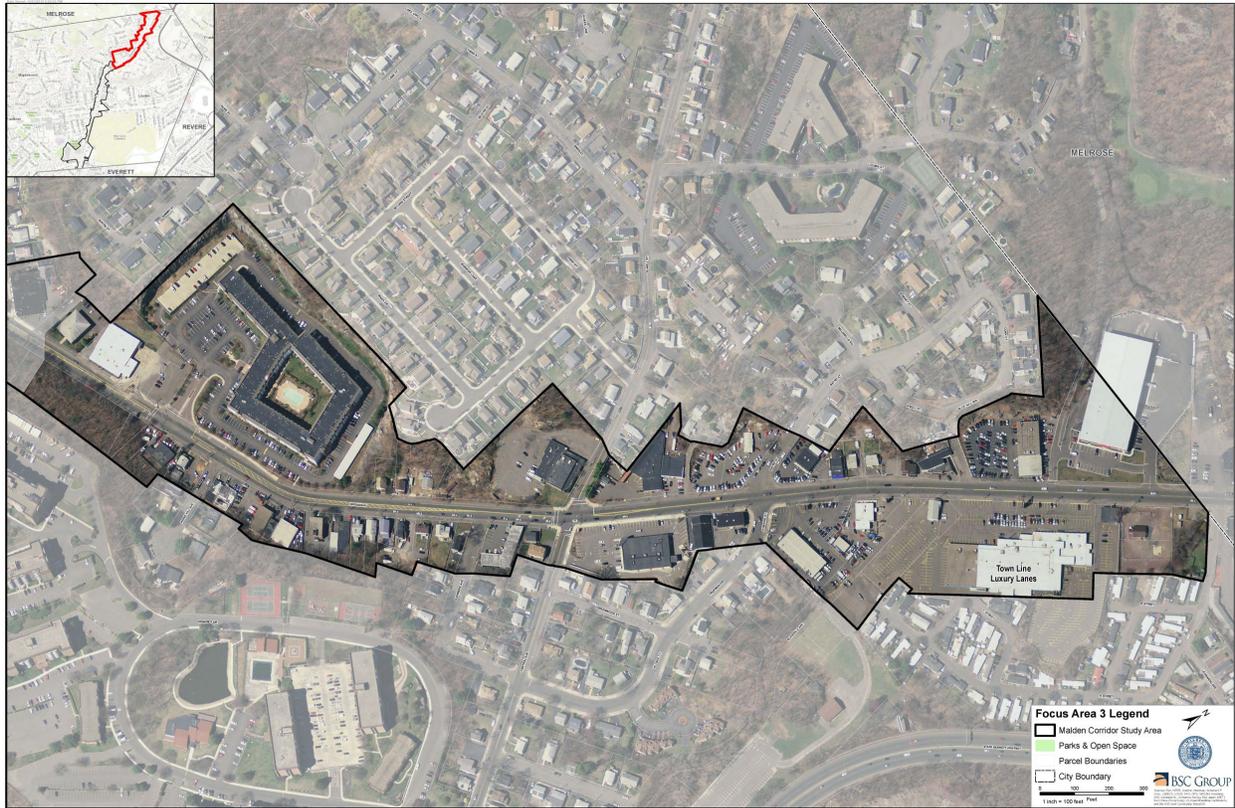
Parking should be hidden behind or to the side of a building! Don't put parking in the front!



I want more greenery! Green is good! Grass strips, trees, buffers everywhere!

Focus Area 3: Melrose Line

The area from just after Bowman Street (438 Broadway) to the Melrose line. More commercial in nature, this stretch had larger parcels with larger surface parking lots and one traffic lane in each direction.



BUILDING HEIGHTS

10. Which building height is most appropriate for this section of the corridor? Choose one.

Mark only one oval.



Low-Rise



Mid-Rise



High-Rise

LAND USE

11. Which land uses are most appropriate for this section of the Corridor? Check all that apply.

Check all that apply.



Single Family Housing



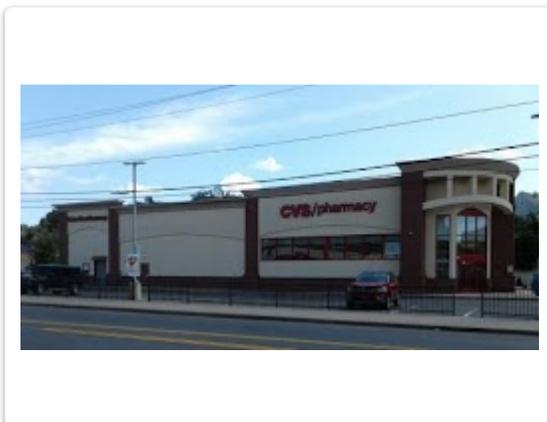
Multi-Family Housing



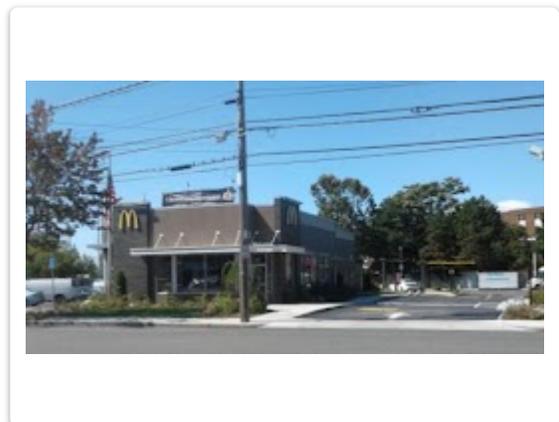
Mixed-Use (Residential and Office/Retail)



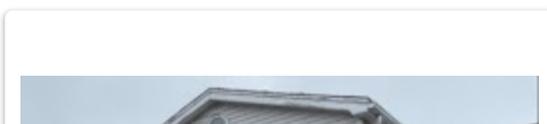
Small-Scale Retail



Large-Scale Retail



Drive-Thru





Office



Industrial



Open Space

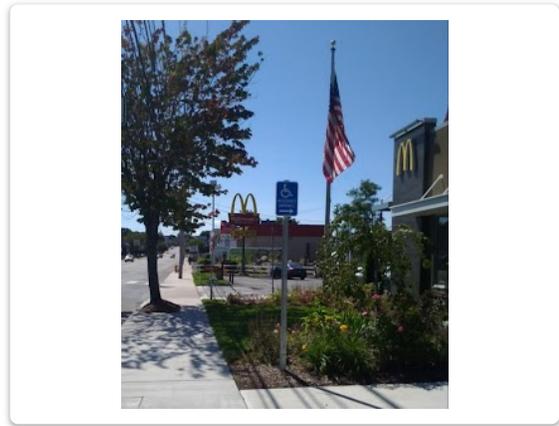
SETBACKS

12. How far should buildings be set back from the street in this section of the corridor?
Choose one.

Mark only one oval.



Suburban Setback (building is set back far from street)



Shallow Setback



Urban Setback (no setback/building is at street)

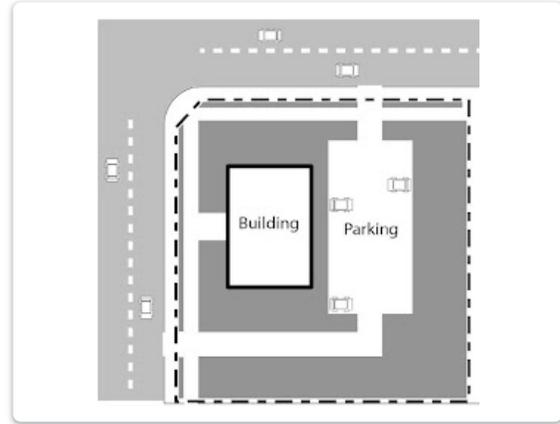
PARKING AND BUFFERS

13. What are appropriate requirements for parking/landscaping in this section of the corridor? Is there too much or not enough parking? Where should parking be located? How much landscaping/buffer should be required? Choose one.

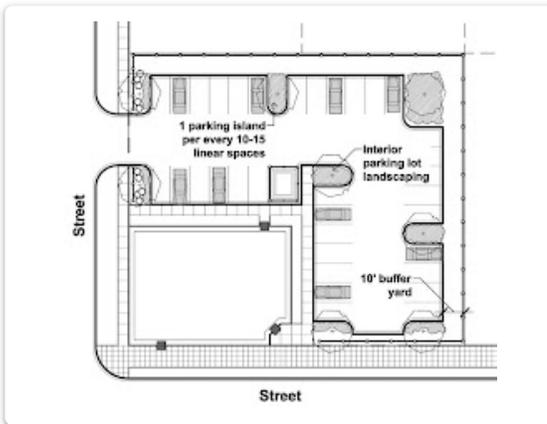
Mark only one oval.



I want all the parking wherever it fits! You can never have enough!



Parking should be hidden behind or to the side of a building! Don't put parking in the front!



I want more greenery! Green is good! Grass strips, trees, buffers everywhere!

Questions

14. What does "Highway Business" mean to you?

15. What business uses would you like to see more of?

16. What business uses would you like to see less of?

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**Appendix C. Results from Community Meeting #1
and Online Survey**

BROADWAY LAND USE AND ZONING STUDY PUBLIC ENGAGEMENT – SUMMARY

INTRODUCTION

In 2018, Massachusetts Gaming Commission awarded the City of Malden with a Non-Transportation Planning Grant to complete a land use and economic development plan for the Broadway (Rte. 99) Corridor in Malden. The framework plan included a study of existing physical and economic conditions of the corridor, projections of Encore Casino related impacts, and recommendations on land use, economic development, and job retention and creation strategies. The plan, completed in December 2020, addressed specific challenges and opportunities of the corridor by providing the City of Malden with a clear and action-oriented plan to protect important uses, prepare for and regulate new development, and utilize gaming facility-driven economic opportunities to grow Malden's business community and prevent Corridor deterioration. Building off this effort, the city is now developing new zoning amendments that will codify the vision and goals set in the framework plan. The process will include interviews with stakeholders, two community meetings, a survey, and the development of an action plan before the new zoning amendments are drafted. To learn more about the project and the Broadway Corridor Framework Plan, please visit the project webpage: <https://bit.ly/3xsl.rul>.

COMMUNITY MEETING

As part of the Broadway Land Use and Zoning Study project, a community meeting was held on May 23, 2022, at the Loyal Order of Moose Lodge on Broadway. There were two components to the meeting: a



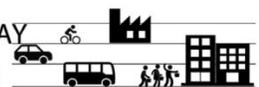
short presentation and then an interactive “open house” session. The open house offered participants the opportunity to peruse the room at their own pace visiting various stations. Attendees were able to ask questions, provide feedback, and leave comments along the way. Each station pertained to different areas along the Broadway Corridor as well as elements such as land use, density, location of parking, and landscaping preferences. Approximately fifty (50) people attended the community meeting.

Project Website:

www.cityofmalden.org/915/Project-Updates



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ONLINE SURVEY

To supplement the community meeting, the City created an online survey as an adaptation of the open house activity, intended to reach a wider audience than just those who attended the in-person meeting. This survey was created digitally on Google Forms and was available from 6/28/22–7/31/22. Shared via email and city social media, it was available in seven (7) languages and received 155 responses. One response was received in a language other than English.

RESULTS

For this section, and for comparison purposes, the feedback received from both the in-person community meeting and online survey are discussed, along with the overall findings.

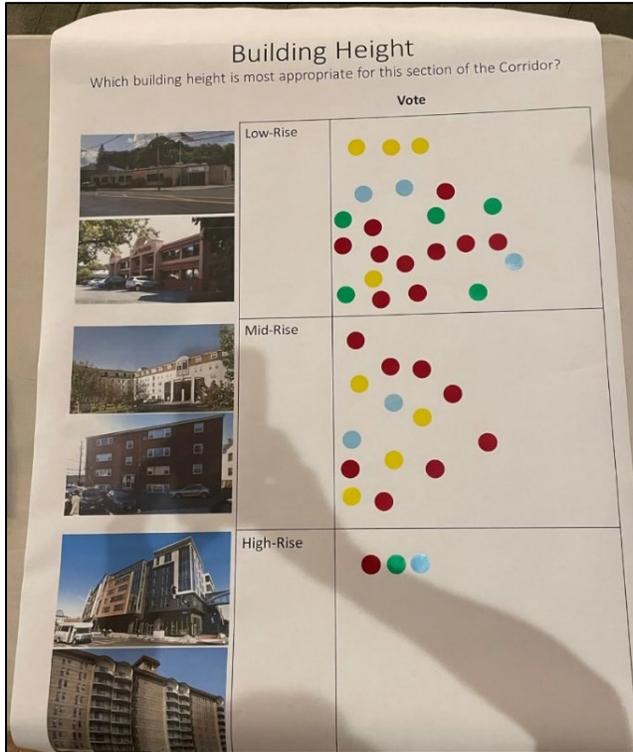
FOCUS AREA 1: Broadway Plaza Area



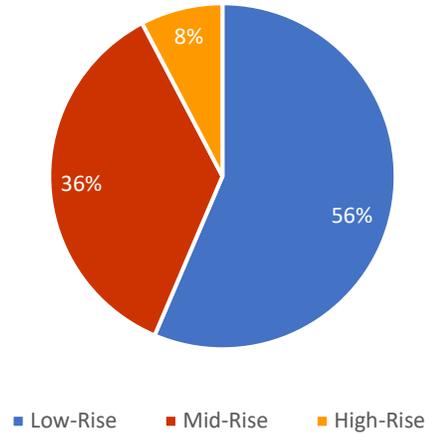
Question 1: Building Height

For purposes of this question, building height relates to the number of stories a building is and translates into density along the corridor. In Malden, low-rise buildings are typically 1-2 stories, mid-rise buildings are 3-5 stories, and high-rise buildings are 6+ stories.

COMMUNITY MEETING Results – Broadway Plaza



Building Height



Building Height (In Person)		
Low-Rise	22	56%
Mid-Rise	14	36%
High-Rise	3	8%
<i>Total</i>	39	

Participants overwhelmingly felt that **low-rise** (56%) to mid-rise building heights (36%) were most appropriate for the Broadway Plaza area. It is important to note that the attendees were not limited to using only one dot vote for building height preference and some participants may have provided more than one dot when voting, whereas respondents to the online survey were limited to one choice only.

ONLINE SURVEY Results – Broadway Plaza

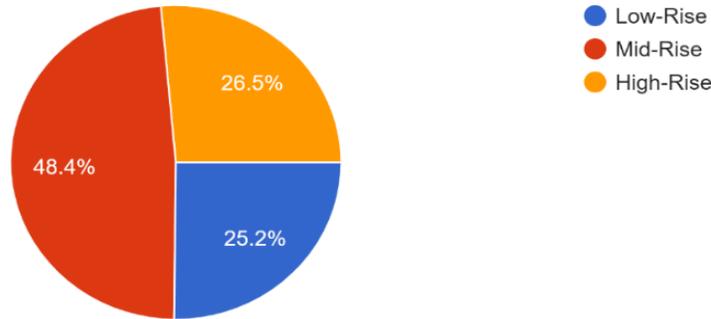
Many respondents (48%) felt that **mid-rise buildings** were the most appropriate for the Broadway Plaza segment near the Everett city line. Approximately 27% of respondents felt high-rise buildings were most appropriate while another quarter (25%) felt low-rise buildings were most appropriate.

Building Height (Online Survey)		
Low-Rise	39	25%
Mid-Rise	75	48%
High-Rise	41	27%
<i>Total</i>	155	



Which building height is most appropriate for this section of the corridor? Choose one.

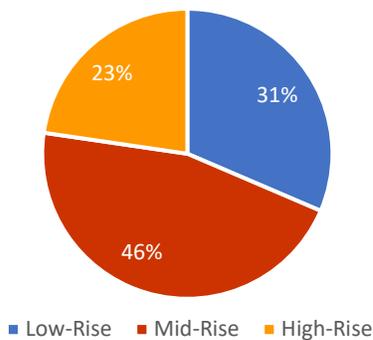
155 responses



OVERALL

Results – Broadway Plaza

Building Height (All Responses)

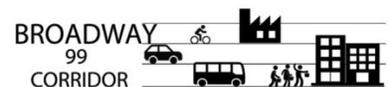


While many people (56%) at the community meeting desired low-rise buildings in the Broadway Plaza area, the online results varied. Overall, approximately 46% of respondents felt that **mid-rise buildings** were most appropriate for this part of the Corridor, followed by a preference for low-rise buildings (31%) and high-rise buildings (23%).

Building Height – Broadway Plaza		
Low-Rise	61	31%
Mid-Rise	89	46%
High-Rise	44	23%
<i>Total</i>	<i>194</i>	

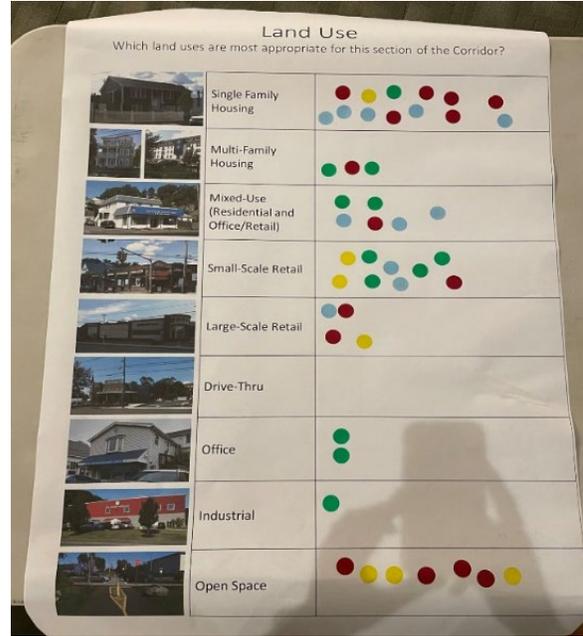
Question 2: Land Use

To help shape the recommendations for this zoning and land use study, participants were asked to provide feedback on land uses within the Corridor, particularly which land uses were most appropriate in each target area of the Corridor. There is a limitation to the land use data collected. The data gathered at the community meeting reflects the total number of votes rather than the total number of respondents, whereas the online survey results reflect the total number of respondents rather than votes. Since not all attendees at the community meeting completed the dot voting activity and yet others marked multiple dots for certain preferences, it is impossible to adjust the values to make the datasets completely identical for comparison purposes. However, one can still ascertain clear preferences across both data sets, as displayed separately in this section.



**COMMUNITY MEETING
Results – Broadway Plaza**

Land Use (In Person)		
Single-Family Housing	13	29%
Multi-Family Housing	3	7%
Mixed-Use	6	13%
Small-Scale Retail	9	20%
Large-Scale Retail	4	9%
Drive-Thru	0	0%
Office	2	4%
Industrial	1	2%
Open Space	7	16%



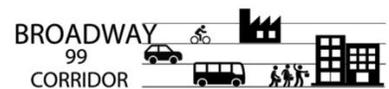
The top three land uses participants at the community meeting favored in the Broadway Plaza area based on number of dot votes were: single family housing (29%), small-scale retail (20%), and open space (16%).

**ONLINE SURVEY
Results – Broadway Plaza**

Land Use (Online Survey)		
Single-Family Housing	28	18%
Multi-Family Housing	55	35%
Mixed-Use	116	75%
Small-Scale Retail	89	57%
Large-Scale Retail	54	35%
Drive-Thru	44	28%
Office	49	32%
Industrial	23	15%
Open Space	96	62%

For the Broadway Plaza area, respondents from the online survey preferred **mixed-use (75%)**, open space (62%), and small-scale retail (57%) as the top three land uses. Respondents thought industrial (15%) and single-family housing (18%), and drive-thru (28%) were the least appropriate uses in this section of the Corridor.

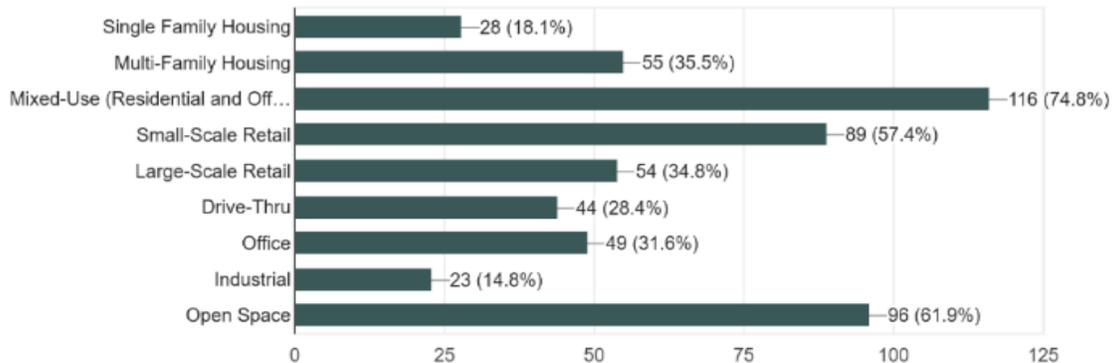
The percentages shown in the associated table reflect the total number of respondents (155) and not the total number of votes.



Land Use (Online Survey)

Which land uses are most appropriate for this section of the Corridor? Check all that apply.

155 responses



OVERALL

Results – Broadway Plaza

It is important to note that at the community meeting there was a strong preference for single-family housing as the most appropriate use in the Corridor, but these results are skewed since attendees were not limited to one dot per land use during the activity. Thus, an attendee was able to add multiple dots to a land use category, and this did indeed happen. Conversely, online participants were not limited to selecting a certain land use, but they were limited to voting for that land use multiple times. Overall, participants favored land uses such as small-scale retail (20% in person/57% online), mixed-use (13% in person/75% online), and open space (16% in person/62% online) for this section of the Broadway Corridor.

Question 3: Setbacks

For purposes of this question, the definition of a setback is the minimum distance a structure must be placed away from a property line. A suburban setback is a building that is placed in the middle or rear of a parcel, typically with parking and/or landscaping in the front. A shallow setback is a building closer to a sidewalk/right of way, with parking to the side or rear. The front yard setback is typically landscaped. An urban setback is where the building is positioned against the back of the sidewalk, with parking on-street (or in the rear of the building) and little to no landscaped buffer.

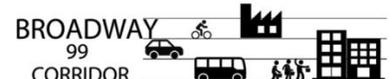
COMMUNITY MEETING

Results – Broadway Plaza

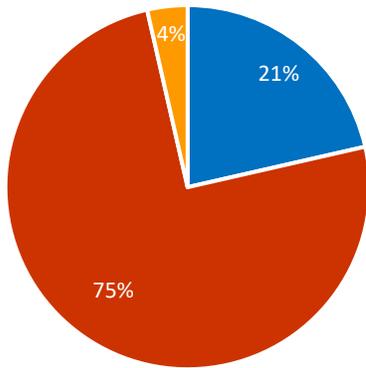
As shown by the image, chart, and table above, participants at the community meeting overwhelmingly preferred the look of a **shallow setback** (75%) for the Broadway Plaza area to the suburban setback (21%) and the urban setback (4%).

Project Website:

www.cityofmaiden.org/915/Project-Updates

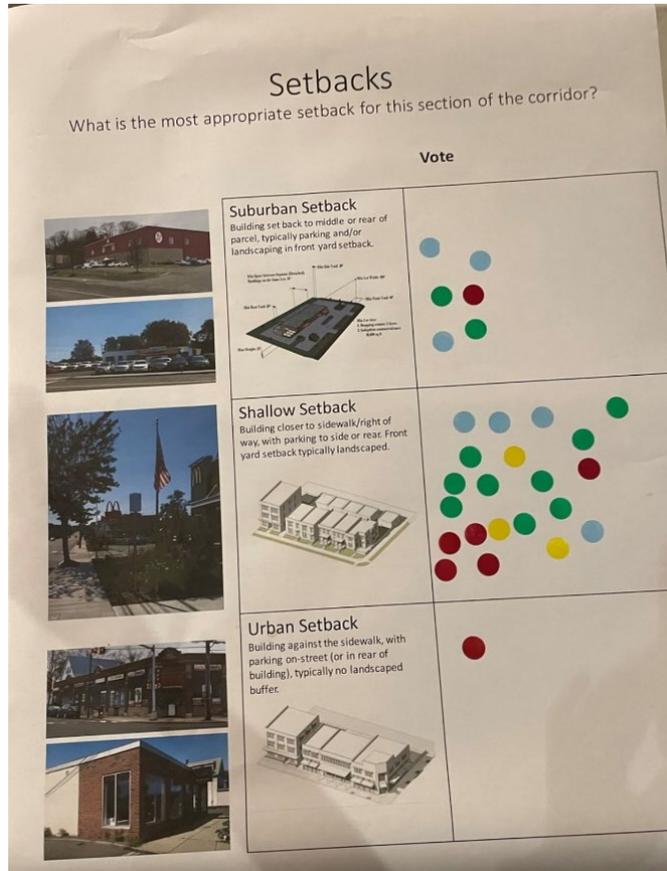


Setback Preference



■ Suburban Setback ■ Shallow Setback
■ Urban Setback

Setback (In-Person)		
Suburban Setback	6	21%
Shallow Setback	21	75%
Urban Setback	1	4%
<i>Total</i>	<i>28</i>	



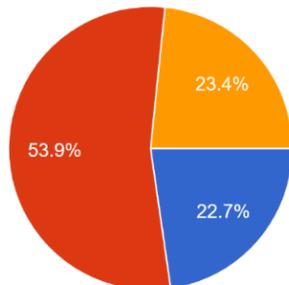
ONLINE SURVEY

Results – Broadway Plaza

The online survey showed results consistent with the community meeting. The **shallow setback** received the most votes as most appropriate for the Broadway Plaza area (54%). A similar number of respondents felt the suburban and urban setbacks were most appropriate.

Setback (Online Survey)		
Suburban Setback	35	23%
Shallow Setback	83	54%
Urban Setback	36	23%
<i>Total</i>	<i>154</i>	

How far should buildings be set back from the street in this section of the corridor? Choose one.
154 responses



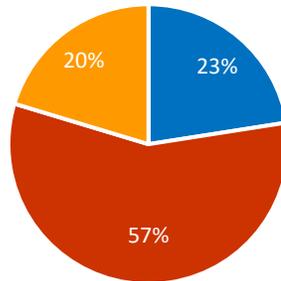
● Suburban Setback (building is set back far from street)
● Shallow Setback
● Urban Setback (no setback/building is at street)



OVERALL

Results – Broadway Plaza

Setbacks (All Responses)



■ Suburban Setback ■ Shallow Setback ■ Urban Setback

Setback – Broadway Plaza		
Suburban Setback	41	23%
Shallow Setback	104	57%
Urban Setback	37	20%
<i>Total</i>	<i>182</i>	

The overall results indicate that there is a strong preference for a **shallow setback** for the Broadway Plaza area (57%), followed by suburban setback (23%), and urban setback (20%).

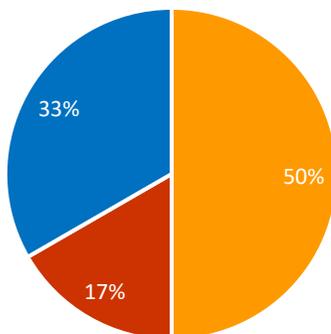
Question 4: Parking and Buffers

For this question, participants were asked to vote a preference for the location of parking and landscaped buffers. Questions respondents were asked to consider: *What are the appropriate requirements for parking/landscaping in this section of the corridor? Is there too much or not enough parking? Where should parking be located? How much landscaping/buffer should be required?*

COMMUNITY MEETING

Results – Broadway Plaza

Parking and Buffers



Respondents at the community meeting were not limited to one choice, and therefore, it is plausible that one person could have voted for multiple options. Most respondents preferred **more greenery** – more trees, grass strips, and landscaped buffers within this section of the corridor – whether along the roadway or within a parking lot, and a handful of folks felt parking to the side or rear of a building was important.

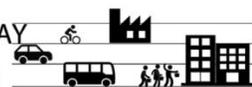
- I want all the parking wherever it fits! You can never have enough!
- I want more greenery! Green is good! Street trees, grass strips, buffers everywhere!
- Parking should be hidden behind or to the side of a building! Don't put parking in the front!
- I want my parking lots to have more trees and grass strips! It's nice to have shade!

Project Website:

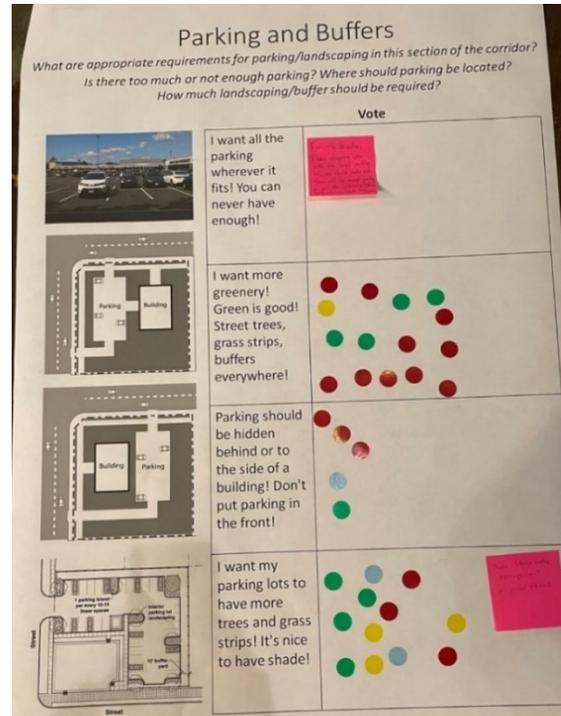
www.cityofmaiden.org/915/Project-Updates



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Parking and Buffers (In-Person)		
I want all the parking wherever it fits! You can never have enough!	0	-
I want more greenery! Green is good! Street trees, grass strips, buffers everywhere!	15	50%
Parking should be hidden behind or to the side of a building! Don't put parking in the front!	5	17%
I want my parking lots to have more trees and grass strips! It's nice to have shade!	10	33%
<i>Total</i>	<i>30</i>	

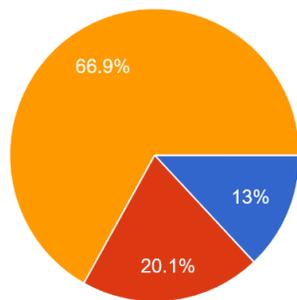


ONLINE SURVEY
Results – Broadway Plaza

When limited to one selection in the online survey, 67% of respondents were in favor of **more greenery** wherever possible within the Broadway Plaza area. Twenty percent (20%) of respondents preferred parking to be hidden behind or to the side of a building.

What are appropriate requirements for parking/landscaping in this section of the corridor? Is there too much or not enough parking? Where should parking be located? How much landscaping/buffer should be required? Choose one.

154 responses



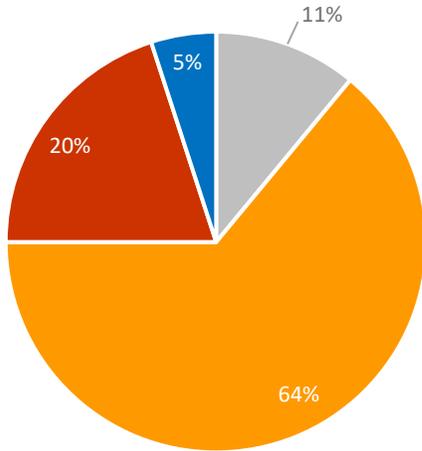
- I want all the parking wherever it fits! You can never have enough!
- Parking should be hidden behind or to the side of a building! Don't put parking in the front!
- I want more greenery! Green is good! Grass strips, trees, buffers everywhere!

Parking and Buffers (Online Survey)		
I want all the parking wherever it fits! You can never have enough!	20	13%
I want more greenery! Green is good! Street trees, grass strips, buffers everywhere!	103	67%
Parking should be hidden behind or to the side of a building! Don't put parking in the front!	31	20%
<i>Total</i>	<i>154</i>	



OVERALL
Results – Broadway Plaza

Parking & Buffers (All Responses)



Parking and Buffers – Broadway Plaza		
I want all the parking wherever it fits! You can never have enough!	20	11%
I want more greenery! Green is good! Street trees, grass strips, buffers everywhere!	118	64%
Parking should be hidden behind or to the side of a building! Don't put parking in the front!	36	20%
I want my parking lots to have more trees and grass strips! It's nice to have shade!	10	5%
<i>Total</i>	<i>184</i>	

“I want more greenery! Green is good! Grass strips, trees, buffers everywhere!” received the most votes overall (64%) from respondents, along Overall, it is fair to say the results depict a desire for more landscaping and green buffers within this section of the corridor.

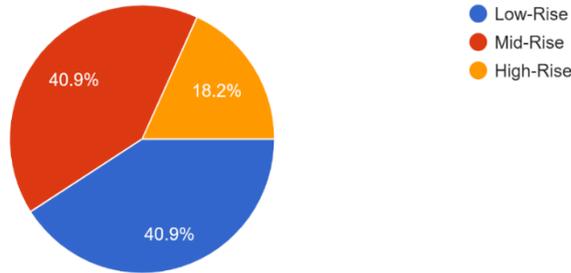
FOCUS AREA 2: Residential Middle Area

The data for this section is from the Online Survey only. The focus of the community meeting was obtaining feedback on the lower and upper Broadway areas (near Malden and near Melrose).



Question 1: Building Height – Residential Middle

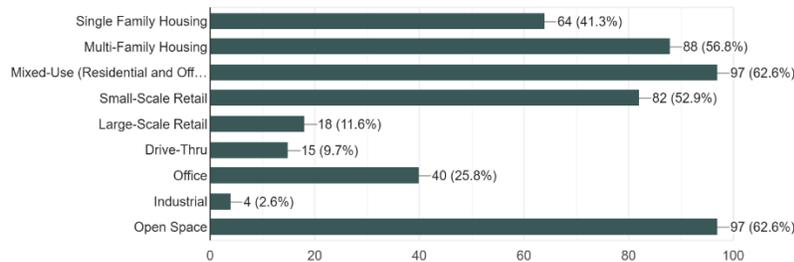
Which building height is most appropriate for this section of the corridor?
154 responses



Building height relates to the number of stories a building is and translates into density along the corridor. Respondents felt that **low-rise and mid-rise residential** buildings were most appropriate (41% each) and had less of a preference for high-rise (18%).

Question 2: Land Use – Residential Middle

Which land uses are most appropriate for this section of the Corridor? Check all that apply.
155 responses



With no limit to the number of options to select, respondents felt that the most appropriate land uses in the residential part of the corridor were: **mixed-use** (residential and office) and **open space** (tied at 63%), followed by multi-family housing (57%), and small-scale retail (53%).

Question 3: Setbacks – Residential Middle

Like the Broadway Plaza area, respondents felt that a **shallow setback** (54%) was most appropriate for the residential section of Broadway followed by a suburban setback (23%) and an urban setback (23%).

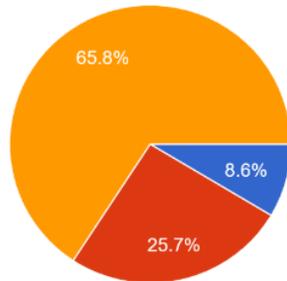
How far should buildings be set back from the street in this section of the corridor? Choose one.
154 responses



Question 4: Parking and Buffers – Residential Middle

What are appropriate requirements for parking/landscaping in this section of the corridor? Is there too much or not enough parking? Where should parking/landscaping/buffer should be required? Choose one.

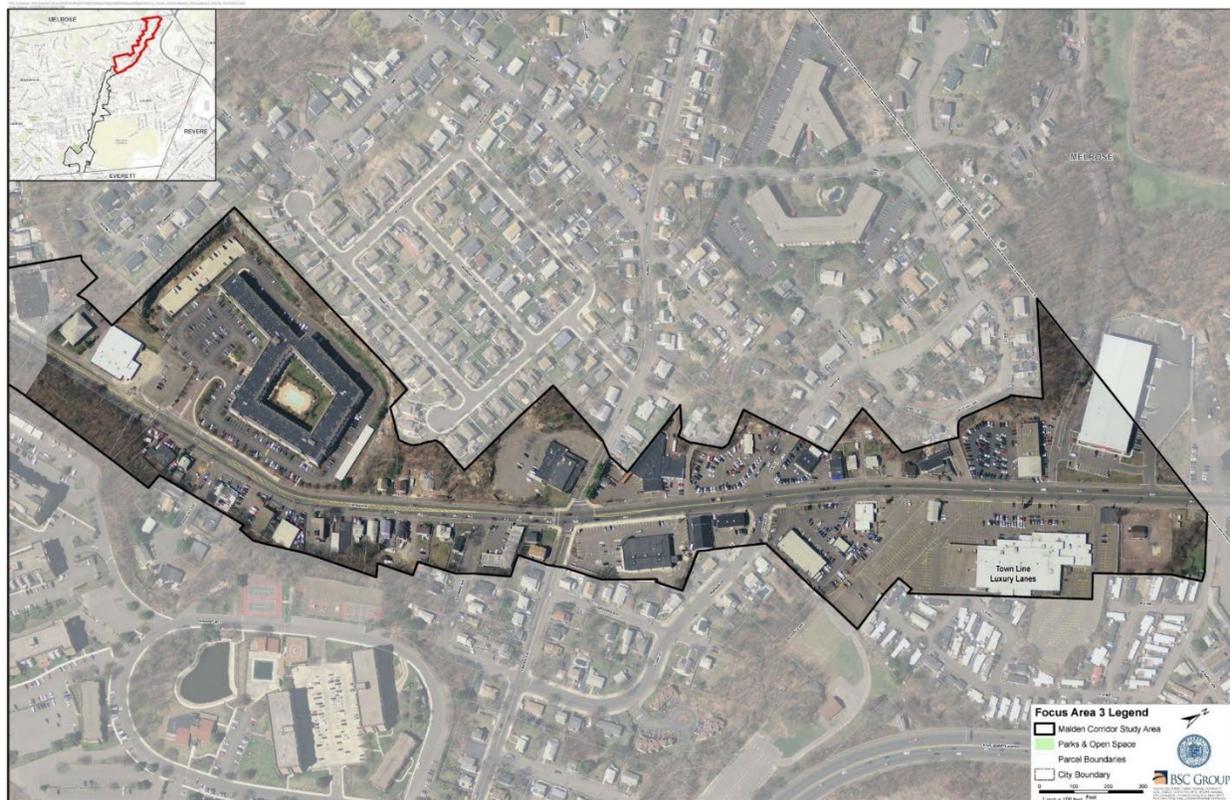
152 responses



- I want all the parking wherever it fits! You can never have enough!
- Parking should be hidden behind or to the side of a building! Don't put parking in the front!
- I want more greenery! Green is good! Grass strips, trees, buffers everywhere!

For the residential area along Broadway, respondents felt **I want more greenery! Green is Good! Grass strips, trees, buffers everywhere!** was the most appropriate for parking and landscaping requirements (66%), followed by Parking should be hidden behind or to the side of a building! Don't put parking in the front! (26%) and I want all the parking wherever it fits! You can never have enough! (9%). These results are nearly identical to the Parking and Buffers question relative to the Broadway Plaza area.

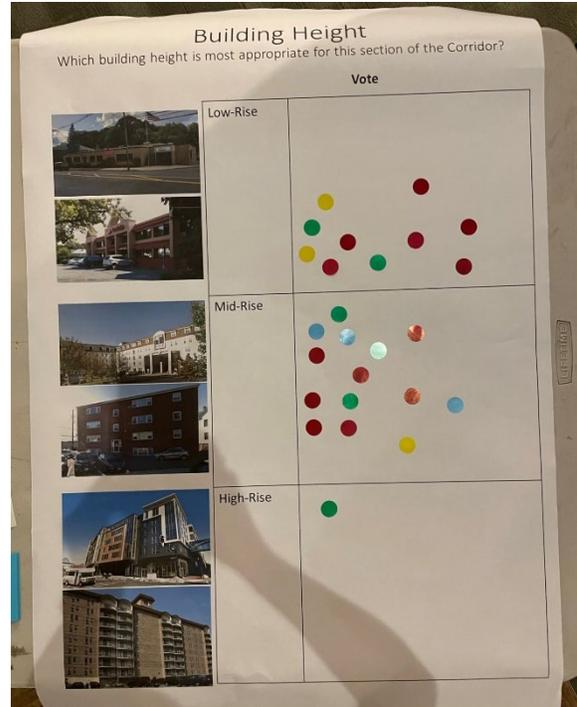
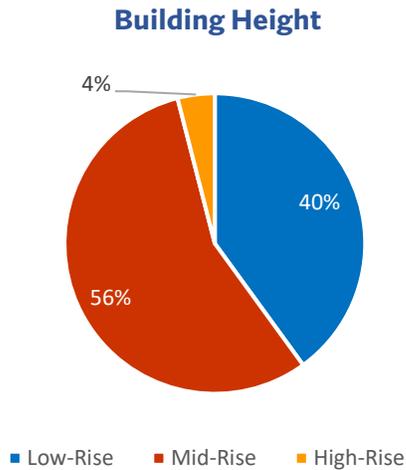
FOCUS AREA 3: Commercial Near Melrose Area



Question 1: Building Height

COMMUNITY MEETING

Results – Commercial near Melrose



Mid-rise building heights of 3-5 stories were the most preferred for the commercial area near the Melrose line, followed by low-rise buildings (40%).

Building Height (In-Person)		
Low-Rise	10	40%
Mid-Rise	14	56%
High-Rise	1	4%
<i>Total</i>	<i>25</i>	

ONLINE

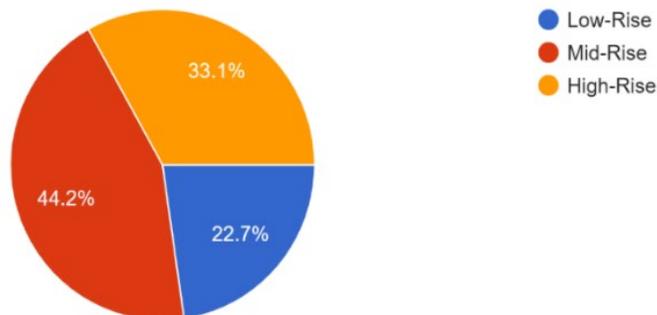
Results – Commercial near Melrose

Like the community meeting results, **mid-rise** buildings were preferred for this portion of Broadway (44%), followed by a preference for high-rise buildings (33%). There was less preference for low-rise buildings (23%).

Building Height (Online Survey)		
Low-Rise	35	23%
Mid-Rise	68	44%
High-Rise	51	33%
<i>Total</i>	<i>154</i>	

Which building height is most appropriate for this section of the corridor?

154 responses



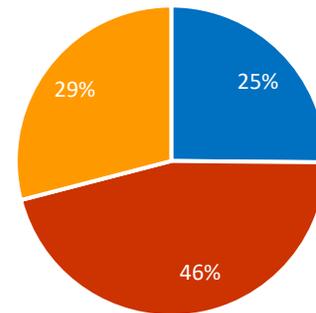
OVERALL

Results – Commercial near Melrose

Overall, those who responded preferred **mid-rise buildings** (46%) over high-rise (29%) and low-rise (25%) buildings in the commercial area near Melrose.

Building Height – Commercial near Melrose		
Low-Rise	45	25%
Mid-Rise	82	46%
High-Rise	52	29%
<i>Total</i>	<i>179</i>	

Building Height (All Responses)



■ Low-Rise ■ Mid-Rise ■ High-Rise

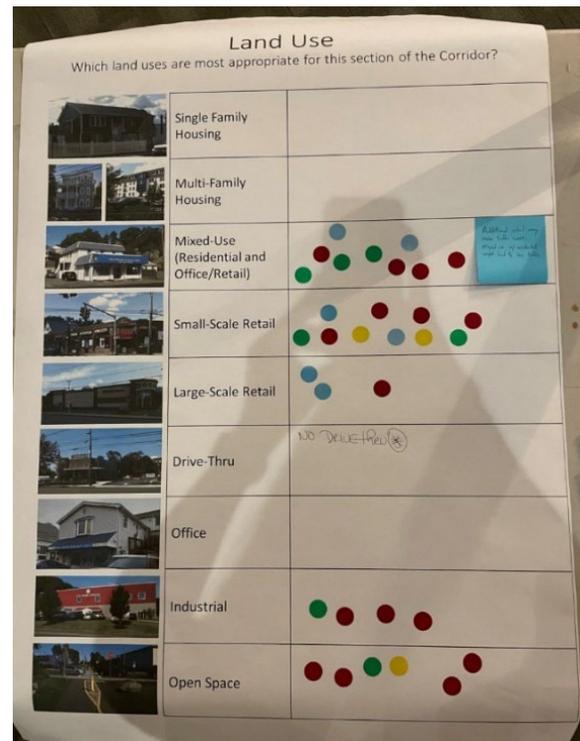
Question 2: Land Use

As mentioned in the land use results for the Broadway Plaza area, there is a limitation to the land use data collected. The data gathered at the community meeting reflects the total number of votes rather than the total number of respondents, whereas the online survey results reflect the total number of respondents rather than votes. Since not all attendees at the community meeting completed the dot voting activity and yet others marked multiple dots for certain preferences, it is impossible to adjust the values to make the datasets completely identical for comparison purposes. However, one can still ascertain clear preferences across both data sets, as displayed separately in this section.

COMMUNITY MEETING

Results – Commercial near Melrose

Land Use (In Person)		
Single Family Housing	0	0%
Multi-Family Housing	0	0%
Mixed-Use	8	26%
Small-Scale Retail	10	32%
Large-Scale Retail	3	10%
Drive-Thru	0	0%
Office	0	0%
Industrial	4	13%
Open Space	6	19%



The top three land uses participants at the community meeting favored in the commercial area near Melrose based on dot votes were **small-scale**



retail (32%), mixed-use (26%), and open space (19%). There were multiple land uses that attendees felt did not belong in this area of Broadway, including single family housing, multi-family housing, drive-thru, and office.

ONLINE SURVEY

Results – Commercial near Melrose

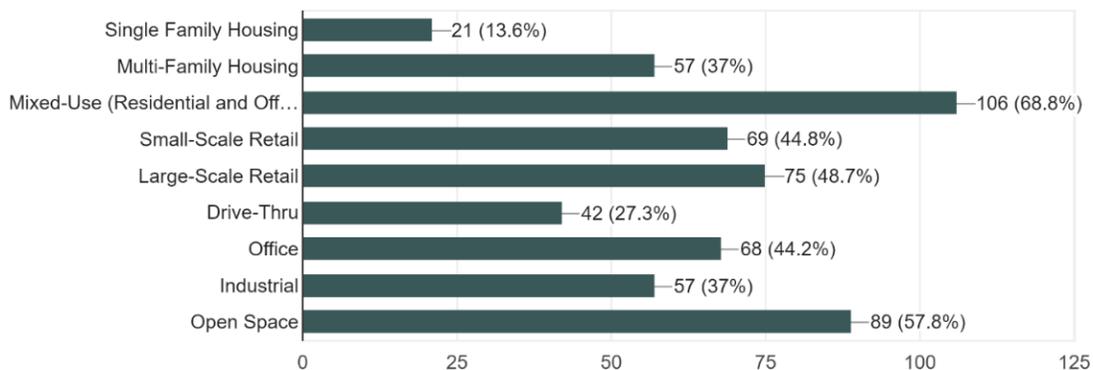
For the commercial area near Melrose, respondents from the online survey preferred **mixed-use** (69%), open space (58%), and large-scale retail (49%) as the top three land uses. Respondents felt single family housing (14%), drive-thru (27%) and industrial (37%) were the least appropriate uses in this section of the Corridor.

The percentages shown in the associated table reflect the total number of respondents (154) and not the total number of votes.

Land Use (Online Survey)		
Single Family Housing	21	14%
Multi-Family Housing	57	37%
Mixed-Use	106	69%
Small-Scale Retail	69	45%
Large-Scale Retail	75	49%
Drive-Thru	42	27%
Office	68	44%
Industrial	57	37%
Open Space	89	58%

Land Use (Online Survey)

Which land uses are most appropriate for this section of the Corridor? Check all that apply.
154 responses



OVERALL

Results – Commercial near Melrose

It is important to note that at the community meeting attendees were not limited to one dot per land use during the activity. Thus, an attendee was able to add multiple dots to a land use category. Conversely, online participants were not limited to selecting a certain land use, but they were limited to voting for that land use multiple times. Overall, participants favored land uses such as small-scale retail (32% in person/45% online), mixed-use (26% in person/69% online), and open space (19% in person/58% online) for this section of the Broadway Corridor.



One major difference in preference was large-scale retail – 49% of online respondents felt it was appropriate for this section of the Corridor, compared to only 10% of in person respondents.

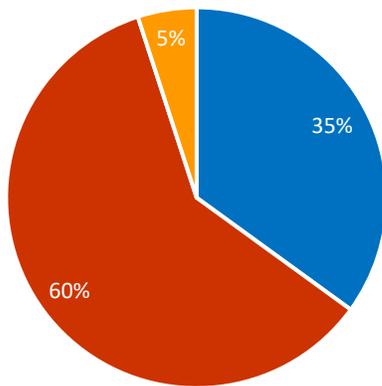
Question 3: Setback

COMMUNITY MEETING

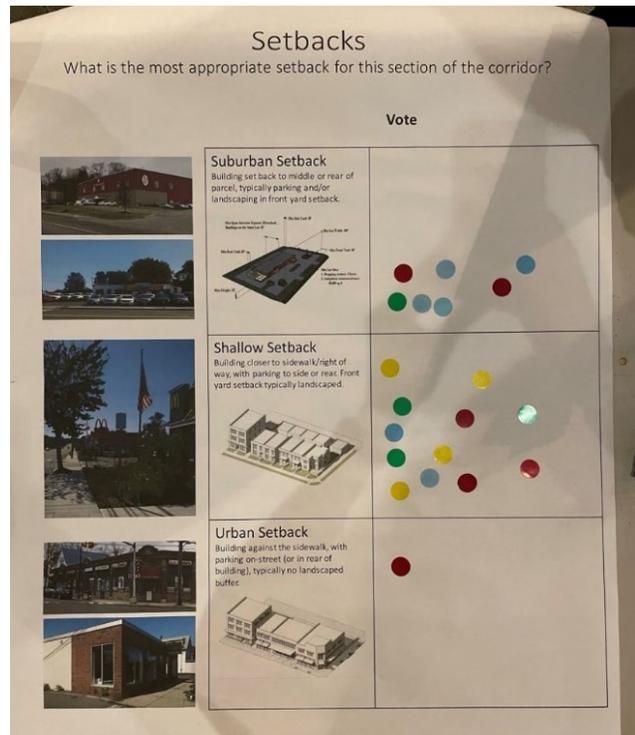
Results – Commercial near Melrose

Setback (In-Person)		
Suburban Setback	7	35%
Shallow Setback	12	60%
Urban Setback	1	5%
<i>Total</i>	<i>20</i>	

Setback Preference



■ Suburban Setback ■ Shallow Setback ■ Urban Setback



As shown by the image, chart, and table, participants at the community meeting overwhelmingly preferred the look of a **shallow setback** (60%) for the commercial area near Melrose to the suburban setback (35%) and the urban setback (5%).

ONLINE SURVEY

Results – Commercial near Melrose Line

Setback (Online Survey)		
Suburban Setback	42	27%
Shallow Setback	80	52%
Urban Setback	32	21%
<i>Total</i>	<i>154</i>	

Online survey results were in favor of a **shallow building setback** with a total of 52%, followed by suburban setback (27%) and urban setback (21%).

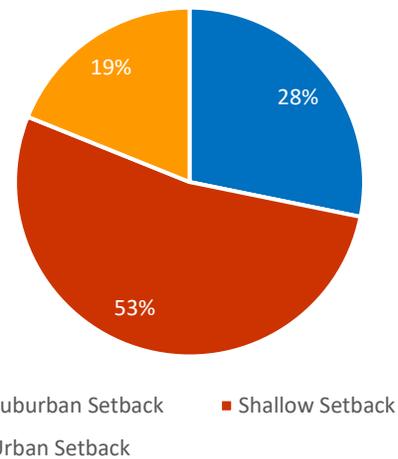


How far should buildings be set back from the street in this section of the corridor? Choose one.

154 responses



Setbacks (All Responses)



OVERALL

Results – Commercial near Melrose

Setback – Commercial near Melrose		
Suburban Setback	49	28%
Shallow Setback	92	53%
Urban Setback	33	19%
<i>Total</i>	<i>174</i>	

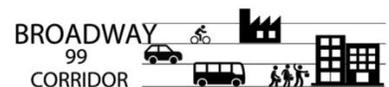
The results from both the online survey and the community meeting were similar. **Shallow Setback** received more than half of the share of votes (53%), followed by Suburban Setback, then Urban Setback. Overall, combined results were in favor of a shallow setback.

Question 4: Parking and Buffers

COMMUNITY MEETING

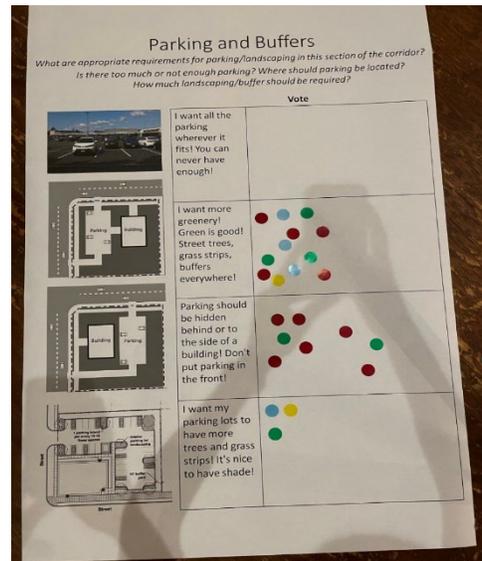
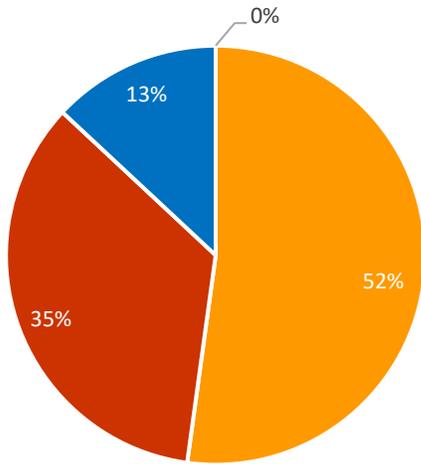
Results – Commercial near Melrose

Respondents at the community meeting were not limited to one choice, and therefore, it is plausible that one person could have voted for multiple options. Most respondents (52%) felt **more greenery** – more trees, grass strips, and landscaped buffers within this section of the corridor – whether along the roadway or within a parking lot was most appropriate for this section of the Corridor and 35% of folks felt parking to the side or rear of a building was important.



Parking and Buffers (In-Person)		
I want all parking wherever it fits! You can Never have enough!	0	0%
I want more greenery! Green is good! Street trees, grass strips, buffers everywhere!	12	52%
Parking should be hidden behind or to the side of a building! Don't put parking in the front!	8	35%
I want my parking lots to have more trees and grass strips! It's nice to have shade!	3	13%
<i>Total</i>	23	

Parking and Buffers (In Person)



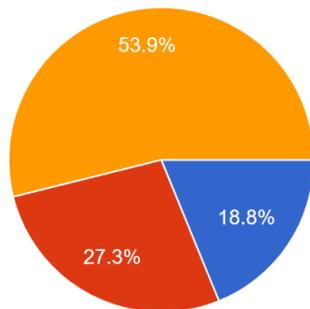
- I want all the parking wherever it fits! You can never have enough!
- I want more greenery! Green is good! Street trees, grass strips, buffers everywhere!
- Parking should be hidden behind or to the side of a building! Don't put parking in the front!
- I want my parking lots to have more trees and grass strips! It's nice to have shade!

ONLINE SURVEY

Results – Commercial near Melrose

What are appropriate requirements for parking/landscaping in this section of the corridor? Is there too much or not enough parking? Where should parking/landscaping/buffer should be required? Choose one.

154 responses



- I want all the parking wherever it fits! You can never have enough!
- Parking should be hidden behind or to the side of a building! Don't put parking in the front!
- I want more greenery! Green is good! Grass strips, trees, buffers everywhere!



Parking and Buffers (Online Survey)		
I want all parking wherever it fits! You can Never have enough!	29	19%
I want more greenery! Green is good! Street trees, grass strips, buffers everywhere!	83	54%
Parking should be hidden behind or to the side of a building! Don't put parking in the front!	42	27%
<i>Total</i>	<i>154</i>	

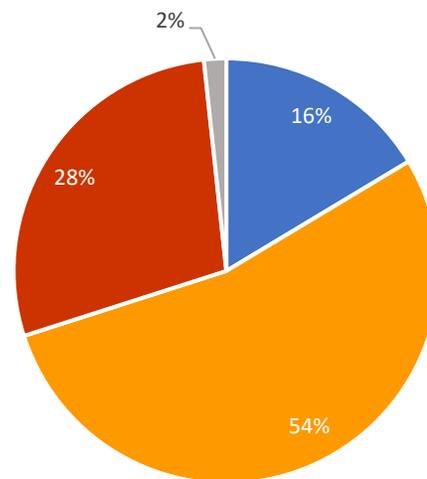
Online survey respondents were limited to one choice. Many respondents (54%) felt **more greenery** – more trees, grass strips, and landscaped buffers within this section of the corridor – whether along the roadway or within a parking lot was most appropriate for this section of the corridor.

OVERALL

Results – Commercial near Melrose

The combined results from the in-person meeting and the online survey reflect a strong desire for more greenery within the commercial area along Broadway near the Melrose line. More than half (54%) of overall participants selected **I want more greenery! Green is good! Street trees, grass strips, buffers everywhere!** In addition, 28% felt that parking should be hidden behind or to the side of a building and should not be put in front of a building.

Parking & Buffers (All Responses)



- I want all the parking wherever it fits! You can never have enough!
- I want more greenery! Green is good! Street trees, grass strips, buffers everywhere!
- Parking should be hidden behind or to the side of a building! Don't put parking in the front!
- I want my parking lots to have more trees and grass strips! It's nice to have shade!

Parking and Buffers – Commercial Near Melrose Line		
I want all parking wherever it fits! You can Never have enough!	29	16%
I want more greenery! Green is good! Street trees, grass strips, buffers everywhere!	95	54%
Parking should be hidden behind or to the side of a building! Don't put parking in the front!	50	28%
I want my parking lots to have more trees and grass strips! It's nice to have shade!	3	2%
<i>Total</i>	<i>177</i>	



BROADWAY CORRIDOR OVERALL RESULTS

The following results identify the overall preferences voiced by the community as “most appropriate” for each section of the Broadway Corridor. Overall, the results show a majority preference for mid-rise, mixed-use buildings with shallow setbacks and more greenery throughout the entire Broadway Corridor from the Everett city line to the Melrose city line.

BUILDING HEIGHT

Section	Preference	Percentage
Broadway Plaza Area	Mid-Rise	46%
Residential Middle Area	Low-Rise / Mid-Rise (tie)	41%
Commercial near Melrose Area	Mid-Rise	46%

SETBACKS

Section	Preference	Percentage
Broadway Plaza Area	Shallow Setback	57%
Residential Middle Area	Shallow Setback	54%
Commercial near Melrose Area	Shallow Setback	53%

PARKING AND BUFFERS

Section	Preference	Percentage
Broadway Plaza Area	More Greenery!	64%
Residential Middle Area	More Greenery!	66%
Commercial near Melrose Area	More Greenery!	54%

LAND USE

Section	Land Use (% In-Person)	Land Use (% Online)
Broadway Plaza Area*	Single-Family Housing (29%) Small-Scale Retail (20%) Open Space (16%)	Mixed-Use (75%) Open Space (62%) Small-Scale Retail (57%)
Commercial near Melrose Area*	Small-Scale Retail (32%) Mixed-Use (26%) Open Space (19%)	Mixed-Use (69%) Open Space (58%) Large-Scale Retail (49%)

*There is a limitation to the land use data collected. The data gathered at the community meeting reflects the total number of votes rather than the total number of respondents, whereas the online survey results reflect the total number of respondents rather than votes. Since not all attendees at the community meeting completed the dot voting activity and yet others marked multiple dots for certain preferences, it is impossible to adjust the values to make the datasets completely identical for comparison purposes. However, there are similar preferences across both data sets, even when not combined.



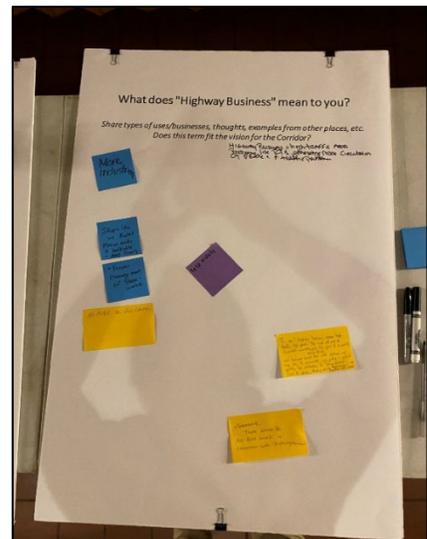
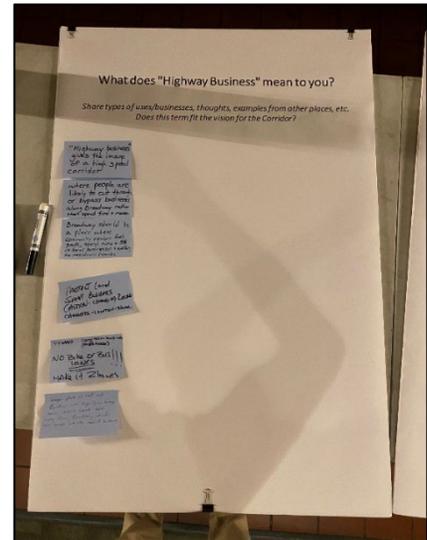
ADDITIONAL QUESTIONS ASKED

Question 1: What does “Highway Business” mean to you?

Share types of uses/businesses, thoughts, examples from other places, etc. Does this term fit the vision for the Corridor?

Community Meeting Written Comments

- More Industrial
- Shops like on Route 1. Please make it more walkable and add trees
- And proper management of stormwater
- Less motels
- No bike lanes or bus lanes
- Highway Business = high traffic Area. Businesses like RT1 generating more circulation of people and increased traffic problems
- To me, “highway business” means high traffic, high speed. The Road will need to accommodate commuter going from point A to point B, passing through, and business should wide driveways and large lots to accommodate cars pulling in and out quickly. No pedestrians for highway business. Cater to driver. (The rest is illegible)
- Commerce. There should be no bike lanes in connection with “Highway Business”
- “Highway Business” gives the image of a high-speed corridor where people are likely to cut through or bypass businesses along Broadway rather than spend time and money. Broadway should be a place where community members feel safe, spend time and money in local businesses and walking to residences nearby.
- Protect local small business. Caution – changing the zoning. Character – location – theme.
- Protect long term business (profitable). No bike or bus lanes!!! Make it 2 lanes.
- Large plots of land and buildings with large square footage which I believe would take away from Broadway. Needs more smaller locally owned locations.



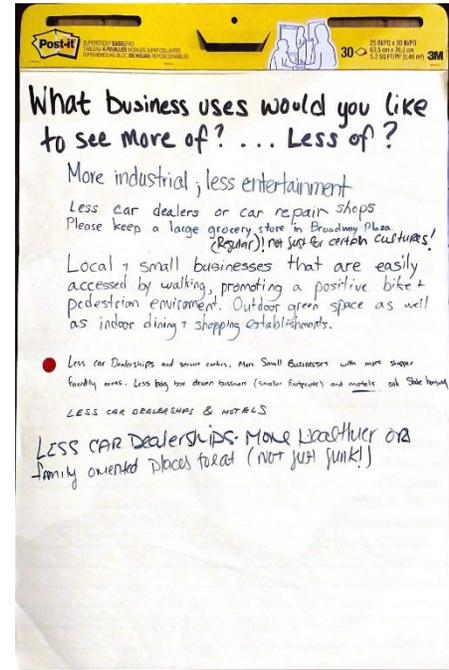
What does “Highway Business” mean to you? Online Survey



Question 2: What Businesses Uses Would You Like to See More of? Less of?

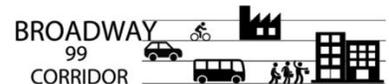
Community Meeting Written Comments

- More industrial, less entertainment
- Less car dealers or car repair shops
- Please keep a large grocery store in Broadway Plaza
- Local and small businesses that are easily accessed by walking, promoting a positive bike and pedestrian environment. Outdoor green space as well as indoor dining and shopping establishments
- Less car Dealerships and service centers. More Small Business with more shopper friendly areas. Less big box business (Smaller footprint) and more local and state housing
- Less car dealerships & motels
- Less car dealerships – more healthier or family-oriented places to eat (not just junk!)



Online Survey

What business uses would you like to see more of?



Online Survey

What business uses would you like to see less of?



**Appendix D. Summary of Community Meeting #2
Small Group Discussions**

**BROADWAY LAND USE AND ZONING STUDY
COMMUNITY MEETING – SEPTEMBER 15, 2022
GROUP BREAKOUT DISCUSSION POINTS**

Blue Group

Broadway Plaza:

Pull buildings forward to slow traffic and create better visibility for businesses

Look at businesses appropriate next to high school plaza

Add greenery

Green and clean

Livability

No large distribution centers

No more large development house (not a consensus on this)

Limit fast food drive thru's

Too much trash, enforce parking and trash more

Include stormwater control requirements and green infrastructure

Improve gateways

Less traffic

More family businesses

Melrose End:

More Greenery

More pedestrian friendly

More commercial and residential blend

Encourage small business

Consider more office spaces in this corridor

Red Group

Broadway Plaza:

- No sidewalks for bus users in front of Holy Cross Cemetery
- Bleak facades in the commercial zones
- Less fast food
- Poor road conditions
- Bike lanes and safety concerns over traffic speed
- More traffic created by Tobin Bridge diversions
- Mixed use and residential and commercial mix makes sense here
- Desire for bike trail continuation to beach
- Lower Broadway businesses conflict with residential nature
- More trash receptacles
- Fulton Street loitering from the EconoLodge and Malden Human Services
- Building Setback and shallow with parking behind
- Blink fitness parking traffic increase
- Route 99 road lane concerns

Melrose End:

- Concerns about rumored Amazon factory causing too much traffic congestion and taking away business from locals
- Traffic study and the relationship that it has with zoning
- Elwell Turning concerns, traffic backup
- Will the STRATA apartments be changing?
- Aesthetic greenery to compliment sidewalks – less overgrown and sloppy looking trees

Yellow Group

Overall Malden:

Focus on Walkability

More Greenery

Businesses don't feel compatible

Rules need enforcement

Traffic calming + more street lines for safety

District feels forgotten

Fire Station?

Green Group

Broadway Plaza:

Consensus for mid-rise building heights

No more traffic

Parking in Broadway Plaza rarely full

2 Family Homes

Move away from fast food, car wash, high rise

Encourage small and local business

Melrose End:

Commercial, entertainment, bowling (example: East Somerville)

Like businesses like FW Webb's, Lowes, Costco

Offices and mixed-use, but not warehouses

Lots of landscaping

Car dealership vs used car lots

Okay, with higher business buildings

A little more than shallow setback

Larger buildings are ok

Serve the region but also residents

Neighborhood hub

Economic Diversity, green infrastructure, and stormwater management

**Appendix E. City of Malden Zoning Ordinance
Table of Intensity Regulations**

12.16.010 TABLE OF INTENSITY REGULATIONS

Any building, structure, or part thereof, converted, constructed, altered, or moved shall conform with the requirements for lot area, frontage, yards, usable open space, lot coverage, density, and height as herein set forth or as provided elsewhere in this ordinance.

Note: For the Rowe's Quarry Reclamation and Redevelopment District, see MCC 12.28.140.

Use	Area (Sq. Ft.)	Frontage	Front	Side	Both Sides	Rear	Min. Usable Open	Coverage-Principal Building	Coverage-Accessory Building	Density (sf/DU)	Max. Height
AGRICULTURE	200,000	200'	25'	25'	50'	25'	-	20%	20%	-	30' and 3 stories
Residential Uses											
Dwelling, Single Family	7,500+	50'	10'	10'	20'	20'	1,000	30%	10%	-	2 1/2 stories but no more than 30'***
Dwelling, Two Family											
Detached	12,500++	50'	10'	10'	20'	20'	500	30%	10%	4,000	2 1/2 stories but no more than 30'***
Semi-Detached, Each Half	6,250+++	35'	10'	15'	30'	20'	500	30%	10%	4,000	2 1/2 stories but no more than 30'***
Dwelling, Three and Four Family	18,750	70'	20'	15'	30'	20'	500	30%	15%	3,000	3 stories but no more than 35'
Dwelling, Town or Row	18,750										
End Units	6,250	30'	20'	15'	30'	20'	500	30%	15%	3,000	2 1/2 stories but no more than 30'
Middle Units	6,250	20'	20'	-	-	20'	500	30%	15%	2,000	2 1/2 stories but no more than 30'

Dwelling, Multifamily up to three (3) stories inclusive	18,750	70'	30'	20'	40'	20'	250^	30%	20%	1,500	35'
Dwelling, Multifamily, more than three (3) stories but not exceeding six stories	18,750	70'	30'	20'	40'	20'	250^	40%	20%	1,000	55'
Dwelling, Multifamily, more than six (6) stories but not more than seven (7) stories	25,000	70'	30'	1/2 bld. ht.	bldg. ht.	1/2 bld. ht.	250^	50%	20%	750	75'
Dwelling, Group	15,000	70'	20'	10'	20'	20'	100	30%	15%	1,000	2 ½ stories but no more than 30'
Rooming House	15,000	70'	20'	10'	20'	20'	100	30%	15%	1,000	2 ½ stories but no more than 30'
Dwelling, Cohousing	18,750	70'	20'	10'	20'	30'	350^^	30%^^^	15%	1,000	35' above grade, with no more than 3 stories above grade
Institutional Uses											
Club or Lodge	10,000	50'	10'	10'	20'	20'	-	50%	20%	-	30' and 2 stories
Day Care Center	10,000	50'	10'	10'	20'	20'	20**	50%	15%	-	30' and 2 stories
Hospitals	20,000	100'	20'	20'	40'	20'	-	50%	15%	-	6 stories
Public or Non-Profit School	10,000	50'	20'	10'	20'	20'	0.07~	50%	20%	-	50' and 4 stories

Religious Facilities	10,000	50'	20'	10'	20'	20'	-	50%	20%	-	-
Business Uses											
Business School	10,000	50'	10'	10'	20'	20'	-	50%	20%	-	50' and 4 stories
Funeral Home	10,000	50'	10'	10'	20'	20'	-	30%	20%	-	30' and 2 stories
Gasoline Filling & Service Station	20,000	100'	25'	25'	50'	25'	-	50%	10%	-	30' and 1 story
Greenhouse	10,000	50'	10'	10'	20'	20'	-	50%	15%	-	30' and 1 story
Motel - Hotel	20,000	100'	20'	20'	40'	20'	-	50%	20%	-	50' and 4 stories
Nursing or Convalescent Home	20,000	100'	20'	20'	40'	20'	-	50%	15%	-	3 stories
Medical Center	10,000	50'	10'	10'	20'	20'	-	50%	20%	-	50' and 4 stories
Offices	10,000	50'	10'	10'	20'	20'	-	50%	20%	-	50' and 4 stories
Recreation, Gainful Business	10,000	50'	10'	10'	20'	20'	-	50%	20%	-	30' and 2 stories
Recreation, Gainful Business, Secondary to Principal Club/Lodge	10,000	50'	10'	10'	20'	20'	-	50%	20%	-	30' and 2 stories
Restaurant, "Fast Food" Service that does not take call-ahead orders and is in excess of 1,000 sq. ft. gross floor area	20,000	100'	20'	20'	40'	20'	-	50%	20%	-	30' and 2 stories

Building Construction & Contracting	20,000	100'	10'	15'	30'	15'	-	50%	20%	-	50' and 4 stories
Manufacturing and Repair	20,000	100'	10'	15'	30'	15'	-	50%	20%	-	50' and 4 stories
Marina	20,000	100'	10'	15'	30'	15'	-	50%	20%	-	50' and 4 stories
Motor Vehicle Repair Shop	20,000	100'	10'	15'	30'	15'	-	50%	20%	-	50' and 4 stories
Warehouse	20,000	100'	10'	15'	30'	15'	-	50%	20%	-	50' and 4 stories
Wholesale & Distribution	20,000	100'	10'	15'	30'	15'	-	50%	20%	-	50' and 4 stories
Self-Storage Facilities	20,000	100'	10'	15'	30'	15'	-	50%	20%	-	50' and 4 stories
Research and Development Facilities	20,000	100'	10'	15'	30'	15'	-	50%	20%	-	50' and 4 stories
Towing	20,000	100'	10'	10'	20'	20'	-	50%	20%	-	30' and 2 stories
Light Manufacturing	20,000	100'	10'	10'	20'	20'	-	50%	20%	-	30' and 2 stories
Asphalt, Brick, Concrete & Soil Recycling	20,000	100'	10'	15'	30'	20'	-	50%	20%	-	30' and 2 stories
Marijuana Cultivator	20,000	100'	10'	15'	30'	20'	-	50%	20%	-	30' and 2 stories
Independent Marijuana Testing Laboratory	20,000	100'	10'	15'	30'	20'	-	50%	20%	-	30' and 2 stories

Marijuana Product Manufacturer	20,000	100'	10'	15'	30'	20'	-	50%	20%	-	30' and 2 stories
Marijuana Research Facility	20,000	100'	10'	15'	30'	20'	-	50%	20%	-	30' and 2 stories
Marijuana Transporter	20,000	100'	10'	15'	30'	15'	-	50%	20%	-	50' and 4 stories
Other Uses											
Parking Facilities, Off-street	5,000	45'	10'	10'	20'	10'	-	-	No	-	50' and 5 stories
Public Service Corporation	20,000	100'	10'	15'	30'	20'	-	30%	20%	-	30' and 2 stories

*Square Feet per Dwelling Unit **Square Feet per Child- For the purpose of Day Care Centers, usable open space shall include areas as small as 100 square feet per area with a minimum width in any direction of 10 feet, and may include porches and terraces and paved areas. ***Except in the case of slab construction (no cellar) on ledge or within the Flood Plain overlay district, in which case maximum height shall be three stories but no more than 30'. + Provided that for subdivisions of three or more, a minimum of 8,750 square feet shall be required. ++ Provided that for subdivisions of three or more, a minimum of 15,000 square feet shall be required. +++ Provided that for subdivisions of three or more, a minimum of 7,500 square feet shall be required. ^Except in the Central Business District and the Residential Incentive Overlay, where minimum usable open space will be 200 sq. ft./dwelling unit. ^^ Provided that up to 100 Sf/dwelling unit may be provided in one or more shared, pervious, landscaped terraces of 40 SF minimum dimension and may be visible to the public, notwithstanding MCC 12.16.080 Paragraph B and MCC 12.16.080 Paragraph C of this Ordinance. ^^^ Provided that up to 40% coverage may be allowed if a minimum of 60% of all required parking is provided underground.

~ Square foot of open space per square foot of primary classroom space.