

Town of Maynard Master Plan – Draft Vision and Goals

Draft Vision Statement

Maynard is a diverse and supportive community that celebrates our unique character defined by our New England aesthetic, rich mill heritage, cultural creativity, and close bond with natural resources highlighted by the Assabet River. Our vibrant and walkable Downtown is supported by local businesses and provides for a host of uses that attracts residents and visitors alike. Our intimate neighborhoods and thriving commercial areas are complemented by and connected to a robust inventory of protected open spaces, including the Assabet River National Wildlife Refuge and historic Glenwood Cemetery. We strive to be a sustainable community, as we align our daily decisions and activities with our economic, social, and environmental responsibilities.

Draft Goals

Land Use

- LU1: Ensure land development continues to be deliberate, balanced, and proactive to community needs and service capacities.**
- LU2: Better integrate the Town's natural resources and open spaces, in conjunction with their stewardship, into land use planning and related decision-making to maximize public benefit.**
- LU3: Further enhance Downtown as a source of Maynard's community pride and hub of economic vitality.**

Housing

- H1: Maintain and encourage a range of housing options, including those that are accessible to persons and households of various ages, abilities, and economic means.**
- H2: Ensure quality housing developments that are sensitive to the character of existing neighborhoods and to natural resources and open spaces.**
- H3: Pursue housing development strategies that balance growth with Town services and infrastructure, consumable resources, and energy supply.**
- H4: Support mixed-use housing in Downtown, as appropriate to the area's scale, density, and aesthetic character, in a manner that does not detract from its economic and cultural functions.**

Economic Development

- ED1:** Enhance Downtown in terms of its identity, economic cohesion, and linkages to other resources throughout the Town.
- ED2:** Foster and sustain a diverse collection of businesses throughout the Town's existing commercial areas, in synergy with Downtown revitalization.
- ED3:** Identify and cultivate opportunities to develop or redevelop vacant and underutilized properties.
- ED4:** Elevate Maynard's profile as a regional destination.

Natural, Cultural, and Historic Resources

- NCH1:** Enhance the protection and preservation of sensitive natural resource areas that contribute to the health and well-being of the community, as well as offer critical habitat to wildlife and provide important ecological functions.
- NCH2:** Capitalize on the Assabet River National Wildlife Refuge and Assabet River by encouraging the respectful use of these important natural resources for community enjoyment as well as to promote the Town as an eco-tourism destination.
- NCH3:** Support the growth of Maynard's creative culture, and advance the identity of Maynard as a cultural destination.
- NCH4:** Support the continued promotion and protection of the Town's historic and scenic resources.
- NCH5:** Encourage the sustainable restoration and reuse of vacant and underutilized historic buildings.
- NCH6:** Increase collaboration among Maynard's boards, commissions, and organizations to maximize opportunities for integrated planning and programming with respect to the Town's natural, cultural, and historic resources.

Open Space and Recreation

- OSR1:** Maintain and improve the accessibility and connectivity of open spaces and recreational areas within and surrounding the Town.
- OSR2:** Enhance the quality and expand the diversity of recreational opportunities for all residents.

Public Facilities and Services

- PFS1: Protect and sustain Maynard's drinking water supply and quality.**
- PFS2: Develop plans to address existing deficiencies in, and future needs for, the Town's capital assets and infrastructure.**
- PFS3: Ensure the Town has the resources necessary to handle the public safety and service needs of the community.**
- PFS4: Advance decision-making that considers the Town's impact on, and implications from, climate change.**
- PFS5: Support expanded services for the Town's senior population and provide the appropriate facilities to accommodate them.**
- PFS6: Support a high-quality education system.**

Transportation

- T1: Maintain and improve the Town's transportation infrastructure to safely and efficiently connect its neighborhoods with destinations and amenities.**
- T2: Work with partners to explore and enhance transportation connections.**
- T3: Continually assess the Town's transportation needs and opportunities, such as parking demand as well as emerging trends and technologies.**