

VISION STATEMENT

Sanford is a welcoming, hardworking Maine community that honors its history and distinct neighborhood identities while embracing thoughtful growth. With a strong sense of connection and pride, the City offers a safe, vibrant, and affordable place to live, work, and gather. Walkable neighborhoods, thriving small businesses, and revitalized commercial areas are balanced with preserved natural resources and rural landscape, accessible outdoor recreation, and high-quality services.

COMMUNITY GOALS

STRENGTHEN COMMUNITY IDENTITY AND CONNECTION

Sanford's sense of community is built upon neighborhood and City pride, camaraderie among residents, a commitment to civic engagement and volunteerism, and a welcoming small-town way of life. Events, programs, and volunteer opportunities create a framework for residents to engage and connect. Sharing Sanford's evolution from an agricultural community and mill town to a regional hub strengthens the City's identity and connects its culture across generations.

SUPPORT A VIBRANT, DIVERSE LOCAL ECONOMY

Sanford is the heart of York County – both as a geographically central hub and an economic center for the region. Encouraging a diverse and balanced economy through targeted business attraction and retention broadens the tax base to support economic resilience. Thoughtfully directing commercial growth to encourage industry in designated areas while supporting small businesses and local entrepreneurs to revitalize downtown to attract visitors and meet the needs of residents will support economic stability and community vibrancy.

REVITALIZE DOWNTOWNS

Infrastructure and aesthetic improvements to downtown Sanford and Springvale will make the downtown areas more walkable, safe, vibrant, and desirable places to visit. Beautification initiatives, convenient parking, public spaces, and well-maintained properties can strengthen the image and perception of Sanford/Springvale.





PROTECT NATURAL RESOURCES AND EXPAND RECREATION

Sanford's natural resources are a defining element of the City's identity. Amenities such as the Mousam River, lakes, ponds, trails, and parks provide residents and visitors with access to nature and enhance quality of life. Protection of farmland, open space, and environmentally sensitive areas is critical to maintaining safe and accessible outdoor recreation opportunities, preserving the rural character of Sanford, and protecting natural areas for sustaining wildlife habitats and the enjoyment of the community.



INVEST IN INFRASTRUCTURE AND QUALITY SERVICES

Reliable infrastructure and high-quality public services form the foundation of a strong, thriving community. Well-maintained roads, utilities, and public systems support daily life, enable economic activity, and improve safety, while accessible transportation networks connect residents to jobs, services, and one another. By aligning infrastructure with planning for long-term growth, Sanford will be able to adapt to shifting needs and regional impacts to deliver essential services and sustain a high quality of life for current and future residents.



PROMOTE HOUSING OPPORTUNITIES AND QUALITY OF LIFE

A diverse and attainable housing supply is essential to sustaining a vibrant, inclusive community where people at different life stages and income levels can live, work, and thrive. Creating a diversity of high-quality and attainable housing options that build safe, well-connected neighborhoods and meet the needs of current residents and the workforce, will strengthen community connections and economic stability. By addressing evolving demographic needs and supporting residents experiencing housing instability, the community advances a shared vision of quality of life that is equitable, supportive, and responsive to changing needs.



STRENGTHEN GOVERNANCE AND IMPLEMENTATION

Clear, transparent, and effective governance provides the structure needed to translate community goals into meaningful outcomes. Modern, predictable processes build confidence among residents, businesses, and stakeholders, while consistent enforcement and accountability reinforce fairness and trust. By fostering collaboration and integrity in decision-making and supporting community-based long-range planning efforts, the City creates a governance framework that is rooted in community values.



FOSTER INCLUSION, HEALTH, AND WELL-BEING

A healthy and resilient community is one where all individuals feel welcome, supported, and connected. Access to and affordability of essential resources – such as education, recreation, food, and health services – underpins overall well-being, while diverse social environments strengthen civic life and belonging. Infrastructure, public facilities, community programs, and policies support social connection and drive civic engagement and volunteerism.