



**SOUTH HADLEY**  
HOUSING PRODUCTION PLAN

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**Survey #2**

Recorded Results (7/18/23)



outwith studio + utile

# About

This presentation summarizes the results of the HPP's second survey, which accompanied and duplicated the content of Community Forum #2 (held June 22, 2023).

- Responses to the survey's open-ended questions are shown [here](#) in a document.
- Publicly accessible and anonymized survey results are given [here](#) as a spreadsheet.

# 1 Respondents

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# Survey Engagement

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- 159 participants
- Roughly 75 consistent question respondents
- 59% are age 65 or older (versus 22% of residents).
- 84% live in detached single-family (versus 63% of housing stock).
- 74% have lived in SH for 10 or more years, 55% for 20 or more years.
- 86% White alone (versus 86% of residents)

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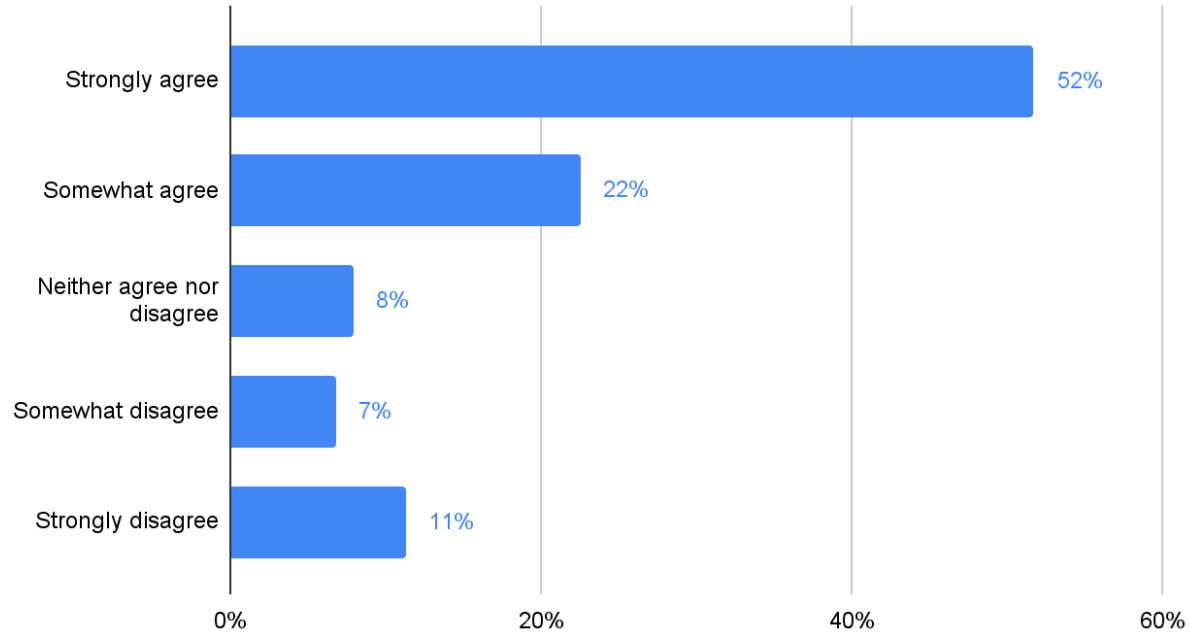
# Goals

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# Goal Alignment

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Do these goals align with your vision for the future of housing?



# Goal Alignment Insights

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- A majority strongly feel the goals align with their vision for housing, and a supermajority find at least some alignment.
- Based on open-ended responses, disagreement with the goals was split between respondents who did not support (affordable) housing development in general and respondents who found the goals to be noncommittal/anodyne.

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# Strategies

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# Strategy ratings

	Highest Priority (5)	Priority (4+5)	Lowest Priority (1)	Low Priority (1+2)	Neutral (3)	Net Priority ((4+5)-(1+2))
Missing Middle Zoning	26%	41%	24%	50%	9%	-9%
Dimensional Requirements with Historic Patterns	16%	42%	24%	42%	16%	0%
Zoning Incentives for AH	30%	42%	16%	51%	8%	-9%
Amend 40R	41%	58%	12%	35%	8%	23%
Low-Density Mixed-Use Zoning	35%	47%	12%	44%	9%	4%
ADU implementation	35%	45%	24%	41%	14%	4%
Friendly 40B	27%	44%	19%	51%	5%	-8%
Pre-permit housing designs	19%	49%	16%	40%	11%	9%
UD Principles	25%	56%	12%	34%	10%	22%
AHTF Study	23%	46%	14%	46%	8%	0%
Development Opportunity Catalog	27%	47%	14%	49%	4%	-3%
Ecosystem Relationships	41%	63%	12%	36%	1%	27%
Home repair funding	41%	51%	5%	46%	3%	5%
Land purchase for AH	37%	53%	16%	42%	5%	11%
Adopt CPA	48%	64%	15%	29%	7%	35%
ARPA for housing	35%	57%	9%	34%	9%	23%

# Strategy rankings

Highest Priority (5)	Priority (4+5)	Net Priority
Adopt CPA	Adopt CPA	Adopt CPA
Amend 40R	Ecosystem Relationships	Ecosystem Relationships
Ecosystem Relationships	Amend 40R	ARPA for housing
Home repair funding	ARPA for housing	Amend 40R
Land purchase for AH	UD Principles	UD Principles
ARPA for housing	Land purchase for AH	Land purchase for AH
Low-Density Mixed-Use Zoning	Home repair funding	Pre-permit housing designs
ADU implementation	Pre-permit housing designs	Home repair funding
Zoning Incentives for AH	Low-Density Mixed-Use Zoning	Low-Density Mixed-Use Zoning
Friendly 40B	Development Opportunity Catalog	ADU implementation
Development Opportunity Catalog	AHTF Study	AHTF Study
Missing Middle Zoning	ADU implementation	Dimensional Requirements with Historic Patterns
UD Principles	Friendly 40B	Development Opportunity Catalog
AHTF Study	Dimensional Requirements with Historic Patterns	Friendly 40B
Pre-permit housing designs	Zoning Incentives for AH	Zoning Incentives for AH
Dimensional Requirements with Historic Patterns	Missing Middle Zoning	Missing Middle Zoning

# Strategy Insights

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- Generally speaking, there is more interest in raising and spending money for affordable housing than in zoning-based strategies.
- Among zoning strategies, there is more interest in amending the Chapter 40R smart growth districts or implementing already-discussed zoning ideas (low-density mixed-use zoning). These changes are targeted to specific areas, rather than broader changes to zoning, which received less interest.

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# Opportunity Sites

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# Opportunity site ratings

	Positive	Neutral	Negative	Net Positive
506 Granby Road (Liquor Town)	45%	26%	29%	16%
36 Bridge Street	59%	23%	18%	42%
Mill 6 (60 Lamb Street)	63%	19%	18%	45%
Haas Electric Site	66%	20%	14%	52%
41 South Street	39%	33%	28%	11%
56 School Street	56%	24%	21%	35%
79 Lyman Street	59%	19%	23%	36%
33/202 Southeast Corner	38%	22%	40%	-1%
Sycamores and Rawson grounds (28 Woodbridge Street, south edge)	39%	16%	45%	-7%
Village Commons West (lower parking area)	42%	26%	32%	9%
East Cottage Street site	36%	28%	36%	0%
Amherst Road Site	38%	20%	42%	-4%
SHELD site (85 Main Street)	50%	26%	24%	26%
Bardwell @ Elm Streets	60%	15%	25%	35%

# Opportunity Site Insights

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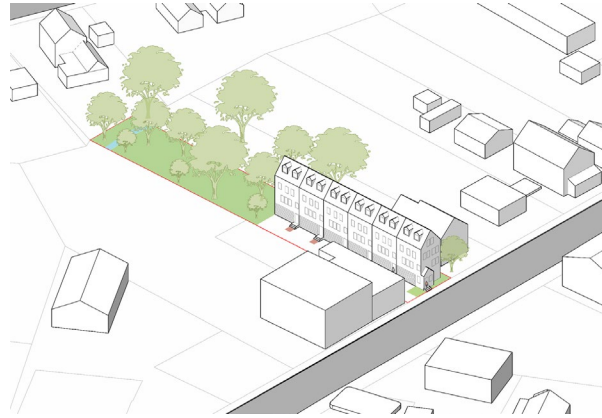
- There is more interest in South Hadley Falls sites than other sites in town. The Falls has great opportunity sites and generally more permissive zoning, but the sites are often more environmentally constrained.
- The one site listed in the Newton-Lyman district received a fair amount of interest.
- Sites in the 202/33 corridor received middling interest.
- Compared to the strategies, respondents were more likely to have neutral feelings about opportunity sites.

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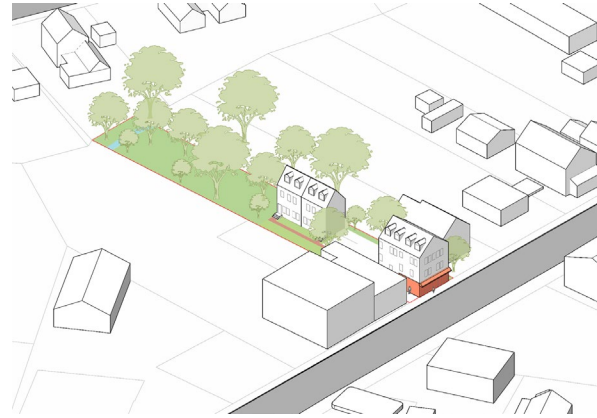
# Scenarios

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# 36 Bridge Street



Scenario 1



Scenario 2



Scenario 3

		High positive	Positive	Neutral	Negative	High negative	Net positive
36 Bridge Street	Scenario 1: Townhomes	36%	69%	13%	19%	10%	50%
	Scenario 2: Mixed-Use + Duplex	24%	68%	11%	21%	10%	46%
	Scenario 3: Small Multifamily	32%	60%	15%	25%	10%	35%

# Mill 6



Scenario 1



Scenario 2



Scenario 3

		High positive	Positive	Neutral	Negative	High negative	Net positive
Mill 6	Scenario 1: Conforming Corridor Building	25%	48%	16%	36%	22%	12%
	Scenario 2: Townhomes + Corridor Building	35%	65%	12%	23%	14%	42%
	Scenario 3: Corridor Building Redesign	26%	51%	22%	26%	16%	25%

# 506 Granby Road



Scenario 1



Scenario 2



Scenario 3

		High positive	Positive	Neutral	Negative	High negative	Net positive
506 Granby Road	Scenario 1: Small-Unit Multifamily Behind Existing	24%	64%	14%	21%	13%	43%
	Scenario 2: Townhomes Behind Existing	25%	61%	16%	23%	10%	38%
	Scenario 3: Townhomes Behind New Mixed-Use	31%	61%	9%	30%	17%	31%

# Scenario Insights

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- Proposals with townhomes were the most well-received except at 506 Granby Road. This is surprising, given the proximity of townhomes to the Granby Road site.
- Smaller building massings tend to be more favored than larger ones.
- Site design (spacing of buildings, open areas, and parking) is an important factor noted in the open-ended responses



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