



Routes 202/ 33 Corridor

**Zoning and Design Guidelines Study and Text for Town Meeting
Town of South Hadley**

Steering Committee #2

June 17, 2024



AGENDA

1. Welcome and introductions
2. Project process and timeline
3. 5. Review public input from the first plan
6. Discuss preparation for the September meeting
7. Next steps

WELCOME AND INTRODUCTIONS

Committee Members

Michael Beauchemin

Ken LeBlanc

Dan Luis

Nate Therien

Martha Terry

Town Staff

Anne Capra, AICP,
Director, Planning and
Conservation

Consultant Team

Emily Keys Innes,
AICP, LEED AP ND,
President

Supriya Kelkar,
AICP, LEED AP ND
Urban Planner/Designer

WELCOME! Committee Role and Responsibilities

Role

Review meeting materials.

Provide feedback to the consultant team.

Assist with planning for community workshops.

Help spread the word about the project to the community and encourage people to attend the meetings.

Responsibilities

Attend meetings!

Read materials in advance.

Be kind and respectful during discussions.

Speak up! We want to listen to all of you – your input is critical at every stage of this process.

WELCOME! Public Engagement

If you are not a committee member:

Welcome!

We are happy that you are interested in this planning process.

This is a working meeting. You are welcome to listen to the meeting. The committee is **not** taking public comment or questions during its working sessions.

The initial work of the committee is focused on the logistics of preparing for the public meetings.

The town is sponsoring two in-person workshops, one virtual workshop, and one in-person presentation.

These will start in September and extend through January.

After that, the public may also attend the Planning Board's public hearings.

We hope you will also join us at one of the public events!

PROJECT PROCESS AND TIMELINE

Task 1: Project Initiation (this meeting completes this task!)

Task 2. Analysis of Conditions. Review current built environment, identify buildings of concern, evaluate the proposed boundaries and edges.

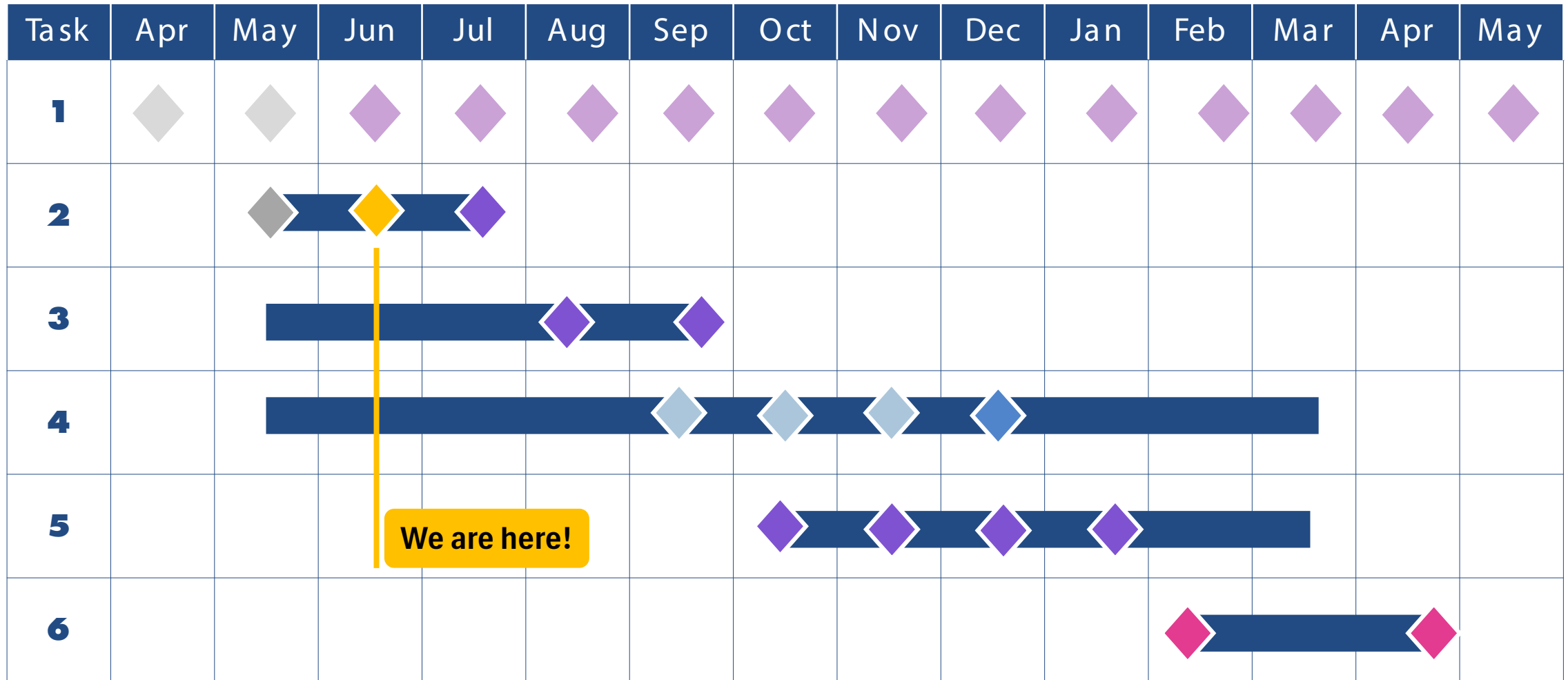
Task 3. Draft Zoning, Boundaries and Design Guidelines. Develop draft framework for zoning, boundaries, and design guidelines; test with steering committee and confirm.

Task 4. Community Input. Develop engagement and outreach plan; conduct two in-person workshops and one virtual workshop.

Task 5: Revised Zoning and Testing. Complete bylaw and design guidelines; present to community. Revise draft.

Task 6: Planning Board Hearing. Present drafts to Planning Board at public hearing. Revise for Town Meeting warrant.

Timeline



We are here!

- ◇ Anne
- ◇ Steering Committee
- ◇ Community Workshops/ Presentation
- ◇ Planning Board

PUBLIC INPUT

2021 Community Questionnaire

Themes:

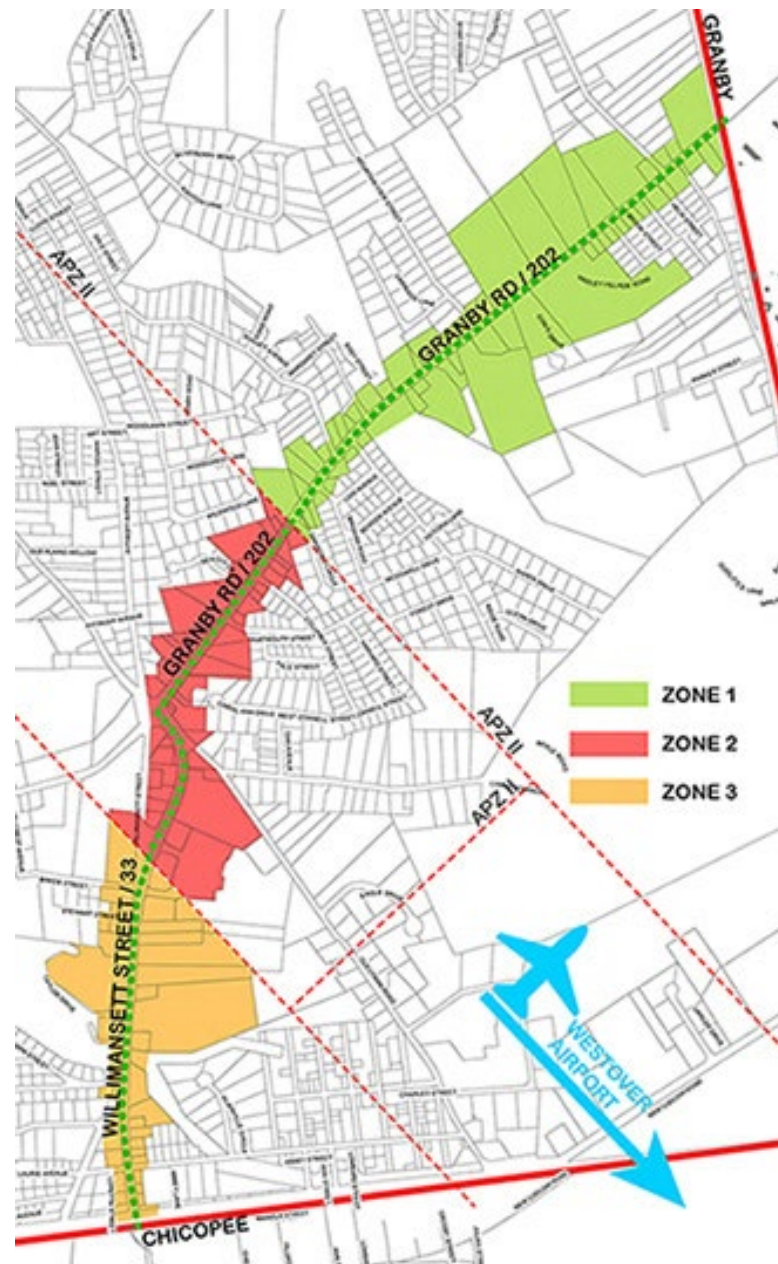


Q1: 156 responses Q2: 76 responses

PUBLIC INPUT

Impact of the APZ II

11 (13). As seen on the map below, part of the corridor is within a APZ II area, which means it is within the Westover Airport/ARB/ARB “accident potential” corridor which suggests that the height and density of buildings and certain uses should be restricted within the area. Because of that, the corridor has been divided in three smaller zones of different type of development density. What type of uses do you feel are appropriate for each area?



Source: 2022 Routes 202/33 Corridor Plan

PUBLIC INPUT

Impact of the APZ II

Multifamily

Zone 1

	Quest. 1		Quest. 2	
	#	%	#	%
Appropriate	46	57%	25	57%
Not appropriate	35	43%	16	36%
Don't know			3	7%
Total	81		44	

Zone 2

	Quest. 1		Quest. 2	
	#	%	#	%
Appropriate	42	52%	25	57%
Not appropriate	39	48%	16	36%
Don't know			3	7%
Total	81		44	

Zone 3

	Quest. 1		Quest. 2	
	#	%	#	%
Appropriate	49	60%	29	64%
Not appropriate	32	40%	14	31%
Don't know			2	5%
Total	81		45	

Single-Family

Zone 1

	Quest. 1		Quest. 2	
	#	%	#	%
Appropriate	69	83%	35	82%
Not appropriate	14	17%	7	16%
Don't know			1	2%
Total	83		43	

Zone 2

	Quest. 1		Quest. 2	
	#	%	#	%
Appropriate	62	74%	33	75%
Not appropriate	22	26%	9	20%
Don't know			2	5%
Total	84			

Zone 3

	Quest. 1		Quest. 2	
	#	%	#	%
Appropriate	61	72%	26	63%
Not appropriate	24	28%	13	32%
Don't know			2	5%
Total	85		41	

Commercial Mixed Use

Zone 1

	Quest. 1		Quest. 2	
	#	%	#	%
Appropriate	53	76%	34	81%
Not appropriate	17	24%	4	10%
Don't know			4	10%
Total	70		42	

Zone 2

	Quest. 1		Quest. 2	
	#	%	#	%
Appropriate	48	68%	25	66%
Not appropriate	22	32%	10	26%
Don't know			3	8%
Total	70			

Zone 3

	Quest. 1		Quest. 2	
	#	%	#	%
Appropriate	61	90%	35	87%
Not appropriate	7	10%	3	8%
Don't know			2	5%
Total	68			

Affordable Housing

Zone 1

	Quest. 1		Quest. 2	
	#	%	#	%
Appropriate	30	47%	21	57%
Not appropriate	34	53%	13	35%
Don't know			3	8%
Total	64		37	

Zone 2

	Quest. 1		Quest. 2	
	#	%	#	%
Appropriate	20	31%	17	49%
Not appropriate	44	69%	14	40%
Don't know			4	11%
Total	64		35	

Zone 3

	Quest. 1		Quest. 2	
	#	%	#	%
Appropriate	38	58%	26	68%
Not appropriate	28	42%	9	24%
Don't know			3	8%
Total	66		38	

Source: 2022 Routes 202/33 Corridor Plan

PUBLIC INPUT

Residential Conversions

17. Should conversion of existing single-family housing abutting Route 33 or Route 202 to other uses be allowed?

	Quest. 1		Quest. 2	
	#	%	#	%
Yes	72	66%	N/A	
No	37	34%	N/A	
Total	109		N/A	

18. If so, would you support conversion to the following?

Two-family

	Quest. 1		Quest. 2	
	#	%	#	%
Yes	50	62%	N/A	
No	31	38%	N/A	
Total	81		N/A	

Professional Business

	Quest. 1		Quest. 2	
	#	%	#	%
Yes	63	78%	N/A	
No	18	22%	N/A	
Total	81		N/A	

Mix of residential and Professional Business

	Quest. 1		Quest. 2	
	#	%	#	%
Yes	69	78%	N/A	
No	20	22%	N/A	
Total	89		N/A	

Source: 2022 Routes 202/33 Corridor Plan

PUBLIC INPUT

Residential Conversions

19. Do you support the conversion of single family house into other uses?

Zone 1

Two-family

	Quest. 1		Quest. 2	
	#	%	#	%
Yes			28	56%
No			20	40%
Don't know		N/A	2	4%
Total			50	

Professional Business

	Quest. 1		Quest. 2	
	#	%	#	%
Yes			34	68%
No			13	26%
Don't know		N/A	3	6%
Total			50	

Mix of residential and Professional Businesses

	Quest. 1		Quest. 2	
	#	%	#	%
Yes			36	70%
No			12	24%
Don't know		N/A	3	6%
Total			51	

Zone 2

Two-family

	Quest. 1		Quest. 2	
	#	%	#	%
Yes			30	64%
No			15	32%
Don't know		N/A	2	4%
Total			47	

Professional Business

	Quest. 1		Quest. 2	
	#	%	#	%
Yes			34	71%
No			11	23%
Don't know		N/A	3	6%
Total			48	

Mix of residential and Professional Businesses

	Quest. 1		Quest. 2	
	#	%	#	%
Yes			39	78%
No			7	14%
Don't know		N/A	4	8%
Total			50	

Zone 3

Two-family

	Quest. 1		Quest. 2	
	#	%	#	%
Yes			28	67%
No			14	32%
Don't know		N/A	2	1%
Total			44	

Professional Business

	Quest. 1		Quest. 2	
	#	%	#	%
Yes			37	64%
No			4	32%
Don't know		N/A	3	4%
Total			44	

Mix of residential and Professional Businesses

	Quest. 1		Quest. 2	
	#	%	#	%
Yes			38	84%
No			4	9%
Don't know		N/A	4	9%
Total			46	

Source: 2022 Routes 202/33 Corridor Plan

PUBLIC INPUT

Design Standards

8 (10). How satisfied are you with the conditions of commercial buildings and their visual appeal from the street and relationship with each other?

	Quest. 1		Quest. 2	
	#	%	#	%
Very Satisfied	10	9%	2	4%
Satisfied	51	45%	21	36%
Dissatisfied	45	39%	28	48%
Very Dissatisfied	8	7%	7	12%
Total	114		58	

12 (14). Should the character of development and type of uses situated in the adjacent portions of Granby or Chicopee be a consideration in planning for development in South Hadley?

	Quest. 1		Quest. 2	
	#	%	#	%
Yes	57	51%	20	34%
No	54	49%	19	32%
Don't know			9	15%
Maybe			11	19%
Total	111		59	

9 (11). How satisfied are you with the conditions of residential buildings and their visual appeal from the street and relationship with each other?

	Quest. 1		Quest. 2	
	#	%	#	%
Very Satisfied	11	10%	3	5%
Satisfied	68	60%	36	62%
Dissatisfied	29	26%	17	29%
Very Dissatisfied	5	4%	2	4%
Total	113		58	

14 (16). Should South Hadley adopt Design Standards for the corridor which reflect measures to mitigate the visual impact of adjacent/nearby development in Granby or Chicopee?

	Quest. 1		Quest. 2	
	#	%	#	%
Yes	59	54%	29	49%
No	50	46%	8	14%
Don't know			6	10%
Maybe			16	27%
Total	109		59	

10 (12). How do you feel about implementing a design review process for new construction, addition, or rehabilitation?

	Quest. 1		Quest. 2	
	#	%	#	%
Strongly Agree	25	22%	19	32%
Agree	49	44%	27	46%
Disagree	23	20%	8	14%
Strongly Disagree	16	14%	5	8%
Total	113		59	

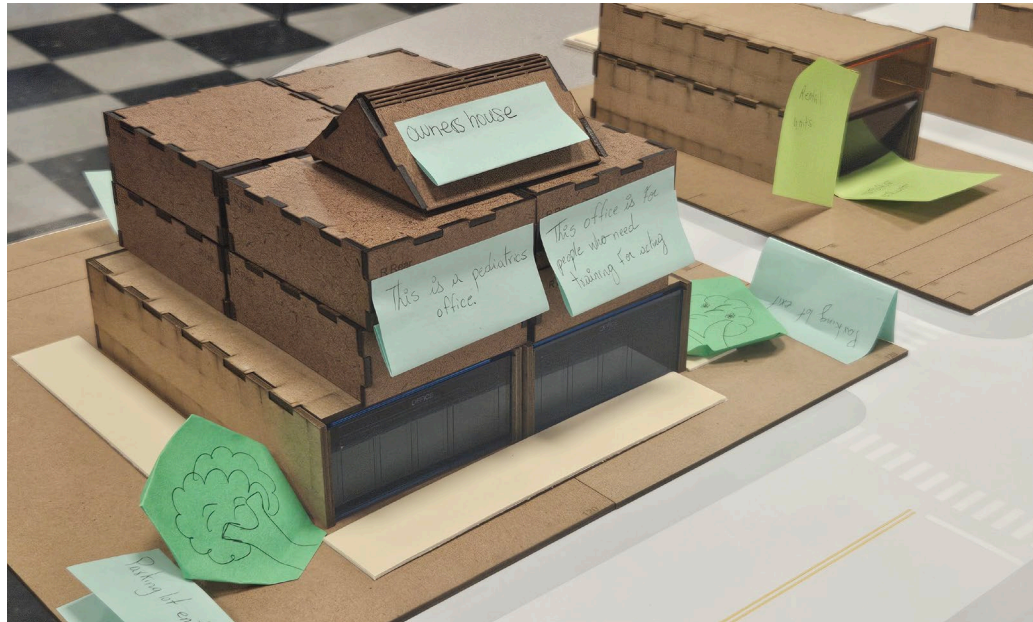
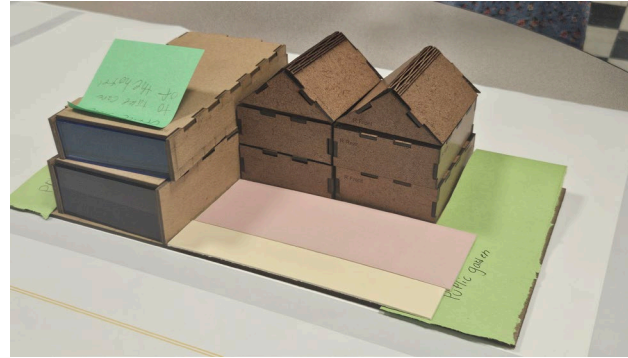
19 (20). Should conversion of single-family to other uses be subject to standards which maintain a residential appearance in density and character?

	Quest. 1		Quest. 2	
	#	%	#	%
Yes	70	63%	42	69%
No	41	34%	10	16%
Don't know			3	5%
Maybe			6	10%
Total	111		61	

Source: 2022 Routes 202/33 Corridor Plan

SEPTEMBER MEETING

Meeting Options



SCHEDULE FOR MEETINGS AND WORKSHOPS

#	Format	Topic	Proposed Date
1	In-person Workshop	Building and site form and design	September 16
2	Virtual Workshop	Boundaries and uses	October 16
3	In-person Workshop	Design guidelines and standards	November 14
4	In-Person Presentation	Draft zoning and design guidelines	January 16
5	Planning Board Hearing	Draft zoning and design guidelines for Town Meeting Warrant	February/March

FLYER/ GRAPHIC

#	Action	Responsible
1	Post flyer on social media once every two weeks.	
2	Hand-deliver flyers to corridor businesses to post.	
3	Post flyers around Town (Town Hall, library, Village Commons)	
4	Write a press release for Town Reminder/Daily Hampshire Gazette	
5	Mail all abutters along Routes 202 and 33	Anne
6	Reach out to Westover, Chicopee, Granby	Anne



Routes 202/33 Corridor Zoning Amendments



YOUR voice matters - please join us!

COMMUNITY FORUMS

01 16TH SEPTEMBER, 2024 Monday
6:00 - 8:00 pm

South Hadley Council on Aging
45 Dayton Street

02 16TH OCTOBER, 2024 Wednesday
6:00 - 8:00 pm

Virtual via Zoom
Join the webinar:



https://us02web.zoom.us/j/88308956522?pwd=Q5s-M8fBnZlOk5yVmcu1CbHlN8ANzg.nmOy-8Cl7MxC_m3YZ

Or Telephone: +1 646 558 8656
Webinar ID: 883 0895 6522
Passcode: 713870

03 14TH NOVEMBER, 2024 Thursday
6:00 - 8:00 pm

South Hadley Public Library
2 Canal Street

04 16TH JANUARY, 2025 Thursday
6:00 - 8:00 pm

South Hadley Public Library
2 Canal Street

OUTREACH

coUrbanize

<https://www.courbanize.com/>

Brandon Loreto

Would you support efforts to revitalize Steinway Street, create jobs, and bring more affordable housing and open space to our neighborhood?

Yes, this neighbourhood is really lacking a public outdoor park, and a dog run would be so nice for all the neighbourhood dogs!

QNS Innovation QNS Partnership

Thanks for your comment, Brandon. We totally agree and we're really excited about what 2+ acres of new public open space will mean for Astoria.

Social Pinpoint

<https://www.socialpinpoint.com>

City of Ipswich

Home About Projects Ipswich First Login / Join Search

SHAPE YOUR IPSWICH

Share your views
Get involved
Make a difference

I'm looking for projects relating to **All categories** in **All places** OR Search for a specific project...

Open
Contribute your ideas, submit feedback or share your views on the following projects.

- New Ipswich Planning Scheme**
In response to the continuing unprecedented growth in South East Queensland
- Ipswich Central**
There is lots happening in Ipswich Central, time to get out and about
- Community Panel**
Join the community panel and help shape the future of Ipswich.
- Ipswich City Council Inclusion and Connectedness Plan**
Share your experience to help shape the Ipswich City Council disability service plan known as the

Other (ArcGIS Online)



NEXT STEPS

Homework!

- ▶ Monthly check-in for promotion activities

Next meeting

- ▶ Discuss existing conditions and prepare for the September meeting.

