



Routes 202/ 33 Corridor

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

Steering Committee #1

May 29, 2024



AGENDA

1. Welcome and Introductions
2. Project process and timeline
3. Review
4. Review public engagement strategy
5. Discuss schedule for meetings and workshops
6. 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: 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.

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.

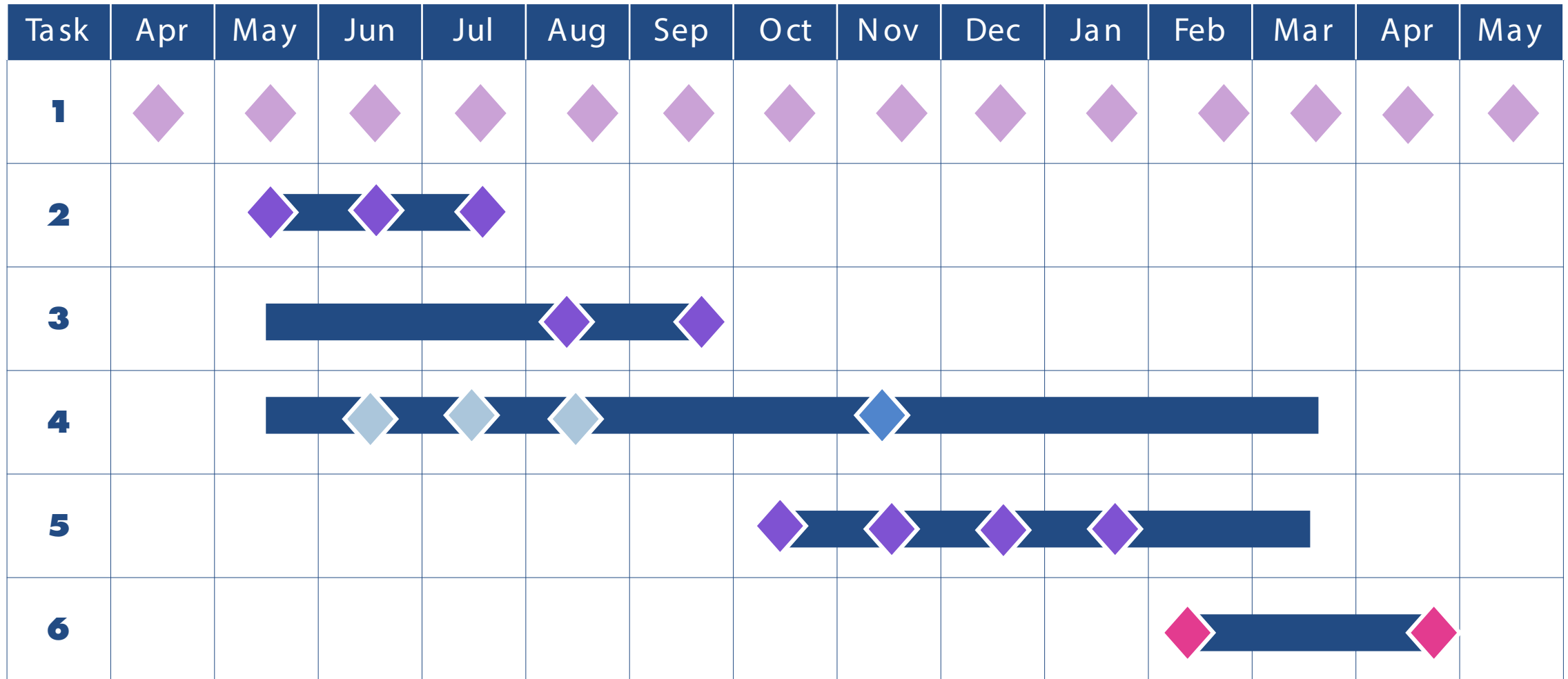
Task 3. Draft Zoning, Boundaries and Design Guidelines. Develop draft framework for zoning, boundaries, and design guidelines; test with steering committee and confirm.

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




◆ Anne
 ◆ Steering Committee
 ◆ ◆ Community Workshops/ Presentation
 ◆ Planning Board

REVIEW

2022 Routes 202/33 Corridor Plan

Action Plan: 3 categories

#	Format	Relevance
1	Zoning and Design Guidelines	This process!
2	Public Realm Improvements	Define gateway identity. Define streetscape elements for public design guidelines.
3	Policy Changes	Consider a dedicated public workshop on uses for the corridor, with a focus on the divides expressed in the questionnaire about different use types, particularly housing and small businesses.



ROUTES 202/33 CORRIDOR PLAN

South Hadley, Massachusetts
January 2022

Prepared with a planning assistance grant from the
Commonwealth of Massachusetts Executive Office of
Energy and Environmental Affairs




TOWN OF
SOUTH HADLEY
MASSACHUSETTS

HARRIMAN
ia
Innes Associates Ltd.

REVIEW

Proposed Zoning Districts

Description of Proposed Districts

	Uses	Building Height
 Gateway District (GD) Will include design review.	Retail, restaurant, professional and medical offices, personal services, and arts. Residential use will be allowed as part of a mixed-use development. Conversions from single-family homes to professional offices or to two- or three-family homes will be allowed.	3 1/2 stories or 45 feet
 Low-density mixed use district (LDMU)	Village center development with a mix of retail, restaurant, professional office. Conversions from single-family homes to professional offices will be allowed.	3 stories or 40 feet
 Open Space-Recreational (OR)	Restricted to public parks, botanical and zoological gardens, skateboard parks, nature or conservation reserves, and other open space-recreational uses. At a minim, Town- and state-owned land meeting the criteria should be considered for inclusion.	1 story

Source: 2022 Route 202/33 Corridor Study | Town of South Hadley | Harriman | Innes Associates

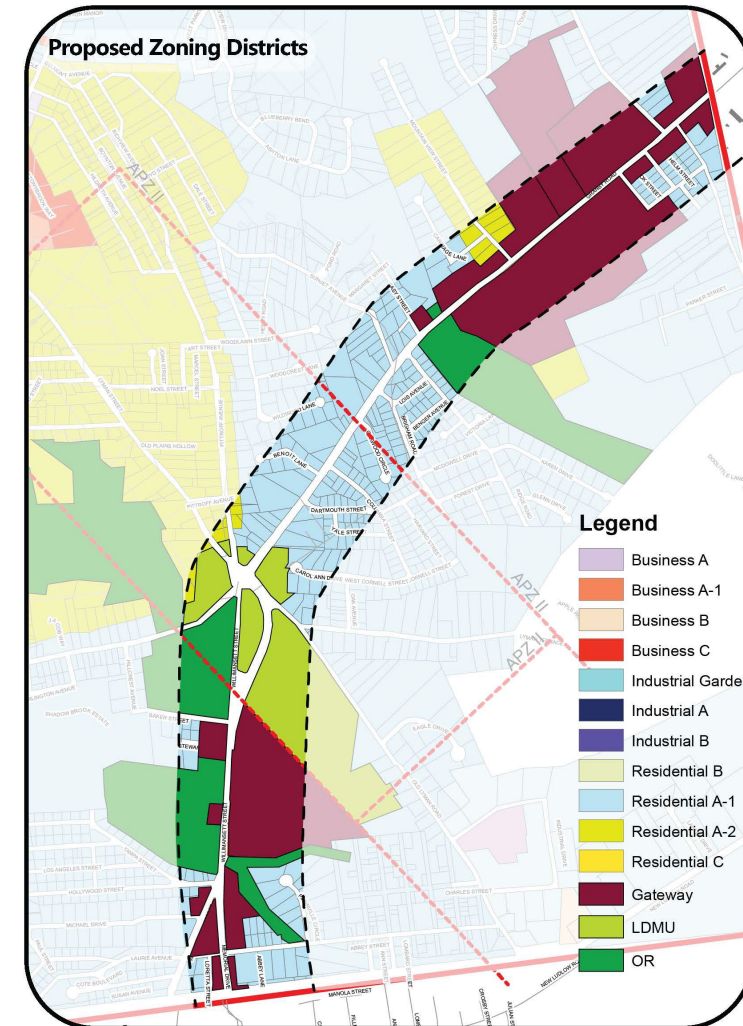


Figure 27: Proposed Zoning Districts

REVIEW

Proposed Zoning Districts

Gateway District (GD)

- ▶ This overlay will **improve the transition between municipal boundaries** to strengthen the differentiation of South Hadley from its neighboring communities. This zone focuses on **encouraging the development of a mix of uses within the zone**, including commercial and residential, **compatible with the adjacent residential and open space areas**. The accompanying design guidelines provide for improvements to the public realm including streetscape, landscape, and signage. If possible, the streetscape improvements for the Gateway District should be coordinated with the adjacent communities.

Low-Density Mixed Use District (LDMU)

- ▶ The LDMU considers the **recommendations for restricted density and limited uses due to its location within the APZ II zone**. Any mixed-use development should **leverage the Big Y as an anchoring tenant** in the area by encouraging other office and retail uses in the plaza area.

Open Space and Recreation Overlay

- ▶ This overlay is intended to **protect the environmental assets of the Town and support public health through recreational opportunities** that increase physical and social health for residents of all ages, economic situations, and physical conditions. This overlay could be applied elsewhere in Town and is **specific to areas used for open space and passive or active recreation**. If applied elsewhere, all municipal and state-owned land that meets the criteria should be considered for inclusion.
- ▶ Within the corridor, the intent of this overlay is to **preserve the Buttery Brook Park and Leaping Well Reservoir**, and **could be expanded to other open spaces along the corridor** that are set aside for conservation and/ or recreation.
- ▶ **Uses adjacent to the Open Space and Recreation Overlay**, other than Single-Family or Two-Family, **should have increased restrictions on impervious surfaces and the treatment of stormwater run-off**.

Source: 2022 Route 202/33 Corridor Study | Town of South Hadley | Harriman | Innes Associates

REVIEW

Proposed Design Guidelines

Public Realm

- ▶ Utilities
- ▶ Sidewalks
- ▶ Bicycle Lanes
- ▶ Lighting
- ▶ Street Furniture

Transition from Public Realm to Private Realm

- ▶ Setbacks
- ▶ Parking
- ▶ Signage

Standards for Specific Uses

- ▶ Conversion of Single-Family Homes
- ▶ Auto-oriented Uses
- ▶ South Hadley Square Shopping Center and Adjacent Parcels

Source: 2022 Route 202/33 Corridor Study
Town of South Hadley | Harriman | Innes Associates



PUBLIC ENGAGEMENT STRATEGY

Outreach

Online Media

Channels?
How often?
Who has access?

Website/webpage

Town?
StoryMap?



 Egremont's Planning Board is sponsoring an update to the Town's Zoning Bylaw.

This is a continuation of the **Egremont Vision 2035 Initiative.**

JOIN US!

Public Workshop #2: March 2, 2024
(snow date Mar. 9)

- Defining the Villages: Boundaries and Uses
- Discussing potential new commercial uses including expanded Home Businesses, Destination Businesses
- Identifying tools for Affordable Housing, Sustainable Design, and Historic Preservation
- Understanding permitting rules

Cafeteria at Mt. Everett High School
491 Berkshire School Road
Sheffield, MA 01257

If needed, the snow date will be confirmed on the Town's website. Pre-meeting materials will be available for review before the workshop. Please scan the QR code to the right or go to: <https://www.egremont-ma.gov/191/Planning-Board>.

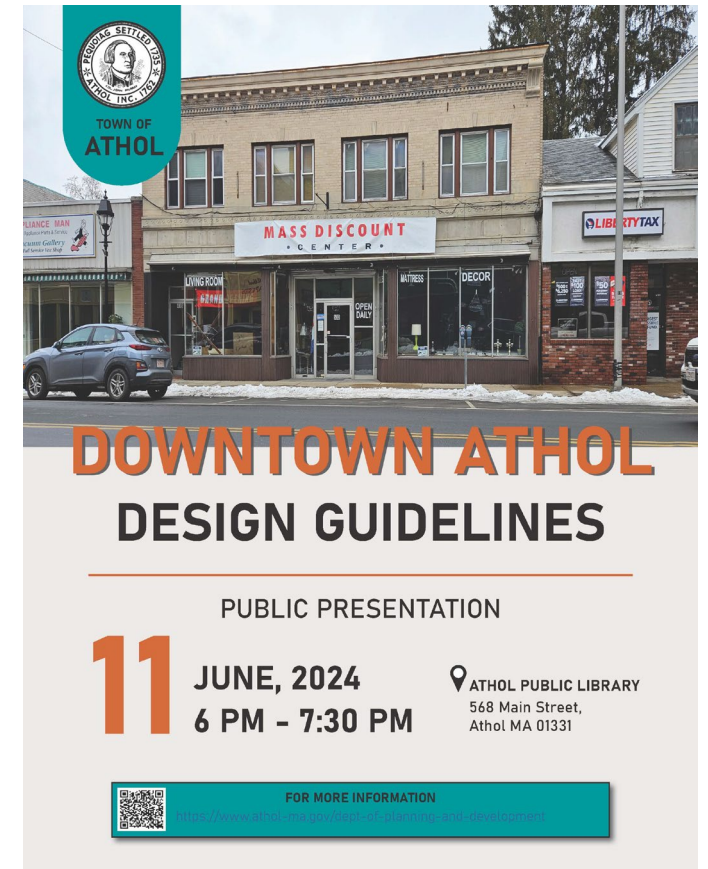
**March 2
COMMUNITY
WORKSHOP
9am-12pm**

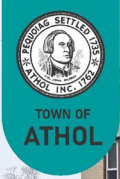


Click here!

Flyers

Where to place?
Once or multiple?





 **TOWN OF ATHOL**

**DOWNTOWN ATHOL
DESIGN GUIDELINES**

PUBLIC PRESENTATION

11 JUNE, 2024
6 PM - 7:30 PM

 **ATHOL PUBLIC LIBRARY**
568 Main Street,
Athol MA 01331

 **FOR MORE INFORMATION**
<https://www.athol-ma.gov/191/Planning-Board>

SCHEDULE FOR MEETINGS AND WORKSHOPS

#	Format	Topic	Proposed Date
1	In-person Workshop	Building and site form and design	September 10, 12, 16
2	Virtual Workshop	Boundaries and uses	September 10, 12, 16 or October
3	In-person Workshop	Design guidelines and standards	November 12, 14
4	In-Person Presentation	Draft zoning and design guidelines	January 14, 15, 16
5	Planning Board Hearing	Draft zoning and design guidelines for Town Meeting Warrant	February/March

NEXT STEPS

Homework!

- ▶ Confirm regular Steering Group meetings – evenings, mornings, or alternating?
- ▶ Review the 2022 Routes 202/33 Corridor Plan.

Next meeting

- ▶ Discuss review of existing conditions and implications for zoning and design guidelines framework.

