



Routes 202/33 Corridor

Zoning and Design Guidelines Study
Town of South Hadley

Community Forum #1
September 16, 2024



AGENDA

1. Welcome
2. Introduction to the Team and Committee
3. What is this project about?
3. Project Timeline and Schedule
4. Zoning 101
5. Interactive Workshop
 - ▶ Non-Conforming Parcel Analysis
 - ▶ Social Pinpoint
 - ▶ Block Exercises
6. Next steps

INTRODUCTION TO THE TEAM AND COMMITTEE

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

ONGOING COMMUNITY OUTREACH

Town Staff

SEPTEMBER 16, 2024
Monday

6:00 - 8:00 pm

South Hadley Council on Aging
45 Dayton Street

OCTOBER 16, 2024

Wednesday

6:00 - 8:00 pm

Virtual via Zoom

https://us02web.zoom.us/j/88308956522?pwd=Qs-M8jBnZlOKsYVmcu1CbHhN8ANzg.nmOy-8Cj7MxC_m3YZ

Join the webinar:

[us/j/88308956522?pwd=Qs-M8jBnZlOKsYVmcu1CbHhN8ANzg.nmOy-8Cj7MxC_m3YZ](https://us02web.zoom.us/j/88308956522?pwd=Qs-M8jBnZlOKsYVmcu1CbHhN8ANzg.nmOy-8Cj7MxC_m3YZ)



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

NOVEMBER 14, 2024
Thursday

6:00 - 8:00 pm

South Hadley Public Library
2 Canal Street

JANUARY 16, 2025

Thursday

6:00 - 8:00 pm

South Hadley Public Library
2 Canal Street

Contact:

Anne Capra
Director, Planning and
Conservation

413-538-5030, ext 6128
acapra@southhadley.ma.gov

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Scan for our interactive project site! Stay engaged throughout the process!

<https://community.innesassocltd.com/south-hadley>

Routes 202/33
Corridor Rezoning

Postcards sent to 3000+ properties

Community forum on zoning planned

By Emily-Rose Pappas
Staff Writer
epappas@turley.com

SOUTH HADLEY — The Route 202/33 Zoning Advisory Committee met online on Aug. 19. The meeting was led by Consultant Emily Keys Innes, the President of Innes Associates, as well as Supriya Kelkar, the Urban Planner and Designer at Innes. Also in attendance were committee members Michael Beauchemin, Ken LeBlanc, Martha Terry, Nate Therian, and Dan Luis, Director of Planning and Conservation. Anne Capra was also in attendance.

Introduction and process updates
Emily Innes opened the meeting to review a slideshow of updates and progress regarding the Non-Conforming Parcel Analysis, Social Pinpoint Website, and the September community meeting coming up. Innes provided a brief explanation of where in the process the committee is in the project process and timeline, where they are in the analysis of conditions. Community workshops and presentations starting in September 2024 and going through March 2025 that will be open to the public to be able to ask questions and give feedback. The meetings and workshops include an in-person workshop on September 16 focusing on boundaries and uses, and a virtual workshop on November 14 focusing on design guidelines and standards. After a break in December for the holidays, there will be an in-person presentation on draft zoning and design guidelines for the Town Meeting Warrant in February or March of 2025. Each of the members of the committee committed to doing

Dawn to dusk gold marathon helps raise money for Jimmy Fund

By Emily-Rose Pappas
Staff Writer
epappas@turley.com

SOUTH HADLEY — For the past 25 years, the Chiscopee Country Club hosted a 108-hole golf marathon to raise money for the Jimmy Fund.

A dozen people came to play this past Monday in honor of loved ones they lost to cancer, and altogether, the day raised about \$15,000 to go to the Jimmy Fund. "The marathon began 25 years ago by myself and my uncle Ken O'Neill who was diagnosed with colon cancer," Michael O'Neill, the coordinator of the event, said. "A golf marathon was a fun way to raise money for the Jimmy Fund with no expenses," O'Neill said. The day began at dawn, ending at dusk with a 19th



Submitted photo
Michael O'Neill (left) with his father, Robert O'Neill (right) were just two people who helped raise money for the Jimmy Fund.

Please see FUND, page 6

Page 2

TOWN Reminder

August 30, 2024

South Hadley

Community forum to explore new zoning for Routes 202/33

SOUTH HADLEY — The Town of South Hadley is exploring new zoning options along Routes 202 and 33 to support appropriate growth and development along the 1-mile corridor.

Potential rezoning under consideration is based on recommendations from a Corridor Study adopted in January 2022. This section of roadway links South Hadley to Granby in the north and Chiscopee in the south and is the most heavily traveled route in town.

The corridor contains a broad mix of residential, commercial, and open space and recreation uses. The intersection of Routes 202 and 33 at the heart of the corridor is centered between the Plains Elementary School and the Big Y Shopping Plaza. Zoning recommendations will be informed by public input at a series of four community forums, the first of which is on Monday, Sept. 16, at 6 p.m. at the South Hadley Council on Aging at 45 Dayton Street.

Can't make the community forum, share your thoughts on the future development of the corridor on the interactive project website through the online mapping exercise: <https://community.innesassocltd.com/south-hadley>

Funding for this project is provided by a Community Planning Grant from the Executive Office of Housing and Livable Communities.

The Town has hired Innes Associates Ltd. as the project consultant.

A forum will be held on Wednesday, Sept. 18, at 6 p.m. at the South Hadley Council on Aging at 45 Dayton Street.

In the Town Newsletter for August 2024

TOWN OF
SOUTH HADLEY
MASSACHUSETTS



Upcoming Community Forums -
Please join us, your voice matters!

Routes 202/33 Corridor Zoning Amendments

For more information on the project scan the code or visit



<https://southhadley.org/1400/Route-202-33-Corridor-Re-Zoning>

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

Virtual via Zoom
Join the webinar:



https://us02web.zoom.us/j/88308956522?pwd=Qs-M8jBnZlOKsYVmcu1CbHhN8ANzg.nmOy8Cj7MxC_m3YZ

Or Telephone: +1 646 558 8656
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NOVEMBER 14, 2024 Thursday
6:00 - 8:00 pm

South Hadley Public Library
2 Canal Street

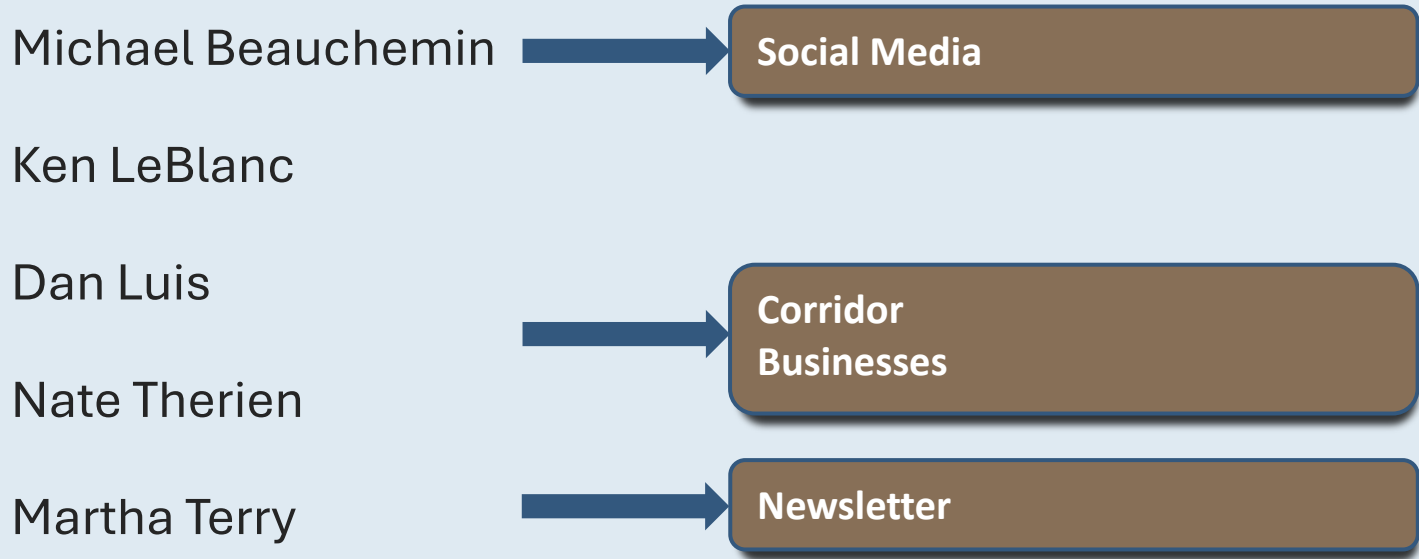
JANUARY 16, 2025 Thursday
6:00 - 8:00 pm

South Hadley Public Library
2 Canal Street

Mailer Insert for
Fire District 1
August 2024

ONGOING COMMUNITY OUTREACH

Committee Members and Project Promotion Ambassadors






What is this project about?

Routes 202/ 33 Corridor Plan | January, 2022

ROUTES 202/33 CORRIDOR PLAN

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

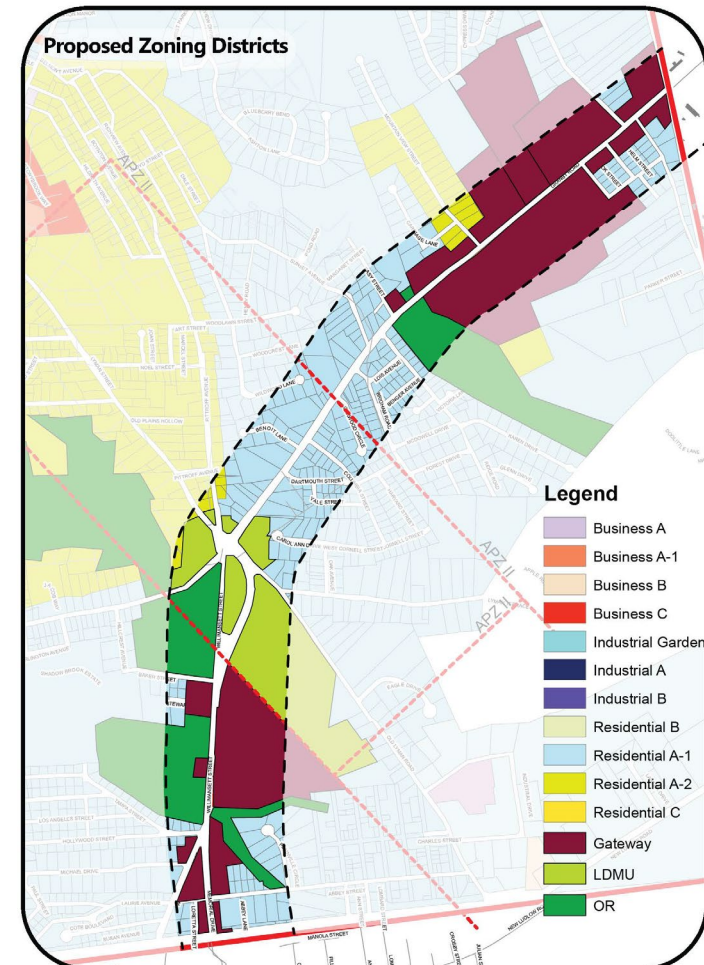


Figure 27: Proposed Zoning Districts

ROUTES 202/33 CORRIDOR PLAN

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*

PROJECT PROCESS AND TIMELINE

Task 1: Project Initiation

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

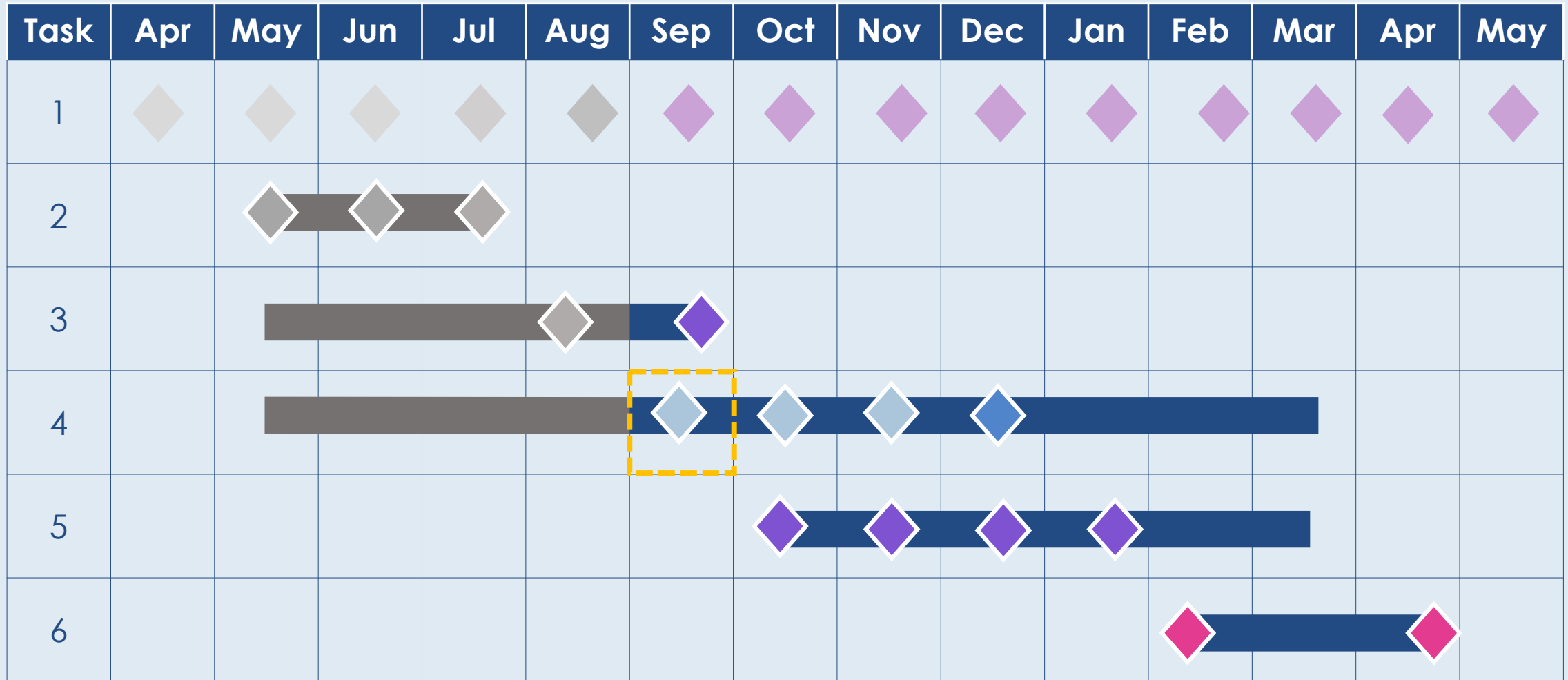
Task 3. Draft Zoning, Boundaries and Design Guidelines. Develop draft framework for zoning, boundaries, and design guidelines; test with steering committee and confirm.

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

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

ZONING 101

ZONING: The What, Why and How?

What is Zoning?

A set of laws and regulations that control how land is used in a specific zone.

Different scales – the house/building scale, street, corridor and the Town.

ZONING: The What, Why and How?

Why do we need Zoning?

- ▶ Balances community needs.
- ▶ Promotes economic development.
- ▶ Shapes our neighborhood the way we want to live.

ZONING: The What, Why and How?

How do we get the Zoning we need?

- ▶ Tell us how **high** you want the buildings to go?
- ▶ How **big** do you want buildings to be?
- ▶ What **do you want to build** on your land?
- ▶ What **uses** do you want or don't next to you?

INTERACTIVE WORKSHOP

EXERCISE A: NON-CONFORMITIES

EXERCISE B: WHAT DO YOU WANT TO SEE ON THE CORRIDOR?

EXERCISE C: BUILD YOUR OWN NEIGHBORHOOD!

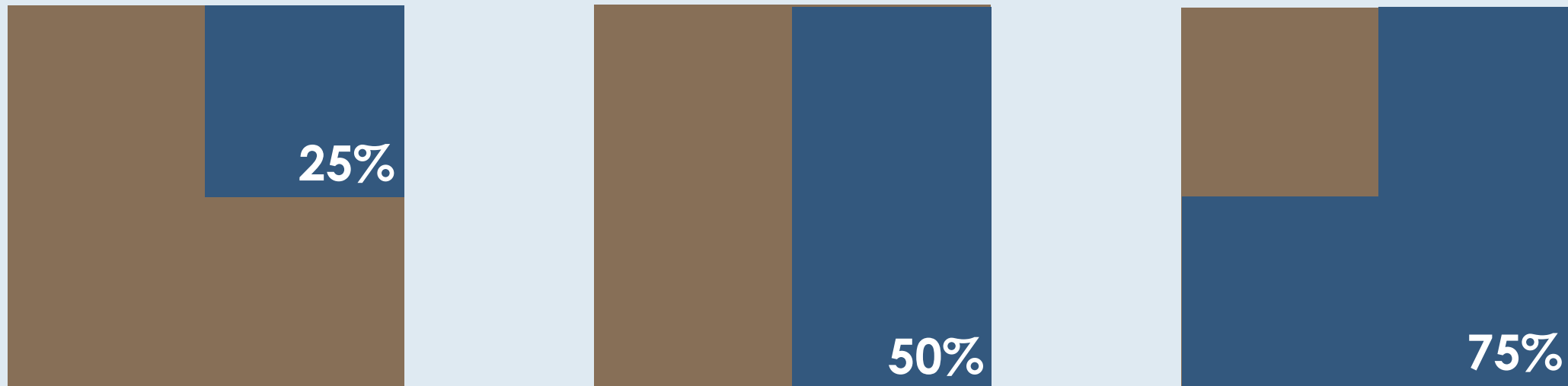
What is a non-conforming parcel?

In South Hadley's zoning bylaw, a nonconforming use is defined as: A use of a building, structure or lot in a manner not in accordance with the use or dimensional regulations of the district in which it is situated.

EXERCISE A: NON-CONFORMITIES

Building Coverage Analysis

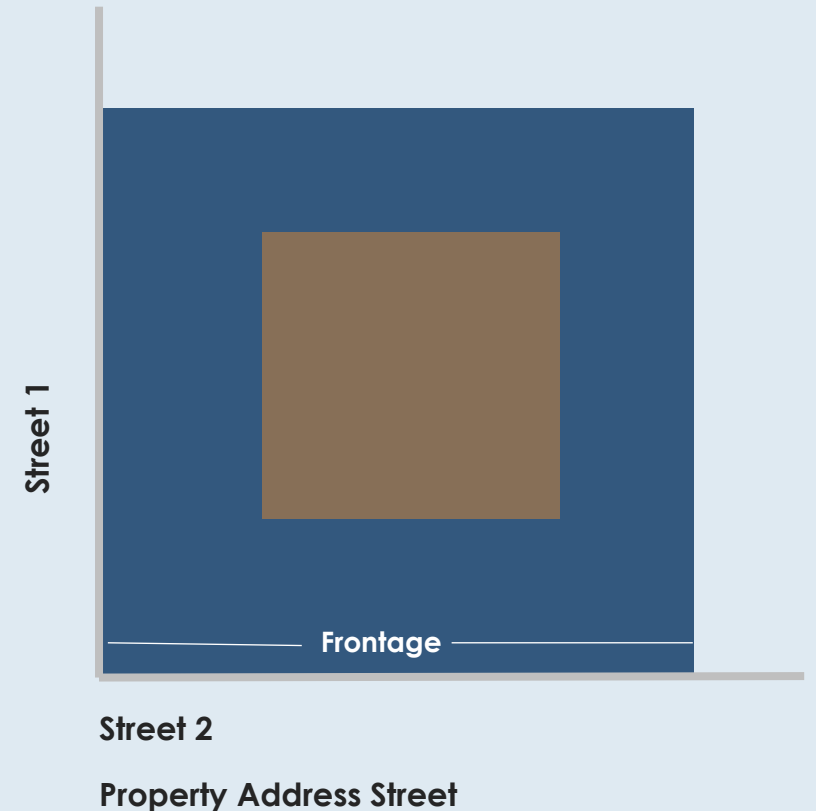
Building coverage is defined as the percentage of the lot area that is covered by building area.



EXERCISE A: NON-CONFORMITIES

Frontage Analysis

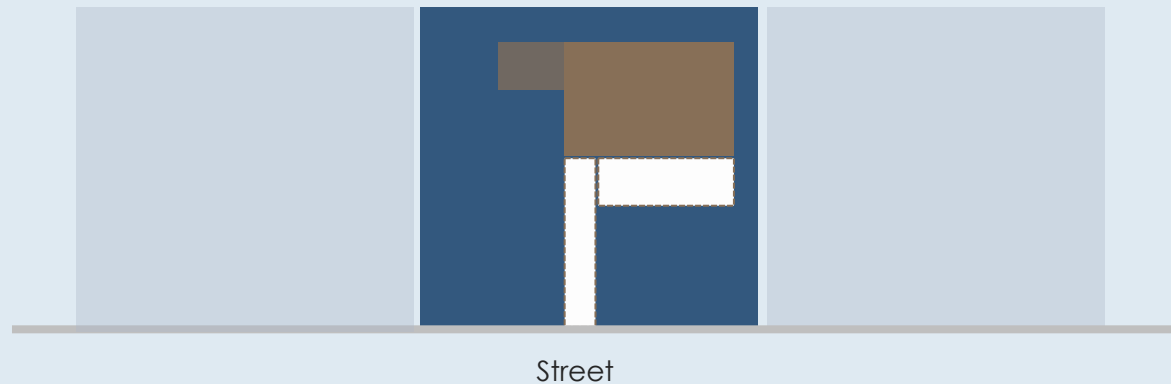
The part of the land that is next to a street or road (based on the address of the property).



EXERCISE A: NON-CONFORMITIES

Impervious Surface Analysis

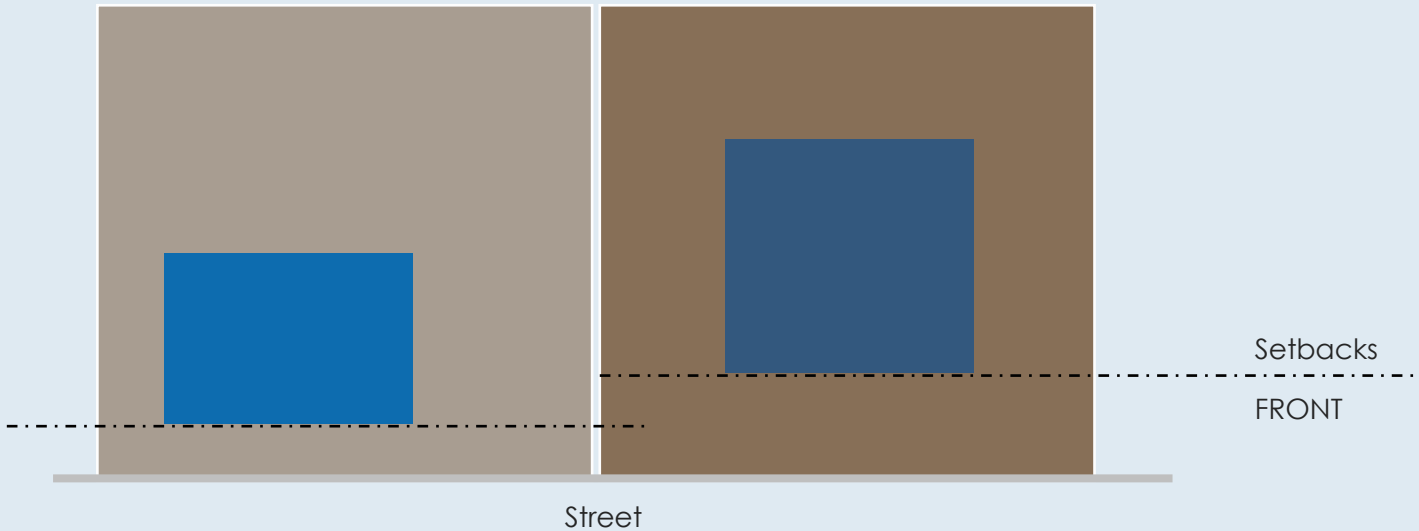
Includes constructed surfaces, such as buildings, parking, sidewalks, roads, and driveways.



EXERCISE A: NON-CONFORMITIES

Setback Analysis

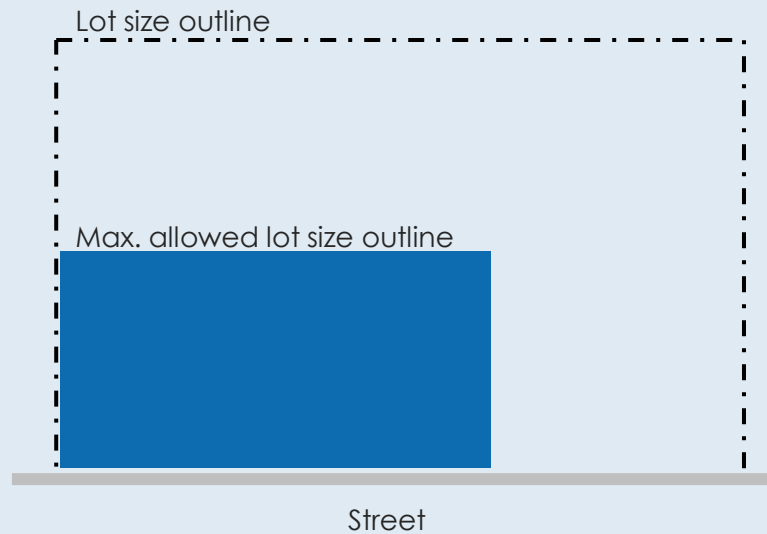
The distance between a property line and the area where building can take place.



EXERCISE A: NON-CONFORMITIES

Lot Size Analysis

Lot size is measured as the total area of the parcel in square feet.



EXERCISE B: What would you like to see on the Corridor?



Adaptive Reuse

- ▶ What parcels, buildings, and open spaces have the best redevelopment potential?
- ▶ And what uses?



Public Spaces/ Open Spaces

- ▶ Where would you locate public spaces? (plazas, parks)
- ▶ Which existing open spaces would you want to stay permanently?



Paths/Trails

- ▶ Where do you want more sidewalks/trails?
- ▶ How would you connect/walk from the road to business/community services?



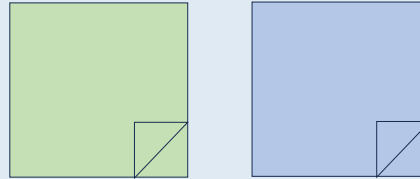
Circulation

- ▶ Where do you think traffic calming measures are necessary on this corridor? Pick the type of measure from the list.
 - ▶ Crosswalk
 - ▶ Stop Sign
 - ▶ Speed Bump
 - ▶ Traffic Circle

EXERCISE B: What would you like to see on the Corridor?



Use a stickie note to write your thoughts!



Put a sticker for the location of the following!



Adaptive Reuse



Public Spaces/ Open Spaces



Paths/Trails



Circulation

EXERCISE B: What would you like to see on the Corridor?

Use the instructor sheet to refer to the questions and put a sticker on the most appropriate location!

LEGEND

- Route 202/203 Corridor Extension
- Paths
- Building Footprint
- Conservation Open Space
- Public Open Space
- Paths/Trails
- Adaptive Reuse

Scan for an online interactive version of the worksheet!

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SOUTH HADLEY **Innes Associates Ltd.**

EXERCISE C: BUILD YOUR NEIGHBORHOOD!

Residential Model: What we'll need



PARCEL



PITCHED ROOF



SINGLE STOREY

Step 1: What type of building are you creating?

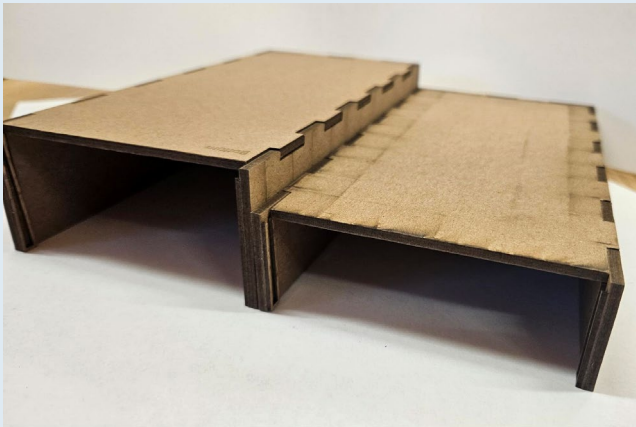
Step 2: How many stories does your building have?

Step 3: How many modules will form your building?

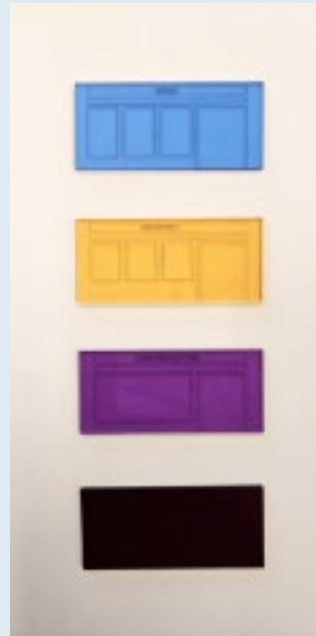
Step 4: What is the scale of your building?

EXERCISE C: BUILD YOUR NEIGHBORHOOD!

Commercial and Mixed Use



COMMERCIAL/ MIXED USE MODEL



OFFICE

MULTI-FAMILY

LIGHT INDUSTRIAL

RETAIL

Step 1: Pick a façade based on the desired use.

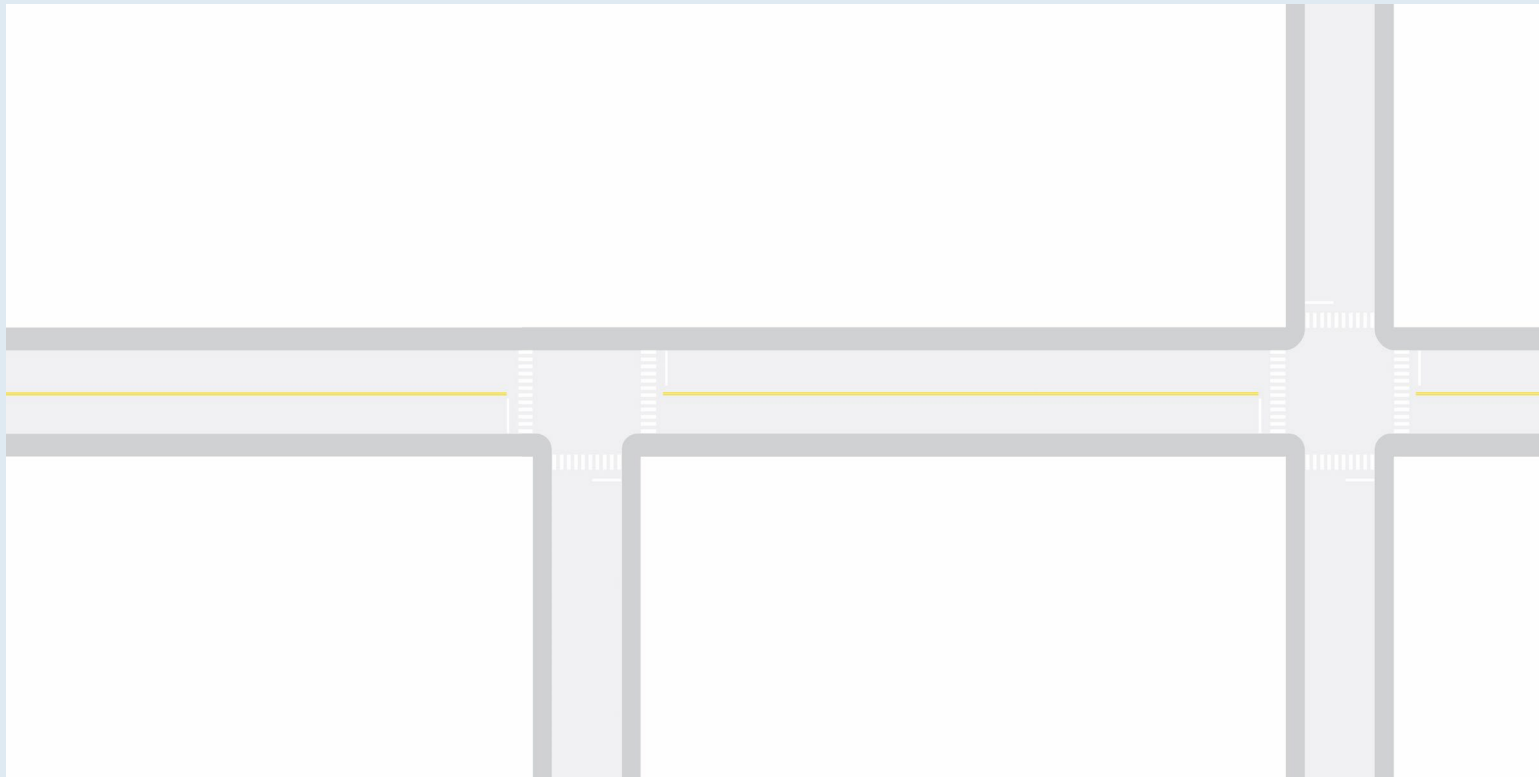
Step 2: How many modules will form your building?

Step 3: What is the scale of your building?

Step 4: Is your building commercial or mixed use?

EXERCISE C: BUILD YOUR NEIGHBORHOOD!

Place your parcel along the street!



What is a setback?

A setback is the distance between the street line and the building.

Decide where to place your building on your lot.

NEXT STEPS

▶ **October 16, Wednesday**

Virtual Workshop

Boundaries and Uses

▶ **Stay connected online!**

<https://community.innesassocltd.com/south-hadley>



