



# Routes 202/33 Corridor

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

Advisory Group #6  
December 16, 2024



# AGENDA

- ▶ Progress Update and Check-in
- ▶ Community Forum Summary Review and Analysis
- ▶ Design Guidelines Draft Outline
- ▶ Draft Zoning Recommendations
- ▶ 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.

# 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.

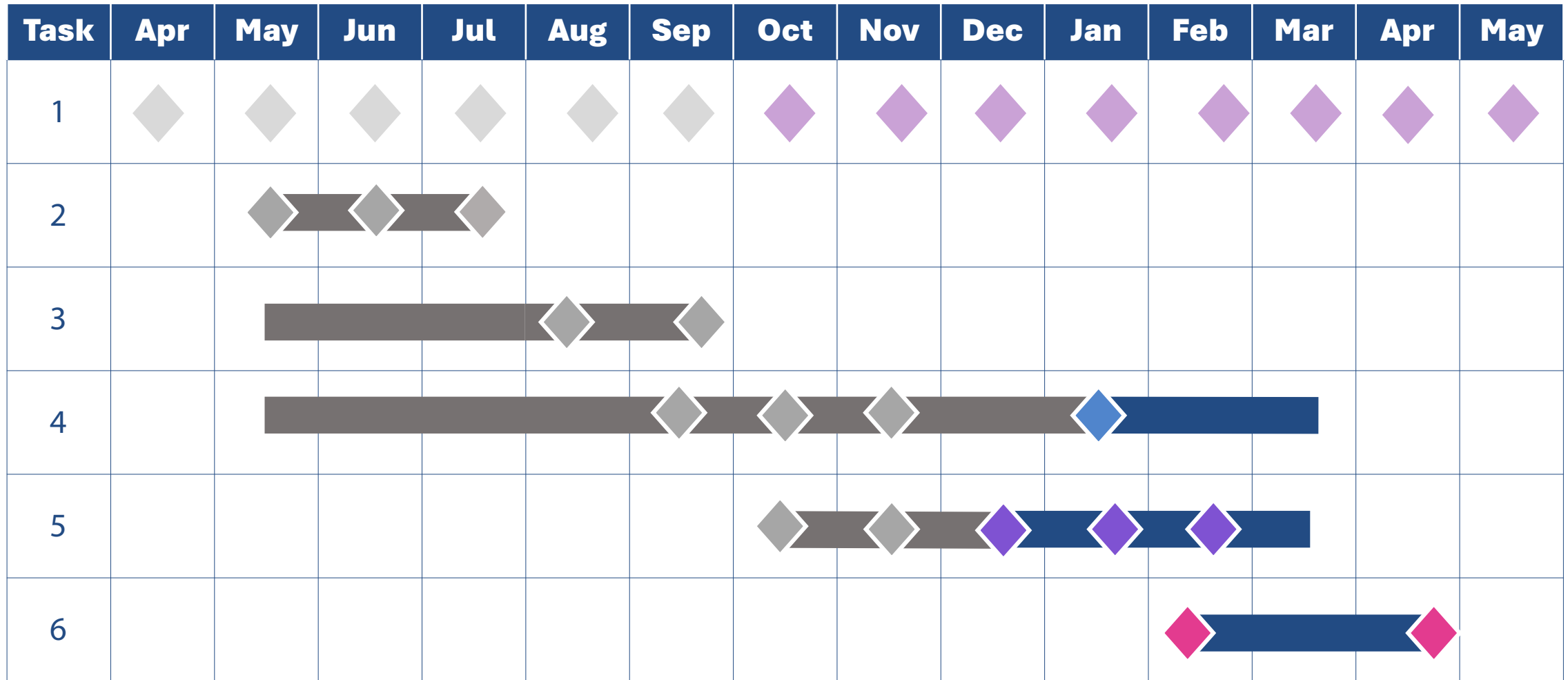
Task 4. Community Input. Develop engagement and outreach plan; conduct two in-person workshops and one virtual workshop.

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

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



# 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	<b>In-Person Presentation</b>	<b>Draft zoning and design guidelines</b>	<b>January 16</b>
5	Planning Board Hearing	Draft zoning and design guidelines for Town Meeting Warrant	February/March

# COMMUNITY FORUM #3

## *Input Analysis*

3/3+ votes each.

NOTE: These observations are not explicitly mentioned by the participants but have been identified and analyzed by the consultant reviewing the images.



- ▶ Use of neutral **color** tones.
- ▶ The **façade materials** consist of a contemporary combination of vertical siding with occasional textured materials for variety.
- ▶ Buildings are lower in **scale** (two to three stories). With the landscape, this scale has a greater relationship to the proportion of the human body (human scale).
- ▶ The **roof** is a contemporary pitch.
- ▶ **Windows and openings** are in proportion to each other and to the building, and have simple, contrasting trim.
- ▶ **Sidewalks** and **landscaping** connect the buildings to each other.

# COMMUNITY FORUM #3

## *Input Analysis*

3/3+ votes each.

NOTE: These observations are not explicitly mentioned by the participants but have been identified and analyzed by the consultant reviewing the images.



- ▶ Use of neutral **color** tones.
- ▶ **Façade materials** are shingle siding which is a traditional material in New England.
- ▶ The 2.5-story building reinforces the human scale at the sidewalk (zero front **setback**).
- ▶ The **roof** has a more traditional pitch.
- ▶ The ground floor includes a **traditional tripartite storefront**.
- ▶ Storefront with large panes of glass for **interior visibility**.
- ▶ Recessed entrances, bay windows, and awnings create **visual interest** and define the important openings.
- ▶ Clear pedestrian-oriented **signage** (projecting signs).

# COMMUNITY FORUM #3

## *Input Analysis*

3/3+ votes each.

NOTE: These observations are not explicitly mentioned by the participants but have been identified and analyzed by the consultant reviewing the images.



- ▶ Contemporary variation on **traditional building styles**.
- ▶ Use of neutral **color** tones.
- ▶ The **façade materials** combine traditional clapboards with contemporary window and storefront design.
- ▶ The **mix of uses** is clearly defined with horizontal features for the ground floor commercial use and vertical features for the upper floor residential uses.
- ▶ **Lighting** highlights the commercial use.
- ▶ **Site design** creates an inviting environment while providing accessibility for all.

# COMMUNITY FORUM #3

## *Input Analysis*

2 votes each.

NOTE: These observations are not explicitly mentioned by the participants but have been identified and analyzed by the consultant reviewing the images.



- ▶ Use of neutral **color** tones.
- ▶ The **façade materials** include clapboards and brick accents, both common residential materials in New England.
- ▶ Smaller-scale buildings with deeper **setbacks** are more consistent with traditional residential design.
- ▶ Steeper **roof** pitch is consistent with areas of higher precipitation and snow load.
- ▶ **Windows and openings** are proportional to smaller-scale residential uses.
- ▶ **Landscaped beds** near entrances create an inviting environment.
- ▶ **Parking** is located on the side, rear, or screened from the front view of the buildings.

# COMMUNITY FORUM #3

## *Input Analysis*

2 votes each.

NOTE: These observations are not explicitly mentioned by the participants but have been identified and analyzed by the consultant reviewing the images.



- ▶ Use of neutral **color** tones.
- ▶ **Façade materials** on the upper floors are typical of residential buildings; façade materials on the lower floor are more typical of commercial buildings.
- ▶ Pitched **roof** elements break up the massing of these longer buildings.
- ▶ The **mix of uses** is clearly defined with horizontal features for the ground floor commercial use and vertical features for the upper floor residential uses.
- ▶ **Lighting** directly illuminates signage and entrances with little overspill or glare.
- ▶ Trees and planting beds provide a **buffer from traffic**.
- ▶ Wider sidewalks and benches create **interactive spaces** for the community.

# COMMUNITY FORUM #3

## *Input Analysis*

1 votes each.

NOTE: These observations are not explicitly mentioned by the participants but have been identified and analyzed by the consultant reviewing the images.



- ▶ Use of neutral and earth **color** tones.
- ▶ The **façade materials** are primarily traditional clapboards
- ▶ **Smaller-scale** buildings accommodate more dwelling units within traditional residential styles.
- ▶ **Roof** styles (pitched and gable) and **openings** create variety to reduce the overall **massing** of the building.
- ▶ **Parking** located on the side, rear, or screened from the front view of the buildings (R-5, R-8).
- ▶ **Consistent setbacks** and recessed façades break the liner feel of the buildings.

# COMMUNITY FORUM #3

## *Input Analysis*

1 votes each.

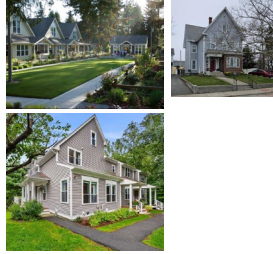
**NOTE:** These observations are not explicitly mentioned by the participants but have been identified and analyzed by the consultant reviewing the images.



- ▶ Use of neutral **color** tones.
- ▶ The **façade materials** include traditional clapboard with contemporary vertical siding, trim styles, or alternative materials to provide visual interest.
- ▶ Pitched **roofs** are traditional while flat roofs provide a cap that reduces the appearance of height.
- ▶ **Seating, planters, and awnings** create defined pedestrian-friendly gathering areas.
- ▶ **Storefronts, signage, and lighting** define commercial areas while residential upper floors have a simpler design.
- ▶ **Street lighting** reinforces the pedestrian scale

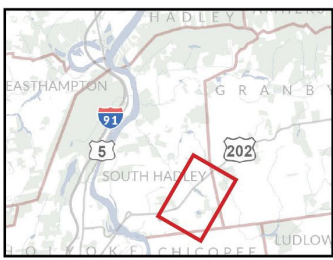
# COMMUNITY FORUM #3

## *Input Analysis: Summary*





Neutral Color	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
Traditional Material		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Contemporary Material	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>				<input checked="" type="checkbox"/>
Pitched Roof	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Storefronts		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>
Gathering space	<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>
Lighting and Signage		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>
People-friendly Landscape	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>

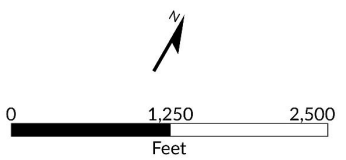
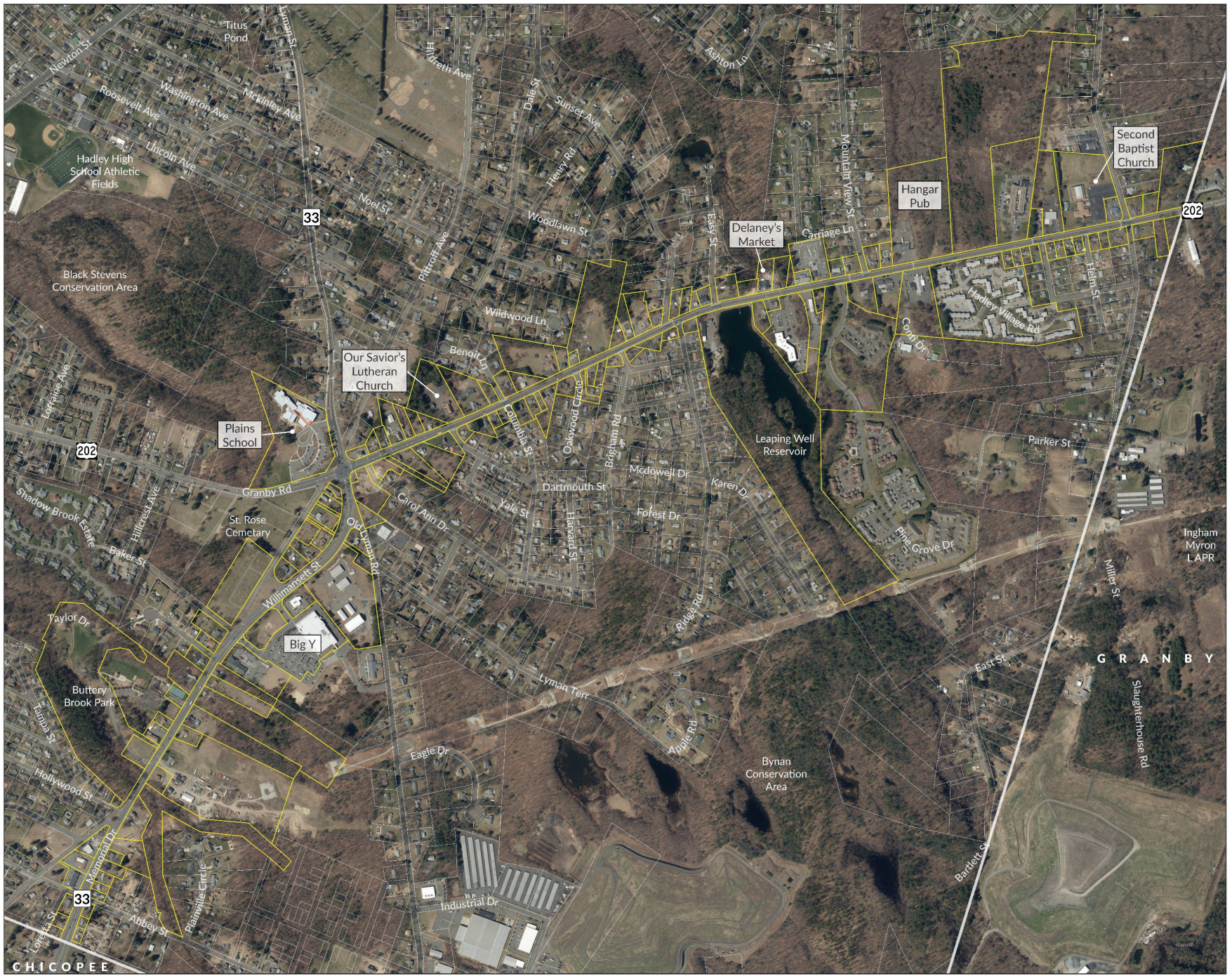
# EXTENTS OF ANALYSIS



South Hadley Corridor  
Single Parcel Depth

**LEGEND**

-  Parcels
-  Single Parcel Depth Along Route 33/202



This map was produced in November 2024 by Innes Associates for the Town of South Hadley using data from MassGIS, Bureau of Geographic Information (MassGIS), Commonwealth of Massachusetts, Executive Office of Technology and Security Services.

# DESIGN GUIDELINES

## *Draft Outline*

### 01 Introduction

### 02 Purpose

- ▶ Promote walkability and connectivity.
- ▶ Preserve and enhance community identity.
- ▶ Support smaller-scale, neighborhood-focused economic activity.
- ▶ Provide a wider range of housing types.

### 03 Applicability

- ▶ All new development or significant rehabilitation along the corridor.

### 04 Context

- ▶ Built Environment
  - ▶ Relationship to existing buildings and uses
  - ▶ Relationship to existing setbacks and access
- ▶ Natural Environment
  - ▶ Location of natural and recreational features
  - ▶ Identification of areas and features to be protected

# DESIGN GUIDELINES

## *Draft Outline*

### 05 Guiding Principles

Design should:

- ▶ Promote pedestrian access and safety by encouraging design strategies to reduce conflicts between drivers and pedestrians;
- ▶ Reduce negative impacts on the natural environment from stormwater overflow and lighting glare or overspill;
- ▶ Support a consistent level of design for a complementary mix of uses along the corridor, including residential-only, commercial-only, and a mix of both, depending on the purpose of the subareas along the corridor; and
- ▶ Reinforce the identity of the proposed subareas along the corridor while respecting the smaller-scale of the abutting neighborhoods and the central residential area on both sides of Granby Road between Lyman Street /Old Lyman Road and Easy Street/Leaping Well Reservoir.

# DESIGN GUIDELINES

## *Draft Outline*

### 06 Residential Districts

#### ▶ Building Design Standards

- ▶ Building Massing
  - ▶ Scale
  - ▶ Roof elements
  - ▶ Additions
- ▶ Height
- ▶ Façade treatment
- ▶ Windows and doors

#### ▶ Site Design Standards

- ▶ Circulation and access
  - ▶ Driveway openings and locations
  - ▶ Location of off-street parking
- ▶ Stormwater management
- ▶ Buffers

#### ▶ Public Realm Interface

- ▶ Sidewalk widths
- ▶ Continuation of sidewalks across driveways
- ▶ Use of the front yard
- ▶ Tree canopy

# DESIGN GUIDELINES

## *Draft Outline*

### 07 Mixed Use District

#### ▶ Building Design Standards

- ▶ Building Massing
  - ▶ Scale
  - ▶ Vertical and horizontal elements
  - ▶ Roof elements
  - ▶ Pedestrian pass-throughs
- ▶ Height
- ▶ Façade treatment
- ▶ Windows and doors

#### ▶ Site Design Standards

- ▶ Circulation and access
  - ▶ Driveway openings and locations
  - ▶ Location of off-street parking
- ▶ Stormwater management
- ▶ Trash management
- ▶ Mechanicals
- ▶ Lighting
- ▶ Signage
- ▶ Buffers

#### ▶ Public Realm Interface

- ▶ Sidewalk widths
- ▶ Continuation of sidewalks across driveways
- ▶ Use of the front yard
- ▶ Tree canopy

# ZONING

## *Draft Strategies for Discussion*

### 01

#### DESIGN REVIEW OVERLAY

- Establish a design review process and overlay district for the entire corridor.
- Create design guidelines that work with development standards to promote consistent treatment of projects along the corridor.

# ZONING

## *Draft Strategies for Discussion*

### 02

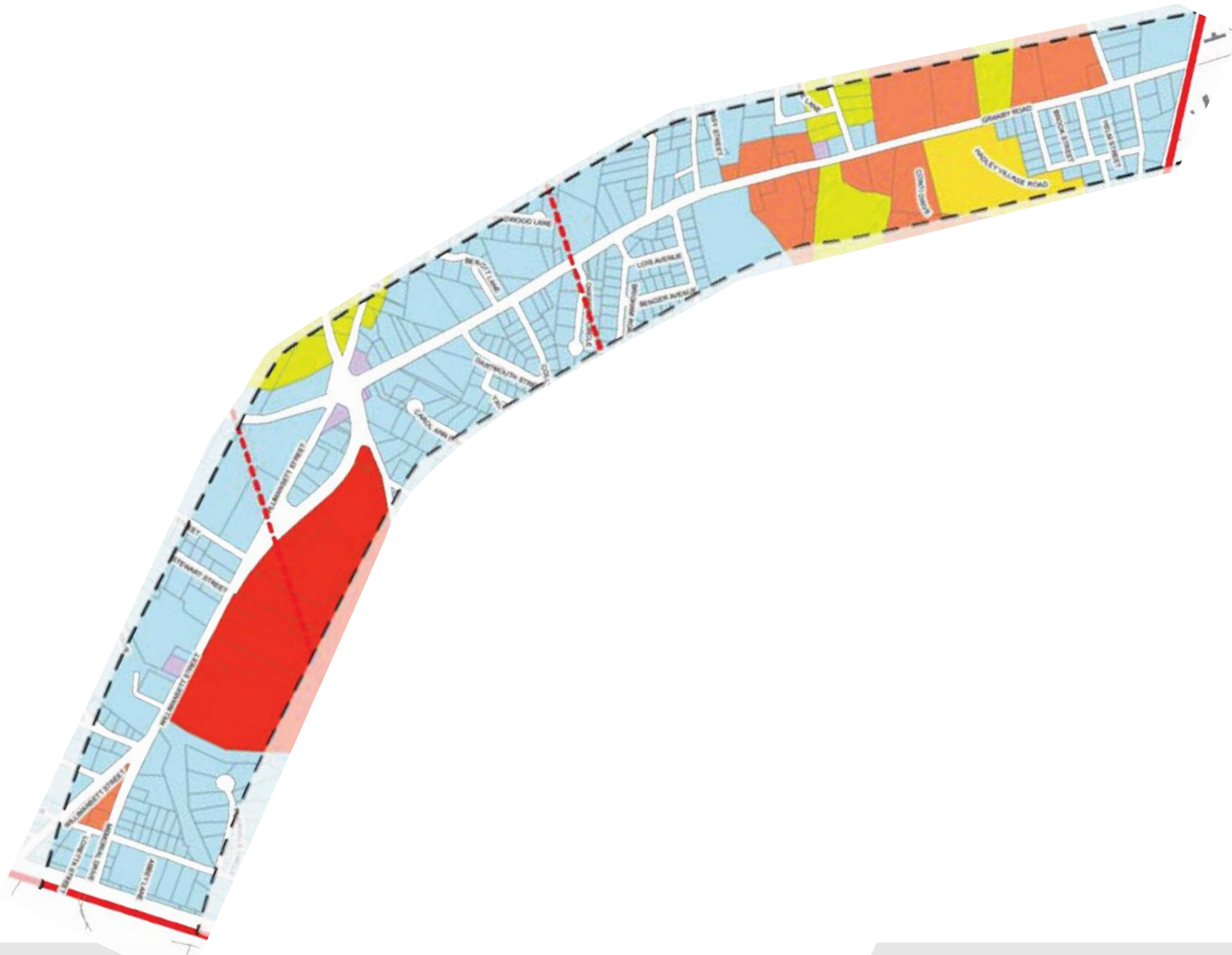
#### REDUCE NON- CONFORMITIES IN THE RESIDENTIAL A-1.

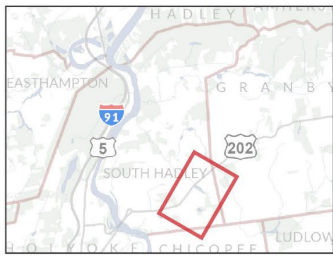
- Review non-conforming parcels in the A-1 district.
- Change dimensional standards to reduce the number of nonconforming lots (frontage and setbacks).
- Review Town's language for nonconforming buildings and lots and recommend changes if necessary.

# CURRENT ZONING

## Legend

- Business A
- Business A-1
- Business B
- Business C
- Industrial Garden
- Industrial A
- Industrial B
- Residential B
- Residential A-1
- Residential A-2
- Residential C



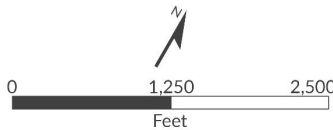


South Hadley Corridor

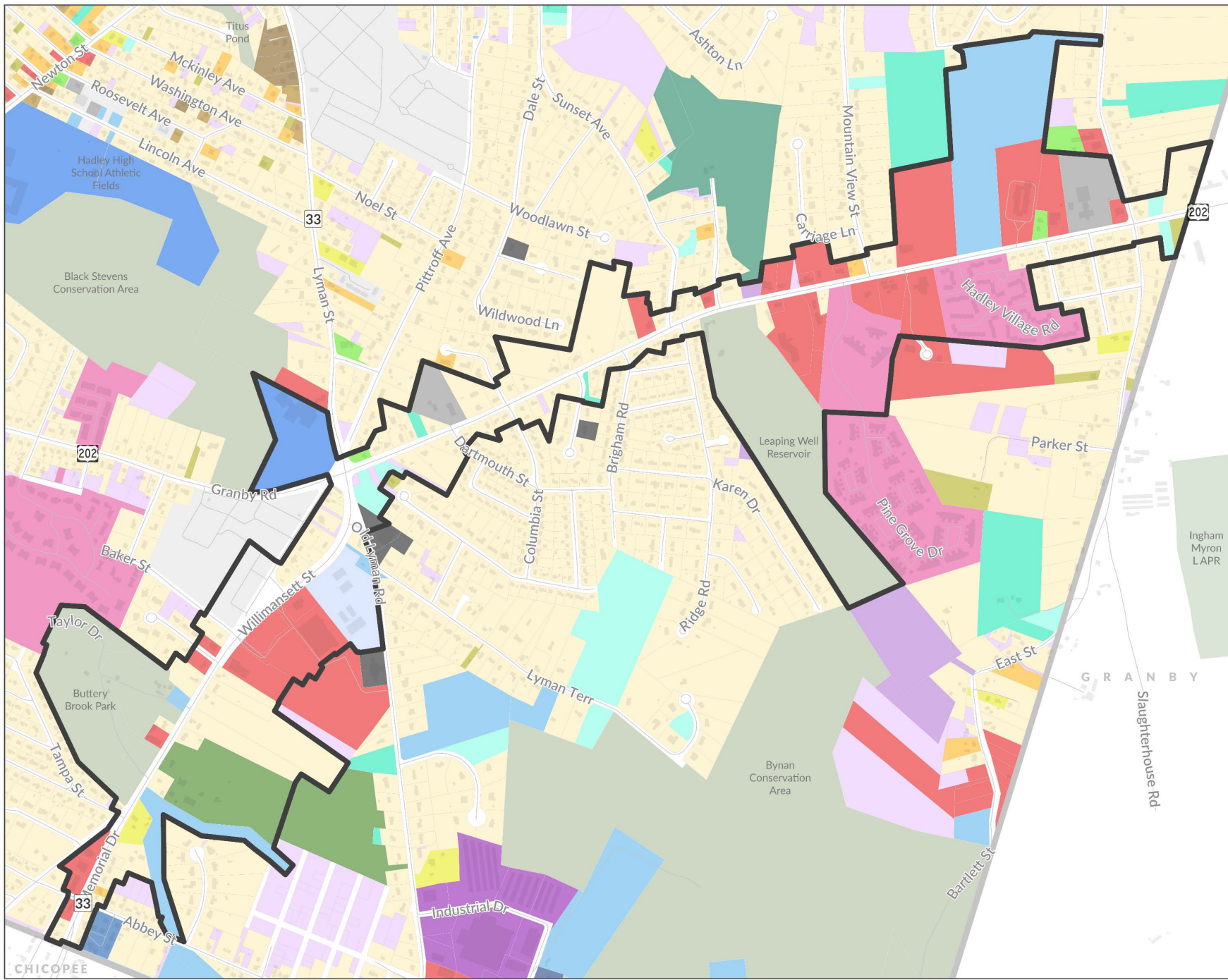
Land Use

LEGEND

- Residential
  - Single Family Residential
  - Two Family Residential
  - Three Family Residential
  - Apartments 4-8 Units
  - Residential Condominium
  - Multiple Houses on a Lot
  - Accessory Land Improvement
  - Developable Land
  - Potentially Developable Land
  - Undevelopable Land
- Commercial, Industrial, Mixed-Use
  - Commercial
  - Industrial
  - Mixed Use
- Chapter 61 Lands
  - Chapter 61
  - Chapter 61A
- Exempt
  - DPW
  - Municipal Owned Housing
  - Municipal Undevelopable Land
  - Municipal Vacant Land
  - Public Schools
  - Mass. Highway Department
  - Charitable
  - Protected Open Space
  - Religious Groups
  - Other



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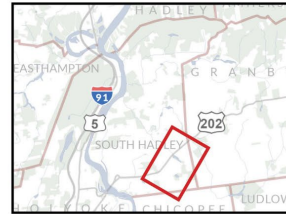


# REVIEW

## Non-conformities Analysis

### ► Setback Analysis

Principal Uses	Front	Side	Rear
Residence A-1	40	20	25
Residence A-2	25	10	20
Residence C	30	50	50
Business A-1	0	15	50
Business C	10	15	25



South Hadley Corridor

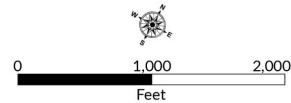
Dimensions - Front Setback

#### LEGEND

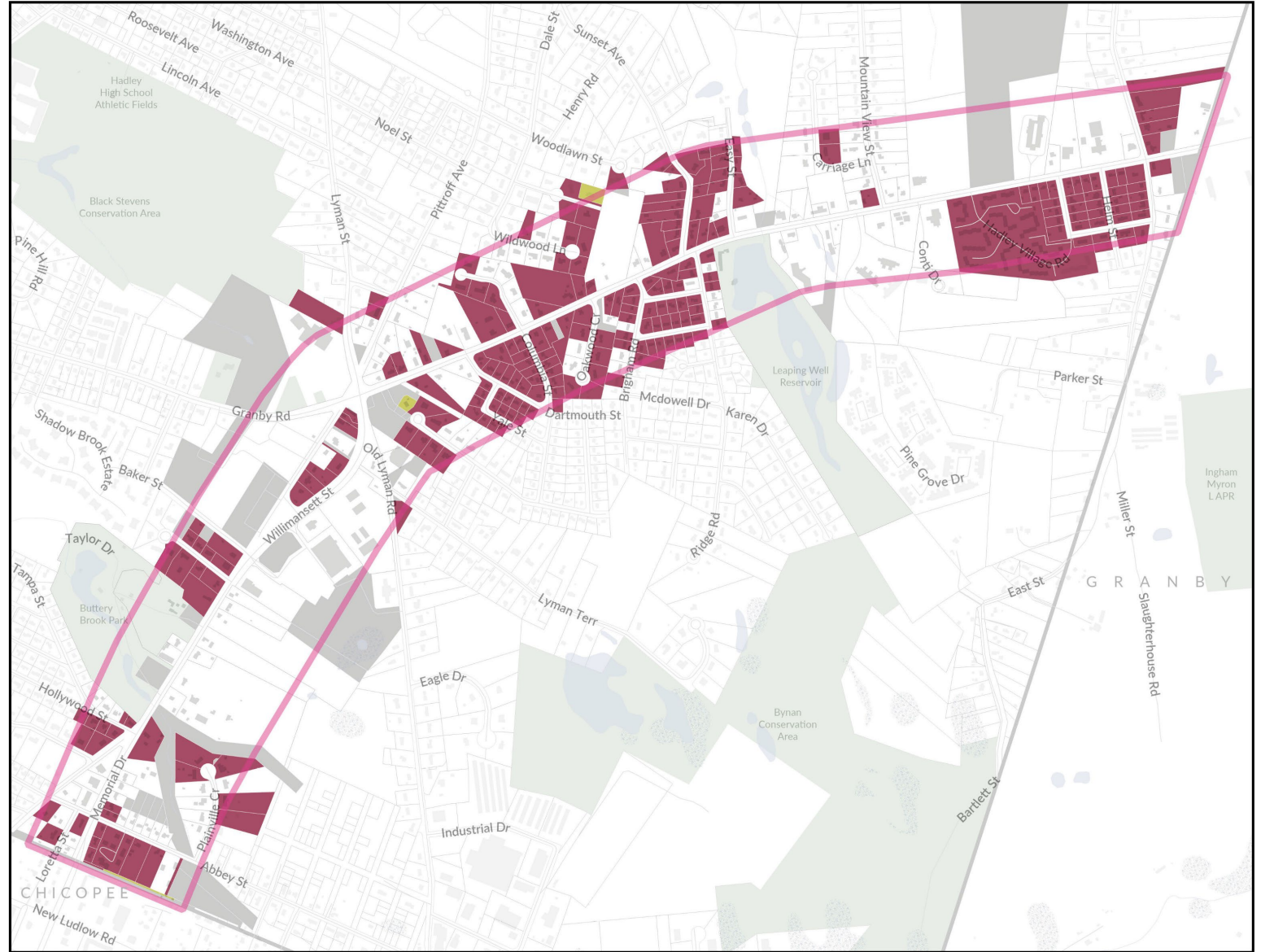
Lot Conformity by Building Front Setback

- Conforming
- No Building
- No Frontage
- Nonconforming

The front building setback is measured as the closest distance that the building is set back from the lot's assessed principal frontage line.



This map was produced in August 2024 by Innes Associates for the Town of South Hadley using data from MassGIS, "Bureau of Geographic Information (MassGIS), Commonwealth of Massachusetts, Executive Office of Technology and Security Services".



# REVIEW

## Non-conformities Analysis

### ▶ Frontage Analysis

Principal Uses	Min. Lot Frontage (SF)
Residence A-1	125
Residence A-2	100
Residence C	None
Business A-1	125
Business C	100



South Hadley Corridor

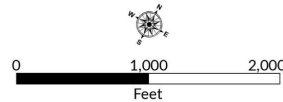
Dimensions - Frontage

#### LEGEND

Lot Conformity by Frontage

- Conforming
- No Frontage
- No Frontage on Principal St
- Nonconforming

Frontage is measured as the length of the frontage line on the lot's principal street. The lot's principal street is determined as the assessed site address in the assessors' data table.



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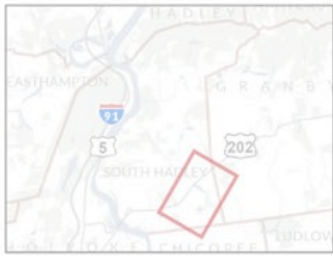
# ZONING

## *Draft Strategies for Discussion*

03

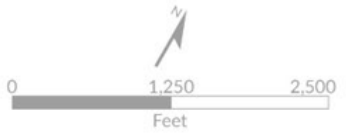
### CREATE A NEW MIXED- USE DISTRICT

- Potential subdistricts
  - 1 Memorial Drive/Willimansett St from Chicopee line to Stewart Street
  - 2 Willimansett St from Stewart Street to the intersection with Granby Road, Lyman Street, and Old Lyman Road.
  - 3 Granby Road from Easy Street to the Granby line.
- Potential uses
  - Commercial
  - Mixed commercial and residential
  - Multifamily (**for discussion**: how many units? Cluster/cottage?)
- Dimensional standards
  - Height and front setbacks to be consistent with the rest of the corridor.

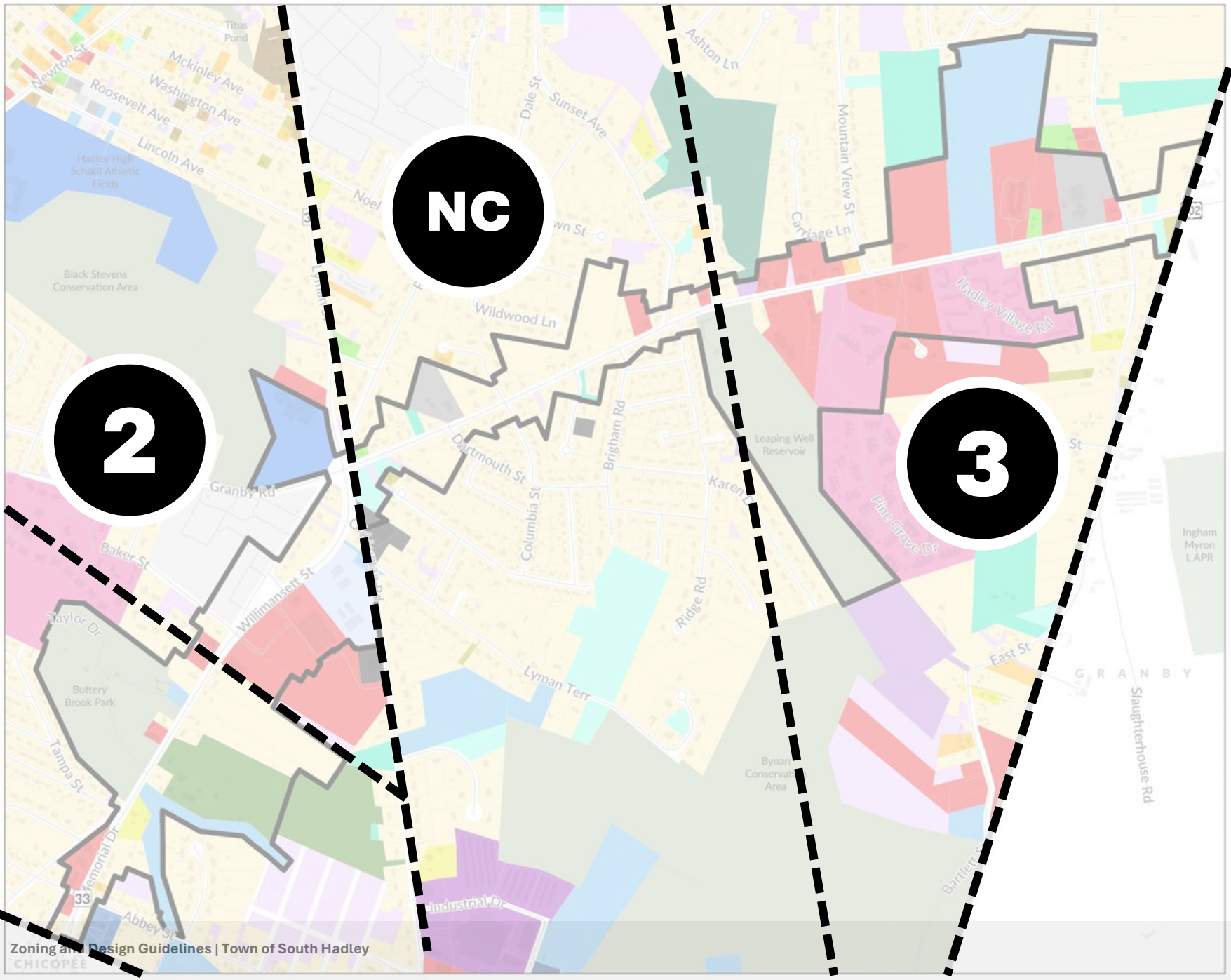


## South Hadley Corridor

- Land Use**
- LEGEND**
- Residential
    - Single Family Residential
    - Two Family Residential
    - Three Family Residential
    - Apartments 4-8 Units
    - Residential Condominium
    - Multiple Houses on a Lot
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  - Commercial, Industrial, Mixed-Use
    - Commercial
    - Industrial
    - Mixed Use
  - Chapter 61 Lands
    - Chapter 61
    - Chapter 61A
  - Exempt
    - DPW
    - Muni
    - Mun
    - Mun
    - Publi
    - Mass.
    - Charitab.
    - Protected C
    - Religious Groups
    - Other



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# PROPOSED SUBAREAS

# ZONING

## *Draft Strategies for Discussion*

### 04

#### RE-PURPOSING BUILDINGS

- Repurpose underutilized or vacant structures for other uses as-of-right with specific development standards in the two overlay districts.
- **For discussion:** Should this apply to the A-1 district as well? For example, could a residential building on Granby Street in the A-1 become a professional office with development standards for access, circulation, landscaping, signage, lighting, etc.?
- **For discussion:** Should the A-1 be allowed to have cluster developments of smaller-scale duplexes of townhouses? There are a few larger lots where this development type might work.

# NEXT STEPS

## Homework!

- ▶ Continue Public engagement and promotion.

## NEXT Advisory Committee Meeting **January 6 at 7pm**

- ▶ Discuss specific zoning language and design guidelines.

## NEXT Community Forum **January 16 at 6pm**

- ▶ Introduce Draft Zoning and Design Guidelines
- ▶ Discuss potential impacts on the corridor

