

## MEMORANDUM

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**To** Anne Capra, AICP, Director, Planning & Conservation  
Michael Beauchemin, Working Committee Member  
Ken LeBlanc, Working Committee Member  
Dan Luis, Working Committee Member  
Nate Therien, Working Committee Member  
Martha Terry, Working Committee Member

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**From** Gina Bukas, Administrative Specialist

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**Date** December 3, 2024

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**Project** 24106: South Hadley - Routes 202/33 Corridor Zoning Amendments

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**Subject** Community Forum 3

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**Cc:** Emily Innes, AICP, LEED AP ND, President  
Supriya Kelkar, AICP, LEED AP ND, Planner/Urban Designer

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### Summary:

This memorandum summarizes the feedback received on November 14, 2024, at South Hadley's third Community Forum. After a brief recap of the past two forums and an update on the planning process, the consultant team focused on what Design Guidelines are and how the Town can use them to enhance its look and feel. Next, the consultant team divided the participants into 5 working groups and explained the interactive table discussion for the groups.



**Exercise: Create a Map of Potential Uses and Building Types along the Corridor.**

There are three categories of uses in this exercise:

1. Residential (R)
2. Mixed Use (M-U)
3. Repurposing (Use of existing buildings or vacant parcels for new uses)  
Buildings or Land (RP)

The consultant team provided each working group with a map of the Routes 202/33 Corridor, building-type stickers, markers, and instruction sheets. Facilitators also joined every working table to help the groups and take notes.



The exercise was divided into three 10-minute segments, one for each use. Each segment required the groups to discuss and choose parcels suitable for the use in question. Then, using the stickers, they decided which Building Types they wanted to see along the Corridor. The consultant team also provided them with “No Change” stickers for participants to use on parcels they did not wish to see any changes.

When finished, each group chose a spokesperson to stand up and present the group’s ideas to everyone. After each map presentation, members of the other groups asked questions about the presenting group’s ideas. Finally, each spokesperson mounted their group’s map on an easel at the back of the room for everyone to review after the exercise.



A total of 18 participants attended the forum. They were dispersed throughout Tables 1, 2, 3, 4, and 6 (Table 5 was left empty).

The section below includes the input we received from the attendees. The consultant team sent the presentation and maps used in this forum to the Town as PDF documents and will send all thumbnails within this memo as full documents. The attendee sign-in sheets are attached as separate documents.



**TABLE 1**



**Summary:**

The group at Table 1 stated that they liked the Town the way it is and wouldn't want to make any radical changes. After much consideration, they used many "No Change" stickers and three of the Repurposed building styles:

- RP-8 Single Family
- RP-2 Restaurant
- RP-5 Financial Advisors

They liked some of the features of these buildings, such as the pitched roofs, but would like to see some alterations, especially in height and size.

**1. Residential**

Group 1 stated that they would like to preserve the feel of the Residential Neighborhood along most of the Corridor, with Single-Family homes, a maximum of two stories, and pitched roofs. If any changes are necessary, they felt they should be gradual and seamlessly incorporated into the existing style and feel of the neighborhood. They would not like to see multifamily housing on Granby Road, as they believe it will contribute to congestion. They expressed the need for traffic calming measures and more police presence along the corridor, especially on the 33/202 intersection, as they believe it is hazardous to drivers, cyclists, and pedestrians.

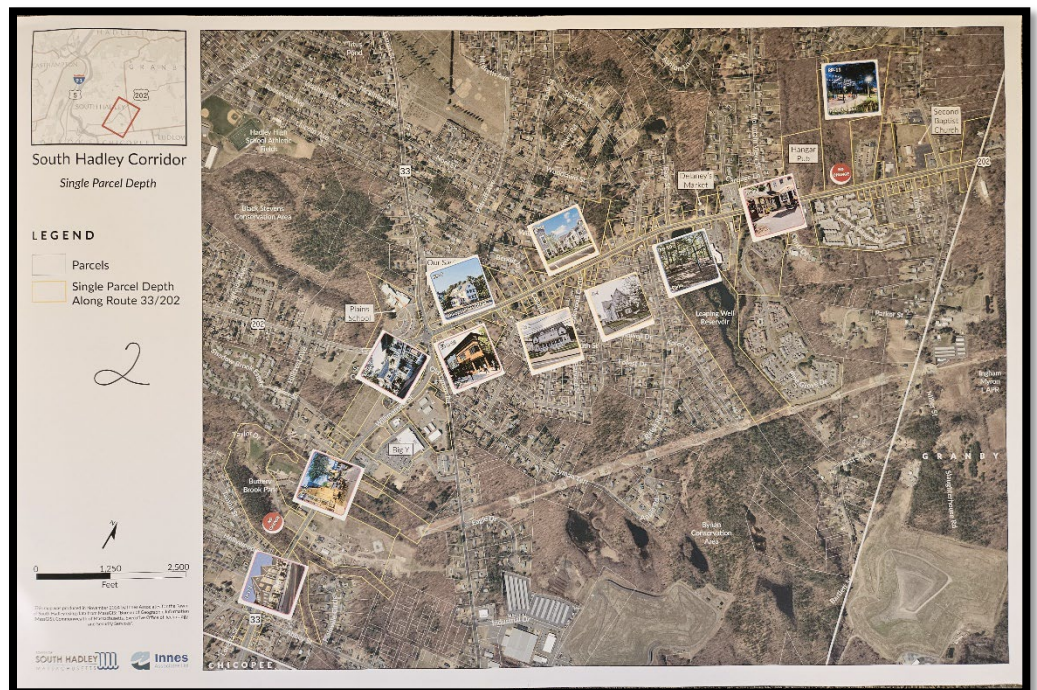
## 2. Mixed Use

Initially, this group did not like the idea of mixed-use buildings, stating that they would stick out “like sore thumbs” within a residential area. They also thought that commercial uses would exacerbate congestion by bringing in traffic. However, as the discussion progressed, they debated whether Home Businesses and Home Offices would be a valuable addition to the Town. They decided to keep the mixed-use and commercial buildings south of the 33/202 Intersection, closer to the Big Y and the border with Chicopee.

## 3. Repurposing Buildings/Land

The group was open to repurposing a limited amount of old residential buildings for commercial use, with restrictions. They would like to preserve the residential look and limit commercial parking to short-term, front-of-the-shop parking. They brought up Delaney’s Market as a good example of commercial use.

**TABLE 2**



### Summary:

The group in Table 2 used a variety of building uses and types, keeping the “No Change” stickers strictly for park conservation. They expressed the need to reduce traffic along the corridor by using roundabouts and other traffic-calming measures.

## **1. Residential**

Group 2 would like to see different types of multifamily housing on Granby Road. They picked three types of residential buildings for the center of the neighborhood:

- R-8 Fourplex
- R-9 Triplex
- R-11 Multi-family Development

They proposed to allow higher-density buildings closer to the outskirts of the residential neighborhood, where the Mixed-Use buildings start.

## **2. Mixed Use**

This group used a variety of mixed-use buildings, mainly at the edges of the residential neighborhood, close to Delaney's Market and the 33/202 Intersection. They used five types of mixed-use buildings:

- MU-4 First-floor small neighborhood shop with outdoor seating close to Delaney's Market and the Hangar Pub.
- MU-3 First-floor commercial in 2-story residential-type buildings at the 33/202 Intersection.
- MU-10 Modern 2-and-a-half-story commercial plaza with a square and outdoor seating at the 33/202 Intersection.
- MU-5 First-floor commercial with outdoor seating along 33, south of the Big Y, close to Buttery Brook Park.
- MU-2 First-floor commercial in 3-and-a-half-story buildings along 33, close to the border with Chicopee.

## **3. Repurposing Buildings/Land**

Group 2 saw building and land repurposing as an opportunity for more parks and some home businesses along the corridor. They used three types of Building/Land Repurposing:

- RP-11 Pocket Parks
- RP-10 Parks
- RP-3 Chiropractor's Office

They would like to see a pocket park in the large parcel east of the Hangar Pub and a park in the Leaping Well Reservoir. They also recommended repurposing residential buildings as offices near the 33/202 Intersection.

**TABLE 3**



**Summary:**

The Group in Table 3 agreed that high traffic congestion and speeding make the corridor feel like a highway. However, they decided to tackle this issue by cutting through streets and making the corridor a walkable place. They identified existing barriers, such as sidewalks only on one side of the road and no bike lanes or places to sit. They used different building types to create a walking route along the corridor connecting the neighborhoods.

**1. Residential**

Group 3 thought most of the housing options provided by the consultant team looked too dense and urban and did not quite fit the character of South Hadley. They picked two types of residential buildings for the center and the NE side of the neighborhood:

- R-1 Cottage Court
- R-4 Duplex

**2. Mixed Use**

This group suggested that Mixed-Use buildings closer to the street could make the corridor safer and more walkable. First-floor shops close to the neighborhood would act as places to walk to. For this purpose, they used four types of mixed-use buildings:

- MU-1 First-floor shops with awnings in 2-story row houses close to the Hangar Pub.
- MU-2 First-floor commercial in 3-and-a-half-story buildings along 202, close to the Intersection with 33.
- MU-5 First-floor commercial with outdoor seating along 33, south of the Big Y.
- MU-3 First-floor commercial in 2-story residential-type buildings along 33, south of the Big Y.

### 3. Repurposing Buildings/Land

Group 3 also saw land repurposing as an opportunity for more parks. They only used one type of Building/Land Repurposing:

- RP-11 Pocket Parks

They thought parking lots could be repurposed as Pocket Parks and Bike Parks. Walking routes and bike lanes could connect the parks with the mixed-use and residential parts of the corridor, creating a walkable neighborhood. Benches and street furniture are also essential for a walkable neighborhood. Specifically, they would like to see a pocket park connecting residential and commercial lots near the 33/202 Intersection.

**TABLE 4**



## **Summary:**

The Group in Table 4 continued the walkable neighborhood vision but added more density and affordability. They addressed the congestion issue with stricter speed limits, accessible public transportation, and attracting local foot traffic instead of transient car traffic. They also identified other existing barriers, such as the lack of covered bus stops, benches, and trees and the issue of not having enough time to address all the problems.

### **1. Residential**

Group 4 felt South Hadley needed more affordable housing. They allowed multi-family housing along 202 and 33 (excluding parks and conservation areas), with a maximum of 3 family units. They also allowed two-family units with an ADU. Lastly, they added a high-density multi-family development site. From the provided building suggestions, they picked two types of residential buildings:

- R-9 Triplex opposite the Second Baptist Church, from Sunset Ave to the 33/202 Intersection and east of the 33, from the Big Y to the border with Chicopee.
- R-11 High-density Multi-family Development south of 202, from Leaping Well Reservoir to Hadley Village Road.

They also mentioned that parking spaces should not be in the front yard and that more bus stops will attract more people to affordable housing.

### **2. Mixed Use**

For the Mixed-Use, they opted for two types of buildings:

- MU-2 First-floor commercial in 3-and-a-half-story buildings north of 202, from the Leaping Well Reservoir to the Hangar Pub.
- MU-3 First-floor commercial in 2-story residential-type buildings west of 33, from St. Rose Cemetery to Buttery Brook Park.

### **3. Repurposing Buildings/Land**

This group used building and land repurposing to create more housing and community spaces. They used four different types of Building/Land Repurposing:

- RP-8 Single Family turned into 3-family houses from Leaping Well Reservoir to the 33/202 Intersection.
- RP-9 Community Garden on the large parcel east of Wildwood Ln.
- RP-10 Parks in Leaping Well Reservoir, at the 33/202 Intersection and in the large parcel next to the Hangar Pub.
- RP-12 Community Space Market in the large parcel next to the Hangar Pub.

**TABLE 6**



**Summary:**

The Group in Table 6 focused on road safety and affordable housing. They believe that congestion stems from a lack of planning. According to Group 6, there is no rhyme or reason to where is what, which confuses traffic and creates an unsafe environment for pedestrians and drivers. They suggested keeping traffic away from the corridor by creating pockets of development on the town's outskirts, with buffers so development doesn't encroach upon each other.

**1. Residential**

Group 6 suggested two pockets of higher-density affordable housing from the Chicopee border to the Intersection and Delaney's Market to the Town boundary with Granby. The rest of the corridor, from the Intersection to Delaney's Market, would be lower-density residential. From our building suggestions, they picked five types of residential buildings:

- R-1 Cottage Court style housing on the large parcel next to the Hangar Pub.
- R-5 Row houses on 3 large parcels NE of the Lutheran Church.
- R-12 Fourplex at the 33/202 Intersection.
- R-4 Duplex at the 33/202 Intersection.
- R-11 High-density multi-family development at the "Pig Farm" opposite Buttery Brook Park.

## 2. Mixed Use

Light Mixed-Use was used as a transition between lower and higher-density residential. For the Mixed-Use, they opted for four types of buildings:

- MU-1 First-floor shops with awnings in 2-story row houses opposite the Hangar Pub.
- MU-2 First-floor commercial in 3-and-a-half-story buildings opposite the Hangar Pub.
- MU-8 First-floor commercial in 2-story buildings with awnings and street furniture at the pocket of 33/202 Intersection, between Willimansett Street and St. Rose Cemetery.
- MU-11 First-floor commercial plaza with street furniture, outdoor seating, and street parking south of the Big Y.

## 3. Repurposing Buildings/Land

This group used land repurposing to make the Town greener. They used two types of Building/Land Repurposing:

- RP-9 Community Garden on the large parcel east of the Hangar Pub.
- RP-11 Pocket Park at the 33/202 Intersection.

Parks were also used as segways between high-density, high-traffic areas, and lower-density residential areas. This group wants to see more trees on the road, more street lighting (something with more character), more sitting areas, and more bike lanes. They believe these features will make the Town better and safer for families and kids.

### What did people say?

“Let’s make the corridor walkable.”

“The perspective of traffic when walking is overwhelming and not nice to walk or bike in.”

“I don’t think there’s a problem with traffic.”

“If one person changes something, then everything starts to change. This can be both good and bad.”

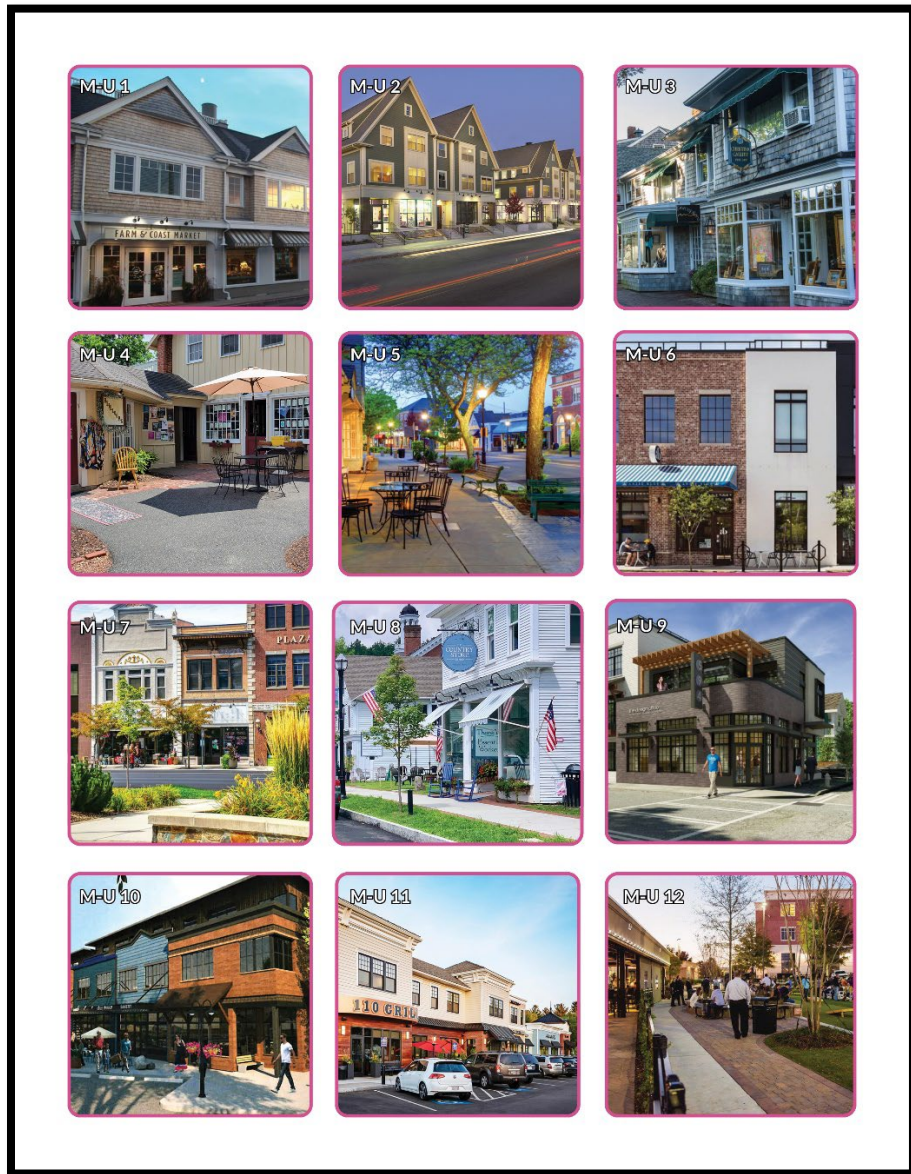
“Some people like South Hadley being a bedroom community.”

“Use the resources we already have and start from there.”



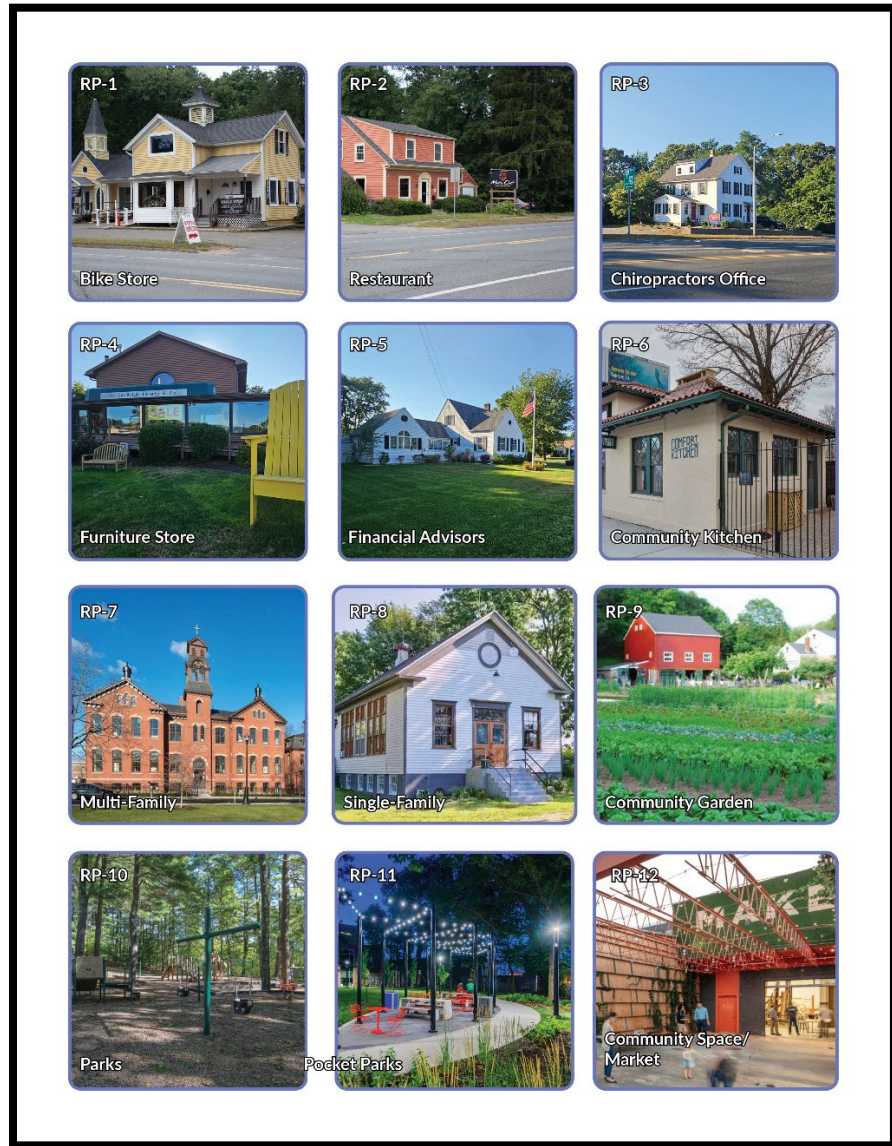
### Results - Residential

Building Type	Votes	Tables
R-1 Cottage Court	2	3, 6
R-4 Duplex	2	3, 6
R-5 Rowhouses	1	6
R-8 Fourplex	1	2
R-9 Triplex	2	2, 4
R-11 Multi-family Development	3	2, 4, 6
R-12 Fourplex	1	6



**Results – Mixed Use**

Building Type	Votes	Tables
MU-1	2	3, 6
MU-2	4	2, 3, 4, 6
MU-3	3	2, 3, 4
MU-4	1	2
MU-5	2	2, 3
MU-8	1	6
MU-10	1	2
MU-11	1	6



### Results – Repurposing Buildings/Land

Building Type	Votes	Tables
RP-2 Restaurant	1	1
RP-3 Chiropractor’s Office	1	2
RP-5 Financial Advisors	1	1
RP-8 Single-Family	2	1, 4
RP-9 Community Garden	2	4, 6
RP-10 Parks	3	2, 4 (x2)
RP-11 Pocket Parks	3	2, 3, 6
RP-12 Community Space/Market	1	4

