



Routes 202/33 Corridor

Zoning and Design Guidelines Study
Town of South Hadley

Community Forum #4
January 16, 2025



AGENDA

Welcome and Introductions

1. Where are we in the Process
2. a What we Heard: Community Forum Meeting Summaries
2. B What we Discussed: Advisory Group Meeting Summaries
3. Draft Zoning Framework
 - ▶ Proposed Zoning Districts Boundaries
 - ▶ Uses
 - ▶ Dimensional Standards
4. Draft Design Guidelines
5. Next steps

Introduction to the Team and Committee

Advisory Group

Michael Beauchemin

Ken LeBlanc

Dan Luis

Capital Planning Committee, Appropriations Rep

Nate Therien

Planning Board Vice-Chair

Master Plan Implementation Committee

Martha Terry,

Chair of Zoning Board of Appeals

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
Sr. Urban Planner/Designer

1. Where we are in the process.

Project Process

Timeline

1. Where are we in the process?

Project Process

Task 1: Project Initiation

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.

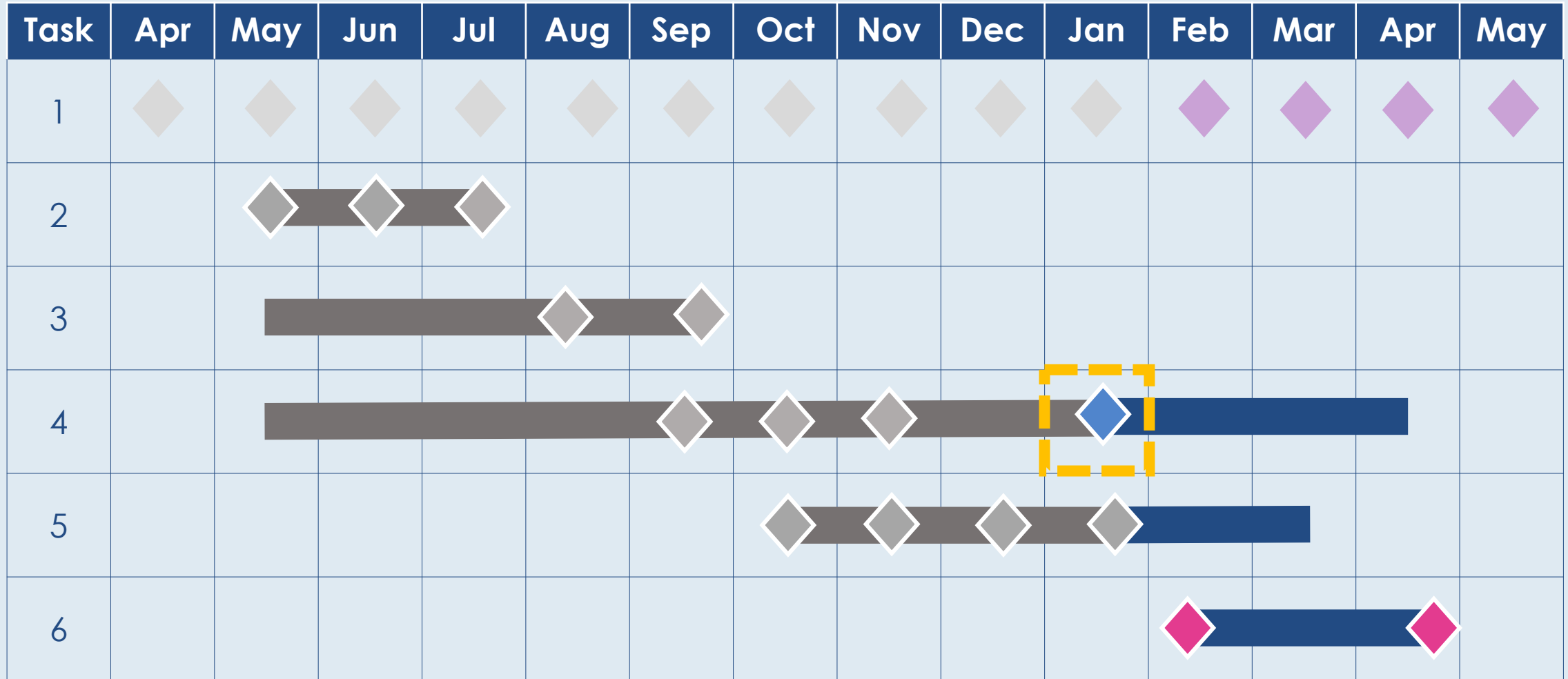
Task 3. Draft Zoning, Boundaries and Design Guidelines. Develop draft framework for zoning, boundaries, and design guidelines; test with steering committee and confirm.

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.

1. Where are we in the process?

Timeline



Anne



Steering Committee



Community Workshops/ Presentation



Planning Board

1. Where are we in the process?

Schedule for Meeting 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

2.a What we **HEARD**: Meeting Summaries

Community Forum #1

Community Forum #2

Community Forum #3

2.a What we heard!

Community Forum #1 September 16, 2024: In-person

This forum aimed to introduce the process, show the existing analysis done to date, and understand the community's concerns.

- ▶ Participants reviewed the non-conforming maps and posted comments. These included adjusting the frontage requirements and the front setbacks to allow more properties to be in compliance with zoning (conforming).
- ▶ Written and verbal comments indicated strong concerns about traffic congestion and safety.
- ▶ Design guidelines are important.

2.a What we heard!

Community Forum #1 September 16, 2024: In-person

- ▶ **Parking should not be in street-facing lots.**
- ▶ **Smaller and more local businesses are preferred.**
- ▶ **Building heights should be uniform and lower.**
- ▶ **Commercial buildings should blend with residential buildings.**
- ▶ **Some participants were concerned about the recommendations from the 2022 Corridor Study.**

2.a What we heard!

Community Forum #2 October 16, 2024, Virtual

This meeting was designed to present more detailed information about the process, in response to the many questions received at the first community meeting.

- ▶ **We received few questions or comments at this meeting. One person wanted to know whether the comments from the first meeting had been incorporated into the draft zoning.**
- ▶ **We will start the draft after tonight's meeting and present it at the January community meeting.**

2.a What we heard!

Community Forum #3 November 14, 2024, In-person

The interactive forum focused on Design Guidelines and how the Town can use it to enhance its look and feel.

- ▶ Traffic was a consistent concern raised by all participants.
- ▶ Want to preserve the residential look and liked elements that keep that design language intact.
- ▶ Concerns were raised over any drastic changes.
- ▶ Some people were okay with higher diversity in housing types closer to the edge of the corridor.
- ▶ Repurposing homes for business and land for pocket parks was acceptable.
- ▶ A few people also proposed a trail network connecting the natural areas and parks.

2.b What we **DISCUSSED**: Advisory Group

Advisory Group Meeting #7

Advisory Group Meeting #8

2.b What we Discussed!

Advisory Group Meeting **December 16, 2024, Virtual**

Reviewed the Community Forum comments and results and its impact on Design Guidelines.

Reviewed input on the Design Guidelines Outline and strategies for zoning.

- ▶ **Design Guidelines to clarify how new construction will adapt to the characteristics of existing context.**
- ▶ **Existing RA-1 is closer to RA-2 dimensional standards. New dimensional standards to reconcile this difference.**
- ▶ **Uses to differentiate between residential district versus mixed-use.**

2.b What we Discussed!

Advisory Group Meeting **January 6, 2025, Virtual**

This meeting focused on a detailed discussion to determine the appropriate boundaries for the corridor and to identify suitable uses within it.

- ▶ **No consensus on boundaries for RMU and RC.**
- ▶ **Everyone agreed that there should only be two districts – RMU and RC.**
- ▶ **No consensus on auto-oriented uses. (auto repair).**

3. Draft Zoning Framework

Proposed Zoning Districts Boundaries

Uses

Dimensional Standards

3. Draft Zoning Framework

Terms

We

Discussed



ZONING REGULATION

A legally enforceable rule that dictates land use, building dimensions and development patterns within a specific area, with compliance being mandatory.

3. Draft Zoning Framework

1. BOUNDARIES & OVERLAYS

Boundaries define the extent of different zoning districts and Overlays add flexibility over the base zoning district.

2. USES

Uses refer to the specific activities or functions permitted on a property in a zoning district.

3. DIMENSIONAL STANDARDS

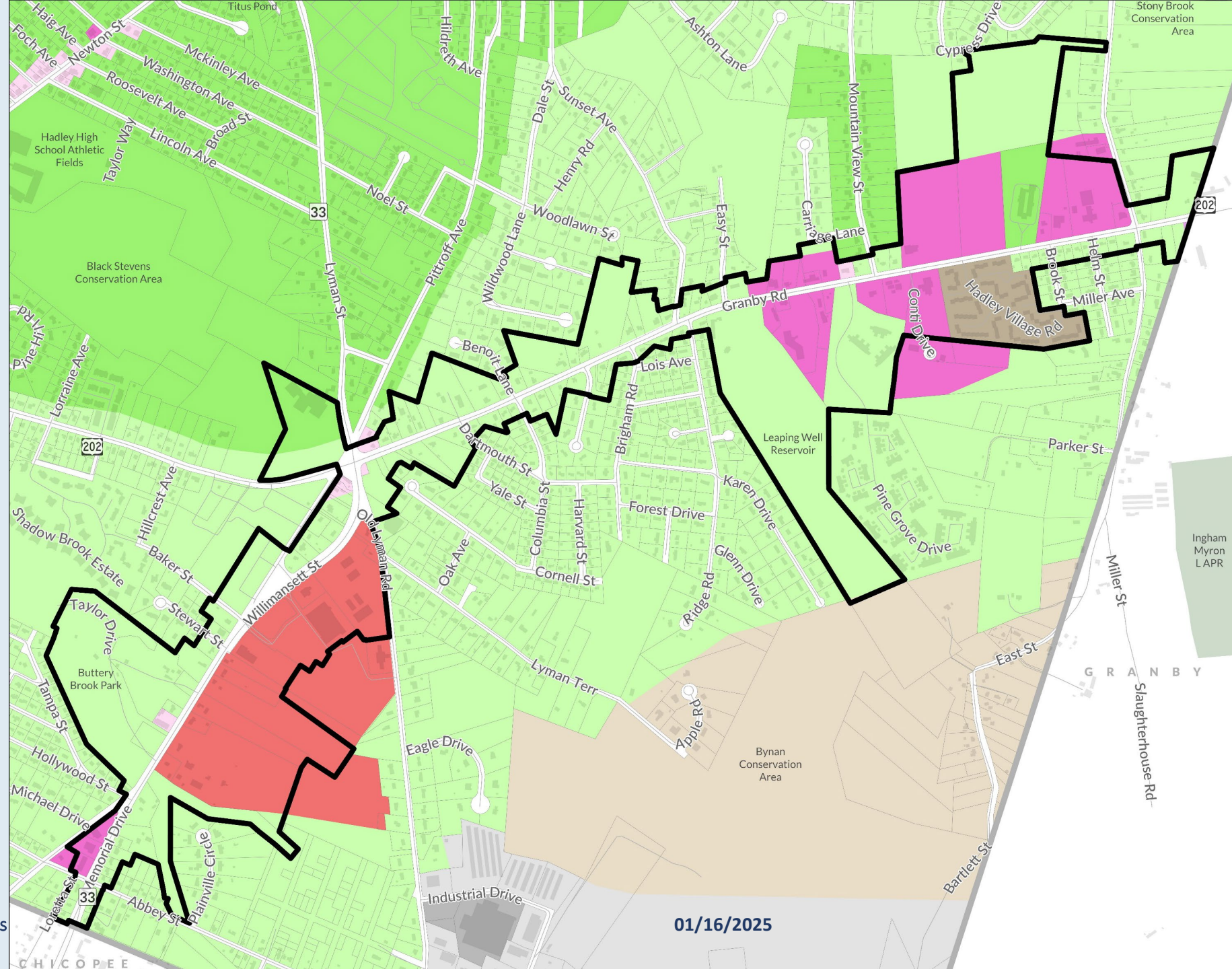
Dimensional Standards define the size, shape, and placement of buildings and structures on the property.

3. Draft Zoning Framework

Existing Zoning Districts

Existing Zoning Districts within map frame

- AGR
- BA
- BA1
- BC
- IA
- IB
- RA1
- RA2
- RC



3. Draft Zoning Framework

Existing 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

Commerical, Industrial, Mixed-Use

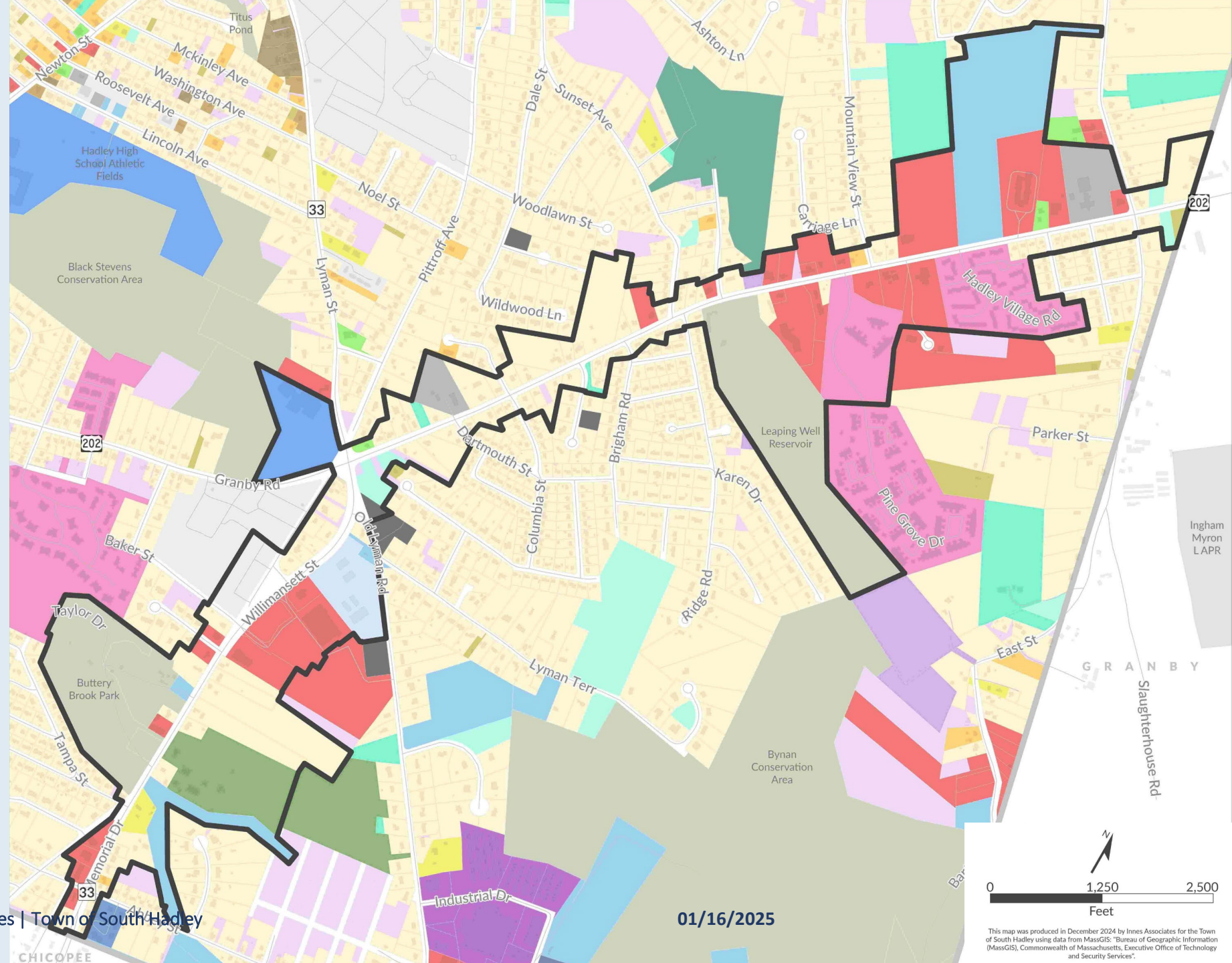
- Commercial
- Industrial
- Mixed Use

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



3. Draft Zoning Framework

Proposed Zoning Districts Boundaries



Residential Core (RC)

This district aims to preserve and prioritize residential identity while linking mixed-use areas and providing for diverse housing options.

3. Draft Zoning Framework **RESIDENTIAL CORE (RC)**

Residential Uses: By Right (Y)

Residence A-1 and A-2

- ▶ Single-family dwellings
- ▶ Home Occupation I

Residence C

- ▶ Single-family dwellings
- ▶ Three-family dwellings

RC

- ▶ **Single-Family dwellings**

CHANGE

Two-Family (new)

CHANGE

Conversions of Single-Family to Two-Family dwellings

- ▶ **Home Occupation I**

- ▶ **Three-family dwellings**

3. Draft Zoning Framework **RESIDENTIAL CORE (RC)**

Residential Uses: Site Plan Review (SPR)

Residence A-1 and A-2

- ▶ Home Occupations II
- ▶ Short-term rental – owner occupied

Residence C

- ▶ Multi-family dwellings for more than three families

RC

- ▶ **Home Occupations II**
- ▶ **Short-term rental-owner occupied**

CHANGE

Bed-and-breakfasts

- ▶ **Multi-family dwellings for more than three families**

NEW

Conversions of Single-Family to Three-Family dwellings

3. Draft Zoning Framework **RESIDENTIAL CORE (RC)**

Open Space Uses: Prohibited Use (N)

Residence A-1, A-2 and C

- ▶ Cemeteries, crematories situated with cemeteries **allowed by right** in RA-1, RA-2, C

RC

CHANGE →

Cemeteries, crematories situated with cemeteries

3. Draft Zoning Framework **RESIDENTIAL CORE (RC)**

Business Uses: Site Plan Review (SPR)

Residence A-1 and C

- ▶ Large, medium and small-scale solar photo voltaic installations

Residence A-2

- ▶ Large, medium and small-scale solar photo voltaic installations
- ▶ Telephone exchange buildings
- ▶ Railroad or bus passenger stations or shelters and rights-of-way

RC

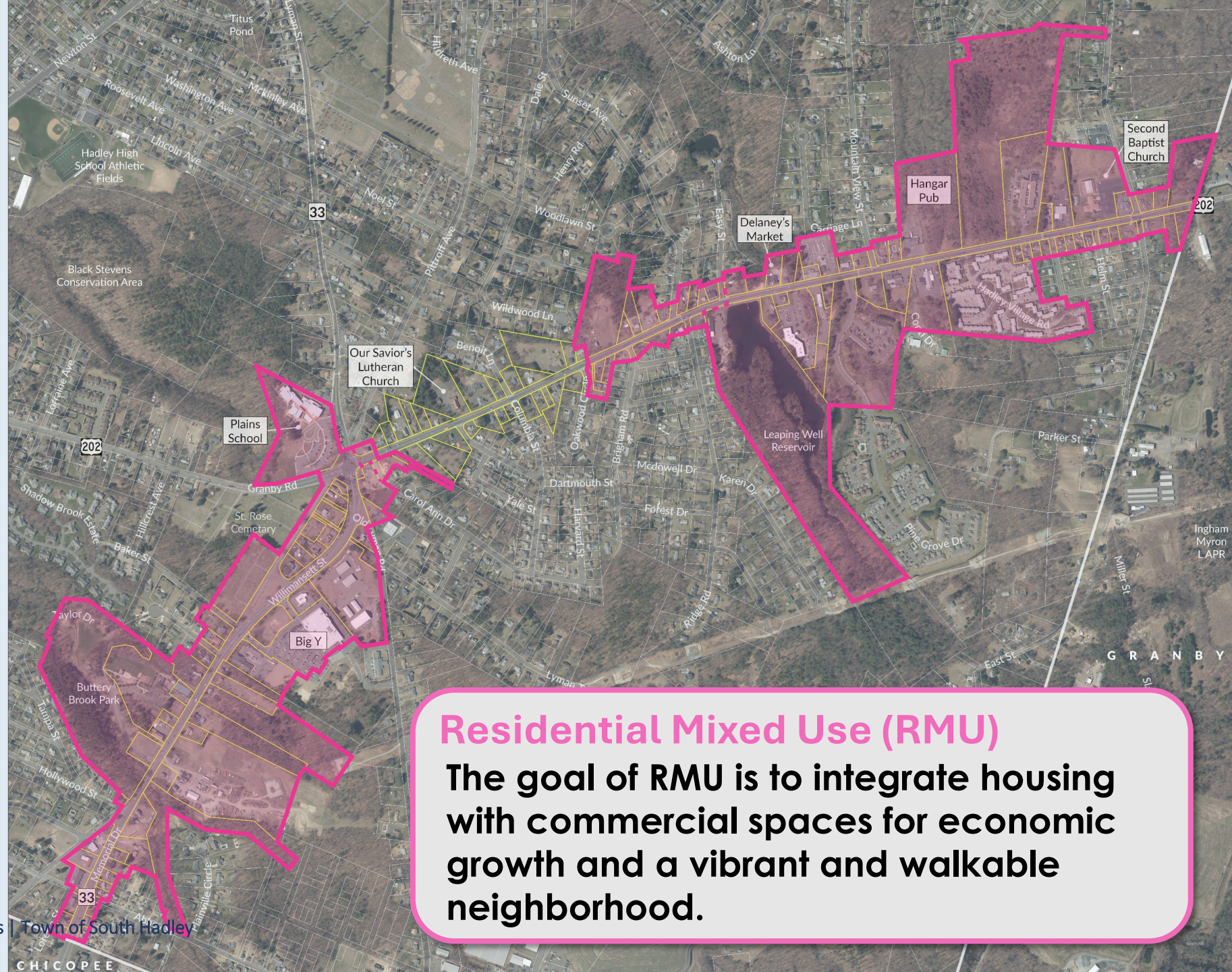
- ▶ **Railroad or bus passenger stations or shelters and rights-of-way**

CHANGE

Professional Business

3. Draft Zoning Framework

Proposed Zoning Districts Boundaries



Residential Mixed Use (RMU)

The goal of RMU is to integrate housing with commercial spaces for economic growth and a vibrant and walkable neighborhood.

3. Draft Zoning Framework **RESIDENTIAL MIXED USE (RMU)**

Residential Uses: By Right (Y)

Business A-1

- ▶ None

RMU

CHANGE

Conversions of single-family

- ▶ **Two-Family dwellings**
- ▶ **Three-Family dwellings**

Business C

- ▶ None

CHANGE

Two-Family dwellings (new)

CHANGE

Three-Family Dwellings

CHANGE

Multifamily dwellings for more than three families

CHANGE

Home Occupation I

3. Draft Zoning Framework **RESIDENTIAL MIXED USE (RMU)**

Residential Uses: Site Plan Review (SPR)

Business A-1

- ▶ Short-term rental – owner occupied

RMU

- ▶ **Short-term rental – owner-occupied**

CHANGE ▶ **Home Occupation II**

Business C

- ▶ Short-term rental – owner occupied

CHANGE ▶ **Bed-and-breakfasts**

3. Draft Zoning Framework **RESIDENTIAL MIXED USE (RMU)**

Residential Uses: Special Permit (SP)

Business A-1

- ▶ None

RMU

- ▶ **Single-family dwellings**



Flexible Residential developments

Business C

- ▶ Single-family dwellings
- ▶ Multifamily dwellings for more than three families

3. Draft Zoning Framework **RESIDENTIAL MIXED USE (RMU)**

Public & Institutional Uses: Site Plan Review (SPR)

Business A-1

- ▶ Town Buildings
- ▶ Public and private nonprofit educational institutions
- ▶ Structures used for religious purposes

Business C

- ▶ Town Buildings
- ▶ Public and private nonprofit educational institutions
- ▶ Structures used for religious purposes

RMU

- ▶ **Town Buildings**
- ▶ **Public and private nonprofit educational institutions**
- ▶ **Structures used for religious purposes**

CHANGE →

Clubs, lodges, social and community center buildings

3. Draft Zoning Framework **RESIDENTIAL MIXED USE (RMU)**

Business Uses: By Right (Y)

Business A-1

- ▶ None.

RMU



Personal, business and professional services



Retail Sales (S)



Co-Working Space



Maker Space/ Artisan Space - Studio

Business C

- ▶ None.

3. Draft Zoning Framework **RESIDENTIAL MIXED USE (RMU)**

Business Uses: Site Plan Review (SPR)

Business A-1

- ▶ Training or educational institutions operated for profit
- ▶ Professional Business
- ▶ Restaurants
- ▶ Large, medium and small scale Solar Photovoltaic
- ▶ Retail Sales
- ▶ Personal, business, and professional services
- ▶ Marinas
- ▶ Offices

Business C

- ▶ Railroad or bus passenger stations or shelters and rights-of-way
- ▶ Training or educational institutions operated for profit
- ▶ Professional Business
- ▶ Restaurants
- ▶ Large, medium and small scale Solar Photovoltaic
- ▶ Retail Sales
- ▶ Personal, business, and professional services
- ▶ Marinas
- ▶ Offices

RMU

- ▶ **Railroad or bus passenger stations or shelters and rights-of-way**
- ▶ **Training or educational institutions operated for profit**
- ▶ **Offices**
- ▶ **Professional Business**
- ▶ **Restaurants**

NEW

Restaurants – Outdoor Dining

NEW

Retail (M)

NEW

Neighborhood Café

3. Draft Zoning Framework **RESIDENTIAL MIXED USE (RMU)**

Business Uses: Special Permit (SP)

Business A-1

- ▶ Drive-in services
- ▶ Gasoline filling stations
- ▶ Automotive repair and services
- ▶ New and second-hand car dealers
- ▶ Railroad or bus passenger stations or shelters and rights-of-way
- ▶ Adult Entertainment uses
- ▶ Flea markets
- ▶ Commercial Kennels
- ▶ Marijuana retailer
- ▶ Marijuana testing facility
- ▶ Medium and small-scale Solar Photovoltaic

Business C

- ▶ Wholesale sales and warehousing
- ▶ Motels – Hotels
- ▶ Sale of farm products
- ▶ Marijuana retailer
- ▶ Marijuana testing facility
- ▶ Medium and small-scale Solar Photovoltaic

RMU

- ▶ **Sale of farm products SP or SPR?**
- ▶ **Flea markets**
- ▶ **Retail (L)**
- ▶ **Food Truck**
- ▶ **Commercial Kennels**
- ▶ **Motel – Hotels**
- ▶ **Large, medium, small –scale Solar photovoltaic**
- ▶ **Brewer/ Cidery/ Distillery/ Winery**
- ▶ **Retail – Outdoor Display**
- ▶ **Artistic/ Creative Production**

NEW

NEW

NEW

NEW

NEW

3. Draft Zoning Framework **RESIDENTIAL MIXED USE (RMU)**

Business Uses: Prohibited Uses

The following uses are currently allowed either by Special Permit or Site Plan Review in Business A-1 and/ or C.

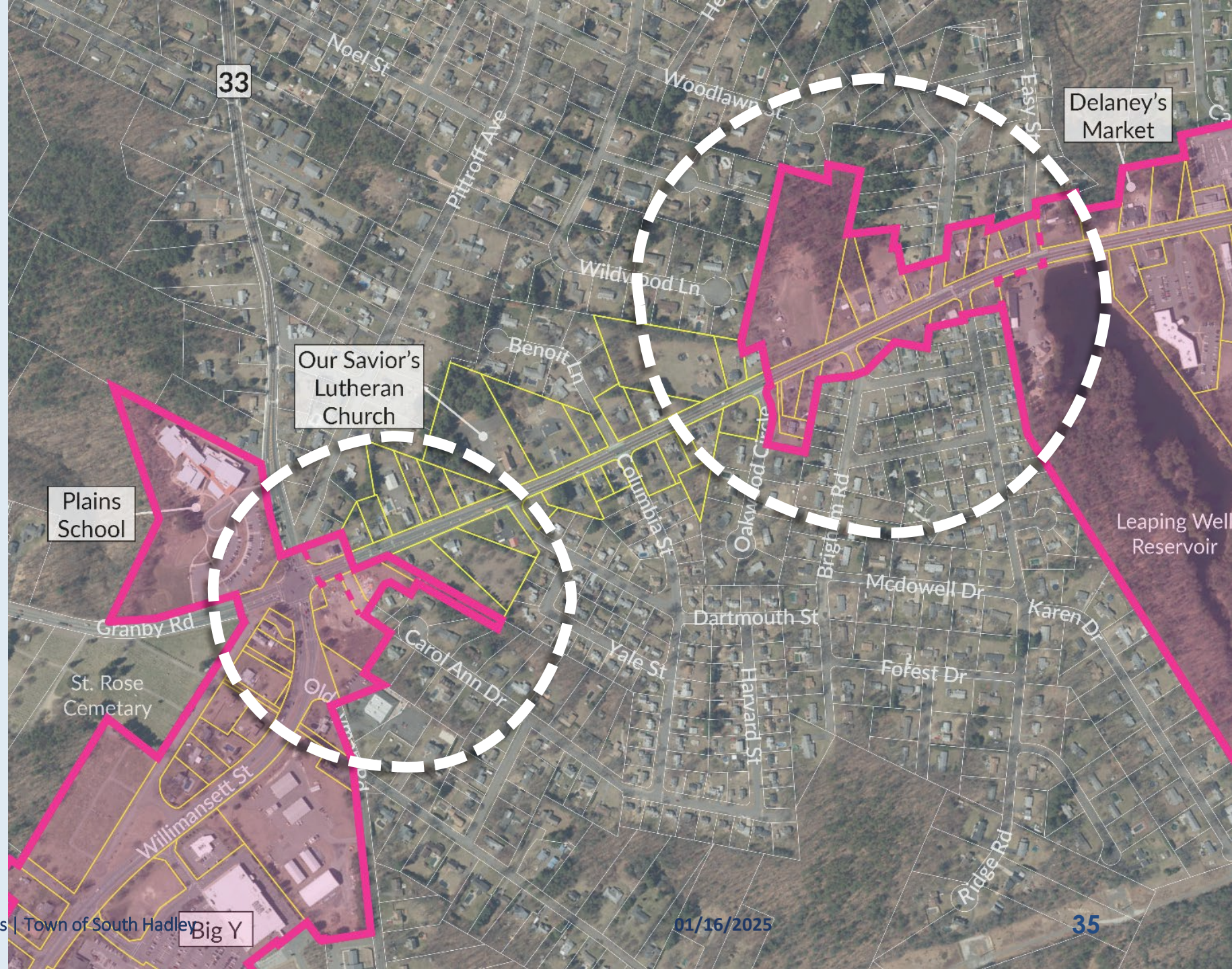
RMU

- ▶ **Drive-in services**
- ▶ **Gasoline filling stations**
- ▶ **Automotive repair and services**
- ▶ **New and second-hand car dealers**
- ▶ **Marijuana retailer**
- ▶ **Marijuana testing facility**
- ▶ **Marinas**
- ▶ **Wholesale sales and warehousing**
- ▶ **Adult Entertainment Uses**

3. Draft Zoning Framework

Proposed Zoning Districts Boundaries

Areas of Non-Consensus



3. Draft Zoning Framework

Dimensional Standards: Non-Conformities

Residential A-1

Dimensional Regulations	Dimensions	% of Non-conformity	Median	RC
Minimum Frontage	125 ft	58%	108 ft	75 ft
Minimum Front Setback	40 ft	64%	31 ft	20 ft
Minimum Lot Area	22,500 sf	63%	15, 216 sf	10,000 sf
Maximum Building Height	3 stories 35 ft	0%	1 story	3 stories 35 ft
Maximum Building Coverage	30%	0%	10%	30%
Maximum Impervious Coverage	60%	1%	22%	60%

3. Draft Zoning Framework

Dimensional Standards: Non-Conformities

Business A-1 and Business C

Dimensional Regulations	Dimensions		% of Non-conformity		Median		RMU	
	BA-1	BC	BA-1	BC	BA-1	BC		
Minimum Frontage	125 ft	100 ft	15%	0%	162 ft	198 ft		100 ft
Minimum Front Setback	0 ft	10 ft	0%	0%	36 ft	33 ft		0 ft
Minimum Lot Area	25,000 sf	20,000 sf	22%	0%	33,864 sf	68,218 sf		20,000 sf
Maximum Building Height	3 stories 45 ft	4 stories 60 ft	0%	0%	1 story	1 story		4 stories 45 -60 ft
Maximum Building Coverage	30%	50%	4%	0%	8%	3%		30%
Maximum Impervious Coverage	80%	80%	26%	6%	32%	16%		80%

Q & A

4. What are the impacts of changing zoning?

3. What are the impacts of changing zoning?

1

Converting a Single-family home into Two-family

2

Restaurant with outside seating

3

Converting Single-family to Professional Business

3. What are the impacts of changing zoning?

1

Converting a Single-family home into Two-family

Existing Bylaw

This is a **prohibited use** under current Zoning regulations for Residence A-1, C and Business A-1 and C.

It may be **allowed by Special Permit** from the Planning Board (SPGA) in the Residence A-2 District.

For a Special Permit, applicant needs to file the application with Town Clerk. A Public hearing is conducted within 65 days, and notices are published and mailed to abutters. The application is reviewed at the public hearing and decision needs to be recorded at the Hampshire County Registry of Deeds after 20-day appeal period.

Proposed Changes

Conversion to a Two-Family dwelling is **allowed by right** in both Residential Mixed Use RMU and Residential Core RC Districts.

The property needs to comply with the dimensional standards for the specific district.

3. What are the impacts of changing zoning?



Restaurant with outside seating

Existing Bylaw

This is a **prohibited use** under current Zoning regulations for ALL districts within the Route 202/33 Corridor.

Proposed Changes

This use is **allowed** under the proposed Residential Mixed Use RMU district **by Site Plan Review**.

This use will be **subject to the Unreasonable noise regulations** in the Town's General Legislation.

3. What are the impacts of changing zoning?



Converting Single-Family to Professional Business

Existing Bylaw

This use is currently **prohibited in Residential C** but may be allowed by **Special Permit in RA-1 and by Site Plan Review in BA-1 and BC.**

Proposed Changes

This use is now a **prohibited use in the Residential Core RC District.**

This is a **permitted Use in Residential Mixed Use RMU by Site Plan Review.**

For a Site Plan review, submit an application to the Planning Board, pay the application fee, and provide detailed site plans for review. The Planning Board will hold a public hearing within 65 days of receiving a complete application and make a final decision within 90 days, evaluating whether the proposal meets the Town's zoning requirements and design guidelines.

Q & A

4. What are Design Guidelines?

4. Draft Design Guidelines Outline

Terms

We

Discussed



DESIGN GUIDELINES

A set of flexible principles or criteria that influence the aesthetics, form, and function of development, intended to shape but not strictly govern design decisions.

1. What FITS

- ▶ Size, Look, Type

2. What WORKS

- ▶ Parking, Sidewalks, Lighting

3. What FEELS RIGHT

- ▶ Community preferences for design

4. Draft Design Guidelines Outline
















Community Forum #3 Input Analysis

The following images received the most votes on the basis of visual preference, **3/3+ votes each.**



4. Draft Design Guidelines Outline

Community Forum #3 Input Analysis

				  	 	  	   
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"/>

4. Draft Design Guidelines 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

4. Draft Design Guidelines 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.

4. Draft Design Guidelines 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

4. Draft Design Guidelines 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

Q&A

5. Next Steps

5. Next Steps

FINAL ZONING AND DESIGN GUIDELINES

Stay Connected!

community.innesassocltd.com/south-hadley



