



Routes 202/33 Corridor

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

Advisory Group #8
February 03, 2025



AGENDA

- ▶ Progress Update
- ▶ Discuss
 - ▶ Community Forum #4 Feedback
 - ▶ Draft Zoning Recommendations
 - ▶ Draft Design Guidelines
- ▶ Next Steps and Timeline
- ▶ Other Business

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
Senior 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

Task	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May
1	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆
2		◆	◆	◆										
3					◆	◆								
4						◆	◆	◆	◆	◆	◆	◆	◆	
5							◆	◆	◆	◆	◆	◆	◆	
6											◆	◆	◆	◆

◆ 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

COMMUNITY FORUM #4

Summary: Key Takeaways for Participants

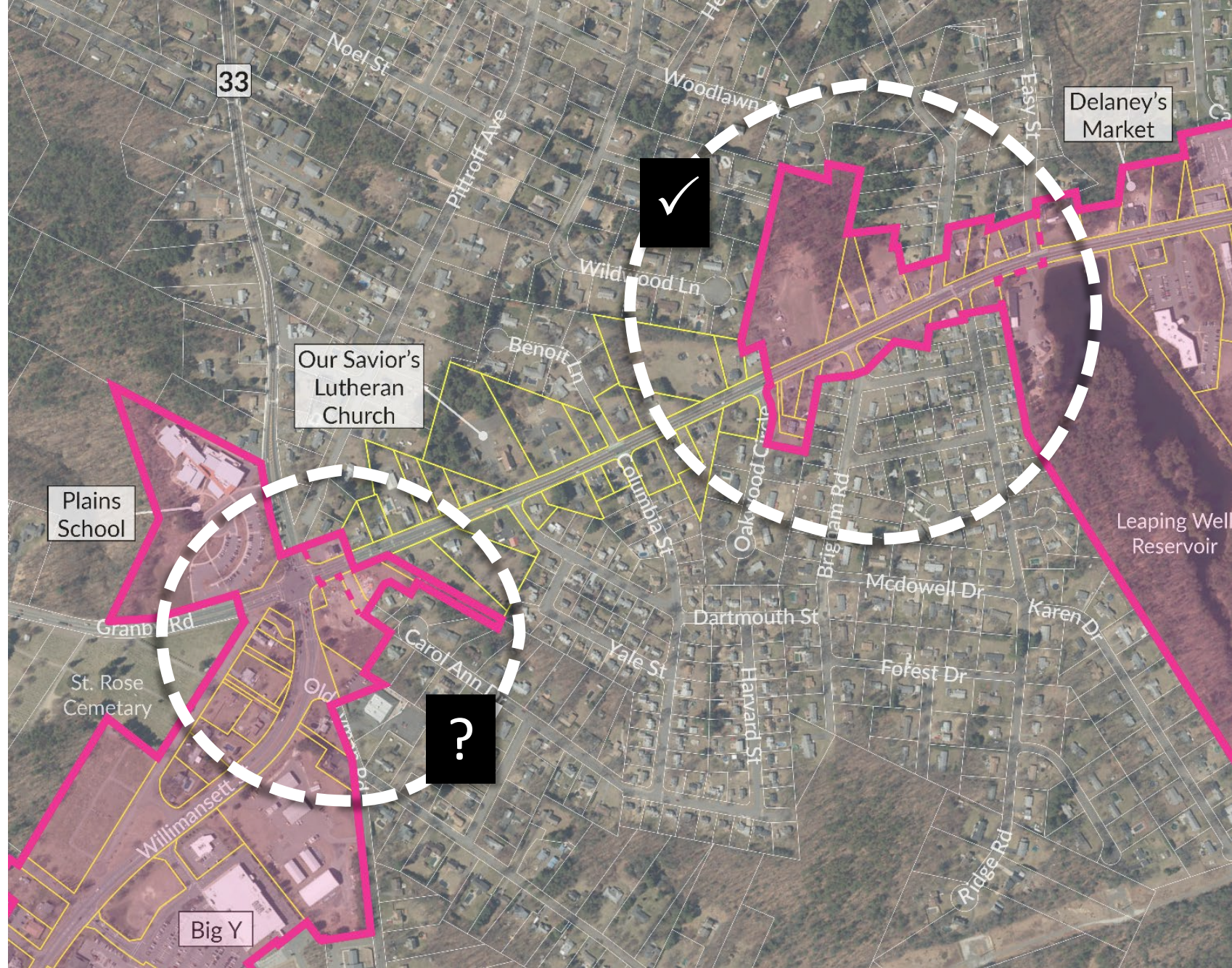
- ▶ Recommended frontage requirements of 100 feet.
- ▶ Recommended reduction in Impervious Surface Percentage (%) to address climate change concerns.
- ▶ Continued concerns about traffic volume along the Corridor.
- ▶ Some questions on uses and location of allowable uses.

Today's discussion for the Advisory Group:

- ▶ Confirm the Residential Mixed Use (RMU) boundaries (and thus the Residential Core (RC) boundary).
- ▶ Confirm requirements for frontage, height, and impervious surfaces in the dimensional standards.
- ▶ Confirm outline for Design Guidelines.

DISTRICT BOUNDARIES

Residential Mixed-Use (RMU)



DISTRICT BOUNDARIES

Residential Core (RC)



ZONING

Dimensional Standards: Residential Core (RC)

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%

ZONING

Dimensional Standards: Residential Core (RC)

Residential A-1

Dimensional Regulations	Dimensions	% of Non-conformity	Median	RC
Minimum Frontage	125 ft	58%	108 ft	75 ft

Frontage 125 ft

Non-conforming Parcels **59**

Conforming Parcels **43**

Percent Non-conforming: 58%

Frontage 100 ft

Non-conforming Parcels **43**

Conforming Parcels **59**

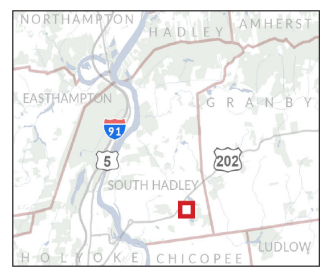
Percent Non-conforming 42%

Frontage 75 ft

Non-conforming Parcels **11**

Conforming Parcels **91**

Percent Non-conforming 11%



South Hadley Massachusetts

Frontage Measurements

LEGEND

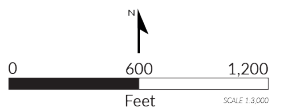
- Buildings
- Frontage Lines
- Parcels
- Study Area

Frontage in Feet

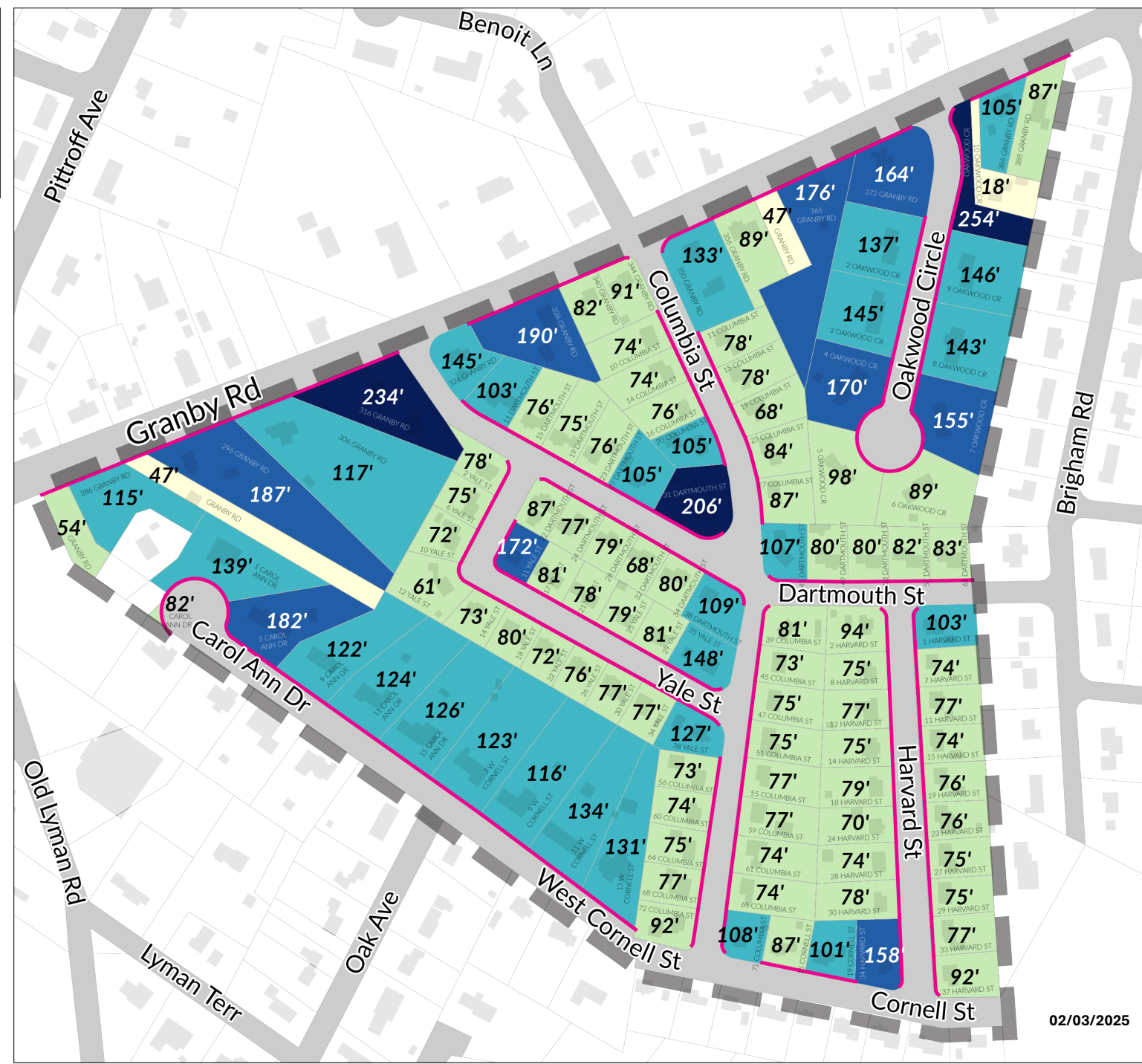
- <50
- >50 - 100
- >100 - 150
- >150 - 200
- >200 - 254

Median Frontage

Carol Ann Dr	125 ft
Columbia St	76 ft
Cornell St	119 ft
Darmouth St	80 ft
Granby Rd	114 ft
Harvard St	76 ft
Oakwood Cr	144 ft
Yale St	78 ft
Study Area	80 ft



This map was produced in January 2025 by Innes Associates for the Town of South Hadley using data from South Hadley and MassGIS. Bureau of Geographic Information (MassGIS), Commonwealth of Massachusetts, Executive Office of Transportation and Security Services.



EXISTING FRONTAGES: SOUTH OF GRANBY RD

ZONING

Dimensional Standards: Residential Core (RC)

Residential A-1

Dimensional Regulations	Dimensions	% of Non-conformity	Median	RC
Maximum Impervious Coverage	60%	1%	22%	60% 40%?

RA-1

Count of parcels **95**

Median **24%**

Average **26%**

ZONING

Dimensional Standards: Residential Mixed-Use (RMU)

Business A-1 and Business C

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

RMU
100 ft
0 ft
20,000 sf
4 stories 45 -60 ft
30%
80% 50%?

ZONING

Dimensional Standards: Residential Mixed-Use (RMU)

Business A-1 and Business C

Dimensional Regulations	Dimensions		% of Non-conformity		Median	
	BA-1	BC	BA-1	BC	BA-1	BC
Maximum Impervious Coverage	80%	80%	26%	6%	32%	16%

RMU
80% 50%?

BA-1

Count of parcels **22**

Median **45%**

Average **51%**

BC

Count of parcels **14**

Median **19%**

Average **27%**

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

NEXT STEPS: TIMELINE

Date	Format	Topic
3 rd March	Advisory Group Meeting	Final Design Guidelines & Zoning Text
10 th March	Planning Board Meeting	Zoning Introduction
14 th April	Planning Board Meeting	Public Hearing

NEXT STEPS

Homework!

- ▶ Continue Public engagement and promotion.

NEXT Advisory Committee Meeting **March 3 at 7pm**

- ▶ Discuss specific zoning language and design guidelines.

NEXT

- ▶ Final Draft Design Guidelines and Zoning Recommendations

