



ROUTES 202/33 CORRIDOR PLAN

South Hadley, Massachusetts
January 2022

Prepared with a planning assistance grant from the
Commonwealth of Massachusetts Executive Office of
Energy and Environmental Affairs



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1. Introduction

Purpose and Location

The Town of South Hadley received a grant from the Executive Office of Energy and Environmental Affairs under the Planning Assistance Grant program to undertake a study of the Routes 202/33 corridor. (See **Figure 1**) This corridor is the most heavily traveled in South Hadley, and contains a broad mix of residential, open space and recreation, and commercial uses along the length of the two roads.

The current *South Hadley Master Plan (2010)* identified five commercial centers in town; two lie along this corridor. The first is at the junction of Routes 202 and 33 and is centered on the site of the Plains Elementary School. The second is between that junction and the Chicopee border, along Route 33. The focus of that stretch is the South Hadley Square Shopping Center with the Big Y grocery as the most significant tenant.

The purpose of this study, as identified in the grant application, is to implement some of the 2010 Master Plan's basic recommendations for this corridor and develop a framework for successful development of the corridor in coordination with the properties which lie close to but beyond the corridor in Granby and Chicopee. The recommendations from that plan are as follows::

- Develop a coordinated strategy and tools for development in this corridor compatible with the natural resources and the existing neighborhoods which abut the corridor.
- Address identified incompatibilities within the corridor and between the areas within South Hadley and the neighboring communities of Chicopee and Granby.
- Encourage planned growth and development within the commercial focus areas and the corridors.
- Increase opportunities for well-planned mixed use developments which implement recommendations in the *South Hadley Housing Production Plan (2016)* and *South Hadley Master Plan (2010)*.

To address these recommendations, the grant application provided a more specific list of actions as defined by the 2010 Master Plan. The planning process for this corridor plan evaluated these actions and considered whether and how to include them in the proposed update to the regulatory and review structure needed to improve this corridor and encourage appropriate development along it. These recommended actions are as follows:

- Create development standards to guide future changes to the South Hadley Square Shopping Center (Big Y complex on Willimansett Street). These standards should focus on pedestrian-friendly improvements that increase landscaping and pedestrian safety.
- Require all new development be subject to a design review process that encourages improved and creative design, landscaping, layouts, façade treatments, and signage that promotes walking and create common green space.
- Create design standards for new and significantly rehabilitated buildings that reinforce the existing residential development patterns, form, and, in some areas, scale.
- Create design standards that allow for business types that capture existing traffic (such as drive-thrus) and address pedestrian and vehicular safety and the overall aesthetics of the corridor.
- Properties on Route 33 that are subject to the professional business permit process should follow the same practice as described above. Over time, these properties should be beautified, restored, landscaped and made more walkable with attractive signage and more discreet parking. A design review process should be employed.
- Encourage adaptive reuse of the existing structures when converting residential properties to a professional business or other nonresidential use.
- As part of the mixed-use component, denser affordable/multi-family housing could be developed via the flexible development method (or a similar strategy) in and near this complex.
- The site of the state highway maintenance facility located near the Big Y shopping complex is considered

a key site in the community's economic development strategy. As discussed in Chapter 2. Economic Development of the 2010 Master Plan, the state highway maintenance facility should be moved and the site redeveloped, in conjunction with the further development of the Big Y Shopping Center and the adjoining undeveloped commercial properties.

- Planning for the development/redevelopment of this commercial focus area should be undertaken as part of the strategic planning process proposed for the community's five commercial focus areas.
- Improve the entryway from Chicopee with new signage, landscaping, lighting, and streetscape treatments to make it more welcoming, identify the transition from Chicopee to South Hadley, and reflect a more specific identity for the corridor.

Planning Process

The planning process consisted of a site visit and land use analysis by the consultant team; interviews with representatives from the City of Chicopee, the Town of Granby, and Westover Air Force Base, and public engagement. This study process was parallel to that of the 2020 Master Plan Update, and the corridor and the South Hadley Square Shopping Center were included in two of the community forums for the Update.

During this planning process, the World Health Organization declared that COVID-19 was a global pandemic, and the Commonwealth of Massachusetts instituted restrictions on in-person gatherings. The interview with representative from the Town of Granby was the last in-person meeting for this project; after that, public engagement shifted to online methods. The final meeting for this project was significantly delayed to accommodate an in-person form, however, that option was no longer feasible given the continuing transmission rates during the ongoing pandemic.

Analysis

The analysis was broken into four parts.

- An analysis of the strengths, weaknesses, opportunities, and threats on future actions within the corridor. This is known as a SWOT analysis. The unique mix of strengths and weaknesses provides opportunities to match community goals with an appropriate regulatory structure and encouragement for public and private investment; threats are those conditions – often external forces – which would prevent the realization of the opportunities.
- A land use analysis to identify existing physical, regulatory, ownership, land use conditions, and proximity to certain assets whether within or beyond the borders of South Hadley.
- Interviews with certain stakeholders, including the City of Chicopee, the Town of Granby, and a representative from Westover Air Force Base.
- Public input both from the Planning Board and community input from forums during the Spring 2020 public engagement for the new master plan and from a

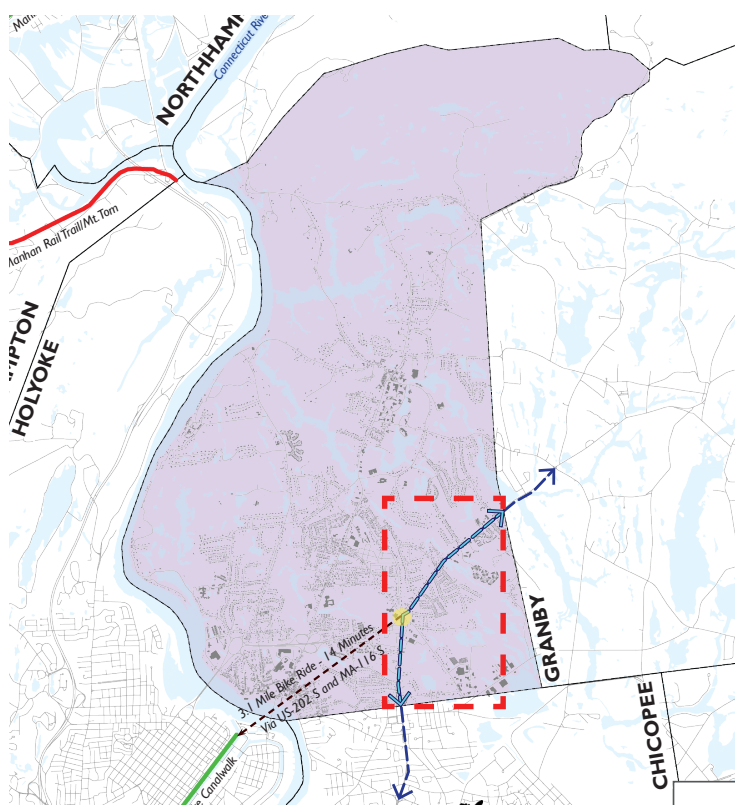


Figure 1: Study Area

meeting dedicated to the future of the corridor.

Interviews

The corridor extends from the Chicopee line (as Route 33) to the Granby line (as Route 202). Because the study's objectives include coordination with these adjacent communities, both the City of Chicopee and the Town of Granby have been included as stakeholders in this process.

- Interview with the City of Chicopee: January 3, 2020 – The consultant team met with Lee Pouliot and Michelle Santerre from the City of Chicopee. They were enthusiastic about partnering with the Town of South Hadley to strengthen the relationship between the two communities and the physical and economic links along the corridor.
- Interview with Dan Kost: January 3, 2020 – The Westover Air Force Base and Airport is also a stakeholder in this exercise because of recommendations for land use densities within the Accident Potential Zones (APZ). These recommendations are discussed in more detail in the later section of this document. The Westover Airport/ARB is also a potential asset for future businesses because of its commercial and passenger operations.
- Interview with representatives of Town of Granby: March 12, 2020 – The consultant team met with James Trompke from the Granby Planning Board and Bryan Hauschild from the Granby Economic Development Committee. The discussion included the Town's plans for a mixed-use area including a diversified business base and how the current status of sewer and water access are limitations on future development.

Public Input

Planning Board

The consultant team met with the Planning Board on February 24, 2020 to present the initial analysis and draft recommendations.

Questionnaires

In May 2020, the Town released two on-line questionnaires asking substantially the same questions (the first questionnaire was modified slightly in response to a comment from a respondent).

These questionnaires are not scientific surveys as respondents are self-selected. **Appendix B** provides the responses from both questionnaires.

South Hadley Redevelopment Authority

The consultant team met with the South Hadley Redevelopment Authority on July 16, 2020 to present the initial analysis and obtain input on the draft recommendations.

Public Meetings

As the initial research for this study was parallel to the planning process for the update to the Town's master plan, the consultant team was able to include visioning for this area as part of the wider discussion of the appropriate locations for and balance of different land uses types.

Potential land uses were tested in Community Forums #2 and #3 of the public engagement process for the 2019-2020 Master Plan update. Participants in Forum #2 were invited to consider uses that would contribute to a healthy neighborhood for all ages and identify those that were missing within a quarter-mile to a half-mile radius of the intersections of Route 202 and 33. In Forum #3, the focus was on connections among residential, commercial, and recreation/open space to integrate housing and prosperity for all in South Hadley. **Chapter 3. Land Use and Regulatory Analysis** discusses the results of the forum in the context of this study.

This planning process also included a specific public meeting dedicated to the discussion of this corridor, which occurred in virtual format on June 9, 2020.

A final meeting for this project was held, in virtual format, on November 10, 2021. The questions submitted at and prior to this meeting are in **Appendix D**.

Format of this Study

The remainder of this plan is organized into four chapters and a set of appendices. This section provides a summary of the content, and where appropriate, the key findings, of each chapter.

Chapter 2. SWOT Analysis

As part of the analysis of this corridor, the consultant team evaluated its strengths and weaknesses based on existing

physical and regulatory conditions. The consultant team then identified potential opportunities for future land uses and the threats on realizing those opportunities.

Chapter 3. Land Use and Regulatory Analysis

Land Use

Key findings from the land use analysis include the following (see **Figure 2** for information about current land uses):

- A significant mix of land uses along the corridor, which includes low-density residential, commercial, educational, recreational, and open space. Multifamily developments are accessed from the corridor, but the majority of the buildings are not visible from the street.
- Significant recreational and natural assets provide visual variety along the corridor and act as both neighborhood and regional amenities.
- Routes 202 and 33 provide excellent connections to other commercial areas within South Hadley and beyond, including regional access to Interstates 90 and 91. However, the proximity of these commercial areas creates potential competition for uses along this corridor.
- Non-vehicular access is poor. The corridor is not linked to either public transit or regional bicycle trails and paths. Sidewalks vary in quality and location, making walking a less-accessible alternative despite the destinations (Buttery Brook Park, the South Hadley Square Shopping Center) within easy walking distances of neighborhoods.

Regulatory Analysis

Key findings from the regulatory analysis include the following:

- South Hadley/Chicopee – The current zoning and mix of uses at the South Hadley/Chicopee border is relatively consistent. In both communities, the residential land uses at the border give way to a mix of residential and commercial along the corridor. In South Hadley the mix varies by the side of the street until the junction with Route 202; then turns mostly residential until Route 202 begins to approach the border with Granby. In Chicopee, the mix of uses transitions to

businesses appropriate for a highway. Chicopee's zoning is similarly mixed, with two residential districts, a commercial district, and a business district along the corridor.

- South Hadley/Granby – The current land uses at the South Hadley/Granby border are not consistent with each other. Granby is zoned for industrial use while South Hadley is zoned for residential. Granby's Mixed-Use Overlay District covers the Industrial District and the General Business District along Route 202/West State Street. The residential use in that district is more consistent with the residential use in South Hadley, however, Granby's multi-family use allows a higher density than the primarily single-family zoning in South Hadley. In both towns, the land uses transition to a mix of uses along Route 202 and the current zoning in each supports that transition.
- Westover Airport/ARB – Part of the Routes 202/33 corridor within South Hadley is within the Accident Potential Zones (APZ) for the Westover Airport/ARB. The 2018 *Westover Joint Land Use Study* (WJLUS) recommends certain actions for the adjacent towns, including recommendations for land uses and the density of those uses within APZ I and II. The idea of a village-scale development at the South Hadley Square Shopping Center was noted in the WJLUS and deemed inconsistent with the recommendations, but unlikely to be of concern.¹

Chapter 4. Action Plan

The action plan recommends next steps for the Town to consider to implement specific improvements to the corridor. These include regulatory changes, including design guidelines; policy recommendations for engaging with the adjacent municipalities and other regional groups, including the Westover Airport/ARB and the Pioneer Valley Planning Commission; and infrastructure improvements to create a corridor that is safer for pedestrians, bicyclists, and drivers..

Chapter 5. Recommendations for Zoning Changes

One of the early action steps is to adopt zoning changes along the corridor that would better control changes in land use over time. This section provides recommendations

¹ 2018 Westover Joint Use Land Study, page 77.

for updated zoning regulations and design guidelines that encode community values to manage future changes. The recommendations for changes to the Town's zoning bylaw establish the identity for the corridor by defining gateways, clustering uses appropriately, and recommending design guidelines for new development or substantial rehabilitation. The goal of these regulations is to provide safe connections for pedestrians, bicyclists, and drivers; a variety of housing types and job opportunities; and preservation of valuable open space and recreational resources while clustering new development along existing infrastructure consistent with sustainable growth patterns.

Appendices

The four appendices provide supplementary information to this report and the analyses and recommendations draw upon this information.

Appendix A provides a comparison of the tables of uses for South Hadley, Chicopee, and Granby and a comparison of the dimensional standards required for the zoning districts along the corridor.

Appendix B is a record of the full results of the two questionnaires released in May.

Appendix C is a record of the input from the virtual meeting on June 9, 2020.

Appendix D is a record of the input from the virtual meeting on November 10, 2021. The plan was to hold this meeting in person, however, the continued impacts of the COVID-19 pandemic made a virtual meeting more feasible.

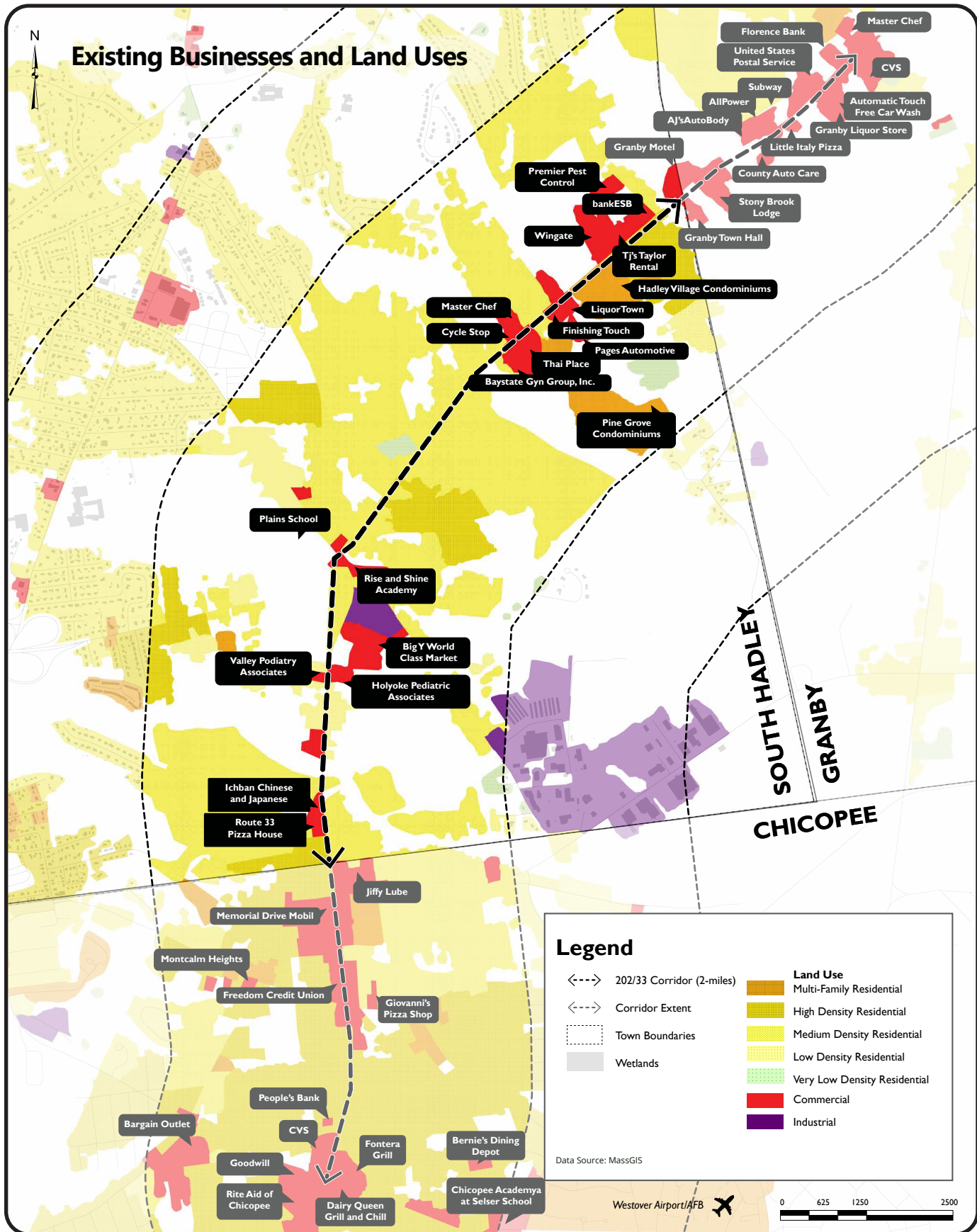


Figure I: Existing Businesses and Land Uses

2. SWOT Analysis

The SWOT Analysis (Strengths, Weakness, Opportunities, and Threats) was developed using the following sources of data:

- Visual assessment of the area, both by car and, in some places, on foot.
- Regulatory information related to the Town's zoning ordinances.
- Information from the land use analysis.
- Information from interviews with representatives from Chicopee, Granby, and Westover Airport/ARB.

Strengths focus on internal assets while **Weaknesses** are internal liabilities. These conditions could be physical conditions, local demographic or economic trends, and local regulatory structure. For example, South Hadley's exceptional natural resources is a strength while limited non-vehicular transit options is a weakness.

Opportunities result from the positive impact from external conditions while **Threats** are negative impacts. For example, a nationwide change in economic conditions could be positive if South Hadley were able to capitalize on a preference in which it had a local advantage or negative if that change hurt a specific business type.

The following pages provide a detailed analysis of the findings listed within **Chapter 1. Introduction**.

Strengths

Existing Mix of Uses

Routes 202/33 form an established corridor with existing infrastructure supporting a mix of uses. Attracting more businesses and residential along the existing infrastructure is more cost-effective and sensitive to the open spaces along the corridor than developing in a greenfield (an area that has not been previously developed). New businesses and residents can also help support the existing businesses.

Quality of Natural Assets

The presence of wetlands at Buttery Brook Park, the Leaping Well Reservoir, and the Black Stevens Conservation Area are assets the Town needs to preserve when looking at development opportunities. Preservation of these areas is part of a sustainable growth pattern desired by the Town. New development or significant redevelopment on lots abutting these resources should consider appropriate stormwater management tools to eliminate stormwater run-off from paved surfaces into these wetlands.

Proximity to Westover Airport/ARB

The proximity to Westover Airport/ARB (see **Figure 16**) could be attractive to the development of some business types. Proximity to the airport provides businesses with the convenience of intercity transport for both civilian flights and the movement of goods.

Westover Airport/ARB is a FAA Class I Air Carrier Airport servicing both civilian and military aircraft. Civilian flights include freight and passenger services. The airport also has the longest runway in New England.



Figure 3: Buttery Brook Park

South Hadley Square Shopping Center

The South Hadley Square Shopping Center (just south of the intersection of Routes 202 and 33) is a commercial center for the surrounding neighborhoods, but could be better leveraged to provide more neighborhood-oriented services, such as a small café or restaurant, ice cream store, dry-cleaners/laundry, tailor, shoe repair, or gift shop, and small professional offices. Residential uses as part of mixed-use development could also be possible.

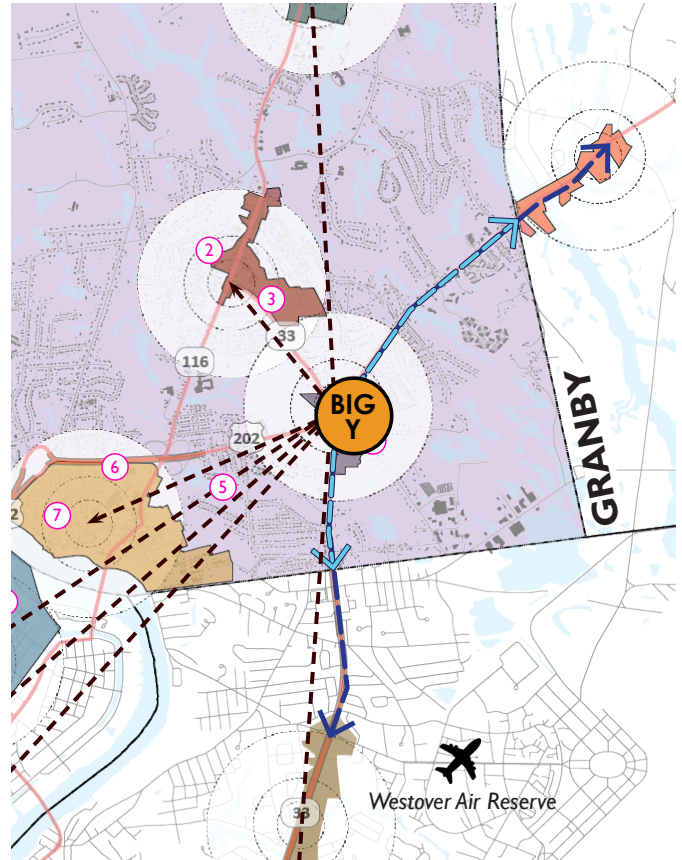


Figure 4: Location and pictures of South Hadley Square Shopping Center



Weaknesses

Inadequate public realm and car-oriented corridor

The quality of the existing sidewalks and public infrastructure limit the potential for alternative methods such as walking or biking. The current conditions are unsafe and uncomfortable, encouraging the use of private vehicles. The layout of the corridor encourages through-traffic and requires car-dependent travel, even for those living close to the corridor.

Public realm can be defined as the area, including the built and natural environments, that is visible to someone on a public right-of-way. The public realm reinforces the focus on vehicular travel with sidewalks in varying conditions and no specific bike lanes or signed shared roadway.

The inconsistent visual experience provides a negative impression of the corridor. For a visitor, there is no sense that this is a destination rather than a pass-through, and no common identity with other parts of South Hadley.



Figure 5: Images of public realm along corridor

Inconsistent Zoning and Land Uses

The land uses along the corridor have developed over time, in ways that are not fully consistent with the current zoning.

In particular, areas of open space are zoned for development (either residential or commercial) rather than being zoned for the specific purpose of open space.

The requirement that property owners go through a Special Permit process to convert single-family homes to other uses in the Residence A-I District reduces the likelihood of investment in older buildings. This process also reduces the flexibility of the corridor to adapt to changing economic needs, and increases the likelihood that the single-family buildings will be torn down to justify the required investment for a new use on the site.

Such tear-downs change the character of the built environment rather than allowing older buildings to be adapted to new uses such as small offices or two- and three-family dwellings that could address some of the housing needs in the town.

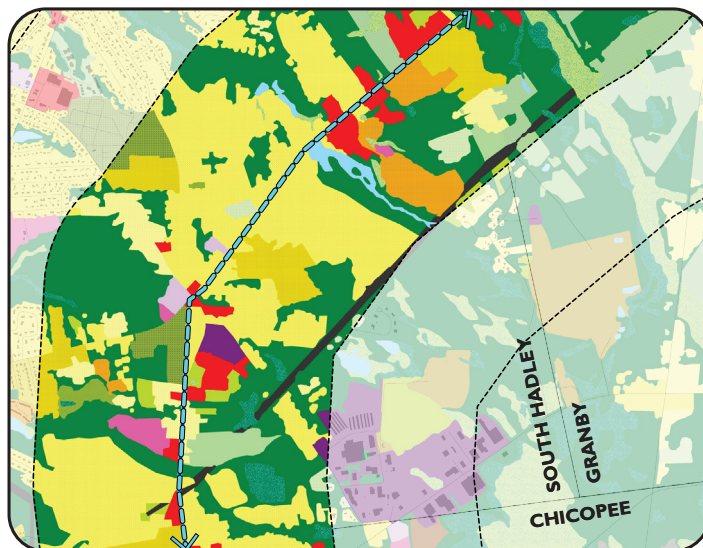
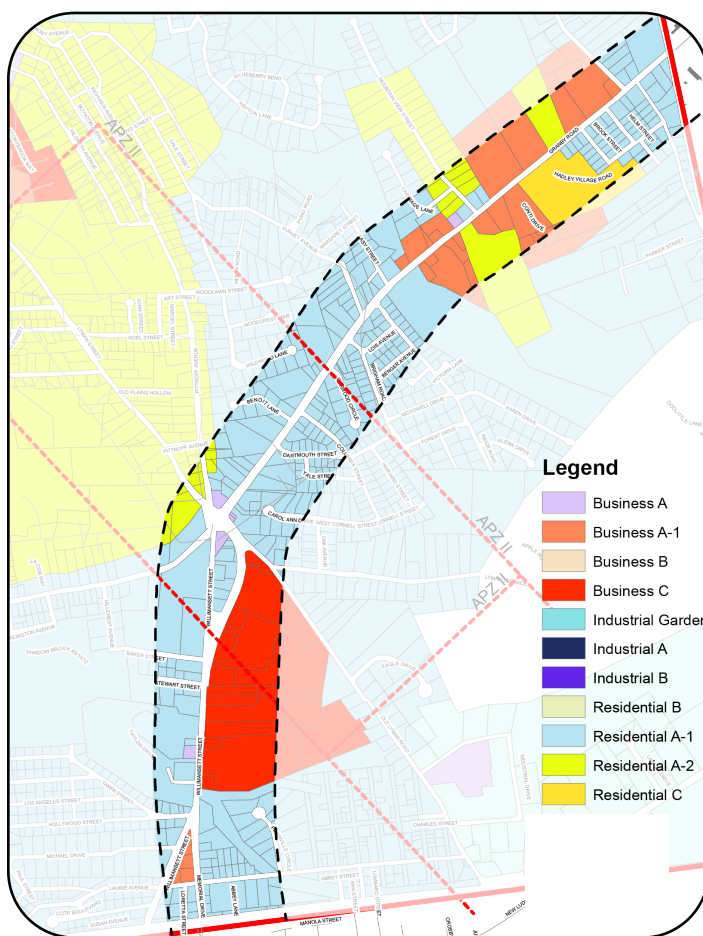


Figure 6: Current land use (top) and zoning (bottom). Full size maps are at Figures 18 and 24, respectively



Opportunities

Improve the Gateway Experience

The lack of a defined gateway at the entrances to the corridor from Chicopee and Granby into South Hadley contributes to a lack of identity – there is no sense that this stretch of the corridor is different from any other part. Gateways provide a sense of arrival and help travelers understand where they are.



Figure 7A: Transition from Chicopee to South Hadley



Figure 8A: Transition from Granby to South Hadley

The transition between surrounding towns and South Hadley is an opportunity to highlight and define South Hadley's unique identity. Gateways welcome people to South Hadley and defines when they leave its borders. Creating a gateway can be done with signage and landscaping, the introduction of common materials that are consistent throughout the corridor, and with land uses and urban forms that highlight the transition from one town to the next.



Figure 7B: Transition from Chicopee to South Hadley



Figure 8B: Transition from Granby to South Hadley

Improve the Public Realm

The public realm can be experienced both physically and visually by people on both public and private land. Improving the public realm encourages all modes of transportation (foot, bike, car) which inherently provides a safe and comfortable experience for all users of the corridor. An upgraded public realm and associated multimodal circulation pattern will stimulate connectivity among housing, jobs, goods and services, public spaces, including South Hadley’s open space and recreational areas. It will also promote healthier lifestyles with physical exercise and reduced emissions of pollutants. These positive impacts to public health and access to good housing and jobs are supported by sustainable development.

EXISTING



POTENTIAL




Figure 9: Public realm treatments

Create Connections

The Routes 202/33 Corridor is located near existing areas of open space that act as connectors to other parts of Town. For example, Buttery Brook, which links the corridor to South Hadley Falls, should be part of a larger on- and off-road pedestrian and bicycle network that links walkers and bicyclists to both these areas and other regional assets, such as the Holyoke Canalwalk.

Connecting cul-de-sacs to the corridor and existing open spaces is also important to increase the number of pedestrians.

- CUL-DE-SAC CONNECTIONS
- POTENTIAL FOR PEDESTRIAN AND BICYCLE CONNECTIONS
-  EXISTING GREEN AREAS AND PARKS

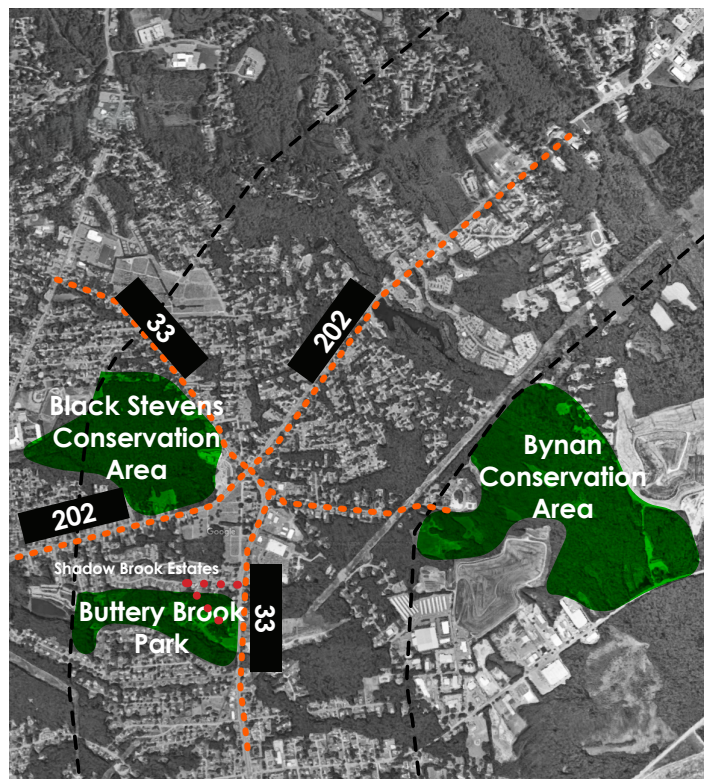




Figure 10 Green spaces in proximity to the corridor

Update Zoning

Updating zoning to promote a mix of uses around existing successful areas within the corridor, such as the South Hadley Square Shopping Center or the gateway from Chicopee, will increase economic opportunities in the area. Zoning should also address the proximity of some of the sites to areas with significant natural resources.

New zoning could accommodate part of the demand for alternative housing types.

The Town's zoning regulations should have the flexibility to address future economic trends, transforming these smaller areas. Revised zoning and design guidelines should attract new services and leverage existing infrastructure. Commerce in these areas would benefit from increased foot traffic supported by additional adjacent uses, a revitalized public realm, and safer connections for bicyclists and pedestrians.

-  Gateway Mixed-Use
-  Village Center Mixed-Use

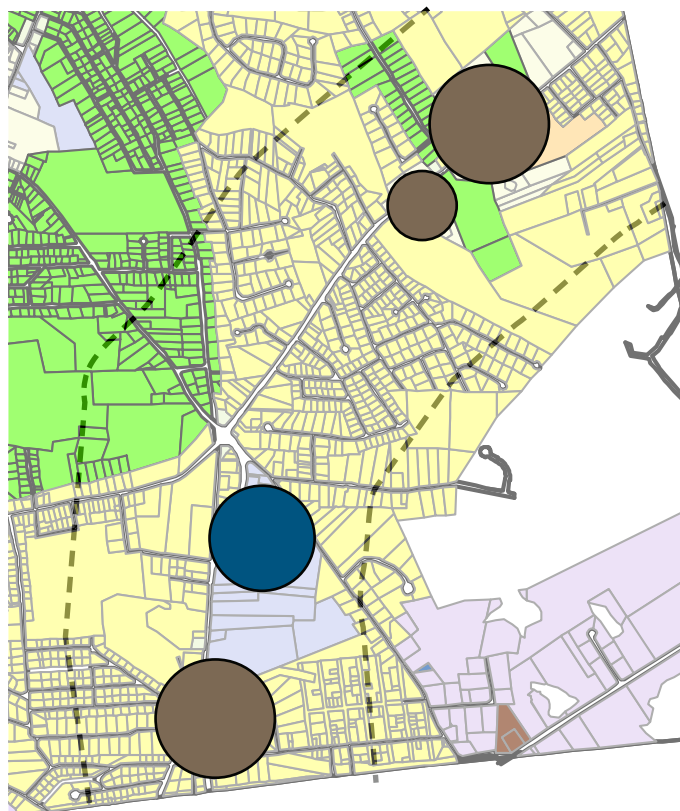


Figure 11: Areas of concentration for land uses

Leverage the South Hadley Square Shopping Center

The South Hadley Square Shopping Center could become a major focal point for the corridor, acting as the center of a cluster of uses. Its location just south of the intersection of Route 202 and Route 33 provides easy connectivity to the rest of the Town. The relocation of the adjacent state-owned highway maintenance facility and the redevelopment of that site could provide an opportunity for a village-center style development with a mix of smaller office and retail uses, neighborhood services, and some residential. The abutting neighborhoods could support this with the appropriate pedestrian and bicycle connections.

Both parcels are within the APZ-II zone. The 2018 *Westover Joint Use Land Study* suggest that village scale development at this plaza, while not compatible, with their recommendations, is unlikely to be a significant issue.¹

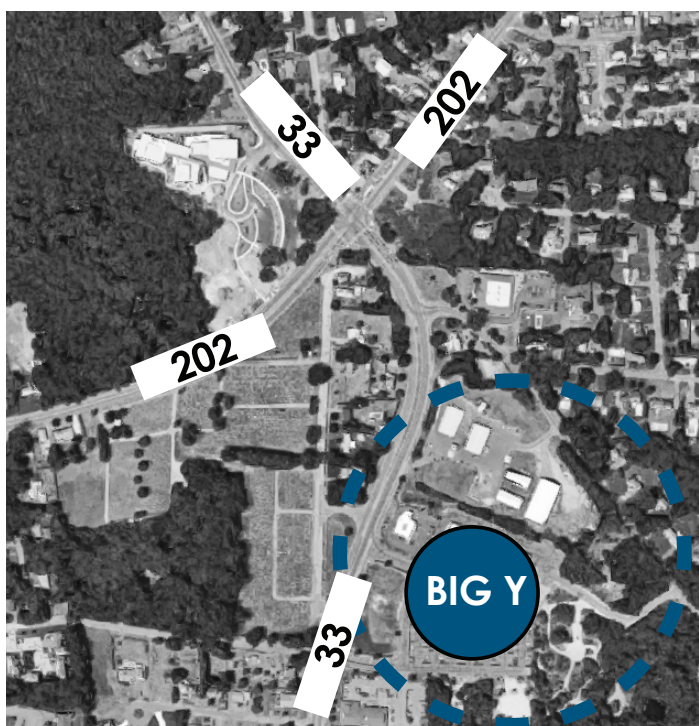


Figure 12: Location of Big Y as center focal point

¹ 2018 Westover Joint Use Land Study, page 77.

Reduce Car Dependency

Connecting the corridor to the Pioneer Valley Transit (PVT) System via Routes 202 and 33 will help reduce car use.

The South Hadley Square Shopping Center could act as a major point of connectivity between the corridor and existing public transit.

Improved sidewalks and bike paths, preferably off-road or otherwise protected from vehicular traffic, would also reduce car usage, especially from neighborhoods adjacent to the corridor.

Finally, integrating residential uses into mixed-use, village-scale development could reduce the number of single purpose trips and encourage pedestrian or bicycle-based errands.

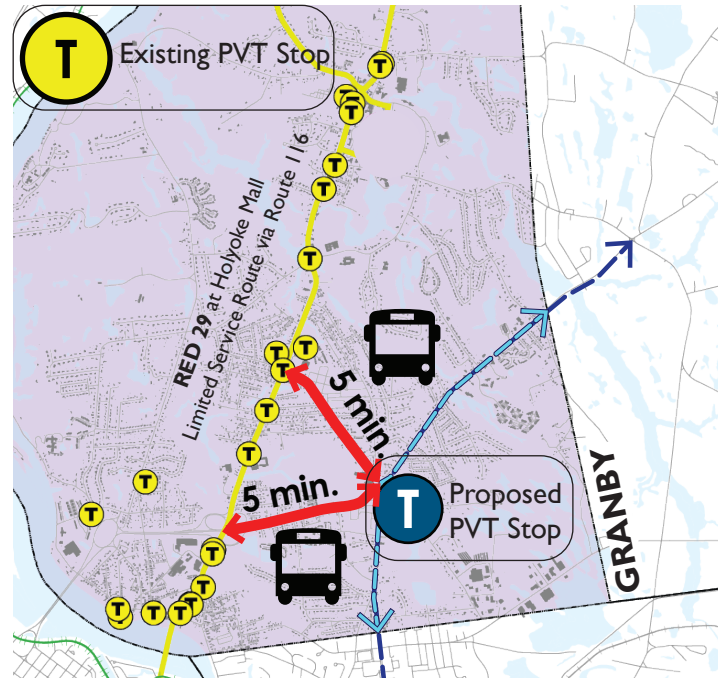


Figure 13: Existing and proposed transit

Car-oriented corridor:

75.8%

People in South Hadley that commute alone in private vehicles

2.8%

People who use public transportation

48%

Households in South Hadley that have 2 vehicles at home

30%

3 or more vehicles at home

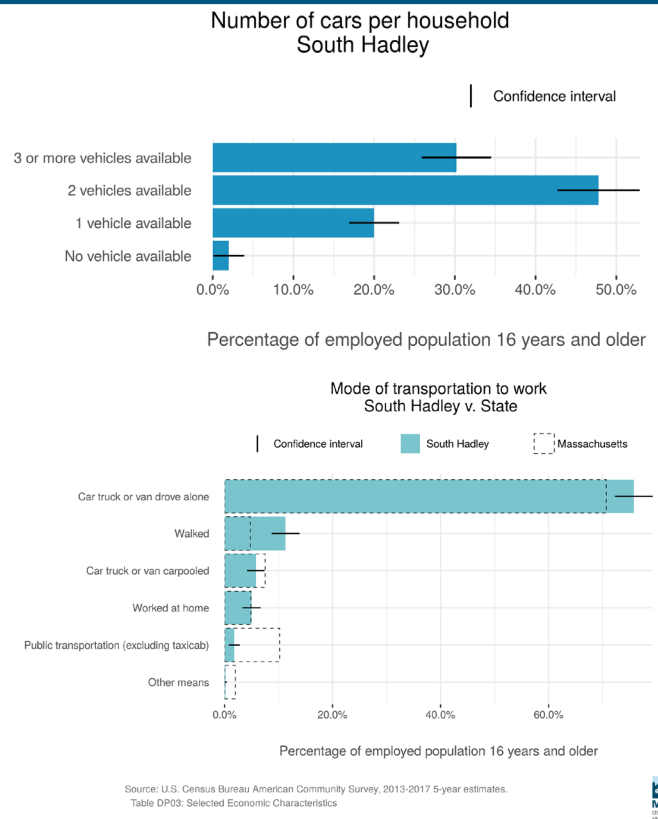


Figure 14: Car Ownership and Commute, Mass Housing Partnership

Threats

Lack of Joint Planning with Chicopee and Granby

The willingness of these three municipalities to collaborate on the corridor that links them is critical to its success.

Public infrastructure improvements should be coordinated among all three communities. Both Chicopee and Granby expressed interest in areas that would require public investment. For Chicopee, this would include connecting trails. For Granby, this would include water and sewer service.

Land use decisions without coordination may have negative impacts on the neighboring community due to the geographic proximity; such negative impacts may cause conflicting or competing uses with possible economic failures for existing commerce.

- Increased residential and/or retail density in any of the three communities without alternatives to vehicular transportation for local trips or corresponding investment in the streetscape may have a negative effect on traffic.
- In addition, similar allowable uses in Chicopee and Granby reduces South Hadley's competitive advantage in attracting businesses to its portion of the corridor.

On the other hand, coordinating marketing, regulatory, and investment efforts to draw compatible mixes of uses for all three communities could strengthen the economic, physical, and environmental health of the entire corridor.

A planning exercise coordinated with the adjacent Towns would benefit all parties, including the opportunity to establish areas for clear gateway transitions, discuss the ability of the corridor to provide for a regional response to the need for housing and jobs, and a focus on sustainability by encouraging development in areas with existing infrastructure.

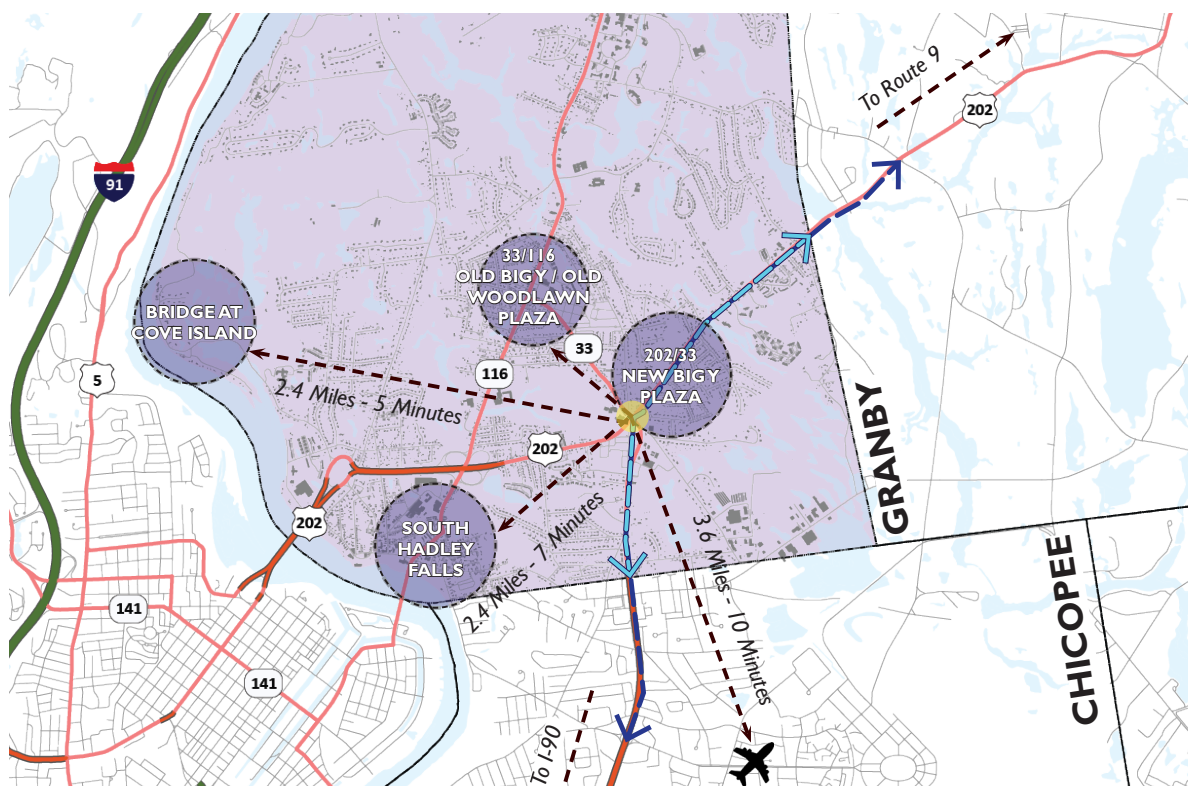


Figure 15: South Hadley's Economic centers and neighboring communities

Airport Proximity and Development Potential

Although the proximity to the Westover Airport/ARB is an opportunity for connectivity and business development, it may also discourage future higher-density development. The APZ I and APZ II zones (Accident Potential Zones) recommend the restriction of a variety of uses; these recommended restrictions should be carefully considered when revising the zoning and making decisions about investment in public infrastructure.

Within the APZ II zone, single unit detached residential development is acceptable along with certain manufacturing uses. Transportation, communication, and utilities are mostly acceptable within the perimeter; however, the overlap between the Corridor's boundaries and the APZ I zone is more restrictive in its recommendations. Residential development is not recommended within the APZ I zone.

The Pioneer Valley Planning Commission website maintains the 2018 *Westover Joint Use Land Study* (WJLUS), including maps with helpful layers for land owners. The 2018 WJLUS is here: <http://www.pvpc.org/content/final-reports-released-westover-joint-land-use-study-jlus> and the interactive maps are here: <http://westoverjlus-pvpc.opendata.arcgis.com>.

The WJLUS identifies land use strategies for the surrounding towns of South Hadley, Chicopee, Granby, Springfield, and Ludlow. These strategies recommend incorporating concerns related to the WJLUS in local Master Plans, highlighting the APZs on municipal maps, and creating new zoning districts to prohibit large congregations of people in the APZs. The WJLUS also recommends that municipalities consider purchasing easements for Avigations to ensure aircraft access; requesting notifications prior to property transfers in APZs; and that municipalities meet regularly with the Westover Air Force Base and other surrounding communities.¹ The WJLUS has identified some areas of incompatibility with their recommended land uses, including the Plains Elementary School and a church.

¹ 2018 WJLUS Executive Summary, pg. 5.

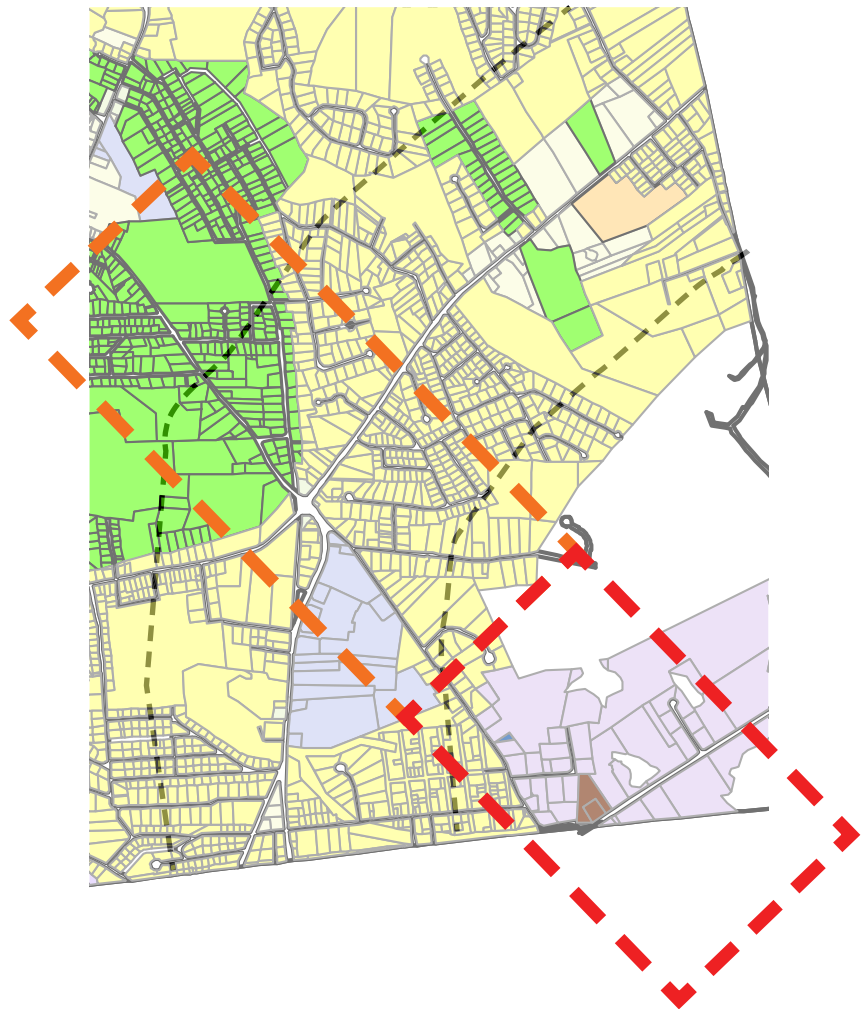
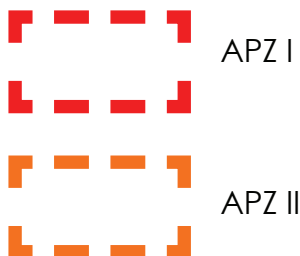


Figure 16: Location of APZ I and APZ II in South Hadley

Lack of Affordable Housing and Low Variety of Housing Types

The lack of affordable housing and varied housing types diminishes South Hadley’s ability to adjust to future socioeconomic trends that otherwise would benefit the Town. The corridor is mainly comprised of single-family residential units (with a few multifamily pockets). Newer multifamily developments tend to be lower in density and more expensive. The lack of diversity reduces the availability of housing types needed for people of all ages and incomes.

Households who rent are 27.4% of total households in South Hadley. Out of those:

- 27.9% of renter households in South Hadley are severely cost burdened (50% or more of the income goes to pay rent).
- 22.7% of renter households are cost burdened (30% or more).
- 39.6% of renter households are not cost burdened.

However, home ownership also suffers from affordability issues: 16.5% of owners are cost-burdened, while almost 4% are severely cost-burdened.

South Hadley has relatively lower multifamily housing stock than the rest of the Commonwealth. Over 60% of the stock housing in South Hadley are single-family detached units.

The *South Hadley Housing Production Plan (2016)* identified a need for additional affordable homes to meet the Town’s needs for both owner-occupied and rental units. The plan notes South Hadley has a low supply of rental units, both affordable and market-rate. The plan also calls out the minimum lot size and cost of land as a deterrent to producing more affordable housing.¹

¹2016 *South Hadley Housing Production Plan*, page 1.

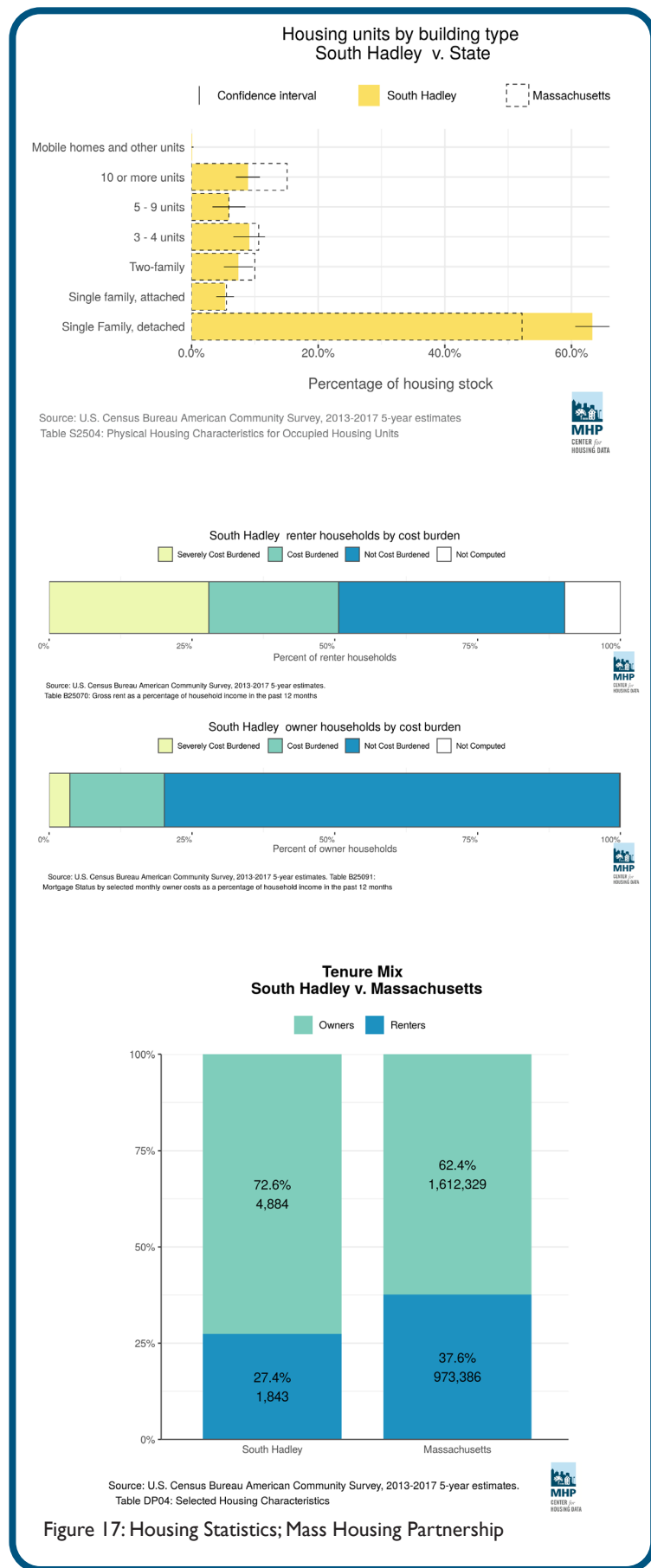


Figure 17: Housing Statistics; Mass Housing Partnership

3. Land Use and Regulatory Analysis

Land Use Analysis

The Routes 202/33 Corridor, approximately two miles long, is located in the southeast corner of the Town of South Hadley. The corridor extends from the City of Chicopee (Route 22) to the Town of Granby (Route 202).

The corridor is an important vehicular link for these three towns but does not have a consistent identity within South Hadley. The transitions from South Hadley to its neighbors are not well-defined. The focus on vehicular traffic created an environment that is not safe or attractive for either pedestrians or bicyclists along much of the corridor.

As noted in the Introduction, key findings from this analysis include the following:

- A significant mix of land uses along the corridor which includes low-density residential, commercial, educational, recreational, and open space. Multifamily developments are accessed from the corridor, but the majority of the buildings are not visible from the street. (See [Figure 18](#).)
- Significant recreational and natural assets provide visual variety along the corridor and act as both neighborhood and regional amenities. (See [Figure 19](#).)
- Routes 202/33 provide connections to other commercial areas within South Hadley and beyond, including regional access to Interstates 90 and 91. (See [Figures 20](#) and [21](#).) However, the proximity of these commercial areas creates potential competition for uses along this corridor.
- Non-vehicular access is poor. The corridor is not linked to either public transit or regional bicycle trails and paths. Sidewalks vary in quality and location, making walking a less-accessible alternative despite the destinations (Buttery Brook Park, the South Hadley Square Shopping Center) within easy walking distances of neighborhoods. (See [Figures 22](#) and [23](#).) Public transit on the corridor within South Hadley does not exist. However, PVTA's R29 line travels through South Hadley along Route 116 and in Chicopee, the X90 travels along Route 33, stopping just short of the

border with South Hadley at a stop on New Ludlow Road.

- Most of the traffic along the corridor does not originate within South Hadley. The 2018 *Complete Streets Prioritization Plan* (prepared for South Hadley by PVPC) has an average weekday traffic count of 7,411 vehicles southbound and 7,871 vehicles northbound on Route 33 at Old Lyman Road (total average of 15,282 vehicles per weekday).¹ Capturing these drivers as customers, or possibly as new residents, would increase the economic viability of the corridor.

Potential land uses were tested in Community Forums #2 and #3 of the public engagement process for the 2019-2020 Master Plan update. Participants in Forum #2 were invited to consider uses that would contribute to a healthy neighborhood for all ages and identify those that were missing within a quarter-mile to a half-mile radius of the intersections of Routes 202 and 33. In Forum #3, the focus was on connections among residential, commercial, and recreation/open space to integrate housing and prosperity for all in South Hadley.

The corridor contains a mix of housing types, commercial uses, and open spaces, including recreation areas. Community and natural resources include the Buttery Brook Park and the Leaping Well Reservoir. Both act as significant green connectors to other parts of town. Two major conservation areas are just off the corridor: the Black Stevens Conservation Area and the Bynan Conservation Area. During the public process for updating South Hadley's Master Plan, participants at community forums indicated a desire to preserve significant open space and natural resources. The presence of these resources is a reflection of the significant natural resources throughout South Hadley and some of the resources along the corridor provide critical connections to other open spaces in town.

Housing types vary along the corridor, from single family homes with deep setbacks to multifamily developments tucked in behind the corridor. A senior living complex, Wingate at South Hadley, is also located along the corridor. The potential exists to add other housing types as market

¹ 2018 *Complete Streets Prioritization Plan*, page 48

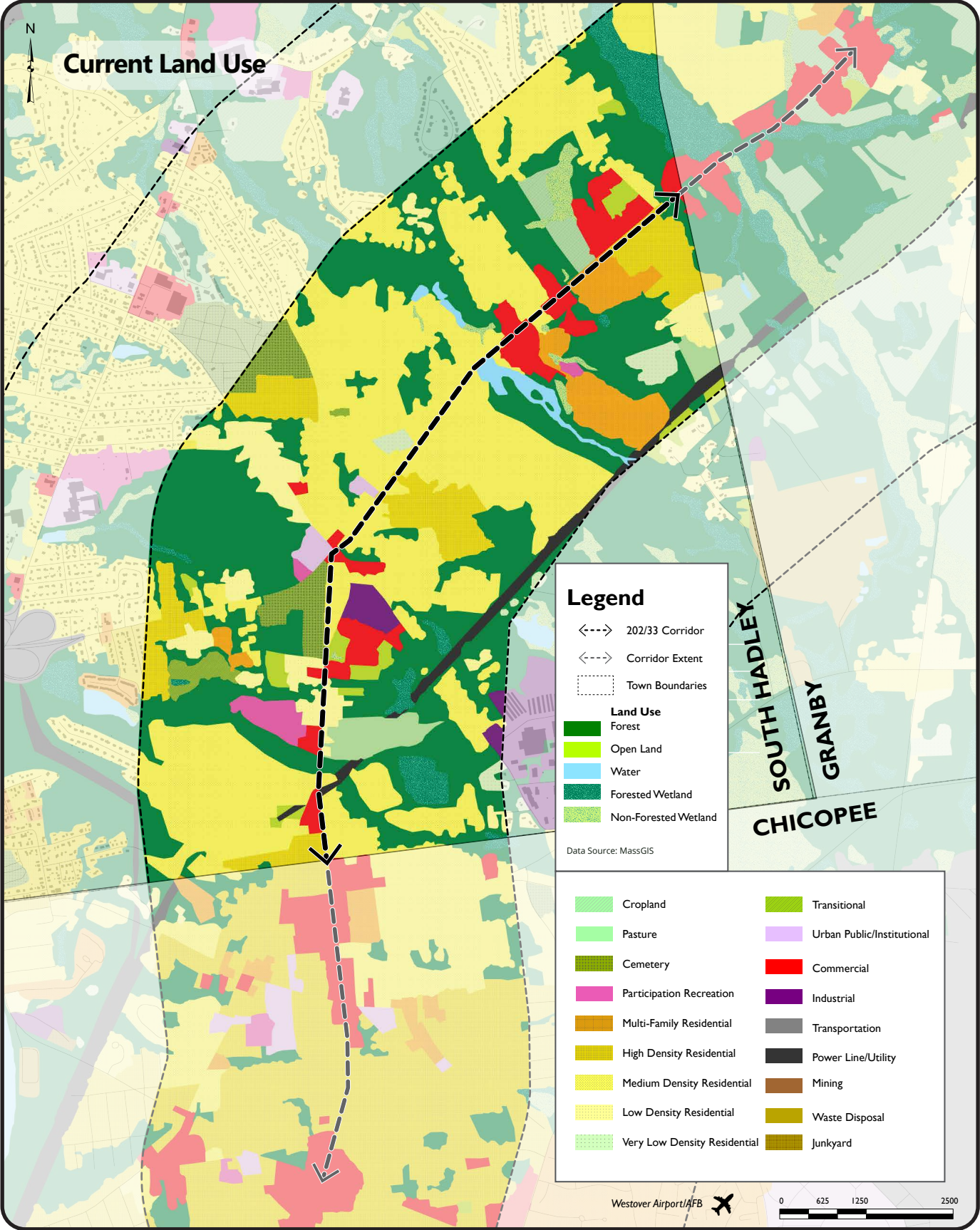


Figure 18: Existing Land Uses along the Routes 202/33 Corridor

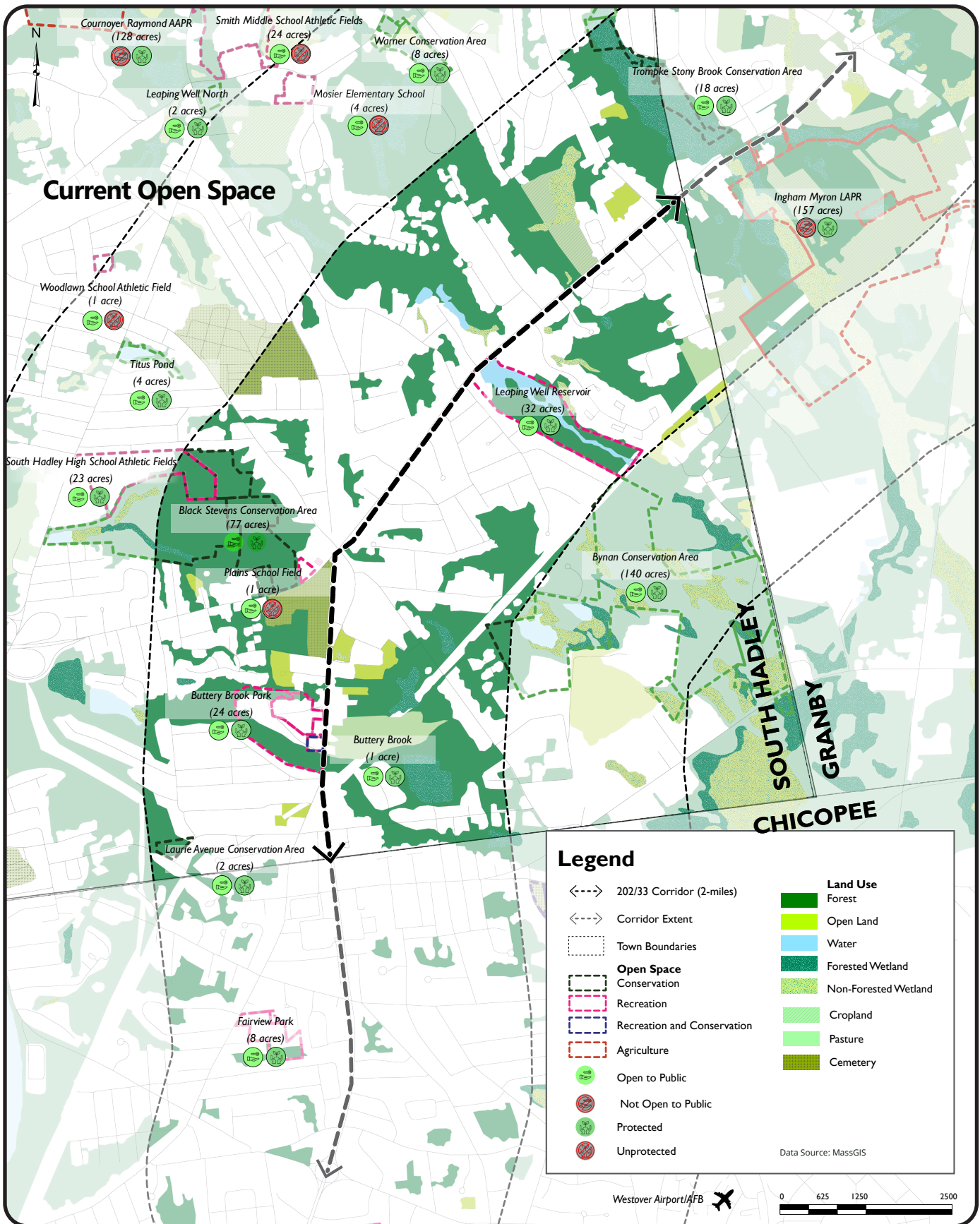


Figure 19: Existing Open Space and Recreation along the Routes 202/33 Corridor

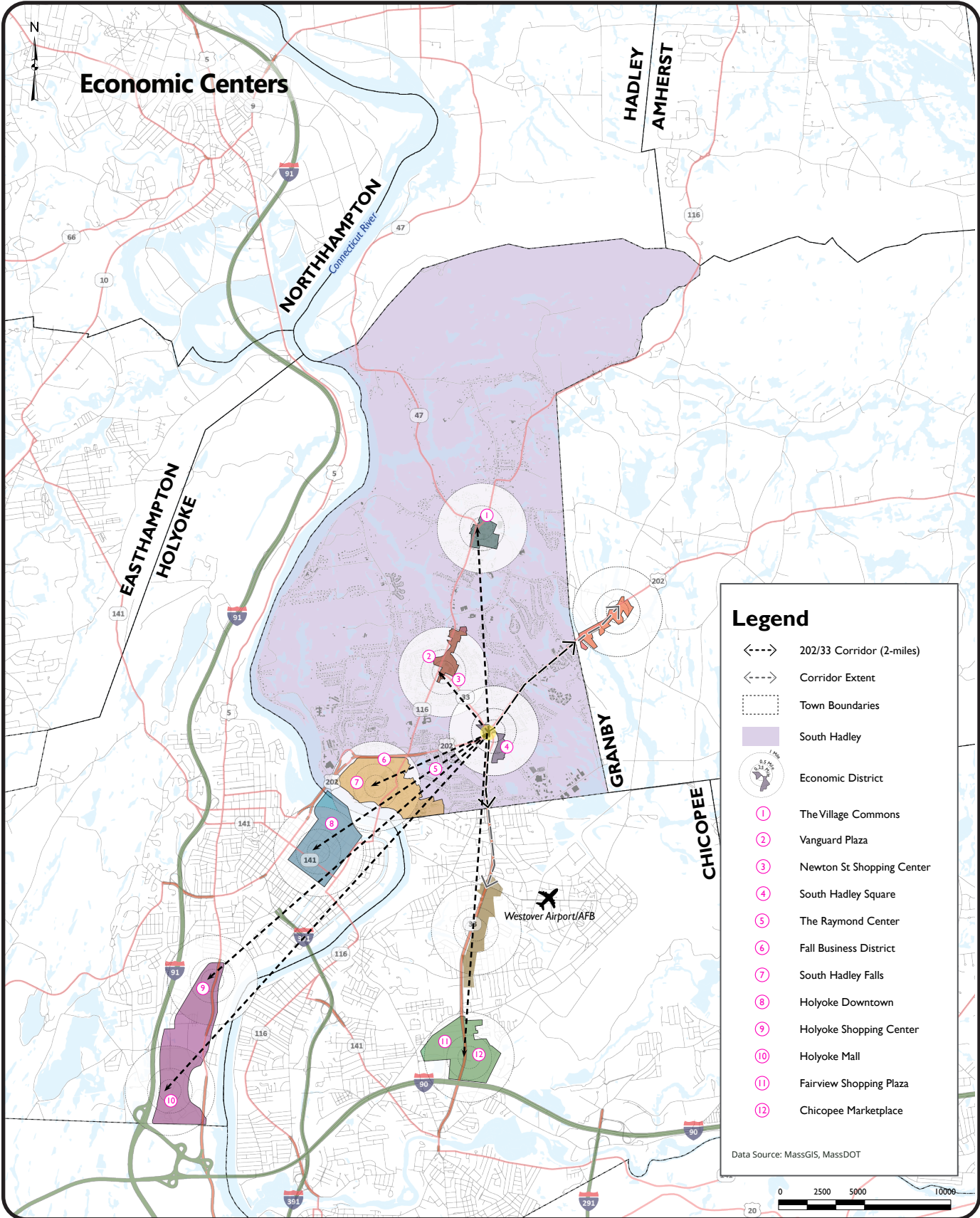


Figure 20: Economic Centers

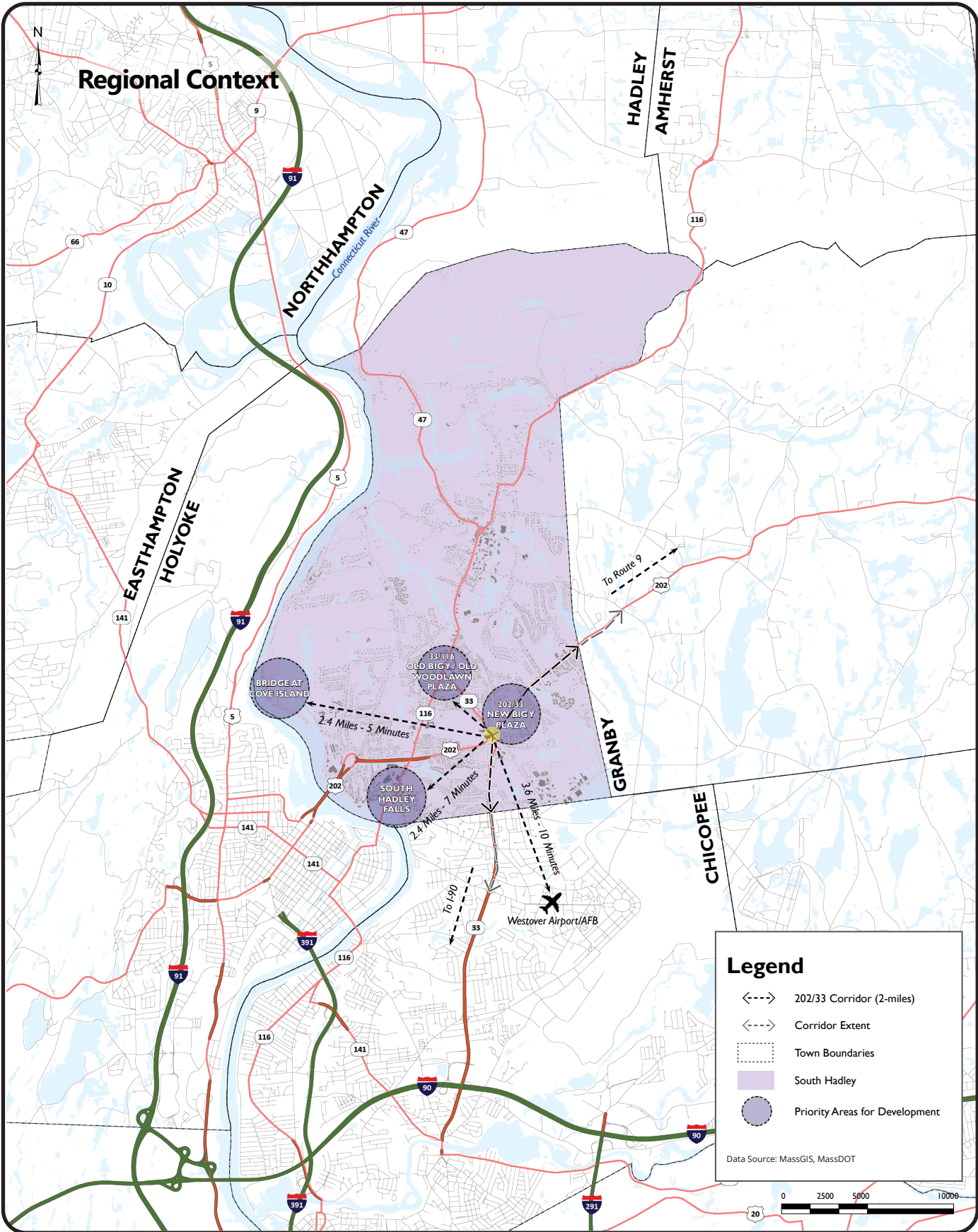


Figure 21 Regional Context

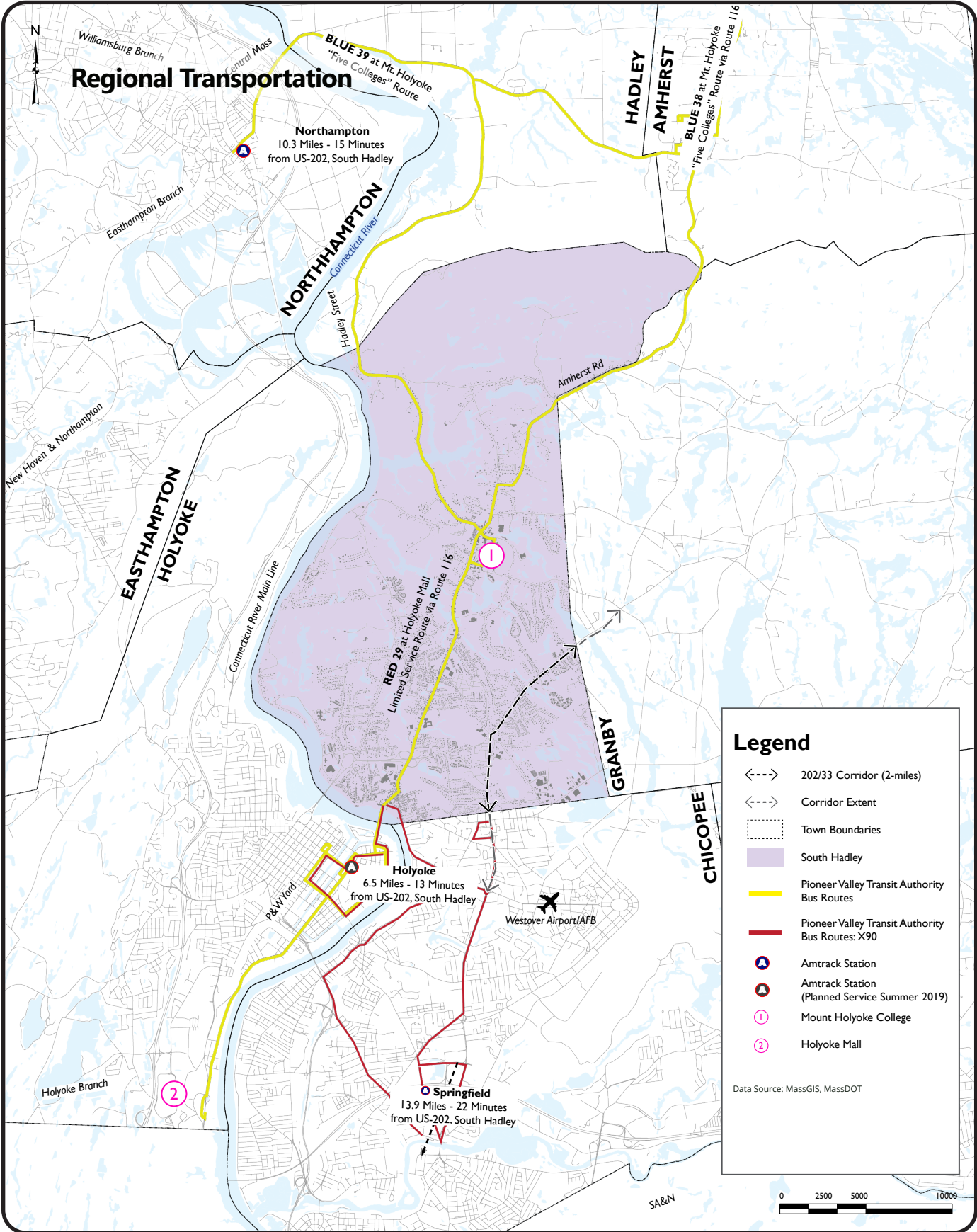


Figure 22: Regional Transit

Regional Bicycle Network

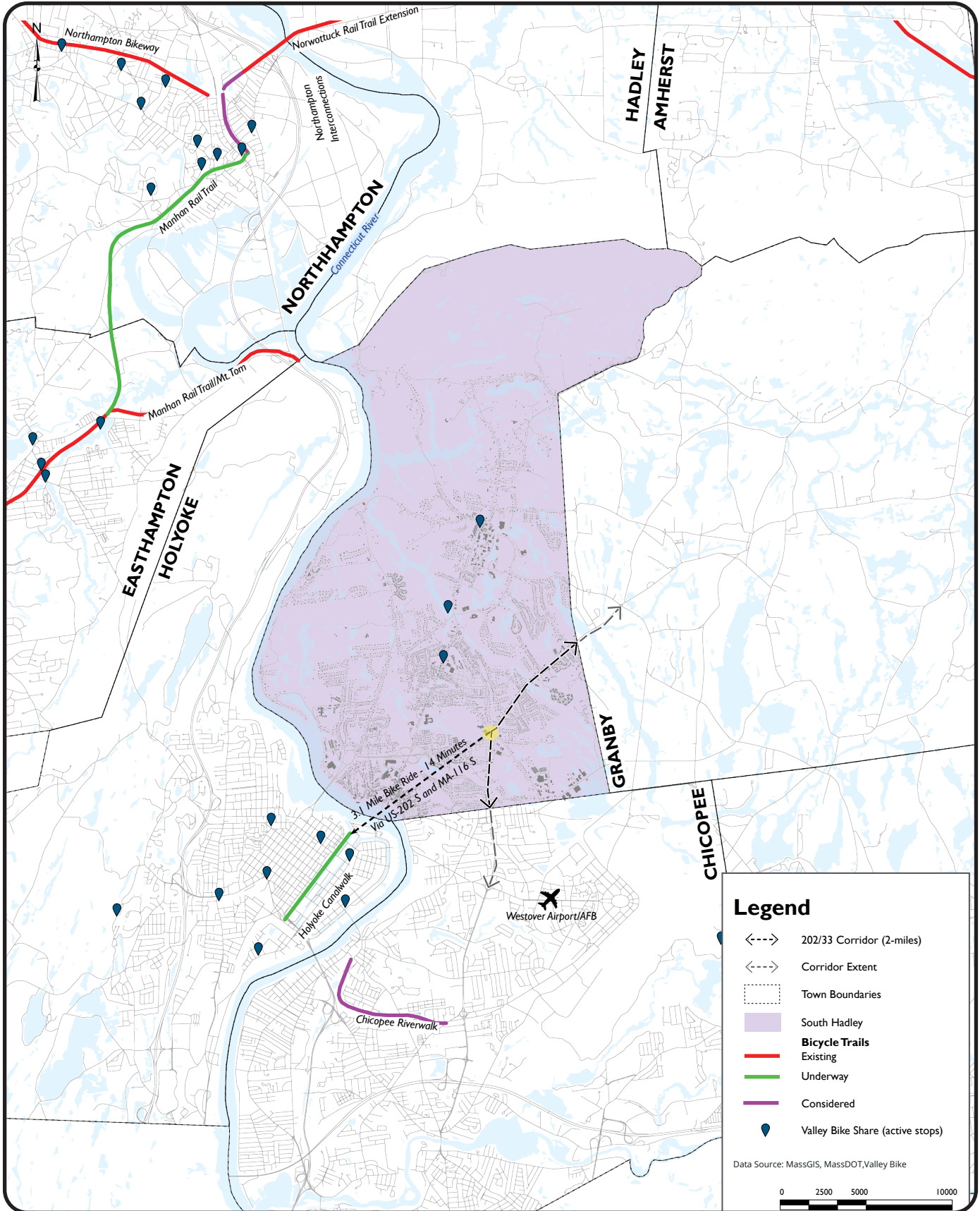


Figure 23: Regional Bicycle Network

demand changes. During the process of updating South Hadley's Master Plan, participants at community forums indicated a need for housing that addressed different stages of life and affordable housing,

Commercial uses include the Big Y supermarket, medical offices, small restaurants, auto services, banks, personal services, and a veterinarian. Some commercial uses are in buildings with a residential form. The commercial uses tend to cluster in certain areas along the corridor. During the process of updating South Hadley's Master Plan, participants at community forums specified retail and services desired in existing built areas, including the area around the South Hadley Square Shopping Center.

In many ways, land use along the Routes 202/33 corridor in South Hadley is a reflection of the transition between the more intensely developed portion of Route 33 in Chicopee to the less developed portion of Route 202 in Granby. South Hadley's more intense commercial and higher density residential uses are found in clusters along the corridor as seen in **Figure 18**. Open space and recreational assets, called out in **Figure 19**, serve as interruptions along the corridor and could act as transitions from one use to the next.

The question of transportation is an important one for the future health of the corridor. Vehicular traffic is often regional rather than local, and heavier than is desirable. The challenge is two-fold: (1) capture the through-traffic by converting drivers to customers and/or residents and (2) reduce the use of vehicles for local trips by improving pedestrian and bicycle facilities. While public transit is a method to reduce the use of personal vehicles for longer trips, the regional bus (the X90 through Chicopee), run by the Pioneer Valley Transit Authority, stops just short of the South Hadley line. Regional bicycle paths are also not within this corridor area. Finally, pedestrian infrastructure, such as sidewalks and off-road paths, are missing or not in a condition that would be suitable for users of all ages and abilities.

The cost of installing such infrastructure can be high, but grant programs, such as the Complete Streets program from MassDOT or the MassWorks program for the Commonwealth of Massachusetts, can assist with the cost of design and installation. Zoning changes to add mixed-uses at strategic points within the existing clusters of uses along the corridor are also important to reducing local

vehicular traffic. Homes linked to goods and services by pedestrian and bicycle paths can reduce the number of short-distance trips in personal vehicles. The presence of the APZ II does limit density along a certain portion of the corridor for federally-funded (HUD) projects.

Potential Future Land Uses

During the process of planning for the Town's update to its comprehensive plan, future uses of the intersection of Routes 202 and 33 (near the South Hadley Square Shopping Center) were discussed by the participants in two forums: **Neighborhoods for All Ages**, held on March 27, 2019 and **People, Prosperity, Housing and Connections**, held on April 24, 2019.

At the first of the two forums, participants discussed the idea of complete neighborhoods: those neighborhoods that had housing appropriate for a variety of needs and preferences, access to jobs, goods, and services, and connections to natural and recreational resources as well as social connections. Participants discussed what was missing from this node within a certain distance of the intersection. These distances represented a walk (1/4 to 1/2 mile) or short bike ride (1/2 to 1 mile) from the intersection.

The missing elements were identified as follows:

- Within 1/4 mile
 - Small Park
 - Community Garden
 - Gym
 - Child Care
 - Rotary or intersection improvements
- Between 1/4 and 1/2 mile
 - Bar
 - Restaurant
- Between 1/2 and 1 mile
 - Small Park
 - Retail Shop
 - Ice Cream Shop
 - Cafe
 - Restaurant
 - Gym
 - Mixed Use
 - Affordable Housing/Senior Housing
 - Design Storefronts and signage for existing businesses

At the second of these two forums, participants discussed the connections between housing and jobs, the people who live in South Hadley now and future residents, and access to recreation and open space. Participants identified the following preferences for this intersection:

- Development preferences were concentrated on the area in proximity to the Routes 202/33 intersection which is within the APZ II (note that the APZ II was not identified during this conversation).
- Preferred options included green/open spaces and affordable housing.
- Desired connections linked the corridor to other economic centers and green space.

Comments during the public process have indicated a concern with keeping the current character in terms of density and residential architecture rather than allowing a higher level of density. Other comments have indicated that the level of traffic along the corridor is also a concern.

Adjacent Towns

The land use analysis included interviews with representatives from the City of Chicopee, the Westover Airport/ARB, and the Town of Granby.

On January 3, 2020, the consultant team met with Lee Pouliot, ASLA, Director of the Department Planning and Development and Michelle Santerre, GIS Coordinator, from the City of Chicopee. Highlights from that conversation include the following:

- Kicked off master plan process in January 2020, which will include zoning revisions.
- Very interested in working with South Hadley to reconsider the corridor.
- Could include grant applications, wayfinding/branding.
- Could include partnerships with Westover to leverage access to freight/civilian charters.
- Potential for connecting old rail trails to Route 33.

On January 3, 2020, the consultant team met with Dan Kost, Community Planner for the Westover Airport/ARB. Highlights from that conversation include the following:

- Location of the Accident Potential Zones.

- Recommendations for development and zoning restrictions within those zones.
- Confirmation of the shared military and civilian operations at the airport.
- Suggested contacts with the Westover Metropolitan Development Corporation and the Westover Airport/ARB.

On March 12, 2020, the consultant team met with James Trompke from the Granby Planning Board and Bryan Hauschild from the Granby Economic Development Committee. Highlights from that conversation include the following:

- Small lots, a high watertable, and reliance on septic systems pose significant limits on development.
- The Town has 3-4 community septic systems; the largest is on the Route 202 corridor and is tied into South Hadley's sewer system through a shared pump.
- Already rezoned area; would like to see small shops, buildings for trades, business diversification
- Route 202 has seen increased traffic/back-ups
- Goals include:
 - Additional sewer/water service, potential to be along Route 202
 - Sidewalk along Route 202 to Amherst Street/ Finns Hill

Online Questionnaire

The land use analysis also included an online questionnaire that was open from May 19-20, 2020, with 156 responses. The survey was modified and reopened from May 20-30, 2020, with 76 responses (although one person used the original link to take the questionnaire on May 25, 2020). The full results, with the modifications in the second questionnaire identified, are provided in **Appendix B**.

Results of the questionnaires include a clear divide between respondents who sought more businesses along the corridor and those who would prefer either fewer commercial uses or for the current land uses to remain unchanged.

Respondents had a strong preference for adding sidewalks and bicycle lanes along the corridor, with many believing

that the entire corridor should have these amenities. A few respondents thought that bicycle lanes were less necessary; a few asked that existing sidewalks be widened. Many felt that new sidewalks and bike lanes would attract new residents and businesses and would help support existing businesses.

Respondents were split on whether they were satisfied or dissatisfied with the conditions of commercial buildings along the corridor; more were satisfied with the conditions of residential buildings. A majority either agreed or strongly agreed with the idea of implementing a design review process for the corridor.

The questionnaire asked about land use types within three zones of the corridor and identified the local street names as well as the route numbers:

- Zone 1 – This zone is Route 202 from the Granby line to the APZ II Zone (Just before Oak Street).
- Zone 2 – This zone is the portion of Route 202 and Route 33 within the APZ II Zone (from approximately Brigham Road to approximately the entrance to the South Hadley Square Shopping Center).
- Zone 3 – This zone is Route 33 from the Chicopee line to the APZ II Zone (approximately the entrance of the South Hadley Square Shopping Center).

A series of questions asked about the following land uses:

- Multifamily – a majority of respondents felt that this use was appropriate for all three zones, but a higher majority preferred this use in Zone 3.
- Single-Family – a majority of respondents preferred this use in all zones, but a higher majority preferred this use in Zone 1.
- Commercial Mixed Use – a majority of respondents preferred this use in all zones, but a higher majority preferred this use in Zone 3.
- Affordable Housing – A majority of respondents believed that affordable housing was appropriate for Zone 3. Zone 1 was the next highest choice as an area for affordable housing. Fewer respondents felt that Zone 2 was suitable for affordable housing.

A majority of respondents across both surveys supported

the conversion of existing single-family housing in this corridor to other uses, including two-family housing, professional business, and a mixture of residential and professional business. A majority also believed that such conversion should be subject to standards that maintained a residential appearance.

Respondents shared a deep concern about the level of traffic along the corridor and believed that traffic volumes should be considered when evaluating new zoning for and new development along the corridor.

Respondents were almost evenly split on whether South Hadley should consider land uses and development in the neighboring communities of Granby and Chicopee as part of future changes to the corridor within South Hadley.

Regulatory

Three jurisdictions govern development along the corridor: the Town of South Hadley, the City of Chicopee (to the south), and the Town of Granby (to the north-east).

Part of the corridor is overlaid by an Accident Potential Zone, or APZ, from Westover Airport/ARB in Chicopee. As noted earlier, the WJLUS recommends restrictions on certain land uses within its boundaries. These recommendations include the following:

- Residential density should be limited to 1-2 units dwelling per acre.
- Nonresidential-uses (such as trades, businesses, offices, and recreation) are recommended to be low density, low intensity uses.
- Public assembly is not recommended.

The boundary of the APZ is provided in **Figure 24** and the recommended restrictions have been taken into consideration in developing these recommendations. Note that federal agencies, such as the Department of Housing and Urban Development (HUD) may have restriction on the expenditure of federal funds in an APZ (24 CFR 51, Subpart D).

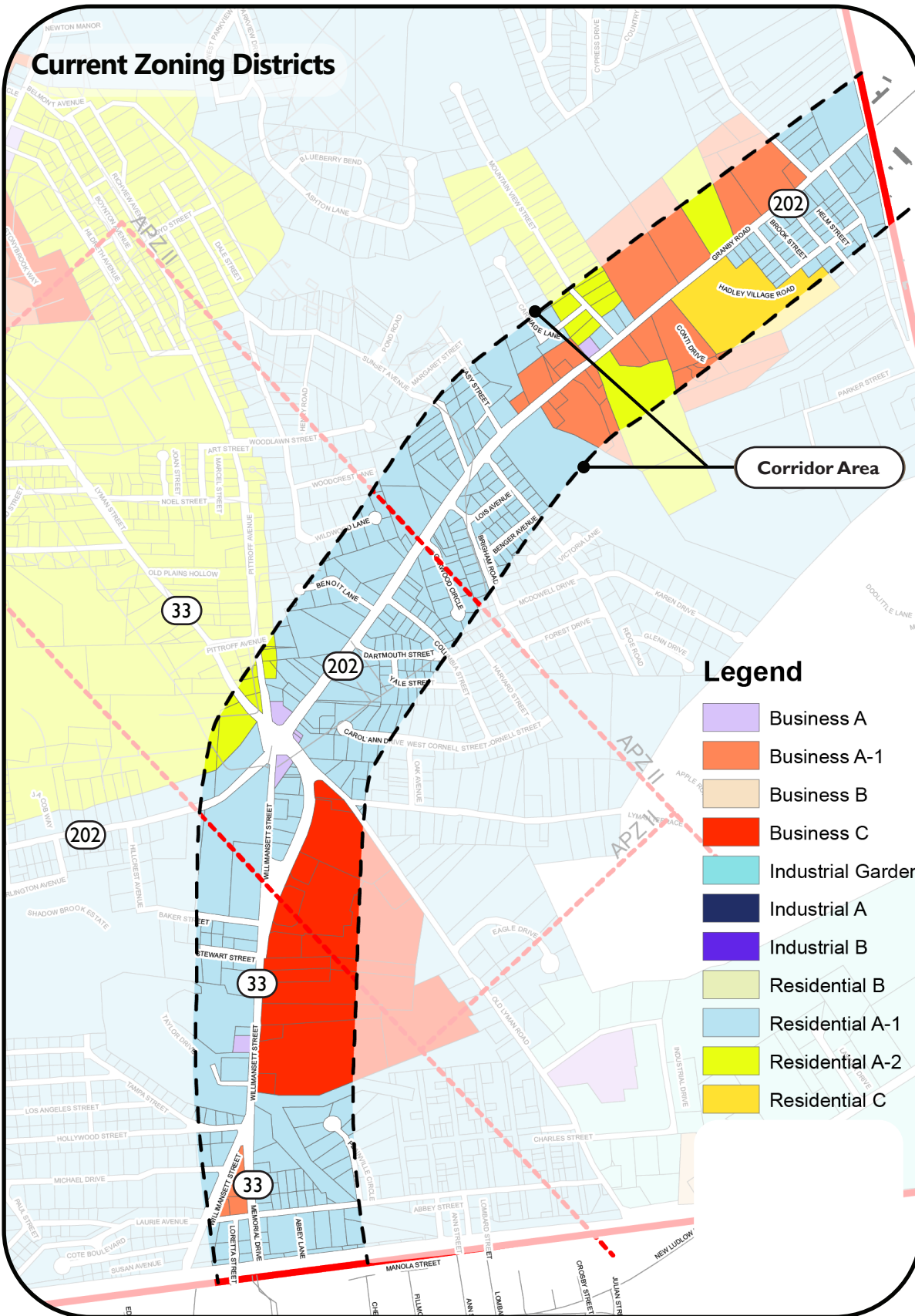


Figure 24: Existing Zoning Districts in the Routes 202/33 Corridor within South Hadley

Municipal Zoning

The following analysis is not an exhaustive analysis of all elements of each municipality's zoning code. Instead, the focus of this analysis is on the comparison of the principal permitted uses and dimensional standards on the corridor as determined by each community.

The following zoning districts govern **South Hadley's** portion of the corridor:

- Residence A-1 (SH) (Low-Density Residential) – This district allows residential development that is in character with the existing predominately single-family housing and protects the existing rural fabric.
- Residence A-2 (SH) (Medium-Density Residential) – A-2 is similar to A-1, but allows medium-density residential.
- Residence C (SH) (High-Density Residential) – This district accommodates dense residential development, especially multi-family developments in a few locations.
- Business C (SH) (Planned Business) – The district accommodates larger-scale businesses, while regulating impacts on pedestrians and traffic.
- Business A-1 (SH) (General Business) – The district promotes vibrant commercial areas while minimizing impacts on roads and residential districts.

The following zoning districts govern **Chicopee's** portion of the corridor:

- Residential A – This district allows for a lower density of residential uses, single-family detached dwellings and two-family residences. A short stretch of this district on the western side of Route 33 abuts South Hadley. Another short stretch is on the eastern side between Yorktown Court and Ferguson Street.
- Residential C – This residential district allows single-family dwelling, two-family dwellings, three-family dwellings, and multi-family dwellings. A short stretch of this district on the eastern side of Route 33 abuts South Hadley.
- Business A – This district is designed for general businesses located in areas of high traffic volume that

are intended to serve an area-wide population. This is the primary district along the corridor from the South Hadley line to the intersection with James Street.

- Commercial A – This district is designed for business uses that are intended to serve a neighborhood and to be compatible with residential areas. A pocket of this district is accessed from Route 33.

The following zoning districts govern **Granby's** portion of the corridor:

- Industrial – This district is designed for industrial and wholesale uses only and is adjacent to the border with South Hadley.
- General Business – This district is designated for commercial and business uses. This district covers the remainder of the corridor along Route 202 to Pleasant Street.
- Residential - Single Family Units – This district allows single-family units. There are two parcels on the south side of Route 202 as the Industrial District transitions to the General Business District. Because this zoning affects only two parcels, this district will not be included in the analysis below.
- Mixed Use Development Overlay District – This district covers the north side of West State Street from the border with South Hadley to beyond the intersection of Pleasant Street. On the south side of West State Street, the overlay district begins with the first of the Residential - Single Family Units District and continues beyond the intersection with Pleasant Street. The purpose is to provide for a mix of residential and commercial uses in an area of town with municipal services. The district also promotes adaptive reuse and the provision of open spaces.

The full analysis of the land uses and dimensional standards in each municipality are provided in Appendix A. This section summarizes the results by considering uses along the entire corridor that are compatible and those that are incompatible. The three communities define certain uses differently; the use as defined by South Hadley will be used unless noted. The specific uses are provided in the appendix.

City of Chicopee: Existing Zoning

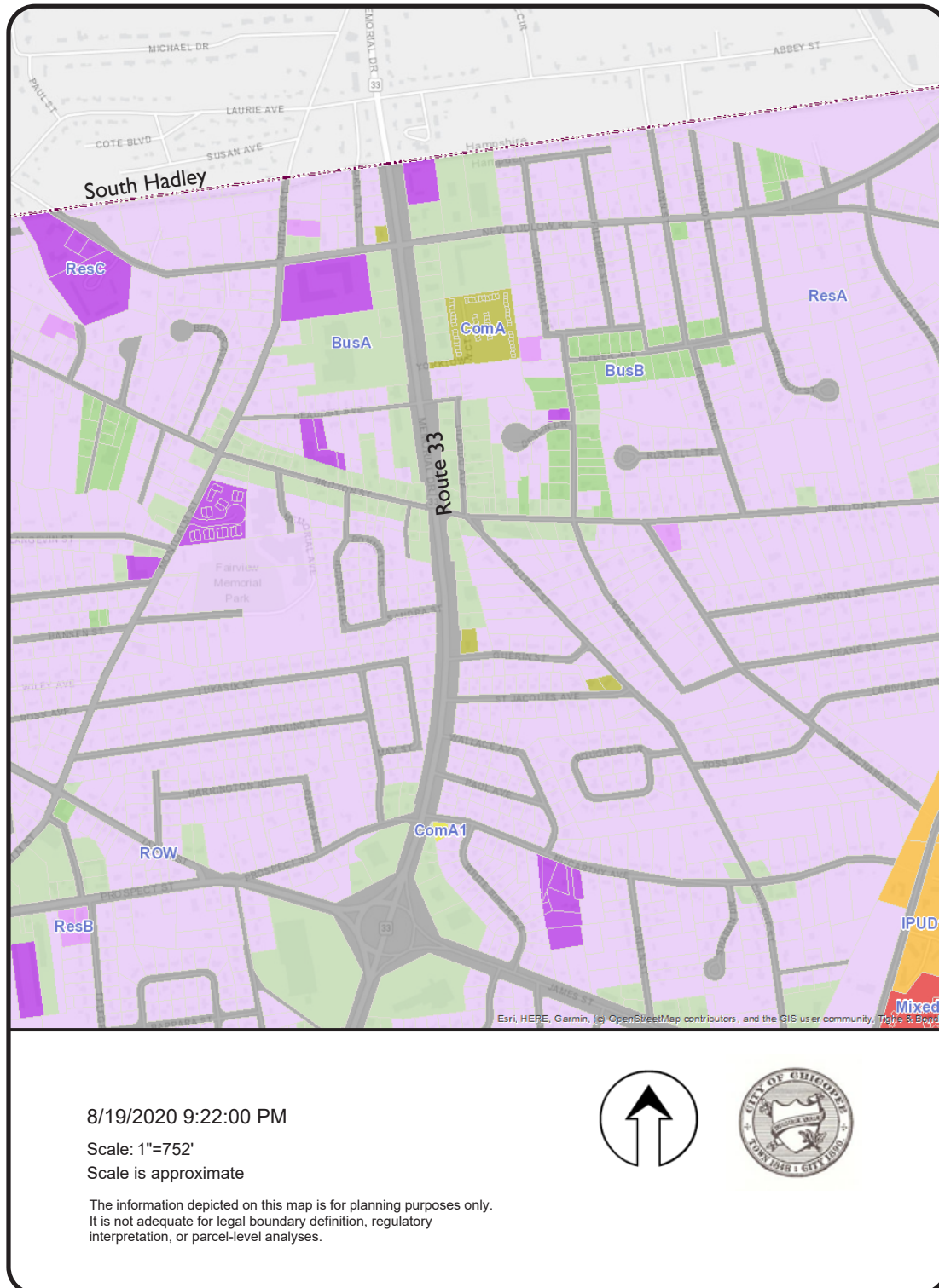


Figure 25: Existing Zoning Districts on Route 33 in the Chicopee; source, City of Chicopee

Town of Granby: Existing Zoning

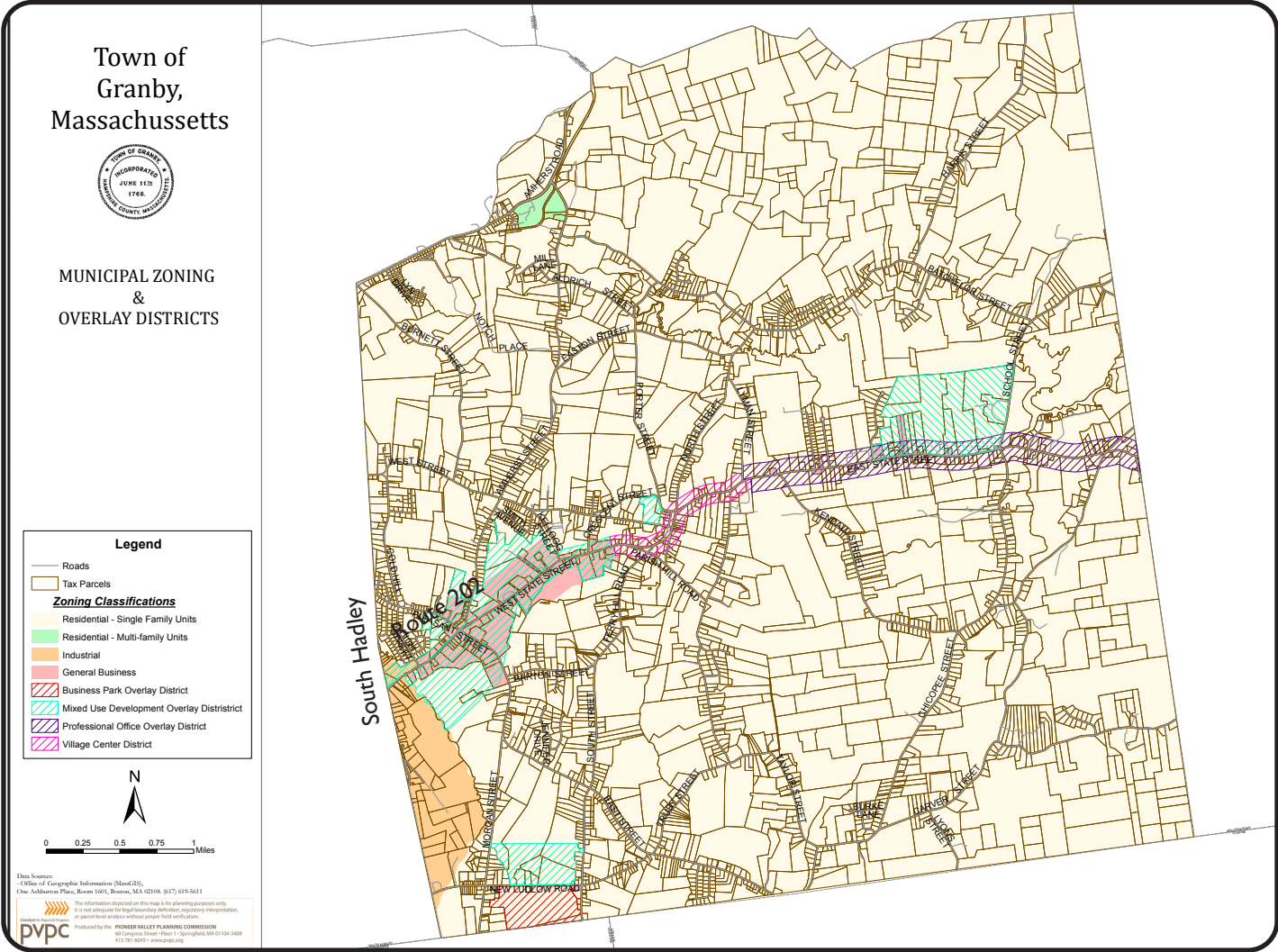


Figure 26: Existing Zoning Districts on Route 202 in Granby; source:Town of Granby

Compatibility is determined in considering the uses of the corridor as a whole, as it transitions from one community to the next. The lowest density of uses is currently found in Granby; the highest in Chicopee. South Hadley's portion of the corridor contains elements of the uses allowable in both of its neighbors, and prohibits some of those uses.

Transitions along the Corridor

In Chicopee, Route 33 is mostly highway-oriented businesses until New Ludlow Road. After this intersection, the scale of development drops and the uses transition to residential with a mix of smaller commercial uses. The Chicopee-South Hadley transition is more abrupt than the Granby-South Hadley border. The land uses in Chicopee and South Hadley are not dissimilar, but Route 33 changes from a divided highway in Chicopee to a two-lane road (South Hadley).

In Chicopee, the zoning district along Route 33 is mostly Business A, with one small pocket of Commercial A, until just before the border with South Hadley. At this border, on the Chicopee side, the zoning is Residential C on the right and Residential A on the left. In South Hadley, just beyond the municipal border, Route 33 is bordered by Residential A-I on both sides.

Chicopee's mix of uses is similar to South Hadley's at the gateway (transition between towns) and there are few, if any, uses of concern.

After the first cross-street in South Hadley (Abbey Street), the zoning changes briefly to Business A-I and then back to Residential A-I before switching to Business C on the right and mostly Residential A-I on the left.

The junction of Routes 202 and 33 is a mix of Business A and Residential A-I. After that junction, the zoning is Residential A-I on both sides until shortly after Easy Street when the zoning becomes a mix, including Business A-I.

Route 202 in Granby is a mix of businesses at several scales, clustered around the intersection with Pleasant Street. Those uses from in scale and become more spread out towards the border with South Hadley, and include two motels and the Town of Granby's combined Town Hall and Council on Aging. The Industrial zone next to the border contains a few small businesses and some wetlands.

Granby's Industrial zone does not allow residential uses, but because the existing buildings in this zone are set back from the road, the transition from Granby to South Hadley is not noticeable. East Street in South Hadley marks the beginning of the area of mixed uses noted earlier.

Granby's Mixed-Use Overlay covers both its Industrial Zone and its General Business Zone along Route 202. It allows a greater variety of housing types than either South Hadley or Chicopee.

In terms of zoning, the biggest discrepancy is the Granby Industrial District adjacent to South Hadley's Residential A-I. Not all the parcels in The Granby Industrial district are fully built out. Most allowable industrial uses in this district require a site plan and many require a special permit. A few of the uses may be of concern to South Hadley, including (but not limited to) a theater, auto-related services and sales, lumber yards, and manufacturing.

Zoning, Economic Development, and Housing

The similarities of the allowable uses in the commercial zones for all three municipalities pose some challenges for economic development. There simply is not enough demand for retail and restaurant to fill the entire corridor in all three communities over the long term.

Over the long-term, for South Hadley to develop a competitive advantage, it should focus on attracting businesses that serve the surrounding neighborhoods and professional offices while also encouraging additional housing at appropriate locations. The Town should consider adding design standards to any zoning changes to maintain certain physical characteristics of the buildings and sites along the corridor while allowing new businesses which can capitalize on the relatively high through traffic.

One method of securing a competitive advantage is to evaluate how specific uses are permitted in each of the three communities by right, site plan review, site plan and special permit, or just special permit. In addition, certain uses were prohibited in specific districts.

An example is Personal, Professional, and Business Services. South Hadley allows all three after site plan review in Business A-I and Business C and prohibits them in Residence A-I, A-2, and C. South Hadley also allows Professional Business, with conditions, by site plan review

in Business A-1 and C; with a special permit in Residence A-1 and A-2; and prohibits it in Residence C.

Chicopee allows Business and Professional Services by right in Business A; Personal Services by right in Business A and Commercial A; and Professional Services by right in Commercial A.

Granby allows Professional Services by site plan review in its Mixed Use Development Overlay and Services by site plan review in General Business and Industrial.

South Hadley should consider reducing the permitting burden for those uses the Town wishes to attract and increasing it for those uses it wishes to discourage. For example, the Town could allow Professional Business, with conditions, by Site Plan Review with Design Standards which maintain the residential appearance and scale of the adjoining or nearby residences in Residence A-1 and A-2.

Granby's Mixed Use Development Overlay has expanded uses beyond those included in the zoning for both Chicopee and South Hadley. Based on some of the responses in the questionnaire, South Hadley should consider some of the expanded housing types, definitions for eating places, and definitions for small business types.

Concerns about an increase in traffic related to business expansion (also expressed in the questionnaires) can be partially addressed by upgrading sidewalks and adding bicycle lane or off-road multi-use paths for both. This will reduce traffic from local trips.

Attracting business that serve adjacent neighborhoods and businesses that capture the traffic already passing through would support economic development for the Town by capturing revenue from existing traffic patterns.

Appropriate design standards would address community concerns about the look and function of drive-thru windows, curb-side pick-up, or other methods of addressing convenience for the existing drivers that pass through the area. Standards for the number and location of curb cuts, continuous sidewalks across driveways, and appropriate landscaping in the front setback would address pedestrian needs and safety for both drivers and pedestrians.

The corridor provides an opportunity to increase the diversity of housing types by allowing housing as an accessory use to commercial uses or by allowing the conversions of single-family homes into two-family homes. This could address the need for a variety of housing types to allow people to age in place within the community and to allow affordable places to live across a greater range of income levels.

4. Action Plan

This action plan defines a series of recommendations for addressing the future of the Route 202/33 corridor. The focus of regulatory and public realm recommendations is on creating an identity for a corridor that many see as a through-way to other destinations rather than a destination in itself.

The focus of the policy recommendations is to encourage regular conversations with the communities that share the corridors to address common themes of traffic, multi-modal access, and economic development.

South Hadley's portion of the corridors are a transition point between the land uses in Chicopee and those in Granby; its goal should be to have an identity that is recognizably South Hadley and not extensions of its neighbors. The corridor's identity should indicate that it is not just a vehicular corridor, but a series of linked neighborhoods and business clusters.

Zoning and Design Guidelines

- Divide corridor into sections by appropriate land uses for the new zoning districts and development density for specific uses within the corridor:
 - Establish zoning regulations and design guidelines for each sector.
 - Establish appropriate design review process for new zoning districts that incorporates relevant design guidelines.
- Consider adding a wider variety of housing types and small business types to the Table of Uses to address changing needs for housing and economic development over time.
- Change requirement for permits/approvals to decrease the level of review required for desirable land uses; add design review to all projects requiring site plan approval and/or a special permit.
- Allow conversion of single-family residential in the proposed Gateway District to other uses (Professional Services, Two-family, Three-family, Mixed-use) with site plan review and design guidelines.
- Add design guidelines that address convenient access

for drivers, such as drive-thru windows, while ensuring safe access for pedestrians and maintaining the residential scale and feel of the corridor.

Public Realm Improvements

- Define a new identity for the corridor at the transition points between Chicopee and South Hadley and South Hadley and Granby. Install new, more visible signage with appropriate landscaping.
- Establish common streetscape elements for the corridor so that people traveling on the corridor can recognize that they are in South Hadley by those common elements in the public realm. Common elements may include:
 - Consistent signage patterns.
 - Defined species for street trees and other plantings in the public realm.
 - Common materials for sidewalks, edging, crosswalks, bike lane.
 - Consistent street lights and other street furniture.
- Establish consistent streetscape improvements to provide safe routes along the corridor for pedestrians and bicyclists.
- Evaluate cul-de-sacs and unconnected streets along the corridor to establish pedestrian and bicycle connections to the corridor. In some cases, this may require acquiring easements for non-vehicular pathways.

Policies

Policy recommendations are primarily directed at improving communications with residents, adjacent communities, the Pioneer Valley Planning Commission, and the Commonwealth of Massachusetts.

- Consider a dedicated public workshop on uses for the corridor, with a focus on the divides expressed in the questionnaire about different use types, particularly housing and small businesses.
- Establish working relationships at staff level among

South Hadley, Chicopee, and Granby to plan for common interests.

- Consider a joint application from South Hadley, Chicopee, and Granby for a MassWorks and/or Complete Streets grant to upgrade infrastructure along the corridor.
- Work with the City of Chicopee to link improvements for pedestrians and bicyclists to planned trails.
- Discuss water/sewer and streetscape improvements with the Town of Granby.
- Ensure that improvements to pedestrian and bicycle access along the corridor are not terminated at the municipal borders.
- Suggest a joint traffic study among the three communities to address perceptions about volume and safety.
- Create common gateway treatments that identify and celebrate the transitions between the communities.
- Set up a twice-yearly conversation with Westover Airport/ARB.
- Work with Pioneer Valley Transit to add the corridor to its bus network to reduce the use of cars and encourage alternative mobility in the area, reducing congestion and pollution.
 - At a minimum, a bus stop should be located at the South Hadley Square Shopping Center as it is a major anchor in the area.
 - The Town should provide bus shelters at designated stops.
 - Extending the X90 bus route from Chicopee would make a 40R district to encourage village-scale development outside the APZ a viable option. This area was defined as Zone 3 in the survey.
- Work with Valley BikeShare and the City of Chicopee to add one or more stations along the corridor.
- Open discussions with Massachusetts Department of Transportation (MassDOT) on the relocation and reuse of the state highway maintenance center to allow for a village-style development that incorporates both the MassDOT site and the South Hadley Square Shopping Center.

5. Recommendations for Zoning Changes

Proposed Zoning Changes

As uses change over time in response to market demand, updated zoning regulations and design guidelines that encode community values will be important to managing that change. The following recommendations establish the identity for the corridor by defining gateways, clustering uses appropriately, and recommending design guidelines for new development or substantial rehabilitation. The goal of these regulations is to provide safe connections for pedestrians, bicyclists, and drivers; a variety of housing types and job opportunities, and preservation of valuable open space and recreational resources while clustering new development along existing infrastructure consistent with sustainable growth patterns.




Goals for Zoning Changes

While the existing zoning districts do establish clusters of uses, the actual land use pattern is not consistent with those clusters. The goals of the Master Plan for the Routes

202/33 Corridor are to improve the overall quality of the built environment throughout the corridor, create a cohesive circulation experience, and improve the economic and social opportunities of the community around the area while preserving its natural resources.

The recommended zoning changes will define clusters of uses where additional development over time takes advantage of existing infrastructure and builds upon existing compatible uses. The zoning changes in terms of uses and density are relatively minimal; these recommendations also include recommended design guidelines for both public and private investments in the area to promote a corridor that is safer and more attractive for pedestrians and bicyclists. The guidelines will also promote more tree cover to prevent heat islands and better stormwater standards to address stormwater runoff and the quality of surface waters.

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

Gateway District (GD)

This overlay will improve the transition between municipal boundaries to strengthen the differentiation of South Hadley from its neighboring communities. This zone focuses on encouraging the development of a mix of uses within the zone, including commercial and residential, compatible with the adjacent residential and open space areas. The accompanying design guidelines provide for improvements to the public realm including streetscape, landscape, and signage. If possible, the streetscape improvements for the Gateway District should be coordinated with the adjacent communities.

Low-Density Mixed Use District (LDMU)

The LDMU considers the recommendations for restricted density and limited uses due to its location within the APZ II zone. Any mixed-use development should leverage the Big Y as an anchoring tenant in the area by encouraging other office and retail uses in the plaza area.

Open Space and Recreation Overlay

This overlay is intended to protect the environmental assets of the Town and support public health through recreational opportunities that increase physical and social health for residents of all ages, economic situations, and physical conditions. This overlay could be applied elsewhere in Town and is specific to areas used for open space and passive or active recreation. If applied elsewhere, all municipal and state-owned land that meets the criteria should be considered for inclusion.

Within the corridor, the intent of this overlay is to preserve the Buttery Brook Park and Leaping Well Reservoir, and could be expanded to other open spaces along the corridor that are set aside for conservation and/or recreation.

Uses adjacent to the Open Space and Recreation Overlay, other than Single-Family or Two-Family, should have increased restrictions on impervious surfaces and the treatment of stormwater run-off.

Proposed Design Guidelines

The recommendations for the proposed design guidelines address the threshold for applicability and for specific areas of the public realm. These guidelines should apply equally to public property and to private property when intersecting public property (for example, a driveway, landscaped buffer, and a sidewalk that connects the principal entry to a building to the public sidewalk or street).

Permitting and Applicability

The design guidelines should be part of the site plan approval process for all buildings that qualify, other than single-family homes. The purpose of these guidelines is to ensure that new developments, additions, or significant rehabilitations contribute to the quality of urban design and provide a sense of place, scale, and proportion. New construction is expected to be consistent with the existing residential form (and, as appropriate, scale) and development patterns in the corridor.

For publicly-owned land, the design guidelines should define the following:

- Paving materials including but not limited to materials for the sidewalk, decorative sidewalk trim (bricks or pavers), edging/curb, crosswalks, and tree grates.
- Street lighting.
- Species for street trees and other plantings in the public realm.
- Consistent municipal signage.
- Residential-scale buildings consistent with the requirements for private land.

For private land, the applicability of the design guidelines for new construction or significant additions/rehabilitation could be as follows:

- Site plan approval to ensure developments contribute to the quality of urban design that provide a sense of place, scale, and proportion.
- Design Review for conversion of single-family homes to other use to ensure that buildings are compatible in scale, intensity with similar residentially developed buildings.

- Special Permit for uses requiring such a permit.

Recommendations for Design Guidelines

These recommendations are meant to provide tools that will, over time, begin the transformation of the corridor. These improvements will provide users with a continuity that enhances the journey through the corridor, encouraging its use and traffic to encourage economic activity, healthier lifestyles, and reduced congestion and pollution.

Public Realm

Utilities

- All water, sewer, gas, electric, and other utility services shall be located underground.

Sidewalks

- Sidewalks shall have a minimum width of five feet. The sidewalks should be paved in a material that is consistent throughout the corridor.
- To the maximum extent feasible, the pedestrian walkway shall be separated from vehicular traffic.
- Where complete separation of pedestrians and vehicles is not feasible, hazards shall be minimized by providing the following types of features:
 - Change in paving surface materials such as low maintenance pavers, bricks, stamped asphalt, or scored concrete.
 - The use of landscaping, bollards, lighting and other means to clearly delineate pedestrian areas.
 - The use of signs clearly identifying pedestrian crossing areas.

Bicycle Lanes

Bicycle lanes could be provided in different ways along the corridor. Options include the following

- One-way bicycle lane in the existing vehicular right-of-way could contain a one-way bicycle lane, (flowing in the same direction as motor vehicle traffic). The lane should be five feet wide with a marked ground buffer for greater protection due to speed limits and traffic volume.

- Off-road paths separated from traffic where the existing public right-of-way is sufficiently wide. These paths could be integrated with off-road pedestrian paths to form a multi-modal path with a minimum width of ten feet.

Lighting

- Pedestrian-oriented lighting features shall be directed towards the sidewalk and shorter than roadway lighting.
- Luminaires shall be mounted 12 to 14 feet above the sidewalk with a 90-degree cutoff) to promote pedestrian safety and visibility.
- Pedestrian lighting can be used alone or in combination with roadway-scale lighting in high activity areas to encourage nighttime use. Pedestrian lighting can be located on the same pole as roadway lighting to reduce the number of poles within the landscape/street furniture zone.

Street Furniture

Benches shall be provided at appropriate intervals along pedestrian paths within the overlay districts to support walkability for people of all ages and abilities.

Transition from Public Realm to Private Realm

- All commercial buildings shall provide well illuminated, safe protected, and well-marked pedestrian access to connect to street crossings, other buildings, and pedestrian walkways of adjacent sites.
- Landscaping shall be required within all setbacks fronting public streets and shall be integrated into the on-site stormwater management strategies.
- Plants should be native or adapted, non-invasive species.

Setbacks

- Front and side yard setbacks can be used for outdoor eating.
- One of the side setbacks should be wider to allow for access to parking in the back of building (when not sharing parking with adjacent property) and to supply appropriate plantings and other landscape treatments.

Parking Requirements

- Parking lots shall be located behind the principal building, and/or to the side, but not within the front yard setback.
- Parking will not be allowed between the street and the principal façade.
- Additional secured bicycle parking should be encouraged for any new development, addition, or significant rehabilitation for any use other than a single-family home. The town may consider requiring secured bicycle storage for new development above a certain threshold, such as number of square feet of commercial space or number of dwelling units for residential space.

Signage

- Designed for pedestrian, bicycle, and vehicular scales to establish an attractive and creative signage strategy.

Specific Uses: Conversion of Single-Family Homes

Single-family homes that are converted to other uses shall retain the residential appearance of the existing building.

- Parking shall not be allowed in front of the principal building.
- Signage shall be limited to no more than two signs advertising the name of the business, one on the building and a low freestanding or monument sign at the street.

- A sidewalk shall connect the public sidewalk to the principal entrance to the building.
- Outdoor storage of materials shall not be allowed.

Specific Uses: Auto-oriented uses

- Subject to higher design standards with regard to curb cuts, landscaping, signage, and stormwater management.
- Not allowed within the proposed Gateway District.

Specific Areas: South Hadley Square Shopping Center and Adjacent Parcels

- The principal façade of new buildings shall be oriented toward the corridor.
- The placement of new buildings with existing buildings should create a village feel by considering massing height, building style, architectural elements, and adjacencies.
- Parking areas should be designed to support multiple uses and tenants.
- Parking areas should incorporate low-impact development techniques for managing stormwater run-off and should incorporate high-albedo surfaces (light-colored surfaces that reflect light), shade trees, and other techniques to reduce the heat island effect.
- Pedestrian walkways within the site should connect to public walkways along the corridor and to the adjacent neighborhoods.



Figure 28: Concept plan using existing right-of-way: Memorial Dr. and Abbey St. Intersection

Illustrations of Streetscape Improvements



Tom Hunter Road courtesy of City of Charlotte, NC



Midwalk Median Island - wikipedia.org



Hall Street Sidewalk by Jan Holst



Green Street by Smug Mug



Pedestrian Street Light Banner-Town of Queen Creek, AZ

Illustrations of Residential form for Commercial or Mixed-Use



All images from South Hadley Commons / Mount Holyoke College

Figure 29: Illustrations for design guidelines

Appendix A: Zoning Analysis

The Town of Granby's Zoning Bylaws were amended through the October 28, 2019 Town Meeting. Chicopee's Zoning Ordinance was last accessed through eCode on August 19, 2020. Use tables from the Town of South Hadley were accurate through August 2019.

Any use that is not allowed in all of the districts within a single town was not included. For example, in the Town of Granby, a commercial landing strip or heliport is not permitted in either the Industrial or General Business zones and is also not permitted in any of the zones considered for South Hadley and Chicopee. This use is therefore not included in this table.

A land use is only listed as Prohibited if it is specifically prohibited in that zoning district by the respective municipality's regulations.

Both Chicopee and Granby have zoning regulations that may be of interest to South Hadley.

- In its Residential C District, Chicopee allows, by special permit, uses allowable in Commercial A provided that they are clearly subordinate to multifamily dwelling. The total floor area of the Commercial A use may not exceed 30% of the total floor area of the multifamily use.
- Also in Chicopee, the Commercial A district has a maximum size of 3,000 sf per business use; no dwelling unit is allowed on first floor of a mixed-use building.
- Granby has some interesting regulations for landscaping for commercial developments (Section 5.3). These regulations address access, landscaping, and parking. Granby also has an open space communities regulation (Section 5.1) which allows for clusters of single-family homes to preserve open space. It would be interesting to see whether this could be used in South Hadley while still meeting the density recommendations for the APZ II.
- Granby's zoning regulations allow for Single-family (section 5.4) and Business Estate (Section 5.13) lots that appear to address long or irregularly shaped lots that have significant depth from the public way but limited frontage on that public way.

SH = South Hadley
C = Chicopee
G = Granby

Three-Town Zoning Comparison: Residential Uses

Uses	Permitted	Site Plan Review	Special Permit	Prohibited
Single-Family Dwelling	Residence A-1 (SH) Residence A-2 (SH) Residence C (SH) Residence A (CH) Residence C (CH)		Business C (SH)	Business A-1 (SH) General Business (GR) Industrial (GR)
Conversion of single-family to two-family, with restrictions			Residence A-2 (SH)	Residence A-1 (SH) Residence C (SH) Business A-1 (SH) Business C (SH)
Two-Family Dwellings	Residential C (CH)		Residence A-1 (SH) Residence A-2 (SH)	Residence C (SH) Business A-1 (SH) Business C (SH)
Three-Family Dwellings	Residential C (CH)		Residence A-1 (SH) Residence A-2 (SH)	Business A-1 (SH) Business C (SH)
Multifamily dwellings		Mixed Use Development (GR)		
Multifamily dwellings, for more than three families		Residence C (SH)	Residence A-1 (SH) Residence A-2 (SH) Business C (SH)	Business A-1 (SH)
Multifamily dwellings, with conditions		General Business (GR)	General Business (GR)	Industrial (GR)
Multifamily dwellings (4 or more units)	Residential C (CH)			
Flexible residential developments, with conditions			Residence A-1 (SH) Residence A-2 (SH) Residence C (SH)	Business A-1 (SH) Business C (SH)
Congregate housing for the elderly or handicapped		General Business (GR)	General Business (GR)	Industrial (GR)
Continuing care retirement communities			Residence A-2 (SH)	Residence A-1 (SH) Residence C (SH) Business A-1 (SH) Business C (SH)
Up to four dwelling units in a business building			Business A (CH) Commercial A (CH)	
Dwelling in the Industrial District, with conditions	Industrial (GR)			General Business (GR)
Mixed Residential/Business, with conditions		General Business (GR)	General Business (GR)	Industrial (GR)

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Uses	Permitted	Site Plan Review	Special Permit	Prohibited
Townhouses		Mixed Use Development (GR)		
Mobile home parks				Residence A-1 (SH) Residence A-2 (SH) Residence C (SH) Business A-1 (SH) Business C (SH)
Mobile homes			Residence A-1 (SH) Residence A-2 (SH)	Residence C (SH) Business A-1 (SH) Business C (SH)
Mobile home, trailer, camper				General Business (GR) Industrial (GR)
Artist studio/residences		Mixed Use Development (GR)		
Live/work units		Mixed Use Development (GR)		
Age-restricted Housing Community		General Business (GR)	General Business (GR)	Industrial (GR)
Assisted living residential uses		Mixed Use Development (GR)		
Bed-and-Breakfasts			Residence A-1 (SH) Residence A-2 (SH)	Residence C (SH) Business A-1 (SH) Business C (SH), General Business (GR) Industrial (GR)
Lodging house	Business A (CH)			
Home Occupation		Mixed Use Development (GR)	Residential A (CH) Residential C (CH)	
Home Occupation I, with conditions	Residence A-1 (SH) Residence A-2 (SH)			Residence C (SH) Business A-1 (SH) Business C (SH)
Home Occupation II, with conditions		Residence A-1 (SH) Residence A-2 (SH)		Residence C (SH) Business A-1 (SH) Business C (SH)
Home Occupation, with conditions		General Business (GR)	General Business (GR)	Industrial (GR)
Home professional office, with conditions		General Business (GR)	General Business (GR)	Industrial (GR)
Home shop		General Business (GR)	General Business (GR)	Industrial (GR)
Private garage or stables < 1,200 sf gfa	General Business (GR)			Industrial (GR)
Private garage or stables > 1,200 sf gfa		General Business (GR)	General Business (GR)	Industrial (GR)

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Uses	Permitted	Site Plan Review	Special Permit	Prohibited
Parking of one large commercial vehicle over two tons capacity	General Business (GR) Industrial (GR)			
Parking of more than one large commercial vehicle over two tons capacity	General Business (GR) Industrial (GR)			

Three-Town Zoning Comparison: Agriculture, Recreation, and Open Space Uses

Uses	Permitted	Site Plan Review	Special Permit	Prohibited
Agricultural, horticultural, or floricultural uses on parcels of five acres or more	Residence A-1 (SH) Residence A-2 (SH) Residence C (SH) Business A-1 (SH) Business C (SH)			
Agricultural, horticultural, or floricultural uses on parcels of less than five acres, with conditions		Residence A-1 (SH) Residence A-2 (SH) Residence C (SH) Business C (SH)		Business A-1 (SH)
Agriculture, horticulture, floriculture, viticulture	General Business (GR) Industrial (GR)			
Sale of farm products			Residence A-1 (SH) Business C (SH)	Residence A-2 (SH) Residence C (SH) Business A-1 (SH)
Animal kennels	Business A (CH)		Residential A (CH) Residential C (CH)	
Commercial kennels			Business A-1 (SH) Business C (SH)	Residence A-1 (SH) Residence A-2 (SH) Residence C (SH)
Animal hospitals	Mixed Use Development (GR)			
Veterinary establishment, place for boarding animals or raising pets for gainful purpose		General Business (GR) Industrial (GR)		
Commercial, livestock, dairy, poultry farm	General Business (GR) Industrial (GR)			
Commercial greenhouses	Business A (CH) Commercial A (CH)			
Farm business, commercial greenhouse	General Business (GR) Industrial (GR)			

SH = South Hadley
 C = Chicopee
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Uses	Permitted	Site Plan Review	Special Permit	Prohibited
Greenhouses accessory to a farm or private residence	Residential A (CH)			
Farms, nurseries and truck gardens	Residential A (CH)			
Forestry, wood harvesting, tree farm, nursery	General Business (GR) Industrial (GR)			
Portable woodworking mills for use on lots of less than five acres				Residence A-1 (SH) Residence A-2 (SH) Residence C (SH) Business A-1 (SH) Business C (SH)
Conservation land	General Business (GR) Industrial (GR)			
Stables or riding academies, with conditions	Residence A-1 (SH) Residence A-2 (SH)	Business C (SH)		Residence C (SH) Business A-1 (SH)
Garages and stables which are not accessory uses to the principal structures		Residence A-1 (SH) Residence A-2 (SH)	Residential A (CH)	Residence C (SH)
Cemeteries			Residential A (CH) Residential C (CH)	
Cemeteries adjacent to or in extension of existing cemeteries	Residential A (CH)			
Cemetery, crematory, with conditions	Residence A-1 (SH) Residence A-2 (SH) Residence C (SH)			Business A-1 (SH) Business C (SH) General Business (GR) Industrial (GR)
Commercial recreation			Business A (CH)	
Golf courses	Residential A (CH)			
Commercial golf course				General Business (GR) Industrial (GR)
Commercial recreational camping for transient guests, with conditions				General Business (GR) Industrial (GR)
Commercial hunting, fishing, or ski grounds				General Business (GR) Industrial (GR)

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Uses	Permitted	Site Plan Review	Special Permit	Prohibited
Public playgrounds and parks	Residence A-1 (SH) Residence A-2 (SH) Residence C (SH) Business A-1 (SH) Business C (SH)			
Public park, playground, or recreation area		General Business (GR)		Industrial (GR)
Park, recreation or playgrounds		Mixed Use Development (GR)		

Three-Town Zoning Comparison: Public and Institutional Uses

Uses	Permitted	Site Plan Review	Special Permit	Prohibited
Town Buildings		Residence A-1 (SH) Residence A-2 (SH) Residence C (SH) Business A-1 (SH) Business C (SH)		
Governmental Services	Residential A (CH) Residential C (CH)			
Government administration building		General Business (GR) Industrial (GR)	General Business (GR) Industrial (GR)	
Federal and state government buildings	Business A-1 (SH) Business C (SH)			Residence A-1 (SH) Residence A-2 (SH) Residence C (SH)
Public utility administration building		General Business (GR) Industrial (GR)	General Business (GR) Industrial (GR)	
Fire or police station		General Business (GR) Industrial (GR)	General Business (GR) Industrial (GR)	
Municipal dog pound		General Business (GR) Industrial (GR)	General Business (GR) Industrial (GR)	
Municipal highway department and accessory uses		General Business (GR) Industrial (GR)	General Business (GR) Industrial (GR)	
Civil defense facility		General Business (GR) Industrial (GR)	General Business (GR) Industrial (GR)	
Municipal Uses		Mixed Use Development (GR)		
Religious Structures	Residential A (CH)	Residence A-1 (SH) Residence A-2 (SH) Residence C (SH) Business A-1 (SH) Business C (SH)	Business A (CH)	

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Uses	Permitted	Site Plan Review	Special Permit	Prohibited
Church, parish house, or other place of worship		General Business (GR) Industrial (GR)		
Public or non-profit educational institution		Residence A-1 (SH) Residence A-2 (SH) Residence C (SH) Business A-1 (SH) Business C (SH) General Business (GR) Industrial (GR)		
Educational services	Business A (CH) Commercial A (CH)			
Private schools and colleges	Residential A (CH)			
Private school				General Business (GR) Industrial (GR)
Training or educational institutions operated for profit		Business A-1 (SH) Business C (SH)		Residence A-1 (SH) Residence A-2 (SH) Residence C (SH)
Public library, museum		General Business (GR)		Industrial (GR)
Private museum, art gallery, craft center				General Business (GR) Industrial (GR)
Charitable institutions			Residential A (CH) Residential C (CH)	
Philanthropic institution		General Business (GR)		Industrial (GR)
Welfare and charitable services	Business A (CH) Commercial A (CH)			
Community Centers. Clubs, Lodges		Residence A-2 (SH)	Business C (SH)	Residence A-1 (SH) Residence C (SH) Business A-1 (SH)
Community center, facility for the elderly, with conditions		General Business (GR) Industrial (GR)	General Business (GR) Industrial (GR)	

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Uses	Permitted	Site Plan Review	Special Permit	Prohibited
Membership clubs	Business A (CH) Commercial A (CH)		Residential A (CH) Residential C (CH)	
Neighborhood or community clubhouse, headquarters of fraternal organization, with conditions				General Business (GR) Industrial (GR)
Private membership club, not conducted as gainful business				General Business (GR) Industrial (GR)
Hospitals			Residential A (CH) Residential C (CH)	General Business (GR) Industrial (GR)
Sanitariums				General Business (GR) Industrial (GR)
Hospitals, sanitariums, and charitable services, with conditions		Residence A-2 (SH)		Residence A-1 (SH) Residence C (SH) Business A-1 (SH) Business C (SH)
Rest home, convalescent or nursing home				General Business (GR) Industrial (GR)
Isolation, drug and alcoholic clinics			Residential A (CH)	

Three-Town Zoning Comparison: Business Uses

Uses	Permitted	Site Plan Review	Special Permit	Prohibited
Multiple uses in the same structure		Mixed Use Development (GR)		
Free-standing buildings for fast food restaurants, high turnover sit-down restaurants, banks/ATMs				Mixed Use Development (GR)
Adult Entertainment			Business A-1, with conditions (SH)	Residence A-2 (SH) Residence C (SH) Business C (SH) Mixed Use Development (GR)
Adult uses, with conditions			Business A (CH)	
Billboards			Business A (CH)	

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Uses	Permitted	Site Plan Review	Special Permit	Prohibited
Eating and drinking places without the consumption of alcohol, with or without live entertainment	Business A (CH)			
Eating and drinking places without the consumption of alcohol, with or without live entertainment	Business A (CH)			
Eating and drinking places without live entertainment			Commercial A (CH)	
Restaurants		Business A-1 (SH) Business C (SH)		Residence A-1 (SH) Residence A-2 (SH) Residence C (SH)
Restaurant, tavern with conditions		General Business (GR) Industrial (GR)		
Quality restaurants		Mixed Use Development (GR)		
Cafe and outdoor dining areas		Mixed Use Development (GR)		
Bar and cocktail lounges		Mixed Use Development (GR)		
Fast-food establishment with drive-through		General Business (GR)	General Business (GR)	Industrial (GR)
Fast-food establishment without drive-through		General Business (GR)	General Business (GR)	Industrial (GR)
Drive-in restaurants			Business A (CH)	
Finance, insurance, and real estate	Business A (CH) Commercial A (CH)			
Bank, loan agency		General Business (GR) Industrial (GR)		
Banks or financial institutions (includes ATMs)		Mixed Use Development (GR)		
Funeral and crematory services	Business A (CH)			
Funeral establishment		General Business (GR) Industrial (GR)	General Business (GR) Industrial (GR)	
Hotels and motels	Business A (CH)		Business C (SH)	Residence A-1 (SH) Residence A-2 (SH) Residence C (SH) Business A-1 (SH)

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Uses	Permitted	Site Plan Review	Special Permit	Prohibited
Hotel		Mixed Use Development (GR)	Mixed Use Development (GR)	
Motel, motor hotel		General Business (GR)	General Business (GR)	Industrial (GR)
Personal, business, and professional services		Business A-1 (SH) Business C (SH)		Residence A-1 (SH) Residence A-2 (SH) Residence C (SH)
Business and professional services	Business A (CH)			
Professional business, with conditions		Business A-1 (SH) Business C (SH)	Residence A-1 (SH) Residence A-2 (SH)	Residence C (SH)
Professional or Personal Business		Business A-1 (SH) Business C (SH)		Residence A-1 (SH) Residence A-2 (SH) Residence C (SH)
Personal services	Business A (CH) Commercial A (CH)			
Professional services	Commercial A (CH)	Mixed Use Development (GR)		
Services		General Business (GR) Industrial (GR)		
Drive-in services			Business A-1 (SH) Business C (SH) (bank, pharmacy only)	Residence A-1 (SH) Residence A-2 (SH) Residence C (SH)
Drive-up services windows (banks, pharmacies, restaurants)		Mixed Use Development (GR)	Mixed Use Development (GR)	
Dry cleaning, linen cleaning, or diaper cleaning (on site)		Mixed Use Development (GR)	Mixed Use Development (GR)	
Health clubs		Mixed Use Development (GR)		
Repair services other than for automobiles and trucks	Business A (CH) Commercial A (CH)			
Radio and electrical repairs shop		General Business (GR) Industrial (GR)		
Retail uses		Mixed Use Development (GR)		
Retail sales		Business A-1 (SH) Business C (SH) (with conditions)		Residence A-1 (SH) Residence A-2 (SH) Residence C (SH)

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Uses	Permitted	Site Plan Review	Special Permit	Prohibited
Retail store		General Business (GR) Industrial (GR)		
Retail trade with or without outdoor storage	Business A (CH)			
Flea markets			Business A-1 (SH)	Residence A-1 (SH) Residence A-2 (SH) Residence C (SH) Business C (SH)
Offices		Business A-1 (SH) Business C (SH)		Residence A-1 (SH) Residence A-2 (SH) Residence C (SH)
Office building		General Business (GR) Industrial (GR)		
Entertainment assembly	Business A (CH)			
Amusement Parks, Bowling Alleys, Roller Skating Rinks				Residence A-1 (SH) Residence A-2 (SH) Residence C (SH) Business A-1 (SH) Business C (SH)
Bowling alley		General Business (GR) Industrial (GR)		
Theater, not drive-in		General Business (GR) Industrial (GR)		
Cinema, theatre or auditoriums		Mixed Use Development (GR)		
Medical or dental center or laboratory		General Business (GR) Industrial (GR)		
Marijuana Retailer			Business A-1 (SH) Business C (SH)	Residence A-1 (SH) Residence A-2 (SH) Residence C (SH)
Marijuana testing facility			Business A-1 (SH) Business C (SH)	Residence A-1 (SH) Residence A-2 (SH) Residence C (SH)
Cannabis Retail Operations, with conditions		General Business (GR)	General Business (GR)	Industrial (GR)

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Three-Town Zoning Comparison: Industrial Uses

Uses	Permitted	Site Plan Review	Special Permit	Prohibited
Automobile services/ service stations	Business A (CH)		Business A-1 (SH) Commercial A (CH)	Residence A-1 (SH) Residence A-2 (SH) Residence C (SH) Business C (SH)
Auto service station, auto repair shop, with conditions		General Business (GR) Industrial (GR)		Mixed Use Development (GR)
Automotive trade	Business A (CH)			
Auto sales, motorcycle sales		General Business (GR) Industrial (GR)		Mixed Use Development (GR)
Sale of used motor vehicles			General Business (GR) Industrial (GR)	Mixed Use Development (GR)
New and secondhand car dealers			Business A-1 (SH)	Residence A-1 (SH) Residence A-2 (SH) Residence C (SH) Business C (SH)
Gasoline filling stations			Business A-1 (SH) (with conditions)	Residence A-1 (SH) Residence A-2 (SH) Residence C (SH) Business C (SH) Mixed Use Development (GR)
Motor vehicle repair services	Business A (CH)			
General Manufacturing Uses				Residence A-1 (SH) Residence A-2 (SH) Residence C (SH) Business A-1 (SH)
Manufacturing, processing, fabrication, assembly and storage of materials, mechanical products, or equipment, with conditions		Industrial (GR)	Industrial (GR)	General Business (GR)
Manufacturing, processing, fabrication, assembly and storage of materials, mechanical products, or equipment, specifically related to renewable or alternative energy		Industrial (GR)		
Small-scale production facilities, with conditions			Business A (CH)	

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Uses	Permitted	Site Plan Review	Special Permit	Prohibited
Artisan manufacturing or productions, with conditions		Mixed Use Development (GR)		
Printing, publishing, packaging, data processing and allied uses, with conditions		Industrial (GR)	Industrial (GR)	General Business (GR)
Research or development laboratory, with conditions		Industrial (GR)	Industrial (GR)	General Business (GR)
Research or development laboratory, for renewable or alternative energy		Industrial (GR)		
Lumber yard and similar operations requiring bulk storage of materials outside a structure		Industrial (GR)	Industrial (GR)	General Business (GR)
Junkyards				Mixed Use Development (GR)
Radioactive waste facility, with conditions		Industrial (GR)	Industrial (GR)	General Business (GR)
Removal of soil, loam, sand, gravel, rock, quarried stone or other earth products			Industrial (GR)	General Business (GR)
Public Parking Areas and Garages				Residence A-1 (SH) Residence A-2 (SH), Residence C (SH) Business A-1 (SH) Business C (SH)
Parking facilities			Residential A (CH) Residential C (CH) Commercial A (CH)	
Automobile parking	Business A (CH)			
Open-air parking for 25 vehicles or fewer, with conditions				Residence A-1 (SH) Residence A-2 (SH), Residence C (SH) Business A-1 (SH) Business C (SH)
Housing of taxicabs, limousines, and car rentals			Business A (CH)	
Railroad or bus passenger station or shelters and rights-of-way		Residence A-2 (SH) Business C (SH)	Residence C (SH) Business A-1 (SH)	Residence A-1 (SH)

SH = South Hadley
 C = Chicopee
 G = Granby

Uses	Permitted	Site Plan Review	Special Permit	Prohibited
Utilities transmission facilities and rights-of-way	Residential A (CH)			
Communications	Business A (CH)			
Telephone exchange		Residence A-2 (SH) General Business (GR) Industrial (GR)		Residence A-1 (SH) Residence C (SH) Business A-1 (SH) Business C (SH)
Large Scale Ground Mounted Solar Photovoltaic Installation		Industrial (GR)	Industrial (GR)	General Business (GR)
Solar photovoltaic, large-scale, with conditions		Residence A-1 (SH) Residence A-2 (SH) Residence C (SH) Business A-1 (SH) Business C (SH)	Residence A-1 (SH) Residence A-2 (SH)	
Solar photovoltaic, medium-scale, with conditions		Residence A-1 (SH) Residence A-2 (SH) Residence C (SH) Business A-1 (SH) Business C (SH)	Residence A-1 (SH) Residence A-2 (SH) Residence C (SH) Business A-1 (SH) Business C (SH)	
Solar photovoltaic, small-scale, with conditions		Residence A-1 (SH) Residence A-2 (SH) Residence C (SH) Business A-1 (SH) Business C (SH)	Residence A-1 (SH) Residence A-2 (SH) Residence C (SH) Business A-1 (SH) Business C (SH)	
Commercial Growth Operations (Cannabis), with conditions		Industrial (GR)	Industrial (GR)	General Business (GR)
Towing and storage of motor vehicles, with conditions			Business A (CH)	
Wholesale Sales and Warehousing			Business C (SH) (with conditions)	Residence A-1 (SH) Residence A-2 (SH) Residence C (SH) Business A-1 (SH)

Dimensional Standards

	For Principal Uses	Minimum Lot Area (SF)	Minimum Lot Frontage (feet)	Maximum Building Coverage (%)	Maximum Impervious Coverage (%)
South Hadley	Residence A-1	22,500	125*	30	60
	Residence A-2	12,500	100*	40	65
	Residence C	87,120	None*	20*	50
	Business A-1	25,000	125	30*	80
	Business C	20,000	100	50*	80
Chicopee	Residential A	10,000	10	0*	
	Residential C	7,500 1-F 10,000 2- and 3-F 30,000 M-F	75 1-F 100 2- and 3-F 150 M-F	*	
	Business A	0	N/A	60	
	Commercial A	0	N/A	65	
Granby	Industrial	40,000	200	40	
	General Business	40,000	150	70	
	Residential	40,000	150/300	25	
	Mixed Use Development Overlay District	45,000	200	60	

* With footnotes or additional requirements stated in zoning text.

	For Principal Uses	Maximum Height		Minimum Yard Setback (feet)		
		Stories	Feet	Front	Side	Rear
South Hadley	Residence A-1	3	35	40*	20*	25
	Residence A-2	3	35	25*	10*	20
	Residence C	3	35	30	50	50
	Business A-1	3*	45*	0*	15*	50*
	Business C	4*	60*	10	15	25
Chicopee	Residential A	N/A	40	25*	6	25*
	Residential C	N/A	40	25*	10 1-F, 2-F 15 3-5 20 M-F	20 1-, 2-, 3-F 30 M-F
	Business A	N/A	40	25*	15*	25*
	Commercial A	N/A	40	25*	10*	15*
Granby	Industrial	2	35	40	30*	30*
	General Business	2	35	40	30*	20*
	Residential	2	35	40	15	20
	Mixed Use Development Overlay District	2.5	35	10	20	20

Appendix B: Results of Questionnaires

In May 2020, the Town released two on-line questionnaires asking substantially the same questions (the first questionnaire was modified slightly in response to a comment from a respondent).

These questionnaires are not scientific surveys. Respondents are self-selected. The Town provided notice that the questionnaire was available online on the Town's website and a hard copy was available from the Planning and Conservation Department upon request.

In the results below, the questions are those asked on the first questionnaire. This analysis notes any variations in the second questionnaire and provides the results for both.

Where the question is the same, responses have been consolidated. Changes in the second questionnaire are indicated in blue. If more than one person had the same response, then those responses have been added together. For example, if six people answered "restaurant" to the first question, then the response will be shown as Restaurant (6). However, a response such as "family-friendly small restaurants" will not be consolidated; the full response is provided.

Responses have been reformatted and minor spelling changes made for legibility.

156 people responded to the first questionnaire, which was open from May 19-20, 2020. However, one person used the original link to take the questionnaire on May 25. 76 people responded to the second questionnaire, which was open from May 20-30, 2020.

1. I would like to see more:

Questionnaire 1

- Business/Businesses (8).
- Multifamily residential (2).
- Open space (2).
- Professional businesses (2).
- Residential (3).
- Restaurants (12).
- Retail (3).
- Retail and restaurants (7).
- Single family housing/residential (2).
- Small businesses (2).
- Supermarket/supermarkets (4).
- Food options/restaurants such as a Chick fil a or a Chipotle. Driving down Memorial Drive from SH is a super pain. Yet we don't have much along the line of sandwich shops. Subway is eh.
- Restaurants and supermarket option.
- Sidewalks, clearly marked (at least painted, preferably protected) bike lanes, street trees, mixed-use multi-family housing, benches, small grocery stores. People need to be able to eat, sleep, work and play in the same area if it is to be robust in the future.
- Multifamily, small retail but clustered near other retail.
- Condos, over 55 community.
- Commercial or industry.
- Mixed use buildings (shops, offices and apartments); multi-family buildings; clusters; additional dwelling units.
- Nothing more. Entering 202 from side streets takes forever with the high traffic flow.
- Of nothing/Nothing (2).
- Residential and professional business.
- Restaurant, supermarket.
- Market baskets.
- Traffic lights if we are going to add more businesses. Also we should have a bus route along this route.
- The 202 corridor over the years has been widened to what it is today. But a lot of that road is zoned residential A-1 and should stay that way. Let the 33 corridor be where the commercial development goes. Don't turn 202 into another memorial drive.
- Small grocery store/farmers market, cafe, bakery, healthy fast food, small shops, boutiques, pharmacy.
- I would like to see business occupy the shopping area where Ace Hardware and The Dollar Store is rather than new commercial business in this area. Why have vacant lots available while we could centralize shopping, eating and services. Developing this corridor

makes no sense to me when that section already exists. Affordable housing would be nice.

- Restaurants with liquor.
- Local restaurants, multi family residential.
- Businesses and restaurants.
- Food stores.
- Restaurants and supermarkets. Small businesses.
- Professional business and single family homes.
- Apartments.
- Professional business, retail, restaurants.
- Restaurants. All the chain restaurants are at the other end of Memorial Drive. CVS or Walgreens.
- Parks, safe walking areas, combine the town on foot/ bike, not by car.
- Restaurants (sit down with takeout option).
- Restaurants, coffee shops, sidewalks, professional business, multi family business/residential.
- Retail, convenient stores, restaurants.
- Retail or restaurant.
- Restaurants or coffee shops.
- Restaurant, specialty retail/grocery.
- Supermarkets, restaurants, and retail. We need something to draw people to South Hadley.
- Professional business, retail, restaurants, supermarkets.
- Residential; less development of businesses.
- Small businesses (including restaurant) Multi family housing.
- Stores, restaurants, medical.
- Fast food.
- Convent stores & restaurants.
- Farmland.
- Maybe a restaurant or two but I like things how they are.
- Medical offices.
- Grocery/professional/retail.
- Transparency. The plans for the property previously owned by Gene Os. is slated for development- but it's

being kept quiet. Why is that?

- Police stopping speeders.
- ?
- Lights at 202 and east street - safety. Restaurants, not chain or fast food. Privately run. I think the mix is appropriate now. Sidewalks for sure.
- Restaurants, cafes, sidewalks.
- Nothing would like preservation of any open space, not further development.
- Affordable housing, apartments and good restaurants. Decent retail.
- Retail, convenience stores, restaurants.
- Affordable housing.
- Marijuana shop to relieve tax payers burden.
- Stores (hobby stores).
- Shopping.
- Fine the way it is.
- Natural spaces.
- Professional business, retail stores (including clothing shop), restaurants, and medical office.
- Professional business, restaurants, supermarkets, automobile-oriented, medical office, multifamily residential.
- Businesses! Maybe some restaurants or a grocery store besides big Y. Lighten up on fast food, maybe fast casual? Something to bring some revenue to the town.
- Restaurants, supermarkets, medical office.
- Single family homes, small retail or professional businesses, automobile sites, restaurants, financial institutions.
- Restaurant, small retail.
- Trees and other natural growth, habitat for natural plant and animal species native to this area.
- Road maintenance, tree and obstruction maintenance, homes.
- Sit down restaurants with outdoor seating available.
- Retail, restaurants.
- Restaurants, coffee shops, as supermarket or other

Continued: 1. I would like to see more:

- retail stores.
- Restaurant/outdoor dining like the town common
- Nothing. Stop “developing” these mcmansion areas. This is a small college town with an aging community, there is zero business to be done here. The former polish club constant failure should be perfect example why business’ do not work around here.
- Retail and other supermarkets
- Restaurants, multifamily residential
- Sidewalks. The area is oppositional to pedestrian activity. Sidewalks, crosswalks and reduced shoulders will make it friendlier for neighborhood’s residences and businesses and keep it from being a high-speed throughway from Granby to Chicopee.
- 202 is the defacto commercial corridor for the town. Moreso than I I 6, nowadays. So a little more light commercial is fine. A number of uses could be tolerated.
- Turn only lanes, allowed turning on red.
- Small retail.
- Large stores- This is South Hadley, seriously dollar general? We want a Target or a Homegoods, enough of the convenience stores already!
- Traffic control. Cannot easily get out onto 202 from housing areas. Perhaps lights strategically placed.
- Affordable mixed aged housing.
- Better sidewalks for walking and safer crossing.
- Multi-family housing, restaurants.
- Nightlife and small, local businesses/shops.
- Recreation Open space Trees “ are we stills tree city?
- More restaurants, smaller grocery store.
- Natural organic food options.
- Retail, restaurants, SUPERMARKET!!!!!!
- Music venues, nightlife.
- Business - retail.
- Restaurants- Starbucks, fast food-chick-fi-la,
- Restaurants (7)
- Single-family (2)
- More restaurants (excluding fast food chains), coffee shops; small businesses such as retailers, grocers and multi-family residential development.
- Professional businesses if zoned correctly; mixed use (retail and housing) but all in the same complex single family restaurants.
- More businesses to increase our tax revenues.
- Restaurants, small grocery, retail.
- Sidewalks that allow for travel from one park to another upkeep crosswalks lawn waste collections.
- Single family homes, small shops bakery local butcher.
- Housing, open space, quality restaurant and retail.
- Professional Businesses and single family homes.
- Professional and residential uses.
- This is already a very busy route; I would not like to see any additional business established here.
- Any commercial use.
- I would like to see more small businesses.
- Truly affordable multifamily housing/mixed use development.
- Fast food and sidewalks on neighborhood streets connected to 202. Crosswalks down 202 here and there, not just at the intersection of Plains. More landscaping at businesses, not just a hot mess parking lot.
- Retail, professional business.
- Open space.
- Retail Business and Restaurants.
- Coffee shops, consignment or 2nd hand store, small restaurants with more food choices, stores for browsing, books, fabrics and crafts.
- Single family residential, multi-family residential, and/or restaurants.
- Residential.
- Multi family residential and associated retail and professional services nearby or on same lots. More

Questionnaire 2

sidewalks bike lanes. Better access to open space and parks Sidewalks/ bike lanes.

- Recreational areas and local restaurants.
- More restaurants and retail, and possibly more professional business use.
- Medical and single family.
- Concentrated mixed use (w related on-site retail/ restaurants), walkability. Assuming traffic calming, some additional businesses w low traffic impact (professional, financial, small restaurants).
- Business. Particular with drive up windows for easy in easy out.
- Breaks in traffic during drive-times to allow vehicles to enter 202.
- No more Dunkin' Donuts but a Starbucks would be nice. Classy strip mall with restaurants as seen in Longmeadow. Grass, park like manicured grounds
- Professional business, restaurants, Trader Joe or Whole Foods type store, medical office.
- Woods and untouched spaces. Address what is already developed.
- 2 lanes, turn lanes.
- Supermarket.
- Side walks.
- Restaurants (not chains) Retail.
- Restaurants, bars, retail, anything that could encourage visitors and revenue
- Businesses that promote walkability, biking, sense of sustainable neighborhood communities. Sidewalks!!
- Small
- Lawn mowing cleaning up the trash on the side of the roadways
- Historical areas and/or labels on buildings that are part of the original Falls and S Hadley area
- Mixed use commercial
- Single family, multifamily, medical office, professional business.
- Safe places to walk within the corridor. Single sidewalks busy streets that are hard to cross are not useful, and

surfaces everywhere are in poor condition.

- Another supermarket, restaurants, how about a community center or a new senior center? Supermarket/co-op with apartments above. Entertainment like a bowling alley. We need more affordable housing!! Trader Joe's!
- Restaurants and medical offices
- Crosswalks
- Some way to reduce the number of cars that cut through neighborhoods to avoid the lights. It reduces the desirability of these neighborhoods if cars are constantly racing through.
- Small retail
- Retail and good restaurants not fast food
- Since this is one of the major areas through South Hadley, I would hope to see more Single family.
- Professional businesses, retail
- Restaurants, retail,
- Another grocery store
- Traffic easing. Car travel in this corridor discourages foot traffic between the fairview and Lyman intersections. Currently, it is dangerous to ride my bike from Fairview to Big Y.
- More diverse shops and "experience" type businesses. For example, Rt. 9 in Hadley. Bowling, batting cages, indoor fields.
- Parks and pocket parks. Coffee shop/luncheon place with vegetarian and vegan offerings
- Mixed use development; multi family housing; wetlands protected
- Businesses, convenient stores,

2. I would like to see less:

Questionnaire 1

- Banks (4)
- Convenience/convenient store (12)
- Housing (3)
- Low [Liw] income housing (2)
- Multi family/Multi family residential/Multifamily dwellings/ Multifamily homes (7)
- Nothing (3)
- Residential (4)
- Retail (2)
- Single family homes/houses (3)
- Traffic lights (2)
- Convenient store, auto shops
- Business/ businesses (2)
- Setback requirements for buildings should be decreased to make the road seem less open and hostile towards pedestrians
- Automobile-oriented
- CVS, Walgreens and especially banks.
- Condos & houses
- Less traffic
- Change
- Schools
- Retail, multi family home ie apartments or condos
- WE DO NOT NEED ANY MORE CONVENIENCE STORES OR GAS STATIONS. THERE ARE ENOUGH IN TOWN. WE DON'T HAVE TO HAVE ONE ON EVERY BLOCK.
- Chains stores, banks, liquor stores
- Business sprawl. Large box stores.
- Condos or houses
- Chain business
- Run down areas. Not maintained land
- Condos
- Gas stations
- NA
- Banks and pharmacies
- Conv stores and automotive
- Empty lot on Southeast corner of intersection needs improvement visually
- Religious institutions
- Dollar Generals (one is enough in town).
- Stores, houses. Keep it open.
- Financial institutions or office space
- We don't need any more package stores.
- Less cut through traffic in residential areas, less big box stores, no storage units
- Professional business, financial institutions, auto, single family, multifamily
- Gas stations and convenience stores
- Banks and convenience stores
- Less businesses in this area.
- Retail Financial Institutions Car related
- Bike lanes, public housing
- Liquor stores
- Automobile-orientated businesses
- Retail, commercial business
- Convenience stores, auto shops, industrial
- Hidden agendas and less pet projects
- Speeders
- Traffic
- Commercial businesses
- Gas stations/banks
- Speeding
- Multi family residential Single family residential Industrial
- No opinion
- Rundown properties
- Bike lanes

- Less Spanish restaurant
- Convenience stores and gas stations
- Apartment developments
- Fine the way it is
- Multi family, auto related businesses, convenient stores.
- Commercial and multi family housing
- Strip malls
- Vacant lots.
- Multi family homes, large businesses, rehab medical sites, convenience stores, and medical offices.
- Convenience stores
- Traffic and commercial enterprises
- Pot holes and trash along the side of the roads
- Business that don't provide a product or service that residence need on a regular (daily or weekly) basis.
- Pizza takeout/ convenience stores
- Development. The newly built houses have ruined the landscape.
- Financial institutions, religious institutions
- High speed traffic. The area is currently designed as a high speed thruway between Granby and Chicopee. Slowing traffic would allow better access to local businesses and neighborhoods.
- Single family isn't really appropriate right on the corridor, but it's just off in the abutting neighborhoods.
- Run down property.
- Big retail
- Convenience stores.
- Soccer Fields
- Less regional and national chains
- Nursing homes Churches
- Multi family/financial institutions
- Nail salon, auto parts stores
- Empty lots and empty storefronts
- Banks, homeless shelters, rehab facilities

Questionnaire 2

- Banks/Banks! (5)
- Single family/Single family housing/Single family residential (3)
- Less single family residential, convenience stores, auto-related businesses, religious institutions, cell phone carriers, vape shops and liquor stores.
- Multifamily housing, automobile-oriented businesses
- Commercial and industrial
- Dog waste litter broken unusable unsafe areas for walking/biking
- Multi family development and group homes slipped into residential neighborhoods, less adult special interest.
- Chain retail - CVS
- Gas stations, fast food, convenience stores, anything related to automobiles and retail
- Gas stations, convenience stores, fast food, retail stores for equipment and junk. Car repair shops.
- No opinion
- I would NOT want to see boxed retailers
- Businesses such as gas stations and similar lube shops
- Commercial development
- Low income housing
- Cars waiting to make left hand turns, drivers not using signals on 202
- Convenient stores, religious institutions
- Convenient stores, automobile related
- Sprawl and jumble. Less automobile-oriented services. Less traffic.
- Single family residential.
- Businesses - except small restaurants
- Sprawl and jumble of uses. Traffic attracting businesses
- Single family
- Condominiums
- Gas stations, Multi family housing,

Continued: 2. I would like to see less:

- Religious institution, no auto oriented
- Multifamily residential
- Housing and condo developments
- Single lane, no turn lanes
- Financial
- Traffic turning left out of the Raymond Center
- Apartment complexes
- Money spent on this nonsense “corridor”
- Nothing stands out as being overdone
- Traffic and speeding on 202 towards The rotary. I would not like to see large-scale development of shopping centers in this relatively densely populated area with very established neighborhoods. But businesses on a smaller scale with a sense of community focus would be welcome additions.
- Trash! Maybe we can put some bins out or collect trash more often or something
- Religious Institutions
- Convenience stores
- Car-oriented development. Not safe to walk into Big Y Plaza as it was designed only to be drive into.
- Non-affordable housing
- Financial institutions and convenience stores
- Litter
- Development either residential or commercial.
- Manufacturing, corporate businesses
- Financial institutions and convenience stores and traffic
- Convenient stores and any store that sells nip bottles as they litter the area
- Retail,convenience stores,restaurants,supermarket,financial institutions,automobile-oriented, multi family residential.The Big Y area provides sufficient food shopping.And Rt. 33 in Chicopee provides more retail, restaurants, banks, gas stations, etc.
- Automobile-orientated convenient stores
- Medical offices, religious institutions

- Crowded, high speed Intersections (car traffic) that discourage foot traffic between the Fairview and Lyman neighborhoods
- Proposed projects (example of Woodlawn Plaza) that are too high rise, with design that is incongruent with the neighborhood, and which lack parks or playgrounds that families need
- Retail
- Financial institutions

3. I think we need to add:

Questionnaire 1

- Retain some open space
- More spaces for families, out door recreation areas, family town houses or apts
- Sidewalks anywhere we can. It is SUPER dangerous to take a walk around SH.This became even more evident when the parks, walking trails etc were closed down this spring.
- Homes
- Public conservation areas
- Traffic calming measures such as shade trees along the road. Separated bike lanes that are clearly marked beyond just a thin white line and symbol (many drivers seem to use the bike lanes on Newton Street as a passing lane in the absence of anything separating them from the vehicle lanes).The intersection of Routes 202 and 33 should include better pedestrian crossings that are clearly marked (ideally, similar to the crosswalks near Mount Holyoke College).
- More defined zones of uses that roughly correspond with some of the existing patterns
- Sidewalks and crossings
- Over 55 housing.
- Commercial property to help with taxes
- Traffic control methods
- Nothing
- A gym/fitness studio in South Hadley would be great.

- A bread bakery
- Another option for grocery store
- Panera
- Nothing
- Business tax income
- Traffic flow technology
- Cross walks
- Texas roadhouse
- A marijuana dispensary, and a bus route to make things more accessible.
- Convert the old Polish American club into a small restaurant of some sort. A dog park is not in town at all. Having one somewhere would be helpful as well
- Traffic lights
- Coffee shop, bagel shop, garden shop
- A development that is walkable, With higher end retail shops like a jcrew and maybe a starbucks! something similar to longmeadows shopping plaza next to their bigy in town.
- Affordable housing to scale with infrastructure and small town setting
- Locally owned businesses and a great bakery would be nice.
- Businesses
- More liquor licenses
- Green space
- Business to help reduce taxes for home owners
- Businesses for tax revenue
- More business
- More variety of foods stores.
- Small business
- Recreation and single family
- Nothing that will generate a lot of traffic
- Medical, space
- Traffic control
- Sit down restaurants. Not pizza.
- Beautification of the area
- Open use areas or parks
- I would love to see a Trader Joe's.
- Sidewalks, traffic calming, parking areas for better access to Bynan Conservation Area including monitoring of unauthorized activities including ATVs and dirt bikes, which also ride around residential streets in area.
- Nothing
- A pet store or dog groomer
- Trader Joe's or whole foods, starbucks.
- Something for the teens to do. Like some type of drop in center. There's not much for kids to do.
- Popular franchise institutions
- Some more trees and landscape development. This is not chicopee memorial drive.
- Bike lanes
- Bars
- Small business that aren't "flashy"
- I don't really think anything. I live in this area and find I have all I need close by. Another family-friendly restaurant or two might be nice but aside from that, I am happy with the current composition.
- Attractive business
- Retail
- A commercial tax rate in town and add additional uses of properties.
- Police
- ?
- Green spaces
- Sidewalks to the park.
- Enhance sidewalks and biking lanes. Create a park at corner or 202/33 instead of further businesses
- More restaurants in town
- Pedestrian friendly walks, trees and shopping
- Fast food Family entertainment Department stores
- Sidewalks or bike lanes

Continued: 3. I think we need to add:

- Small home town feels...lamp posts, flags, community planted islands
- Trendy restaurants
- Rotary
- Hobby Lobby
- Supermarket
- Commercial driven revenue
- Fine the way it is
- A couple of nicer local restaurants would be good but I don't see a need for much other change. We live in the area and would not like to see increased traffic in our neighborhood.
- Sidewalks/bicycle lane (202)
- Soft serve Ice cream shop, a building of smaller apartments for singles or couples just starting off.
- Restaurants and shopping
- Garden center
- Restaurant and shopping options are usually desirable but, given what has happened at the former Big Y location, I doubt that there is much interest in development from these sectors.
- More buildings. Maybe some strip malls and apartments in this area would bring revenue to South Hadley instead of to Hadley and Chicopee.
- Small, locally-owned businesses or restaurants.
- High end retail
- Gas station/convenience store, bike and walking path
- Natural, environmental, recreational: parks, hiking/ biking trails.
- Parks, tree belts, bike paths,
- Bike lanes to granby
- Nothing
- Convince stores
- Drainage and bike lanes
- Roundabouts/rotaries
- Farm stands/stores
- Service oriented business space
- Sidewalks (3)
- More downtown development as it sits a shell of a reminder how much this city cant improve anything. Also competent boardmembers/councilmen. millions on a football field for a high school that is not known for sports of any type of success and 21 for tobacco products when a military base borders our town sends a message that you can die in service but cant partake in things that are nobodies business but your own.
- Target
- We need to add medians, trees and crosswalks to slow traffic.
- Decent places to eat. Some trees perhaps. Not sure how the sidewalks and bikepaths are.
- Park
- Traffic lights that work together so that you don't get every red light.
- Landscaping
- Businesses
- Small recreation area.
- Police, at least during rush hours and school bus times, folks go very fast on 202
- Sidewalks and traffic lights
- Ymca
- Restaurant
- Good coffee/lunch cafe
- More food market selections.
- World food market, like Tran's in Hadley on Route 9, for things that we can't get at Big Y, walking paths and green space
- A better accessible and open area for shops to development. Perhaps an extension of the town common area.
- Restaurant
- Ice cream
- A traffic plan that makes it possible to pull out of the streets on 202 when turning and crossing traffic
- Whole Foods, Trader Joe's, or Wegmans.

- A park/playground.
- Public transit, protected bike lanes.
- Housing for young professional aged people
- Sidewalks/bike paths

Questionnaire 2

- Sidewalks
- Some type of destination business would be nice --- a popular restaurant (like Mission Cantina), market (Trader Joes or Provisions-like specialized shop), coffee shop (like Esselon Cafe), etc.
- Mixed use in same complex (not separate housing and retail) professional businesses
- Business zoning on corner of 202/33
- Sidewalks and bikeways
- Speed humps near all crosswalks and in areas with frequent accidents (corner of Ludlow and Spring)
- Alternate local food shopping options, farmers market
- More trees and attractive landscaping
- Strict design standards, strict sign requirements, strict requirements for businesses to look residential, New Englishish; no more business zone changes.
- I'm not sure where there's room to add anything? I certainly don't want to see additional retail/markets established.
- More commercial tax revenue generating property.
- Affordable single family homes
- Crosswalks, fast food (at least one), and removal of leaves and trash that are dug out of the sewer drains by the town and then left in giant piles on peoples tree lines. I usually clean them myself but when they do it they shouldn't just leave a pile of junk to rot.
- New sidewalks, and better street lights
- Small rental space to allow place and opportunity for small businesses to rent space and operate from.
- Restaurants
- Sidewalks for walkers, opportunities to turn around, wildlife signage,
- Aesthetically pleasing buildings not more
- Trees, traffic buffers. Maybe small grocery. Traffic calming. Set backs
- Fruit stands
- Traffic calming.
- Parks
- Commercial tax base. Sit down and fast food restaurants
- Dedicated left turn lanes and consistent 40 mph speed limit on Granby Road. Consistent speed on Lyman and removal of South bound lane constriction near Big Y
- Learning centers, various types, karate, after school tutoring, etc...
- Services
- Turn lanes/ sidewalks
- Arts, markets
- More access to Bynan Conservation Area
- Shopping
- Anything to encourage more foot traffic, bike path access
- A safer way for students who walk to school in this area (where I actually live) to access the High School. My child spent two years walking on a highway ramp to get to school from our neighborhood off 202. I can't tell you how many times I saw kids walking in the street on I 16 because of uncleared sidewalks or construction.
- Nothing
- More trees and environmental awareness, solar energy investment
- Green space, curb appeal
- Walking paths and separated bike lanes. And, of course, things worth walking to.
- A community center and more places for entertainment so our youth have constructive things to do. We need more affordable housing in town.
- Professional/ medical space
- Crosswalks

- Speed reduction measures. Heading east from 202 to 33 is challenging due to poorly marked lane mergers. They may not be poorly marked, but often cars choose to ignore the lane markers.
- A park. Also a nice coffee shop/bakery with outdoor seating.
- Gardens with walking paths around the restaurants with outside dining
- More residential single family dwellings to this corridor.
- A park
- Improve recreational (Buttery Brook)
- Bike lanes, better sidewalks
- Less banks!
- Trader Joe's or similar food store. Craft store, Functional Fitness center or athletic club (ex: Northampton athletic club).
- Sidewalks along entire corridors
- Parks
- Various forms of traffic control; more pedestrian opportunities
- Family oriented activities, and businesses similar to rock climbing gyms, martial arts gyms, small boutique fitness centers
- parking during off times center of busy traffic
- Simple put, it provides education to children at an over priced fashion and limited recreation to the public.
- I do not believe that it is a benefit or negative
- Lots of traffic, but nice playgrounds.
- It's a very busy corner during drop off/pick up school times, including bus traffic.
- Brings people and focus to the area
- I have always felt that the new Plains school was too "modern looking" for our old town
- Historically, educationally, maintains neighborhood school and recreationally because of the ballfield and connection to the conservation area/walking paths.
- When it's pickup or drop off, bus circle needs to be implemented fully as buses and cars are left in the street blocking traffic because they can't get into the parking lot.
- No opinion
- It's an ugly design that looks out of place for a residential neighborhood. Having parking available for the conservation areas is a plus
- It's a nice locally and centrally located school for residence that live in the area with children who would attend this school as well as a central convenience work place for local community member who work there that live on or near the corridor.

4. How does Plains School Contribute to the corridor?

- It doesn't. Should it?
- Right now feels like an island --- disconnected from the rest of the corridor. Nothing pedestrian-friendly around it.
- Keeps education local with a safe driving experience
Needs better maintenance of landscaping
- I think that the way it is set back from 202 with fencing, it wouldn't be affected by increased business traffic. With the age of the students, I have rarely seen any parents and children crossing at the lights (my office is on corner)
- A beautiful architecture excellent nature trail ample
- Education
- School used for other events - craft fairs.
- A school - a new building - a place for children to play
- Episodic traffic. Could serve as community center (at night/ summer), playground
- It offers potential public space (unless prevented by APZ II restrictions), and may make the area more attractive to young families who'd like to live nearby.
- Never heard of it
- Draws traffic episodically. Natural endpoint. Intersection needs to be improved.
- School traffic

- It doesn't
- Plains School and adjacent park are great. The turns West bound Lyman into Parking lot are quite exciting in morning
- Make the park more inviting
- I have no issues with the Plains School, nice looking, fits in nicely
- Significantly. They are our youngest citizens so safety is essential
- A new school was long overdue. The original school was a death trap.
- It's brand new, don't move it!
- It doesn't
- The school is an important hub for families With younger children and the grounds and trails are commonly used by residents outside of school hours. There should also be safe, walkable access to Buttery Brook. I feel it is unsafe for my middle-schooler to walk or bike there.
- It's fine
- Does not contribute
- It's a school.
- Not much at this point. It's sort of a separated thing.
- Not sure what this question is getting at.
- I don't feel it has any great influence or makes a noteworthy contribution
- Nicely with the Playground and Athletic Fields
- It would be nice if families used the school buses that are provided by the town. The number of people that pick up and drop off create a hazard daily.
- It softens the traffic.
- Nothing it is the most unattractive school You should plant tall trees and hedges to hide it
- Looks good and is an upgrade from the old school visually
- The Plains School and adjacent property, and the Black-Stevens trails are an asset/ a big plus to this area. And the Town. However, the very large intersection is a danger to the safety of children, other pedestrians and bicyclists. And we Do Not need a rotary there to further complicate the traffic pattern.
- Education
- It allows a nice access point to the Black Stevens conservation area. And it educates kids.
- Family centered experiences that offer after school programs. An athletic facility that could house before and after school programs as well as summer camps. Sports camp or nature camp would be very popular! I looked into Kumon, which is a learning center that focuses and math and reading. Something like that would be excellent especially for working parents.
- It's there and serves it ourpose
- Adds to traffic; offers parking for access to trails

4 (5). Do you think adding adequate sidewalks and bicycle lanes throughout Willimansett Street and Granby Road will be a convenient way for residents to move through the corridor?

	Quest. 1		Quest. 2	
	#	%	#	%
Yes	114	75%	49	70%
No	38	25%	9	13%
Don't know			4	6%
Maybe			8	11%
Total	152		70	

5 (6). If yes, where are the areas you consider they should be implemented?

Questionnaire 1

- Any possible place to put at least a sidewalk, should happen. There is no where to walk, push a carriage, etc safely.
- Most of Route 202 between Newton Street and the Granby town line is unpleasant for pedestrians and bicyclists and dis-incentivizes non-automobile travel. Improved sidewalks with shade trees and protected bike lanes through this corridor would make the area far more safe and appealing and possibly spur economic growth between the two towns.
- Radiating from intersection of 202 / 33
- Granby Road section. Concrete side walks, not asphalt. Also, nearby residents must clear the walks during the winter. A great example of what not to do is San Souci Drive. Walks are asphalt and not cleared in winter. Many people walk in the road which is dangerous.
- Rt 33
- From the condo complexes to rte. 33
- Anywhere it will improve pedestrian traffic
- You need to install sidewalks on the last mile from South Hadley into Granby

- All the way down 202 from 33
- All
- The entire way
- Anyplace they dont exist. So if you build them, put them along the corridor. I'd start with the park on 33 and work the way out. Also for q. 7. My answer is neither. I dont think adding bike or sidewalk will affect either. Having more mobility like a bus route will make a difference, and allow people to show/visit stores that they could not reach if they dont have a vehicle
- Route 202 definitely. I know for people who bike it would be helpful especially given the speed that cars travel on that road.
- Granby road
- I wish the Sidewalks leading up to buttery brook park were wider, repaved and cleaned up a bit. Lots of kids ride their bikes or go for walks to the park and its a busy road.
- In areas that are frequently accessed or where walking along the road could be dangerous, such as Route 33 or 202
- All of 202
- Down Willamansett heading past Buttery Brook Park towards Granby
- Not many people use the sidewalks. People ride bikes in the road regardless. Sounds expensive for redo the roads and sidewalks when no one uses them
- All along the streets where feasible
- Area closer in Granby Road.
- All route 202
- Near big y
- What? Throughout the area, like you just asked
- Plains school to Granby Dunkin Donuts
- They should be all throughout. And not just a wider road, but a raised separate space so bicyclists and pedestrians can feel safe.
- I think all residential areas and adjacent areas should have sidewalks
- I would rather bicycles travel through neighborhoods

than cars...my fear with incorporating traffic calming features on large busy roads is that cars will find ways as they do now to avoid slowdowns by cutting through neighborhoods

- Along that entire area mentioned.
- All along 202, and 33. I'm sure there are other parts of the town that could also use sidewalks.
- From 202 to buttery Brook park.i
- In areas that would connect business to business and residence to business
- 202 could have sidewalks that are accompanied by trees and grass.
- No one uses what we already have
- Improved sidewalks are needed, and roadway surfacing.
- I think it should be throughout to allow mobility throughout.
- Not useful. Many of the bike lanes installed previously are not used. Nor are the rental bicycles in town.
- All of it
- Route 202 for sure and starting at the park on Williman.
- The length of 202
- Connecting residential neighborhoods to buttery brook.
- Closest to Plains school, Big Y especially and out toward 202 from there
- Not Willimansett Street, it's fine.
- Um, along the route
- Sidewalks only, No bike lanes. They have them in Holyoke in Rt5. Too many accidents, too many close calls.
- Granby sh line
- Throughout the town
- The whole stretch
- N/A
- Both sides of 202 and 33 to minimize the need to cross.
- Granby line to bay state health center (both side of 202, unless you flashing light crosswalks, which I don't think is probably feasible); also from intersection to big Y.
- Entire routes of 202, 116, 47 and 33
- Mostly along 202
- As many sidewalks and bicycle lanes/paths as possible. This area is not very accessible to non-car movement currently. (And it can be difficult to access Route 202 even in a car from a side street or business because the traffic is steady and fast-moving, so making pedestrian and bicycle traffic safe is imperative.)
- They could all use better accessibility, but with no businesses to visit it will be for a small portion of the population. South Hadley really needs to do what it takes to attract development of new business and then approve the ability to actually build in the town.
- Along 202
- Definitely sidewalks
- Everywhere (3)
- From Big Y to the Chicopee line. Also along Route 202 from Plains School to the center of Granby.
- Whole route
- They should be extended to the Granby town line on Granby Rd.
- Rte 33/202
- high traffic areas should not have bike paths, that's what the already existing sidewalks are for. People with cars pay taxes that repair those roads.
- Everywhere
- Along the whole corridor (2)
- Not sure, I don't walk or ride on 202. Wherever they are deficient, I suppose. Honestly, bike lanes would not really be that useful for increasing mobility for people that do not already bike. They would benefit the kinds of people that already bike. Having said that I think they are important for safety. Especially the safety of children. Problem is all the driveways. Need a none of the above answer to 7. As much as I like bike lanes and sidewalks, there is only weak evidence that encourage

residents or business relocation. And when they do, it is not along commercial corridors.

- Granby road to Willimansett street
- Where they are.
- Near the intersection
- The entire length
- Side walks on both sides of granby road, kids live here the bus stops and cars don't want to
- The entire corridor, but must have adequate lights to control cars they dont stop
- Rt 116 ramp to 202 to town border. In addition to bicyclists folks who use powered wheelchairs could share space.
- Near Belchertown Schools - both sides of the road
- Plains School intersection heading towards Big Y
- Perhaps along the portion where Master Chef and onward is located going toward Granby.
- Granby Rd
- Every road should have sidewalks and bike lanes.
- From the Granby line on 202 to where the sidewalks currently end. Both sides of the street would be ideal, as 202 is not easily crossed, especially during high traffic periods.

Questionnaire 2

- Granby road though Granby
- Any place possible. Particularly near Plains School, Big Y Plaza over to Shadowbrook Estates, near Pine Grove apts., Vero, Master Chef, Hangar Grill, etc. Essentially places (retail/restaurant) that would draw foot/bicycle traffic.
- The entire routes
- All along 202 from route 33 to Granby
- during areas where bicyclist would need to make a left turn
- As much of the corridor as possible
- Where should be a sidewalk along the entire corridor and bike lanes.
- All in favor of bike/pedestrian lanes. All should be separate from the road (i.e. not simply a painted lane on the shoulder of roadway. Route 202 is one of the 2 main thoroughfares through town going east-west with significant high-speed traffic. Significant investment in infrastructure to make non-vehicular transportation safe, effective, and enjoyable needs to be a part of any plan.
- Along 33, this is such a busy traffic area with sporadic pedestrian facility and no bikelanes in the So Hadley section, frequent accidents, at least one pedestrian death, and 202 where there were pedestrian deaths; preferably with barriers for protection, not just marked lines.
- Crosswalks periodically down Granby Road as well as sidewalks on both sides and a bike path.
- I would use bicycle lanes on long stretches of Granby Road multiple times per week. Right now, I don't feel particularly safe on that road.
- Bike lanes and side walks should be consistently implemented all along the corridor so that bikers and pedestrians have the least amount of impact on the flow of traffic due to the cars on the road thus also making it safer for pedestrians and bikers in the presence of cars on the road.
- Route 202 up to East Street.
- As needed
- Depends on residential development. Start by connecting residential to existing parks and businesses end to connect to
- Along 202 from the Route 33 intersection to Granby Pleasant Street.
- Connecting residential complexes w businesses and park/open areas
- East street to rat 33
- Sidewalks throughout corridors. The risk to cyclists, even in dedicated lanes, from vehicles driving around stopped or turning vehicles is high.
- I think sidewalks and bike paths should be put in as many places as possible. Many of us want to ride our bikes but do not feel safe. It is also great for children

who for some reason have to walk.

- The entire route
- More road crossings with controls
- Along Rt 202
- Intersection of 33 to Granby CVS
- Ideally, we would like to see a sidewalk carried throughout the entire corridor instead of broken up. One example is heading North on Willimansett, there's a section without sidewalks leading up to the intersection.
- Access to schools, parks, and recreation areas. Adding more options to encourage walking and biking.
- Walking on those roads is unpleasant and dangerous due to the high rate of speed the cars travel
- What is on the map above
- Route 202 is a terrible place to walk, and Route 33 needs help, too. The lack of consistent places to walk and dangerous surfaces makes it very hard.
- Every area where it is possible. We need access to alternative mobility. That's the future.
- Midway between Route 33 and the Granby Town Line.
- Granby Road 202
- ?
- Rt. 33 and in all existing residential areas on Rt. 202 from Granby town line south to Mueller Bridge area / rotary.
- the full length of the corridor. its a busy area and stopping bike lanes halfway thru would not benefit anyone and would make it more dangerous
- 202& 33
- Between Rocky's Ace Hardware and Big Y. From Big Y to S Hadley Falls. From Rocky's to Mount Holyoke. From Mount Holyoke to the existing bike lanes in granby along I 16.
- Sidewalks along entire corridors. Bike lanes, if they can be built to allow safety of cyclists
- The whole area
- From the condo complexes on rte 202 to the rte

33 intersection (sidewalks and bike lanes); from the intersection to rte. I 16 (bike lanes)

6 (7). Do you think bike lanes and sidewalks should be developed along the corridor?

	Quest. 1		Quest. 2	
	#	%	#	%
Yes	115	79%	52	77%
No	31	21%	9	13%
Don't know			2	3%
Maybe			5	%
Total	146		68	

7 (8). Do you think improving/installing bike lanes and sidewalks and other improvements to enhance bike and pedestrian access along the corridor would:

	Quest. 1		Quest. 2	
	#	%	#	%
Attract new residents.	11	10%	4	6%
Attract new businesses.	4	3%	0	0%
Support growth of existing businesses.	17	15%	2	3%
All of the above.	81	72%	42	64%
None of the above.			18	27%
Total	113		66	

9. How do you typically use the corridor?

	Quest. 1		Quest. 2	
	#	%	#	%
I often use the businesses along the corridor.	N/A		21	32%
I often use the parks and open areas located along the corridor.			5	8%
I only use it to drive in and out of the area since I'm a resident/employee/business owner on the corridor.			12	18%
I usually exercise walking or biking on the corridor.			5	8%
I only drive through the corridor to go to communities outside of South Hadley.			9	14%
Other (please specify).			13	20%
Total			65	

Questionnaire 1

- Not applicable; question was only available in the second questionnaire.

Questionnaire 2

- Mainly use to drive through the corridor to get to the Big Y Plaza or outside of town and occasionally to patronize a business such as CVS, Salon, Master Chef, etc.
- I have a business on the corridor, but often use the businesses located along corridor
- Occasionally use businesses
- Use businesses and parks, drive through to access other businesses.
- I live on 202 so I drive, but would be nice if I could walk without having to cross 202 to get on a side walk after it stops at the corner of Ridge.

- I drive in and out of the area, and I exercise on 202, usually walking, occasionally biking.
- I live off Willimansett in this corridor, so I regularly drive on the street. It's not a great place to walk right now with some unsafe sections. I generally feel unsafe in bike lanes on roads, but would love better connectivity with bike paths.
- I am a resident and find what is accessible by walking to be very limited.
- Choices 1,2&4
- I try to avoid the area as it is too busy and too many lights with long wait
- I use this corridor to access businesses and parks
- Drive and exercise
- Drive to other areas in South Hadley and beyond

8 (10). How satisfied are you with the conditions of commercial buildings and their visual appeal from the street and relationship with each other?

	Quest. 1		Quest. 2	
	#	%	#	%
Very Satisfied	10	9%	2	4%
Satisfied	51	45%	21	36%
Dissatisfied	45	39%	28	48%
Very Dissatisfied	8	7%	7	12%
Total	114		58	

9 (11). How satisfied are you with the conditions of residential buildings and their visual appeal from the street and relationship with each other?

	Quest. 1		Quest. 2	
	#	%	#	%
Very Satisfied	11	10%	3	5%
Satisfied	68	60%	36	62%

	Quest. 1		Quest. 2	
	#	%	#	%
Dissatisfied	29	26%	17	29%
Very Dissatisfied	5	4%	2	4%
Total	113		58	

10 (12). How do you feel about implementing a design review process for new construction, addition, or rehabilitation?

	Quest. 1		Quest. 2	
	#	%	#	%
Strongly Agree	25	22%	19	32%
Agree	49	44%	27	46%
Disagree	23	20%	8	14%
Strongly Disagree	16	14%	5	8%
Total	113		59	

11 (13). As seen on the map below, part of the corridor is within a APZ II area, which means it is within the Westover Airport/ARB/ARB “accident potential” corridor which suggests that the height and density of buildings and certain uses should be restricted within the area. Because of that, the corridor has been divided in three smaller zones of different type of development density. What type of uses do you feel are appropriate for each area?

Multifamily

Zone 1

	Quest. 1		Quest. 2	
	#	%	#	%
Appropriate	46	57%	25	57%
Not appropriate	35	43%	16	36%
Don't know			3	7%
Total	81		44	

Zone 2

	Quest. 1		Quest. 2	
	#	%	#	%
Appropriate	42	52%	25	57%
Not appropriate	39	48%	16	36%
Don't know			3	7%
Total	81		44	

Zone 3

	Quest. 1		Quest. 2	
	#	%	#	%
Appropriate	49	60%	29	64%
Not appropriate	32	40%	14	31%
Don't know			2	5%
Total	81		45	

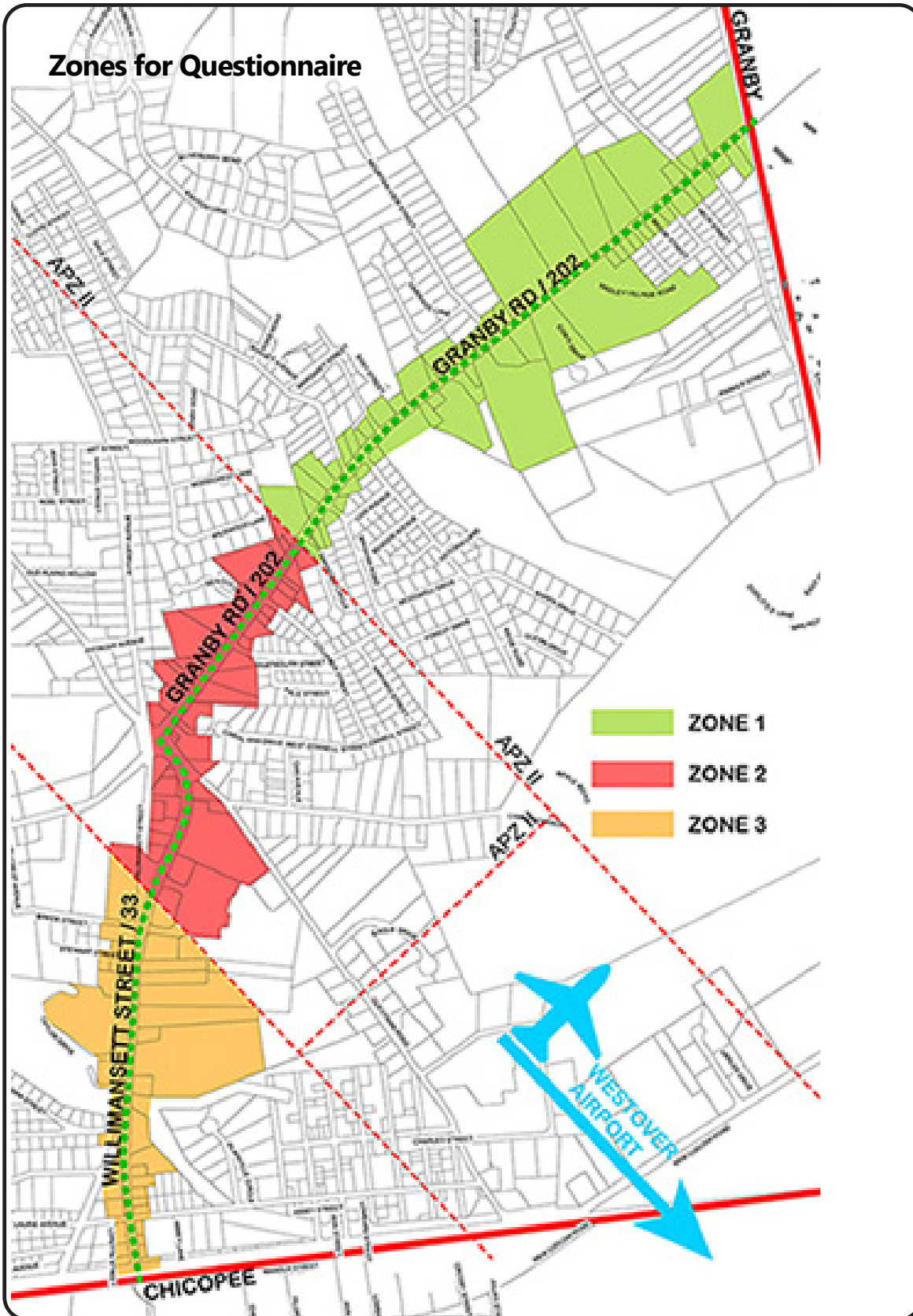


Figure 30: Map used in questionnaires

Single-Family

Zone 1

	Quest. 1		Quest. 2	
	#	%	#	%
Appropriate	69	83%	35	82%
Not appropriate	14	17%	7	16%
Don't know			1	2%
Total	83		43	

Zone 2

	Quest. 1		Quest. 2	
	#	%	#	%
Appropriate	62	74%	33	75%
Not appropriate	22	26%	9	20%
Don't know			2	5%
Total	84			

Zone 3

	Quest. 1		Quest. 2	
	#	%	#	%
Appropriate	61	72%	26	63%
Not appropriate	24	28%	13	32%
Don't know			2	5%
Total	85		41	

Commercial Mixed Use

Zone 1

	Quest. 1		Quest. 2	
	#	%	#	%
Appropriate	53	76%	34	81%
Not appropriate	17	24%	4	10%
Don't know			4	10%
Total	70		42	

Zone 2

	Quest. 1		Quest. 2	
	#	%	#	%
Appropriate	48	68%	25	66%
Not appropriate	22	32%	10	26%
Don't know			3	8%
Total	70			

Zone 3

	Quest. 1		Quest. 2	
	#	%	#	%
Appropriate	61	90%	35	87%
Not appropriate	7	10%	3	8%
Don't know			2	5%
Total	68			

Affordable Housing

Zone 1

	Quest. 1		Quest. 2	
	#	%	#	%
Appropriate	30	47%	21	57%
Not appropriate	34	53%	13	35%
Don't know			3	8%
Total	64		37	

Zone 2

	Quest. 1		Quest. 2	
	#	%	#	%
Appropriate	20	31%	17	49%
Not appropriate	44	69%	14	40%
Don't know			4	11%
Total	64		35	

Zone 3

	Quest. 1		Quest. 2	
	#	%	#	%
Appropriate	38	58%	26	68%
Not appropriate	28	42%	9	24%
Don't know			3	8%
Total	66		38	

12 (14). Should the character of development and type of uses situated in the adjacent portions of Granby or Chicopee be a consideration in planning for development in South Hadley?

	Quest. 1		Quest. 2	
	#	%	#	%
Yes	57	51%	20	34%
No	54	49%	19	32%
Don't know			9	15%
Maybe			11	19%
Total	111		59	

13 (15). If so, how should they be taken into consideration?

Questionnaire 1

- Continuity and eye appeal
- Part of a design review process and in collaboration with those communities
- zoning regulations; design requirements
- Businesses that the residents seek in surrounding towns
- Like I said, I think your missing accessibility as an option. Bringing business along zone 3 where a lot already exist is a good idea, however, we miss a lot of the population without cars tonthe entire route. A bus route should be a priority. Better access to Vero and the medical offices, and then if other businesses are there more people can access.
- If your trying to develop a new residential area that abuts a commercial only section in granby it wouldn't look cohesive. Consult the abut towns as well when in proposal phase.
- Development should fit into the neighborhood and follow general guidelines but still have unique character
- South Hadley needs more commercial development like rt33 and 202 in granby

- Relevant to types of buildings and the needs of area.
- Avoid or limit duplication of business types
- Make things look nicer. It looks like a total hodgepodge
- If we are trying to attract people to our town we need to be aware of what they drive through to get here. What they see and where they may stop instead of continuing on to South Hadley.
- They should compliment each other
- See what they are doing
- Only one area for affordable housing - chicopee side. Granby side already has an eyesore of affordable housing that needs to be fixed. If you can't afford the upkeep, don't build it.
- It might be worth talking to their planning boards to coordinate some things
- Get business and revenue into the town
- Don't put housing near the dump or close to the Air Base. Don't put housing directly on Route 202 but set it back from the road.
- It would be helpful not to have a random single-family house among mostly businesses, so considering the use of the adjacent areas can help to determine what types of residences or buildings would be most appropriate and desirable in the area. It doesn't need to dictate what South Hadley does per se, but should be considered, particular when it comes to single and multi-family homes because it seems that people buy homes in certain areas of the town and then complain when the area is developed further. (Basically I'm hoping to cut down on the whining.)
- Only in that we need to attract the business over to our town. So maybe borrow what is working for those areas and ditch what isn't.
- Don't repeat those mistakes
- Place grocery near affordable housing, reduce gas stations, add electric car charging
- If it is primarily residential, no big box stores or large apt complexes
- It is just a highway that connects the two areas. There is zero point to develop anything more as nobody sees this area as a place to visit for anything business related.
- South Hadley should determine its own best development rather than allowing towns with separate interest to drive it.
- We have to recognize that travel along the corridor is primarily a function of how it connects other origins and destinations, and not just the activity that happens within the corridor. Redesign or not, there will be traffic along the 202 corridor. We must accept this. But probably better on 202 than on I 16 or old Granby Rd. Changing the design of 202 or allowed land uses will not necessarily change its underlying role of connecting origins and destinations.
- Visual appeal and use
- Complementary. Opportunity for comment prior to approval.
- The town shouldn't look like an urban center with big apartment buildings and parking lots. Maintain a suburban single family feel
- It's very important that people in existing housing not be driven out due to price increases justified by rehabilitation. Well-being of existing residents should come before concerns of visual appeal
- There should be a cohesiveness to businesses built based on how they can be used together by patrons. If there were multiple nightlife spots or multiple boutiques or something similar to Northampton and Easthampton.
- Pros and cons to implementing different use types, if appropriate, i.e commercial business adjacent to housing.

Questionnaire 2

- If just across the border in either town change, there is commercially zoned land, commercial businesses present then that should be encouraged on the South Hadley side as well. We may seek to encourage different types of businesses than the neighboring towns, e.g., if there's a gas station just across the border and as a town we feel we've maxed out on

auto-related businesses (at least in this corridor) then we could restrict the types of some businesses to encourage to development of others.

- Both of our neighboring communities have different zoning by-laws for our borders and I wouldn't want to emulate them!
- If business is being lost because neighboring towns allow
- Traffic flow and potential pedestrian traffic
- The road maintenance and fixtures should be cohesive often the minute you cross a town line the winter conditions are completely different sidewalks should extend the entire length
- No need for redundant services in close proximity
- Granby and Chicopee, the sections adjacent to 202/33 in South Hadley, look terrible. They are overdeveloped, overpaved, packed with disgusting looking fast food joints, gas stations, large strip malls, and all else terrible. The traffic is dangerously congested in these areas. Don't make South Hadley any worse than it is, please.
- Both are State roads with inconsistent zoning and development in all 3 communities. People travel and do business regionally, not by community. It might make sense to involve Granby and Chicopee in planning considerations to create more consistency and enhance development in the broader area.
- We don't want 202 to look like Memorial Drive as it takes away the small town feel, but adding some businesses or homes that are taken care of and not left to wither would be a good thing.
- Anything that will help our property value go up
- Single family homes, shops, multi family units all along Memorial Drive, it all seems to work.
- If agreements could be reached that would encourage denser housing in close proximity to services/ amenities, reducing auto traffic.
- Size, architecture, and current use
- Blend in appropriate commercial businesses
- Should improve/ add social value to the areas adjacent.
- Not thrilled with either, so we should take the lead and

hopefully they will follow.

- Ensure minimal redundancy
- Consistency
- A current traffic study is needed. Both roads are already congested and dangerous to pedestrians. Further density is not possible without traffic data.

14 (16). Should South Hadley adopt Design Standards for the corridor which reflect measures to mitigate the visual impact of adjacent/nearby development in Granby or Chicopee?

	Quest. 1		Quest. 2	
	#	%	#	%
Yes	59	54%	29	49%
No	50	46%	8	14%
Don't know			6	10%
Maybe			16	27%
Total	109		59	

15 (17). Route 202/33 Corridor has among the highest traffic volumes in South Hadley. Should this impact decisions?

	Quest. 1		Quest. 2	
	#	%	#	%
Regarding the type and density of development allowed in the area?	30	27%	13	23%
Changes in zoning in the area?	3	3%	4	7%
Both?	56	50%	36	63%
Neither?	22	20%	4	7%
Total	111		57	

16 (18). If so, how?

Questionnaire 1

- Making sure not to create more traffic issues.
- The high volume of traffic in the area coincides with the fact that there is little to no reason for most people to leave their cars in the area. Mixed-use zoning, along with improvements to the sidewalks, could draw people and businesses to the area if greater density is allowed. As it is currently, businesses in the area rely on vehicle traffic passing by so fast that potential new customers are unlikely to even notice that the businesses exist.
- Less appropriate for single family (though it exists) from a safety standpoint. Consider sub-zones as way to define appropriate uses from here forward
- See response to question 11.
- Because people already live along this corridor, you have to take this into consideration. Putting in a business that is going to create even more traffic will be detrimental to home values and noise.
- Less commercial buildings unless their tax rate will increase
- More traffic lights
- Higher traffic areas should translate to greater opportunities to develop commercial space. businesses will be attracted to new development if there is proven high foot traffic. Just like you should put housing in areas that are quieter.
- Be mindful of overdevelopment that is common place these days
- Allow more commercial development
- Traffic mitigation studies
- Too busy already does not need any more commercial buildings
- Do NOT add things like fast food or Dukin here or traffic and congestion will be horrible.
- Traffic control is needed to allow access to 202/33 from side streets/driveways
- Changes should be considered to take full advantage of thru traffic in order to maximize the taxable income from the area.
- I wouldn't want the traffic to get worse.
- Make sure development is such that it does not increase traffic problems or mitigate traffic issues by roadway redesign
- Reduce development to lesson traffic. But no rehabs or substance abuse programs please.
- Should not be crowded or allowed to grown which will negatively impact those living there already. Traffic noise and congestion is already an issue.
- Think about the people living there already
- Focus on pedestrian friendly shopping with plenty of parking. Speeding on 202 between Plains and the traffic circle is a major issue
- The question above makes no sense
- No bike lanes, someone will get killed
- Allow more uses. Multifamily, commercial, business
- More business
- Less commercial and multi family could reduce traffic. It is already quite difficult to make left turns from unlighted cross streets. Adding additional pressure from this type of development will make more so, not to mention probably adversely affecting current property values in the area and immediate adjacent areas.
- Don't add more housing directly bordering the busy street. Housing should be set back away from the streets. It can be very hard to get onto Rt. 202 during the busiest times of day and it would make it worse to add foot traffic and bike traffic to that mix.
- More business and less residential would likely be better. And/or multi-unit rental housing with businesses on the ground floor as has been done in Amherst.
- Allow more commercial zoning in the area. We need a way to be able to pay for the amenities in the town. Bring in business.
- There should not be significant zoning changes to allow for large businesses and multi family units in such a busy area. It should remain small businesses

and single family homes consistent with the existing neighborhoods.

- Retail. Outdoor result in many vehicles trying to make left turns, causing more of a hazard
- N/a
- Zoning should be eliminated and private property owners should be allowed to do as they will with their land.
- If existing zoning is residential.. it should remain that way. Any large business or large housing /apt complex will add to traffic and congestion.
- People in this area dont want another repeat of how downtown has turned out over the last years. Empty shells and low income spill over from holyoke. Its an eye sore and waste of tax payer money.
- The current traffic along the corridor should be slowed. There are alternate routes between Granby and Chicopee.
- It really depends on what types of development and what you propose for changes in zoning.
- Keeping consistent regulations around buildings and grounds.
- Maybe keep the speed signs blinking! why are they off at night?
- don't make it busier. Its an accident waiting to happen. Control traffic
- Avoid large box industries.
- Changes should take into account safety of pedestrians and cyclists, especially as there are children in the surrounding residential areas and there is a school at the intersection
- NA
- It should be easier to try and get out of a street or driveway onto the road.
- Should take into account the current road capacity and what changes, if any, should be made to that capacity. Should traffic flow be addressed depending on type of use approved?

Questionnaire 2

- Clearly, it would be super beneficial for SH to become a destination for the many people who travel through this corridor --- whether that be for groceries, clothes, restaurant/bar/cafe stop, etc. Furthermore it would be nice to have more dense housing here as well to feed into those businesses (mixed use is OPTIMAL to achieve this IMHO vs. a giant multifamily development and strip malls nearby). While traffic is heavy to begin with that shouldn't preclude this type of development and traffic mitigation measures should be carefully considered as development increases --- such as instituting traffic circles vs. traffic lights so vehicles can continue to move smoothly with minimal interruption and less idling in long lines of stopped traffic which occurs with lights. In this case, we don't want to emulate Route 33 in Chicopee where there are lights every couple hundred yards that often are not synchronized and make for suburban traffic hell.
- Safety of pedestrians, bicyclists and vehicles most be of highest concern when planning for development in this area.
- Increasing traffic along that corridor is not appropriate
- There should be better green space (tree lined streets) higher safety measures and crosswalks and speed humps just like in the front of MHC
- No more zone changes to business. There is enough of commercial development on 202/3 3 that is ugly and congested and adds to the traffic jams. Future residential use only, any form.
- All zoning and development decisions should take traffic flow and volume into consideration.
- Traffic control during projects needs to be taken into consideration as sometimes I can't pull out of my driveway for 10 minutes.
- Increasing density in the area would require alternate traffic solutions. Enhancing the ability to walk and bike in the area would help, but is only a partial solution.
- Limit development of large housing complexes. We have two major condo complexes already. Hadley Village and PineGrove.
- To just not go overboard or not allow tall, not over 3

stories high.

- Denser housing with onsite amenities could reduce traffic
- 202 is unsafe for various reasons, including traffic volume, unenforced speed limits, and limited regulation around entering and exiting businesses and residential streets. I drive on 202 only when I absolutely have to. If new business and residential development occurs, the street and/or traffic patterns will need to change in important ways. This may be difficult because it's not a Town road.
- Traffic on 202 is horrible especially when one wants to turn left during commuter time. We really need another light at Pine Grove, and police need to monitor SPEEDERS - police seem to turn the other way and ignore speeders.
- Sunset to 202 is dangerous to access both for vehicles and pedestrians
- Traffic flow
- No big box
- Mixed use should encourage exiting from cars and making use of multiple commercial enterprises within a single walkable distance.
- Traffic moves much too fast along these roads, and whatever happens should improve changes to slow things down.
- Would increased density of development increase the volume of traffic.?
- Ways to mitigate traffic and/or encourage walking and biking instead.
- Redesign of the traffic flow
- Additional commercial use in this area will add to the already high traffic volume.
- Density and development cannot be increased to the detriment of pedestrian and traffic safety
- Regulate the type of building aesthetically
- traffic controls critical with increased development, including access to 202 from parking areas (should be limited)

17. Should conversion of existing single-family housing abutting Route 33 or Route 202 to other uses be allowed?

	Quest. 1		Quest. 2	
	#	%	#	%
Yes	72	66%	N/A	
No	37	34%		
Total	109			

18. If so, would you support conversion to the following?

Two-family

	Quest. 1		Quest. 2	
	#	%	#	%
Yes	50	62%	N/A	
No	31	38%		
Total	81			

Professional Business

	Quest. 1		Quest. 2	
	#	%	#	%
Yes	63	78%	N/A	
No	18	22%		
Total	81			

Mix of residential and Professional Business

	Quest. 1		Quest. 2	
	#	%	#	%
Yes	69	78%	N/A	
No	20	22%		
Total	89			

19. Do you support the conversion of single family house into other uses?

Zone 1

Two-family

	Quest. 1		Quest. 2	
	#	%	#	%
Yes	N/A		28	56%
No			20	40%
Don't know			2	4%
Total			50	

Professional Business

	Quest. 1		Quest. 2	
	#	%	#	%
Yes	N/A		34	68%
No			13	26%
Don't know			3	6%
Total			50	

Mix of residential and Professional Businesses

	Quest. 1		Quest. 2	
	#	%	#	%
Yes	N/A		36	70%
No			12	24%
Don't know			3	6%
Total			51	

Zone 2

Two-family

	Quest. 1		Quest. 2	
	#	%	#	%
Yes	N/A		30	64%
No			15	32%
Don't know			2	4%
Total			47	

Professional Business

	Quest. 1		Quest. 2	
	#	%	#	%
Yes	N/A		34	71%
No			11	23%
Don't know			3	6%
Total			48	

Mix of residential and Professional Businesses

	Quest. 1		Quest. 2	
	#	%	#	%
Yes	N/A		39	78%
No			7	14%
Don't know			4	8%
Total			50	

Zone 3

Two-family

	Quest. 1		Quest. 2	
	#	%	#	%
Yes	N/A		28	67%
No			14	32%
Don't know			2	1%
Total			44	

Professional Business

	Quest. 1		Quest. 2	
	#	%	#	%
Yes	N/A		37	64%
No			4	32%
Don't know			3	4%
Total			44	

Mix of residential and Professional Businesses

	Quest. 1		Quest. 2	
	#	%	#	%
Yes	N/A		38	84%
No			4	9%
Don't know			4	9%
Total			46	

19 (20). Should conversion of single-family to other uses be subject to standards which maintain a residential appearance in density and character?

	Quest. 1		Quest. 2	
	#	%	#	%
Yes	70	63%	42	69%
No	41	34%	10	16%
Don't know			3	5%
Maybe			6	10%
Total	111		61	

20 (21). Do you own property on the corridor?

	Quest. 1		Quest. 2	
	#	%	#	%
Yes	24	22%	19	33%
No	86	78%	39	67%
Total	11		58	

21 (22). Do you rent property on the corridor?

	Quest. 1		Quest. 2	
	#	%	#	%
Yes	6	6%	1	2%
No	103	94%	56	98%
Total	109		57	

22 (23). Are you a:

	Quest. 1		Quest. 2	
	#	%	#	%
Resident on the Corridor.	28	33%	19	32%
Resident near the corridor? (5 minute walk 1/4 mile).			9	15%
Resident near the corridor? (10 minute walk 1/2 mile)			12	20%
Business Owner on the Corridor?	2	2%	1	2%
A parent of a student at Plains School?			3	5%
Other (please specify)	54	64%	15	26%
Total	84		59	

Questionnaire 1

- I live just off the corridor. Exactly off of rt 202.
- No
- Lifelong South Hadley Falls resident who walks and runs through the corridor daily
- SH resident
- Live nearby
- Town Resident
- Town resident; visitor to homes and businesses on the corridor
- Resident of South Hadley
- Next to corridor
- Neither
- Resident that lives just off the corridor
- Resident
- Abutter on the corridor
- I live near it, off of hillside ave. I walk to buttery brook and drive on 202/33 corridor every day.
- Would like to own a business

- Travel on corridor daily
- Live in another area of South Hadley
- Resident of Granby, MA
- Resident of South Hadley
- Love very close. Live on the 202 corridor
- Community member
- Resident of South Hadley
- Owner on residential street just off corridor
- Town resident
- Travel the corridor regularly
- SH resident
- Tax payer wondering why this is something under review. The town is too much into telling everyone what they can and cant do. Yet they break rules constantly. Changed the zoning for the Yee/picknelly project and it is bow defunct because of Westovers crash zone. Favoritism and dirty dealings from the town administrator. Glad he's almost done. Next time hire someone who has a vested financial interest in the town for positions that allow for major financial implications to actual tax payers and residents..
- Town Resident
- Resident near the corridor
- Nearby neighbor
- I live on 202 about 2 blocks from Plains
- No
- Taxpayer
- Close proximity less - 1 mile
- Live in South Hadley
- I live close by and would rather spend my money in town
- Resident immediately adjacent
- Neither
- Taxpayer
- I an a resident in the town, but not in the corridor.
- Close neighbor on 202 going west

- Resident off of Newton Street
- Own property in a neighborhood that abutts the corridor
- Granby resident
- live near and commute to work along the corridor
- Town resident, but not on corridor
- Neither
- Resident near corridor
- We own one property on 33 and live off 202
- Very near the corridor but not directly within it. Homeowner.
- Just a town resident
- Love nearby
- South Hadley resident for 36 years, living off of 202

Questionnaire 2

- Resident living about about a 4 minute drive from this corridor.
- SH resident 2 miles from corridor
- Resident 1 1/2 miles from the Corridor.
- Town resident
- Resident 1 mile from the corridor
- Live near the Village Commons
- Resident of South Hadley, close to the Town Commons
- Local Resident near the Corridor
- Resident 2 miles away
- Town resident
- Resident of South Hadley off Woodbridge Street
- Live in town not in corridor
- South Hadley resident
- Town resident

23 (24). How did you hear about the questionnaire?

	Quest. 1		Quest. 2	
	#	%	#	%
E-mail	9	8%	14	23%
US Mail	0	0%	10	16%
Town website	29	27%	7	12%
Other (please specify)	71	65%	30	49%
Total	109		61	

Questionnaire 1

- Facebook/Shared on Facebook/FB (50)
- Town of South Hadley Facebook page/site (6)
- Social media (4) South Hadley Facebook group/ community page (2)
- Community Facebook group posting
- I think it was fb
- Friend
- News application in the phone
- Don't need to know.
- Online
- Word of mouth
- Wife, I think she got an email
- Text

Questionnaire 2

- PB and BWC
- Facebook/Page/Group (20)
- Town Facebook (2)
- Town website and email
- Planning Board and South Hadle DTC
- Community organization
- Community page Facebook
- South Hadley Community Facebook group

- Facebook post by an individual
- Web

25. Please provide any additional comments or information that we should know about the corridor.

Questionnaire 1

- Not applicable; question was only available in the second questionnaire.

Questionnaire 2

- 1. Also PLEASE seriously consider the re-development of the state-owned parcel near the Big Y plaza on 33. While this is in the Westover Air Base zone and not most optimal for development from their protocol stand point, so is the Plains School, with a very young child population. That parcel has major potential being adjacent to the shopping center and near the Plains School and Criterion. This is an area where the town should “think big” and make something other than salt/ sand storage happen. 2. It's unfortunate that MassDOT disregarded many residents' input to make the 202/33 intersection rehab project more pedestrian and bike friendly. This has lots of room for big improvements, let's hope it is addressed in this study. Right now, it has bike lanes on the left side of cars. 3. Ideally, bike lanes (and sidewalks) would be incorporated wherever possible on this corridor and hopefully creative thinking concerning bicyclists' safety will be incorporated into any final plan --- such as protected bike lanes and/or multi-use paths that accommodate walkers and bikers with a grass/tree barrier to protect them from relatively fast moving vehicular traffic.
- Do not want South Hadley to look like Chicopee's Rte. 33. Businesses have crept in over the years and while this is good, I would not want it to become predominantly businesses. Design review is a must and we must plan carefully. Affordable housing is a must but what it looks like is equally critical.
- Traffic is unruly at particular times especially when lanes merge The amount of signage on the corridor is visually overwhelming and is the clearest “sign” of

entering or leaving one town to another..

- The corridor development will have a great impact on those existing residents and the already excessive traffic flow. In my opinion you need only to look at Rt. 9 in Hadley to see what excessive over development has done. If it's not in your back yard you probably don't care what happens and all too often public opinion and these surveys fall on deaf ears or go to special interest.
- Please please save the corridor from any future zone changes to business. Make the existing businesses conform to strict design standards. Keep the corridor as residential and uncongested as possible. Let Granby and Chicopee handle the mess they have made. Let South Hadley not add to it and just become an extension of the disasters and commercial strips those two communities have created.
- The portion of Granby Road from the intersection with 116 through the first few blocks past Plains School should be retained as strictly residential. The remainder of Granby Road and all of Route 33 south of Granby heading toward Chicopee is already predominantly non-residential use and should be developed for more effective commercial use along the lines of the Route 9 corridor in Hadley. Concentrate professional/retail/government development on the State roads with residential property being maintained on all side streets and neighborhoods. A serious focus and investment on alternate means of transportation (i.e. recreational/bike/pedestrian paths adjacent but separate from the main road) will enhance those neighborhoods and connectivity to the rest of Town.
- Here my entire life, Plains School student, have seen many changes: 202/Granby Rd was a rural route; road widening, 202/33 intersection reworked so many times, major increases in traffic, haphazard development. This concerted effort to control it all is very commendable. I left areas beyond my understanding blank.
- It needs some curb appeal sprucing up. It's just blah
- Heavy Traffic especially when the school buses are running, makes for long traffic lines, and difficulty getting in and out of side streets. During this traffic congestion, maybe the stop lights at 202 & 33 should be reconfigured to allow better traffic flow.
- It's a nice place to live because of the proximity of services, products and landscapes
- My property is at Pine Grove
- Enhance and Enhance have very different meanings; not sure you meant to use "enhance" in the survey.
- Stop meddling in property owners business.
- We're a young couple who purchased a home on Stewart St last year. Although we love our house and like the area, it is lacking some of the desirable traits in previous places we have lived like Easthampton and Northampton. It's not a particularly nice area to walk even though it is walkable. We don't have clear access to any bike trail. Restaurants and bars in the area tend to appeal to older crowds and don't bring many interesting options.
- I live off of 202 near the intersection of 116. I believe that makes my family residents of the corridor. However, I was unable to clearly read the maps supplied and as such couldn't answer the zone-specific questions with regard to housing and business development. Please make maps clearer- unable to identify major roads and intersections or street names. Very confusing map!
- I appreciate the desire to have a code for appearance for businesses, but I would not want to make things difficult for business owners who are currently struggling.
- It's really a barrier for those not in a car, and there are actually a lot of people who use to corridor for recreational biking to other places, including Ludlow. Walking in the area is problematic and not visually appealing. It would make sense to try and build walking paths along the corridor that are not directly on the road like sidewalks, and which connect to and through green spaces and shopping center like Big Y Plaza. It could create fitness destination if done thoughtfully (have seen this sort of thing done in Norway, where the connecting pathways meander away from the road and then back to it.) Seating areas here and there would be nice, as well. Time to start thinking outside the box on this.

- This survey needed additional options for some questions like “neither agree nor disagree”/“neither satisfied nor dissatisfied”. Also the survey was not optimized for mobile devices, making some of the prompts not visible and impossible to respond to.
- No real destinations. If a bakery or coffee shop or lunch place was there within walking distance (sidewalks, bike path) I d be there!
- Tree belt a plus along much of Rt 202.
- Who would pay for these specific “looks”
- I would be willing and happy to be on a committee that is dedicated to planning the design standards of any new and existing businesses along the corridor. I have also been looking for space for a potential functional fitness center for two years. Please feel free to contact me [email removed].
- Rtes 202 and 33 are already commuter pass-through roads for residents of Granby, Belchertown, Chicopee and beyond. No further density should be sought or encouraged.

Appendix C: Questions from Online Meeting

The following are questions received from attendees at the June 9, 2020 public meeting. This meeting was held in a Zoom format. Names, emails, and other identifying information have been removed from the questions.

- I cannot see the maps and designs very well. I live at [removed] in South Hadley, What changes are being considered for my property and the empty lot across the street [removed] which is now residential zoned?
- Why worry about gateway identity?
- Given the amount and speed of traffic, what are the options for creating protected bike lanes?
- What is the financial impact of doing nothing?
- Would there be an option to create a wider combination biking and walking option rather than a sidewalk/painted bike lane?
- You mention (I think) obstacles to professional business permitting. What are these?
- Thank You Emily. The pictures and plan is very thoughtful. It appears we are on the right track. I read what was allowed... Can you please give an example of what type of businesses would be specifically disallowed in the Gateway District Zoning? Thank You.
- What are the advantages to better coordination with Chicopee and Granby?
- How will your recommendations support additional affordable housing?
- It seems that the large swaths called "gateway" zones are too large; gateway should be a moment of transition. Maybe need a better way to discuss what is intended for those purple areas.
- Comment: Proximity to Westover is really more of a Weakness rather than a strength given the limitations associated it (APZ)
- Please clarify the name of the study/group? that recommended LDMU areas and why only these locations? Unclear whether gateway districts will include mixed-use?
- How will your recommendations support better connection of the corridor to public transit?
- I have been notified by Mass DOT that construction will be commencing on Route 202. Are these plans firm or is this meeting intended to shape the final design?
- I know we are in the middle of a pandemic and meeting is difficult but I feel that the people who actually LIVE in the corridor need to have a voice and perhaps we could have a meeting in the open at the high school football field or other appropriate location to give all these residents a chance to voice their opinion since we will be most affected by these decisions. Many are not computer savvy and older and so it seems unfair to exclude these folks from the process.
- Is denser mixed use being encouraged/allowed in any of these districts?
- Mixed use was approved for two zones at Town Meeting and lo and behold the mixed use preliminary plan at the former Big Y has housing separate from any business. Not what we had intended. How do we insure that the mixed use is housing ABOVE businesses?
- Many of the corridor's businesses, such as Big Y Plaza, are car-oriented and lack pedestrian infrastructure. Will there be incentives to encourage updates among existing businesses?
- Would it be possible to put the proposed zones slide on screen as questions are asked?
- Hello, what is the plan for the opposing side of big y on the corridor study from the intersection of Chicopee into south Hadley. There currently is a mixture of business and residential.
- I object to the statement that people in the recovery house should not be able to walk outside. They have rights as humans.
- Thank You All... Very Informative. I appreciate your time.
- Thank you, Emily!
- Thanks to all, and our consultants!
- Donate blood today!
- Thank you, have a great night!

Appendix D: Questions/Comments from Final Public Meeting

The following are questions received from attendees at the November 10, 2021 public meeting. This meeting was held in a Zoom format. The meeting had been delayed for almost a year from the January 2021 draft of the plan in the hopes of holding an in-person meeting, but the continuing impacts of the COVID-19 pandemic made a virtual meeting more feasible.

The Town of South Hadley provided the meeting notes below and the attached meeting transcripts, Google forms, emails, and comment cards as a record of community comments.

The meeting recording is at the following address: (<https://vimeo.com/645312703>).

Meeting Notes

On November 10, 2021, the South Hadley Planning and Conservation Department, in coordination with Emily Innes of Innes Associates Ltd., hosted a virtual community meeting to review the draft findings of the *Route 202/33 Corridor Study*. About 40 members of the public were present at the zoom meeting.

Planning and Conservation Department Director, Anne Capra, introduced the study and the planning process behind it. The 2010 Master Plan sought to develop a framework for development along the corridor. The study was funded through a FY19 Planning Assistance Grant through the Massachusetts Office of Energy and Environmental Affairs. The progress of the study had been reviewed at a February 2020 Planning Board meeting and again at a June 2020 virtual community workshop. Tonight's community meeting sought to gather final public comment on the draft before it was finalized.

Emily Innes presented the findings of the draft study. Preliminary analysis and mapping of the corridor was performed to understand the current zoning, open spaces, pedestrian/vehicle use, and regional connections. This data helped define the area's strengths, weaknesses, opportunities, and threats (identified as the 'SWOT' analysis in the study). The SWOT analysis informed the study's planning recommendations. This included changes to zoning and design guidelines near the town

line to create a 'gateway district' and to advocate for greater diversity in housing type. Pedestrian and vehicular movement throughout the corridor was also considered.

Public comments were heard.

- Lucia Foley, South Hadley resident, noted opportunities for pedestrian and recreational activities in connecting the Open Spaces along the corridor.
- Robert Pleasure, South Hadley resident, recommended that the towns of South Hadley and Granby work together in protecting Stoney Brook as a natural resource. Additionally, he recommended that public signage be implemented to inform the public of any future proposed zone changes.
- Martha Terry, South Hadley resident, commented on the proposed 'gateway district' and its design standards. She saw the proposed 45 foot building height as too high and noted no buildings within the corridor were three stories. She recommended that the design standards include roof line requirements to shield the building's tallest floor.
- Linda Young, South Hadley resident, commented on the proposed 'gateway district'. She reiterated the aforementioned concerns for a proposed 45 foot building height.
- Larry Dubois, South Hadley resident, expressed concern for traffic and parking availability in the event of more business activity along the corridor.
- Thompson, South Hadley resident, liked the provided street renderings and advocated for new street trees and light pole fixtures.
- Mary Hall, South Hadley resident, reiterated the aforementioned concerns for the proposed building height in the gateway district and the Stoney Brook watershed.

Following public comments, questions and comments submitted via email, google form, and through the meeting's 'question & answer' function were read out loud by staff.

Respectfully Submitted,

Colleen Canning, Planning/Conservation Coordinator

Questions received

Questions received prior to or during the November 2021 meeting are provided on the following pages.

Emails have been masked throughout to preserve privacy.

Route 202/33 Corridor Study Virtual Community Meeting - 'Q&A' Transcript -11/10/2021

# Question	Asker Name	Asker Email
1 Hello, Colleen, I am signed into the Zoom via the public link. Can you please make me a panelist?	Joanna Brown	
2 Regarding questions, I did not submit anything written, but will raise my hand when the time is designated to do so. Thank you.	Martha Terry	
3 Currently a sidewalk is being removed from the north side of Hillside Avenue which is a cut through road from Chicopee to 202. There is significant traffic calming at Hillside and 202 intersection. Why is the sidewalk being removed and will this study assess area with in 2-4 miles around the intersection of 202 and 33? These cut through streets are significant to feed pedestrian/bike traffic to 202. There is no use to build traffic calming and zoning only on the major roads like 202 and 33 and not thoughtfully on the side roads where the majority of houses and residents abide. Thanks	Jessica Collins	
4 it would be useful to explain why coordination with Chicopee and Granby re: the corridor would be helpful.	Nate Therien	
5 and thank you. i agree with your presentation and appreciate the thoroughfulness of including complete streets infrastructure. Thank you	Jessica Collins	
6 Any plans on getting rid of the old trees that are dying? Any plans to put power lines underground?	Thompson	
7 thank you emily.	Martha Terry	
8 How much pedestrian and bicycle traffic is there currently on 202/33? Would you anticipate significantly increased non-automobile traffic with the implementation of this plan. (I used to cycle to the old Big Y on Newton Street. I now avoid cycling to the Wliimansett St. location).	Michael Davis	
9 Colleen -- my hand was raised accidentally ... I don't have a comment now --- Tom ennis	Tom Dennis	
10 Can you talk about the current work that is going on on 202 and whether it's connected to this plan or not?	Amy Crysel	
11 What are the criteria determining what is the minimum of area that you would suggest have a zoning change from residential to professional?	maryhall	
12 Rt 202 is having bike lanes and side walks added in the current project as part of DOT ageements	Larry Dubois	

Route 202 - Route 33 Corridor Study Community Meeting

A community meeting will be held virtually on November 10th at 7:00 PM to finalize the Route 202 - Route 33 Corridor Study. This form is to allow you to submit comments or questions regarding the study.

All are invited to join the virtual meeting at the following link: (<https://bit.ly/corridorstudymeeting>)

The Route 202/33 Corridor Assessment Study is available online here:

<https://southhadley.org/294/Planning-Documents>

Please note the Planning Board's Virtual Hearing Guidelines/Protocols posted at :

<https://southhadley.org/1043/Virtual-Public-Hearing-Guidelines> *

Check an acknowledgement that this was noted

Please State Your First and Last Name *

Dick Matteson

Please State Your Street Address including City/State *

9 Pine Grove Drive, South Hadley, MA

Please State Your Email Address

Would you like to speak at the Route 202 - Route 33 Corridor Study Community Meeting? *

Yes

No

You may also submit written comments and/or questions. Do you wish to submit written comments and/or questions at this time? *

Yes

No

Please state any comments or questions you wish to submit at this time.

As as 15-year resident of South Hadley, living off Route 202 (first off Ridge Rd.) and now at Pine Grove, I am concerned about both the amount and speed of traffic on Route 202. With only two traffic lights (one at the Rt. 202/33 intersection and the next one at Granby Five Corners), at times it is almost impossible to get out onto Rt. 202 from side streets and driveways. With the current addition of sidewalks and what appears to be crosswalks, what is being done to slow the traffic and allow vehicles to get out onto Rt. 202 and people to cross it? It seems to me that more traffic lights of some kind (perhaps "trip" lights) are needed. This is a major concern to the people living at Pine Grove, where I am a member of the Board, and I'm sure it is a major concern to all those living off Rt. 202.

This form was created inside of southhadley.ma.gov.

Google Forms

Route 202 - Route 33 Corridor Study Community Meeting

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<https://southhadley.org/294/Planning-Documents>

Please note the Planning Board's Virtual Hearing Guidelines/Protocols posted at :

<https://southhadley.org/1043/Virtual-Public-Hearing-Guidelines> *

Check an acknowledgement that this was noted

Please State Your First and Last Name *

Rudy Ternbach

Please State Your Street Address including City/State *

Ferry Street, South Hadley, MA

Please State Your Email Address

Would you like to speak at the Route 202 - Route 33 Corridor Study Community Meeting? *

Yes

No

You may also submit written comments and/or questions. Do you wish to submit written comments and/or questions at this time? *

Yes

No

Please state any comments or questions you wish to submit at this time.

1. Will state and federal infrastructure funds be used to address the need for affordable housing and transportation in the corridor under discussion?
 2. How will South Hadley determine how these funds are to be used to provide affordable housing and transportation in this corridor?
-

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Route 202 - Route 33 Corridor Study Community Meeting

A community meeting will be held virtually on November 10th at 7:00 PM to finalize the Route 202 - Route 33 Corridor Study. This form is to allow you to submit comments or questions regarding the study.

All are invited to join the virtual meeting at the following link: (<https://bit.ly/corridorstudymeeting>)

The Route 202/33 Corridor Assessment Study is available online here:

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Check an acknowledgement that this was noted

Please State Your First and Last Name *

Lucia Foley

Please State Your Street Address including City/State *

60 Shadowbrook Est, South Hadley, MA

Please State Your Email Address

Would you like to speak at the Route 202 - Route 33 Corridor Study Community Meeting? *

Yes

No

You may also submit written comments and/or questions. Do you wish to submit written comments and/or questions at this time? *

Yes

No

Please state any comments or questions you wish to submit at this time.

In reviewing the Routes 202/33 Corridor draft, there seems to be a substantial—and very disappointing—missed opportunity to utilize open space resources along the corridor in South Hadley in a meaningful way. The draft includes a few mentions that hint at possibilities, but lacks a concrete objective in the Action Plan for developing recreational connections among the existing resources. An overarching recreation plan to connect Buttery Brook Park and the Bynan and Black Stevens Conservation Areas with pedestrian- and bike-friendly corridors woven through key commercial areas could be transformative. These natural places form a logical ‘backbone’ for a new and different type of outdoor experience that utilizes both the built and natural environments.

A creative vision to connect the ‘backbone’ through commercial locations, which offer plentiful parking and opportunities for stopping/shopping would provide a range of starting, ending, or visiting options for recreational visitors (consider the success of the first Tandem Bagel shop along the rail trail in Easthampton). A thoughtful corridor recreation plan that involves businesses in the process could prompt shopping centers and others to create mini-parks with seating, or bring in options such as ice cream shops, and other amenities.

As a corridor resident who has faithfully walked this auto-centric area throughout the pandemic, I’ve had first-hand opportunities to experience the rather dismal beaten track of Rts. 33/202 and get off it to explore accidental connecting areas like the walkways that circle through the Plains School parking lot. Places like this, which were likely designed with little thought to walkers in the surrounding ‘neighborhood,’ can—and should be—intentional, encouraged, and connected mindfully as part of a larger vision for the area.

Consideration of the possibilities can start with an Action Plan item in the Corridor Plan.

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Rts 202/33 Corridor Plan -- a few items for correction, etc.

'Lucia Foley' via SHPlanBoard <SHPlanBoard@southhadleyma.gov>

Wed, Nov 10, 2021 at 1:06 AM

Reply-To: Lucia Foley

To: "SHPlanBoard@southhadleyma.gov" <SHPlanBoard@southhadleyma.gov>

Hi:

In reviewing the 202/33 Corridor Plan draft, I noticed a few items that may need correction and thought I'd pass these along for Emily.

- Pg. 1-7— Ch. 3 Land Use and Regulatory Analysis references a non-existent Figure 2.
- Pg. 1-7— Chapter numbering on this page is confusing. As the '1. Introduction title 'on Pg. 1-4 is larger, the Chapters 2-5 items on this page and the next are apparently subheads for overviews of later chapter content. Some explanatory wording at the top of the page would be helpful to make it clear that these are not the actual chapters.
- Pg. 2-10—Photo of Leaping Well Reservoir on Route 202 is mis-identified as BATTERY Brook Park.
- Pg. 3-22—Border around Land Use Analysis text block appears to be an error and should be removed.
- Pg. 3-34—(Figure 25) A separate Key for this map would be helpful as the text in the map is difficult to read.
- Pg. 3-34—(Figure 26) Showing the Key for this map in a separate image block at a larger size would be helpful, as the text is quite small.

Best,
Lucia

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Check an acknowledgement that this was noted

Please State Your First and Last Name *

Robert Pleasure

Please State Your Street Address including City/State *

10 Jewett Lane, South Hadley, Massachusetts 01075

Please State Your Email Address

Would you like to speak at the Route 202 - Route 33 Corridor Study Community Meeting? *

Yes

No

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Yes

No

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The SWOT analysis in the Study considers among "strengths" the natural resources in the planning area, including Buttery Brook Park, Leaping Well Reservoir, and Black Stevens Conservation Area. It does not consider Stony Brook Watershed or Stony Brook itself which crosses Route 202 just north of the Gateway on the Granby-South Hadley Border. The Study appears to consider these natural resources in instrumental terms insofar as they may be attractive to possible residential and business development. While the Study does note that runoff diversion from new uses should be employed to protect these resources, that strategy alone appears to be considered. The Study envisages a multi-jurisdiction approach to development inclusive of Granby and Chicopee. However, there is no discussion of what that cooperation might be at the northern Gateway, other than to note that the land uses on the Granby side are industrial and business. That is where Stony Brook itself cuts across Route 202. Stony Brook continues through South Hadley, behind residences on East Street, crosses Morgan Street and enters the campus of Mount Holyoke College, and forms the two small lakes. It then turns and continues out of the College, and ultimately empties into the Connecticut River. Since a multi-jurisdictional strategy is contemplated, and likely essential for success, impact on Stony Brook should be considered. Further, strategies beyond water runoff diversion, it is respectfully submitted, also need to be considered for all the natural resources potentially affected by the proposal.

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Check an acknowledgement that this was noted

Please State Your First and Last Name *

Susan Newton

Please State Your Street Address including City/State *

25 Jewett Lane, South Hadley, MA 01075

Please State Your Email Address

11/10/21, 6:42 PM

Route 202 - Route 33 Corridor Study Community Meeting

Would you like to speak at the Route 202 - Route 33 Corridor Study Community Meeting? *

Yes

No

You may also submit written comments and/or questions. Do you wish to submit written comments and/or questions at this time? *

Yes

No

Please state any comments or questions you wish to submit at this time.

1) Does the fact that Route 202 is a US highway and Route 33 is a state highway have any bearing on the study's outcomes and recommendations?

2) Outside of zoning changes, do the consultants have any recommendations for how to incentivize the kind of development they envision along the corridor—in particular, how to encourage developers to pursue the kind of private investment required for making many of the recommendations come to fruition?
.....

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The Planning Department also received these two notes.

Impressively thorough


Like the overall direction of
consolidated businesses
preserve green space. Look/look
reduce traffic, increase access

Happy to let town eyes deal with
particulars

Would love to see another coffee shop
in town. Open late with lots of dairy-free & gluten-free
options.

An art gallery and a smallish theater/music venue
downtown would be wonderful. Also a juice bar.

TOWN OF
**SOUTH
HADLEY**
MASSACHUSETTS



HARRIMAN
ia
Innes Associates Ltd.