

South Hadley 2020 Master Plan Update

Prepared for the Town of South Hadley, Massachusetts
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Adopted March 2022

APPENDIX A

This appendix provides the raw results of the four community forums and related meetings-in-a-box from February-May 2019. The Community Forums were designed to capture visions for the South Hadley community across the multiple elements of the comprehensive plan. The forums were thematic, with each forum building upon the work of the attendees at the previous forum. After each forum, community members took the same materials to different places to gather input from members of the community who were unable to attend the main forum. These meetings-in-a-box have been grouped and summarized here.

The data from this summary will be used for two purposes. The primary purpose is to incorporate these results into a vision for the community that can inform an implementation plan for the comprehensive plan update. The Harriman team will further analyze the results presented here and discuss them with the Master Plan Committee over the summer and build the results into the thematic structure of the plan document and the draft recommendations for the master plan.

The second purpose relates to the parallel work on the Routes 202/33 Corridor. Some of the data has an impact on the SWOT analysis for that corridor; we will pull the relevant data and incorporate it into the separate planning process. We will present that information to the Planning Board in late summer as part of the overall analysis of the corridor.

COMMUNITY FORUM 1: BALANCE, PRESERVE, AND DEVELOP (FEBRUARY 27, 2019)

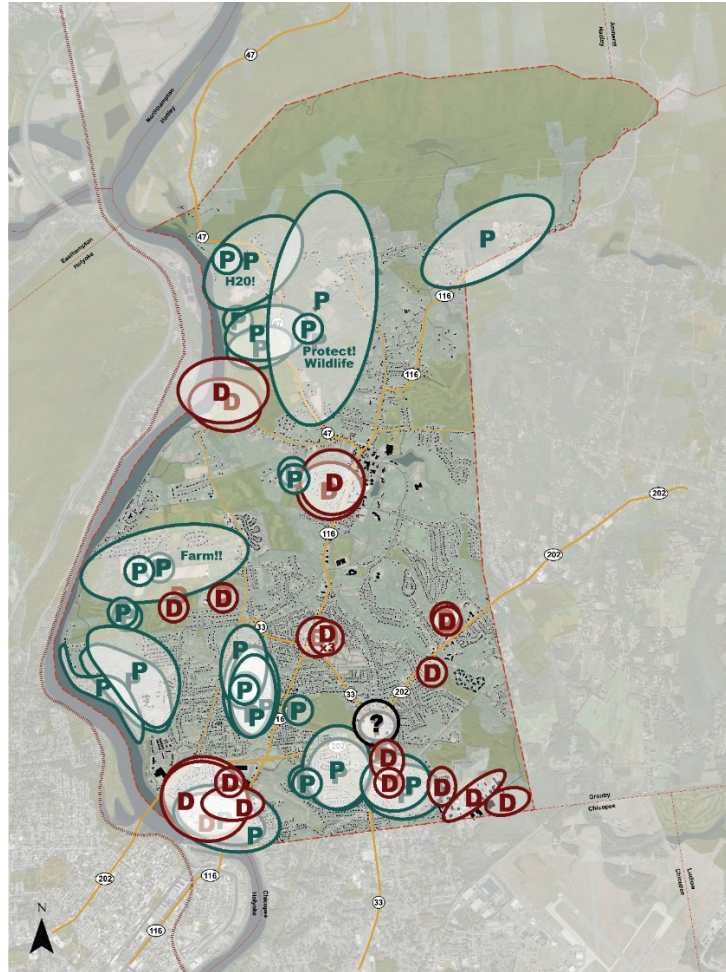
This forum introduced the community to the master planning process. The initial focus was to identify areas for preservation and development. From here, participants were asked to think about funding for these areas as a proxy for the prioritization of each in relation to the others.

Exercise 1: Mapping Areas for Preservation and Development

Participants were provided with maps of South Hadley and corresponding charts for the purpose of identifying and justifying areas for preservation and development. They were asked to identify areas they felt should be preserved and areas they felt should be developed on the maps by marking them with a “P” for preservation and a “D” for development.

The below map depicts the identified areas for preservation (P) and development (D).

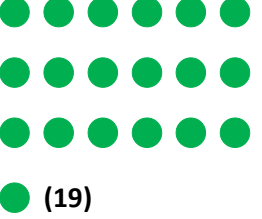

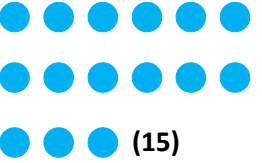
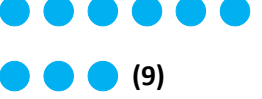

*The circles with the question mark indicate an area that was circled, but not marked for either preservation or development.



Exercise 2: Prioritizing Funding

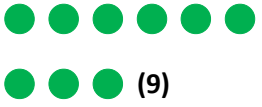
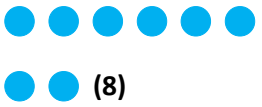




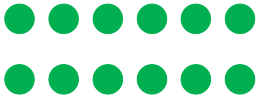




After marking up the maps, participants were then asked to fill out the corresponding chart which asked for the address or general location of each area, whether it was marked for preservation or development, and *why*. Each participant was given 5 blue sticker dots, and 5 green sticker dots. The blue dots each represented \$1,000 toward preservation, and the green dots each represented \$1,000 toward development. These dots were used to prioritize the top areas for preservation and development in South Hadley.

The below chart consolidates the results of this second exercise. In the Priorities Column, “●” represents a green development dot and “●” represents a blue preservation dot.

Address/Location	Preserve (P) or Develop (D)	Why should this area be preserved/be developed?	Priorities
?	D	I think we need more senior housing in South Hadley	
“Dingle”*	P		● ● (2)
202/33	D		
33/116 Old Big Y	D	Vacant, smart zone where development is contemplated (40R)	 ● (19)
Alvord Street	P	Scenic	 ● ● ● ● ● ● ● ● ● ● ● (11)
Aquifer	P	Preserve water supply	● ● ● ● ● (4)
Aquifer Hadley Range	P	Save water	 ● ● ● ● ● (15)
Bachelor Brook Watershed Area (Including Oleisuk Farm)	P	Not protected, but critical	 ● ● ● ● ● (9)
Between Newton and Alvord	P		
Big Y Area	D	Already a commercial area	 ● ● ● ● ● (5)

Address/Location	Preserve (P) or Develop (D)	Why should this area be preserved/be developed?	Priorities
Bynan Conservation Area	P		
Canal Park	P		● ● (2)
Canal Park	P		
Carew Lot	D	Space not good for preservation – great highway access already a neighborhood	
DEP Watershed (Dry Brook)	P		● ● ● ● ● ● ● ● ● ● ● ● (12)
Dingle*	D	Senior Center	
District 2 Water	P	Town water supply – Dry Brook Zone (?)	● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● (15)
Dry Brook Hill	P	At risk/protect water source/aquifer	● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● (19)
East St. end by Grandby	D	Affordable housing – cluster units	● ● ● ● ● ● ● (7)

Address/Location	Preserve (P) or Develop (D)	Why should this area be preserved/be developed?	Priorities
Elmer Brook	D	Solar field?	
Elmer Brook	P	Sale to Kestrel?	● ● ● (3)
Falls	D/P	D-Good bones, add connections to nearby areas/towns (eg. Library), small mom and pop type stores. P-Open up to access more along river	● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● (D-11; P-6)
Falls	D	Develop, restore vitality (40R, mixed use)	● ● ● ● (4)
Falls	D	Especially entry-level housing and jobs	● ● ● ● ● (5)
Falls Development	D	(40R-5GDZ)	● ● ● ● ● ● ● ● ● ● (D-9; P-1)
Falls/Riverfront	D	Redevelopment	● ● ● ● ● ● ● ● ● ● ● ● ● (13)
Farm land (for sale)	P	Current farm/hay field (for sale)	● ● (2)
Farms	P	Increased agricultural protection restrictions to protect land	● ● ● ● ● ● ● ● ● ● ● ● (11)
Gall's	P	Any open space	

Address/Location	Preserve (P) or Develop (D)	Why should this area be preserved/be developed?	Priorities
Gaylord Industrial Area	D		 (9)
Gravel Pit	P	Protect Aquifer	
Hadley St. – town farm	P	Keep it green – save community garden	 (8)
Holyoke Range	P		 (6)
Ledges	P	Protect for opens pace	 (4)
Ledges	P	Rec space of some sort	 (3)
Ledges	P		 (3)
Mass DOT Staging Area	D	Dense now	 (12)
McCray's	P		 (4)
McCray's Farm/ Ledges and Lausier	P		 (1)
McCrays and Ledges Area	P	Farmland preserve since only farm in town	 (1)
Mills at Rexham(?)	D	Started – finish project	 (11)

Address/Location	Preserve (P) or Develop (D)	Why should this area be preserved/be developed?	Priorities
Near dump/Industrial Drive	D	Develop for business and mixed use	
Near Ludlow Rd.	D	Develop on New Ludlow Rd (both sides, near drunken rabbit)	● ● (2)
New Big Y Plaza	D	Fill in, not large parking lot	● ● ● ● ● ● (6)
Newton Street		Smart growth development – needs a plan (40R-5GDZ)	● ● ● ● ● ● (D-4; P-2)
North Main (below rotary)	P	Historic district	● ● ● ● ● ● (6)
North of Siver (orchards)	P	Develop as recreation	● ● ● ● (4)
Off Ferry	P	“Coyote Land,” preserve for wildlife	● (1)
Old Big Y	D	Centrally located, great location for transportation and shopping (mixed use)	● ● ● ● (4)
Old Big Y	D		
Old Big Y	D	Commercial only	
Old Toth Property	P		
Old Woodlawn Plaza	D		● ● ● ● ● ● ● ● ● ● ● ● (11)

Address/Location	Preserve (P) or Develop (D)	Why should this area be preserved/be developed?	Priorities
Orchard's Golf Course	P	Current open space – want to protect	
Plymouth St.	P		
Powerlines between 202 and Laurie Ave.	P		
Problem		Transportation – limit development	
Reservoir	D	Senior Center	
River Ledge Road	P	Encourage preservation - last farm	● ● ● ● ● ● ● ● (7)
River Rd. closer to Ledges	P	Preserve riverfront that is on River Rd. area	● ● (2)
River Rd. left of Ledges	D	Mixed use housing opposite side of River Rd.	
River Road	P	Riverbank habitat conservation/education	● ● ● ● ● ● ● (6)
River Road	P		
Riverfront in Falls	P	Connectivity – connect trails from library/views! Open up space view of river to Chicopee line – act on plans	● ● ● (P-2; D-1)
Route 202 (<i>indecipherable</i>)	D	Highway Access	● ● ● (3)
Route 47	P	Scenic highway	● ● ● ● (4)

Address/Location	Preserve (P) or Develop (D)	Why should this area be preserved/be developed?	Priorities
Shel and solar lot (Lithia Springs)	P	Preserve land around lot sheldowns incl. lithia springs	● ● (2)
Skinner Mountain Range	P	Keep what we have intact	● ● ● ● ● ● ● ● ● ● (10)
South Hadley Falls (Grant/Pleasant Town Hall)	D	Develop to infill (retail)	
Space between Ledges and McCray	P	Farmland lost is gone!	● ● ● (3)
Stonybrook Area	P		
The Falls	D	Already historic/commercial area <u>redevelop</u> (40R)	● ● ● ● ● ● ● ● (8)
Town Farm	P		● (1)
Wingate Area	D		● (1)

COMMUNITY FORUM 2: NEIGHBORHOODS FOR ALL AGES (MARCH 27, 2019)

The theme for the second forum was “Neighborhoods for all Ages.” At the beginning, attendees filled out cards that asked them to think about a vision for the future of South Hadley compared to what is in the present today. The main breakout session asked participants to look at specific centers of neighborhoods and consider which land uses were missing from a “complete” neighborhood.

Exercise 1: A Vision for South Hadley “Mad-libs”

In place of a survey, participants were asked to complete a Mad-libs-style exercise which involved filling in blanks to create sentences stating how the participant view South Hadley now and how they envision

South Hadley in the future. The more frequently a word or phrase was used by multiple participants to fill in the blank, the larger the text appears in the lists below:

Right now, my favorite thing about South Hadley is _____.

- 2 Parks with water for kids
- Citizen interest in town affairs seems to be growing
- Community
- Conservation areas and parks
- Convenient location with good access to ??? In the area (Hartford, UMass, etc.)
- Council on Aging (x3)
- Everything (x2)
- Green space/trees
- How safe it is and the nature surrounding us
- Its beauty
- Lack of congestion
- Location/proximity
- Mount Holyoke College (x4)
- Mt. Holyoke
- Mt. Holyoke range/river/trees/open spaces
- Open space
- Open space
- Open space and variety of recreational opportunities
- Open space/parks/rural areas
- Open spaces
- Open spaces and its river views, the college
- People/natural resources
- Proximity to Mount Holyoke College
- Proximity to recreation and other towns
- Recreation opportunities
- Resident's passion for wanting to improve South Hadley and quality of life
- River
- Rural Values
- Rural/suburban mix

- Senior Center (x6)
- Size and attitude
- Small community feeling
- Small town feel
- The center of town
- The chance to participate as a town resident in decisions
- The Commons
- The commons, mt. Holyoke college, walking loops
- The Community/Sense of Community/Community Feel (x5)
- The compactness of the center
- The park near the waterfall
- The people (x5)
- The people and commons and central place for variety of restaurants and stores
- The Public Library and the Canal Park
- The river and free parking at the village commons
- The scenery
- The Schools
- Walking woods at Mount Holyoke

Common Responses

- Open Space / Green Space / Parks / Conservation (x12)
- Senior Center/Council on Aging (x9)
- The People (x8)
- The community/Sense of Community/Community Feel (x7)
- Mount Holyoke College (x6)
- The Commons (x4)

My least favorite thing now is _____, which could be improved by _____.

- A lack of diversity; creating diverse jobs
- Big Y move forward; bring business in
- Busy roads without sidewalks; sidewalks or separate bike lanes
- Car dependence; public transport, bike lanes, etc.
- Congestions/Route 33; maintaining open spaces and pedestrian shopping

- Cost of living/taxes; merging fire/water districts
- Curb appeal/roads; redevelopment and inspire maintenance
- Division of town goals; better communication
- Environmental interaction areas; hosting more events
- Lack of chain restaurants/restaurants that are open late; the town allowing their development
- Lack of choice regarding internet/cable connection; fiberhoods
- Lack of economic growth; hiring a development person to work to bring in companies
- Lack of information (not one place to find out all that is going on in town); central website
- Lack of opportunities; ?
- Lack of options for grocery, food; offering incentives for small or mid-size food stores to open here
- Lack of retail/restaurants; economic development/smart growth
- Lack of retail; smart growth that balances preservation and growth
- Lack of sidewalks on Ferry/Alvord streets; sidewalks; more walking trails/safe for bikers/dogs/families
- Lack of sidewalks; building more sidewalks
- Lack of sidewalks; more sidewalks
- Lack of stores, restaurants, and housing options; encouraging development in the right places.
- Lack of things to do; bringing new things to the town
- Lack of walking (near Loomis Village); sidewalks on North Main Street
- Limited public transportation; improving/changing bus routes
- Limited selection of restaurants; a new “trendy” bistro
- Mosier; a new building
- Narrow-minded attitudes to restrict creative ideas due to wanting to maintain South Hadley as it was in the 1970s/before; 1) Being open to affordable housing like allowing 2-3 family conversions of existing housing 2) Increasing the tax base by small, creative attitudes/ideas
- No bussing on 202; soon?
- No kid-friendly restaurants (not chain restaurants); adding one
- No real shopping; more bigger stores

- Not enough business; more stores
- Plaza; business
- Poor-to-no sidewalks; planned repairs and building sidewalks
- Public transportation; providing better access
- Rising costs; economic growth (commercial/industrial)
- Rising property taxes; ?
- Roads; filling potholes
- Route 116 corridor; paving road, improving business and residential stock
- Route 116 from Newton Street to the Falls or to the South Hadley High School; better planning
- Slow start to Fall redevelopment; supporting redevelopment authority
- Spot zoning/spread of businesses into residential areas; more careful zoning, keeping businesses in the commercial nodes that already exist
- Stores; fast food
- Stores-Transportation; busses
- The division; combining water districts
- The road by the Senior Center Fulton Street/Dayton Street; paving
- The roads/potholes; funding to repair
- The roads/traffic/potholes; fixing potholes/ cleaning the roads up/ paving/ DPW/ roadwork/ resurfacing (x10)
- The roads; repaving and sidewalks
- Two-part town; limiting “large roads” (ex. Plains intersection)
- Ugliness of Route 116; landscaping
- Waiting for the new senior center; the future
- Walkability; more sidewalks, more commercial development, more entertainment/arts, more housing
- Weather; the sun (x2)

Common Responses

- Retail / Restaurants / Bistro / Stores / Business / Commerce (x23)
- Poor Road Conditions (Potholes) (x18)
- Sidewalks (x8)
- Re/Development (x7)

- Growth (x4)

In 2035, South Hadley's _____ is the place to go if you want to _____ and _____.

- -; eat; drink
- -; relax; enjoy
- -; work; school
- Affordable housing clusters; age in your home; garden/exercise
- Beach grounds; see sports games; water park
- Bike path; jog, bike, walk; roller skate
- Common and riverfront; do walking tours; access to the river
- Common; shop/eat; Attend fairs/markets
- Commons area; see a play; have a meal
- Commons; dine; entertainment
- Commons; eat; hang out
- Commons; eat; socialize
- Commons; eat; walk trails
- Commons; have dinner; catch a movie
- Commons; raise a family; live in a safe area
- Commons; shop; eat, hear music
- Commons; walk trails/in the woods; shop/eat
- Community center; recreate; meet people
- Conservation areas; walk, hike, etc.; view nature
- Co-op/restaurant; shop; have coffee
- Current golf course; walk; enjoy nature
- Entertainment/arts district; eat; entertainment
- Entire footprint; shop, dine; enjoy outdoor recreation
- Falls riverfront; enjoy the view; kayak
- Falls; eat; drink
- Falls; get great coffee; sandwiches/pastry
- Falls; have a family/settle; high quality of life

- Falls; shop; eat
- Falls; walk; shop
- Gym; exercise; socialize (x2)
- Library; read; go to meetings
- Library; relax; read
- Mount Holyoke College; see intellectual activity; young people
- Neighborhoods; live; learn
- New center; eat well; enjoy nice folks
- Outdoor activities; explore; relax
- Parks/trails/open space; walk; relax
- Plaza; shop; eat
- Public parks/spaces; exercise; socialize
- Recreational facilities; have fun; meet people
- Restaurants; eat; meet friends
- Retirement village; enjoy a small town; feel like South Hadley is moving ahead
- River parks; relax and enjoy outdoors; -
- River relax; be peaceful
- River/Falls; eat; shop
- Riverfront; have sunset walk or picnic; enjoy a simple artisan meal
- Riverfront; river access; recreation
- Riverside venues; enjoy nature; walking along the river
- Roads and open space; walk/ride/run; enjoy the town
- Senior Center; learn, exercise; socialize
- Senior Center; play pool; socialize
- South Hadley; have great neighbors; still be engaged with nature
- South Hadley; live quietly; enjoy the small New England town feel
- Trails; exercise; enjoy nature
- Trails; get exercise; enjoy the Gaylord Library
- Trails; look at nature; enjoy the historical sites
- Waterfront; eat; shop

Common Responses

- Eat/Dine/Have a meal (x19)

- Enjoy (x14)
- The Commons (x11)
- Walkability (x11)
- Shop (x10)
- River/front (x8)
- The Falls (x7)
- Relax (x6)
- Trails (x6)
- Nature (x6)
- Recreation (x4)

If asked to describe that place, the top three words that come to mind are _____, _____, and _____.

- Accessibility; flexibility; adaptiveness for all ages and abilities
- Active; accessible; high-quality
- Attractive; quiet; courteous staff
- Beautiful; calm; fun
- Beautiful; natural; clean
- Calm; open; safe
- Clean; safe; open
- Collegiality; campus beauty; -
- Convenient access; safe walking; year-round availability
- Convenient location; modern facilities; open door policy
- Diverse; accessible; service-oriented
- Entertainment; restaurants; accessibility
- Friendly; -; -
- Friendly; active; diverse
- Friendly; clean; good company
- Friendly; earth-friendly; safe
- Full of life; feet and eyes on the ground 24-7; housing choice
- Fun; comfortable; exciting
- Fun; great; exciting

- Good food; good arrangement; the structure
- Good food; great shopping; night life
- Green views of river; bird life on river; accommodating staff
- Green; uncluttered; pristine
- Healthy; fun; entertaining (x2)
- Hip new spot; diverse; active
- Historical; beautiful; accepting
- Interactive; fun; enjoyable
- Lively; fun; residential
- Lively; welcoming; supportive to older adults
- Local; great service; easy access
- Local; populated; enjoyable
- Natural/nature; access to stores; affordable housing
- New England; comfortable; accepting
- Parking/walking; convenience variety of events
- Peaceful; beautiful; welcoming for all ages
- Peaceful; nature; strengthening
- Peaceful; pretty; useful
- Playgrounds; library; schools
- Recreation; affordability; maintenance
- Resident cohesion; good schools; nature/ecology appreciation
- Restaurants; Riverwalk; performances
- Riverview; downtown character; historic
- Safe; clean; very diverse in living area
- Serene; preserved gem; family-friendly
- Strong community; energy-efficient; beauty
- The river; pretty streets; lively
- Unspoiled; close by; accessible
- Varied; creative/unique; welcoming
- Variety; community; -
- Vibrant; fun; delicious
- Walking areas/trails; places to eat; fun

- Well-designed; busy; well-maintained
- Well-educated; industrious; proud
- Work associates; friends; new faces

Common Responses

- Fun/exciting/lively/active (x14)
- Friendly/Welcoming (x8)
- Accessibility (x8)
- Beautiful/Attractive (x5)
- Clean (x4)
- Diverse (x4)

In terms of other destinations to check out, I'd recommend _____, and _____.

- Amherst Center; W. Hartford
- BATTERY Brook Park; Mt. Holyoke College
- Canal park; Connecticut River
- College Street; Veryl's Auto
- Commons, dog park
- Commons; river to ridge trail/Bachelor Brook conservation area
- Commons; riverfront
- Community gardens; Skinner Park
- Connecticut River; Lythia Springs
- Dog park; Ledges Golf Club (x2)
- Easthampton; Greenfield
- Egg & I; Big Y
- Falls area; riverfront
- Lathrop Village; -
- Ledges; Commons
- Libraries; college
- Library makerspace; town pool
- Library; Mount Holyoke College (x2)
- Lithia Springs; Mosier hiking areas
- Lithia Springs; tower theaters

- Lythia Springs; the public pool
- MHC and the Stony/Bachelor Brook Conservation Area; McCray's
- MHC; the commons
- Mount Holyoke College; -
- Mount Holyoke College; McCray's Farm
- Mount Holyoke College; the commons (x2)
- Mountain Range; trails
- Mt. Holyoke Range; all conservation areas
- Mt. Holyoke range; college area
- New Salem(?); Northampton
- Newburyport; York
- North Conway, NH; Fryeburg, ME
- Northampton area; Berkshires
- Northampton; Amherst
- Our libraries; public parks
- Public Library; Odyssey Bookshop
- Public Library; The Commons
- Restaurants; more public gardens
- South Hadley Falls; entire trail system in town
- South Hadley Falls; Woodlawn Commons
- The Canal Park; The woodlawn development
- The center; -
- The Falls with its nice riverside park and trails; -
- The Library; school parks
- The parks; river
- The restaurants; -
- The riverfront; the commons
- The trains; the river
- Walking Mount Holyoke College campus trails; the dam area in the falls

Common Responses

- Parks (x11)
- The Commons (x10)

- Mount Holyoke College (x9)
- River/front (x9)
- Libraries (x8)
- Trails (x5)

I like these places because _____ and _____.

- Beauty of natural environment; well-maintained passive recreation options
- Cleanliness; differences
- Close to college; great for views
- Each have a great restaurant; a coffee shop
- Food, shopping; entertainment
- Friendly; homey
- Fun; beautiful space
- Fun; growing (economic development)
- Good walking; reliable service
- Have dedicated open spaces and recreational activities; nice variety of stores
- Historic value; architecture
- I can socialize; meet new people
- I eat these; I shop these
- It's now possible to do long walks; good eating
- Local artisans; arts scene
- Lovely spots; easy access
- Natural setting; small town center
- Nature/outdoor recreation; beauty
- Nature; food
- One is quiet; one is cosmopolitan
- Open environment; I can learn
- Open to all; beautiful
- Shops; food
- Spacious; -
- Terrific setting; activities/choices
- The parks; river is beautiful

- The variety; -
- There are things to do; pretty
- They are filled with natural beauty; very safe for all
- They are free; open to public with free parking
- They are green; encourage social interaction
- They are nice; interesting
- They are open to all; part of our walkable neighborhoods
- They are open; peaceful
- They are vibrant; have great restaurants
- They encourage making things; learning from each other
- They epitomize the town; -
- They exhibit concern for the environment; appreciation for diversity
- They have open areas; are good places to walk to
- They relax; bring comfort
- They remind me of here; small city feel
- They're all success stories of South Hadley's creative can-do; ability to implement and make it happen
- They're fun; close to home
- They're fun; great places to hang out
- They're interesting; -
- They're small; but offer lots to do
- They're social; fun
- Views; things to be active other than gym
- We love the new library and its programs; the newly updated parks are great
- You can grow/eat your own vegetables; be close to nature
- You can walk dogs there; you can have a picnic there

Common Responses

- Nature/Views/Beauty (x14)
- Restaurants/Food/Eat (x8)
- Open (x7)
- Recreation/Entertainment/Activities (x6)
- Fun (x5)

Back in 2019, South Hadley was known for being _____ and _____.

- A bit rundown; boring
- A college town; -
- A college town; small
- A good place to live; very friendly
- A good town; no trouble places
- A great bedroom community; its restaurants
- A quiet suburb; -
- A quiet town; friendly
- A small town with a rural atmosphere; -
- A small town; -
- A small town; nice community
- Affordable; great schools
- Athletic; having restaurants
- Atmosphere of small town; town officials accessible
- Attractive; athletic
- Awkward and tribal; not very imaginative
- Bedroom community; high taxes
- Boring; average (x2)
- Burdened by golf course debt; considering a dog park
- Commuter-type community; not very diverse
- Disconnected; -
- Divided; bare
- Divided; not open to growth
- Dull; somewhat conservative
- Easy to get around; small town
- Filled with safe places to exercise; planned open space
- Friendly; -
- Friendly; static
- Friendly; the place to be
- Great; lovely
- Green; near Connecticut River

- Having beautiful natural resources; rundown Falls area
- Historic; semi-rural
- Home of MHC; sleepy
- In between; -
- Inclusive; progressive
- Lacking in areas; falling behind the times
- Non-business friendly; lack of diversity
- Open to all; trying to improve
- Pretty middle-class; not very affordable
- Proactive to improve quality of life; increasing its tax base to afford that quality of life
- Quaint; convenient
- Quiet; lacking things to do
- Quiet; on the rise
- Rather disconnected; pretty/beautiful preserved farmland
- Relatively safe; -
- Restful; beautiful
- Safe; good place to live
- Safe; homey
- Segmented geographically; socially
- Sleepy town; in need of improvement
- Sport-oriented; small
- Strong community; segregated by geography – need to comingle neighborhoods
- Successful high school athletics; having good restaurants
- White; divided

Common Responses

- Small (x7)
- Friendly (x6)
- Divided/Segmented/Segregated (x5)
- Sleepy/Bedroom/Commuter Community (x5)
- Athletics/Exercise (x4)
- Quiet (x4)

Some of the notable improvements between 2019-2035 include _____ and _____.

- ??? Build a community trail; improve
- A new center; hopefully more parking places
- Affordable housing; 1 fire and water district
- An increase in industry; historical sites
- Bachelor Brook Trail; Lithia Springs nature area
- Banning plastic bags; building Plains School
- Being more welcoming to all income levels; businesses
- Better roads; schools
- Commercial investments; falls area reinvestment
- Community maker space and woodworking shop; arts/music spaces
- Cultural center/South Hadley Falls; riverfront
- Fiber to the home; Falls development
- Fiberhoods; Senior Center
- Finally paying off the golf course bond; dog park is complete and at no cost to taxpayers
- Gas station; restaurants
- Good roads; more shops
- Housing; roads
- Improved hiking trails; closing of Ledges
- Improved schools (Mosier); conservation area/bike/walk/route accessibility
- Increasing jobs and improving diversity; creating a bike path
- Less development/stores; more community events
- Less development; more nature
- Lots of young and actively engaged adults; cultural events
- Maintained open spaces; walkable/rideable roads
- More affordable housing; -
- More affordable housing; vibrant local shops and restaurants
- More diverse population; strong tax base
- More diversity; affordable housing
- More entertainment; concerts/bands
- More family-friendly parks; cultural and cuisine options and better roads

- More friendly; economic growth and building repurposing
- More inclusiveness; age and dementia-friendly accessibility
- More land preservation; keeping green unfilled spaces open
- More open space, better roads
- More opportunities; activities
- More restaurants; activities
- More restaurants; entertainment
- More roads; more advanced
- More things to do; a younger community
- New bike/walk routes; places to eat/drink/shop
- New restaurants; improved roads and sidewalks
- New retail and housing in the falls; diverse neighborhood where the woodlawn plaza once was
- New schools; future dog park
- New senior center; improved Mosier School
- New senior center; improvements
- Preserving water safety; bringing Falls back to life
- Reducing resistance to change; bring center falls closer together socially
- Scenic areas (we started to realize how important “upkeep” is for all of our spaces/buildings); thoughtful planning
- Schools; playgrounds
- Several grocery stores; -
- Sidewalks and roads; -
- Sidewalks; roads
- Small food market in the village commons; continuing Gaylord Library and lots of open space all over town
- Stable taxes; -
- Trails; roads (x2)

Common Responses

- Roads (x12)
- Restaurants/Food/Eat (x7)
- Schools (x6)

- Housing (x6)
- Trails (x5)
- Entertainment/Activities/Things to Do (x5)

All that said, my favorite thing about South Hadley in 2035 is _____.

- Ability to enjoy natural environment in culturally rich small town
- Balanced community
- Being able to enjoy it
- Being progressive
- Broadband throughout town
- Community center
- Connections
- Entertainment
- Entire town (x2)
- Everything
- Great community and place to raise a family
- Green open spaces and clean water
- Having my kids grow up in the same place I did
- Home
- How beautiful the river was
- I hope I'm still here
- Improved access to the river, somewhat like Easthampton's park at their pond
- It has colorful open space
- It's still convenient to get to Boston and NYC, but now we have great rail service from Holyoke (and a shuttle bus from South Hadley)
- It's vitality
- Its walkable commerce centers
- Lovely place
- Minimal congestion
- More housing
- More living space
- My future happiness 😊

- Our many walkable neighborhoods
- Outdoors/nature
- Party
- People and parks
- Quality of life, variety
- Size and attitude
- Solid biking/walking connections
- Still has green space in neighborhoods
- Strong community involvement of all ages, and races, and genders - very inclusive
- That it is uncongested, green, and still has a small-town rural feeling
- The ability to safely walk or bike anywhere in town
- The bike path
- The community (2)
- The ease in getting around the community for those with varying needs/abilities
- The good friends I've made
- The new library
- The potential
- The restaurants
- The safety and new technology
- The school system
- The waterfall
- Variety
- We have realized what a gem we have and continue to improve it to be visually pleasing
- Whenever I travel I *always* look forward to coming back home – Dorothy was right when she told Auntie Em – “Oh, Auntie Em, there’s no place like home!” 😊

Common Responses

- Green Space/Open Space/Parks (x6)
- The Community (x4)
- Walkability (x4)

Exercise 2: Mapping Support for Added Land Uses

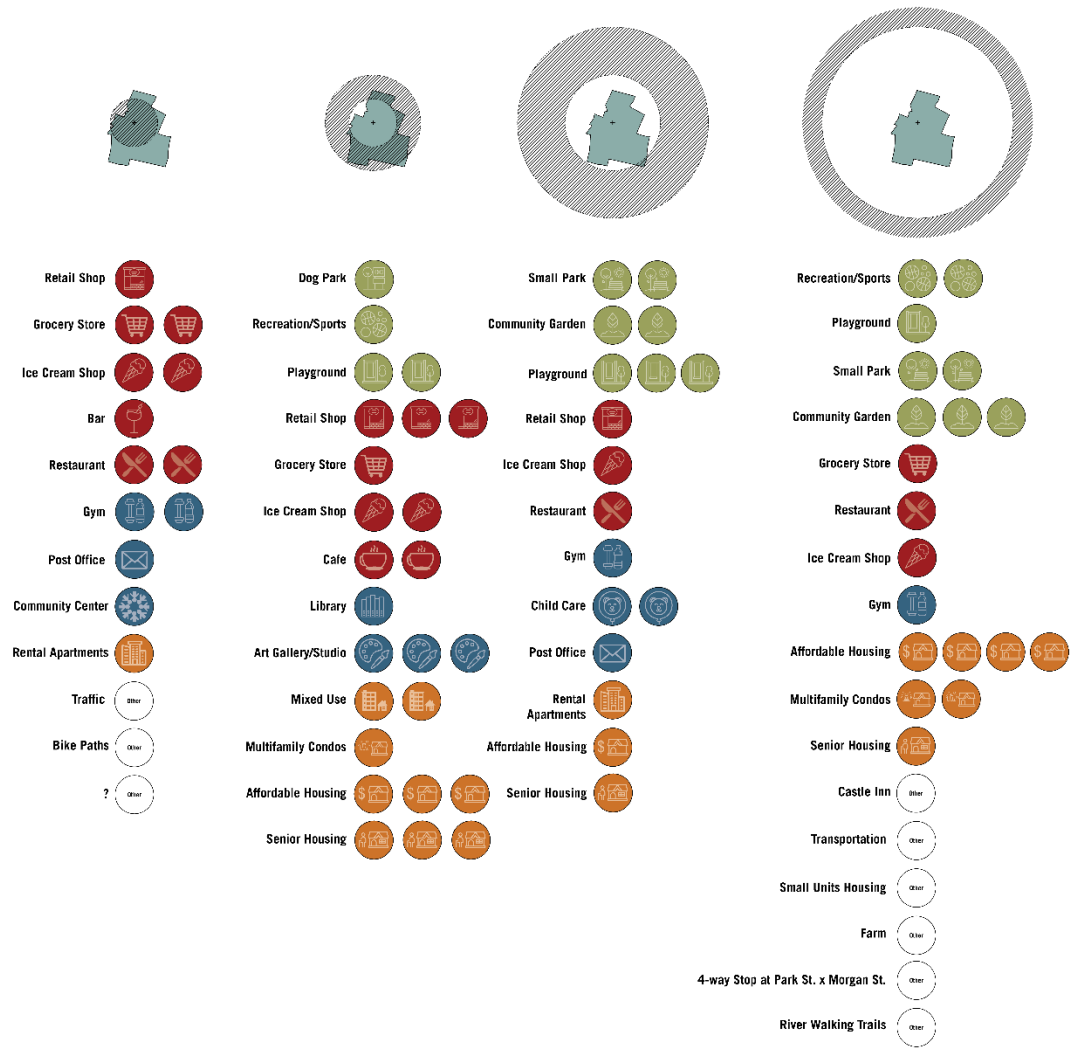
For the second exercise, participants were asked to work with at least two maps, one of an area they are very familiar with and one of an area they are less familiar with. There were four maps to choose from of the following South Hadley neighborhoods:

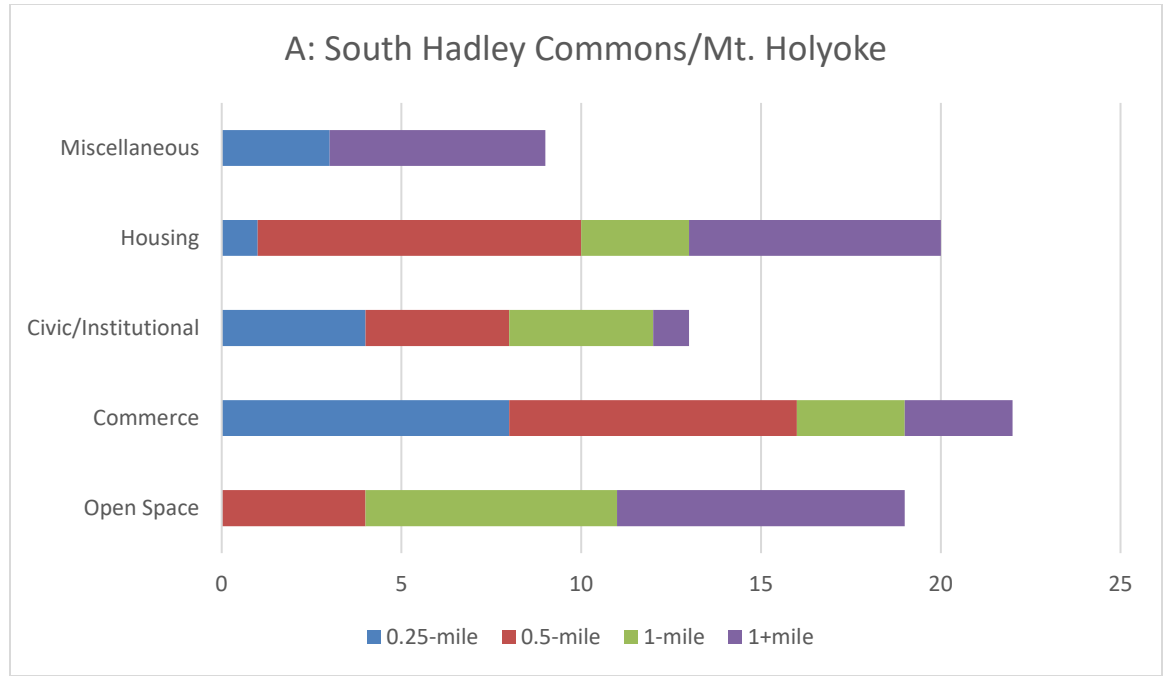
- A: South Hadley Common / Mt. Holyoke
- B: The Intersection of Route 116 and Route 33
- C: South Hadley Falls
- D: The Route 33 / Route 202 Corridor

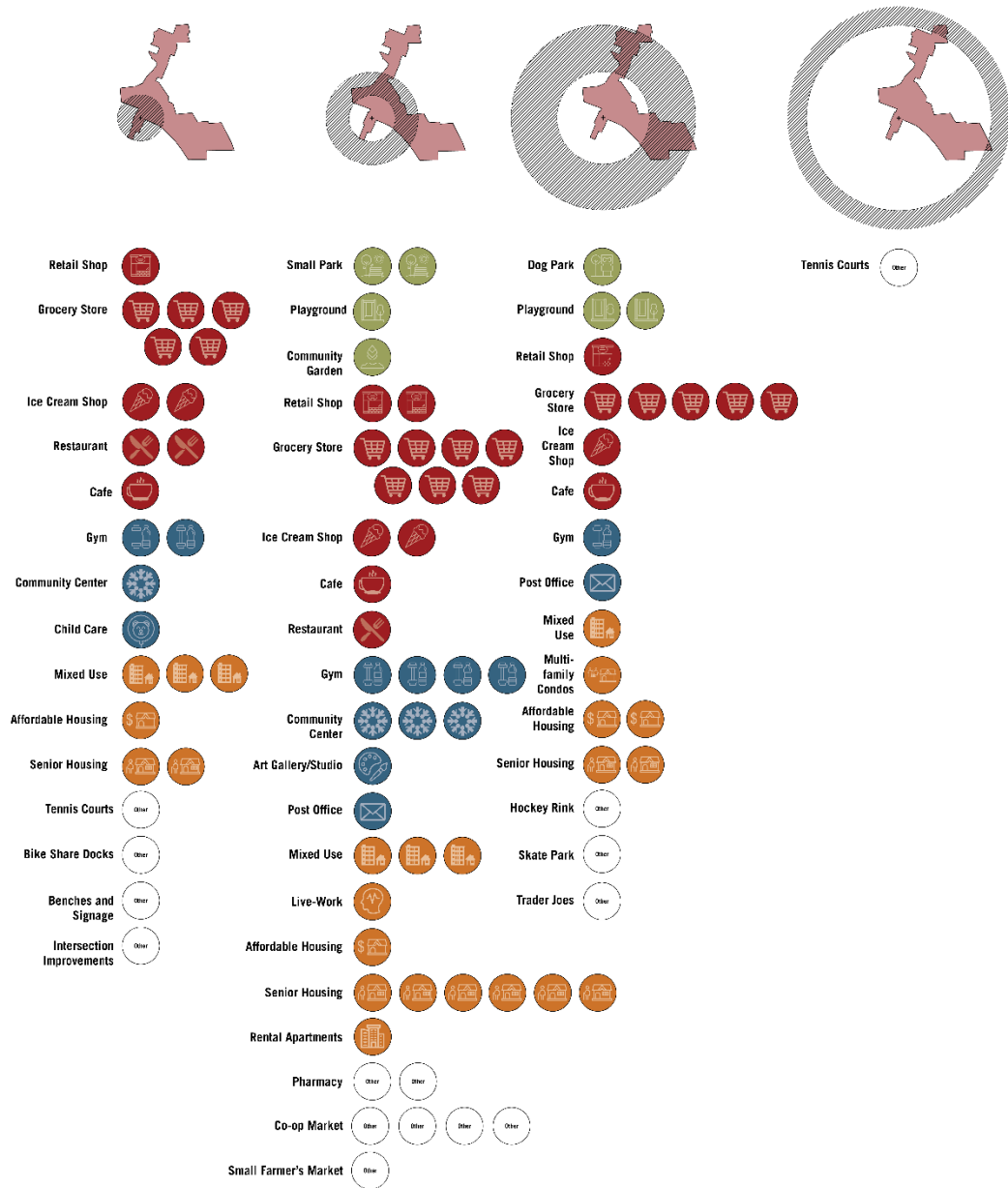
Each participant was given a sheet of stickers with a range of possible added land uses in the categories of open space, commerce, civic/institutional, and housing. There was also a blank “other” sticker which gave participants the opportunity to add something else they felt was missing.

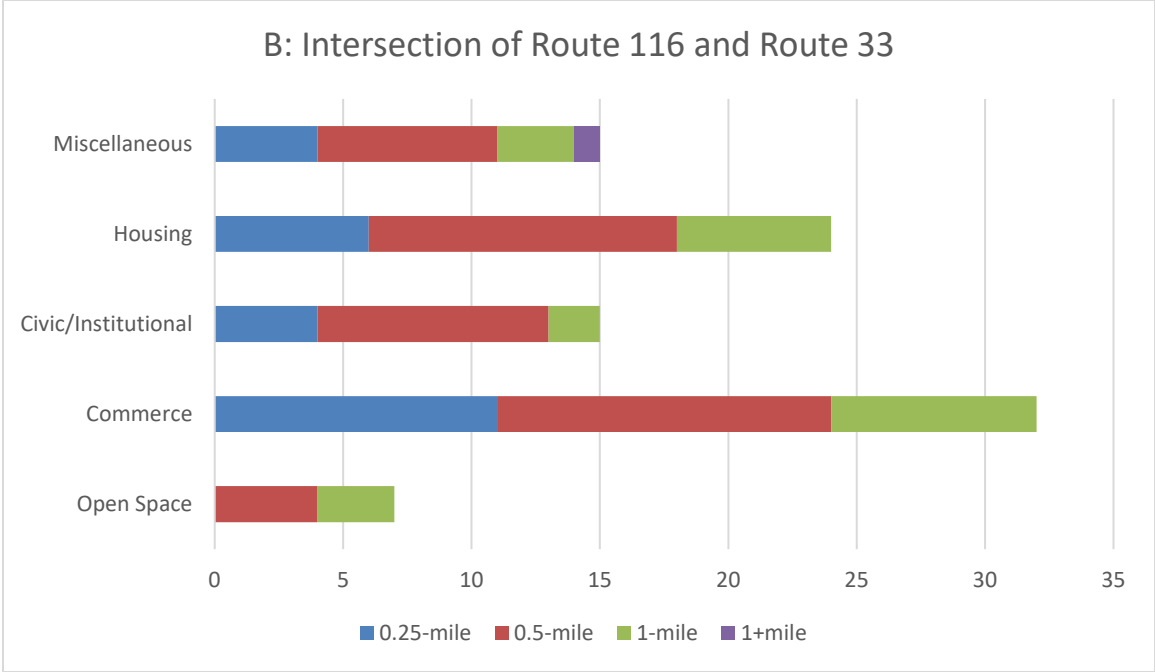
Participants were asked to consider “*What is missing here?*” and place stickers of land uses they would support in the location they felt was appropriate on the maps. Distance rings on the maps marked the 0.25-mile, 0.5-mile, and 1-mile radii from the neighborhood centers.

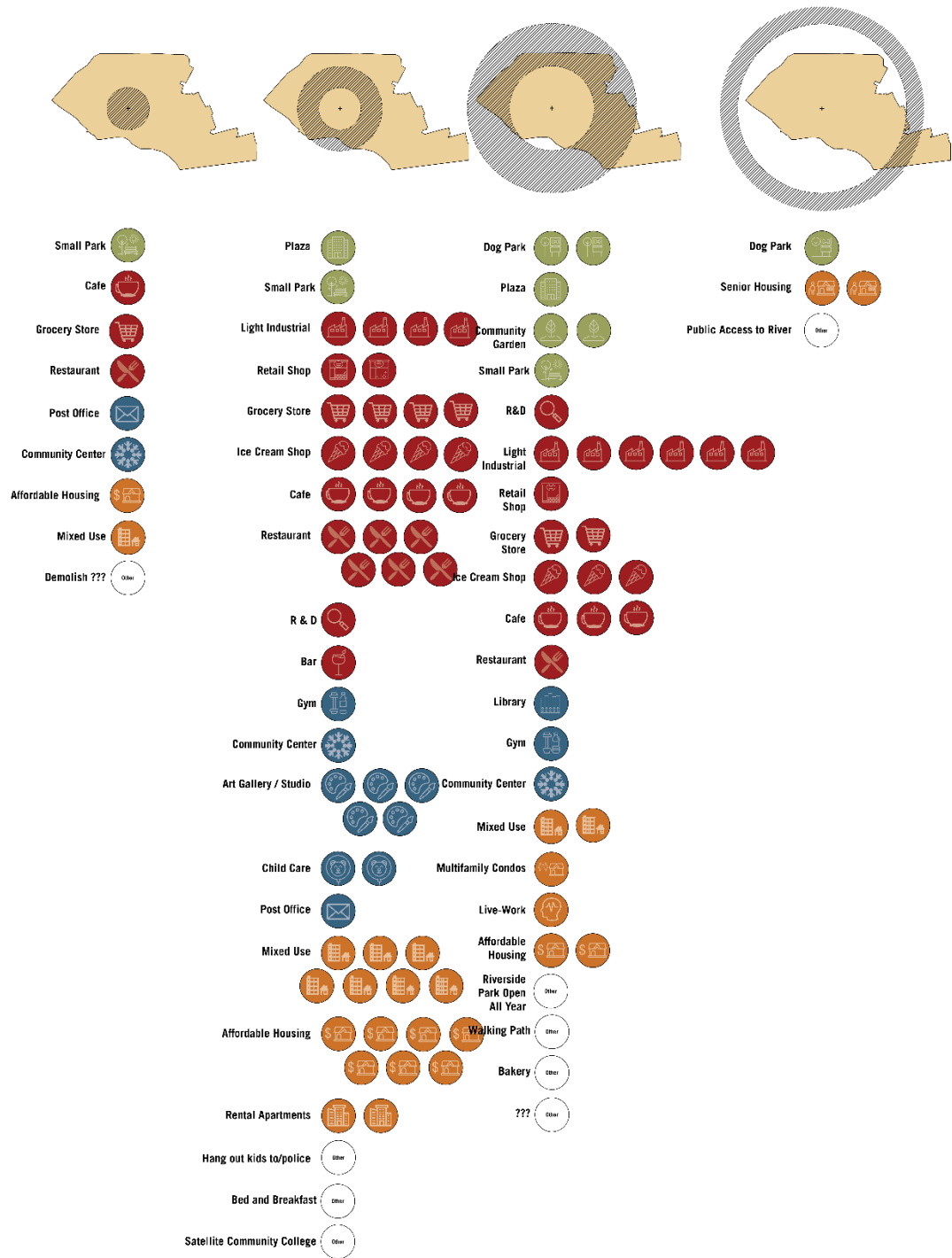
The following infographics and bar graphs capture the results of the supported land uses within the four different South Hadley neighborhoods; the final graph combines all results.

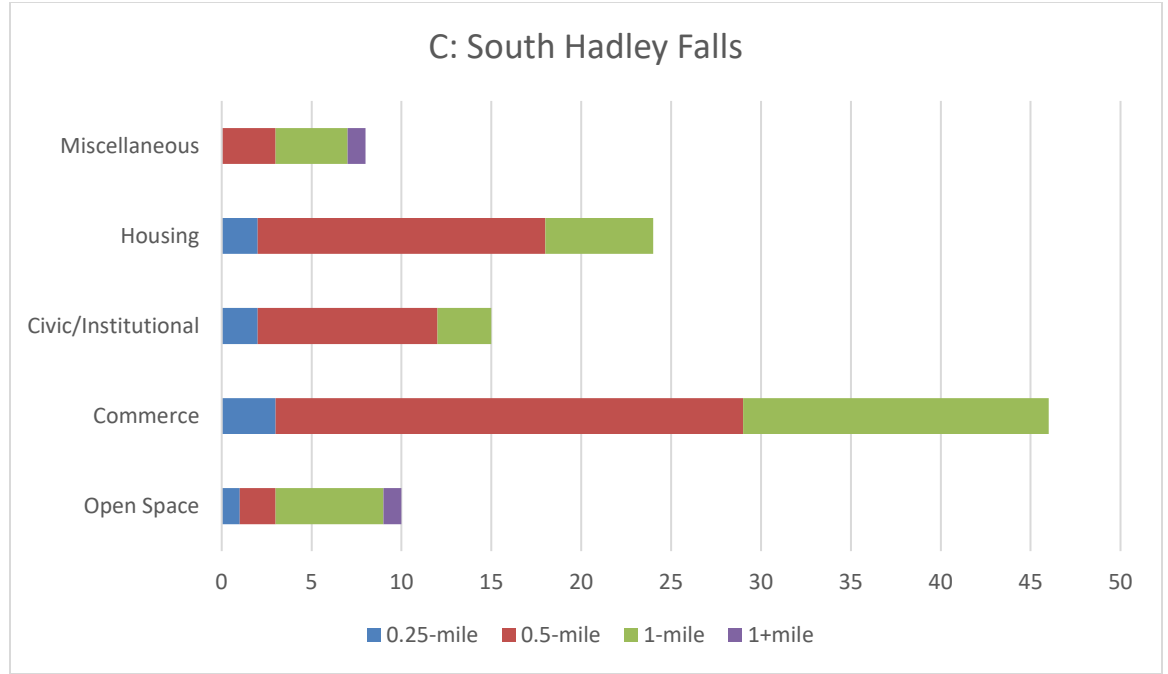


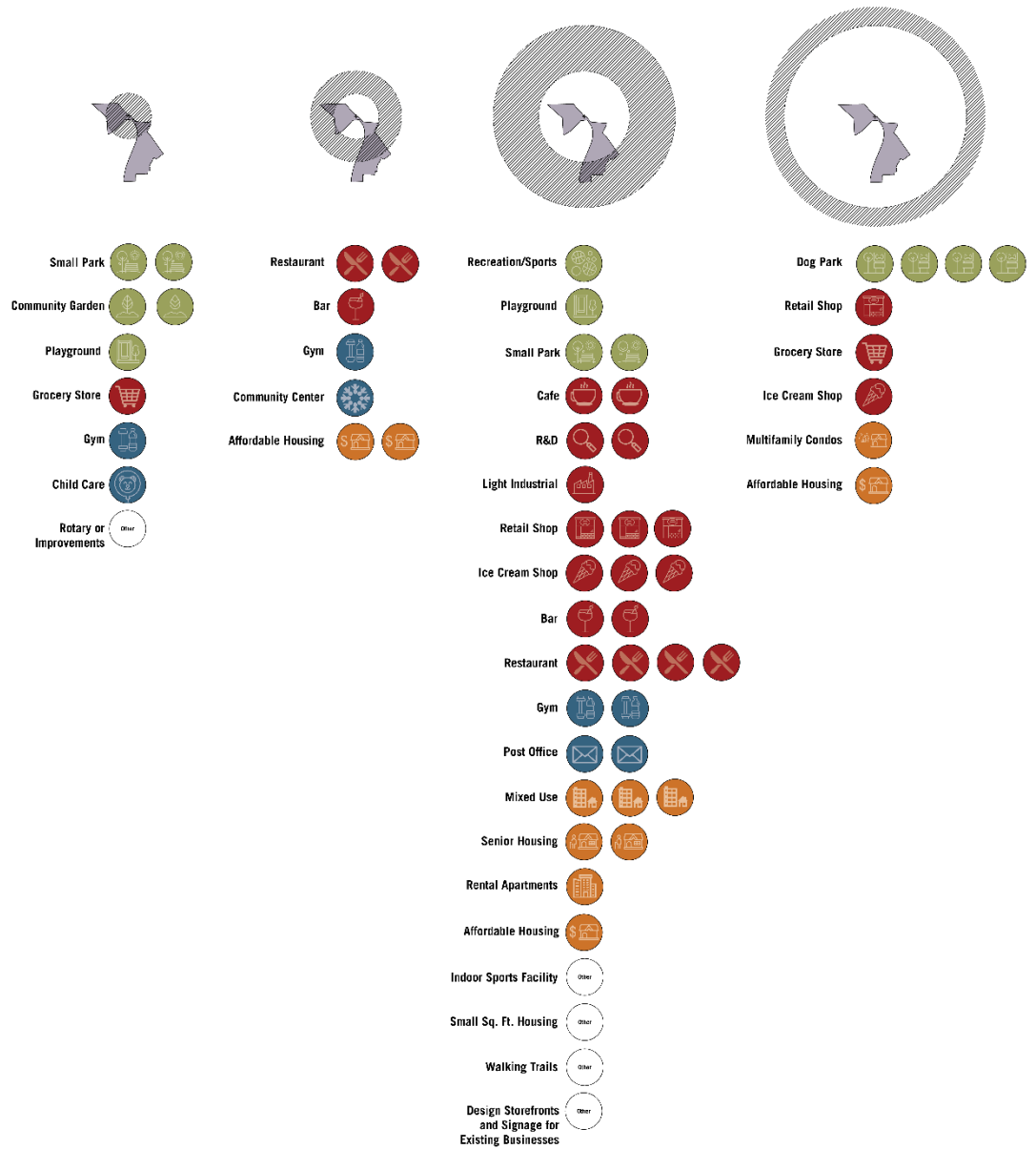


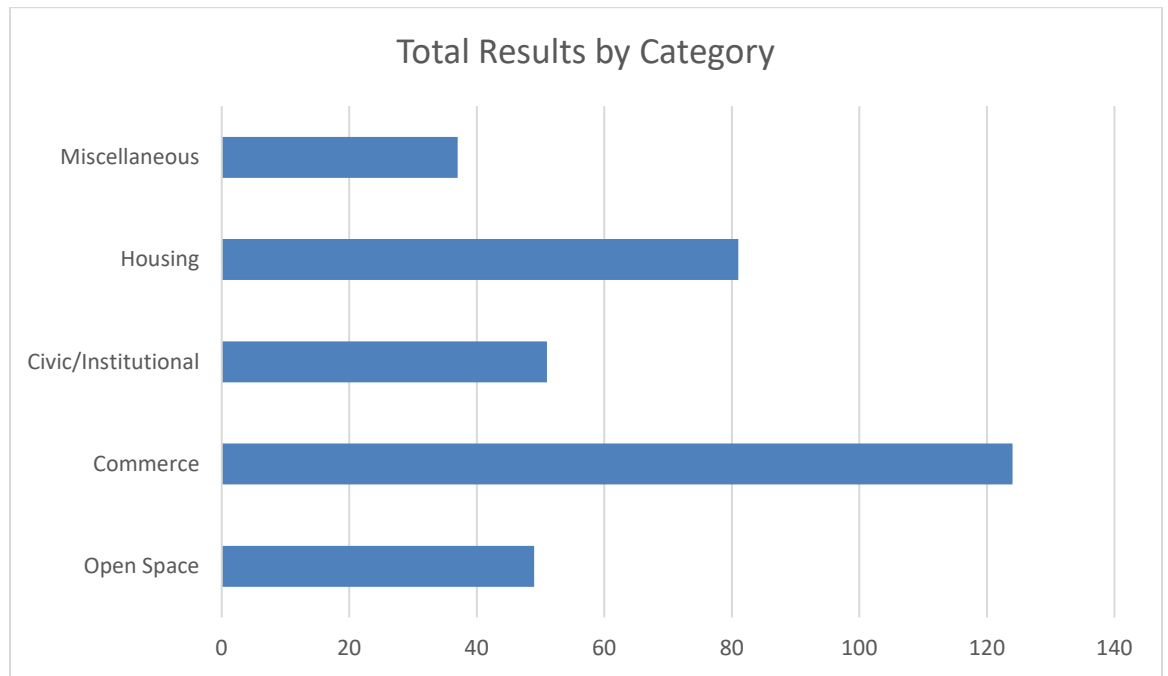
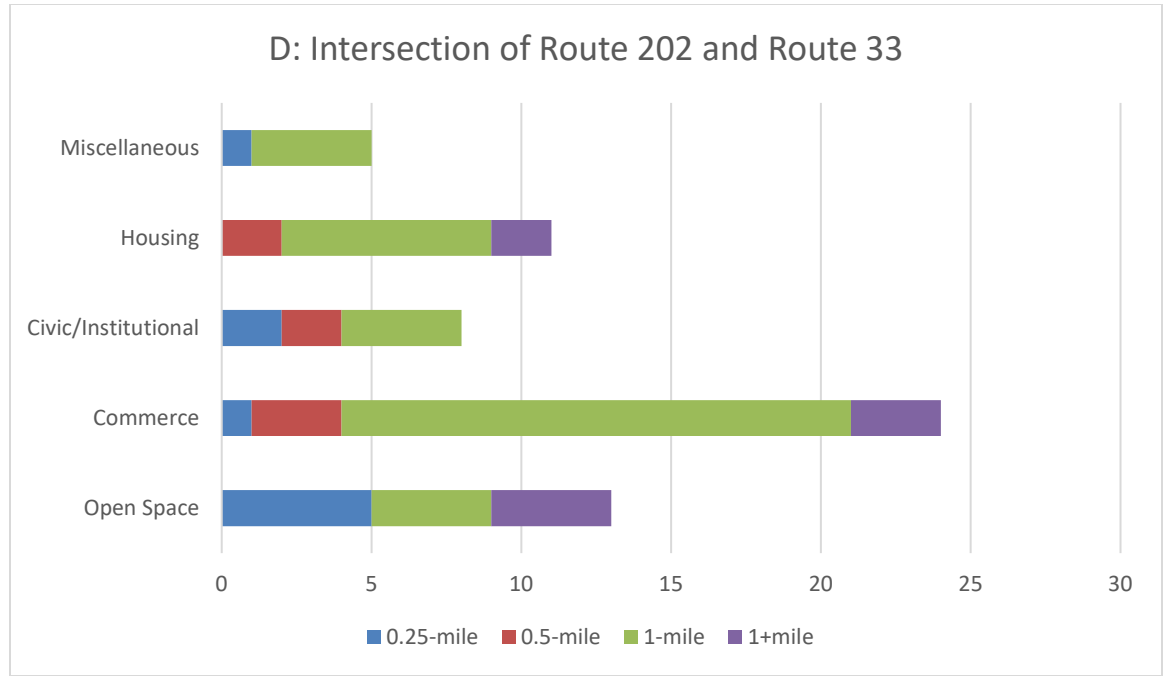


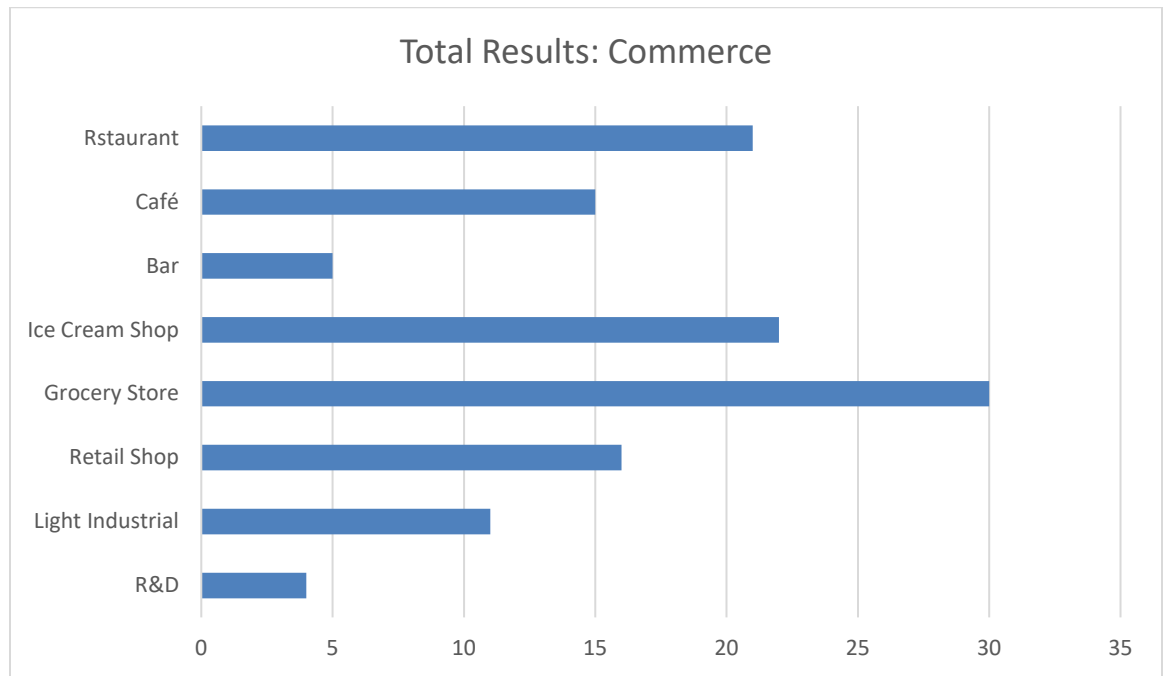
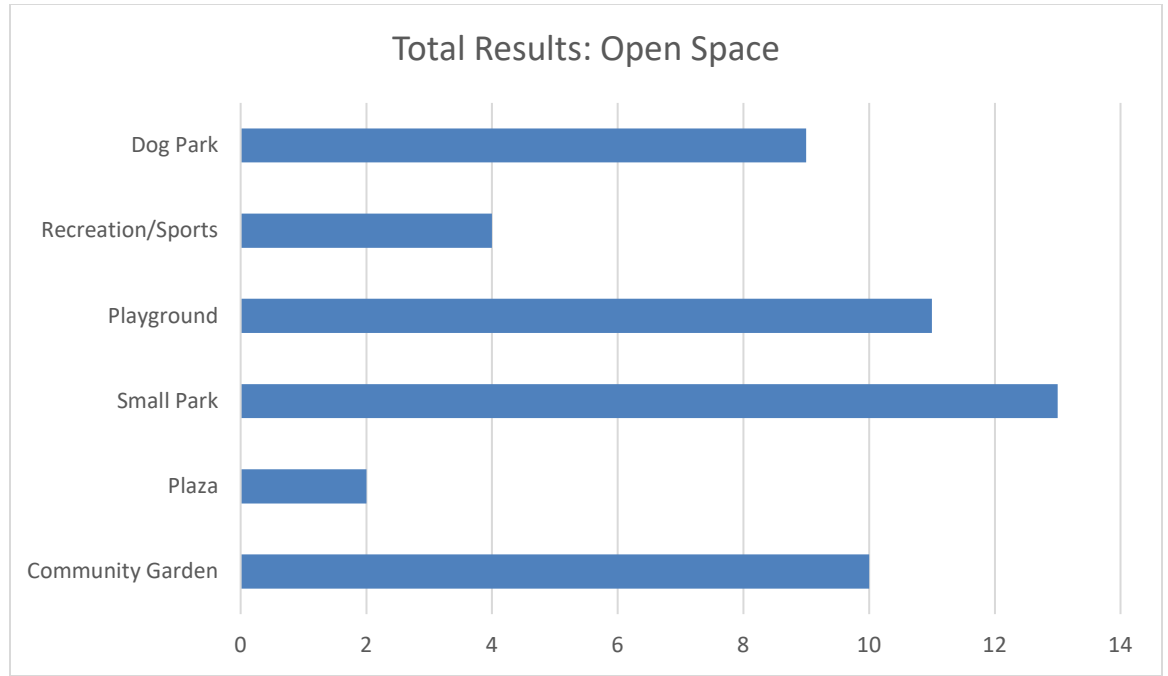


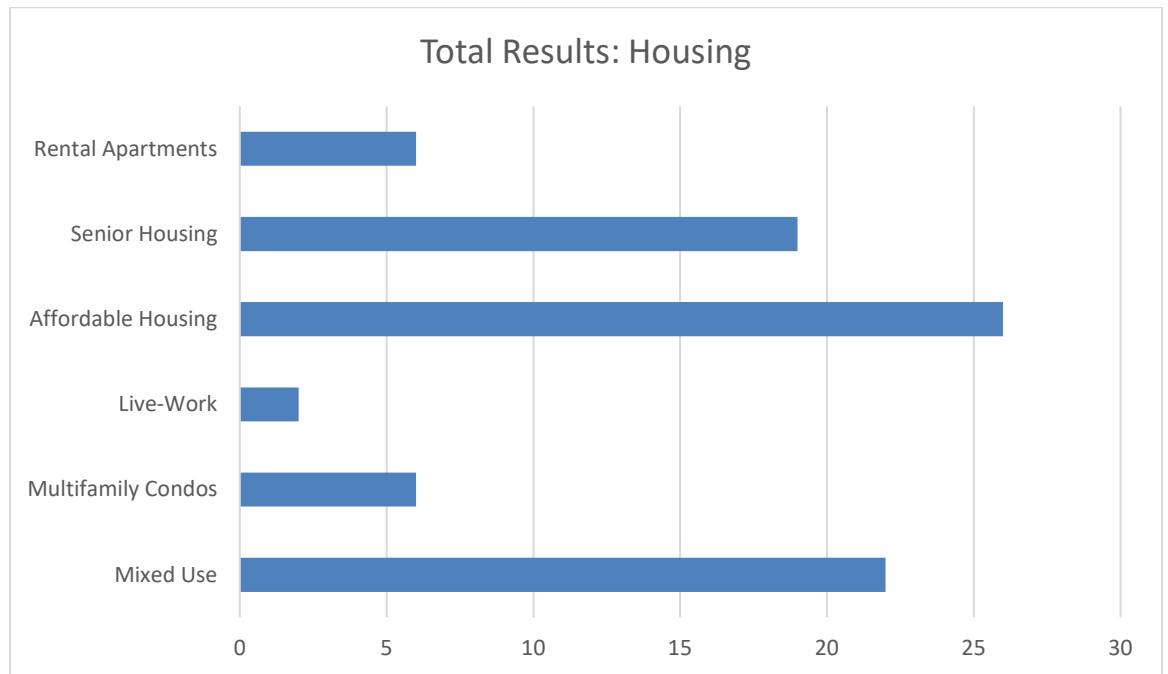
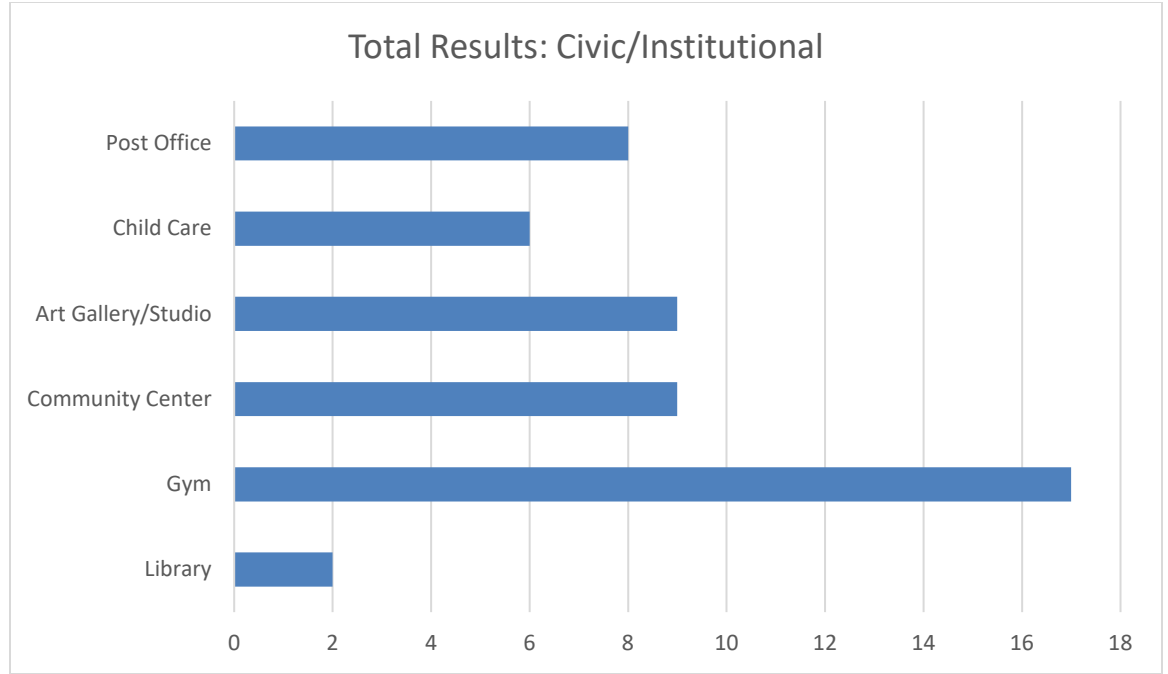












The list below captures the results of the miscellaneous category; the participants wrote the following uses on the “other” stickers:

- Farm
- \$ Store
- ? (Indecipherable)
- ? (Indecipherable)
- 4-way Stop at Park St. x Morgan St.
- Bakery
- Bed and Breakfast
- Benches and Signage
- Bike Paths
- Bike Share Docks
- Castle Inn
- Co-op Market
- Demolish ? (indecipherable)
- Design Storefronts and Signage for Existing Businesses
- Hang out Kids to/ Police
- Hockey Rink
- Indoor Sports Facility
- Intersection Improvements
- Pharmacy
- Public Access to River
- River Walking Trails
- Riverside Park Open All Year
- Rotary or Improvements
- Satellite Community College
- Skate Park
- Small Farmer’s market
- Small Sq. Ft. Housing
- Small Units Housing
- Tennis Courts
- Tennis Courts

- Trader Joes
- Traffic – Whole Area Needs Study and Change
- Transportation
- Walking Path
- Walking Trails

COMMUNITY FORUM 3: PEOPLE, PROSPERITY, HOUSING, AND CONNECTIONS (APRIL 24, 2019)

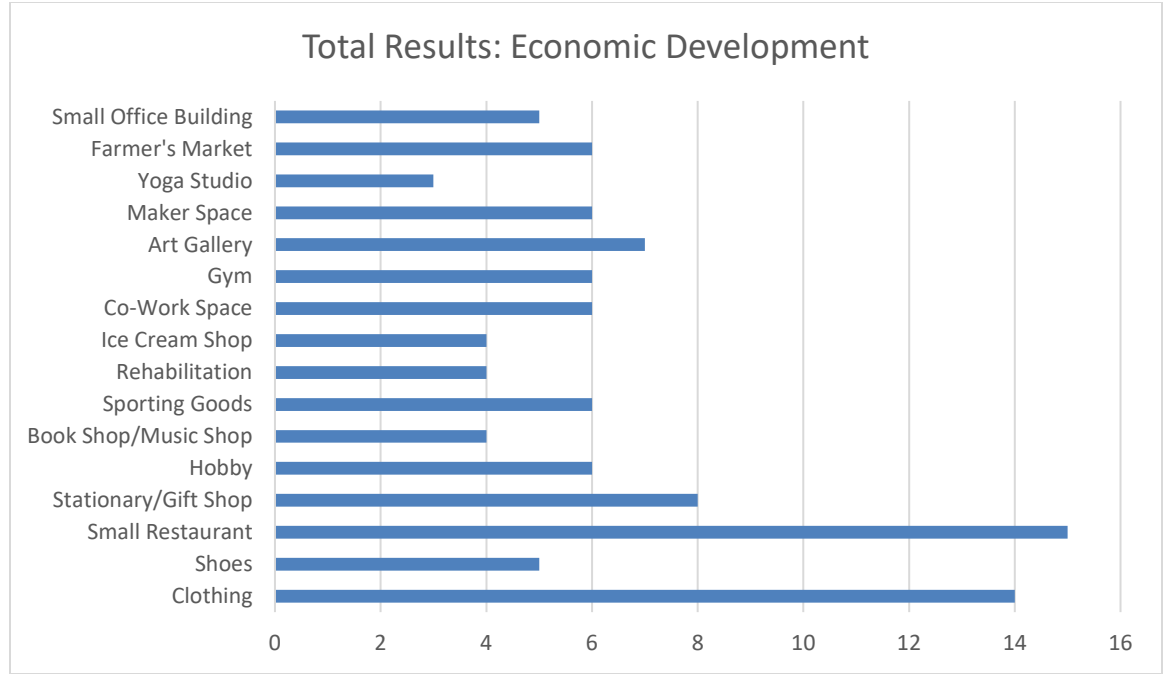
This forum sought to draw the information from the previous two forums into a discussion of jobs, economic development, housing options, and connections between those desired characteristics and open space/recreational areas. The preserve/develop areas from Forum 1 and the commercial centers from Forum 2 were incorporated into the base maps for the three table exercises in Forum 3.

The table exercises were iterative, in that each group finished one topic before beginning on the next. The completed maps at the forum were designed to help develop an overall vision for land use in the town.

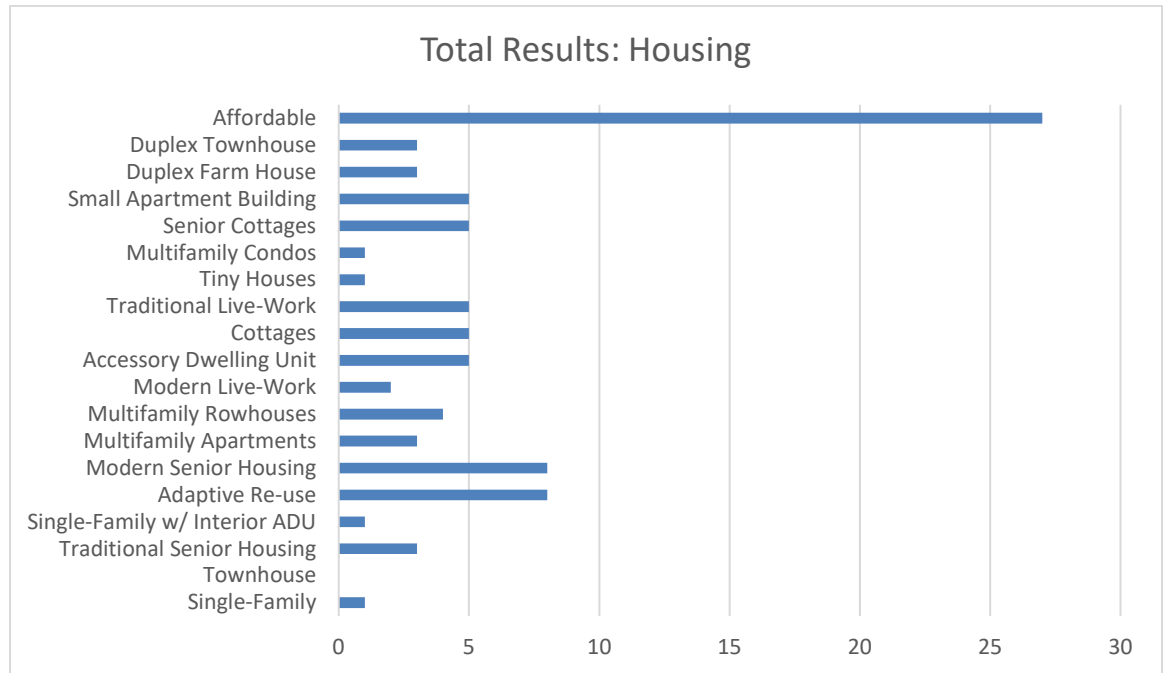
Participants were provided with maps of South Hadley and three sheets of stickers containing images of programs related to economic development, housing, and connectivity. Participants were asked to place the programs they felt South Hadley was missing or could use more of on the maps in the approximate locations they felt were appropriate.

Exercise 1: Mapping What's Missing: Economic Development

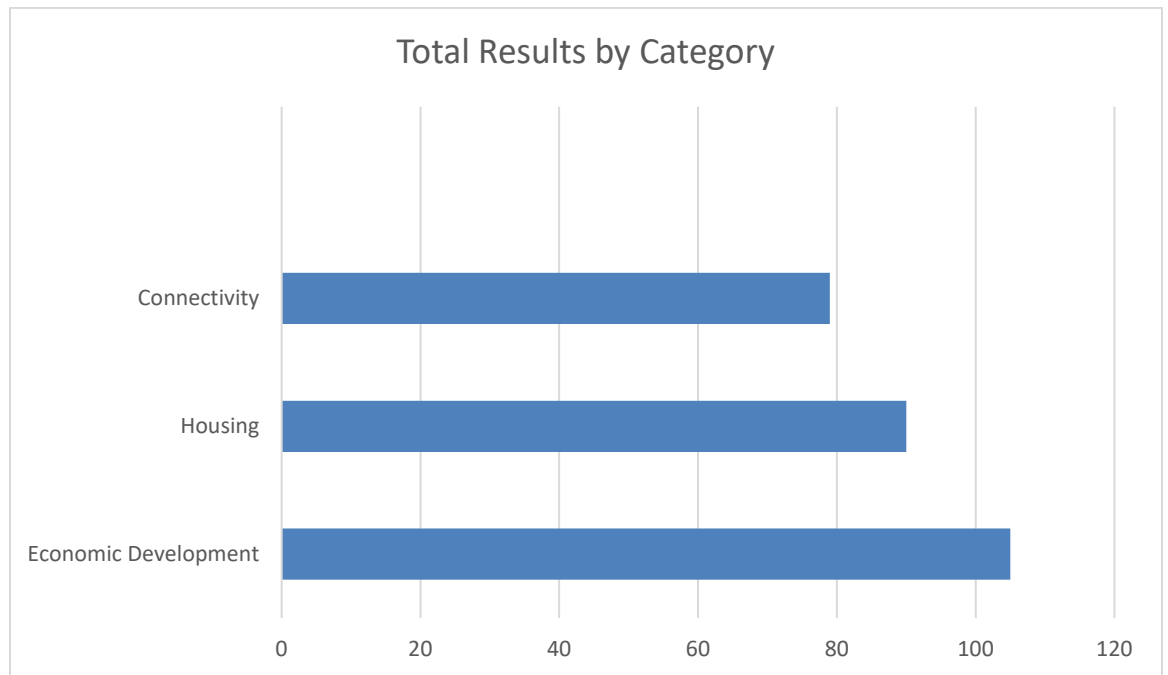
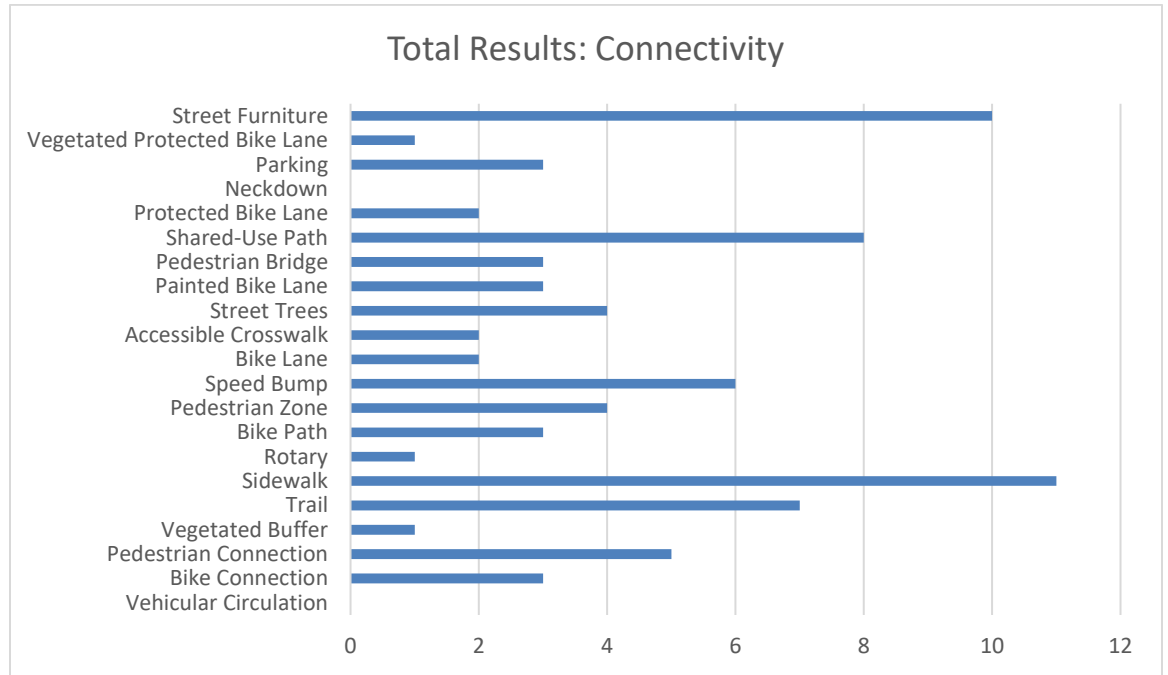
The bar graphs below summarize the results of both the forum and the meetings-in-a-box and are followed by a map showing the results of the forum only in a geographic overlay. The original maps contained a significant number of qualifying notes indicating specific locations and intentions; the original will be provided in an appendix to the draft and final plan.



Exercise 2: Mapping What's Missing: Housing



Exercise 3: Mapping What's Missing: Connectivity



Note: Some of the maps contained some stickers with X’s drawn through them, indicating programs that participants would not support adding to South Hadley:

- Single-family Housing (“Saturated”)
- Single-family Housing (“Believe need to address affordability of other housing types”)
- Yoga Studio(x2)
- Clothing
- Shoes
- Ice Cream Shop X2 (“Not Healthy”)
- Maker Space (“Enough Already”)

COMMUNITY FORUM 4: SUSTAINABILITY AND RESILIENCY (MAY 29, 2019)

The focus of Forum 4 was sustainability and resiliency. Participants were asked to think about threats to the community in a brainstorming exercise, used a Bingo-style exercise to test the depth of community participation, and were asked to express themselves individually on the subjects of sustainability and resiliency in general and in terms of the town as a whole.

Exercise 1: Identifying Chronic Stresses

At the first community forum, participants were asked to identify chronic stresses (as defined in the presentation) which diminish resiliency and sustainability in South Hadley. The participants were divided into three smaller focus groups for these discussions. After the groups brainstormed the chronic stresses, participants were each given 5 sticker dots and asked to vote on the top 5 stresses they felt should be prioritized (out of the stresses identified by all three groups).

The following table documents all of the chronic stresses identified for South Hadley by workshop participants and their prioritization:

Identified Chronic Stresses	Prioritization
Affordable Rentals	● ● ● ● ● ●
Lack of Affordable Housing	●
Extreme Weather Increasing	●

Identified Chronic Stresses	Prioritization
Governance / Civic Engagement	
Insufficient Municipal Communications/Marketing Function	● ● ● ●
Lack of Communication	
2 Fire Districts	●
Fire Districts (Cost, Ownership, Constituents)	● ●
Decision Making → Engagement → N/S Divide	● ●
Lack of Physical Link N/S (Businesses, Green)	●
Physical/Emotional Separation/Geographic Area w/ Town	●
Two Centers (Good and Bad)	●
Social Divides	●
Green Gathering Spaces for Community	● ●
Increase in Ticks and Disease-Carrying insects	● ●
Insect-Borne Diseases (Ticks/Mosquitos/Spray Concerns)	
Increased Noise (Including Airbrakes)	● ●
Speeding Traffic	● ●
Roads/Conditions	● ● ●
Roads/Unincorporated-Connections	●

Identified Chronic Stresses	Prioritization
Lack of Core and Access to	● ● ● ● (4)
Route 202 Underutilized (Walkable)	● (1)
Falls Underutilized (Walkable)	● ● ● ● ● ● (6)
Lack of Safe Places to Walk	● ● (2)
Infrastructure Problems – no \$ to Fix	● ● ● ● (4)
Lack of Acceptance of Diversity	● ● (2)
Lack of Good Public Transportation (and Shelters)	● ● (2)
No Public Transportation	● ● (2)
Poor Public Transportation – Region-wide	● ● (2)
Maximizing Resources to Help (Grants, ex. CPA)	
More Frequent Trash and Recyclables Pick-up	● (1)
Need a Broader Tax Base/Increase Revenue	● ● ● ● (4)
Tax Base (Lack of Commercial)	● ● (2)
Tax Base Mostly Residents	● ● ● (3)
High Taxes and Lack of Capacity	● (1)

Identified Chronic Stresses	Prioritization
Need to go to Zero Waste	● (1)
Not Enough Business	● (1)
Retail Desert	● ● ● ● ● (5)
Lack of Grocery Stores	● ● (2)
Go Outside for Basic Needs	● ● ● ● ● (5)
Poor Cell Phone Reception and Connectivity	
Regional Competition – Easthampton	● (1)
Underfunded (Public Schools)	● ● (2)
Utilities (Questions About Water, Power, <u>Broadband</u>)	
202 Traffic at end of Pine Drive	● ● ● ● ● ● ● (7)
Empty Corner Lot (33/202)	● ● ● (3)
Aging Population	
Apartments on Newton Street	
Condition of Schools (Academia/Space)	● ● ● ● ● ● ● ● ● ● (10)
Maintenance of Schools Outside	
Funding for Education	● ● ● ● ● ● ● (7)

Identified Chronic Stresses	Prioritization
High Taxes	● ● (2)
CPA	● ● ● ● (4)
Voting Down CPA	● ● ● ● ● ● ● (7)
Split Towns	● ● ● (3)
Division of Town into 2 Sectors	● ● ● (3)
Drugs	● ● (2)
Easier Access to Mt. Holyoke	
Infrastructure	● ● ● ● (4)
Infrastructure – Bumpy Roads	● ● ● (3)
Road Maintenance	● ● ● ● ● ● ● ● (8)
Roads	● ● ● ● (4)
Lack of Adequate Sidewalks	● ● ● ● ● ● (6)
Sidewalks	● ● ● (3)
Walking Paths	● ● (2)
Lack of Affordable Housing (x3)	● ● ● ● ● ● ● ● (8)
Lack of Newer Senior Housing	● ● ● ● (4)

Identified Chronic Stresses	Prioritization
Lack of Commerce	● ● ● ● ● ● (6)
Business and Industry	● ● ● ● (4)
Lack of Retails Stores	
Lack of Information – Communication	● ● ● ● (4)
Poor Communication	● ● ● ● ● (5)
Lack of Jobs – Specifically Young People do not Return	
Lack of Local Grocery Store	● ● (2)
Lack of Musical Entertainment	
Lack of Parks <u>on</u> the Connecticut River	● ● ● (3)
Lack of PVTa Transportation	● ● ● ● (4)
Public Transportation	● ● ● (3)
Public Transportation – What is Available	● ● ● ● (4)
Lack of Urgent Care Clinic	● (1)
Library Hours	● (1)
Need for Library Hours to be Extended to 5 on Saturdays and 1-5 Sundays	● ● ● ● ● ● ● ● (8)
OPEC Retirement Funding	

Following this exercise, Harriman Facilitators counted up the sticker dots to identify the top 5 chronic stresses in South Hadley to be prioritized:

1. Lack of affordable housing/affordable rentals
2. South Hadley Falls underutilized (walkability)
3. Retail desert/required to travel outside city boundaries
4. Narrow tax base/lack of funds
5. Lack of accessible downtown core

The top 5 chronic stresses identified by box meeting participants are as follows:

Newton Manor MIAB

1. Lack of Newer Senior Housing
2. Infrastructure
3. Lack of Transportation
4. Lack of Affordable Housing
5. No Grocery Stores / High Taxes (Tie)

Loomis Village MIAB

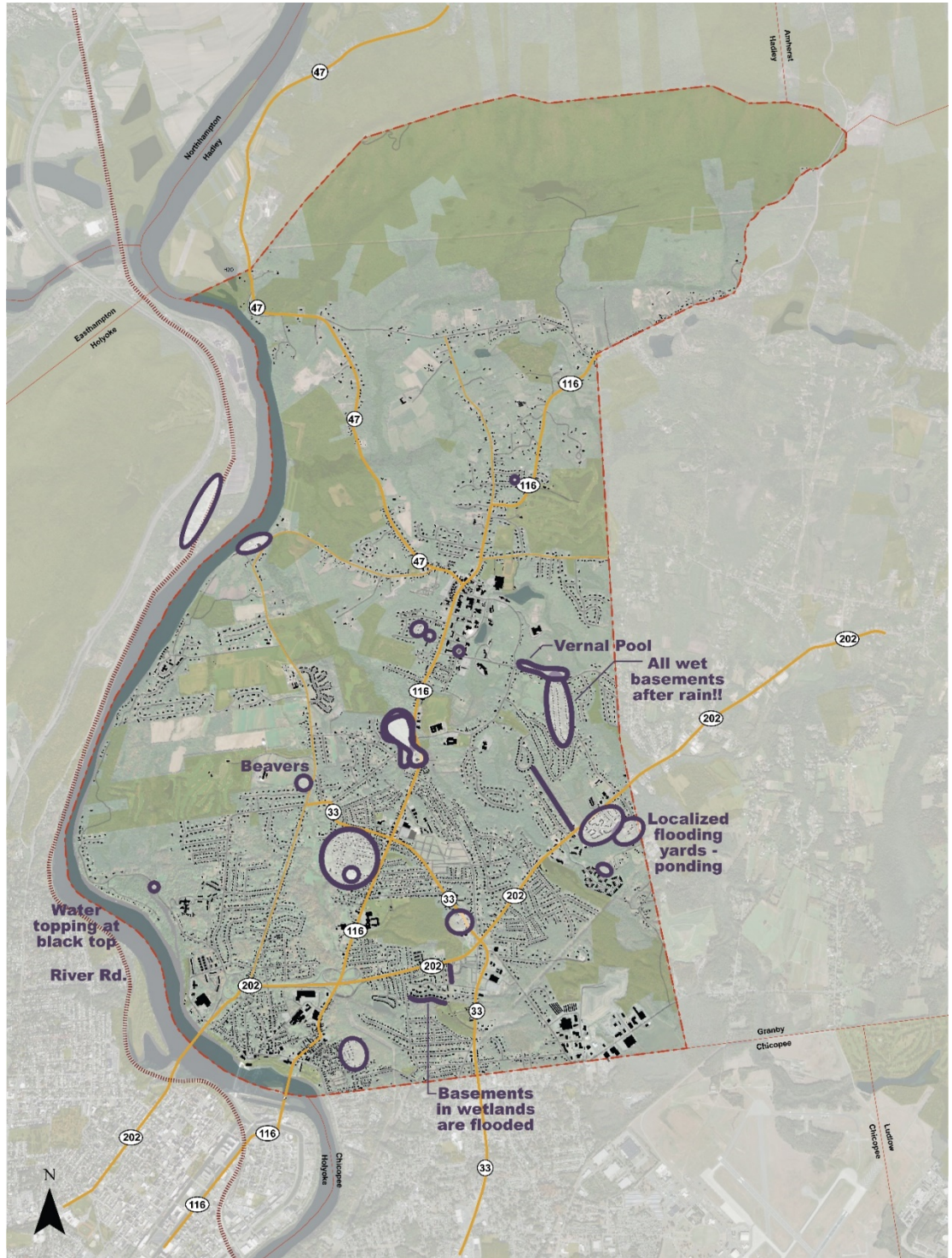
1. Infrastructure (Roads, Sidewalks)
2. Lack of Affordable Housing
3. Lack of Public Transportation
4. Lack of CPA
5. Library Should be Open All Day Saturday and Sunday

Pine Grove Condominiums MIAB

1. Condition of Schools
2. Road Maintenance
3. 202 Traffic at Pine Drive
4. Lack of Commerce - Business and Industry
5. Poor Communication

Exercise 2: Mapping Flood Susceptibility

The second exercise at the fourth community forum asked participants, in the same three focus groups, to circle the areas in South Hadley they know are prone to flooding on provided maps. The map below consolidates the results from all three group's maps. The purple circles on the map indicates the scope and location of concern. Participant notes are included on the map.



Exercise 3: Community Resilience BINGO!

This third exercise followed a brief presentation on stewardship and leadership in South Hadley. Harriman designed a BINGO! Game based on the community resilience framework developed by the Rockefeller Foundation’s 100 Resilient Cities campaign.¹ Four versions of the BINGO! Board were created. The first rows contain statements pertaining to health and well-being in South Hadley. The second rows contain statements regarding economy and society. The fourth rows are statements about infrastructure and environment. The fifth rows pertain to leadership and strategy. The third, center rows contain a free space in the center, as with a traditional BINGO! board, and an assortment of statements from all four categories. All statements are specific to life in South Hadley. Participants were asked to go around the room and find *other participants* for whom the statements on their BINGO! card were true. The first to find five other people who could claim those statements to be true for themselves, won BINGO! and extra fake money to use in the final funding exercise.

At this forum, there were two BINGO! winners.

This exercise provided useful data by revealing which statements were easy for many people to fill out, and which statements were difficult or impossible to satisfy, suggesting the strengths and weaknesses in South Hadley’s resilience networks. It also served to help build these networks by introducing participants to each other to learn who was involved with what in the town.

Statements	Number of Times Statement was Checked Off
Health and Well-Being	
Has bought local food from farm stands	✓ (19)
Has been impacted by drought in South Hadley	✓ (1)
Rents a home or apartment in South Hadley	✓ ✓ ✓ ✓ ✓ ✓ (6)

¹ The Rockefeller Foundation. 2019. www.100resilientcities.org/

Statements	Number of Times Statement was Checked Off
Lives and works in South Hadley	✓ ✓ ✓ ✓ ✓ (5)
Is involved with a human service or charity organization	✓ ✓ (2)
Has renovated a home in South Hadley	✓ ✓ ✓ ✓ ✓ ✓ ✓ (7)
Knows where South Hadley's emergency shelters are	✓ ✓ (2)
Feels that South Hadley overall is a healthy place to live	✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ (8)
Has a plot in the community garden off Hadley Street	✓ ✓ ✓ ✓ ✓ ✓ ✓ (7)
Regularly walks and/or bikes in South Hadley	✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ (8)
Is involved with Neighbors Helping Neighbors Food Pantry	✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ (8)
Has visited the Quabbin Reservoir (the source of South Hadley's water for district 1)	✓ ✓ ✓ ✓ ✓ ✓ ✓ (7)
Has lived in South Hadley their whole life	✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ (12)

Statements	Number of Times Statement was Checked Off
Has been impacted by flooding in South Hadley	✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ (9)
Walks to work from their home	✓ ✓ (2)
Regularly walks at least 15 minutes in South Hadley	✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ (8)
Frequently bikes in South Hadley	✓ ✓ ✓ ✓ ✓ (5)
Has sold a home in South Hadley	✓ ✓ ✓ ✓ ✓ ✓ (6)
Economy and Society	
Has been aided by South Hadley Police	✓ (20)
Can walk to work	✓ ✓ ✓ (3)
Owns a business in South Hadley	✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ (8)
Frequently/Regularly supports local businesses in South Hadley	✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ (12)
Feels that South Hadley provides opportunities for business growth	
Knows who their neighbors are	✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ (13)

Statements	Number of Times Statement was Checked Off
Feels safe in their neighborhood	✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ (10)
Feels that South Hadley has opportunities for economic development	✓ ✓ (2)
Is actively involved with one or more organization in South Hadley	✓ ✓ ✓ ✓ (4)
Works in South Hadley	✓ ✓ ✓ ✓ ✓ (5)
Regularly visits the South Hadley Public Library	✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ (16)
Frequently participates in public events in South Hadley	✓ ✓ ✓ ✓ (4)
Is involved with an organization or club in South Hadley	✓ ✓ ✓ ✓ ✓ ✓ ✓ (7)
Is involved with the Chamber of Commerce	
Is a member of the South Hadley Public Library	✓ ✓ ✓ ✓ ✓ ✓ ✓ (7)
Has been aided by South Hadley fire districts	✓ ✓ ✓ ✓ (4)
Has attended a Chamber of Commerce	

Statements	Number of Times Statement was Checked Off
After 5 networking event	
Infrastructure and Environment	
Follows South Hadley on Social Media	✓ ✓ ✓ ✓ ✓ ✓ ✓ (7)
Has received a phone alert from South Hadley's CivicReady notification system	✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ (14)
Regularly bikes on South Hadley roads	✓ ✓ (2)
Lives within a 10-minute walk of a park or conservation area	✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ (13)
Has taken advantage of the DCR State Parks Pass (free parking at state parks)	✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ (10)
Has used the digital mapping feature on the town's website	✓ ✓ ✓ ✓ (4)
Has a family emergency plan	✓ ✓ ✓ (3)
Currently has a pothole on the street the live on	✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ (15)
Uses conservation area trails	✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ (14)

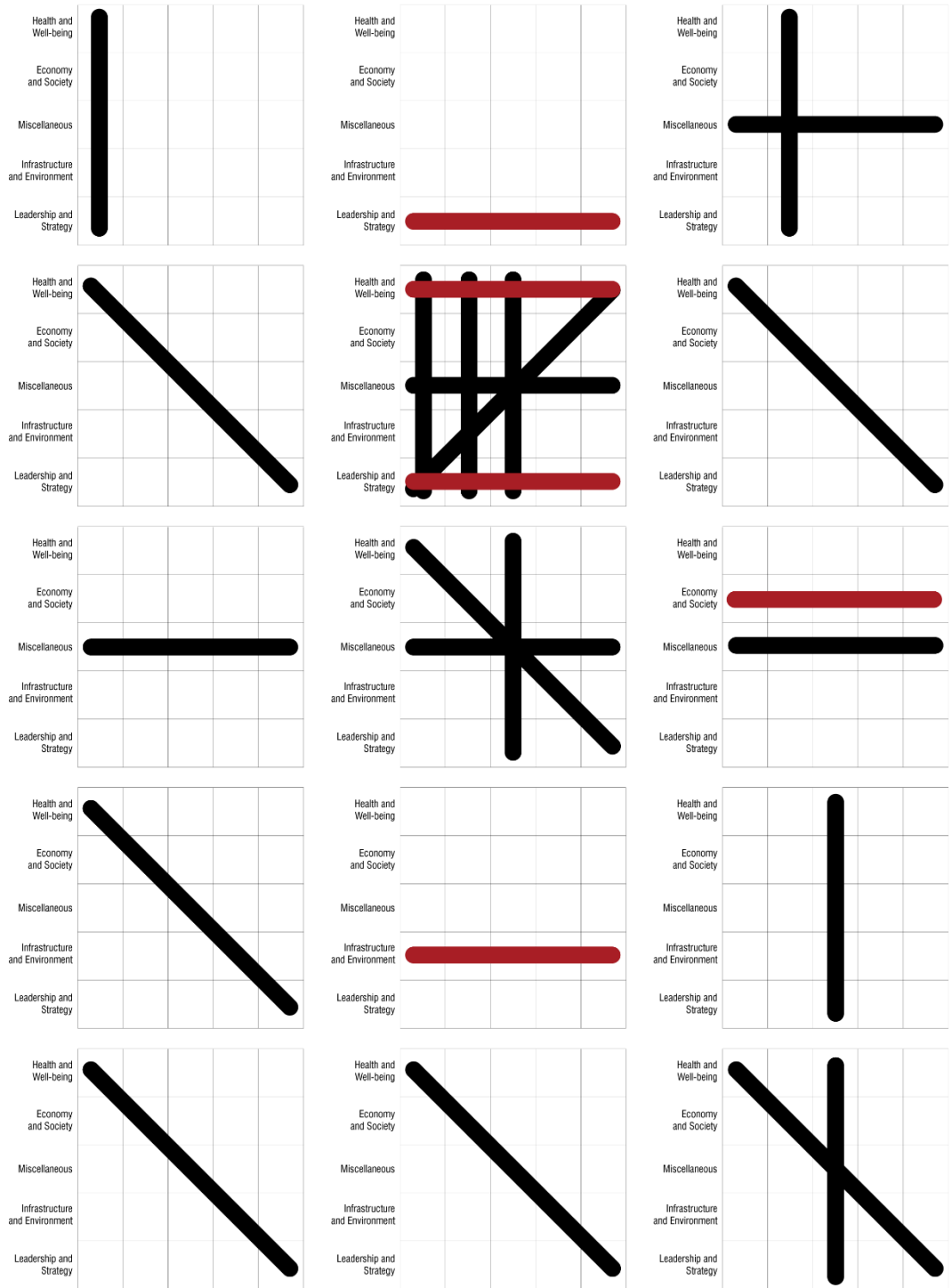
Statements	Number of Times Statement was Checked Off
Has used South Hadley's website to find information on voting	✓ ✓ ✓ ✓ ✓ (5)
Is an avid bicyclist in South Hadley	✓ (1)
Has visited the new town website	✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ (9)
Uses town athletic fields	✓ ✓ ✓ ✓ ✓ ✓ (6)
Has done volunteer work in South Hadley	✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ (8)
Is aware of South Hadley's Emergency Management Plans	✓ ✓ (2)
Leadership and Strategy	
Has run or would consider running for local government	✓ (21)
Has accessed information from South Hadley's town website	✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ (13)
Feels prepared for an emergency in South Hadley	✓ ✓ ✓ (3)
Serves or has served in local government	✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ (8)
Feels that overall, South Hadley's population is well-	✓ ✓ ✓ ✓ (4)

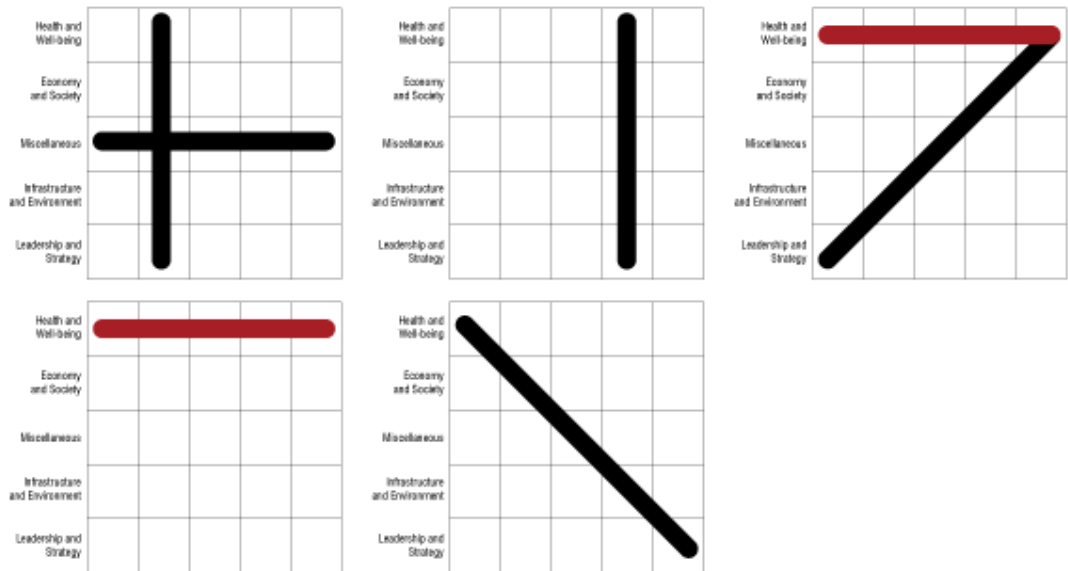
Statements	Number of Times Statement was Checked Off
informed, capable, and involved in the town	
Feels that South Hadley has strong leadership	✓ ✓ ✓ (3)
Is familiar with South Hadley's 2016 Comprehensive Bicycle and Pedestrian Plan	✓ ✓ ✓ ✓ ✓ ✓ (6)
Frequently participates in South Hadley planning efforts	✓ ✓ ✓ ✓ ✓ (5)
Feels that South Hadley government is effective in communicating with the public	✓ ✓ (2)
Feels prepared for an emergency in South Hadley	✓ ✓ ✓ (3)
Serves or has served on a board or committee in South Hadley	✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ (12)
Feels that South Hadley makes decision based on current and unbiased data	
Feels that South Hadley effectively engages the community	✓ ✓ ✓ ✓ ✓ (5)

Statements	Number of Times Statement was Checked Off
Is familiar with South Hadley's 2010 Master Plan	✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ (9)
Feels that South Hadley has effective communication among departments	✓ (1)
Feels that they have adequate access to information regarding South Hadley planning processes	✓ ✓ ✓ (2)
Feels that South Hadley is representative of their own goals and values	✓ ✓ (2)

Note: Across the four versions of the BINGO! boards, some statements were repeated, and others were not. For this reason, results may be slightly skewed in that a statement which was checked off many times may have appeared on more than one version of the board whereas a statement that was not checked off many times may have only been included on one version of the board.

Between the community forum and the corresponding box meetings, a total of 47 Community Resilience BINGO! boards were completed. Of these, BINGO! was achieved a total of 33 times on 20 boards. Out of the 33 BINGO!s, only 7 of them were within only one category. The following graphics captures these patterns:





Exercise 4: Prioritizing Funding

For this exercise, participants were asked to prioritize funding for the identified chronic stresses from the first exercise. Each participant was given five fake \$1000 bills (aside from the two BINGO! winners who were each given ten bills), with the question *how would you spend this money and why?* on the back with lines to write in a response. Participants were asked to write on the back of the money how they would specifically improve South Hadley’s resilience and sustainability, and then pin it to the board next to the appropriate category. The categories on the board were derived from the 5 top chronic stresses identified in the first exercise.

The following list tallies up the total funding that each category received:

1. Lack of affordable housing/affordable Rentals:_____ **\$27,000**
2. South Hadley Falls underutilized (walkability):_____ **\$27,000**
3. Retail desert/required to travel outside city boundaries:___ **\$18,000**
4. Narrow tax base/lack of funds:_____ **\$9,000**
5. Lack of accessible downtown core:_____ **\$6,000**

On the back of the money slips, participants elaborated on specifically how they would allocate funds to address the top five identified chronic stresses in South Hadley. Their responses are captured in the lists that follow:

1-Lack of Affordable Housing/Affordable Rentals

- Affordable housing fund to seed purchase of land/property/rehab property and make affordable units *Note: Participant wrote this same statement on six different money slips, allotting a total of \$6,000 toward this particular purpose.
- Affordable rentals *Note: This was written on the back of 5 separate money slips, indicating the prioritization of affordable rentals over affordable housing.
- Affordable rentals/workforce housing, especially apartments for single people or couples (our kids!); increased population density/walkability and smart growth areas (Falls)
- Affordable rentals; re-zone mixed use; aggressive marketing of development possibilities
- Affordable retail
- Bring in young people, keep old people, increase diversity
- Capital improvement for rental properties in South Hadley Falls through incentives to landlords; matching funds for landlords in town
- Convert factories to housing and save open space at the same time
- Develop both 40R districts with affordable rentals to get us to the 10% mark
- Have new rental housing that is wheelchair accessible and thus usable by all ages and abilities and increases need for local business services
- Housing
- Improve existing building, lower infill pressure
- Increase mixed-use building
- Mixed-use development that is affordable and convenient; need to market/package info on opportunity – stores/restaurants/green and creative places
- Money to subsidize new rental units and/or rent for low income residents
- Town incentives
- Town incentives for building or converting current housing into rental/multi-family units

2-South Hadley Falls

- Under-utilized (Walkability)Build bike path that can also be used for walking and wheelchairs/walkers and connect different parts of town off the busy roads

- Building de-centralized business incubator to promote start-ups
- Connect library to existing waterfront park
- Construct more small friendly/lively community spaces (e.g. Pulaski Park in Notto) and connect them with walking and bike trails
- Falls development; aggressively market development possibility; in-fill zoning; traffic re-route
- If you build it, they will come – Falls could be a great center – open up views/viewpoints to the river, connect existing parks, get good food, fun places
- Incentivize businesses to locate in the Falls
- Lack of retail district
- Needs appealing retail district *Note this was written on the back of three money slips by the same participant, indicating they wished to allot \$3,000 of their total \$5,000 toward this particular purpose
- Parking lot in Falls
- Partner with Holyoke to highlight the river for tourists
- Re-develop major buildings in South Hadley Falls and open river-frontage space if possible
- South Hadley Falls development (money to incentivize developers) *Note: This was written on the back of two money slips by the same participant, who wish to allot \$2,000 of their total \$5,000 to this particular purpose.
- South Hadley Falls Underutilized (Walkability) *Note: This was written on the back of 6 different money slips, allotting a total of \$6,000 to the general improvement of the Falls area.
- Strengthen connection to waterfront in the Falls
- The river is an asset, beat Holyoke to capitalizing on this asset
- Town/commercially-sponsored events (e.g. Music, art festival, etc.) in Falls

3-Retail desert/required to travel outside city boundaries

- Build a Whole Foods or fresh market in the former Big Y plaza *Note: This was written on the back of two slips of money by the same participant, indicating that they wish to spend \$2,000 out of their allotted \$5,000 on this particular purpose
- Develop Big Y plaza (present and former) with more businesses and use increased for revenue to purchase open space
- Encourage new business development
- Fund grants and tax incentives to bring in desirable retail/restaurants, etc.

- Mixed-use development/smart growth zone, especially in the Falls offer opportunities for new shops and eateries, arts activities, fun businesses (we need bistros and other good food – not fast food!)
- Money to attract/incentivize commercial/retail development
- Retail desert – growth *Note: One participant wrote this on the back of all five of their money slips indicating they wished to allot their entire \$5,000 to the retail growth in general
- Retail desert *Note: This was written on the back of four different slips of money, indicating that participants would allot a total of \$4,000 to the general improvement of the retail desert.
- Ties to town core

4- Narrow tax base/lack of funds

- A marketing/communications function is essential and should include resources to build out info on website and create materials to inform/market to developers and commercial events
- Address lack of funds/narrow tax base *Note: This was written on the back of two slips of money
- Expand by aggressively marketing development possibilities
- Lack of funds for commercial *Note: This was written on the back of two slips of money
- Money to attract/incentivize commercial retail
- Money used for business incentives
- Money used for high quality marketing
- Re-zone for accessory housing units

5- Lack of accessible downtown core

- Improve accessibility to town core by more public transportation (shuttle) on weekends
- Better speed-limit control
- Invest in road improvements
- Improve sidewalks and plant trees in Falls to improve quality of life for renters. This could reduce rental turnover
- Develop town center – would also address issue of housing
- Improved public transportation and covered bus stops connecting neighborhoods and town centers

To summarize, the primary take-aways from this exercise indicate that forum 4 participants support the following actions to improve resiliency and sustainability in South Hadley:

- Attract a younger population
- Bike paths/trails for walkability and disability access as well along the busiest roads
- Communication through the website to residents about developments
- Convert old factories to housing and save open space at the same time
- Decentralized business incubator to promote start-ups
- Fund grants and tax incentives to bring in desirable retail/restaurant uses
- Improve existing buildings to fit affordable housing needs
- Improve sidewalks and landscaping
- Incentives to promote small businesses
- Mixed use development/Workforce housing/Town cores
- Public Transit/Shuttle Buses/Connectivity
- Riverfront utilization and connection to the town
- Traffic Signals/Speed control
- Wheelchair/Disability Accessibility

Box meeting participants did not specify how they would allocate funds, they simply used the money to prioritize among the previously identified top 5 chronic stresses:

Newton Manor MIAB

- | | |
|--|----------------|
| 1. Lack of Newer Senior Housing_____ | \$5,000 |
| 2. Infrastructure_____ | \$2,000 |
| 3. Lack of Transportation_____ | \$3,000 |
| 4. Lack of Affordable Housing_____ | \$5,000 |
| 5. No Grocery Stores / High Taxes (Tie)_____ | \$5,000 |

Loomis Village MIAB

- | | |
|---|-----------------|
| 1. Infrastructure (Roads, Sidewalks)_____ | \$25,000 |
| 2. Lack of Affordable Housing_____ | \$15,000 |

3. Lack of Public Transportation_____ **\$15,000**
4. Lack of CPA_____ **\$14,000**
5. Library Should be Open All Day Saturday and Sunday_____ **\$15,000**

Pine Grove Condominiums

1. Condition of Schools_____ **\$24,000**
2. Road Maintenance_____ **\$13,000**
3. 202 Traffic at Pine Drive_____ **\$25,000**
4. Lack of Commerce - Business and Industry_____ **\$7,000**
5. Poor Communication_____ **\$2,000**

Survey Results (community forum only)

Following a brief presentation on the dynamic meanings of sustainability and resiliency, participants at Forum 4 were given survey cards to fill out. The cards contained four questions: 1-What does *resilient* mean to you? 2-What does *sustainable* mean to you? 3-What makes South Hadley resilient and sustainable *now*? 4-What would make South Hadley more resilient and sustainable *in the future*? Participants provided a broad range of insightful responses, captured in the following lists:

A. What does *resilient* mean to you?

- The ability to appropriately respond to negative stressors, resulting in not just return to normally, but return to better more intelligent more resilient
- Able to cope with less than optimal conditions
- The ability to continue to live, go on, despite odds, strength.
- Resilience means the capacities, both individual and community to offset and protect the thriving of individuals their communities and their society
- Able to “weather” different situations without being destroyed
- The capacity to weather challenges, disruptions, disaster without major system failure
- It is a characteristic pf an entity to be able to preserve and adapt under difficult environmental and people circumstances

- The capacity to maintain/meet certain needs/standards despite consistent stressors and or unexpected shocks
- Ability to “bounce back” from adversity
- Resilience means that a community (or individual) is able to act and react in ways that enable it to survive and thrive in the face of inevitable stressors and unfortunate events and take advantage of fortunate circumstances that occur
- Capacity for recovery
- Able to bounce back from disasters large or small
- Ability to come back after unexpected adversity
- Able to “bounce back” after a setback; the ability to persist despite stressors
- Adjust to crisis
- Ability to sustain stressors because of planning and provide a basic quality of life
- Ability to deal with/improved changes, this requires political and social interconnecting

B. What does *sustainable* mean to you?

- Replenishment and improvement
- Never running out continuously self-replenishing
- Sustain a good thing or a bad thing has the energy ho go on
- Something provides energy
- Restraint of productivity in the service of viability and ongoing health and wellness of all
- Low impact on surrounding environment which allows for events to last a long time
- The ability to meet present needs/wants without compromising the ability to do so in the future
- Always building towards the future
- Meeting the needs of humans and other living organisms without compromising the stability of future humans and other living organisms
- Able to adapt well over time
- Ability to maintain current services while being able to expand/grow to meet new/future needs
- Can we help meeting the needs of the town?
- How to keep something going on and on

- Able to continue to meet current needs and meet future needs. Not depleting future resources to meet current needs
- The same as 2 example definitions given at opening
- To have a low carbon impact
- Coordinate to continue in place of resource scarcity

C. What makes South Hadley resilient and sustainable *now*?

- One single family (non-dense) neighborhoods to preserve green spaces, low noise, gardens, walk ability.
- Lot of trees (tree city)
- The well
- Citizen involvement in all facets of the town
- Socially invested citizens
- We have a town administrator that helps balance budget, growing civic engagement resiliency and we have a lot of younger people getting involved sustain civic engagement
- Relatively large area of protected natural area
- Community of residents who are investing in making the town better
- Strong sense of community stable growth
- Attractive supporting places
- Green spaces
- Olesiuk farm
- Mount Holyoke College
- Tower theater
- CT river
- The people of South Hadley have a fairly high degree of commitment to this community
- Locale, enough of a middle-class pip to provide basic services
- Engaged citizens who work together, as volunteers to help the town plan and accomplish goals
- Presence of Mount Holyoke College intelligent people in town and in town offices
- Active, engaged elderly population
- Beautiful natural resources make it a desirable place to live

- MH College is a destination and people spend money, travel and want to live in South Hadley to be near it.
- Better prep for weather
- Library and senior center
- Access to natural resources

D. What would make South Hadley more resilient and sustainable *in the future*?

- Zero waste
- Public education on ways to conserve water and energy
- Public transportation; car needed
- Walking and bike trails
- Outside exercise parks
- A public outdoor pool
- Energy from solar (not nuclear)
- More power to the people, less power to elected, paid positions
- Better transportation
- Valuing each other
- Reach out for linking to other members of community
- Wise ecologically
- Sound planning and forward looking locally based research of the effects of climate change
- More voices at the table, more state funding, smarter spending (golf course closure)
- A focus on protecting what we are doing right, while taking bold steps toward improvement
- More affordable housing
- More retail desirable walkable city center
- Better schools
- More parks and green space
- Stronger community identity and stronger economic growth
- Aggressive land conservation and management
- More locally owned businesses that are attractive/useful to residents and visitors
- More conservation lands
- More public gathering zones

- Funding, leadership, and vision
- More businesses better tax base and less need to leave community for basic goods and services
- Additional revenue is key, yet individual homeowners are already stretched by high taxes plus two separate fire/water depts. providing duplicate services. Need more business to help shard the load.
- More businesses, younger residents
- More engaged population of all ages
- More acceptances of newer residents
- Conservation of open space
- Smart ways to encourage more recycling and reduce trash
- Attract more business
- Continue to develop the town center near MHC and provide transportation
- More connections of different parts of the town and more business and riverside space use for the public
- Greater econ & social diversity
- Better tax base, young and old

COMMUNITY FORUM 5: VISION, GOALS, AND OBJECTIVES (OCTOBER 23, 2019)

Prioritizing Objectives Exercise:

On Wednesday, October 23, 2019, a Public Forum #5 was held at City Hall to solicit feedback on the draft report for the updated South Hadley Master Plan. The report was displayed in poster format for participants to comment on.

Workshop attendees then broke into groups to participate in an activity to assist in prioritizing the objectives. Each table was provided a board with a graph. The X-axis ranged from -13 to 13, with -13 representing low demand for resources, and 13 representing high demand for resources. The Y-axis also ranged from -13 to 13, with -13 representing low impact on the community, and 13 representing a high impact on the community.

Each participant was provided a sheet of stickers with one sticker for each objective (1-1, 1-2, 1-3, etc.) and asked to place each objective on the graph relative to its demand for resources and impact on the community.

If the objective was perceived to require a low demand for resources and still have a high impact on the community, it was considered a high priority. If the objective was perceived to require a high demand for resources and have a low impact on the community, it was considered a low priority. A high demand for resources/high impact on community, or a low demand for resources/low impact on community were considered medium priorities.

4 groups completed the exercise at the October 23 workshop. The exercise was also facilitated as a “meeting-in-a-box” on November 10 at the public library and on November 19 at the Senior Center.

Method of Analysis:

To analyze the combined results of the workshop and the meeting-in-a-box, an excel file was created to record the data. Groups were identified in the first column by their facilitator’s name, objectives were entered into the second column (one entry per sticker), followed by columns containing the x and y-coordinate of each sticker, and lastly any notes that were written next to the sticker.

The average x and y-coordinates were calculated for each objective to determine its final “placement” on the graph (see illustration at the end of this document.) Standard deviation was also calculated (STDEV.P) to establish a sense of consensus around the demand and impact of each objective.

Notes:

It was commented on that the need for resources was difficult to gauge as the average person isn’t privy to that detailed level of knowledge pertaining to The Town’s municipal budget. This is reflected in a lack of consensus in the resource demand category.

Several participants were concerned about the formula used to determine priority level. The argument was made that something might have a high demand for resources, but still be a very high priority, that is to say that cost should not be the ultimate deciding factor in determining the order of actions to be taken.

Overall, most objectives averaged out in the mid to low range for resource demand, and were perceived to have a high impact on the community.

Results

Highest Priority:

- **2-4:** Identify state and federal programs and seek grants and other sources of funding for stewardship.
- **2-6:** Integrate cultural opportunities into the life of the Town, including regular and seasonal community events, public art in appropriate areas, support for cultural and educational organizations, and a variety of indoor and outdoor gathering spaces
- **3-4:** Encourage participation in Town boards and committees by people who are now or have been underrepresented in the community, as demographics change over time, to ensure broad-based representation in decision-making and support for Town policies and actions
- **4-2:** Provides a consistent, positive message for members in the South Hadley Community and beyond, including attracting new businesses
- **4-3:** Develops a clear and consistent method of publicizing Town policies
- **4-4:** Provides timely information about Town actions, services, meetings, and events

High Priority:

- **1-1:** Create the physical and regulatory conditions that support job retention and growth
- **1-2:** Focus economic development that provides needed goods and services in specific areas of Town
- **2-5:** Develop regulations and programs that support the reuse and rehabilitation of historic buildings, the retention of historic development patterns (the interrelationship of streets, building footprints, and open spaces), and the protection of viewsheds (views of landscapes and/or natural and historic resources), especially those of the Connecticut River
- **3-2:** Identify and take advantage of non-tax base revenue sources
- **4-1:** Supports a strong sense of identity through coordinated graphics on social media, signage, and other messaging
- **4-6:** Communicates progress in reaching the goals of this plan using the metrics defined in the implementation plan to indicate success or a need to reorient Town efforts

Medium Priority:

- **1-3:** Support the development of housing at different scales and price ranges to meet the needs of people at all life stages and incomes
- **1-6:** Support educational resources for people of all ages and abilities
- **2-1:** Protect the community's drinking water supply and ensure that it is adequate to meet the needs of the community in perpetuity
- **2-3:** Protect agricultural land as a natural resource and encourage active agricultural uses in appropriate places throughout the town.
- **3-1:** Address climate change and resiliency measures in all actions
- **3-3:** Diversify the tax base to support jobs, goods, and services for residents and strengthen the municipal budget in order to increase capacity and services

Low Priority

- **1-4:** Improve connections for all, including those with varied abilities to open space and recreational activities to support community health and engagement
- **1-5:** Strengthen social engagement by providing multi-generational programming
- **2-2:** Expand resources by engaging community members in support of the acquisition and maintenance of strategic open space parcels to support community and wildlife needs

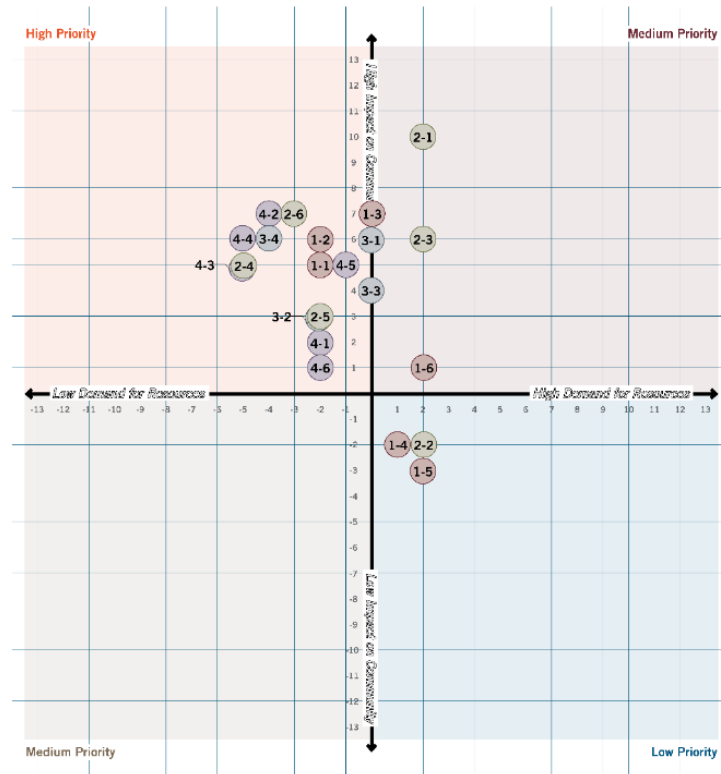


Figure X: Shows average x and y-coordinate locations for each Objective.