



# SOUTH HADLEY

## HOUSING PRODUCTION PLAN

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### ADVISORY COMMITTEE #3

March 8, 2023



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# Contents

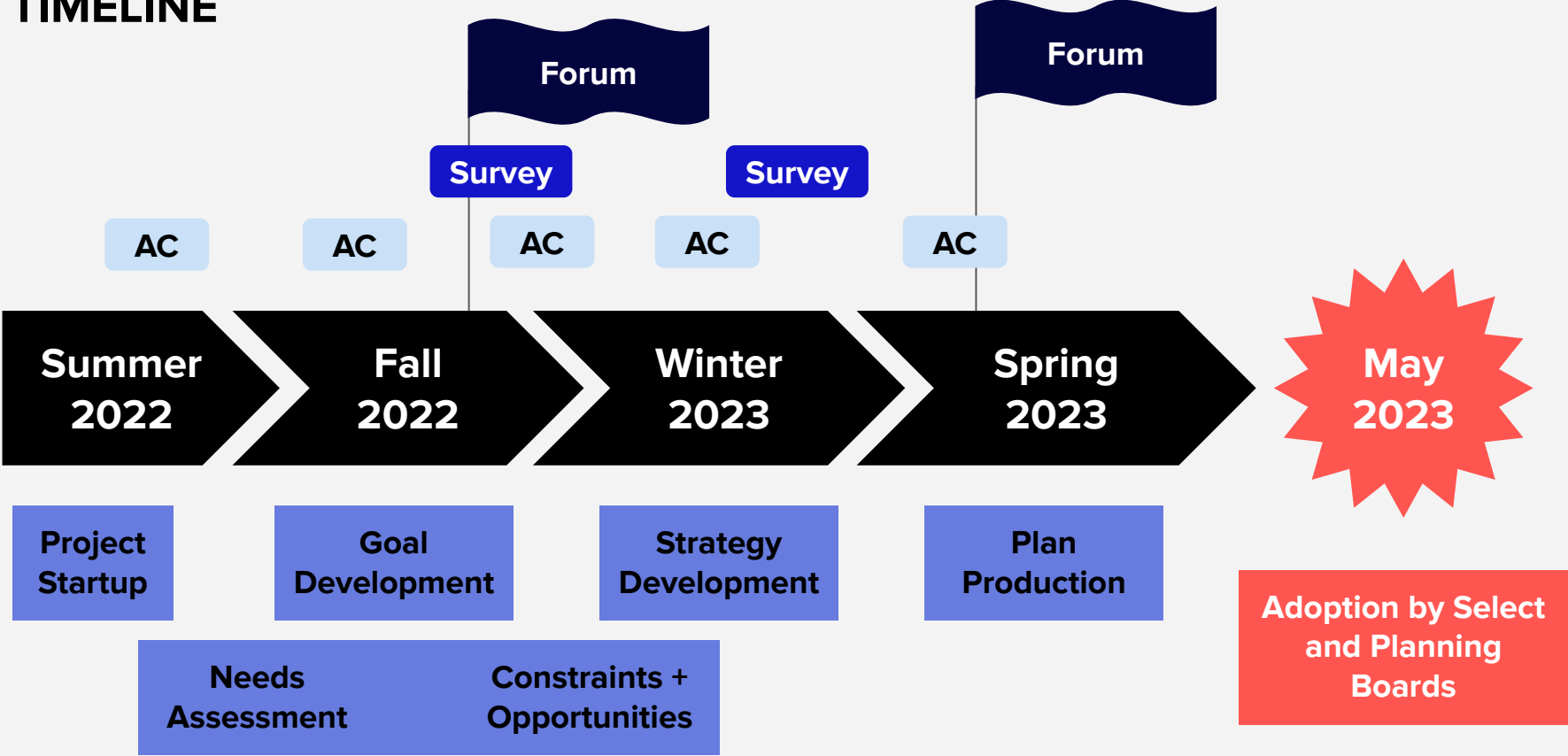
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- 2 Housing Needs and Demand Assessment
- 3 Goals
- 4 Strategies (This section postponed to March 22, 2023.)
- 5 Opportunity Sites
- 6 Next Steps

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# Recap

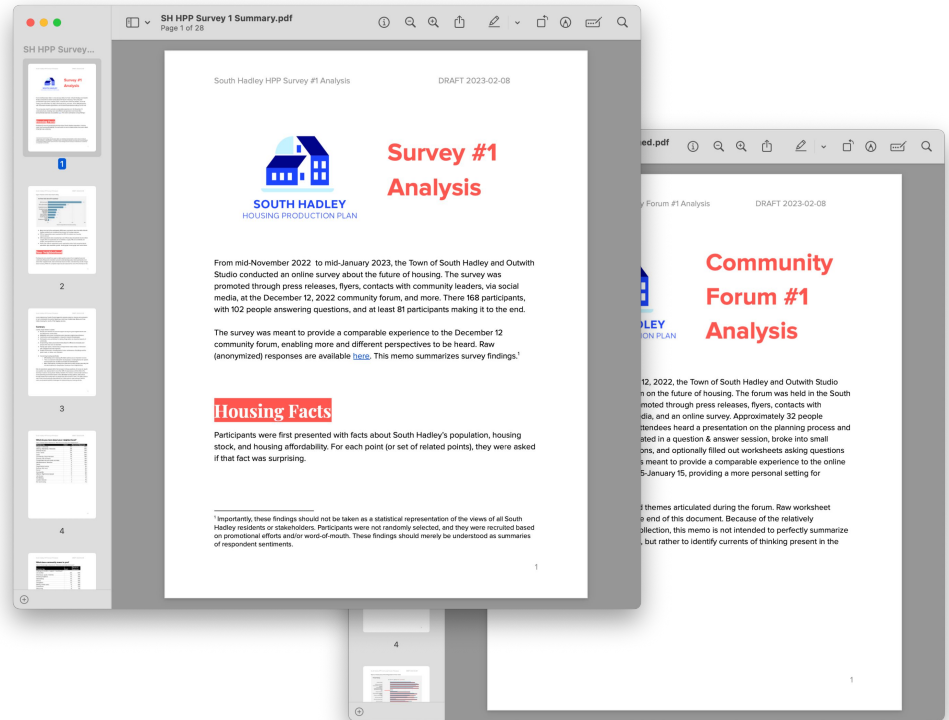
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# TIMELINE



# Fall/Winter Engagement

- Survey
- Community Forum
- Housing priorities included:
  - ◆ Housing for low and moderate income households
  - ◆ Housing for young people and families
  - ◆ Affordable range of housing options
  - ◆ Housing with access to amenities



**Housing Needs**

**2**

**and Demand**

**Assessment**

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# Goals

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# Draft Goals

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- **Market Affordability.** Encourage housing that is more likely to be affordable to the typical household without subsidies.
- **Expanded Options.** Enhance existing communities with more housing options to people of all ages and abilities.
- **Equity and Inclusion.** Promote equity and inclusion in South Hadley's housing.
- **Deed-Restricted Affordability.** Encourage production of deed-restricted affordable housing to ensure long-term diversity and access.
- **Balanced Production.** Maintain a balance of housing production and open space conservation, and promote development that adds amenities, connections, and infrastructure to South Hadley neighborhoods.
- **Holistic Benefits.** Ensure new and existing housing adds to the town's safety, public health, and economic development.

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# Potential Strategies

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**Postponed to March 22, 2023**

# Overview of relevant strategies

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- The following is a list of potential strategies the Town *could* pursue to make progress toward HPP Goals. It's an overview of potential strategies relevant to South Hadley.
- These are not recommendations at this point, but attempts at getting specific about certain policy ideas. It's a starting point.
- The language/specifics of these are not yet important. At this point, we want to narrow down the list of relevant policy areas, and then we'll get specific about recommendation language.
- Some (but not all) of the strategies listed have follow-up slides. Refer to the “Potential Strategy” slides for the full list by strategy type.

# Questions to ask

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- Which strategies are most important to include in a list that will go to the general public for further prioritization and discussion?
- Which strategies are least important for the public to consider further?
- Are there policy areas that are missing from this list?

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# Types of Strategies

**Regulatory**

**Policy**

**Partnerships**

**Programs**

**Funding**

# Regulatory



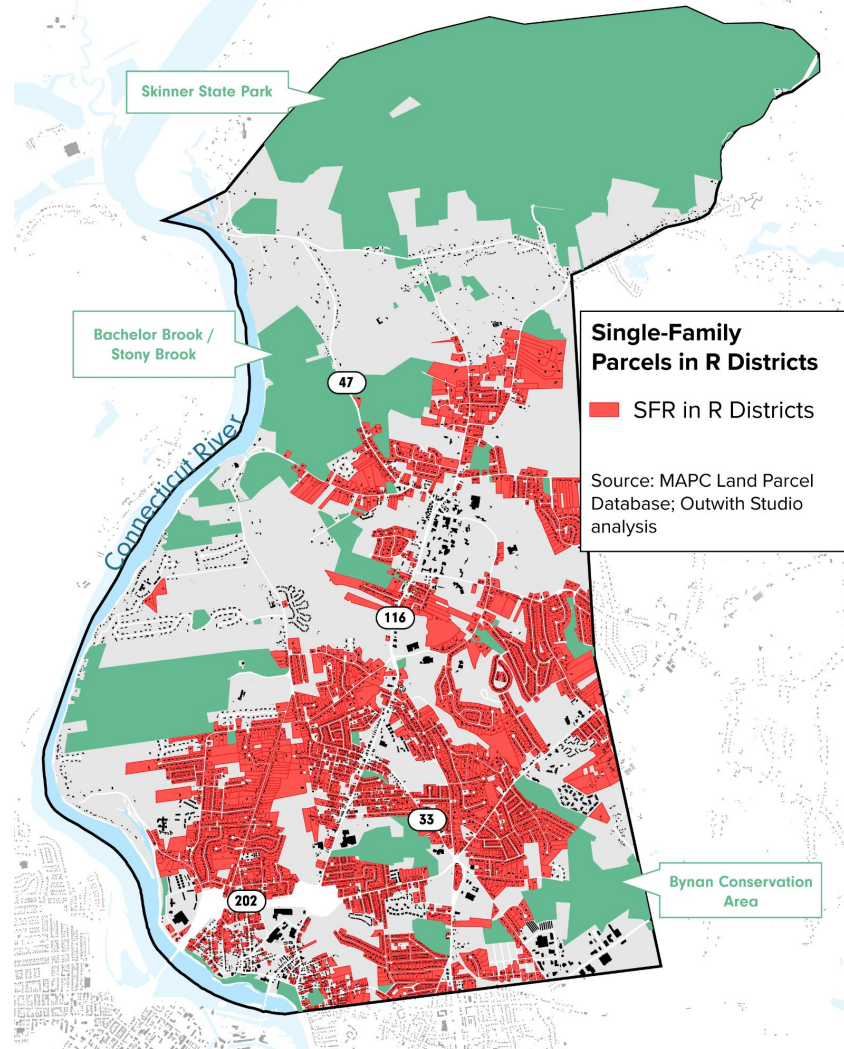
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# Potential Strategies: Regulatory

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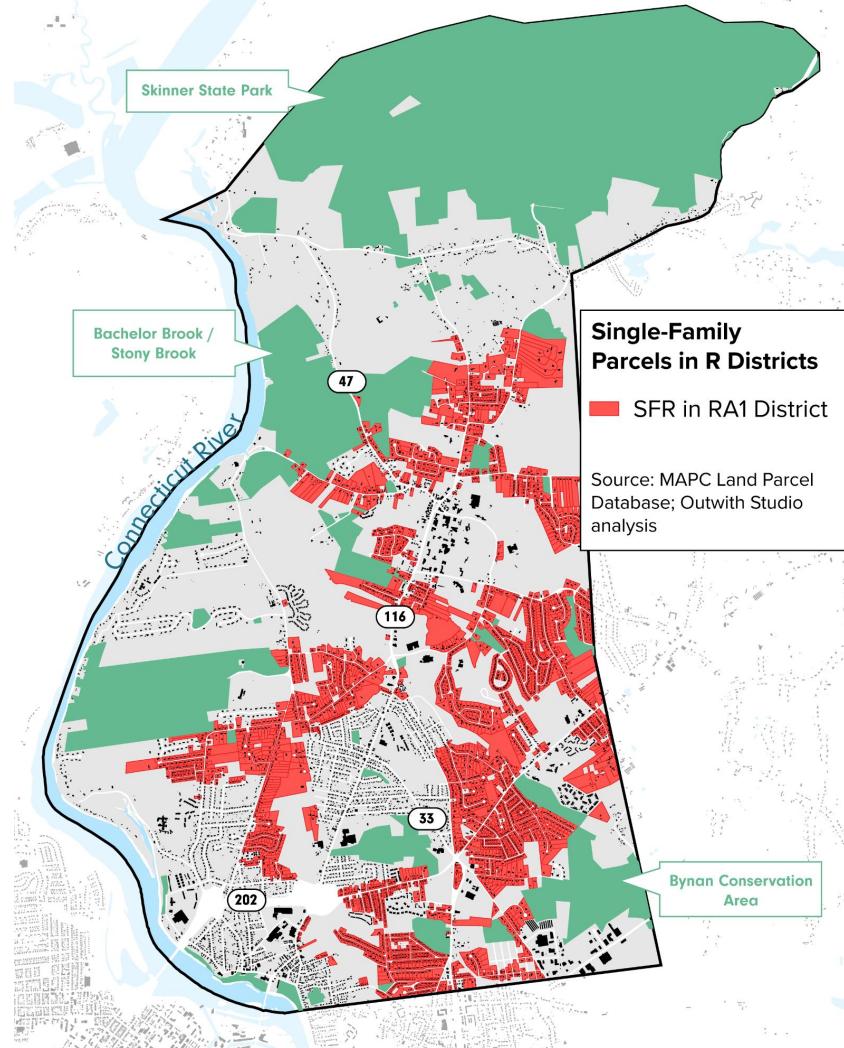
- Allow ADUs by-right on SFR lots in all R districts (and by SP in AGR).
- Allow SFR-to-duplex conversion and duplexes by-right in R1.
- Allow cottage-style housing by SP in all districts. (similar to but different from Open Space/Conservation Housing)
- Recodify SH Falls Overlay as an form-based code, consider district boundaries.
- Align resi. dimensional requirements with historic pattern of development.
- Adopt zoning-based incentives for deed-restricted AH.
- Amend 40R design guidelines to align with market realities.
- Enable permitting of multifamily by-right instead of SPs.
- Enable low-density mixed-use development through zoning.

# ADUs by-right on Single-Family parcels in R districts





# SFR-to-Duplex Conversion in RA1

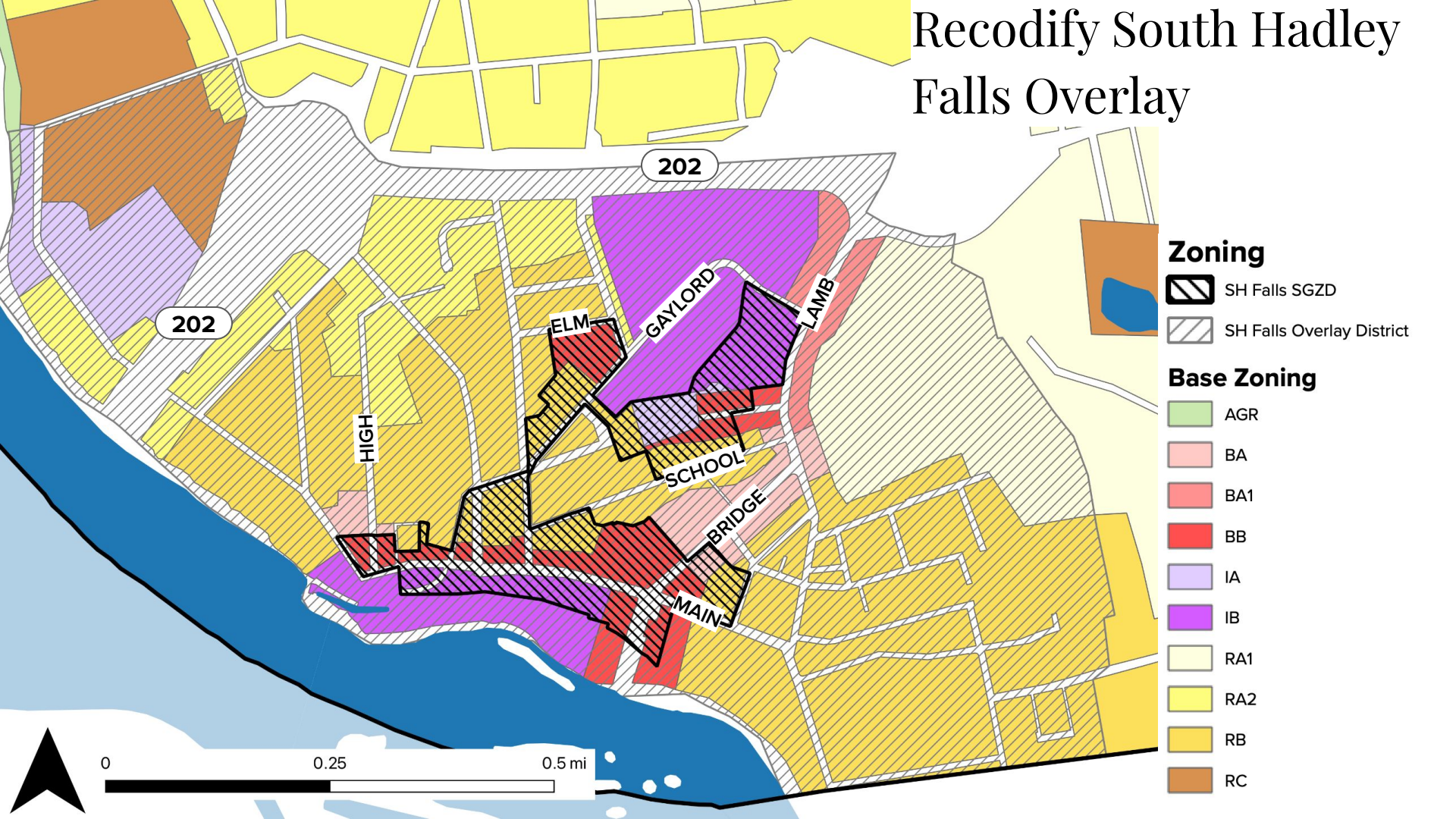


# Cottage Housing by SP

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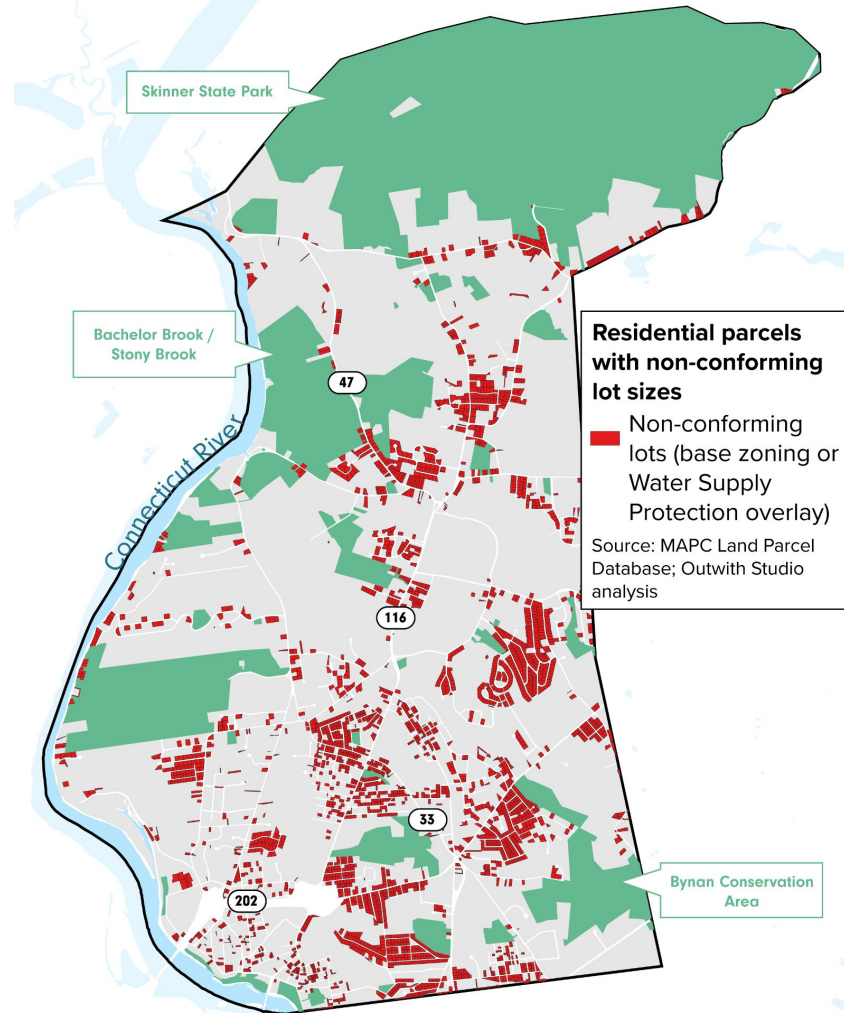
# Recodify South Hadley Falls Overlay



0 0.25 0.5 mi

# Allow dimensionals to follow historic patterns

- Lot size, setbacks, heights, density, parking, etc.
- Approximately 53% of residential parcels have non-conforming lot sizes (when assessing base zoning and the Water Supply Protection Overlay)



# Zoning incentives for deed-restricted Affordable Housing

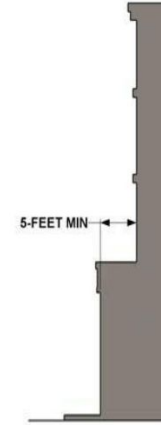
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- Density bonus?
- Dimensional relief (height? setbacks?)
- Less required parking?

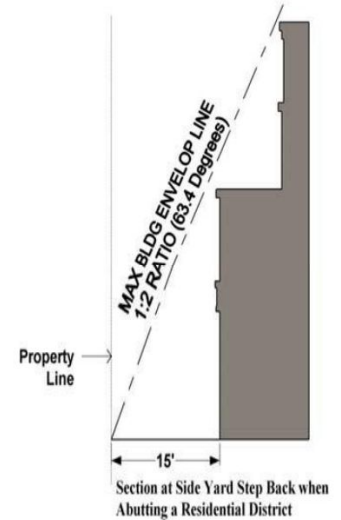
# Amend Chapter 40R Design Guidelines



Section at 4th Story Step Back



Section at 2nd Story Step Back



Section at Side Yard Step Back when Abutting a Residential District

# Multifamily by-right where appropriate

Use table summary (not for official use)	Residential				Agri.	Business				Industrial		
	RA1	RA2	RB	RC	AGR	BA1	BA	BB	BC	IA	IB	IGD
<b>Single-family residences (SFR)</b>	Y	Y	Y	Y	Y	N	Y	Y	SP	N	N	N
<b>SFR-to-duplex conversions</b>	N	SP	Y	N	SP	N	Y	Y	N	N	N	N
<b>Duplex</b>	SP	SP	Y	N	N	N	SP	SP	N	N	N	N
<b>Triplex</b>	SP	SP	SP	Y	N	N	SP	SP	N	N	N	N
<b>Multifamily (4+ units)</b>	SP	SP	SP	SP	N	N	SP	SP	SP	N	N	N
<b>Retirement communities</b>	N	SP	N	N	N	N	N	N	N	N	N	N
<b>"Flexible developments" / Cluster</b>	SP	SP	SP	SP	SP	N	N	N	N	N	N	N

Multifamily currently allowed by-right in 40R Districts

# Policy



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# Potential Strategies: Policy

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- Use LIP (Friendly 40B) to strategically permit mixed-income development.
- Pre-permit designs for housing, and open source the plans (leaving ability for site plan review).
- Require inspection for all rental housing.
- Hire a housing and economic development planner.
- Create a local Affordable Housing Trust to hold and use funds/land for housing.
- Create master plan for area around Village Commons. / Study district boundaries in Village Commons. / PUD for Village Commons West. [Broadly, I think Village Commons needs to be addressed, the question is what's needed right now.]

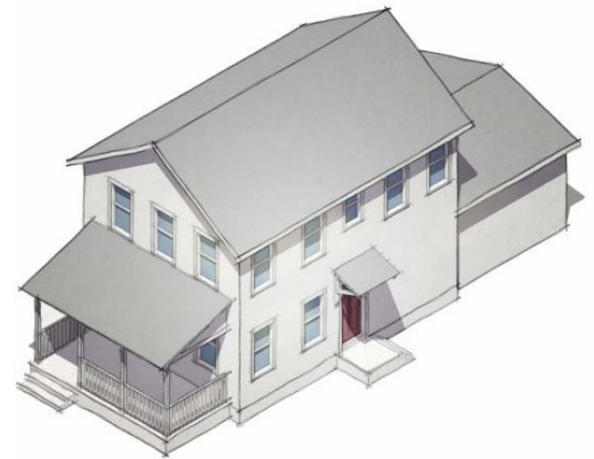
# Use Local Initiative Program (LIP) for Mixed-Income Dev't.

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Photos: Avalon Acton Phase II (Avalon); Acton Meadows (Town of Acton)

# Pre-Permit Housing Designs

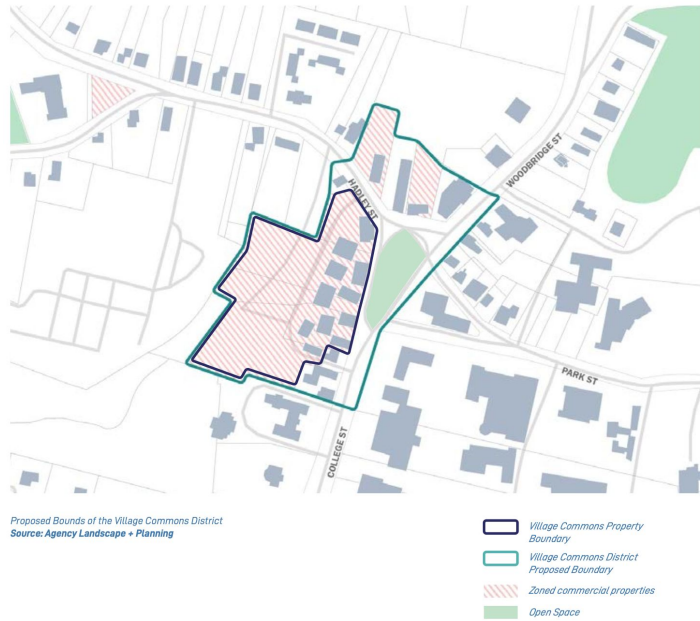


ZONING DISTRICTS ALLOWED

S1 S2 U1 U2 U3 UF NC DT

Images: South Bend Neighborhood Infill Catalog (City of South Bend, IN)

# Village Commons Master Plan and/or other strategies



Images: Proposed Village Commons district from South Hadley Local Rapid Recovery Plan (Agency Landscape+Planning); Google Earth aerial

# Affordable Housing Trust Fund

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- Public body that can hold money and land for affordable housing
- Typically accountable to Selectboard
- Helps to manage complex, multi-year transactions

**Amherst selects developer for \$27M affordable housing project**



# Partnerships



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# Potential Strategies: Partnerships

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- Strengthen relationships with area nonprofit developers.
- Identify and build relationships with OZ funds working in housing.
- Create and maintain a catalog of development opportunities.

# Relationships with area nonprofit developers

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Image: Parsons Village, an affordable family rental townhome development in Easthampton. (Valley CDC)

Examples include:

- Home City Development
- Wayfinders
- Valley Community Development
- Pioneer Valley Habitat for Humanity



# Relationships with Opportunity Zone funds

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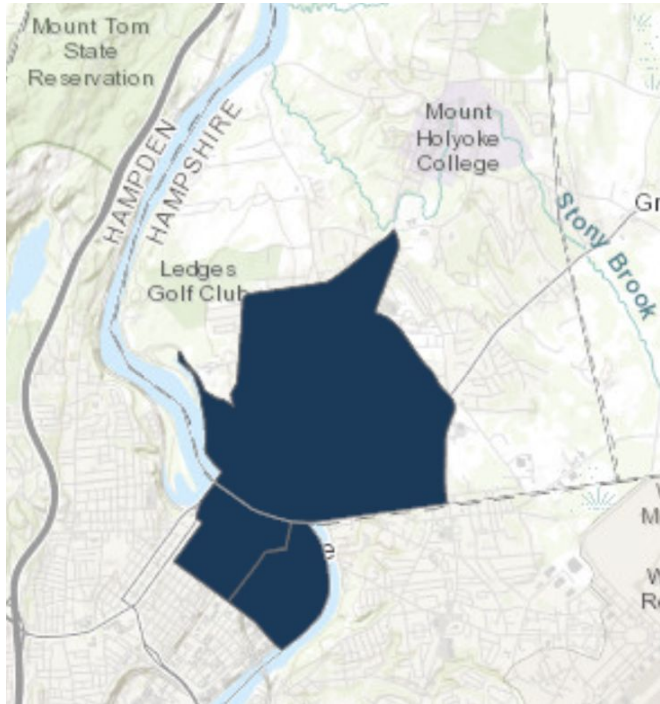
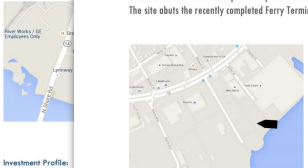


Image: The boundaries of the Qualified Opportunity Zone in South Hadley and Holyoke. (Source: MA EOHED)

# Catalog of development opportunities

**810 Lynnway**  
 With 8.5 acres and a prime location in the Waterfront 1a Zone, this parcel is currently vacant and the owner can build as...

**244 Blossom Street**  
 The city, via the EDIC, owns this nearly three-acre site. It is in the Waterfront 1a Zone, which allows for mixed-use development. A portion of the site is within the Designated Port Area. The site abuts the recently completed Ferry Terminal, public parking and boat launch.



**Investment Profile:**  
 Map/Parcel: 067-751-021  
 Ownership: EDIC  
 Zoning: WF1A  
 Current Use: Vacant  
 Lot Size: 2,828 Acres  
 Assessed Value: \$716,000  
 Contact: James Goodwill, Executive Director  
 EDIC 781-581-9399

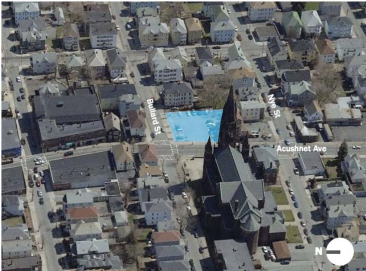


**Notes:**  
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## 5 Underutilized Site

Area: 6,458 sf / 0.15 acres  
 Current Zoning: MUB  
 Site Address: Acushnet Avenue  
 Current Owner: City of New Bedford  
 Development type: Ground-up  
 Implementation Timeframe: Mid term (3-5 years)

**Notes:** This municipal lot currently offers additional off-street parking for the commercial district. A well-designed mixed-use liner building along Acushnet Avenue that preserves parking in the rear of the site would be a better street-defining development on the parcel, in this important location across from St. Anthony's plaza. Ground floor commercial space is recommended, with small office or residential above.

# Programs



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# Potential Strategies: Programs

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- Work to continue and to promote home repair funding, either through CDBG-funded PVPC program or as standalone Town program
- Fund no/low-interest ADU financing, potentially with deed restrictions
- Purchase NOAH to create more small-scale deed-restricted Affordable Housing.

# Funding



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# Potential Strategies: Funding

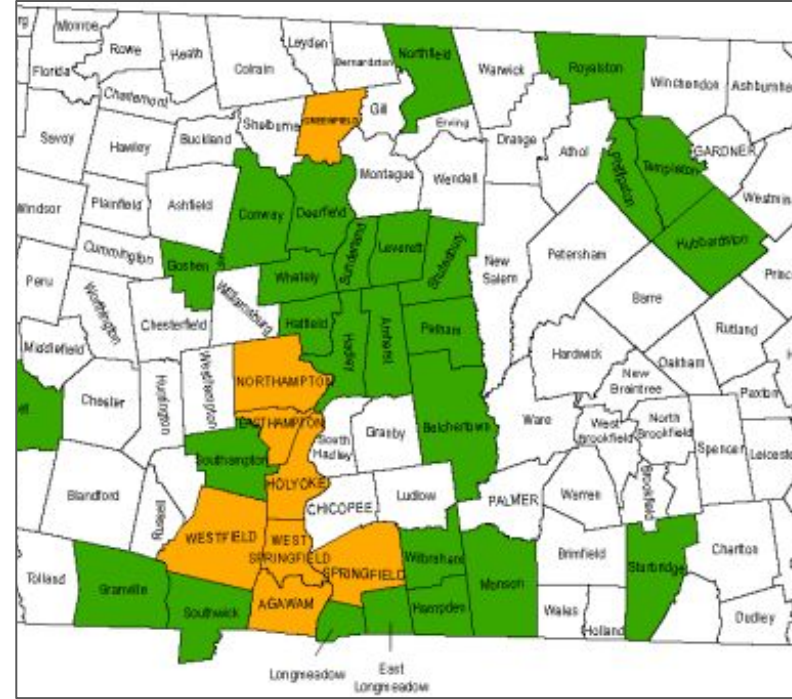
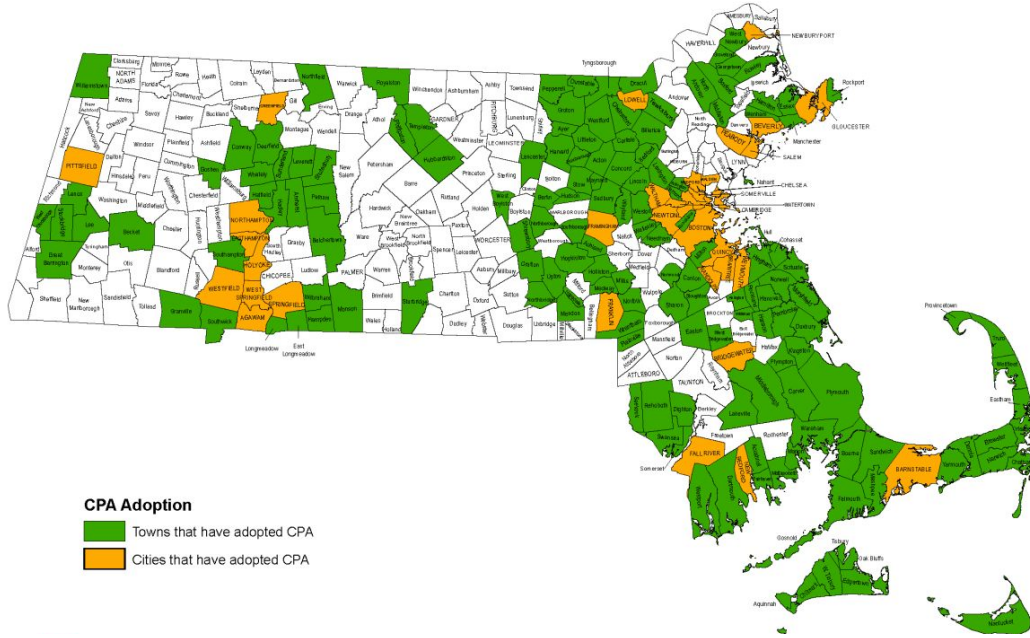
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- Adopt the Community Preservation Act.
- Study use of remaining ARPA funds for strategic housing investments
- Use public land and assets for housing development. Study options to enable housing through public assets.

# Community Preservation Act

## Community Preservation Act Adoption

April 2022



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# Opportunity Sites

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# Opportunity Sites: HPP Requirements

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- Must identify specific sites for potential housing development
- Typically 5-7 sites in an HPP  
(no specific minimum or maximum)
- May also include general areas for new development (in addition to specific sites)
- Sites don't have to be currently viable
  - ◆ Owner doesn't have to be engaged in process
  - ◆ Zoning doesn't have to be just right

# Opportunity Sites: Development Scenarios

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- South Hadley's HPP process includes “development scenarios” on a subset of named opportunity sites
- Scenarios test what kind of housing will fit on a site (often called “test-fits”)
- We'll consider present zoning, but won't necessarily be bound by it
- Should inform Town's thinking about potential zoning changes

# Test-fit examples

## 3 Bedroom Single Family (Gable Side)

### Building Breakdown:

Units: 1

Stories: 2

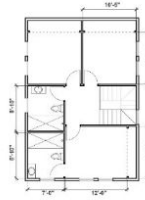
Height: 30'-0"

SQ FT: 1,385

Bedrooms: 3

Parking: 2 spaces

Footprint: 22' x 31'



# Test-fit examples

Tyler Street District Housing Plan Development Concept

## Parcels on the north-south “ladder streets” The Triplex

A majority of the parcels in the blocks north and south of Tyler Street can accommodate the Triplex, a three-unit building comprised of two accessible one-bedroom units on the ground floor and a single two-bedroom unit on the second floor. Parking is accommodated by a small four-car parking lot in the rear yard behind the building, allowing each unit to have one on-site parking space per bedroom.

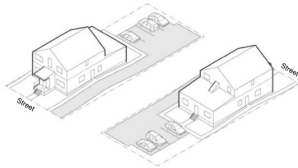


Tyler Street District Housing Plan Development Concept

## Development Metrics

Building metrics	
Height	2 floors
Footprint	1,920 SF (32' x 60')
Total units	3 units
Total gross floor area	~ 2,600 SF
No. of parking spaces	4 spaces
Parking ratio	1 space / bedroom

Unit metrics	Type	Average area	Count
1 Bedroom	1-Bed / 1-Bath	~ 720 SF	2 units
2 Bedroom	2-Bed / 2-Bath	~ 990 SF	1 unit



Second Floor Plan



Ground Level Plan

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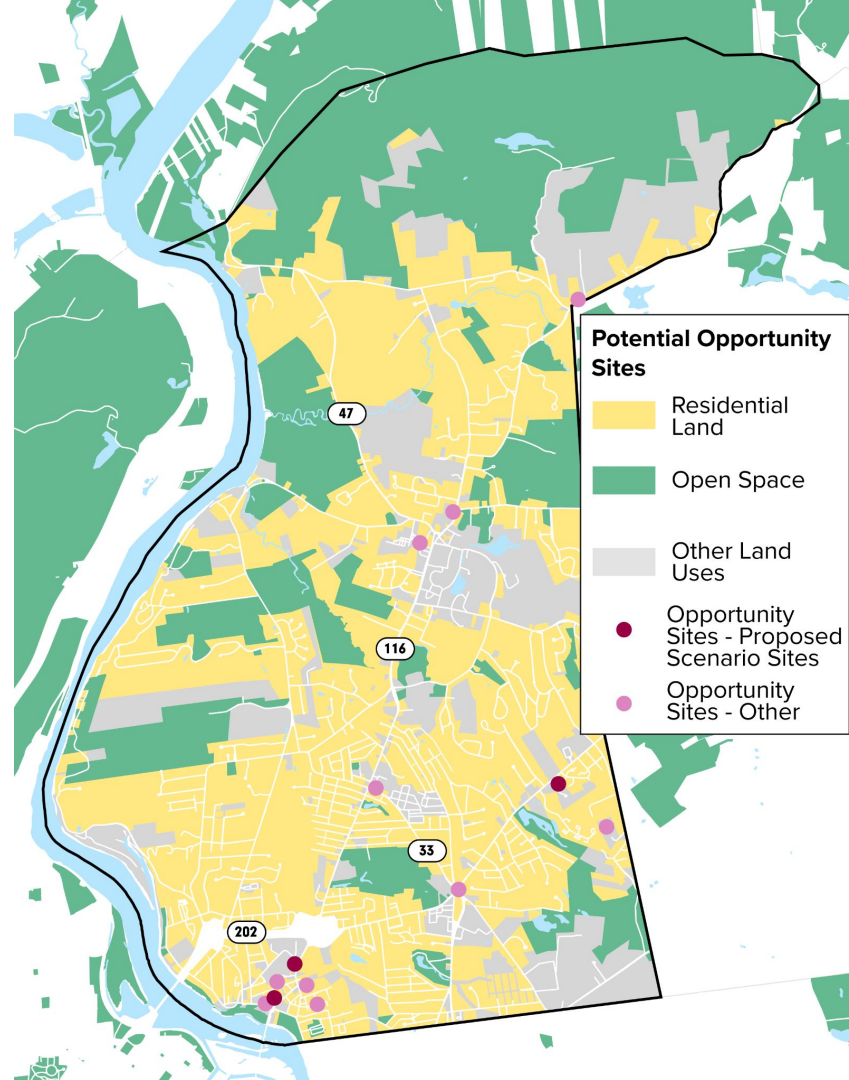
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# Potential Opportunity Sites

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Mix of...

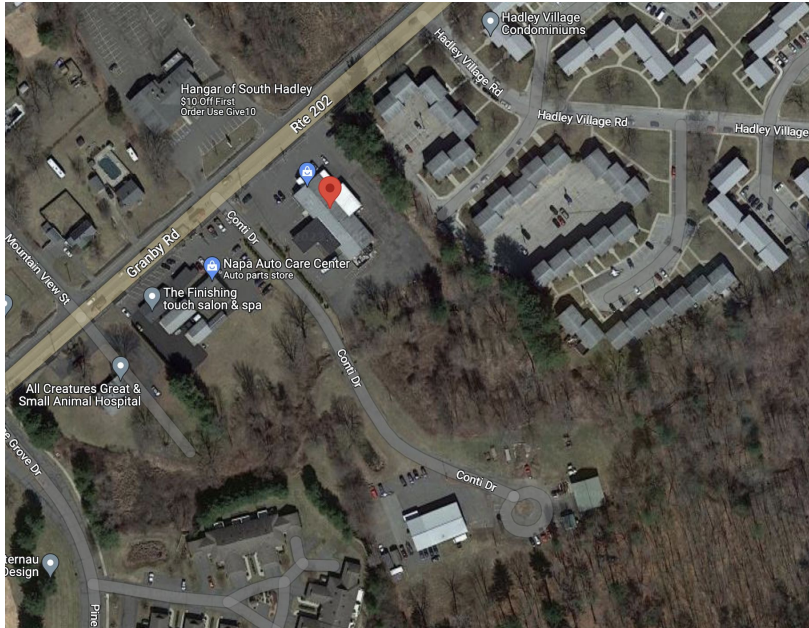
- Size
- Location
- Current conditions
- Developer interest
- Regulatory conditions



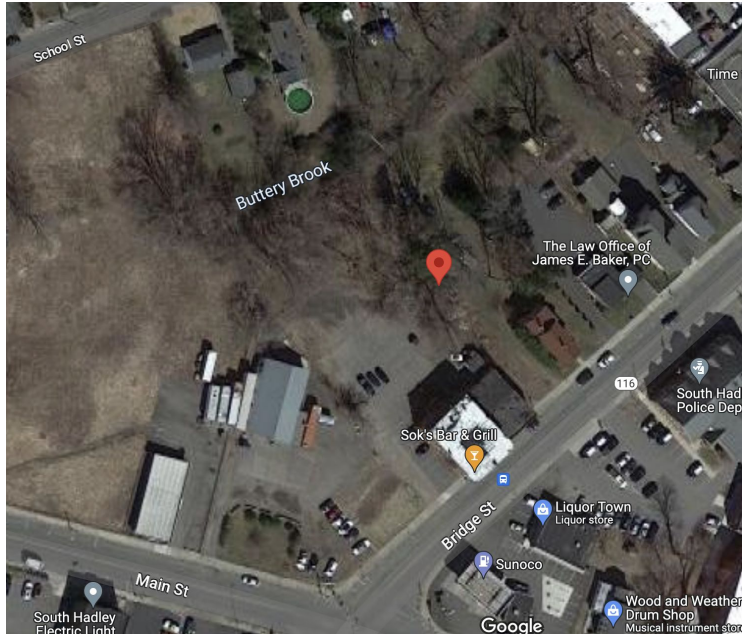
# Scenario Sites (Proposed)

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# 506 Granby St. (Liquor Town)

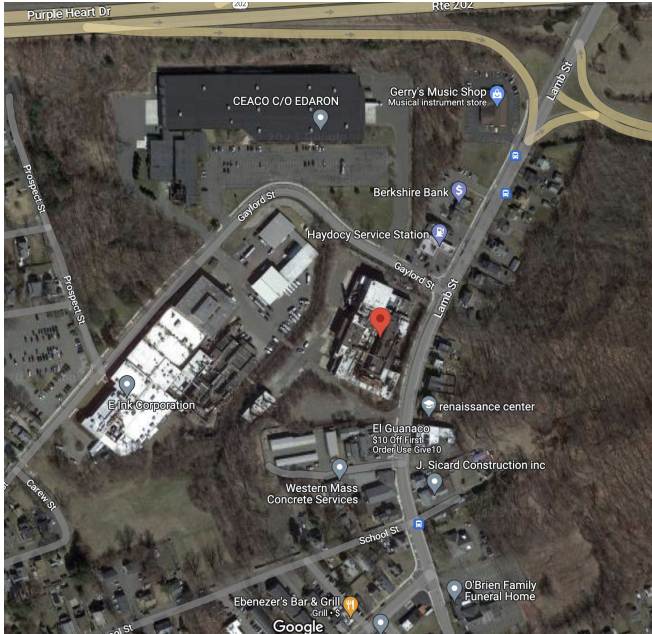


# 36 Bridge Street





# Mill 6



# Other Opportunities (Potential)

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# Haas Electric Site



# O'Brien Funeral Home

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# 41 South Street

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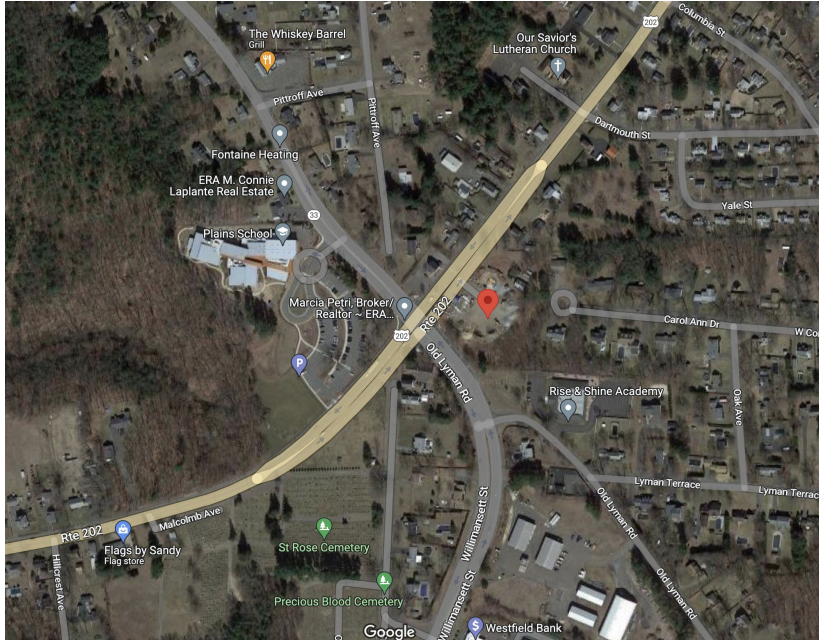
# 56 School Street



# Lyman Street Office Building

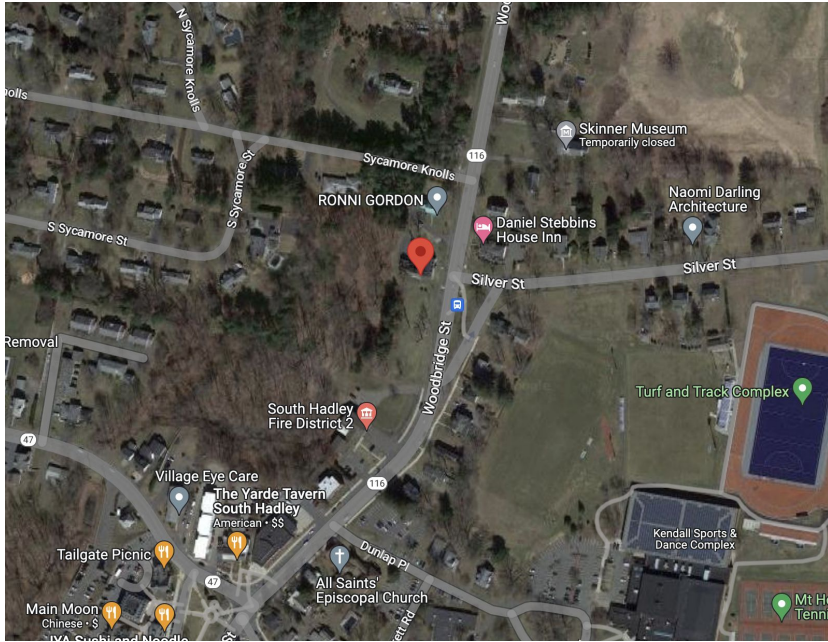


# 33/202 Southeast Corner

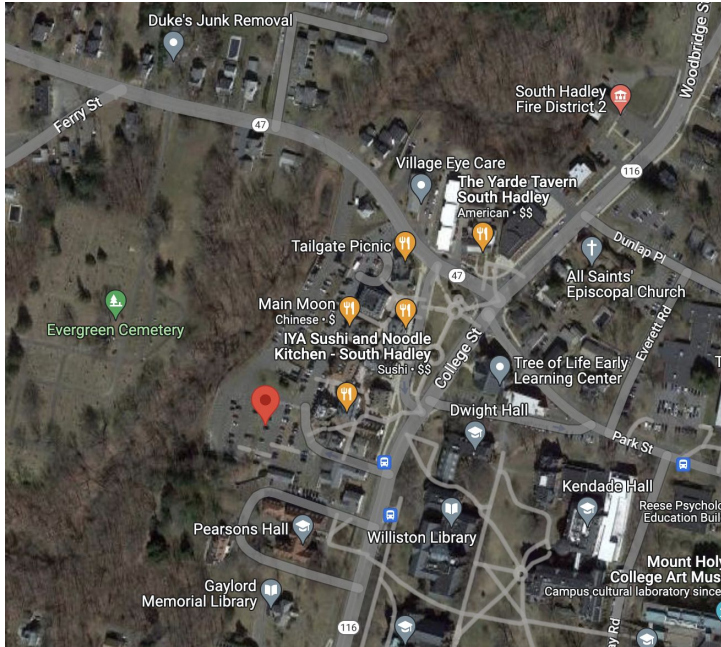




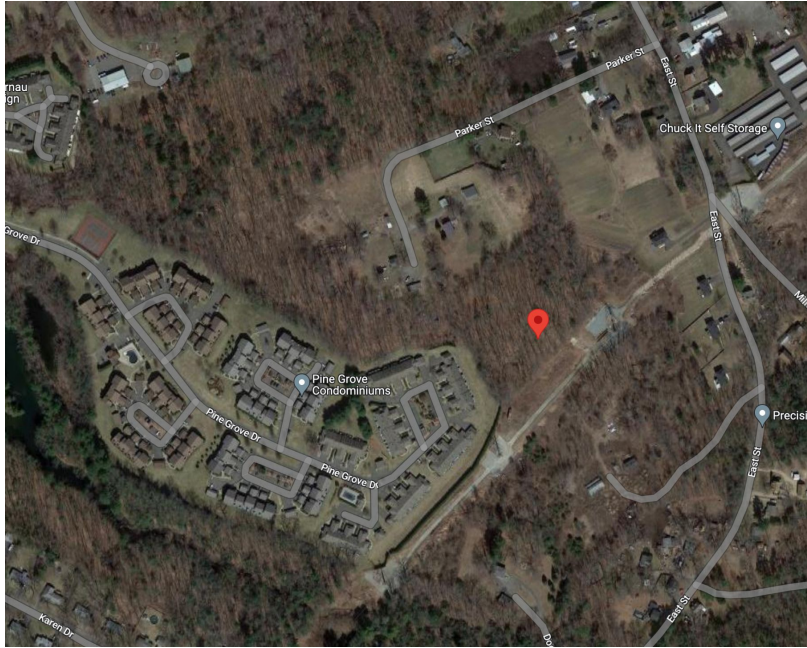
# Sycamores + Rawson Site



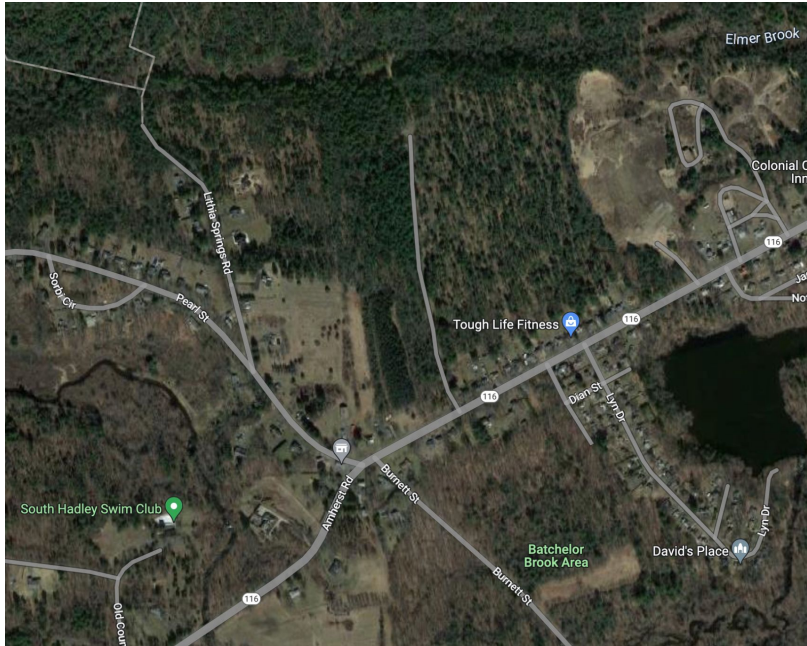
# Village Commons West



# East Street Cottage Site



# Amherst Road Site



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# Next Steps

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# Next Steps: Content Development

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- Pare down list of opportunity sites through further study and conversations.
- Execute development scenarios on subset of opportunity sites.
- Draft “Constraints and Opportunities” section of HPP.
- Edit goals.
- Pare down list of strategies through further study and conversations.
- Draft “Goals and Strategies” section.
- Draft other sections/framing text

# Next Steps: Engagement

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- Promote key HNA findings through educational materials (e.g., flyers, social media posts, etc.) and direct outreach.
- Publish and distribute survey on goals, strategies, and development opportunities.
- Release complete draft for public comment, hold public forum



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