



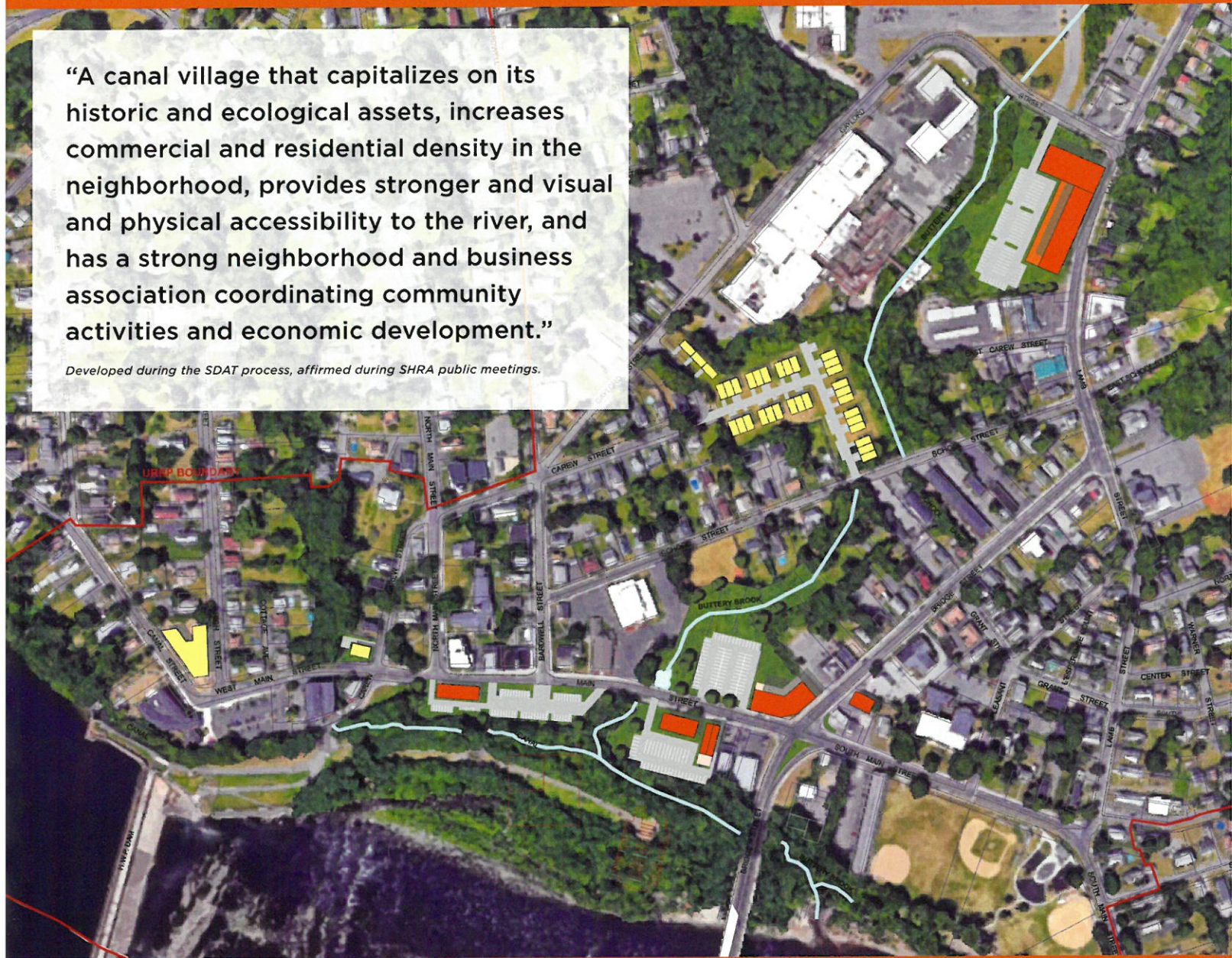
# South Hadley Falls



## Urban Redevelopment & Renewal Plan

**“A canal village that capitalizes on its historic and ecological assets, increases commercial and residential density in the neighborhood, provides stronger and visual and physical accessibility to the river, and has a strong neighborhood and business association coordinating community activities and economic development.”**

*Developed during the SDAT process, affirmed during SHRA public meetings.*



### South Hadley Redevelopment Authority

Town of South Hadley, MA

[www.southhadley.org/462/Redevelopment-Authority](http://www.southhadley.org/462/Redevelopment-Authority)

The McCabe Enterprises Team: McCabe Enterprises | PARE Corporation | CRJA - IBI Group

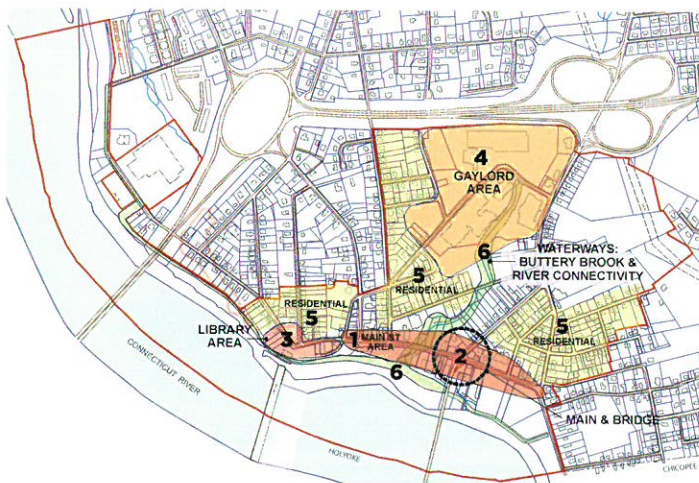
# THE SOUTH HADLEY FALLS URBAN REDEVELOPMENT & RENEWAL PLAN

Bettering South Hadley Falls is a long-standing local goal. Revitalizing the Falls is the first of five core initiatives established in the Town's Master Plan adopted in 2010. The past decade has seen little private redevelopment and several businesses close in the Falls. The prosperity and bustle of Main Street once a feature of the Falls is now a memory.

The South Hadley Falls Urban Redevelopment & Renewal Plan (URRP) provides a 20-year strategy and action plan to realize these aspirations for a vital Falls. The plan is a road map to strengthen the Falls and foster private investment. Adoption of the URRP will enable the Redevelopment Authority and Town to work more effectively with the private sector, access public resources, and judiciously use economic development tools to advance the URRP and improve South Hadley Falls.

## Geographic Focus Areas

Within the South Hadley Falls URRP area, there are six focus areas needing action to address existing challenges to a healthy and economically vital community. Focus area strategies include the major redevelopment site work as well as other programmatic initiatives and public improvements.



## A 20-Year Action Plan to Revitalize South Hadley Falls

### Goals

In the spirit of the industry and ingenuity that created the town, the South Hadley Redevelopment Authority in partnership with the Town, residents, businesses and institutions, envisions an economically revitalized and renewed Falls community to:

- I. Encourage new and support existing businesses – retail, service, commercial, technical and manufacturing – to provide jobs and economic opportunity for South Hadley Falls residents.
- II. Attract new residents while it provides ever-improving housing, services and public amenities to current Falls residents.
- III. Support vibrant community institutions – churches, clubs, civic organizations, our new Library, social service and educational providers.
- IV. Commit to South Hadley Falls historic preservation as a guiding principle.
- V. Appreciate that the Connecticut River, Buttery Brook and the historic canal are under-utilized and overlooked assets of South Hadley Falls.
- VI. Expand and preserve the economic and social diversity of South Hadley Falls with a range of job opportunities and a variety of attractive housing options.
- VII. Stimulate private sector investment and utilize public funds judiciously and strategically as a catalyst for private investment.
- VIII. Foster a healthy, safe and resilient environment in South Hadley Falls for residents, businesses, workers and visitors.
- IX. Serve as a source of pride and inspiration to the larger South Hadley community and surrounding communities.



1 Main Street

Commercial revitalization and streetscape improvements.



2 Bridge and Main Streets

New mixed-use development and intersection improvements.



3 The Library Area

Residential and commercial development on surrounding parcels.

# Principles for Urban Redevelopment & Renewal

The renewal and redevelopment of South Hadley Falls will be predicated on the following five principles:

- Respect Historic Character
- Plan for Resilience
- Build Market
- Build on Local Assets
- Build on Natural Assets



## Design Principles

The South Hadley Falls Urban Redevelopment & Renewal Plan calls for high-quality design and development for all new projects and major renovations to further advance revitalization and the goals of this plan. The design principles guiding the urban renewal and redevelopment plan are:

- Promote walkways and pedestrian activity;
- Scale and massing compatible with adjacent buildings;
- Apply sign and façade guidelines;
- Building design and materials which respect architectural heritage and traditions; and
- Mixed Uses – Residential and/or Office above first floor on major streets (primarily Main and Bridge Streets).

In addition to these design principles, the redevelopment and renewal of South Hadley Falls in the 40R District will rely upon the adopted design guidelines in the South Hadley Falls Smart Growth Overlay District. (For guidelines visit <http://www.southhadley.org/318/South-Hadley-Falls-Smart-Growth-Zoning-D>).

## Development & Private Investment

The South Hadley Falls URRP is a 20-year plan which will be a catalyst for private investment in key redevelopment projects. To bring about the desired change and investment in the Falls, the South Hadley Redevelopment Authority will work closely with the Town Administrator, Planning Department and town boards. Development projects include:

- Mixed-use commercial development with retail, services and a restaurant/café at the northwest corner of Main and Bridge Streets.
- New market rate and affordable housing, per the 40R Smart Growth Overlay, at the former Carew School site at Gaylord and Carew.
- Commercial/ office uses, with possible civic uses, in the Mill 6 area.
- Redevelop municipal facilities, such as Town Hall and SHELD, into housing, mixed-use, arts, as these spaces become available when the Town identifies new locations.
- Home repair/ housing rehab projects through Falls’ residential areas.
- Realization of planned private projects at 1 Canal & 27 Bardwell Sts.

Working with the Town and partners, the SHRA will work to build the market through public realm improvements, district-wide action steps to generate needed private investment.



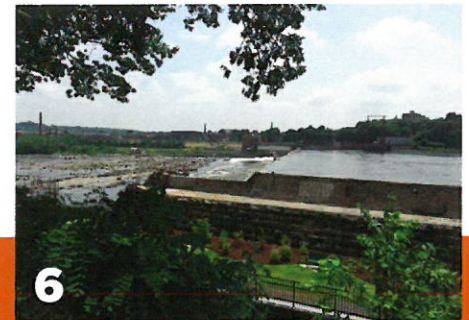
**The Gaylord Street Area**

Brownfields clean-up and commercial redevelopment.



**The Falls Residential Neighborhoods**

Housing rehabilitation and improved walkability.



**Water: Connecticut River & Buttery Brook**

Improved viewsheds, access and multi-use recreation paths.

The Draft Urban Renewal and Redevelopment Plan is available on the Redevelopment Authority's webpage on the Town of South Hadley website at:

[www.southhadley.org/462/Redevelopment-Authority](http://www.southhadley.org/462/Redevelopment-Authority)

Submit Comments to the  
Planning and Conservation Department:

[acpra@southhadleyma.gov](mailto:acpra@southhadleyma.gov)  
(413) 538-5017 x208

## Business Development & Support Action Steps

- To foster and support entrepreneurship.
- To retain businesses in the Falls and to support existing and growing businesses.
- To support and encourage the development of educational and training opportunities in South Hadley Falls.
- To encourage area colleges and universities to offer classes and educational opportunities in South Hadley Falls.
- To support nomination and listing of South Hadley Falls' historic properties to the National Register of Historic Places enabling use of historic tax credits..
- To encourage the establishment of a Local Historic District in South Hadley Falls.
- Sign and façade program and connections to business technical assistance to help existing businesses grow.



View of potential Buttery Brook Multi-use Path.

## Public Realm Improvements

**The Gateway to the Falls: Bridge & Main Streets:** Bridge and Main St. is the gateway to South Hadley Falls and the intersection/ streetscape should be redesigned to reflect this status, to assure safe passage for pedestrians, bicyclists, and vehicles, and to encourage private investment in the Falls.

**Intersection Improvements:** To improve safety for all modes of travel – pedestrian, bicyclists, and motor vehicles, intersections at Bridge and Lamb St. and Main St. and Lamb St. are slated for improvements.

**Streetscape Improvements:** Streetscape improvements using a Complete Streets approach, including traffic calming, sidewalks, crosswalks, street trees, and decorative lighting and furnishings along Main, West Main, and Bridge Streets.

**Buttery Brook:** The buried Buttery Brook traverses the center of the Falls. A daylighting study and planning for a multi-use path connecting Falls neighborhoods with the Connecticut River path will be undertaken.

**Connecticut Riverfront Multi-Use Path:** Development of a Connecticut River multi-use path, with a priority of connecting Beachgrounds Park, Texon Park, and Canal Park is a key recreational amenity and attraction.

**Safety and Traffic Calming:** To provide for safer, more walkable area, traffic calming, such as bump-outs, crosswalks, raised crosswalks, and landscaping, will be undertaken on School Street and Main Street.

**Streets:** The SHRA will work with the Town to upgrade street conditions, on collector and arterial streets in the URRP area.

**Parking:** Parking lots on the south side of Main Street and at Beachgrounds Park are proposed for pavement, lighting and landscape upgrades.

**Transit:** Transit service for South Hadley Falls was reestablished in recent years by the Pioneer Valley Transit Authority. Sustaining and expanding transit is important to the revitalization of the Falls.

**Pedestrian Amenities, Sidewalks and Crosswalks:** A program to upgrade crosswalks/ sidewalks in the URRP area will be undertaken and will include signage for healthy walking routes.

**Accessibility:** SHRA will ensure redevelopment of the commercial district and recreational/ walkable areas are physically accessible to all, including persons with disabilities.

**Smith Park Landscape Enhancements:** The SHRA partnered with the Conway School of Design to develop a landscape design for Smith Park on Main and North Main Streets as an early action item.

**Utilities:** Existing water, sewer, and electric are sufficient for proposed development in the URRP. Storm water management/ drainage improvements are needed. Fiber optic upgrades are needed to attract businesses to the Falls. Creating public Wi-Fi hot spots is planned.

**Wayfinding and the Public Realm:** Art pieces, interpretative signs, and wayfinding signs reflecting South Hadley Falls' rich history, geography, natural resources and culture will be designed and installed.

**The Historic Canal:** The SHRA will commission a historic resources/ feasibility study for restoration of the canal, the first navigable canal in the US, to enhance the historic character and to provide a visitor amenity.