

SOUTH HADLEY COMPREHENSIVE PLAN
IMPLEMENTATION MATRIX Community and Economic Development Commission

Community and Economic Development Commission - Recommended Action - 5/1/2013	Chapter-Goal	Goal or Land Use Objective	Priority Action	Timeframe				
				Immediate	Near Term (1-3 years)	Mid Term (3-6 years)	Long Term (6-10 yrs)	Ongoing
Develop funding and tax incentive programs which allow and encourage mixed-use developments. No	CHR-1	1-4-2			✓			
Locate and/or retain facilities, businesses, and activities which serve, and benefit from, pedestrian access and the local resident population. No	CHR-1	1-4-3			✓			
Develop and implement a façade and building upgrade loan and/or grant fund to encourage improvements to buildings within South Hadley Falls. No	CHR-1	1-4-4			✓			
Disseminate information and facilitate access to State and Federal tax credit and incentive programs for redevelopment of historic structures. No	CHR-3	3-2-3						
Prepare a market study of the potential to attract recreation uses. No	ED-1	1-1-1			✓			
Based on the market study and other evaluations recommended, develop and implement a thematic strategy for the Falls that is fully cognizant of its physical isolation, and fully in step with efforts to create a regional multi-modal center and Technology Center in Holyoke, and revitalize both sides of Connecticut riverfront. No	ED-1	1-1-2			✓			
Improve the appearance of the Falls so that it is inviting to people entering South Hadley from the Veterans Memorial Bridge. No	ED-1	1-1-4			✓			
Construct a walking connection between the Beach Grounds and the Riverfront Park and the future Gate House Park. Under discussion	ED-1	1-1-5			✓			
Use the results of the market study above to guide zoning revisions, policies, and investments in support of creating a recreation/tourism base that will attract people to South Hadley Falls. No	ED-1	1-2-1			✓			
Carefully monitor redevelopment efforts of the Holyoke riverfront area, the proposed High Performance Computing Center, and development of a multi-modal transit center, so that South Hadley's revitalization efforts work in concert with Holyoke's. Ongoing	ED-1	1-2-3			✓			
Work closely with representatives of the Public Library and St. Patrick's Church to develop strategies for retaining these important institutional uses in South Hadley Falls, which attract many visitors. Library done; discussing use of former library when move is complete.	ED-1	1-2-4			✓			✓
Evaluate the potential to provide central or shared parking facilities, and other ways to alleviate pressures to relocate out of the Falls. Ongoing discussions	ED-1	1-2-5						
Add criteria to the Economic Opportunity Area/Economic Target Area incentives to give further priority and consideration to those users and developments that support revitalization. No	ED-1	1-3-1	✓		✓			✓
Evaluate ways to improve the ease of getting to the Falls, such as improved and enhanced signage from roads (especially Routes 116 and 202), improvements to important gateway areas, and shared or expanded parking facilities. No	ED-1	1-3-2			✓			✓

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Continue to target public investment in the physical infrastructure of the Falls. Under discussion	ED-1	1-3-3		✓				✓
Work with property owners, public facility managers, and potential investors to identify the types of improvements, and specific areas, where public investment can accomplish the most benefit. Ongoing	ED-1	1-3-4						✓
Encourage appropriate, planned development in the economic focus areas, and facilitate redevelopment of key parcels and blocks. Ongoing	ED-2	2-1-1						✓
Inventory developable properties by use category (residential versus non-residential). In process/ongoing	ED-2	2-1-2						✓
Continue to work with SHELD to expand fiber optic service throughout South Hadley, using this as a tool to distinguish South Hadley and market its economic development areas and redevelopment sites to future employers and industries. In process. Needs marketing expertise.	ED-2	2-1-5						
Develop financial and regulatory incentives to encourage existing industrial uses to expand their South Hadley facilities as opposed to relocating to other communities. No	ED-2	2-3-2		✓				
Work with local developers, property owners, and businesses to identify barriers to greater use of existing shopping centers that serve nearby residential areas, particularly in and around the commercial focus areas. Ongoing, active	ED-3	3-1-4		✓				
Utilize The Ledges golf course and club house as assets for economic development, consistent with land use and open space planning goals through the potential for additional recreational uses, such as cross-country skiing. No - Selectboard responsibility	ED-4	4-1-1		✓				✓
Evaluate the potential benefits or impacts of the zoning limitation on individual retail uses for the Willamansett Street corridor, in light of the potential to develop additional compatible uses that support South Hadley's economic goals. Ongoing; will be looking at whole corridor	ED-6	6-1-2						
Identify parcels that are appropriate for business purposes, including farming, and advertise them to prospective businesses through the town web site. Ongoing (not farming)	ED-7	7-1-1						
Develop functioning relationships with economic development partners at the local, regional, state, and national levels. Ongoing through PVRC, COG	ED-8	8-1-3						
Utilize resources, such as the Main Street Center of the National Trust for Historic Preservation, American Planning Association, Massachusetts Office of Business Development, and Northeastern University Center for Urban and Regional Policy, to brainstorm different approaches to funding and organization for business marketing, recruitment	ED-8	8-1-4						
Capitalizing on the skills and background of the Economic Development professional and the Economic Development Committee, assist local businesses in obtaining the financial and other resources needed to meet their capital needs, access potential markets, and develop their workforce. No	ED-8	8-1-5						

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Integrate all economic sectors (including agriculture, tourism, retail, services, and manufacturing) into the business retention, development, and recruitment efforts. No	ED-8	8-1-6						
Increase the Town's involvement in efforts to bring desirable employers, industries, redevelopment investment, and new resources into South Hadley through improved marketing, information, and business development work. No	ED-8	8-1-7						
On a town-wide basis, but with a strong focus on South Hadley Falls, complete an inventory of the physical conditions of interest to new employers, businesses, and investors (including such facts as available square footage, ownership, infrastructure available, potential for contamination, contact information for assistance, etc.) Ongoing	ED-8	8-1-8						
Create a detailed map of redevelopment sites, and the potential opportunities and constraints affecting each one. No	ED-8	8-1-9						
Make information regarding the sites of interest readily available in a user-friendly format from a single point, with a specific person designated as the contact for inquiries. No	ED-8	8-1-10						
Make greater use of the Town's website, www.southhadley.org , as a resource for recruiting businesses. Include information from inventories and studies, as well as maps indicating key redevelopment sites and links to the Economic Opportunity Area/Economic Target Area based incentives. Currently provides some information	ED-8	8-1-11						
Modify the Town's Economic Development Incentive Program (EDIP) criteria to give preferences to commercial developments which incorporate appropriately sited and designed housing. No	H-2	2-3-1		✓	✓			
Provide financial incentives (loan guarantees, Tax Agreements, etc.) to encourage development of rental housing in the commercial focus areas. No	H-3	3-3-3						
Amend the Zoning Bylaw to allow mixed use buildings in appropriate commercial districts in the commercial focus areas, particularly in the Falls. Part of proposed revised bylaws, to be voted on in June.	H-5	5-1-1						
Create neighborhoods with a mix of housing, retail, and employment opportunities. Planning Board	H-5	5-1-2						
Adopt bylaw amendments and incentives to allow and encourage live-work housing options, particularly in the Falls. Planning Board	H-5	5-1-3						
Expand the Economic Development Incentive Program criteria to encourage mixed use development.	H-5	5-1-4						
Establish a façade and building upgrade loan or grant fund to encourage improvements to buildings within South Hadley Falls. Exploring	H-5	5-3-5						

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Working with residents and property owners develop a concept plan for development/redevelopment of the commercial focus areas. Ongoing for Falls	LUCD-1	1-3-1						
As part of the concept plans, develop strategies for linking housing and commercial development of these areas. Falls only	LUCD-1	1-3-2						
Convene a facilitated public workshop on regulatory framework and requirements, practical impact, and available solutions for dealing with the impact of Floodplain regulations, especially in South Hadley Falls, with participation by Mass DEP regulatory personnel, local property owners and developers, and Town officials, boards, committees, and commissions. No	LUCD-2	2-3-1						
As discussed in Chapter 2, Economic Development, the Community and Economic Development Commission should work to address South Hadley Falls issues such as, but not limited to: beautification, landscaping, pedestrian-friendly initiatives, historical character, funding, establishment of a Business Improvement District (BID), benefits of mixed-use and feasibility of development in the floodplain. No	LUCD-2	2-3-2						
Bring together residents, businesses and town officials to create vision plans for the Town's commercial focus areas (including both Big Y plazas and other large commercial spaces in the Falls) addressing physical space and types of businesses to ensure development and site changes occur holistically and in accordance with this Plan. Ongoing	LUCD-2	2-3-3						
Establish a collaborative line of communication or process between SHELD and the Town regarding SHELD's relocation and strategies for re-use of the existing building, to support the Town's economic development and revitalization goals for South Hadley Falls. Ongoing	MSF-3	3-2-4						
Develop a reuse plan for the Plains School site that incorporates sustainability and community and economic development principles. No longer an issue	MSF-3	3-3-3						
Identify Mount Holyoke Range land that may be appropriate for economic development which is in keeping with the character of the Pearl Street corridor. No - suitable for agriculture only	NR-2	2-3-3			✓			
Promote the Town's natural resources as a distinct competitive advantage in attracting new residents, businesses, and investment. No	NR-4	4-1-1						
Benchmark South Hadley's natural resource strengths in comparison to other comparable towns in Western Massachusetts/Vermont/New Hampshire. No	NR-4	4-1-2						

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Assess the role that the area's natural resources play in attracting residents, businesses, and tourism. No	NR-4	4-1-3						
Develop a public relations and advertising campaign that highlights the Town's natural resource attributes. No	NR-4	4-1-4						
Aggressively promote South Hadley's commitment to environmental quality. No	NR-4	4-1-5						
Capitalize on the abundant local and regional natural resource-based recreational opportunities. No	NR-4	4-1-6						
Use compensatory storage and mitigation effectively in South Hadley Falls, in support of the Town's resource conservation and economic development goals. Actively involved	NR-4	4-3-5						
Incorporate and emphasize future economic development of the Falls area in Open Space, Natural Resource, and Recreation planning and programming. Ongoing/Rise of the Falls	OSR-1	1-1-3		✓	✓			
Make the Beachgrounds Park improvement program integral to South Hadley Falls redevelopment efforts. Rise of the Falls	OSR-1	1-3-2		✓				✓
Identify economic development activities which are compatible with the character of the Pearl Street corridor (as described in the Land Use and Community Design chapter) and areas which would be appropriate for such activities. No	OSR-4	4-1-4			✓			
Establish and implement a wayfinding signage program. No	TR-1	1-3-1						✓
Enhance the pedestrian and biking facilities connecting the Falls to the Town Commons/College area. No	TR-1	1-3-2			✓			

COMMENT: CEDC is discussing establishing a Redevelopment Authority or an Economic Development Corporation. CEDC is also making an inventory of town-owned parcels and will then make recommendations to the Selectboard. Focus is also on Rtes. 33 and 116, and Intelicoat, as properties where the town could assist if asked. Commission has looked at Main St. auto businesses with an eye to relocating them in a more profitable space in town.