



MONTAGUE CITY ZONING STUDY: FARREN SITE

Town Meeting
October 22, 2025

AGENDA

1. Welcome and Introductions
2. Presentation of Draft Zoning
3. Discussion

WHO'S WHO

Working Group Members

Colleen & Skip Descavich

Dorinda Bell-Upp

Gregg Garrison

Janel Nockleby

Jeremy Toal

Kristi Bodin

Mary Kay Mattiace

Roberta Potter

Sam Guerin

Robert Steinberg

Town Staff

Walter Ramsey
Town Administrator

Chris Nolan-Zeller
Assistant Town
Administrator

Maureen Pollock
Planning Director

WHO'S WHO

Innes Land Strategies Group, Inc.

Emily Keys Innes, AICP, LEED AP ND
President

Paula Ramos Martinez
Senior Urban Designer/Planner

Marc Sanchez Olivares
Design Technology Specialist

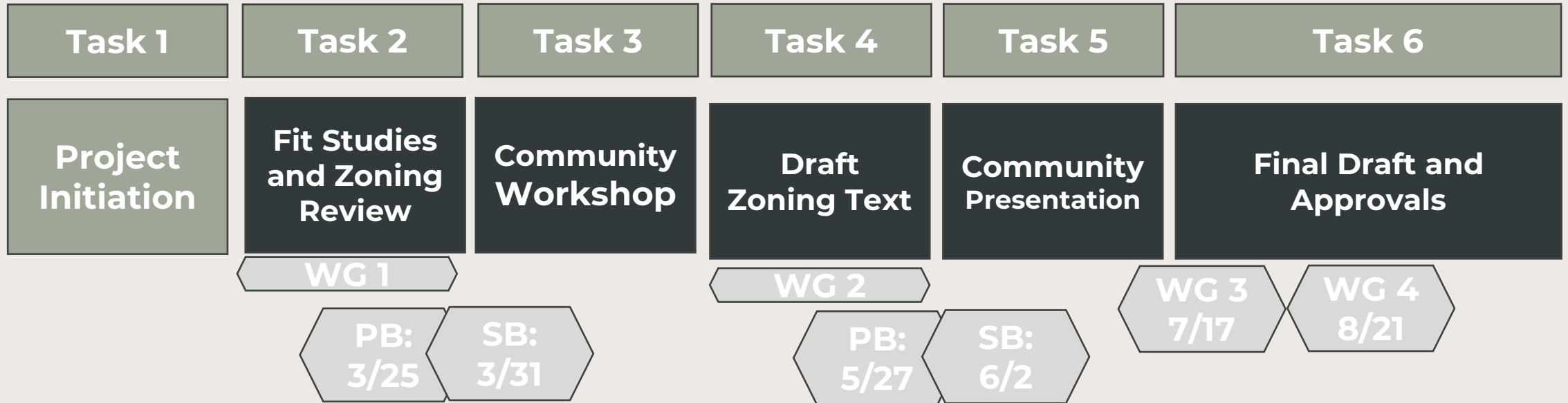
Amelia Morton
Planner

Massachusetts Housing Partnership (MHP)

Christine Madore, AICP
Director of Community Assistance

PROJECT GOAL & TIMELINE

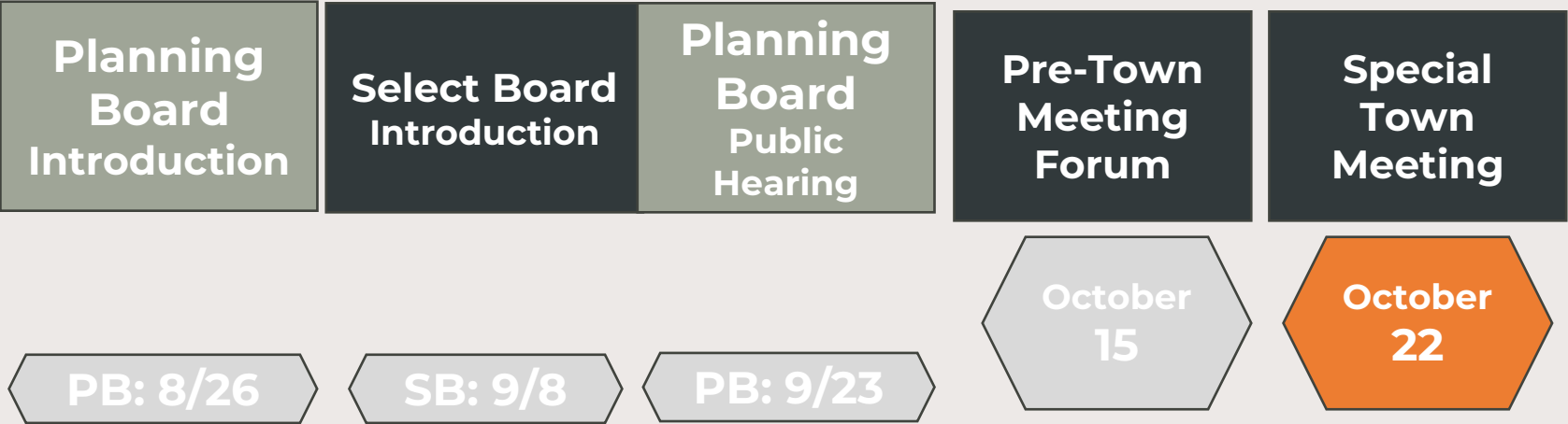
Goal: Create zoning to realize community visions for the site of the former Farren Care Center



PROJECT GOAL & TIMELINE

Goal: Create zoning to realize community visions for the site of the former Farren Care Center

Task 6



August

September

October

Montague City's new Village Center will be a dense, mixed-use hub that unites the surrounding community and unlocks new housing and economic opportunities in Montague.

The Village Center will be focused on inclusivity, meeting the needs of all residents and visitors, regardless of age or income.

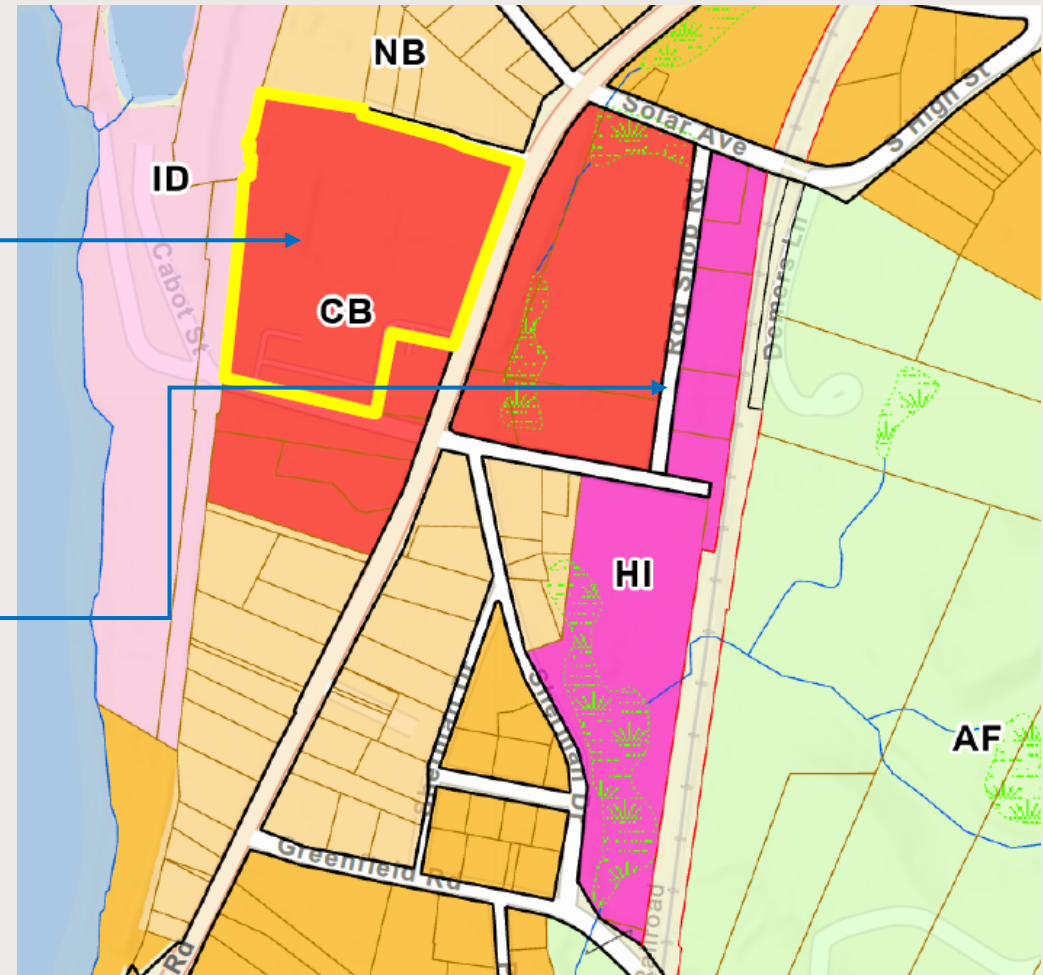
New development within the Village Center will enhance the quality of life and showcase Montague City's commitment to public health, arts and culture, and natural resources.



2024 VILLAGE CENTER VISION

Farren Site: Central Business (CB)

Rod Shop Road: Central Business (CB)
Historic Industrial (HI)
Neighborhood Business (NB)



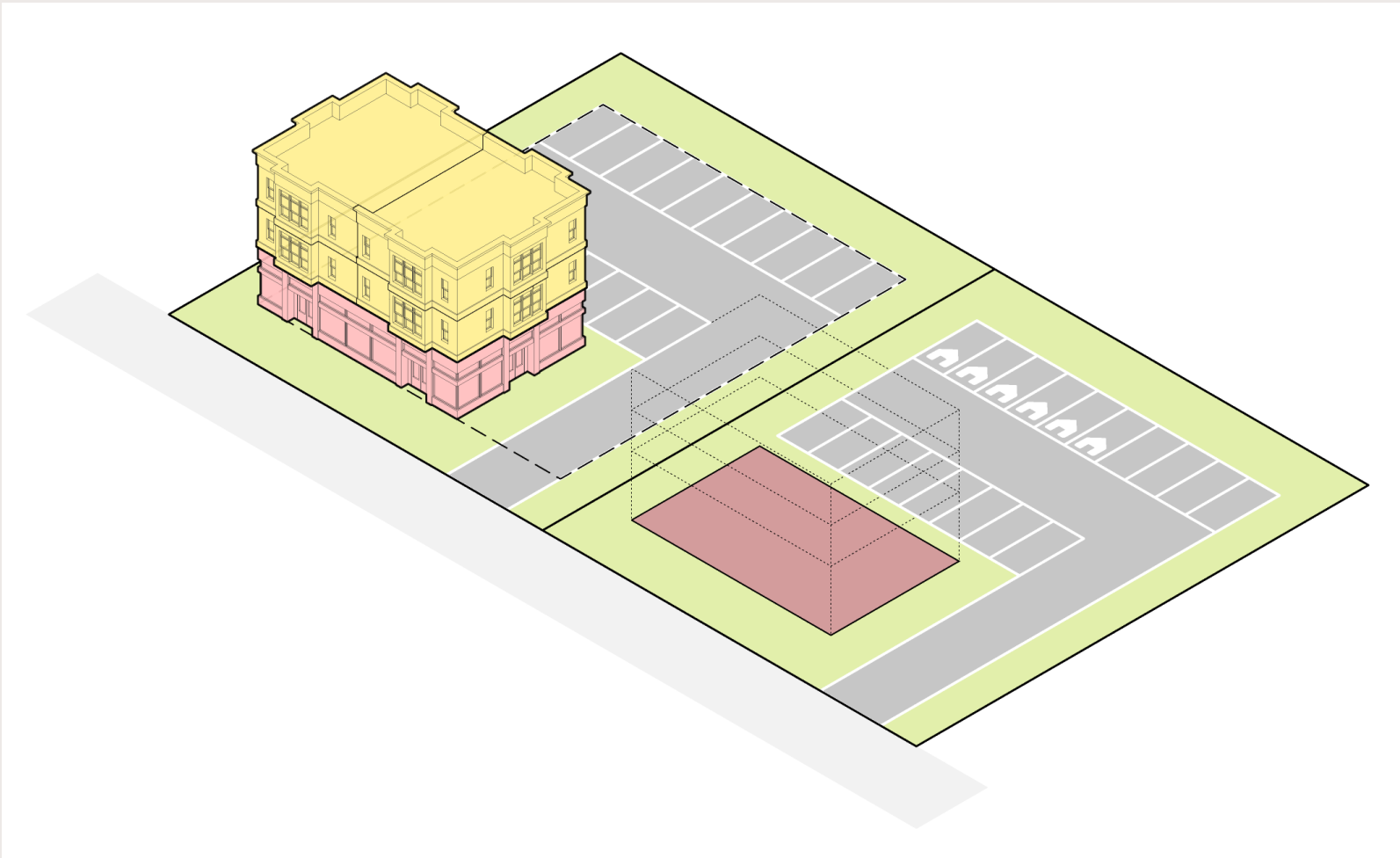
Zoning Map: Town of Montague

CURRENT ZONING

	CB - Permitted	CB - SP-ZBA
● Business, professional, or medical office	✓	n
Craft workshop or light assembly shop	n	w/ retail
Farming and forestry on 5 acres or less	n	n
Hotels	n	✓
Marijuana retailer, medical marijuana treatment center, cultivation, production, research or testing, per §8.10	n	retail only
● Mixed-use with the street level as a commercial use and dwelling units on upper floors	<= 4 dwellings	> 4 dwellings
● Multi-family dwelling	n	n
Parking lots or parking garages	n	✓
Public utilities	n	✓
● Retail sales and services without an accessory drive-through component	<5,000 SF	>5,000 SF
● Single and two-family dwellings	n	n
Social clubs or lodges	✓	n

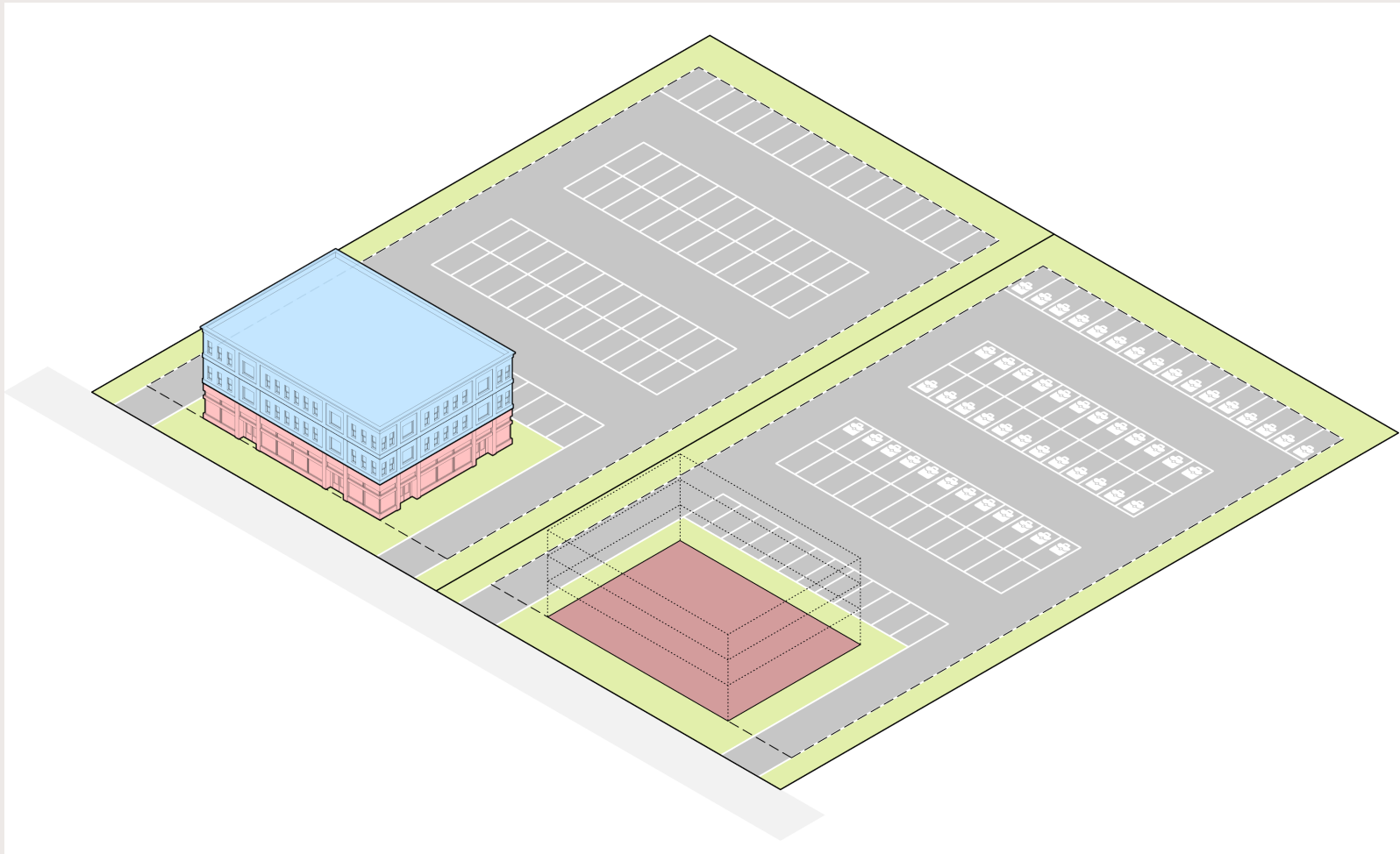
	Lot Size (min - sf)	Frontage (min - ft)	Front Yard* (min – ft)	Side Yard (min – ft)	Rear Yard (min – Ft)	Height (max - ft)
CB	None	None	Sidewalk or 10 ft MAX	10	15	36

* Front Yard is also the Street Line Setback; No building need provide a street line setback greater than that of the principal buildings on 3 out of 4 adjoining properties on the same side of the street.



- Residential
- Commercial
- Parking
- Setbacks

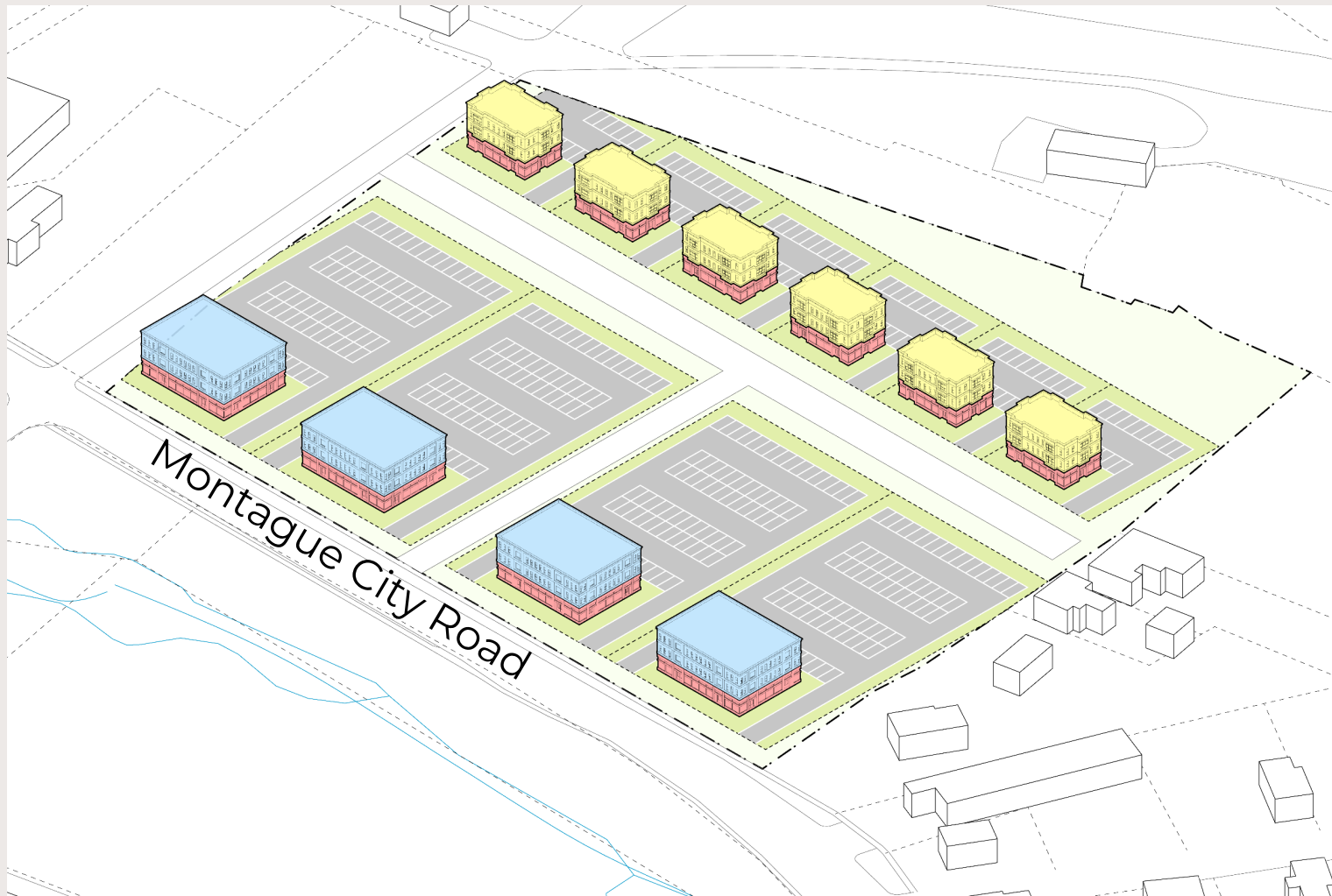
Mixed-use with the street level as a commercial use and dwelling units on upper floors. 4 Dwelling Units



- Office
- Commercial
- Parking
- Setbacks

Ground floor: Retail sales and services without an accessory drive-through component. Less than 4000sf.

Other floors: Business, professional, or medical office.



- Office
- Residential
- Commercial
- Parking
- Setbacks

Current zoning applied on the Farren Site. **This is NOT a proposal.**

2024 Village Center Vision. Market Assessment Findings

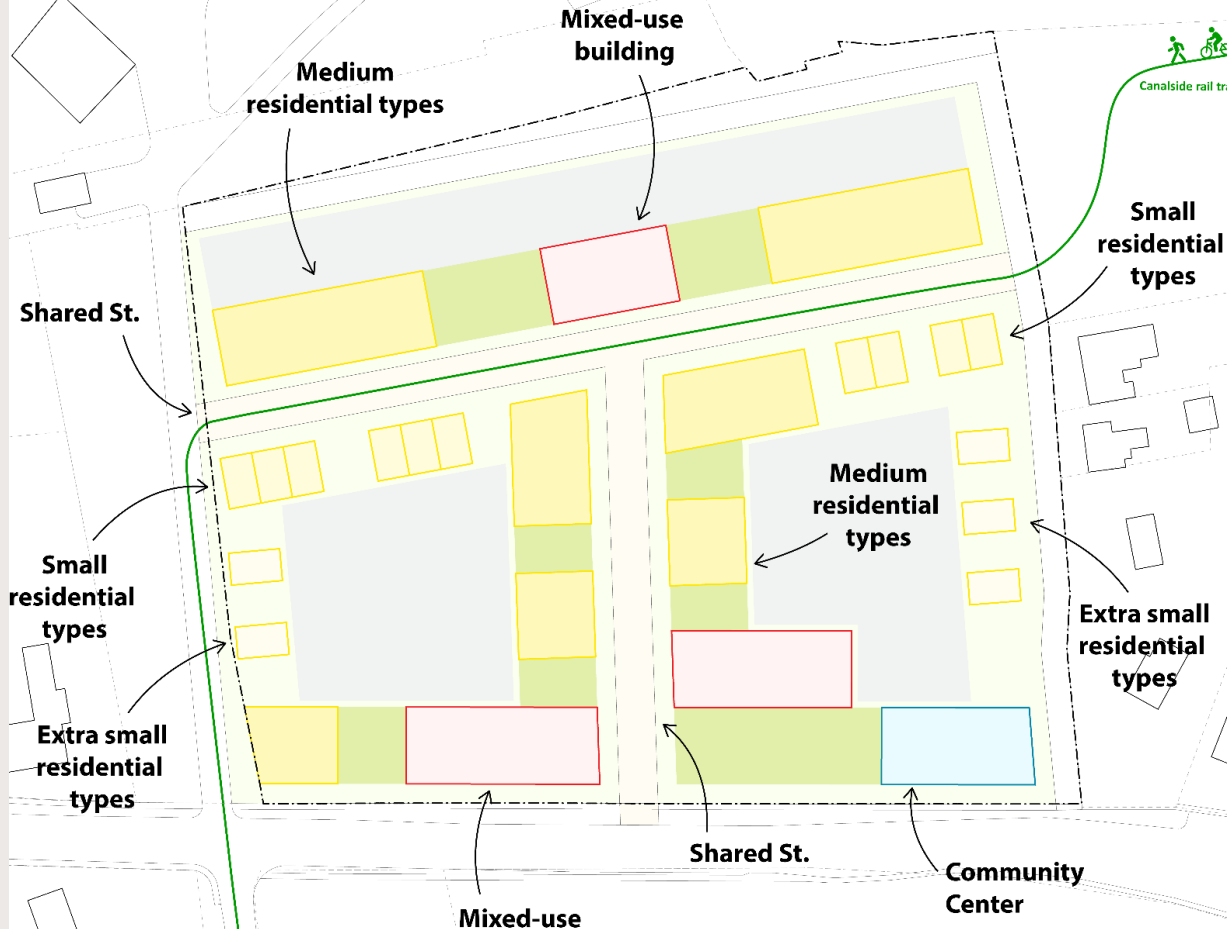
Recommendations for Housing:

- Encourage dense residential development at the Farren Care Center Site, to **help address the community's unmet housing needs** while at the same time **creating a vibrant Village Center for Montague City**.
- According to input from the community, **the ideal housing for the Farren Care Center Site is a mix of unit sizes, a mix of building typologies, and a mix of unit prices and rents.**

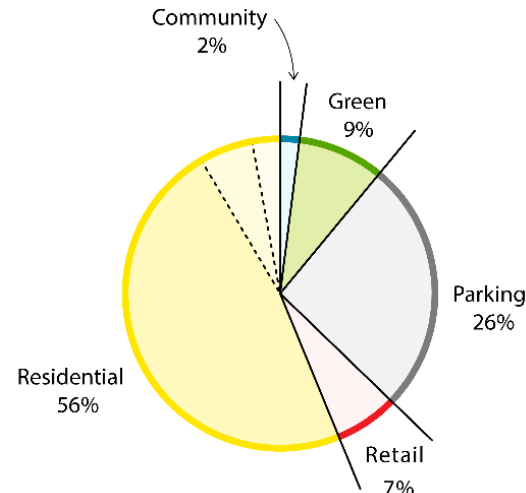
Recommendations for Retail:

- The Town should also explore the potential for **encouraging the development of retail spaces at the Farren Care Center Site**, such as a small grocery store, daycare, restaurant or cafe, makerspace, or hotel.
- Retail development would address several needs at once: it would **support local business owners, create jobs, provide residents with services and/or entertainment, and elevate the Town's tax base**. It would also promote social activity in the Village Center.

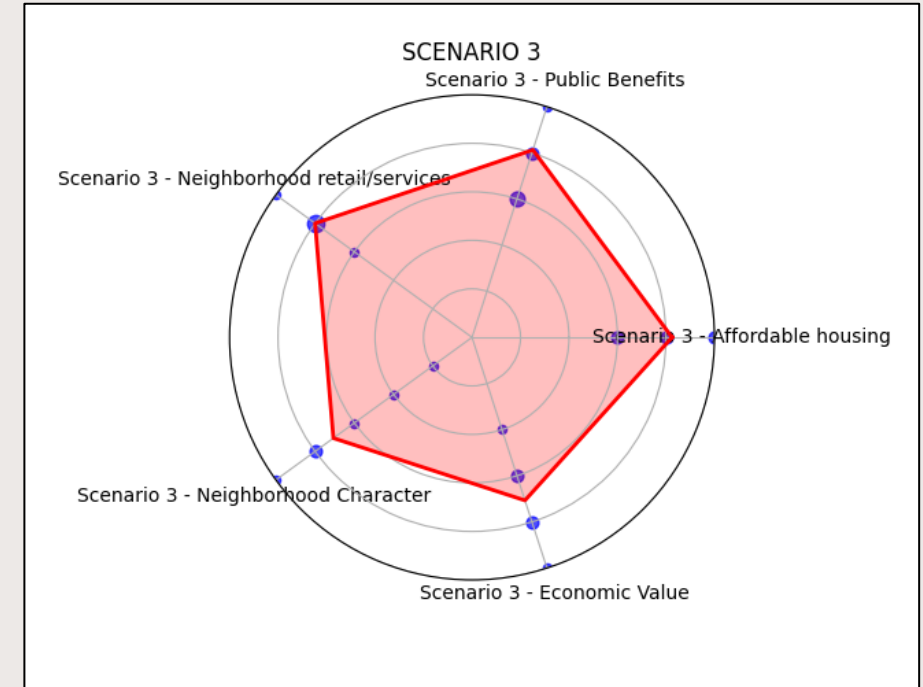
THE EXISTING ZONING DOES NOT ALIGN
WITH THE 2024 VILLAGE CENTER VISION



- Extra Small Residential
1-3 Dwelling Units
- Small Residential
4-6 Dwelling Units
- Medium Residential
>6 Dwelling Units
- Mixed-Use
- Green/Public Space
- Parking
- Community Center



PREFERRED SCENARIO FROM JUNE ONLINE WORKSHOP



Per July Working Group Meeting:

- **Insert into existing zoning format (i.e. not a Form-based Code)**
- **Evaluate existing 40R District to see if it was appropriate**

First Draft to Town Staff:

- **Tested 40R: not as flexible as the Town needs for this site; Town has better controls through the RFP and disposition process**

Second Draft to Town Staff (and tonight's draft)

- **New Based District – Village Center Mixed-Use**
- **Design Overlay District that could be expanded to additional areas**

DRAFT ZONING

Districts: Section 4.1

New Base District

Mixed-Use Village Center (MU-VC)

New Overlay District

Design Overlay District



DRAFT ZONING

Base District: Uses
Section 5.2.10

Site Plan Review

Two- or three-family; Multiplex;
Rowhouse, Townhouse; Multi-unit Residential
Mixed-use development; must include multi-family
Bakeries, artisan food or beverage producers
General or Personal Service
Private educational use
Health, gym, or fitness club
Museum

Site Plan Review

Boutique Hotel with 20 or fewer guest rooms
Offices 2,000 SF or less
Restaurants and Cafés 2,000 SF or less; no drive-thru
Retail stores 2,000 SF or less
Craft workshops or Light assembly workshops 2,000 SF or less

Special Permit

Boutique Hotel with more than 20 and up to 40 guest rooms.
Offices over 2,000 SF
Restaurants and Cafés over 2,000 SF; no drive-thru
Retail stores over 2,000 SF
Craft workshops or Light assembly workshops over 2,000 SF

Parking Garage

DRAFT ZONING

Base District: Dimensional Standards
Section 5.5

	Minimum Lot Size (square feet)	Minimum Lot Frontage (linear feet)	Minimum Front Yard and Street Line Setback (a) (linear feet)	Minimum Side Yard Setback (linear feet)	Minimum Rear Yard Setback (linear feet)	Maximum Building Height (linear feet)
MU-VC	4,000	30	0	10	10	Any building whose principal façade is within 30 feet of the lot line contiguous with the public right-of-way for Cabot Street or Farren Avenue: three (3) stories, forty (40) feet. All other buildings: Up to four (4) stories, fifty (50) ft.

DRAFT ZONING

Base District: New Definitions Section 2

Jobs-Related

Craft Workshop

Boutique Hotel

Light Assembly Workshops

Mixed-Use Development

Housing-Related

Multi-Unit Dwelling

Rowhouse

Three-Family Dwelling

Townhouse

Open Space-Related

Open Space

- Open Space, Public

- Open Space, Private

Landscape Open Space

Permeable Surface

DRAFT ZONING

Section 6.4 DOD Overlay: Purpose

- To create a **transition from single-family residential areas to mixed-use developments** and higher residential density developments.
- Encourage a **pedestrian- and bicycle-friendly environment** so that commercial enterprises and consumer services do not rely on automobile traffic to bring consumers into the area.
- Create **neighborhood character and a sense of place** through site and building design standards.
- Provide an **efficient procedure** that will ensure appropriate **high-quality design and site planning**

DRAFT ZONING

Section 6.4 DOD Overlay: Design Principles

- **Promote pedestrian access and safety** by encouraging design strategies to reduce conflicts between drivers and pedestrians;
- **Provide retail, restaurant, and other lively pedestrian-friendly uses on the ground floor.** These spaces should foster social interaction, support recreational activities, and contribute to the vibrancy and identity of the district.
- Require buildings on a corner lot to have **a façade that relates to both streets.**
- Create development strategies for buildings and site design that **facilitate, accommodate, and encourage use by pedestrians.**
- **Connect public open space to a continuous sequence integrated throughout the district.** The primary purpose of public space is to activate the neighborhood by incorporating diverse elements such as playgrounds, event plazas, pocket parks, and other community-oriented features.

The Planning Board may adopt and, from time to time, amend, by simple majority vote, Design Guidelines, which shall be applicable to all rehabilitation, redevelopment, or new construction subject to this DOD.

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Section 6.4 DOD Overlay: Development Standards

Dimensions

Density

- Multi-unit Dwellings and Mixed-Use Development: minimum 20 units per acre
- Two- and three-family: Minimum 12 units per acre

Open Space

- 20% minimum
- 30% permeable surface
- 2/3 of permeable shall be landscaped

Setbacks

Front Yard Setback

Minimum

- 0

Maximum

- 10 additional feet for residential
- 20 additional feet for mixed-use

Side and Rear Yard Setbacks

- 0 feet between buildings on the same site (governed by building code)

Parking

- Shared Parking
- Reduction in requirements
- Location
- Size

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Section 6.4 DOD Overlay: Development Standards

Buildings

Position relative to the street

Multiple buildings on a lot

Mixed-use development

Corner lots

Relationship of parking to buildings

The Planning Board may grant waivers for one or more development standards if the result is a better design and higher project quality.

Site

Connections and sidewalks

Vehicular access and circulation

Open Space

Parking (screening and materials)

Plantings

Lighting

Mechanicals

Waste Management

Stormwater Management

DRAFT ZONING

Other Changes

Amend Section 5.2 Multiple Principal Uses

Not applicable to the new Districts.

Amend Section 5.5.3 Dimensional Relief

Planning Board is the Special Permit Granting Authority for Dimensional Relief.

Amend Section 9.1.3 Authority

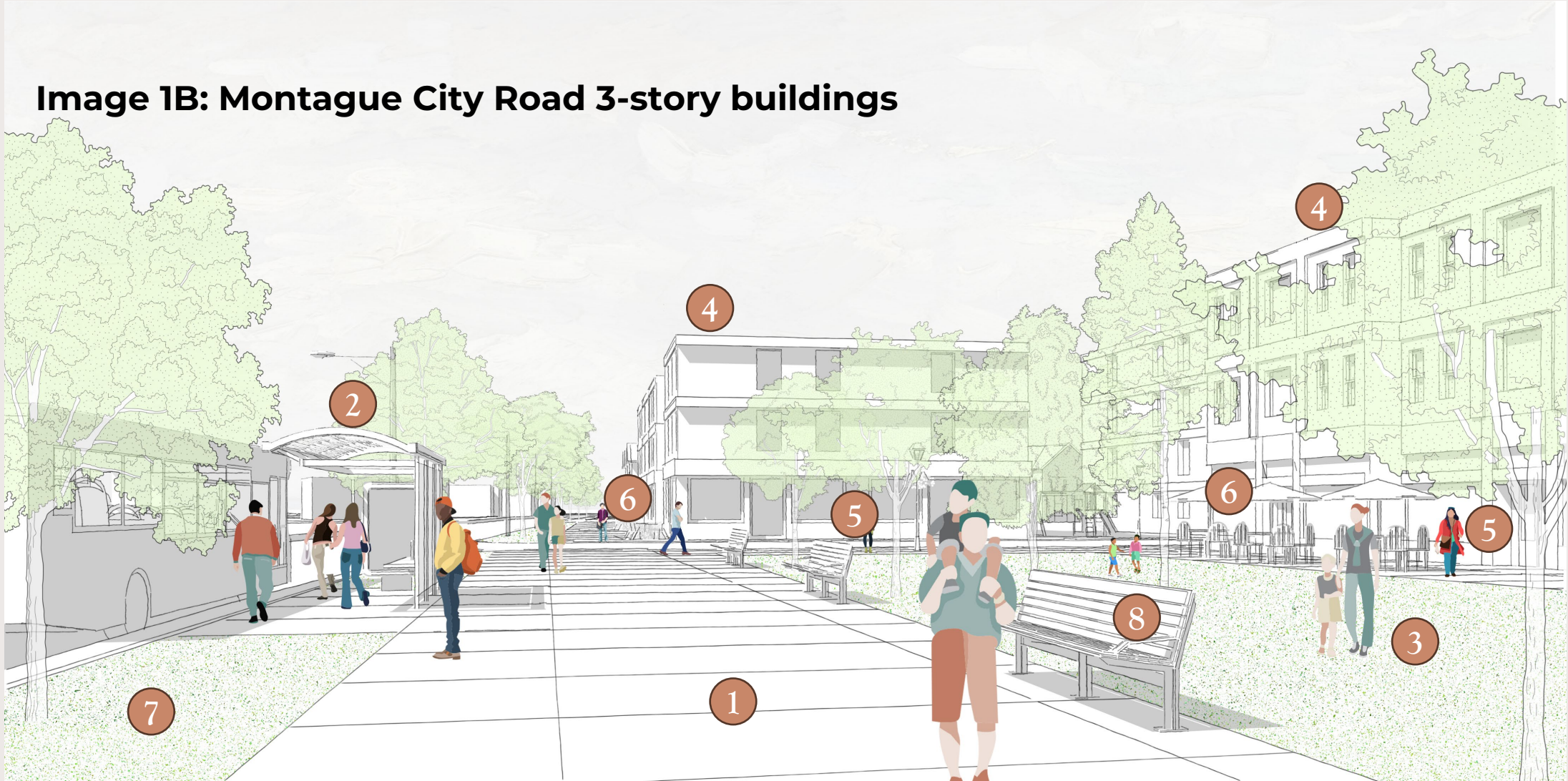
Planning Board is the Special Permit Review Authority for both Districts.

Amend Section 7.2.3 District Parking Requirements

Restaurant	1 per six (6) seats of the occupancy rating
Outdoor café	0.7 per guest table
All other uses	2 per 1,000 sq. ft. GFA

DRAFT ZONING

Image 1B: Montague City Road 3-story buildings



- 1 Montague City Road
- 2 Bus Station
- 3 Square

- 4 Building height along Montague City Road: 3 stories
- 5 Ground Floor Commercial

- 6 Terraces
- 7 Street Green Infrastructure
- 8 Street Furniture

Image 2A: Internal Street 4-story buildings



- | | | |
|-------------------------|---------------------------|-------------------------------|
| 1 Pocket Park | 4 Building height | 7 Street Green Infrastructure |
| 2 10-foot green setback | 5 Ground Floor Commercial | 8 Street Furniture |
| 3 Bike Parking | 6 Terraces | 9 Bike Trail |

