



MONTAGUE CITY ZONING STUDIES

Community Workshop #2
June 10, 2025

AGENDA

- 1 Process Timeline
- 2 **Progress Report.** Public Meeting #1
- 3 **Test** the 2024 vision. Is it still relevant?
- 4 **Understand** the current zoning and why a zoning change is needed to implement the vision.
- 5 **Review** three different development scenarios.
- 6 **Evaluate** each scenario in relation to the criteria for successful development.



WHO'S WHO

Committee Members

Colleen & Skip Descavich

Dorinda Bell-Upp

Gregg Garrison

Janel Nockleby

Jeremy Toal

Kristi Bodin

Mary Kay Mattiace

Roberta Potter

Sam Guerin

Town Staff

Walter Ramsey
Town Administrator

Chris Nolan
Assistant Town
Administrator

Maureen Pollock
Planning Director

WHO'S WHO

Innes Associates

Emily Keys Innes, AICP, LEED AP ND
President

Paula Ramos Martinez
Senior Urban Designer/Planner

Marc Sanchez Olivares
Design Technology Specialist

Massachusetts Housing Partnership (MHP)

Christine Madore, AICP
Director of Community Assistance

Executive Office of Housing and Livable Communities (EOHLC)

PROJECTS

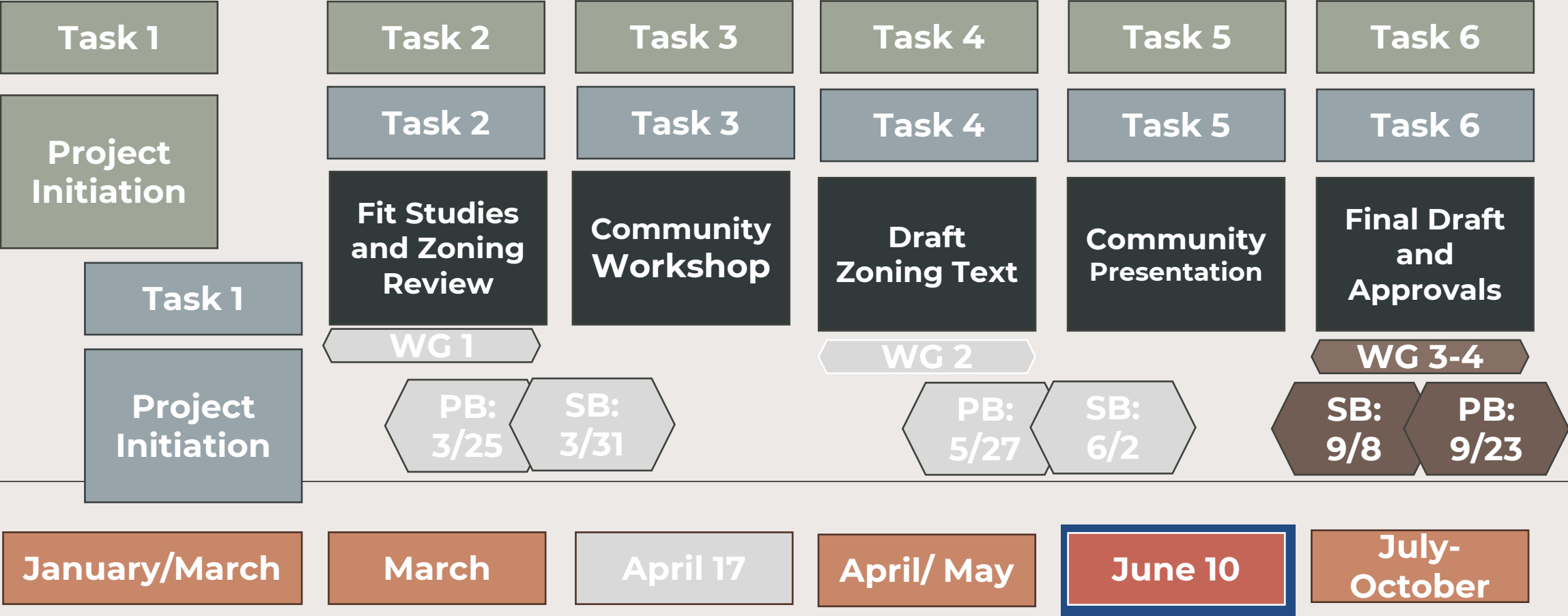
Montague City Village Center

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

Rod Shop Road Adaptive Reuse and Gateways

**Goal: Create zoning to
encourage the adaptive
reuse of historic buildings
and encourage a gateway
transitional from the
existing residential to the
new village center.**

TIMELINE



PAST PLANS

Environmental Reports for Former Farren Care Property – Montague City Road, Montague

2023

- Phase I Environmental Site Assessment for the 330, 340, and 356 Montague Road, prepared by Professional Service Industries, Inc., dated October 25, 2023
- Supplemental Soil and Groundwater Assessment Report - 330 & 356 Montague City Road, Prepared by Intertek/PSI, dated November 10, 2023

2022: Limited Phase II Site Assessment Report - 330 & 356 Montague City Road, Prepared by Intertek/PSI, dated November 18, 2022

2021: Phase I Environmental Site Assessment - Farren Care Center 330 & 356 Montague City Road, Prepared Professional Service Industries, Inc., dated November 4, 2021

2013: Immediate Response Action (IRA) Completion Report & Class A2 Response Action Outcome (RAO) Statement report for 356 Montague City Road, prepared by New England Environmental Consulting, Submittal date: June 17, 2013

2024



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

REPORT

PUBLIC MEETING #1

Exercise 1

Participants wanted a mix of uses (commercial and residential) at a mix of scales (XS-L).

Participants were interested in small-scale maker workshops and other creative spaces, neighborhood retail, a community center, single unit dwelling, multifamily of 8+ units, and senior housing as potential uses.

Participants favored playground, pocket park, and garden as open space uses.



EXERCISE A: WHAT DID WE LEARN?

REPORT: PUBLIC MEETING #1

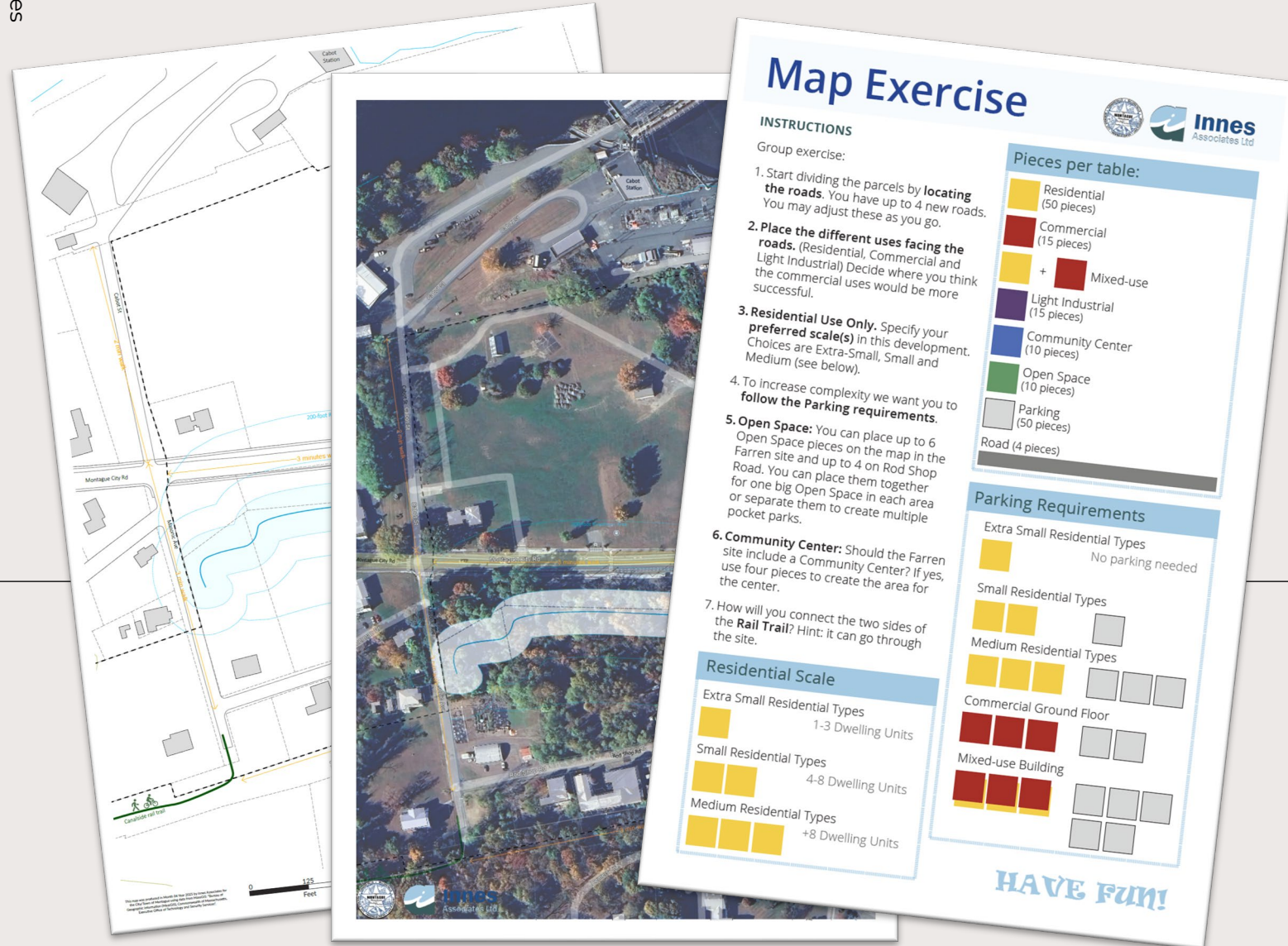
Exercise 2

	Table 1	Table 2	Table 3	Table 4	Table 5
USES:	Residential	Residential, Mixed-use, Community Center.	Residential, Mixed-use, Community Center.	Residential, Mixed-use, Community Center.	Residential, Mixed-use, Community Center.
SCALE:	Single-family Dwellings	Mix of residential intensities	Multifamily Residential	Mixed residential intensities	Multifamily Residential
RAIL TRAIL:	Not connected	Not connected	Connected	Not connected	Not connected
PUBLIC OPEN SPACE:	None	:At the Back of the Site	Yes	Yes	Yes
COMMUNITY CENTER:	None	Yes	Yes	Yes	Yes
AFFORDABLE HOUSING:	None	Yes	Yes	Yes	Yes
ECONOMIC VALUE:	Low	Medium	Medium	Medium	Medium
COMMERCIAL OR BUSINESS CREATION:	None	Yes, on street crossings	Yes, plan southwest	Yes, towards Montague City Road	Yes, at the center of the site

Participants did not have a strong sense of a specific use-dependent subarea. Community benefits – affordable housing, a community center, and commercial use were desired in three of the four tables.

EXERCISE B: WHAT DID WE LEARN?

EXERCISE. PART B: THE MAP: APPLYING “ZONING”



Exercise:






- Locate the uses on the map
- Define the mix of the use scale
- Connect the Rail Trail

Goal:



























- Understand the many ways a parcel can be developed under zoning.

EXERCISE. PART B: THE MAP







Pieces per table:

-  Residential (50 pieces)
-  Commercial (15 pieces)
-  +  Mixed-use
-  Light Industrial (15 pieces)
-  Community Center (10 pieces)
-  Open Space (10 pieces)
-  Parking (50 pieces)
-  Road (4 pieces)

Parking Requirements

- Extra Small Residential Types
 No parking needed
- Small Residential Types
  
- Medium Residential Types
     
- Commercial Ground Floor
    
- Mixed-use Building
          

Residential Scale

- Extra Small Residential Types
 1-3 Dwelling Units
- Small Residential Types
  4-8 Dwelling Units
- Medium Residential Types
   +8 Dwelling Units



EXERCISE. PART B: THE MAP

Table 1:

USES: Only Residential

SCALE: Single-family Dwellings

RAIL TRAIL: Not connected

PUBLIC OPEN SPACE: None

COMMUNITY CENTER: None

AFFORDABLE HOUSING: None

ECONOMIC VALUE: Low

COMMERCIAL OR BUSINESS CREATION: None



EXERCISE. PART B: THE MAP

Table 2:

USES: Residential, Mixed-use, Community Center.

SCALE: Mixed residential intensities

RAIL TRAIL: Not connected

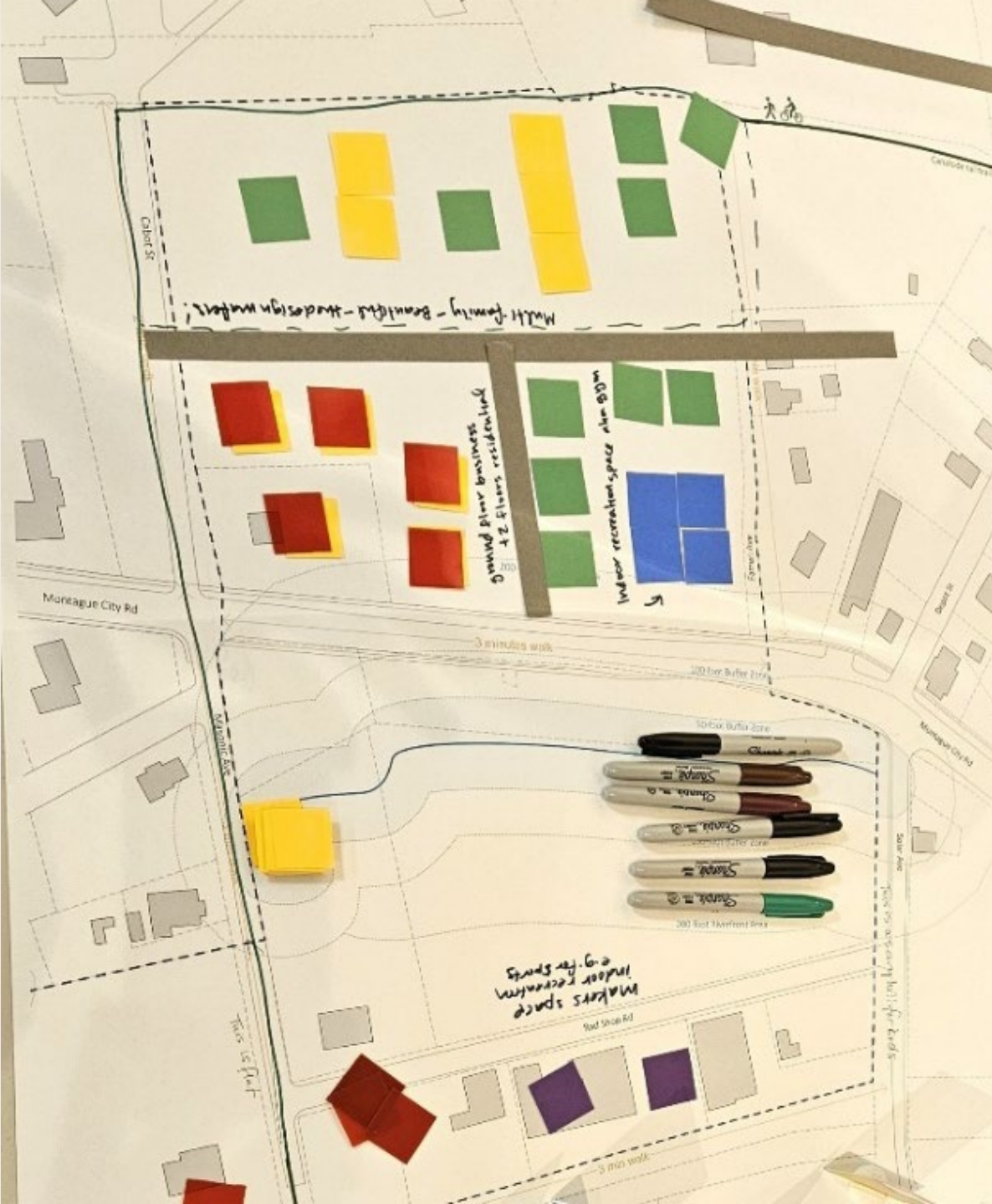
PUBLIC OPEN SPACE: At the Back of the Site

COMMUNITY CENTER: Yes

AFFORDABLE HOUSING: Yes

ECONOMIC VALUE: Medium

COMMERCIAL OR BUSINESS CREATION: Yes, on street crossings



EXERCISE. PART B: THE MAP

Table 3:

USES: Residential, Mixed-use, Community Center.

SCALE: Multifamily Residential

RAIL TRAIL: Connected

PUBLIC OPEN SPACE: Yes

COMMUNITY CENTER: Yes

AFFORDABLE HOUSING: Yes

ECONOMIC VALUE: Medium

COMMERCIAL OR BUSINESS CREATION: Yes, On Southwest.



EXERCISE. PART B: THE MAP

Table 4:

USES: Residential, Mixed-use, Community Center.

SCALE: Mixed residential intensities

RAIL TRAIL: Not connected

PUBLIC OPEN SPACE: Yes

COMMUNITY CENTER: Yes

AFFORDABLE HOUSING: Yes

ECONOMIC VALUE: Medium

COMMERCIAL OR BUSINESS CREATION: Yes, towards Montague City Road

Table 5:

COMMERCIAL OR BUSINESS CREATION: Yes, at the center of the site.

GETTING TO ZONING

FOCUS ON THE FARREN SITE

PUBLIC MEETING #2

June 10

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.**

Goal:

Are the components of this vision still relevant?

TESTING THE 2024 VILLAGE CENTER VISION



TIME FOR A POLL

June 10

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.

Goal:

Are the components of this vision still relevant?

TESTING THE 2024 VILLAGE CENTER VISION

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

Goal:

Are the components of this vision still relevant?

TESTING THE 2024 VILLAGE CENTER VISION

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.**

Goal:

Are the components of this vision still relevant?

TESTING THE 2024 VILLAGE CENTER VISION

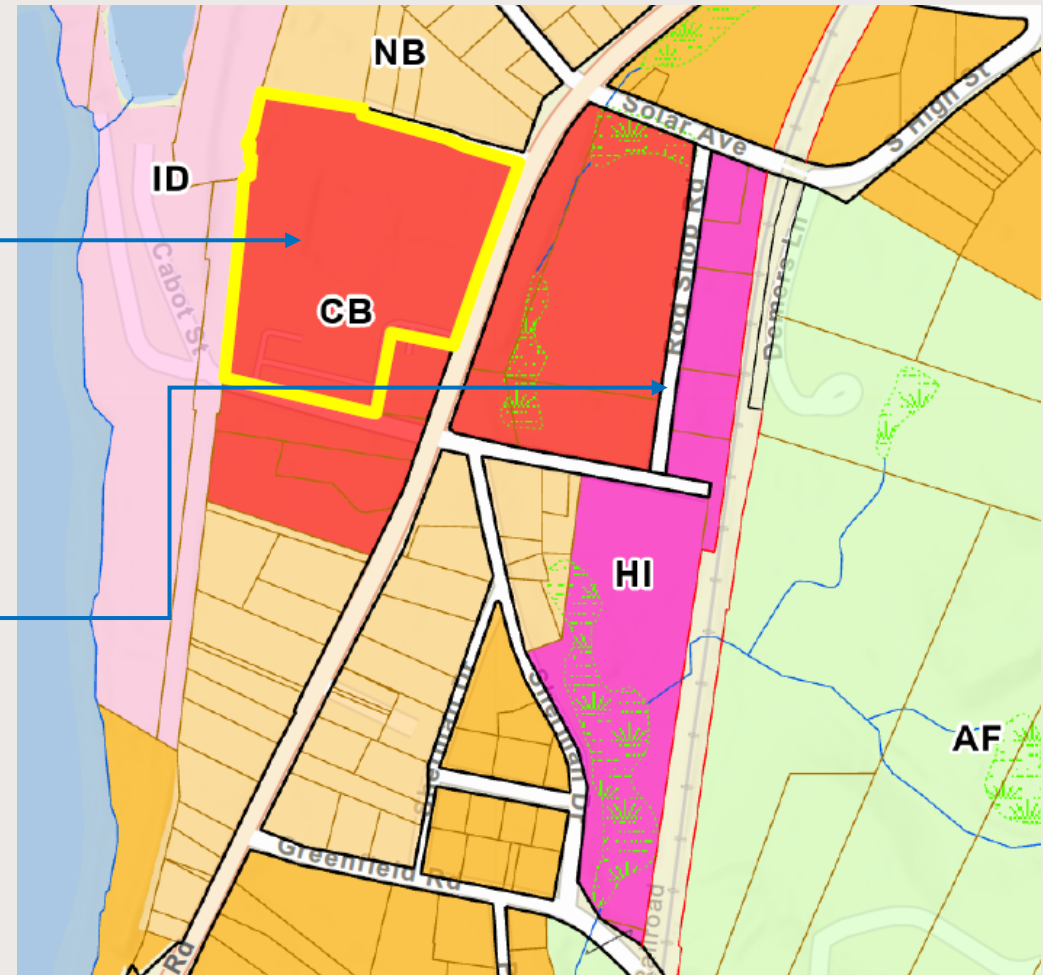
GETTING TO ZONING

TESTING THE 2024 VILLAGE CENTER VISION

June 10

Farren Site: Central Business (CB)

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



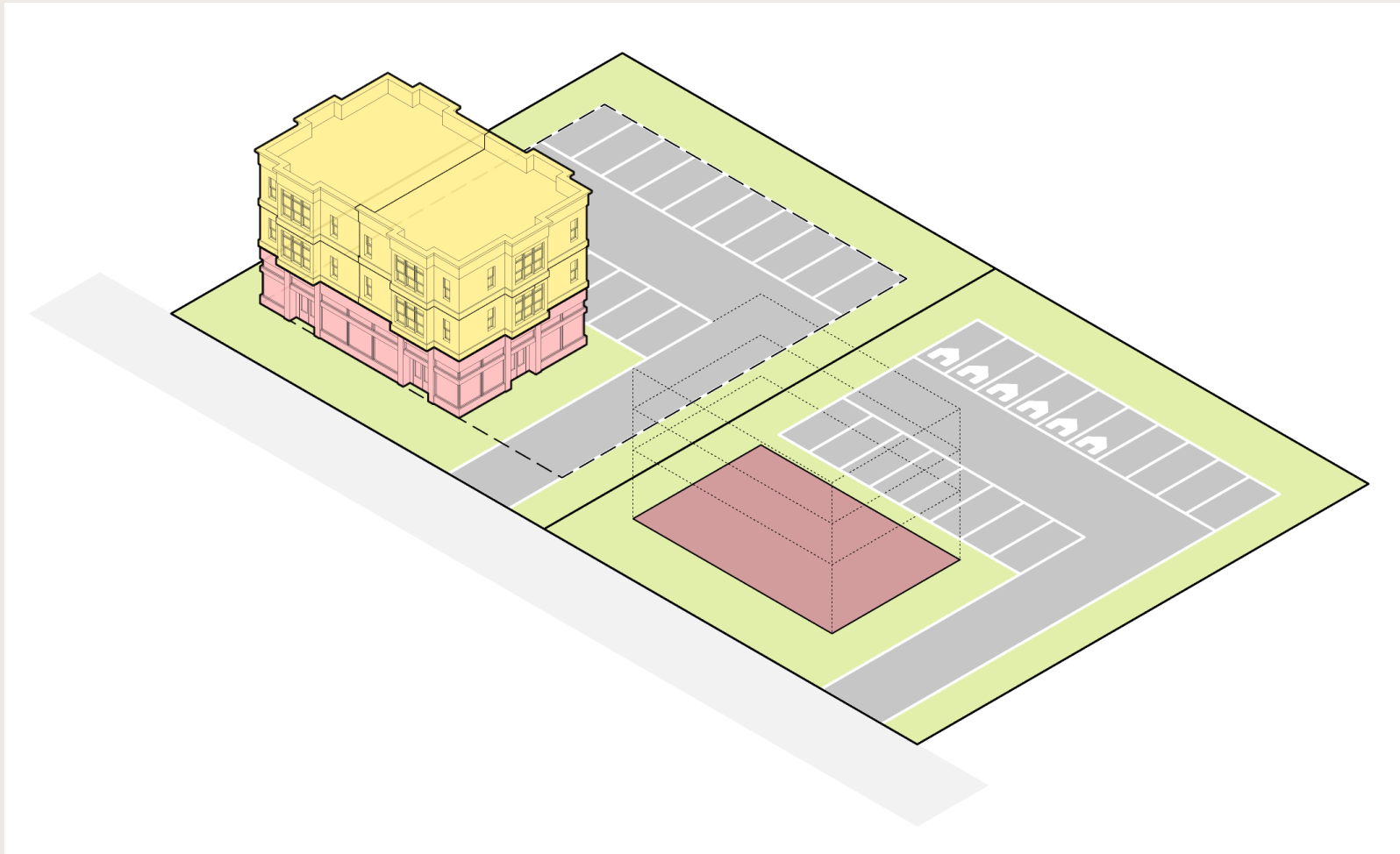
Zoning Map: Town of Montague

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

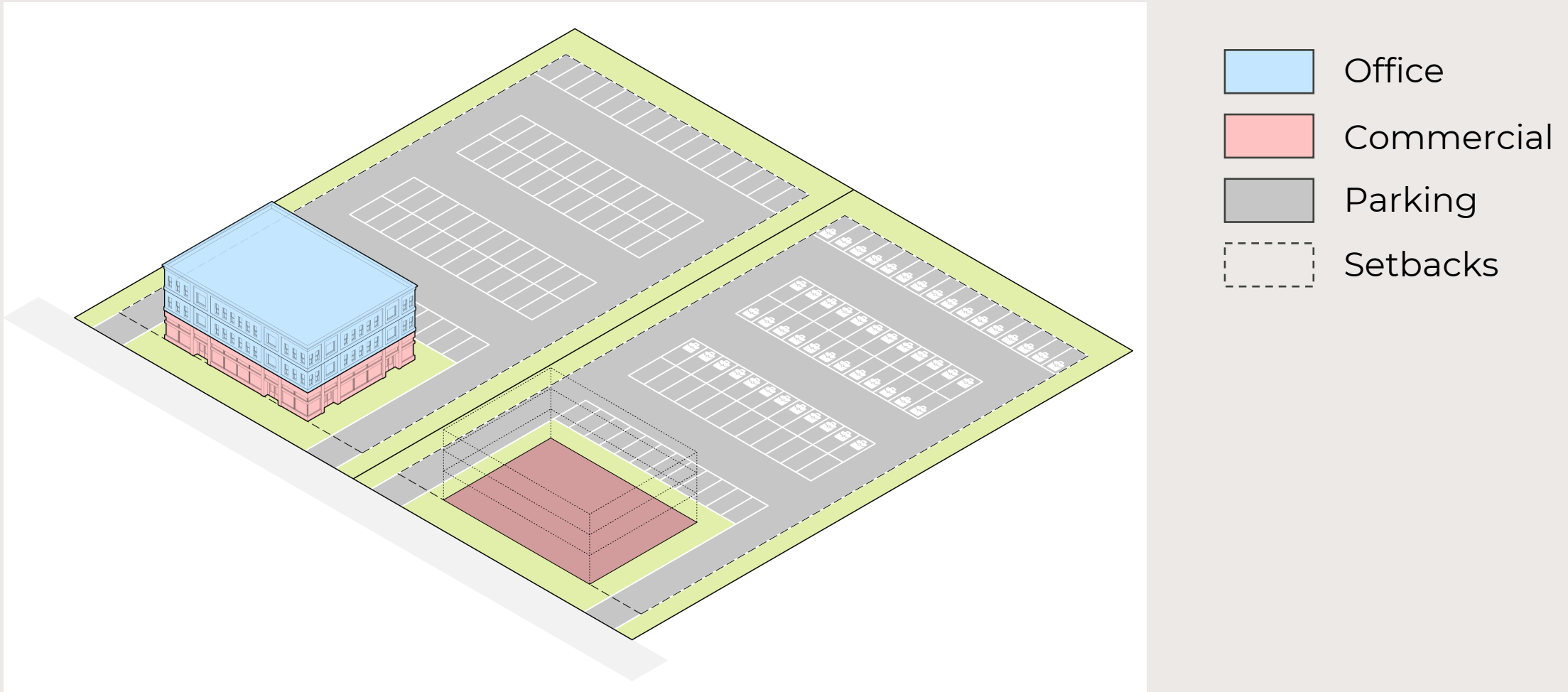
	Lot Size (min - sf)	Frontage (min - ft)	Front Yard* (min – ft)	Side Yard (min – ft)	Rear Yard (min – Ft)	Height (max - ft)
CB	None	None	Sidewalk or 10 ft MAX	10	15	36

* 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.



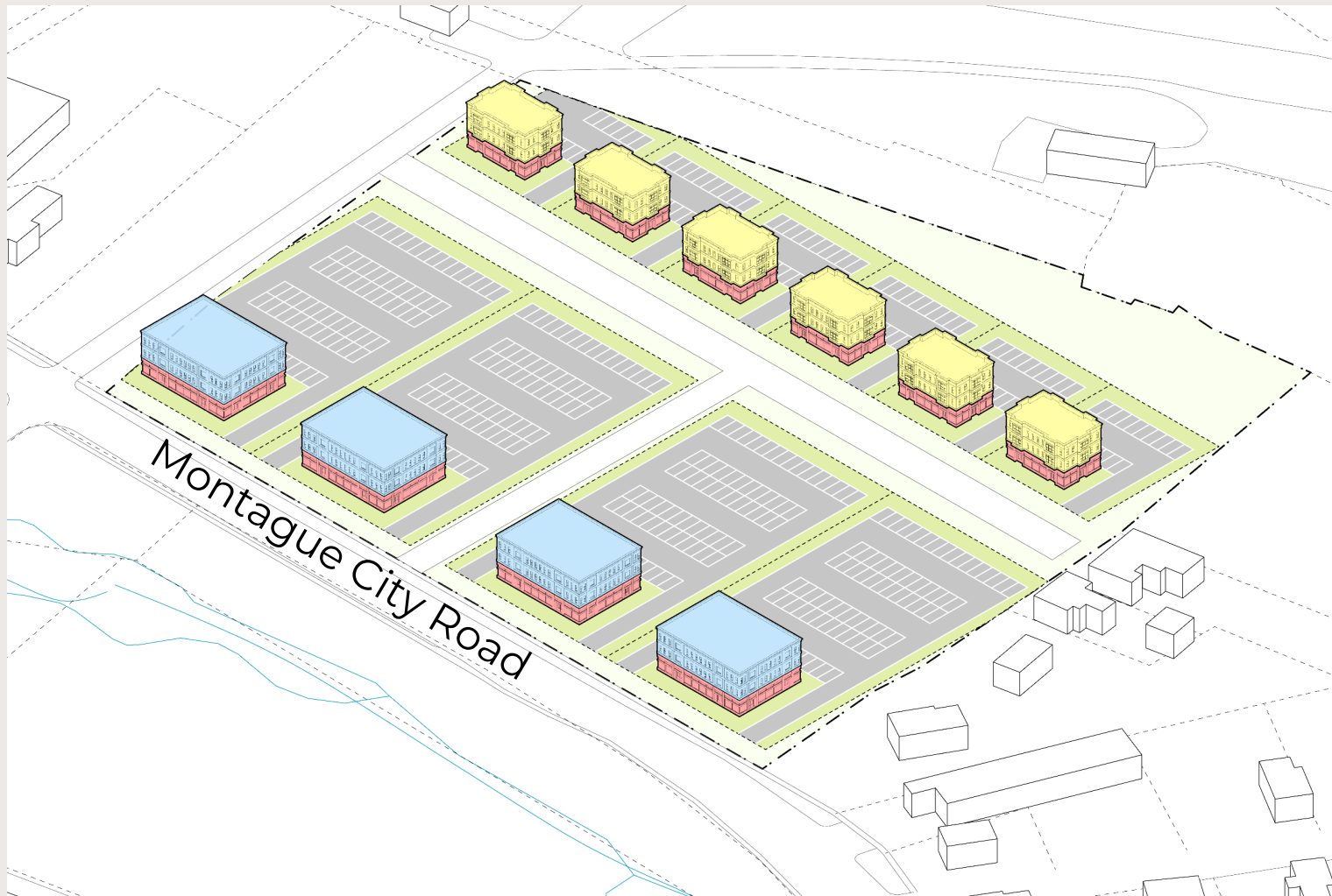
- Residential
- Commercial
- Parking
- Setbacks

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



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

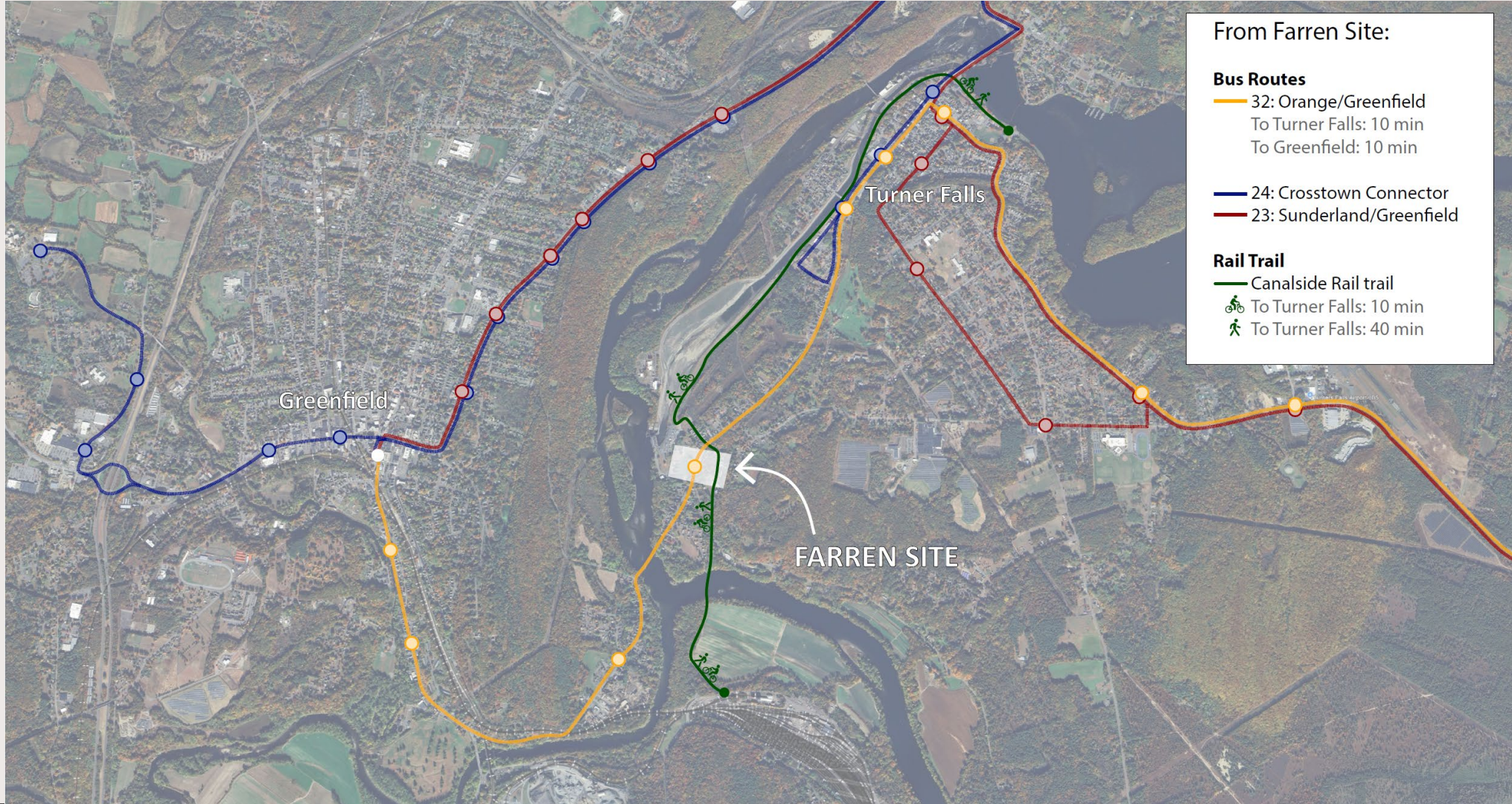


TIME FOR A POLL

June 10

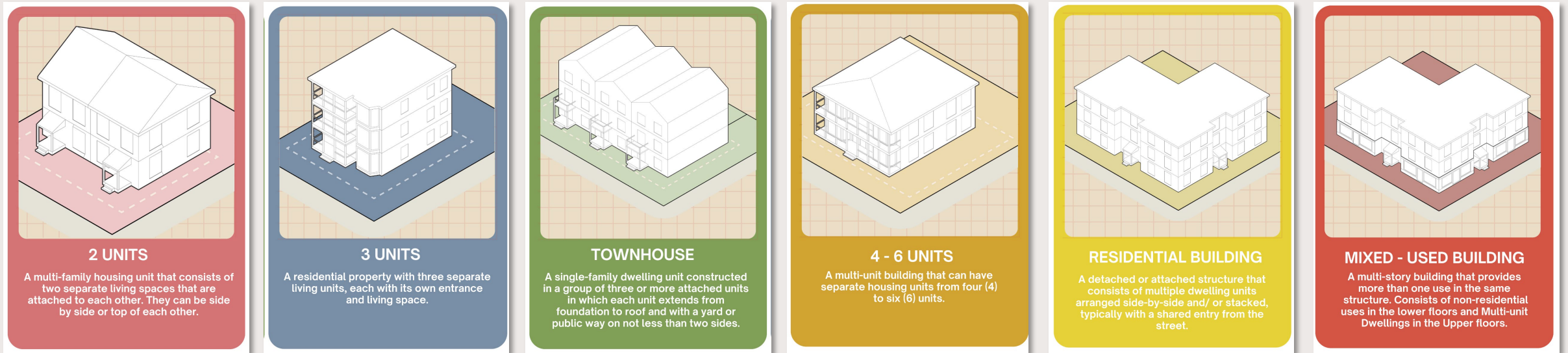
GETTING TO ZONING BUILDING SCENARIOS FROM THE COMMUNITY WORKSHOP INPUT

June 10



Farren Site location and its connection to Turner Falls and Greenfield by transit and rail trail.

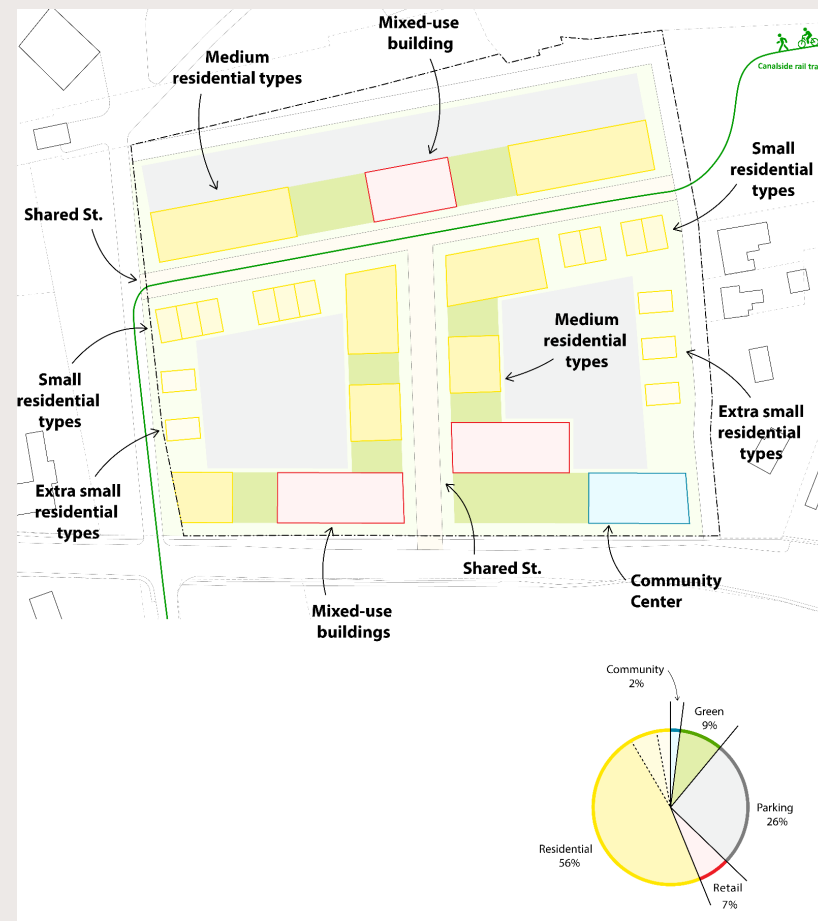
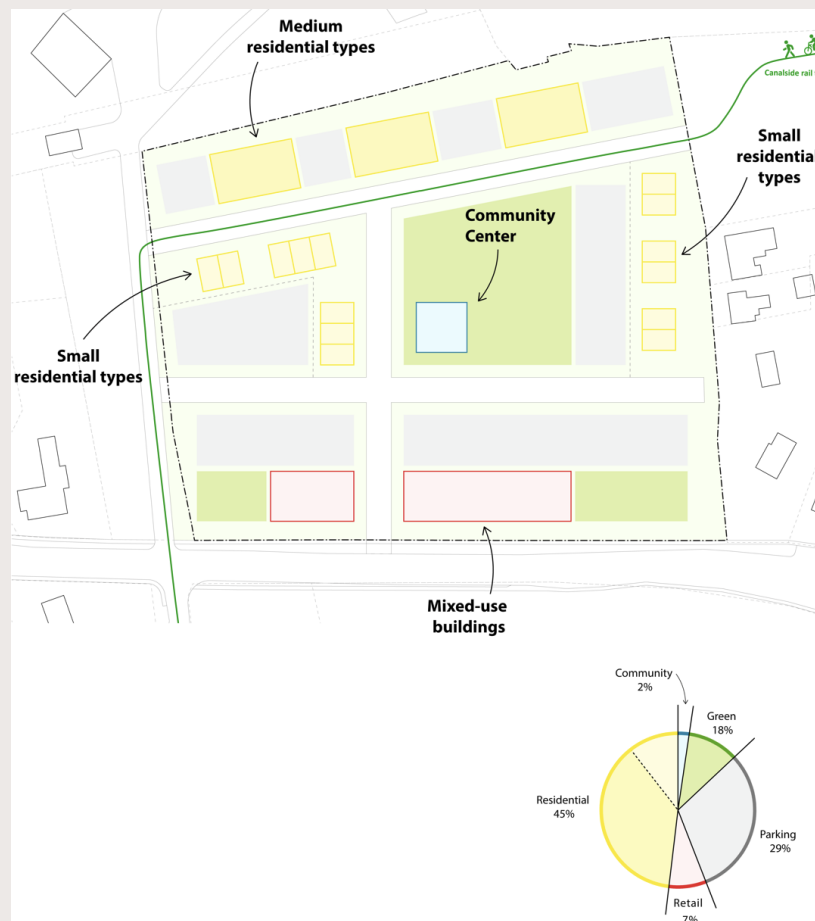
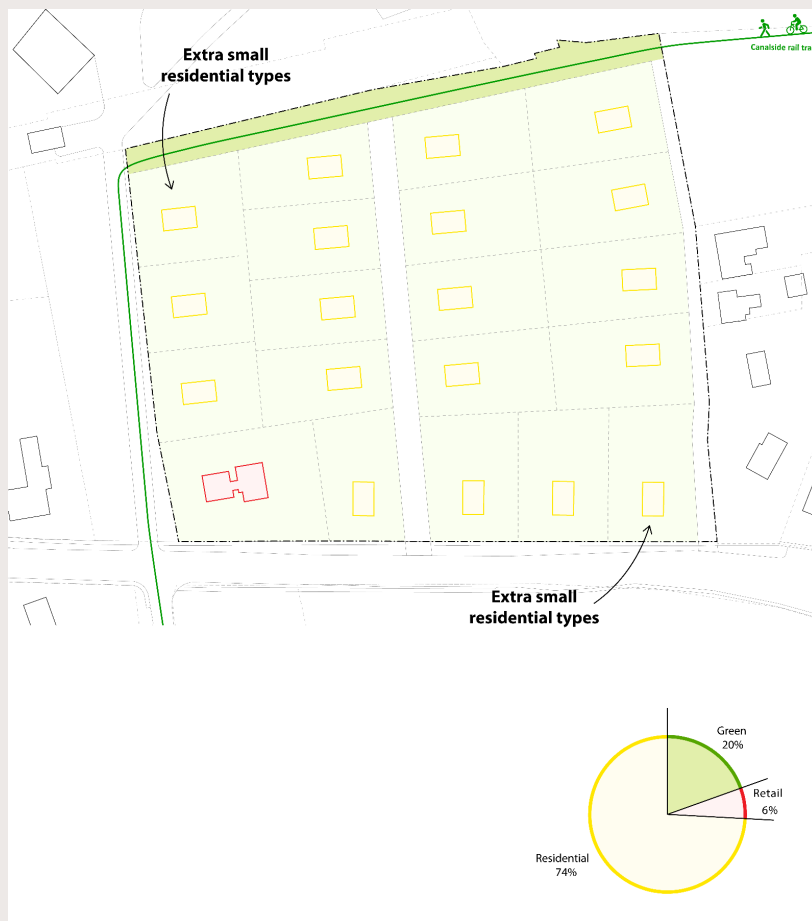
NEW BUILDING TYPES FOR THE FARREN SITE

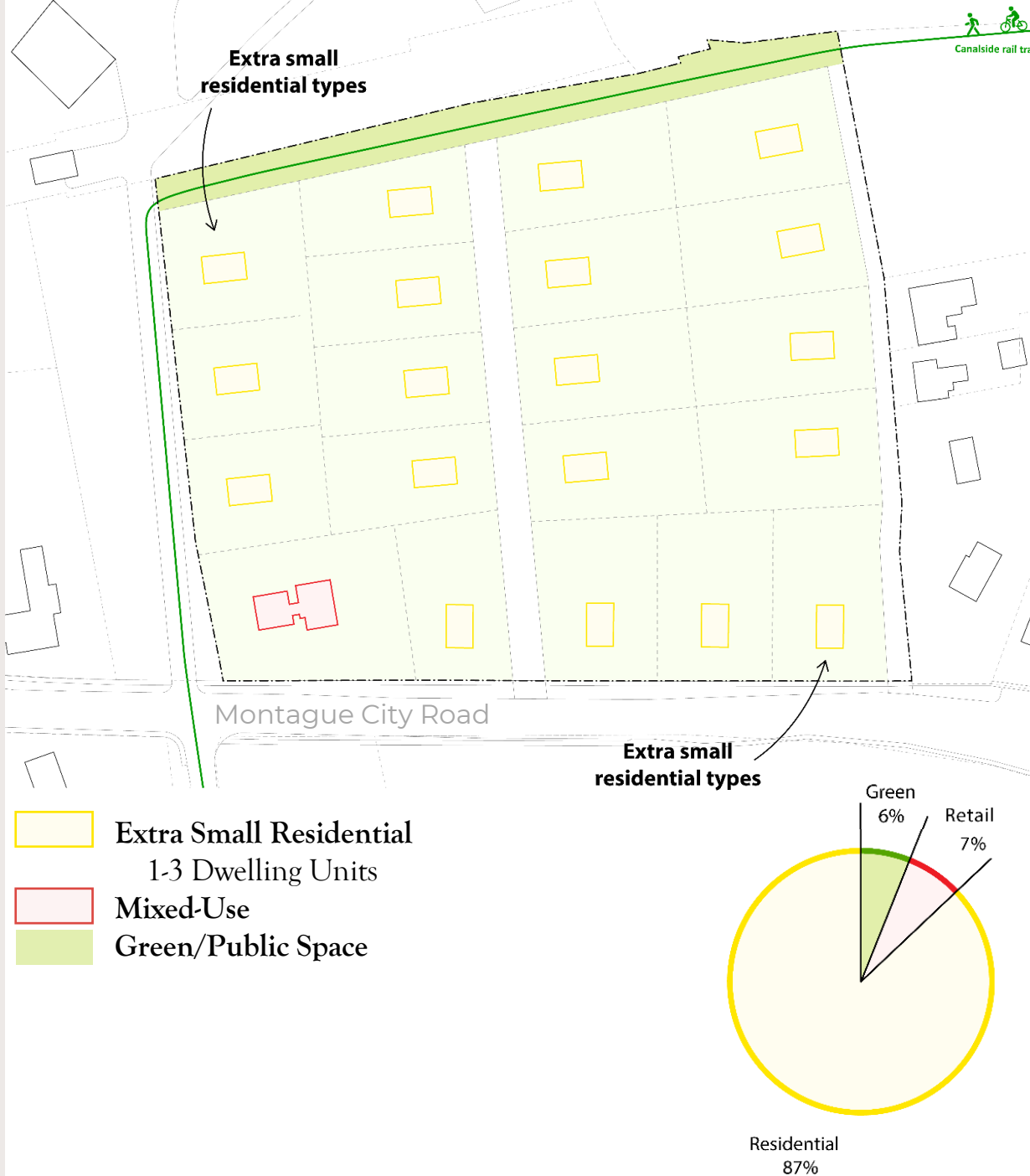


Introducing a variety of residential possibilities into the Farren Site.

SCENARIOS DERIVED FROM PUBLIC INPUT

3 SCENARIOS THAT COMBINE THE PROPOSALS FROM THE PREVIOUS COMMUNITY WORKSHOP





THREE SCENARIOS

SCENARIO 1:

USES: Only Residential

SCALE: 1-3 Dwelling Units

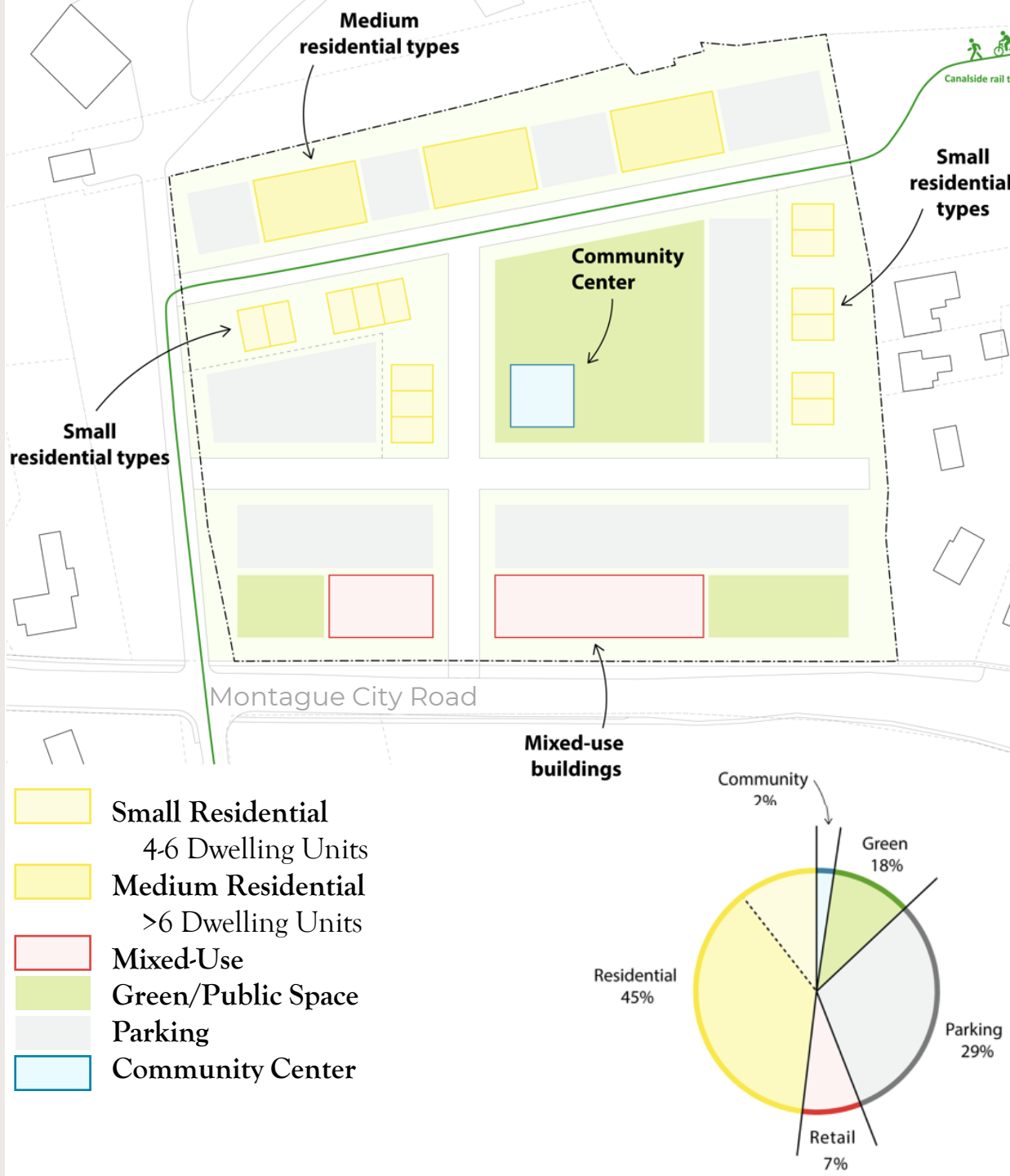
PUBLIC OPEN SPACE: Small green buffer at the back of the Farren Site with the Rail Trail.

COMMUNITY CENTER: None

AFFORDABLE HOUSING: None

ECONOMIC VALUE: Low

COMMERCIAL OR BUSINESS CREATION: None



THREE SCENARIOS

SCENARIO 2:

USES: Residential, Mixed-use, Community Center.

SCALE: Mixed residential intensities

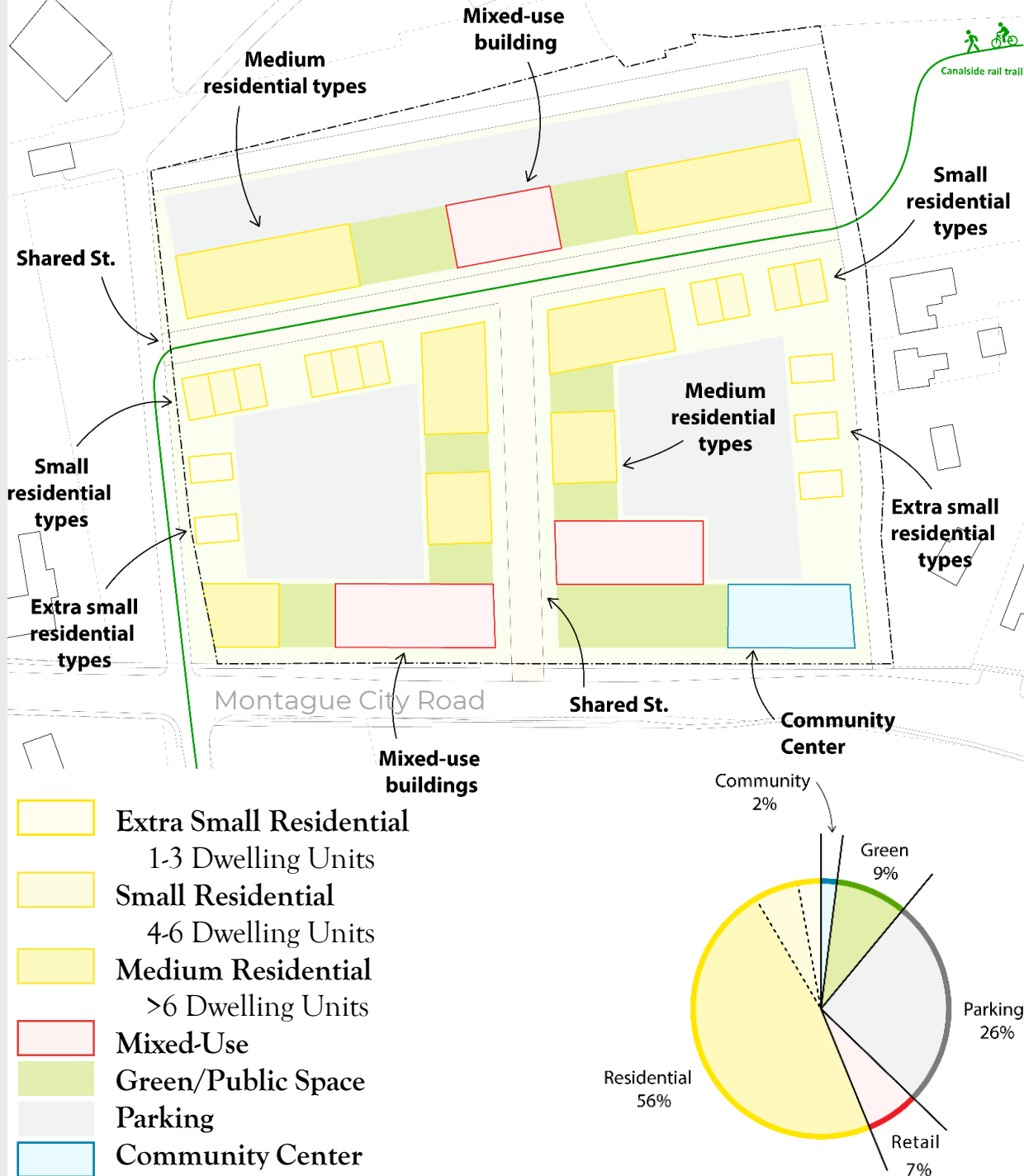
PUBLIC OPEN SPACE: Yes, one central public space

COMMUNITY CENTER: Yes

AFFORDABLE HOUSING: Yes

ECONOMIC VALUE: Medium

COMMERCIAL OR BUSINESS CREATION: Yes, towards Montague City Road



THREE SCENARIOS

Scenario 3

USES: Residential, Mixed-use, Community Center.

SCALE: Mixed residential intensities

PUBLIC OPEN SPACE: Yes, Pocket parks are distributed along the pedestrian streets to increase activity and walkability.

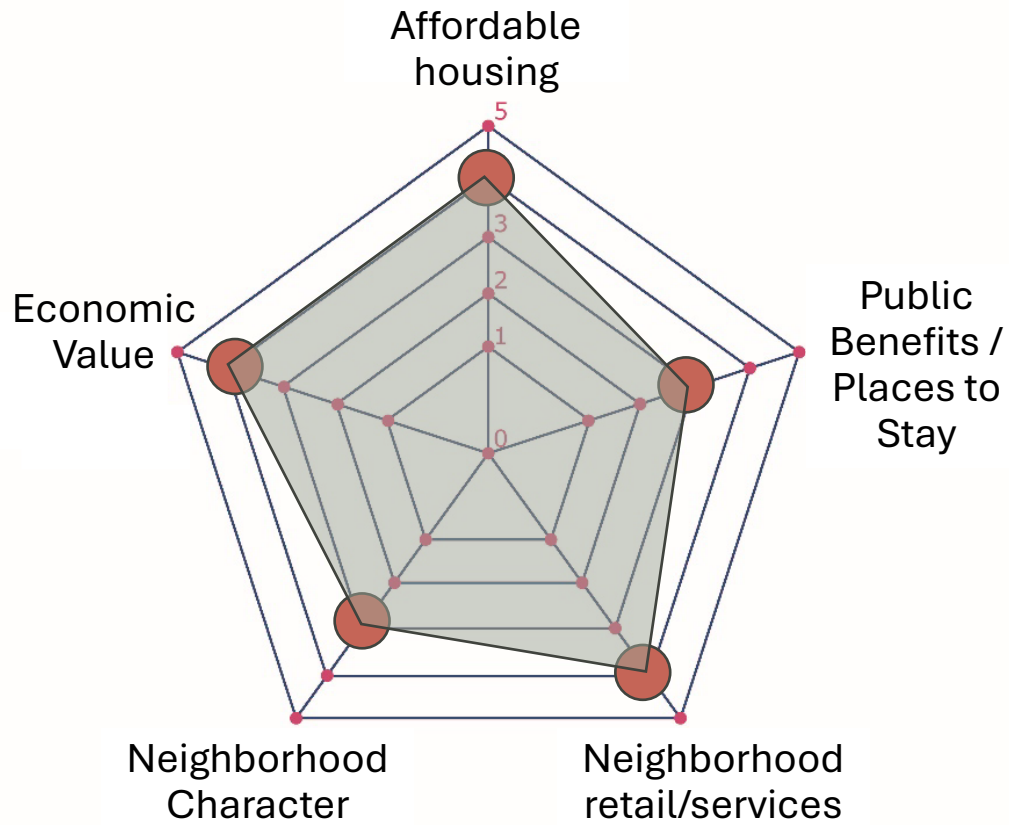
COMMUNITY CENTER: Yes

AFFORDABLE HOUSING: Yes

ECONOMIC VALUE: Medium

COMMERCIAL OR BUSINESS CREATION: Yes, on street crossings

WITH YOUR INPUT, WE CAN CREATE THESE ANALYSIS DIAGRAMS TO BETTER EVALUATE EACH SCENARIO



ANALYSIS ABOUT THE THREE SCENARIOS

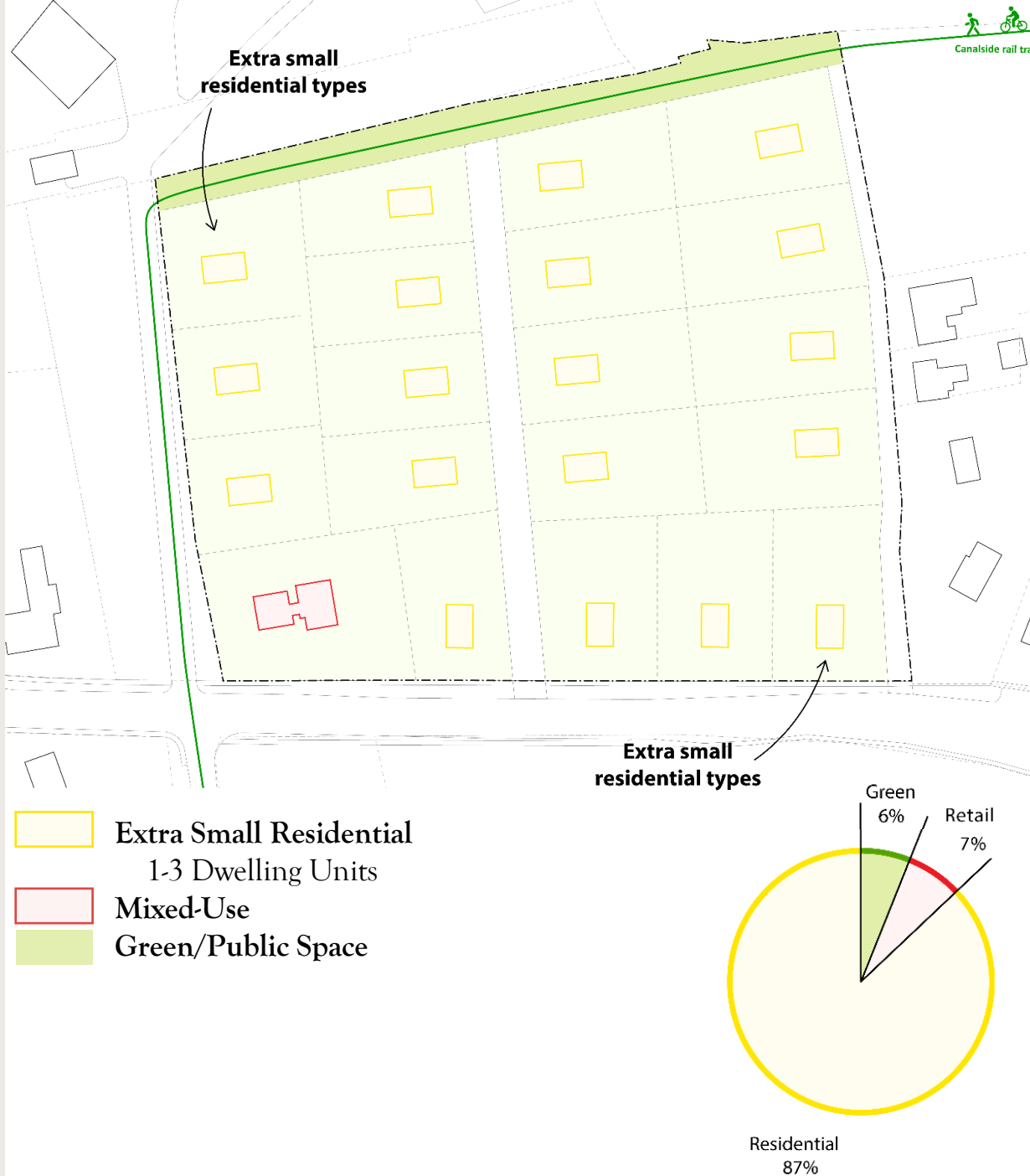
CRITERIA:

- ▶ Affordable housing
- ▶ Public Benefits / Places to Stay
 - ▶ Location of Bike Path
 - ▶ Community Space
- ▶ Neighborhood Retail/Services
- ▶ Neighborhood Character
 - ▶ Relationship to Existing Built Environment
 - ▶ Relationship to Historic Architectural Context
- ▶ Economic Value to the Town



TIME FOR A POLL

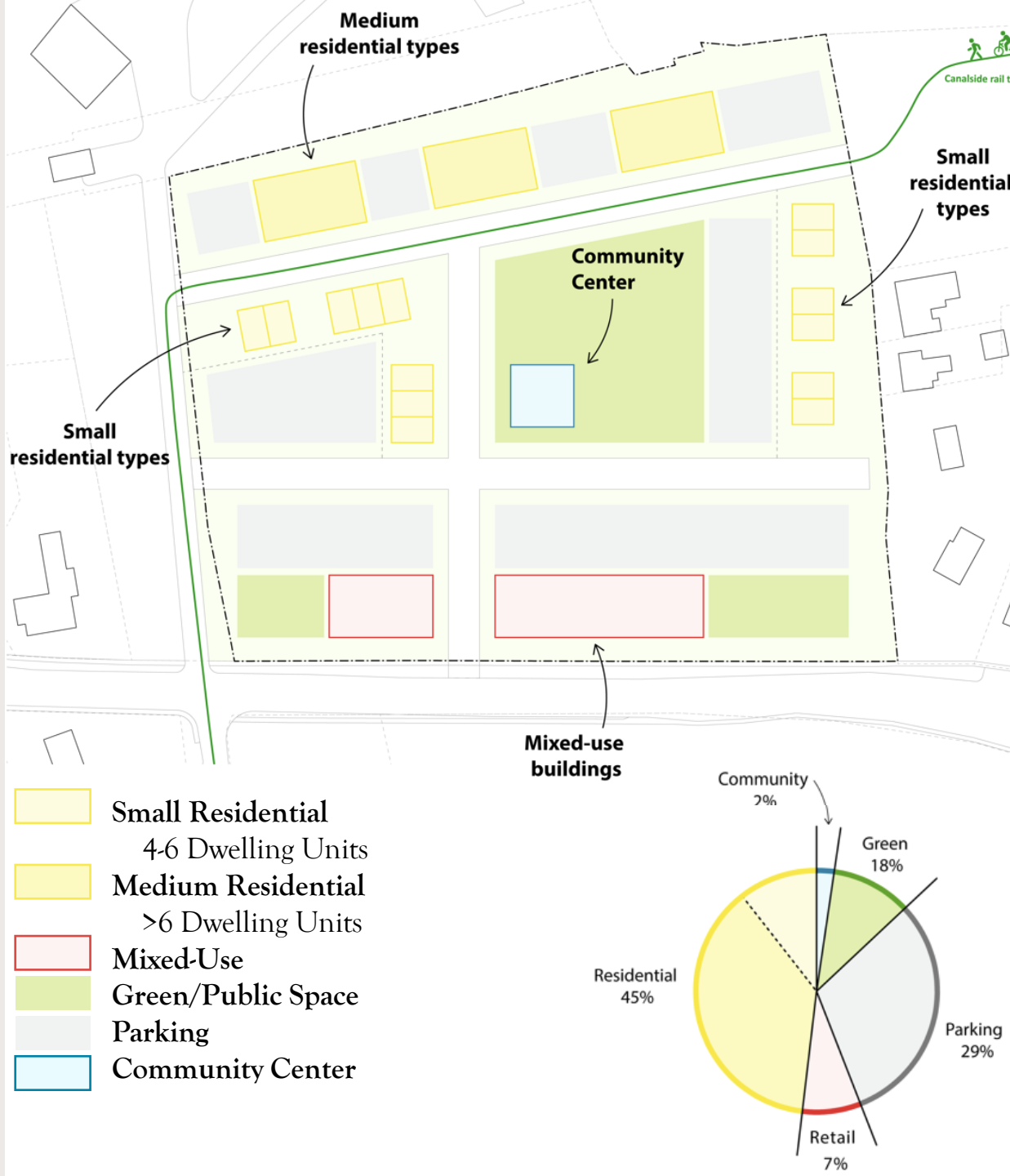
June 10



ANALYSIS

SCENARIO 1:

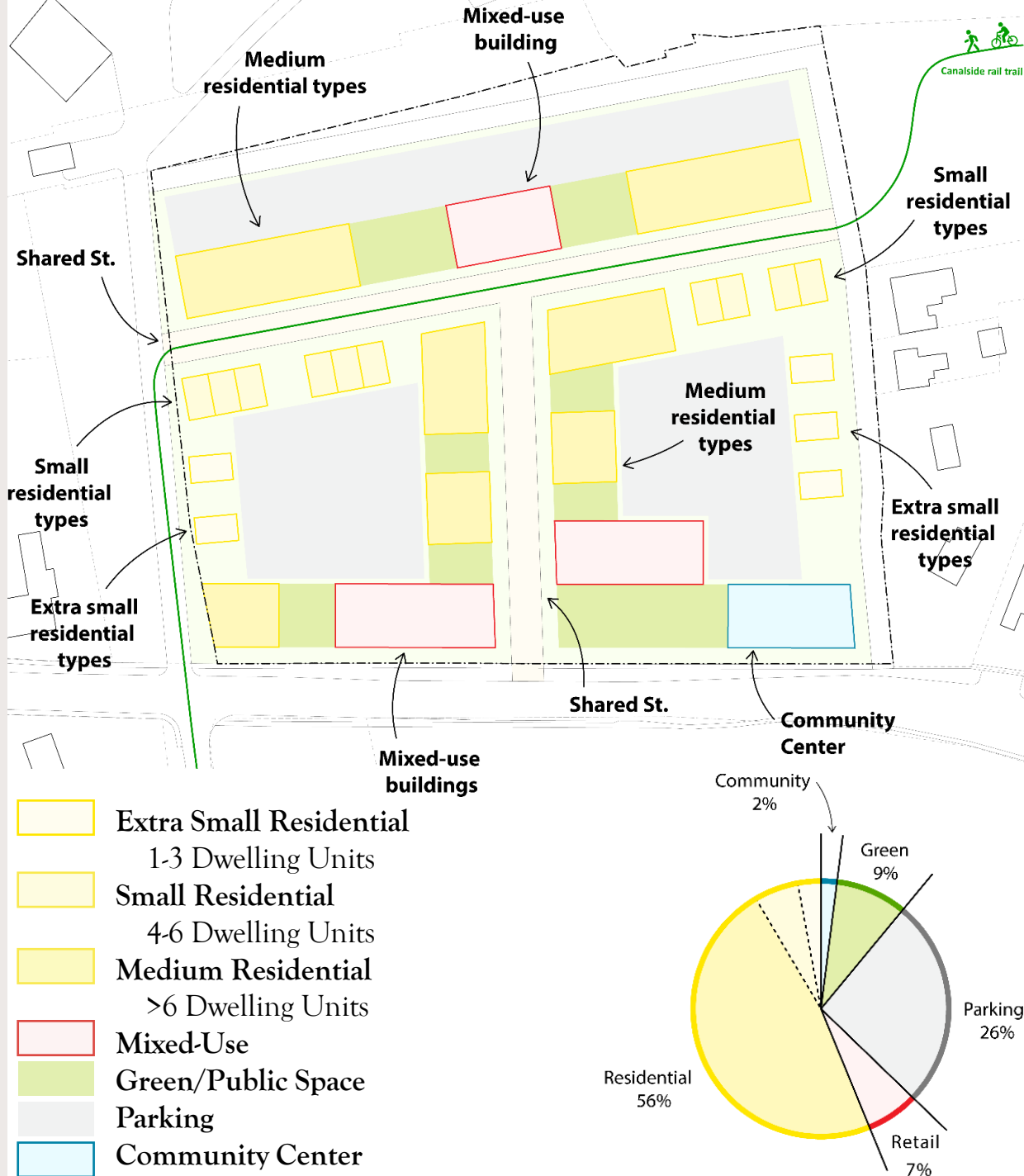
- ▶ 1 = I strongly disagree that the Scenario addresses this goal.
- ▶ 2 = I disagree that the Scenario addresses this goal.
- ▶ 3 = I neither agree nor disagree that the Scenario addresses this goal.
- ▶ 4 = I agree that the Scenario addresses this goal.
- ▶ 5 = I strongly agree that the Scenario addresses this goal.



THREE SCENARIOS

SCENARIO 2:

- ▶ 1 = I strongly disagree that the Scenario addresses this goal.
- ▶ 2 = I disagree that the Scenario addresses this goal.
- ▶ 3 = I neither agree nor disagree that the Scenario addresses this goal.
- ▶ 4 = I agree that the Scenario addresses this goal.
- ▶ 5 = I strongly agree that the Scenario addresses this goal.



THREE SCENARIOS

SCENARIO 3:

- ▶ 1 = I strongly disagree that the Scenario addresses this goal.
- ▶ 2 = I disagree that the Scenario addresses this goal.
- ▶ 3 = I neither agree nor disagree that the Scenario addresses this goal.
- ▶ 4 = I agree that the Scenario addresses this goal.
- ▶ 5 = I strongly agree that the Scenario addresses this goal.

THANK YOU FOR YOUR INPUT!

June 10