



Farren Neighborhood Zoning & Design Guideline Project

Neighborhood Meeting

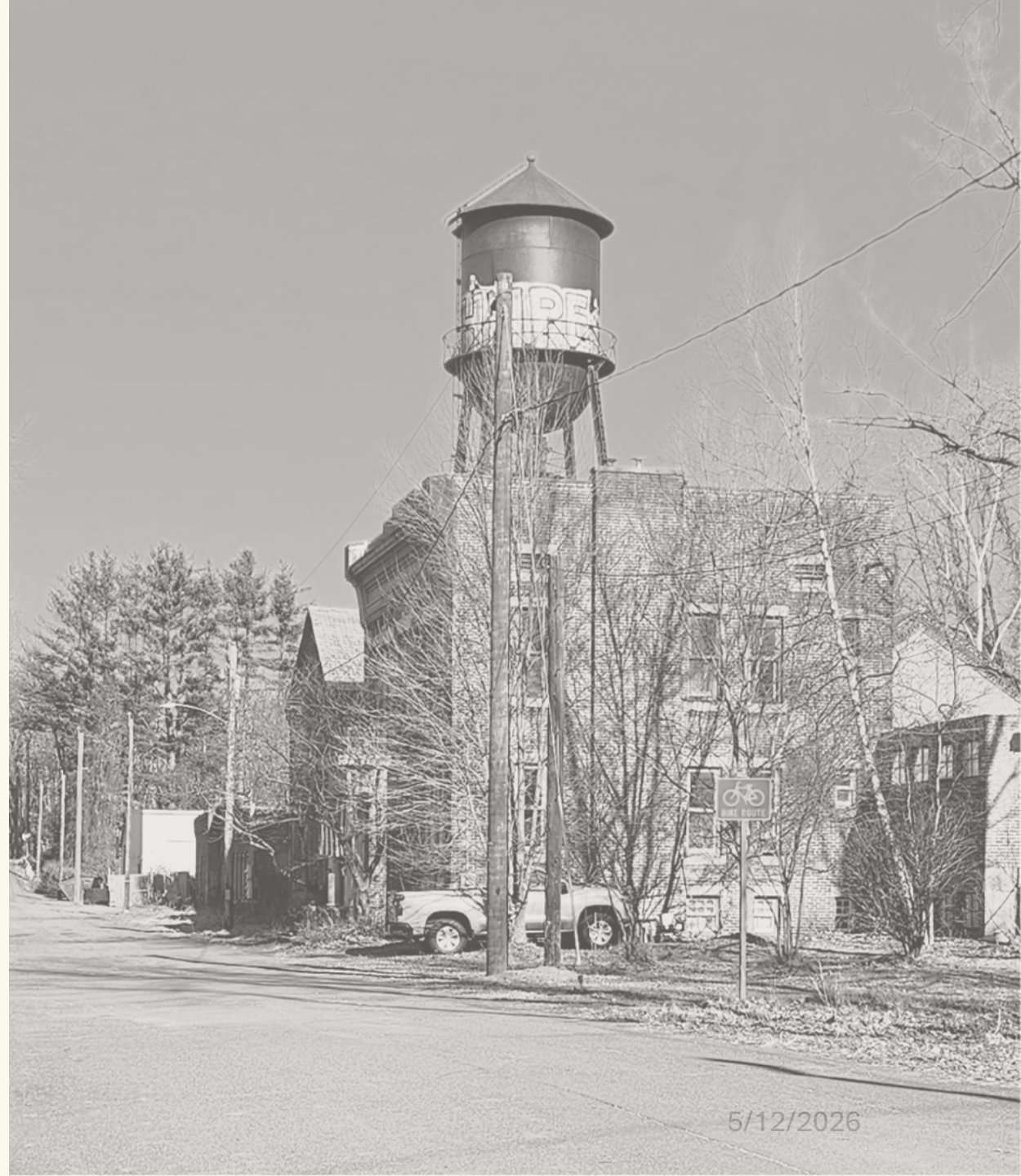
May 12, 2026





Agenda

- Project Introduction
- Project Schedule
- Community Meeting Memo
 - ❖ Zoning
 - ❖ Design Guidelines
- Q&A





Project Introduction

Project Goals:

1. Create zoning to encourage the adaptive reuse of historic buildings and encourage a gateway transition from the existing residential to the new village center.
2. Establish Design Guidelines that would apply to Montague City Village Center and the Rod Shop Road Area





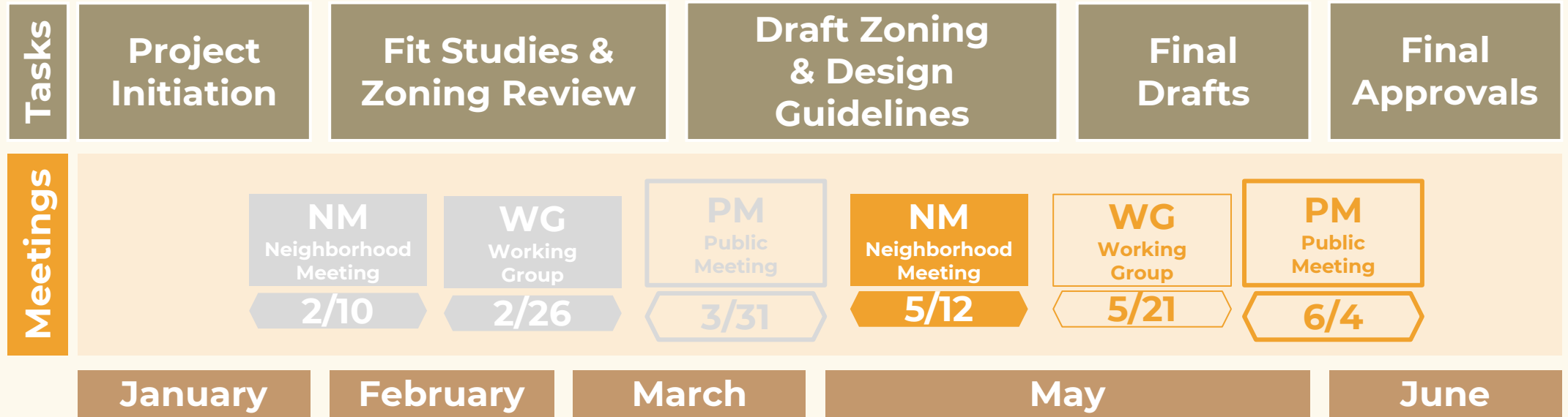
Project Introduction

Project Boundary:





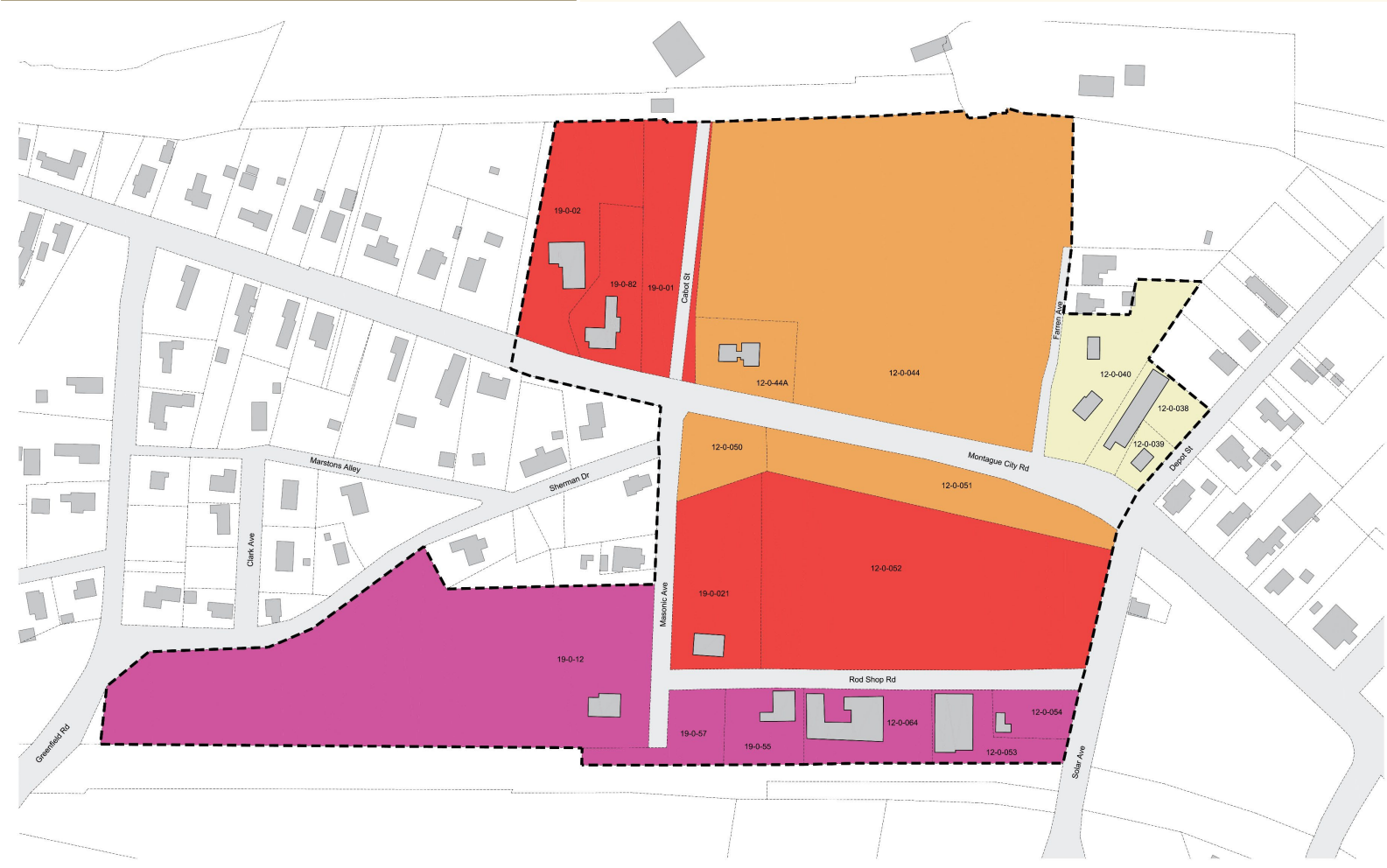
Project Schedule





Present Conditions

Zoning Overview:



- Village Center Mixed-use District (MU-VC)
- Central Business (CB)
- Historic Industrial (HI)
- Neighborhood Business (NB)
- Boundary





Community Meeting Memo

Give your feedback on the Vision Map.

Farren Neighborhood Zoning & Design Guideline Project



1. Are the selected uses appropriate?
2. Do you agree with the comments?

Light industrial:
 Fabrication, processing or assembly employing only electric or other substantially noiseless and inoffensive motive power, utilizing hand labor or quiet machinery and processes, and free from neighborhood disturbing agents, such as odors, gas fumes, smoke, cinders, flashing or excessively bright lights, refuse matter, electromagnetic radiation, heat or vibration.





Community Meeting Memo

Give your feedback on the Vision Map. RESULTS

Farren Neighborhood Zoning & Design Guideline Project



1. Are the selected uses appropriate?
2. Do you agree with the comments?

Light industrial:

Fabrication, processing or assembly employing only electric or other substantially noiseless and inoffensive motive power, utilizing hand labor or quiet machinery and processes, and free from neighborhood disturbing agents, such as odors, gas fumes, smoke, cinders, flashing or excessively bright lights, refuse matter, electromagnetic radiation, heat or vibration.





Zoning Proposal





Zoning Proposal

Zoning Overview. Summary Table of Uses

- Permitted Use
- Special Permit
- Not permitted

¹ Site Plan Review
² Higher intensity through SP

	MU-VC	MU-G	MU-RS
Single family dwelling	●	●	●
Two/Three-family dwellings. Rowhouse.	● ¹	●	●
Multiplex (4-6)	● ¹	●	●
Multi-family dwelling	● ¹	●	● ¹
Mixed-use. Street level as commercial and Residential on upper floors	● ¹	●	● ¹
Bulk storage, warehousing, distribution	●	●	●
Business, professional, or medical office	● ²	● ²	● ²
Craft workshop or light assembly shop	● ²	●	● ²
Hotel	● ²	●	●
Manufacturing, processing, or research	● ²	●	● ²
Retail sales and services without an accessory drive-through component	● ²	● ²	● ²
Mixed-use Light Industrial and Commercial	●	●	● ²
Self-service storage facilities	●	●	●



Current MU-VC District Site Plan Review vs Special Permit

Village Center Mixed-use District (MU-VC)

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

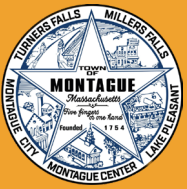
Restaurants and Cafés over 2,000 SF; no drive-thru

Retail stores over 2,000 SF

Craft workshops or Light assembly workshops over 2,000 SF

Parking Garage





Community Meeting Memo

What are Dimensional Standards?

Dimensional standards are zoning requirements that regulate the maximum building envelope and the minimum conditions a lot must meet before it can be developed

Lot Size
Minimum

Frontage
Minimum

Front
Setback
Minimum

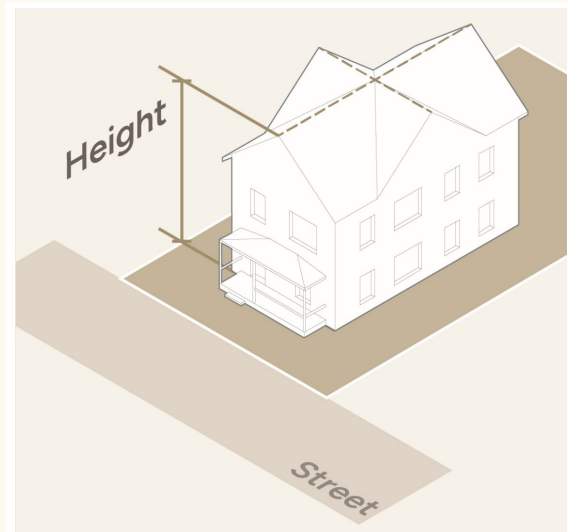
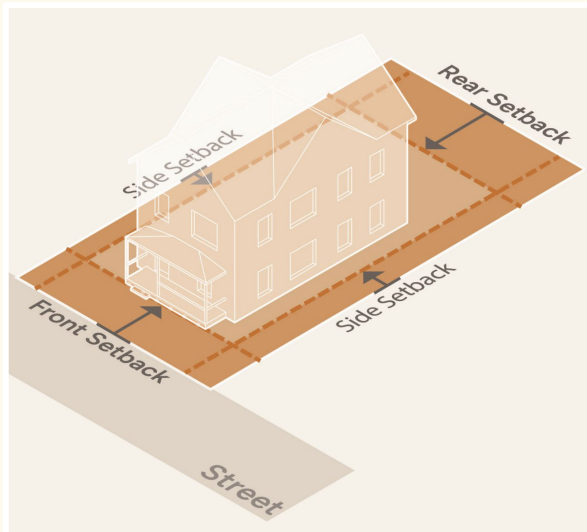
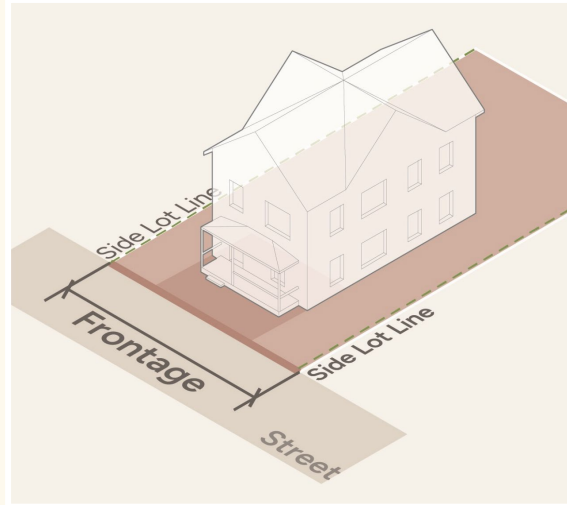
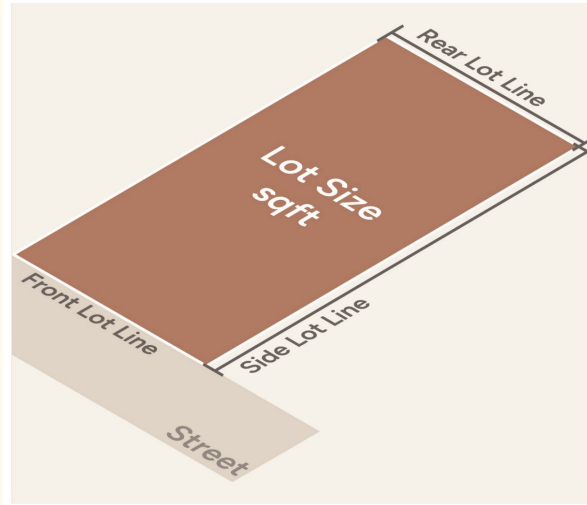
Height





Community Meeting Memo

Survey on Zoning: Dimensional Standards.



Dimensional Standards



Survey

Neighborhood Meeting 2/5/2026

We are looking for your feedback to help build the vision for your neighborhood. Please select the responses that best reflect your opinion. You may choose more than one answer, and feel free to add comments to better share your thoughts

- 1 Lot Size Minimum**
- a) I don't think a minimum lot size standard is necessary in the Rod Shop Road Area and the Gateway zones
 - b) I think a minimum lot size standard should reflect the building types of the neighborhood.
 - c) Other (please explain) _____

- 2 Frontage Minimum**
- a) I would like to see a street façade that encourages walkability.
 - b) I would like to see smaller buildings so the street can support a greater variety of businesses and activities.
 - c) Other (please explain) _____

- 3 Front Setback Minimum**
- a) I want a front setback that will promote walkability and active streetscape.
 - b) I want a front setback that supports an active or landscaped area connected to the building's program. I don't want parking in the front yard.
 - c) Other (please explain) _____

- 4 Height**
- a) Maximize the efficiency of the land, being respectful to the surrounding neighborhoods.
 - b) Propose a height that relates to the heights of the existing buildings in the area.
 - c) Other (please explain) _____



Farren Neighborhood Zoning & Design Guideline Project





Community Meeting Memo

Survey on Zoning: Dimensional Standards. RESULTS

1 Lot Size Minimum

- a) I don't think a minimum lot size standard is necessary in the Rod Shop Road Area and the Gateway zones
- b) I think a minimum lot size standard should reflect the building types of the neighborhood.
- c) Other (please explain) _____

2 Frontage Minimum

- a) I would like to see a street façade that encourages walkability.
- b) I would like to see smaller buildings so the street can support a greater variety of businesses and activities.
- c) Other (please explain) _____



Community Meeting Memo

Survey on Zoning: Dimensional Standards. RESULTS

3 Front Setback Minimum

- I want a front setback that will promote walkability and active streetscape.
- b) I want a front setback that supports an active or landscaped area connected to the building's program. I don't want parking in the front yard.
- c) Other (please explain) _____

4 Height

- a) Maximize the efficiency of the land, being respectful to the surrounding neighborhoods.
- b) Propose a height that relates to the heights of the existing buildings in the area.
- c) Other (please explain) _____



Zoning Proposal





Proposal

Dimensional Standards:

	Lot Size (min - sf)	Frontage (min - ft)	Front Yard* (min - ft)	Side Yard (min - ft)	Rear Yard (min - Ft)	Height (max - ft)
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.
MU-G	5,000	50	10	15	15	Three (3) stories, forty (40) feet.
MU-RS	4,000	50	0	10	10	Three (3) stories, forty (40) feet.





Community Meeting Memo

What are design Guidelines?

Design Guidelines are a set of **advisory recommendations** with the goal of preserving or creating a cohesive, attractive, and functional environment that reflects community values and enhances quality of life.



Community Meeting Memo

What design Guidelines are **NOT**.

1. Property use or zoning.
2. Whether a building gets redeveloped or maintained.
3. Internal building changes not visible from public eye.
4. Rent prices, affordability, ownership, tenancy, or type of businesses.
5. Public infrastructure like streets and utilities.
6. Architectural taste/ personal preferences beyond the scope of compatibility.



Community Meeting Memo

Their Purposes:

1. Communicate the Town's design expectations.
2. Fair and consistent application of design objectives.
3. Encourage development of projects appropriate to the Town's context.
4. Provide clarity and Predictability.
5. Facilitate safe, functional, and attractive development.
6. Foster a sense of community and encourage pride and stewardship.



Community Meeting Memo

Design Guidelines: Comment on each picture on what you like and what you dislike.

EXAMPLE



I like:

I don't like:

- Building Messing
- Architecture
- Facade Materials
- Open Space
- Green Areas

Community Meeting
March 31, 2026

How to study the image:

- The building envelope and how it fits to its context.
- The façade materials and colors.
- The space between the buildings.
- How the open space activates the space.
- The green areas its function and aesthetics.





Community Meeting Memo

Design Guidelines

Farren Neighborhood Zoning & Design Guideline Project



I like:
LOVE the Benches

I don't like:
the building

Querkraft
© Hertha Hurnaus

Building Massing
Architecture
Facade Materials
Open Space ✓
Green Areas ✓

Community Meeting
March 31, 2026

I like:
looks "walkable"
rain gardens!

I don't like:
too urban/concrete
for Montague City

Design: Hewitt Architects
© Hewitt Architects

Open Space ✓
Furniture
Vegetation ✓
Paving
Materials

Community Meeting
March 31, 2026

I like: The small village center vibe is really nice! made the best use of space for affordable housing

I don't like: The terracotta siding isn't too appealing

Braskema & Roos Architectenbureau
© Arjen Veldt

Building Massing ✓
Architecture ✓
Facade Materials
Open Space ✓
Green Areas ✓

Community Meeting
March 31, 2026

I like: "Mixed history look"

I don't like: no landscaping

Studio Twenty Seven Architecture
© Anice Hoehlander, Hoehlander Davis Photography

Building Massing ✓
Architecture ✓
Facade Materials ✓
Open Space ✓
Green Areas ✓

Community Meeting
March 31, 2026



Design Guidelines Structure

Guidelines are organized around three design approaches:

**The
Architecture
and Its Context**

**Neighborhood
Ground Floor**

**Healthy
Neighborhoods**





Design Guidelines Proposal

The Architecture and Its Context:

Examples:

- 1 Create compatibility between new projects, and existing architectural context, including historic and modern designs, through building articulation, scale and proportion, roof forms, detailing, fenestration, and/or the use of complementary materials.
- 2 Reuse existing structures on the site where feasible as a means of incorporating historical or cultural elements into the new project.
- 3 Use design elements to achieve a successful fit between a building and its neighbors.
 - Consider adjacent buildings architectural style, roof line, datum line detailing, fenestration, color or materials,
 - Consider how surrounding buildings have addressed base, middle, and top, and whether those solutions—or similar ones—might be a good fit for the project and its context.





Design Guidelines Proposal

Neighborhood Ground Floor:

Examples:

- 1 Provide access for people of all abilities in a manner that is fully integrated into the project design. Design entries and other primary access points such that all visitors can be greeted and welcomed through the front door.
- 2 Locate windows, balconies and courtyards to provide views onto sidewalks and gathering spaces.
- 3 Avoid long blank walls where pedestrian activity is anticipated.



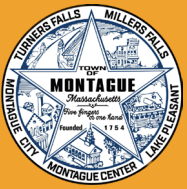
Design Guidelines Proposal

Healthy Neighborhoods:

Examples:

- 1 Incorporate on-site natural habitats and landscape elements such as: existing trees, native plant species or other vegetation into project design and connect those features to existing networks of open spaces and natural habitats wherever possible.
- 2 If the site includes any natural water features, consider ways to incorporate them into project design, where feasible. Daylight and protect existing streams including intermittent stream flows.
- 3 Manage direct sunlight, especially on south and southwest facing façades through shading structures and existing or newly planted trees.





Next Steps

- Prepare a draft with zoning recommendations and design guidelines.
- Review the draft with the working group, and community, and address their comments.
- Provide a final zoning draft and design guidelines in June.



Thank you!

