



Farren Neighborhood Zoning & Design Guideline Project

Community Meeting #2

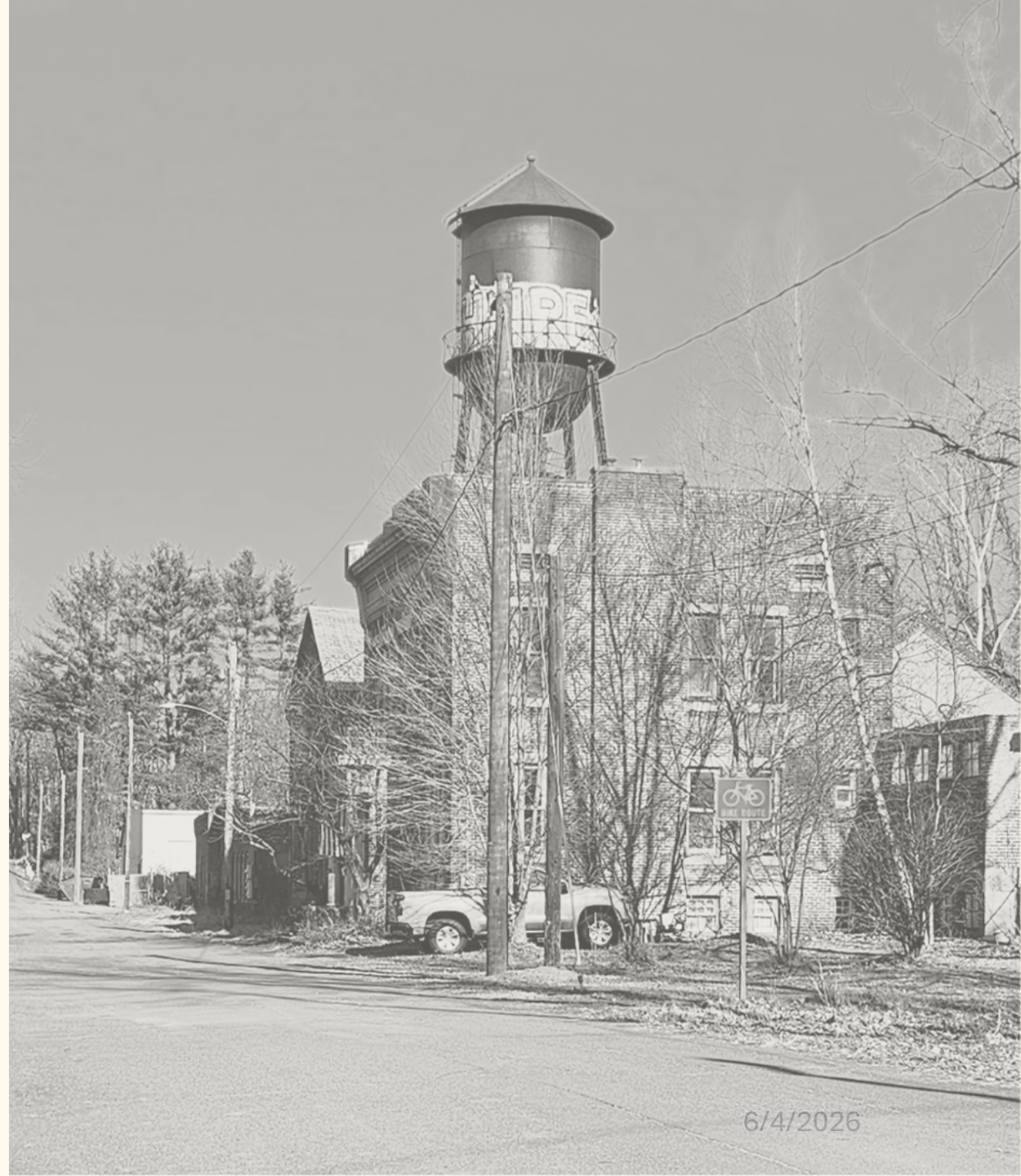
June 4, 2026





Agenda

- Project Introduction
- Project Schedule
- Community Meeting Memo
- Zoning Proposal
- Design Guidelines





Project Introduction

Project Boundary:



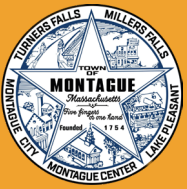


Project Introduction

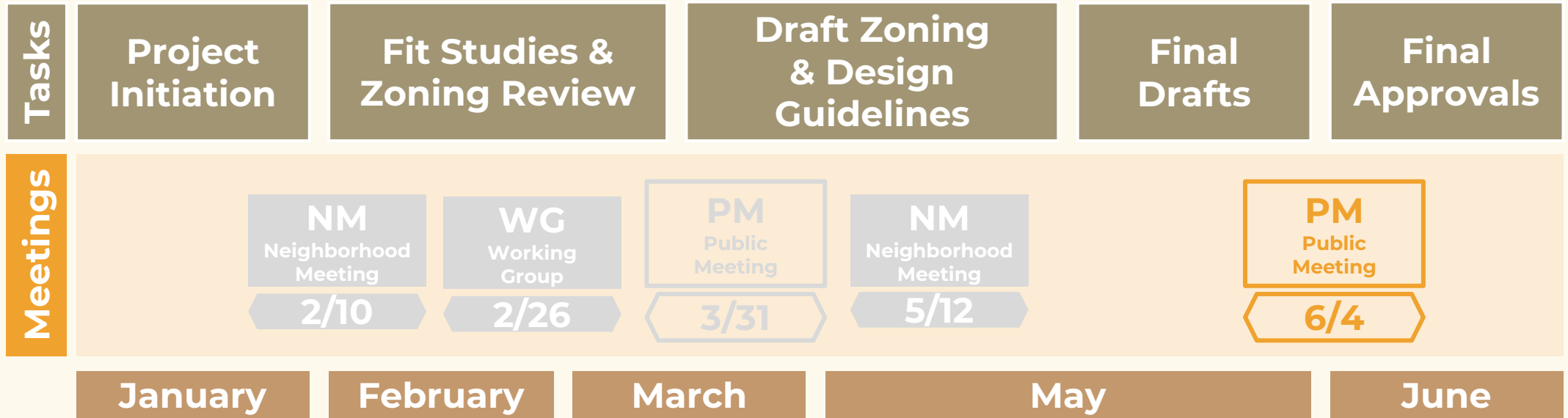
Project Goals:

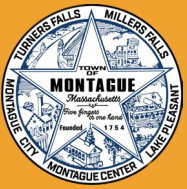
1. Create zoning to encourage the adaptive reuse of historic buildings and encourage a gateway transition from the existing residential to the new village center.
2. Establish Design Guidelines that would apply to Montague City Village Center and the Rod Shop Road Area





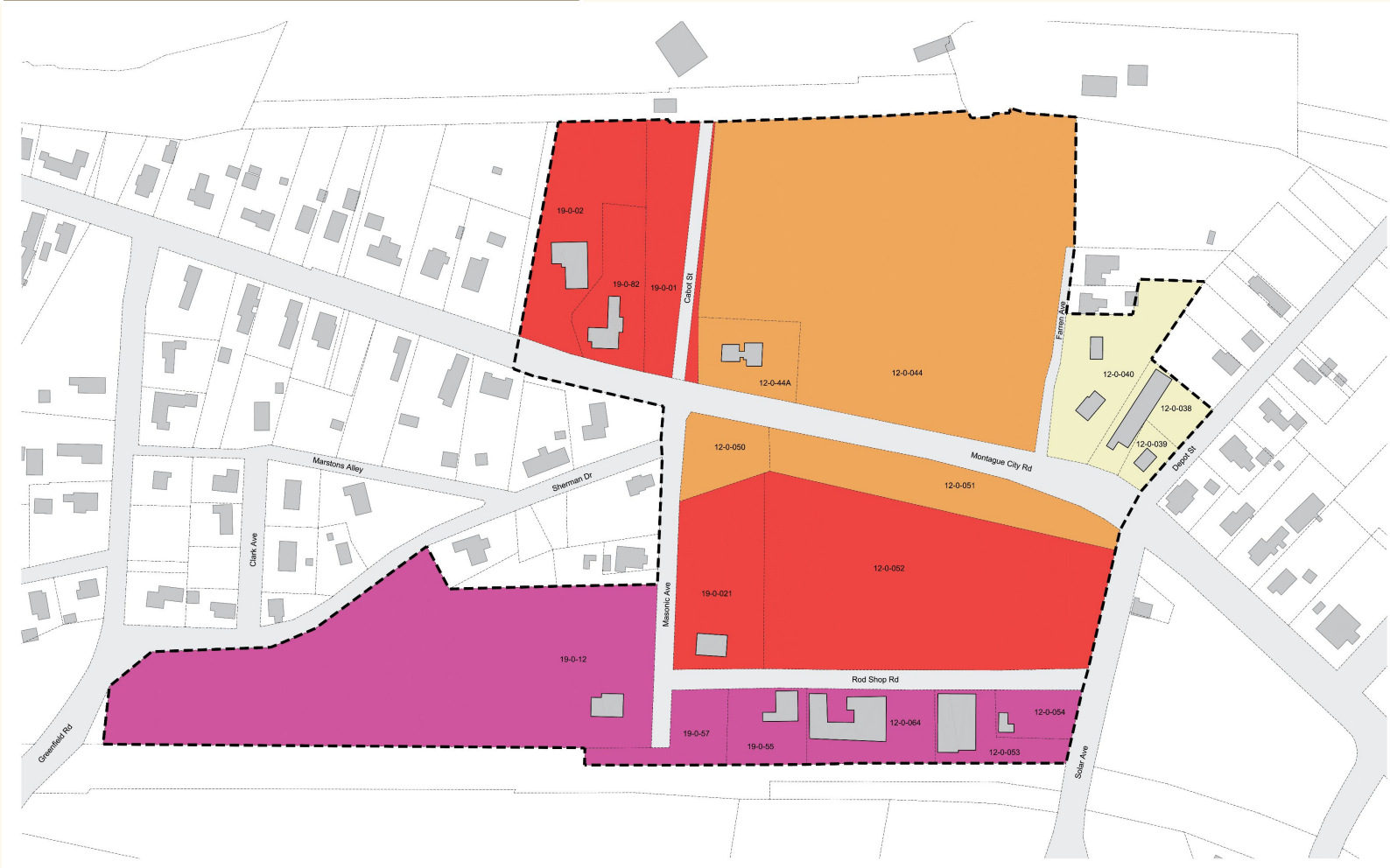
Project Schedule










Present Conditions

Zoning Overview:



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





Community Meeting #1 Memo

Give your feedback on the Vision Map.



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 #1 Memo

Give your feedback on the Vision Map. RESULTS

Farren Neighborhood Zoning & Design Guideline Project



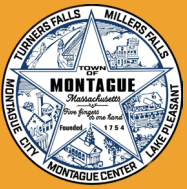
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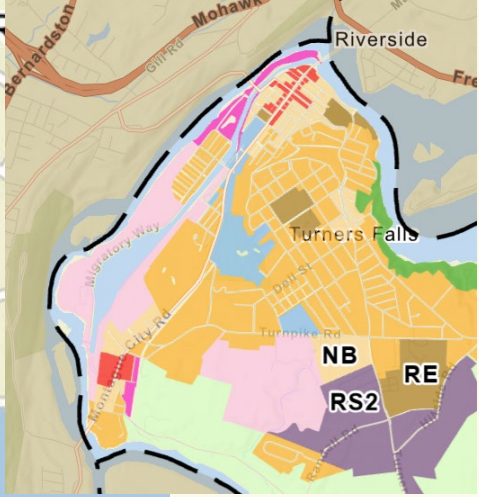
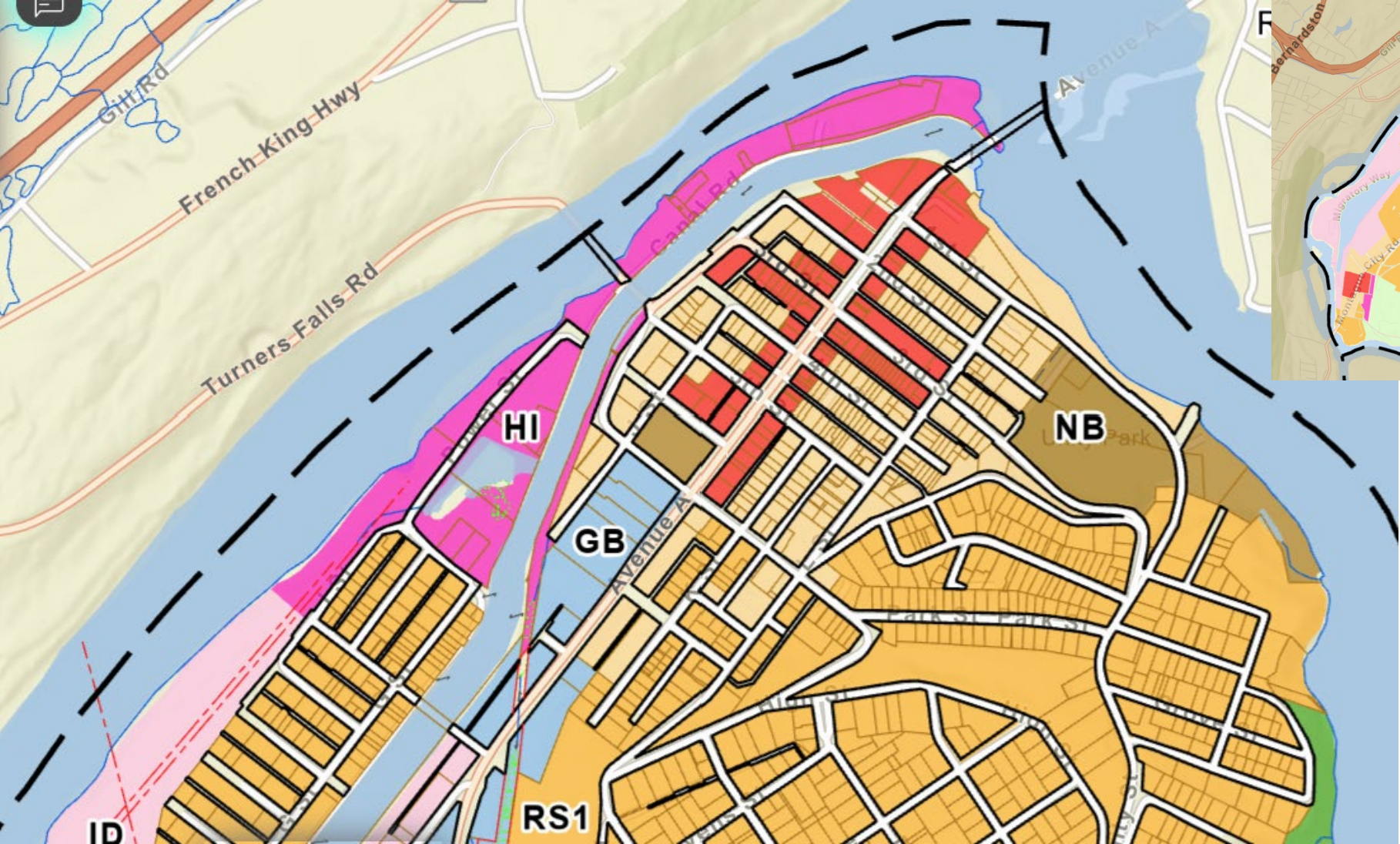
Zoning Proposal

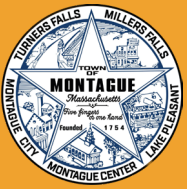




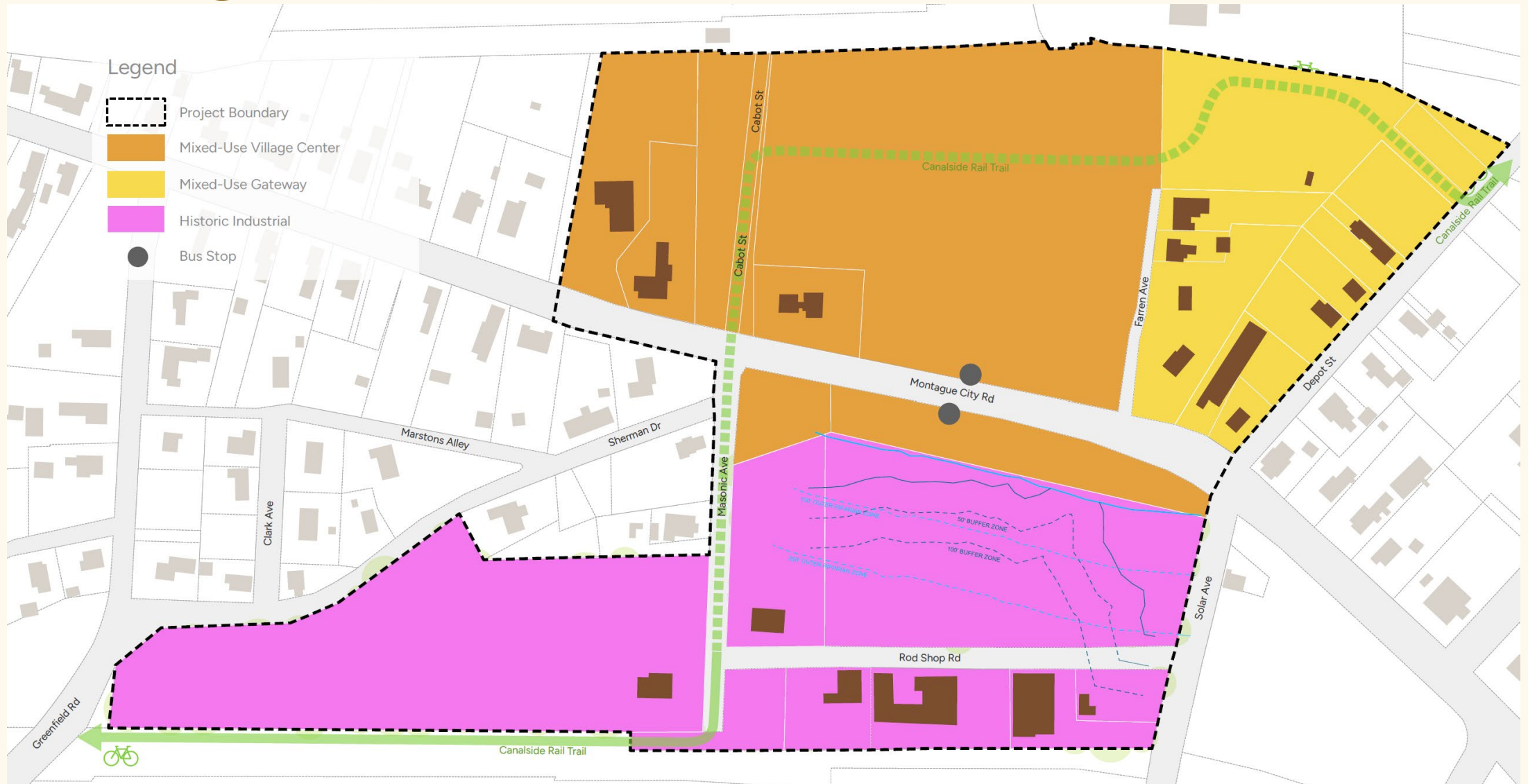
Historic Industrial Zoning in Montague

Farren Neighborhood Zoning & Design Guideline Project





Zoning Proposal





Zoning Proposal MU-G

Existing vs Proposed

- Permitted Use
- Special Permit
- Not permitted

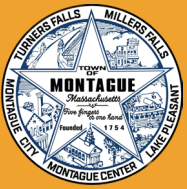
	EXISTING	PROPOSED
	NB	MU-G
Single and two-family dwelling	●	●
Three-family dwellings. Rowhouse.	●	●
Multiplex (4-6)	●	●
Multi-family dwelling (+ 6 units)	●	● ¹
Mixed-use. Street level as commercial and Residential on upper floors	●	● ¹
Bulk storage, warehousing, distribution	●	●
Business, professional, or medical office	● ²	● ³
Craft workshop or light assembly shop	●	●
Hotel	●	●
Manufacturing, processing, or research	●	●
Retail sales and services without an accessory drive-through component	● ²	● ³
Mixed-use Light Industrial and Commercial	●	●
Self-service storage facilities	●	●

¹ Site Plan Review

² Higher intensity through SP

³ **Site Plan Review:**
between 1,000 and 2,000 sf

SP: exceeding 2,000 sf



Zoning Proposal Historic Industrial

- Permitted Use
- Special Permit
- Not permitted

Existing vs Proposed

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

¹ Site Plan Review

² Higher intensity through SP

All permitted uses in existing HI are only allowed within an existing building. If they are proposed as an extension or in a new building, the same uses are permitted by SP.

In proposed HI. All permitted uses allowed within an existing building. If they are proposed as an extension or in a new building, the same uses are permitted by Site Plan Review.



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	HI
Single family dwelling	●	●	●
Two/Three-family dwellings. Rowhouse.	● ¹	●	●
Multiplex (4-6)	● ¹	●	●
Multi-family dwelling	● ¹	● ¹	● ¹
Mixed-use. Street level as commercial and Residential on upper floors	● ¹	● ¹	● ¹
Bulk storage, warehousing, distribution	●	●	●
Business, professional, or medical office	● ²	● ³	●
Craft workshop or light assembly shop	● ²	●	●
Hotel	● ²	●	●
Manufacturing, processing, or research	● ²	●	●
Retail sales and services without an accessory drive-through component	● ²	● ³	●
Mixed-use Light Industrial and Commercial	●	●	●
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





What would happen to existing uses that are not allowed by the proposed zoning?

Existing uses do not have to comply with zoning changes.

More information in the Zoning Bylaw:

SECTION 5. DISTRICT REGULATION

5.1 Existing Uses, Structures, and Lots

5.1.1 Restoration

5.1.2 Abandonment

5.1.3 Alterations



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

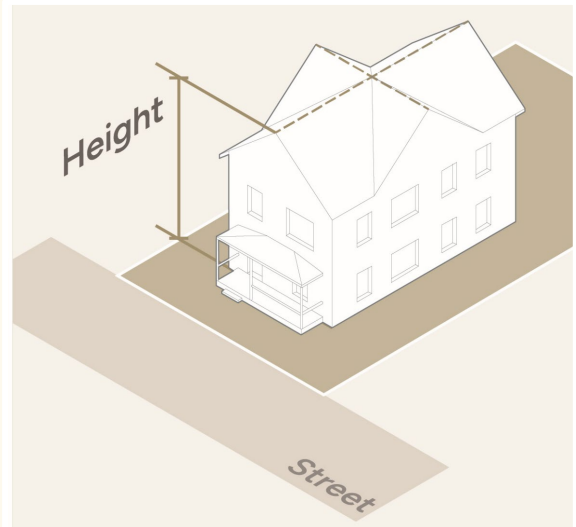
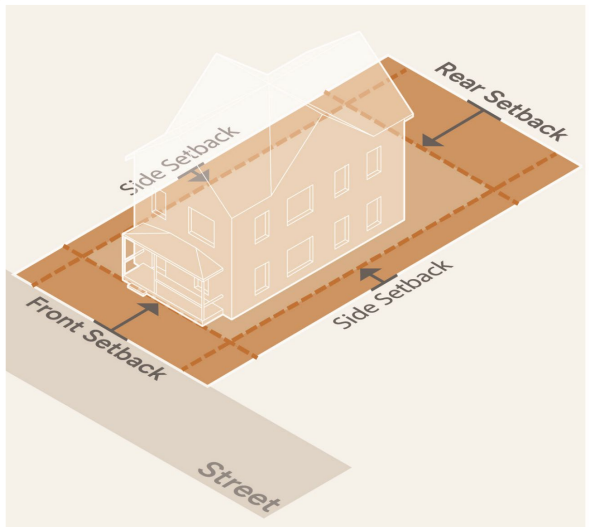
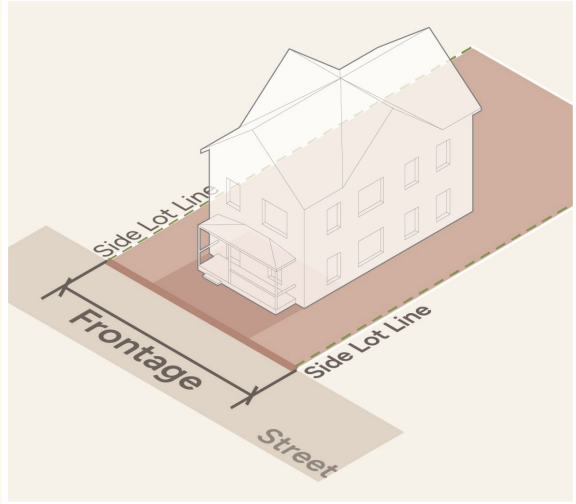
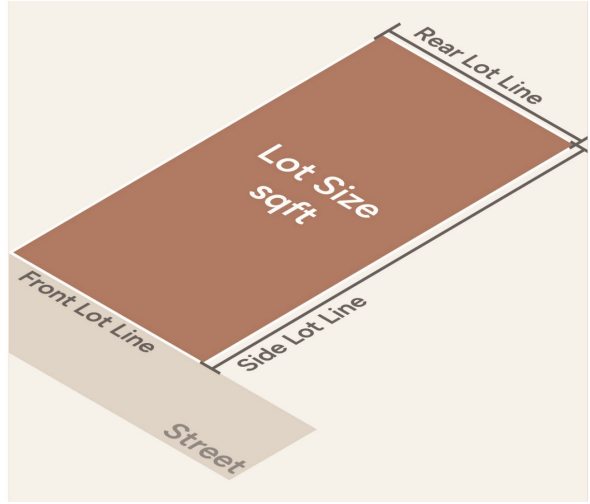
Height





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) _____



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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.
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Community Meeting Memo

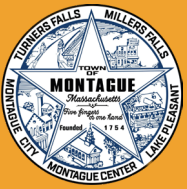
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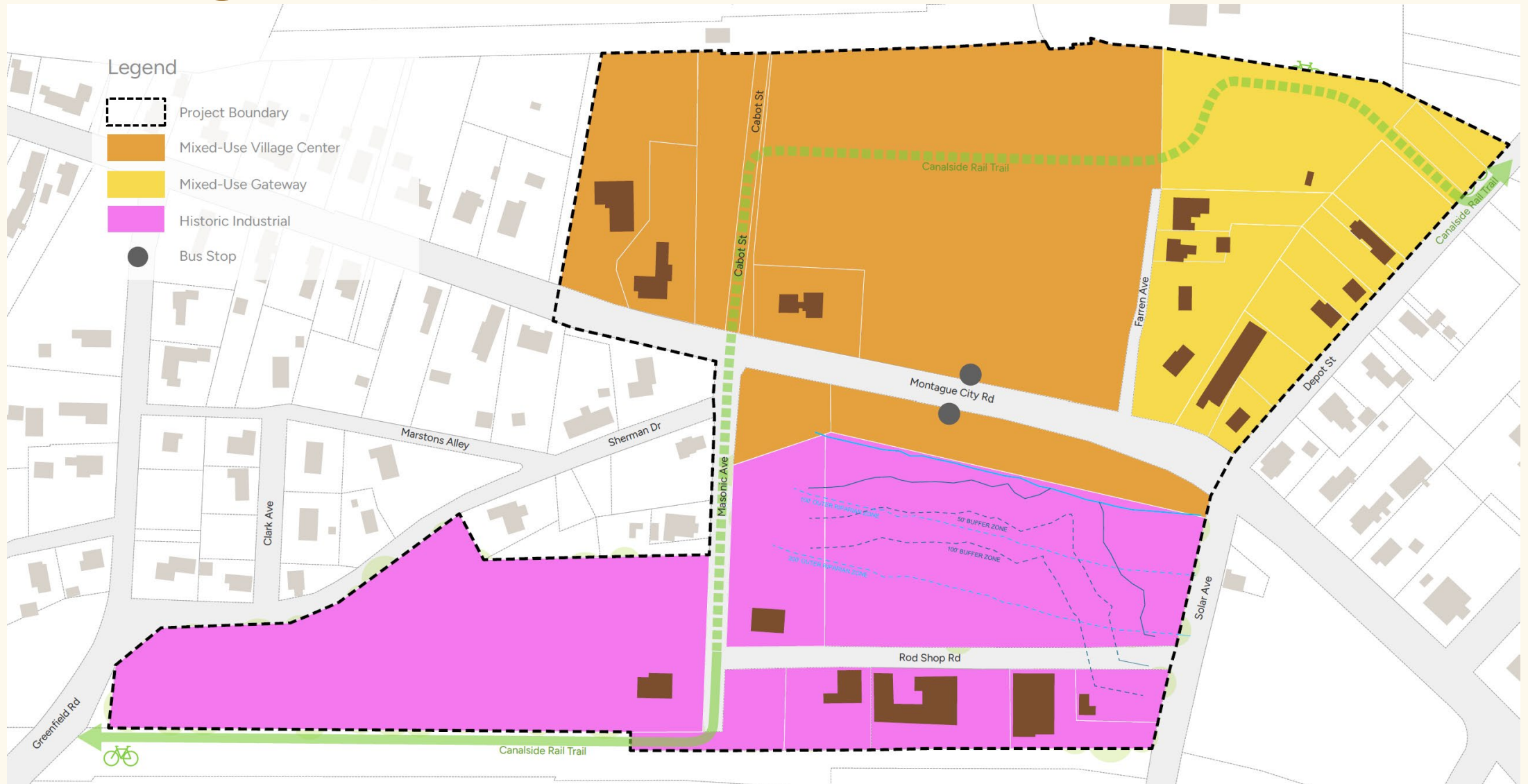
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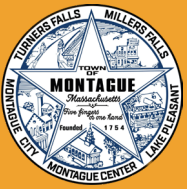
4 Height

- 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 Farren Avenue or adjacent to the south side of Cabot St.: 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.
HI	4,000	50	0	10	10	Three (3) stories, forty (40) feet.



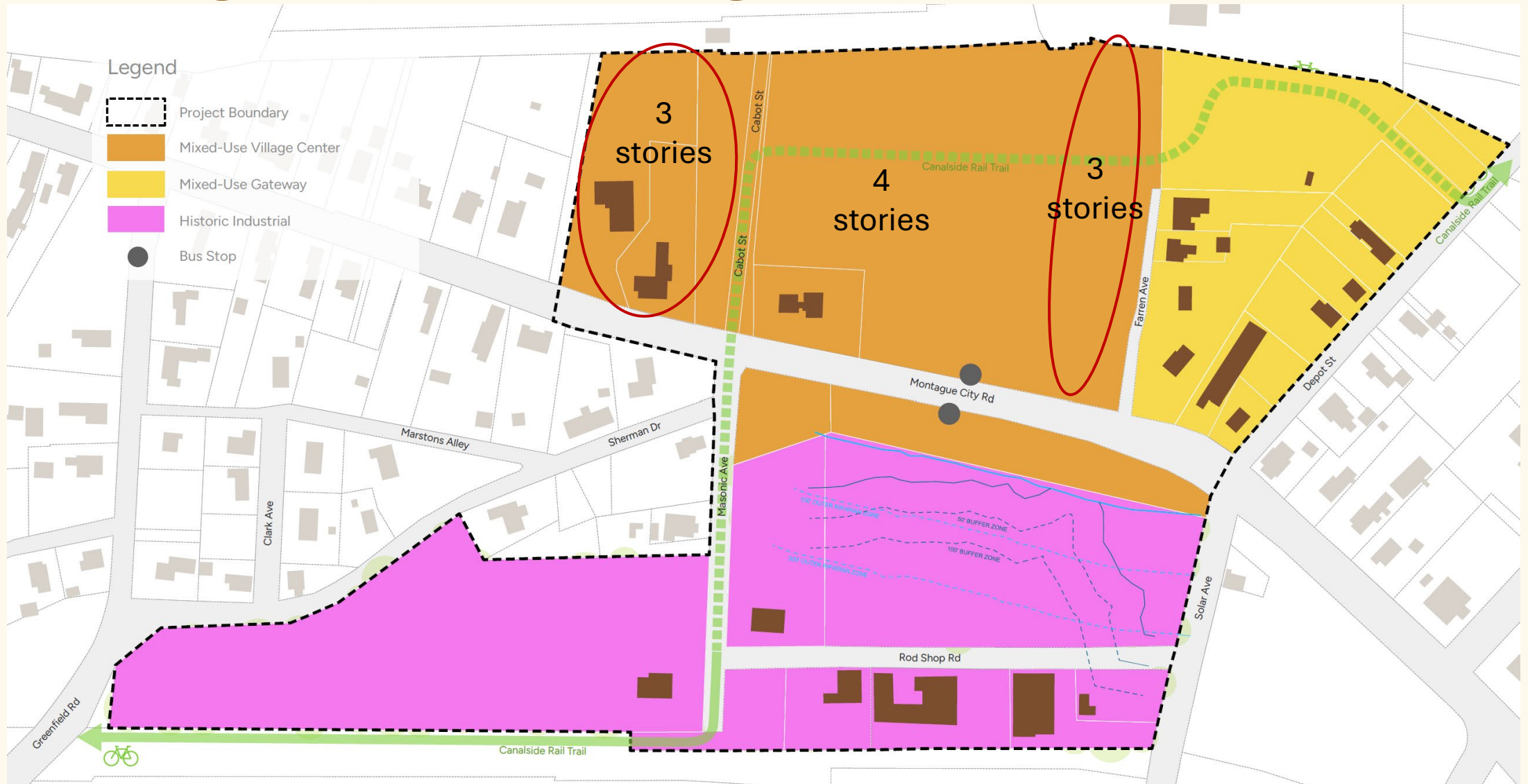


Zoning Proposal - Height Option 1





Zoning Proposal - Height Option 2





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.



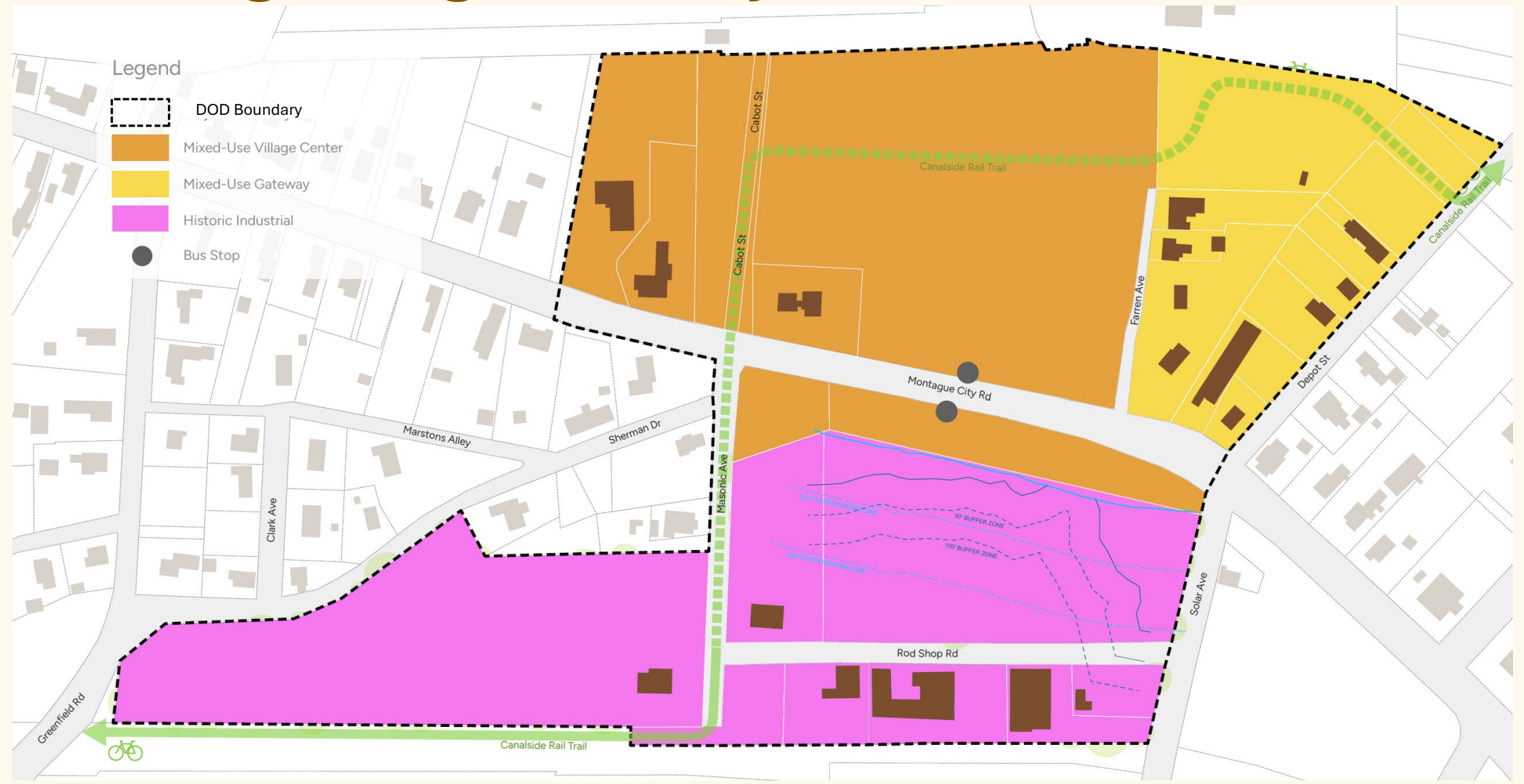
Project Introduction

Design Overlay District Boundary:



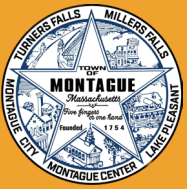


Existing Design Overlay District



Legend

- DOD Boundary
- Mixed-Use Village Center
- Mixed-Use Gateway
- Historic Industrial
- Bus Stop



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 Massing
- 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.
- Green areas: function and aesthetics.





Community Meeting Memo

Design Guidelines

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I like:
LOVE the Benches

I don't like:
the building

Querkraft
© Hertha Hurnaus

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

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March 31, 2026

I like:
looks "walkable"
rain gardens!

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

Design: Hovatt Architects
© Hovatt 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

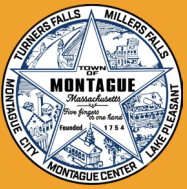
I like:
"Mixed history look"

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

10 Guidelines :

Architecture and Its Context

1. Context-sensitive design
2. Coherent architectural idea
3. Relationship between architecture and function
4. Exterior elements and finishes.

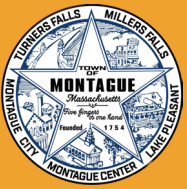
Neighborhood Street Level

5. Pedestrian-oriented street fronts
6. Active and vibrant neighborhoods
7. Mobility

Healthy Neighborhoods

8. Preservation of natural features
9. Strategies to reduce carbon emissions
10. Resilient Strategies





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.





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.





Next Steps

- Take all the comments from members of the community, Working Group and City staff and include them in the final draft.
- Provide a final draft of the zoning and design guidelines mid-June.
- Present final drafts to the Planning Board at their June 22 meeting.



Farren Neighborhood Zoning & Design Guideline Project

Thank you!

