

TOWN OF SOUTHAMPTON

COMMUNITY DEVELOPMENT PLAN



Manhan River, Southampton, MA

Prepared by the Southampton Community Development Plan Committee in cooperation with the Pioneer Valley Planning Commission

June, 2004

Acknowledgements

Prepared by the Southampton Community Development Plan Committee In cooperation with the Pioneer Valley Planning Commission

Development of this plan was funded through a planning services agreement with the Massachusetts Interagency Work Group (IAWG) under the Community Development Planning Program. Funding for this program was provided by the Executive Office of Environmental Affairs, the Department of Housing and Community Development, the Department of Economic Development, and the Executive Office of Transportation and Construction.

Southampton Community Development Plan Committee Members:

Henry Barton, Planning Board
Edward Cauley, Superintendent of Highway Department, Water Commissioner
Michael Phelan, Planning Board
James Moore, Conservation Commission
Dan Belville, Economic Development Committee
Kurt Boisjolie, Planning Board
Dick Dumont
Steve Maiorano, Planning Board
Sarah Izatt, Planning Board

Pioneer Valley Planning Commission Staff:

Christopher Curtis, Principal Planner
Jim Scace, Senior Planner-GIS Specialist
Gary Roux, Principal Planner
Jenica Ansanitis, Intern

Table of Contents

<u>INTRODUCTION.....</u>	<u>7</u>
<u>INTRODUCTION.....</u>	<u>7</u>
<u>ELEMENT ONE: OPEN SPACE AND RESOURCE PROTECTION.....</u>	<u>9</u>
INTRODUCTION	9
OPEN SPACE AND RESOURCE ASSESSMENT	11
THE LAND	11
OPEN SPACE AND GREENWAYS.....	14
RECREATIONAL RESOURCES	16
WILDLIFE HABITAT	17
WATER RESOURCES	19
LAND USE ASSESSMENT	23
LAND USE SUITABILITY ANALYSIS	26
WATER SUPPLY ASSESSMENT	28
MENU OF OPEN SPACE AND RESOURCE PROTECTION STRATEGIES	30
<u>ELEMENT TWO: HOUSING.....</u>	<u>35</u>
HOUSING SUPPLY INVENTORY	35
ASSESSMENT OF HOUSING DEMAND.....	46
QUANTIFICATION OF NEED BY COMPARING HOUSING SUPPLY AND DEMAND	50
HOUSING GOALS AND OBJECTIVES	51
STRATEGIES FOR HOUSING	52
<u>ELEMENT THREE: ECONOMIC DEVELOPMENT</u>	<u>59</u>
INTRODUCTION	59
ECONOMIC DEVELOPMENT GOALS	59
CURRENT ECONOMIC PROFILE	62
JOB GROWTH AND WORKFORCE CHARACTERISTICS.....	69
FUTURE ECONOMIC PROFILE	73
STATE AND REGIONAL ECONOMIC DEVELOPMENT POLICIES	75
POTENTIAL ECONOMIC DEVELOPMENT SITES	78
MENU OF ECONOMIC DEVELOPMENT STRATEGIES.....	79
<u>ELEMENT FOUR: TRANSPORTATION.....</u>	<u>86</u>
INTRODUCTION	86
EXISTING PAVEMENT CONDITION, CRASH DATA AND TRANSIT	89

SOUTHAMPTON TRANSPORTATION PROJECTS	93
SHORT TERM RECOMMENDATIONS	94
FUTURE BUILD OUT	97
<u>BRINGING IT ALL TOGETHER.....</u>	<u>101</u>
INTRODUCTION	101
SUMMARY OF KEY FINDINGS	101
ACTION PLAN FOR THE CD PLAN ELEMENTS	104
BRINGING IT ALL TOGETHER MAP.....	106
<u>APPENDICES</u>	<u>108</u>
APPENDIX A: OPEN SPACE AND RESOURCE PROTECTION	108
APPENDIX B: HOUSING	117
APPENDIX C: ECONOMIC DEVELOPMENT	121
APPENDIX D: RESULTS OF COMMUNITY FORUM.....	126

Tables

<u>ELEMENT ONE: OPEN SPACE AND RESOURCE PROTECTION</u>	<u>9</u>
TABLE 1-1: FARMLAND CHANGE 1971-1999	13
TABLE 1-2: AGRICULTURAL PRESERVATION RESTRICTIONS IN SOUTHAMPTON	14
TABLE 1-3: RECREATIONAL AND OPEN SPACE LANDS IN SOUTHAMPTON	14
TABLE 1-4: THREATENED AND ENDANGERED SPECIES OF SOUTHAMPTON	18
TABLE 1-5: LAND USE CHANGE 1971 VS. 1999	24
TABLE 1-6: SOUTHAMPTON ZONING	25
TABLE 1-7: WATER SUPPLY SOURCES	29
TABLE 1-8: WATER SUPPLY SUPPLY AND DEMAND - HISTORY AND PROJECTIONS	29
TABLE 1-9: POTENTIAL OPEN SPACE AND RESOURCE PROTECTION STRATEGIES	30

ELEMENT TWO: HOUSING **35**

TABLE 2-1: HOUSING CHARACTERISTICS AND VACANCY	35
TABLE 2-2: AGE OF HOUSING	36
TABLE 2-3: HOUSING PARCEL TYPE	36
TABLE 2-4: HOUSING TYPES AND SIZES	37
TABLE 2-5: OWNER VERSUS RENTER OCCUPANCY	37
TABLE 2-6: HOUSING UNITS CREATED IN SOUTHAMPTON	41
TABLE 2-7: NEW AFFORDABLE HOUSING CONSTRUCTION AND CHAPTER 40B HOUSING	42
TABLE 2-8: MONTHLY HOUSING COSTS	42
TABLE 2-9: HOME SALE PRICES	43
TABLE 2-10: NUMBER OF SALES	43
TABLE 2-11: VALUE OF OWNER-OCCUPIED HOUSING	44
TABLE 2-12: MORTGAGES AND HOME FINANCING	44
TABLE 2-13: VACANCY RATES	45
TABLE 2-14: HOUSING CHARACTERISTICS	45
TABLE 2-15: PUBLIC HOUSING CAPACITY (1999)	46
TABLE 2-16: SIZE OF HOUSEHOLD	46
TABLE 2-17: HOUSEHOLD TYPES	47
TABLE 2-18: AGE OF HEAD OF HOUSEHOLD	47
TABLE 2-19: POPULATION PROJECTIONS	48
TABLE 2-20: HOUSEHOLD INCOME	49
TABLE 2-21: POVERTY RATE	49
TABLE 2-22: HOUSING AFFORDABILITY	50
TABLE 2-23: GAPS IN HOUSING CONTINUUM	51
TABLE 2-24: LAND AVAILABLE FOR HOUSING DEVELOPMENT	52

ELEMENT THREE: ECONOMIC DEVELOPMENT **59**

TABLE 3-1: INVENTORY OF SOUTHAMPTON BUSINESSES BY ZONING DISTRICT	63
TABLE 3-2: EMPLOYMENT IN SOUTHAMPTON	65
TABLE 3-3: EMPLOYMENT PROFILE BY INDUSTRY	66
TABLE 3-4: LAND USE CHANGE 1991-2001	67
TABLE 3-5: SOUTHAMPTON REVENUES	67
TABLE 3-6: SOUTHAMPTON EXPENDITURES	68
TABLE 3-7: POPULATION PROJECTIONS	70
TABLE 3-8: TRAVEL TIME TO WORK	71
TABLE 3-9: FAMILIES AND INDIVIDUALS BELOW THE POVERTY LINE	72
TABLE 3-10: EDUCATIONAL LEVELS IN SOUTHAMPTON	72
TABLE 3-11: DEVELOPABLE LAND IN SOUTHAMPTON	74
TABLE 3-12: EMPLOYMENT PROJECTIONS	75
TABLE 3-13: CRITICAL INDUSTRIES	77
TABLE 3-14: POTENTIAL ECONOMIC DEVELOPMENT SITES IN SOUTHAMPTON	78

<u>ELEMENT FOUR: TRANSPORTATION</u>	86
TABLE 4-1: AVERAGE ANNUAL DAILY TRAFFIC	87
TABLE 4-2: VEHICLE CLASSIFICATION DATA	88
TABLE 4-3: TRAVEL SPEED BREAKDOWN	89
TABLE 4-4: 85TH PERCENTILE SPEEDS (IN MPH)	89
TABLE 4-5: BV LISTING OF THE TOP THREE COLLECTOR ROADWAY SEGMENTS	91
TABLE 4-6: CRASH HISTORY SUMMARY	92
TABLE 4-7: ROUTE 10 BY SEGMENT	92
TABLE 4-8: CRASH HISTORY BY SEGMENT	92
TABLE 4-9: CRASH RATE PER 100 MILLION VEHICLES	93
TABLE 4-10: IMPLEMENTING THE RECOMMENDATIONS	95
TABLE 4-11: POPULATION, HOUSEHOLD AND EMPLOYMENT FORECAST DATA	97
TABLE 4-12: PROJECTED MAXIMUM BUILD-OUT LEVELS	98
TABLE 4-13: FUTURE TRAFFIC VOLUME FORECAST	98
TABLE 4-14: PROJECTS INCLUDED IN THE REGIONAL TRANSPORTATION MODEL	100
TABLE 4-15: TRANSPORTATION IMPACTS OF MAXIMUM BUILD-OUT	100

Figures

<u>ELEMENT THREE: ECONOMIC DEVELOPMENT</u>	59
FIGURE 3-1: MAJOR EMPLOYERS IN SOUTHAMPTON	66
FIGURE 3-2: VEHICLES PER HOUSING UNIT	71
FIGURE 3-3: UNEMPLOYMENT IN SOUTHAMPTON	72
FIGURE 3-4: EDUCATIONAL ACHIEVEMENTS IN SOUTHAMPTON	73
<u>ELEMENT FOUR: TRANSPORTATION</u>	86
FIGURE 4-1: AVERAGE PAVEMENT CONDITION INDEX	91
FIGURE 4-2: FUTURE TRAFFIC VOLUMES FOR THE ROUTE 10 CORRIDOR	99

Introduction

Development of this plan was funded through a planning services agreement with the Massachusetts Interagency Work Group (IAWG) under the Community Development Planning Program. Funding for this program was provided by the Executive Office of Environmental Affairs, the Department of Housing and Community Development, the Department of Economic Development, and the Executive Office of Transportation and Construction.



Church, Southampton, MA

The Southampton Community Development Plan is intended as a guide to the community's future development, with a focus on four key areas:

- Housing
- Economic Development
- Open Space and Resource Protection
- Transportation

Each element includes a summary of important issues and problems

Each of these areas is described in detail in an Element of this plan, including a description of important issues and findings, and a menu of ranked strategies. There is a "Bringing it All Together" section at the end, which summarizes key findings and strategies from each of the four Elements and includes an Action Plan to implement the strategies.

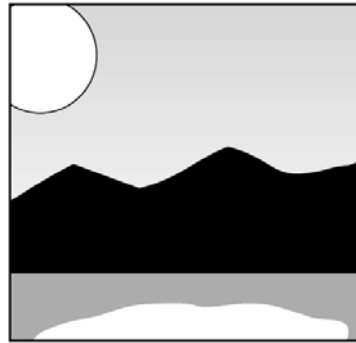
A series of GIS (Geographic Information System) maps has been created to illustrate each of the plan's elements. These maps include a zoning map, housing map, economic development map, a developable lands map, and a "Bringing It All Together" map. The maps are available at the Southampton Planning Board offices and the town library.

This plan has been developed by the Southampton Community Development Plan Committee, with assistance from the Pioneer Valley Planning Commission, with funding provided under Massachusetts Executive Order 418.



Community Development Plan

OPEN SPACE ELEMENT



Town of Southampton

Prepared by:
The Pioneer Valley
Planning Commission

This document was
Developed using funds
Pursuant to Massachusetts
Executive Order 418 Program

Element One: Open Space and Resource Protection

Introduction

Southampton is a community with an appealing rural character and many desirable natural attributes, including:

- The Manhan River, a scenic river, with recreational opportunities ;
- Hampton Ponds, with its swimming beach and state park;
- Farmland and orchards;
- Views of the Mount Tom Range;
- The Barnes Aquifer, the state's second largest regional aquifer;
- Mountains, such as Mount Pomeroy and Whiteloaf Mountain;
- Forestlands.



Southampton Conservation Project, Southampton

It is these attributes, combined with its proximate location, that make the town desirable for new development that may eventually alter its unique rural character. Most current development consists of single family homes; the remainder of land in Southampton is hilly and forested, with some scattered open fields in agricultural use.

Several factors are currently at play which could change significantly the character and environment of Southampton. These factors include: economic trends in Massachusetts and in the nation, including a shift in the economy toward service and information businesses and away from assembly and manufacturing; a nationwide demise of the family farm in favor of large economies of scale; large-scale flight from cities and large towns in favor of rural settings; development pressures on undeveloped agricultural and forest land by the development community.

Planning Process

The process by which we developed this element of the Southampton Community Development plan was to:

- Research, collect, summarize and analyze open space and resource data from state, local, and regional sources;
- Articulate goals for open space and resource protection;
- Analyze potential open space and resource protection strategies;
- Summarize information gathered and prepare a list of recommendations on how the community can achieve its goals.

Open Space Goals for Southampton

The Southampton Community Development Committee agreed on the following open space and resource protection goals for the town and for this plan:

- 1) To preserve the rural character of the town and its remaining farms;

- 2) To protect the drinking water supply;
- 3) To maintain wildlife corridors;
- 4) To control urban sprawl;
- 5) To better manage the open space the town currently owns;
- 6) To maintain an updated Open Space Plan, in order to make the town eligible for open space grant funds;
- 7) To promote forestry management on town-owned land;
- 8) To create a town park and recreation area for water-based recreation and other passive recreational activities;'
- 9) To provide better opportunities for biking and other passive recreation activities.

Key Open Space and Resources Issues in Southampton

The following issues affect the town's open space, water resources and other natural resources:

- 1) Urban sprawl has incrementally reduced open space and rural character;
- 2) The Barnes Aquifer has been contaminated by TCE related to disposal at a Southampton waste facility;
- 3) Large amounts of farmland have been lost, including 510 acres in the past two decades;
- 4) The town has limited recreational opportunities;
- 5) The town has very limited recreational and open space lands, although there is a town park (Conant Park);
- 6) New development threatens the town's water supply wells, which are adjacent to the fast-growing Route 10 corridor.

Public Survey Results

Based on the results of the 1979 Conservation Commission survey and the 1991 Rural Lands Management Survey of Southampton residents, the majority of town residents felt that the town did not have sufficient recreation areas or protected open space. Key needs requested by the public included:

- Public swimming areas;
- Foot and horse trails;
- Skating areas;
- Bike paths;
- A park in the Hampton Ponds area;
- A community center, with the Grange Hall considered an ideal location.

Key findings of the 1991 Rural Lands Management Survey included:

- 88% of residents felt that Southampton should become more involved in natural resource protection;
- 86% of residents ranked Southampton's "rural small town atmosphere" as a key feature in defining the town's character;
- 84% of residents felt Southampton should increase land use controls in water supply areas
- 63% of respondents felt that Southampton should increase land controls to protect forest land, river and stream corridors, ponds and wetlands.

Key findings of the 1979 Southampton Conservation Commission survey include:

- 63% of respondents felt that Southampton does not own and maintain sufficient undeveloped land;
- Many residents would like to see more recreational facilities in Town, the most frequently cited, in order, were: skating; swimming; foot and horse trails; bicycle trails; sliding/toboggan; picnic sites; and a ball field;
- 50% of respondents indicated the town should develop a program for buying open space now.

Recommendations from Previous Plans

Southampton's Conservation and Recreation Plan (October, 1993) recommends the following Action Plan to conserve open space and promote recreation:

- 1) Work with the Board of Health to eliminate and prevent pollution of streams and water bodies due to point and nonpoint pollution;
- 2) Work with the Historical Commission to preserve historic sites, particularly the New Haven-Northampton Canal and sites on the town's various mountains;
- 3) Work with the Park and Recreation Commission to provide both passive and active recreation in all parts of town, especially beyond the town center;
- 4) Work with existing farm owners and operators on preserving farms through the Agricultural Preservation Restriction Act;
- 5) Encourage farmers to continue or pursue progressive soil management practices to prevent soil erosion, and to practice good forest management;
- 6) Seek enforcement of the Scenic Roads and Shade Tree Acts to preserve the beauty of such tree and roads.

In the Conservation and Recreation Plan, the Southampton Conservation Commission also made the following "Suggestions for the Future":

- 1) Establish greenbelts along streams and the river in town to preserve their natural beauty, enhance recreational potential and prevent pollution;
- 2) Consider multiple use of Tighe Carmody Reservoir for recreational uses such as non-motorized boating and fishing;
- 3) Refill the White Reservoir and use it for limited recreation purposes;
- 4) Preserve additional land in key areas of town, including:
 - on Mount Pomeroy;
 - Hackmatack Swamp,
 - a portion of the historic canal abutting Parsons Memorial Forest;
 - Manhan River property behind Big Y;
 - On Lizzie Mountain;
- 5) Preserve historical sites and make these available to the public;
- 6) Establish a bike trail along College Highway;
- 7) Provide parking near the Lyman Mill on Route 10, for fishing;

Finally the Conservation and Recreation Plan offers the following "Short Range Plans":

- 1) Improve the trail through the eastern side of Manhan Meadows Sanctuary and through the Parsons Memorial Forest;
- 2) Establish a perimeter trail on the Pomeroy Mountain property;
- 3) Work with non-profit groups in town that have expressed interest in such projects as plantings, trail maintenance, guided tours, and other events;
- 4) Establish local bylaws for wetland and aquifer protection;
- 5) Establish an environmental studies college scholarship using interest from the Wilkinson-Searle Fund.

Open Space and Resource Assessment

The Land

Covering about 29 square miles, the Town of Southampton is located in Hampshire County, 17 miles northwest of Springfield. Southampton is situated west of the Connecticut River Valley south of Easthampton and directly north of Westfield. The elevation ranges from approximately 944 feet to 1694 feet above mean sea level. Southampton is bordered by the towns of Westhampton and

Easthampton to the north; Holyoke, to the east; Westfield, to the south; and Montgomery and Huntington, to the west.

The town consists of moderate slopes with elevations ranging from 160 feet above sea level to nearly 1,200 feet in the north-central portion of town. In the past, development in town has been limited by soils unsuited for subsurface drainage and the lack of a public sewer system.

Historically, the working landscapes of Southampton have shaped the physical, economic, and cultural character of the community. The forest lands, and remaining farms continue to contribute to the economic and environmental well-being of the town.

Forest Lands

Forest cover is by far the most prominent land use in Southampton. Southampton's Existing Land Use Map shows the extensive range of these forestlands encompassing approximately 12,800 acres, which comprises 69% of the total land area in the Town.

Wooded areas are habitat for bears, coyotes, deer, grouse, woodpeckers, squirrels, porcupines, and deep wood songbirds such as wood thrush, scarlet tanager, and veery.

Southampton is in the enviable position of having significant forest resources that can provide a benefit to wildlife and residents of the community. Protecting and enhancing these resources can provide long term economic benefits as well as providing protection for the diversity of wildlife species that are fully dependent on the forestlands.

The economic value and greater value of the forest resources to the community as a whole extends beyond lumbering and sale of Class I Prime forest species. Trees that are not harvested for their commercial application provide flood mitigation and water supply filtration, which benefit residents and businesses alike in Southampton. Specifically, these important benefits include:

- Flood control in upland forested areas, where treed slopes can slow storm water runoff and minimize down-stream flood impacts on farms, residences, and businesses;
- Flood control in lowlands, where trees can absorb run-off before it reaches surface water sources;
- Water supply protection for public and private sources. Trees and shrubs can absorb and filter pollutants prior to absorption into aquifers, and surface water supplies;
- Air quality improvements;
- Erosion control, which benefits downhill farming, and water supply and surface water quality;
- Recreational opportunities for hiking, biking, skiing, hunting;
- Visual buffers between uses.

Though the public health benefits of maintaining forest resources identified above are extensive, these resources also provide habitat for wildlife in Southampton. The extensive forestland in the hills and along riparian corridors provides vital resources for wildlife. These include:

- Protection and shelter for inland and water-based species such as bear, and duck;
- Nutrient and food source for land and water species;
- Nesting areas for indigenous birds such as osprey, duck, and heron;
- Seasonal shelter and food source for migratory birds;
- Protected breeding areas.

Without forested areas, floodwaters from heavy storms would runoff more rapidly, raising flood waters and causing more property and crop damage. Other environmental impacts such as air quality degradation, reduction of visual buffers from adjacent uses and elimination of habitat could ensue as well. Deforested areas in the hills also could cause impacts on down-gradient properties as the rapid runoff causes erosion of stream banks and hillsides, sending sediment onto farmland and other properties and potentially causing greater damage to homes and businesses during

major storm events. Erosion causes streams and rivers to fill with silt resulting in oxygen deprivation to water plants and animal species killing them and causing down-slope wetlands to deteriorate. This in turn would eliminate food sources for migratory birds and land animals.

Finally, the loss of significant forested areas would visually alter the character of the community.

Farmlands

Southampton has a total of 2400 acres of cropland and pasture, as of 1999. This represents a decrease of 17% from the 2910 acres of farmland in Southampton in 1971.

Southampton has extensive farmland soils, including 3,210 acres of prime farmland soils and 5,310 acres of state and locally important farmland soils.

Southampton has seven farm parcels preserved under the Massachusetts Agricultural Preservation Restriction Program, totaling 706 acres in five parcels.



Street Sign, Southampton, MA

The town has 133 land parcels protected under Chapter 61 programs, many of these under the Chapter 61A program, which provides agricultural land with limited protection from development.

Table 1-1: Farmland Change 1971-1999

Land Use	Acres 1971	Percent 1971	Acres 1999	Percent 1999	Percent Change
Cropland	1,961	10.58%	1,610	8.69%	-17.9%
Pasture	949	5.12%	790	4.26%	-16.7%
TOTAL	2,910		2,400		

Source: PVPC, Mass. GIS, 1999

In 1983, Southampton’s Farmland Advisory Committee prepared a report, “Preserving Southampton’s Farmland”. At that time, Southampton had 20 commercial farms and part-time farmers, including 13 dairy farms, one orchard, two vegetable farms and two poultry and livestock operations. At least 35 people were employed full-time in farming and 40 people part-time.

As of 2000, the U.S. Census showed twelve farm employees in Southampton.

Agricultural Preservation Restrictions

The Massachusetts Department of Food and Agriculture purchases the development rights from farmers for properties which are then restricted from future development under the Agricultural Preservation Restriction (APR) Program. Southampton has protected five farms totaling 706

Photo: Mass. EOEAI



acres under the APR program.

The APR Program is an excellent method for preserving both farmland and farming operations, because it protects farmland in perpetuity from development, while providing farmers with working capital to make improvements to farms.

Barn for Sale, Southampton, MA

Please note that APR farms are not open to the public as recreational land.

Table 1-2: Agricultural Preservation Restrictions in Southampton

Property Owner	Acreage	Open Space Map #
Cross	137.6	24-21B, 24-31, 24-33A, 19-144, 24-5A, 24-49, 29-2A
Fowles	161.7	19-33, 19-49, 19-65, 19-69
Gnacek	255.4	39-15, 39-15x, 34-24
Kaniecki	132	39-8, 39-16A, 39-25
Paszko	21	41-34, 41-36, 41-46
TOTAL	706	

Source: Southampton Assessor's Dept., 2004

There is a pending APR for the Searles property.

Geology, Soils, and Topography

The topography of Southampton consists of moderate slopes with elevations ranging from 160 above sea level on the eastern portions of town, to elevations of approximately 1,160 at the western portion. Southampton's soils are shallow, well drained, and lay on bedrock or layers of clay. Geology is primarily of the Pleistocene age covered with glacial outwash and till from Glacial Lake Hitchcock. Recent alluvial deposits border much of the town's streams and floodplains.

Outstanding Features and Resources

Southampton has many outstanding open space, water-related and natural resources, including:

- The Manhan River, a scenic river, with recreational opportunities ;
- Hampton Ponds, with its swimming beach and state park;
- Farmland and orchards;
- Views of the Mount Tom Range;
- The Barnes Aquifer, the state's second largest regional aquifer;
- Mountains, such as Mount Pomeroy and Whiteloaf Mountain;
- Forestlands.

Open Space and Greenways

Permanently Protected Open Space

There are 3469 acres of land in Southampton are permanently protected from development because they are town-owned, state-owned or owned by other communities or conservation groups. There are 46 acres of town-owned land with limited protection, and 33 acres of recreational open space with no protection. Some of the more prominent protected open space parcels are shown in the table below.

Table 1-3: Recreational and Open Space Lands in Southampton

NAME	ACREAGE	OWNER	TYPE of PROTECTION	OPEN SPACE MAP #	LOCATION
Hazel Young Conservation Area - Manhan Meadows	39 acres	Town – Cons. Commission	Permanent	29-13, 29-32, 29-13A	off East Street
Lyman Conservation Area	19 acres	Town	Permanent	35-39, 35-43B	off College Highway
Conant Park	25 acres	Town – Park Dept.	Limited	23-78, 23-80	off Clark Street
Nancy Whittimore Conservation Area	38 acres	Town – Cons. Commission	Permanent	8-36	Off Pomeroy Meadow Road
Pomeroy Mountain	97 acres	Town	Permanent	12-10, 12-16,	off Wolcott Road

				11-6, 12-36	
Church Hill Park	3 acres	Town –Parks Dept.	Permanent	23-38	Center St.
Southampton Water Supply Protection Area	24 acres	Town – Water Dept.	Permanent	13-17, 13-18	Pomeroy Meadow Road
Southampton Water Supply Protection Area	70 acres	Town – Water Dept.	Permanent	13-75, 13-76, 13-77, 13-78B, 14-27, 14-28	Glendale Road and College Highway
Southampton Water Supply Protection Area	23 acres	Town – Water Dept.	Permanent	20-23, 20-24	Gunn Road
Southampton Water Supply Protection Area	3 acres	Town – Water Dept.	Permanent	19-36	Riverdale Road
Southampton Town Wells	103 acres	Town – Water Dept.	Permanent	19-11, 19-12	College Highway
Pequot Well	16 acres	Town – Water Dept.	Permanent	44-8B, 44-9B, 44-9C	Pequot Road
Fog Hollow	43 acres	Town – Park and Cons. Depts.	Permanent	30-34	off Cook Road
Former Johnson Property	84 acres	Town – Water Dept.	Permanent	18-24, 19-23	College Highway
Old Canal Property, former Szczypta land	20 acres	Town – Cons. Commission	Permanent	19-35	Riverdale Road
Open Space at Red Brook Subdivision	8 acres	Town –Parks Dept.	Permanent	n.a.	Fomer Road at Brittney Road
Wolcott Road Open Space	51 acres	Town	Permanent	11-6, 12-12, 12-36	Rear land, off Wolcott Road
Former Water Supply Pond	8 acres	Town – Water Dept.	Permanent	23-54	High Street
Conservation Land	40 acres	Town – Cons. Commission	Permanent	25-69	Pleasant St.
Alder Pond Conservation Area	2 acres	Town	Permanent	27-24	Crooked Ledge Road
Holyoke Water Supply lands	2776 acres	City of Holyoke	Permanent	9-2, 9-5, 10-2, 33-18, 4-2, 16-3, 16-2, 26-3, 26-9, 17-10	Tighe Carmody Reservoir watershed
NEF lands – 2 parcels	50 acres	New England Forestry Fdtn.	Permanent	1-5, 1-6	Leadmine Road
Town Land	7 acres	Town	Permanent	24-01	College Highway
Former Prajzner Farm	115 acres	Mass. Dept. of Fisheries and Wildlife	Permanent	31-15	Cook Road
Hampton Ponds State Park	10 acres	Dept. Environmental Management	Permanent	44-12, 44-170, 44-171	Pequot Pond
Larabee School	5 acres	Town	Limited	23-24	College Highway
Norris School	16 acres	Town	Limited	19-55	Pomeroy Meadow Rd.
Easthampton Fish and Game Club	31 acres	Private	None	19-2	Pomeroy Meadow Rd.
Camp Jahn	2 acres	Private	None	44-80	Camp Jahn Rd.

Source: Southampton Assessor's records

Town-Owned Open Space

Southampton owns 698 acres of permanently protected land in 39 parcels of land. Southampton also owns 46 acres of land with limited protection in four parcels. The City of Holyoke owns 2776 acres in Southampton as part of the Tighe Carmody Reservoir watershed. The Commonwealth of Massachusetts owns only 125 acres of protected land in Southampton.

Greenways

There are no existing local or regional greenways in the Town of Southampton, although the Conservation Commission has worked to acquire and protect a block of land along the South Branch of the Manhan River.

Residents in Southampton are currently developing a conceptual network of trails and natural corridors in the town as part of the Southampton Open Space and Recreation Plan process. This network will be planned to make optimal use of existing natural corridors and existing informal trails and paths. An effort will be made to establish corridors that interconnect existing recreational and natural open spaces both within and outside of Southampton.

The Pioneer Valley Regional Greenways Plan (PVPC 2003) identifies two potential regional greenways which encompass parts of Southampton. These include lands as falling within one of the following designated regional 'Focus Areas':

- Manhan River Focus Area: 5,614 acres
- Metacomet-Monadnock Trail Focus Area: 1,072 acres

Recreational Resources

Southampton has relatively few recreational resources, for a town of its size. Conant Park is the town's primary park and active recreation area. Other recreation resources are described below.

Trails and Bike Paths

Southampton has no bike paths currently. A proposed bike path, the Manhan Rail Trail, linking to Easthampton, was defeated by Town Meeting.

Hiking trails and areas in Southampton include the following:

- Manhan Meadows;
- Lyman Conservation Area;
- Pomeroy Mountain, access on Durrell's Path;
- Conant Park;
- Caves at Mount Breakneck;
- Sandstone Quarry off East Street.

Hiking opportunities include a number of old dirt or woods roads, some of which are also available for horseback riding, including:

- Old Woods Road off Fomer Road;
- Cold Spring Road access to telephone cable right of way;
- Crooked Ledge Road;
- West End Road;
- Woods Road and trail;
- Sabbath Day Road;
- Cook Road, access to Tennessee Gas Pipeline right of way;
- Hollis Bridge Road;
- Middle Road, access to Tennessee Gas Pipeline right of way;
- Pomeroy Meadow Road access Manhan River.

Parks and Playing Fields

The following parks and playing fields are available in Southampton:

- Conant Park, a ten-acre park, which offers hiking, bicycling, picnicking, tennis, nature study, and field sports. The park has a pavilion and two parking areas;

Water-Based Recreational Opportunities

There are no town swimming areas in Southampton. Swimming, boating, fishing, water skiing, ice skating are offered at Pequot Pond State Park. The best public access to Pequot Pond is at Hampton Ponds State Park, which is located in the Westfield section of Pequot Pond.

Fishing access areas include Pequot Pond, and the Manhan River, with access areas at:

- Manhan Meadows;
- Pomeroy Meadow Road access to Manhan River;
- Route 10 access to Manhan River;
- Gunn Road access to Manhan River.

Historic Sites

Southampton has a number of historically significant sites, including:

- Old Canal, accessed off Route 10, was part of system connecting New Haven to Northampton;
- North District School Number 2, a historic school house, Conant Park;
- Clark-Chapman House features arts, crafts, furniture on display;
- Sandstone Quarry, where stone to build town hall was quarried;
- Old Grist Mill, Route 10 at Manhan River.

Natural Resource Sites

Sites of interest from a natural resource standpoint include:

- Manhan Meadows, a town-owned conservation area, with opportunities for nature study, hiking, fishing and picnicking;
- Lyman Conservation Area offers hiking and nature study;
- Caves at Mount Breakneck, can be explored by spelunkers;
- Parsons Memorial Forest;
- Wolf Hill (private), with a gigantic leaning rock;
- Alder Pond (private), hiking and nature study;
- Webb's Rock, Cottage Avenue, a sandstone ledge used by early surveyors
- Old Lead Mine (private), off Lead Mine Road, offers geological studies and furnished material for bullets during the American Revolutionary War.

Private Recreational Areas

Southampton has several recreational areas that are open only to members, including:

- Southampton Country Club, provides golfing, hiking, sledding to members;
- Holyoke Beagle Club, with hiking, picnicking and nature/wildlife areas;
- East Street Pond, offers ice skating with owner's permission.

Wildlife Habitat

Threatened or Endangered Species Habitat

The Massachusetts Division of Fisheries and Wildlife, Natural Heritage and Endangered Species Program (NEHSP) has mapped areas of critical concern for threatened and endangered species within the Town of Southampton. These areas are generally shown on the Southampton Natural Habitats Map. Approximately 959 acres are identified as priority habitats for these species. The plants and animals that fall within this classification are identified in the following Table 1-4. A more extensive list of species known to exist in Hampshire County is in Appendix A.

Table 1-4: Threatened and Endangered Species of Southampton

Taxonomic Group	Scientific Name	Common Name	Status
Reptile	<i>Clemmys guttata</i>	Spotted Turtle	Special Concern
Reptile	<i>Clemmys insculpta</i>	Wood Turtle	Special Concern
Bird	<i>Ammodramus savannarum</i>	Grasshopper Sparrow	Threatened
Mussel	<i>Alasmidonta undulata</i>	Triangle Floater	Special Concern
Mussel	<i>Strophitus undulatus</i>	Creeper	Special Concern
Dragonfly/Damselfly	<i>Stylurus scudderi</i>	Zebra Clubtail	Endangered
Vascular Plant	<i>Halenia deflexa</i>	Spurred Gentian	Endangered
Vascular Plant	<i>Liatris borealis</i>	New England Blazing Star	Special Concern
Vascular Plant	<i>Pedicularis lanceolata</i>	Swamp Lousewort	Endangered
Vascular Plant	<i>Podostemum ceratophyllum</i>	Threadfoot	Special Concern

Source: Massachusetts Natural Heritage and Endangered Species Program, (March, 2003)

These species are dependent upon habitat provided by riparian and wetland resources as well as forest resources. There are nearly 14,000 acres that provide productive habitat for wildlife species in Southampton, including forest, open waters, and wetland. Approximately 2,870 of these acres include areas that are considered core habitat.

Preventing the extinction of these species is critical to maintaining bio-diversity in the Pioneer Valley. A biologically diverse native ecosystem is important to ensure stability of all plant and animal species. On a global scale, it is essential for human health as well. As the number of species within an ecosystem decline the remaining species become more dependent upon fewer resources for survival. In many cases, the elimination of one species leads to the demise of another or many others when such species cannot adapt to the reduction and change in their environment.

Biodiversity

The Massachusetts Division of Fisheries and Wildlife's Natural Heritage and Endangered Species Program (NHESP) developed the BioMap to identify the areas most in need of protection in order to protect the native biodiversity of the Commonwealth. BioMap focuses primarily on state-listed rare species and exemplary natural communities but also includes the full breadth of the State's biological diversity.

BioMap Core Habitats are areas with the highest priority for conservation and biodiversity conservation. They represent the sum total of viable rare plant habitat, viable rare animal habitat, and viable exemplary natural communities. BioMap Supporting Natural Landscapes are the most intact lands adjacent to and near Core Habitat areas. These lands provide linkages between habitats, buffer Core Habitat, and are thought to contain rare species not yet discovered.

Southampton contains approximately 2,870 acres of NHESP BioMap core habitat and 9,514 acres of supporting natural landscape. The Core habitat is located primarily along the entire length of the Manhan River, Red Brook, Hackmatack Swamp and Moose Brook, with scattered habitat along Broad Brook, and some areas north of Pomeroy Meadow.

Vernal Pools

Vernal pools are unique wildlife habitats best known for the amphibians and invertebrate animals that use them to breed. Vernal pools, also known as ephemeral pools, autumnal pools, and temporary woodland ponds, typically fill with water in the autumn or winter due to rising ground water and rainfall and remain ponded through the spring and into summer. Some vernal pools are protected in Massachusetts under the Wetlands Protection Act regulations, as well as several other federal and state regulations, and local bylaws (NHESP).

The NHESP serves the important role of officially "certifying" vernal pools that are documented by citizens. Finding vernal pools is the first step for protection. The Massachusetts Aerial Photo Survey of Potential Vernal Pools has been produced by the NHESP to help locate likely vernal pools across the state. According to NHESP, there are currently no certified vernal pools in Southamton; however, 47 potential vernal pools are dispersed throughout the town.

Regional Links

Many of the benefits offered by the rich natural resources of Southamton are shared with adjacent communities surrounding the town. The town also benefits from the careful protection and stewardship of natural lands in these same communities.

Some of the important regional resources that Southamton shares with its neighbors, include:

- Barnes Aquifer, a regional aquifer which provides drinking water supply for Southamton, Easthamton, Holyoke and Westfield
- Mount Tom Range, a mountain range stretching along the border with Holyoke;
- Manhan River, a scenic river extending into Easthamton;
- Hampton Ponds, a cluster of attractive recreational ponds on the border with Westfield and Holyoke.

Open spaces and natural resources are regional assets whose boundaries do not necessarily respect municipal or state political boundaries.

Water Resources

Lakes and Ponds

There are several ponds and small lakes in Southamton including:

- Pequot Pond
- Alder Pond
- Tighe Carmody Reservoir
- White Reservoir
- Lost Pond

Many other smaller bodies of water are scattered across the landscape of Southamton primarily located along streams and in wooded areas. Most of the 425 acres of open water in Southamton are comprised of these small ponds and lakes. These water bodies offer valuable wildlife habitat, unique natural environments, and provide benefits to Southamton's human inhabitants in the form of prime recreational opportunities and water supply.

Rivers and Streams

A small portion of town lies within the Westfield River Watershed (957 acres); however, the majority of the town (17,568 acres) drains to the Connecticut River via the Manhan River. Surface water drains in two directions: southwest and southeast. Many small streams in Southamton feed these two river systems. Most of the Town's drainage stays within Town boundaries before emptying into either basin.

There are 2,951 acres of land within MassGIS riparian corridors in Southampton, 87 percent of which is considered natural land.

There are 768 acres of land in town within the 200 ft. Rivers Protection Buffer Area. The River Protection Act protects the following significant rivers and streams in Southampton:

- Manhan River, South Branch
- Manhan River, North Branch
- Alder Meadow Brook
- Broad Brook
- Tucker Brook
- Breakneck Brook
- Blue Meadow Brook
- Red Brook
- Moose Brook

The Wetlands Act offers additional protection of lands in the area between 100 feet and 200 feet of the mean high water mark of a qualifying stream or river. However, this outer riparian zone is susceptible to limited development in certain instances. Development activity within the innermost 100' is limited by the Wetlands Protection Act and Rivers Protection Act. Southampton currently has no local rivers protection bylaw.

Riparian areas are those vegetated lands adjacent to water sources. This juncture of land and water attracts a range of species and tends to mark a transition zone between habitats. As such, these corridors link one habitat to another.

The value in maintaining vegetative cover and uninterrupted riparian corridors goes beyond wildlife preservation. These corridors and wetlands provide many other significant public health benefits for the entire community. These benefits include:

- Flood mitigation for agricultural crops and structures by storing and slowing runoff;
- Water supply protection, through filtration of pollutants. (Studies by the Environmental Protection Agency show that over 75% of phosphorus and nitrogen can be filtered in riparian areas adjacent to farmland)
- Erosion control by absorbing and slowing down storm runoff, these storage areas reduce erosion that results from fast flowing water;
- Groundwater replenishment;
- Stormwater management and regulation of water levels in watersheds;
- Open space corridors and recreational opportunities, such as fishing, boating, and hunting.

A great diversity of species is dependent upon the wetlands and riparian areas in Southampton. Maintaining the integrity of wetlands and riparian corridors with vegetated cover is important to:

- Provide shelter for various species;
- Provide protected corridors for movement between and among adjacent habitats;
- Provide food source;
- Provide permanently flowing water sources;
- Provide nesting and breeding places.

If these corridors are disturbed or interrupted, damage to habitat and species population will result. This holds true for common species as well as rare and endangered species. Man-made disruptions that have impacts on the habitat include:

- Roads
- Parking lots
- Residential lots, where domestic animals can threaten wildlife;
- Large commercial developments;
- Manicured lawns, which minimize protected cover and generation of food resources.

Wetlands

There are approximately 1,112 acres of wetlands in Southampton. Wetland habitats in town occur primarily along the streams and rivers as well as in lands adjacent to the major ponds in Southampton. If open waters are included in this accounting, the total acreage of wetlands in Southampton rises to 1,537. These wetlands and flood areas in are shown on Southampton's Water Resources Map.

Currently, development of some wetland areas in Southampton is limited by the Massachusetts Wetlands Protection Act. However, Southampton currently has no local wetlands bylaw and as a result, protection of these critical natural areas is not guaranteed.

Wetlands include rivers, ponds, swamps, wet meadows, beaver ponds, and land within the FEMA-defined 100-year flood area. Wetland areas are home to frogs, fish, freshwater clams and mussels, beaver, muskrats, great blue herons, waterfowl, and bitterns.

Wetlands are specialized habitat areas that are always wet or are wet for extended periods of time during the year. There are many types of wetlands including:

- Marshes – predominantly open, waterlogged areas
- Swamps – predominantly wooded waterlogged areas
- Vernal Pools - confined depressions that fill seasonally (at least 2 continuous months)
- Ponds – naturally water-filled areas or those areas created by dams
- Riparian Areas – areas where the water and the land meet
- Streams and Rivers – bordering vegetated wetlands identified and protected under the state law.

The Commonwealth of Massachusetts regulates activities in and around wetlands in Southampton through the Wetlands Protection Act – a state law enforced by the local Conservation Commission. Wetlands protected by the act are primarily those that border the streams, rivers and ponds in the town. These 'bordering vegetated wetlands' provide critical wildlife habitat and play a critical role in maintaining water quality by serving as natural filters for nutrients, toxins, and sediment that would otherwise move directly into surface and ground waters. Isolated wetlands – at least 1000 square feet in size – are also protected by the state regulations.

Wetlands also serve as temporary storage areas for flood waters allowing the water to percolate slowly into the ground rather than run off into streams and rivers quickly and violently.

Groundwater Recharge

The Barnes Aquifer, one of the most important regional aquifers in Massachusetts, underlies large sections of central and eastern Southampton. The Barnes Aquifer provides water supplies not only for Southampton and its College Highway Wells, but also for the neighboring communities of Easthampton, Westfield and Holyoke. This aquifer is composed of well-sorted sands and gravels which were deposited by meltwater streams flowing from Glacial Lake Hitchcock. The coarse grain-size and excellent sorting of the sediment accounts for its having a high permeability well suited for water storage but poorly suited for on-site waste disposal systems.

There are three legs to the Barnes Aquifer in Southampton, including sections which follow the course of Moose Brook, Manhan River (South Branch), and Broad Brook.

Water Supply

Southampton's water supply system relies on two sources and serves approximately 67 percent of town residents. The town relies mostly on one town-operated groundwater well on College Highway and supplements this with surface water from the City of Holyoke-owned Tighe-Carmody Reservoir. The town is currently developing a replacement for their single well due to a deteriorating screen.

This well has a Zone I protective radius of 400' and a recent DEP-approved Zone II protective boundary. Because it has a limited confining layer (e.g. clay), this well is vulnerable to contamination from the ground surface. The town does currently have a wellhead protection bylaw, but it does not meet DEP requirements set forth in 310 CMR 22.21(2). The town does perform regular inspections of land within the Zone I, but does not own or control the land and does not have a Wellhead Protection Plan.

The town has a Water Supply Protection zoning overlay district, which covers 9,465 acres, or 51 % of the town. This district includes the Barnes Aquifer's primary aquifer recharge area, and the watershed for Tighe Carmody Reservoir.

Non-community Water Systems

The majority of the town is served by a public water supply system. Southampton does not have any have non-community water systems, non-transient non-community (NTNC) or transient non-community water systems (TNC).

Sanitary Sewer and Wastewater Discharges

Sanitary sewer infrastructure in Southampton is limited to on-site systems serving individual residences, several businesses, and a handful of institutional and recreational sites. Stormwater management is also handled on-site although in most cases stormwater management and erosion control has not been addressed formally or adequately. Southampton's Planning Board has recently worked with Pioneer Valley Planning Commission to develop proposed bylaws for regulating three areas of stormwater management and erosion control:

- Construction-related runoff and erosion
- Post-construction runoff
- Illicit connections to the town's stormwater system

These bylaws have not yet been adopted by Southampton Town Meeting.

Southampton does not have a public sewer system nor a publicly-owned wastewater treatment plant. Two recent attempts to approve connections to the Westfield WWTP have been unsuccessful at gaining public support at Town Meeting. Soils in the vicinity of Pequot Pond as well as in the center of town are poorly suited for on-site sewage disposal and have a long history of failing septic systems.

Potential Pollution Sources

Very few areas in Southampton possess soils that have good drainage characteristics required for proper on-site sewage disposal. Based on historical lake assessments, failing septic systems have occurred particularly in the Pequot Pond region of town, as well as the center of town.

Former landfill sites are located on Route 10, Fry Road, and Moose Brook Road. The Moose Brook Road Facility was capped and certified in 1997 and currently operates as the municipal transfer station.

Floodplains

The 100-year floodplain is defined as an area with a 1% chance of flooding in a given year. The floodplain serves as a critical habitat for many plant and animal species and provides some of the most fertile soils in the region. Areas in the 100-year flood zone in Southampton are primarily those lands adjacent to and including the open water areas at:

- Manhan River (South and North Branches)
- Moose Brook
- Red Brook
- Pequot Pond
- Broad Brook
- Alder Meadow Brook

- Blue Meadow Brook

Not including open water areas, there are 1198 acres of 100-year floodplain in town, totaling 6.5 % of the town's area.

Protective regulations and disincentives that limit development in the floodplain exist at several levels:

- Lending institutions may require flood insurance for those structures built in the 100-year flood zone. Although the consumer cost of this federally-supported insurance program is relatively inexpensive, some prospective homeowners simply do not want to take on this added burden. The town should, however, consider the role of the lender in guiding development in these areas and be proactive in its approach to educating the loan officers and boards of the effect of floodplain development.
- The Massachusetts Wetlands Protection Act limits the impacts of construction and alteration activities in the floodplain through its local enforcement by the Conservation Commission.
- Southampton's zoning bylaw is an additional regulatory layer that can control development in these critical areas. Southampton's Floodplain Overlay District has a critical weakness in that it does not prevent residential development in these areas. A new regulatory strategy may be needed to protect the floodplain in Southampton.
- The State Building Code requires the elevation of structures in the floodway—the floor of the lowest habitable area in the structure must be above the base elevation for floodwaters during a 100-year storm event. The code also reinforces the overlay district regulations by prohibiting any change in the flood storage capacity of the area.

Land Use Assessment

Land Use Change and Development Trends

A brief discussion of land use trends in Southampton is useful in understanding the impacts of development on the natural environment over the past three decades.

Table 1-5: Land Use Change 1971 vs. 1999

Land Use	Acres 1971	Percent 1971	Acres1999	Percent 1999	Percent Change
Cropland	1,961	10.58%	1,610	8.69%	-17.9%
Pasture	949	5.12%	790	4.26%	-16.7%
Forest	13,509	72.92%	12,841	69.32%	-4.9%
Wetland	164	0.89%	139	0.75%	-15.2%
Mining	31	0.17%	6	0.03%	-80.6%
Open Land	230	1.24%	355	1.92%	54.3%
Participation Recreation	105	0.57%	112	0.60%	6.7%
Spectator Recreation	8	0.04%	0	0.00%	-100.0%
Water-Based Recreation	6	0.03%	7	0.04%	16.7%
Residential (multi family)	8	0.04%	16	0.09%	100.0%
Residential (< 1/4 acre lots)	33	0.18%	32	0.17%	-3.0%
Residential (1/4 to 1/2 acre lots)	165	0.89%	629	3.40%	281.2%
Residential (> 1/2 acre lots)	765	4.13%	1,337	7.22%	74.8%
Commercial	29	0.16%	83	0.45%	186.2%
Industrial	4	0.02%	10	0.05%	150.0%
Urban Open Land	58	0.31%	78	0.42%	34.5%
Waste Disposal	11	0.06%	7	0.04%	-36.4%
Water	427	2.30%	425	2.29%	-0.5%
Woody Perennial	23	0.12%	48	0.26%	108.7%
Totals			18,525	100%	

Source: PVPC, Mass GIS (1999 data)

Despite the continued land conversion in Southampton, most of the land remains in forested and agricultural uses. Approximately 82% of the 18,525 acres of land consist of forest and agricultural lands. Generally, the remaining 18% of the land is consumed by residential uses and water resources.

Current Zoning

Southampton is currently zoned to encourage large areas of rural residential development on large lots (i.e. suburban sprawl). The majority of town (62%) is zoned Rural Residential. Since zoning can be considered a snapshot of a community's future, the town is currently planned to build out in a low density pattern of residential sprawl.

Table 1-6: Southampton Zoning

Zoning District	Acres	Percent of Town
R-R Rural Residential	11,483	62%
R-N Residential Neighborhood	4,580	24.7%
R-V Residential Village	2,016	10.9%
I-P Industrial	265	1.4%
C-H Commercial Highway	145	.8%
C-V Commercial Village	33	.2%
Totals		100%

Source: PVPC map of Southampton Zoning

Significant Landscapes

Significant and unique resources highlighted in the 1996 Southampton OSRP include:

- Old Lead Mine: Located off Lead Mine Rd. on private property, this area offers significant geologic studies and once furnished lead used to manufacture Revolutionary War bullets.
- Cold Springs Road: Offers recreational opportunities such as hiking and snowmobiling. Located on private property.
- Holyoke Beagle Club:
- Pomeroy Meadow Road Access
- Old-wood Road of Fomer Road
- View of Tighe-Carmody Reservoir
- Croaked-Ledge Road, West End Road, Woods Road
- Route 10 view of old canal system
- Route 10 access to Manhan River
- Coleman Road view of Mt. Tom
- Gunn Road view of Mt. Tom
- Sabbath Day Road off West End Road
- Maple Street across to Woods Road
- Water tower view of Old Lead Mine
- Conant Park
- Manhan Meadows Sanctuary
- Cook Road Access to the Tennessee pipeline
- Leaning Rock and old mine
- Alder Pond
- Lyman Mill Pond off old canal
- Pond off East Street
- Moose Brook and view of Mt. Tom
- Country Club and Mt. Tom View
- View of old canal
- View off Whiteloaf Road
- Hollis Bridge Road
- View from Swanson Corners
- Middle Road access to Tennessee pipeline
- Pequot Pond
- Easthampton Fish and Game
- Camp Jahn
- Lyman Conservation Area

- Caves at Mt. Breakneck
- Sandstone Quarry off East Street
- The Clark-Chapman House
- North District School Number 2
- Webb's Rock on Cottage Ave

Land Use Suitability Analysis

The Land Use Suitability Analysis is a process by which PVPC planners and the Southampton Community Development Planning Committee can identify those lands that are most appropriate for development and those areas that need some form of protection from development.

Development of the Southampton Land Suitability Map and the subsequent discussions with the Community Development Planning Committee will lead to a clear set of geographic priorities that can guide future land use decisions in this plan and, more specifically, in the development of a Future Land Use Map for the town.

Land Use Suitability Map

The Land Use Suitability Map is created by combining and comparing various digital layers of information developed from federal, state, and local sources. Overlays of the GIS mapping data will identify those lands that are the most environmentally fragile and thus most desirable to protect, and those areas that are well suited for new residential and commercial development.

To aid in the visualization of these future land use priorities, PVPC has developed a range of categories for all lands in the town. Every acre of land in Southampton will fall into one of these categories. A brief description of each land use category follows, including the list of mapping data or characteristics used to create the category:

Category 1a: Protected from Future Development

This category includes lands that are most likely to remain undeveloped in the future. In some cases this is because the identified lands are protected from development or are in government or institutional ownership and are unlikely to be developed in the near future. Also included in this category are lands that are already developed. In articulating future land use strategies in Southampton, the community may wish to identify some previously developed lands as being appropriate for future redevelopment. However, for the purposes of this analysis the developed lands may remain in this first category.

Data Layers

A. Open Water

B. Existing Open Spaces

- Protected Lands
- Government-owned Lands
- Institutional Lands
- Private Lands

Category 1b: Existing Developed Lands

This category includes lands that are currently shown as developed on the most recent McConnell Land Use Maps from UMASS.

Data Layers

Existing Developed Lands

Category 2: Land Suitable for Compact Development (Mixed Use, Affordable Housing, Commercial Development)

This category includes lands that are currently served – or could be potentially served – by the infrastructure that supports the most intensive development. Many times, these lands will occur

around village centers, along developed commercial corridors, or in more intensively developed residential and mixed use neighborhoods.

Data Layers

Unprotected, unconstrained lands within any of the following simple buffers to be established showing lands within:

Services

- ¼ mile of water line
- ¼ mile of sewer line
- ¼ mile of public transit line
- ½ mile of an interstate (or turnpike) exchange

Places

- ¼ mile of major employer/employment center
- ½ mile buffer of town center/s
- ¼ mile buffer of village centers
- ¼ mile buffer of other community-designated growth node

- Does not include active farmlands
- Commercial/Industrial zoned land not included (these lands appear in Category 6)

Category 3: Land Suitable for Protected Open Space

This category includes lands that provide some valuable benefit to the natural or human environment in Southampton and that should be protected from future development.

Data Layers

All lands not in Category 1 or 2, including:

A. Resource Areas

- 100-year Flood Plain
- DEP Zone 1
- Outstanding Water Resource Watershed
- Wetlands (plus 100-foot buffer)
- Rivers Protection Act (100-foot buffer, inner riparian zone)
- BioMap Core Areas
- Certified and Potential Vernal Pools (point designations only)
- Steep Slopes (over 25%)
- NHESP Rare & Endangered Species Habitat

B. Existing Open Space with Limited Protection from Development

- Government-owned Lands
- Institutional Lands
- Private Lands

- Can include active farmland
- Does not consider existing zoning designations

Category 4: Farmland Suitable for Protection or Low Intensity Use

This category includes all undeveloped and unrestricted farmland not in Categories 1, 2, or 3.

Data Layers

- Active Farmland

Category 5: Sensitive Lands Suitable for Low Intensity Use

This category includes environmentally-sensitive lands that are most appropriate for low intensity uses such as low density residential housing, active recreational uses, or scattered, low-impact commercial activity. When appropriate, some of these areas may also be appropriate for long-term protection from development such as in the case of active agricultural lands.

Data Layers

All undeveloped and unrestricted lands not within Categories 1, 2, 3, and 4, but within:

- Active Farmland
- DEP approved Zone 2
- Aquifer Protection Overlay Zones
- Interim Wellhead Protection Areas
- NonTransient/NonCommunity Water Supply Buffers
- Steep Slopes (15% - 25%)
- Pioneer Valley Regional Greenways Priority Areas
- Planned Municipal trails or greenway corridors

Category 6: Land Suitable for Potential Economic Development (High Intensity)

This category includes lands that may be suitable for high intensity commercial or economic development in Southamptn. Not all communities have areas in all of these categories, but it is likely that at least some areas in town will fall into this category.

Data Layers

Undeveloped, unprotected, unconstrained lands within:

- Existing Industrial Park
- Designated Economic Opportunity Area
- Brownfield Sites
- Existing Vacant/Underdeveloped Industrial/Commercial Sites
- Lands Currently Zoned for Commercial or Industrial Use

Category 7: Remaining Lands – Suitable for Local Designation

These lands are those that offer neither prime development opportunities nor particularly valuable environmental assets. The Community Development Planning Committee may choose whether or not to include specific strategies regarding future uses of these lands.

Data Layers

All remaining lands not included in Categories 1 through 6

Future Land Use Map

The goal of the Future Land Use Mapping exercise (see “Putting It All Together”) is to identify the best places in Southamptn to site future development. As the Committee and PVPC develop the Housing, Economic Development, and Transportation elements of this Southamptn Community Development Plan, decisions will be made in each of these policy areas regarding the best use of land resources in the town. Town regulations, policies, and other community efforts should be implemented in a way that reinforces the preferred land use pattern developed in the Future Land Use Map for Southamptn.

Water Supply Assessment

Protecting water resources is a key part of any long-range municipal planning effort that ensures the long-term environmental and economic health of a community or group of communities. The following six planning concepts outline a responsible approach to community water resources:

- Use water efficiently.
- Keep water near its point of withdrawal.
- Protect current and future water supplies.
- Protect natural water resource areas.
- Develop a single plan for meeting water, wastewater and stormwater needs.
- Use appropriate treatment for water, wastewater, and non-point source pollution, emphasizing pollution prevention as the best alternative.

Water Supply Sources and Quality

Southampton's primary source of water supply comes from groundwater sources at the College Highway wells in the Barnes Aquifer. The capacity of this well has been upgraded. Supplemental supply comes from the City of Holyoke's Tighe-Carmody Reservoir. Southampton has not used the Tighe-Carmody Reservoir to date in 2003. Approximately 58 percent of residents rely on private, on-site drinking water wells.

Table 1-7: Water Supply Sources

Type/Name	Location	Capacity	Safe Yield
Tighe Carmody Reservoir (Holyoke)	Off Fomer Road, Southampton	4,850 mg	.65 MDG
College Highway Well	College Highway north, off Glendale Road	n.a.	.79 MGD
TOTALS			1.44 MGD

Sources: Pioneer Valley Water Action Plan, Southampton Water Superintendent

Southampton is entitled to receive up to 125 GPCD (gallons per capita per day) up to a maximum of 650,000 GPD (gallons per day) free of charge. This agreement was established when the reservoir was constructed to serve Holyoke. Southampton used 117,000 GPD (65 GPCD) from Holyoke in 1988, well below the established maximum amount. The volume of use is limited by the 6" transmission lines running from the main Holyoke supply lines.

The College Highway well is used about 10 hours per day, with a higher usage during peak demand.

Southampton owns an additional well in the Hampton Ponds area, with an estimated safe yield of .5 MGD, which is not used.

Southampton's water system is limited by pipe size. All of the older mains are 6".

As of July, 2004, Southampton is under a consent order to meter the entire town water system, as part of a Department of Environmental Protection permit for increasing the capacity of the College Highway Well. There are 1200 residential meter and 60 commercial meters to be installed at cost of \$350 per meter.

Water Budget

Southampton's public water supply system serves 2,300 people, about 42% of the town's population, while individual on-site wells serve 58% of Southampton's population.

Southampton currently has a water surplus of .34 MGD, not including the water the town is permitted to withdraw from Tighe Carmody Reservoir.

Table 1-8: Water Supply and Demand - History and Projections

Year	Popul.	Popul. Served	Per Capita Consump. (GPCD)	Avg. Day Demand (MGD)	Max. Day Demand (MGD)	Safe Yield (MGD)	Surplus or Deficit	or for	Services
1980	4,137	n.a.	68	.113	n.a.	.47	.36		350
1990	4,478	1200	156	.182	.280	.47	.29		n.a.
2000	5,387	2300	188	.451	1.10	.79**	.34		n.a.
2010	5,644*	2409*	188*	.452*	n.a.	.79**	.34*		n.a.
2020	5,919*	2572*	188*	.483*	n.a.	.79**	.31*		n.a.

*Projected

** College Highway wells only (does not include .65 MGD available from Tighe Carmody Reservoir)

Source: Pioneer Valley Water Action Plan, Southampton Water Superintendent, Discerning the Future (PVPC, 2003)

Existing Protection Measures

Southampton has undertaken the following measures to protect its water supply areas:

- adopted a Water Supply Protection Overlay zoning district to protect both the aquifer recharge area for the College Highway Well and the Tighe Carmody Reservoir watershed;
- applied for, and received, a grant from the Massachusetts Aquifer Land Acquisition Program to purchase land around the College Highway Well;
- been an active participant in the Barnes Aquifer Protection Advisory Committee, formed through an intermunicipal Memorandum of Agreement between Easthampton, Southamptton, Westfield, Holyoke and PVPC, for cooperative protection of the Barnes Aquifer, the main water source for these municipalities. This committee provides for intermunicipal review of all major development projects within the aquifer area, coordinates uniform development of land use controls, and provides a forum for public education.

Menu of Open Space and Resource Protection Strategies

In assessing potential open space and resource protection strategies for Southamptton, the Southamptton Community Development Committee considered 35 potential strategies, including the following:

Table 1-9: Potential Open Space and Resource Protection Strategies

Acquire Open Space thru Grants and Local Appropriations
Continue to Use the Community Preservation Act
Create a Local Land Fund or Open Space Fund
Encourage Dedicated Open Space in New Developments
Adopt Natural Resource Protection Overlay Zones
Adopt Environmental Performance Standards
Encourage Participation in Chapter 61 Reduced Property Tax Assessment Programs
Preserve Public Waterfront Access
Adopt Transfer of Development Rights Bylaws
Discourage Residential Sprawl onto Farmland
Adopt By-right Cluster or Traditional Neighborhood Development Bylaws
Prioritize Farmland for Preservation
Adopt Local Growth Caps or Building Permit Limits
Preserve Farm Operations
Create Parks to Serve Neighborhoods
Secure Grants to Build Trails
Zoning for Bicycle and Pedestrian Features
Create Bike Lanes and Amenities
Adopt Water Supply Protection Zoning
Reduce Non-point Source Water Pollution
Adopt Stormwater Runoff Bylaws
Adopt Municipal Combined Sewer Overflow Policies
Adopt Reduced Roadsalt Policies
Establish Underground Storage Tank and Hazardous Materials Bylaws
Develop Land Acquisition Programs for Watershed and Aquifer Recharge Areas
Adopt Private Well Regulations
Adopt Subdivision Regulations for Water Supply Protection
Develop Spill Response Plans
Develop Intermunicipal Water Supply Protection Districts and Compacts
Signage for Water Supply Areas
Inventory Emergency Intermunicipal Water Connections
Encourage Traditional Neighborhood Developments
Promote Compact, Mixed-use Development
Control Commercial Strip Development
Improve Infrastructure in Town Center and Limit Infrastructure Expansions

See Appendix A for complete descriptions of these strategies.

Priority Strategies for Southamptton

The town must aggressively enforce existing regulations regarding resource protection.

The top ten priority strategies for open space and resource protection as ranked by the Southampton Community Development Committee are as follows:

1. Continue to Use the Community Preservation Act*
2. Acquire Open Space thru Grants and Local Appropriations
3. Encourage Dedicated Open Space in New Developments
4. Preserve Farm Operations
5. Adopt By-right Cluster or Traditional Neighborhood Development Bylaws
6. Adopt Local Growth Caps or Building Permit Limits
7. Adopt Natural Resource Protection Overlay Zones
8. Adopt Environmental Performance Standards
9. Adopt Subdivision Regulations for Water Supply Protection
10. Adopt Stormwater Runoff Bylaws

*Note: The Southampton Community Development Committee voted to support purchasing the now-abandoned Pioneer Valley Railroad right-of-way in Southampton for passive recreational purposes, as their top priority for using funds available under the Community Preservation Act.

In prioritizing strategies, the Southampton Community Development Committee member expressed particularly strong support for items #1-3 above.

Description of Top Ten Strategies for Southampton

The following open space and resource protection strategies are presented in order of priority, as recommended to the town by the Southampton Community Development Committee:

Strategy #1: Continue to Use the Community Preservation Act

The Community Preservation Act (CPA) is probably the most powerful tool available to municipalities to preserve open space. CPA is enabling legislation designed to help communities plan ahead for sustainable growth and raise funds to achieve their goals. CPA allows towns and cities to approve a referendum allowing them to levy a community-wide property tax surcharge of up to 3 percent for the purpose of creating a local Community Preservation Fund and qualifying for state matching funds. (For example, a CPA surcharge of 1 percent on a real property tax bill of \$1,000 would be \$10, or 1 percent of \$1,000, per year. The surcharge can be in any increment up to 3 percent.) The state will provide matching funds to communities approving CPA.

The Community Preservation Act provides new funding sources which can be used to address three core community concerns:

- Acquisition and preservation of open space
- Creation and support of affordable housing
- Acquisition and preservation of historic buildings and landscapes
-

A minimum of 10% of the annual revenues of the fund must be used for each of the three core community concerns. The remaining 70% can be allocated for any combination of the allowed uses, or for land for recreational use. This gives each community the opportunity to determine its priorities, plan for its future, and have the funds to make those plans happen.

Strategy #2: Acquire Open Space Thru Grants and Local Appropriations

Build a townwide greenbelts and blueways network, which are implemented through municipal open space acquisition programs, in cooperation with land trust and non-profit groups. Apply for grants from programs such as: Self-help; Urban Self-help, Land and Water Conservation Program,

among others. Establish municipal open space acquisition funds with annual appropriations. Hire local or regional open space coordinators to oversee implementation of open space acquisitions.

Strategy #3: Encourage Dedicated Open Space in New Developments

Work with developers to strongly encourage dedication of protected open space, parks or recreational lands in close proximity to major residential developments, or a financial contribution to a municipal open space fund.

Strategy #4: Preserve Farm Operations

Create economic and tax incentives to keep farms in business. Options include: “right-to-farm” districts; zoning to promote farm-related business; targeted marketing programs for locally-grown farm products.

Strategy #5: Adopt By-Right Cluster or Traditional Neighborhood Development Bylaws.

“By-right cluster,” “creative open space community zoning” and “traditional neighborhood development” regulations provide residential developers with alternatives to homogenous, large-lot subdivisions that devour farmland and open space. Such bylaws encourage residential development like that found in typical New England villages, with homes clustered in groups and surrounded by permanently preserved open space.

Incentives for creative open space, cluster development and traditional neighborhood development (TND) can be provided by:

- Adopting by-right zoning and creating density bonuses for cluster or TND projects;
- Using de facto urban growth boundaries (i.e. zoning districts) to encourage compact growth in town or village centers and to discourage growth in rural areas based on zoning district incentives and disincentives;
- Establishing smaller frontage and lot size requirements in town center areas.

Strategy #6: Adopt Local Growth Caps or Building Permit Limits.

Growth moratoria or building permit limits can be effective tools for limiting development in farmland areas and giving communities time to plan for growth. Growth moratoria are temporary in nature, and allow a community to stop development for a limited period of time. In order to stand up to legal challenge, such moratoria are usually linked to resolving a specific community infrastructure need, such as expanding a sewage treatment plant, adding a new town well or adding school capacity.

Building permit limits or growth cap can be adopted on a longer-term basis to slow community growth. Hadley and Amherst have adopted building permit limits. Hadley’s “Rate of Development” bylaw has been in effect since 1988. It limits the growth of subdivisions to 10 percent of their total available building lots per year. Amherst’s “Phased Growth” bylaw limits town-wide residential growth to 125 units per year. It also established detailed criteria for evaluating and permitting development proposals that best meet community goals for affordable housing; open space and farmland preservation; mixed use; and aquifer protection.

Strategy #7: Adopt Natural Resource Protection Overlay Zones

Create blueways along rivers, lakes and streams by adopting River Protection Overlay Zones, to supplement provisions in the Massachusetts River Protection Act. Adopt Scenic Upland overlay zoning to protect ridgelines and hilltops from development impacts. Adopt as Sensitive Natural Areas Zoning Overlay District to protect wetlands, wildlife habitat areas, and other sensitive natural areas. Adopt Floodplain Overlay Zones to regulate development in 100-year floodplain areas.

Strategy #8: Adopt Environmental Performance Standards

Adopt zoning regulations with environmental performance standards for commercial, industrial and residential developments. Performance standards can address stormwater runoff, non-point water pollution, air quality and emissions, land stripping, erosion and sedimentation. Encourage

adequate vegetated buffer strips between developed areas and wetland areas. Adopt an Environmental Impact Analysis requirement in the zoning bylaws .

Strategy #9: Adopt Subdivision Regulations For Water Supply Protection

Establish strict drainage requirements to control drainage and urban runoff impacts on water supplies. Review subdivision regulations to add performance standards for watershed and critical areas.

Strategy #10: Adopt Stormwater Runoff Bylaws

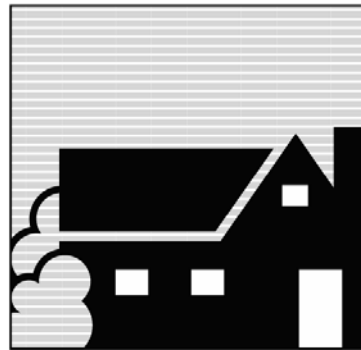
1. Create urban stormwater runoff bylaws, using measures to recreate natural filtration processes, such as constructed wetlands, drainage swales, and extended time detention basins.
2. Require that impervious surfaces be minimized and on-site infiltration be maximized. Federal Phase Two Stormwater regulations require communities to adopt local bylaws to address:
 - Illicit connections to the municipal stormwater system;
 - Construction related erosion and sedimentation;
 - Post-construction runoff, including volumes and pollutants.

For a complete ranking of all 35 open space and resource protection strategies, see Appendix A.



Community Development Plan

HOUSING DEVELOPMENT ELEMENT



Town of
Southampton

Prepared by:
The Pioneer Valley
Planning Commission

This document was
Developed using funds
Pursuant to Massachusetts
Executive Order 418 Program

Element Two: Housing

Housing Supply Inventory

Description of housing stock and densities

Southampton had 2,025 housing units in year 2000, an increase of 27% over the 1,595 housing units in 1990 (Source: 2000 U.S. Census). This reflects a significant growth in housing production as compared to the Commonwealth as a whole (6.0% increase) and the Pioneer Valley region (4.9% increase) over the same time period.



Gambrel Roofed House, Southampton, MA

Southampton has a very high housing occupancy rate, with 99.6% of all housing units occupied and only 0.4% vacant (Source: 2000 U.S. Census). Most of the vacant units were seasonal units (55%). It is notable that the Census recorded only one vacant rental unit in year 2000, a very low rate of vacancy. This illustrates the difficulty in finding available rental housing in town.

Table 2-1: Housing Characteristics and Vacancy

	1990 Number	1990 Percent	2000 Number	2000 Percent	% Change
Total Housing Units	1,595		2,025		
Occupied Housing Units	1,543	96.7%	1,985	98.0%	28.6%
Vacant Housing Units	52	3.3%	40	2.0%	(23.1%)
Vacant Units					
For rent		4.5%		0.4%	(4.1%)
For sale		1.0%		0.3%	(0.7%)

Source: U.S. Census Bureau, 2000

As a result of this recent increase in housing development, Southampton's housing stock is relatively new, with 26% of all housing built in the last ten years, and only 11% of housing over sixty years old (Source: 2000 U.S. Census).

This contrasts with the Pioneer Valley region where only 7.3% of its housing stock was built after 1989 and over 29% of the units are more than sixty years old.

Table 2-2: Age of Housing

	Number	Percent
Total Housing Units	2,025	
Occupied Housing Units	1,985	
Year Structure Built		
1999 to March 2000	41	2.0%
1995 to 1998	201	9.9%
1990 to 1994	285	14.1%
1980 to 1989	315	15.6%
1970 to 1979	460	22.7%
1960 to 1969	269	13.3%
1940 to 1959	232	11.5%
1939 or earlier	222	11.0%
Year Householder Moved into Unit		
1999 to March 2000	147	7.4%
1995 to 1998	478	24.1%
1990 to 1994	401	20.2%
1980 to 1989	352	17.7%
1970 to 1979	306	15.4%
1969 or earlier	301	15.2%

Source: U.S. Census Bureau, 2000

Considered by land parcels, 95% of Southamptom's developed land parcels are used for single family residential uses, while only 2.5% were used for multi-family residential, condominiums or apartments (Source: Mass. Department of Revenue).

Table 2-3: Housing Parcel Type

	Parcels 1991	1991-2001 % Change	Parcels 2001	2001 % of Parcels
Total Parcels	1,625	11.3%	1,809	
Single-Family Residential	1,474	16.5%	1,717	94.9%
Multi-family Residential	13	23.1%	16	0.9%
Condominium	24	0.0%	24	1.3%
Apartment	2	200.0%	6	0.3%
Commercial	99	(64.6%)	35	1.9%
Industrial	13	(15.4%)	11	0.6%

Source: MA Department of Revenue, Municipal Data Bank

Most of Southamptom's housing units (86%) are single family detached houses, followed by apartments (10%) and duplex units (3%). The size of houses is highly variable, with the predominant size being 5 rooms (24%) or 6 rooms (23%). Almost all housing units (97%) in Southamptom have only one occupant per room.

Table 2-4: Housing Types and Sizes

	Number	Percent
Total Housing Units	2,025	
Units in Structure		
1-unit detached	1,735	85.7%
1-unit attached	24	1.2%
2 units	54	2.7%
3 or 4 units	52	2.6%
5 to 9 units	21	1.0%
10 to 19 units	16	0.8%
20 or more units	114	5.6%
Mobile home	9	0.4%
Boat, RV, van, etc.	0	0.0%
Rooms per Housing Unit		
1 room	0	0.0%
2 rooms	80	4.0%
3 rooms	70	3.5%
4 rooms	218	10.8%
5 rooms	489	24.1%
6 rooms	464	22.9%
7 rooms	354	17.5%
8 rooms	230	11.4%
9 or more rooms	120	5.9%
Occupants per Room		
1.00 or less	1,965	97.0%
1.01 to 1.50	20	1.0%
1.51 or more	0	0.0%

Source: U.S. Census Bureau, 2000

Southampton's housing is predominantly owner occupied (87%), with only 13% renter occupied.

Table 2-5: Owner versus Renter Occupancy

	1990	Percent	2000	Percent	Percent Change (1990 to 2000)
Occupied Housing Units	1,543		1,985		
Owner Occupied	1,350	87.5%	1,726	87.0%	27.9%
Renter Occupied	193	12.5%	259	13.0%	34.2%

Source: U.S. Census Bureau, 2000

Public housing

As of 1999, Southampton had no state or federal public housing units, and no units receiving state rental assistance through the Mass. Rental Voucher Program (MRVP) or Section 8 federal rental assistance (Source: MA Department of Housing and Community Development).

First-time homebuyer programs

Southampton did not have any first-time homebuyer loans originated in 2001 administered by MassHousing under the MassAdvantage Program.

Southampton participates in the Soft Second loan program, but no households in the town have utilized the program. The Soft Second program is sponsored by the Massachusetts Housing Finance Agency (MHFA) and the Massachusetts Housing Partnership Fund (MHP) and administered by HAP, Inc. The program subsidizes a second mortgage on a home to help cover interest on the first mortgage for lower income families. (Source: MHFA and HAP, Inc.)

The income limits for the Soft Second loan program in the town of Southampton are as follows:

Household Size	Maximum Income
1	\$40,039
2	\$40,039
3	\$40,039
4	\$41,700
5	\$45,000
6	\$48,350
7	\$51,700
8	\$55,000

(Source: Massachusetts Housing Partnership Fund).

The price limits for the Soft Second loan program for the town of Southampton are as follows:

Property Size	Maximum Purchase Price
Condominium	\$165,000
Single Family	\$165,000
Two Family	\$220,000
Three Family	\$230,000

(Source: Massachusetts Housing Partnership Fund)

Other first-time homebuyer programs include Mass. Advantage and Mass. Advantage 100, which are administered by the Mass. Housing Finance Agency.

Homelessness problems

Southampton does not have a homeless shelter, and because it is a suburban-rural community without a staffed housing authority, there is little data available on homelessness in Southampton.

According to the Donahue Institute's Needs Assessment Report for the Hampshire County Action Commission, homelessness is an issue in the Pioneer Valley Region. Of the 172,916 individuals serviced by the Food Bank of Western Massachusetts, over 16,000 people (9.4% of those served by the Food Bank) identified themselves as homeless. If we consider Western Massachusetts to include Berkshire, Franklin, Hampshire, and Hampden Counties, the total population of the region according to the 2000 Census was 814, 967 individuals. The homelessness rate according to the statistics from the Food Bank of Western Massachusetts is therefore approximately 2% in Western Massachusetts. Homelessness may be more pronounced in more urban areas such as Springfield and Holyoke –a plausible possibility that is not reflected in the rate of homelessness based on the Food Bank statistics. The Food Bank statistics are not encompassing of all homeless persons in western Massachusetts, meaning homelessness may be a real concern in the area.

In another measurement of homelessness as part of the 2000 Census, researchers visited all known emergency and transitional shelters in counties with at least 100 shelter beds on the same day (March 27, 2000) to gauge the relative problems of homelessness by state and county. The shelter population for Massachusetts was 5,405 individuals, including the 163 individuals sheltered in Hampshire County (102 of whom were located in Northampton). Not included in the shelter population were individuals in shelters for victims of domestic violence, nor were waiting lists for

shelter beds taken into account in the survey. As the Donahue Report points out, more comprehensive services for homeless people may be available in more urban areas such as Springfield and Boston, therefore attracting homeless individuals to those areas from more rural settings such as many found in western Massachusetts.

Fair Housing Plan

Southampton does not have a current Fair Housing Plan.

Chapter 40B goal, number, type and percent of subsidized housing

In 2001, Southampton had 40 units of subsidized housing meeting the criteria for M.G.L. Chapter 40B, or 2% of its total housing stock (Source: PVPC, Western Regional Housing Plan). These units are located in the Southampton Housing for the Elderly complex, and include 38 elderly units and two handicapped units, administered by the private Southampton Housing Association.

Subsidized Housing and Affordable Housing Defined

- **Subsidized Housing is housing for low and moderate income persons or elderly or handicapped persons, which receives government assistance through a state or federal subsidy program.**
- **Affordable Housing is unsubsidized, market rate housing which is affordable, due to its purchase or rental price, to low and moderate income persons.**

Chapter 40B is the Comprehensive Permit law, which authorizes a housing agency or developer to obtain a single comprehensive permit for the construction of subsidized low or moderate-income housing if less than 10% of its total year-round housing in the community is subsidized low or moderate-income housing. Chapter 40B counts units subsidized under 21 different state housing assistance programs, and 13 federal housing programs, toward the 10% goal.

State programs that are included under Chapter 40B include:

DHCD Chapter 689 Special Needs Housing
DHCD Chapter 167 Special Needs Housing
DHCD Chapter 705 Family Low Income Housing
DHCD 667 Elderly/Handicapped Low Income Housing
DHCD Low Income Housing Tax Credit Program
DHCD Affordable Housing Trust
DHCD Housing Innovations Fund
DHCD Housing Stabilization Fund
DHCD Local Initiative Program
DHCD Individual Self Sufficiency Program
DMR Group Homes
DMH Group Homes
EOHHS Facilities Consolidation Fund
DMR/DMH community based housing
Massachusetts Housing Partnership Fund
MassHousing 80/20 Rental Housing
MassHousing Elder 80/20
MassHousing Elder Choice
MassHousing Expanding Rental Opportunities
MassHousing Housing Starts

Federal programs that are included under Chapter 40B include:

FHLB Affordable Housing Program
FHLB New England Fund
HUD HOME Program
HUD Section 811
HUD Low Income Housing Tax Credit Program
HUD Section 202 Supportive Housing for the Elderly
HUD Section 8 Moderate Rehabilitation Single Room Occupancy Program
HUD Section 8 Project-based Rental Certificate Program
HUD Shelter Plus Care
HUD CDBG Housing Development Support Program
HUD CDBG Community Development Fund
HUD Enhanced Voucher
USDA Rural Development Section 515 program

Southampton is well below the state's 10% Chapter 40B goal for subsidized housing, which makes the town vulnerable to a Comprehensive Permit application, unless the town undertakes efforts to expand its supply of subsidized housing.

Checklist for housing certification

Southampton is not currently housing certified under Executive Order 418 (Source: DHCD website). The Southampton Housing Authority filed a Request for Executive Order 418 Housing Certification on January 16, 2001, and was certified for that year (2001). So, the town needs to file a new application to be re-certified. PVPC offers assistance to communities in preparing requests to gain housing certification.

Housing certification is important because uncertified communities are not eligible to apply for certain key state grants, including:

Massachusetts CDBG Ready Resource Fund (RRF)
Massachusetts CDBG Community Capital Fund (MCCF)
Community Development Action Grants (CDAG)
Public Works Economic Development Grants (PWED)
Affordable Housing Trust
Capital Improvements Preservation Fund.

In addition, housing certification can also provide communities with bonus points for the following competitive grant programs:

Massachusetts CDBG Community Development Fund
Self-help Program
Massachusetts Clean Water State Revolving Fund Program
Massachusetts Drinking Water State Revolving Fund Program
Housing Stabilization Fund
Soft Second Loan Program
and other programs.

In order to access the incentives established pursuant to E.O.418, a community must be housing certified by either:

- completing a housing strategy and taking steps to implement the strategy by creating housing units (Category A);
- demonstrating that it has taken steps with respect to planning, removing barriers, and creating a positive atmosphere for housing development (Category B).

Southampton's previously approved Housing Certification checklist noted the following accomplishments:

In Category A, statistics from the Assessor's Office and Building Inspector document that 20 of 37 units built during the 1999 calendar year (54%) were within the affordable purchase price range for the Springfield Metropolitan Statistical Area.

In Category B, information from Town departments indicated that nine criteria had been met and that several others were in progress. The criteria met included:

- 1) the town held a Master Planning Committee hearing on housing issues;
 - 2) the Southampton Board of Health administered a State Revolving Fund Pollution Abatement Trust Program to provide low-interest loans for needed septic repairs to help keep homes affordable;
 - 3) town officials identified a 19-acre site, on Moose Brook Road, owned by the Town of Southampton, suitable for development of 40-60 units of affordable housing;
 - 4) a local Housing Task Force, with representatives from town boards and the general public, continued work;
 - 5) the Board of Health looks favorably on properly engineered alternative Title V technology to reduce the cost of housing development;
 - 6) the town adopted zoning regulations to allow cluster development, with a twenty percent density bonus;
 - 7) Southampton adopted zoning regulations to allow two-family dwellings, multi-family dwellings and elderly housing by Special Permit in specified districts;
 - 8) the town completed the Southampton Rural Lands Management project with PVPC, which identified future housing areas and zoning changes for affordable housing.
- (Source: Southampton Executive Order 418 Housing Certification, 2001).

Table 2-6: Housing Units Created in Southampton

Assessed Value range	Number of Units Created - 1999	Number of Units Created - 2000	Number of Units Created - 2001
\$80,000-\$89,999	0	0	0
\$90,000-\$99,999	1	1	0
\$100,000-\$109,999	1	1	0
\$110,000-\$119,999	1	1	0
\$120,000-\$129,999	0	0	0
\$130,000-\$139,999	0	0	1
\$140,000-\$149,999	4	4	0
\$150,000-\$159,999	5	5	0
\$160,000-\$169,999	2	2	2
\$170,000-\$179,999	4	4	1
\$180,000-\$189,999	1	1	2
\$190,000-\$199,999	1	1	0
\$200,000-\$209,999	0	0	0
\$210,000-\$219,999	3	3	3
\$220,000-\$229,999	4	4	3
\$230,000-\$239,999	3	3	2
\$240,000-\$249,999	1	1	1
\$250,000-\$259,999	2	2	1
\$260,000-\$269,999	1	1	0
\$270,000-\$279,999	1	1	1
\$280,000-\$289,999	0	0	0
\$290,000-\$299,999	0	0	0
\$300,000 and above	2	2	1

Source: Southampton Housing Authority

In 2001, 62% of the 37 new single family homes constructed in Southampton were within the affordable purchase price range for the Springfield Metropolitan Statistical Area (Source: PVPC Western Subregional Housing Plan, 2002).

Table 2-7: New Affordable Housing Construction and Chapter 40B Housing

Total New Single Family Homes Constructed (FY01)	37
Affordable Single Family Homes Constructed (FY01)	23
Percent of New Single Family Units that are Affordable (FY01)	62 %
Number of Year-Round Residential Housing Units (2000)	2,003
Number of Chapter 40B Housing Units (2002)	40
Percent of Year-Round Units that are Chapter 40B (2002)	2.0%

Source: PVPC, Western Subregional Housing Plans, 2002

Current housing costs

In year 2000, the median monthly housing cost for homeowners to own a home in Southampton was \$1,151, and the median rental cost was \$609 (Source: 2000 U.S. Census).

In year 2000, 17.6% of homeowners in Southampton were paying more than 30% of their total household income for housing costs (Source: 2000 U.S. Census). In general, 30% of income is used as a reasonable upper limit for housing costs, without a significant hardship. In addition, 32.1% of renters in Southampton were paying more than 30% of their total household income for housing costs (Source: 2000 U.S. Census). These factors, along with other data in this report, indicate a significant need for low and moderate income housing in Southampton to meet the needs of current residents.

Table 2-8: Monthly Housing Costs

	Owners*		Renters	
Median Owner Costs or Gross Rent	\$1,151		\$609	
Costs as a Percent of Household Income	Percent		Percent	
Occupied housing units	1,500		259	
Less than 15.0 percent	551	36.7%	63	24.3%
15.0 to 19.9 percent	255	17.0%	42	16.2%
20.0 to 24.9 percent	238	15.9%	41	15.8%
25.0 to 29.9 percent	186	12.4%	10	3.9%
30.0 to 34.9 percent	85	5.7%	30	11.6%
35.0 percent or more	178	11.9%	53	20.5%
Not computed	7	0.5%	20	7.7%

Source: U.S. Census Bureau, 2000

* Monthly owner's costs are based on owners with a mortgage.

In the five years from 1997-2001, the median sale price for a house in Southampton rose 20% from \$139,000 to \$167,000 (Source: The Warren Group).

Table 2-9: Home Sale Prices

	<i>Median Sale Price of Single-Family Homes</i>	<i>Median Sale Price adjusted into 2001 \$</i>
1997	\$139,750	\$153,758
1998	\$135,000	\$146,435
1999	\$147,250	\$156,501
2000	\$159,000	\$163,431
2001	\$167,000	\$167,000
Percent Change 1997-2001	19.5%	8.6%

Source: The Warren Group; MA Department of Revenue, Municipal Data Bank

The rate of single family home sales in Southamptton grew very rapidly between 1990 and 1996, increasing 128% over that period. The rate of sales over the past decade has varied between 39-78 homes (2.7% to 5.7%) sold per year (Source: The Warren Group).

Table 2-10: Number of Sales

Number of Sales	Single-Family Home Sales	Single-Family Land Parcels	Percent of Parcels Sold during Year
1990	39	1,446	2.7%
1991	61	1,474	4.1%
1992	62	1,414	4.4%
1993	74	1,491	5.0%
1994	78	1,525	5.1%
1995	72	1,575	4.6%
1996	89	1,573	5.7%
1997	54	1,606	3.4%
1998	43	1,634	2.6%
1999	50	1,659	3.0%
2000	56	1,685	3.3%
2001	61	1,717	3.6%
Percent Change 1990-2001	56.4%	18.7%	N/A
Percent Change 1990-1996	128.2%		
Percent Change 1997-2001	13.0%	6.9%	N/A

Source: The Warren Group; MA Department of Revenue, Municipal Data Bank

The median value for an owner occupied home in Southamptton is \$155,400. Less than 10% of all homes in Southamptton are valued lower than \$100,000 (Source: 2000 U.S. Census).

Table 2-11 Value of Owner-Occupied Housing

	Number	Percent
Owner-occupied Housing Units	1,500	
Less than \$50,000	8	0.5%
\$50,000 to \$99,999	138	9.2%
\$100,000 to \$149,999	541	36.1%
\$150,000 to \$199,999	474	31.6%
\$200,000 to \$299,999	298	19.9%
\$300,000 to \$499,999	33	2.2%
\$500,000 to \$999,999	0	0.0%
\$1,000,000 or more	8	0.5%
Median Value of Owner-Occupied Housing Units	\$155,400	

Source: U.S. Census Bureau, 2000

* Median home value divided by median household income (upper limit threshold is used for each income group category).

** Three times the median household income (upper limit threshold is used for each income group category).

Most home mortgage applications for home purchases in Southampton are approved. Only 10% of all home financing applications in Southampton were denied, and only 4% of conventional home purchase loans applications were denied (Source: Federal Financial Institutions Examination Council).

Table 2-12: Mortgages and Home Financing

	Total Applications	Loan Originated*	% of Loans	Loan Approved, Not Accepted**	% of Loans	Loan Denied	% of Loans	Loan Closed for Other Reasons**	% of Loans
Federal Home Purchase Loans	6	6	100.0%	0	0.0%	0	0.0%	0	0.0%
Conventional Home Purchase Loans	93	76	81.7%	8	8.6%	4	4.3%	5	5.4%
Refinancings	237	174	73.4%	11	4.6%	30	12.7%	22	9.3%
Home Improvement Loans	22	11	50.0%	2	9.1%	4	18.2%	5	22.7%
Loans on Dwellings for Five or More Families	1	1	100.0%	0	0.0%	0	0.0%	0	0.0%
All Loans	359	268	74.7%	21	5.8%	38	10.6%	32	8.9%

Source: Federal Financial Institutions Examination Council, Home Mortgage Disclosure Act data

* Loan executed.

** The borrower was approved but elected not to proceed.

*** Includes applications withdrawn by the borrower and files closed for incompleteness.

Extent of vacant and abandoned housing

Southampton has very low housing vacancy rates. In year 2000, Southampton had 1,985 occupied housing units (98%), while only 40 units were vacant (2%) including seasonal units. This reduced from a 3% housing vacancy rate (52 units) in 1990. Not including seasonal rental units, the rental vacancy rate is even lower at .4% in year 2000, down from 4.5% in 1990 (Source: 1990-2000 U.S. Census).

Table 2-13: Vacancy Rates

Year	1990	2000
Homeowner Vacancy Rate	1.0%	0.3%
Rental Vacancy Rate	4.5%	0.4%

Source: U.S. Census Bureau, 2000

Areas where housing stock does not meet health or sanitary standards

Almost all of Southampton's housing stock meets health and sanitary standards. Only eight of 1,985 total housing units in Southampton (0.4%) had inadequate facilities for plumbing and kitchen.

Table 2-14: Housing Characteristics

	Number	Percent
Occupied housing units	1,985	
House Heating Fuel		
Utility gas	319	16.1%
Bottled, tank, or LP gas	128	6.4%
Electricity	251	12.6%
Fuel oil, kerosene, etc.	1,181	59.5%
Coal or coke	0	0.0%
Wood	98	4.9%
Solar energy	0	0.0%
Other fuel	8	0.4%
No fuel used	0	0.0%
Inadequate Facilities		
Lacking complete plumbing	8	0.4%
Lacking complete kitchen	8	0.4%
No telephone service	0	0.0%

Source: U.S. Census Bureau, 2000

Length of vacancy for owner and rental occupied

The average time on the market was 61 days for homes that were sold and 130 days for homes marketed but not sold during the year 2001. On average, 97.50% of the list price was received by the sellers in Southampton, compared to the 97.01% received by all sellers in Franklin and Hampshire Counties. (Source: Franklin/ Hampshire County Association of Realtors and MA Department of Revenue)

Percent of units on market

For the year 2000, 56 single family homes sold, or 3.3 % of all 1,685 total single family land parcels in town. This is a general indicator of the percent of units on the market.

Housing factors unique to the community

Southampton has only a modest number of seasonal or recreational housing units, totaling 22.

Housing authority capacity (number and types of units, vacancy rate, waiting list)

Southampton has a Housing Authority, which currently has two members, chaired by Edward Cauley. The Housing Authority does not administer any housing units at this time.

Table 1-15: Public Housing Capacity (1999)

Conventional State Public Housing Units	0		
Conventional Federal Public Housing Units	0		
State Rental Assistance (MRVP)	0		
Federal Rental Assistance (Section 8)	0		

Source: MA Department of Housing and Community Development, Community Profiles

Description of recent housing trends

From 1983 to 1993, Southampton had 325 new housing units constructed, a 36% increase. The town ranked 21st in the region for new housing construction. The largest development was four lots, and all development was on existing public ways (subdivision Approval Not Required development).

Numbers and types of subdivisions

Southampton had sixteen approved residential subdivisions from 1990 to 2002.

Assessment of Housing Demand

Household Size

Two person households are the predominant household size in Southampton at 37% of all owner-occupied households and 32% of all renter-occupied households. Fifty percent of all owner-occupied households and 74% of all renter-occupied households in Southampton are one or two-person households. Ninety-one percent of all households in Southampton are four-person households or smaller.

Table 2-16: Size of Household

	<i>Owner Occupied</i>		<i>Renter Occupied</i>	
	<i>Number</i>	<i>Percent</i>	<i>Number</i>	<i>Percent</i>
Total Households	1,726		259	
1-person	224	13.0%	110	42.5%
2-person	634	36.7%	83	32.0%
3-person	324	18.8%	32	12.4%
4-person	379	22.0%	24	9.3%
5-person	118	6.8%	8	3.1%
6-person	35	2.0%	2	0.8%
7-or-more-person	12	0.7%	0	0.0%

Source: U.S. Census Bureau , 2000

Current and projected population through 2008

Southampton's population increased 20% from 4,478 residents in 1990 to 5,387 residents in 2000 (Source: 2000 U.S. Census). As shown in the table below, Southampton's population is projected to grow by 8.9% by the year 2010 to a total of 5,865 residents (Source: MISER population projections).

Number and type of households

Southampton has a number of special needs households, including 117 households with single parents and children under 18 years old.

Table 2-17: Household Types

	Number	Percent
Total households	1,985	
1-person households	334	16.8%
Male householder	140	7.1%
Female householder	194	9.8%
2-or-more person households	1,651	83.2%
Family households	1,556	78.4%
Married couple-family	1,327	66.9%
With own children under 18	609	30.7%
No own children under 18	718	36.2%
Other family	229	11.5%
Male householder, no wife present	62	3.1%
With own children under 18	27	1.4%
No own children under 18	35	1.8%
Female householder, no husband present	167	8.4%
With own children under 18	90	4.5%
No own children under 18	77	3.9%
Nonfamily households	95	4.8%
Male householder	46	2.3%
Female householder	49	2.5%

Source: U.S. Census Bureau, 2000

Southampton has 340 households where the head of household is over age 65 and 174 households where the head of household is over age 75.

Table 2-18: Age of Head of Household

	Family Households		Nonfamily Households	
	Number	Percent	Number	Percent
Total households	1,556		429	
15 to 24	8	0.5%	17	4.0%
25 to 34	205	13.2%	51	11.9%
35 to 44	427	27.4%	59	13.8%
45 to 54	481	30.9%	89	20.7%
55 to 64	234	15.0%	74	17.2%
65 to 74	111	7.1%	55	12.8%
75 to 84	71	4.6%	55	12.8%
85 and over	19	1.2%	29	6.8%

Source: U.S. Census Bureau, 2000

Age composition and distribution

By far the largest age group in Southampton's population is the age 40-50 group, with 1,074 residents in year 2000. The third largest group is age 50-60, with 796 residents (Source: 2000 U.S.

Census). Like most towns in the region, Southampton has a growing population of elderly residents and persons approaching retirement age. Looking forward, the town will need to provide housing opportunities for this group.

Table 2-19: Population Projections

	1990 Actual	2000 Actual	2005 Projection	2010 Projection	2000-2005 % Change	2000-2010 % Change
Under 5	286	297	282	279	(5.1%)	(6.1%)
5 to 9	360	419	330	290	(21.2%)	(30.8%)
10 to 14	336	395	410	390	3.8%	(1.3%)
15 to 19	331	392	351	333	(10.5%)	(15.1%)
20 to 24	277	210	338	329	61.0%	56.7%
25 to 29	284	196	238	322	21.4%	64.3%
30 to 34	350	409	356	284	(13.0%)	(30.6%)
35 to 39	487	460	352	392	(23.5%)	(14.8%)
40 to 44	477	501	462	407	(7.8%)	(18.8%)
45 to 49	305	573	477	439	(16.8%)	(23.4%)
50 to 54	229	484	549	483	13.4%	(0.2%)
55 to 59	169	312	492	553	57.7%	77.2%
60 to 64	153	203	300	447	47.8%	120.2%
65 to 69	163	148	256	355	73.0%	139.9%
70 to 74	124	134	181	248	35.1%	85.1%
75 to 79	72	116	195	147	68.1%	26.7%
80 to 84	48	74	94	121	27.0%	63.5%
85 and over	27	64	24	46	(62.5%)	(28.1%)
Total	4,478	5,387	5,687	5,865	5.6%	8.9%
Available to Participate in the Labor Force*	N/A	3,740	3,915	3,989	4.7%	6.7%
Likely to Participate in the Labor Force**	N/A	3,191	3,017	3,074	(5.5%)	(3.7%)

Source: U.S. Census Bureau, Decennial Census; MISER Population Projections

* Available to participate in the labor force is the population from 15 to 64 years old.

** Likely to participate in the labor force is an estimate based on labor force participation rates in 2000.

Income data

The median household income in Southampton increased 1.5% over the past decade, from \$60,890 to \$61,831 (both adjusted to 1999 dollars). Southampton has 403 low-income households (incomes below \$30,916), or 20% of all households.

Table 2-20: Household Income

	1989		1999		Percent Change in Number of Households
	Number	Percent	Number	Percent	
Total Households	1,543		1,966		
Less than \$10,000	107	6.9%	55	2.8%	(48.6%)
\$10,000 to \$14,999	64	4.1%	69	3.5%	7.8%
\$15,000 to \$24,999	187	12.1%	183	9.3%	(2.1%)
\$25,000 to \$34,999	185	12.0%	163	8.3%	(11.9%)
\$35,000 to \$49,999	375	24.3%	273	13.9%	(27.2%)
\$50,000 to \$74,999	405	26.2%	508	25.8%	25.4%
\$75,000 to \$99,999	129	8.4%	441	22.4%	241.9%
\$100,000 to \$149,999	65	4.2%	195	9.9%	200.0%
\$150,000 or more	24	1.6%	79	4.0%	229.2%
Median Household Income (1999 \$)	1989 \$60,890	1999 \$61,831	% Change 1.5%		
	Thresholds (1999)		Estimated Number of Households*		
	Minimum	Maximum			
Low income households	\$0	\$30,916	403	20.5%	
Moderate income households	\$31,534	\$49,465	319	16.2%	
Middle income households	\$50,083	\$92,747	819	41.7%	

Source: U.S. Census Bureau, 2000; PVPC

* Estimate is based on assuming that households are evenly distributed within each income range reported by the Census Bureau.

Southampton has 319 moderate-income households (incomes between \$30,916 and \$49,465), or 16% of all households. Southampton has 1.8% of its families below the poverty rate.

Table 2-21: Poverty Rate

Families	1.8%
Families with a female head of household and no husband present	0.0%
Individuals	2.4%
Individuals 65 years and over	6.5%
Children under 18 years	2.8%

Source: U.S. Census Bureau, 2000

Affordability Gap

The following table illustrates the affordable purchase price for a home in Southampton for households in three income categories: low, moderate and middle incomes.

Table 2-22: Housing Affordability

Income Category	Upper Limit of Income Category ¹	Income as a Percentage of Median Single Family Home Price ²	Percent of Income Necessary to Purchase the Median Single Family Home ³	Most Expensive House Price Affordable ⁴	Maximum Number of Owner-Occupied Housing Units Affordable ⁵	Percent of Owner-Occupied Housing Units Affordable
All Households	\$61,831	38.9%	22.3%	\$185,493	1,161	77.4%
Low income households	\$30,916	19.4%	44.7%	\$92,747	146	9.7%
Moderate income households	\$49,465	31.1%	27.9%	\$148,394	687	45.8%
Middle income household	\$92,747	58.3%	14.9%	\$278,240	1,459	97.3%
Median sale price, single-family home (2000)	\$159,000					

Source: U.S. Census Bureau; The Warren Group; PVPC

1 - Based on thresholds established by the MA Department of Housing and Community Development. Upper limits of each category are determined as follows: low income=50% of median household income; moderate income=80% of median household income; and, middle income=150% of median household income.

2 - Median income, or upper limit for each income category, divided by the median single-family home price in 2000.

3 - Percent of income necessary to make monthly mortgage and property tax payments on the median single-family home with the following assumptions: a) 10% down payment; b) 7.0% annual percentage rate; c) 30 year fixed rate mortgage; d) no points; and, e) \$15 per thousand property tax assessment. No homeowners insurance is included in this calculation.

4 - Median income, or upper limit for each income category, multiplied by three.

5 - The total number of owner-occupied housing units valued within the range of the maximum affordable house.

For Fiscal Year 2003, the Massachusetts Department of Housing and Community Development (DHCD) determined that:

- the affordable home purchase price for a median income household in Southampton is \$241,960;
- the affordable rent for a median income household is \$1,268.

These figures are based on Southampton's median income of \$50,700, and assume 5% down payment, 7.5% APR mortgage for 30 years, 30% of income for housing costs and \$300/month for taxes and insurance.

Based on this definition, in 1999, Southampton had 30 new housing units created which were assessed at under \$240,000, and were affordable for a median income household.

DHCD has determined that, for purposes of Housing Certification, (in Category A), qualifying ownership units or rental units are defined as "newly created units affordable to low and moderate-income individuals and families (making less than or equal to 80% of the median income for the MSA in which the unit is created)".

Based on DHCD's definition of affordable housing, the table above illustrates that:

- Southampton has a total of 146 existing housing units assessed at under \$92,747 that are affordable to low income households with incomes under \$30,916;
- Southampton has a total of 687 existing housing units assessed at under \$148,394 that are affordable to moderate income households with incomes under \$49,465.

However, it is important to note that, while these units exist, they are not necessarily on the market for sale.

Quantification of Need by Comparing Housing Supply and Demand

Identification of unmet housing needs (i.e. gaps between supply and demand) at all stages of the housing continuum

Housing in Southampton is predominantly owner-occupied single family homes, with very little diversity of housing types available in town. Southampton does have 259 apartment units, which comprise 13% of its housing stock. Southampton has significant gaps in the types of housing available, particularly in the following areas:

- Housing for the elderly;
- Housing for low income families;
- Rental housing;
- Greater diversity of housing types to serve non-family households, single head of households (i.e. townhouses, accessory apartments, etc.).

Types and quantities of housing not currently provided

Southampton has only forty units of elderly housing available for residents. Southampton has a total of 340 households with elderly heads of households, over age 65, including 201 family households and 139 non-family households. This could result in a shortfall of as many as 300 units of elderly housing, assuming elderly persons are not able to, or do not wish to, remain in their homes.

Based on the extremely low rental housing vacancy rate of 0.4%, Southampton appears to have a shortfall of rental housing.

Southampton does not offer a diverse range of housing types to serve residents, particularly non-family households, single parents, empty-nesters, independent elderly residents and others. Southampton could provide for a greater diversity of housing choices for its residents by allowing more residential uses in its zoning, such as accessory apartments and townhouses.

Southampton has a shortfall of owner-occupied housing units available to low income households, as shown in the table below. However, Southampton has a surplus of owner-occupied housing units available to moderate income households.

Table 2-23: Gaps in Housing Continuum

Household Type	Number of Households	Number Owner-occupied Units	Shortfall or Surplus
Low income households	403	146	-257
Moderate income households	319	687	+368
Totals	722	833	+111

Households on waiting lists for subsidized units

The Southampton Housing Authority does not maintain a waiting list, since it administers no subsidized units directly.

Housing needs expressed by businesses

No specific housing needs were expressed by businesses.

Housing Goals and Objectives

Statement describing how community will provide additional housing to meet needs identified

The goal of this Housing Element for Southampton is to provide additional affordable housing and a more diverse mix of housing types to serve the needs of Southampton’s changing, aging and growing population. Housing objectives include the following:

- Provide additional housing for the elderly, through expanding available elderly housing units, creating elderly assisted living options and providing a range of housing choices.
- Provide a more diverse range of housing choices in Southampton to serve a broader range of household types, including non-family households, single parents, empty nesters, low-income families and other under-served groups.
- Provide more rental housing choices in Southampton.
- Create affordable housing on town-owned lands and in other appropriate areas of town.
- Promote creative methods for providing housing in appropriate areas of Southampton, including mixed use development, traditional neighborhood development and cluster development.

Strategies for Housing

Identify locations, type and quantity if housing to be provided, considering transportation infrastructure, environmental resources, employment opportunities, service availability, potential for infill, other.

Southampton has 3,279 acres of land, without environmental constraints, which are available for the provision of housing, and in particular, affordable housing. The Future Housing Map illustrates locations recommended for housing development, based on PVPC’s Build-out Analysis, and considering environmental constraints, availability of public infrastructure and services.

Table 2-24: Land Available for Housing Development

	Acres	Percent of Developable Land
Total Land Area	18,524.0	N/A
Remaining Developable Land	11,424.0	N/A
Developable Land with Constraints	3,279.0	28.7%
Developable Land without Constraints	8,145.0	71.3%
Types of Constraints to Development		
Constraint-slope	2,050.0	17.9%
Constraint-river	122.0	1.1%
Constraint-wetlands	132.0	1.2%
Constraint-floodplain	9.0	0.1%
Constraint-multiple	966.0	8.5%

Source: PVPC, Subregional Housing Plans 2002

Only one site is listed in Southampton on the US EPA’s Waste Site Cleanup and Reuse in New England list. The site was slated for short-term removal (PRP removal) in November 2001. The site was listed as belonging to Mr. Stripper on Coleman Road. (Source: US Environmental Protection Agency).

Identify strategies, zoning and other, to achieve housing

The following nineteen strategies to achieve more affordable housing and more housing choices in Southampton were prioritized by the Southampton Community Development Committee. The strategies are listed in order of priority:

Low Interest Loans for Septic Repairs

Southampton’s Board of Health has applied for a loan under the State Revolving Fund Pollution Abatement Trust Program, so the town can provide low-interest loans for needed septic system repairs to keep homes affordable. Communities can utilize SRF funds or CDBG grant monies to

extend sewers to serve new affordable housing projects. Some communities have reserved flow capacity in constrained sewer systems to serve affordable housing projects.

Lead Group: *Southampton Board of Health*

Work with Banks on Financing for Affordable Housing

The town could work with local or regional banks or other financial service establishments to make available concessionary financing or other mechanisms that improve housing affordability. There are several examples of this process in the region. In the communities of Chesterfield, Cummington, Goshen, Plainfield, Westhampton, Williamsburg and Worthington, the Hilltown Community Development Corporation and Florence Savings Bank collaborated to offer favorable financing and reduced closing costs on loans reserved for low- and moderate-income first-time homebuyers. In Holyoke, non-profits and People’s Bank are working to provide below market-rate mortgages and reducing down payments to 5%. In Westfield, the city is working with Woronoco Bank to provide Soft Second Loans to first-time homebuyers. In Northampton, Florence Savings Bank and BankNorth have been involved in the Soft Second Loan Program.

Lead Group: *Southampton Housing Authority*

Update Cluster Zoning Regulations to Allow By-right Cluster Developments

Southampton has adopted Cluster Zoning regulations which provide a 20% density bonus for cluster housing developments which provide protected open space. Since Massachusetts has now amended the State Zoning Act, Chapter 40a, to allow by-right cluster development, Southampton should update its Cluster Zoning Regulations to allow this use by right, rather than by Special Permit.

Lead Groups: Southampton Planning Board and Southampton Conservation Commission

Accessory Apartment Bylaw

Accessory apartments can provide improved rental housing opportunities by allowing “mother in law” or accessory apartments in single family homes, without altering the character of neighborhoods. Accessory apartment bylaws include criteria that must be met in order to qualify for a Special Permit, such as:

- The apartment must be a complete, separate housekeeping unit;
- Only one accessory apartment can be created in each single family home;
- The owner of the dwelling must occupy at least one of the dwelling units on the premises.

Southampton does not currently have an adopted Accessory Apartment bylaw, and should consider adopting such a bylaw to create more affordable units.

Lead Group: *Southampton Planning Board*

Zoning for Congregate Care and Assisted Living Facilities

There are several forms of elderly housing, such as life care facilities, senior apartments and congregate elderly housing, which are not addressed in many community bylaws. These options can include:

- Life care facilities – a facility for transitional residence of elderly or handicapped persons, progressing from independent living in single family units, to assisted living in congregate apartments where residents share common meals, and culminating in full care nursing homes.

- Senior apartments – self-contained multifamily dwelling units accessible to and occupied by elderly residents;
- Congregate elderly or handicapped dwelling units – a structure or structures for the residence of elderly or handicapped persons, with some shared services or facilities (also known as assisted living).

These are vital housing opportunities for elders and can be allowed by Special Permit in most residential areas.

Southampton only allows elderly housing in the RV zone currently. The town should consider allowing elderly housing in other districts, particularly if a bylaw can be developed to control density and other impacts.

Lead Group: *Southampton Planning Board*

Mixed Use Village Center Development

Mixed Use Village Center Development can include a variety of uses, such as retail, office, and housing in a single planned development. Housing options could include second story apartments, townhouses or multi-family complexes.

Lead Group: *Southampton Planning Board*

Transfer of Development Rights

Transfer of Development Rights (TDR) is a tool which is employed primarily to protect open space and farmland. But it can also promote creation of affordable housing. This is because development rights are transferred to a receiving area near a village center, where greater density can be allowed due to the availability of town services. This receiving area could be targeted for affordable housing.

Lead Group: *Southampton Planning Board*

Zoning to Allow Development of Duplexes and Multi-family Housing

Southampton's current zoning regulations allow duplexes and other forms of housing by Special Permit:

- Duplexes are allowed by Special Permit in the R-N and R-V Districts;
- Multi-family dwellings are allowed by Special Permit in the R-V and C-V Districts;
- Elderly housing is allowed by Special Permit in the R-V and C-V Districts.

Southampton could consider making some of these uses by right uses, while establishing performance standards to ensure the development minimized community impact and maintains community character.

Lead Group: *Southampton Planning Board*

Use Community Preservation Act Funding to Create Affordable Housing

Southampton has recently passed the Community Preservation Act, and could utilize a portion of the revenues from this program to create affordable housing.

Lead Group: *Southampton Community Preservation Committee*

Affordable Housing Zoning Bylaw

The adoption of an Inclusionary Zoning Bylaw for Affordable Housing would promote the construction of affordable housing for low and moderate-income residents. Inclusionary housing bylaws promote the private market development of affordable housing by offering developers residential density bonuses. In return, the developer must set aside a percentage of housing units in the development for low and moderate income residents. In existing inclusionary bylaws, the percentage of affordable units generally ranges from 10 to 25% of the total units being developed. As alternatives, communities may allow developers to construct some of the required affordable units off-site, or allow the developer to make a cash payment to the community equal to the value of the affordable units to be used by the community to develop affordable units.

Lead Groups: Southampton Planning Board and Southampton Housing Authority

Encourage Alternative Technology Under Title V

The Southampton Board of Health encourages the use of acceptable and properly engineered alternative Title V technology to make possible or reduce the cost of housing development. In other communities, the Board of Health has approved applications for septic systems using alternative technology under Title V for affordable housing projects. In Northampton, for example, Habitat for Humanity is working with the city to pursue development of a state of the art septic system for affordable housing.

Lead Group: Southampton Board of Health

Zoning for Live-and-work Units

Live-and-work units can include artisan studios, housing for seasonal employees and dormitories. They can provide an affordable housing alternative to owner-occupied single family homes. These uses must be specifically authorized in the zoning bylaw by right or by Special Permit.

Lead Group: Southampton Planning Board

Co-housing

Co-housing projects are clustered residential units with some shared facilities, such as dining or recreational facilities, with cooperative management.

Lead Group: Southampton Housing Authority

Formation of a Local Housing Partnership

The formation of a Local Housing Partnership would make Southampton eligible for DHCD technical assistance grants and other programs. The partnership should include, or report to, the chief elected municipal official. Southampton formed a Housing Task Force in 1987, comprised of Public Works, Selectboard and Health Department officials and a citizen at-large. Other Pioneer Valley communities which have established local or subregional Housing Partnerships include Chicopee, Easthampton, Holyoke, Northampton and Westfield. These groups have provided affordable housing education, drafted inclusionary housing bylaws and reviewed affordable housing projects using CDBG grant funds. Given that three of these communities are direct neighbors of Southampton, the town may want to consider joining in a subregional consortium with them to create affordable housing.

Lead Group: Southampton Housing Authority

Affordable Housing on Town-owned Land

Southampton has identified a 19-acre town owned site on Moose Brook Road, suitable for development of 40-60 units of affordable housing. The town could provide land at no cost or below market cost to a housing developer for the purpose of creating low- and moderate-income housing (for example Habitat for Humanity or other non-profit organizations). As a first step, the town could determine the type of housing desired on the site, and develop a Request for Proposals to seek affordable housing developers to create new housing.

Southampton could utilize the town-owned site to create a mixed use housing development to meet multiple town needs, including elderly housing, with mix of affordable and market rate housing units.

Lead Group: Southampton Housing Authority

Planned Unit Development

Planned Unit Developments (PUDs) provide opportunities for developing a mix of housing types within a single clustered residential development. PUDs can include single family homes, townhouses, apartments and other residential uses.

Lead Group: Southampton Planning Board

Formation of a local Affordable Housing Trust

An Affordable Housing Trust can receive tax-deductible, charitable and other donations that would be used to develop or rehabilitate housing. A Trust can help lower income families find new housing or build new homes. Trusts formed in Massachusetts communities have acquired or built homes to rent to families, received donations of land from developers, received donations of building materials and cash, received construction labor from vocational high schools and obtained waivers of community permitting fees. In the Pioneer Valley, affordable housing trusts have been formed in Easthampton and Northampton.

Lead Group: Southampton Housing Authority

Apply for State or Federal Housing Grant Funds for Affordable Housing, Site Preparation or Brownfields Improvements

Southampton could apply for one of many available state or federal grant programs which provide funding for construction of affordable housing, housing site preparation. or improvements on brownfield sites, in order to promote affordable housing. For example, the communities of Goshen, Williamsburg and Chesterfield received CDBG funds to create a First Time Homebuyer Program, including down payment assistance.

Lead Group: Southampton Housing Authority

Traditional Neighborhood Development

Traditional Neighborhood Developments (TNDs) are new residential developments designed to replicate the pedestrian-friendly densities and layouts of the older residential neighborhoods found in many New England communities. Typical features of TNDs are compact lots, well-designed but modest size homes, front porches, sidewalks, street trees, on-street parking. Because land costs are lower and homes are modest in size in TNDs, this can be a strategy for creation of affordable housing.

Lead Group: Southampton Planning Board

Conversion of Vacant Mills or Industrial Buildings into Multi-family Housing

Conversion of vacant mills or industrial buildings can provide affordable apartments or rental housing units.

Lead Group: Southampton Housing Authority



Community Development Plan

ECONOMIC DEVELOPMENT ELEMENT



Town of Southampton

Prepared by:
The Pioneer Valley
Planning Commission

This document was
Developed using funds
Pursuant to Massachusetts
Executive Order 418 Program

Element Three: Economic Development

Introduction

Planning to enhance a community's economic character is the process of analyzing the unique characteristics of the municipality in light of community business development and retention goals, and then defining appropriate strategies to meet these goals. Facilitating economic development has become an important function of local government.

Since economic change is often very rapid, local officials must be prepared to quickly respond to both problems and opportunities, and sound planning provides the foundation for this type of decision-making.



Canal Bowling Lanes, Southampton, MA

Economic development can be strengthened via business retention and/or business development. A plan that clearly delineates a community's goals and strategy toward economic growth/prosperity gives local officials the direction needed to take a leadership role in addressing economic growth and prosperity issues.

Planning Process

The process by which we developed this element of the Southampton Community Development plan was to:

- Research, collect, summarize and analyze economic development data from state, local, and regional sources
- Survey a small sample of community leaders and business owners to get a sense of the community's economic development concerns and issues
- Articulate economic development goals
- Analyze potential economic development sites and strategies
- Summarize information gathered and prepare a list of recommendations on how the community can achieve its goals.

Economic Development Goals

The Southampton Community Development Committee agreed on the following economic development goals for the town and for this plan:

- To diversify the tax base of the Town of Southampton through commercial and light industrial development;
- To increase and maintain employment opportunities within town;
- To identify appropriate sites in town for both a large industrial park for light industrial and office uses, and smaller infill sites for small business growth and development;

- To seek rezoning of the selected site(s) if necessary to provide opportunities for business growth;
- To plan the necessary supporting infrastructure needed for business development, including: water, gas, power, communication, sewer, roads;
- To encourage the expansion of existing businesses and new low impact businesses that do not require public sewer service;
- To promote development in the town center, including redevelopment of town-owned buildings such as the Larabee Building as a business incubator.

Key Economic Development Constraints and Issues in Southampton

The following issues affect the town’s economic development potential, and are important for the town to address:

- The lack of useable land zoned for business is a significant constraint to new business development;
- There has been no re-zoning of land for business use in Southampton in the last 25 years;
- The town does not have public sewer service, and the cost of sewer extension from Westfield has proven difficult to sell to Town Meeting given the lengthy payback for these costs;
- The town has no rail access, which puts it at a competitive disadvantage to neighboring communities such as West Springfield.

Focus of this Element

The main focus of this Economic Development Element is to diversify the tax base through balanced development.

The town would like to promote redevelopment of the town center, including redevelopment of town-owned buildings, such as using the Larabee Building as a business incubator. The town would also like to promote business infill development on appropriate sites near the town center or Route 10.

Efforts of the Southampton Economic Planning Committee

The Town of Southampton has been undergoing a careful self-analysis in an effort to take steps to preserve community values and nurture community needs. In 1997, the Selectboard formed an Economic Development Planning Committee to investigate opportunities for the Town to attract non-residential development and to diversify its tax base so that Southampton’s goals and objectives can be achieved.

In the fall of 2000, the Committee held a community workshop, entitled “Southampton 2000 and Beyond,” and surveyed town residents in order to better understand how they feel about expanding nonresidential development in order to diversify the tax base. The survey was coordinated by the Southampton Economic Development Committee, and the workshop was coordinated by the Committee with assistance from the Center for Economic Development at the University of Massachusetts. (The survey, its results, and the report on the workshop are included in Appendix A.)

As a result, the Committee has commissioned an economic analysis of Southampton’s opportunities, including:

- A site assessment evaluation of certain land parcels for light industrial and commercial development
- Market feasibility studies
- An evaluation of the necessity of a Geo Tech survey

This study is still in progress; however, information about the suitability of certain land areas for light industrial and commercial development is now available and has been used in this Community Development Plan.

Statement from Southampton Economic Development Planning Committee

When towns are transformed from land based (agricultural) economy communities to residential communities, an increase in the cost of providing town services is inevitable. From 1990 to 2000 Southampton had a 20.3 percent gain in population. The price of that growth is now visible in Southampton's budget shortfall. These shortfalls send a message that the town needs to re-examine residential growth, which has outstripped the ability of the town to pay for the services need to support it.

The Town of Southampton needs a formal comprehensive plan for economic development and a detailed step by step strategy to achieve a better balance between residential and business/commercial/industrial growth. The Town of Southampton once known as a farming community has experienced accelerated growth as discussed above.

In retrospect, the laudable efforts of the Town to address the importance of open space, aquifer protection, conservation and growth management, coupled with the Town's proximity and ease of travel to the greater Springfield and Hartford employment centers have improved the attractiveness of residency in Southampton.

The rapid residential growth effectively had modified the town's identity in the direction of what is described as a bedroom community. As a result of these converging factors, there has been a trend of increasing residential tax assessment. Southampton must take action to arrest its current course.

As the residential valuations which the town depends upon to help support municipal services remain stagnant, the residential tax burden increases. With this escalating tax burden and increased housing costs moderate income families and individuals, many of whom are multigenerational with Southampton roots, are finding it more and more difficult to purchase or maintain a home, raise a family, or essentially live comfortably with average means. We must find ways to expand our commercial tax base, which traditionally utilizes far less of the municipal services supported by the tax dollars than does the residential taxpayer.

Summary of the "Southampton 2000 and Beyond" Workshop

"Southampton 2000 and Beyond" was a community workshop sponsored by the Economic Development Committee. It was attended by 60 town residents, who identified the strengths, weaknesses, threats, and opportunities, that they perceived in Southampton. Regarding economic development, identified strengths included:

- taxes have been lowered;
- there is a capable work force;
- traffic patterns are good;
- the police department is strong.

Weaknesses for economic development in Southampton include:

- town has no sewer system;
- town has no master plan;
- the zoning system is out of date;
- the tax base is not diverse;
- there is no industrial base.

Opportunities include Southampton's proximity to Routes 90 and 91, which makes it accessible for business and industrial development, and that the schools are good. A top threat is that the rate of residential development has skyrocketed, so residential areas are becoming overdeveloped. Also, the town lacks a focus on future development, and its priorities are unclear.

The top five actions recommended by citizens at the workshop were:

- Create a well-thought-out master plan
- Establish a town website to improve communication
- Hire a Town Manager
- Form a Vision for Southampton's future
- Review Southampton's zoning laws

All of these actions relate to economic development, which is a primary area of concern for the town's future. The workshop report, prepared by the UMass Center for Economic Development, also recommended that the town do an analysis of its potential build-out and its fiscal impact on the town. The Town should also examine the suitability and availability of land to be zoned for light industry, which would help prove the tax base, and should formulate a Site Plan Review process for industrial, commercial, and residential uses.

Townwide Economic Development Survey

In the fall, 2000, the Economic Development Committee mailed out a townwide Economic Development survey. The survey was notable for its exceptional response rate of 53% of town residents, which is the highest rate of return of any survey ever done in Southampton. The Committee equated this response rate with a mandate to progress with the evaluation of economic opportunities in Southampton.

One thousand fifty-four people responded to the eighteen-question survey. Key results of the survey were:

- 72% favored expansion of an industrial/commercial tax base;
- 70% support a Town effort to locate a minimum of one-hundred contiguous acres for industrial/commercial use (providing that the cost for such parcels would not be funded by the Town);
- 83% support rezoning of this land for industrial use;
- Only 59% supported building a sewer system to serve such an industrial area;
- Only 63% felt that development of a quality industrial/business park belongs in Southampton. Clearly, some confusion exists about how to support industrial development in town.
- Creating a town-wide master plan was supported by 88% of the respondents, although only 62% said they would participate in the planning process;
- 77% supported doing a comprehensive review of Southampton's current zoning bylaws, which might necessitate bylaw changes.

Current Economic Profile

Southampton residents are fortunate to live in a community with many desirable attributes and an excellent quality of life. Southampton is a community of 5387 residents, with an appealing rural character, and many historic homes and buildings. Its landscape comprises the expansive fertile farmlands of the Manhan Valley, interspersed with forested hills and Whiteloaf and Pomeroy Mountains. Southampton is also rich in water resources, bisected by the Manhan River, with the Barnes Aquifer on the east, the Tighe Carmody Reservoir on the west, and the Hampton Ponds on the south. Southampton lies close to Routes 90 and 91, and within a short drive of Springfield, Chicopee, and Holyoke and their employment, cultural, and shopping centers.

It is precisely these attributes, such as quality of life and close proximity to urban areas, that make Southampton a desirable place to live, and this is creating development pressures that are altering Southampton's rural character. As one of the Commonwealth's most rapidly growing towns, Southampton is at risk of becoming so tax burdened that its traditional tax base may not support the municipal services that residents have come to expect. At the same time, many residents are reluctant to embrace zoning proposals that call for more commercial/industrial development because they fear the town's rural charm will be sacrificed for nonresidential revenue growth.

Businesses, Employers, and Employees in Southampton

Most of Southampton's larger businesses are clustered in the northern end of town bordering on Easthampton, along College Highway or Route 10. Most of the sites do not have room for expansion. Due to the rural nature of the area, pedestrian access is possible. However, except for a very small area in the town center, the Town of Southampton is without sidewalks. Smaller business are scattered along Route 10 and throughout town.

The following is a listing of Southampton businesses by zoning district:

Table 3-1: Inventory of Southampton Businesses by Zoning District

ZONING DISTRICT	BUSINESS NAME
R-R and WSP	Bob's Auto Salvage
R-R and WSP	LaFlam & Haggerty Accounting
R-R and WSP	Mohawk Machine
R-R and WSP	Girourd Machine Shop
R-R and WSP	Southampton Auto Alignment
R-R	Bird Haven
R-R	North Country Landscapes
R-R	Whitley Excavating
R-R	Creative Illumination
R-R	Cedar Ridge Landscape
R-N and WSP	Geeleher Landscape
R-N and WSP	Hughes Transportation
R-N	Frost Graphics
R-N	Accounting by Design
R-N	Southampton Country Club
R-N	Connecticut Valley Biological Supply
R-N	Tarka's Service Center
R-N	Wintergreen Kennels
R-N	J&E Precision
R-N	Valley Saw and Lawnmower
R-N	Wing Construction
R-N	O'Leary Construction
R-N	HVD Mechanical Insulation
R-N	Blanchard and Daly
R-N	Whitley Septic Service
R-N	Elch Brothers
R-V and WSP	S&I Auto Repair
R-V and WSP	Southampton Instrumental Services
R-V and WSP	Bishop Fuel

R-V (Pequot)	Satler's Package Store
R-V (Pequot)	Himmen Custom Woodworking
R-V (Pequot)	Country Liquor and Convenience
R-V (Town Center)	Szypta Barn
R-V (Town Center)	Buckwheats
R-V (Town Center)	Canal Bowling
R-V (Town Center)	Easthampton Bank
R-V (Town Center)	Paisanos Restaurant
R-V (Town Center)	Southampton Wine and Beer
R-V (Town Center)	Dunkin Donuts
R-V (Town Center)	Extra Mart
C-H and WSP	Truharts Paving and Construction
C-H	Ames
C-H	Big Y
C-H	Brooks Drug
C-H	Smitty's Package
C-H	Pure Food
C-H	Truharts Florist
C-H	Easthampton Harley Davidson
C-V	Cumberland Farms
C-V	Parker and O'Grady Law Offices
C-V	Trading Post
C-V	Southampton Antiques
C-V	Mid-Town Motors
C-V	Subway
C-V	Sage Books
C-V	Red Basket/ Chad's Restaurant
C-V	K&B
C-V	Eich Brothers
C-V	Heritage Books
C-V	Koster Plumbing
C-V	Home Works Painting
C-V	Uncle Fred's Gun Repair and Sales
C-V	Robert Floyd Photography Gallery
I-P	Shiel Garden Center
I-P	Lyman Sheet Metal
I-P	Sheldon's Ice Cream
I-P	Marmon Keystone
I-P	Heritage Surveys

Source: Southampton Economic Development Committee

It is significant to note the large number of Southampton businesses which are located in residential zoning districts which do not allow business uses, and consequently are non-conforming uses. Southampton's Zoning Bylaw generally does not allow business or industrial uses in the R-R, R-N, and R-V Districts. According to the table above, there are forty-one non-conforming businesses in Southampton's three Residential zoning districts.

To compound this problem, many business uses (eleven in total) are also located in the Water Supply Protection District, an overlay zoning district which was established to protect Southampton's water supply wells. The WSP District prohibits "business and industrial uses which manufacture, use, process, store, or dispose of hazardous materials or wastes as a principal activity". It appears that at least some of the eleven businesses located in the WSP zone are prohibited uses in the WSP district.

Clearly, Southampton has a problem with non-conforming business uses in both its Residential and Water Supply Protection districts. This issue only serves to underscore the need for a well-conceived and well-planned business and/or industrial zoning district to accommodate businesses within the context of the Zoning regulations.

Employment Trends

Overall, the number of employers in Southampton increased from 1996 to 2000 by 4%, as compared with an 8% increase for the rest of the Pioneer Valley Region. Better news is that the 12% increase in employees over the same period exceeded the regional increase of only 8%. However, the average weekly wage in Southampton fell 1%, while it increased 5% in the region. This is of special concern because in 2000 the average wage in Southampton was only 65% of the regional average wage, falling from 68% of the regional average wage in 1996.

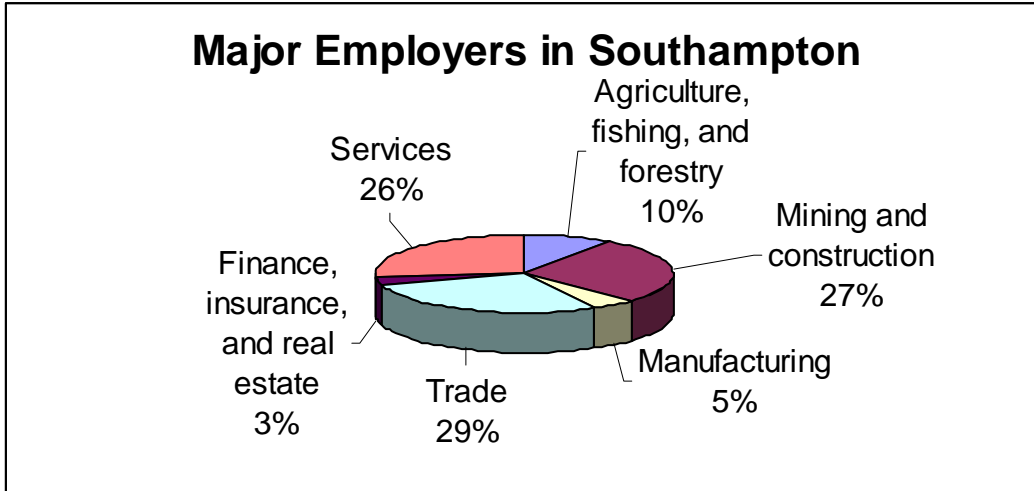
Table 3-2: Employment in Southampton

Town Profile	Town	PVR
Employers - 1996	115	14,211
Employers - 2000	120	15,394
Percent Change	4.3%	8.3%
Employees - 1996	934	239,936
Employees - 2000	1,049	260,197
Percent Change	12.3%	8.4%
Average Weekly Wage--1996 (calculated into 2000 \$)	\$0.00	\$580.00
Average Weekly Wage--2000	\$393.08	\$608.12
Percent Change	#DIV/0!	4.8%

Source: MA Department of Employment and Training, ES-202

Note: 1996 average weekly wages are adjusted into 2000 \$ using the Consumer Price Index for the Northeast (all urban consumers).

Figure 3-1: Major Employers in Southampton



Although in 2001 there was a large increase in the number of workers employed in agriculture, fishing, and forestry, this economic sector represents only about 10 percent of the total employers in Southampton. Services, trade, and mining and construction, not agriculture, comprise the bulk of Southampton's businesses, which might surprise those who think of it as an agricultural bedroom community. From 1996 to 2001 there was a net loss of jobs in both mining and construction and manufacturing, two sectors that the Town would like to develop to diversify its tax base.

Table 3-3: Employment Profile by Industry

	Employers		Employees		Average Weekly Wage 2001	PVR Empls 2001	Pioneer Valley Region Employees			PVR Average Weekly Wage 2001
	2001	1996	2000	% Chg.			1996	2000	% Chg.	
Agriculture, fishing, and forestry	10	19	37	94.7%	\$278.00	348	1,814	2,141	18.0%	\$402.83
Mining and construction	28	176	164	(6.8%)	\$712.03	1223	7,446	9,037	21.4%	\$967.50
Manufacturing	5	39	37	(5.1%)	\$311.00	955	38,414	38,299	(0.3%)	\$792.48
Transportation, communications, & utilities	N/A	N/A	N/A	N/A	N/A	459	9,329	10,682	14.5%	\$803.08
Trade	29	408	442	8.3%	\$299.23	4149	57,198	61,713	7.9%	\$495.85
Finance, insurance, and real estate	3	13	15	15.4%	\$499.00	1077	12,126	13,403	10.5%	\$1,199.13
Services	27	97	174	79.4%	\$272.49	7000	71,066	79,252	11.5%	\$684.56
Public Administration	N/A	167	175	4.8%	N/A		40,908	45,017	10.0%	N/A

Source: MA Department of Employment and Training (ES-202)

Recent Growth Trends

Between 1991 and 2001, 65% of all the land in commercial use was lost, either to other uses or disuse. A significant parcel in the town's Industrial Zone was a farmland parcel that was protected under the state's Agricultural Preservation Restriction Program, and was consequently lost to business use.

At the same time, the number of parcels being used for residential purposes increased dramatically in all categories: single-family, multi-family, and apartment. Unless steps are taken to encourage new commercial and industrial use in town, this trend seems likely to continue, due to the overwhelming pressure for new homes in Southampton.

Table 3-4: Land Use Change 1991-2001

	Parcels 1991	1991-2001 % Change	Parcels 2001	2001 % of Parcels
Total Parcels	1,625	11.3%	1,809	
Single-Family Residential	1,474	16.5%	1,717	94.9%
Multi-family Residential	13	23.1%	16	0.9%
Condominium	24	0.0%	24	1.3%
Apartment	2	200.0%	6	0.3%
Commercial	99	(64.6%)	35	1.9%
Industrial	13	(15.4%)	11	0.6%

Source: MA Department of Revenue, Municipal Data Bank

At the same time that businesses are being lost, the tax rate decreased 4.35% from 17.26% in 1990 to 16.51% in 2000. Southampton has uniform tax rate on all types of land: residential, open space, commercial, industrial, and private property. While reducing the tax rate may help attract new commerce and industry to Southampton, lower taxes also reduce the amount of municipal revenues at a time when municipal costs are skyrocketing.

Municipal Revenue & Expenditures

Southampton's revenues and expenditures increased almost identically between 1990 and 2000; however, with the recent cuts in state aid, which made up 32% of its revenues in 2000, this picture is no longer so balanced. Taxes from commercial and industrial interests accounted for less than 3% of the total tax revenues for the town. Given the shortfall in state aid, it would behoove the town to diversify its tax base and increase its revenues from the business sector, not by increasing taxes for existing businesses but by attracting new business to town.

Table 3-5: Southampton Revenues

Southampton Revenues	FY 1990			FY 2000		Percent Change in Amount
	Amount	Amount (in 2000 \$)	Percent of Total	Amount	Percent of Total	
Total tax levy	\$2,435,462	\$2,670,672	52.6%	\$4,418,462	48.1%	81.4%
Residential	\$2,191,757	\$2,403,430	47.3%	\$4,071,290	44.4%	85.8%
Open space	\$9,969	\$10,932	0.2%	\$13,430	0.1%	34.7%
Commercial	\$157,534	\$172,748	3.4%	\$209,499	2.3%	33.0%
Industrial	\$36,892	\$40,455	0.8%	\$48,921	0.5%	32.6%
Personal Property	\$39,310	\$43,106	0.8%	\$75,322	0.8%	91.6%
State Aid	\$1,154,259	\$1,265,734	24.9%	\$2,943,079	32.1%	155.0%
Local Receipts	\$602,520	\$660,710	13.0%	\$1,216,662	13.3%	101.9%
All Other	\$440,191	\$482,703	9.5%	\$599,678	6.5%	36.2%
Total Revenue	\$4,632,432	\$5,079,818		\$9,177,881		98.1%

Source: MA Department of Revenue, Municipal Data Bank

Table 3-6: Southampton Expenditures

<i>Southampton Expenditures</i>	FY 1990			FY 2000		Percent
	<i>Amount</i>	<i>Amount (in 2000 \$)</i>	<i>Percent of Total</i>	<i>Amount</i>	<i>Percent of Total</i>	<i>Change in Amount</i>
General government	\$312,186	\$342,336	7.6%	\$414,525	5.1%	32.8%
Police	\$274,805	\$301,345	6.7%	\$429,504	5.2%	56.3%
Fire	\$80,843	\$88,651	2.0%	\$129,961	1.6%	60.8%
Other public safety	\$32,646	\$35,799	0.8%	\$199,842	2.4%	512.1%
Education	\$2,432,036	\$2,666,915	59.0%	\$4,941,675	60.2%	103.2%
Public works/highway	\$341,397	\$374,368	8.3%	\$442,285	5.4%	29.6%
Other public works	\$75,127	\$82,383	1.8%	\$5,616	0.1%	(92.5%)
Health and welfare	\$22,323	\$24,479	0.5%	\$42,134	0.5%	88.7%
Culture and recreation	\$55,332	\$60,676	1.3%	\$92,491	1.1%	67.2%
Debt service	\$181,638	\$199,180	4.4%	\$784,696	9.6%	332.0%
Fixed costs	\$269,178	\$295,174	6.5%	\$683,292	8.3%	153.8%
Intergovernmental	\$6,423	\$7,043	0.2%	\$39,095	0.5%	508.7%
Other expenditures	\$39,248	\$43,038	1.0%	\$0	0.0%	(100.0%)
Total Expenditure	\$4,123,182	\$4,521,387		\$8,205,116		99.0%

Source: MA Department of Revenue, Municipal Data Bank

Survey of Selected Southampton Businesses

In 2003, PVPC surveyed Southampton businesses to determine business characteristics, problems and needs. Eight businesses were willing to participate in the survey. Their names have been kept anonymous, at their request. A copy of the survey and full survey results are contained in Appendix C.

Key survey findings were as follows:

- Most of the eight businesses surveyed for this plan have been located in Southampton for eleven years or more and are locally owned (87.5%). Their reasons for locating in Southampton varied but were often related to finding space in a visible area of town, to running a business that is home-based.
- Most of the businesses had no plans to expand or reduce their operations (75%). Two businesses (both sales establishments) had plans to expand at some point in the future (25%), but expressed concerns about immediate expansion due to the economy.
- The businesses were relatively split when questioned about trouble they have hiring competent employees. Half said they did indeed have trouble finding qualified employees, 37.5% said they did not have trouble, and 1 said it was not applicable since the home-based business employs only family members.
- Almost all of the businesses (87.5%) said they provide some training to anyone they hire, with one business saying it was again not applicable to them.
- Only one business was familiar with workforce development programs in the area, and felt existing programs were compatible with its needs. The lack of utilization of workforce development programs may be caused in part by the size and nature of many of the businesses surveyed (most were small, locally owned establishments).
- With limited knowledge of local workforce development programs, it was difficult for many businesses to suggest improvements. The only suggestion was support for a good sales training program.
- The location of commercial areas along major travel routes was stated as a large asset by multiple businesses.

- Building good relationships among businesses, regardless of location, seemed possible to a majority of businesses (75%). Fewer felt similar relationships were possible with local government (50%).
- Possible business support ideas included tax relief (suggested by 3 businesses), a sub-chapter of the multi-community Chamber of Commerce, and officials and residents more willing to consider zoning waivers for appropriate business proposals.
- Many businesses felt that more land was needed for commerce and industry, but that it should not come at the expense of open space and an overall quality of life. A restructuring might be in order, or possibly some flexibility with the residential zoning laws (i.e. allow non-obtrusive businesses in residential areas after close examination of possible impacts).
- Technology was another split area, with 50% using cell phone service and 25% using cable internet service. It seems as though if the business is of a sort that wants or could use a given service, it is available.
- No housing needs were expressed by any of the businesses. They did not feel their employees had any difficulties finding affordable housing, though most said their employees did not live in Southampton.

Job Growth and Workforce Characteristics

Population Growth & Age Distribution

The population of Southampton more than doubled between 1960 and 1990, growing from 2,192 to 4,478. Since then, it has steadily increased to 5,387 people in 2000. By 2010, the population is projected to increase by 9% to 5,865, and of those, 3,017 are likely to participate in the labor force. Between 2000 and 2010, the number of 20- to 29-year-olds will increase, as well as those over the age of 55, and the number of 30- to 55-year-olds will dramatically decrease. As a result, the number of people likely to participate in the workforce will actually decrease somewhat, despite the population increase.

Table 3-7: Population Projections

	<i>1990 Actual</i>	<i>2000 Actual</i>	<i>2005 Projection</i>	<i>2010 Projection</i>	<i>2000-2005 % Change</i>	<i>2000-2010 % Change</i>
Under 5	286	297	282	279	(5.1%)	(6.1%)
5 to 9	360	419	330	290	(21.2%)	(30.8%)
10 to 14	336	395	410	390	3.8%	(1.3%)
15 to 19	331	392	351	333	(10.5%)	(15.1%)
20 to 24	277	210	338	329	61.0%	56.7%
25 to 29	284	196	238	322	21.4%	64.3%
30 to 34	350	409	356	284	(13.0%)	(30.6%)
35 to 39	487	460	352	392	(23.5%)	(14.8%)
40 to 44	477	501	462	407	(7.8%)	(18.8%)
45 to 49	305	573	477	439	(16.8%)	(23.4%)
50 to 54	229	484	549	483	13.4%	(0.2%)
55 to 59	169	312	492	553	57.7%	77.2%
60 to 64	153	203	300	447	47.8%	120.2%
65 to 69	163	148	256	355	73.0%	139.9%
70 to 74	124	134	181	248	35.1%	85.1%
75 to 79	72	116	195	147	68.1%	26.7%
80 to 84	48	74	94	121	27.0%	63.5%
85 and over	27	64	24	46	(62.5%)	(28.1%)
Total	4,478	5,387	5,687	5,865	5.6%	8.9%
Available to Participate in the Labor Force*	N/A	3,740	3,915	3,989	4.7%	6.7%
Likely to Participate in the Labor Force**	N/A	3,191	3,017	3,074	(5.5%)	(3.7%)

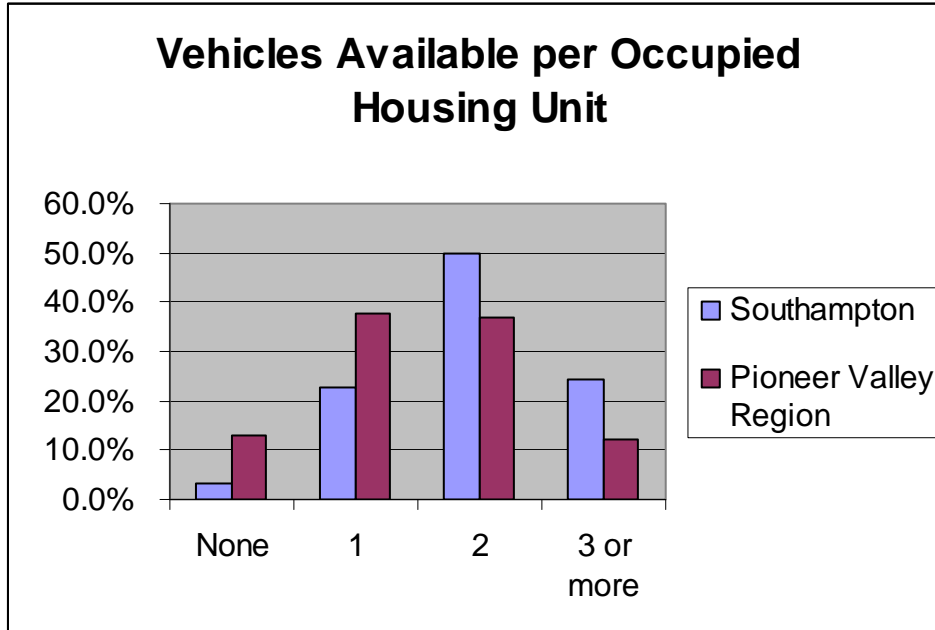
Source: U.S. Census Bureau, Decennial Census; MISER Population Projections

* Available to participate in the labor force is the population from 15 to 64 years old.

Travel to Employment

Overall, there are more vehicles per occupied housing unit in Southampton as compared with the rest of the Pioneer Valley Region. Most occupied housing units, roughly 74%, have at least two available vehicles. The number of occupied housing units with three or more vehicles is 24%, compared to only 12% for the region. In 1990 the mean travel time to work was 21 minutes and in 2000 it increased to 25 minutes.

Figure 3-2: Vehicles Per Housing Unit



The vast majority (90%) of residents in Southamptton drive to work alone, as compared with 79% of solo drivers for the region. There is no public transportation in Southamptton. Consequently, no one in Southamptton indicated that they use public transportation to get to work.

Table 3-8: Travel Time to Work

Travel Time	Town			PVR		
	1990	2000	% Change	1990	2000	% Change
Mean Travel time to Work (minutes)	20.6	24.8	20.5%	18	27	50.0%
Traveling to Work	<i>Number</i>	<i>Percent</i>		<i>Number</i>	<i>Percent</i>	
Drove alone	2,721	90.4%		224,939	79.3%	
Carpooled	148	4.9%		27,249	9.6%	
Public transportation	0	0.0%		7,048	2.5%	
Walked	25	0.8%		14,234	5.0%	
Other means	0	0.0%		2,462	0.9%	
Worked at home	116	3.9%		7,619	2.7%	

Source: U.S. Census Bureau

Note: This table reflects travel behavior of residents of the community not those employed in the community.

Poverty and Unemployment

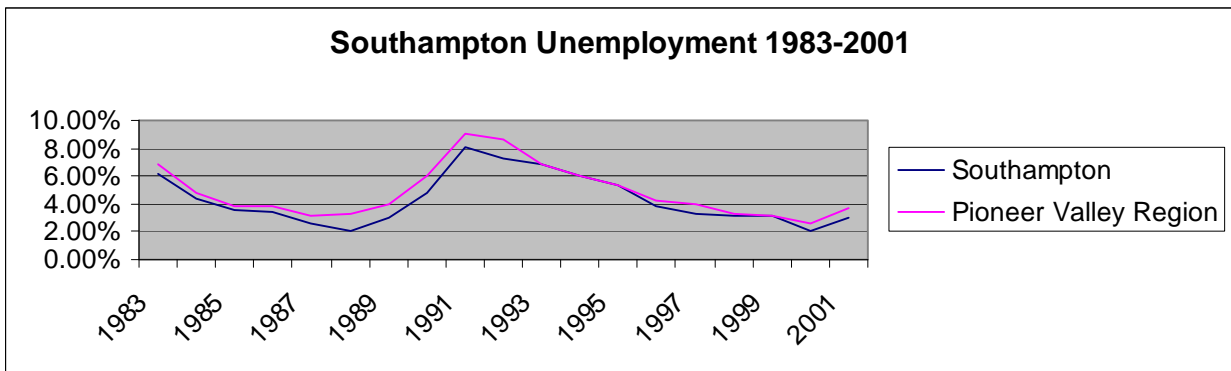
Only 28 out of 1,556 families in Southamptton are living below the poverty line. This is a poverty rate of 2%, which is substantially below the Pioneer Valley Region rate of 8%. There are 127 individuals (2%) who live below the poverty line in Southamptton. Overall, the poverty rates in Southamptton are lower than the region in every category. The elderly in Southamptton are disproportionately susceptible to poverty with 7% living below the poverty line, which approaches the regional average of 8% for individuals 65 and older.

Table 3-9: Families and Individuals Below the Poverty Line

	Total Number	Number Living Below Poverty Line	Poverty Rate	PVR Rate
Families	1,556	28	1.8%	8.3%
Families with a female head of household and no husband present	167	0	0.0%	25.7%
Individuals	5,387	127	2.4%	12.1%
Individuals 65 years and over	536	35	6.5%	8.2%
Children under 18 years	1,360	38	2.8%	15.5%

Source: U.S. Census Bureau

Figure 3-3: Unemployment in Southampton



Unemployment in Southampton has generally stayed about one percent point below the regional average. For example, in 2001 it was about 3% of the population, as compared with 4% for the region. Unemployment soared to 8% in 1991, and then declined steadily to 2% in 2000 before beginning to rise again after the stock market crash.

Education Attainment

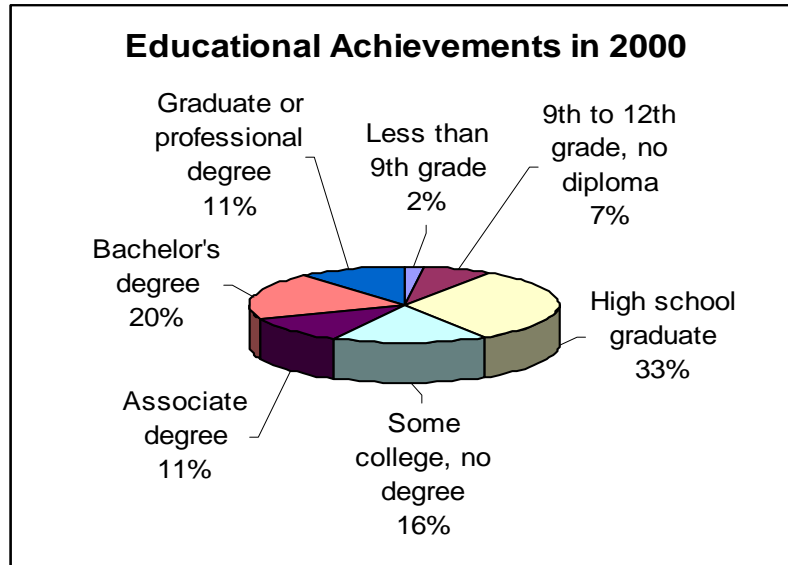
The educational level of Southampton residents aged 25 and over is much higher on average than the rest of the region. The number of high school graduates has increased by 19% between 1990 and 2000. In 2000, only 9% of the same population had not completed high school, compared with 16% in 1990.

Table 3-10: Educational Levels in Southampton

	Town Educational Level			PVR Educational Level		
	1990	2000	% Change	1990	2000	Percent Change
Population 25 years and over	2,888	3,669		378,269	389,030	
Less than 9th grade	133	74	(44.4%)	35,027	25,242	(27.9%)
9th to 12th grade, no diploma	350	261	(25.4%)	56,798	46,140	(18.8%)
High school graduate	996	1,183	18.8%	120,823	120,503	(0.3%)
Some college, no degree	407	590	45.0%	57,950	70,006	20.8%
Associate degree	309	413	33.7%	28,831	31,220	8.3%
Bachelor's degree	422	730	73.0%	47,228	55,747	18.0%
Graduate or professional degree	271	418	54.2%	31,612	40,172	27.1%

Source: U.S. Census Bureau

Figure 3-4: Educational Achievements in Southampton



Also, the number of people with an associate's degree, bachelor's degree and a graduate or professional degree significantly increased from 1990 and 2000. People with an associate degree increased by 34% compared to a regional increase of 8%. People earning a bachelor's degree increased 73%, compared to a regional increase of only 18%. Furthermore, people with a graduate or professional degree increased 54%, compared to only 27% for the region. Therefore, it appears that there may have been a recent influx of better educated people into Southampton.

Future Economic Profile

Availability of Land for Economic Development

Only a small amount of industrially- or commercially-zoned land is available for economic development in Southampton, principally thirty acres on Valley Road and 16 acres on Clark Street. The town's large supply of vacant, residentially-zoned land creates desirable development opportunities, as recent growth rates attest. Location, scenic beauty, and reputation all conspire to make Southampton a haven for residential development. The problem is that, historically, residential development alone does not generate adequate revenue to maintain municipal services. Southampton is beginning to experience revenue shortfalls, and a growing gap exists between tax resources and residents' expectations for municipal services.

Table 3-11: Developable Land in Southampton

	Acres	Percent of Developable Land
Total Land Area	18,524.0	N/A
Remaining Developable Land	11,424.0	N/A
Developable Land with Constraints	3,279.0	28.7%
Developable Land without Constraints	8,145.0	71.3%
Constraint-slope	2,050.0	17.9%
Constraint-river	122.0	1.1%
Constraint-wetlands	132.0	1.2%
Constraint-floodplain	9.0	0.1%
Constraint-multiple	966.0	8.5%

Source: PVPC, Subregional Housing Plans 2002

The 2002 Subregional Housing Plan indicates that there are still 11,424 acres of land available for development in Southampton. Of the existing available land about 71% is developable land that does not have constraints that would limit its development.

The build-out analysis done by the Pioneer Valley Planning Commission in 2001 revealed that Southampton could grow by an additional 20,240 people and have a total population of 25,627 people. This population growth would require six times the current water demand, or 2,371,616 gallons of water per day (GPD), up from the town's 2001 water use of 404,972 GPD.

Vacant or Underutilized Buildings

In addition to the remaining developable land in Southampton, which is abundant, a number of vacant properties could be redeveloped for business purposes. These include:

- former Ames Department Store
- Szypta Barn
- Larrabee School (now used for town offices)
- Metro Engineering (a former machine shop)
- Sheldons - second floor
- Mid-town Motors – has about 1100 s.f. for rent

Predicted Workforce and Job Availability

Employment projections for 2008 indicate that trade will make up close to 43% of the total employment in Southampton. Services are projected to increase the most by about 24%. The only sector expected to decline is manufacturing. The manufacturing sector currently provides a higher average weekly wage than trade or services. By 2008, employment in manufacturing is projected to decline by 11% and make up only 3% of the total employment in town.

Table 3-12: Employment Projections

	2008 Employment Projections			
	<i>2000 Employment</i>	<i>2008 Projected Employment</i>	<i>2001-2008 Projected Percent Change</i>	<i>2008 Percent of Total Employment</i>
Construction and mining	164	169	2.8%	15.4%
Manufacturing	37	33	(11.1%)	3.0%
Transportation, communications, utilities	N/A	N/A	N/A	N/A
Trade	442	472	6.7%	43.2%
Finance, insurance, and real estate	15	16	8.4%	1.5%
Services	174	216	23.9%	19.7%
Public administration	175	187	6.8%	17.1%
Total (does not include agriculture)	1,007	1,092		

Source: MA Department of Employment and Training, Massachusetts Employment Projections through 2008; PVPC
 Note: Projections are derived by using 1998-2008 industry projections developed by the Massachusetts Division
 of Employment and Training for the state as a whole.

State and Regional Economic Development Policies

The State of Massachusetts' report, "Toward a New Prosperity: Building Regional Competitiveness across the Commonwealth," outlines policy options for the economic future of the Commonwealth. Knowledge-intensive production, high-tech innovation, and global trading characterize the "New Economy" of Massachusetts. New economic conditions present Massachusetts with a new set of challenges. Continued progress will require well-targeted educational and infrastructure investments. The report proposes a strategic framework composed of six competitive imperatives, described below, for the economic development of the Commonwealth that are designed to meet the challenges of the "New Economy":

1. **Improve the business climate to support all industry clusters.**
 Vibrant and innovative export industry clusters are the primary engines of economic growth today. In traditional, as well as knowledge-based sectors of the economy, export clusters support and motivate innovation. We need to support the development of strong export clusters in all regions of the Commonwealth.
2. **Support entrepreneurship and innovation.**
 Strengthening the Commonwealth's innovation infrastructure will give entrepreneurs better access to the resources they need by improving channels of communication and coordination. We must reduce disparities in business resources that support innovation and improve access to capital in all regions of the Commonwealth.
3. **Prepare the workforce of the 21st century.**
 A well-educated and highly skilled workforce is essential to competitiveness in today's economy. Our firms must have access to talent they need to succeed and our workers must have skills that match the opportunities emerging in this constantly evolving competitive marketplace.
4. **Build the information infrastructure of the 21st century.**
 The Commonwealth has made enormous transportation investments, most visibly in roads, bridges, and air transportation. The rise of the information economy requires a renewed focus on our information infrastructure. The Commonwealth must facilitate improved access to affordable broadband options throughout the Commonwealth.

- 5. Ensure that economic growth is compatible with community and environment.**
Housing affordability is fundamental to accommodating a growing economy. At the same time, we must be a leader in implementing sustainable growth strategies that ensure a high quality of life in our cities and towns.
- 6. Improve the outcomes of government action.**
Massachusetts is widely perceived as having significantly improved its business climate over the past decade. We must continue to reduce regulatory burdens and provide more coordinated services and resources to businesses--particularly small business. State government should collaborate with the private sector and the federal government to effectively respond to the emerging terrorism threats. State government must also help maintain business confidence in the Commonwealth's basic infrastructure by linking global production, communication, and transportation networks.

Workforce Development Programs

Southampton has no local workforce development program, but it is served by the Franklin-Hampshire Regional Employment Board's "Workforce Development Policy Blueprint 2002 and Available Services". The Regional Employment Board (REB) is charged with providing workforce development programs to meet the projected employment needs and help maintain the economic vitality of its service area. Key critical local industries in Franklin and Hampshire Counties were identified as either current or emerging, as shown below:

Table 3-13: Critical Industries

Current Critical Industries	Emerging Critical Industries
Educational Services: especially higher education	Wholesale Distributors: growth due to proximity to population centers and transportation routes
Manufacturing Technologies: concentration on high value added and high tech portion of the sector	Environmental Technologies: concentration on high tech areas such as engineering, waste management, hazmat remediation, and development of renewable energy sources
Health & Human Services: emphasis on further training for current employees and entry level training	Specialty Food Products: extensions of the agriculture and tourism sectors; growth will add to the region's economic mix
Travel & Tourism/ Outdoor Recreation: quality of life sector that stimulates other sectors	Arts/Artisanship: not a training target, but key in regional growth and quality of life
Agriculture & Natural Resources: includes aquaculture, silviculture and ties into the specialty foods market	Computer/IT/Networking: covers a broad range of industries with a common skill set
Business Services, Finance & Insurance: supports other sectors; emphasis on skills needed in schools, internships, and paid employment	

Western Massachusetts has fallen behind in terms of labor force and job growth over the past decade when compared to the state as a whole, but the Franklin-Hampshire region, possibly more so than its neighboring regions, has the potential to boost its economy and labor markets. Overall population, working-age population, and labor-force participation rates have all increased over the past ten years, leading to an increase in labor force of 6% versus the state increase of 2% over the same time period. Employment growth in the region surpassed that of neighboring regions and nearly equaled that of the state. Manufacturing continued as one of the largest employment sectors, while service-related industries increased their share of the region's employment over the last ten-year period.

Training needs, based on the recognized current and emerging critical industries, were identified by industry leaders and used to establish guidelines for the programs administered by the REB. Broad-based areas of weakness included preparedness of new employees for work, basic education of the entire population, and access to public transportation, all of which could be incorporated into REB programs.

Educational institutions, especially the community colleges and vocational schools within the region, are expected to meet most current and expected training needs. Partnership opportunities exist for cooperation between educational institutions and companies within key industries, further adding to the potential quality and training of the workforce. In some instances, training needs must be met by the employer (or potentially by the REB) by purchasing training time from local institutions or companies on their equipment.

Over the next five years, the Franklin Hampshire REB plans to remain the clearinghouse for publicly-funded workforce development programs administered by local organizations and to integrate economic development, job creation, and training. Current initiatives include the Franklin Hampshire One-stop Career Center, the Franklin Hampshire Youth Council, the Franklin Hampshire School-to-Work/ Connecting Activities program, the Workforce Training Fund, the Extended Care Career Ladders Initiative, the Community Audit Project, and the IT Squared Information Technology Project. The Franklin Hampshire Career Center provides jobseeker services including employer recruitment, career enrichment workshops, employment specialists, career counselors, information and referrals to training, a resource area, and computer training.

Employer services include job applicants and recruitment, a statewide talent bank program, an employer databank, employment and selection information, and an employer account program.

Potential Economic Development Sites

Southampton's Economic Development Committee had University of Massachusetts students evaluate eight potential sites in Southampton for economic development. Sites were evaluated based on zoning, service availability, distance from major highways, environmental issues, soils, topography, neighborhood impacts, ownership and other factors. These sites are listed in Table Seventeen, below.

As part of this plan, PVPC completed a detailed town wide analysis to identify potential economic development sites in Southampton, based on a Geographic Information System mapping analysis of land suitability, environmental constraints, municipal services and other factors. This analysis yielded five new sites with significant potential for economic development, which are also listed in the table below.

Table 3-14: Potential Economic Development Sites in Southampton

Site Name and Number	Availability of Services	Current Zoning	Constraints	Overall Rating/Rank
1. Route 10 at Westfield line (east of Route 10)	Water, no sewer (would need connection to Westfield)	RN	Eastern half of site in WSP zone, Biomap Core Habitat, RPA riparian zone. Most of site is active cropland. <i>Some residential use.</i>	<i>#4- Sections of site bordering Route 10 on east suitable, but in active cropland. 2 parcels.</i>
2. Route 10 at Valley Road (east of Route 10)	Water, no sewer (would need connection to Westfield)	RN	Eastern half of site in WSP zone, Biomap Core Habitat, RPA riparian zone. Most of site is active cropland. <i>Some residential use.</i>	<i>Sections of site bordering Route 10 on east suitable, but in active cropland</i>
3. Route 10 at Valley Road (west of Route 10)	Water, no sewer (would need connection to Westfield)	RN	Most of site is active cropland	<i>#2- Sections of site bordering Route 10 on west suitable, but in active cropland</i>
4. Gunn Road Site, 343 acres	Has town water, sewer connection to Easthampton possible	RR	Biomap Core Habitat, WSP zone, RPA riparian corridor, vernal pool, active cropland. Chapter 61 lands.	<i>#6- West of Pleasant St. unsuitable. East of Pleasant St. suitable but in active cropland with env. sensitive areas (Zone 2).</i>
5. East Street Site, 139 acres	Has town water, sewer connection to Holyoke possible	RN, RV	WSP zone in east, active cropland in east, pasture in west	Little suitable land, six parcels
6. Glendale Road Site	Needs long water extension, sewer connection to Easthampton possible	RR	North section in RPA riparian zone, small area in FP zone, small area in cropland. <i>Some residential use.</i>	Small acreage along Glendale Road is suitable
7. Riverdale Road Site	Water, sewer connection to Easthampton possible	RV	WSP and FP zone, all of site Biomap Core Habitat and RPA riparian zone	Not suitable
8. Line Street Site, 78 acres	Has town water, sewer connection to Easthampton possible	RR	WSP zone, all active cropland or pasture	Not suitable
9. Clark Street Site, 50 acres	Water, no sewer (would need connection to Westfield)	IP	WSP zone, two vernal pools, active cropland on most of parcel	<i>#5 – Most is suitable, but in active cropland & env. sensitive areas. Three parcels.</i>
10. Brickyard Road Site, 55 acres	Water, no sewer (would need connection to Westfield)	RN	WSP zone, part in FP zone, most is Biomap Core Habitat, RPA riparian zone in center, large wetland. <i>Some residential use.</i>	Central portion is suitable, but in active cropland & env. sensitive areas, 2 parcels.
11. Coleman Road – West Site (south of Route 10)	Water, sewer connection to Easthampton possible	RR	No environmental constraints, <i>however road is not currently suitable for industrial development. Area has</i>	<i>Suitable, but has road constraints and lots divided for residential</i>

			<i>much residential development.</i>	<i>development</i>
12. Coleman Road- East Site (south of Route 10)	Water, sewer connection to Easthampton possible	RR	Env. sensitive areas, some cropland and pasture. Road is not currently suitable for industrial development. Area has much residential development.	Suitable, <i>but has road constraints, residential development</i> and env. sensitive areas
13. Route 10 – West Site (north of Valley Road, east of Brickyard Road)	Water, no sewer (would need connection to Westfield)	RN	Few constraints, large acreage	#1 - <i>Highly suitable, large site with seven parcels</i>
14. Route 10 – East Site (north of Valley Road)	Water, no sewer (would need connection to Westfield)	RN	No constraints in southwest portion, env. sensitive areas in east portion	<i>Suitable on small area near n.e. corner of Route 10 @ Valley Rd. Two parcels.</i>
15. Valley Road- North Site (north of Valley Road)	Needs short water extension, possible sewer connection to Holyoke?	RN	No env. constraints, but active cropland	Suitable, but active cropland. Small site, 5 parcels
16. Route 10 (south of Gunn Road, north of Lynn Drive)	<i>Water service, possible sewer connection to Easthampton</i>	CV, RV	<i>Modest environmental constraints, is in Zone 2, has active cropland</i>	#3 - <i>Suitable, with cropland, few constraints, 2 parcels</i>

Based on the above analysis, the overall rating of parcels for economic development yields the following priorities:

- Route 10- West parcel, north of Valley Road (Site #13 in the table above)
- Route 10 at Valley Road, west of Route 10 (Site #3 in the table above)
- Route 10, south of Gunn Road, north of Lynn Drive (Site #16 in the table above)
- Route 10 at Westfield line, east of Route 10 (Site #1 in the table above)
- Clark Street site (Site #9 in the table above)
- Gunn Road site (Site #4 in the table above)

These parcels are illustrated on the Southampton Economic Development Map.

Menu of Economic Development Strategies

Building a sewer system to serve at least an area zoned for industrial use is critical for attracting new business to town. Without a sewer system, businesses rely upon septic systems, which is a real problem, given the composition of soils in town. Also, Southampton is built atop the Barnes Aquifer, a sole source drinking water supply for Easthampton from which Southampton also draws water supplies. Unless a sewer system is installed, this resource would be threatened by industrial development.

Most people in town, business owners and residents alike, agree that more land is needed for commerce and industry but that it shouldn't come at the expense of open space and the rural quality of life that the town values so highly. Some restructuring of the zoning bylaws to allow non-obtrusive businesses in residential areas would help economic development, too. So would the establishment of an area of town clearly zoned for industrial usage.

The following strategies have been ranked in order of priority by the Southampton Community Development Committee:

Strategy #1: Provide Sewer Service to Targeted Areas

Perhaps the most significant constraint to economic development in Southampton is the lack of a public sewer system in town. Southampton should continue to negotiate with neighboring communities, including Easthampton, Holyoke or Westfield to provide wastewater treatment and sewer extensions to selected areas of town. The Route 10 corridor in northern Southampton,

including Big Y and Red Rock shopping center, already has municipal sewer service through a connection to Easthampton's sewer system. This service could potentially be extended to the Town Center area. Holyoke's wastewater treatment plant has excess capacity, and it may be feasible to accommodate flows from Southamptton, through construction of a pumping station. The Hampton Ponds area would be best served by connection to Westfield's sewer system. treatment plant. Town officials have continued to work toward seeking grant funding for extending sewer service.

Strategy #2: Rezoning of Targeted Land Parcels for Business, Light Industrial or Industrial Use

Southampton currently has very little available land zoned for Industrial or Commercial use. After identifying land parcels targeted for economic development, Southampton could re-zone selected areas or create new zoning districts which could help achieve the town's economic development (and housing) objectives, such as the following districts:

- Light Industrial District – could include lighter, non-polluting industries that could be developed without public sewer, on septic systems, such as light manufacturing, business, professional or medical offices, printing, agricultural product processing, etc.;
- Town Center Business District – could help to establish a working town center for Southampton, with more densely clustered uses and pedestrian access;
- Industrial District – could include areas near neighboring communities with potential for sewer extension agreements;
- Mixed Use District – could accommodate retail, office, and multi-family housing uses in one district.
-

Rather than simply changing the zoning map for land parcels, Southampton should create the above-listed new zoning districts and regulations. This will help to ensure that, in return for the economic value the property owner receives in upgraded zoning, the town receives value as well in quality development that meets town goals.

Strategy #3: Home Business Bylaw

A carefully crafted home business bylaw can allow for small home-based businesses in residential areas, while protecting the character and quality of life in the neighborhood. Home business bylaws should establish standards for business types, maximum number of employees, parking, screening, noise levels, and similar issues.

Strategy #4: Site Plan Approval Bylaw

The town's economic development study, prepared by the Center for Economic Development, recommended the adoption of a Site Plan Approval bylaw to provide a mechanism for review and approval of business uses to expand the town's tax base, while protecting town character. Site plan approval can promote attractive, well-designed commercial and industrial development, by setting standards to reduce impacts on traffic, neighboring properties and community character. Plans are carefully reviewed by a town board and must meet standards for landscaping, architectural design, layout, parking, traffic and access, screening, environmental quality and other related issues.

Strategy #5: Planned Industrial or Business Development Bylaw

A planned industrial and/or business development is a development built under single ownership, consisting of light industrial and/or business sites that are simultaneously planned and built. The purpose of a bylaw to cover this type of development is:

- To attract light industries
- To encourage diversity in the community tax base through appropriate industrial development
- To minimize potentially adverse environmental conditions, such as pollution and noise, associated with such developments
- To encourage the creation of flexible industrial space for small and emerging businesses

- To encourage business development that is clustered to reduce adverse traffic, aesthetic, and environmental impacts on a community

Strategy #6: Infrastructure Development and Physical Improvements

Making physical improvements to the town's appearance and its infrastructure can enhance economic development. Options include:

- Expanded fiber optics/broadband internet and cell phone services
- Incubator space and business startup funding
- Façade improvement grant program

Strategy #7: Public Works Economic Development Grant

A Public Works Economic Development Grant could help Southampton build a new access road for industrial development or make improvements to existing roadways. The Town was previously awarded a grant for improvements to Clark Street, including ornamental lights and brick pavers, but this grant was not implemented.

Strategy #8: Mixed Use Development Bylaw

The purpose of a mixed use bylaw is to foster a greater opportunity for creative development by providing guidelines that encourage a mix of uses compatible with existing and neighborhood properties; to provide housing and business uses in locations where a variety of town services are available; to promote utilization of existing buildings and property, and to encourage the provision of open areas. The intent is to enhance business vitality, reduce vehicular traffic, provide employment opportunities for residents close to home, ensure the compatibility with each other of the commercial, industrial, and residential uses, and ensure that the appearance and effects of the buildings and uses are harmonious with the character of the area in which they are located.

Strategy #9: Adaptive Reuse of Older Buildings

Similar to infill development, adaptive reuse is creating new uses for buildings that have outlived their original purpose. While historic preservation is often associated with adaptive reuse, the practice is far larger and involves a much wider range of property. As funding for new construction has diminished during the current recession, adaptive reuse has taken off as building owners have found it necessary to recycle old buildings. For more information, see the Adaptive Reuse website at www.propsolve.com.

Strategy #10: The Main Street Program

Since 1980, the National Main Street Center has been working with communities across the nation to revitalize their historic or traditional commercial areas. The Main Street Program is designed to improve all aspects of a downtown or central business district, producing both tangible and intangible benefits. Improving economic management, strengthening public participation, and making the town center an interesting place to visit are as critical to Main Street's future as recruiting new businesses, rehabilitating buildings, and expanding parking. The Main Street approach has rekindled entrepreneurship, downtown cooperation and civic concern. It has earned national recognition as a practical strategy appropriately scaled to a community's local resources and conditions. And because it is a locally driven program, all initiative stems from local issues and concerns. For more information, see the attached information or get in touch with the National Main Street Center at www.mainst.org.

Strategy #11: Special Districts and Incentive Programs

There are many state laws and programs that towns can use to promote economic development, including:

- Tax Increment Financing – a 5-year to 20-year property tax exemption, based on the increased value of the project property due to new construction or significant improvements;
- Special Tax Assessment – a phased-in assessment of the total value of the project property, over a 5-year to 20-year period;

- Special Service District;
- Special Assessment Area to extend infrastructure ;
- Small Business Loan Program;
- Business Improvement District;
- Streamline permitting/approval processes;
- Establish Public/Private/Non-profit partnerships;
- Create public/private partnerships for workforce development programs (also, be sure to get the word out to those who'd be most interested);
- Brownfield Grant Program.

Strategy #12: Town Center Revitalization

Revitalizing an existing town center can improve the community overall image and enhance economic development. Components of this strategy can include:

- Create a “gateway” into the community
- Encourage higher building densities
- Create a central civic space or park
- Promote public art
- Encourage mixed uses
- Improve streetscaping: decorative lamp posts, brick-lined sidewalks, parkway trees, planter boxes, trash cans, seating, etc)
- Establish design and signage criteria
- Create a development review board (e.g. Town of Amherst)
- Allow outdoor café/restaurant seating
- Allow zero lot lines and require buildings to locate close to the street
- Require parking to be placed in back
- Allow on-street parking
- Undertake marketing just for the downtown businesses
- Form a special organization just for the downtown businesses

Strategy #13: Infill Development

Conventional development patterns have led to suburban sprawl, destroy open lands, and create gridlocked lifestyles. A major solution to these problems is infill development, or the creative recycling of vacant or underutilized lands, such as vacant lots, parking lots, and empty shopping malls. Successful infill can offer these rewards:

- Provide housing near job centers and transit
- Increase the property-tax base
- Preserve open space
- Create new community assets, such as child-care centers, arts districts, and shopping areas

For more information, see the book *Strategies for Successful Infill Development*.

Strategy #14: Massachusetts Economic Development Incentives Program

To stimulate business growth and foster job creation, Massachusetts has created the Economic Development Incentive Program, designed to attract and retain businesses. The program is administered by the Massachusetts Office of Business Development, and includes three main steps:

1. Designation of “economic target areas” or ETAs. The western portion of the state has been designated one such area.
2. Designation of “economic opportunity areas” (EOAs), or specific areas within a designated ETA of particular need or priority for economic development. Southampton is currently not

3. Approval of “certified projects”, which is a business that is expanding or relocating its operations, or building new facilities to create permanent new jobs within an EOA. Certified projects in these communities that may receive a five-percent investment tax credit for qualifying tangible, depreciable assets. There also is a ten-percent abandoned building tax deduction for costs associated with the renovation of an abandoned building. In addition, businesses qualify for municipal tax incentives, including special property tax assessments and Tax Increment Financing.
- 4.

For more information on this program, see the attached information or go to the Dept. of Economic Development website at www.mass.gov.

Strategy #15: Marketing and Promotion

Marketing and promotion of Southamptton for economic development can be a low cost and high impact strategy. Some options include:

15a: Town Website

Create a town website if not already up. The website should include the following options, links and information:

- Apply for permits online and check status of permit application
- Zoning bylaws and other town regulations
- Be able to search for parcels to find zoning, location, and map
- Links to civic organizations/schools/recreation/events/tourism (places to stay, eat, shop, entertainment)
- Link to community newsletters
- Community’s cable TV station with schedule & listing of programs
- Demographic information and summaries
- Pictures and description of projects that have recently been completed, approved, or are under construction in town.
- Promote unique community and economic characteristics (e.g. Springfield’s Forest Park Zoo)

15b: Database of Commercial and Industrial Properties

Develop a database of available commercial/industrial properties leasable space that can be accessed through the internet. It should be updated monthly. It provides a list of available properties and vacant land; location of property; proximity to major highways, cities, rail, air; square footage of property; zoning; special facilities; internet access and other available infrastructure; name of management firm & contact name and phone number, pricing information, traffic count, whether or not its divisible.

15c: Marketing Campaigns, Special Events and Activities

Conduct regular marketing campaigns for the town to promote town’s image and any special events, activities, and businesses. Host special events and activities in town center that help create a sense of identity and community with partnerships with local businesses (farmer’s market, cows on parade, cruise nights/car show, concerts, outdoor movie nights).

15d: Community Signage Program

Create a community signage program (provide directions to and information on notable landmarks, places, recreation, and industrial/business districts in town).

15e: Business Recognition Awards.

The town’s Economic Development Committee could issue annual Business Recognition Awards. Examples of awards could include:

- -“Distinguished Developer”
- -“Property Improvement”
- -“Property Stewardship”
- -“Major Milestone”.

15f: Economic Development Manager

Establish an economic development “point person” for the town and market/advertise this so that interested developers/businesses know who to contact first. This person should know all the properties in town and knowledgeable about potential funding and business assistance programs.



Community Development Plan

TRANSPORTATION ELEMENT



Town of Southampton

Prepared by:
The Pioneer Valley
Planning Commission

This document was
Developed using funds
Pursuant to Massachusetts
Executive Order 418 Program

Element Four: Transportation

Introduction

Developed using funds pursuant to Massachusetts Executive Order 418. Prepared in cooperation with the Massachusetts Highway Department and the Federal Highway Administration.

This study was conducted according to guidelines established as part of Executive Order 418 and is intended to serve as the transportation element of the Southampton Community Development Plan. The goal of this project is to provide a detailed analysis of the existing and anticipated traffic demands and assesses the impacts of current and planned land uses along the Route 10 corridor in the Town of Southampton. The focal points of this study include: traffic operations, safety issues, land use concerns, growth management strategies, and pedestrian and bicycle concerns throughout the study area.



East Street, Southampton, MA

A combination of a high volume of commuter traffic as well as a number of land uses with high trip generating characteristics are expected to contribute to strains along the existing transportation infrastructure. Future development and a continually growing housing market could have a dramatic impact on future traffic volumes in the community. This study is designed to identify current and future deficiencies to assist the Town of Southampton in the development of projects and strategies to manage future growth.

Study Area

The proposed study area consists of the Route 10 corridor from the Westfield Town Line to the Easthampton Town Line.

Existing Transportation Conditions

This section provides a technical evaluation of the transportation components throughout the study area. It includes a presentation of the data collected, analysis of traffic operations, and a series of short term recommendations to improve overall performance and safety.

Data Collection

Comprehensive data collection activity was conducted for this study to identify existing deficiencies. This activity consisted of obtaining traffic volumes, crash data, and summaries of previous transportation studies conducted for the Town. PVPC staff collected a large portion of the data used in this report. Additional data was obtained from the Massachusetts Highway Department (MassHighway) and the Southampton Police Department.

Daily Vehicle Volume

Vehicle volume data was collected for use in the transportation analysis in order to measure the travel demands on an average weekday. Average Daily Traffic (ADT) volumes were compiled for typical weekday 48-hour periods at various mid-block locations within the study area using Automatic Traffic Recorders (ATRs). All ADT volumes were factored to represent Average Annual Daily Traffic (AADT) levels. The average weekend traffic volumes are the actual traffic volumes counted during the month of October, 2002. The 2002 average weekday and weekend traffic counts conducted by the PVPC are shown in the table below. The traffic counts are also depicted graphically in Figure II-I.

Table 4-1: Average Annual Daily Traffic

Location	Average Weekday			Average Weekend		
	NB/EB	SB/WB	Total	NB/EB	SB/WB	Total
Route 10 at the Westfield Town Line	2827	2743	5570	2830	2804	5633
Route 10 south of Clark Road	3358	3176	6534	3358	3208	6566
Route 10 south of Pomeroy Meadow Road	3952	3918	7871	4102	3880	7982
Route 10 at the Easthampton Town Line	4863	3448	8311	3614	4683	8297

Source: PVPC Regional Traffic Counts, 1999-2003

Vehicle Classification

Vehicle classification data is used to identify the percentage of heavy vehicles and passenger cars on the roadway. Heavy vehicles include trucks, recreational vehicles and buses. The percent of heavy vehicles in the traffic flow is an important component in calculating the serviceability of a corridor or intersection. Trucks impact traffic flow because they occupy more roadway space than passenger cars and have poorer operating capabilities with respect to acceleration, deceleration and maneuverability.

As traffic volumes tend to fluctuate over the course of the year, the Massachusetts Highway Department (MassHighway) develops traffic volume adjustment factors to reflect monthly variations. These factors were examined to determine how traffic conditions in Southampton in October compare to average month conditions.

Based on the MassHighway data, traffic volumes are estimated to be slightly higher than the annual average. Therefore, the traffic count data was adjusted to reflect average month conditions.

Classification counts were conducted at all of the daily traffic count locations. Vehicles are classified based on the number of axles and the distance between each axle. Two axle, six tire vehicles and vehicles with three or more axles are classified as a "truck" or heavy vehicle. The percentage of heavy vehicle traffic on a roadway is important as large vehicles have different operating characteristics than normal passenger vehicles. This information is also an important factor in the pavement design of a roadway. This information is shown in Table 4-2.

Table 4-2: Vehicle Classification Data

		Bikes	Cars & Trailers	2 Axle Long	Buses	2 Axle 6 Tire	3 Axle Single	>3 Axles	% Heavy Vehicles
Rte 10 at Westfield Town Line	Northbound	0.6%	82.1%	12.6%	0.7%	1.4%	0.3%	2.3%	4.7%
	Southbound	0.7%	79.3%	14.6%	0.7%	2.0%	0.2%	2.5%	5.5%
Rte 10 south of Clark Road	Northbound	0.1%	78.8%	14.6%	0.9%	1.9%	0.3%	3.4%	6.5%
	Southbound	0.1%	80.9%	12.5%	1.7%	0.9%	0.3%	3.6%	6.5%
Rte 10 south of Pomeroy Meadow Road	Northbound	0.8%	81.7%	11.8%	1.3%	0.7%	0.4%	3.3%	5.7%
	Southbound	0.7%	80.5%	13.1%	1.0%	1.5%	0.2%	3.1%	5.8%
Rte 10 at Easthampton Town Line	Northbound	1.0%	76.7%	9.6%	4.9%	1.6%	0.7%	5.2%	12.4%
	Southbound	1.3%	77.4%	13.2%	1.4%	1.3%	0.5%	5.2%	8.4%

Source: PVPC Classification Count, October, 2002

Vehicle Travel Speeds

Travel Speed data was collected to establish the ranges in which vehicles were measured to be traveling. This data was used to establish “bins” of data to summarize the ranges in which vehicles were measured to be traveling. The “Pace Speed” consists of the range in which most vehicles were recorded to travel. Speed data was also used to calculate the “85th Percentile” Speed for each direction on the roadway. The 85th Percentile Speed is defined as the speed that 85 percent of all traffic is traveling at or below. This method is typically used to establish the posted speed limit on a roadway. By comparing the 85th Percentile Speed to the posted speed limit a community can determine how well traffic is complying with the current posted speed limits and if increased enforcement of the posted speed limits is necessary. Speed data is summarized in Tables 4-3 and 4-4.

Based on the speed data, most vehicles appear to be driving slightly faster than the posted speed limits. The speed measurements on Route 10 by the Easthampton Town Line may also be slightly lower than actual conditions due to traffic exiting and entering the many site driveways in that area. On Route 10 by the Westfield Town Line many more vehicles are traveling at faster speeds. This can be attributed to the lack of business and development in that area and the wider width of Route 10 in this area. Most vehicles were also observed to exceed the 30mph speed limit in the town center. This could be a result of the higher posted travel speeds along the rest of the Route 10 corridor.

Table 4-3: Travel Speed Breakdown

		0-15 mph	16-20 mph	21-25 mph	26-30 mph	31-35 mph	36-40 mph	41-45 mph	46-50 mph	51-55 mph	56-60 mph	61-65 mph	> 65 mph
Rte 10 at Westfield Town Line	NB	0.7%	0.0%	0.0%	0.1%	0.5%	2.9%	19.9%	44.7%	23.8%	5.9%	0.9%	0.4%
	SB	0.8%	0.1%	0.0%	0.2%	0.3%	1.3%	6.4%	33.5%	38.2%	15.6%	2.9%	0.8%
Rte 10 south of Clark Street	NB	1.3%	0.5%	1.8%	7.3%	22.6%	42.4%	19.9%	3.4%	0.4%	0.2%	0.1%	0.2%
	SB	4.0%	0.9%	3.8%	11.2%	39.6%	31.5%	6.9%	0.8%	0.1%	0.3%	0.2%	0.5%
Route 10 south of Pomeroy Meadow Road	NB	2.9%	0.2%	0.5%	4.0%	31.0%	49.1%	10.5%	0.9%	0.1%	0.2%	0.2%	0.3%
	SB	1.3%	0.1%	0.3%	1.9%	15.1%	47.2%	28.5%	4.3%	0.5%	0.3%	0.1%	0.4%
Route 10 at Easthampton Town Line	NB	14.6%	1.1%	5.9%	15.9%	22.0%	24.1%	11.1%	2.0%	0.3%	0.6%	0.9%	1.4%
	SB	4.1%	1.0%	6.0%	15.7%	27.0%	29.6%	11.9%	2.6%	0.2%	0.2%	0.9%	0.9%

Source: PVPC Speed Count, October, 2002

Table 4-4: 85th Percentile Speeds (in mph)

Location	NB/EB	SB/WB	Posted Speed
Rte 10 at Westfield Town Line	54	57	50
Rte 10 south of Clark Street	43	39	35
Route 10 south of Pomeroy Meadow Road	40	44	30
Route 10 at Easthampton Town Line	40	42	40

Source: PVPC Speed Count, October, 2002

Existing Pavement Condition, Crash Data and Transit

Introduction

A Pavement Management System (PMS) is a systematic process that collects and analyzes roadway pavement information for use in selecting cost-effective strategies for providing and maintaining pavements in a serviceable condition. To conduct pavement data collection, the PVPC uses the “Road Manager” software developed by Vanasse Hangen Brustlin, Inc., (VHB). The Road Manager has been customized to apply pavement management techniques to each municipality’s specific roadway needs and priorities in the region as part of the PVPC’s local PMS. The Road Manager assesses the present pavement conditions and forecasts them annually based on historically derived roadway deterioration curves. Through the application of improvement funds, various budget scenarios can be compared to identify the condition levels associated with an improving, stabilizing or deteriorating roadway condition performance.

The study area for the pavement condition analysis consisted of all federal-aid eligible roadways in the Town of Southampton. The federal-aid highway system consists of any roadway that is not functionally classified as a rural minor collector or local roadway. These roadways belong to a block grant type program called the Surface Transportation Program (STP). The STP includes National Highway System (NHS) roadways which primarily consist of Interstate routes, and a large percentage of urban and rural principal arterials. There are currently 16.47 miles of federal-aid eligible roadways in the Town of Southampton. Collector roadways comprise all of the federal-aid network. There are no arterial roadways.

Methodology

The first step in the pavement condition analysis is an inventory of the existing federal-aid roadway network and development of manageable roadway segments based upon existing

topography and roadway geometry. Historical information on roadway improvement projects in the community is also collected to assist in the development future maintenance recommendations. The pavement distress data is then collected and entered into the Road Manager Software. Lastly, the data is analyzed and a proposed maintenance plan is developed.

The Road Manager uses a Road Condition Index (RCI) as a measurement of roadway serviceability and as a method to establish performance criteria. RCI is derived from controlled measurements of conditions, including: pavement surface, rideability, drainage, safety, utilities, traffic controls, sidewalks, and roadside maintenance. These eight individual condition indices are based on inputs supplied to the Road Manger from the roadway survey. In analyzing Southampton's federal-aid roadway system, pavement surface condition was considered to be the most important; therefore, the greatest significance was assigned to the Pavement Condition Index (PCI) when recommending future roadway improvement projects.

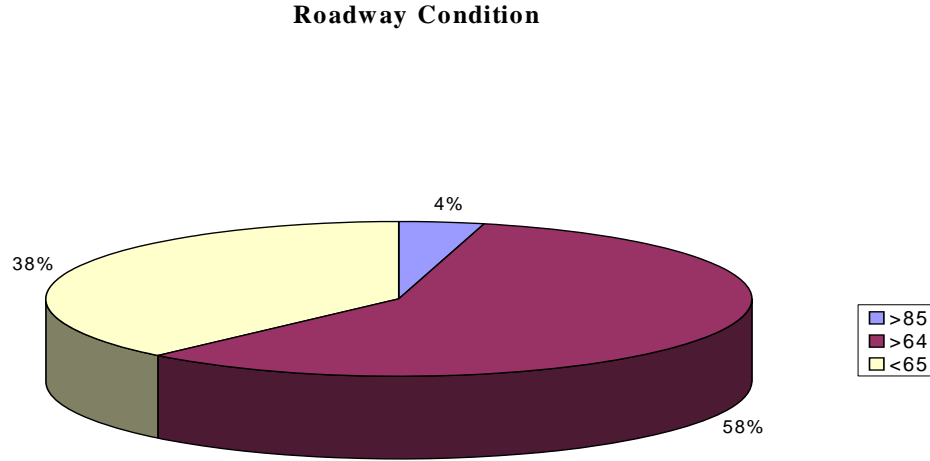
A Pavement Condition Index was generated for each inventoried roadway segment in the town using the distress data collected by the PVPC staff. Deduct values assigned to each type of distress based on severity and extent were applied to generate a PCI for each roadway segment. The PCI values generated are grouped into PCI category ranges which are defined by the user depending on the type and functional class of each segment. The PVPC incorporated 5 default repair categories with appropriate unit costs: (1) reconstruction, (2) rehabilitation, (3) preventive maintenance, (4) routine maintenance, (5) no action. Reconstruction involves the complete removal and replacement of a failed pavement section and base. The rehabilitation of pavements includes the work necessary to restore the pavement to a condition that will allow it to support traffic on its existing base. Preventive maintenance activities are those which are performed at planned intervals to protect and seal the pavement. Routine maintenance activities are those which are taken to correct a specific pavement failure or area distress.

A list of repair strategies was developed based on the PCI ranges and road characteristics such as the base, functional class, pavement type, curb reveal, drain index, and utility index. The Road Manager uses the repair strategies to assign a repair type and its associated cost to each roadway segment.

The average PCI for the surveyed roadways in Southampton is rated at 57, which indicates that majority of the roadways are in a fair to poor condition. The PCI generated by the Road Manager was used to establish pavement condition categories of "Good", "Fair", and "Poor" with PCI ranges of greater than 85, between 65 and 85, and less than 65 respectively. The results indicate that Southampton's surveyed federal-aid eligible roadways are broken down as follows: 4% of the roadways are in good to excellent condition, 58% are in fair condition, and 38% are in poor condition. This information is depicted graphically in Figure 4-1.

Figure 4-1: Average Pavement Condition Index

The budgeting process of the Road Manager can be used to calculate the backlog of repair work



Source: PVPC Regional Pavement Management Program

by assigning 100% of the towns surveyed roadway segments within the best PCI range (greater than 93). The backlog is defined as the cost of bringing all roads up to a near perfect condition within one year. The backlog represents how far behind the roadway network is in terms of its present physical condition and measures the cost of performing all desirable repairs to achieve the best PCI range. In the middle of year 2002 the backlog repair work for Southampton was \$3,982,890. This shows an increase of \$733,890 from the previous backlog of \$3,249,000 which was calculated in 1995.

After the backlog of improvement needs have been determined, the recommended maintenance actions for roadway segments are ranked by priority. The priority of segment improvement is determined based on its calculated Benefit Value (BV). BV is a function of vehicle volume, roadway length, estimated life of repair, improvement cost, and PCI. It is a measurement of the benefit/cost ratio for each segment improvement recommendation. The town's top three collector roadway segments in terms of BV are summarized in Table 4-5.

Table 4-5: BV Listing of the Top Three Collector Roadway Segments

Street Name	Class	From	To	Cost	Length (ft)	PCI	Repair Code	BV
East Street	Collector	College Highway	Strong Street	\$69,700	3485	88	3	75
Pomeroy Meadow Road	Collector	Pinewood Drive	Glendale Road	\$38,010	2534	88	3	71
Line Street	Collector	Country Road North	.78 miles	\$75,497	4118	80	3	70

Source: PVPC Regional Pavement Management Program

As can be seen from the table, preventative maintenance is recommended for all three roadway segments. The general principle of pavement management is to keep the roadway segments that are in good condition from deteriorating to the point where they will require costly reconstruction

projects. A complete listing of all roadway segment information will be included in the appendix to this report.

Crash Data

Information was gathered for the entire community based on information provided by the Massachusetts Highway Department and the Southamptton Police Department. Table 4-6 summarizes the number of crashes by location and type for a period of three years (1998- 2000) to identify any common conditions and possible causes.

Table 4-6: Crash History Summary

Year	# of Crashes	Severity		Type	
1998	19	Property Damage	44	Angle	18
1999	19	Personal Injury	29	Rear End	16
2000	20			Head On	4
2001	15			Pedestrian	2
				Fixed Object	17
				Other	16

Source: MassHighway Crash Database, Southamptton Police Department

A total of 73 crashes were reported over the 4 year period along the Route 10 corridor. Nearly 40% of all crashes resulted in a personal injury and almost 25% involved a vehicle striking a fixed object such as a pole or tree. Crash data for the 2001 analysis year was obtained from the Massachusetts Highway Department. This information could be lower than actual conditions as many minor crashes are often not reported and as a result are not logged into the MassHighway crash database.

The Route 10 corridor was divided into four individual segments based on existing roadway characteristics, such as volume, posted speed, and the existing roadway width. Crash data was then analyzed based on the segment of the roadway in which the crash occurred. Each of the four roadway segments is defined in Table 4-7. The roadway segments are illustrated in the roadway map. The crash history of each roadway segment is shown in Table 4-8.

Table 4-7: Route 10 by Segment

Segment	Location
1	Westfield Town Line to Moose Brook Road
2	Moose Brook Road to Clark Street
3	Clark Street to Pomeroy Meadow Road
4	Pomeroy Meadow Road to the Easthampton Town Line

Source: PVPC

Table 4-8: Crash History by Segment

Segment	1998	1999	2000	Property Damage	Personal Injury	Angle	Rear End	Head On	Ped	Fixed Object	Other
1	5	2	1	4	4	1	1	2	1	3	0
2	3	5	5	10	3	2	3	0	0	3	5
3	5	1	4	7	3	3	4	1	0	0	2
4	6	11	10	18	9	8	6	0	1	7	5

Sources: MassHighway Crash Database, Southamptton Police Department

As can be seen from Table 4-8, the highest number of crashes occurred along Segment #4 between Pomeroy Meadow Road and the Easthampton Town Line. This can be attributed to the high opportunity for vehicle conflicts in the vicinity of the two shopping plazas near the Easthampton Town Line. This segment also experienced a high number of angle and rear end collisions compared to the rest of the roadway which are common crash types at intersections.

Table 4-9: Crash Rate per 100 Million Vehicles

Year	Segment			
	1	2	3	4
1998	126.9	211.9	198.9	94.5
1999	50.8	353.0	39.8	173.2
2000	25.4	353.0	159.1	157.4

Source: Transportation and Traffic Engineering Handbook, 2nd Edition, p. 550

The crash rate per 100 million vehicles was calculated for each of the 4 roadway segments. In theory, crash rates can increase as the traffic volume along the roadway increases or as the potential for conflict is increased. The crash rate per 100 million vehicles takes into consideration the number of crashes along a given roadway segment, the length of the roadway segment, and the daily traffic volumes on the roadway segment. As can be seen from the table, Segment #2 had the highest crash rate even though it had a very low number of total crashes. This could be a result of it being the smallest segment of the four. The crash rate varied widely from year to year on Segments #1 and 3, however it remained fairly consistent between 1999 and 2000 on Segment 4 which had the highest number of crashes and was the longest of the four segments.

Transit

Door-to-door accessible van service (paratransit) for elderly and disabled residents is provided in the Town of Southampton by the Franklin Regional Transit Authority (FRTA). There is not currently any fixed route transit service provided in the Town of Southampton.

Requests for new transit service are handled by the regional transit authority (RTA) of which the community is a member (FRTA in the case of Southampton). Any request from the Town of Southampton to gain ridership access to the Pioneer Valley Transit Authority (PVTA) must also be obtained through the FRTA. The RTA will assess the potential for ridership along the proposed new route and may conduct a feasibility study to determine the cost to provide service and estimate potential route alternatives and their effect on ridership. The community is typically expected to bear 25% of the cost to provide the transit service on an annual basis. Due to current funding constraints, most RTAs are not expanding their existing transit services unless the cost to provide service can be funded 100% by the member community or an alternative source of funds.

Southampton Transportation Projects

Rail Trail Project

In the early 1990's, the Town of Southampton received funding under the Transportation Enhancement Program to design a bikepath along the existing railroad right of way through Town. After much debate, there was a clear majority in favor of the project, however, the project did not advance after failing to receive a 2/3 majority vote at Town Meeting.

Figure 4-3 shows the existing and proposed bikeway projects for the Pioneer Valley region. As can be seen from this figure, the Town of Southampton could play a major role in completing the connection to link bikepaths from Connecticut to Northampton.

It is recommended that the Town explore public sentiment towards the development of a bikepath by bringing the concept to Town Meeting for a 2/3 majority vote. If this vote is successful, a feasibility study would need to be conducted to identify the proposed trail alignment, the estimated construction costs, potential environmental constraints, and the type of user (i.e. bike-ped only, equestrian uses, etc.) the trail would be designed for. It is also critical to obtain a clear title to the property and identify a source of funding for design and construction.

Ridesharing

Ridesharing and park-and-ride lots were identified by the EO418 advisory committee as an area that should be considered for the Town of Southampton. The committee felt that Conant Park would make a good location for a future park-and-ride lot. The Town of Southampton should consider requesting assistance from the PVPC to pursue Transportation Demand Management (TDM) funding to construct a park-and-ride lot.

CARAVAN for Commuters, Inc., is a statewide commuter service organization. CARAVAN offers ridematching, transportation information and referral services for all modes of transportation. Ridesharing or carpooling is the most popular form of shared-ride commuting. CARAVAN currently offers a free ride matching service to identify commute options. The University of Massachusetts also offers a similar option for the campus community. In locations with several commuters sharing a similar origin and destination, for-fee vanpools can be organized. For more information on carpooling, vanpooling and other shared-ride alternatives, call CARAVAN for Commuters, Inc., at 1-888-4-COMMUTE.

East Street Improvements

The intersection of Route 10 with East Street is currently under design to change its existing "Y" alignment to a more standard "T" alignment. This intersection has had a history of safety problems and has experienced at least 1 fatal crash over the last 15 years. The Town of Southampton should consider exploring the feasibility of moving the existing mid-block pedestrian signal immediately south of this intersection to the Route 10/East Street intersection. The main advantage to this change would be that the signal would cycle on a regular basis rather than on pedestrian demand as it is currently configured. Vanasse Hangen Brustlin, Inc. has stated that the East Street intersection is currently in the very preliminary stages of development. They are planning on conducting traffic counts and a signal warrant analysis at the intersection. They will decide on a course of action pending the results of their study.

Short Term Recommendations

Based on the results of the existing transportation conditions analysis, a series of short term recommendations were developed to address existing deficiencies. Short term recommendations are meant to be low-cost, "quick-fix" solutions that can be implemented over a 2-3 year timeframe. No recommendations were developed for areas in which transportation improvements are currently planned, as these improvements can be expected to correct the existing deficiencies at these locations.

Route 10 falls under the jurisdiction of the Massachusetts Highway Department District 2 Office. The Town of Southampton should consult with MassHighway District 2 prior to the implementation of any improvements along the Route 10 corridor. Table 4-10 shows the agency, community or organization responsible for initiating the next course of action in implementing these recommendations.

Table 4-10: Implementing the Recommendations

Recommendation	Party Responsible for Initiating Recommendation	Party Responsible for Implementing Recommendation
Recommendation A – Pavement markings on Rte 10	Town of Southampton	MassHighway District 2
Recommendation B – Maintain a clear view of NB signal heads near Town Hall	Town of Southampton	MassHighway District 2
Recommendation C – Inventory of all traffic signs	Town of Southampton	PVPC
Recommendation D – Traffic counts along key Town roadways	Town of Southampton	PVPC
Recommendation E – Pavement Management Program for all federal-aid eligible roadways	Town of Southampton	PVPC
Recommendation F – Exclusive turn lanes along Rte 10	Town of Southampton	MassHighway District 2
Recommendation G – Vegetation maintenance along Rte 10	Town of Southampton	MassHighway District 2 in State right of way, or else it is the property owner's responsibility
Recommendation H – Safety study @ the intersection of Rte 10 and Gunn Rd	Town of Southampton	PVPC
Recommendation I – Curve warning signs modified in the vicinity of Southampton Country Club	Town of Southampton	MassHighway District 2
Recommendation J – Reduce speed ahead sign for both approaches of Rte 10 prior to the reduction in speed to 30mph	Town of Southampton	MassHighway District 2
Recommendation K – Curve Warning Signs for key intersections on Rte 10	Town of Southampton	MassHighway District 2

1. Pavement markings were noted to be faded in several areas. Pavement markings serve as a way to provide regulatory and warning information to the driver without diverting his/her attention from the roadway. It is important to maintain pavement markings on a regular basis to ensure that maximum visibility is maintained.
 - At the time of the field inventory the northern section of Route 10 near the Easthampton Town Line appeared to have been recently resurfaced and had temporary pavement markings. New centerline and edgeline pavement markings should be installed on this section of the roadway as soon as possible.

2. One of the northbound signal heads at the pedestrian crossing signal near the Town Hall is obscured by the branches of a mature tree. This tree should be pruned to maintain good visibility of this signal. It is important to maintain good visibility of the traffic signal heads at this location because this signal only changes to red upon activation of the pedestrian push

button. A clear view of both traffic signal heads may assist in giving motorists sufficient time to stop to stop for a red traffic signal.

3. The Town of Southampton should consider conducting an inventory of all existing traffic signs. Ideally this inventory would be input into a geographic information system (GIS) and identify the type of sign, location and condition. This inventory would be useful in identifying the need for future warning and regulatory signage as well as when replacement signs are necessary.
4. Traffic volumes along key town roadways should be monitored periodically to determine changes in travel patterns as a result of growth along the corridor. PVPC has an annual traffic counting program and performs traffic counts at the request of member communities. Each community is allowed up to 2 free traffic counts per calendar year upon receipt of a written request by the chief locally elected official. Additional traffic counts are billed for at PVPC's actual cost.
 - The PVPC recommends that a daily traffic count be conducted on Pomeroy Meadow Road upon completion of the roadway improvement project. In addition, the intersection of Pomeroy Meadow Road and Rte 10 should be monitored to determine if a traffic signal is warranted in the future.
5. The Town of Southampton should consider the development of a pavement management program to incorporate all of the town-accepted roadways. Currently the PVPC conducts pavement management along all federal-aid eligible roadways. A local pavement management program covering all roadways in the community would allow for the prioritization of new roadway improvement projects and more efficiently utilize the town's transportation improvement funds.
7. Exclusive turn lanes should be considered along the Route 10 corridor in the vicinity of the retail shopping plazas near the Easthampton Town line. Left turn lanes would assist in improving traffic flow by providing storage space for vehicles attempting to turn into the Big Y Plaza and the Red Rock Plaza while maintaining the flow of through traffic on the roadway. The turn lanes could also assist in reducing rear end type collisions in this area by separating the left turning traffic from the through traffic.
8. Many of the existing traffic signs along the Route 10 corridor were observed to be obscured by vegetation at the time of the field inventory. Vegetation along the entire Route 10 corridor should be maintained on a periodic basis to ensure that good visibility is maintained for all traffic signs and in the vicinity of all intersections with Route 10.
 - Maintenance of existing vegetation at local intersections is critical to ensure that adequate sight distance is maintained from the minor street approaches. In some instances it may be necessary to approach property owners to request that existing vegetation be trimmed or removed to provide adequate sight distance.
9. A safety study should be conducted at the intersection of Route 10 with Gunn Road. Historical crash data should be plotted on a map to identify crash patterns and potential solutions to increase safety. The number of crashes should continue to be monitored at this intersection to determine the effectiveness of improvements to increase safety.
10. The curve warning signs in the vicinity of the Southampton Country Club should be modified (W1-10) to alert drivers of the intersecting access driveway along the curve.
11. A "Reduced Speed Ahead" sign (R2-5a) should be considered for both approaches of Route 10 prior to the reduction in speed to 30 mph. Vehicle travel speeds change rather abruptly in the southbound direction from 40 mph to 30 mph south of Pomeroy Meadow Road. The addition of "Reduced Speed Ahead" sign may assist in alerting motorists of the impending change in speed and help increase compliance with the posted speed limit.

12. Curve Warning signs (W1-2) should be considered for the following areas:
- Route 10 southbound after its intersection with Maple Street.
 - Route 10 northbound before Gunn Road.
 - Route 10 in both directions in the vicinity of Fomer Road.

Future Build Out

It is important to consider the impact of zoning regulations and future growth in employment, population and residential development on the existing transportation system. Zoning regulations may permit large developments with high trip generation rates in primarily residential areas. Site specific developments can be expected to impact the existing flow of traffic and add to delay throughout the study area. Growth in surrounding communities can also result in an increase in commuter traffic through the Town of Southampton. Many potential future deficiencies and problem areas can be eliminated by identifying the problem before it happens.

Future Forecasts

The Bureau of Transportation Planning and Development (MassHighway Planning) developed the future forecasts of population, households and employment for the state of Massachusetts and regional planning agency. Their procedures and preliminary estimates were reviewed by the Pioneer Valley Planning Commission and modifications were made based on our comments. A complete summary of the forecasts for population, households, and employment data for the Town of Southampton is shown in Table 4-11.

Table 4-11: Population, Household and Employment Forecast Data

	1990	2000	2005	2010	2015	2020	2025
Population	4,478	5,387	5,637	5,835	6,034	6,237	6,440
Households	1,543	1,985	2,068	2,118	2,170	2,170	2,274
Employment	864	1,159	1,252	1,330	1,375	1,375	1,454

MassHighway Planning utilized several sources, such as the Massachusetts Institute for Social and Economic Research (MISER), Woods & Poole Economics (WPE), and the U.S. Census to forecast population for the state. To determine the number of households at the state and regional level, population in households is divided by average household size. This data was estimated for the Town of Southampton based on past trends.

Both population and households are projected to steadily increase in the Town of Southampton from 2000 to 2025. The total population increases by 20% from 2000 to 2025 and the total number of households increases by 15% over the same time period. The average occupancy per household is expected to increase slightly from 2.71 residents in 2000 to 2.83 residents in 2025.

Total employment is defined as the number of employed residents plus non-residents who commute into the community to work minus residents who commute out of the community to work. Employed residents are forecast by multiplying persons 16 years and over by the labor force participation rate. Employment was allocated at the community level by regressing past decades with a non-linear growth function, then the proportion of jobs to population is examined as a check for reasonableness.

Employment has been forecast to steadily increase in the Town of Southampton over the next 25 years. This is due in part to past trends reflected in the 1990 and 2000 Census data, and the growth of new development and business in the area.

Maximum Build-out

In 1999, The Executive Office of Environmental Affairs (EOEA) commissioned a build-out analysis for every community in Massachusetts. The build-out analysis provided a preview of the type and location of the maximum future development that could be expected under current zoning. While it is unlikely that maximum build-out will ever be attained, this information is useful to analyze the impact of developing every piece of available land under current regulations on population, demands on public services, and consumption of resources. The estimated impact of a complete build-out of the Town of Southampton on population, households and employment is shown in the table below.

Table 4-12: Projected Maximum Build-out Levels

	2025	Maximum Build-out	Net Increase
Population	6,440	26,289	19,849
Households	2,274	9,380	7,106
Employment	1,454	4,175	2,721

Source: EOEA Build-out Analysis

As can be seen from the table above the complete build-out of every piece of currently undeveloped or underutilized land has a huge impact on population, household and employment data. It should be noted that this Maximum Build-Out scenario assumes complete development of all available land regardless of existing constraints. This exercise is important to show the need for controls on development and to protect open space and conservation land. The effect of this increase on traffic will be documented in a later section of this report.

Travel Demand Model

Travel demand models are developed to simulate actual travel patterns and existing transportation conditions. Traffic is generated using socioeconomic data such as household size, automobile availability and employment data. Once the existing conditions are evaluated and adjusted to satisfactorily replicate actual travel patterns and vehicle roadway volumes, the model is then altered to project future year conditions. The preparation of a future year socioeconomic database is the last step in the travel demand forecast process. Forecasts of population and socioeconomic data are used to determine the number of trips that will be made in the future

Travel demand forecasting is a major step in the transportation planning process. By simulating the current roadway conditions and the travel demand on those roadways, deficiencies in the system are identified. This is an important tool in planning future network enhancements and analyzing currently proposed projects. The Pioneer Valley Planning Commission (PVPC) uses the TransCAD software to perform transportation forecasts for its base year of 2000 and analysis years of 2010, 2020, and 2025. All 43 communities within the boundaries of Hampden and Hampshire Counties are included in the PVPC regional transportation model. Roadway networks are constructed using current information for the higher classified roads. Most local streets are not included in the travel demand model and are represented by centroid connectors that link the major routes to areas of traffic activity.

Future Volumes

Estimates of average weekday traffic volumes were obtained from the PVPC regional transportation model for each of the analysis years and are presented in Table 4-13.

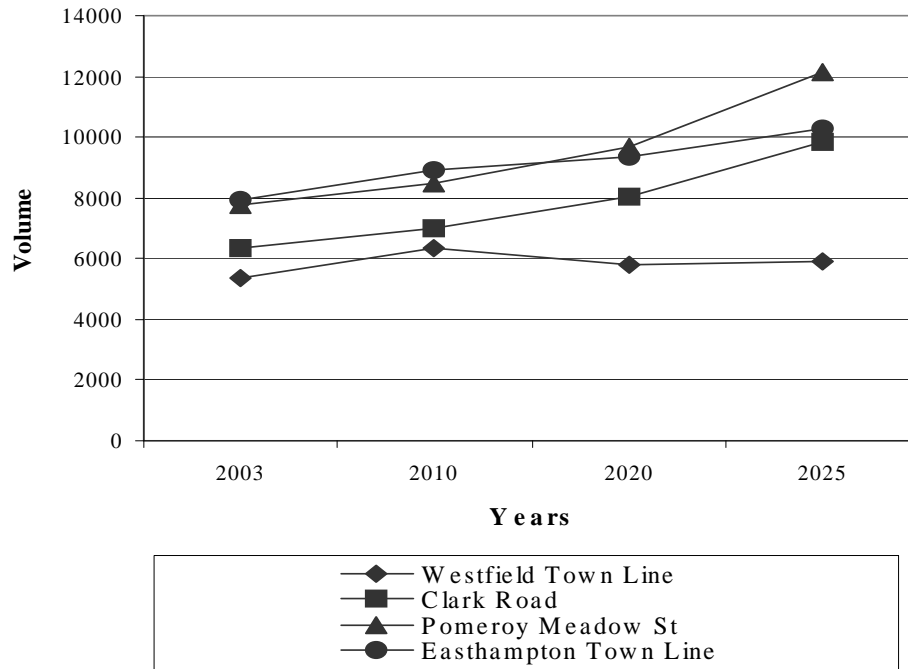
Table 4-13:Future Traffic Volume Forecast

Location	2003	2010	2020	2025
Route 10 at Westfield Town Line	5344	6317	5796	5902
Route 10 south of Clark Street	6370	6989	8049	9828
Route 10 south of Pomeroy Meadow Road	7777	8498	9676	12161
Route 10 at Easthampton Town Line	7953	8903	9348	10267

Source: PVPC Regional Transportation Model

As can be seen from the Table, traffic volumes are expected to continue to steadily increase as based upon the forecasted increases in population for the Town of Southampton. Future traffic volume information is shown graphically by geographic area in Figure 4-3.

Figure 4-2: Future Traffic Volumes for the Route 10 Corridor



Source: PVPC Regional Transportation Model

Traffic volumes along Route 10 south of Pomeroy Meadow Road are projected to approach 12,000 vehicles per day in the 2025 analysis year. This is an increase of 56% over current levels. As traffic volumes and congestion continue to increase, vehicles will seek alternate routes in order to try and reduce travel times. It should also be noted that there is a decrease in traffic volume along Route 10 at the Westfield Town Line beginning in 2010. This is due to Great River Bridge improvement project that is scheduled to be completed by 2010. Traffic congestion in this area is expected to decrease as a result of the project resulting in less trips diverting to Route 10 and Route 202 to bypass this area.

Regionally Significant Projects

Major roadway improvement projects such as the widening of an arterial roadway from two lanes to four lanes of travel can have a significant impact on future traffic volumes in the region. Improvements identified in the Short and Long Range Elements of the current Regional Transportation Plan for the Pioneer Valley Metropolitan Planning Organization were incorporated into PVPC's regional transportation model. The roadway projects for each analysis year are listed in Table 4-14.

No site specific major improvement projects in the Town of Southampton have been included in the regional transportation model. Current and proposed projects such as the rehabilitation and widening of Route 9 and the Calvin Coolidge Bridge in Hadley, and the Great River Bridge in

Westfield will have regional impacts and could influence current travel patterns for commuter traffic in the Town of Southamptton.

Table 4-14: Projects Included in the Regional Transportation Model

Analysis Year	Community	Project Description
2003	Hadley,	Calvin Coolidge Bridge widening from 3 lanes to 4 lanes
2003	Hadley	Route 9 widening to four lanes – from Calvin Coolidge Bridge
2003	Springfield	Reversal of 4 existing I-91 ramps
2003	Chicopee	Memorial Drive signal coordination
2003	Hadley	Route 9 signal coordination
2003	Westfield	Route 20 signal coordination
2003	Springfield	Reconstruction, widening, and signal coordination on Parker
2003	Holyoke,	Route 5 signal coordination. Construct a new collector road to
2010	Chicopee	Deady Memorial Bridge – widen to 5 lanes.
2010	Chicopee	Traffic coordination and improvements along Broadway
2010	Holyoke	Improvements to Commercial Street corridor
2010	Westfield	Route 10/202 Great River Bridge – two bridges acting as one-
2010	Springfield	New slip ramp from I-291 to East Columbus Avenue
2010	Northampton	Road widening on Damon Road from Rte 9 to King St.
2010	Chester	Maple Street bridge restoration as a one-way bridge.
2010	E. Longmeadow	Improvements to the East Longmeadow Rotary.
2020	Agawam	Route 57 Phase II new limited access highway from Route
2020	Holyoke	Elmwood Bypass – new roadway from I-391 to Lower
2020	Agawam, Longmeadow,	Improve the South End Bridge, construct a direct ramp from the South End Bridge to Route 57, fix existing lane reduction
2025	Northampton	Connector roadway between Route 10 and Route 66 from Old
2025	Ludlow, Springfield	Route 21 bridge reconstruction (possible to be widened as

Source: PVPC Regional Transportation Model

Maximum Build-out

The results of the maximum build out scenario were input into the regional transportation model to determine the effect on future traffic. This information is summarized in Table 4-15.

Table 4-15: Transportation Impacts of Maximum Build-Out

Location	2025	Max
Route 10 at Westfield Town Line	5902	11658
Route 10 south of Clark Street	9828	15773
Route 10 south of Pomeroy Meadow Road	10267	15339
Route 10 at Easthampton Town Line	12161	16129

Source: PVPC

As expected, traffic volumes increased significantly on all roadways under the maximum build-out scenario. Again it is unlikely that the maximum build-out scenario could ever be realized or that these traffic volumes could be supported by the existing roadway infrastructure. However, it is interesting to see where the largest increases in traffic occur in the town. Some of the largest increases occurred along the mid-section of Route 10. This is due to the number of roads such as Pomeroy Meadow Road and Clark Street that extend into the greatest amount of undeveloped land.

The main purpose of the maximum build-out scenario is to show the importance of controls on how a community develops in the future. It is important to plan for future growth to balance its impact on the economy, town resources, and the transportation system.

Bringing It All Together

Introduction

This section of the Southampton Community Development Plan summarizes and ties together the four key Elements of the plan, namely, open space and resource protection, housing, economic development and transportation.

Summary of Key Findings

Key Findings from the Open Space and Resource Protection Element

Here are the key statistics and findings for Southampton from this element:

- Forest cover is the most prominent land use, comprising 69% of the town's land area;
- Southampton has lost 510 acres, or 17% of its farmland between 1971-1999;
- Southampton has protected seven farm parcels under the APR Program;
- The town's key natural resources include the Manhan River, Hampton Ponds, the Barnes Aquifer, Mount Pomeroy and Whiteloaf Mountain, farmlands and forestlands;
- 3469 acres of land in Southampton are permanently protected from development;
- Southampton has relatively few recreational resources, for a town of its size, and has no swimming areas or bike paths;
- There are ten threatened and endangered species within the Town of Southampton;
- Southampton contains approximately 2,870 acres of NHESP BioMap core habitat;
- Southampton's water supply system relies on two sources and serves approximately 67 percent of town residents;
- Southampton currently has a water surplus of .34 MGD, not including the water the town is permitted to withdraw from Tighe Carmody Reservoir, and this surplus is projected to continue through 2020;
- The Barnes Aquifer has been contaminated by TCE related to disposal at a Southampton waste facility;
- New development threatens the town's water supply wells, which are adjacent to the fast-growing Route 10 corridor.
- Southampton does not have a public sewer system or wastewater treatment plant;
- Urban sprawl has incrementally reduced open space and rural character;
- Southampton is currently zoned to encourage large areas of rural residential development on large lots (i.e. suburban sprawl).
- The town had 572 acres of large lot residential development from 1971-1999.

Open Space and Resource Protection Goals

The Southampton Community Development Committee agreed on the following open space and resource protection goals for the town and for this plan:

- 10) To preserve the rural character of the town and its remaining farms;
- 11) To protect the drinking water supply;
- 12) To maintain wildlife corridors;
- 13) To control urban sprawl;
- 14) To better manage the open space the town currently owns;
- 15) To maintain an updated Open Space Plan, in order to make the town eligible for open space grant funds;

- 16) To promote forestry management on town-owned land;
- 17) To create a town park and recreation area for water-based recreation and other passive recreational activities;'
- 18) To provide better opportunities for biking and other passive recreation activities.

Key Findings from the Housing Element

Here are the key statistics and findings for Southampton from this element:

- Southampton's housing stock has grown 27% between 1990-2000, much faster than the state average;
- The age of housing stock is relatively new;
- Southampton has a very high housing occupancy rate, with only 0.4% vacant;
- 86% of housing is single family detached houses, followed by apartment (10%) and duplexes (3%);
- Only 13% of housing is renter occupied;
- As of 1999, Southampton had no state or federal public housing units;
- Southampton does not have a homeless shelter;
- Southampton has 38 units of elderly subsidized housing and 2 handicapped units;
- Only 2% of the town's housing is subsidized, falling short of the 10% Chapter 40B goal, which makes the town vulnerable to a Comprehensive Permit application;
- 17% of homeowners and 32% of renters pay more than 30% of their total household income for housing costs;
- The median sale price for a house rose 20% to \$167,000 from 1997-2001;
- 99.6% of the housing stock meets health and sanitary standards;
- Southampton had 16 approved residential subdivisions from 1990-2002;
- There are a number of special needs households, including 117 single parent households and 340 elderly households;
- According to state criteria, the affordable home purchase price for a median income household is \$241,960;
- Southampton has only 40 units of elderly housing to serve 340 elderly households;
- Based on very low vacancy rates, Southampton appears to have a shortfall of rental housing;
- Southampton has a shortfall of owner-occupied housing available to low income households. There are 403 low-income households in town and only 146 affordable homes.

Housing Goals

The goal of the Housing Element for Southampton is to provide additional affordable housing and a more diverse mix of housing types to serve the needs of Southampton's changing, aging and growing population. Housing objectives include the following:

- Provide additional housing for the elderly, through expanding available elderly housing units, creating elderly assisted living options and providing a range of housing choices.
- Provide a more diverse range of housing choices in Southampton to serve a broader range of household types, including non-family households, single parents, empty nesters, low-income families and other under-served groups.
- Provide more rental housing choices in Southampton.
- Create affordable housing on town-owned lands and in other appropriate areas of town.
- Promote creative methods for providing housing in appropriate areas of Southampton, including mixed use development, traditional neighborhood development and cluster development.

Key Findings from the Economic Development Element

Here are the key statistics and findings from this element:

- The lack of useable land zoned for business is a significant constraint to new business development;
- There has been no re-zoning of land for business use in Southampton in the last 25 years;
- The town does not have public sewer service, and the cost of sewer extension from Westfield has proven difficult to sell to Town Meeting
- Between 1991 and 2001, 65% of all the land in commercial use was lost, either to other uses or disuse;
- The town has no rail access, which puts it at a competitive disadvantage to neighboring communities such as West Springfield.
- A large number of businesses are located in residential zoning districts which do not allow business uses, and consequently are non-conforming uses;
- Employers in Southampton increased from 1996 to 2000 by 4%, as compared with an 8% increase for the rest of the Pioneer Valley Region;
- Services, trade, and mining and construction comprise the bulk of Southampton's businesses;
- Between 1991 and 2001, 65% of all the land in commercial use was lost, either to other uses or disuse;
- Unemployment in Southampton has generally stayed about one percent point below the regional average, at about 3%;
- The educational level of residents is much higher on average than the rest of the region;
- Only a small amount of industrially- or commercially-zoned land is available for economic development, principally thirty acres on Valley Road and 16 acres on Clark Street;
- There is abundant developable land available in Southampton;
- A number of vacant commercial properties exist, which could be redeveloped for business use;
-

Economic Development Goals

The Southampton Community Development Committee agreed on the following economic development goals for the town and for this plan:

- To diversify the tax base of the Town of Southampton through commercial and light industrial development;
- To increase and maintain employment opportunities within town;
- To identify appropriate sites in town for both a large industrial park for light industrial and office uses, and smaller infill sites for small business growth and development;
- To seek rezoning of the selected site(s) if necessary to provide opportunities for business growth;
- To plan the necessary supporting infrastructure needed for business development, including: water, gas, power, communication, sewer, roads;
- To encourage the expansion of existing businesses and new low impact businesses that do not require public sewer service;
- To promote development in the town center, including redevelopment of town-owned buildings such as the Larabee Building as a business incubator.

Key Findings from the Transportation Element

Here are the key statistics and findings from this element:

- Pavement on 58% of town roadways is in fair condition and 38% is in poor condition;

- Top priority roadways recommended for preventative pavement maintenance are East Street, Pomeroy Meadow Road and Line Street;
- 73 crashes were reported between 1998-2001 on Route 10;
- Few alternatives to auto travel exist in Southampton, there is no fixed route transit service and no bike paths;
- Southampton could play a major role in completing regional bikeway links between Westfield and Northampton;
- Ridesharing and park and ride lots are needed in Southampton;
- Safety improvements are needed at the East Street and Route 10 intersection;
- Traffic volumes on Route 10 south of Pomeroy Meadow Road are projected to increase 56% by 2025.

Action Plan for the CD Plan Elements

The overall Action Strategy below provides a snapshot of the top recommendations from all four Elements. It is useful in comparing CD Plan elements, and understanding the broad spectrum of issues and goals addressed by this plan.

Southampton Community Development Action Plan

Element/ Strategy #	Strategy	Responsible Group	Timeframe
1	Open Space and Resource Protection Element		
1-1	Continue to Use the Community Preservation Act	Community Preservation Committee	Ongoing
1-2	Acquire Open Space thru Grants and Local Appropriations	Conservation Commission	Ongoing
1-3	Encourage Dedicated Open Space in New Developments	Planning Board	Ongoing
1-4	Preserve Farm Operations	Conservation Commission/ Farmland Preservation Committee	Ongoing
1-5	Adopt By-right Cluster or Traditional Neighborhood Development Bylaws	Planning Board	6-12 months
1-6	Adopt Local Growth Caps or Building Permit Limits	Planning Board/ Board of Selectmen	6-12 months
1-7	Adopt Natural Resource Protection Overlay Zones	Planning Board	6-12 months
1-8	Adopt Environmental Performance Standards	Planning Board	6-12 months
1-9	Adopt Subdivision Regulations for Water Supply Protection	Planning Board	6-12 months
1-10	Adopt Stormwater Runoff Bylaws	Planning Board/ Board of Selectmen	1-3 months
2	Housing Element		
2-1	Seek Low Interest Loans for Septic Repairs	Board of Health	Ongoing
2-2	Work with Banks on Financing for	Housing Authority	Ongoing

	Affordable Housing		
2-3	Update Cluster Zoning Regulations to Allow By-right Cluster Developments	Planning Board and Conservation Commission	6-12 months
2-4	Adopt Accessory Apartment Bylaw	Planning Board	6-12 months
2-5	Adopt Zoning for Congregate Care and Assisted Living Facilities	Planning Board	6-12 months
2-6	Adopt Mixed Use Village Center Development Zoning	Planning Board	6-12 months
2-7	Adopt Transfer of Development Rights Zoning	Planning Board	6-12 months
2-8	Adopt Zoning to Allow Development of Duplexes and Multi-family Housing	Planning Board	6-12 months
2-9	Use Community Preservation Act Funding to Create Affordable Housing	Community Preservation Committee	Ongoing
2-10	Adopt an Affordable Housing Zoning Bylaw	Planning Board with Housing Authority	6-12 months
3	Economic Development Element		
3-1	Provide Sewer Service to Targeted Areas		
3-2	Rezone Targeted Land Parcels for Business, Light Industrial or Industrial Use	Planning Board	6-12 months
3-3	Adopt a Home Business Bylaw	Planning Board	6-12 months
3-4	Adopt a Site Plan Approval Bylaw	Planning Board	6-12 months
3-5	Adopt a Planned Industrial or Business Development Bylaw	Planning Board	6-12 months
3-6	Make Infrastructure and Physical Improvements to Promote Business Development		
3-7	Seek Public Works Economic Development Grant for Roadway Improvements		
3-8	Adopt a Mixed Use Development Bylaw	Planning Board	6-12 months
3-9	Promote Adaptive Reuse of Older Buildings		
3-10	Pursue The Main Street Program for town center improvements		
4	Transportation Element		
4-1	Improve pavement markings on north Route 10	Southampton Highway Dept., MHD	
4-2	Inventory all traffic signs and conditions	Southampton Highway Dept., MHD	
4-3	Monitor traffic volumes on key town roads, especially Pomeroy Meadow Road	Southampton Highway Dept., MHD	
4-4	Exclusive turn lanes at Route 10 plazas	Southampton Highway Dept., MHD	
4-5	Clear Route 10 signs of vegetation	Southampton Highway Dept., MHD	
4-6	Safety study at Route 10 – Gunn Road intersection	Southampton Highway Dept., MHD	
4-7	Curve warning signs at four Route 10 locations	Southampton Highway Dept., MHD	

Conflicts between Elements

There are few areas of conflict between recommendations in the four CD Plan Elements. The only significant conflict was in mapping priority areas for the Economic Development and Open Space Elements.

Southampton has very limited areas available for economic development, and some of these areas are located within or near key natural resource areas, such as active farmland, primary aquifer recharge areas, wetlands and river protection areas. This plan has attempted to address such conflicting goals by:

- careful analysis of environmental constraints, infrastructure and resource values;
- eliminating potential economic development sites which are not viable, due to constraints or lack of services;
- recommending only those areas with no or minimal environmental constraints for economic target areas.

As a result, the conflicts in this plan have been minimized.

Balancing the CD Plan Elements

In preparing this plan, the Southampton Community Development Committee given careful consideration to achieving balance between the open space, housing, economic development elements of the plan. This plan has a good balance between the various town goals, which can sometimes appear to be conflicting:

- development and preservation;
- affordable housing and economic development;
- growth management and smart growth;
- infrastructure improvements and environmental protection.

There are also many instances where diverse town goals can be mutually compatible, as reflected in the following strategies:

- promoting compact, mixed use growth supports environmental quality while providing revenues from economic development and reducing auto travel;
- the Community Preservation Act allow Southampton to support land preservation, historic preservation and affordable housing;
- a Transfer of Development Rights bylaw uses the private market to support both compact smart growth and farmland preservation.

If Southampton implements the full range of recommendations in this plan, it would take great strides toward achieving the town's most important Community Development goals.

Bringing It all Together Map

The "Bringing It All Together" map is a composite of all the key recommendations from the four elements of this plan, illustrating the proposed geographic target areas for each recommended action. This map illustrates:

- 1) Areas identified as **suitable for economic development** - These areas were identified using the land use suitability analysis to identify land suitable for compact development. The town's priority economic development sites were then overlain on this map, and economic development criteria were used to prioritize sites.
- 2) Priorities for **open space and farmland protection and land conservation** - These areas were identified using the land use suitability analysis to identify land suitable for open space preservation. These lands were then further prioritized, based upon water supply watersheds or

aquifer protection areas, riparian corridors, prime farmlands and the town's Open Space Plan priorities.

3) Areas identified as **suitable for low and moderate-income housing** – These areas were identified using the land use suitability analysis to identify land suitable for compact development. These areas were then further prioritized based upon locations within the town's Residential Village or Commercial Highway zoning districts.

4) Locations identified as priorities for **transportation infrastructure improvements** or traffic studies – Areas identified in the Transportation Element as needing intersection improvements, improved signage, pavement markings or further study to identify needed safety improvements.

This map serves as a visual illustration of the overall Community Development Plan for achieving Southampton's future goals.

Appendices

Appendix A: Open Space and Resource Protection

Results of Survey to Prioritize Open Space Strategies – Southampton Community Development Committee Members

PRIORITIZATION OF SOUTHAMPTON OPEN SPACE STRATEGIES

Instructions: Please rank your top fifteen strategies for Southampton 1 through 15, with “1” being your top priority and “15” being the fifteenth most important. Leave all unranked strategies blank.

STRATEGY	PRIORITY RANK	Total Points
1) Acquire Open Space thru Grants and Local Appropriations	2	80
2) Continue to Use the Community Preservation Act	1	83
Create a Local Land Fund or Open Space Fund	5	44
Encourage Dedicated Open Space in New Developments	3	79
Adopt Natural Resource Protection Overlay Zones	7	37
Adopt Environmental Performance Standards	8	33
Encourage Participation in Chapter 61 Reduced Property Tax Assessment Programs	21	16
Preserve Public Waterfront Access	33	0
Adopt Transfer of Development Rights Bylaws	13	25
Discourage Residential Sprawl onto Farmland	12	27
Adopt By-right Cluster or Traditional Neighborhood Development Bylaws	6	41
Prioritize Farmland for Preservation	18	18
Adopt Local Growth Caps or Building Permit Limits	10	30
Preserve Farm Operations	4	50
Create Parks to Serve Neighborhoods	25	13
Secure Grants to Build Trails	31	1
Zoning for Bicycle and Pedestrian Features	26	10
Create Bike Lanes and Amenities	20	16
Adopt Water Supply Protection Zoning	19	17
Reduce Non-point Source Water Pollution	24	15
Adopt Stormwater Runoff Bylaws	11	27
Adopt Municipal Combined Sewer Overflow Policies	26	0
Adopt Reduced Roadsalt Policies	32	1
Establish Underground Storage Tank and Hazardous Materials Bylaws	27	9
Develop Land Acquisition Programs for Watershed and Aquifer Recharge Areas	23	15
Adopt Private Well Regulations	22	15
Adopt Subdivision Regulations for Water Supply Protection	9	32
Develop Spill Response Plans	28	8
Develop Intermunicipal Water Supply Protection Districts and Compacts	35	0
Signage for Water Supply Areas	30	6
Inventory Emergency Intermunicipal Water Connections	29	8
Encourage Traditional Neighborhood Developments	16	20
Promote Compact, Mixed-use Development	17	19
Control Commercial Strip Development	15	21
Improve Infrastructure in Town Center and Limit Infrastructure Expansions	29	24

Complete menu of potential Open Space and Resource Protection Strategies

The following is a full list of the strategies that were considered and prioritized by the Southampton Community Development Committee in selecting their top ten action priorities for this plan.

Strategy #1: Acquire Open Space Thru Grants and Local Appropriations

Build a townwide greenbelts and blueways network, which are implemented through municipal open space acquisition programs, in cooperation with land trust and non-profit groups. Apply for grants from programs such as: Self-help; Urban Self-help, Land and Water Conservation Program, among others. Establish municipal open space acquisition funds with annual appropriations. Hire local or regional open space coordinators to oversee implementation of open space acquisitions.

Strategy #2: Continue to Use the Community Preservation Act

The Community Preservation Act (CPA) is probably the most powerful tool available to municipalities to preserve open space. CPA is enabling legislation designed to help communities plan ahead for sustainable growth and raise funds to achieve their goals. CPA allows towns and cities to approve a referendum allowing them to levy a community-wide property tax surcharge of up to 3 percent for the purpose of creating a local Community Preservation Fund and qualifying for state matching funds. (For example, a CPA surcharge of 1 percent on a real property tax bill of \$1,000 would be \$10, or 1 percent of \$1,000, per year. The surcharge can be in any increment up to 3 percent.) The state will provide matching funds to communities approving CPA. The Act provides that communities may exempt the first \$100,000 of Residential value, commercial or industrial properties or low-income housing, from this surcharge.

The Community Preservation Act provides new funding sources which can be used to address three core community concerns:

- Acquisition and preservation of open space
- Creation and support of affordable housing
- Acquisition and preservation of historic buildings and landscapes

A minimum of 10% of the annual revenues of the fund must be used for each of the three core community concerns. The remaining 70% can be allocated for any combination of the allowed uses, or for land for recreational use. This gives each community the opportunity to determine its priorities, plan for its future, and have the funds to make those plans happen.

The CPA has been adopted by seven Pioneer Valley communities to date, including Agawam, Amherst, Easthampton, Hampden, Southampton, Southwick and Westfield.

A forecast of revenues that could be generated by the CPA surcharge in South Hadley, under several alternative scenarios is as follows:

Table Twenty-seven. Potential Annual CPA Revenues Generated

Percent Surcharge	No Exemptions	Residential Exemption on first \$100,000 in value
1%	\$140,185	\$44,550
2%	\$280,371	\$89,101
3%	\$420,557	\$133,651

Note: Revenues above do not include state matching funds
Source: South Hadley CPA Exploratory Committee

The impact of CPA on the typical taxpayer is illustrated in the following table:

Table Twenty-eight. CPA Impact on a Typical Taxpayer

Sample Assessed Housing Value	\$200,000		
Municipal Tax Rate	\$16.00		

Amount Subject to Surcharge	\$3,200		
CPA Surcharge	3%	2%	1%
Amount Paid Toward CPA Fund	\$96	\$64	\$32

Source: Mass. Executive Office of Environmental Affairs

Strategy #3: Create a Local Land Fund or Open Space Fund

Communities can create local land funds or open space funds, dedicated to be used only for open space acquisition. Such funds can be capitalized through annual town meeting appropriations, contributions from the Community Preservation Act property tax surcharge, from contributions under a Transfer of Development Rights bylaw, and from voluntary donations.

Strategy #4: Encourage Dedicated Open Space in New Developments

Work with developers to strongly encourage dedication of protected open space, parks or recreational lands in close proximity to major residential developments, or a financial contribution to a municipal open space fund.

Strategy #5: Adopt Natural Resource Protection Overlay Zones

Create blueways along rivers, lakes and streams by adopting River Protection Overlay Zones, to supplement provisions in the Massachusetts River Protection Act. Adopt Scenic Upland overlay zoning to protect ridgelines and hilltops from development impacts. Adopt as Sensitive Natural Areas Zoning Overlay District to protect wetlands, wildlife habitat areas, and other sensitive natural areas. Adopt Floodplain Overlay Zones to regulate development in 100-year floodplain areas.

Strategy #6: Adopt Environmental Performance Standards

Adopt zoning regulations with environmental performance standards for commercial, industrial and residential developments. Performance standards can address stormwater runoff, non-point water pollution, air quality and emissions, land stripping, erosion and sedimentation. Encourage adequate vegetated buffer strips between developed areas and wetland areas. Adopt an Environmental Impact Analysis requirement in the zoning bylaws .

Strategy #7 : Encourage Participation in Chapter 61 Reduced Property Tax Assessment Programs

Increase use of the Chapter 61 programs, which provide reduced property tax assessment for farmlands (Chapter 61a), forest lands (Chapter 61) and recreational lands (Chapter 61b) which are kept in an open, undeveloped condition. These programs also offer communities the “right of first refusal” to purchase lands for open space which are proposed to be withdrawn from Chapter 61 status.

Strategy #8 : Preserve Public Waterfront Access

Preserve waterfront lands (or easements) for public access and open space to the maximum extent feasible, in order to provide waterfront trails, parks, boat and fishing access.

Farmland Preservation Strategies

Strategy #9: Adopt Transfer of Development Rights (TDR) bylaws.

This strategy seeks to preserve farmland and working farms while promoting compact residential and commercial development near town and city centers. It is intended to steer development away from farmland targeted for preservation and toward centers targeted for growth. A typical bylaw creates two new zoning districts: a Farmland Preservation District (a Sending Area) and a commercial or Compact Residential District (a Receiving Area). Development rights are purchased in the Farmland Preservation District and transferred to the Receiving Area District for use in residential, commercial or industrial development projects. Benefits of TDR include:

The bylaw provides another option for preserving farmland, with no downside for farmers; A win/win situation results for the town and farmers who both benefit;

Farmland involved in TDR transactions can be exempt from certain local regulations such as building permit caps, thus protecting farm property values;
No state or federal government intervention needed;
Developers may benefit from the bylaw because they could purchase development rights to expand developments beyond existing zoning requirements;
Farmers benefit because development rights can be sold at fair market value to any person or development entity. In exchange, farmers place APRs on their property.

Strategy #10: Discourage Residential Sprawl onto Farmland

The purpose of this strategy is to discourage urban sprawl, particularly large-lot residential development in farmland areas. Zoning regulations and town policies on infrastructure extensions can reduce large lot development in outlying agricultural areas and encourage more compact development in town or village centers. Large sprawl subdivisions can be discouraged on rural farmland by:

- Establishing special permit requirements for major residential developments over ten units in size;
- Adopting phased growth limits that favor compact village centers and cluster development over sprawling development in rural areas;
- Adopting by-right farmland cluster zoning bylaws as the development type of choice, if growth does have to occur on farmland;
- Limiting extensions of roads, sewer and water lines into rural and agricultural areas;
- Working with developers to identify and achieve shared goals by moving away from the “reactionary mode” of response to development proposals;

Strategy #11: Adopt By –Right Cluster or Traditional Neighborhood Development Bylaws.

“By-right cluster,” “creative open space community zoning” and “traditional neighborhood development” regulations provide residential developers with alternatives to homogenous, large-lot subdivisions that devour farmland and open space. Such bylaws encourage residential development like that found in typical New England villages, with homes clustered in groups and surrounded by permanently preserved open space.

Incentives for creative open space, cluster development and traditional neighborhood development (TND) can be provided by:

- Adopting by-right zoning and creating density bonuses for cluster or TND projects;
- Using de facto urban growth boundaries (i.e. zoning districts) to encourage compact growth in town or village centers and to discourage growth in rural areas based on zoning district incentives and disincentives;
- Establishing smaller frontage and lot size requirements in town center areas.

Strategy #12: Prioritize Farmland for Preservation.

Create a series of maps (computer-generated or Geographical information System) with a land parcel database that can be used to map and prioritize farmland parcels for protection. Map themes might include:

Farmland value (a comparison of soils data, contiguous acreage and proximity to protected areas or other farm acreage)

Farm productivity (a comparison of farm operation values including revenue data)

Threat to farmland (existence of development infrastructure, surrounding inappropriate land uses, pending sale status, proximity to highway corridors/interchanges and current zoning)

Farm protection priorities (a visual prioritization of farmland to be protected)

Strategy #13: Adopt Local Growth Caps or Building Permit Limits.

Growth moratoria or building permit limits can be effective tools for limiting development in farmland areas and giving communities time to plan for growth. Growth moratoria are temporary

in nature, and allow a community to stop development for a limited period of time. In order to stand up to legal challenge, such moratoria are usually linked to resolving a specific community infrastructure need, such as expanding a sewage treatment plant, adding a new town well or adding school capacity.

Building permit limits or growth cap can be adopted on a longer-term basis to slow community growth. Hadley and Amherst have adopted building permit limits. Hadley's "Rate of Development" bylaw has been in effect since 1988. It limits the growth of subdivisions to 10 percent of their total available building lots per year. Amherst's "Phased Growth" bylaw limits town-wide residential growth to 125 units per year. It also established detailed criteria for evaluating and permitting development proposals that best meet community goals for affordable housing; open space and farmland preservation; mixed use; and aquifer protection.

Strategy #14: Preserve Farm Operations

Create economic and tax incentives to keep farms in business. Options include: "right-to-farm" districts; zoning to promote farm-related business; targeted marketing programs for locally-grown farm products.

Recreation Strategies

Strategy #15 : Create Parks to Serve Neighborhoods

Access to parks and recreational opportunities is important for all neighborhoods in the community. Parks can be created through a variety of means: public grants; dedicated municipal funds; voluntary dedication by subdivision developers; and, mandatory dedication in major residential developments.

Strategy #16: Secure Grants to Build Trails

Take advantage of public grant opportunities to build a local or regional trail system for bicycling, walking, and running. Grant sources for trails include: ISTEPA Enhancement Program; Recreational Trails Act Program; Land and Water Conservation Fund; and Urban Self-help. This trail system should provide linkages between key regional destinations, such as employment and shopping centers and residential areas.

Strategy #17: Zoning for Bicycle and Pedestrian Features

Use zoning to require that new developments provide bicycle and pedestrian-friendly features, such as linkages to bikepaths, sidewalks, and transit access features.

Strategy #18: Create Bike Lanes and Amenities

Create bike lanes on key routes by striping outer lanes or building separate trails. Require new residential developments to get aside space for bike paths or lanes separate from auto traffic. Seek grant funds to develop bicycle amenities such as safe and secure bicycle racks and lockers in key heavy use areas, such as downtowns, town centers and transit stops. Massachusetts state law, M.G.L. Chapter 90 requires the addition of bike lanes with any state-funded highway reconstruction or new construction.

Environmental and Water Supply Protection Strategies

Strategy #19: Adopt Water Supply Protection Zoning

Protect drinking water sources by adopting water supply protection zoning overlay districts for reservoir watersheds and aquifer recharge areas. Bylaws should prohibit hazardous land uses, establish environmental performance standards, and require recharging of aquifers. Intergovernmental compacts should be developed to ensure complete protection of aquifers which cross municipal boundaries.

Communities with municipal water supplies should adopt zoning to protect designated Zone II areas for public water supply wells and watershed areas for public water supply reservoirs. Communities with private wells have the following zoning options for water supply protection:
Adopt a water supply protection zoning overlay district which covers the entire town;
Adopt a water supply protection zoning overlay district which protects the Interim Wellhead Protection Area (IWPA) for all non-community wells. The minimum IWPA radius to be protected around wells is 400 feet.

Strategy #20: Reduce Non-point Source Water Pollution

Prevent pollution to rivers and lakes by requiring non-point source pollution best management practices, such as no-cut vegetated buffers along water bodies, erosion and sedimentation controls, and on-site stormwater recharge.

Strategy #21: Adopt Stormwater Runoff Bylaws

Create urban stormwater runoff bylaws, using measures to recreate natural filtration processes, such as constructed wetlands, drainage swales, and extended time detention basins. Require that impervious surfaces be minimized and on-site infiltration be maximized. Federal Phase Two Stormwater regulations require communities to adopt local bylaws to address:

- Illicit connections to the municipal stormwater system;
- Construction related erosion and sedimentation;
- Post-construction runoff, including volumes and pollutants.

Strategy #22: Adopt Municipal Combined Sewer Overflow Policies

Adopt municipal policies for correction of combined sewer overflows. Seek innovative CSO correction strategies and funding sources.

Strategy #23: Adopt Reduced Roadsalt Policies

Communities should adopt municipal policies on highway salt application and storage, which:
Designate environmentally sensitive areas adjacent to highways and roads to protect aquifers, reservoir watersheds and private wells;
Identify "best management" practices for salt application;
Prohibit road salt storage in critical areas.

Strategy #24: Establish Underground Storage Tank and Hazardous Materials Bylaws

Communities should establish municipal Underground Storage Tank bylaws to require registration, with the Fire Department or Board of Health, of underground fuel storage tanks not registered under state law. Communities should also establish municipal Hazardous Materials bylaws to require registration of the storage of commercial quantities of hazardous materials, and to establish safe storage standards.

Strategy #25: Develop Land Acquisition Programs for Watershed and Aquifer Recharge Areas

Communities should support and apply for funding in the state Aquifer Land Acquisition program, as well as creating local programs or enterprise accounts for the purpose of purchasing watershed and aquifer recharge lands.

Strategy #26: Adopt Private Well Regulations

Communities should establish private well regulations, water quality monitoring programs for private wells, and septic system maintenance programs. Boards of Health can adopt private well regulations to require proper well installation, well testing for water quality, and safe distances from septic systems.

Strategy #27: Adopt Subdivision Regulations For Water Supply Protection

Communities should establish strict drainage requirements to control drainage and urban runoff impacts on water supplies. Review subdivision regulations to add performance standards for watershed and critical areas.

Strategy #28: Develop Spill Response Plans

Communities should develop monitoring and response plans for hazardous chemical spills and emergencies so that contamination can be avoided and damage limited. Spill plans should provide for early detection, notification and coordinated response to spills.

Strategy #29: Develop Intermunicipal Water Supply Protection Districts And Compacts

Where aquifer recharge areas and reservoir watersheds extend across municipal boundaries, communities should cooperate in the following areas:

- Communities should coordinate zoning and other municipal bylaws for water resource protection;
- Communities should consider establishing Intermunicipal Memorandum of Agreements which create a process for intermunicipal review of development proposals of regional impact and establish water supply protection advisory committees to monitor and plan for the protection of water supplies.
- Communities should establish cooperative emergency response plans.

Strategy #30: Signage for Water Supply Areas

Increase public recognition of the water supply protection areas by installing signs along public roads as they enter water supply areas, with the message, "Water Supply Area, Please Protect It!".

Strategy #31 : Inventory All Potential Emergency Intermunicipal Water Connections

In order to prepare for water supply shortages and emergencies:

Each municipality should prepare an inventory of potential interconnections based on the location of the lines, physical aspects of the line, pipe size, system pressure, adequacy of supply, and water quality compatibility. Municipalities should review and assess this material and select potential interconnections to develop and formalize;

Interconnections should be made to intersecting lines from adjacent municipal systems whenever lines are improved, replaced, or expanded.

Municipalities should adopt a policy to extend lines to town boundaries whenever lines are improved, replaced, or expanded, consistent with long term planning goals for that area. Designs for future system improvement or expansion should plan for intermunicipal connections. Capital planning should include costs for interconnections.

Growth Management Strategies

Strategy #32: Encourage Traditional Neighborhood Developments (TNDs)

Create incentives in zoning and subdivision regulations to promote pedestrian-friendly TNDs, which have grid-like street patterns with sidewalks and street trees, medium to high density housing, nearby public open space and are walking distance to shops and services.

Adopt TND residential zoning regulations which permit lots of one-quarter to one-ninth acre with modest front yard setbacks of 15 to 20 feet. Homes are clustered around public open spaces, such as town commons, greenbelts, parks or playgrounds. Houses are predominantly single-family homes, with some row houses, apartments and accessory apartments mixed in. Garages or parking is to the rear or along alleys. Convenient corner stores should be allowed in residential neighborhoods, allowing residents to walk to the store.

Adopt TND subdivision regulations which encourage narrower streets with two ten-foot travel lanes for traffic calming, gridded streets for traffic flow improvements, sidewalks, shade trees planted at twenty-foot intervals between streets and sidewalks, and on-street visitor parking.

Strategy #33: Promote Compact, Mixed-use Development near Existing Town Centers and in Designated New Growth Centers

Provide incentives for urban infill, clustered residential and mixed use villages within or immediately surrounding town centers or growth centers in order to increase pedestrian/bicycle access, jobs and affordable housing.

Adopt mixed use commercial zoning for traditional Main Street shopping districts, with stores lined up along sidewalks and parking to the rear and along sidewalks and parking to the rear and along the curb. Building height should be 2-4 stories, with offices or apartments above first-floor shops;

Encourage mixed use projects, which combine residential, retail, office, and public institutional uses in compact, pedestrian-friendly villages or clusters. Mixed use projects provide opportunities for people to live in close proximity to work, or to walk from the office to shopping or restaurants; Create density-based zoning incentives to encourage development in growth centers, such as smaller lot sizes and setbacks (or no minimum lot size or frontage requirements), and increased heights;

Create use-based zoning incentives, which encourage uses such as institutions, museums, schools, public buildings and elderly and handicapped congregate housing to locate in growth centers, rather than in outlying areas;

Retrofit suburban shopping centers to become community centers, by adopting zoning which requires new buildings at the street line, with pedestrian connections across parking lots, street trees and streetscaping;

Control sprawl outside existing town centers and growth centers by creating disincentives for development. Establish lower land use zoning intensities and restrict uses which are not appropriate for rural areas. Commercial development should be located in centers, not in auto-dependent, stand-alone buildings. Establish policies restricting extensions of public sewer, water and other infrastructure.

Strategy #34: Control Commercial Strip Development

Change zoning along major highway corridors to prevent commercial strips from developing, and encourage clustering of new commercial development in nodes. Minimize automobile dependency by creating new commercial centers which are transit-friendly and accessible to pedestrians, bicyclists and transit.

Replace highway business zoning districts which extend along the entire length of highways, and create multiple zoning districts for specific purposes. For example, districts can include a limited business district; historic village center business district, multi-family residential district, auto mall district, and light industrial research park district. Most retail uses should be clustered in compact, pedestrian-friendly nodes or centers;

Establish business zoning requirements to create a building streetline along arterials, such as maximum setbacks, parking in the rear of buildings, sidewalks and street trees in the front of buildings;

Focus new, large-scale development along highways in planned business villages with on-site housing and pedestrian-friendly site plans;

Establish commercial development performance standards for all highway business uses, including "big box" retailers. Create standards for landscaping, screening, signage, curb cuts, parking, pedestrian and transit access, architectural design, lighting and environment impacts. Discourage drive-in services;

Adopt traffic management bylaws, including requirements for trip reduction plans and traffic impact statements for large-scale developments;

Adopt regulations to require business to include sidewalks, internal pedestrian circulation systems and stronger pedestrian connections to adjacent areas. Locate transit stops immediately adjacent to shopping and work entrances with covered waiting areas.

Strategy #35: Improve Infrastructure in the Town Center and Limit Infrastructure Expansions

In urban areas, target public funds for improvement and upgrading of infrastructure, such as sewer and water facilities, streets and roads, to promote private reinvestment. In rural areas, limit infrastructure expansions to prevent urban sprawl. The availability and adequate capacity of infrastructure is a key factor guiding the timing and location of new development. Communities can establish policies limiting extension of sewer and water lines beyond designated growth areas.

Appendix B: Housing

Results of Survey to Prioritize Housing Strategies – Southampton Community Development Committee Members

Housing Strategies Survey Results – Southampton Housing Element

Strategy	High	Medium	Low	Total Points	Rank
Low interest loans for septic system repairs	6	0	0	18	1
Affordable housing on town-owned land	0	2	4	8	15
Encourage alternative technology under Title V	1	3	2	11	11
Zoning to allow development of duplexes and multi-family housing	2	3	1	13	7
Update cluster zoning regulations to allow by-right cluster developments	4	2	0	16	3
Affordable housing zoning bylaw	1	4	1	12	10
Formation of a Local Housing Partnership	0	3	3	9	14
Planned unit development	0	2	4	8	15
Traditional neighborhood development	0	1	5	7	19
Mixed use village center development	2	4	0	14	5
Transfer of development rights	2	3	1	13	7
Accessory apartments	4	2	0	16	3
Conversion of vacant mill or industrial buildings into multi-family housing	0	0	4 (?)	4	20
Zoning for live-and-work units	0	4	2	10	12
Zoning for congregate care and assisted living facilities	2	4	0	14	5
Co-housing	0	4	2	10	12
Apply for state housing grant funds for site preparation or Brownfields improvements	0	3	2 (?)	8	15
Work with banks on financing for affordable housing	5	1	0	17	2
Formation of a local affordable housing trust	2	0	2 (?)	8	15
Use Community Preservation Act funding to create affordable housing	2	3	1	13	7

Menu of Housing Strategies

Accessory Apartments

Accessory apartments can provide improved rental housing opportunities by allowing “mother-in-law” or accessory apartments in single family homes, without altering the character of neighborhoods.

Formation of a local Affordable Housing Trust

An Affordable Housing Trust can receive tax-deductible, charitable and other donations that would be used to develop or rehabilitate housing.

Affordable Housing Zoning Bylaw

The adoption of an Inclusionary Zoning Bylaw for Affordable Housing would promote the construction of affordable housing for low and moderate-income residents. Inclusionary housing bylaws promote the private market development of affordable housing by offering developers residential density bonuses. In return, the developer must set aside a percentage of housing units in the development for low and moderate-income residents. In existing inclusionary bylaws, the percentage of affordable units generally ranges from 10 to 25% of the total units being developed. As alternatives, communities may allow developers to construct some of the required affordable units off-site, or allow the developer to make a cash payment to the community equal to the value of the affordable units to be used by the community to develop affordable units. Inclusionary zoning allows the integration of all levels of income and allows for a balance between housing and employment. This is done by allowing equal opportunities to all types of developments.

Affordable Housing on Town-owned Land

Southampton could search for Town-owned land suitable for development of affordable housing. The Town could provide land at no-cost or below market-cost to a housing developer for the purpose of creating low- and moderate-income housing (for example Habitat for Humanity or other non-profit organizations).

Cluster Zoning Regulations

Southampton has not yet adopted Open Space Preservation Zoning regulations, and since Massachusetts has now amended the State Zoning Act, Chapter 40a, to allow by-right “cluster” development, Southampton could update its Zoning Regulations to allow this use by right, rather than by Special Permit. The Town could give a density bonus to a developer for preserving additional open space, smaller lots, and affordable housing, among others.

Co-housing

Co-housing projects are grouped residential units with some shared facilities, such as dining or recreational facilities, with cooperative management.

Congregate Care and Assisted Living Facilities

There are several forms of elderly housing, such as life care facilities, senior apartments and congregate elderly housing, which are not addressed in many community bylaws. These are vital housing opportunities for elders and can be allowed by Special Permit in most residential areas.

Conversion of Vacant Mills or Unused Buildings into Multi-family Housing

Conversion of vacant buildings can provide affordable apartments or rental housing units. The elementary school provides one such opportunity.

Cottage Industry

Cottage industries are an intensive form of home occupation allowing a greater portion of the home and other buildings, relative to home occupations, to be used for the cottage industry. A cottage industry bylaw would allow these businesses to grow to a defined extent within their residential space. This would allow businesses to increase their value and tax assessment, and assist in retaining growing businesses in the community.

Duplexes, Multi-family Housing, Accessory Unit Zoning to Allow Development

Accessory apartments are another possibility that could serve to increase housing options, especially for singles and/or elders. Southampton could consider making some of these by-right uses. Mobile homes are allowed, apparently by right, and are another affordable housing option.

Financing for Affordable Housing Secured through Work with Banks

Support first time homebuyer purchase assistance by working with local or regional banks or other financial service establishments to make available concessionary financing or other mechanisms that improve housing affordability.

Phased Growth Bylaw

The purpose of this bylaw is to promote a manageable rate of residential growth that is consistent with historical development patterns, to limit strain on the community's ability to provide services to such development, and to protect and enhance the character of the Town and its natural resources utilizing a planned growth rate and development schedule.

Home Occupations Bylaw

An accessory use advancing home businesses that delineates the type and size of business that can be carried on in a residence.

Housing Rehabilitation Programs Funding

Continue to seek funding for housing rehabilitation programs especially for low and moderate income families

Live-and-Work Units Zoning

Live-and-work units can include artisan studios, housing for seasonal employees and dormitories. They can provide an affordable housing alternative to owner-occupied single family homes.

Local Housing Partnership Formation

The formation of a Local Housing Partnership would make Southampton eligible for DHCD technical assistance grants and other programs. The partnership should include, or report to, the chief elected municipal official.

Low Interest Loans for Septic Repairs

Southampton's Board of Health could apply for additional loans under the State Revolving Fund Pollution Abatement Trust Program to enable the Board of Health provide low-interest loans for needed septic system repairs to keep homes affordable. (Source: DHCD Website)

Mixed Use Village Center Development

Mixed Use Village Center Development can include a variety of uses, such as retail, office, and housing in a single planned development. Housing options could include second story apartments, Townhouses or multi-family complexes.

Parking Bylaw

This would set appropriate standards for providing parking for all uses in line with the needs of the Town.

Planned Unit Development

Planned Unit Developments (PUDs) provide opportunities for developing a mix of housing types within a single clustered residential development. PUDs can include single family homes, Townhouses, apartments and other residential uses. Further, they can include some limited commercial uses, such as services, medical, and retail on a scale to serve the PUD.

Ridgeline and Hillside Protection Bylaw

This strategy protects natural resources and views, controls clear-cutting, without interfering with forest management practices.

Site Plan and Site Design Approval

A means of reviewing a development plan for one or more parcels for existing and proposed conditions, and providing for adequate open spaces, vehicle and pedestrian circulation, screening devices, and landscaping among other amenities.

Transfer of Development Rights

Transfer of Development Rights (TDR) is a tool which is employed primarily to protect open space and farmland. But it can also promote creation of affordable housing. This is because development rights are transferred to a receiving area near a village center, where greater density can be allowed due to the availability of Town services. This receiving area could be targeted for affordable housing.

Village Center/Compact Growth Center Bylaw

The intent of such a bylaw is to provide a community or neighborhood with a focus area for activity that would include a higher intensity of land use than is typically allowed with a unique identity providing commercial, residential and civic uses within easy, safe walking distance of each other, and it should provide for day and evening attractions. Vehicular circulation should be well organized, yet the use and visual impact of cars should be minimized. There should be a variety of parks for people to gather. The Center should be designed as an interrelated unit with strong pedestrian, automobile, and visual links between land uses.

Appendix C: Economic Development

Results of the Business Survey

Business Survey - Southampton										
Q1. How long has your business been located in the Town of Southampton?										
		Less than 2 years								
	1	2 to 5 years								
		6 to 10 years								
	1	11 to 15 years								
	1	16 to 25 years								
	5	26 to 50 years								
	1	Over 50 years								
		Not applicable								
Q2. Is your business...										
	8	Locally owned?								
		Regionally owned?								
	1	Nationally owned?								
		Not applicable								
Q3. Why did you locate your business in Southampton?										
		location- access to major highways for regional service area, available building at an affordable price, business is run from home, when business started, location was great and the services available to the town were lacking (filled gap in service), central location for operations in Hampshire and Hampden Counties (Registry of Deeds), family owned business (town is home), moved from long-time location in neighboring town due to good location along transportation routes, available space in visible, well travelled location, commercial business location near home, good location when established (many regulations now)								
Q4. Do you currently have any plans to...										
	1	Expand your business operations (i.e. expand services, hire additional employees, new marketing strategy, upgrade/purchase new equipment for operations)?								
		Reduce the size of your business operations.								
	7	I have no plans to expand or reduce my business operations.								
		Not applicable								
	1	Other- please explain:								
		plans to expand have been in the works, but will not happen until the economy recovers								
Q5. Do you have any trouble hiring competent employees?										
	4	Yes								

	4	No																	
	1	Not applicable																	
	Comments:		very fortunate- low turnover, at certain times of the year, employees have to be certified by the franchise to work on merchandise, specialized business makes it difficult to find knowledgeable employees																
Q6.	Do you train people?																		
	8	Yes																	
		No																	
	1	Not applicable																	
Q7.	Are you aware of any workforce development programs in the area?																		
	1	Yes																	
	8	No																	
	If yes, do you feel that they are compatible with business needs?																		
	yes																		
Q10.	How do you feel business or workforce development programs could be improved?																		
	N/A, N/A, N/A, N/A, a good sales training program would benefit business, not applicable, not applicable, not applicable to specialized business																		
Q11.	How would you describe the economic character of Southampton?																		
	not applicable- company does not do business in the town, no comment, tough times right now, but believes businesses will pull through, strategic location to metro areas, but still rural community, very good character, small, home businesses, but businesses may not be visible therefore not very well known, small business district, residents tight with money- hard since town has financial problems, good except lack of funds for fire, police, and schools- as resident is willing to pay more residential tax, but keeps getting voted down, bedroom community, little industry																		
Q12.	In your opinion, what are the assets in Southampton that affect the economic character?																		
	no opinion, residents need service, N/A, bedroom community, politicians open to new ideas and businesses (makes it easy to do business in town), good locations along major driving routes, country feel with development- work with developers to created areas that are growing, but not overwhelming, it's home																		
Q13.	Are there opportunities to build good relations or partnerships with other businesses...																		
	in town?																		
	7	Yes																	
	2	No																	
		Don't know																	
	in nearby towns?																		

	6	Yes												
	2	No												
	1	Don't know												
with local government?														
	5	Yes												
	3	No												
	1	Don't know												
Q14. What types of business support are needed in Southampton?														
none, N/A, lower taxes (said reluctantly), tax relief, sub-chapter of multi-community Chamber of Commerce, need to place more of the tax burden on residents, officials and residents need to be more open to new/expanding businesses, none, none														
Q15. Do you think Southampton is a "business-friendly place?"														
	8	Yes, why?	once you get through the planning board, business climate is improving as new residents move into town											
	1	No, why not?	local government is difficult to deal with											
Q16. Is there sufficient commercially and industrially zoned land in Southampton?														
	1	Yes												
	4	No												
	4	Don't know												
Q17. Do you have cable internet service?														
	3	Yes												
	5	No												
		Don't know												
	1	Would like to have												
		Are not interested in having this service												
Q18. Do you have cell phone service?														
	5	Yes												
	3	No												
		Don't know												
		Would like to have												
	1	Are not interested in having this service												
Q19. Do your employees have unmet housing needs or difficulty in affording housing in town?														
		Yes												
	8	No												
	1	Don't know												

Comments	not really applicable since they run business from home and are the only employees, housing costs are high, but is a regional issue, employees do not live in town, but own their own homes elsewhere									
Q20. Do you have any comments that you would like to add regarding the economic development of Southampton?										
has never had problems with local officials, none, local officials need to buckle down and bring businesses into the town (will help to bolster revenues), town is pleasant with good schools- draws people, need sewer to allow for commercial expansion, also need suitable land for commercial endeavors (soil suitability issues since no sewer), tax structure needs updating, elementary school needs renovations, need to keep positive viewpoint (a few select individuals tend to make town officials' jobs more difficult), town should draw more businesses (industrial/commercial) to broaden tax base- influx of residents with children is making it hard to keep up, as people have become more mobile they shop outside of the town- should do something like Easthampton's Chamber of Commerce has (revitalize the downtown area), doing business in Southampton has been a pleasure, if there is room in town, zone more land commercially/industrially to broaden tax base, officials and residents need to consider business propositions ca										
Thank you for your time.										
Please write your name and phone number if you would like us to call you for additional comments.										

Results of Survey to Prioritize Economic Development Strategies – Southampton Community Development Committee Members

Economic Development Strategies Survey Results – Southampton Housing Element

Strategy	High	Medium	Low	Total Points	Rank
Rezoning of Targeted Land Parcels for Business or Industry	3	3	0	15	2
Provide Sewer Service to Targeted Areas	6	0	0	18	1
Home Business Bylaw	3	3	0	15	2
Site Plan Approval Bylaw	3	2	1	14	4
Public Works Economic Development Grant	1	4	1	12	7
Planned Industrial or Business Development Bylaw	2	4	0	14	4
Mixed Use Development Bylaw	2	3	03	12	7

Mass. Economic Development Incentives Program	0	3	2	8	14
Main Street Program	2	1	3	11	10
Infill Development	1	2	2	9	13
Adaptive Reuse of Older Buildings	1	4	1	12	7
Marketing and Promotion	0	1	5	7	15
Infrastructure Development and Physical Improvements	3	1	2	13	6
Special Districts and Incentive Programs	0	4	2	10	11
Town Center Revitalization	1	2	3	10	11

Appendix D: Results of Community Forum

SOUTHAMPTON CD FORUM: SUMMARY

April 12, 2004

COMMENTS:

- Q: Are specific areas recommended for open space protection, industrial development?
- C: Sewer must be on Route 10 – for elderly, low-income housing - should be #1 priority.
- Res: Town identified 3 phases (ponds, town center, areas surrounding town center) for sewer development.
- Q: In order to make plan happen, need new zoning map and bylaw concept to embody this plan. When would this happen?
- Res: In July, 2005 will try to come back to town meeting.
- Q: Soho Rural Lands Management Zoning was 95% good – failed only on a few salient issues not compromised on. Will Planning Board compromise this time?
- Res: Took plan back with key elements out second time, still was voted down, again. Town has history of voting down zoning.
- Q: What did developers object to in past?
- Res: Develop creative regs. for 2 plans
- C: Need to educate people to go to Town Meeting
- Res: If you can educate, you can get a turn-out.
- Q: Why are elderly households special needs? Statistics don't dictate need. Many elderly are happy in their own homes.
- Res: The current 40 units are not only for Soho residents.
- Q: Isn't state responsible for Route 10 maintenance? Town should ask for help on brush control.
- Q: How did people find out about this meeting?
- R: Sign on corner.
- Q: What are plans to preserve farms? They are our town treasures.
- Res: Takes hours to work on getting agreements for APR's, then to get local match.
- Res: Committee looking also to preserve farm operations, seeking ideas.
- Q: "Your view is someone else's pasture." Farmers are getting older, what can be done to help?
- Q: Why isn't rail trail mentioned, as it would address many issues?
- Res: Has been voted down at Town Meeting. But consider value of corridor.
- C: All an APR does is keep land open, not keep farm in business. Must encourage local farmers, help with local marketing. Farm stands are restricted in town bylaws. Help with giants.
- C: Farms are being depleted due to aging farmers, retiring and using farms as 401k plan. Searles are selling \$3M land for \$600K, sons will inherit and keep farming, because they love farming.

- C: Rail trail – Town Meeting vote may be due to distaste for sale price railroad wanted. Has value as utility row.
- C: Town does not have preferential tax treatment for open space – based on assessor’s research work. There is another piece of state legislation town could adopt to tax at a lower rate for open space. Should investigate.
- Q: Have we ever had a meeting of the farmers?
- Res: No.
- Q: Is federal money matching funds still available for rail trail?
- C: Advertise Planning Board meetings in paper ahead of time.
- C: First two plans got shot down were an attempt to micro-manage the town. Sawmills and farm stands were key issues for opposition.
- C: Strategy 1-6 clarify adopt local growth gaps.
- Res: Hadley and Amherst have these growth controls. Growth is out of control.
- Q: Does town have planned development?
- Res: No, planning board doesn’t have enough controls to do this now. We are only state in union with no control over ANR lots. Should support State Zoning Reform Act.
- Q: Can water supply be the reason to put clamp on development? Sewers?
- Q: What are constraints to sewerage and WWTP?