
Chapter 9: Master Plan Implementation

This Master Plan was created to be a resource for the people of Southampton to aid in making decisions about the actions they may wish to take to realize their vision of the community in the future. Implementation is the process of prioritizing actions; deciding when to take them; and delegating responsibilities for advancing them.

Implementing this Master Plan will require a dedicated, sustained and patient effort by elected and appointed officials, as well as Town employees. It will also require significant work by volunteers and dedicated citizens.

Successful implementation will require a broad understanding within the community that progress may come in small steps and change will not happen overnight. The intent of the implementation process is to continue engaging the community through deliberate civic decision-making. This is one of the best ways to ensure that Southampton achieves its vision of retaining its rural, small-town New England character while adapting to the development challenges that are expected in the coming decades.

This Implementation Chapter offers a guide for Southampton for the coming years to help make sure that the Master Plan does not sit on the shelf—but that its recommendations are carefully considered and eventually become actions. Included are a suggested membership roster for a Master Plan Implementation Committee and a summary of the goals and strategies of Chapters 1 through 8.

9.1 Master Plan Implementation Committee

The creation of a standing Master Plan Implementation Committee will provide a deliberative body that focuses on advancing the recommendations of this document. Suggested membership and appointment responsibilities are provided below. The Select Board would request those town committees and commissions (other than itself) to make the appointments shown below. The Select Board should establish the duration of the term of each appointment. The committee would convene its first meeting at a date and time designated by the Select Board and subsequently establish its own governance procedures and elected positions. It is recommended that the committee submit quarterly written reports to the Select Board.

Members	Representing	Designated by
1	Planning Board	Planning Board
1	Select Board	Select Board
1	Historical Commission	Historical Commission
1	Conservation Commission	Conservation Commission
1	Housing Authority	Housing Authority
1	Park Commission	Park Commission
4	Residents/At-large	Select Board
Total	10	

9.2 Implementation Action Plan Summary of Recommendations

The Implementation Action Plan (beginning on the next page) summarizes all of the recommendations of the Master Plan presented in Chapters 1 through 8 in a single matrix. This matrix identifies the approximate timeframe and the parties that are suggested to be responsible for implementing each. Recommendations are grouped by chapter.

The Implementation Action Plan Summary of Recommendations is intended to assist the Master Plan Implementation Committee in prioritizing its activities and resources. The prioritization of recommendations is a significant and important early task for the committee. A key consideration will be achieving consistency and integration with the other existing plans and ongoing planning activities of the town, such as the Open Space Plan, Historical Commission, School committee, capital planning, public works improvements, and so on.

9.3 Monitoring Progress and Revising the Plan

This Master Plan has a planning horizon of approximately 15 years. Master planning is an ongoing process in which a community continually evaluates and responds to new circumstances and challenges. The goals and desires of residents and businesses are likely to change over time, as well.

Therefore, it is important for Southampton to regularly measure progress toward the goals of this plan. To help accomplish this, a simple evaluation form template is offered at the end of this chapter to help the town measure the success of the Master Plan recommendations with respect to the public consensus expressed in this Master Plan and the goals that were established early in the planning process.

In coming years, the Select Board or its designee(s) should periodically revisit the Master Plan to determine whether its goals and general strategies are still appropriate to the town. There is no precise date or schedule recommended for such a review; rather, the best times for a review are typically when major changes are anticipated or have occurred. Of course, the goal of master planning is to help manage change, so a proactive review is desirable.

When the “life expectancy” of this plan is reached (in about 15 years), a full re-write may not be necessary. Depending on the needs of the community, smaller plans or studies with specific or strategic objectives may be more appropriate, either at the 15-year point or at earlier intervals along the way. In any case, the community should strive to engage local residents and businesses in planning, as they have been for this Master Plan.

9.4 Implementation Goals and Strategies by Chapter

Implementation Goals and Strategies for Chapter 1: Housing

Chapter	Goal	Strategy	Responsible Parties	Target Date
1. Housing	Goal 1-1: Balance residential development with the protection of the town's natural, scenic and historic resources.			
		Strategy 1-1A: Establish new mixed-use commercial/residential districts, such as at the Village Center, Midtown or Gateway areas, with flexible development requirements to direct future housing unit growth to appropriate areas in town. This new district should establish Design Guidelines for architectural elements and signage.	Planning Board	Short-term 1-5 yrs
		Strategy 1-1B: Selectively invest in infrastructure improvements to direct new residential units to areas the community has identified for growth.	Select Board, Highway Dept, Water Com.	On-going
		Strategy 1-1C: Amend the existing Cluster bylaw to encourage use of the bylaw, or reconsider the proposed Open Space Residential Development bylaw drafted in 2006 by the Pioneer Valley Planning Commission under a Smart Growth Technical Assistance grant.	Planning Board, Select Board, Conservation Commission	Short-term 1-5 yrs
1. Housing	Goal 1-2: Consider amendments to Southampton Zoning Bylaw to expand housing options in Southampton and clarify ambiguous zoning definitions.			
		Strategy 1-2A: Adjust dimensional standards for Residential Village Zoning district to match the lot sizes of the existing historic homes and to promote smaller, more affordable homes.	Planning Board	Short-term 1-5 yrs
		Strategy 1-2B: Revise definition for "elderly housing" to be clear and transparent about the type of use the town allows in the Residential Village and Commercial Village Districts.	Planning Board	Short-term 1-5 yrs
		Strategy 1-2C: Remove "townhouse" from existing "multifamily dwelling" definition and add "townhouse" or "single-family attached" as a new use for the existing Residential Village and Commercial Village Districts as well as to any future targeted growth districts.	Planning Board	Short-term 1-5 yrs
		Strategy 1-2D: Modify multifamily housing requirements to allow for greater flexibility in design.	Planning Board	Short-term 1-5 yrs
		Strategy 1-2E: Amend existing Accessory Apartments bylaw to increase the allowable apartment size to encourage use of the bylaw.	Planning Board	Short-term 1-5 yrs

1. Housing	Goal 1-3: Increase awareness of housing needs and available housing resources.			
		Strategy 1-3A: Publicize existing affordable housing resources by expanding the Housing Authority webpage on the town’s website, by creating educational materials and by ongoing public outreach.	Housing Authority, Town Staff, Select Board, Council on Aging, School Dept Staff	Ongoing
		Strategy 1-3B: Establish partnerships with town committees, boards and local non-profit developers.	Housing Authority	Ongoing
1. Housing	Goal 1-4: Create affordable housing opportunities in Southampton.			
		Strategy 1-4A: Identify suitable property for the development of affordable housing .	Housing Authority, Planning Board, Select Board	Short-term 1-5 yrs
		Strategy 1-4B: Support the creation of local land trust to assist with acquiring land for future affordable housing.	Housing Authority	Long-term 11-15 yrs
		Strategy 1-4C: Establish a Housing Trust Fund to receive, purchase, and convey real or personal property.	Housing Authority, Select Board	Long-term 11-15 yrs
		Strategy 1-4D: Adopt a zoning bylaw, such as an inclusionary zoning bylaw or Chapter 40R bylaw, which provides one or more incentives to developers who choose to include affordable housing units in new housing developments in Southampton.	Planning Board, Housing Authority	Mid-term 6-10 yrs
		Strategy 1-4E: Utilize Community Preservation Act funds to purchase existing single-family homes for affordable housing and convert into two or more rental or homeownership units and subsidize affordable units in future mixed-use and/or mixed-income housing developments.	Housing Authority, Select Board	Ongoing
		Strategy 1-4F: Continue to seek funds and implement a Community Development Block Grant Housing Rehabilitation Program	Town Administrator, Select Board, Council on Aging	Ongoing

Implementation Goals and Strategies for Chapter 2: Economic Development

Chapter	Goal	Strategy	Responsible Parties	Target Date
2. Economic Development	Goal 2-1: Maintain and expand recreational opportunities connected to Southampton's natural, cultural, and recreational resources and market as an economic development opportunity.			
		Strategy 2-1A: Support the establishment of a greenway that would connect the historic center of town to Easthampton's Manhan Trail.	Conservation Commission, Greenway Committee, Planning Board, Select Board	Mid-term 6-10 yrs
		Strategy 2-1B: Establish an annual or bi-annual Agri-Tourism Day which would open local farms to the public for farm tours, selling of farm products, and special events.	Agricultural Commission	Short-term 1-5 yrs
		Strategy 2-1C: Create an agricultural farm brochure that identifies all farms in Southampton, commodities sold, hours of operation, seasonal operations, and location map. Make the brochure available on the town website and at Town Hall.	Agricultural Commission	Short-term 1-5 yrs
		Strategy 2-1D: Create a walking tour and brochure of publically accessible recreational, cultural and historical sites in Southampton. Make the brochure available on the town website and town hall.	Conservation Commission, Planning Board, Select Board	Mid-term 6-10 yrs
		Strategy 2-1E: Work with interested landowners to make key privately owned recreational trails and land open to the public.	Conservation Commission	Mid-term 6-10 yrs
		Strategy 2-1F: Encourage land uses in the Zoning Bylaw that support recreational, historical and cultural activities.	Planning Board	Mid-term 6-10 yrs
2. Economic Development	Goal 2-2: Adopt zoning and land use policies to encourage commercial activity in appropriate growth districts identified by the community.			
		Strategy 2-2A: Review and amend the existing Table of Use and permit certain types of commercial retail businesses that are desired in specific areas of the community. Use the Intent statements for each of the zoning districts as a guide.	Planning Board	Short-term 1-5 yrs
		Strategy 2-2B: Development Intent or Purpose Statements for all zoning districts to integrate land policies with district delineations. Developing the District Intent statements will assist in the amendments to the Table of Uses.	Planning Board	Short-term 1-5 yrs
		Strategy 2-2C: Consider eliminating the existing Industrial Zoning District and relocating to area that has the potential for town sewer infrastructure.	Planning Board	Short-term 1-5 yrs
		Strategy 2-2D: Consider adopting a Mixed Use Overlay District to encourage a mix of residential and commercial uses in appropriate locations in the community.	Planning Board	Mid-term 6-10 yrs
		Strategy 2-2E: Consider adopting standards for Mixed Use Developments to allow different uses in one building, such as retail on the first floor and residential on the second.	Planning Board	Mid-term 6-10 yrs
		Strategy 2-2F: Establish a Design Review Board and adopt Design Standards that will prescribe special design standards to be applied to a designated area.	Planning Board	Long-term 11-15 yrs

2. Economic Development	Goal 2-3: Establish a streamlined and transparent permitting process to improve communication with permit applicants.			
		Strategy 2-3A: Appoint a single point of contact to work with applicants and be responsible for coordinating the applicant's efforts to apply for necessary permits in town.	Town Administrator	Ongoing
		Strategy 2-3B: Maximize the Town's website and create "one stop shop" for permitting documents and forms from many departments, which can be downloaded at no cost to the applicant.	Planning Board, Town Webmaster	Short-term 1-5 yrs
		Strategy 2-3C: Create "permitting guidebook" for the town as a "quick reference" guide which applicants may refer to as they navigate through the permitting process.	Town Administrator, Planning Board	Short-term 1-5 yrs
		Strategy 2-3D: Develop permitting flowcharts and checklists to guide applicants through the permitting process, and make this information available via the town website and at the building department office.	Planning Board	Short-term 1-5 yrs
		Strategy 2-3E: Ensure the zoning bylaw and subdivision regulations have clear submittal requirements for permit granting boards to help encourage uniformity in the review process.	Planning Board, Board of Appeals, Conservation Commission	Ongoing
2. Economic Development	Goal 2-4: Invest in infrastructure and provide adequate capacity to meet the current and future needs for water, sewer, and telecommunications.			
		Strategy 2-4A: Encourage infrastructure development and physical improvements in identified commercial / mixed use areas.	Highway Dept., Select Board, Town Admin.	Ongoing
		Strategy 2-4B: Encourage infrastructure improvements, such as sidewalk and traffic improvements, through the special permit process for commercial and industrial projects, particularly in identified commercial / mixed use areas.	Planning Board	Ongoing

Implementation Goals and Strategies for Chapter 3: Historic and Cultural Resources

Chapter	Goal	Strategy	Responsible Parties	Target Date
3. Historic-Cultural Resources	Goal 3-1: Ensure continued and expanded efforts to preserve and enhance the historical assets of the town of Southampton.			
		Strategy 3-1A: Develop a plan for the future use of municipally-owned historic properties, such as the old Town Hall and Fire Station. Work to determine the highest / best use of these properties and how to re-purpose the buildings while keeping historical character intact.	Historical Commission, Select Board, Planning Board	Short-term 1-5 yrs
		Strategy 3-1B: Update old and outdated inventory sheets for properties / areas / objects / structures on the Massachusetts Historical Inventory.	Historical Commission	Mid-term 6-10 yrs
		Strategy 3-1C: Expand number of properties/districts/areas designated on the National and State Register to increase eligibility for matching grants for preservation work.	Historical Commission	Ongoing
		Strategy 3-1D: Create a community group to help connect private owners of historic properties and coordinate historic preservation efforts throughout town.	Historical Commission, Bd of Assessors, Conservation Commission	Mid-term 6-10 yrs
		Strategy 3-1E: Adopt a Local Historic District in identified area.	Historical Commission, Select Board, Planning Board	Long-term 11-15 yrs
		Strategy 3-1F: Establish a local Historic Preservation Trust Fund.	Historical Commission, Select Board	Long-term 11-15 yrs
		Strategy 3-1G: Develop a Municipal Preservation Plan.	Historical Commission	Long-term 11-15 yrs
3. Historic-Cultural	Goal 3-2: Educate and engage town residents and visitors on Southampton's unique historical and cultural assets.			
		Strategy 3-2A: Update the 1997 Points of Interest Map that identifies significant historical and cultural resources in the community, such as the Northampton-New Haven Canal, the Lead Mines, and historic buildings / districts.	Historical Commission, Citizen Volunteers, Town Webmaster	Short-term 1-5 yrs
		Strategy 3-2B: Create a historical walking / driving tour based on the Points of Interest Map.	Historical Commission, Conservation Commission	Ongoing
		Strategy 3-2C: Create a historical information center at the Town Hall or Library.	Historical Commission	Long-term 11-15 yrs
		Strategy 3-2D: Work with landowners to ensure public access to key historic sites, and provide signage for access to these sites.	Historical Commission, Con. Com.	Ongoing

		Strategy 3-2E: Encourage schools to create classroom history and oral history projects and produce multi-media historic documentaries, including written works.	Historical Commission, Public Schools, Local Community Access TV	Short-term 1-5 yrs
		Strategy 3-2F: Collect historical photographs and create a gallery display of the photographs at Celebrate Southampton and for an extended period of time at the Public Library.	Historical Commission, Public Library, Council on Aging	Short-term 1-5 yrs
		Strategy 3-2G: Digitize historical photographs of Southampton and provide public access through the Historical Society	Historical Commission, Historical Society, Library, Council on Aging	Ongoing
		Strategy 3-2H: Add a summary of the history of Southampton on the town's Wikipedia entry	Historical Commission	Short-term 1-5 yrs
		Strategy 3-2I: Provide signage on roads designated as Scenic to educate town residents and visitors the location of these protected roadways.	Select Board, Planning Board, Highway Dept	Short-term 1-5 yrs
3. Historic-Cultural	Goal 3-3: Increase awareness of the arts and other cultural activities in Southampton.			
		Strategy 3-3A: Promote Southampton's Cultural Council and publicize activities funded by the Council.	Select Board, Cultural Council	Ongoing
		Strategy 3-3B: Provide opportunities and sites for display of residents and student art.	Select Board, Town Admin.	Ongoing
		Strategy 3-3C: Organize nature and farm walks on conservation and town owned lands.	Conservation Commission	Ongoing
3. Historic-Cultural	Goal 3-4: Support growth management that will protect and preserve the rural landscape, scenic vistas, and historic resources that define the community character of Southampton.			
		Strategy 3-4A: Adopt local Design Guidelines or Standards that portray architectural features the Town of Southampton would like to promote in designated Local Historical Districts.	Planning Board, Historic Commission	Ongoing
		Strategy 3-4B: Adopt a Demolition Delay bylaw.	Historic Commission, Planning Board	Short-term 1-5 yrs
		Strategy 3-4C: Enforce the protection status and regulations for officially designated Scenic Roads.	Planning Board, Highway Dept	Short-term 1-5 yrs
		Strategy 3-4D: Adopt zoning regulations that could help to protect open space, key scenic views and vistas as well as enhance rural character.	Planning Board	Short-term 1-5 yrs
		Strategy 3-4E: Modify and enforce signage regulations that will enhance rural, community character and minimize visual impact.	Planning Board, Building Inspector, Select Board	

Implementation Goals and Strategies for Chapter 4: Open Space and Natural Resources

Chapter	Goal	Strategy	Responsible Parties	Target Date
4. Open Space/Natural Resources	Goal 4-1: Promote land use policies that protect the town's natural lands and rural community character.			
		Strategy 4-1A: Hold a series of public presentations about the benefits of smart growth policies that concentrate development in some places and discourage it in others.	Planning Board, Conservation Commission, Select Board, Local Cable Access TV, School Dept	Short-term 1-5 yrs
		Strategy 4-1B: Hold a series of public presentations about the benefits of cluster development, or the building of homes closer together so that the remaining land on a site can be protected as open space or farmland.	Planning Board, Conservation Commission, Select Board, Local Cable Access TV, School Dept	Short-term 1-5 yrs
		Strategy 4-1C: Review the zoning bylaws and update regulations to better protect priority natural resources and farmland.	Planning Board, Conservation Commission, Recreation Commission, Agricultural Commission, Select Board, Cable Access TV	Med-term 6-10 yrs
		Strategy 4-1D: Promote the use of Southampton's Agricultural Preservation District.	Planning Board, Conservation Commission, Agricultural Commission	Ongoing
		Strategy 4-1E: Reconsider the draft Open Space Residential Development bylaw drafted in 2006 by the Pioneer Valley Planning Commission under a Smart Growth Technical Assistance grant.	Planning Board, Select Board, Conservation Commission	Short-term 1-5 yrs
		Strategy 4-1F: Assess the likely impacts of proposed sewer and water infrastructure extensions on open space.	Town Administrator, Select Board, Conservation Commission, Water Commission, Highway Dept, Board of Health	Med-term 6-10 yrs

4. Open Space/Natural Resources	Goal 4-2: Identify and preserve important parcels for ecological, recreational, cultural and historical value to create a town-wide green network.			
		Strategy 4-2A: Develop a prioritized list of key open space parcels for acquisition based on available developable vacant lands, key natural resource areas, critical habitat areas, priority agricultural lands and soils, recreational lands, and expansion and connection to town-wide green network.	Conservation Commission, Agricultural Commission, Planning Board, Recreational Needs Committee, Community Preservation Committee	Ongoing
		Strategy 4-2B: Establish and develop a relationship with existing land trusts in the region.	Planning Board, Town Administrator, Select Board, Conservation Commission, Community Preservation Committee	Ongoing
		Strategy 4-2C: Continue to update the town's Open Space and Recreation Plan (OSRP) every five years in order to qualify for state and federal grants.	Conservation Commission, Planning Board, Town Administrator	Ongoing
4. Open Space/Natural Resources	Goal 4-3: Protect and enhance the scenic vistas through the town.			
		Strategy 4-3A: Establish priority areas and parcels for scenic preservation.	Planning Board, Conservation Commission	Short-term 1-5 yrs
		Strategy 4-3B: Review and expand the town list of designated scenic roads.	Highway Department, Planning Board, Tree Warden, Historical Commission	Ongoing
		Strategy 4-3C: Adopt overlay zoning districts that protect scenic vistas, for example, along the southern portion of College Highway (Route 10), which include buffers and design standards for developments.	Planning Board, Conservation Commission, Historical Commission	Long-term 11-15 yrs

4. Open Space/Natural Resources	Goal 4-4: Protect Southampton’s remaining agricultural lands, promote local farming, and create opportunities for residents to become involved in local agriculture.			
		Strategy 4-4A: Compile an inventory of farmlands with ownership information, protection status, vulnerability, etc., and meet with owners to explain their importance to the community and available preservation options. Coordinate these efforts with the community’s prioritized list of key open space parcels for acquisition, (as listed under Strategy 1-1A).	Agricultural Commission, Board of Assessors, Community Preservation Committee, School Committee	Short-term 1-5 yrs
		Strategy 4-4B: Work with farmers and develop marketing materials to promote agriculture in Southampton.	Agricultural Commission	Short-term 1-5 yrs
		Strategy 4-4C: Develop educational materials and hold public meetings to stimulate consciousness about agriculture and the tools available to protect it.	Agricultural Commission, School Department	Ongoing
		Strategy 4-4D: Establish a weekly Farmer’s Market in an appropriate location in the community.	Agricultural Commission	Short-term 1-5 yrs
		Strategy 4-4E: Identify appropriate locations and parcels to be used as a town owned community garden.	Agricultural Commission, Select Board, Conservation Commission	Short-term 1-5 yrs
4. Open Space/Natural Resources	Goal 4-5: Protect Southampton’s water resources.			
		Strategy 4-5A: Conduct a water quality education campaign that targets the landowners in town.	Board of Health, Highway Department, Conservation Commission, Barnes Aquifer Protection Advisory Committee, Water Department	Ongoing
		Strategy 4-5B: Adopt Low Impact Development (LID) standards for stormwater management in the zoning, subdivision, and stormwater regulations.	Planning Board, Highway Dept, Conservation Commission	Mid-term 6-10 yrs
		Strategy 4-5C: Consider adopting a River Protection Overlay District that minimizes development impacts in sensitive river buffer areas.	Planning Board, Conservation Commission	Mid-term 6-10 yrs
		Strategy 4-5D: Consider developing a larger local buffer zone requirement than the existing state-mandated 100’ protection buffer to better protect the town’s significant wetland resources.	Conservation Commission	Mid-term 6-10 yrs

		Strategy 4-5E: Adopted a Reduced Road Salt Policy that minimizes salt application and storage near environmentally sensitive areas adjacent to highways and roads to protect aquifers, private wells and surface waters.	Highway Dept, Conservation Commission, Water Dept	Short-term 1-5 yrs
		Strategy 4-5F: Actively participate in the Barnes Aquifer Protection Advisory Committee (BAPAC), and allow BAPAC to comment on development proposals of regional impact.	Planning Board	Ongoing
4. Open Space/Natural Resources	Goal 4-6: Increase capacity for management of town-owned open space lands and promote public use of existing open space network.			
		Strategy 4-6A: Maintain a current environmental inventory and develop a management plan for conservation areas.	Conservation Commission, Planning Board, Parks Commission	Short-term 1-5 yrs
		Strategy 4-6B: Develop a comprehensive outreach and education campaign to inform the community about existing open space resources, to improve and maintain trail networks, and to improve signage and access to open space resources. Develop trail maps, establish a volunteer trail maintenance program, and educate the public about conservation issues as part of this effort.	Conservation Commission, Open Space Committee, Parks Commission	Ongoing
		Strategy 4-6C: Develop a plan to enhance Conant Memorial Park and to connect it to other town and open space resources.	Select Board, Town Administrator	Long-term 11-15 yrs
		Strategy 4-6D: Explore the possibility to secure public access to the Tighe-Carmody Reservoir area with the City of Holyoke.	Select Board, Town Administrator	Long-term 11-15 yrs
4. Open Space/Natural Resources	Goal 4-7: Connect open space resources to enhance community livability and wildlife habitat, and to encourage walking and biking.			
		Strategy 4-7A: Develop a rail trail along the existing rail bed to create a north-south connection between the numerous open space areas along its length. Consider expanding the current plan to extend the Rail Trail south along its entire length to Swanson Corners and the Westfield town line.	Planning Board, Recreation Commission, Highway Dept, Conservation Commission	Short-term 1-5 yrs
		Strategy 4-7B: Develop a plan for an east-west connection from the Rail Trail to the Tighe-Carmody Reservoir area. Compile a list of parcels that area critical to creating this link and work with town boards, officials, and local / state conservation groups to acquire or gain public access easements to these priority parcels.	Planning Board, Recreation Commission, Department of Public Works, Conservation Commission	Long-term 11-15 yrs
		Strategy 4-7C: Develop a Manhan River Greenway and Wildlife Corridor Management Plan, and develop a list of priority parcels for acquisition or easements to support the development and enhancement of this greenway and wildlife corridor area.	Conservation Commission, Planning Board, Select Board	Ongoing

Implementation Goals and Strategies for Chapter 5: Mobility

Chapter	Goal	Strategy	Responsible Parties	Target Date
5. Mobility	Goal 5-1: Utilize the principles of access management to control entrance and egress points for land uses on priority roadways.			
		Strategy 5-1A: Plan for the impact of future growth along the Route 10 corridor by developing an access management plan.	Planning Board, Highway Dept, MassDOT	Ongoing
		Strategy 5-1B: Work with MassDOT District 2 and property owners to request easements for exclusive turn lanes and shoulders, where appropriate, for driveways and entrances to new and existing developments along the Route 10 corridor.	MassDOT, Planning Board, Highway Dept	Ongoing
		Strategy 5-1C: Conduct reviews of local bylaws to ensure that appropriate regulations are in place to require site plan review and traffic impact studies for future development.	Planning Board, Con. Com., Highway Dept, Fire Dept, Police Dept	Mid-term-6-10 yrs
5. Mobility	Goal 5-2: Increase pedestrian safety and access.			
		Strategy 5-2A: Incorporate sidewalks in the vicinity of Norris Elementary School including the Route 10 corridor as proposed in the Safe Routes to School Plan.	MassDOT, Highway Dept, Planning Board, School Committee	Short-term 1-5 yrs
		Strategy 5-2B: Develop a plan to construct a comprehensive sidewalk system that connects residential, commercial, agricultural, institutional, and recreational areas.	MassDOT, Highway Dept, Planning Board, Conservation Commission, Agricultural Commission, Parks Commission	Long-term 11-15 yrs
		Strategy 5-2C: Incorporate “Complete Streets” elements in local roadway projects to encourage a multimodal transportation system.	MassDOT, Highway Dept, Planning Board, Con. Com., Greenway Committee, Police Dept, Fire Dept	Long-term 11-15 yrs
5. Mobility	Goal 5-3: Develop a safe, interconnected bicycle network.			
		Strategy 5-3A: Work with MassDOT District 2 to incorporate consistent shoulder width along Route 10 corridor.	Select Board, MassDOT, Planning Board, Highway Dept, Greenway Committee, Con. Com.	Long-term 11-15 yrs

		Strategy 5-3B: Continue efforts to advance the Southampton Greenway multi-use trail along the rail corridor and work to preserve and enhance access to the corridor from neighborhoods and public rights of way.	MassDOT, Highway Dept, Planning Board, Greenway Committee	Long-term 11-15 yrs
		Strategy 5-3C: Promote the installation of bicycle racks on all publicly owned properties. Encourage local business to also provide bicycle racks.	Select Board, MassDOT, Con. Com., Greenway Committee, Planning Board, Highway Dept, Chamber of Commerce, Town Clerk	Ongoing
5. Mobility	Goal 5-4: Pursue opportunities to expand transit service in Southampton.			
		Strategy 5-4A: Work with PVPC, the Pioneer Valley Transit Authority, and Franklin County Regional Transit Authority to identify a scope, cost and source of funding for a feasibility study that identifies the potential for expanded transit service (fixed route or flexible) to better serve the residents of Southampton.	Select Board, PVTA, FRTA, PVPC, Council on Aging	Ongoing
5. Mobility	Goal 5-5: Reduce and mitigate traffic impacts on local streets.			
		Strategy 5-5A: Consider developing a local policy on traffic calming for roads that have higher travel speeds or volumes of “cut- through” traffic.	Select Board, PVPC, Police Dept, Fire Dept	Ongoing
		Strategy 5-5B: Work with PVPC to develop a systematic process to monitor traffic counts and observe the change in traffic volume on regular basis to detail the true impacts of growth in the Town and in surrounding communities.	Select Board, PVPC	Ongoing
		Strategy 5-5C: Identify parking area on municipally owned property for us as park and ride lots.	Select Board, PVPC, Property Owners	Ongoing
5. Mobility	Goal 5-6: Maintain a safe, reliable and user friendly transportation system.			
		Strategy 5-6A: Continue to utilize local pavement management system to determine condition of all local and federal aid eligible roadways to prioritize and initiate new projects and new cost-effective repairs to maintain the quality of pavement and prevent further deterioration.	Select Board, PVPC, Highway Dept, Police Dept	Ongoing
		Strategy 5-6B: Develop maintenance program to address new minimum sign retro-reflectivity requirements as defined in the Manual on Uniform Traffic Control Devices.	Select Board, PVPC, MassDOT, Highway Dept	Ongoing
		Strategy 5-6C: Maintain Roadside vegetation to ensure safety and visibility.	Tree Warden, Select Board, PVPC, MassDOT, Highway Dept, Police Dept	Ongoing

Implementation Goals and Strategies for Chapter 6: Public Services and Facilities

Chapter	Goal	Strategy	Responsible Parties	Target Date
6. Public Services and Facilities	Goal 6-1: Continue to protect Southampton’s public water supply and the Barnes Aquifer for generations to come and assure that all infrastructure is up to date and in good repair.			
		Strategy 6-1A: Continue and strengthen homeowner education / awareness about the importance and vulnerability of the Barnes Aquifer, particularly residential areas that cover recharge areas.	Conservation Commission, Public Health, Water Commission, BAPAC	Ongoing
		Strategy 6-1B: Continue to educate landowners with contaminated wells and determine solutions to tie into the public water system.	Water Commission	Short-term 1-5 yrs
		Strategy 6-1C: Build a piping system to loop Pequot Pond to Valley Road and connect to an existing water main in Westfield.	Water Commission	Short-term 1-5 yrs
		Strategy 6-1D: Build a new water tank that would strengthen water capacity for the Ponds area to accommodate new growth in the area.	Water Commission	Mid-term 6-10 yrs
		Strategy 6-1E: Build a new water line to connect to an existing water line on East Street.	Water Commission	Long-term 11-15 yrs
6. Public Services and Facilities	Goal 6-2: Work with owners of existing dams in Southampton to maintain structures and ensure public safety.			
		Strategy 6-2A: Make an inquiry with the City of Holyoke Water Department to get a copy of the Emergency Action Plan (EAP) for the Tighe-Carmondy Reservoir Dam.	Water Com., Police Dept, Fire Dept	Short-term 1-5 yrs
		Strategy 6-2B: Request that the municipalities of Holyoke and Southampton collaborate in an emergency response dam exercise.	Police Dept, Fire Dept	Short-term 1-5 yrs
		Strategy 6-2C: Let the City of Holyoke Water Department know that the Town of Southampton would like to be kept abreast of developments at the Tighe-Carmondy Reservoir Dam, White Reservoir Dam, and the New Intake Dam.	Water Commission, Select Board	Short-term 1-5 yrs
		Strategy 6-2D: Approach the owners of the Searle Pond Dam/Alder Pond Dam to ascertain the status and condition of this structure. If information is not forthcoming, make an inquiry about this dam at the Office of Dam Safety.	Select Board, Police Dept, Fire Dept	Short-term 1-5 yrs
6. Public Services and Facilities	Goal 6-3: Make public wastewater (sewer) system available in priority areas identified in past wastewater reports.			
		Strategy 6-3A: Continue discussions with the City of Easthampton to extend public wastewater service along Route 10 / College Highway to the Town Center and to County North Road.	Highway Dept, Select Board	Ongoing

		Strategy 6-3B: Determine solutions that are economically and politically feasible to provide wastewater services to thickly settled areas with a high rate of septic failure, such as Ponds area.	Select Board, Highway Dept, Conservation Commission, Board of Health	Mid-term 6-10 yrs
6. Public Services and Facilities	Goal 6-4: Establish land use and development policies that respond to infrastructure capacity.			
		Strategy 6-4A: Consider adopting zoning regulations that allow for greater development densities where infrastructure is available or is planned.	Planning Board, Housing Authority	Mid-term 6-10-yrs
		Strategy 6-4B: Selectively invest in infrastructure improvements to direct new residential units to areas that have been identified for growth.	Highway Dept, Water Commission	Ongoing
6. Public Services and Facilities	Goal 6-5: Implement “e-government” solutions to provide expanded town hall services and hours of operation.			
		Strategy 6-5A: Maximize the Town’s website and create a “one stop shop” for permitting documents and forms from many departments, which can be downloaded and filled out at no cost to the applicant.	Planning Board, Bldg Inspector, Board of Health, Town Administrator, Webmaster	Short-term 1-5 yrs
		Strategy 6-5B: Participate in a regional Online Permitting project facilitated by the Pioneer Valley Planning Commission.	Town Administrator, Planning Board, Select Board, Bldg Inspector, Finance Com.	Short-term 1-5 yrs
		Strategy 6-5C: Provide information on local permitting process on the town website and at Town Hall, such as flowcharts or a Permitting Guidebook.	Planning Board, BldgInspector, Board of Health, Webmaster	Med-term 6-10 yrs
		Strategy 6-5D: Create an online GIS based parcel information system.	Town Admin., Webmaster, Planning Board, Select Board, Conservation Commission	Long-term 11-15 yrs
6. Public Services and Facilities	Goal 6-6: Support the public library system to meet patron demand and provide an expanded collection that meets 21st century standards.			
		Strategy 6-6A: Increase municipal appropriation for books and materials to the library can continue to meet state certification and aid in the absence of annual fundraising.	Select Board, Finance Com., Board of Library Trustees	Short-term 1-5 yrs
		Strategy 6-6B: Increase municipal appropriation for full time staff to the library to ensure patron and staff safety, particularly as the community grows in population.	Select Board, Finance Com., Board of Library Trustees	Short-term 1-5 yrs

		Strategy 6-6C: Find solutions to provide additional community meeting space for patrons and community members.	Board of Library Trustees, Friends of the Edwards Library	Mid-term 6-10 yrs
		Strategy 6-6D: Work with library director to create a careful balance in the collection between all resource formats, and in particular increase electronic materials.	Board of the Library Trustees, Friends of the Edwards Library	Ongoing
6. Public Services and Facilities	Goal 6-7: Increase public services available through the Council on Aging and Senior Center to meet future increase in elder populations.			
		Strategy 6-7A: Expand the number of staff by adding a full-time director and increase the number of hours for the part-time assistant.	Select Board	Mid-term 6-10 yrs
		Strategy 6-7B: Connect the new Senior Center to any future wastewater system in the Town Center to allow the Center to increase the meals program from once a month to daily.	Highway Dept, Board of Health	Mid-term 6-10 yrs
		Strategy 6-7C: Conduct outreach to town seniors in order to have greater participation in the Property Tax Work Off Program.	Council on Aging, Select Board	Mid-term 6-10 yrs
6. Public Services and Facilities	Goal 6-8: Support Southamptown's public elementary school facilities and programming to assist with ongoing student achievement.			
		Strategy 6-8A: Decrease reliance of School of Choice revenue and increase municipal appropriation to maintain a high level of school services and programming.	Select Board, Finance Committee	Mid-term 6-10 yrs
		Strategy 6-8B: Apply for infrastructure funding through the Safe Routes to Schools program to develop a sidewalk and crosswalk network to the Town Center to allow students to walk to school safely.	Highway Dept, School Committee, School Principal	Short-term 1-5 yrs
		Strategy 6-8C: Work collaboratively with school officials to apply for technology grants to replace aging computer hardware and software.	School Com., Principal, Town Administrator	Ongoing
		Strategy 6-8D: Find funding to address priority facility repairs and maintenance, such as a new roof.	Highway Dept, Select Board, Principal	Short-term 1-5 yrs

Implementation Goals and Strategies for Chapter 7: Energy

Chapter	Goal	Strategy	Responsible Parties	Target Date
7. Energy	Goal 7-1: Promote energy efficiency in all buildings and infrastructure			
		Strategy 7-1A: Produce a 20% energy reduction plan for town facilities and vehicles.	Select Board and/or designee(s)	Short Term (1-5 years)
		Strategy 7-1B: Adopt the Stretch Building Code.	Select Board, Energy Committee, Bldg Inspector	Short Term (1-5 years)
		Strategy 7-1C: Monitor and evaluate progress and savings of town energy efficiency measures.	Energy Committee, Town Admin. and Dept heads, and/or ESCo	Long Term (11-15 years), ongoing
		Strategy 7-1D: Promote federal, state and utility-based energy efficiency incentives, such as the Mass Save program and tax credits.	Energy Committee	Short Term (1-5 years)
		Strategy 7-1E: Provide local incentives for energy efficiency and/or renewable energy, such as a rebate, tax credit, free electric vehicle charging at municipal buildings, and similar efforts.	Select Board and/or designee(s)	Short Term (1-5 years)
		Strategy 7-1F: Improve the efficiency of municipal street lights.	Select Board, Highway Dept	Short Term (1-5 years)
7. Energy	Goal 7-2: Promote Renewable Energy in Town			
		Strategy 7-2A: Adopt a solar photovoltaic installation bylaw.	Planning Board	Short Term (1-5 years)
		Strategy 7-2B: Adopt a wind energy bylaw.	Planning Board	Short Term (1-5 years)
		Strategy 7-2C: Solar Photovoltaic installation on landfill.	Select Board or designee(s), Highway Dept	Mid-term (6-10 years)
		Strategy 7-2D: Explore methane capture from closed landfill.	Energy Committee, Select Board, Highway Dept	Mid-term (6-10 years)
		Strategy 7-2E: Explore possibility of generating hydropower from Tighe Carmody Reservoir	Water Dept, Water Com., Energy Committee, Select Board	Long-term 11-15 yrs
		Strategy 7-2F: Purchase renewable energy for municipal facilities	Energy Committee	Short Term (1-5 years)

7. Energy	Goal 7-3: Increase energy efficiency from transportation		
	Strategy 7-3A: Promote cars with higher MPG through local incentives	Energy Committee, Assessor, Planning Board	Short Term (1-5 years)
	Strategy 7-3B: Adopt an efficient vehicle policy for the Town fleet	Select Board, Town Administrator	Short Term (1-5 years)
	Strategy 7-3C: Raise awareness of alternate transportation service programs, such as carshares, NuRides and PVRTA paratransit, with town resources	Energy Committee	Long-term 11-15 yrs
	Strategy 7-3D: Adopt a “complete streets” policy to provide space for alternative forms of transportation such as biking, walking and inter- and intra-town mass transit in the town’s Village Center.	Highway Dept, Planning Board, Energy Committee, Select Board, Greenway Committee	Long Term (11-15 years)
	Strategy 7-3E: Promote alternative fuel stations in town, such as plug-in electric chargers and biofuel stations	Planning Board, Energy Committee, Highway Dept	Long Term (11-15 years)
	Strategy 7-3F: Promote biking; install bike lanes where feasible; install bike racks at public buildings	Select Board, Highway Dept	Short Term (1-5 years)
7. Energy	Goal 7-4: Obtain Green Community Status and Program Benefits.		
	Strategy 7-4A: Apply for Green Community designation	Energy Committee, Planning Board, Select Board, Town Admin.	Short Term (1-5 years)
	Strategy 7-4B: Apply for Solarize Mass, a state program to increase the number of solar photovoltaic electrical generating installations by lowering costs to residents and businesses	Energy Committee, Select Board, Town Admin.	Mid-Term (6-10 years)
	Strategy 7-4C: Apply for Green Community competitive grants	Energy Committee	Long Term (11-15 years)

Implementation Goals and Strategies for Chapter 8: Land Use

Chapter	Goal	Strategy	Responsible Parties	Target Date
8. Land Use	Goal 8-1: Enhance the unique characteristics and assets of planning focus areas in town.			
		Strategy 8-1A: Encourage streetscape improvements in the planning focus areas along College Highway.	ZBA, Highway Dept, Planning Board	Ongoing
		Strategy 8-1B: Adopt more flexible dimensional standards in the area along College Highway between Pomeroy Meadow and Gunn Road to encourage creative site design and foster a vibrant mixed use district. This could involve creating a new zoning district for this area.	Planning Board, ZBA	Mid-term 6-10 yrs
		Strategy 8-1C: Allow select commercial uses in the Village Center only in conjunction with an existing residential uses and allow select residential uses such as two family, three and four family buildings that mimic the character of a large single family home to encourage vitality within and preservation of the historic character of this area.	Planning Board, ZBA	Long-term 11-15 yrs
		Strategy 8-1D: Adopt a Chapter 40R Smart Growth Zoning Overlay District at Easthampton-Southampton town line.	Planning Board	Short-term 1-5 yrs
		Strategy 8-1E: Develop design guidelines to be incorporated into the zoning bylaw for new development in the four planning focus areas. (See Economic Development)	Planning Board	Long-term 11-15 yrs
8. Land Use	Goal 8-2: Promote land use development patterns that protect the town's natural resources and rural community character			
		Strategy 8-2A: Update existing Cluster Zoning Regulations (Section XI) to make the regulations more user-friendly, specifically eliminate minimum tract size requirements and consider allowing cluster developments by right.	Planning Board	Mid-term 6-10 yrs
		Strategy 8-2B: Insert adopted regulations for Agricultural Preservation Districts into the Zoning Bylaw and revise regulations to clarify its intent and make consistent with regulations in other areas of the zoning bylaw such as the cluster development provisions.	Planning Board	Mid-term 6-10 yrs
		Strategy 8-2C: Consider revising minimum lot size requirements in the Rural Residential zoning district from 60,000 square feet to 87,120 square feet (2 acres).	Planning Board	Mid-term 6-10 yrs
		Strategy 8-2D: Consider revising and updating the town's existing sign bylaw.	Planning Board	Long-term 11-15 yrs
8. Land Use	Goal 8-3: Consider connection between existing and planned developments to open space and community facilities as part of the planning process.			
		Strategy 8-3A: Develop a town-wide a mobility map to show potential connections between existing and planned development to open space and community facilities.	Park Com., Recreational Needs Committee, Planning Board, Con. Com.	Mid-term 6-10 yrs

		Strategy 8-3B: Encourage pedestrian connections that link existing open space and planned open space such as the Southampton Greenway to all new development.	ZBA, Planning Board, Conservation Commission, Park Com., Recreational Needs Com.	Ongoing
		Strategy 8-3C: Encourage pedestrian connections from existing community facilities such as the William Norris School, the library, and town hall to major residential developments and commercial businesses.	ZBA, Planning Board, Conservation Commission, Park Com., Recreational Needs Com.	Ongoing
8. Land Use	Goal 8-4: Improve ease of permitting in town and land use administration.			
		Strategy 8-4A: Update the Zoning Bylaw with a new format, modern terminology, and definitions that fully describe items discussed within the bylaw to make the development and permitting process clearer and more transparent for all.	Planning Board, ZBA	Short-term 1-5 yrs
		Strategy 8-4B: Establish Site Plan Review process and grant review authority to the Planning Board.	Planning Board	Mid-term 6-10 yrs
		Strategy 8-4C: Consolidate most special permit granting authority and site plan approval authority with the Planning Board because they routinely deal with permitting submittals involving complex engineering plans.	Planning Board	Mid-term 6-10 yrs
		Strategy 8-4D: Consider appropriating town funds to hire planning staff or contract planning assistance to help the town achieve the goals of this master planning effort.	Planning Board	Short-term 1-5 yrs
		Strategy 8-4E: Update the Southampton Subdivision Regulations to make consistent with modern practices and terminology as well as to include low impact development principles and new state stormwater standards.	Planning Board	Short-term 1-5 yrs
		Strategy 8-4F: Rectify inconsistencies with the Assessor's office land-use coding methodology to allow the town to better track development and preservation trends over time.	Assessor, Select Board	Short-term 1-5 yrs
		Strategy 8-4G: Establish annual reporting requirements for the Planning Board, such as the number of ANR's approved and subdivisions approved each year, and include these figures in the Annual Town Report.	Select Board, Planning Board	Short-term 1-5 yrs
