



Hubbardston Massachusetts



TOWN CENTER ZONING ANALYSIS

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A. OVERVIEW

Communities have recognizable arrangements of residential, commercial, industrial, institutional development, transportation, vacant land, and water. These arrangements make up land use patterns that can be grouped into categories with common attributes. The presence of distinctive land use patterns contributes to that hard-to-define virtue known as “community character”. Hubbardston’s community character is composed of several faces, each with defining natural and built features: large tracts of forests, wetlands and water, farms, historic buildings and sites, municipal buildings, a town center, and residential homes dotted throughout the town.

Communities regulate their land use policies through zoning: the practice of dividing land into mapped districts, each with prescribed uses, density, and intensity regulations. Since zoning involves a multitude of policy choices and adoption by town meeting, it is inherently political. Development that predates zoning tends to be organic, whereas development that follows the adoption of zoning tends toward a more uniform appearance because the lots and structures must meet specific dimensional requirements.



B. HUBBARDSTON LAND USE

Single-family home development is the most common type of developed land use in Hubbardston. According to data as calculated through MRPC GIS in 2015 (depicted in Figure 1.), land devoted to residential uses account for about 4.8% or 1,290 acres of the town's total acreage (26,871). Hubbardston has large amounts of developed forest or wetlands and water amounting to 87.8% or 23,593 acres of the total acreage (26,871). Commercial and Industrial accounts for only 0.4%.

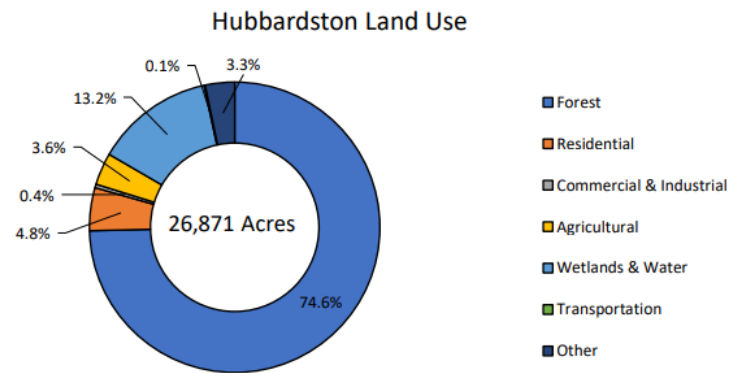
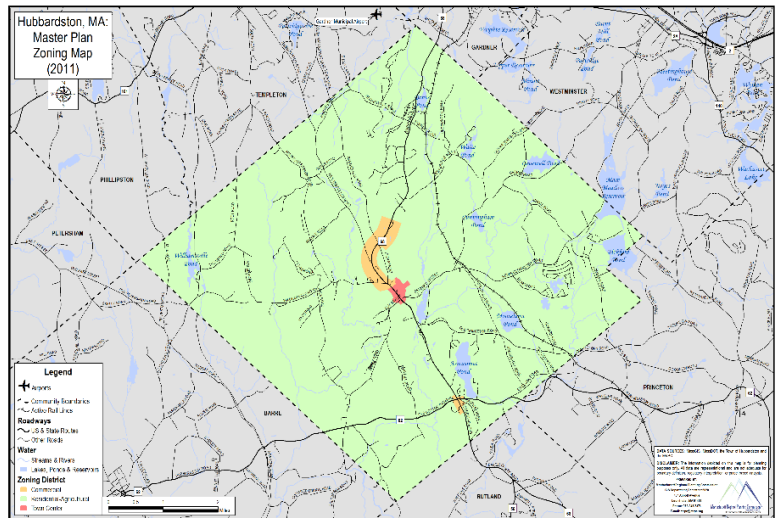


Figure 1. Land Use in Hubbardston (Town of Hubbardston and MRPC, 2015)



Commercial and Industrial Zoning Districts

Hubbardston's commercial and industrial districts comprise of 67.27 acres zoned business (Town Center) and 341.60 acres zoned for commercial/industrial. The Hubbardston Town Center (Business District) is located on Worcester Road (Route 68). The two Commercial Districts (Light Industrial) lie adjacent to the Town Center Business District along Worcester Road (Route 68) and the Intersection of Route 68 and Route 62. See Appendix Page 34 and 35 for Zoning Map and Town Center and Commercial District Map.



Hubbardston's Buildout and Development Analysis

Hubbardston's Commercial and Town Center Districts cannot be further developed due to environmental constraints such as water, 100 Foot DEP (Department of Environmental Protection), RPA (River Protection Act), buffers, slopes greater than 26 percent, and Permanently Protected Open space. These Absolute Constraints are completely unsuitable for development. Refer to the Appendix on page 36 for more details on the Buildout Methodology.

Commercial

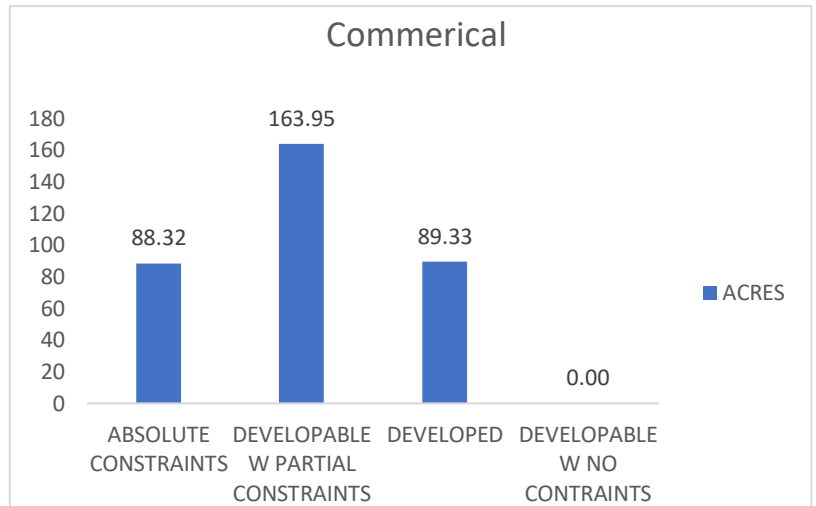
A total of 341 acres is zoned commercial.

89 acres has been developed.

88 acres is undevelopable.

164 acres is developable with partial constraints.

The Commercial District has no available land to be developed that is without constraints.



Commercial Existing Conditions

ZONECODE	CATEGORY	ACRES	PCT
COMMERCIAL	ABSOLUTE CONSTRAINTS	88.32	0.33%
COMMERCIAL	DEVELOPABLE W/ PARTIAL CONSTRAINTS	163.95	0.61%
COMMERCIAL	DEVELOPED	89.33	0.33%
COMMERCIAL	DEVELOPABLE W/ NO CONTRINTS	0	0%

Town Center

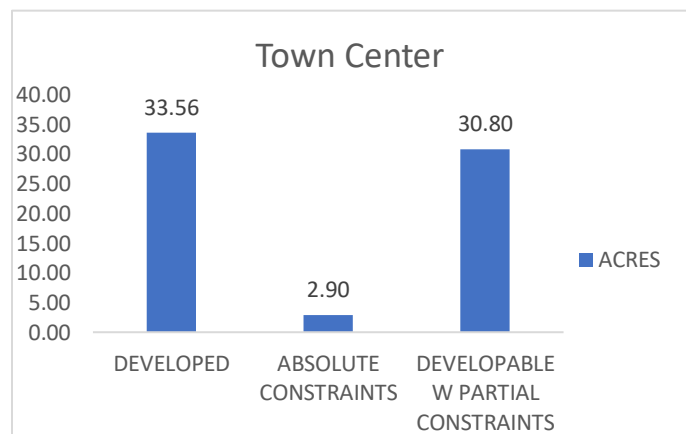
A total of 36.47 acres is zoned Town Center.

33.56 acres has been developed.

2.90 acres is undevelopable.

30.80 acres is developable with partial constraints.

The Town Center District has no available land to be developed that is without constraints.



Town Center Existing Conditions

ZONECODE	CATEGORY	ACRES	PCT
TOWN CENTER	DEVELOPED	33.56	0.06%
TOWN CENTER	ABSOLUTE CONSTRAINTS	2.90	0.01%
TOWN CENTER	DEVELOPABLE W/ PARTIAL CONSTRAINTS	30.80	0.06%
TOWN CENTER	DEVELOPABLE W NO CONSTRAINTS	0.00	0.00%

C. HUBBARDSTON TOWN CENTER STUDIES

Town Center Water and Sewer

Hubbardston has been working to develop more sustainable land use practices with a vision to promote more development in the town center while maintaining the rural scenic character of the town. To increase development in the town center, the town will need infrastructure to handle water demands and wastewater discharge. The Town's 2004 Community Development Plan identified the need for adequate infrastructure including water, sewer, and drainage for retail businesses to locate in the town center and to accommodate existing businesses and residences.

In 2011 the town conducted a [public water and sewer feasibility study](#) that provided four wastewater management alternatives:

- Title 5 repairs/upgrades
- Shared Septic Systems
- Decentralized wastewater collection treatment System
- Connection to a centralized wastewater collection system

And three water supply alternatives:

- Individual supply
- Public water surface/groundwater
- Interconnection to nearby community

The town will need to decide on the appropriate wastewater management and water supply systems and explore funding sources that would support existing and future expansion/growth for the town center.

5-year Road Maintenance Plan

The [Town Center Maintenance Plan](#) identifies town center improvements that include roadwork, sidewalks, multi-use lanes, and signage. The estimated work will cost 5.45 million dollars and may be done during FY2020-2023. Funding mechanisms could include Massworks grants, Chapter 90 funding, and Complete Streets. Hubbardston will have received approval of \$5,241,127 in MPO TIP project money to reconstruct Rt 68 (Main Street) from 1000 ft North of Williamsville Rd to Elm Street. Construction will commence spring of 2022.

Town Survey

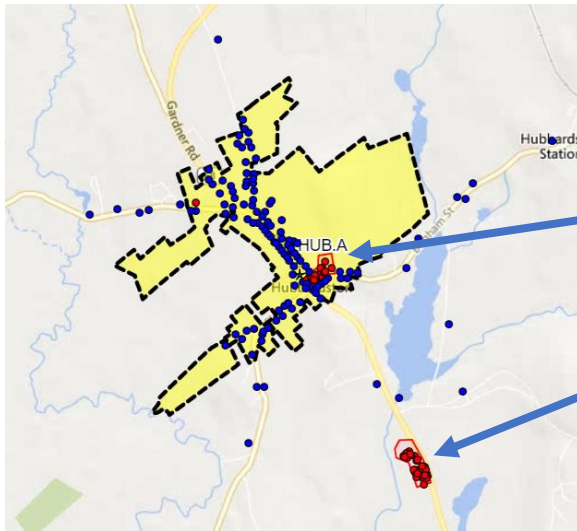
The [Town Center Survey](#) was conducted in February 2016 with 340 residents responding.

In the 2016 Town Center Survey, Hubbardston Residents indicated that they would like an active, walkable vibrant town center with improved parking and sidewalks; a center that offers a range of services, and offers more food choices, restaurants, pubs and shops, ice cream shops, and affordable housing options. Beautification improvements that include flowers, greenery and trees while retaining the historic character, small town charm and family friendly atmosphere.

A Master Plan survey was also conducted in June 2021 with 253 residents responding. Residents identified the Town Center as a top priority for the town while also preserving farms. Residents indicating a preference for the town center footprint to expand to accommodate commercial and job growth. Top uses for the town center identified were a need for more restaurants, coffee shops, retail stores and services. Improved sidewalk and bike connections and streetscape were also desired.

D. HUBBARDSTON HISTORIC TOWN CENTER

Hubbardston does not have a Local Historic District Designation, but it does have National Historic Designation. Hubbardston's Town Common Historic District encompasses the Town Common of Hubbardston, Massachusetts, the adjacent 1773 First Parish Church, and the town's first burying ground and was listed on the National Register of Historic Places in 2000. The district was named as one of the [1,000 Great Places to Visit in Massachusetts by the Massachusetts Historic Commission](#).



Hubbardston has 2 properties listed with National Historic District Designation.

The Town Center Historic Common was designated in 2000 consisting of the Town Common, First Parish Unitarian Church and Cemetery.

The Rural Glen Cemetery which was designated in 2020.

Hubbardston has a number of historic buildings located in the Town Center District.

Hubbardston was settled in the 1760s as a district of Rutland and was incorporated in 1767. The Town Center was laid out in 1773, at what is now the junction of Main Street (Massachusetts Route 68) and Brigham Street. In that year, the burying ground was established, the common was defined, and space was laid out for a Meeting House and school. The Meeting House was framed in 1773, but was not actually completed until the 1790s, with later enhancements in the early 19th century, a period of significant growth in the community. In 1842, the church was essentially rebuilt in the Greek Revival style, reusing the 1773 frame of the original meeting house. This building served both civic and religious purposes for many years, hosting town meetings and elections into the 20th century.

The burying ground is located just north of the church and is ringed by a fieldstone walls. It contains approximately 500 marked grave sites, the oldest marked graves date to 1777, and continued well into the 19th century. The Common, located west of the church at the road junction, is studded with a variety of memorials, primarily to the town's military veterans. It also contains the foundational remnants of the town's first schoolhouse, and of a series of horse sheds that stood near the church.

E. HUBBARDSTON TOWN CENTER ZONING ANALYSIS

The Town Center District is intended to be used for traditional town center residential activities.

Hubbardston’s current zoning requirements result in very low-density commercial development pattern in the town center, commercial and industrial districts. Only single and 2 family housing is allowed in the town center prohibiting denser housing. Zoning also does not allow for mixed use (residential and business e.g., housing above business).

DISTRICT	BY- RIGHT	SPECIAL PERMIT BY PLANNING BOARD
Town Center District	<p>Intended for traditional town center residential activities</p> <ul style="list-style-type: none"> • single & two-family residences • religious uses • conservation or open space areas, recreation & park land, agriculture, nursery, orchards. Sale of farm products, cemetery, • public and private non-profit educational museums, municipal uses, library, government building or facilities, educational uses • guest houses, bed, and breakfast • home occupations. 	<ul style="list-style-type: none"> • retail or service establishments, • markets, delicatessen • business and professional offices • outdoor marijuana cultivation establishments

The following are allowed By Right:

Single and two-family housing is allowed provided that the minimum lot area requirement is increased over that required for a single-family dwelling by an additional 30,000 square feet for the additional unit and the lot frontage requirement is increased over that which is required for a single-family dwelling by an additional fifty (50') feet for the additional unit.

Note: 80,000 square feet is required for the town center with 200’ of frontage. Therefore a 2-family dwelling would require 110,000 square feet and 250’ of frontage.

Other allowed uses allowed are:

- religious, conservation, open space, recreation, parks, agriculture, horticulture, floriculture and viticulture, nursery, orchard, sale of farm, nursery, or orchard products which have been produced on the premises.
- Accessory uses* on the same lot are allowed such as garages, stables, barns, tool sheds, farm buildings and enclosures, tennis courts, swimming pools.

**Accessory Use is a use related, but clearly incidental and subordinate to the permitted principal use of the premises, which can take place within the principal structure or building on a single lot or parcel of land, or in an accessory structure or building, either attached or detached to the principal structure on the lot, including but not limited to a home occupation on a lot containing a single-family dwelling, or a subordinate use on a non-residential lot. The principal use shall not be subordinated by an accessory use, or accessory uses in their aggregate.*

- Cemetery, Public and Private non-profit educational museums, municipal uses, library, government building or facility, educational uses.
- Guest Houses, Bed and Breakfast Establishments

Home occupation of a single-family residential structure, involving provision or sale of goods and/or services and the creation of handicrafts and artwork which:

- carried on by members of the family residing on the premises plus no more than one non-resident assistant or employee
- incidental and secondary to the primary use of the site for residential purposes and comprises not more than 20% of the residence
- has no advertising, other than on unlit sign of not more than three (3) square feet in area
- has no display, external storage, or other indication of a home occupation on the premises
- does not involve shipments (in-coming or out-going) by heavy trucks

- produces no noise or obnoxious odors, vibrations, glare, fumes, or electric interference detectable to normal sensory perception outside the structure
- has sufficient off-street parking spaces available to provide for the parking needs generated

The following uses are allowed by Special Permit and Site Plan Review

- individual retail store or service establishment, market, delicatessen
- individual business, professional office
- outdoor marijuana cultivation establishments licensed for Tier 1 (up to 5,000 sf)
-

Dimensional and Zoning Table

District	Lot Area	Frontage	Rear/Side Yards	Max Lot Coverage	Max Building Height
Residential-Agricultural	80,000 sf	200'	75'	25%	30'
Town Center	80,000 sf	200'	75'	25%	30'
Commercial	80,000 sf	200'	100'	50%	35'



F. CASE STUDIES

Exploring other communities, allows us to take a closer look at desirable (or not so desirable) land use and land use patterns and explore creative zoning and other initiatives adopted by communities. In many New England communities desirable mixed use such as the general store or doctor office located on the lower level with living quarters on the 2nd floor often predates zoning and is no longer permissible under current zoning. As a result of this type of unintended restrictions many communities have created special zoning districts such as mixed-use overlay district to guide development or discourage specific types of development in special areas (read more about these and other zoning principals in the Appendix page 37). Let's explore these communities to see what we can learn.



Ashburnham, MA

Ashburnham is located north of Hubbardston separated by Gardner and Westminster and has a slightly larger population of 6,315 residents than Hubbardston. Founded in 1775 it has a **Village Center Business and Village Center Residential** with the purpose to “foster appropriate reuse of existing structures and new construction within the downtown area in harmony with the historic character and dense development pattern of the downtown”. See Appendix page 40 for Ashburnham Zoning map of these two districts.

The Village Center Business does not allow single family homes but allows conversion of an existing family home to a 2-family. It allows multi-family housing above non-residential uses, professional office spaces, home occupations, banks, restaurants, outdoor seating for restaurants, push carts, bed and breakfast, hotels, indoor amusement, art galleries, scientific R&D, and wind energy. It does not permit motor vehicle sales, gas stations, auto repair, veterinary, boarding, or industrial uses.

Hubbardston has more restrictive business requirements when compared to Ashburnham. Ashburnham has the least restrictive requirements of many of the communities looked at in the case studies.

The Village Center Residential allows single family residential and conversion of single family to a 2-family as well as new 2 families but doesn't not permit multi-family housing of more than 2 units. It also allows certain business uses such as retail, craft and professional, restaurant, tavern, funeral home, drive in or open-air businesses, bed and breakfast, hotel, art gallery and R&D.

Hubbardston has more restrictive residential requirements than Ashburnham.

Ashburnham, MA

Lessons Learned

Ashburnham allows housing above non-residential uses (mixed-use). Hubbardston could create a Mixed-Use Village Overlay District that overlays over the abutting residential district and Town Center District that has less restrictive dimensional requirements than current zoning while retaining the current residential dimensions for the remainder of the town which would keep the rural feel of Hubbardston while creating a denser and walkable village center.



District	Zoning	Lot Area	Frontage	Front/Side/Rear	Max Lot Coverage	Max Building Height / Stories
Hubbardston	Town Center	80,000 sf	200	75	25%	30
Ashburnham	Village Center Business	0	20	0 / 0 / 0	50%	40 / 3
Ashburnham	Village Center Residential	10,000	75	20/10/10	50%	35/2.5

Barre, MA

Barre is located southwest of Hubbardston and has a slightly larger population of 5,530. Barre has a Limited Business District along Main Street which allows uses in the residential district and professional and business offices, hotel/motel, auto sales, auto repairs.

Barre has multiple areas zoned Commercial/Business which allows Limited Businesses district as well as general office and wholesale.

Barre's residential district allows single and 2 family housing and antique, gift shops, specialty business and retail sales related to home occupations and studios/galleries related to the visual arts such as ceramics and photography.

Both Barre's Limited Business and Business/Commercial Dimensional requirements are less restrictive than Hubbardston's.

Barre, MA

Lessons Learned

Barre allows unique uses in its residential district. Hubbardston should look closely at best uses that should be allowed for its town center that promote walkability.

Hubbardston should also look at currently allowed uses in the town center that may not be the most desirable for a town center.



District	Zoning	Lot Area	Frontage	Front/Side/Rear	Max Lot Coverage	Max Building Height
Hubbardston	Commercial	80,000 sf	200	100/30/30	50%	35
Hubbardston	Town Center	80,000 sf	200	75/30/30	25%	30
Barre	Limited Business	30,000	130	50 / 30 / 30	30%	35 / 2.5
Barre	Business & Commercial	No minimum	130	50 / 10 / 25	35%	40 / 3

Bolton, MA

Bolton is located 4 towns east of Hubbardston town's and has a slightly larger population of 5,665 than Hubbardston.

Bolton Ma adopted a [mixed-use village overlay district](#) and [design criteria](#) (refer to Appendix page 37 to learn more about these and other zoning principals) to allow for greater design flexibility and creativity in order to develop retail/commercial space along with a diversity of housing types that are compatible with the existing surrounding uses and that are designed to preserve the community's unique rural and historical character.

The overlay district encompasses properties zoned residential, limited business and business by the 495 Interchange and along Main Street/Route 117. Not all the properties are continuous but in the general location where development is desired. (Refer to Appendix page 41 for zoning map)

Because Bolton adopted design criteria (Design Standards), the Planning Board and other boards/committees (Board of Selectman (BOS) and Zoning Board of Appeals (ZBA)) must consider the design criteria in conducting special permit review for all developments of business or mixed-use properties subject to special permit review under the Town of Bolton Zoning Bylaw. The Planning Board can also adopt additional design review guidelines regulations (advisory and not obligatory) to advance the goals of the bylaw and to provide more detailed examples for prospective developers.

Design Criteria includes design, building scale, roof form, entrances, external material, historic resources, landscaping, service areas, lighting, signs, sustainable building and site design, and parking.

Bolton also created a Design Review Board which provides advisory professional design review assistance to the Planning Board, ZBA and BOS and submits a written report to these Boards. Members of the Design Review Board may include: one or more Planning Board members, Energy Committee members, Conservation Commission members, professional architects or design-related professionals, Historical Commission members, business owners, and other Board or Committee members. Members shall be residents of the Town of Bolton. The Design Review Board reviews applications in accordance with Zoning Bylaw Section 250-23. G. (Design Review Criteria) and meets on an as needed basis.

Bolton, MA

Lessons Learned

In Bolton, not all properties zoned Mixed Use Overlay are continuous but in the general location where development is desired. In addition, the Mixed-Use Overlay Districts overlays multiple zoning districts.

Hubbardston could consider creating a Mixed-Use Overlay District as well as Design Standards/Criteria (required) or Design Regulations (Advisory and not obligatory).

The Mixed-Use Overlay would allow for increased and reduced dimensions as well as additional uses.

Bolton and Southborough MA also created a Barn Preservation Bylaw in an attempt to preserve historic barns by allowing accessory uses such as artisan crafts with retail, B&B, antique stores, accessory apartments etc. Hubbardston should consider reviewing these bylaws and adopting something similar.



District	Zoning	Lot Area	Frontage	Front/Side/Rear	Max Lot Coverage	Max Building Height	
Hubbardston	Commercial	80,000 sf	200	100/30/30	50%	35	
Hubbardston	Town Center	80,000 sf	200	75/30/30	25%	30	
Bolton	Limited Business & Business District	1.5	200'	50' (25' if abutting a residential district in BD)	20%	32 / 2 plus basement	
Bolton	Mixed Use Overlay District	Allows for increased and reduced dimensions					

Bristol RI

Bristol is located in Rhode Island with a population of approximately 22,070 and is dotted with historic homes, farms, open space, a waterfront, and a quaint village center.

Bristol has done a great job balancing all the various uses while protecting the waterfront, open space, and historic character.

The Center has multiple zoning districts in the Town Center and several overlay districts which include a Historic District.

Bristol allows for mixed use and the historic overlay zoning district is intended to preserve the heritage of the town by placing additional design standards for buildings or other structures and lots, either within an historic district, or designated as an individual historic district.

The Town has also adopted Sound Standards.



Bristol, RI

Lessons Learned

Bristol allows denser housing as compared with other residential districts in town. Hubbardston’s lot and frontage is applied to all zoning districts even the Town Center and Commercial districts. Hubbardston should consider amending the bylaw to allow for greater density in the Town Center.

Bristol has a Historic District Overlay and design standards that allows for mixed use. Hubbardston should consider a Mixed-Use overlay with design standards.

Hubbardston should consider adopting sound standards to address uses such as wedding venues outdoor music. Bristol’s sound standards can be found in the Appendix on page 42.



District	Zoning	Lot Area	Frontage	Front/Side/Rear	Max Lot Coverage	Max Building Height
Hubbardston	Commercial	80,000 sf	200	100/30/30	50%	35
Hubbardston	Town Center	80,000 sf	200	75/30/30	25%	30
Bristol	Limited Business*	5,000 sf	60'	25/10/30	35% structures 60% structures & pavement	35

*Limited business (LB) intended for mixed use including neighborhood commercial areas that primarily serve local neighborhood needs for convenience, retail services and professional office establishments, as well as high density multi-household residential use.

Burke, VT

Burke’s population is 1,651 and consists of the villages of East Burke, West Burke and Burke Hollow. The town is home to Burke Mountain and Burke Mountain Academy.

East Burke is home to Burke Mountain alpine and cross-country ski areas, as well as Burke Mountain Academy. VAST snowmobile trails, hiking and biking and cross-country skiing and snowshoeing. The village has a number of inns and B&Bs, groceries, gasoline, gifts, haircuts and styling, auto repair, and sporting goods and rentals, and restaurants.

West Burke includes the town hall and is the gateway to both Crystal Lake and Lake Willoughby and is a popular stop on the snowmobile trail. The village provides B&B lodging and a variety of eating options, and local cafe and pub that doubles as a gas station and a market.

West Burke also has a visitor center.



Burke, VT

Lessons Learned

Burke offers a wide range of outdoor activities and offers a central visitor center.

Hubbardston could consider adding a visitor center to the center of Town that promotes the local businesses and both passive and active outdoor activities and well as key destinations to visit.



District	Zoning	Lot Area	Frontage	Front/Side/Rear	Max Lot Coverage	Max Building Height
Hubbardston	Commercial	80,000 sf	200	100/30/30	50%	35
Hubbardston	Town Center	80,000 sf	200	75/30/30	25%	30
Burke	Village Center	5,000 sf	50'	10/10/10	80%	32

Charlemont, MA

The Town of Charlemont has about 1,300 residents and is located along the Deerfield River and the scenic Mohawk Trail in northwestern Massachusetts. Home to working farms and cottage industries as well as offers many recreational opportunities from whitewater rafting to downhill skiing.



According to the town, the economy once dominated by farming and forestry has shifted to a service, tourist, and recreation-based economy, with a variety of small enterprises and industries from manufacturing to construction. The largest employers in town are found in the recreation industry such as Berkshire East, Zoar Outdoor, Crab Apple Whitewater and the Charlemont Inn.



The recreation and services industry has the largest impact on Charlemont's economy. Recreation has not only been a growth industry for Charlemont, but it provides more than half the employment positions available in town. It should be pointed out, however, that these are generally seasonal rather than year-round positions.

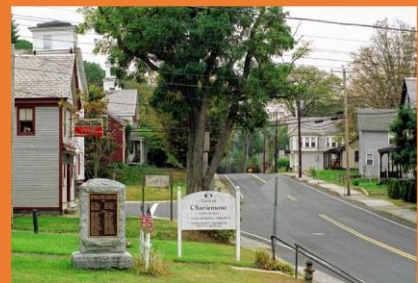
The farming and forestry industry has seen a significant decline over the years, and today is but a small segment of the Charlemont economy. There are only a handful of working farms that produce milk, vegetables, maple products, lumber products, and hay. The town has expressed a willingness to support and encourage the farming and forestry industries and agrees that it should seek ways to bolster these industries. Despite their small economic impact, these are still important and visible sectors of the community. The maintenance and promotion of a viable farming and forestry segment is an oft-stated goal of the community.

The Route 2 corridor and the village of Charlemont provide two critical areas for businesses to locate. There is a strong business

Charlemont, MA

Lessons Learned

Charlemont has a strong service, tourist and recreation-based economy and has many similarities to Hubbardston (small town, outdoor activities, and desire to make the town center more sustainable). Many lessons that can be learned such as creation of an overlay district, promoting and inviting businesses that are environmentally sound, forming a business association to promote, market the town and businesses, creation of an information center, and creating a denser village center by allowing smaller lot sizes, by right uses and reducing setbacks. To learn more about some of Charlemont's economic goals refer to the Appendix page 43.



presence in the area east of the village along Route 2 known locally as East Charlemont. This is where most of the motel rooms are located. It is also home to a mix of retail, restaurant, and antique shops. Because of its location closer to Shelburne Falls and Greenfield, this area has the potential to attract additional residential and commercial development.

According to the town this potential must be weighed against the desire of the town to have businesses locate in the village. Development along the Route 2 corridor has the potential for significant aesthetic impact. The community should take this into consideration when reviewing the adequacy of its present zoning.

The village of Charlemont has a variety of retail, restaurant and office uses, as well as town government offices, the post office, and the school. The main street is also home to a large general store. At the western end of the village are Zoar Outdoors' headquarters and retail store.

Zoning

The purpose of the Village Center District is to maintain the character of the historic village center as a mix of residential and commercial uses at greater density

The purpose of the Rural Residential District is to maintain the town’s historic pattern of rural settlement at lower density characterized by a scattering of residences and few small businesses throughout expanses of fields, forests, hillsides, and scenic views

Cottage Industry - Any customary home occupation, including professional offices, conducted by a resident of the premises in a room or rooms of a dwelling or accessory building, with no more than two (2) employees and requiring no significant exterior changes to the structure

Charlemont Economic Development Strategies

An Economic Development Study identified strategies to boost economic development: (Refer to the Appendix page 43 to learn more)

- Create a Route 2 overlay district
- Promote and invite businesses that practice good environmental stewardship
- Form a business association to guide appropriate business and tourism development
- Develop a marketing and promotion plan for the town
- Utilize the Old Brick Schoolhouse as a tourist information center
- Work with the whitewater, skiing, and hiking industries to develop ways to keep their customers in town longer
- Maintain and promote the village as the economic center of the town
- Identify and promote a portion of the village for more intense commercial development (e.g., smaller lot sizes, reduced setbacks, by right use, etc).
- Refurbish the downtown area (e.g., façade improvement, landscaping, etc).
- Develop consistent signs that promote and inform (e.g., directional signs, promotional banners on light poles, historical markers on buildings, etc).
- Identify buildings/parcels available for commercial or multifamily development and keep an inventory of them
- Encourage the establishment of environmentally benign light industries, professions, home-based businesses, and mom & pop stores that will not negatively impact the rural and aesthetic quality of the area
- Establish a promotional/marketing partnership with surrounding towns
- Define "Light Industry" and "Home Occupation," and redefine "Cottage Industry". Develop performance standards for those industries
- Re-examine the Special Permit process to determine its adequacy as the primary approach to land use management

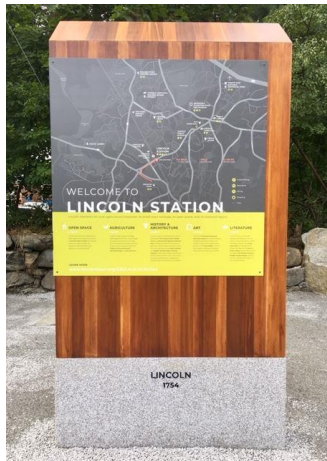
District	Zoning	Lot Area	Frontage	Front/Side/Rear	Max Lot Coverage	Max Building Height
Hubbardston	Commercial	80,000 sf	200	100/30/30	50%	35
Hubbardston	Town Center	80,000 sf	200	10/10/10	80%	32
Charlemont	Village Center	5,000 sf	50	75/30/30	25%	30

Lincoln, MA

Lincoln MA has a population of 7,014, with almost 35% of the town protected by permanent conservation deeds or restrictions and over 80 miles of trails. The Town is dotted with historic homes, farms, and destination places such as Mass Audubon’s headquarters and Drumlin Farm, Codman Farm, Gropius House and deCordova Sculpture Park. Lincoln has a walkable town center with trail connections and a wayfinding program to connect visitors to the town center and places to visit. The Wayfinding Program is centered in the town centers’ pocket park that includes a map, bike parking and seating. The wayfinding program was funded by the Complete Streets Program.



The Town Center has 2 Business Districts and an Industrial District and an MBTA stop. The town has been working on revising the town center zoning along with design guidelines as well as exploring the relocation of the DPW which is located in the Town Center.



Lincoln, MA

Lessons Learned

Hubbardston should consider creating a wayfinding program to connect visitors to the town center and places to visit in town, which could be funded by the Complete Streets Program. The Town of Lincoln has a great system and has connected with all the local key destinations who also would like to participate and have contributed to additional phases.



District	Zoning	Lot Area	Frontage	Front/Side/Rear	Max Lot Coverage	Max Building Height	
Hubbardston	Commercial	80,000 sf	200	100/30/30	50%	35	
Lincoln	B1 Retail District - Retail Shopping	6,000	50'	No requirements show on site plan		36' 2-1/2 stories whichever is less	
Lincoln	B2 Service – Goods & Services	No Requirements show on site plan					36 – 1/2 stories whichever is less

Lyndonville, VT.

Lyndonville is a village in the Town of Lyndon Vermont with a population of 1,136 and considered the gateway to the Northeast Kingdom.

Lyndon has natural beauty and proximity to year-round outdoor recreation opportunities such as mountain bike trails on the Kingdom Trails Network, Passumpsic River paddling trails, downhill skiing at Lyndon Outing Club, Lyndon Institute and Northern Vermont University, and five historic covered bridges. In 2009, *Boston* magazine named it one of 15 "Best Small Towns" in New England.

An Economic Development Task Force identified strategies to boost economic development including identifying financing or tax credit opportunities for downtown businesses, attracting industry to the region to boost commerce and create jobs, re-envisioning the Route 5 corridor, and marketing to new and diverse businesses. Residents see opportunities for a venture center for outdoor gear manufacturers, a brewery, and a local bar or pub.

Lyndon has two business districts a Central Business District (CBD) for retail and personal services businesses within a short walking distance to each other and to serve area residents, which include the sales of farm and gardening supplies and hospitality businesses.

Commercial structures require a natural buffer strip to provide screening and separation between commercial and residential uses and structures set back 50' from nearest residential lot line.

The General Business District provides retail and personal service businesses in area more remotely located from residential neighborhoods and not in close walking distance to each other and not accessible by foot. Only pre-existing housing is permitted (single, 2 family and multifamily). No new residential uses or mixed business and residential is allowed.

Lyndonville, VT

Lessons Learned

Lyndonville has outdoor recreation and natural beauty that creates diverse business opportunities. An Economic Development Task Forces is working on strategies to boost economic development such as tax credits and attracting businesses to town.

The town has two business districts one that is more walkable and one that is more isolated.

A natural buffer is required to screen between residential and commercial uses.

Unfortunately, the town does not permit mixed business and residential uses.



District	Zoning	Lot Area	Frontage	Front/Side/Rear	Max Lot Coverage	Max Building Height
Hubbardston	Commercial	80,000 sf	200	100/30/30	50%	35
Hubbardston	Town Center	80,000 sf	200	75/30/30	25%	30
Lyndonville	Central Business	none	none	None (10' side & rear if abuts residential district)	85%	35
Lyndonville	General Business	Vary and based on use and determined by Special Permit				

Princeton, MA

Princeton is located Southeast of Hubbardston and has a slightly smaller population of 3,495.

Princeton doesn't have much of a commercial presence and has 2 areas zoned business.

Princeton has more stringent zoning than Hubbardston when it comes to lot area and frontage but allows for more lot coverage and less set back requirements than Hubbardston does in the Town Center.

The Business District allows for residential uses, hotels, motels, retail and services, restaurants, banks, auto sales and other uses.

Princeton, MA

Lessons Learned

Princeton is more restrictive than Hubbardston when it comes to lot area and frontage requirements but allows reduced setbacks.



District	Zoning	Lot Area	Frontage	Front/Side/Rear	Max Lot Coverage	Max Building Height
Hubbardston	Commercial	80,000 sf	200	100/30/30	50%	35
Hubbardston	Town Center	80,000 sf	200	75/30/30	25%	30
Hubbardston	Residential	80,000 sf	200	75/30/30	25%	30
Princeton	Business	87,120	225	50 / 10 / 10 existing 50 / 30 / 30 new	30%	35 / 3

Rutland, MA

Rutland is located South of Hubbardston and has a population of 9,048 and has two town center districts. Its zoning is much less restrictive than Hubbardston and on par with Ashburnham.

Rutland's village district zoning allows for small neighborhood scale businesses that serve the neighborhood that include services, retail, restaurants, and meeting places that promote redevelopment and development in the village center. It allows mixed uses (residential and non-residential) and diverse housing types.

Allows by right single and 2-family housing and commercial uses under 5,000 sf. A Special Permit is required for 3 or more family housing and for commercial uses over 5,000 sf. Allows for reduced parking by Special Permit.

The Business District allows services, retail, restaurants, and meeting places for the entire town and as the village district zoning allows mixed uses and diverse housing types.

Allows single and 2 family housing and commercial development 2,500 SF or less by right. It also allows conversion of single and 2 family housing for commercial as long as a portion of residential remains and retains residential appearance. Does not require owner to reside in unit.

The TC-2 Business District allows for larger scale development that compliments the Town Center.

Rutland, MA

Lessons Learned

Rutland has less restrictive dimensional requirements than Hubbardston. It has a village district and town center district something that Hubbardston could explore further. It allows for multi-family housing and mixed use.



District	Zoning	Lot Area	Frontage	Front/Side/Rear	Max Lot Coverage	Max Building Height
Hubbardston	Commercial	80,000 sf	200	100/30/30	50%	35
Hubbardston	Town Center	80,000 sf	200	75/30/30	25%	30
Hubbardston	Residential	80,000 sf	200	75/30/30	25%	30
Rutland	Village	10,000	100 max	20/10/10		40/4
Rutland	Town Center 1	10,000	100	Min 10 max 20 /10 / 10		45/3
Rutland	Business District 2	20,000	125	15/10/25		50/4

Sterling, MA

Sterling is located Southeast of Hubbardston and has a population of 7,985.

Sterling has a compact town center that allows for building heights up to 36'.

The bylaws are unclear on lot area and frontage for commercial use in the town center (clearer bylaws are more user friendly)

The bylaw does not allow mixed use in the town center. Residential uses are allowed but must conform to residential district zoning.

Sterling, MA

Lessons Learned

Sterling has a compact walkable town center and has utilized Complete Street funding to make it more pedestrian and bike friendly.

The zoning is not very clear on the lot area or frontage requirements and does not allow a mix of uses.

Sterling also does not have design standards/guidelines.



District	Zoning	Lot Area	Frontage	Front/Side/Rear	Max Lot Coverage	Max Building Height
Hubbardston	Commercial	80,000 sf	200	100/30/30	50%	35
Hubbardston	Town Center	80,000 sf	200	75/30/30	25%	30
Hubbardston	Residential	80,000 sf	200	75/30/30	25%	30
Sterling	Town Center	n/a	n/a	40 / 10 / 25	n/a	36

Templeton, MA

Templeton abuts Hubbardston to the Northwest and has 8,149 residents. Templeton has two commercial/industrial districts, a highway business district and 4 Village Districts.

The Village Districts allow the development and re-development of the Town’s four (4) Village Districts in harmony with the existing historical, cultural, and natural assets in each Village. They are target areas for a mix of single-family and multi-family housing and small neighborhood scale businesses including services, retail and meeting places and are intended as service and gathering spots primarily serving the immediate village, surrounding neighborhoods and community. Encourage upper floor housing units to provide a mix of commercial and residential uses and diversity of housing types in Templeton.

Uses Allowed by Right recognizing that village-style development entails a mixture of uses, allows a mix of residential and nonresidential uses within the same building in the Village districts. Single-family and two-family uses are allowed by right without Site plan Approval by the Planning Board, as long as structure(s) contain less than 5,000 square feet floor area.

The following non-residential uses are allowed by right, with site plan approval from the PLANNING BOARD. (a) Retail sales; (b) Personal Service shops, including but not limited to barber, salon, cosmetologist, massage therapist; (c) Business or professional offices; (d) Banks and other financial institutions; Liquor store including the sale of beer, wine, liquor and/or other hard spirits; (f) Ice cream stands. (g) Home Occupation.

The following residential uses may be permitted by Special Permit, Multi-family dwellings Floor Area greater than 5,000 square feet Construction or expansion resulting in a structure or structures containing greater than 5,000 square feet floor area on a lot.

Non-Residential Uses by Special Permit (a) Veterinary hospitals, clinics, and grooming facilities; but not including kennels. Overnight stays of animals are permitted only if associated with medical procedures; (b) Gasoline and/or service stations; (c) An amusement enterprise, including but not limited to bowling, theater, performing arts center, skating or fitness clubs operated for profit; (d) Hotel, motel or inn; (e) Small appliance or equipment repair, including but not limited to household appliances, lawnmowers, chain saws; (f) Dry cleaner or self-service coin-operated laundry; (g) Wireless communications facilities (h) Home Occupation, Major (i) Restaurant and Restaurant Fast-Food, but Drive-up Customer Service Facilities are prohibited

District	Zoning	Lot Area	Frontage	Front/Side/Rear	Max Lot Coverage	Max Building Height
Hubbardston	Commercial	80,000 sf	200	100/30/30	50%	35
Hubbardston	Town Center	80,000 sf	200	75/30/30	25%	30
Hubbardston	Residential	80,000 sf	200	75/30/30	25%	30
Templeton	Village District & Highway Business & Commercial Indust. Districts A&B	1 acre	150	30/15/30	n/a	35/2.5

Templeton, MA

Lessons Learned

Templeton’s village district allows for mixed uses and has less stringent requirements than Hubbardston.



Warner, NH

Warner is a town located in New Hampshire. The population was 2,937 at the 2020 census. The Town has multiple zoning districts that include a business and commercial district and the Intervale Overlay District (See Appendix page 44) which encompasses a portion of Warner’s commercial district with the purpose “to provide development in this area as a commercial and social hub for the community, compatible with Warner’s character as an historic New England town, and providing an appropriate entrance to the Village”

“It is critical that development in this area reflect the character of the town as it has grown and developed for over 200 years, including elements of architecture, scale and setting of buildings and roadways into the landscape, landscaping features, and features that accommodate and encourage nonvehicular traffic. At the same time, it is important to recognize the importance of the Intervale area as a major junction and stopping point for travelers and shoppers. Their needs must be accommodated, as must the realities of the high volume of traffic they bring to this area. It is important that development in the Intervale District be capable of safely handling this traffic, further enhancing visitors’ and residents’ experience of the Intervale area”

Warner has architectural requirements and Standard design requirements for any formula business or formula restaurant (chains) that must comply with the architectural and site plan standards of the Town of Warner to achieve the community's land use and design objectives and incorporated in the Site Plan Review Regulations.



Warner, NH

Lessons Learned

Warner has done a great job at preserving its historic New England character.

If a commercial use abuts a residential or open space a 25’ natural vegetative buffer is required.

The Overlay District allows additional uses. Warner also has architectural requirements and Standard design requirements for any formula business or formula restaurant (chains)



District	Zoning	Lot Area	Frontage	Front/Side/Rear	Max Lot Coverage	Max Building Height
Hubbardston	Commercial	80,000 sf	200	100/30/30	50%	35
Hubbardston	Town Center	80,000 sf	200	75/30/30	25%	30
Hubbardston	Residential	80,000 sf	200	75/30/30	25%	30
Warner NH	Commercial	40,000 sf	200’	40/25/25 (if abuts residential or open space zoning a natural vegetative buffer of 25’ required)	70-80% up to 40,000 sf building	
Warner NH	Intervale Overlay District (over the commercial district)	Permits/doesn’t permit uses allowed or not allowed in commercial district				

Westminster, MA

Westminster is located Northeast of Hubbardston with a population of 8,213.

Westminster’s zoning requirements in the Village Center has less restrictive requirements than Hubbardston.

The Village Center District site plan review standards address building placement and orientation, building entrances, landscaping, pedestrian facilities, parking, building facades and materials, massing, windows and door arrangements, utilities and mechanicals, signs, and illumination.

Westminster, MA

Lessons Learned

Westminster zoning requirements are less restrictive than Hubbardston.

The Village Center District has site plan review standards that Hubbardston should consider.



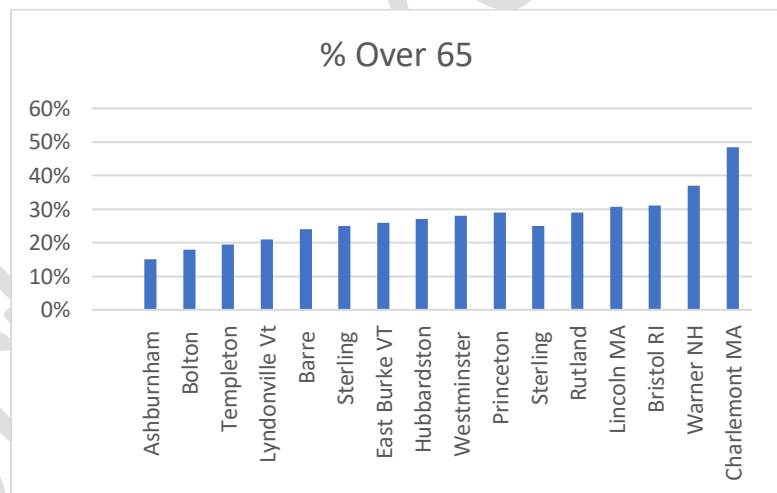
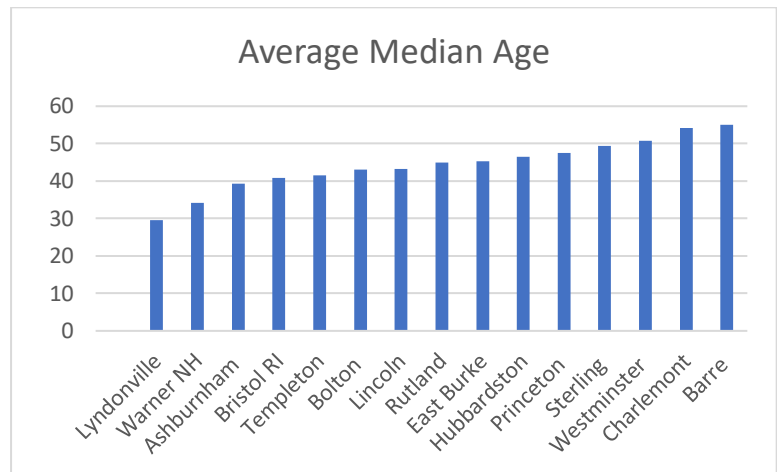
District	Zoning	Lot Area	Frontage	Front/Side/Rear	Max Lot Coverage	Max Building Height
Hubbardston	Commercial	80,000 sf	200	100/30/30	50%	35
Hubbardston	Town Center	80,000 sf	200	75/30/30	25%	30
Hubbardston	Residential	80,000 sf	200	75/30/30	25%	30
Westminster	Village Center	7,500 existing / 15,000 new	n/a	20 / - / -	80%	35 for upper story residential

Table 1. Case Study Dimensional Comparisons

District	Zoning	Lot Area	Frontage	Front/Side/Rear	Max Lot Coverage	Max Building Height
Hubbardston	Commercial	80,000 sf	200	100/30/30	50%	35
Hubbardston	Town Center	80,000 sf	200	75/30/30	25%	30
Hubbardston	Residential	80,000 sf	200	75/30/30	25%	30
Ashburnham	Village Center Commercial	0	20	0 / 0 / 0	50%	40 / 3
Ashburnham	Village Center Residential	10,000	75	20/10/10	50%	35/2.5
Barre	Limited Business	30,000	130	50 / 30 / 30	30%	35 / 2.5
Barre	Business & Commercial	No minimum	130	50 / 10 / 25	35%	40 / 3
Bolton	Limited Business & Business District	1.5	200'	50' (25' if abutting a residential district in BD)	20%	32 / 2 plus basement
Bolton	Mixed Use Overlay District	Allow for increased and reduced dimensions				
Bristol	Limited Business	5,000 sf	60'	25/10/30	35% structures 60% structures & pavement	35
Burke	Village Center	5,000 sf	50'	10/10/10	80%	32
Charlemont	Village Center	5,000 sf	50	75/30/30	25%	30
Lincoln	B1 Retail District - Retail Shopping	6,000	50'	No requirements show on site plan		36' 2-1/2 stories whichever is less
Lincoln	B2 Service – Goods & Services	No Requirements show on site plan	36 – 1/2 stories whichever is less			
Lyndonville	Central Business	none	none	None (10' side & rear if abuts residential district)	85%	35
Lyndonville	General Business	Vary and based on use and determined by Special Permit				
Princeton	Business	87,120	225	50 / 10 / 10 existing 50 / 30 / 30 new	30%	35 / 3
Rutland	Town Center 1	10,000	100	Min 10 max 20 / 10 / 10		45 / 3
Rutland	Business District 2	20,000	125	15 / 10/ 25		50 / 4
Sterling	Town Center	n/a	n/a	40 / 10 / 25	n/a	36
Templeton	Village District & Highway Business & Commercial Indust. Districts A&B	1 acre	150	30/15/30	n/a	35 / 2.5
Warner NH	Commercial	40,000 sf	200'	40/25/25 (if abuts residential or open space zoning a 25 natural vegetative buffer of 25' required	70-80% up to 40,000 sf building	
Warner NH	Intervale Overlay District (over the commercial district)	Permits/doesn't permit used allowed or not allowed in commercial district				
Westminster	Village Center	7,500 existing / 15,000 new	n/a	20 / - / -	80%	35 for upper story residential

Table 2. Case Studies Right to Farm and Age Comparison

Community	Right To Farm Community	Average Median Age	% Over 65
Hubbardston	Y	46.5	27%
Ashburnham	N	39.3	15%
Barre	Y	55.1	24%
Bolton	Y	43.0	18%
Bristol RI	**	40.9	31%
Charlemont, MA	Y	54.2	48.5%
East Burke VT	N/A*	45.3	26%
Lyndonville Vt	N/A*	29.5	21%
Lincoln MA	Y	43.3	30.6%
Princeton	Y	47.6	29%
Rutland	Y	44.9	29%
Sterling	Y	49.4	25%
Templeton	Y	41.5	19.5%
Westminster	Y	50.8	28%
Warner NH	N/A*	34.2	37%



Source: [ACS 2020 5-year estimates](#)

*NH and VT do not have Right to Farm laws which exist in 50 states. Click here to view Right to Farm Map and Laws: <https://onerural.uky.edu/right-to-farm-map>

** Rhode Island has Right to Farm laws but unclear if this applies to all communities or individual communities. It is unclear if Bristol is designated

Table 3. Key Lessons Learned

Community	Key Lessons Learned
Ashburnham	Has one of the least restrictive requirements of all the communities looked at in the case studies
Barre	<ul style="list-style-type: none"> • Barre’s residential district allows single, 2 family and antique, gift shops, specialty business and retail sales related to home occupations and studios/galleries related to the visual arts such as ceramics, photography
Bolton	<ul style="list-style-type: none"> • Mixed Use Overlay and Design Guidelines • Sound Regulations • Farm Business Bylaw • Wayfinding Program • Barn Preservation Bylaw
Bristol RI	<ul style="list-style-type: none"> • Sound Regulations • Mixed use overlay districts • Historic overlay zoning district and design standards
Charlemont MA	<ul style="list-style-type: none"> • Charlemont’s Economic Plan identifies a number of strategies • Scenic, tourism and outdoor activities a source of economic development
East Burke VT	Burke has a visitor center in the center of Town that promotes local businesses and key destinations
Lyndonville Vt	<ul style="list-style-type: none"> • Lyndonville’s Economic Development Task Force identified economic development strategies • Buffer set back requirements if commercial abuts a residential property
Lincoln MA	<ul style="list-style-type: none"> • Dark Sky Compliance Bylaw • Working on Mixed Use Overlay and Design Guidelines • Wayfinding Program connecting trails, open space, key destinations with town center – funded by Complete Street Program
Princeton	Has more restrictive dimensional requirements (lot area and frontage) than Hubbardston but allows reduced setbacks
Rutland	<ul style="list-style-type: none"> • Has village district and town center districts • Allows for multi-family housing and mixed use
Sterling	Compact walkable town center – use of Complete Streets funding for improvements
Templeton	Allows mixed use
Westminster	Good Site Plan Review Standards
Warner NH	<ul style="list-style-type: none"> • Overlay District allows additional uses • 25’ natural vegetative buffer is required if commercial use abuts a residential use or open space • Architectural requirements • Standard design requirements for any formula business or formula restaurant (chains).

G. GOALS, OBJECTIVES AND RECOMMENDATIONS

Goals and policies are largely regulatory, and policy oriented to preserve the elements and features that contribute to Hubbardston's New England rural town character. The majority of the town is zoned residential and agricultural with a small-town center and commercial along Worcester Road (Route 68) and the Intersection of Route 68 and Route 62.

Due to large lot and frontage requirements a small retail/social center exists with several businesses located away from the center.

After a review of other communities and Lessons Learned, goals have been identified to encourage the preservation of the Town's assets and focus on new development in the Town Center and commercial areas which supports the town's commitment to sustainability while retaining Hubbardston's New England rural town character.

The Town of Hubbardston can consider:

- Zoning amendments that would allow greater density in the Town Center and/or Commercial Districts
- Allow mixed uses and other appropriate uses
- Expand Town Center and Commercial Districts by identifying opportunities to rezone adjacent properties
- Review existing uses to determine whether they are appropriate
- Redevelopment and infill opportunities
- Inclusionary housing
- Design Standards
- Sound Standards
- Require a natural vegetated buffer if commercial use abuts residential or open space
- Barn Preservation Bylaw
- Identify and promote a town center for more intense commercial development (e.g., smaller lot sizes, reduced setbacks, by right use, etc).
- Identify buildings/parcels available for commercial or multifamily development and keep an inventory of them
- Form a business association to guide appropriate business and tourism development
 - Promote and invite desirable businesses
 - Develop a marketing and promotion plan
 - Create a welcome/information center
 - Work with the outdoor economies and farms to develop ways to keep their customers in town longer and to visit the town center and other key destinations
 - Maintain and promote the Town Center as the economic center of the town
 - Refurbish the town center area (e.g., façade improvement, landscaping, etc).
 - Develop consistent signs that promote and inform (e.g., wayfinding, directional signs, promotional banners on light poles, historical markers on buildings, etc).

OBJECTIVES:

- Promote a sense of community
- Preserve natural and man-made features that contribute to Hubbardston's character such as farms, open fields, woodlands, and ponds and streams that also help to enhance habitat protection protect the quality of the Town's water resources, and link large tracts of open space together
- Support commercial and industrial growth that will fit in Hubbardston and contribute to the community's quality of life and fiscal stability
- Ensure that housing opportunities are available for a broad range of income levels and household types
- Maintain Hubbardston's rural and historic character

RECOMMENDATIONS

1. Zoning alternatives that enable a higher density, mixed use, walkable and economically diverse town center while preserving the rural qualities of outlying neighborhoods and areas.

Core actions used to advance this strategy:

1. Village Zoning / Mixed Use Zoning for Town Center (refer to Bolton, Rutland, Bristol, Lincoln, and Templeton)
2. Develop Design Guidelines/Standards for the Town Center
 - To ensure that appropriate design guidelines are in place to retain community character and protect the character of the town center that also address Formula Based Businesses (Chains) (Refer to Bristol, Bolton, Lincoln, Westminster, and Warner)
3. Increase density in the Town Center:
 - lot size, frontage, setbacks, height, lot coverage, parking ratios
4. Housing alternatives in the Town Center:
 - multi family, town houses, mixed use
5. Make the Town Center more pedestrian friendly by linking housing and businesses by sidewalks and/or bike lanes (refer to Lincoln MA and Sterling's complete street programs)
6. Allow uses that are appropriate for a town center
7. Allow for redevelopment, readaptation, and infill opportunities to enhance the town center
8. Create Sound Standards (refer to Bristol RI and Bolton MA Standards)
9. Create Dark Sky Compliance (refer to Lincoln MA Bylaw)
10. Requirement for natural vegetated buffer if commercial use abuts residential or open space (refer to Lyndonville Vt and Warner NH)

2. Support expansion of commercial uses within the existing zoned areas to improve the town's long term financial sustainability and expanded tax base and provide services to residents and continued viability and support for businesses (existing and future) is critical.

1. Zoning and/or expansion of the commercial districts that enable higher density, economically drivers in the commercial district
2. Look at existing uses and new uses that are appropriate and highest and best use of the district

3. Increase affordable housing in Hubbardston that provides housing choices for low income, seniors, disabled, young professionals, empty-nesters, and young families.

1. Inclusionary zoning (refer to Bolton and Lincoln)
2. Multi-family: duplexes, town houses, in-law/accessory apartments, small house development

4. Apply for grant for further technical assistance in expansion of commercial districts along 68 (see Warner and Bolton who allowed overlays and traffic areas)

1. Refer to Case Studies that include Warner NH and Bolton MA. Both communities who have overlay districts

5. Form a business association to guide appropriate business and tourism development

1. Promote and invite desirable businesses
2. Develop a marketing and promotion plan
3. Create a welcome/information center
4. Work with the outdoor economies and farms to develop ways to keep their customers in town longer and to visit the town center and other key destinations
5. Maintain and promote the Town Center as the economic center of the town
6. Refurbish the town center area (e.g., façade improvement, landscaping, etc)

6. Wayfinding Program to develop consistent signs that promote and inform e.g., wayfinding, directional signs, promotional banners on light poles, historical markers that uses the Nonesuch Apple as the logo

Wayfinding encompasses all of the ways in which people orient themselves in physical space and navigate from place to place. Wayfinding can direct visitors, residents and people passing through on places to visit and shop. Hubbardston could develop a Wayfinding Program with a central informational kiosk located at the town center that will lead residents and visitors to special places in Town, amenities such as restrooms and parking, trails to hike, farms to visit and places to shop and get a bite to eat. Wayfinding should also lead people from these key destinations to and from the Town Center to capture many of the visitors or people passing by to all that Hubbardston has to offer.

The Town of Lincoln Ma., developed and installed a Wayfinding Program in the Town Center, which included a pocket park with a map, bike parking and seating which led to key destinations around the town center. Other phases will include other key destinations in the Town. Complete Streets funding paid for the cost and installation of pocket park, bike racks, sidewalks, and the wayfinding signs. It did not include design.

Refer to Lincoln’s program and apply for Complete Streets Funding (will not cover design) and consider using Hubbardston Nonesuch apple.

<https://www.lincolntown.org/928/Wayfinding>



Post Card – Painting of Hubbardston by Casey Williams



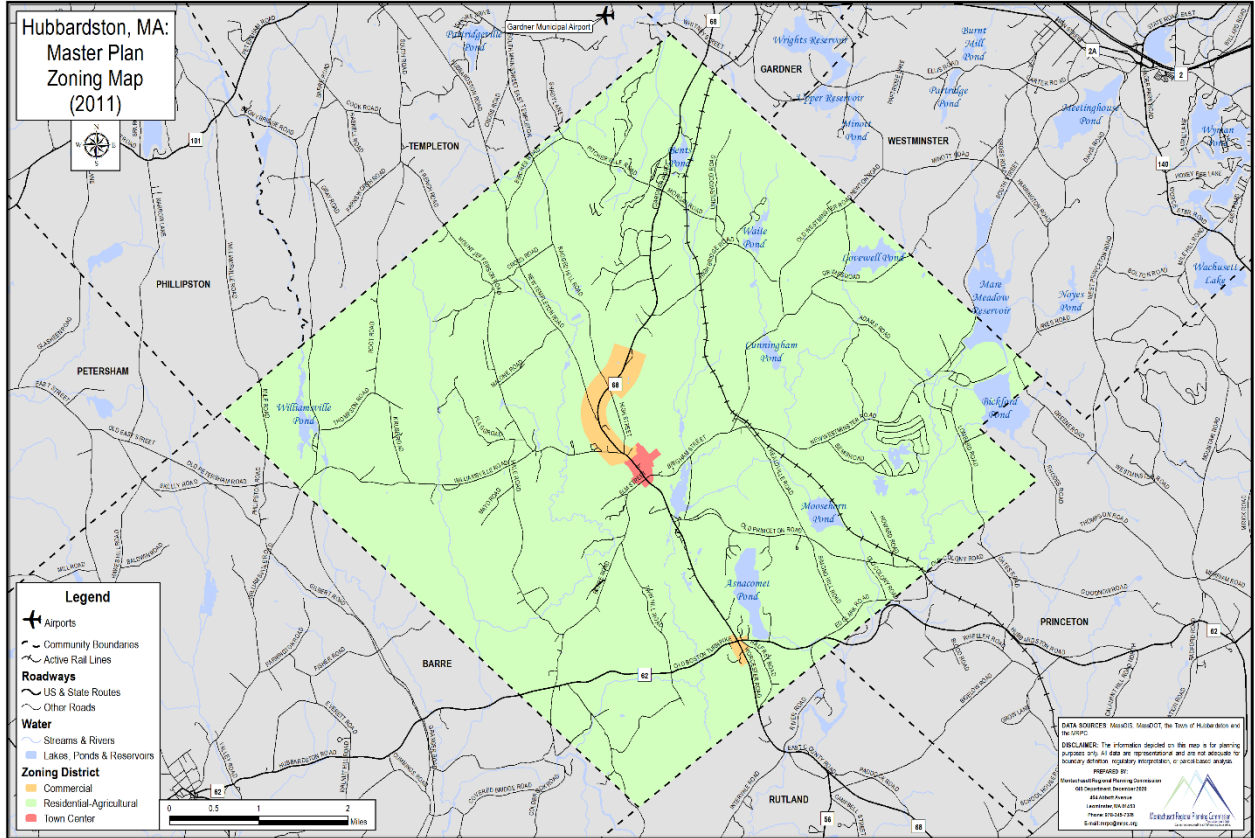
Nonesuch Apple as written by Scott’s Farm in Vt, a farm specializing in heirloom apples. “The pride of Hubbardston, MA in the late 1700’s. For generations, this apple has been highly regarded as a dessert, or fresh use apple, although it’s also very good in crisps and pies, as well as cider. It has a light plum or grape flavor, and pairs wonderfully with some aged Vermont cheddar. “Nonesuch” was an Americanized version of the French term “nonpareil,” which was used to describe apples of the finest flavor. A beautiful clear red skinned apple, this is one of the best early season heirlooms that we grow. Harvest time is early September”



H. APPENDIX

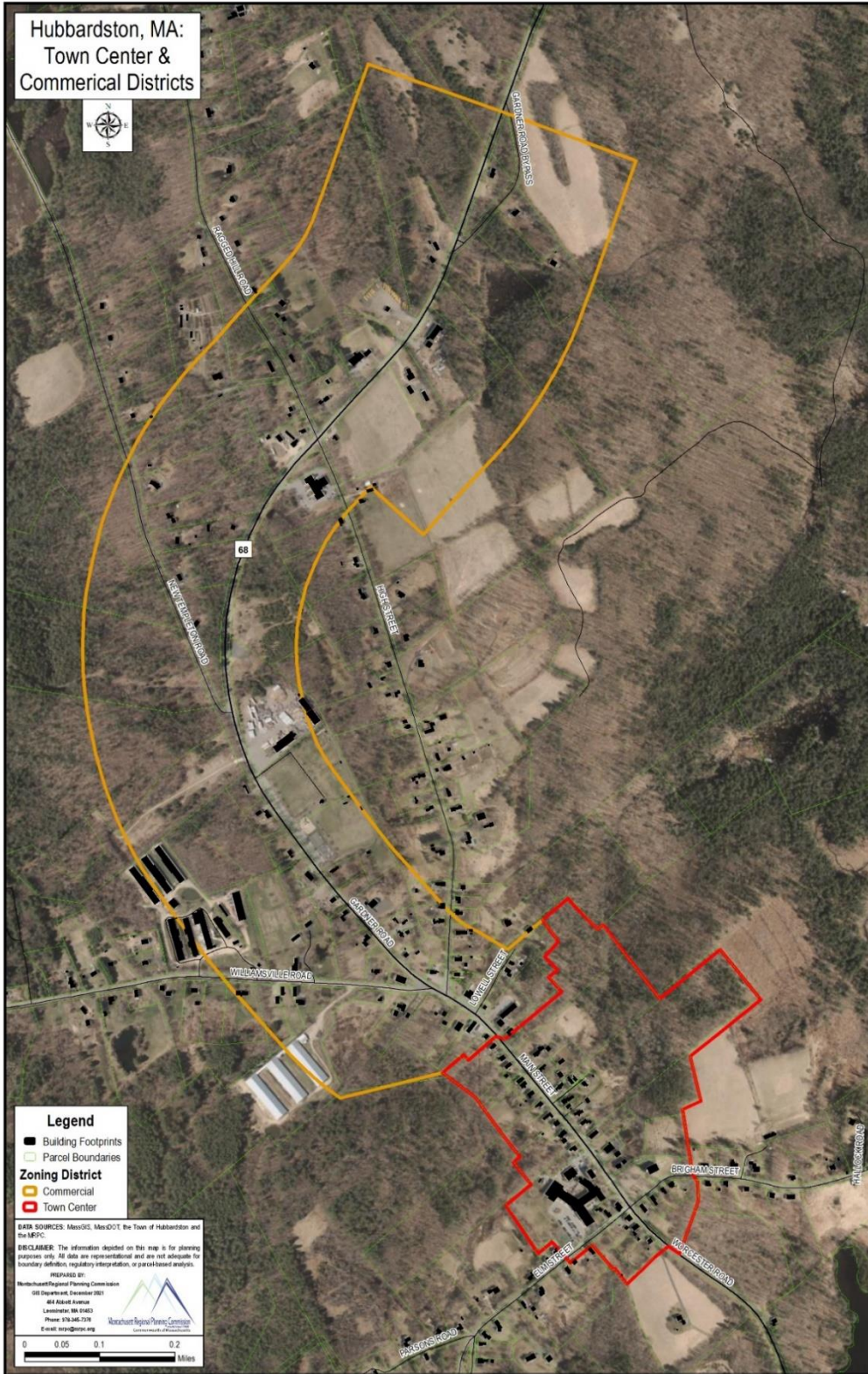


i. HUBBARDSTON ZONING MAP



Draft Oct 2011

ii. HUBBARDSTON TOWN CENTER AND COMMERCIAL DISTRICTS



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iii. HUBBARDSTON BUILDOUT METHODOLOGY

To conduct the build-out and development analysis, current parcel data from the Town of Hubbardston was utilized, as well as current Zoning. Additionally, environmental and land use data was provided by MassGIS, the state GIS agency.

Certain environmental constraints are considered inappropriate for development and can be defined as “**Absolute Constraints**” or “**Partial Constraints**”. Absolute constraints are defined as water (as coded by the Land use data), 100 Foot DEP (Department of Environmental Protection), RPA (River Protection Act), Buffers, slopes greater than 26 percent, and Permanently Protected Open space.

Partial Constraints are defined as FEMA 100 and 500-year Flood Zones as well as DEP Wetlands.

Absolute Constraints are completely unsuitable for development, while partial constraints could be developed if pursued in an appropriate manner.

Once the constraints have been determined and defined; the next step is to identify lands that have already been developed. Based on MassGIS Land use data, the categories that are included in “Developed Lands” are active/passive/water recreation, residential, commercial, industrial, transportation, waste disposal, power lines, cemeteries, and urban public/institutional.

The final category that is determined is “Future Developable Lands”. GIS tools are utilized to determine what has potential for development, considering all of the constraints and currently developed lands. The result is a new category indicating lands that are developable without any existing development or constraints.

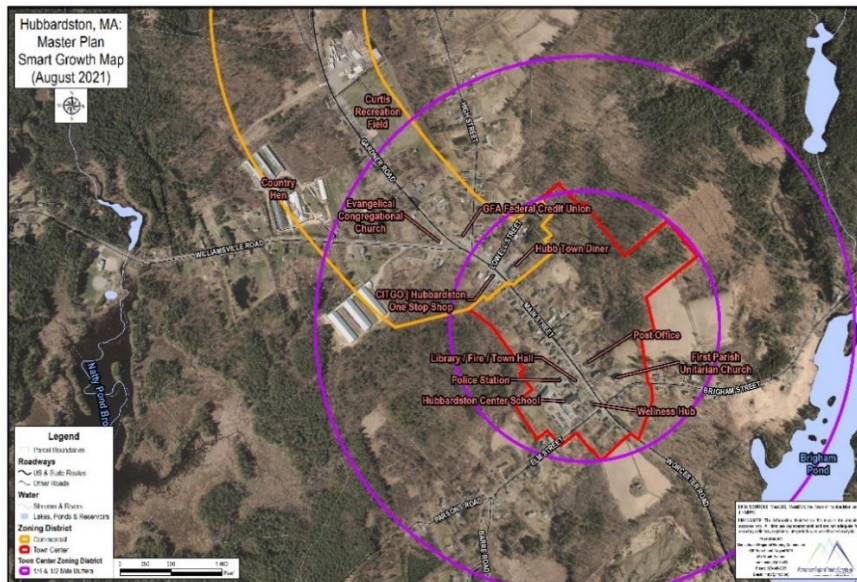
The Development Limitation depicts all these data categories (Absolute Constraints, Partial Constraints, Developed Lands, and Future Developable Lands) and provides information for local officials to identify the location and current zoning of future developable lands to further investigate the future developable lands within the given zoning districts and provide recommendations for development opportunities.

iv. ZONING PRINCIPALS

Hubbardston's town center has many key destinations (commercial, civic, educational, churches, recreational) all within a 5-10-minute walk as depicted in the Map below and xxx in the Appendix. Hubbardston can adopt Smart Growth Principles to enhance and improve the Town Center. These principles will be further explored below.

a. Smart Growth (Sustainable Development)

Smart Growth (or Sustainable Development) is a theory of land development that accepts that growth and development will continue to occur, and so seeks to direct that growth in an intentional, comprehensive way and advocates compact, transit-oriented, walkable, bicycle-friendly land use, including neighborhood schools, complete streets, and mixed-use development with a range of housing choices.



Smart Growth

If the built environment is appealing and human scale the theory is that most people will walk at least 5-minutes or ¼ mile rather than drive. Refer to the Town Center Smart Growth to the left which shows ¼ mile and ½ mile radiuses from the town center.

Smart Growth emphasizes mixing land uses, increases the availability of a range of housing types in neighborhoods, takes advantage of compact designs and fosters distinctive and attractive communities. It preserves open space, farmland, natural beauty, and critical environmental areas, strengthens existing communities, provides a variety of transportation choices, makes development decisions predictable, fair, and cost effective and encourages community and stakeholder collaboration in development decisions.

Smart Growth is not “no-growth”, as growth is needed to keep a place economically and culturally vibrant. This means that some land will be needed to accommodate a place's growth needs, and among the most common Smart Growth techniques, Open Space Residential Development (OSRD) or cluster development is a direct tool.

The Commonwealth has released a set of [Sustainable Development Principles](#) that guide the creation and implementation of state agency policies and programs, as well as investments in land and infrastructure. Municipalities are also asked to modify their planning, regulatory, and funding actions to achieve consistency with the principles.

The state's Sustainable Development Principles include promoting clean energy, in the form of energy efficiency and renewable power generation, in order to reduce greenhouse gas emissions and consumption of fossil fuels. They also encourage the creation of “pedestrian-friendly” districts and neighborhoods that mix commercial, civic, cultural, educational, and recreational activities with parks and homes. Regarding housing, the principles call for building homes “near jobs, transit, and where services are available. The table below shows how Hubbardston's zoning districts correlate with Smart Growth Principles. [Click here](#) to learn more about the state's 10 Sustainable Development Principles.

Smart Growth Principals

SUSTAINABLE DEVELOPMENT PRINCIPLES	HUBBARDSTON RESIDENTIAL	HUBBARDSTON TOWN CENTER	HUBBARDSTON COMMERCIAL
Concentrate Development	Y (OSRD)	N	N
Mixed Use	N	N	N
Advance Equity	No inclusionary zoning		
Make Efficient Decisions	Improve	Improve	Improve
Protect Land and Ecosystems	Y	Y	Y
Use Natural Resources Wisely	Y	Y	Y
Expand Housing Opportunities	No inclusionary housing		
Provide Transportation Choice	Promote/enhance bicycle and walking opportunities		
Increase Job & Business Opportunities	n/a	Yes – expand opportunities	Yes – expand opportunities
Promote Clean Energy	Y	Y	Y
Plan Regionally	Y	Y	Y

b. Inclusionary Zoning

Hubbardston’s current zoning does not require inclusionary zoning. The Town could consider requiring affordable housing units for developments over a certain size. For example, the town of Lincoln requires affordable units for developments over 6 units.

c. Overlay District

Overlay Zoning (Overlay District) is a regulatory tool that creates a special zoning district over an existing base zone. It creates special provisions in addition to those in the underlying base zone. The overlay district can share common boundaries with the base zone or cut across base zone boundaries.

Regulations or incentives are attached to the overlay district to protect a specific resource like a historic area or guide development or discourage specific types of development within a special area such as a town center. A community might use incentives along a transit corridor to encourage higher development densities, target uses or control appearance.

Creation and Implementation of an Overlay District

- 1) Define the purpose of the district. The district should have a clearly defined purpose e.g., protect drinking water, preserve historical character, minimize erosion from storm water runoff, or encourage development.
- 2) Identify the areas that make up the district. Map district boundaries that relate to achieving the purpose of the district
- 3) Develop specific rules that apply to the identified district. It is critical that the zoning provisions offer clear guidance to both property owners and the governing body charged with approving proposals. Zoning requirements must be applied equally over all properties within the district. The ordinance not only must comply with any state and federal regulations, but must also be consistent with the goals, objectives, and policies of the municipality.
- 4) Public Engagement. It is important to involve the public to clarify issues and explain the reasons behind the overlay district and district boundaries. An educational program targeting developers and affected property owners will help increase awareness and compliance with the new requirements.
- 5) Adoption of Zoning. The overlay provisions as well as changes to the zoning map must be approved by the local governing body for adoption.
- 6) Administration. The review can be administered by a municipal board or commission and design standards by the same board or the creation of a design review board.

d. Design Guidelines and Standards

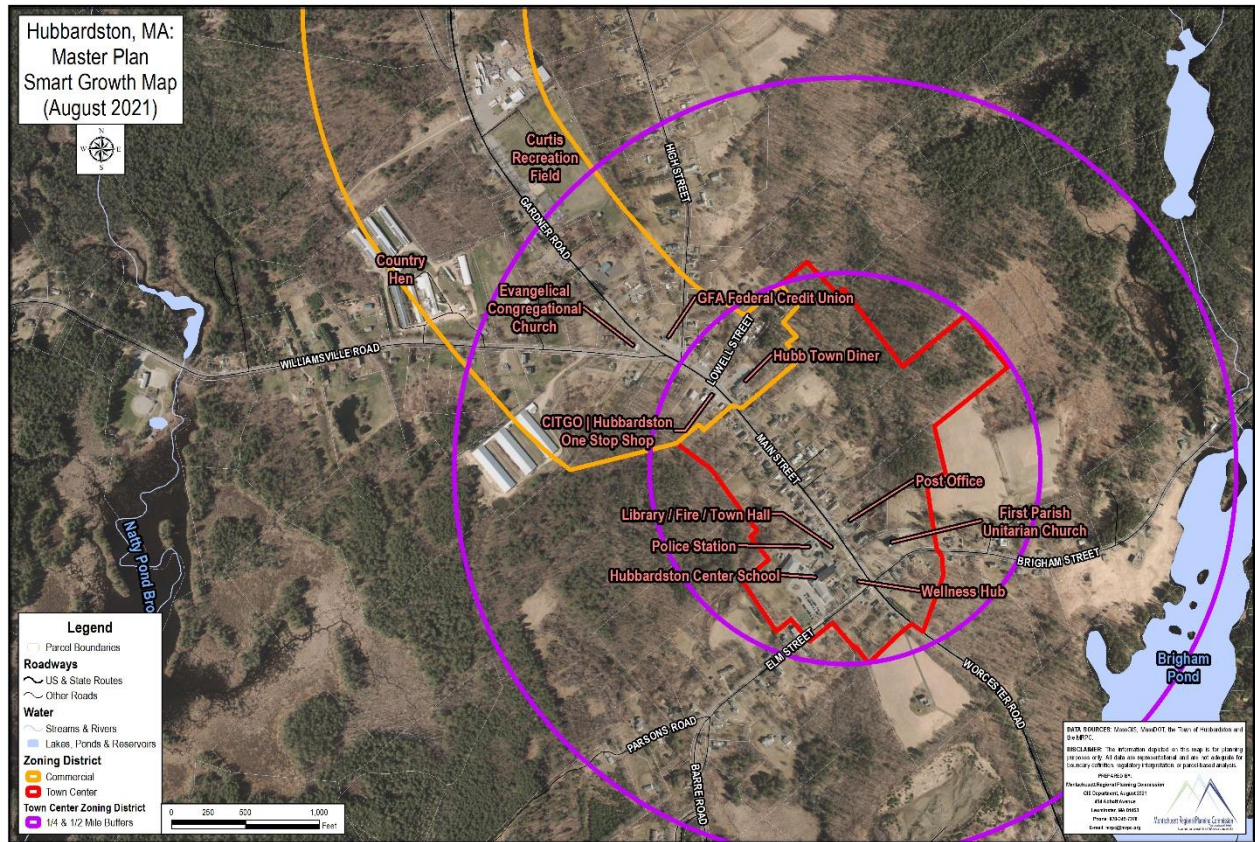
Design Guidelines are a set of design parameters used to evaluate the acceptability of a project's design. In practice, since design review is an advisory process only, the adopted Design Guidelines help guide conversations that staff, and the Design Review Board have with a design review applicant to ensure that projects subject to design review are consistent with adopted design guidelines.

Design Standard is an obligatory design requirement and are not advisory, they must be followed – just like the requirements in the building code, fire code, or electrical code. The design review process cannot waive compliance with these standards.

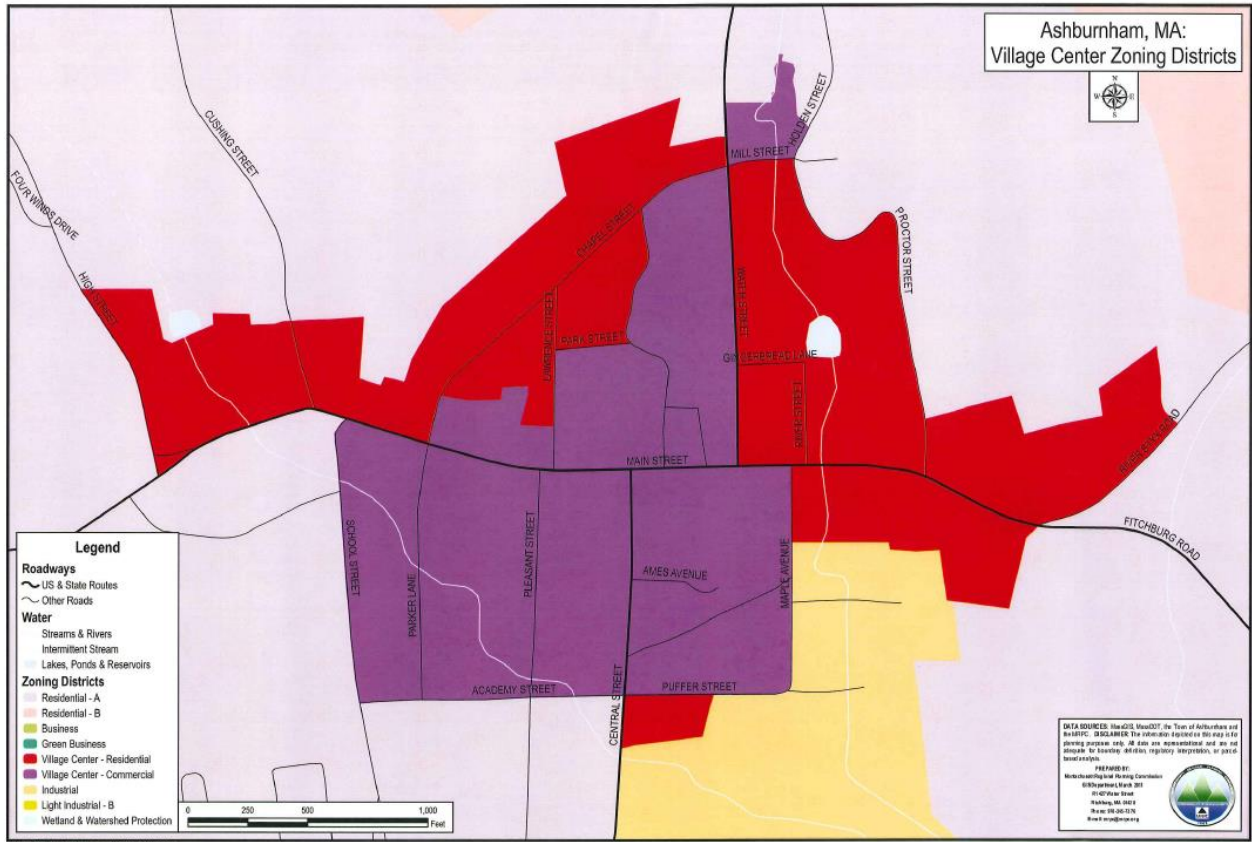
While Design Guidelines and Design Standards are similar in that they are both about a project's design, they differ mostly in that the standards are mandatory obligations applied to that project – while guidelines are intended to improve the design of any project subject to design review.

Which one should Hubbardston implement? Design guidelines are not mandatory and are meant to be helpful, interpretive, explanatory recommendations. A guideline is advisory. If you wish to describe a basis for denying an application, call it a criterion, standard, or some other term that makes clear that it is a requirement and make it part of your ordinance.

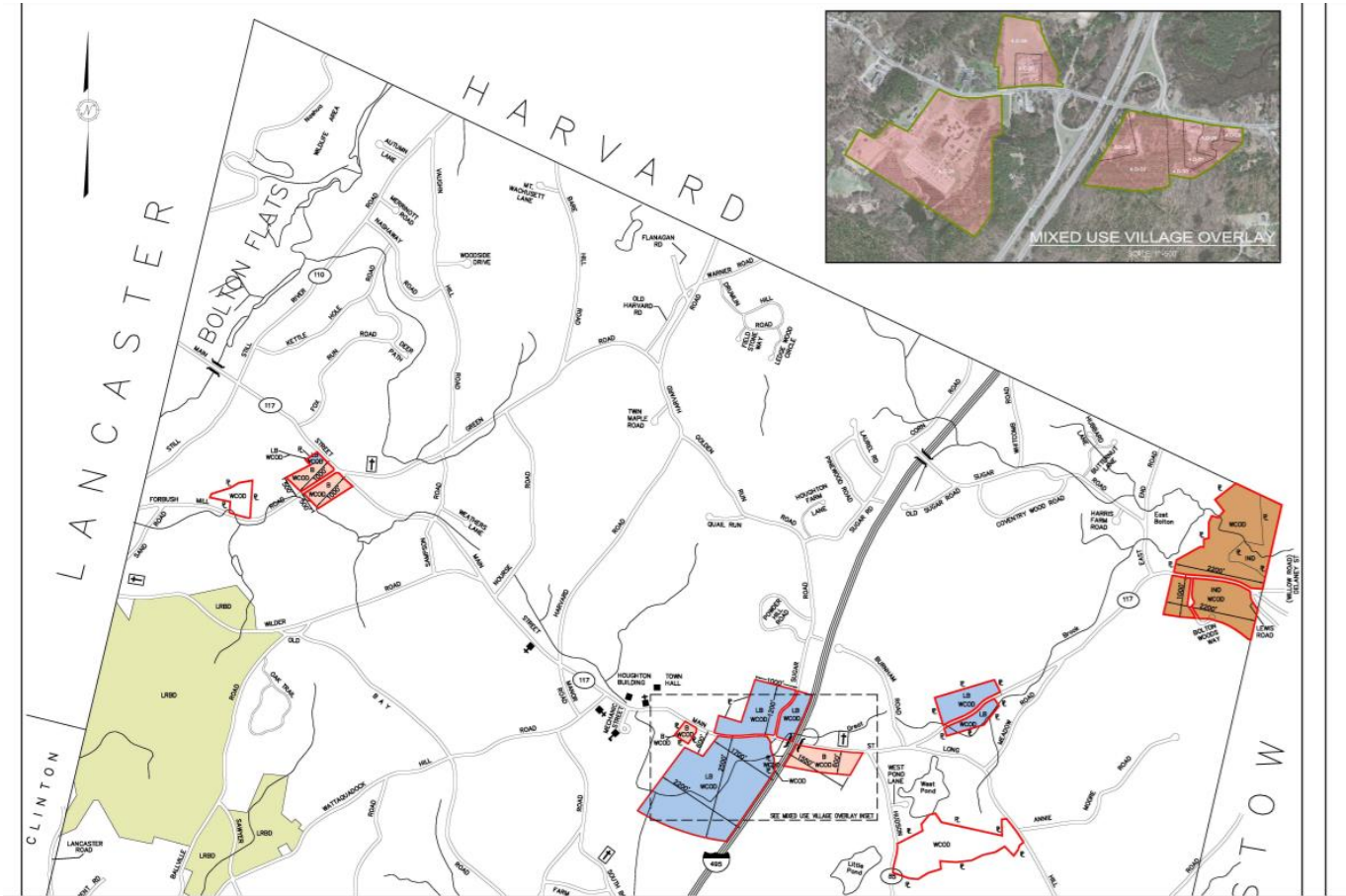
HUBBARDSTON SMART GROWTH MAP



v. ASHBURNHAM VILLAGE CENTER ZONING DISTRICTS



vi. BOLTON OVERLAY DISTRICT



vii. BRISTOL SOUND STANDARDS

Maximum permissible sound levels by receiving land use.

- (a) With the exception of sound levels elsewhere specifically authorized or allowed in this article or exempted by this article or by variance, the following are the maximum permissible sound levels allowed at or within the real property boundary of a receiving land use:

Zoning District Noise Standard - Maximum Allowable Octave Band Sound Pressure Levels

Octave Band Center Frequency of all Measurement (HZ)	Residential		Business Limited & General		Waterfront	Commercial Industrial
	Daytime	All other times	Daytime	All other times	Any time	Any time
31.5	76	68	79	72	79	83
63	75	67	78	71	78	83
125	69	61	73	65	73	77
250	62	52	68	57	68	73
500	56	46	62	51	62	67
1,000	50	40	56	45	56	61
2,000	45	33	51	39	51	57
4,000	40	28	47	34	47	53
8,000	38	26	44	32	44	50
Single number equivalent	60 dB(A)	50 dB(A)	65 dB(A)	55 dB(A)	65 dB(A)	70 dB(A)

viii. CHARLEMONT, MA ECONOMIC STRATEGIES

GOAL: To promote a moderate and orderly rate of economic development consistent with Charlemont's small size and rural heritage in order to balance its tax base.

Objective 1: Maintain an appropriate balance between economic development and the preservation of open space, natural resources, and a safe environment.

- Designate appropriate areas for commercial development.
- Create a Route 2 overlay district to protect the corridor as a major tourist attraction.
- Promote and invite businesses that practice good environmental stewardship.

Objective 2: Maintain the health and stability of the resort industries that help drive Charlemont's economy.

- Explore upgrading all rest areas along Route 2 with added amenities and access to information.
- Form a business association to guide appropriate business and tourism development.
- Develop a marketing and promotion plan for the town.
- Utilize the Old Brick Schoolhouse as a tourist information center.
- Work with the whitewater, skiing, and hiking industries to develop ways to keep their customers in town longer.

Objective 3: Encourage the continued operations of agriculture and forestry enterprises.

- The Planning Board and the Select Board should investigate to what degree local regulations create barriers to the successful operation of the agriculture and forestry industries. (e.g., local support of the state APR program, local tax breaks, local permit revisions, etc.).
- Encourage the clustering of development to protect meadows and agricultural lands.
- Work with FRCOG (Franklin Regional Council of Governments) to develop a "Stewardship Guide" that would educate and inform landowners about programs and methods that help preserve, maintain, and perpetuate the agriculture and forestry industries.

Objective 4: Pursue a communications infrastructure that is consistent with the technology of the 21st century.

- Acquire high speed internet access that is appropriate for the town by collaborating with FRCOG on the Franklin/Hampshire Connect initiative.
- Encourage local businesses (to include cottage industries, home occupations, farming, etc.) to have an Internet presence. Provide the necessary support and education to achieve this.

Objective 5: Maintain and promote the village as the economic center of the town.

- Identify and promote a portion of the village for more intense commercial development (e.g., smaller lot sizes, reduced setbacks, by right use, etc.).
- Refurbish the downtown area (e.g., façade improvement, landscaping, etc.).
- Develop consistent signs that promote and inform (e.g., directional signs, promotional banners on light poles, historical markers on buildings, etc.).

Objective 6: Promote economic diversity.

- Identify buildings/parcels available for commercial or multifamily development and keep an inventory of them.
- Encourage the establishment of environmentally benign light industries, professions, home-based businesses, and mom & pop stores that will not negatively impact the rural and aesthetic quality of the area.
- Establish a promotional/marketing partnership with surrounding towns.
- Define "Light Industry" and "Home Occupation," and redefine "Cottage Industry". Develop performance standards for those industries.
- Re-examine the Special Permit process to determine its adequacy as the primary approach to land use management in town

ix. WARNER OVERLAY DISTRICT



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