

Planned Business Development



Village Commons, South Hadley

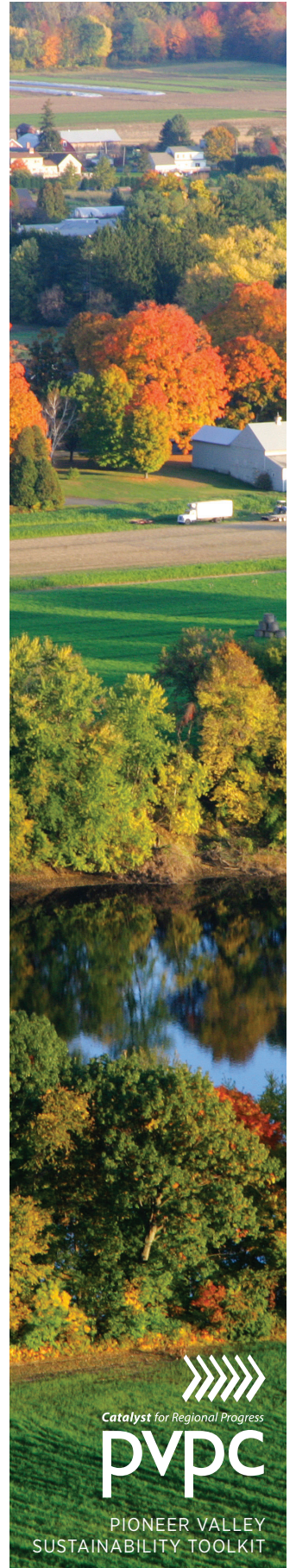
What are the objectives of Planned Business Development?

A Planned Business Development offers an alternate development tool allowing for a more creative and innovative approach to developing business and industrial uses. Projects are undertaken in a comprehensive coordinated manner with clustered buildings often utilizing shared parking, signage and utilities such as storm water drainage systems.

Planned Business Developments result in a lessening of traffic congestion, reduction in vehicle trips, and an increase in public safety through the coordination of land development and traffic patterns. They also promote more attractive development through grouping in clusters and nodes instead of typical highway strips. The resulting projects can be more compatible with existing development on adjacent sites, create a more pedestrian-friendly environment in both design and scale, and utilize a development review and approval process that meets these purposes without causing undue delays.

Why are Planned Business Developments needed?

By promoting Planned Business Developments, communities can capitalize on their limited availability of business and industrially zoned properties by maximizing their development potential with more efficient land usage resulting in an expanded tax base and increased job opportunities. Planned Business Developments provide greater opportunity for the construction of quality, attractive developments on large (or even limited) tracts of land by providing flexible guidelines which allow the integration of shared utilities and on-site improvements and increased densities in one development, sometimes issued under a single Special Permit/Site Plan Approval permit.



How does the zoning for Planned Business Developments work?

Communities adopt zoning provisions permitting Planned Business Developments through the issuance of a Special Permit and/or Site Plan Approval. These provisions also establish incentives to promote Planned Business Developments and performance standards to ensure that such projects have a positive effect on a community’s environment, character and quality of life. The incentives could allow for reduced lot sizes, increased densities, increases in the allowed percentage of building coverage, shared parking and reduced parking requirements.

DID YOU KNOW...

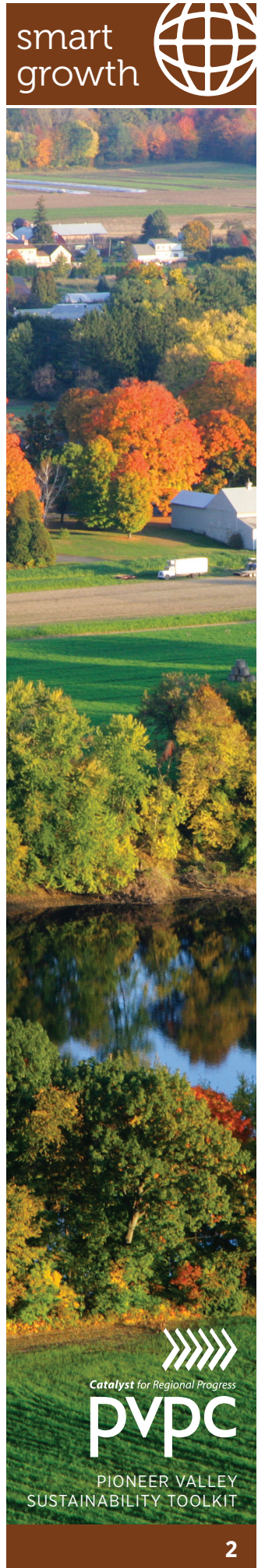
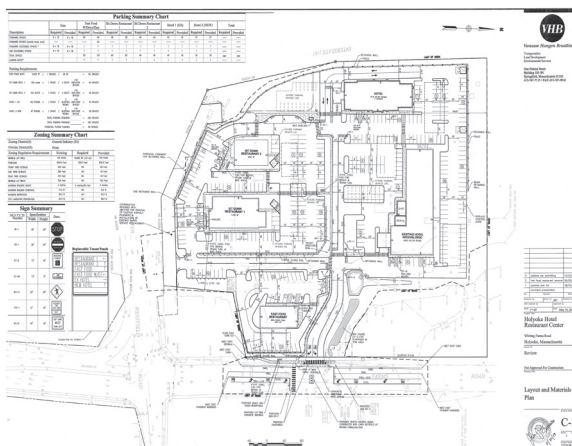
Planned Business Developments can be permitted through the issuance of a single Special Permit/Site Plan Approval that covers the entire parcel(s)/project. This single approval has the advantage of making the subsequent development of the individual units more marketable as being “shovel ready” and pre-permitted.

EXAMPLES FROM THE PIONEER VALLEY



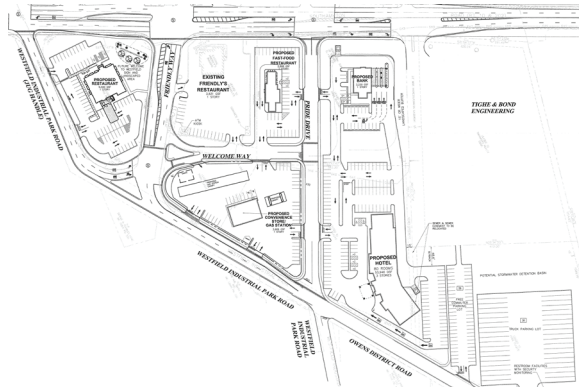
Village Commons, S. Hadley

Following a major fire, this site was redeveloped as a comprehensive mixed use project including retail shops, professional offices, restaurants, coffee shops, theaters personal services and apartments.



Holyoke Hotel & Restaurant Center, Holyoke

Proposed at the corner of Lower Westfield Road and Whiting Farms Road, this proposed redevelopment of a former Holiday Inn site will encompass a new hotel along with an array of restaurant types. Submitted as a single comprehensive project including all on-site traffic circulation, storm water drainage, lease areas, building envelopes, etc. The Planning Board approved the overall development's master plan and uses with unknown specific tenants. As each site is leased, tenants will meet with the Planning Board to review their lease area's landscaping and building materials.



Westpark, Westfield

Developed on Southampton Road across from the Mass Turnpike interchange, this development was also approved as a master plan addressing all traffic circulation, storm water drainage, and lease areas for the site. Like the example from Holyoke, the initial submission included only one identified tenant (Holiday Inn Express) and as each site is leased tenants will meet with the Planning Board to review their lease area's landscaping and building materials.

A model bylaw or strategy is included in the Pioneer Valley Sustainability Toolkit.

FOR MORE INFORMATION, PLEASE CONTACT

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