

VALLEY VISION 2

THE NEW REGIONAL LAND USE PLAN FOR THE PIONEER VALLEY



10 YEAR UPDATE

COX FOUNDATION

VALLEY VISION 2

**NEW DEVELOPMENT
FORMS & THREATS**

**NEW SMART
GROWTH TOOLS**

VALLEY VISION GOALS

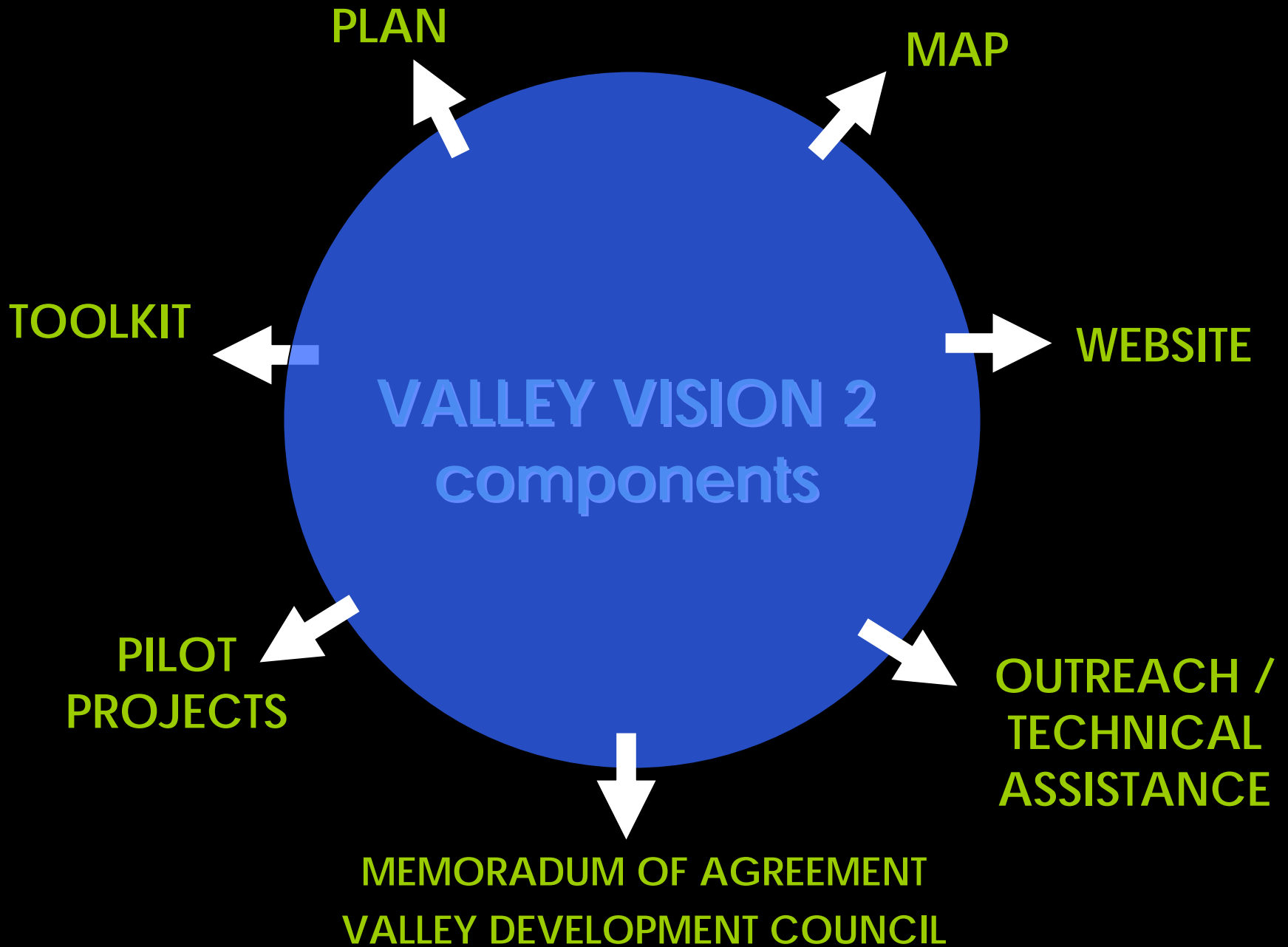
SMART GROWTH PLAN

GUIDE NEW COMPACT GROWTH TO EXISTING COMMUNITY CENTERS

REVITALIZE DOWNTOWNS AND BROWNFIELDS

PRESERVE OUTLYING FARMLAND AND SENSITIVE ENVIRONMENTAL AREAS

MAKE PLAN IMPLEMENTATION A SHARED PUBLIC-PRIVATE RESPONSIBILITY



VALLEY VISION MAP

25 LAYERS

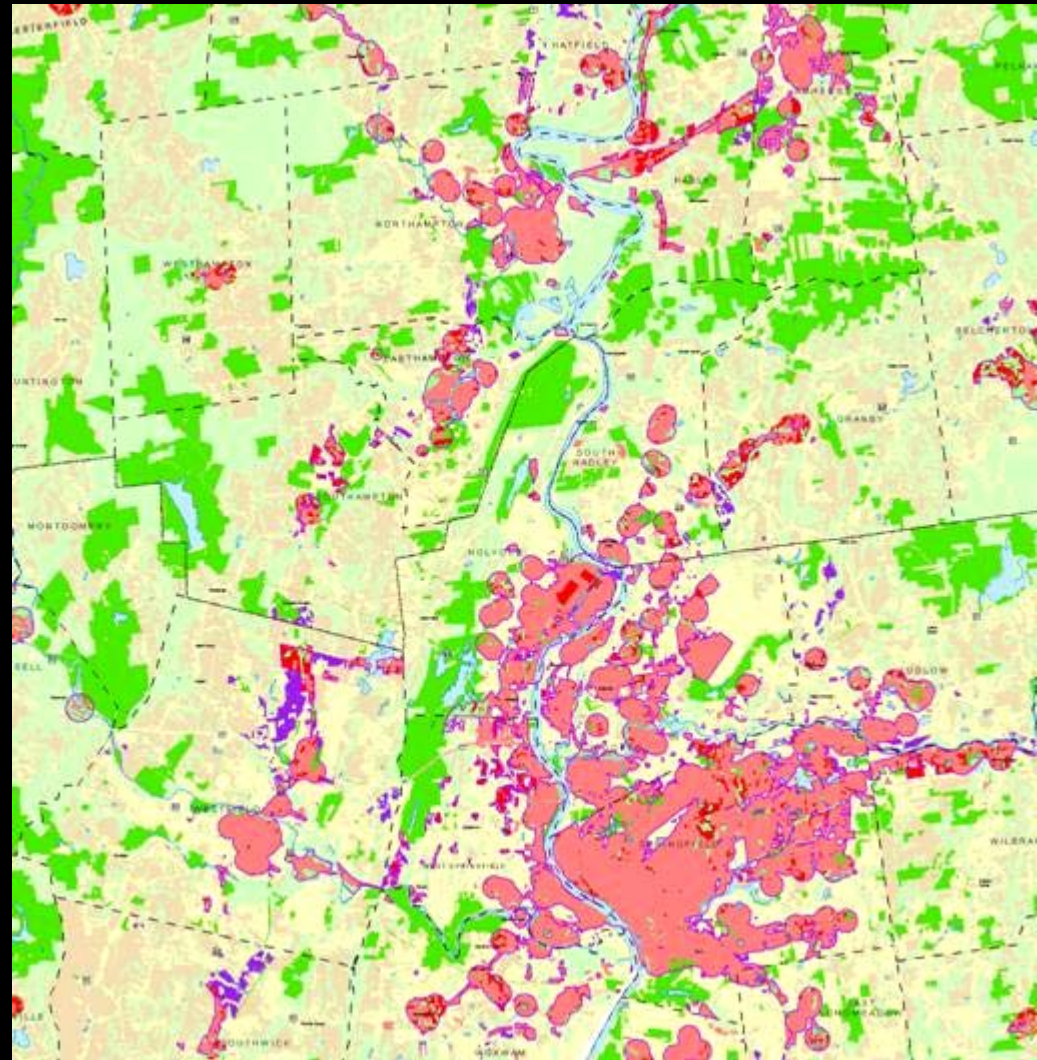
OVERLAP ANALYSIS

LAND SUITABILITY FOR
DEVELOPMENT & OPEN SPACE

GROWTH AROUND EXISTING
CENTERS

CHAPTER 40R

SMART GROWTH DISTRICTS



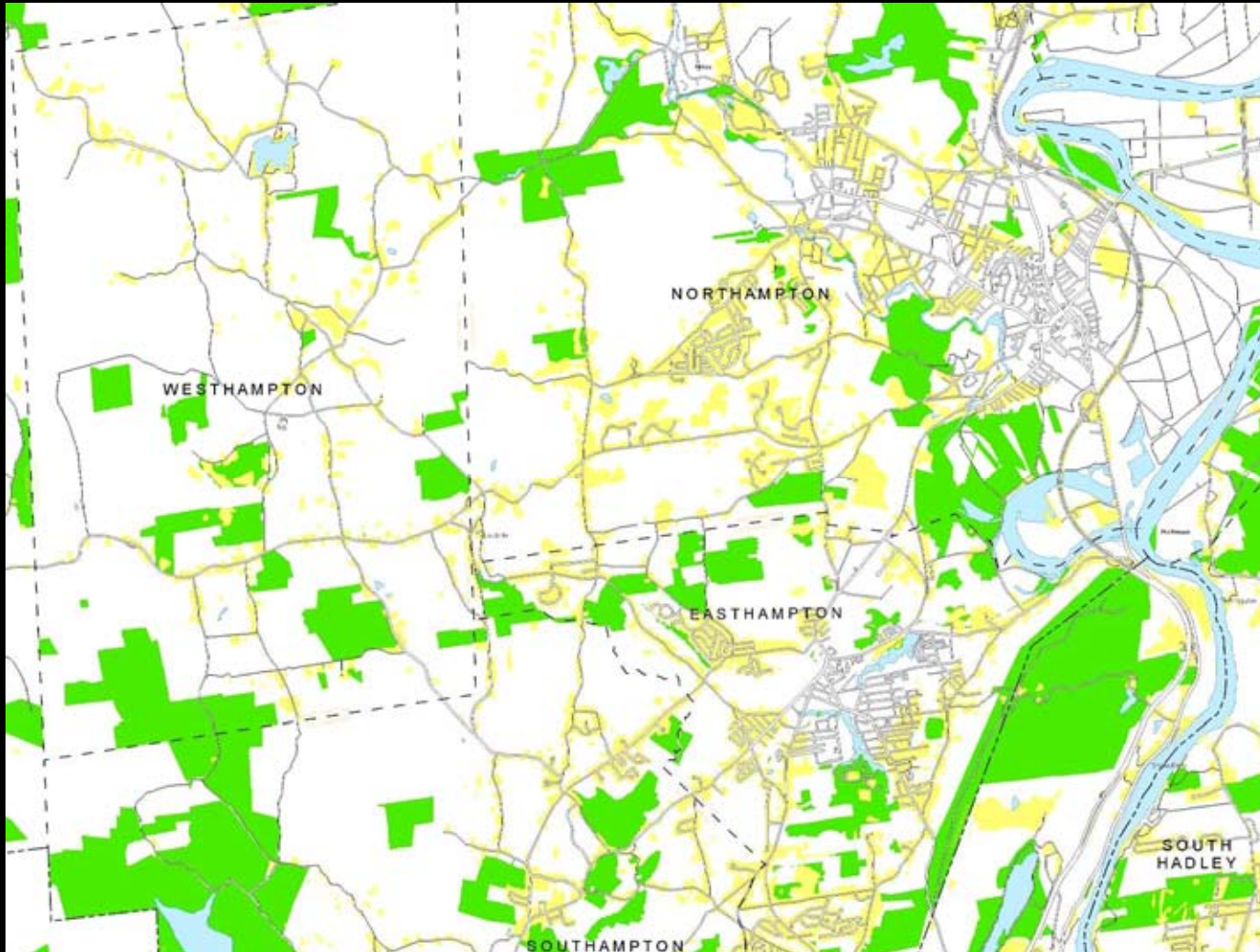
Existing
Land Uses

Lands
Suitable for
Farmland &
Open Space

Lands
Suitable for
Protection &
Low Density
Development

Lands Suitable
for Industrial
Development

Lands Suitable
for Ch. 40R
Districts



Water bodies

Hydrology

Existing Developed
Land

Existing Protected
Land

VALLEY DEVELOPMENT COUNCIL

- Architects
- Builders
- Building Inspectors
- Community Development
- Environmental Engineering
- Financing
- Land Conservation
- Planners
- Real Estate
- State Government

PUBLIC / PRIVATE SECTOR

KEY PLAYERS

EXPERTISE

ENGAGE STAKEHOLDERS

FOSTER RELATIONSHIPS

**ADVOCACY &
IMPLEMENTATION**

FUTURE ROLE OF THE VDC

OVERSEE BI-ANNUAL SMART GROWTH AWARDS

PREPARE ANNUAL REPORT CARD ON VALLEY VISION PROGRESS

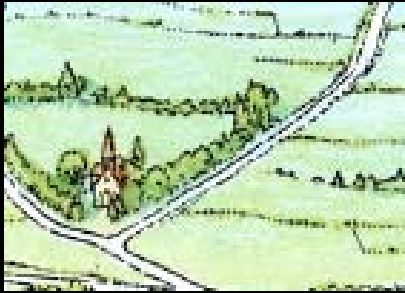
SPONSOR WORKSHOPS & PUBLIC OUTREACH

PROMOTE PUBLIC/PRIVATE PARTNERSHIPS ON PILOT PROJECTS

PREPARE ANNUAL UPDATES TO VALLEY VISION

MAINTAIN FOCUS & ENERGY ON PLAN

SMART GROWTH STRATEGIES



Traditional Neighborhood Development (TND)

Compact Mixed Use Community Centers

Revitalize Urban Core

Cluster or OSRD Development

Improve Housing Opportunities

Brownfields

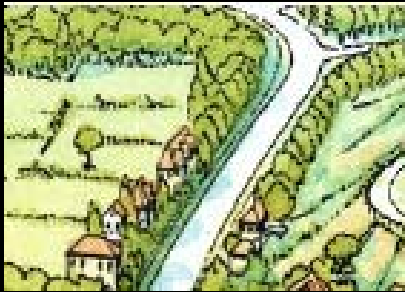
Preserve Farmlands and Farm Businesses

Open Space / Environmental Protection

Bicycle and Pedestrian Facilities

Encourage Sustainable Design

Identify & Promote Growth Districts



CHAPTER 40R GROWTH DISTRICTS



EASTHAMPTON

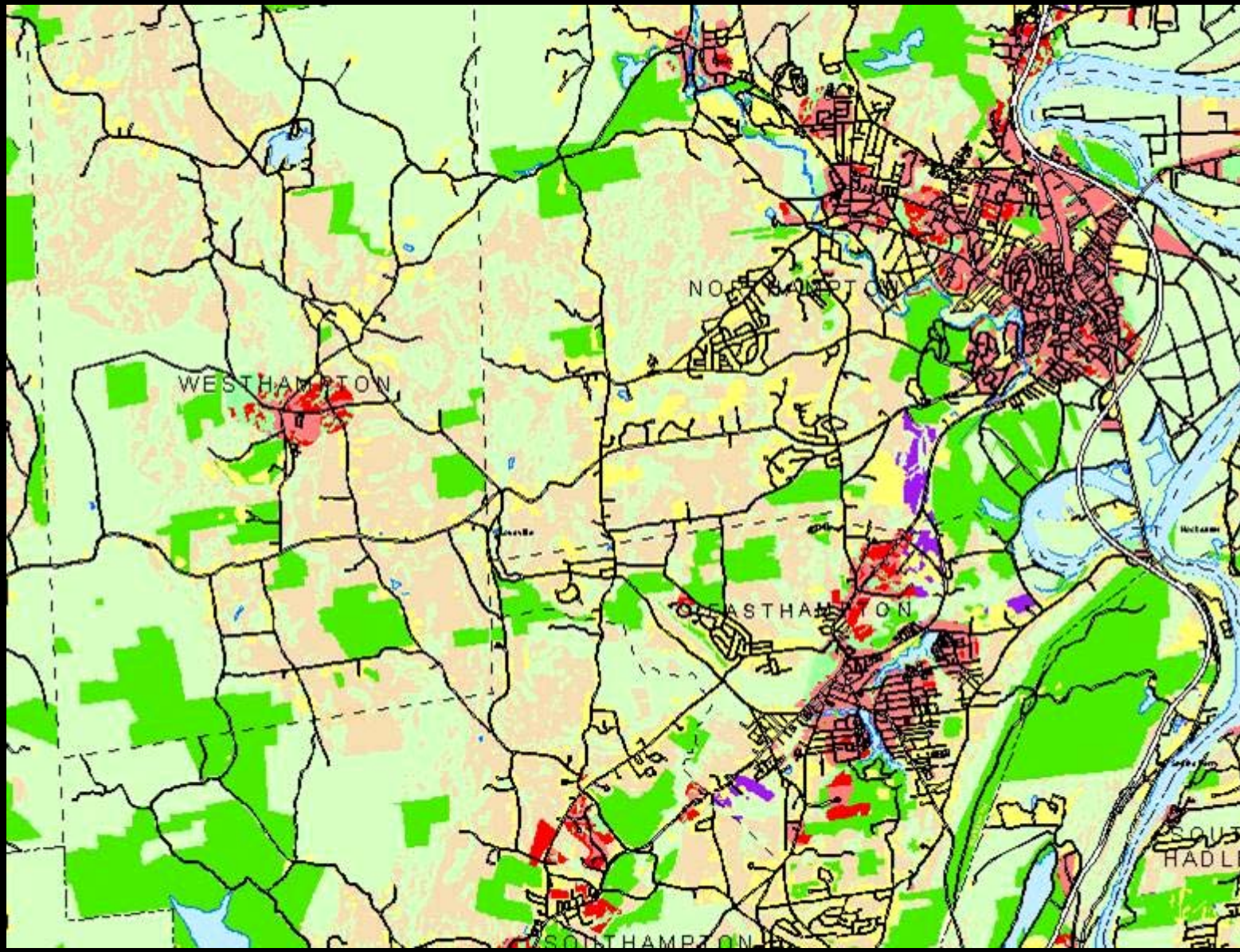


HOLYOKE



WESTFIELD

MAPPING POTENTIAL CHAPTER 40R GROWTH DISTRICTS



SUBREGIONAL CHAPTER 40R: GROWTH DISTRICT SITES

23 sites identified:

former mills
hospital
train station
fire station
high school
vacant lands
strip mall
downtown infill sites

Easthampton: 9 sites

Holyoke: 10 sites

Westfield: 4 sites



SUBREGIONAL CHAPTER 40R: POTENTIAL HOUSING PRODUCTION



Maximum estimated housing
production,
in all potential Smart Growth
Districts for three cities*:

5,575 new units

1,480 rehab units

*Includes Easthampton, Holyoke & Westfield



[Introduction to Valley Vision](#)

[Smart Growth in Your Community](#)

[Smart Growth Strategies](#)

[Smart Growth Visualization](#)

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- [Side Navigation Link #6](#)
- [Side Navigation Link #7](#)
- [Side Navigation Link #8](#)
- [Side Navigation Link #9](#)

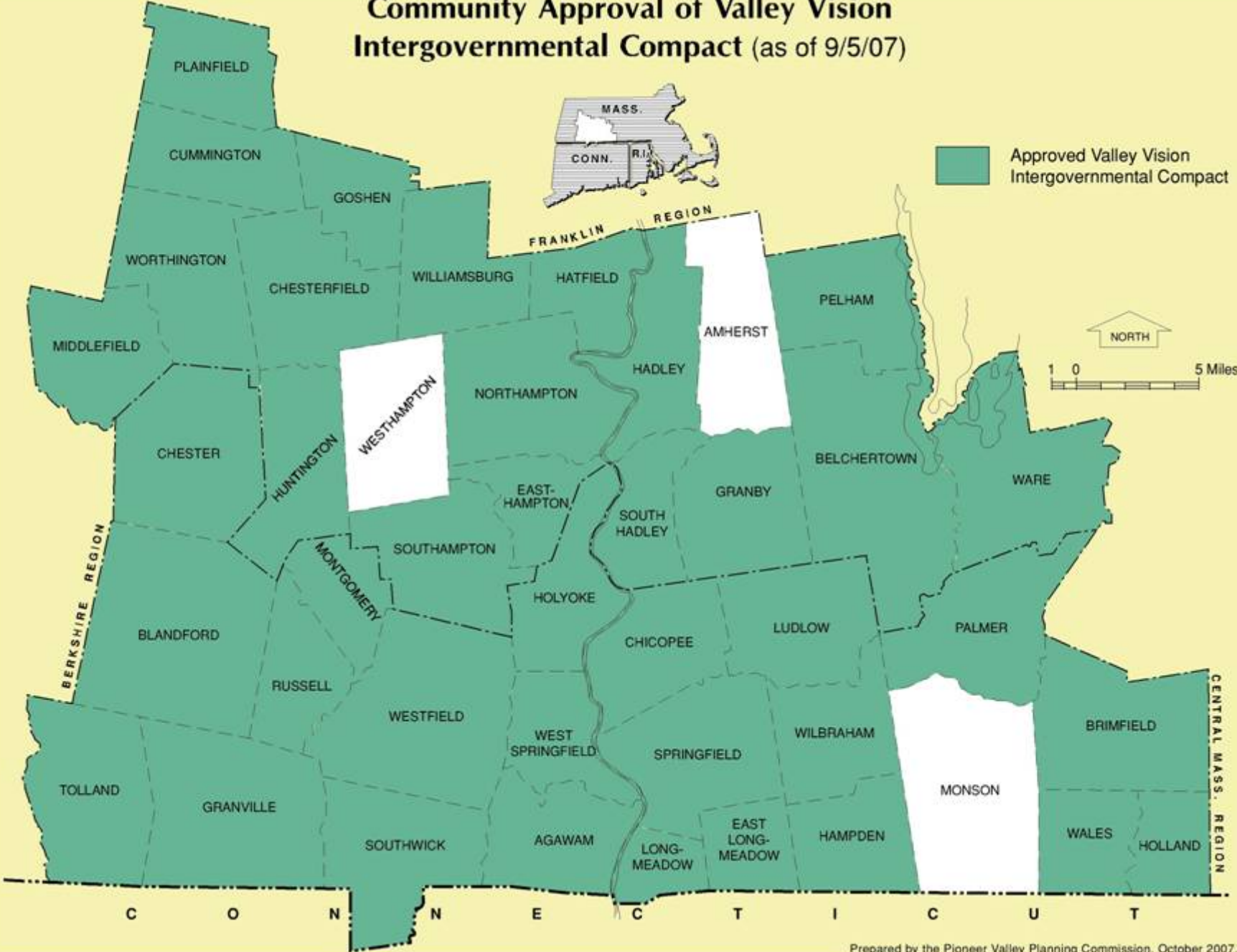
...the Commission recognizes that our region is facing significant growth, poor air quality, environmental impacts, and loss of farmlands...

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Community Approval of Valley Vision Intergovernmental Compact (as of 9/5/07)



Prepared by the Pioneer Valley Planning Commission, October 2007.

FINAL THOUGHTS

THE RULES HAVE ALL CHANGED- AND SO MUST WE

VALLEY VISION 2 CHARTS A NEW DEVELOPMENT PATTERN RECOGNIZING THAT:

- 1) The Current Pattern of Development is Not Sustainable and Must be Reconfigured;
- 2) The City of the 21st Century is Now the Region and it is the Region That is Pivotal to Achieving Prosperity and Economic Competitiveness;
- 3) Growth Centers Can Serve as Powerful Growth Shapers Going Forward;
- 4) Housing Costs, Conditions, and Choices Matter and Can be Used to Advantage in Fostering Desirable Patterns and Densities of Land Use;
- 5) Enhanced Planning, Rather Than Expanding Regulation, Needs to be the Bedrock of the 21st Century Growth & Development Agenda; and
- 6) A New System of "Governance" Enjoining the Public, Private, and Civic Sectors to Work Together Will Be Essential to Making Real Progress and Ultimately Achieving Success In the Pioneer Valley and Elsewhere.

SUSTAINABILITY IS THE IMPERATIVE OF THE 21ST CENTURY AND IT IS EVERYONE'S RESPONSIBILITY AND MANDATE TO ADDRESS AND RESOLVE.

