

DIRECTING FUTURE GROWTH IN THE TOWN OF LUDLOW

It's not a question of 'if' the town will grow but 'how' it will grow

Ludlow is one of the fastest growing communities in the Pioneer Valley.

Since the year 2000:

- Population has increased by 1,200 residents, or 5.7%
- 600 permits for new dwelling construction have been issued
- Most new permits located outside the existing public sewer area
- Over 600 acres of land converted to new development, mostly residential
- Loss of existing farm and forest land

Identifying areas for growth can help Ludlow accommodate and attract sensible development in the future while maintaining and enhancing its character and quality of life.

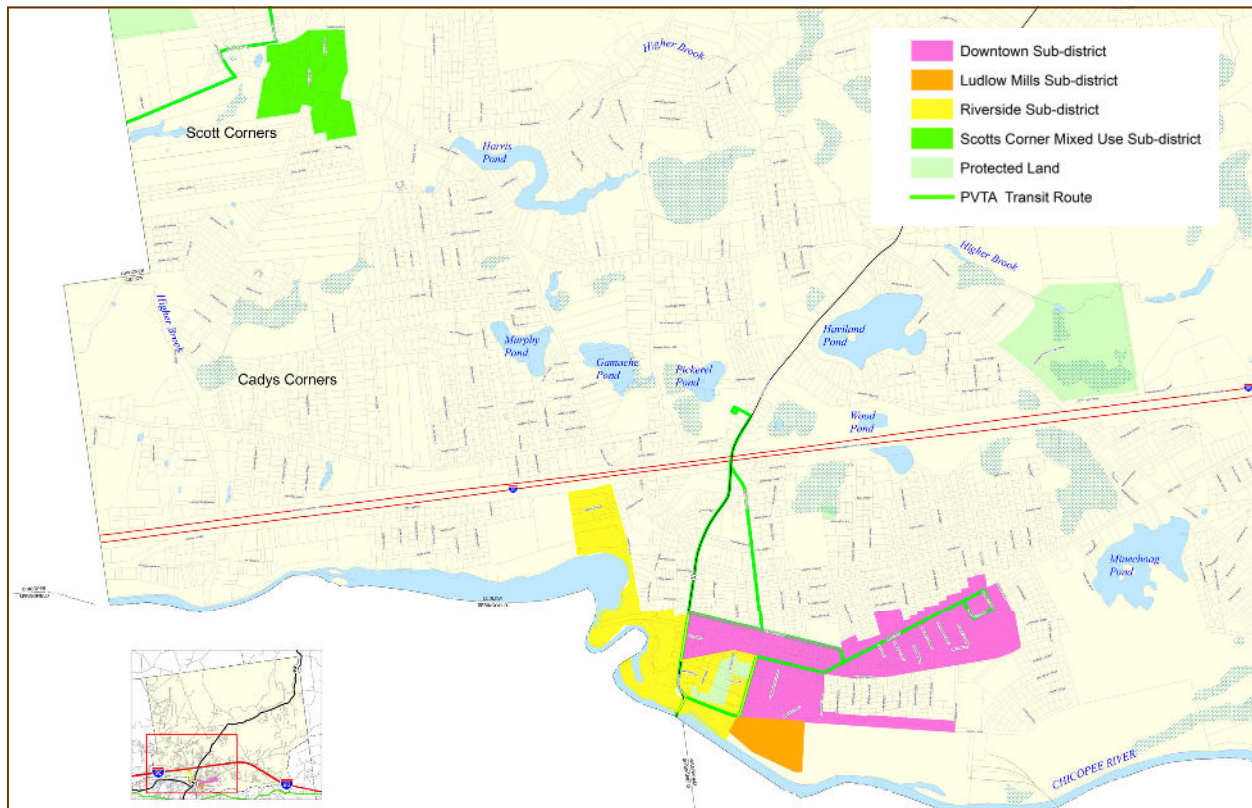
The goal is to designate appropriate areas in the community where new development makes sense and discourage growth in other locations.



There is no doubt about it — the strong sense of community, safe neighborhoods, and prime location in the region has made Ludlow a desirable place to live, work, and play. These elements have made Ludlow one of the fastest growing communities in the region, despite the current market conditions.

Much of Ludlow's new residential development occurred outside the compact water and sewer area, in a zoning district which encompasses close to 75% of the total community, and requires large lots for new residential developments.

Over the past two years, the town has taken proactive steps to identify locations for residential development where public sewer and public water exist, contain some vacant or underutilized land, and offer a concentration of commercial and civic activity. The proposed Smart Growth Overlay Zoning District will provide incentives to developers to locate projects in these locations, and give the town more control by establishing design standards for residential and mixed-use projects within these districts.



District Visions

Scott's Corner

A thriving **village center** with small scale mixed use, retail and office development along with single family homes and townhouses which reconfirms the **historic** importance of this area as a **community** or **village**.

Riverside

An attractive **riverfront gateway** with eye-catching mixed use buildings, townhomes, and garden style apartments and a **community anchor** with its concentration of civic, community, and retail uses.

Downtown

Charming shops and distinctive restaurants along tree-lined streets where the emphasis is on **community**, with locally owned and operated establishments each with its own **unique flavor**.

Ludlow Mills

A revitalized **icon** of Ludlow's past with residential units, offices, and commercial spaces. A meandering **river walk** connects new residents and workers to the Riverside and Downtown districts.

The Smart Growth Overlay District is an OPTIONAL zoning tool that is available to projects located in designated areas in the community. The proposed district in Ludlow has four areas, each with its own vision and set of standards: Scott's Corner, Riverside, Downtown, and Ludlow Mills.

Builders who chose to develop projects under the optional Smart Growth Overlay District can build at higher allowable densities than what is permitted through current zoning, but often match the historical development pattern of the targeted area. Builders are also required to reserve 20 percent of the residential units for households that earn less than the regional median income. As an incentive, the proposed zoning allows a by-right permitting process with an extensive review process for residential units.

Projects developed under the Smart Growth Overlay District also must meet design standards that are developed by the community for each of these targeted areas. These design standards can address items such as scale, proportions, exterior appearance, and placement of buildings, street standards, bicycle and pedestrian standards, parking, landscaping, and signage. A project cannot be approved through the Smart Growth Zoning unless it meets the design standards and dimensional requirements in the bylaw.

For more information, contact Doug Stefancik, Town Planner at 413/583-5624 Ext. 282