



**imagine
amherst**

PRESERVE. PREDICT. PROGRESS.

**WORK-IN PROGRESS
PRESENTATION**

SEPTEMBER 28, 2016

TONIGHT'S PRESENTATION

- » **Project Background**

- » Goals and Objectives
- » Acknowledgments

- » **Town-Wide**

- » Commercial Centers/ Mixed Use Activity Centers
- » Market Trends

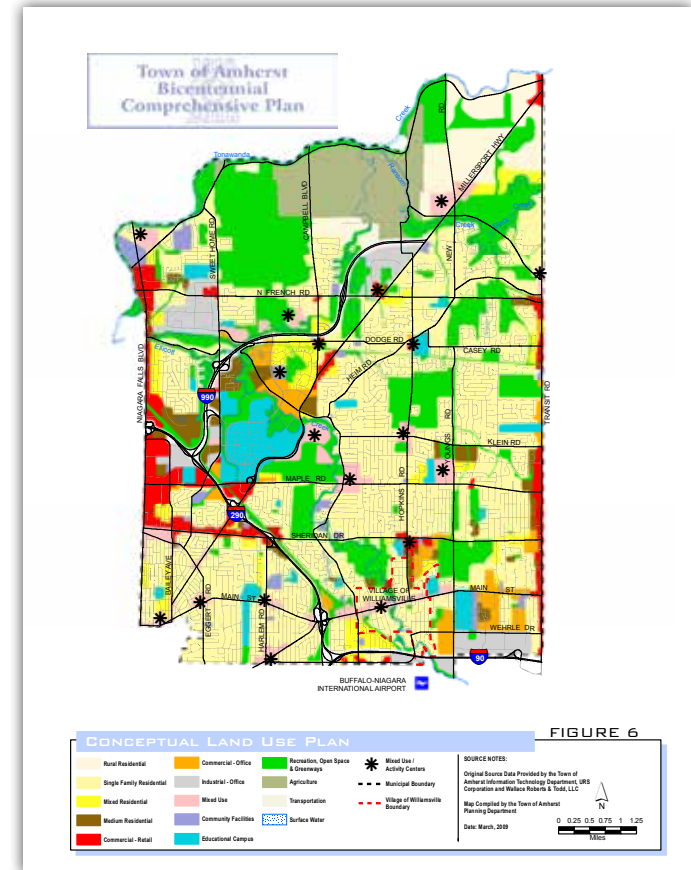
- » **Recap of the Week**

- » Pilot Centers

- » **Closing Remarks/Next Steps**

PROJECT GOALS

- » Update Comprehensive Plan to create a clearer set of definitions for commercial centers
- » Set a vision for the Town's commercial and mixed use activity centers
- » Update the Town's Zoning Code to implement the vision described in the Plan
- » Apply the new zoning to centers throughout the Town



SPECIAL THANK YOU !!

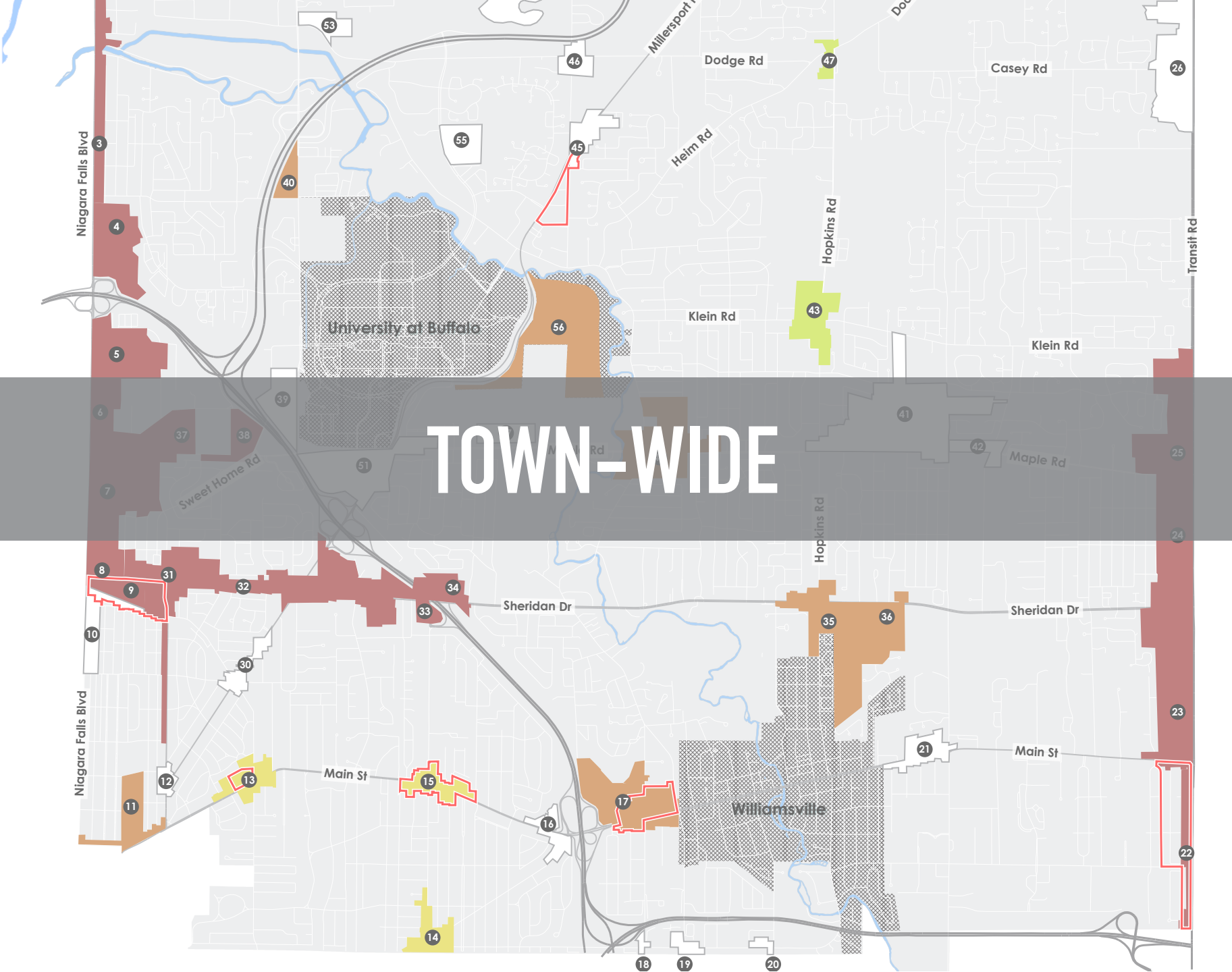
- » Riverside Mens Shop
 - » Audubon Association
 - » Main Transit Fire Hall
 - » Staff at the Harlem Road Community Center
 - » Amherst Residents and Homeowners Associations
 - » Amherst Industrial Development Agency
- and all the participants during charrette week!**

SPECIAL THANK YOU !!

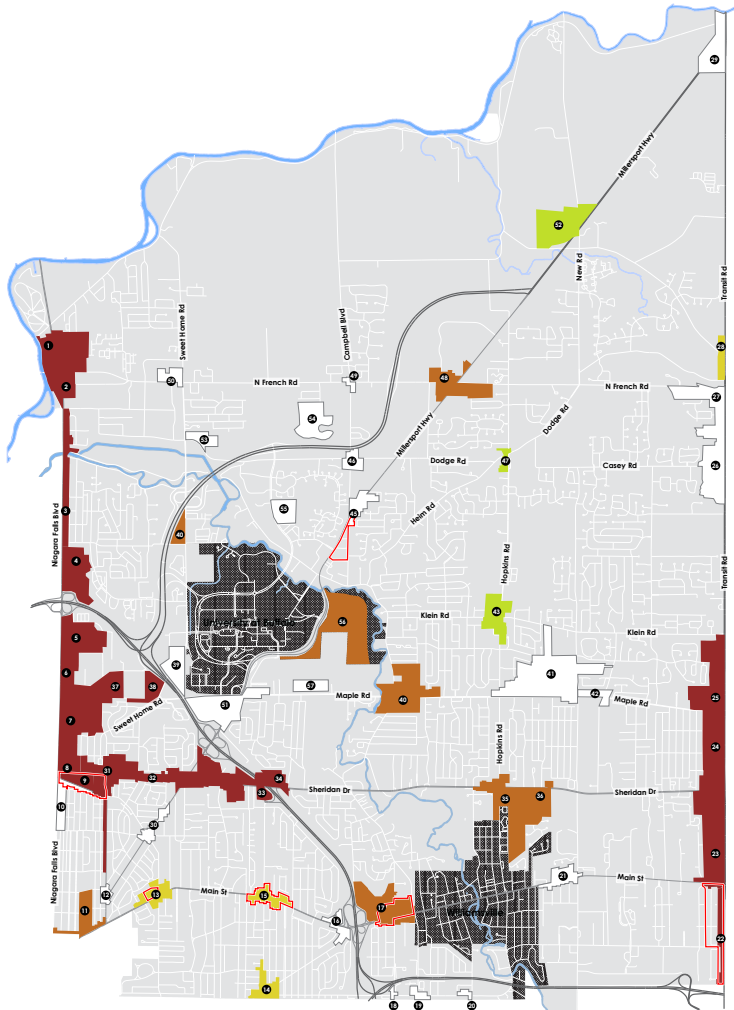


AMHERST TOWN BOARD

TOWN-WIDE



ALL CENTERS BY SCALE



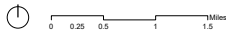
Key

Center Scale

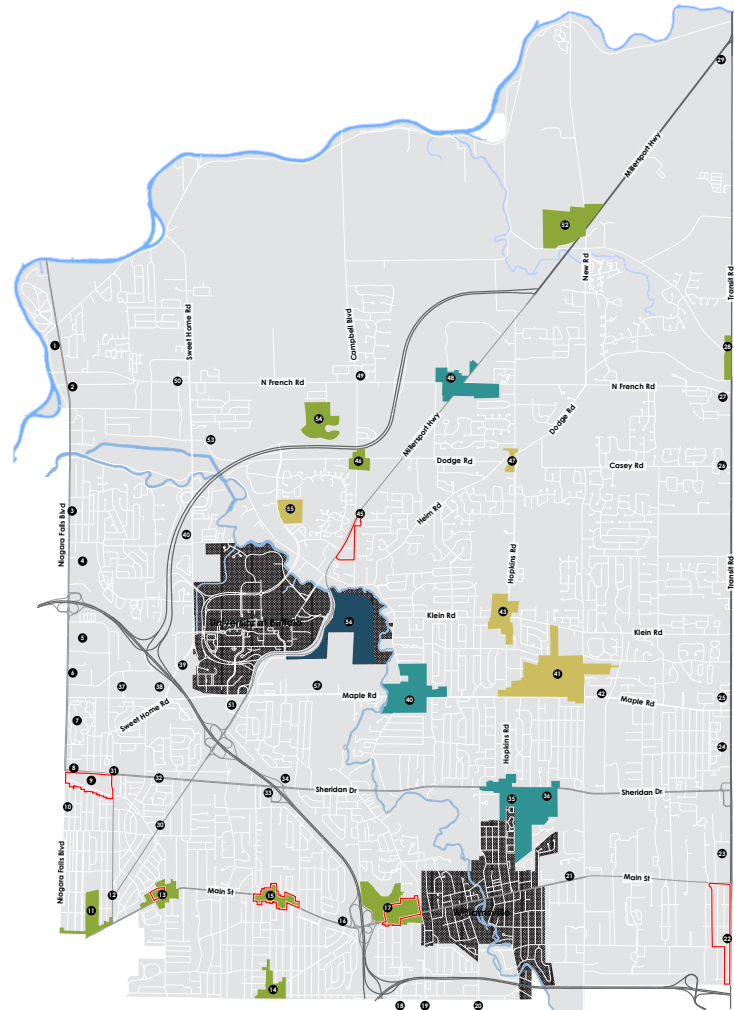
- Neighborhood
- Traditional
- Community
- Regional
- Not Specified

- Pilot Sites

Town of Amherst



MIXED USE CENTERS BY TYPE



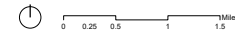
Key

Mixed Use Activity Centers

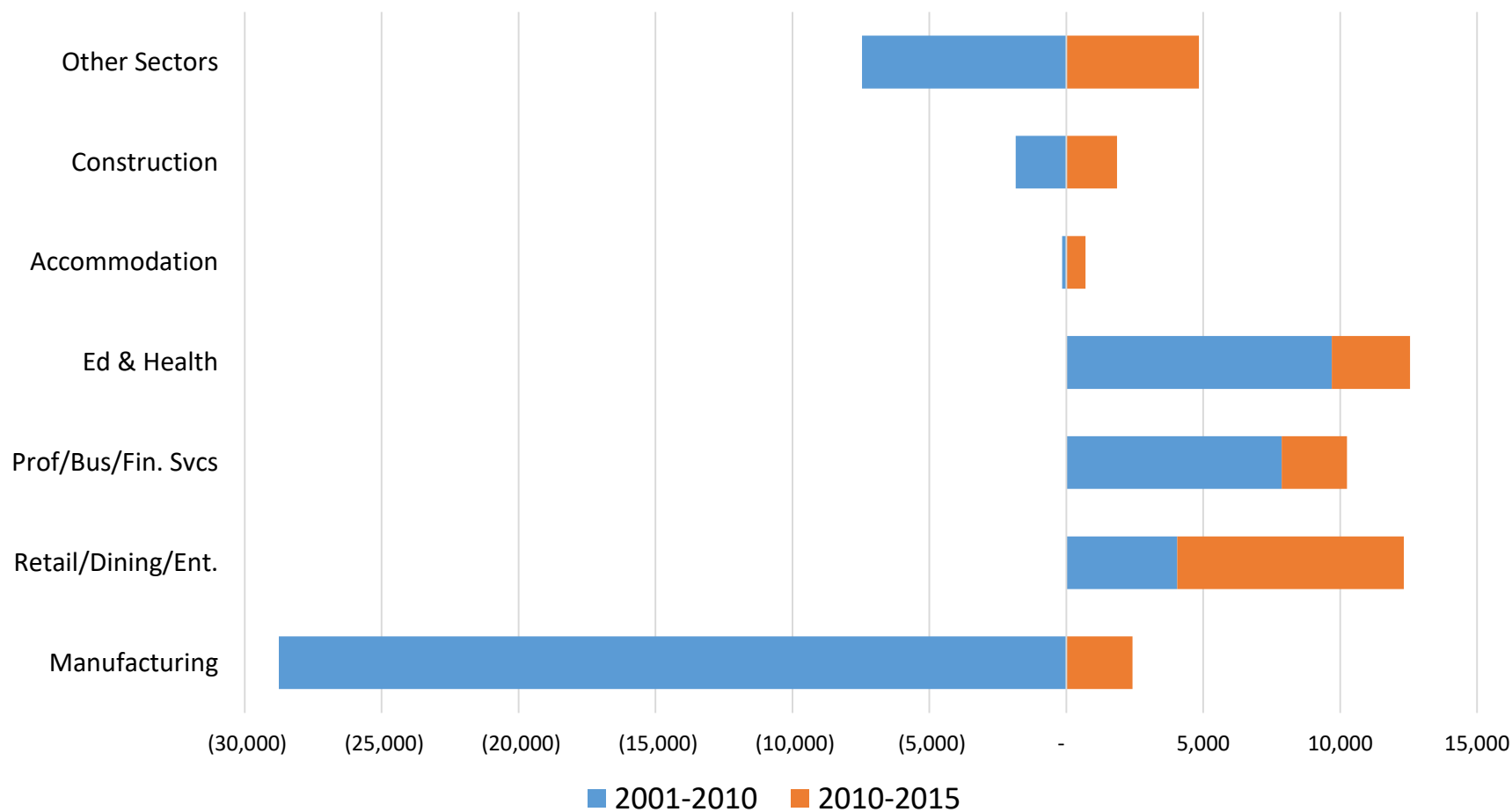
- Special Use
- Urban Village
- Highway Intersection
- University Related

- Pilot Sites

Town of Amherst

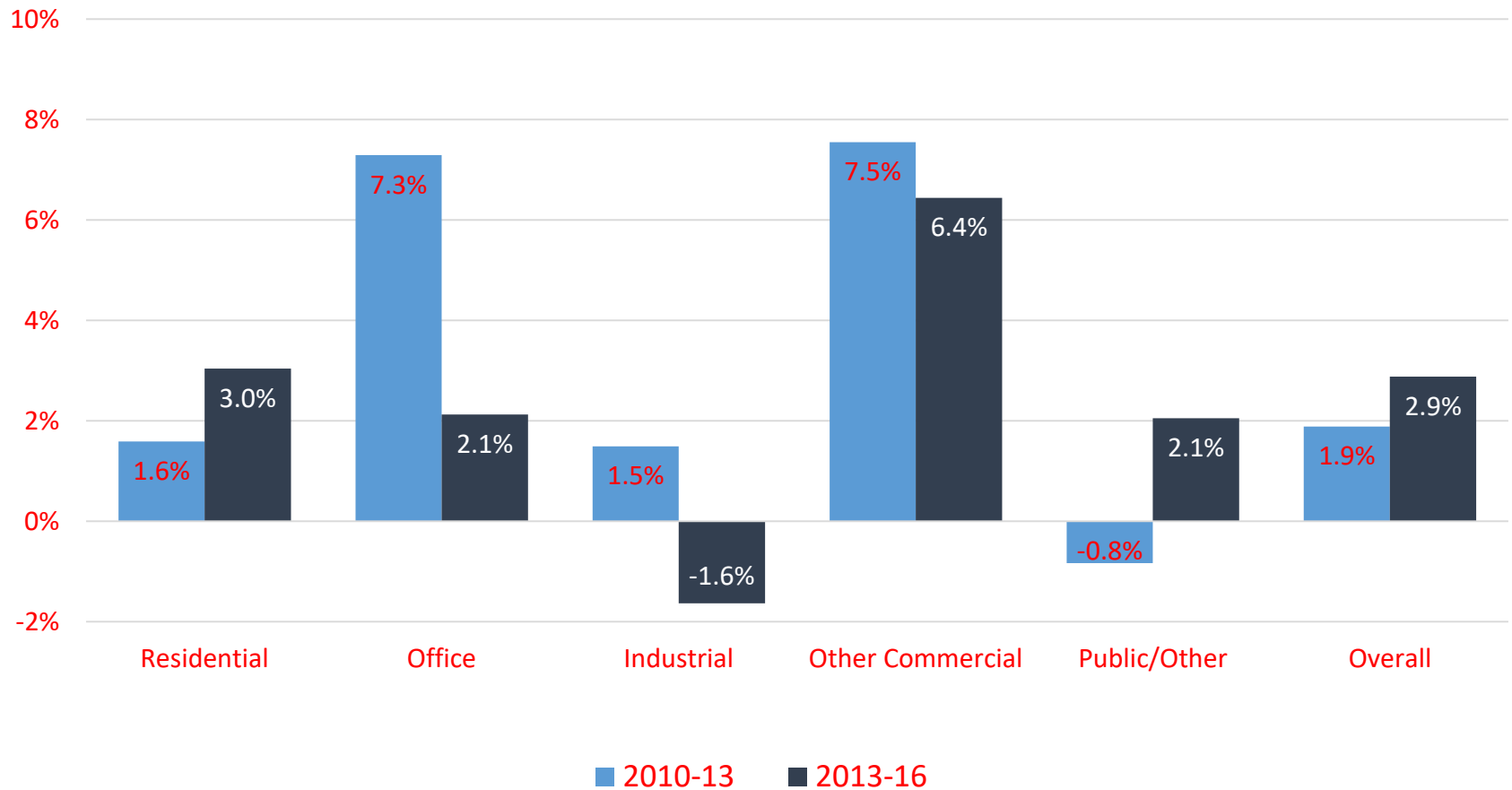


Buffalo Metro Area Net Employment Change 2001-2015



COURTESY DAVID VERSEL

Town of Amherst Percent Change in Total Property Assessment by Type 2010-2016



COURTESY DAVID VERSEL

Case Studies: Suburban Redevelopment Lessons Learned

Older office parks face the same challenges all over the U.S.

A unifying vision is needed to achieve success

Public spaces and placemaking are essential

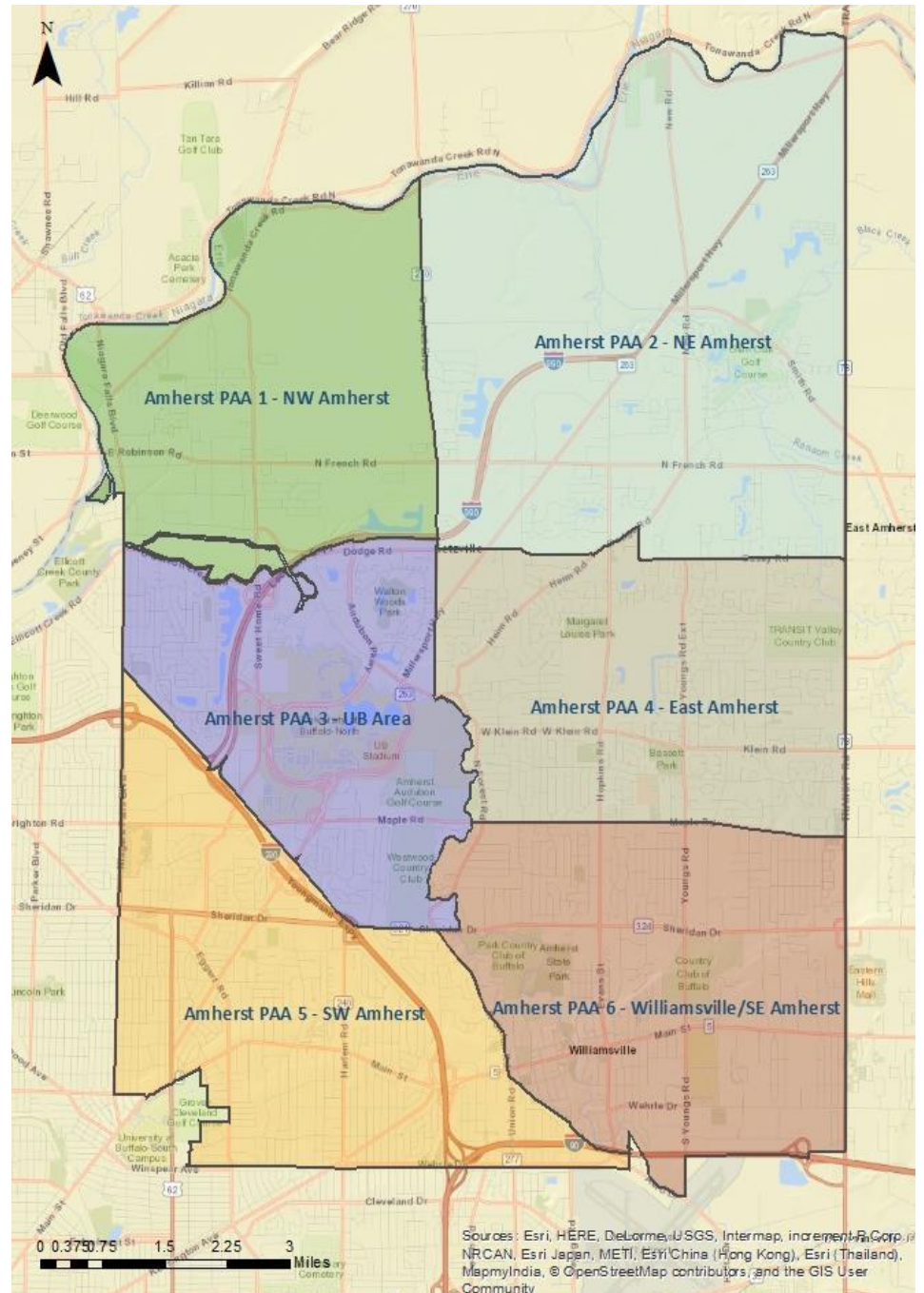
Transit helps, but is not essential

Public-private partnerships are usually necessary

Redeveloping suburban communities takes a long time

Amherst has an opportunity to reinvent itself as a leader in suburban revitalization

Town of Amherst Planning Analysis Areas



COURTESY DAVID VERSEL

Development Outlook, 2015 to 2040 Planning Analysis Area 1

Net Employment Growth:
1,900 to 3,100 Jobs

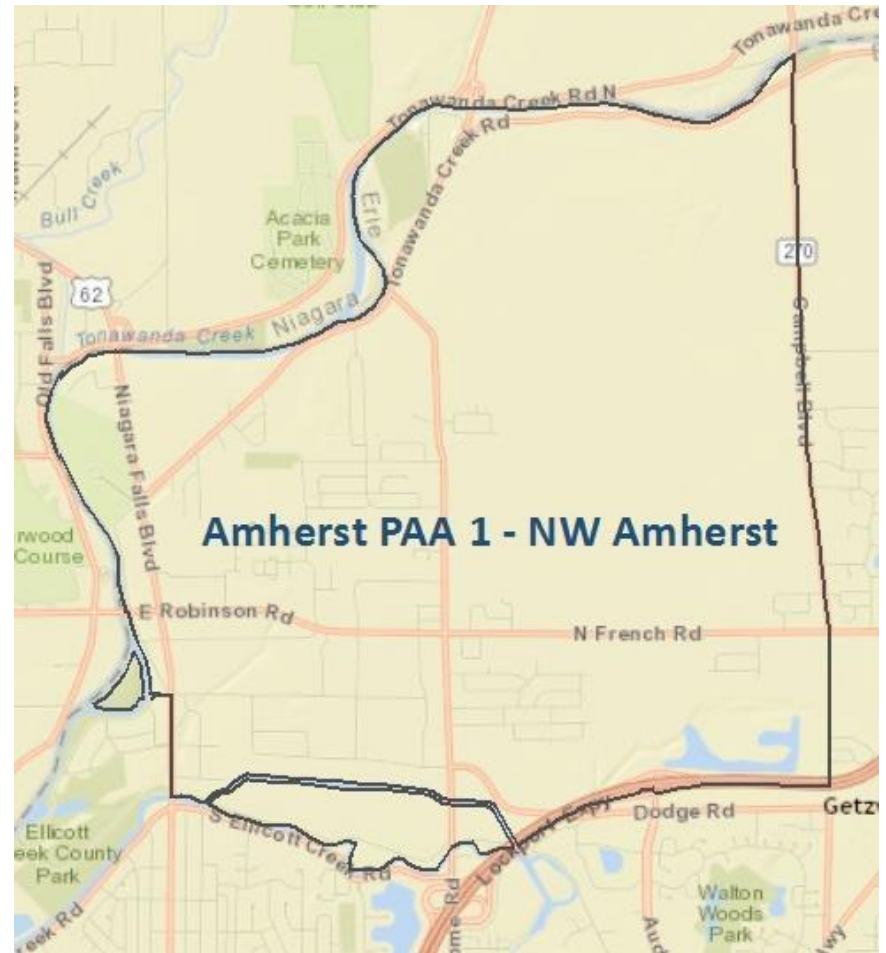
Net Demand for Commercial Space:
574,000 to 879,000 SF

Future Development Needs:

- 272,000 to 426,000 SF of office space
- 224,000 to 311,000 SF of wholesale space
- 78,000 to 129,000 SF of retail space
- No new manufacturing space

Priority:

Redevelopment of Audubon Industrial Park



Development Outlook, 2015 to 2040 Planning Analysis Area 2

Net Employment Growth:
None

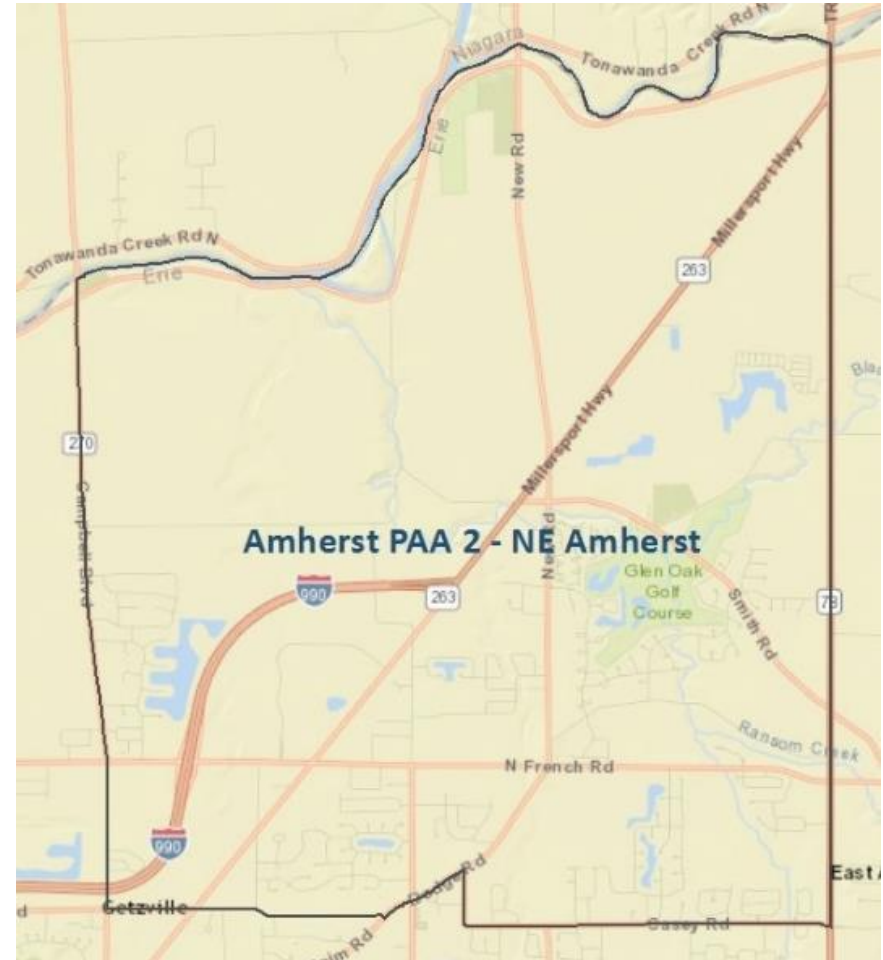
Net Demand for Commercial Space:
Up to 70,000 SF

Future Development Needs:

- 45,000 to 70,000 SF of retail space
- No net gain in manufacturing, wholesale, or office space; new development will replace obsolete buildings

Priority:

Buildout of CrossPoint Business Park



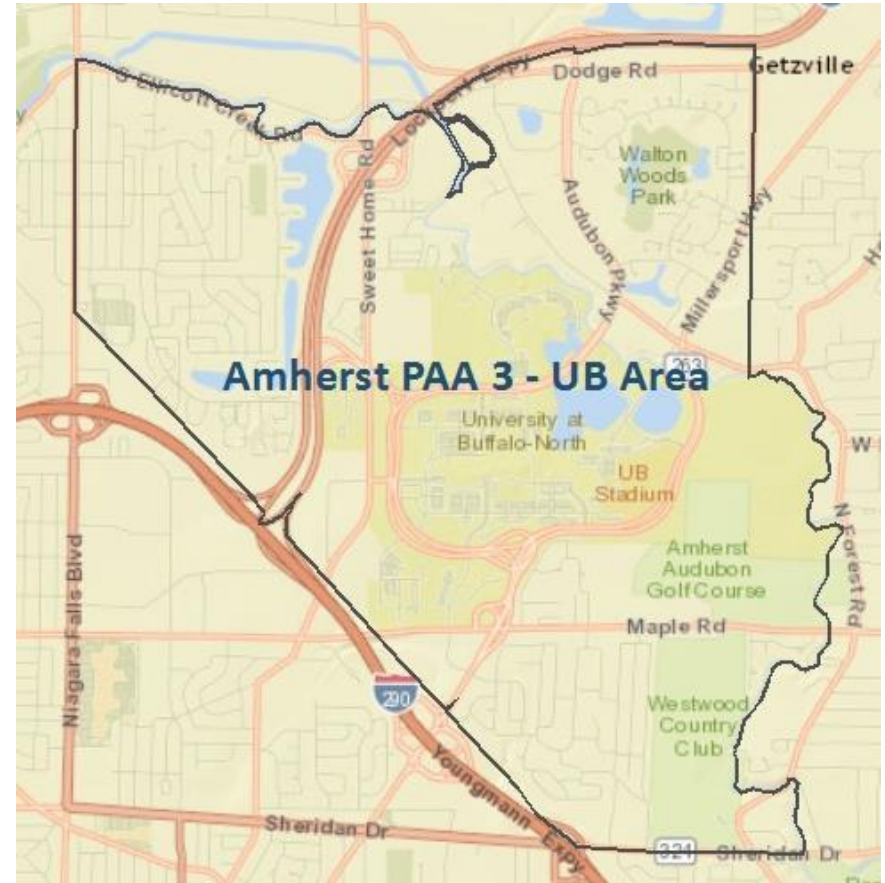
Development Outlook, 2015 to 2040 Planning Analysis Area 3

Net Employment Growth:
Up to 1,300 Jobs

Net Demand for Commercial Space:
Up to 446,000 SF

- Future Development Needs:*
- Up to 144,000 SF of office space
 - Up to 352,000 SF of retail space
 - No new manufacturing or wholesale space

Priority:
Focus on edges of UB North Campus,
including redevelopment of Audubon Office
Park and older retail centers



Development Outlook, 2015 to 2040 Planning Analysis Area 4

Net Employment Growth:
None

Net Demand for Commercial Space:
64,000 to 122,000 SF

Future Development Needs:

- 64,000 to 122,000 SF of retail space
- No new manufacturing, wholesale, or office space

Priority:

Small scale retail developments



Development Outlook, 2015 to 2040 Planning Analysis Area 5

Net Employment Growth:
6,600 to 10,400 Jobs

Net Demand for Commercial Space:
2.1 to 3.2 million SF

Future Development Needs:

- 1.3 to 2.1 million SF of retail space
- 444,000 to 702,000 SF of office space
- 264,000 to 343,000 SF of wholesale space
- Up to 29,000 SF of manufacturing space

Priority:

Redevelopment of business parks and retail centers, infill development along commercial corridors



Development Outlook, 2015 to 2040 Planning Analysis Area 6

Net Employment Growth:
800 to 3,200 Jobs

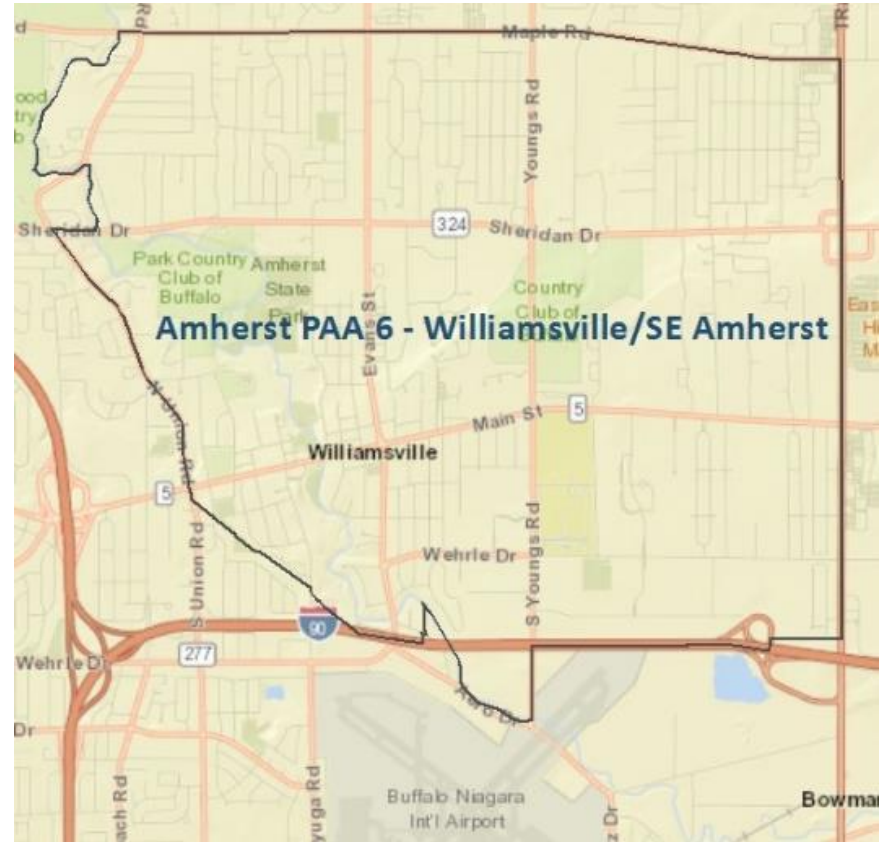
Net Demand for Commercial Space:
917,000 to 1.6 million SF

Future Development Needs:

- 660,000 to 924,000 SF of wholesale space
- 257,000 to 432,000 SF of retail space
- Up to 200,000 SF of office space
- No new manufacturing space

Priority:

Additional wholesale/light industrial space along Wehrle Drive, redevelopment of commercial sites along Main Street and other major corridors



THE CHARRETTE WEEK

CHARRETTE TEAM !



CHARRETTE STUDIO



Harlem Road Community Center

CHARRETTE PARTICIPATION

HANDS-ON WORKSHOP

40+ PEOPLE

CHARRETTE STUDIO

30+ PEOPLE

LUNCH AND LEARNS

20+ PEOPLE

OPEN HOUSES

30+ PEOPLE

WORK-IN PROGRESS

30+ PEOPLE

OVERALL PUBLIC PARTICIPATION



Page Visits **September** | **IMAGINEAMHERST.COM**

417 VISITS (Up from 172 the previous month)

3 PAGES per visit

3:15 MIN time on site

TRAFFIC	218 DIRECT	122 ORGANIC	41 SOCIAL MEDIA	36 REFERRAL
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OVERALL PUBLIC PARTICIPATION

Social Media

FACEBOOK 

162 LIKES



17926 PEOPLE REACHED

1629 POST ENGAGEMENTS

GENDER

60% Women
40% Men

HOMETOWN

Buffalo - 101
Amherst - 22

TOP POSTS

- ▶ 9/09 Charrette video: 7,188 post reach, 3549 unique video viewers, 7 shares, 32 reactions, Top audience Women 65+
- ▶ 9/19 AM Buffalo video: 5,879 post reach, 3085 unique video viewers, 327 shares, 107 reactions, Top audience Women 25-34

AND HERE WE ARE !

SATURDAY

September 24

**Hands-On
Workshop
9 am - 12:30 pm**
@ Hyatt Place
Buffalo/Amherst
5020 Main St.

**Open Design Studio
1 - 7 pm**

**Pilot Center
Meetings**
1 - 2 pm
Village West
2:15 - 3:15 pm
Egbertsville/Snyder
3:30 - 4:30 pm
Northtown
4:45 - 5:45 pm
Getzville
6 - 7 pm
Transit Road

SUNDAY

September 25

**Open Design Studio
9 am - 7 pm**

MONDAY

September 26

**Open Design Studio
9 am - 3 pm**

**Lunch & Learn
Form-Based Codes
12 - 1 pm**

**Drop-In
Open House
(for all centers)
3 - 6 pm**
@ Wyndham
5195 Main St.

**Drop-In
Open Houses
(each center separately)
6 - 8 pm**

- Village West
- Egbertsville
- Snyder
- Northtown
- Getzville
- Transit Road

TUESDAY

September 27

**Open Design Studio
9 am - 7 pm**

**Lunch & Learn
Market Analysis
12 - 1 pm**

**Working Committee
7 - 8:30 pm**

WEDNESDAY

September 28

**Open Design Studio
9 am - 2 pm**

**Closed Design Studio
2 - 7 pm**

**Work-In Progress
Presentation
7 - 8:30 pm**
@ Amherst Town Hall
5583 Main St.

FRIDAY: TEAM TOUR



Snyder

FRIDAY: TEAM TOUR



Eggertsville

FRIDAY: TEAM TOUR



Northtown Plaza

FRIDAY: TEAM TOUR



Getzville

FRIDAY: TEAM TOUR



Transit Road

SAT: HANDS-ON WORKSHOP



SAT: HANDS-ON WORKSHOP



SAT: HANDS-ON WORKSHOP



SAT: HANDS-ON WORKSHOP



SAT: HANDS-ON WORKSHOP



SAT: HANDS-ON WORKSHOP



SOME THINGS WE HEARD!

Northtown

- » Need more green space
- » Reconnect the roads
- » Height transitions are important

Snyder/Eggertsville

- » Maintain traditional neighborhood height
- » Traffic flow through area is a problem
- » Require buildings to be pulled up to street

- » Create rear buffers
- » Consider lower parking requirements
- » Improve quality of design

West of Village

- » Improve placemaking, add public art, landscaping
- » Balance economic development and quality of life
- » Improve transitions to residential
- » Walkable, bikeable, parkable

SOME THINGS WE HEARD!

Transit Road

- » No commercial intrusion (no zoning creep)
- » Improve transition to residential
- » Preserve residential character of neighborhood

Getzville

- » Fix intersection of Millersport and Stahl/Campbell
- » Remain neighborhood scale, service nearby area
- » Improve pedestrian and bike access from neighborhoods

SOME THINGS WE HEARD!

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HANDS-ON WORKSHOP EXIT SURVEY

1. Of the many ideas you heard today, which ones deserve further study and refinement? Why?

pedestrian traffic controls
bike lanes, bump outs, pedestrian
bridge over heavy congested streets

2. Are there any ideas that were missed today?

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A few words
that come to mind about the
AMHERST'S COMMERCIAL CENTERS

Now: INCREASE GREEN / PEDESTRIAN WALKABILITY

and in my vision for the future:

KEEP MAINTAINING +
UPGRADING WHAT'S ALREADY
THERE

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A few words
that come to mind about the
AMHERST'S COMMERCIAL CENTERS

Now: UNAPPEALING

and in my vision for the future:

GREENOR / MIXED USE

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A few words
that come to mind about the
AMHERST'S COMMERCIAL CENTERS

Now: Existing buildings
need revamping

and in my vision for the future:

not infringing on residential
areas but improving
what exists

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Comment Card

Charrette Event: HANDS-ON WORKSHOP

INITIALLY VERY CONFUSING, BUT MORE CLEAR AS
TIME WENT ON. VERY APPARENT HOW POORLY
GROWTH HAS BEEN MANAGED. WALMART, MISHY,
KRYATT, WHOLE FOODS ARE PRIME EXAMPLES!

For additional space, please use the back of this sheet →

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Pilot Center Meetings

SUNDAY BRAINSTORMING



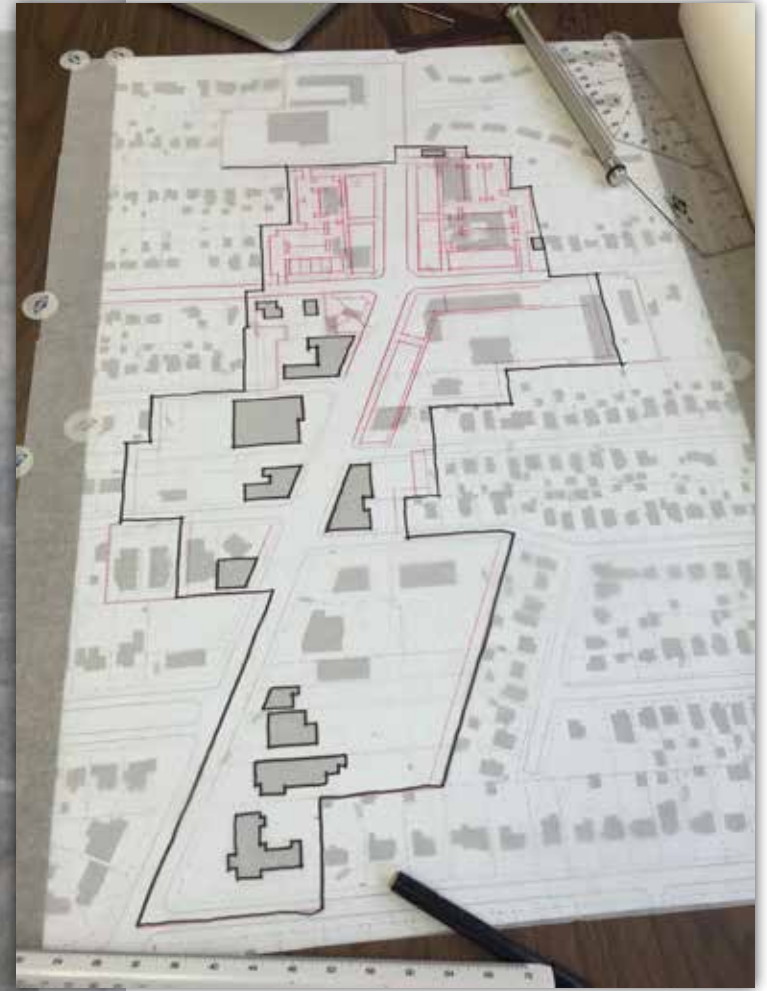
OPEN DESIGN STUDIO



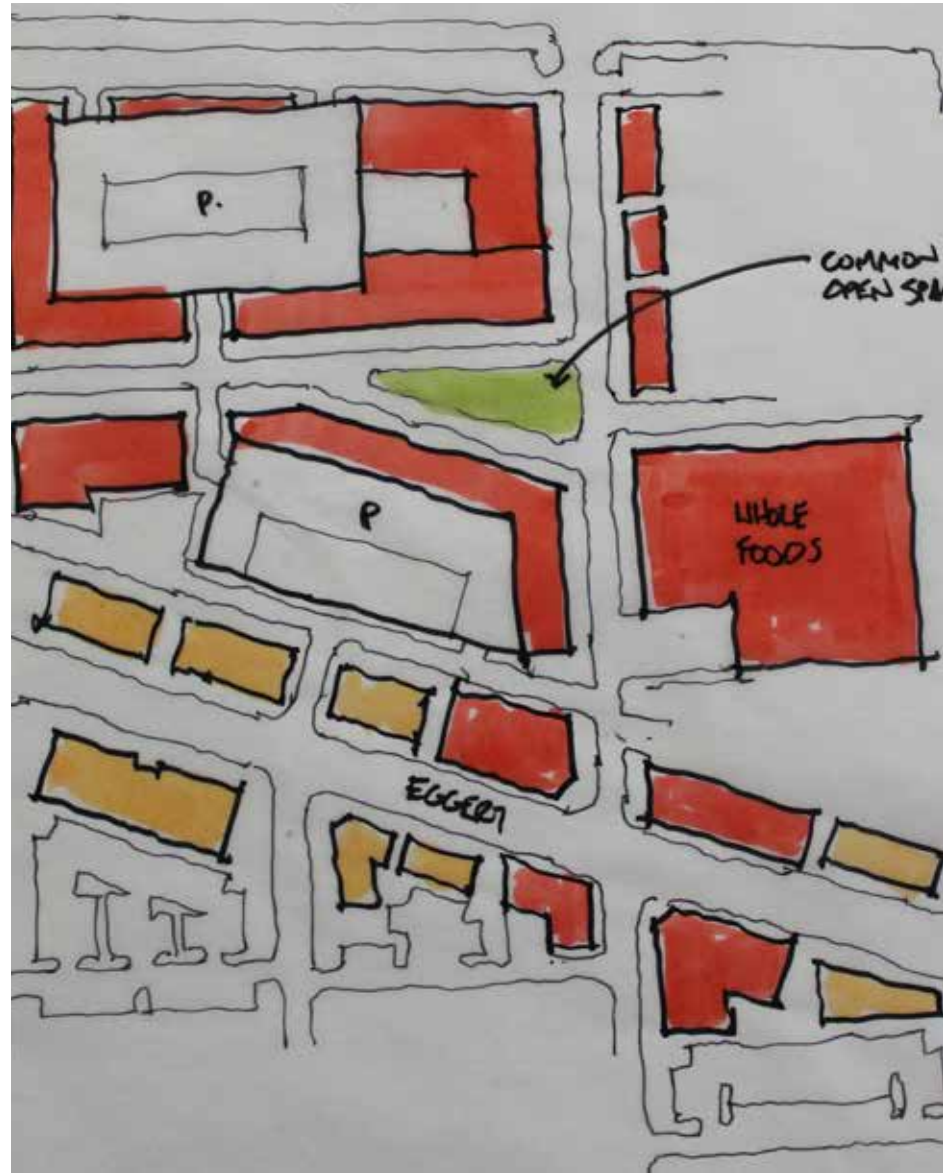
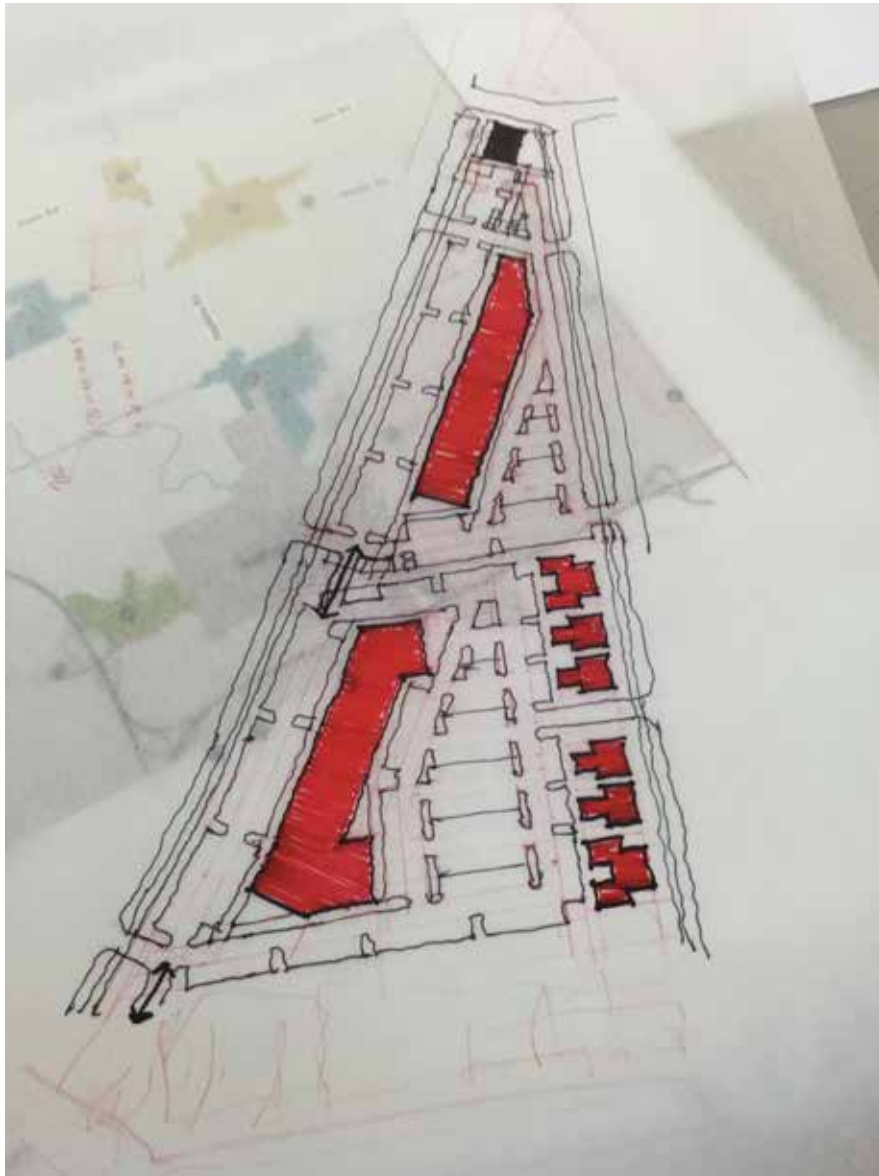
OPEN DESIGN STUDIO



PRELIMINARY CONCEPTS



PRELIMINARY CONCEPTS



LUNCH AND LEARNS



Monday: Form-Based Codes

LUNCH AND LEARNS



Tuesday: Market Trends

DROP-IN OPEN HOUSES



DROP-IN OPEN HOUSES



DROP-IN OPEN HOUSES



STAKEHOLDER MEETINGS



STAKEHOLDER MEETINGS



REFINEMENT



REFINEMENT



WORKING COMMITTEE



WORKING LATE



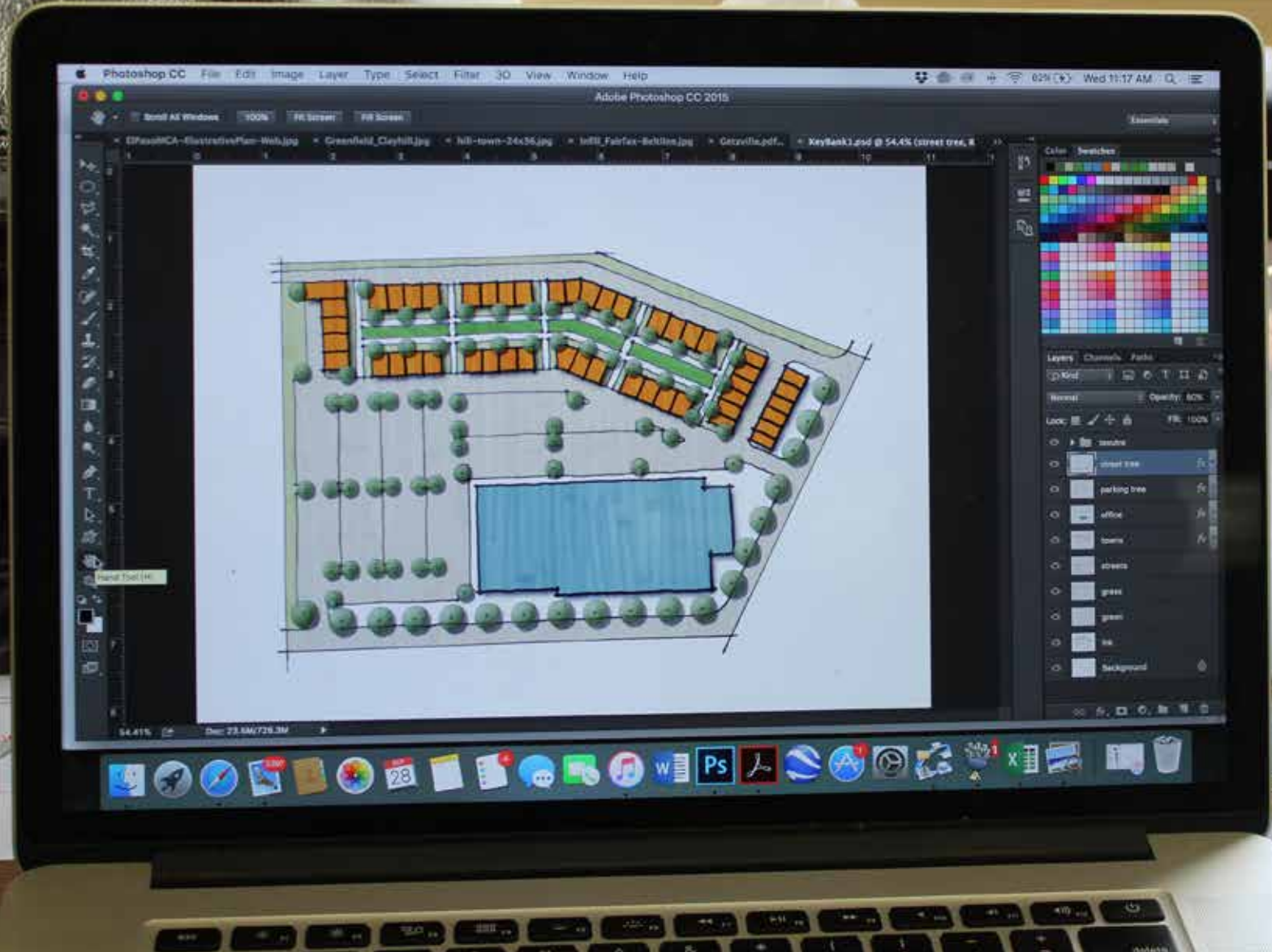
FINAL PREPARATION



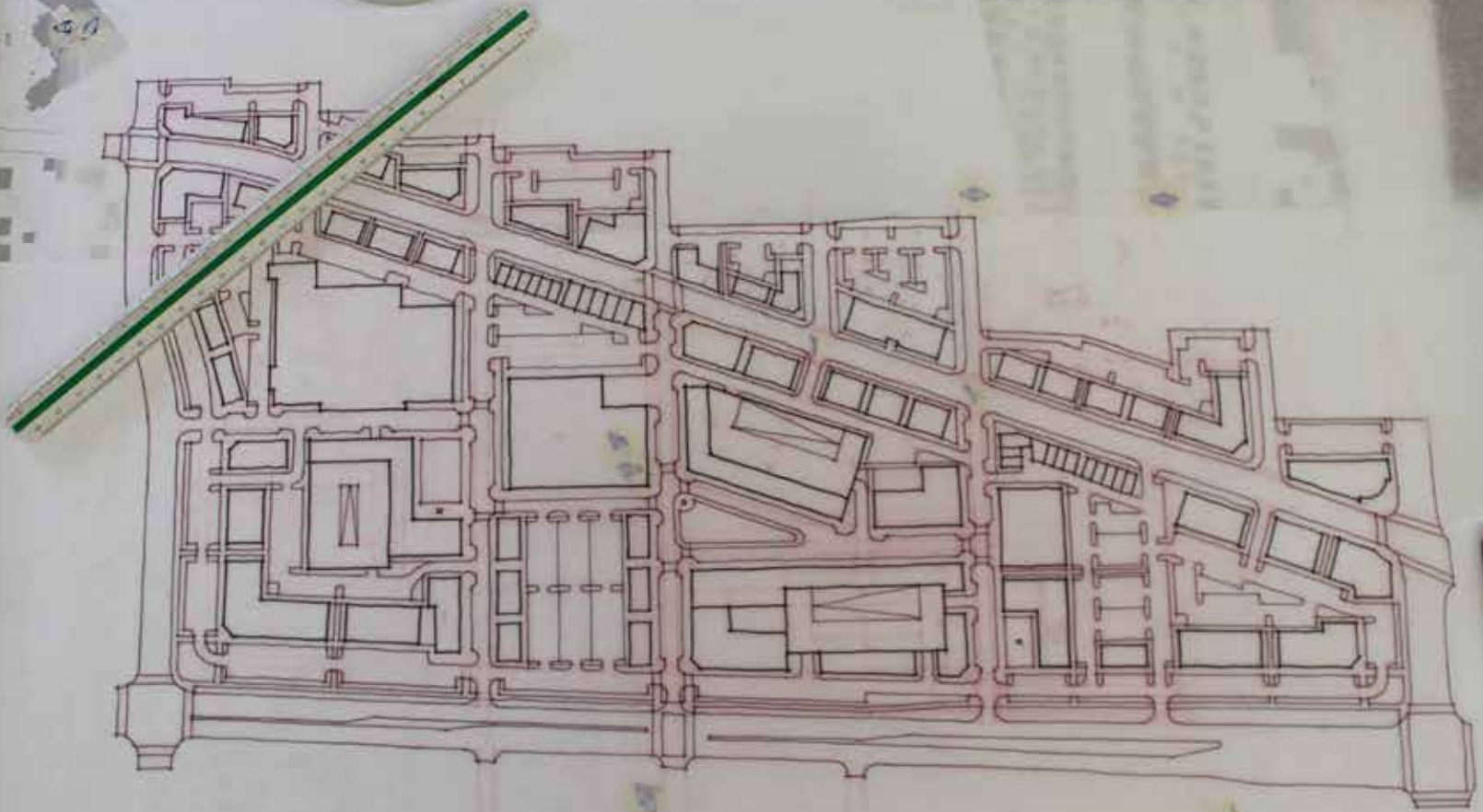
FINAL PREPARATION



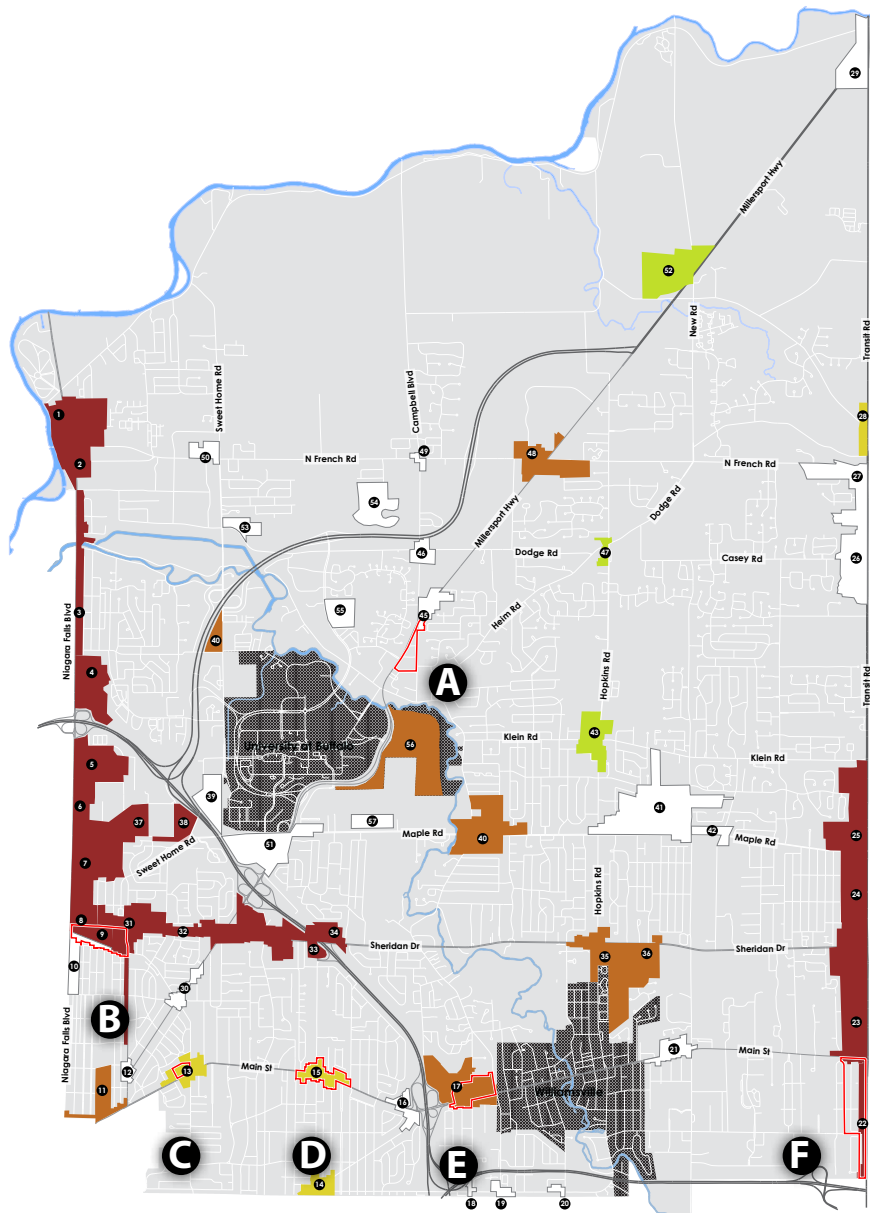
FINAL PREPARATION



PILOT CENTERS



PILOT CENTERS



- A** Getzville
- B** Northtown
- C** Eggertsville
- D** Snyder
- E** Village West
- F** Transit Road

CENTER TYPOLOGIES

Getzville



**Suburban
Node**

Northtown



**Deep/Large
Parcels**

Eggertsville/
Snyder



**Traditional
Node**

Village
West



**Williamsville
Edge**

Transit Rd

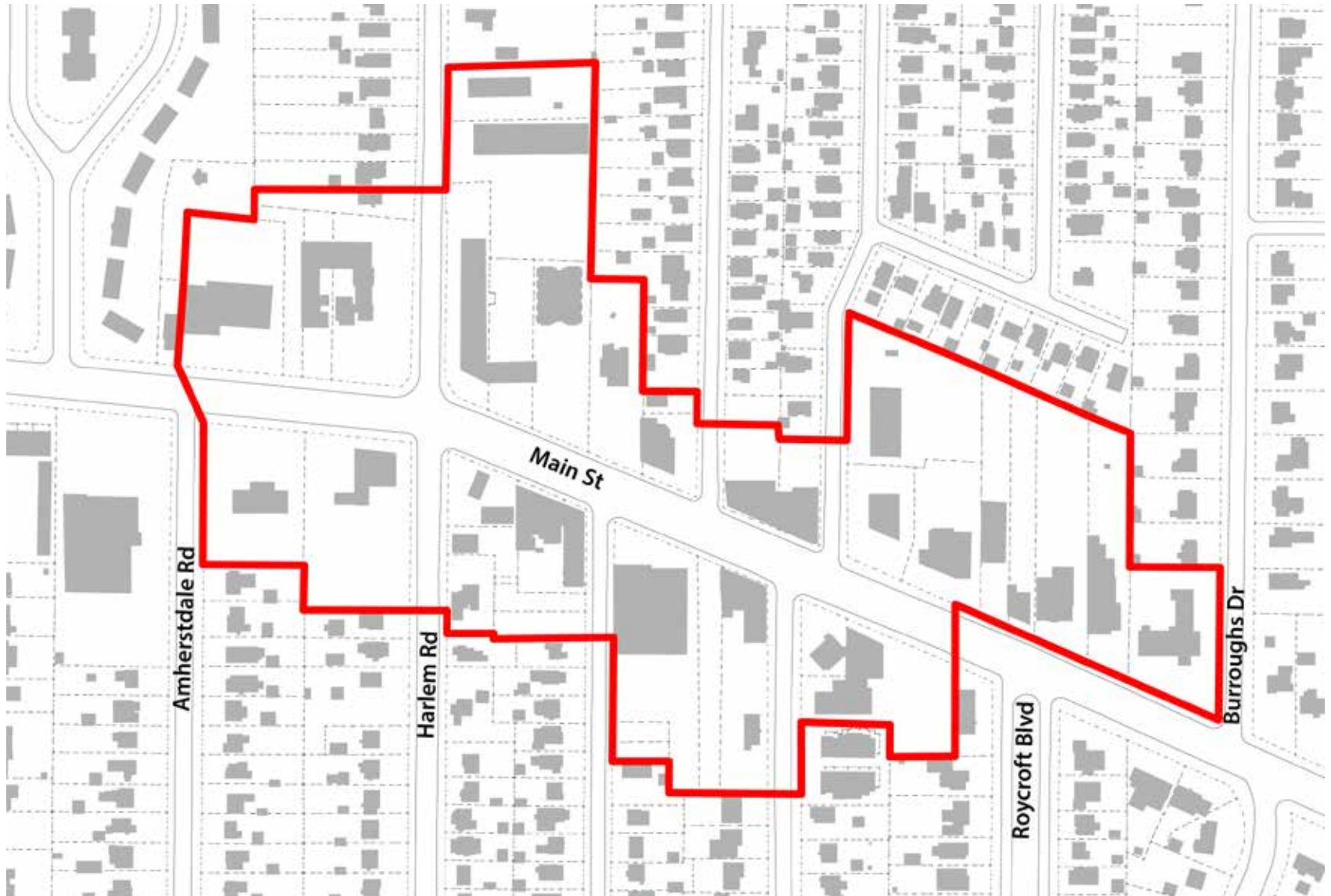


**Shallow
Corridor
Parcels**



SNYDER

EXISTING CONDITIONS

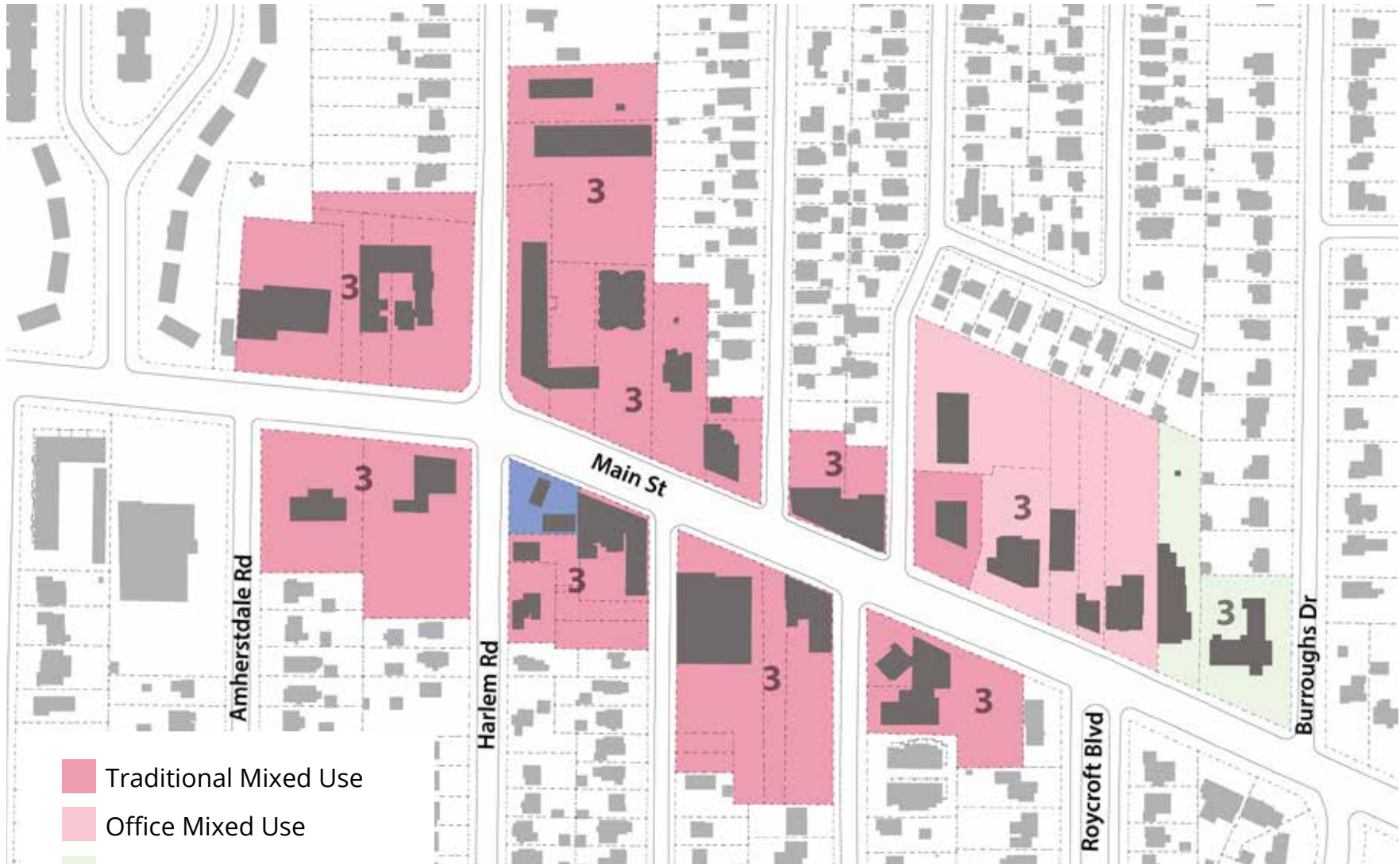


FUTURE FORM & CHARACTER



- Traditional Mixed Use
- Office Mixed Use
- Community Facilities
- Village Motor Services

FUTURE FORM & CHARACTER



- Traditional Mixed Use
- Office Mixed Use
- Community Facilities
- Village Motor Services
- # Max Height in Stories

FUTURE FORM & CHARACTER



FRONTAGES



VILLAGE/URBAN



GREEN

FRONTAGES



RESIDENTIAL



SUBURBAN/VILLAGE TRANSITION

SCENARIO 1



SCENARIO 2



EXISTING



ILLUSTRATIVE



GAS BACKWARDS



EGGERTSVILLE



EXISTING CONDITIONS



FUTURE FORM & CHARACTER



SCENARIO 1



SCENARIO 2



EXISTING



ILLUSTRATIVE





WEST OF VILLAGE

EXISTING CONDITIONS



FUTURE FORM & CHARACTER

Community Mixed Use

Office Mixed Use

Community Facilities

Motor Services

Max Height in Stories

Urban Frontage

Village Transition Frontage

Green Frontage



SCENARIO 1



SCENARIO 2



EXISTING



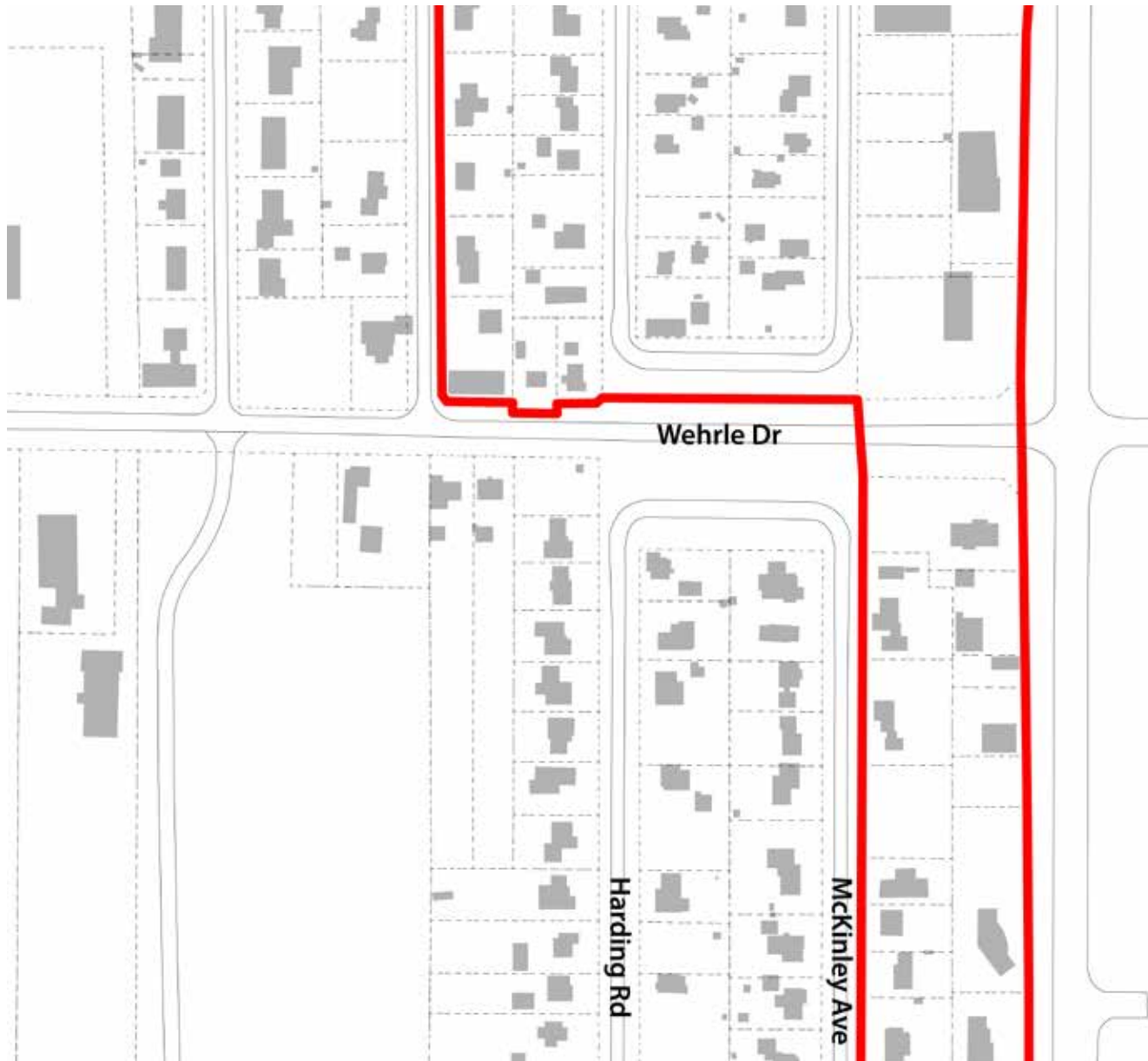
ILLUSTRATIVE



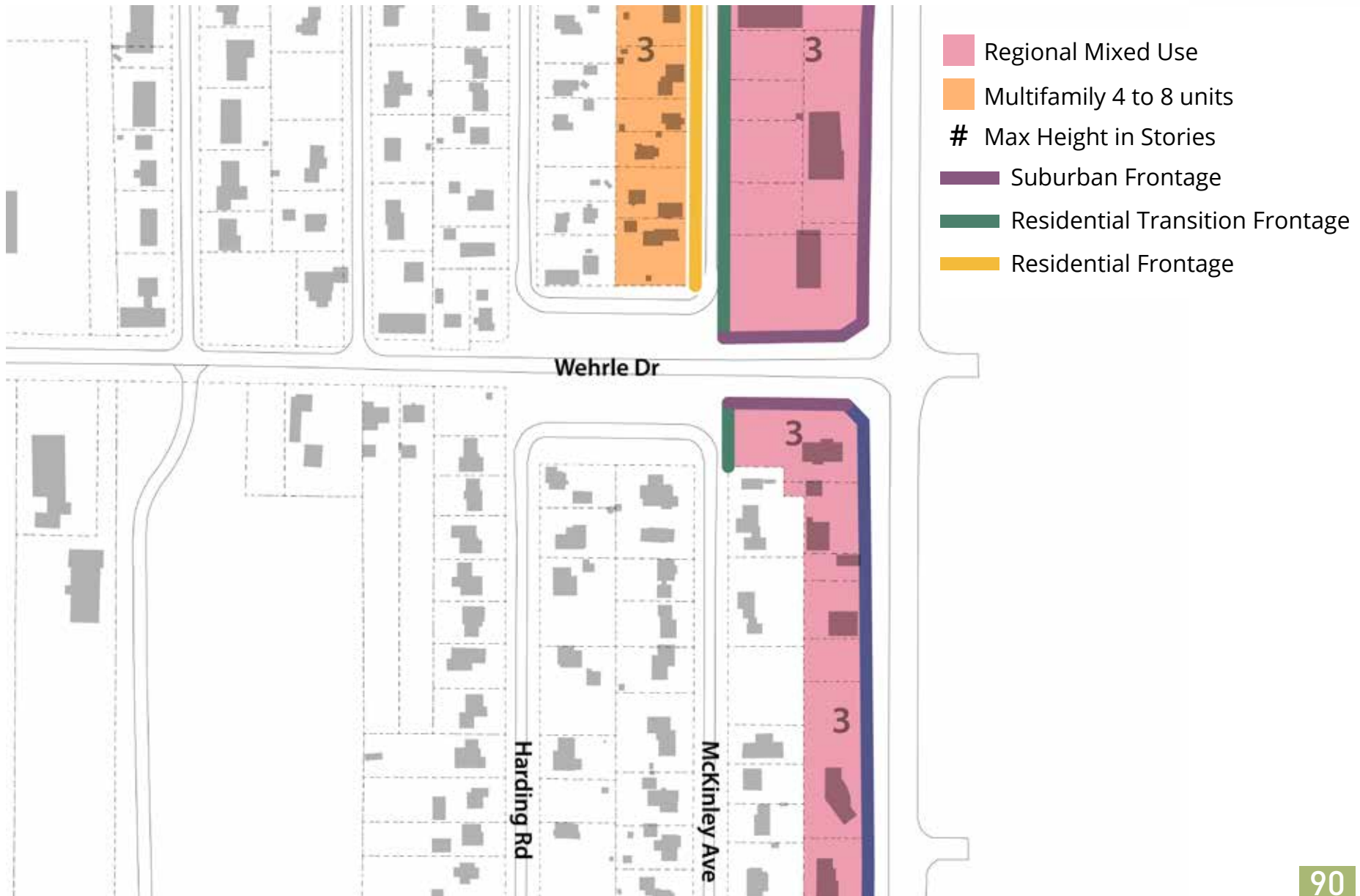
TRANSIT ROAD



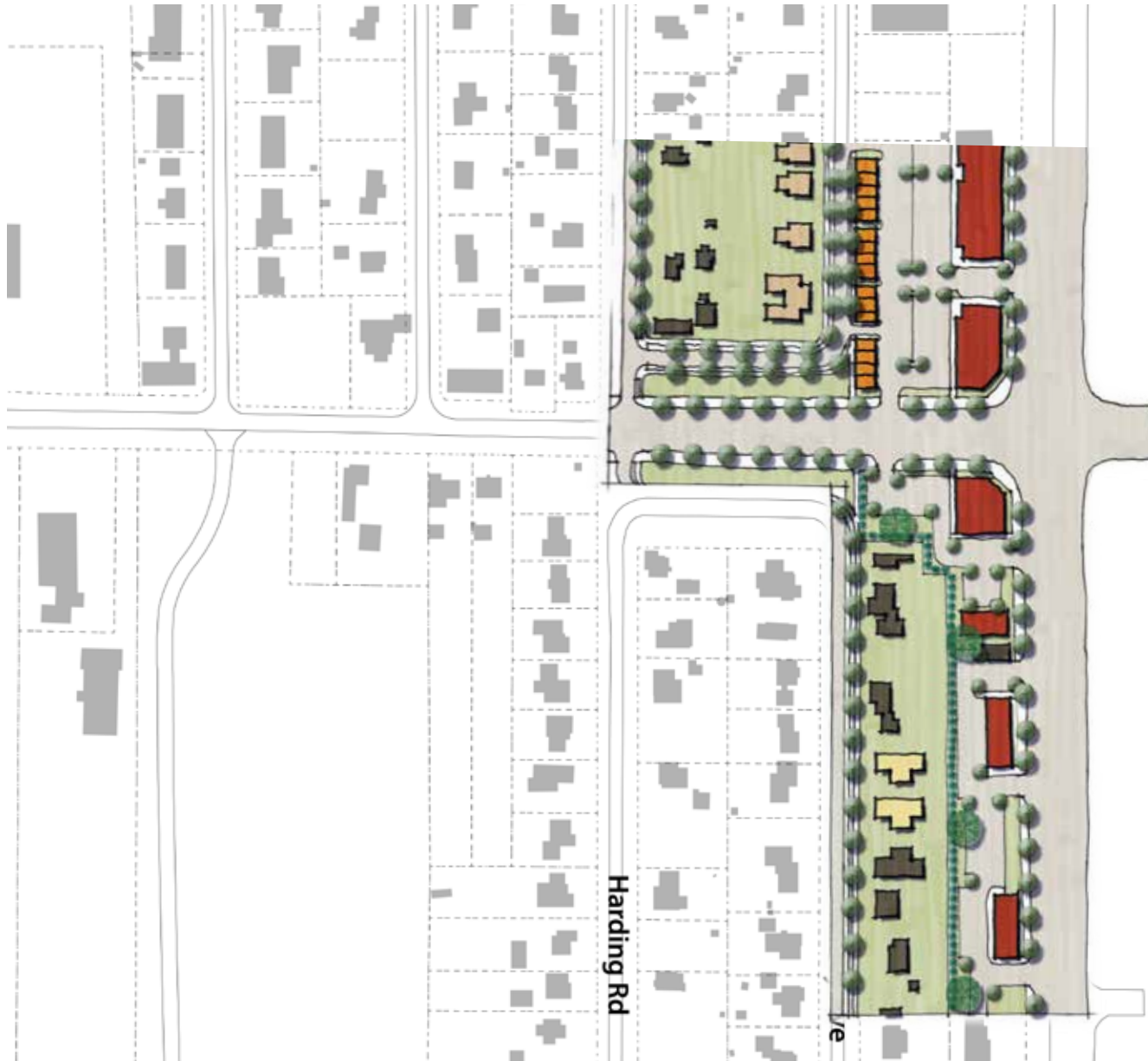
EXISTING CONDITIONS



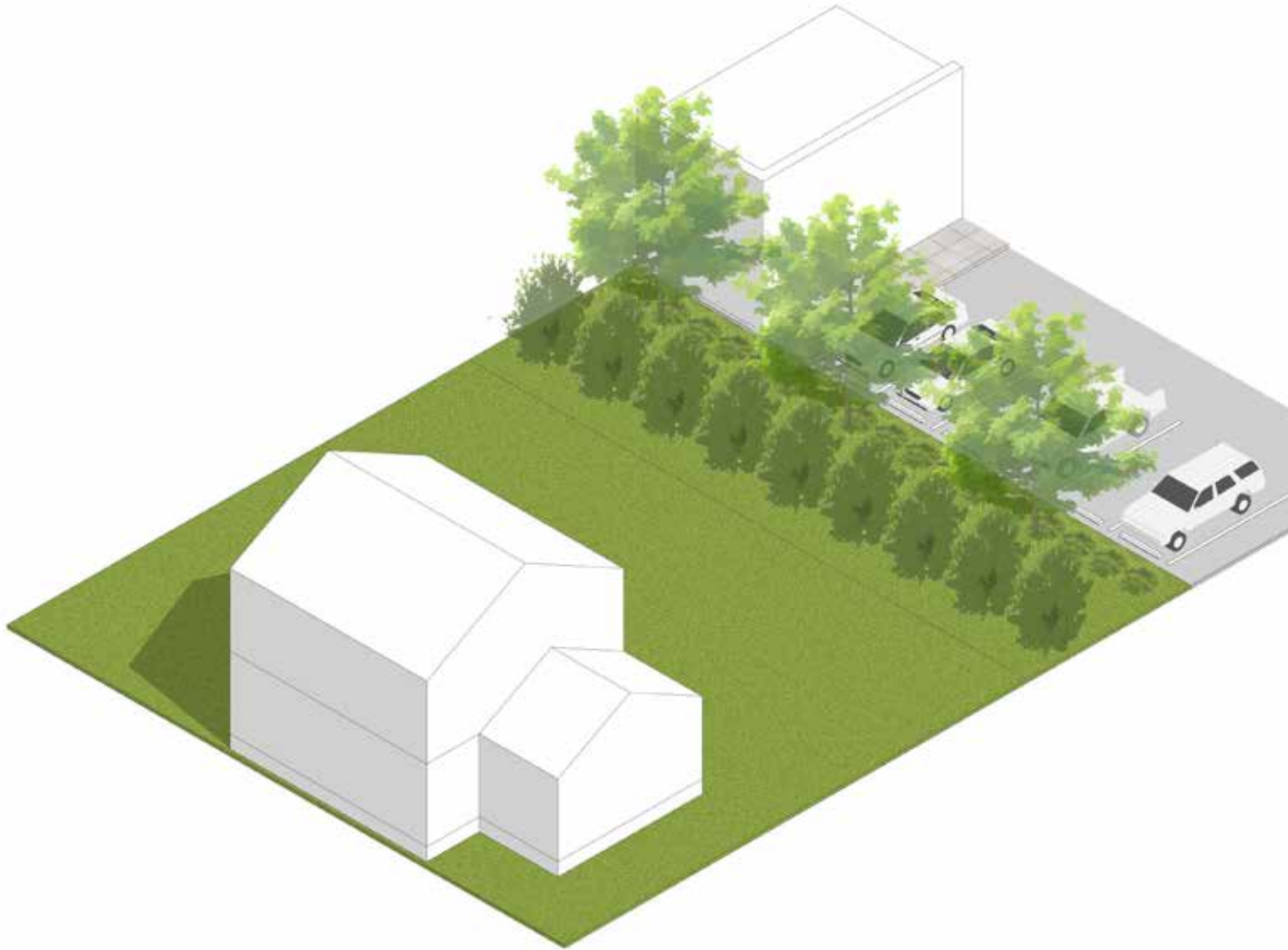
FUTURE FORM & CHARACTER



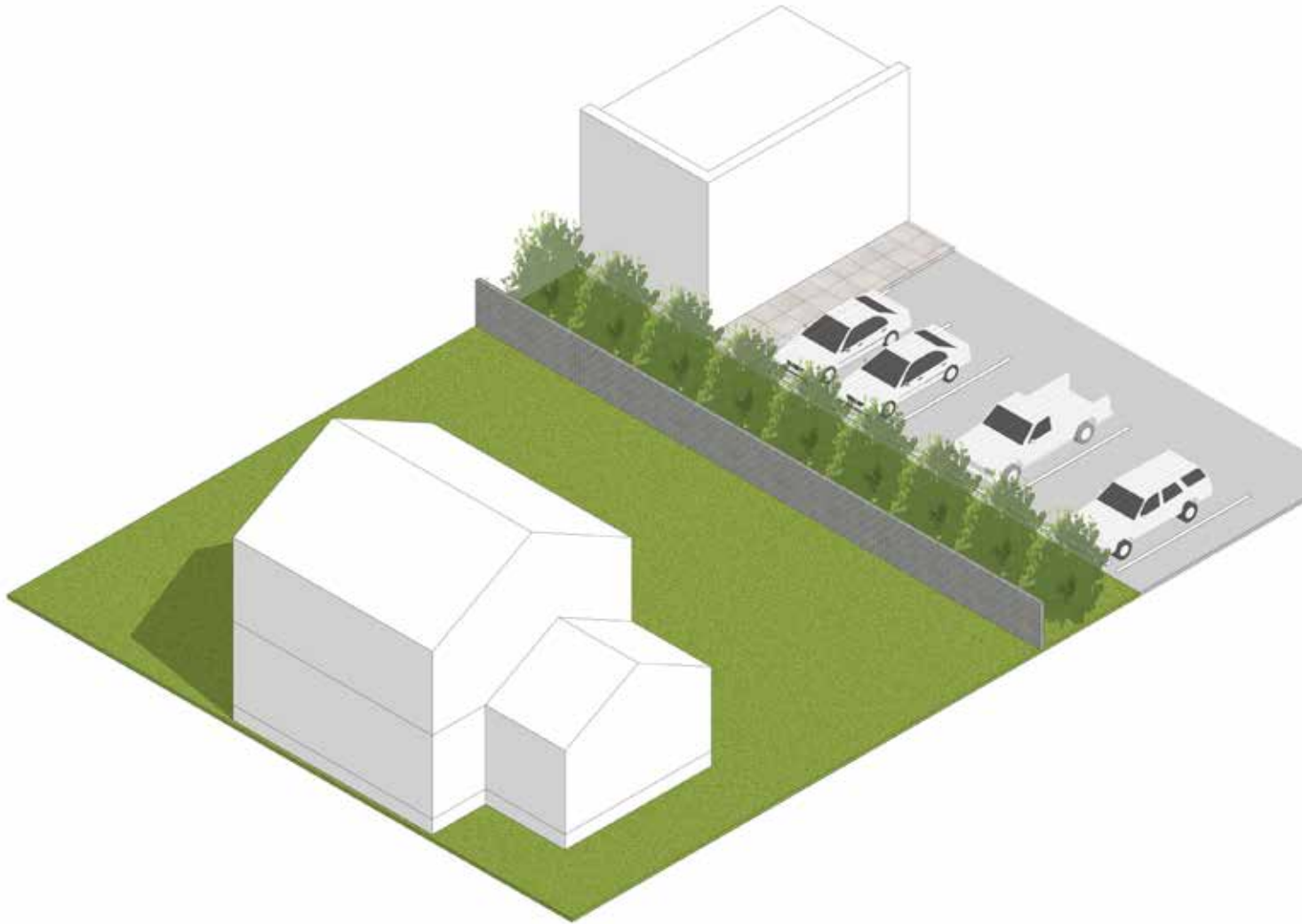
SCENARIO



TRANSITIONS: DEEP LOT



TRANSITIONS: SHALLOW LOT



GETZVILLE



EXISTING CONDITIONS



FUTURE FORM & CHARACTER



SCENARIO



EXISTING



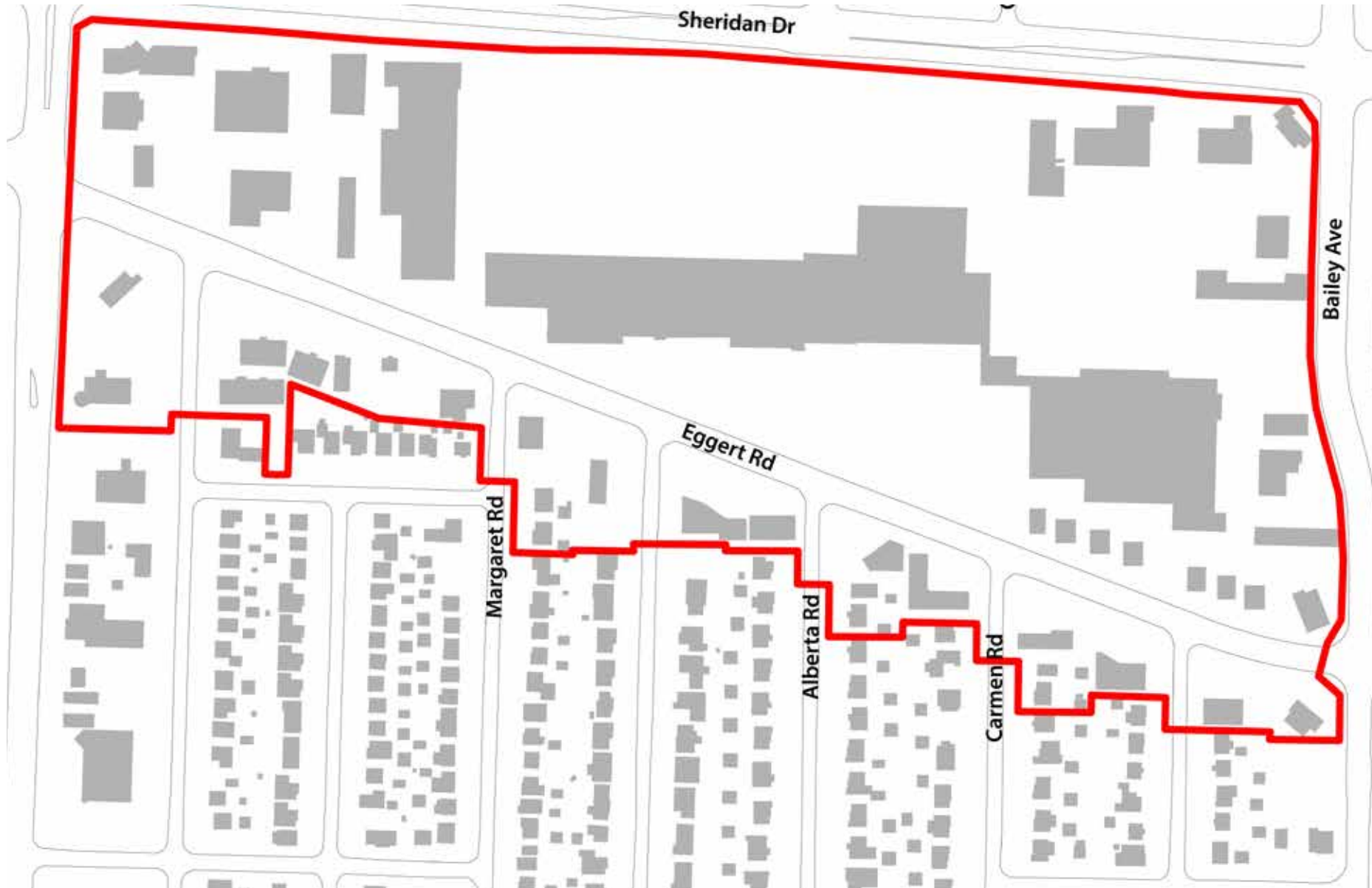
ILLUSTRATIVE



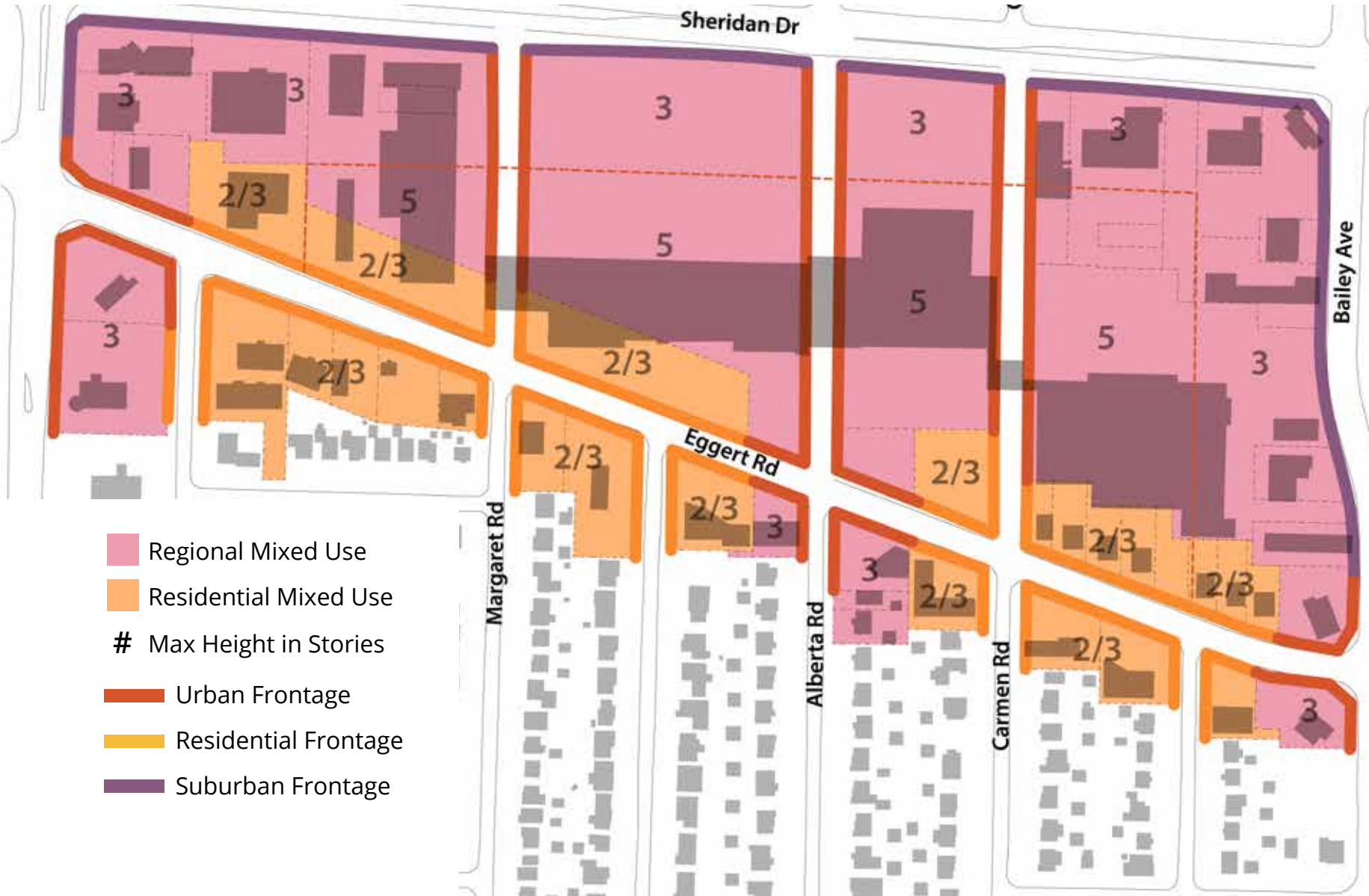


NORTHTOWN

EXISTING CONDITIONS



FUTURE FORM & CHARACTER



SCENARIO 1



SCENARIO 2



EXISTING



ILLUSTRATIVE



STREET VIEW: 3 STORY



STREET VIEW: 5 STORY



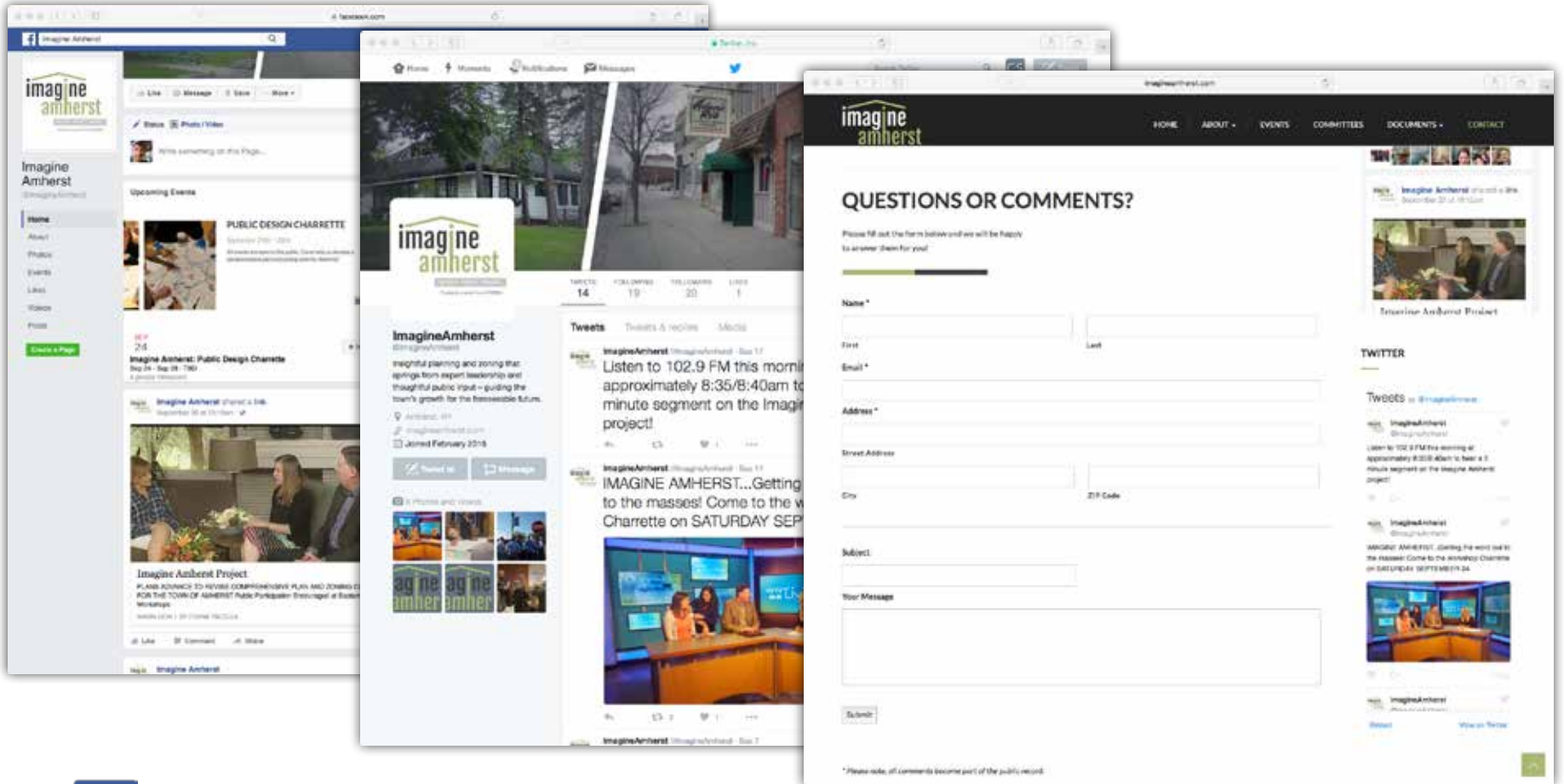
CLOSING REMARKS



» Remaining Work

- » Workshop Summary
- » Technical Assessment of Existing Regulations
- » Drafting:
 - Prepare Plan Amendment
 - Prepare Zoning Technical Amendments
 - Prepare New Zoning for Centers
- » Adoption:
 - Public + Legal Review
 - Town Board Adoption
 - Training/Education

WAYS TO STAY IN TOUCH



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ADDITIONAL WAYS TO COMMENT TONIGHT



EXIT SURVEY WORK-IN PROGRESS PRESENTATION

1. Have you attended any charrette events this past week? If so, which ones?

- Hands-On Workshop
Saturday, Sept. 24
- Pilot Center Meeting
Saturday, Sept. 24
- Lunch and Learn
Monday, Sept. 26, Tuesday, Sept. 27
- Drop-In Open House
Monday, Sept. 26
- Stakeholder Meeting
Monday, Sept. 26, Tuesday, Sept. 27
- Working Committee Meeting
Tuesday, Sept. 27

2. Of the many ideas you heard this evening, which ones deserve further

3. Are there any ideas that were missed tonight?

4. Do you have any additional comments and concerns?

Comment Card



Charrette Event: _____

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- www.twitter.com/ImagineAmherst

THANK YOU !!!!!

CODE STUDIO



common ground

URBAN DESIGN + PLANNING



ZANETTA
ILLUSTRATION

