



imagine  
amherst

PRESERVE. PREDICT. PROGRESS.



**HANDS-ON WORKSHOP**

SEPTEMBER 24, 2016

# THIS MORNING'S SESSION

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- » **Opening Presentation**
  - » Project Goals and Desired Outcomes
  - » Charrette Team
  - » The Charrette Week
  - » Food for Thought
- » **Breakout Session**
  - » Small Group Breakout
  - » Group Report Back
- » **Closing Remarks**

# PROJECT GOALS

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- » Update the Comprehensive Plan to create a clearer set of definitions for commercial centers in the Town
- » 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

# WHY ARE WE HERE TODAY ?

- » Understand the Town's Existing Approach to Centers
- » Discuss How Centers Might be Categorized in the Future
- » Focus on the Six Pilot Centers
  - » Discuss Existing Conditions
  - » Discuss Future Vision

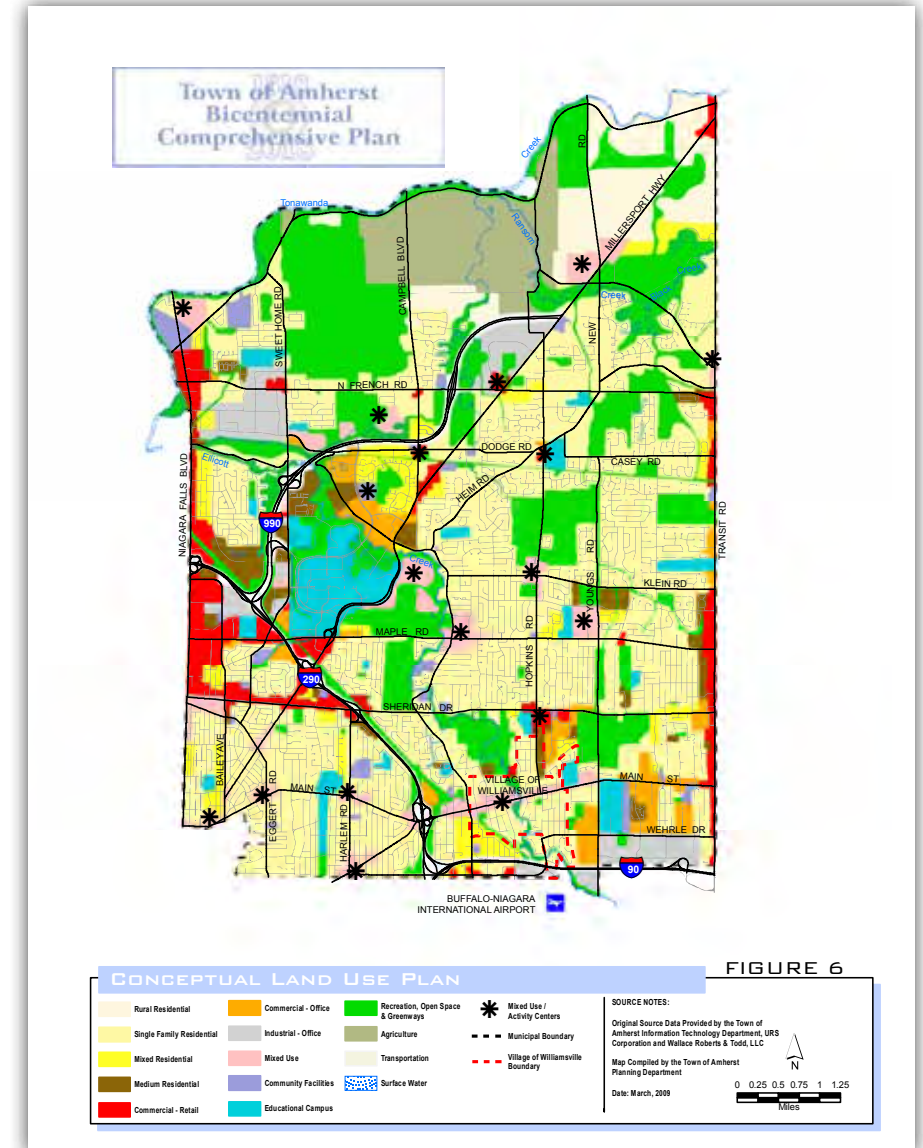
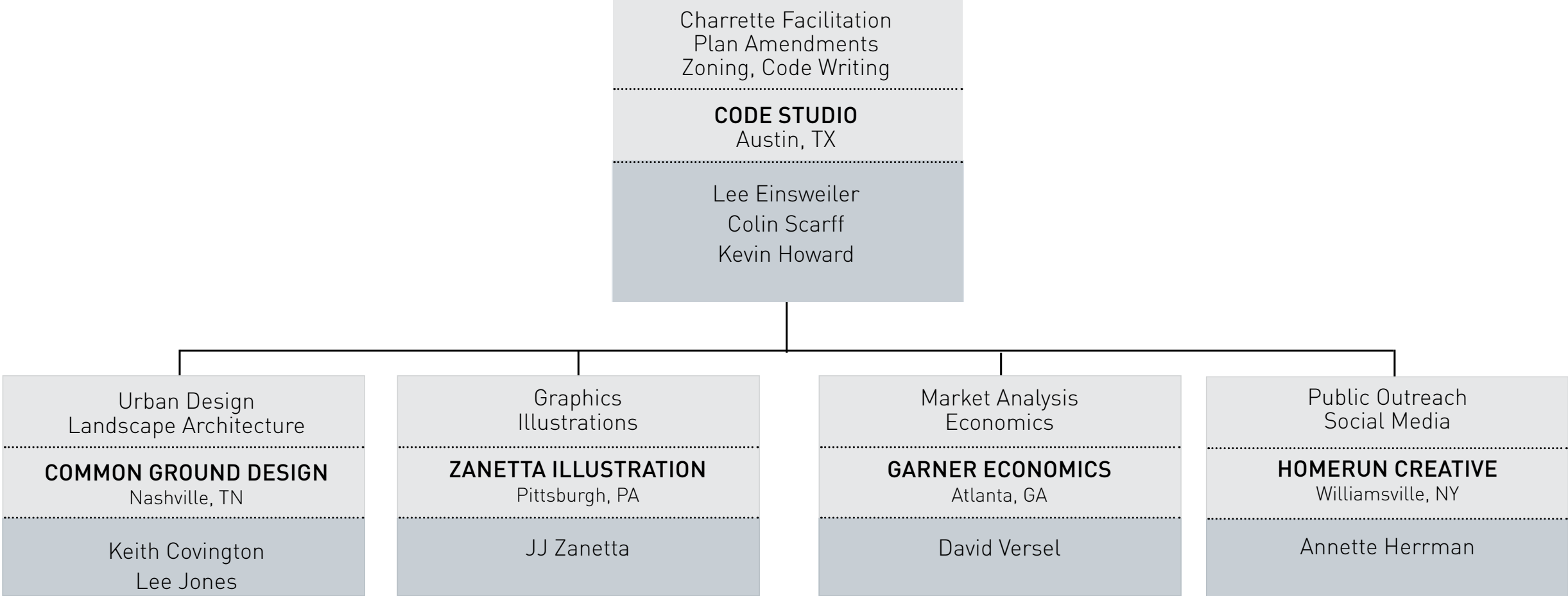
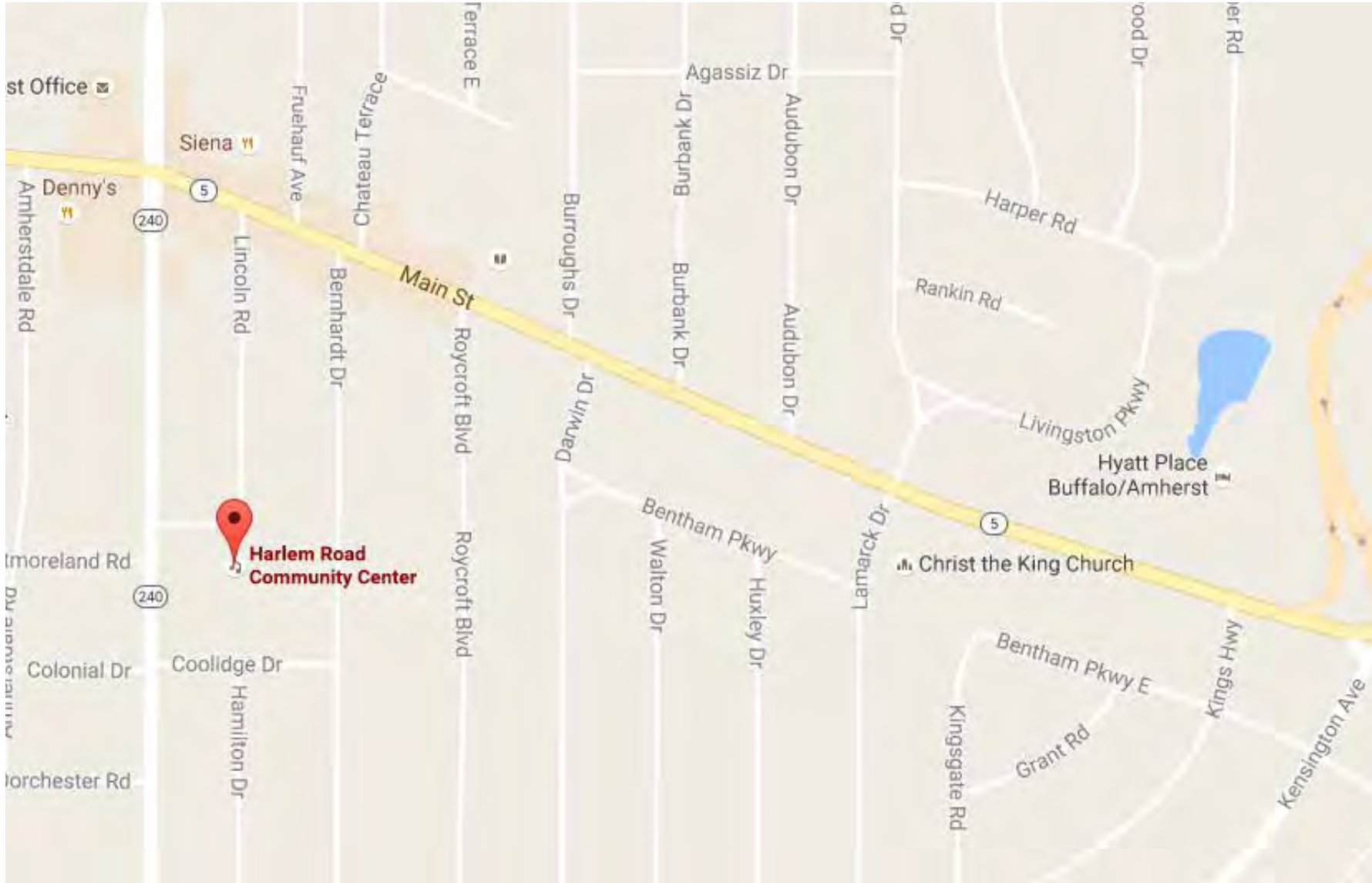


FIGURE 6

# CHARRETTE TEAM



# CHARRETTE STUDIO



## Harlem Road Community Center

4255 Harlem Rd

9am to 8pm

Saturday, Sunday,  
Tuesday

Monday (3pm)

Wednesday (2pm)

# THE CHARRETTE WEEK



<b>SATURDAY</b> September 24	<b>SUNDAY</b> September 25	<b>MONDAY</b> September 26	<b>TUESDAY</b> September 27	<b>WEDNESDAY</b> September 28
<div data-bbox="282 344 637 644" style="border: 2px solid red; background-color: #d9ead3; padding: 5px;"> <p><b>Hands-On Workshop</b> <b>9 am - 12:30 pm</b> @ Hyatt Place Buffalo/Amherst 5020 Main St.</p> </div> <p><b>Open Design Studio</b> <b>1 - 7 pm</b></p> <div data-bbox="379 753 637 1360" style="background-color: #d9ead3; padding: 5px;"> <p><b>Pilot Center Meetings</b> <b>1 - 2 pm</b> Village West</p> <p><b>2:15 - 3:15 pm</b> Eggertsville/Snyder</p> <p><b>3:30 - 4:30 pm</b> Northtown</p> <p><b>4:45 - 5:45 pm</b> Getzville</p> <p><b>6 - 7 pm</b> Transit Road</p> </div>	<p><b>Open Design Studio</b> <b>9 am - 7 pm</b></p>	<p><b>Open Design Studio</b> <b>9 am - 3 pm</b></p> <div data-bbox="1080 578 1414 715" style="background-color: #d9ead3; padding: 5px;"> <p><b>Lunch &amp; Learn</b> Form-Based Codes <b>12 - 1 pm</b></p> </div> <div data-bbox="1070 815 1429 1068" style="background-color: #d9ead3; padding: 5px;"> <p><b>Drop-In Open House</b> (for all centers) <b>3 - 6 pm</b> @ Wyndham 5195 Main St.</p> </div> <div data-bbox="1070 1075 1429 1368" style="background-color: #d9ead3; padding: 5px;"> <p><b>Drop-In Open Houses</b> (each center separately) <b>6 - 8 pm</b></p> <ul style="list-style-type: none"> <li>• Village West</li> <li>• Eggertsville</li> <li>• Snyder</li> <li>• Northtown</li> <li>• Getzville</li> <li>• Transit Road</li> </ul> </div>	<p><b>Open Design Studio</b> <b>9 am - 7 pm</b></p> <div data-bbox="1475 578 1803 715" style="background-color: #d9ead3; padding: 5px;"> <p><b>Lunch &amp; Learn</b> Market Analysis <b>12 - 1 pm</b></p> </div> <div data-bbox="1465 1103 1824 1370" style="background-color: #d9ead3; padding: 5px;"> <p><b>Working Committee</b> <b>7 - 8:30 pm</b></p> </div>	<p><b>Open Design Studio</b> <b>9 am - 2 pm</b></p> <div data-bbox="1852 753 2216 1100" style="background-color: #d9ead3; padding: 5px;"> <p><b>Closed Design Studio</b> <b>2 - 7 pm</b></p> </div> <div data-bbox="1852 1108 2216 1370" style="background-color: #d9ead3; padding: 5px;"> <p><b>Work-In Progress Presentation</b> <b>7 - 8:30 pm</b> @ Amherst Town Hall 5583 Main St.</p> </div>

# SATURDAY: HANDS-ON WORKSHOP





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# SATURDAY: PILOT CENTER MEETINGS



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<p><b>Hands-On Workshop</b> <b>9 am - 12:30 pm</b> @ Hyatt Place Buffalo/Amherst 5020 Main St.</p>	<p><b>Open Design Studio</b> <b>9 am - 7 pm</b></p>	<p><b>Open Design Studio</b> <b>9 am - 3 pm</b></p>	<p><b>Open Design Studio</b> <b>9 am - 7 pm</b></p>	<p><b>Open Design Studio</b> <b>9 am - 2 pm</b></p>
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# SATURDAY: PILOT CENTER MEETINGS



## Times

1pm: Village West

2:15pm: Eggertsville/Snyder

3:30pm: Northtown

4:45pm: Getzville

6pm: Transit Road

*@Harlem Road Community Center*

# MONDAY & TUESDAY: LUNCH AND LEARNS



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# MONDAY & TUESDAY: LUNCH AND LEARNS



Bring Your Lunch! Ask the Experts

**Noon - 1pm**

Monday  
*Form-Based Codes*

Tuesday  
*Market Analysis*

@Harlem Road  
Community  
Center

# MONDAY: DROP-IN OPEN HOUSES



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# MONDAY: DROP-IN OPEN HOUSES



## ALL CENTERS: 3 - 6 PM

Wyndham, 5195 Main St.

## EACH CENTER SEPARATELY: 6 - 8 pm

- Village West: Wyndham, 5195 Main St.
- Eggertsville/Snyder: Amherst IDA, 4287 Main St.
- Northtown: Riverside Men's Shop, 3063 Sheridan Dr.
- Getzville: Walton Pond Center, 700 Robin Rd.
- Transit Road: Main Transit Fire Hall, 6777 Main St.



# WEDNESDAY: PRESENT WORK-IN-PROGRESS



SATURDAY September 24	SUNDAY September 25	MONDAY September 26	TUESDAY September 27	WEDNESDAY September 28
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# WEDNESDAY: WORK-IN PROGRESS



7 pm: Amherst Town Hall, 5583 Main Street

# SAT-WED: OPEN DESIGN STUDIO



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## Harlem Road Community Center

4255 Harlem Rd

9am to 8pm

Saturday, Sunday, Tuesday

Monday (3pm)

Wednesday (2pm)

# OPEN DESIGN STUDIO



# OPEN DESIGN STUDIO

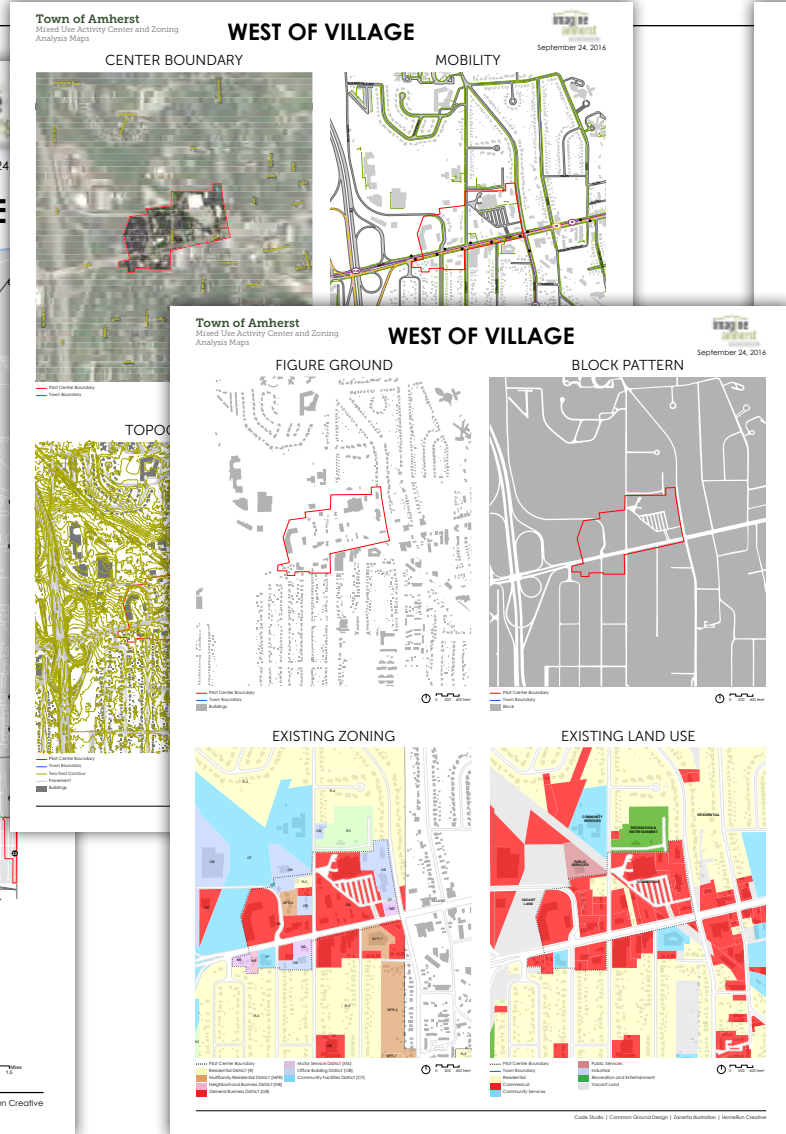
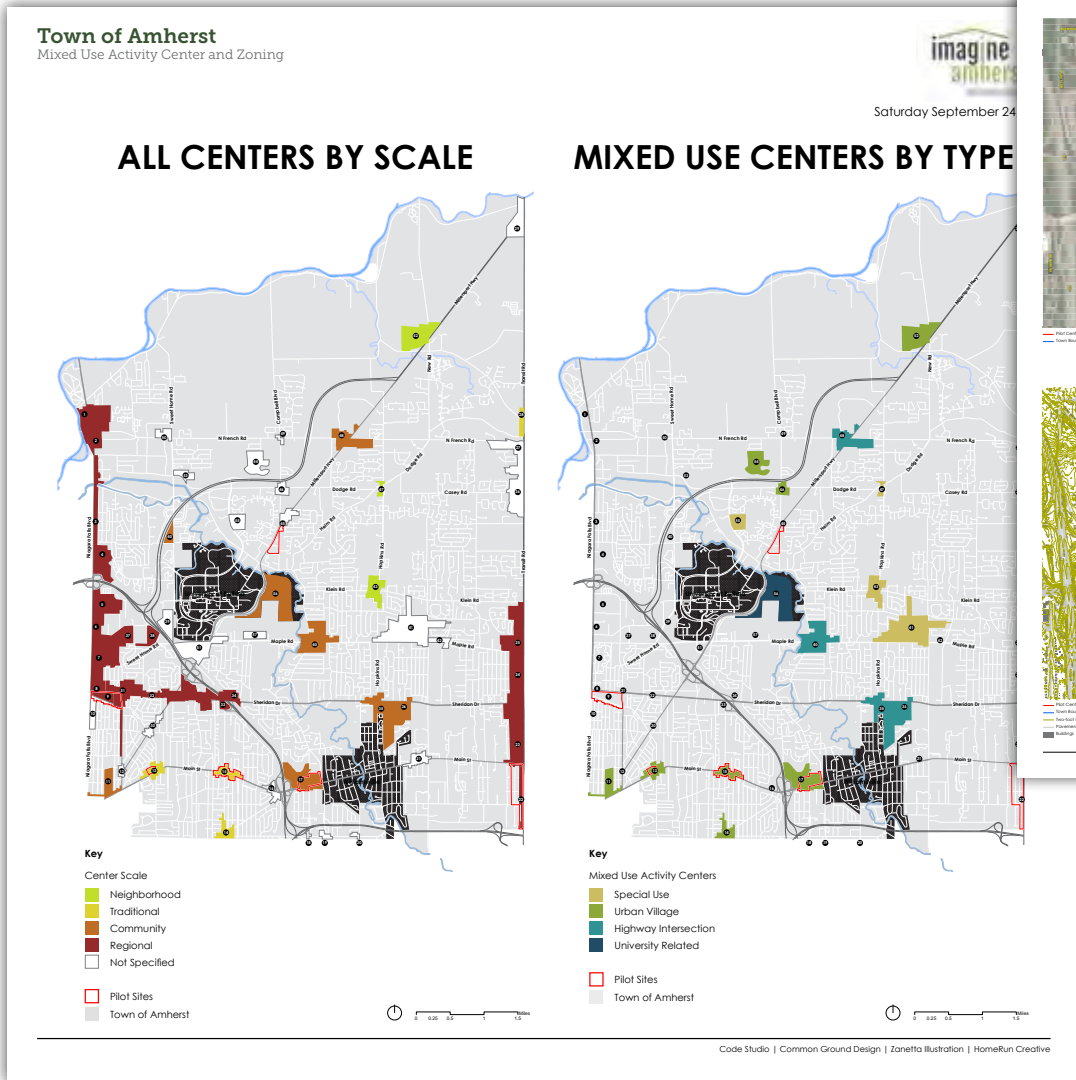


# SOME FOOD FOR THOUGHT . . .

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# 1. TOWN-WIDE EXERCISE

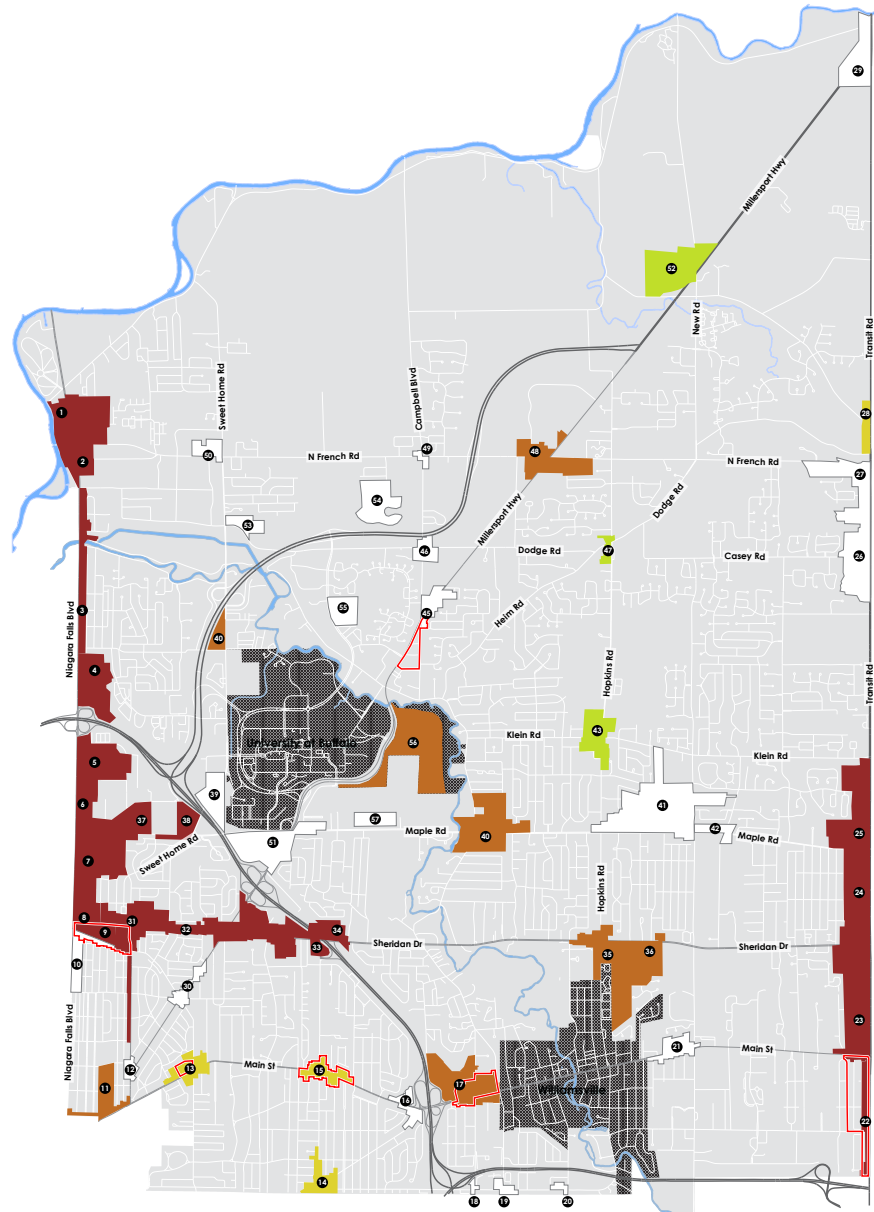


BASE MAP

ANALYSIS MAPS

ZONING MEMO

# COMMERCIAL CENTERS



## Traditional Center

- » Most pedestrian-oriented center.
- » Buildings generally <10,000 SF.

## Neighborhood Center

- » Typically contains <100,000 SF of retail space & occupies a site <10 acres in size.
- » Buildings are generally <25,000 SF.

## Community Center

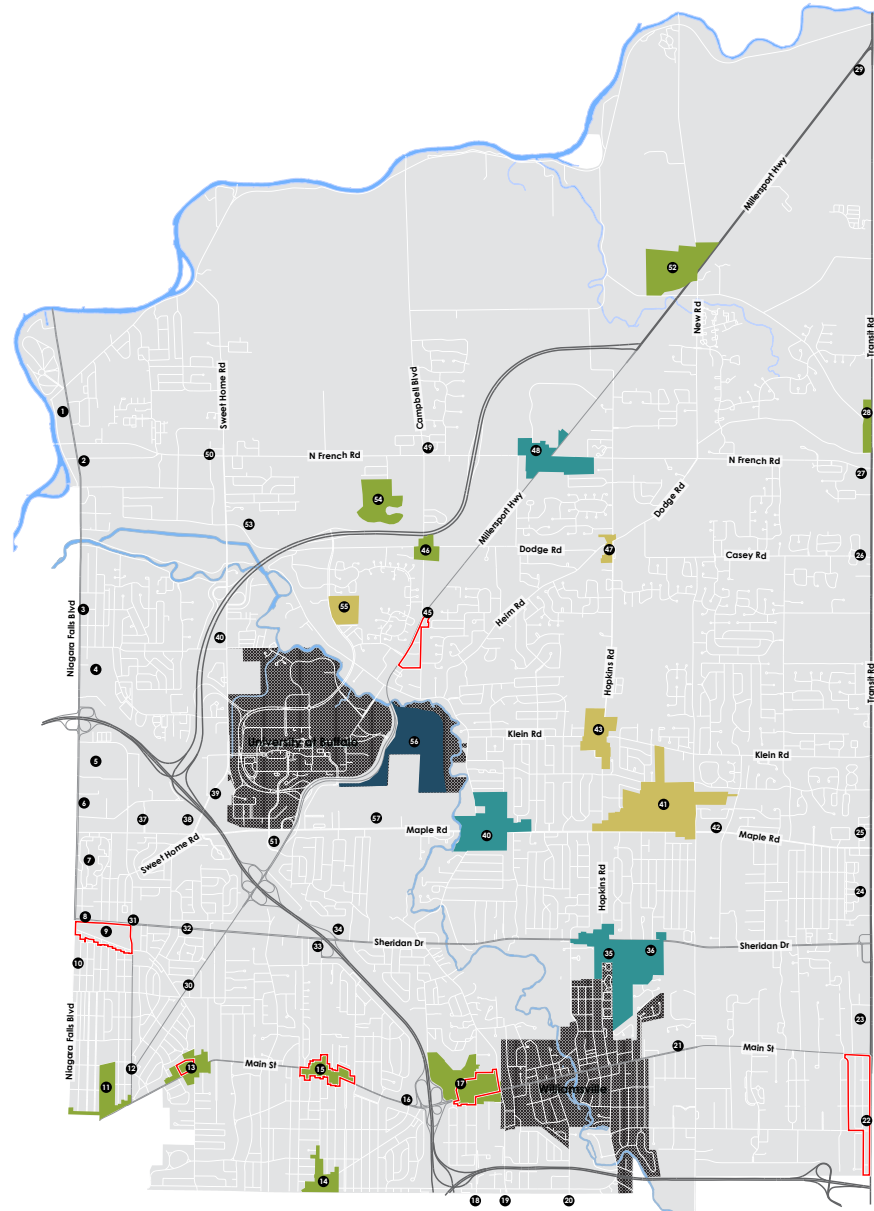
- » Offers a wider range of retail, serves larger market than neighborhood center.
- » Typical size is 150,000 SF on 10 to 25 acres.
- » Buildings generally <75,000 SF.

## Regional Center

- » Provides full range of retail goods and services, drawing from a large population base.
- » Typically contains >400,000 SF of retail on 50 to 100 acres.
- » Buildings are generally < 75,000 SF.



# MIXED USE CENTERS



## University-Related Center

- » Larger in scale than the other mixed-use centers.
- » Employment, housing in support of University.

## Special Use Centers

- » Mix of support uses related to a major civic or institutional presence.

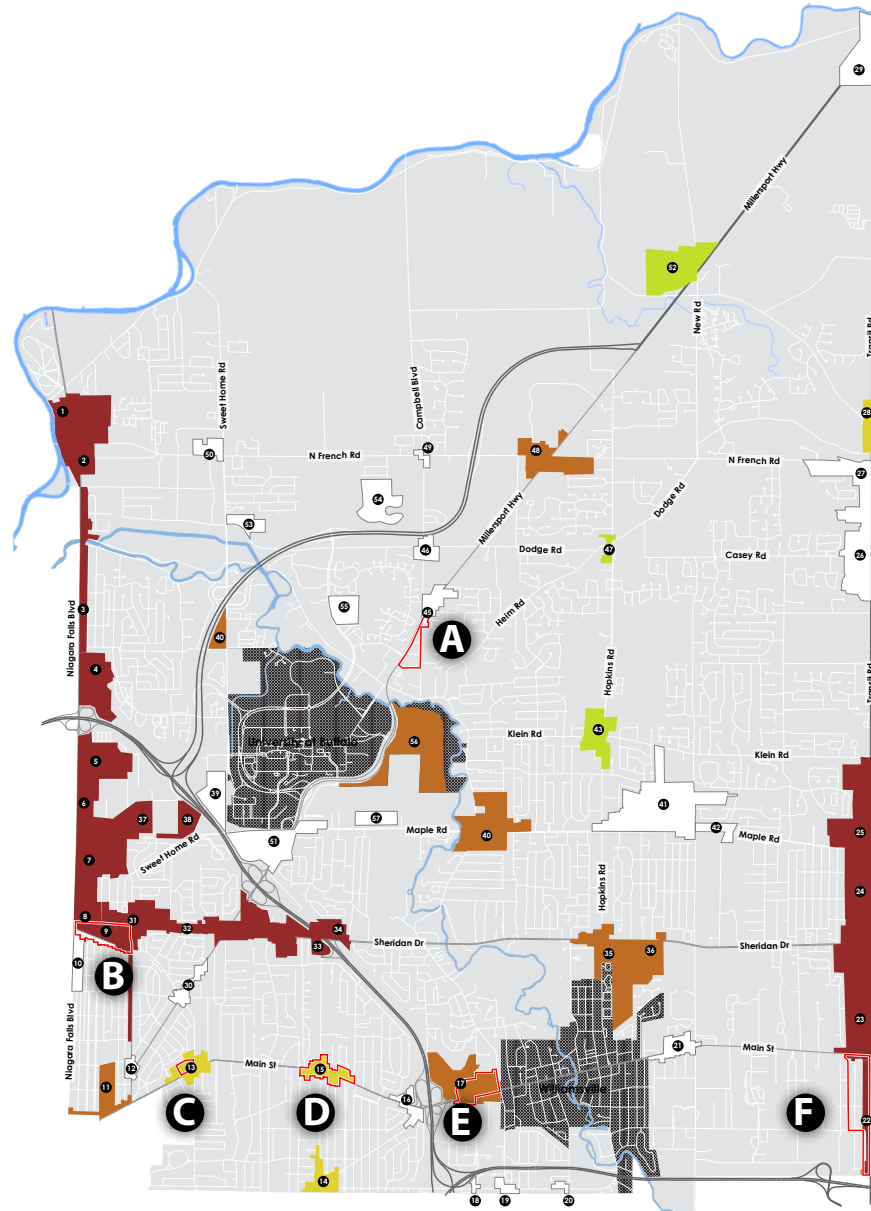
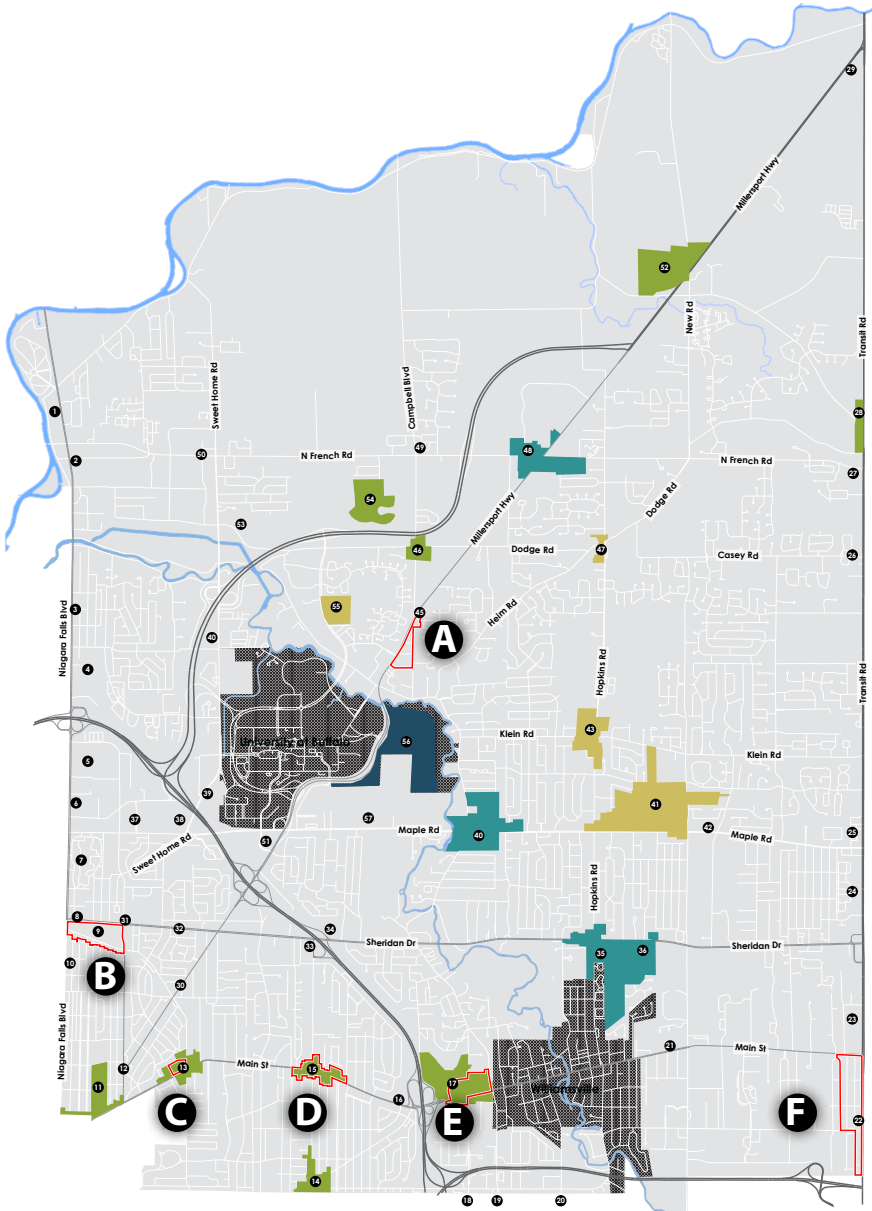
## Highway/Intersection Centers

- » Typically occur at major roadway intersections.
- » Mix of office, retail and higher density housing.

## Urban/Village Centers

- » Intended to promote a compact, pedestrian-friendly development pattern that reflects the character of Amherst's traditional commercial centers.

# PILOT CENTERS



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

# LAND USE



Mixed Use



Commercial



Office



Automotive

# BUILDING PLACEMENT



# PARKING LOCATION



# BUILDING HEIGHT



# SIZE OF ADJACENT STREET



# SURROUNDING DEVELOPMENT





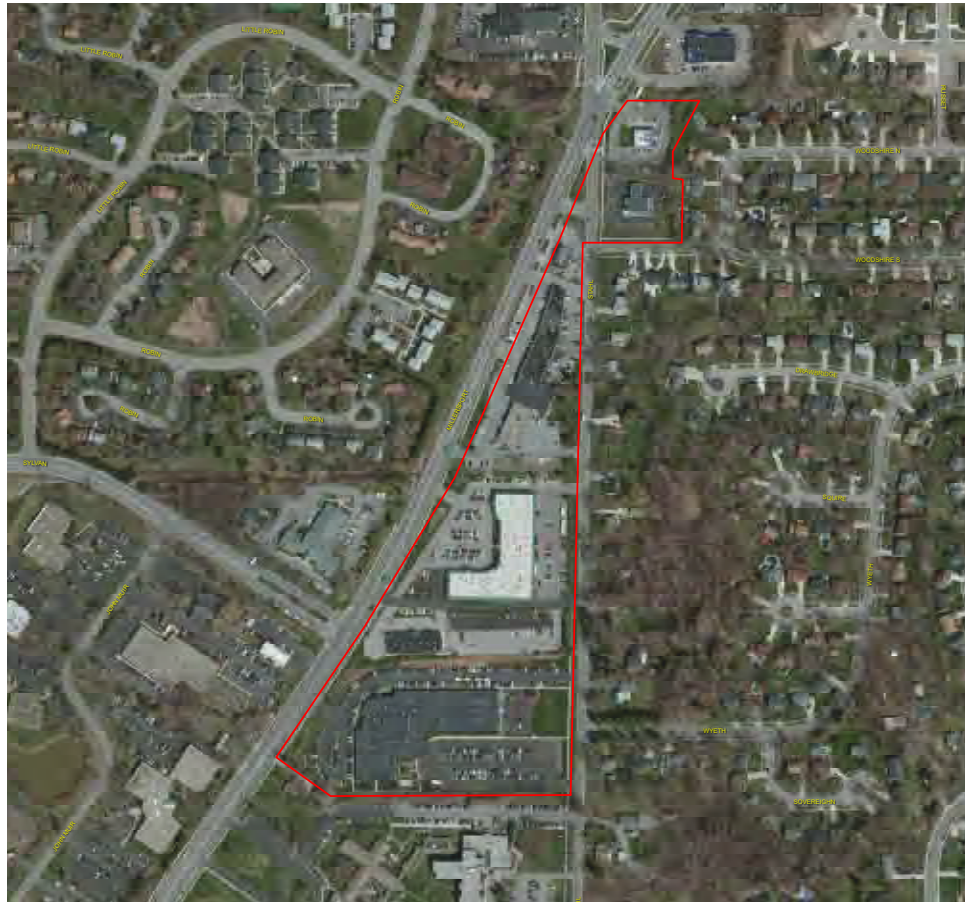
# 2: PILOT CENTER EXERCISE

Town of Amherst  
Mixed Use Activity Center and Zoning



September 24, 2016

## GETZVILLE



Pilot Center Boundary

## COLLEGE TOWN ROCHESTER, NEW YORK



### DESCRIPTION

College Town is a mixed-use development in Rochester, New York. Located at the intersections of Mount Hope and Elmwood, the project is a public-private partnership between the University of Rochester, Fairmount Properties and Gibane Development Company to create a new activity center designed to serve both students and faculty of the University as well as residents of the city.

### ZONING

The project has a special zoning designation, College Town Village, one of many floating zones used to identify the city's urban centers. This allows for the district to have special development standards that allow for taller buildings and a more developed streetscape as compared to the surrounding area.

### Key Facts

Built	2015
Height	3-5 Stories
Type	Commercial Mixed Use
Zoning	College Town Village (C-V)
Size	14 acres
<a href="#">Project Location</a>	
<a href="#">Project Website</a>	

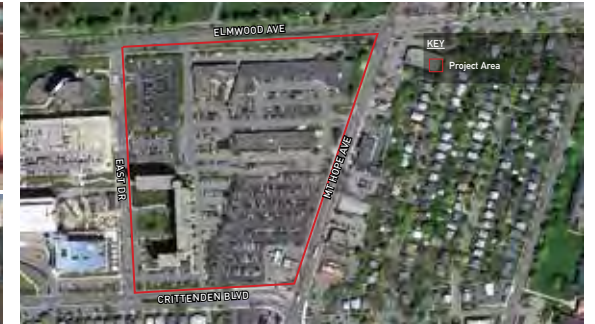
### Project Area

Commercial	121,190 sf
Office	78,080 sf
Hospitality	136 Rooms   99,000 sf
Residential	150 Units   210,000 sf
Parking (Structured)	574,000 sf

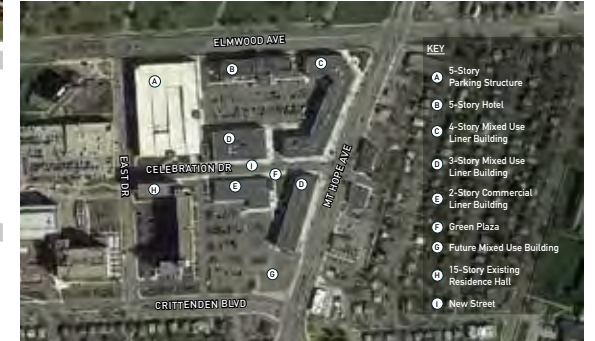
11 Hands-On Workshop | Precedent Sites

2011

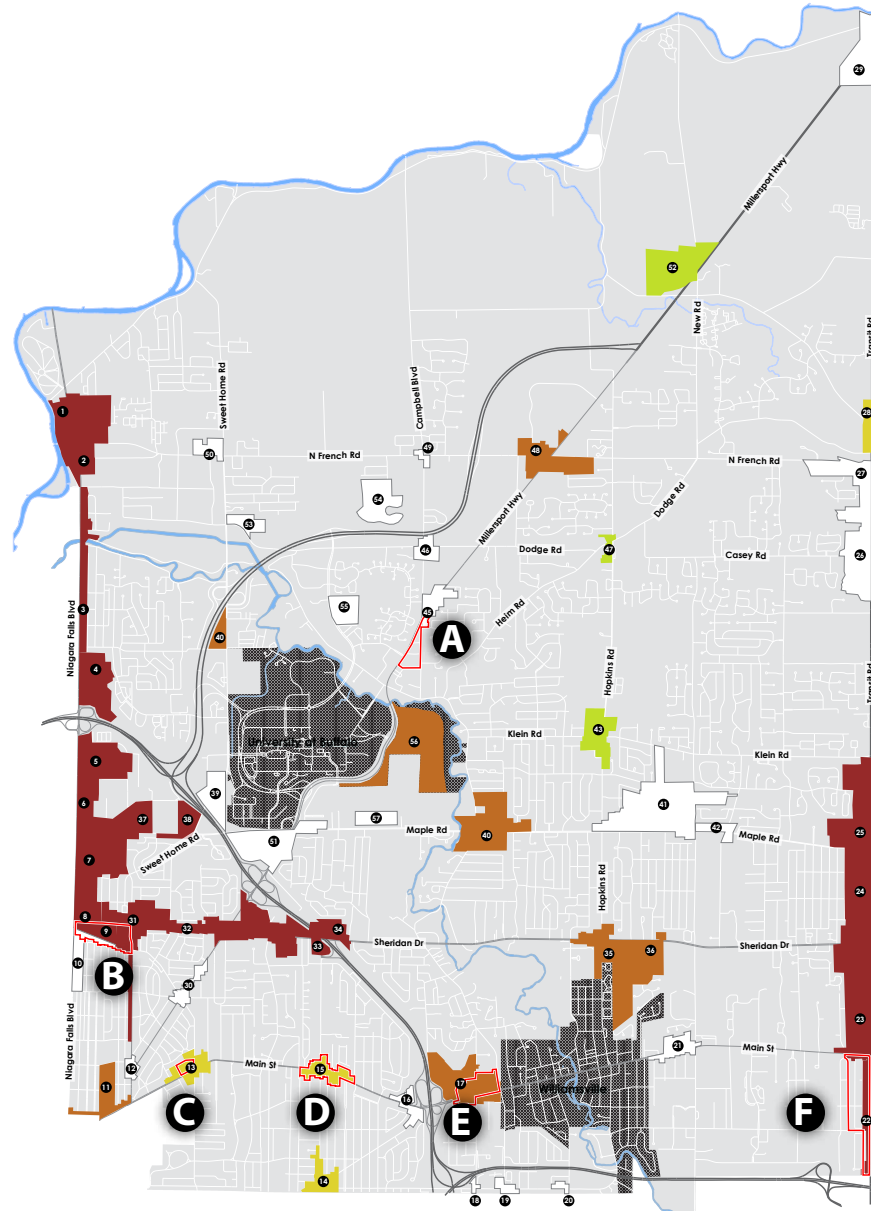
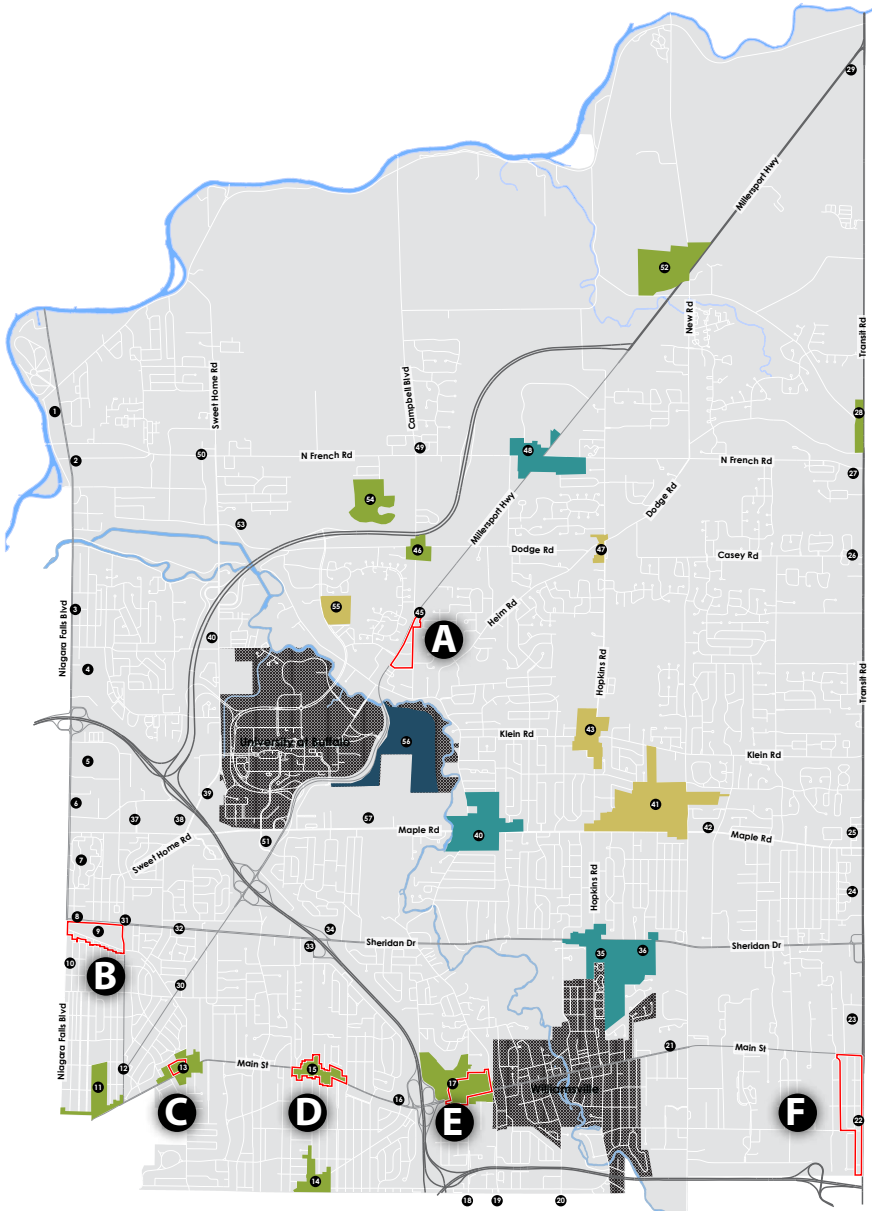
DEEP / LARGE PARCELS



2016



# PILOT CENTERS



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

# PILOT CENTER TYPOLOGIES

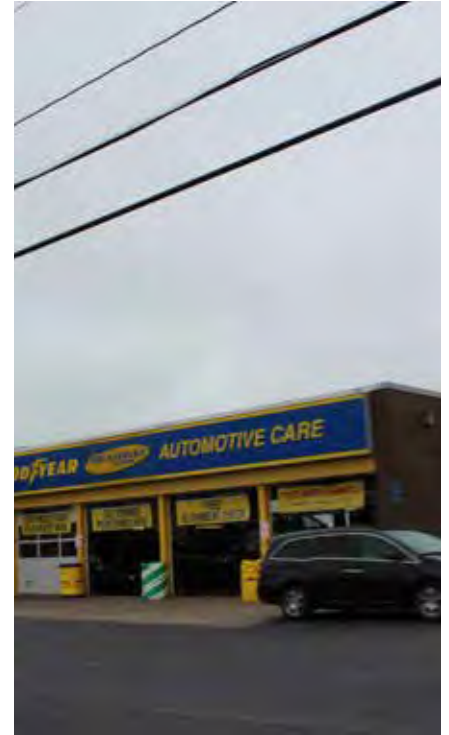
Getzville

Northtown

Eggertsville/  
Snyder

Village  
West

Transit Rd



**Suburban  
Node**

**Deep/Large  
Parcels**

**Traditional  
Node**

**Williamsville  
Edge**

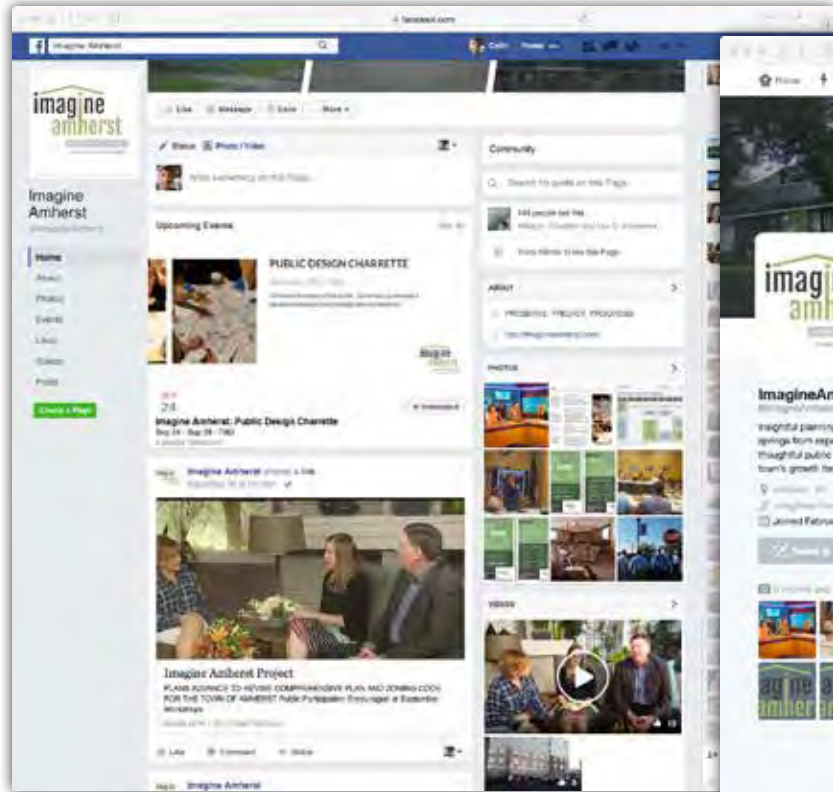
**Shallow  
Corridor  
Parcels**

# Tell Your Friends and Neighbors to Get Involved



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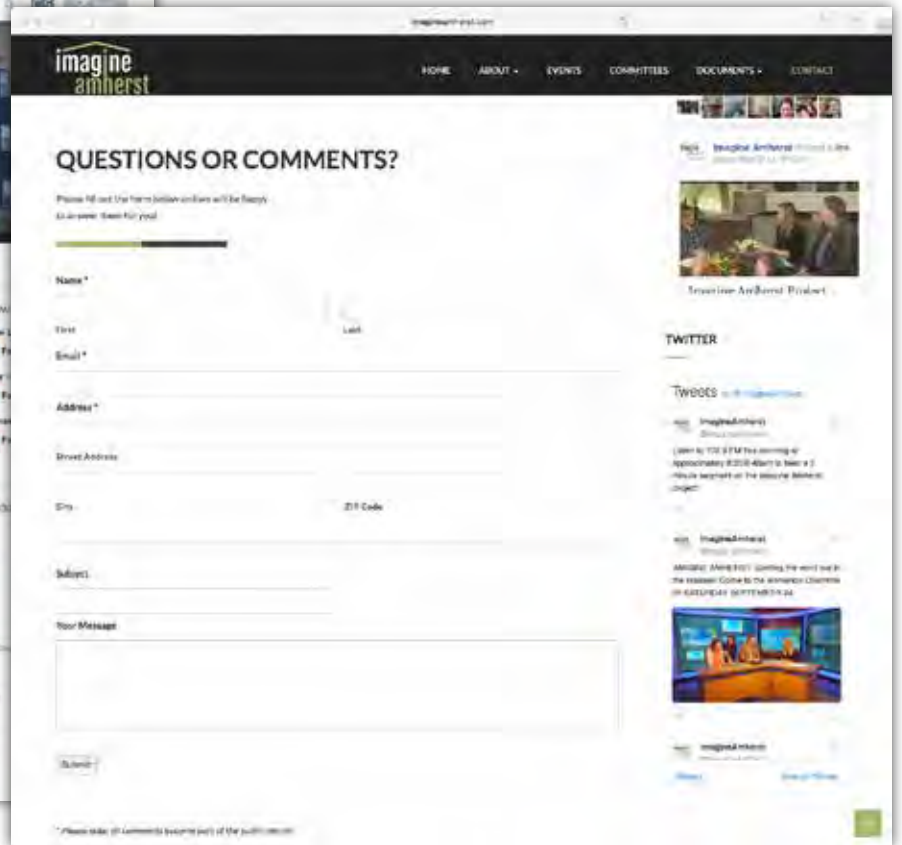
# ADDITIONAL WAYS TO COMMENT



[www.facebook.com/ImagineAmherst](http://www.facebook.com/ImagineAmherst)



[www.twitter.com/ImagineAmherst](http://www.twitter.com/ImagineAmherst)



[www.ImagineAmherst.com](http://www.ImagineAmherst.com)



# LETS GET TO WORK!

---

9:45 am Town-Wide Exercise

- Introductions and Orientation
- Hierarchy of Centers

10:30 am Pilot Center Exercise

- Think About Now: Existing Character
- The Future: What Would You Like to See Where
- Big Ideas: Top 3 Ideas Discussed at Your Table

11:30 am Group Report Back

12:25 pm Closing Remarks