

## Summary – Task 6.1

The Imagine Amherst Working Committee is currently formulating DRAFT Amendments to the Bicentennial Comprehensive Plan (Task 6) that will provide policy and design guidance for development of commercial districts in the Town. Over the past few months the Committee has studied the commercial and mixed use areas designated in the Future Land Use Map (Figure 6 - in the Plan) and developed recommendations to better distinguish areas by their scale, location, and neighborhood context. In many cases these areas are currently not differentiated by design characteristics that “fit” within their surrounding context.

In order to account for differences in commercial development with regard to location/ context, parcel characteristics, and building height, the Committee has proposed “typologies” to categorize the commercial and mixed-use center areas. The typology designations consist of two *forms*: suburban and traditional, and four *types*: center, corridor, medium-scale node, and low-scale node. In consideration of their current form and type every commercial and mixed use activity center identified in Figure 6 was designated in one of the eight categories or was proposed to be removed from the map as a center. The Committee identified a current designation for each center and identified centers where they determined the “form and type” might change or transform in the future. A corresponding table was created to identify each center and its current and future designations. The different types and forms will be described in the Plan, and will provide guidance for the creation of new zoning provisions that may include development principles, level of change, building design criteria, and economic function.

The Working Committee is seeking public comment and discussion about the proposed planning types, center designations, and maps. The types and maps will form the basis for formulation of amendments to the Comprehensive Plan. The amendments will be formulated over the next couple months and then presented for public consideration, and consideration by the Planning Board and Town Board. Please submit any comments or questions to the Amherst Planning Department, on the Imagine Amherst website under the “Contact” tab, or on the Facebook page.

# TOWN OF AMHERST COMPREHENSIVE PLAN

## COMMERCIAL AND MIXED USE ACTIVITY CENTER FORM

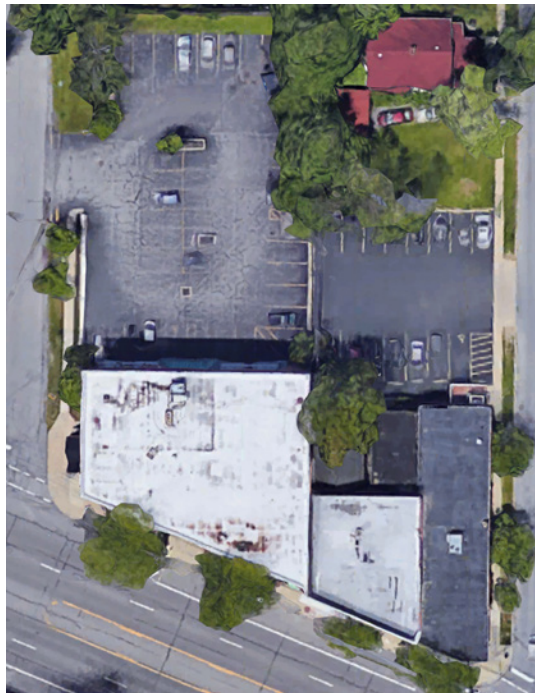
DRAFT 3/2/17

### TRADITIONAL FORM



#### “MAIN STREET”

- Buildings Pulled Up to the Sidewalk
- No Front Setback
- Street Trees in Grates
- On-Street Parking
- Parking in Rear, Side
- Walls Signs On Buildings
- Adjacent Road Posted Speed 15-30 MPH



### SUBURBAN FORM



#### “SHOPPING CENTER”

- Set Back From Street
- Front Setback Includes Landscaping, Parking
- Street Trees in Lawn
- No On-Street Parking
- Parking in Front, Side and Rear
- Monument Signs at Street, Wall Signs on Building
- Adjacent Road Posted Speed 35-45 MPH



# TOWN OF AMHERST COMPREHENSIVE PLAN

## COMMERCIAL AND MIXED USE ACTIVITY CENTER TYPES

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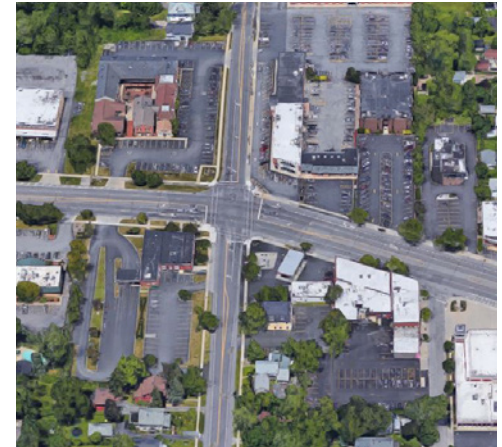
**CENTER**



**CORRIDOR**



**MEDIUM-SCALE NODE**











**LOW-SCALE NODE**


<b>LOCATION</b>			
<p style="text-align: center;">Away From Single-Family Residential</p> <p style="text-align: center;">Along Major Roadways, at Higher Volume Intersections, or Near Interstate Interchanges</p>	<p style="text-align: center;">May or May Not be Near Single-Family Residential</p> <p style="text-align: center;">Along Commercial Roadways</p>	<p style="text-align: center;">Near Single-Family Residential</p> <p style="text-align: center;">At Intersections</p>	<p style="text-align: center;">Adjacent to Single-Family Residential</p> <p style="text-align: center;">At Intersections</p>
<b>PARCEL CHARACTERISTICS</b>			
<p style="text-align: center;">Large and Deep</p>	<p style="text-align: center;">Consistent Parcel Depth</p> <p style="text-align: center;">Linear Form</p> <p style="text-align: center;">Different Corridors May Have Different Depths</p>	<p style="text-align: center;">Moderate Parcel Depth</p> <p style="text-align: center;">Compact Form</p>	<p style="text-align: center;">Shallow Parcel Depth</p> <p style="text-align: center;">Compact Form</p>
<b>BUILDING HEIGHT</b>			
<p style="text-align: center;">Buildings May Be Higher</p>	<p style="text-align: center;">Buildings are Lower</p>	<p style="text-align: center;">Buildings are Lower</p>	<p style="text-align: center;">Buildings are Lowest</p>

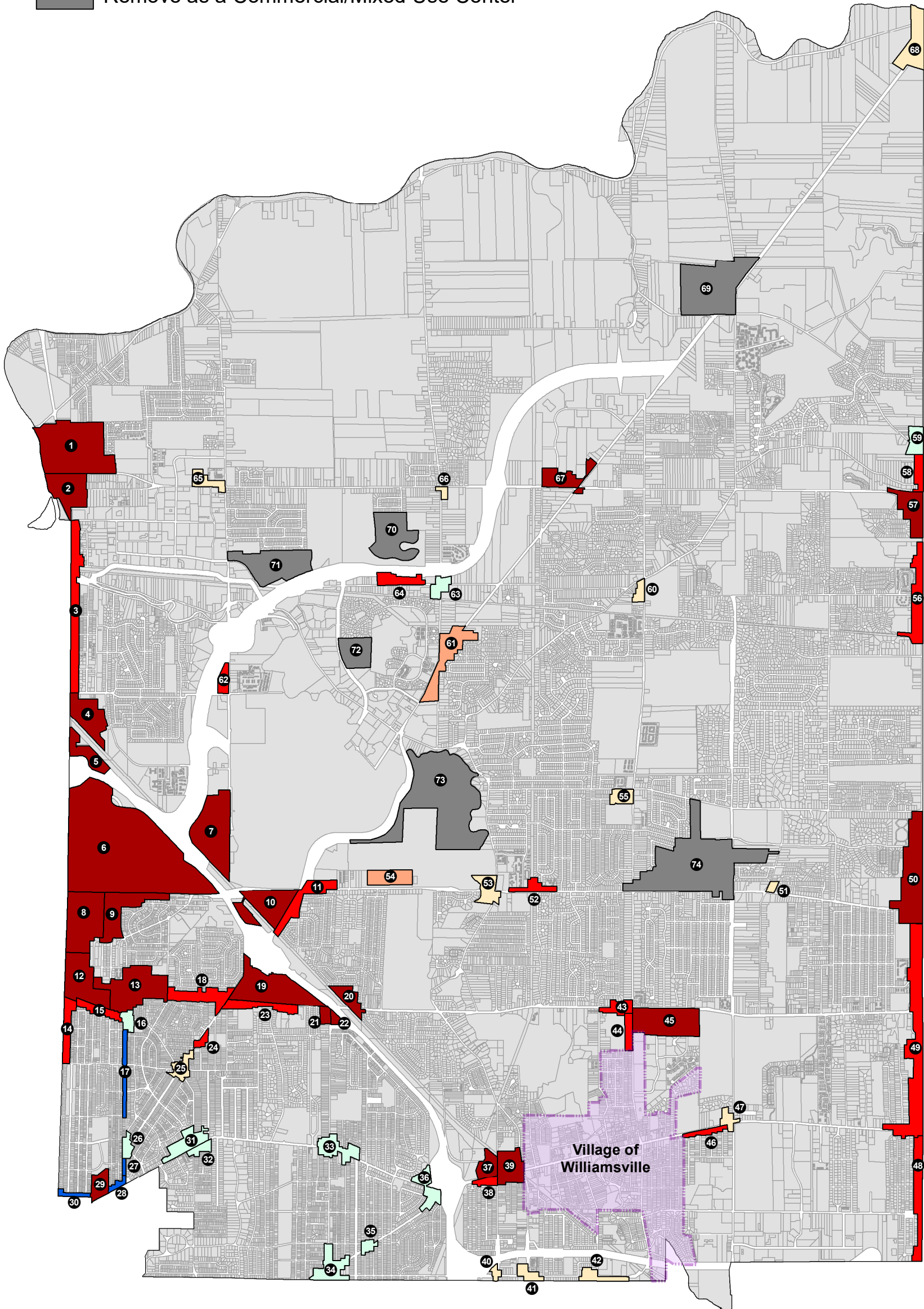
# Commercial & Mixed Use Activity Center Designations

**DRAFT 3/30/17**

## Current Center Designations

- |  |                            |   |                               |
|--|----------------------------|---|-------------------------------|
|  | Suburban Center            |  | Traditional Center            |
|  | Suburban Corridor          |  | Traditional Corridor          |
|  | Suburban Medium-Scale Node |  | Traditional Medium-Scale Node |
|  | Suburban Low-Scale Node    |  | Traditional Low-Scale Node    |

 Remove as a Commercial/Mixed Use Center



- 1 Wegmans (NFB)
- 2 Walgreens (NFB)
- 3 NFB / Ellicott Creek Strip
- 4 Home Depot (NFB)
- 5 Inkeepers Lane
- 6 Consumer Square / Ridge Lea
- 7 University Place
- 8 Boulevard Mall
- 9 Wegmans (Alberta)
- 10 Golden Triangle
- 11 Maple / Amherst Manor
- 12 Northtown Plaza
- 13 Walmart (Sheridan)
- 14 NFB Strip
- 15 Eggert Strip
- 16 Eggert / Bailey
- 17 Bailey Strip
- 18 Sheridan / Millersport Strip
- 19 Northtown Auto (Sheridan)
- 20 Sheridan / Sunrise
- 21 Sheridan / Harlem - West Side
- 22 Sheridan / Harlem - East Side
- 23 Sheridan / Getzville Strip
- 24 Millersport / Arcade
- 25 Six Corners
- 26 Bailey / Grover Cleveland
- 27 Bailey Live-Work
- 28 Main / Bailey
- 29 University Plaza
- 30 Kenmore Avenue
- 31 Eggertville (Main / Eggert - North Side)
- 32 Eggertville (Main / Eggert - South Side)
- 33 Snyder (Main / Harlem)
- 34 Harlem / Kensington
- 35 Kensington / Saratoga
- 36 Main / Kensington
- 37 Main / South Forest - North Side
- 38 Main / South Forest - South Side
- 39 West of Village of Williamsville
- 40 Wehrle / South Forest
- 41 Wehrle / South Union
- 42 Wehrle / Cayuga
- 43 Sheridan / Hopkins
- 44 Evans Strip
- 45 Williamsville Place
- 46 Main Strip
- 47 Main / Youngs
- 48 Transit / Wehrle
- 49 Transit from Main to Maple
- 50 Transit / Maple
- 51 Maple / Ayer
- 52 Maple Strip
- 53 Maple / North Forest
- 54 Gun Club
- 55 Clearfield Plaza
- 56 Transit / Casey
- 57 Transit / North French
- 58 Transit / Dodge
- 59 Swormville
- 60 Hopkins / Dodge
- 61 Getzville Plaza
- 62 Sweet Home / Skinnerville
- 63 Campbell / Dodge
- 64 Dodge Strip
- 65 Sweet Home / North French
- 66 Campbell / North French
- 67 Crosspointe
- 68 Transit / Millersport
- 69 Remove - Millersport / Smith / New
- 70 Remove - Muir Woods
- 71 Remove - Sweet Home / Dodge
- 72 Remove - Town Facilities (Audubon)
- 73 Remove - UB / Millersport
- 74 Remove - Millard Filmore / Hospital











0 0.5 1 2 Miles

# Commercial & Mixed Use Activity Center Designations

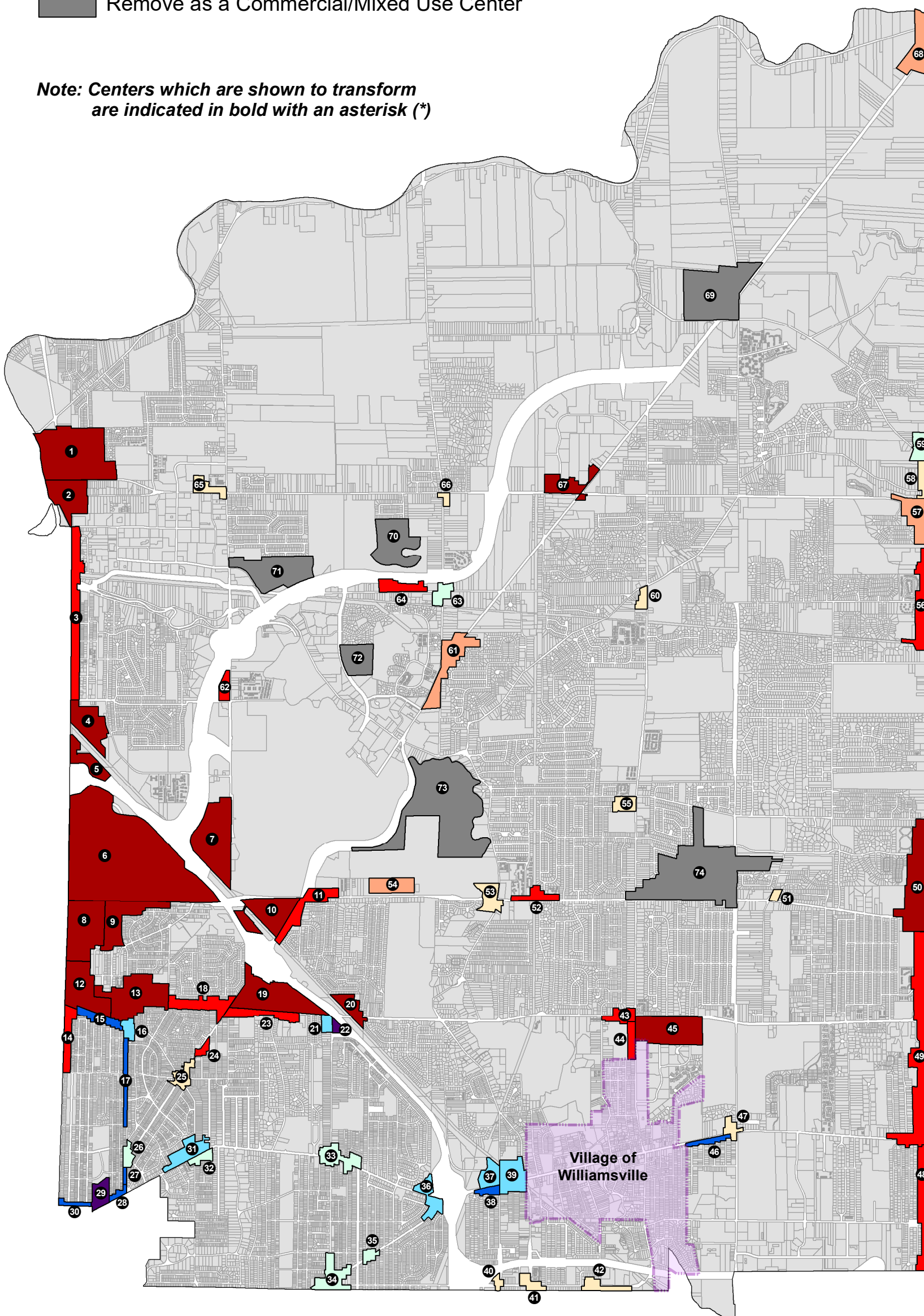
**DRAFT 3/30/17**

## Future Center Designations

- |  |                            |   |                               |
|--|----------------------------|---|-------------------------------|
|  | Suburban Center            |  | Traditional Center            |
|  | Suburban Corridor          |  | Traditional Corridor          |
|  | Suburban Medium-Scale Node |  | Traditional Medium-Scale Node |
|  | Suburban Low-Scale Node    |  | Traditional Low-Scale Node    |

 Remove as a Commercial/Mixed Use Center

*Note: Centers which are shown to transform are indicated in bold with an asterisk (\*)*



- 1 Wegmans (NFB)
- 2 Walgreens (NFB)
- 3 NFB / Ellicott Creek Strip
- 4 Home Depot (NFB)
- 5 Inkeepers Lane
- 6 Consumer Square / Ridge Lea
- 7 University Place
- 8 Boulevard Mall
- 9 Wegmans (Alberta)
- 10 Golden Triangle
- 11 Maple / Amherst Manor
- 12 Northtown Plaza
- 13 Walmart (Sheridan)
- 14 NFB Strip
- 15 **Eggert Strip\***
- 16 **Eggert / Bailey\***
- 17 Bailey Strip
- 18 Sheridan / Millersport Strip
- 19 Northtown Auto (Sheridan)
- 20 Sheridan / Sunrise
- 21 **Sheridan / Harlem - West Side\***
- 22 **Sheridan / Harlem - East Side\***
- 23 Sheridan / Getzville Strip
- 24 Millersport / Arcade
- 25 Six Corners
- 26 Bailey / Grover Cleveland
- 27 Bailey Live-Work
- 28 Main / Bailey
- 29 **University Plaza\***
- 30 Kenmore Avenue
- 31 **Egbertsville (Main / Eggert - North Side)\***
- 32 **Egbertsville (Main / Eggert - South Side)\***
- 33 Snyder (Main / Harlem)
- 34 Harlem / Kensington
- 35 Kensington / Saratoga
- 36 **Main / Kensington\***
- 37 **Main / South Forest - North Side\***
- 38 **Main / South Forest - South Side\***
- 39 **West of Village of Williamsville\***
- 40 Wehrle / South Forest
- 41 Wehrle / South Union
- 42 Wehrle / Cayuga
- 43 Sheridan / Hopkins
- 44 Evans Strip
- 45 Williamsville Place
- 46 **Main Strip\***
- 47 Main / Youngs
- 48 Transit / Wehrle
- 49 Transit from Main to Maple
- 50 Transit / Maple
- 51 Maple / Ayer
- 52 Maple Strip
- 53 Maple / North Forest
- 54 Gun Club
- 55 Clearfield Plaza
- 56 Transit / Casey
- 57 **Transit / North French\***
- 58 **Transit / Dodge\***
- 59 Swormville
- 60 Hopkins / Dodge
- 61 Getzville Plaza
- 62 Sweet Home / Skippersville
- 63 Campbell / Dodge
- 64 Dodge Strip
- 65 Sweet Home / North French
- 66 Campbell / North French
- 67 Crosspointe
- 68 **Transit / Millersport\***
- 69 Remove - Millersport / Smith / New
- 70 Remove - Muir Woods
- 71 Remove - Sweet Home / Dodge
- 72 Remove - Town Facilities (Audubon)
- 73 Remove - UB / Millersport
- 74 Remove - Millard Filmore / Hospital



0 0.5 1 2 Miles

# Commercial and Mixed Use Activity Center Designations

Reflects Comments from the Technical Advisory and Project Working Committees

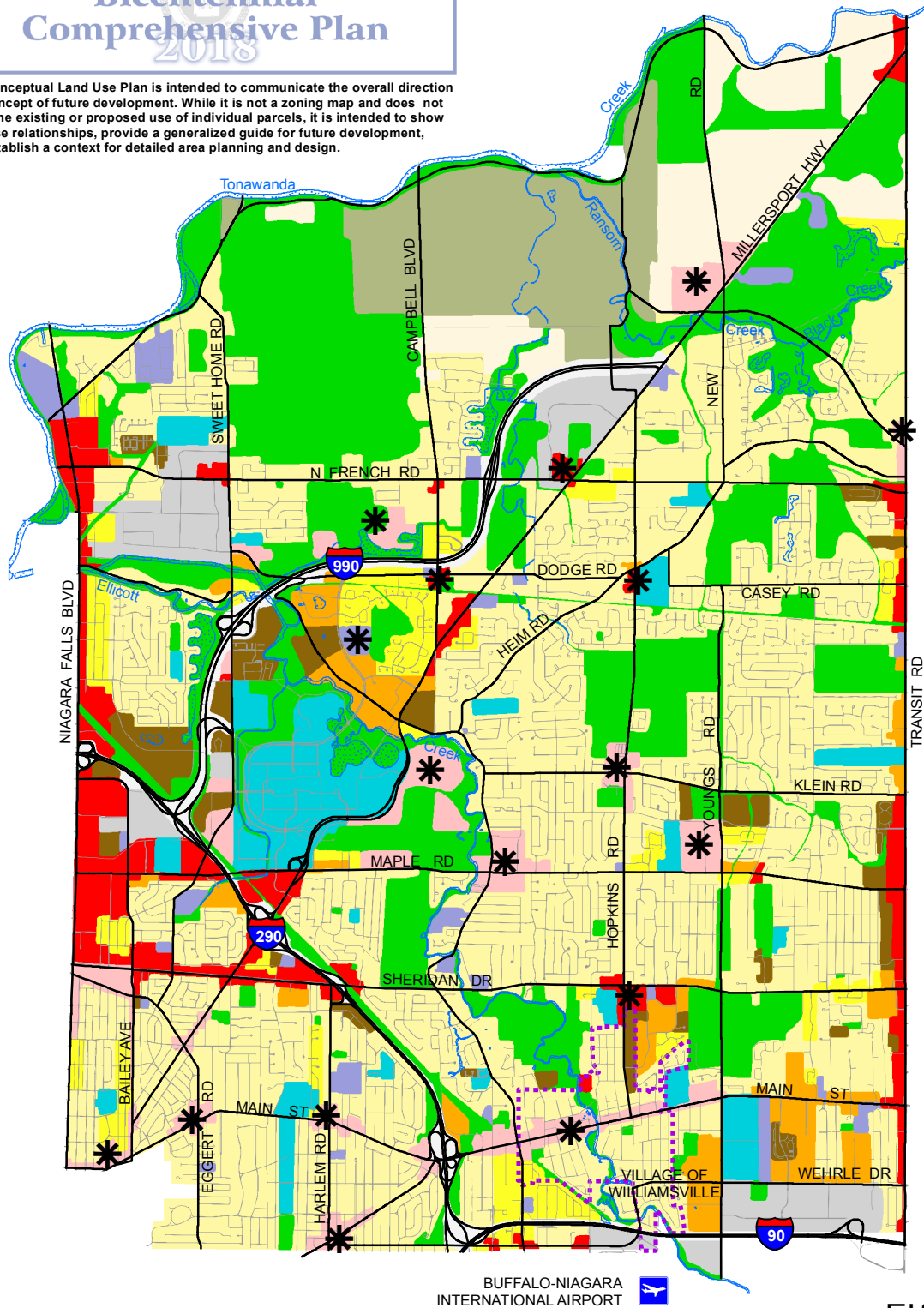
**DRAFT 3/30/17**

New #	Name	Current Form	Current Type	Future Transformation
1	Wegmans (NFB)	Suburban	Center	
2	Walgreens (NFB)	Suburban	Center	
3	NFB / Ellicott Creek Strip	Suburban	Corridor	
4	Home Depot (NFB)	Suburban	Center	
5	Inkeepers Lane	Suburban	Center	
6	Consumer Square / Ridge Lea	Suburban	Center	
7	University Place	Suburban	Center	
8	Boulevard Mall	Suburban	Center	
9	Wegmans (Alberta)	Suburban	Center	
10	Golden Triangle	Suburban	Center	
11	Maple / Amherst Manor	Suburban	Corridor	
12	Northtown Plaza	Suburban	Center	
13	Walmart (Sheridan)	Suburban	Center	
14	NFB Strip	Suburban	Corridor	
15	Eggert Strip	Suburban	Corridor	Traditional Corridor
16	Eggert / Bailey	Traditional	Low-Scale Node	Traditional Medium-Scale Node
17	Bailey Strip	Traditional	Corridor	
18	Sheridan / Millersport Strip	Suburban	Corridor	
19	Northtown Auto (Sheridan)	Suburban	Center	
20	Sheridan / Sunrise	Suburban	Center	
21	Sheridan / Harlem - West Side	Suburban	Center	Traditional Medium-Scale Node
22	Sheridan / Harlem - East Side	Suburban	Center	Traditional Center
23	Sheridan / Getzville Strip	Suburban	Corridor	
24	Millersport / Arcade	Suburban	Corridor	
25	Six Corners	Suburban	Low-Scale Node	
26	Bailey / Grover Cleveland	Traditional	Low-Scale Node	
27	Bailey Live-Work	Traditional	Corridor	
28	Main / Bailey	Traditional	Corridor	
29	University Plaza	Suburban	Center	Traditional Center
30	Kenmore Avenue	Traditional	Corridor	
31	Eggertsville (Main / Eggert - North Side)	Traditional	Low-Scale Node	Traditional Medium-Scale Node
32	Eggertsville (Main / Eggert - South Side)	Traditional	Low-Scale Node	
33	Snyder (Main / Harlem)	Traditional	Low-Scale Node	
34	Harlem / Kensington	Traditional	Low-Scale Node	
35	Kensington / Saratoga	Traditional	Low-Scale Node	
36	Main / Kensington	Traditional	Low-Scale Node	Traditional Medium-Scale Node
37	Main / South Forest - North Side	Suburban	Center	Traditional Medium-Scale Node
38	Main / South Forest - South Side	Suburban	Corridor	Traditional Corridor
39	West of Village of Williamsville	Suburban	Center	Traditional Medium-Scale Node
40	Wehrle / South Forest	Suburban	Low-Scale Node	
41	Wehrle / South Union	Suburban	Low-Scale Node	
42	Wehrle / Cayuga	Suburban	Low-Scale Node	
43	Sheridan / Hopkins	Suburban	Corridor	
44	Evans Strip	Suburban	Corridor	
45	Williamsville Place	Suburban	Center	
46	Main Strip	Suburban	Corridor	Traditional Corridor
47	Main / Youngs	Suburban	Low-Scale Node	
48	Transit / Wehrle	Suburban	Corridor	
49	Transit from Main to Maple	Suburban	Corridor	
50	Transit / Maple	Suburban	Center	
51	Maple / Ayer	Suburban	Low-Scale Node	
52	Maple Strip	Suburban	Corridor	
53	Maple / North Forest	Suburban	Low-Scale Node	
54	Gun Club	Suburban	Medium-Scale Node	
55	Clearfield Plaza	Suburban	Low-Scale Node	
56	Transit / Casey	Suburban	Corridor	
57	Transit / North French	Suburban	Center	Suburban Medium-Scale Node
58	Transit / Dodge	Suburban	Corridor	Suburban Low-Scale Node
59	Swormville	Traditional	Low-Scale Node	
60	Hopkins / Dodge	Suburban	Low-Scale Node	
61	Getzville Plaza	Suburban	Medium-Scale Node	
62	Sweet Home / Skinnersville	Suburban	Corridor	
63	Campbell / Dodge	Traditional	Low-Scale Node	
64	Dodge Strip	Suburban	Corridor	
65	Sweet Home / North French	Suburban	Low-Scale Node	
66	Campbell / North French	Suburban	Low-Scale Node	
67	Crosspointe	Suburban	Center	
68	Transit / Millersport	Suburban	Low-Scale Node	Suburban Medium-Scale Node
69	Remove - Millersport / Smith / New	Remove as a Commercial/Mixed Use Center		
70	Remove - Muir Woods	Remove as a Commercial/Mixed Use Center		
71	Remove - Sweet Home / Dodge	Remove as a Commercial/Mixed Use Center		
72	Remove - Town Facilities (Audubon)	Remove as a Commercial/Mixed Use Center		
73	Remove - UB / Millersport	Remove as a Commercial/Mixed Use Center		
74	Remove - Millard Filmore / Hospital	Remove as a Commercial/Mixed Use Center		

\*\*based on the Draft Commercial and Mixed Use Activity Center Designations Maps - Current Future

# Town of Amherst Bicentennial Comprehensive Plan

The Conceptual Land Use Plan is intended to communicate the overall direction and concept of future development. While it is not a zoning map and does not show the existing or proposed use of individual parcels, it is intended to show land use relationships, provide a generalized guide for future development, and establish a context for detailed area planning and design.



BUFFALO-NIAGARA  
INTERNATIONAL AIRPORT

## CONCEPTUAL LAND USE PLAN

**FIGURE 6**

<ul style="list-style-type: none"> <li><span style="display: inline-block; width: 20px; height: 10px; background-color: #fff9c4; border: 1px solid black; margin-right: 5px;"></span> Rural Residential</li> <li><span style="display: inline-block; width: 20px; height: 10px; background-color: #fff176; border: 1px solid black; margin-right: 5px;"></span> Single Family Residential</li> <li><span style="display: inline-block; width: 20px; height: 10px; background-color: #ffcdd2; border: 1px solid black; margin-right: 5px;"></span> Mixed Residential</li> <li><span style="display: inline-block; width: 20px; height: 10px; background-color: #c8e6c9; border: 1px solid black; margin-right: 5px;"></span> Medium Residential</li> <li><span style="display: inline-block; width: 20px; height: 10px; background-color: #e57373; border: 1px solid black; margin-right: 5px;"></span> Commercial - Retail</li> </ul>	<ul style="list-style-type: none"> <li><span style="display: inline-block; width: 20px; height: 10px; background-color: #ffcc80; border: 1px solid black; margin-right: 5px;"></span> Commercial - Office</li> <li><span style="display: inline-block; width: 20px; height: 10px; background-color: #bdbdbd; border: 1px solid black; margin-right: 5px;"></span> Industrial - Office</li> <li><span style="display: inline-block; width: 20px; height: 10px; background-color: #ffb74d; border: 1px solid black; margin-right: 5px;"></span> Mixed Use</li> <li><span style="display: inline-block; width: 20px; height: 10px; background-color: #9575cd; border: 1px solid black; margin-right: 5px;"></span> Community Facilities</li> <li><span style="display: inline-block; width: 20px; height: 10px; background-color: #e0e0e0; border: 1px solid black; margin-right: 5px;"></span> Educational Campus</li> </ul>	<ul style="list-style-type: none"> <li><span style="display: inline-block; width: 20px; height: 10px; background-color: #81c784; border: 1px solid black; margin-right: 5px;"></span> Recreation, Open Space &amp; Greenways</li> <li><span style="display: inline-block; width: 20px; height: 10px; background-color: #a1887f; border: 1px solid black; margin-right: 5px;"></span> Agriculture</li> <li><span style="display: inline-block; width: 20px; height: 10px; background-color: #c8e6c9; border: 1px solid black; margin-right: 5px;"></span> Transportation</li> <li><span style="display: inline-block; width: 20px; height: 10px; background-color: #e0e0e0; border: 1px solid black; margin-right: 5px;"></span> Surface Water</li> </ul>
<ul style="list-style-type: none"> <li><span style="font-size: 2em; vertical-align: middle;">*</span> Mixed Use / Activity Centers</li> <li><span style="border-bottom: 2px dashed purple; width: 20px; display: inline-block; margin-right: 5px;"></span> Village of Williamsville Boundary</li> </ul>		

**SOURCE NOTES:**  
Original Source Data Provided by the Town of Amherst Information Technology Department, URS Corporation and Wallace Roberts & Todd, LLC

Map Compiled by the Town of Amherst Planning Department

Date: September 2015

N

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Miles