



“The”  
**Town of Amherst**

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Brian J. Kulpa, Supervisor  
March 14, 2019

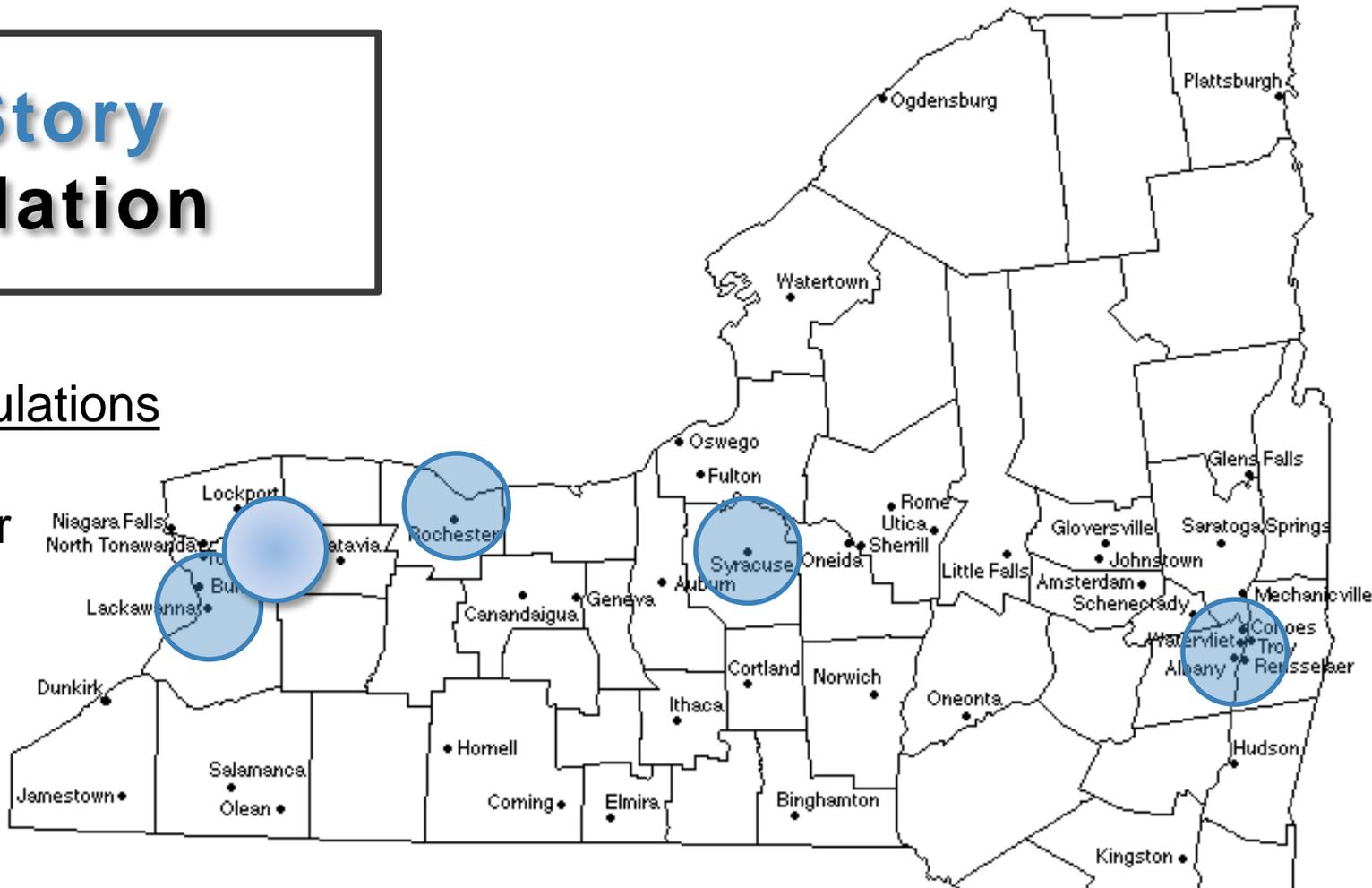
2019 Planning Agenda

# Our Story

## Population

### Upstate Populations

1. Buffalo
2. Rochester
3. Syracuse
4. Amherst
5. Albany





ABOUT  
WHO  
WE  
ARE

126K

People

23

Public Schools

\$127M

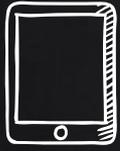
Annual Budget

126,068

Population

188,076

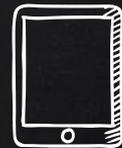
Daytime Population



# Generation Z

“their valuable characteristics are their ***acceptance of new ideas and a different conception of freedom*** from the previous generations. Despite the technological proficiency they possess, members of Generation Z ***actually prefer person-to-person contact*** as opposed to online interaction. Another important note to point out is Generation Z ***no longer wants just a job: they seek more than that.*** They want a ***feeling of fulfillment and excitement*** in their job that helps move the world forward. Generation Z is eager to be ***involved in their community and their futures.***”

# Generation Z



# Retrofitting & Redevelopment

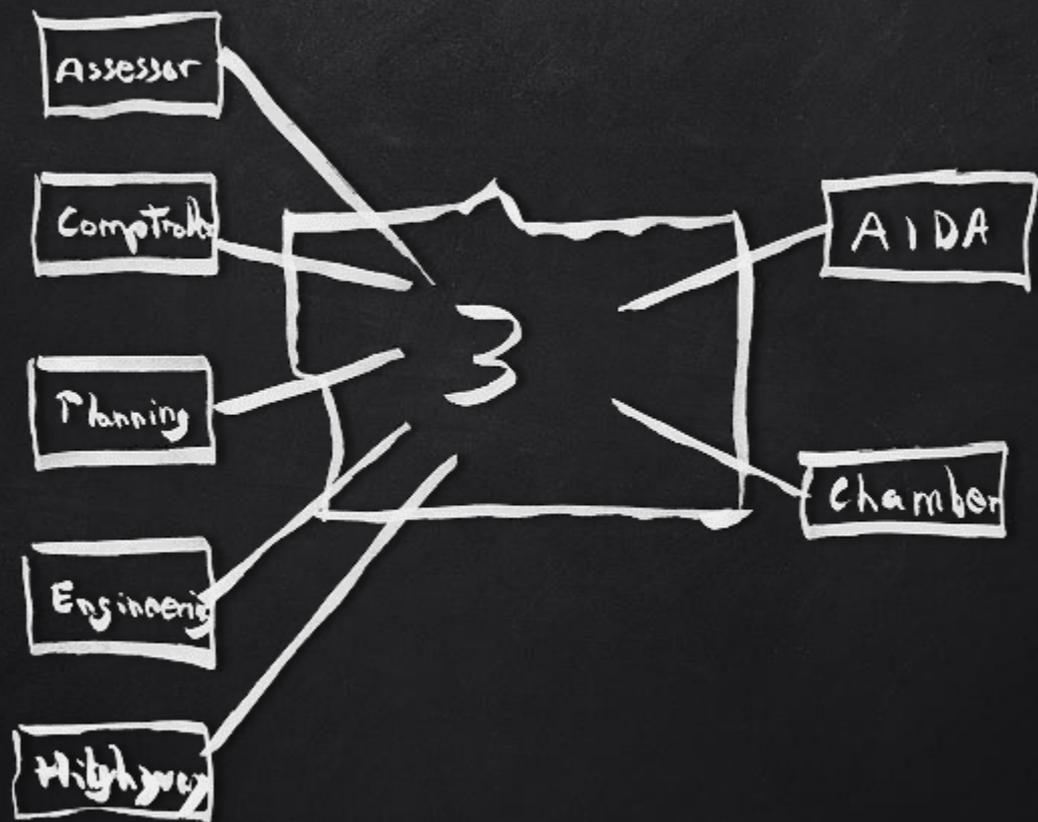


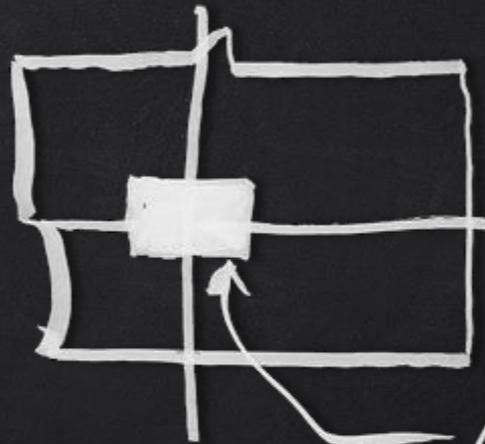
# Plan

Comprehensive Planning Process







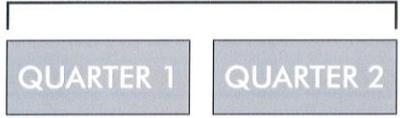
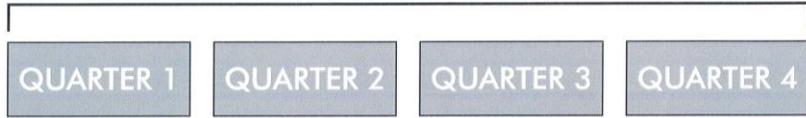


Node of  
Economic  
Impact

2019

2020

PROJECTS



IMAGINE AMHERST



NIAGARA FALLS BLVD



OPPORTUNITY ZONE



LWRP



CENTRAL PARK



TECH CORRIDOR



YOUNGS ROAD



AGRICULTURE



HOUSING STUDY



WILLOWRIDGE



AUDUBON



TRAIL SAFETY



QUARTER 1

QUARTER 2



# (The Old) Imagine Amherst Project

# Niagara Falls Boulevard





**Niagara Falls Boulevard**

# Main Street



# Boulevard

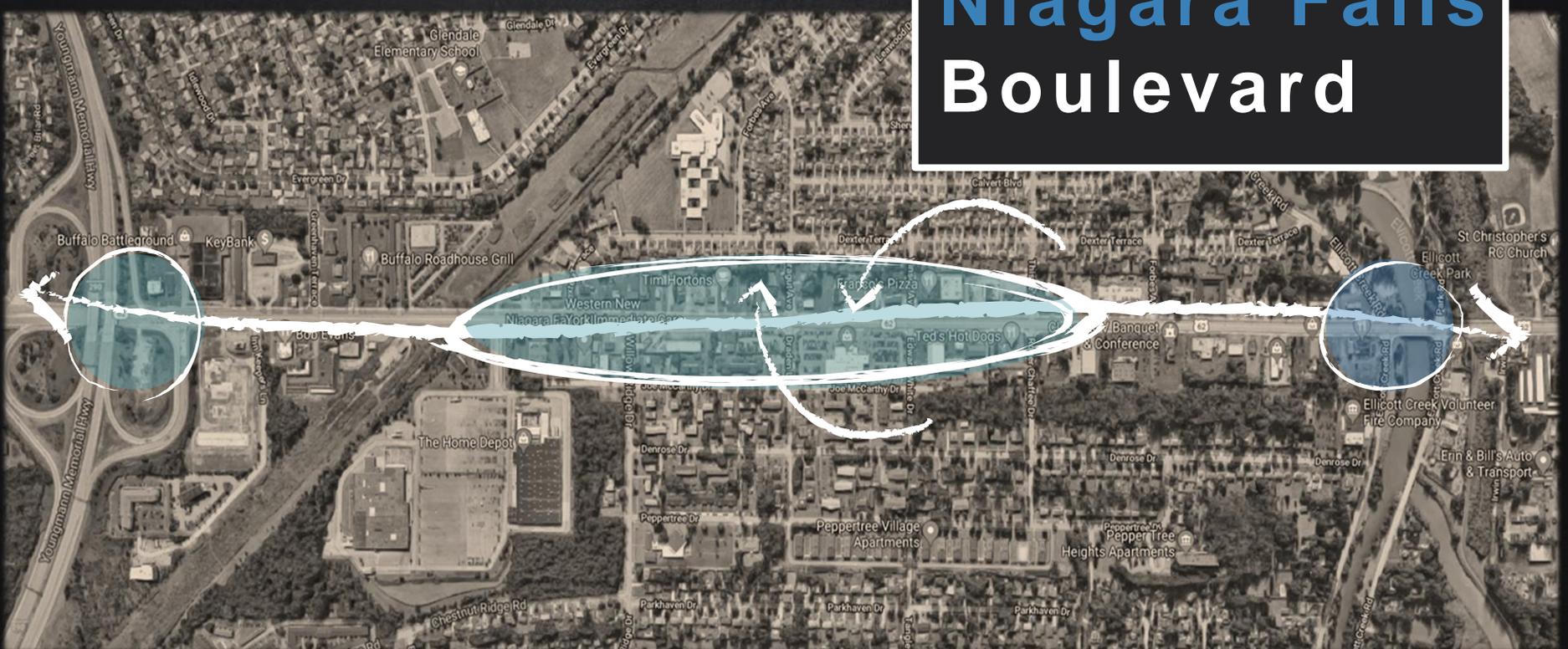
New Life for a Retail District



# Niagara Falls Boulevard



# Niagara Falls Boulevard



# Opportunity Zone

Comprehensive Planning Process

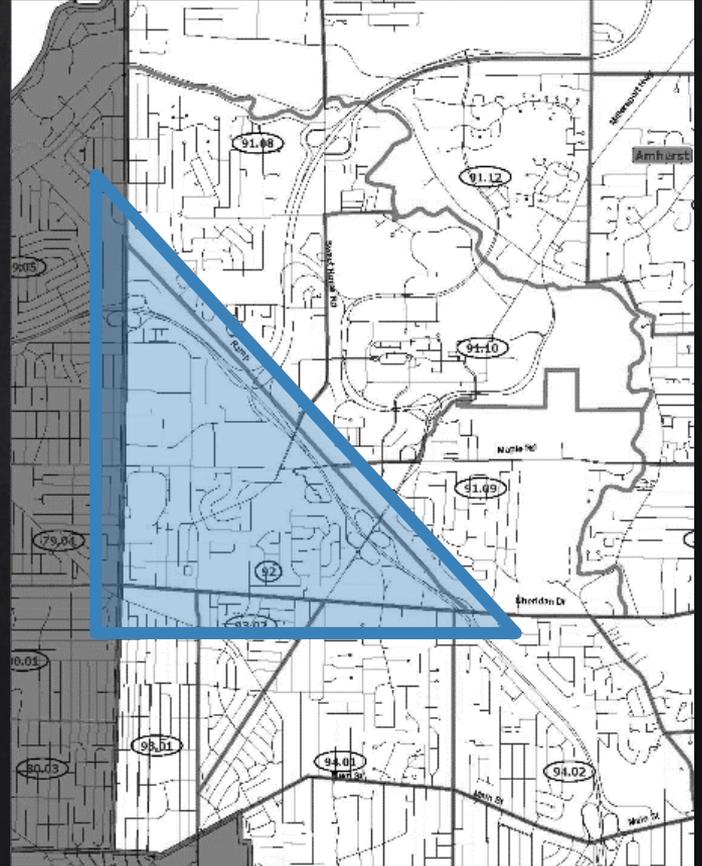
Landuse, Public Capital Investment, Policy, Governance



# Opportunity Zone

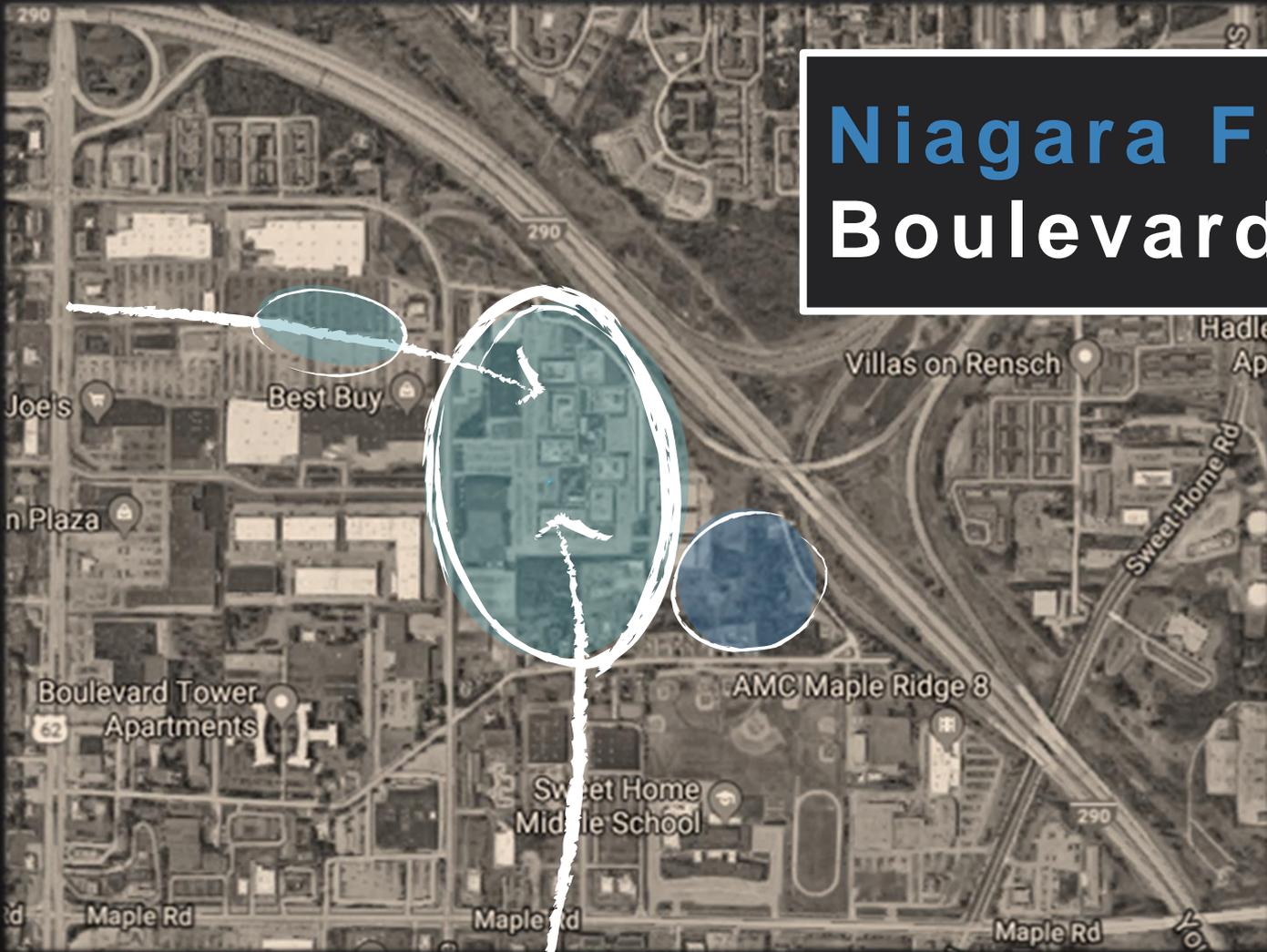
NYS Designated Census  
Tract 92 along Niagara  
Falls Blvd., including  
Boulevard Mall

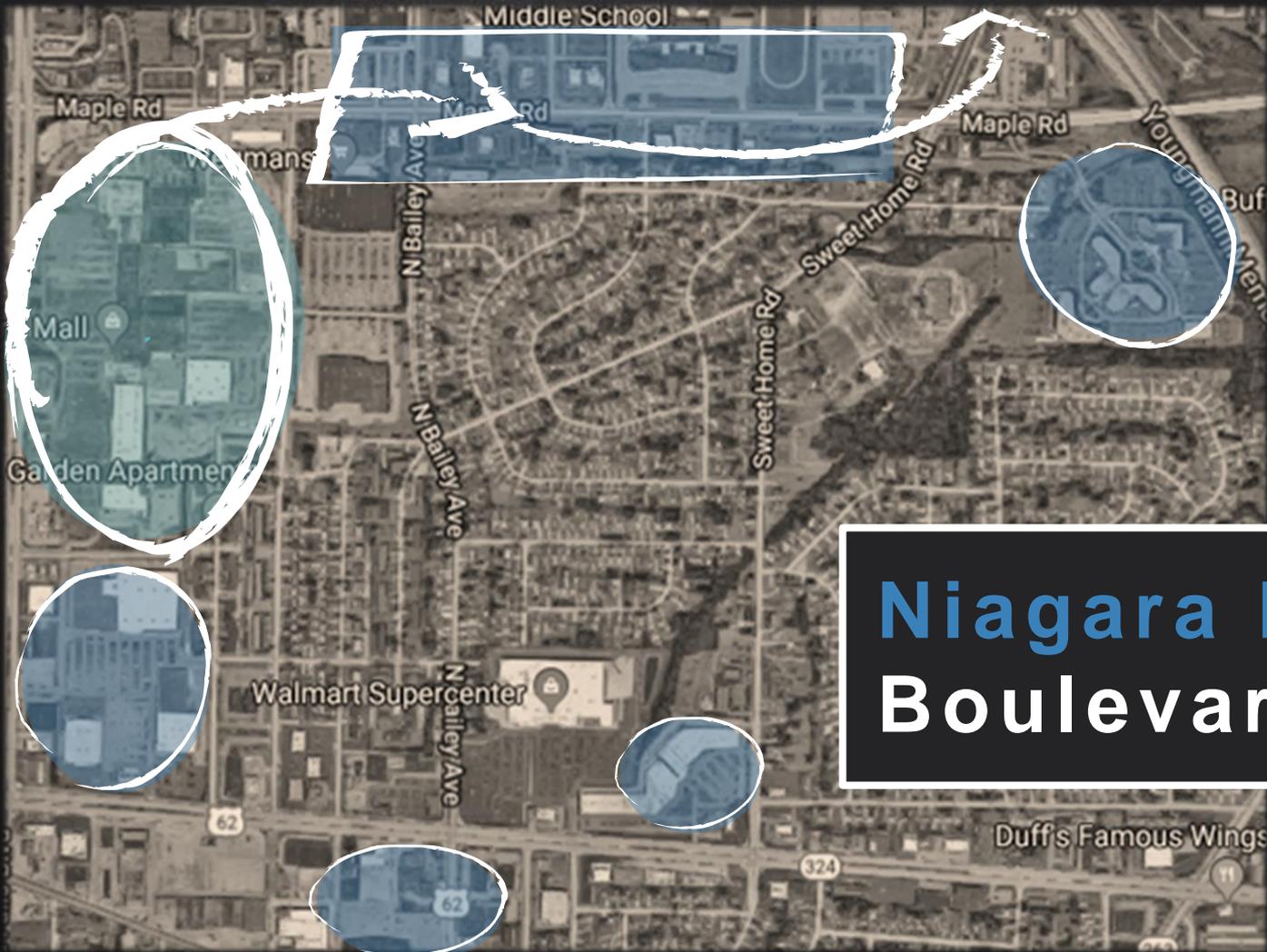
Any entity facing capital  
gains tax can avoid paying  
the tax by investing in a  
designated Opportunity  
Zone





# Niagara Falls Boulevard





# Niagara Falls Boulevard

# Tech Corridor

Planning a Multi-Municipal District

Tonawanda

Amherst



Buffalo

Cheektowaga

# Eggert Road



# Kenmore Avenue



# BEST PRACTICE CURRENT TRENDS IN OFFICE SPACE

## COOP OFFICE

Space for entrepreneurs to rent and create, to act socially or in isolation.

## CASUAL OFFICE

Formality in office space continues to dissolve as rigid corporate environments change over time.

## LIVE-WORK

Access to live work environment with independent apartments and offices.



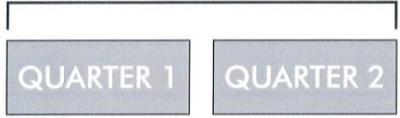
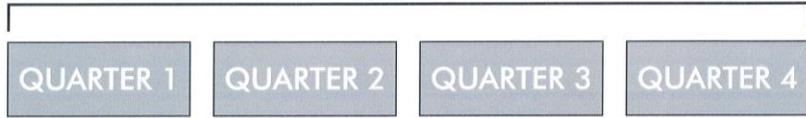


# BEST PRACTICE INTEGRATION

2019

2020

PROJECTS



IMAGINE AMHERST



NIAGARA FALLS BLVD



OPPORTUNITY ZONE



LWRP



CENTRAL PARK



TECH CORRIDOR



YOUNGS ROAD



AGRICULTURE



HOUSING STUDY



WILLOWRIDGE



AUDUBON



TRAIL SAFETY



QUARTER 1

QUARTER 2



# Town of Amherst Comprehensive Plan and Zoning Update Project

## 2. Project Budget: \$278,000

A. NYSERDA CGC Grant: \$161,250

B. Grant Local Share: \$53,750 (cash), \$63,000 (in-kind/personnel)

C. Consultant Fee: \$215,000

D. Local Contributions to date

i. In-kind/personnel: \$134,157.00

ii. Materials and other costs: \$400.00

# Town of Amherst Comprehensive Plan and Zoning Update Project

## 3. Summary of Activities

A. Project Committee Meetings / Bus Trip: Plan – 25 / Code – 9

B. Social Media Posts (as of 2/17):

Website – over 1500 visits, Facebook – over 140 likes

C. Media events: 2 TV/radio events

D. Public review meetings / Bus Trip / VPS: 2 / 1 / 12

E. Public Hearing Meetings: PB – 3 / TB – 2

# Town of Amherst Comprehensive Plan and Zoning Update Project



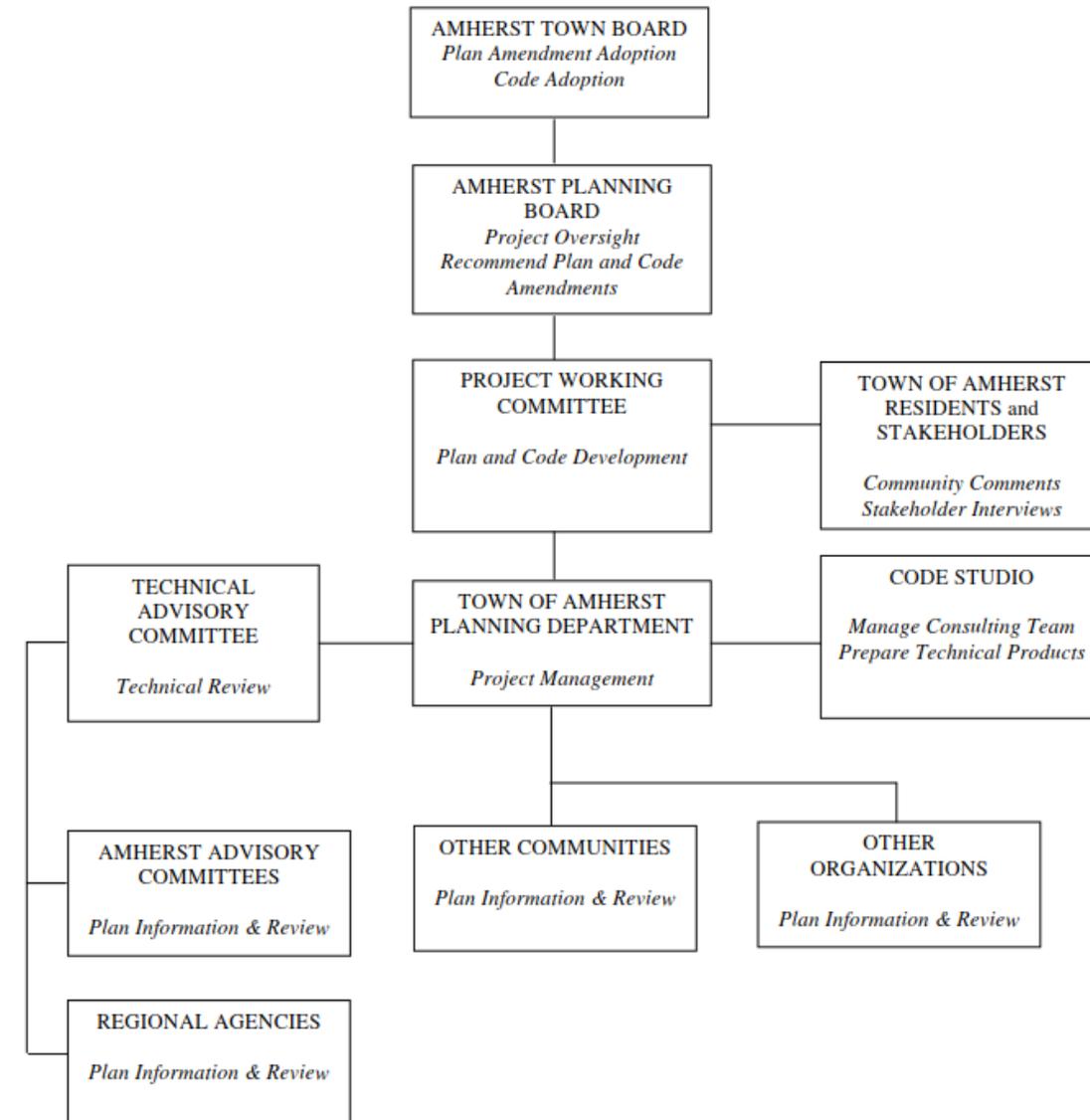
# Town of Amherst Comprehensive Plan and Zoning Update Project

## Project Roles and Organization

1. Town Board roles: authorize grant, local contribution, review and approval IAW NYS Town Law Sec 272a (Plan) and Secs 264/265 (Code)

2. Planning Board roles: appoint committee members, review and recommendation IAW NYS Town Law 272a (Plan) and Town Code

### PROJECT ORGANIZATION and ROLES



# Town of Amherst Comprehensive Plan and Zoning Update Project

## Project Roles and Organization

3. Project Committees: guide project development and provide technical insight and liaison to other boards and committees

### A. Project Working Committee: Comp Plan

- i. Town Board Liaison
- ii. Planning Board members
- iii. ZBA members
- iv. ACAC
- v. Village
- vi. Homeowners Association members
- vii. Small Business
- viii. Development

# Town of Amherst Comprehensive Plan and Zoning Update Project

## Project Roles and Organization

### B. Zoning Update Committee: Code

- i. Supervisor
- ii. Town Board Liaison
- iii. Planning Dept Staff
- iv. Building Dept Staff
- v. Planning Board
- vi. ZBA
- vii. IDA
- viii. Erie County
- ix. GBNRTC

### C. Technical Review Committee: Town, IDA, Erie County, GBNRTC, UBRI

# Town of Amherst Comprehensive Plan and Zoning Update Project

## Plan / Code Preparation

1. Project Organization: Roles, responsibilities and lines of communication
2. Intent and Purpose: Clear intent

## Themes and Lessons Learned

- Establish upfront, get Town Board approval, open to change
- Changing Town Board and Planning/ZBA membership
- Planning v. Zoning and role of each to project
- Confirmation of direction – needs emphasis
- Changing development conditions – LRT Extension, Opportunity Zone, Mixed-Use development

# Town of Amherst Comprehensive Plan and Zoning Update Project

## Plan / Code Preparation

3. Public Engagement: Plan, methods, timing, effectiveness

4. Project tenure and board changes

## Themes and Lessons Learned

- Have a plan, be flexible and open to new approaches
- Charettes (products), meetings, passage of time
- Project Website – control, content, maintenance
- Social and other media v. Boots on the Ground
- Meetings and use of technologies (VPS)
- Generational differences – reaching/engaging all – time and place
- Bus tours
- Scale and variation of geography for planning and zoning influence timing for product development, engagement, and approvals
- Time demand – meetings, other activities, reporting
- Much time and demand for staff (\$135k) and volunteers (~50 meetings)

# Town of Amherst Comprehensive Plan and Zoning Update Project

## Plan / Code Preparation

5. Plan Amendment(s): uses, forms and types, **height!!!**, location, Code development – 2<sup>nd</sup> Plan Amendment

6. Code development: **height!!!**, designation of form/type locations, transfer from form/type to district function infill/retrofit

## Themes and Lessons Learned

- Charrette and products
- Plan Amendment form/type designations, Map 6A Neighborhood Meetings – confirmation of products (VPS)
- Code development form from traditional and suburban to infill and retrofit
- Simplified from 13 districts to 6
- Introduce city blocks as an organizing principle for districts
- Increased emphasis on streets, frontages, and transitions
- Plan review procedures

# Town of Amherst Comprehensive Plan and Zoning Update Project

## Plan / Code Preparation

## Themes and Lessons Learned

### 7. Transferability - Recommendations

- Charrette and products
- Website
- VPS and neighborhood meetings
- Plan text and graphics
- Code provisions and design standards
- Architectural review for some districts

# Town of Amherst Comprehensive Plan and Zoning Update Project

## Cleaner Greener Communities Goals - Draft Project Benefits Metrics

### Section 1: Benefits Overview

The Town of Amherst is formulating revisions to its Comprehensive Plan and Zoning Ordinance to incorporate new policies and context sensitive zoning provisions such as form-based code to encourage development that is consistent with the tenets of Smart Growth by ensuring more efficient use of land, infrastructure and natural resources, and result in an overall decrease in Greenhouse Gas (GHG<sup>1</sup>) emissions. The Town’s most recent Comprehensive Plan Reviews (2012 and 2014) recommend revisions to the Plan and corresponding amendments to zoning that encourage more compact and efficient forms of development that are also context sensitive. The plan and ordinance revisions that result from this project will advance the goals laid out in the Town’s Comprehensive Plan (2014) by encouraging increased density in designated activity centers, encouraging a variety of housing types and densities, and promoting infill development rather than green field development.

Recommendations from the Western New York Sustainability Plan<sup>2</sup> and the One Region Forward<sup>3</sup> Plan for Erie and Niagara Counties will be incorporated into the Plan and ordinance revisions. The application of context sensitive zoning such as form-based code and other approaches within a large first-ring suburban community such as Amherst provides an excellent model to guide similar efforts in other upstate New York suburbs.

### Section 3: Potential for Future and/or Long Term Transformational Benefits

Section 3: Future and Long Term Transformation Benefits				
Type	Metric	by 5 years	by 15 Years	by 30 Years
RPM	1. GHG Emissions Savings /year	30,888 MTCDE/year	61,777 MTCDE/year	123,555 MTCDE/year
RPM	2. Total Conventional Energy Savings	55,230 mmBtu	110,460 mmBtu	220,920 mmBtu
RPM	3. Gasoline Savings (or increase)	438,333 Gallons/year	876,665 Gallons/year	1,753,330 Gallons/year
RPM	4. Conventional Energy Cost Savings	\$1,328,148/year	\$3,208,595/year	\$8,538,719/year
RPM	5. Permanent Jobs Created	TBD	TBD	TBD
RPM	6. NYSERDA CGC Investment (funding approved)	\$161,250	N/A	N/A
RPM	7. Investment by Others (matching and leveraged)	\$116,750 (Town of Amherst) \$0 amount (leveraged)	\$TBA	\$TBA
SCM	8. Number of new LEED Certified Buildings or Centers with LEED-ND characteristics	TBD	TBD	TBD
SCM	9. VMT reduced	9,380,318 Miles/year	18,760,635 Miles/year	37,521,270 Miles/year

# Town of Amherst Comprehensive Plan and Zoning Update Project

## Cleaner Greener Communities Goals: Draft Project Benefits Metrics

- 1. Energy / Gasoline savings:** Modest savings anticipated
- 2. Job Creation:** permanent jobs will be created through the introduction of new land uses and the creation of new businesses
- 3. LEED Certified Buildings or Neighborhood characteristics:** the new Plan and Code amendments may encourage a small number of LEED certified buildings (Amherst has one currently). The greater impact will be the application of LEED-ND characteristics that are required by the Plan and zoning. Development and redevelopment of business centers and neighborhoods developed through the mixed-use and commercial center design guidance in the plan and code amendments will result in greater consistency with LEED objectives.
- 4. Influences on VMT:** An estimate of daily VMT/Amherst Resident in 2016 was 20.8 miles. An important goal of the project is to encourage the increases in the use of bicycles and pedestrian trips and reduce travel by motor car. Mixed-use and more compact development encouraged through the plan and code should result in shorter and multi-purpose trips, modest decreases in VMT are expected. The combination of trip reduction, “park once” strategies, and availability of autonomous vehicles may also have positive benefits

# Town of Amherst Comprehensive Plan and Zoning Update Project

## NYSERDA Cleaner Greener Communities Goals Draft Project Benefits Metrics

### Section 4: Projected Impact on Regional and Local Sustainability Indicators

Section 4: Potential to Impact Regional and Local Common Planning Indicators			
Indicator	Type (RSPI, CPI, Other)	Baseline (if known)	Brief one-line description of impact
1. Community Average WalkScore (baseline measured at Maple Road/North Forest Road <sup>8</sup> )	CPI	44	Assuming a positive market response to the new zoning ordinance, mixed-use development, including grocery stores and other day-to-day services may locate within newly developed activity centers and result in the development of walkable neighborhoods there.
2. H+T (Housing and Transportation Affordability) Index (baseline measured at Maple Road/North Forest Road <sup>7</sup> )	CPI	68.42%	Encourage more businesses and services to locate within mixed-use zoning districts resulting in a modest increase in local employment. Encourage a variety of housing types to accommodate residents of varying incomes to reduce the cost of H+T as a percentage of income.
3. Number of new homes built near designated municipal centers since 2000.	RSPI / CPI	20%/5% <sup>9</sup>	As new zoning provisions are implemented within the Town's activity centers, the number of people who live in new housing units and employees that work nearby should increase, encouraging walking, transit use, and reducing private vehicle use.
4. Total percentage of workers commuting via walking, biking, transit and carpooling.	RSPI	12.5% <sup>10</sup>	Higher-density mixed-use districts will encourage economic activity while enabling residents to access services near their homes through alternative modes such as transit, bicycles, walking.
5. Vehicle miles traveled per/capita (VMT per/capita)	RSPI	7,592 miles/year <sup>11</sup>	Locating services and amenities close to denser forms of housing and employment centers will help decrease VMT/capita over time.
6. Average commute time (minutes)	CPI	19.2 <sup>12</sup> minutes	Locating services and associated jobs within activity centers can help reduce overall commuting time for Town residents.

# Imagine Amherst Project

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Imagine Amherst is a project to reimagine and improve the Town's commercial and mixed-use centers so they work better with surrounding neighborhoods, and better encompass the vision that residents desire for the Town as expressed in the Comprehensive Plan and implemented through its zoning.

NYSDERDA provided a \$161,250 grant towards the project through Governor Cuomo's Cleaner, Greener Communities (CGC) program, which pays for 75% of the project consultant cost.



# Imagine Amherst Project

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**Two Committees were formed with various stakeholders and viewpoints to review project documents and make final decisions on project direction:**

## **Project Working Committee**

- Town Board Liason
- Planning Board members
- Zoning Board of Appeals members
- Village of Williamsville representative
- Conservation Advisory Council representative
- Representatives from Homeowners Organizations
- Small Business Owner
- Developers

## **Technical Advisory Committee**

- Planning Department Director & Assistant Director
- Planning Department staff
- Building Commissioner
- Building Department staff
- Amherst Industrial Development Agency
- GBNRTC
- Erie County Dept. of Environment & Planning
- UB Regional Institute

# Mixed-Use Precedent Studies – July/August 2016

## I-SQUARE IRONDEQUOIT, NEW YORK



### DESCRIPTION

The I-Square development, located at 400 Bakers Park, is a project conceived of by two Irondequoit locals, Mike and Wendy Nolan.

Envisioned as a small town center, the project is being developed in phases and is planned to include an indoor market, an outdoor stage, offices and apartments.

An important feature of the I-Square project is the realignment of Bakers Park Street within the project area. This creates an improved intersection and transition between the development and the existing block structure.

### Key Facts

✂	Built	2014 (Phase I)
🕒	Height	2-3 stories
🏠	Type	Commercial Mixed Use
📄	Zoning	Mixed Use Commercial
+	Size	2.2 acres
📍	<a href="#">Project Location</a>	
🌐	<a href="#">Project Website</a>	

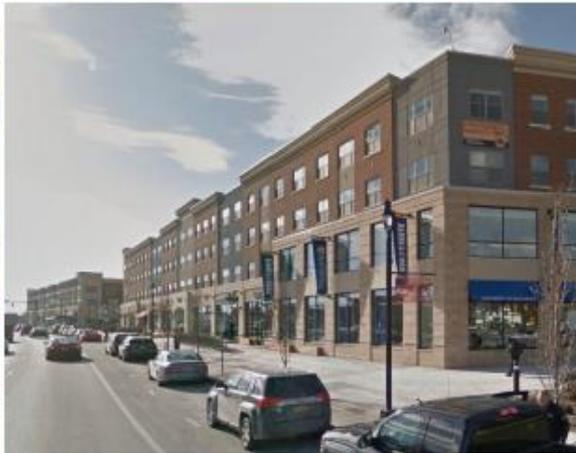
### Project Area (Phase I)

■	Commercial	5,700 sf
■	Office	9,300 sf
■	Hospitality	None
■	Residential	None
■	Parking (surface)	76 spaces



# Mixed-Use Precedent Studies – July/August 2016

## 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 Gilbane 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	17 acres
📍	<a href="#">Project Location</a>	
📄	<a href="#">Project Website</a>	

### Project Area

🔴	Commercial	121,190 sf
🔵	Office	78,080 sf
🟣	Hospitality	99,000 sf (136 rooms)
🟠	Residential	210,000 sf (150 units)
🟡	Parking [structured]	574,000 sf

# Mixed-Use Precedent Studies – July/August 2016

## MASHPEE COMMONS MASHPEE, MASSACHUSETTS



### DESCRIPTION

Mashpee Commons is a mixed-use retrofit of a former suburban mall into a new "downtown" for Mashpee, Massachusetts. Before this project, there had been no town center to speak of. The development is notable for its use of the Cape Cod architecture style, reminiscent of historic town centers in the state.

Mashpee Commons is part of a larger development that includes the expansion of the commercial center, as well as new residential neighborhoods that will create a transition between existing residences and the new town center.

### Key Facts

✂	Built	1988
🏠	Height	1-3 Stories
🏢	Type	Commercial Mixed Use
📄	Zoning	C1
+	Size	140 acres
📍	<a href="#">Project Location</a>	
📄	<a href="#">Project Website</a>	

### Project Area

■	Commercial	130,000 sf
■	Office	70,000 sf
■	Hospitality	None
■	Residential	40 units
■	Parking (surface)	950 spaces

# Design Charrette – September 2016

## Town of Amherst

Mixed Use Activity Center Plan and Zoning

FOLLOW ALONG ONLINE:

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



## Public Design Charrette Schedule

All events are open to the public. Come help us develop a future vision and better zoning for Amherst's commercial centers!

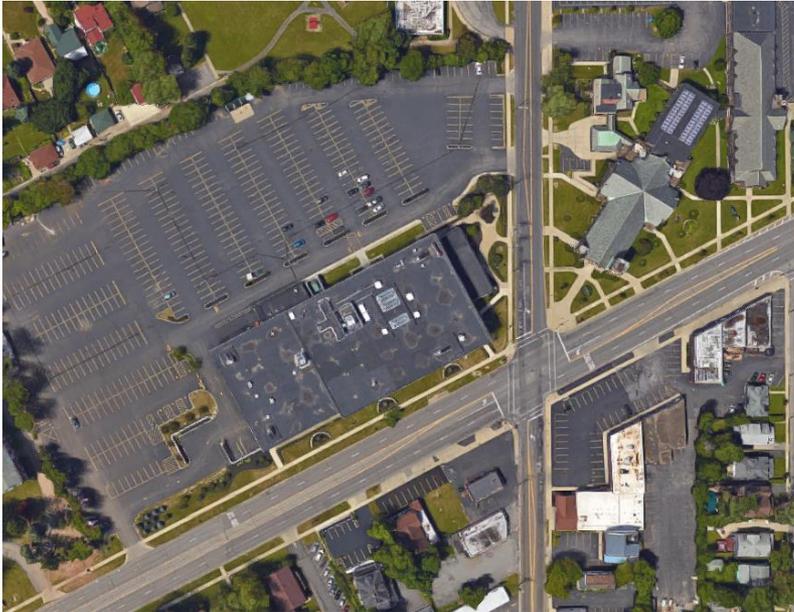
SATURDAY September 24	SUNDAY September 25	MONDAY September 26	TUESDAY September 27	WEDNESDAY September 28
<p><b>Hands-On Workshop</b>  <b>9 am - 12:30 pm</b>                      @ Hyatt Place                      Buffalo/Amherst                      5020 Main St.</p> <p><b>Open Design Studio</b>  <b>1 - 7 pm</b></p> <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>	<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>Lunch &amp; Learn</b>                      Form-Based Codes  <b>12 - 1 pm</b></p> <p><b>Drop-In Open House</b>                      (for all centers)  <b>3 - 6 pm</b>                      @ Wyndham                      5195 Main St.</p> <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>	<p><b>Open Design Studio</b>  <b>9 am - 7 pm</b></p> <p><b>Lunch &amp; Learn</b>                      Market Analysis  <b>12 - 1 pm</b></p> <p><b>Working Committee</b>  <b>7 - 8:30 pm</b></p>	<p><b>Open Design Studio</b>  <b>9 am - 2 pm</b></p> <p><b>Closed Design Studio</b>  <b>2 - 7 pm</b></p> <p><b>Work-In Progress Presentation</b>  <b>7 - 8:30 pm</b>                      @ Amherst Town Hall                      5583 Main St.</p>

 Open Design Studio, Pilot Center Meetings, Lunch & Learns, Working Committee: Harlem Road Community Center (HRCC), 4255 Harlem Road  
 Center-Specific Drop-In Open Houses: See reverse page for locations

# Design Charrette – September 2016

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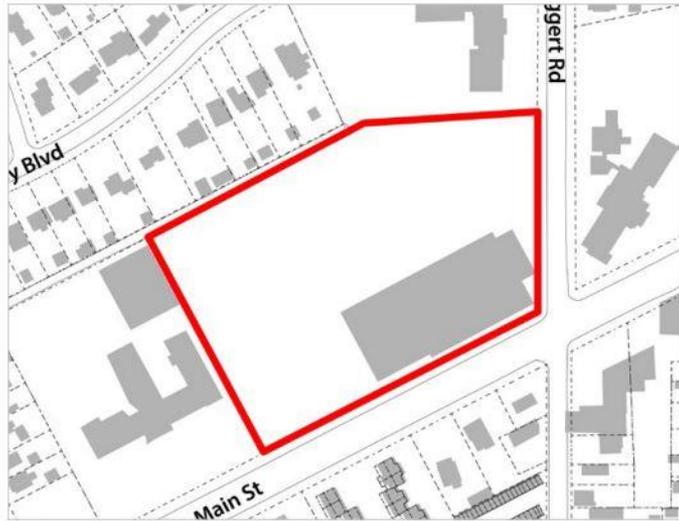
## EGGERSTVILLE



# Design Charrette – September 2016

## EGGERSTVILLE

EXISTING CONDITIONS



PROPOSED FORM & CHARACTER



SCENARIO ONE



SCENARIO TWO: Replace Existing Building



# Design Charrette – September 2016

## EGGERSTVILLE



# Design Charrette – September 2016

## GETZVILLE



DEVELOPMENT SCENARIO



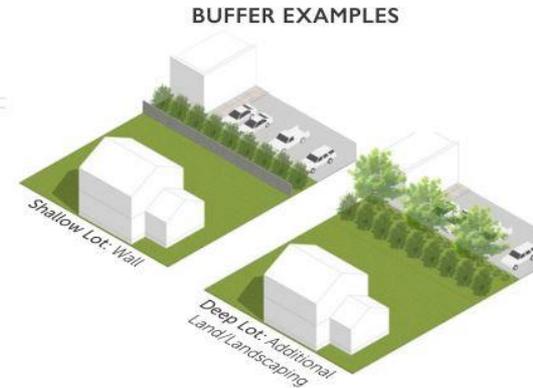
# Design Charrette – September 2016

## GETZVILLE



# Design Charrette – September 2016

## TRANSIT ROAD



# Comprehensive Plan Amendment - 2017

## FORM OF DEVELOPMENT

Amherst's commercial and mixed-use centers have historically been built in one of two forms: traditional and suburban. The following are characteristics or elements of form.

- Location of buildings on the land/parcel
- Relationship of the building to the adjacent street
- Location of parking on the parcel
- Types of signs
- Posted speeds on adjacent roadways
- Access (pedestrian, bicycle and vehicle)

Each of these two forms is discussed below, the Town's commercial centers have been categorized by form and are located as shown on Map Figure 6-A.

### Traditional Form

The *traditional* form of development in Amherst is that of a "Main Street." In this form, buildings are typically built next to the

Typical examples of low-scale nodes include Eggertsville (south side of Main), Snyder, Maple Forest Plaza, and Clearfield Plaza.

Low-scale nodes deserve the highest level of attention to careful transitions in order to successfully fit them into their neighborhood context.



## Amherst's Commercial and Mixed-use Center Typologies:

1. Form – Traditional, Suburban

2. Type – Center, Corridor, Medium-Scale Node, Low-Scale Node



- Buildings Pulled Up to the Sidewalk
- No Front Setback
- Street Trees in Grates
- On-Street Parking
- Parking in Rear, Side
- Wall Signs On Buildings
- Adjacent Road Posted Speed 15-20 MPH



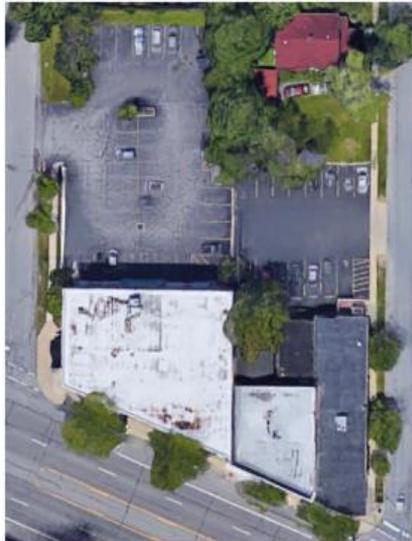
These conceptual models illustrate both building articulation along the street, and modified upper story height using a setback.

# Plan Amendment 2017 - Forms

**TRADITIONAL FORM: "MAIN STREET"**



- Buildings Pulled Up to the Sidewalk
- No Front Setback
- Street Trees in Grates
- On-Street Parking
- Parking in Rear, Side
- Wall 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



# Plan Amendment 2017 - Types

## CENTER



- Located away from single-family residential, typically along major roadways, at higher volume intersections, or near interstate interchanges
- Parcels are large and deep
- Buildings are 1 to 8 stories

## CORRIDOR



- May or may not be located near single-family areas, typically along commercial roadways
- Consistent parcel depth, linear form, different corridors may have different parcel depths
- Buildings are 1 to 5 stories

# Plan Amendment 2017 - Types

## MEDIUM-SCALE NODE



- Located near single-family residential, typically at intersections
- Moderate parcel depth, compact form
- Buildings are 1 to 4 stories in height

## LOW-SCALE NODE



- Located adjacent to single-family residential, typically at intersections
- Shallow parcel depth, compact form
- Buildings are 1 to 2½ stories in height

# Comprehensive Plan 2017 – Mapping

## 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.



## 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.



**FIGURE 6**

# Comprehensive Plan 2017 – Mapping

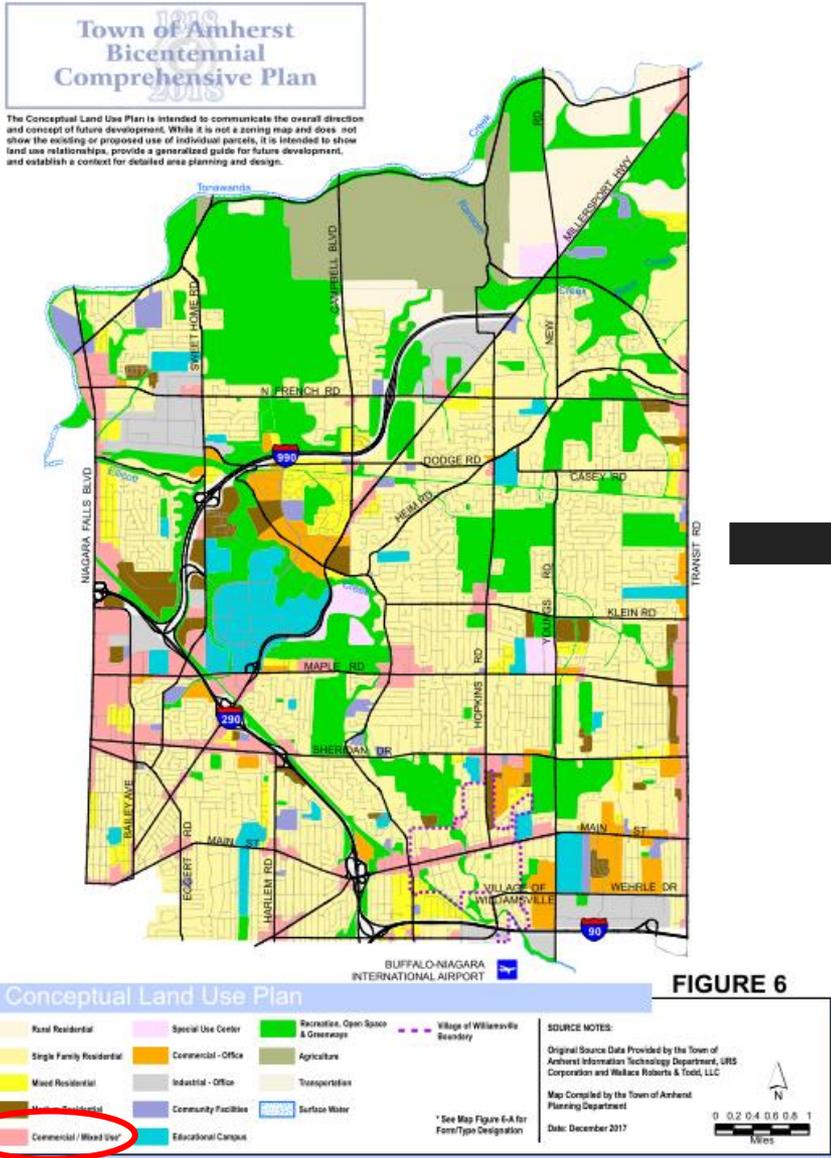
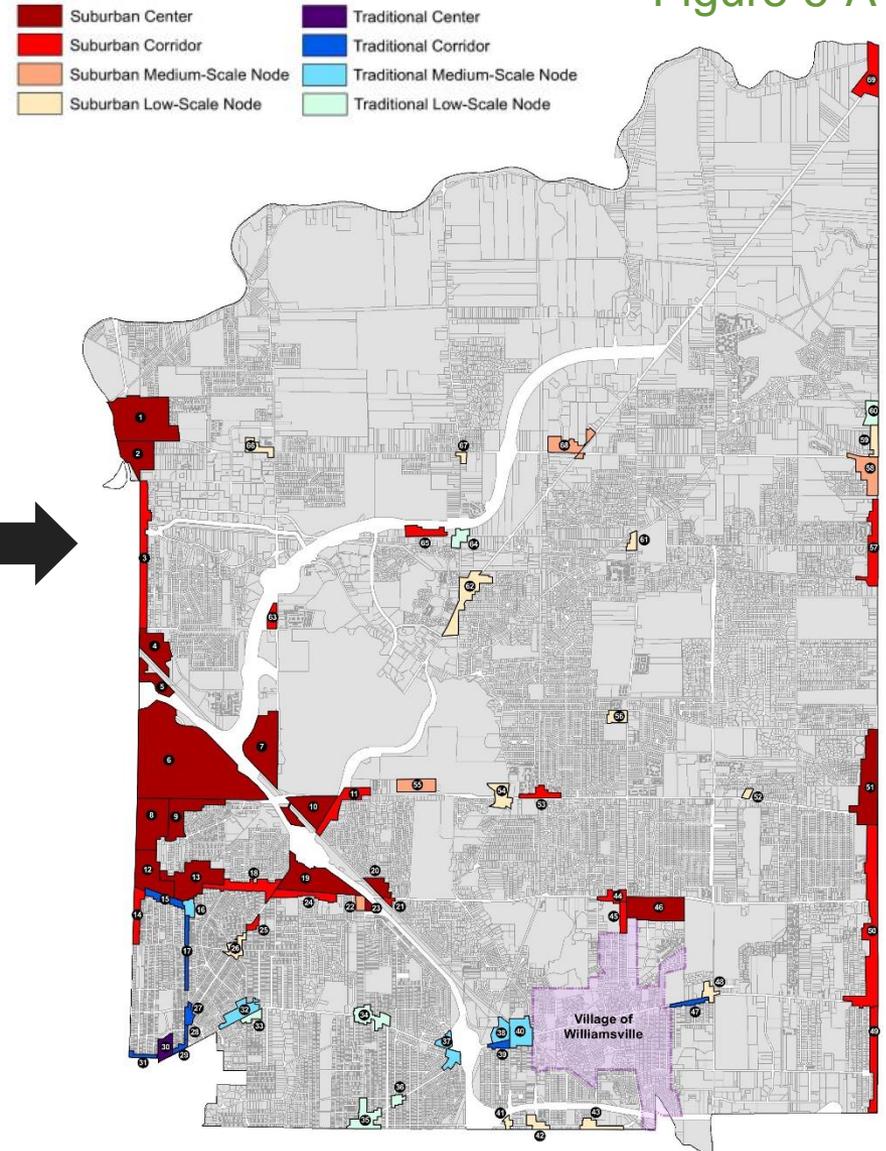
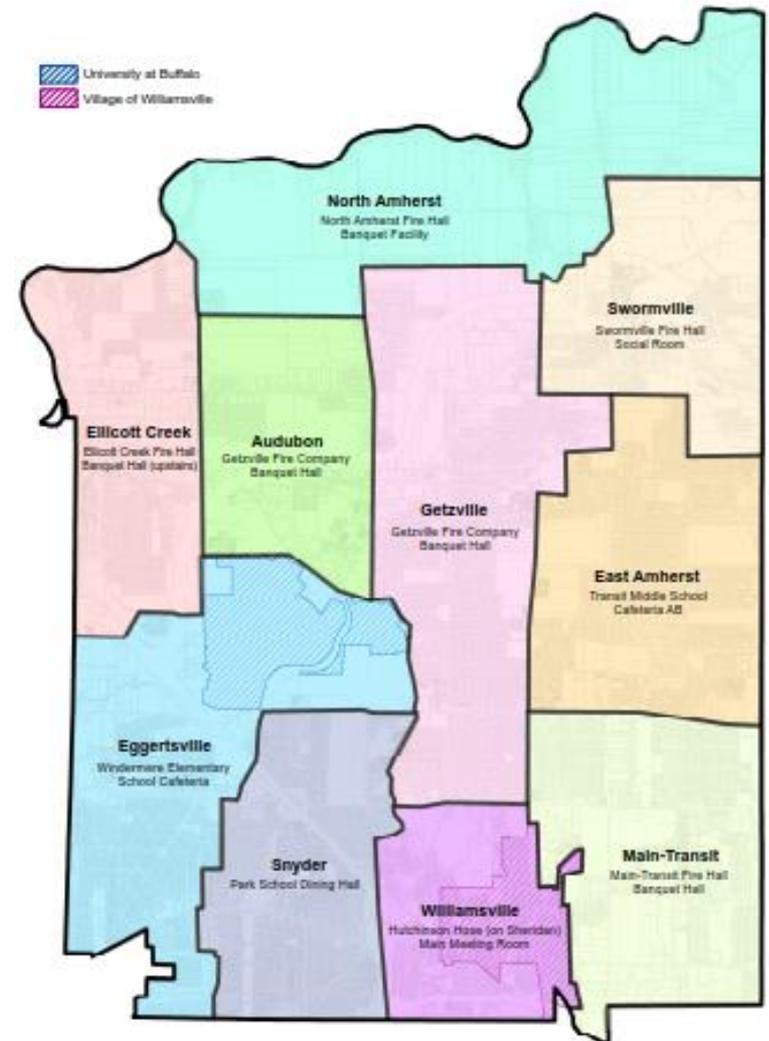


Figure 6-A



# Neighborhood Forums – April/May 2018

- Held 10 Neighborhood Forums in April and May 2018 to inform/confirm the Plan Amendment
- Neighborhoods were derived from Fire District boundaries (see map)
- Gathered comments and input from stakeholders regarding their likes and desires in neighborhoods now and for the future
- Other Meetings:
  - ❖ Attended two (2) ice cream social events at Windermere Elementary & Forest Elementary
  - ❖ Held a meeting with nine (9) YouthWork\$ youth/students to get their thoughts
- 438 residents and stakeholders participated



# Neighborhood Forums – April/May 2018

---

- Conducted 2 activities:
  - ❖ Concentric Circle Exercise
    - Broke out into multiple tables of 8 - 10 people
    - Provide an opportunity for residents and others to tell us about various aspects of their neighborhoods
    - Identify issues and opportunities based on community input
    - Evaluate geographic similarities and differences across the Town
  - ❖ Visual Preference Survey (VPS)
    - Used as an interactive way to gather community-based input on land use and design preferences
    - Rate various example images with a range of building styles, sizes, heights, layouts
- Created a Neighborhood Survey which asked questions about conditions of housing, buildings, infrastructure, etc.
- After extensive analysis, the Plan Amendment was generally supported by these results – slight adjustments possible

# DRAFT Zoning Framework

## DISTRICT FRAMEWORK

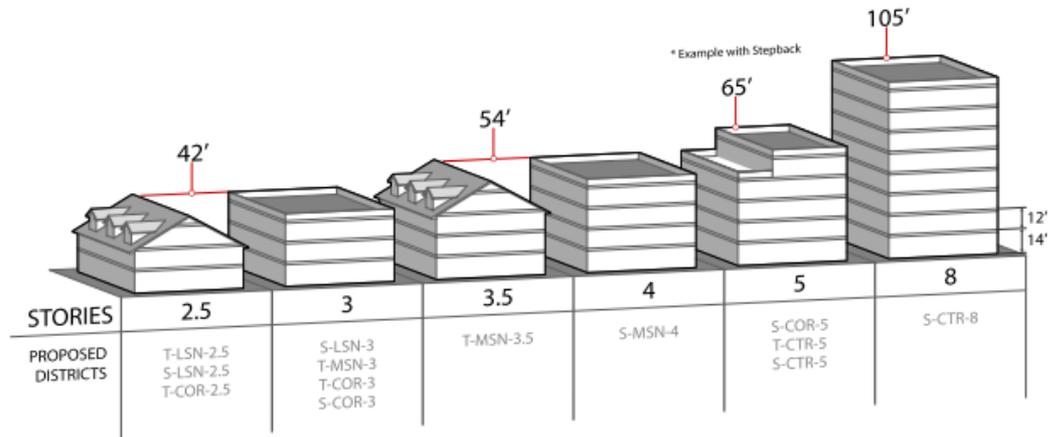
The following table summarizes the proposed zoning districts to implement the Commercial and Mixed Use Center designations proposed in the update to the Comprehensive Plan.

### PROPOSED ZONING DISTRICTS

	Designation	Zoning District	Uses						Front Setback (from ROW)	Height	Frontages			
			Townhouse Multifamily	Office	Retail	Personal Services	Restaurant	Hotel			Urban/Village	Green	Suburban	Residential
Low-Scale Node	T-LSN-2.5	Traditional Low-Scale Node 2.5							0' min 10' max	2½ stories 42' max	●	●	-	●
	S-LSN-2.5	Suburban Low-Scale Node 2.5	●	●	●	●	●	-	10' min 30' max	2½ stories 42' max	-	●	●	●
	S-LSN-3	Suburban Low-Scale Node 3								3 stories 42' max	-	●	●	-
Medium-Scale Node	T-MSN-3	Traditional Medium-Scale Node 3							0' min 10' max	3 stories 42' max	●	●	-	●
	T-MSN-3.5	Traditional Medium-Scale Node 3.5	●	●	●	●	●	-		3½ stories 54' max	●	●	-	●
	S-MSN-4	Suburban Medium-Scale Node 4	●	●	●	●	●	●	10' min 30' max	4 stories 54' max	-	●	●	-
Corridor	T-COR-2.5	Traditional Corridor 2.5							0' min 10' max	2½ stories 42' max	●	●	-	●
	T-COR-3	Traditional Corridor 3	●	●	●	●	●	-		3 stories 42' max	●	●	-	●
	S-COR-3	Suburban Corridor 3							10' min 30' max	3 stories 42' max	-	●	●	-
	S-COR-5	Suburban Corridor 5	●	●	●	●	●	●	10' min 100' max	5 stories 65' max	-	●	●	-
Center	T-CTR-5	Traditional Center 5	●	●	●	●	●	●	10' min 20' max	5 stories 65' max	●	●	-	-
	S-CTR-5	Suburban Center 5							10' min 100' max	5 stories 65' max	-	●	●	-
	S-CTR-8	Suburban Center 8	●	●	●	●	●	●		8 stories 105' max	-	●	●	-

# DRAFT Zoning Framework

## MAXIMUM BUILDING HEIGHT



Zoning Height Changes	Percent
Height Remains the Same	20.30%
Entire Center Height Decreases	42%
Majority of Center Height Decreases	8.70%
Entire Center Height Increases	18.80%
Majority of Center Height Increases	2.90%
Both Increasing and Decreasing Heights	4.30%
District / Height Not Changing	2.90%
<b>TOTAL:</b>	<b>100%</b>

## CURRENT ALLOWED HEIGHTS BY DISTRICT

District	Height
GB	65 ft. Max.
NB	30 ft. Max.
SC	65 ft. Max.
TNB	35 - 50 ft.
LW	35 ft. Max. (2 Stories)



# RETROFIT DISTRICTS

## INFILL

---

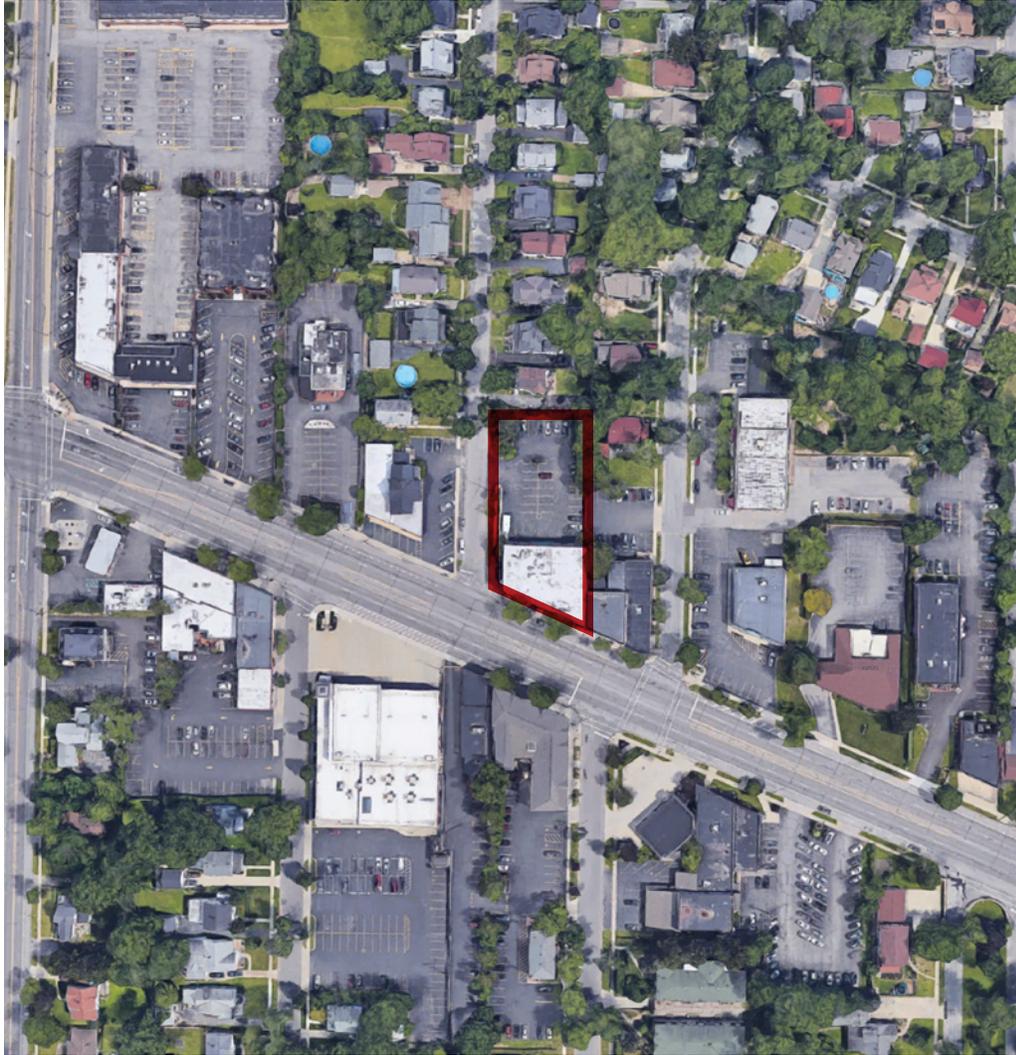
- Smaller parcels
- Connected by existing network of safe human-scaled streets
- Modest block sizes
- Walkable streets
- Existing “places” with unique identities

## RETROFIT

---

- Larger parcels
- Connected by dangerous, wide, high speed roadways
- Large blocks
- Missing walkable/bikeable connections
- Little place identity

# CONTEXT



INFILL- [TRADITIONAL CONTEXT]



RETROFIT- [SUBURBAN CONTEXT]



INFILL- [TRADITIONAL CONTEXT]

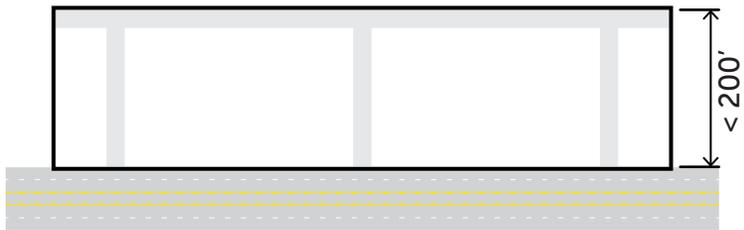


RETROFIT- [SUBURBAN CONTEXT]

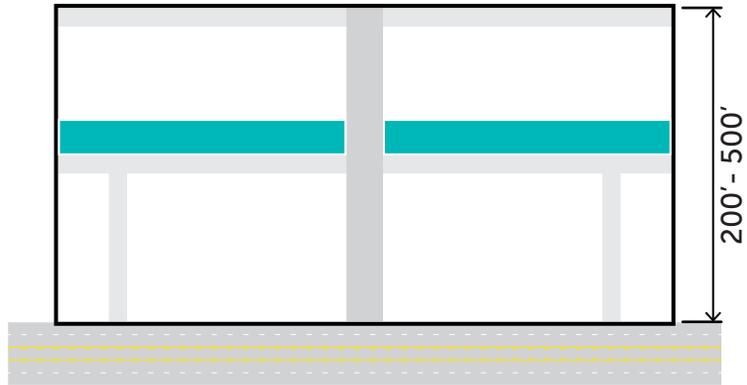
# RETROFIT DISTRICT GOALS

- Improve experience for all users along major roadways
- Create network of human-scaled streets that connect the community to “places” within commercial districts.
- Build street framework to promote incremental change within districts
- Manage access along major roadways

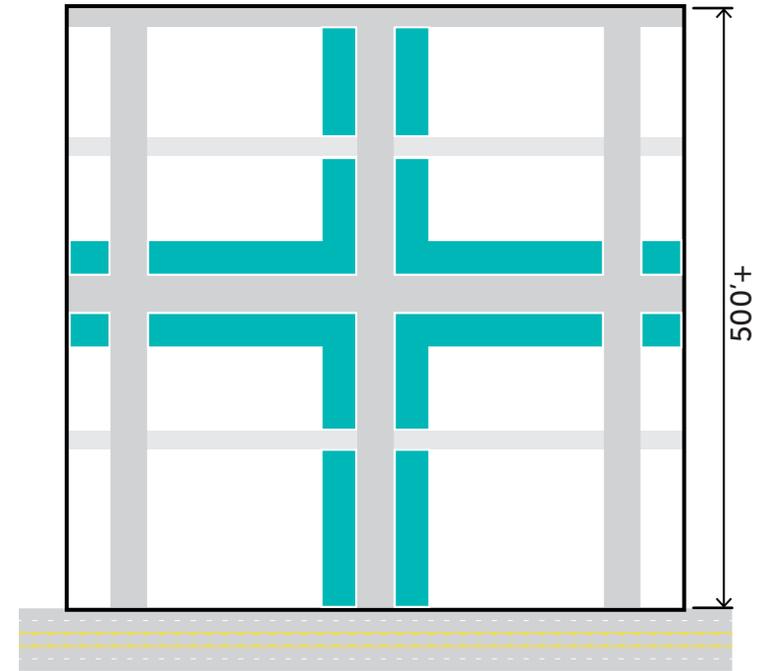
# RETROFIT CONCEPT



SHALLOW CORRIDOR



DEEP CORRIDOR



CENTER

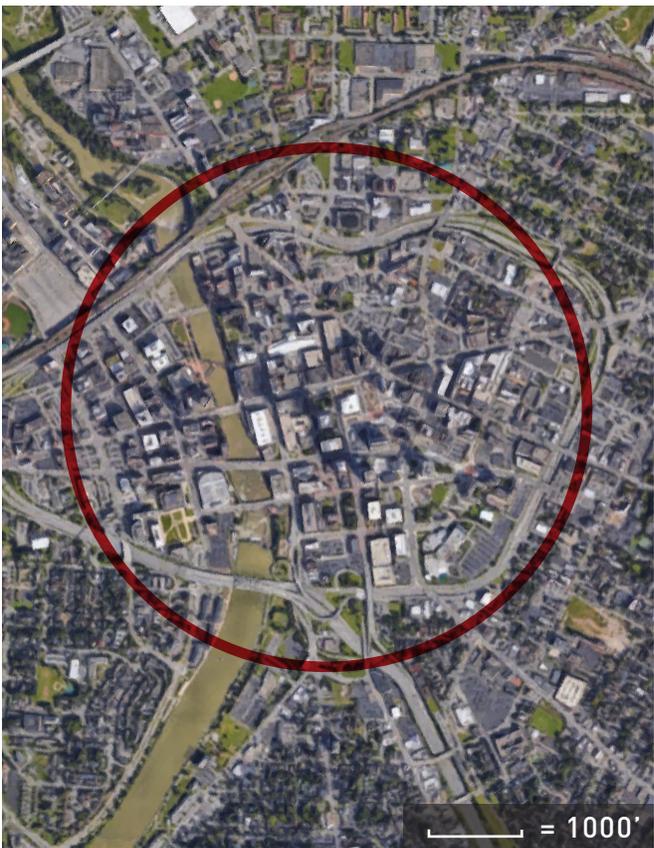
# INFILL CONCEPT



# SCALE + COMPLEXITY

8 5

DISTRICTS OVERLAYS



DOWNTOWN ROCHESTER

2 6

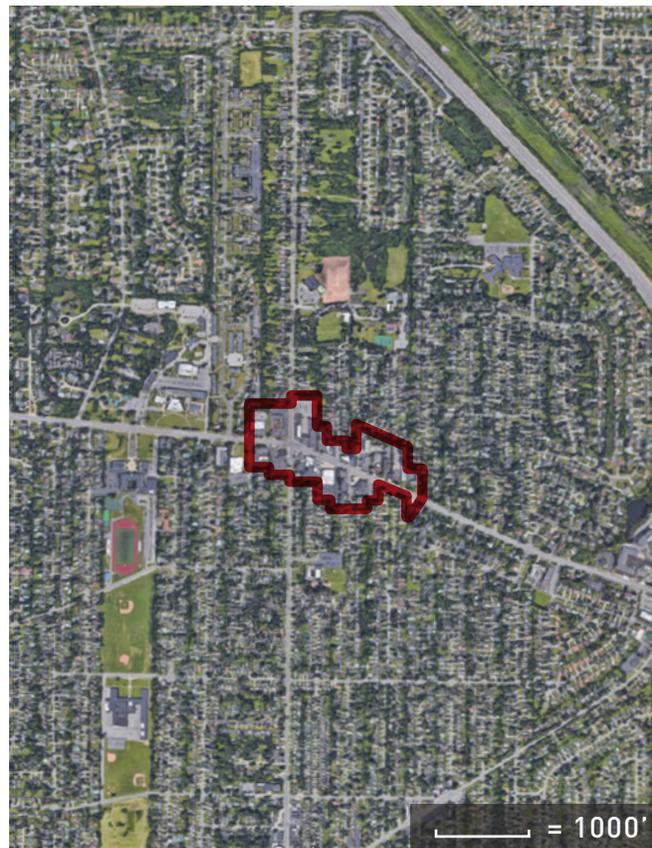
DISTRICTS FRONTAGES



OPPORTUNITY ZONE

1 4

DISTRICT FRONTAGES



SNYDER

# CENTER EXAMPLE

MAPLE & BAILEY

CENTER



BIRDS EYE VIEW



CENTER

MEYER RD.

N. BAILEY AVE.

BOWMART PKWY.

MAPLE RD.

CONTEXT

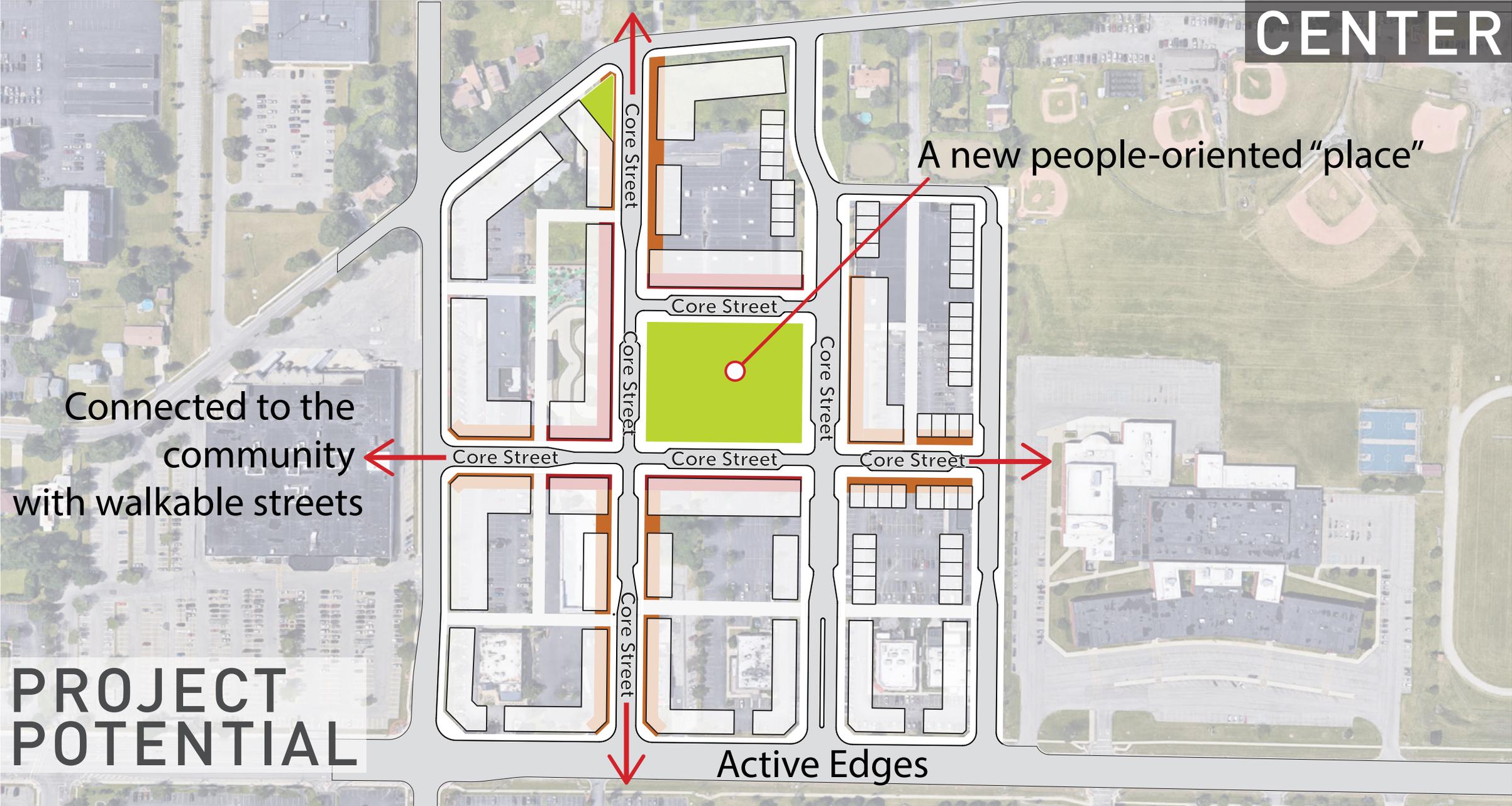
# CENTER

A new people-oriented "place"

Connected to the community with walkable streets

# PROJECT POTENTIAL

Active Edges

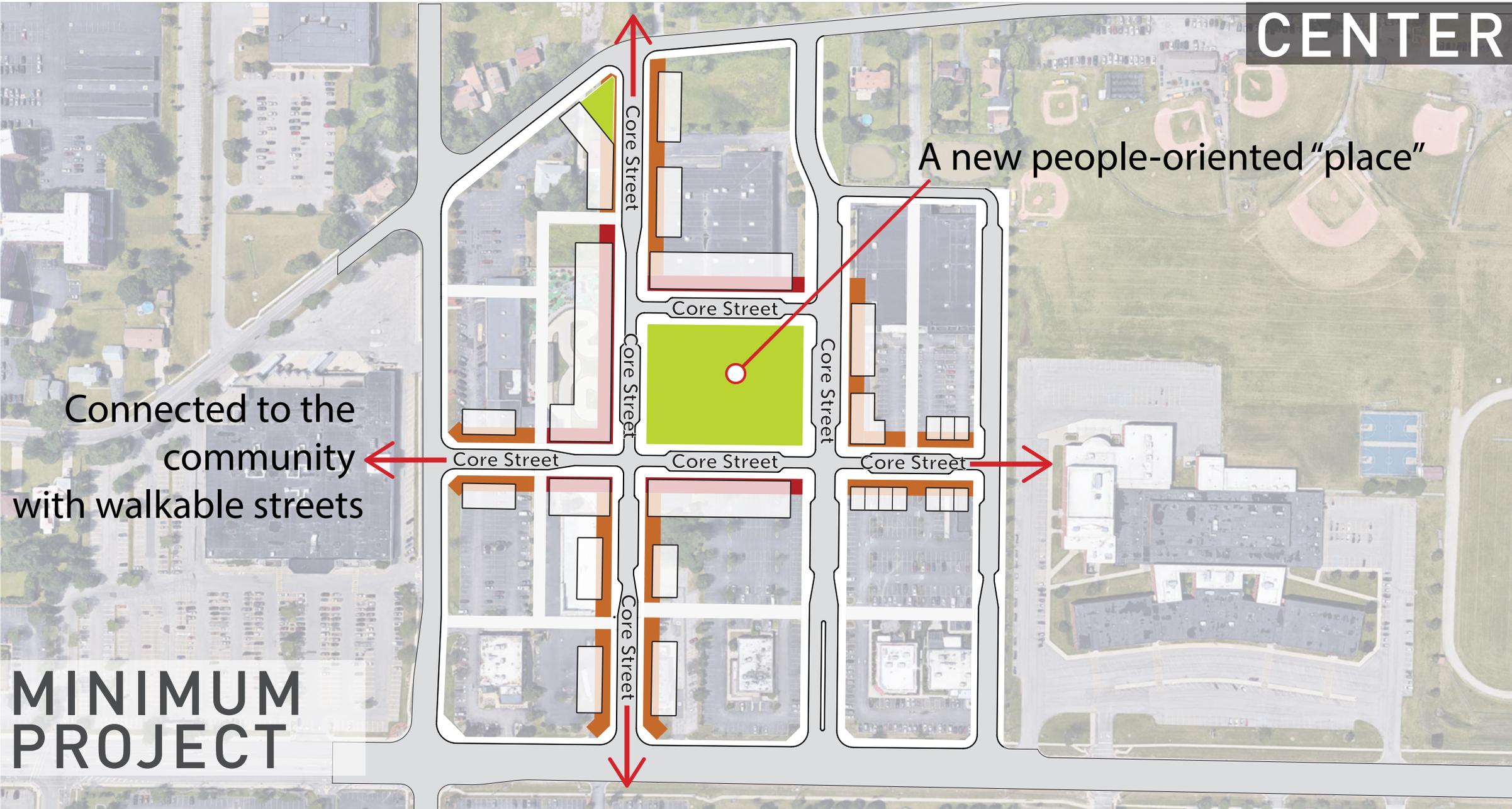


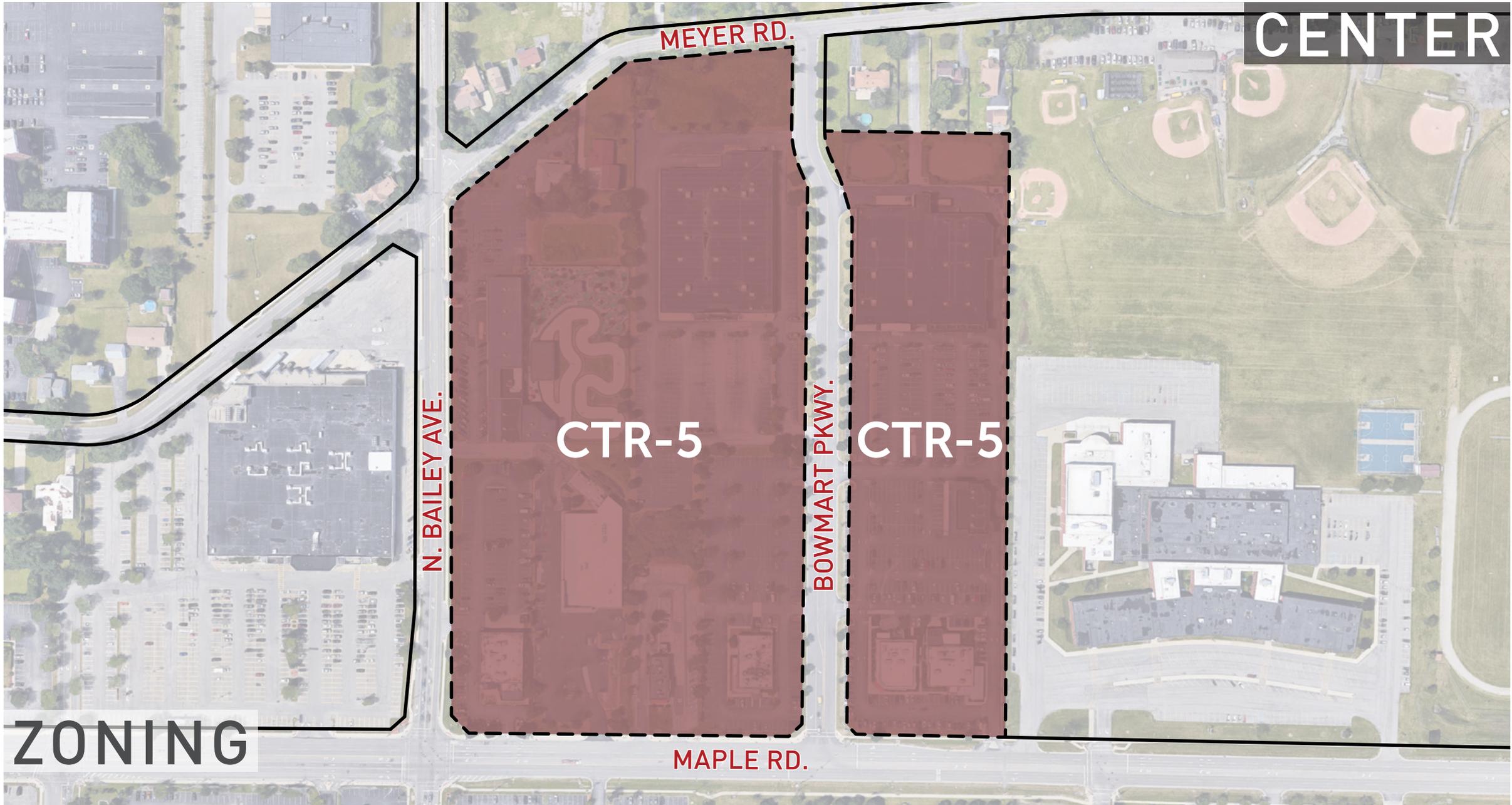
# CENTER

A new people-oriented "place"

Connected to the community with walkable streets

## MINIMUM PROJECT





CENTER

MEYER RD.

N. BAILEY AVE.

CTR-5

BOWMART PKWY.

CTR-5

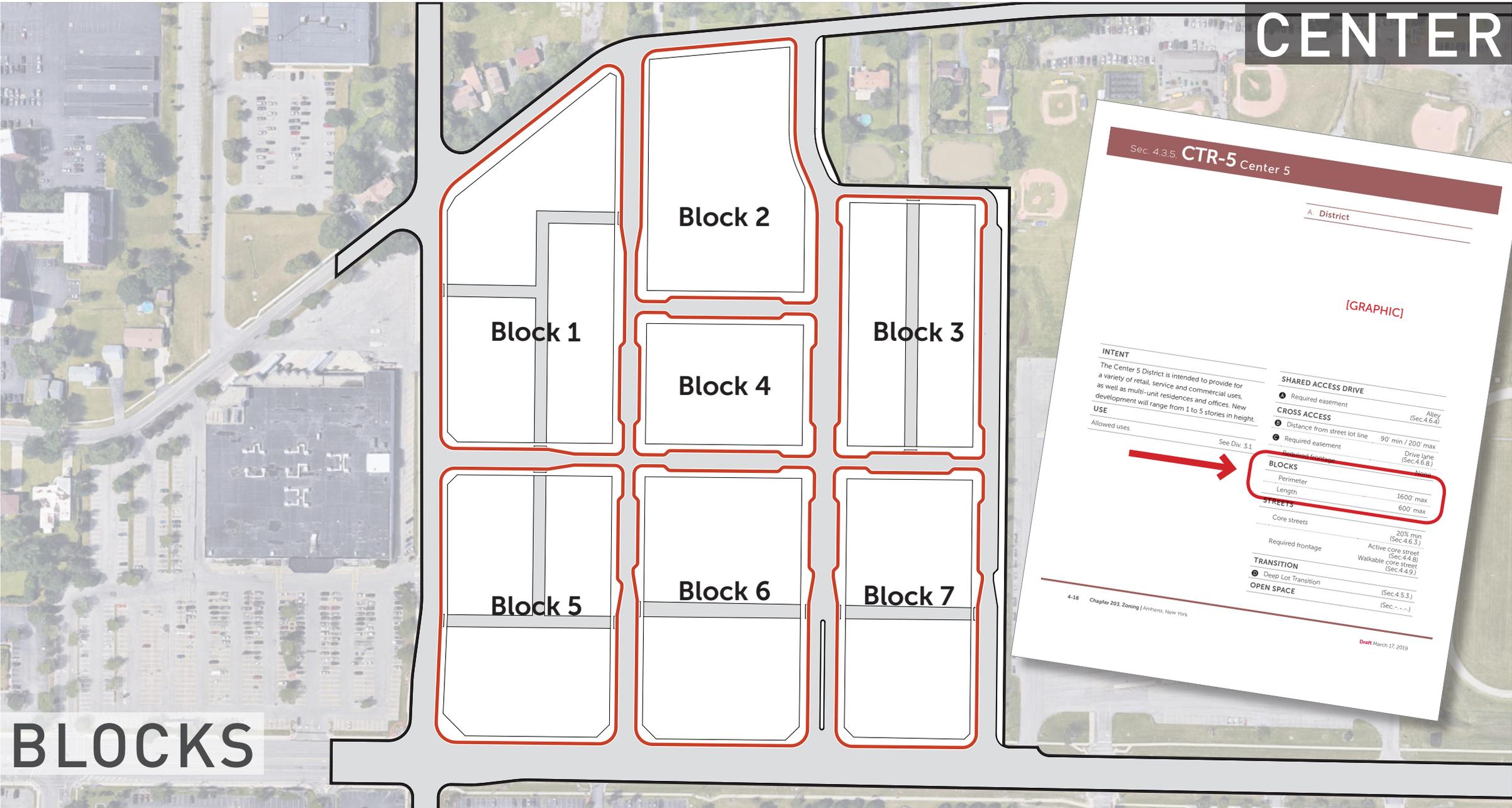
MAPLE RD.

ZONING

Sec. 4.3.5. <b>CTR-5</b> Center 5																																															
A. District	B. Site	C. Building																																													
[GRAPHIC]	[GRAPHIC]	[GRAPHIC]																																													
<p><b>INTENT</b></p> <p>The Center 5 District is intended to provide for a variety of retail, service and commercial uses, as well as multi-unit residences and offices. New development will range from 1 to 5 stories in height.</p> <p><b>USE</b></p> <p>Allowed uses See Div. 3.1</p>	<p><b>SHARED ACCESS DRIVE</b></p> <table border="1"> <tr> <td>Ⓐ Required easement</td> <td>Alley (Sec.4.6.4)</td> </tr> </table> <p><b>CROSS ACCESS</b></p> <table border="1"> <tr> <td>Ⓑ Distance from street lot line</td> <td>90' min / 200' max</td> </tr> </table> <table border="1"> <tr> <td>Ⓒ Required easement</td> <td>Drive lane (Sec.4.6.8)</td> </tr> <tr> <td>Required frontage</td> <td>None</td> </tr> </table> <p><b>BLOCKS</b></p> <table border="1"> <tr> <td>Perimeter</td> <td>1600' max</td> </tr> <tr> <td>Length</td> <td>600' max</td> </tr> </table> <p><b>STREETS</b></p> <table border="1"> <tr> <td>Core streets</td> <td>20% min (Sec.4.6.3.)</td> </tr> <tr> <td>Required frontage</td> <td>Active core street (Sec.4.4.8) Walkable core street (Sec.4.4.9.)</td> </tr> </table> <p><b>TRANSITION</b></p> <table border="1"> <tr> <td>Ⓓ Deep Lot Transition</td> <td>(Sec.4.5.3.)</td> </tr> </table> <p><b>OPEN SPACE</b></p> <table border="1"> <tr> <td></td> <td>(Sec.---)</td> </tr> </table>	Ⓐ Required easement	Alley (Sec.4.6.4)	Ⓑ Distance from street lot line	90' min / 200' max	Ⓒ Required easement	Drive lane (Sec.4.6.8)	Required frontage	None	Perimeter	1600' max	Length	600' max	Core streets	20% min (Sec.4.6.3.)	Required frontage	Active core street (Sec.4.4.8) Walkable core street (Sec.4.4.9.)	Ⓓ Deep Lot Transition	(Sec.4.5.3.)		(Sec.---)	<p><b>LOT</b></p> <table border="1"> <tr> <td>Area</td> <td>0 SF min</td> </tr> <tr> <td>Width</td> <td>0' min</td> </tr> <tr> <td>Outdoor amenity space</td> <td>5% min</td> </tr> </table> <p><b>BUILDING SETBACKS</b></p> <table border="1"> <tr> <td>Ⓐ Street lot line</td> <td>See frontage</td> </tr> <tr> <td>Ⓑ Common lot line</td> <td>0' min</td> </tr> <tr> <td>Ⓒ Alley</td> <td>5' min</td> </tr> </table> <p><b>PARKING SETBACKS</b></p> <table border="1"> <tr> <td>Ⓓ Street lot line</td> <td>See frontage</td> </tr> <tr> <td>Ⓔ Common lot line</td> <td>0' min</td> </tr> <tr> <td>Ⓕ Alley</td> <td>5' min</td> </tr> </table>	Area	0 SF min	Width	0' min	Outdoor amenity space	5% min	Ⓐ Street lot line	See frontage	Ⓑ Common lot line	0' min	Ⓒ Alley	5' min	Ⓓ Street lot line	See frontage	Ⓔ Common lot line	0' min	Ⓕ Alley	5' min	<p><b>BUILDING MASS</b></p> <table border="1"> <tr> <td>Ⓐ Building height</td> <td>5 stories/65' max</td> </tr> <tr> <td>Street-facing building length</td> <td>n/a</td> </tr> </table> <p><b>ACTIVATION</b></p> <table border="1"> <tr> <td></td> <td>See frontage</td> </tr> </table>	Ⓐ Building height	5 stories/65' max	Street-facing building length	n/a		See frontage
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Ⓐ Building height	5 stories/65' max																																														
Street-facing building length	n/a																																														
	See frontage																																														

# DISTRICT PAGES

# CENTER



# BLOCKS

## Sec. 4.3.5. CTR-5 Center 5

A. District

[GRAPHIC]

**INTENT**  
The Center 5 District is intended to provide for a variety of retail, service and commercial uses, as well as multi-unit residences and offices. New development will range from 1 to 5 stories in height.

**USE**  
Allowed uses

**SHARED ACCESS DRIVE**  
① Required easement  
② Distance from street lot line 90' min / 200' max

**CROSS ACCESS**  
① Required easement  
② Distance from street lot line 90' min / 200' max

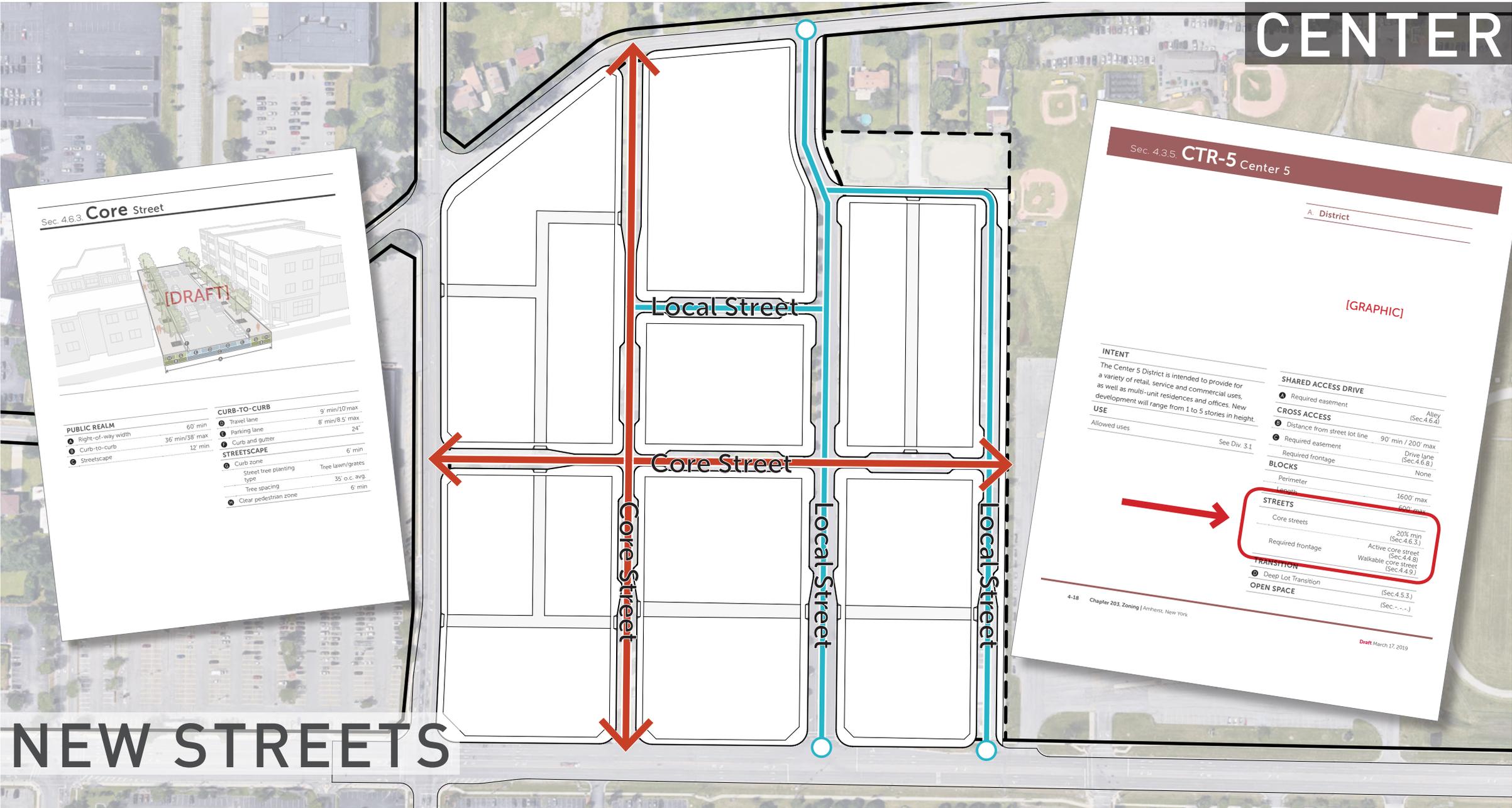
**BLOCKS**  
Perimeter 1600' max  
Length 600' max

**STREETS**  
Core streets 20% min (Sec. 4.6.3)  
Required frontage Active core street (Sec. 4.4.8)  
Walkable core street (Sec. 4.4.9)

**TRANSITION**  
① Deep Lot Transition (Sec. 4.5.3)

**OPEN SPACE** (Sec. 4.4.1)

# CENTER



Sec. 4.6.3. **Core Street**

**[DRAFT]**

<b>PUBLIC REALM</b>	60' min
1 Right-of-way width	36 min / 38 max
2 Curb-to-curb	12' min
3 Streetscape	

<b>CURB-TO-CURB</b>	9' min / 10 max
1 Travel lane	8' min / 8.5 max
2 Parking lane	24"
3 Curb and gutter	

<b>STREETSCAPE</b>	6' min
1 Curb zone	
2 Street tree planting type	Tree lawn/grates
3 Tree spacing	35' o.c. avg.
4 Clear pedestrian zone	6' min

Sec. 4.3.5. **CTR-5 Center 5**

A. District

**[GRAPHIC]**

**INTENT**  
The Center 5 District is intended to provide for a variety of retail, service and commercial uses, as well as multi-unit residences and offices. New development will range from 1 to 5 stories in height.

**USE**  
Allowed uses  
See Div. 3.1

<b>SHARED ACCESS DRIVE</b>	
1 Required easement	Alley (Sec.4.6.4)

<b>CROSS ACCESS</b>	
1 Distance from street lot line	90' min / 200' max
2 Required frontage	Drive lane (Sec.4.6.6)
	None

<b>BLOCKS</b>	
Perimeter	
Length	1600' max
	600' max

<b>STREETS</b>	
Core streets	20% min (Sec.4.6.3)
Required frontage	Active core street (Sec.4.4.6) Walkable core street (Sec.4.4.9)

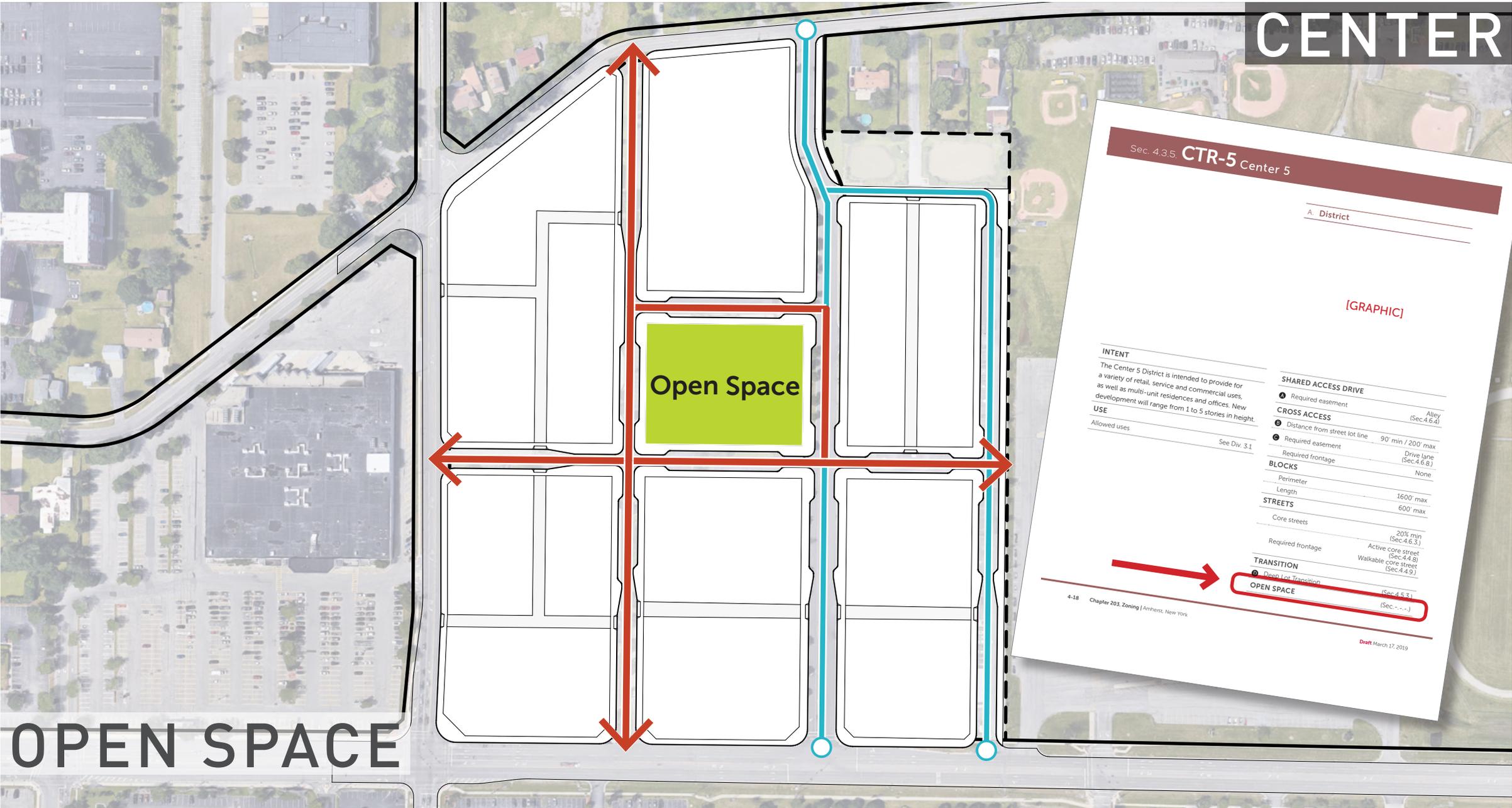
<b>TRANSITION</b>	
1 Deep Lot Transition	(Sec.4.5.3)

<b>OPEN SPACE</b>	(Sec. 4.4.9)
-------------------	--------------

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Draft March 17, 2019

# NEW STREETS

# CENTER



## Sec. 4.3.5. CTR-5 Center 5

A. District

[GRAPHIC]

### INTENT

The Center 5 District is intended to provide for a variety of retail, service and commercial uses, as well as multi-unit residences and offices. New development will range from 1 to 5 stories in height.

### USE

Allowed uses

See Div. 3.1

### SHARED ACCESS DRIVE

1 Required easement  
Alley (Sec.4.6.4)

### CROSS ACCESS

2 Distance from street lot line 90' min / 200' max  
3 Required easement Drive lane (Sec.4.6.6)  
Required frontage None

### BLOCKS

Perimeter Length 1600' max  
Streets 600' max

### STREETS

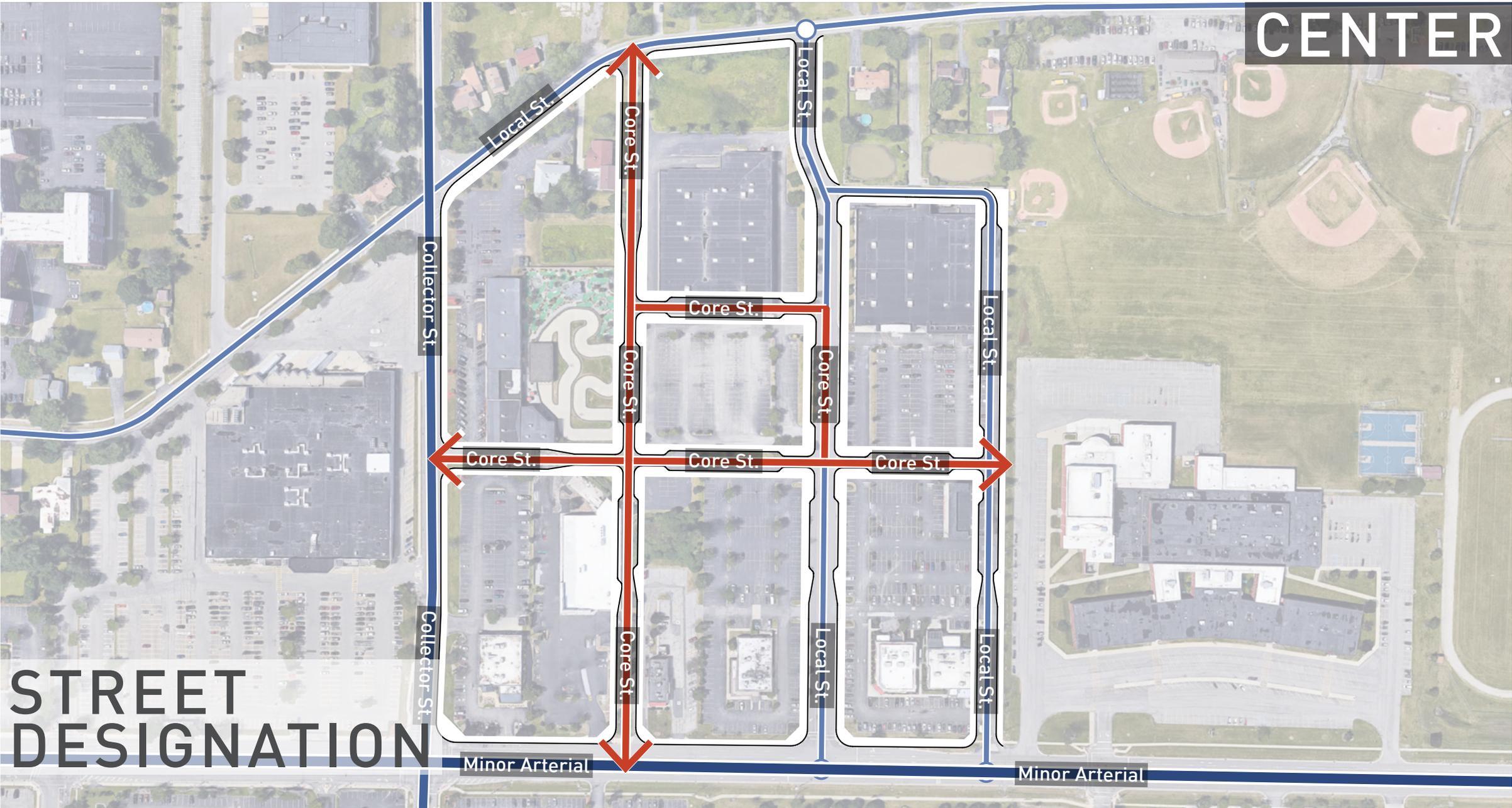
Core streets 20% min (Sec.4.6.3)  
Required frontage Active core street (Sec.4.6)  
Walkable core street (Sec.4.4.9)

### TRANSITION

4 Deep Lot Transition (Sec.4.5.3)  
**OPEN SPACE** (Sec. 4.3.5)

# OPEN SPACE

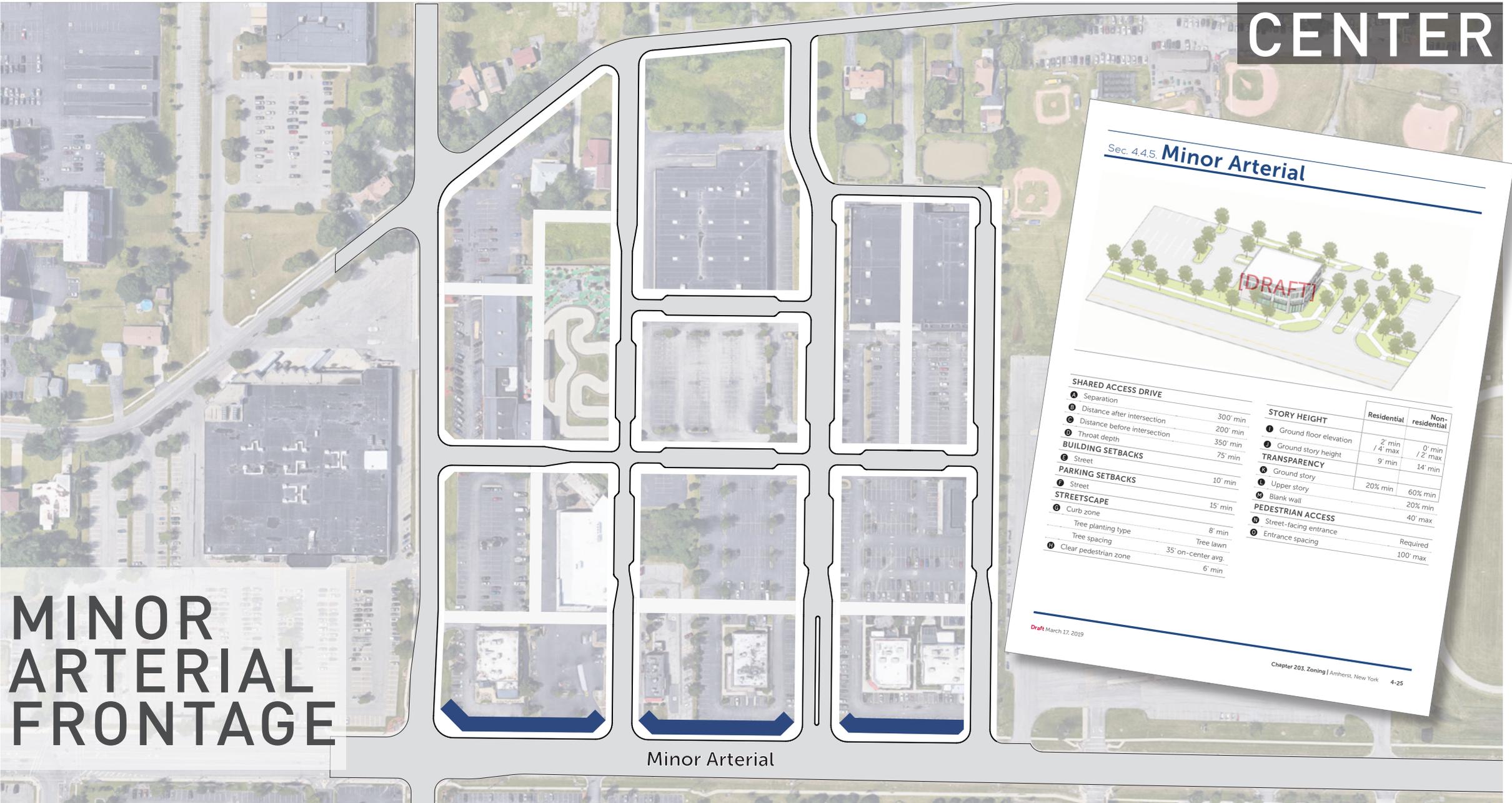
CENTER



# STREET DESIGNATION

# CENTER

# MINOR ARTERIAL FRONTAGE



Minor Arterial

**Sec. 4.4.5. Minor Arterial**

**SHARED ACCESS DRIVE**

- 1 Separation
- 2 Distance after intersection 300' min
- 3 Distance before intersection 200' min
- 4 Throat depth 350' min
- 5 Throat depth 75' min

**BUILDING SETBACKS**

- 1 Street 10' min

**PARKING SETBACKS**

- 1 Street 15' min

**STREETSCAPE**

- 1 Curb zone
- 2 Tree planting type 8' min
- 3 Tree spacing Tree lawn
- 4 Clear pedestrian zone 35' on-center avg. 6' min

**STORY HEIGHT**

	Residential	Non-residential
1 Ground floor elevation	2' min / 4' max	0' min / 2' max
2 Ground story height	9' min	14' min

**TRANSPARENCY**

- 1 Ground story
- 2 Upper story
- 3 Blank wall

	Residential	Non-residential
1 Ground story	20% min	60% min
2 Upper story		20% min
3 Blank wall		40' max

**PEDESTRIAN ACCESS**

- 1 Street-facing entrance
- 2 Entrance spacing

	Residential	Non-residential
1 Street-facing entrance		Required
2 Entrance spacing		100' max

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# CENTER



# COLLECTOR FRONTAGE

**Sec. 4.4.4. Collector Street**

**SHARED ACCESS DRIVE**

- 1 Separation
- 2 Distance after intersection 200' min
- 3 Distance before intersection 100' min
- 4 Throat depth 200' min

**BUILDING SETBACKS**

- 1 Street 40' min

**PARKING SETBACKS**

- 1 Street 5' min

**STREETSCAPE**

- 1 Curb zone 10' min
- 2 Tree planting type 6' min
- 3 Tree spacing Tree lawn
- 4 Clear pedestrian zone 35' on-center avg. 6' min

**STORY HEIGHT**

	Residential	Non-residential
1 Ground floor elevation	2' min / 4' max	0' min / 2' max
2 Ground story height	9' min	14' min

**TRANSPARENCY**

- 1 Ground story
- 2 Upper story

	Residential	Non-residential
1 Blank wall	20% min	50% min
2 Street-facing entrance		20% min

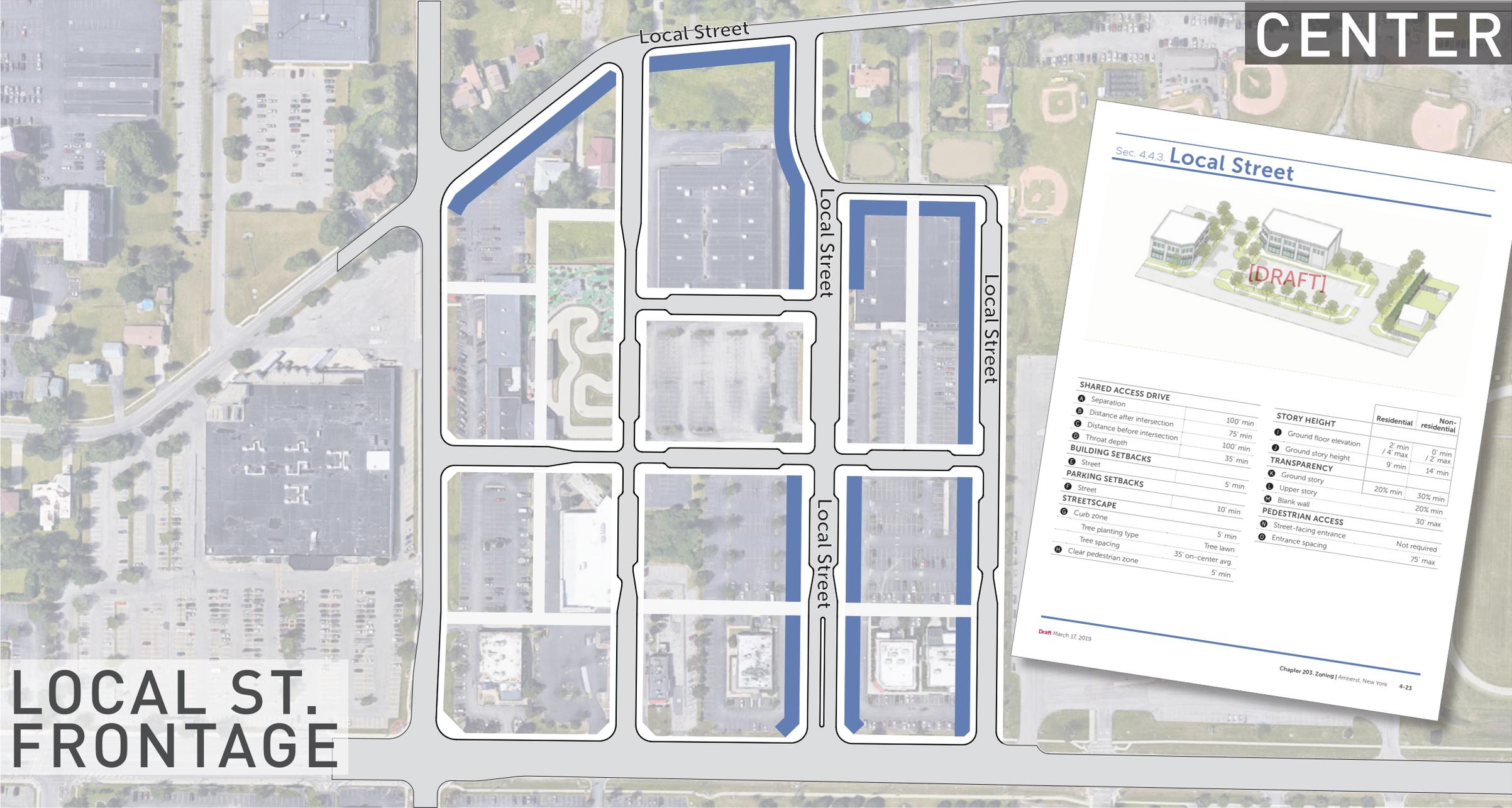
**PEDESTRIAN ACCESS**

- 1 Street-facing entrance
- 2 Entrance spacing

	Residential	Non-residential
1 Street-facing entrance		40' max
2 Entrance spacing		Required 75' max

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Draft, March 17, 2019

# CENTER



# LOCAL ST. FRONTAGE

## Sec. 4.4.3. Local Street



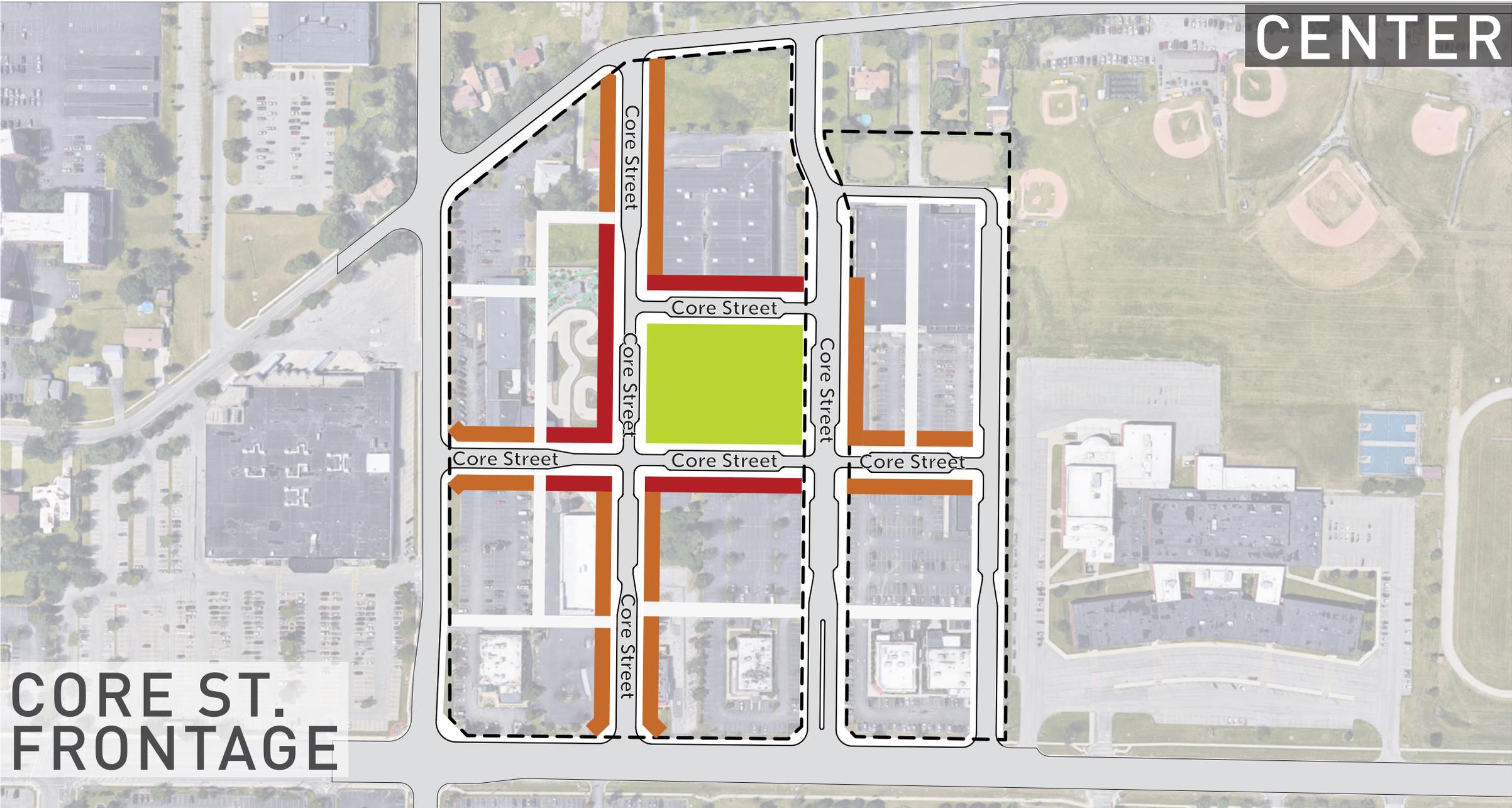
SHARED ACCESS DRIVE		STORY HEIGHT	
1 Separation	100' min	Residential	Non-residential
2 Distance after intersection	75' min	1 Ground floor elevation	2' min / 4' max
3 Distance before intersection	100' min	2 Ground story height	0' min / 2' max
4 Throat depth	35' min	TRANSPARENCY	
BUILDING SETBACKS		1 Ground story	20% min / 30% min
1 Street	5' min	2 Upper story	20% min / 30% min
PARKING SETBACKS		3 Blank wall	20% min / 30% max
1 Street	10' min	PEDESTRIAN ACCESS	
STREETSCAPE		1 Street-facing entrance	Not required
1 Curb zone	5' min	2 Entrance spacing	75' max
Tree planting type	Tree lawn		
Tree spacing	35' on-center avg.		
1 Clear pedestrian zone	5' min		

Draft March 17, 2019

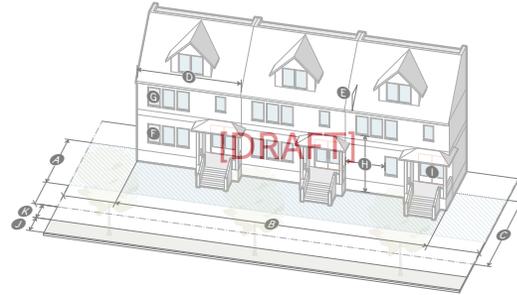
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CENTER

CORE ST.  
FRONTAGE



## Sec. 4.4.8. Walkable Core Street

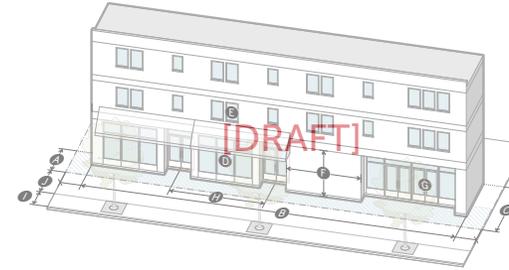


BUILDING SETBACKS		Residential	Non-residential
A	Build-to zone	10' min/25' max	
B	Lot frontage	60% min	
PARKING SETBACKS			
C	Street	25' min	
BUILDING MASS			
D	Street-facing building length	40' max	
STREETSCAPE			
E	Curb zone	6' min	
	Tree planting type	Tree lawn or grates	
	Tree spacing	35' on-center avg.	
F	Clear pedestrian zone	6' min	

STORY HEIGHT		Residential	Non-residential
G	Ground floor elevation	2' min / 4' max	0' min / 2' max
H	Ground story height	9' min	14' min
TRANSPARENCY			
I	Ground story	20% min	20% min
J	Upper story	20% min	20% min
K	Blank wall	20' max	20' max
PEDESTRIAN ACCESS			
L	Street-facing entrance	Required	Required
	Entrance spacing	30' max	30' max

## Sec. 4.4.9. Village Core Street



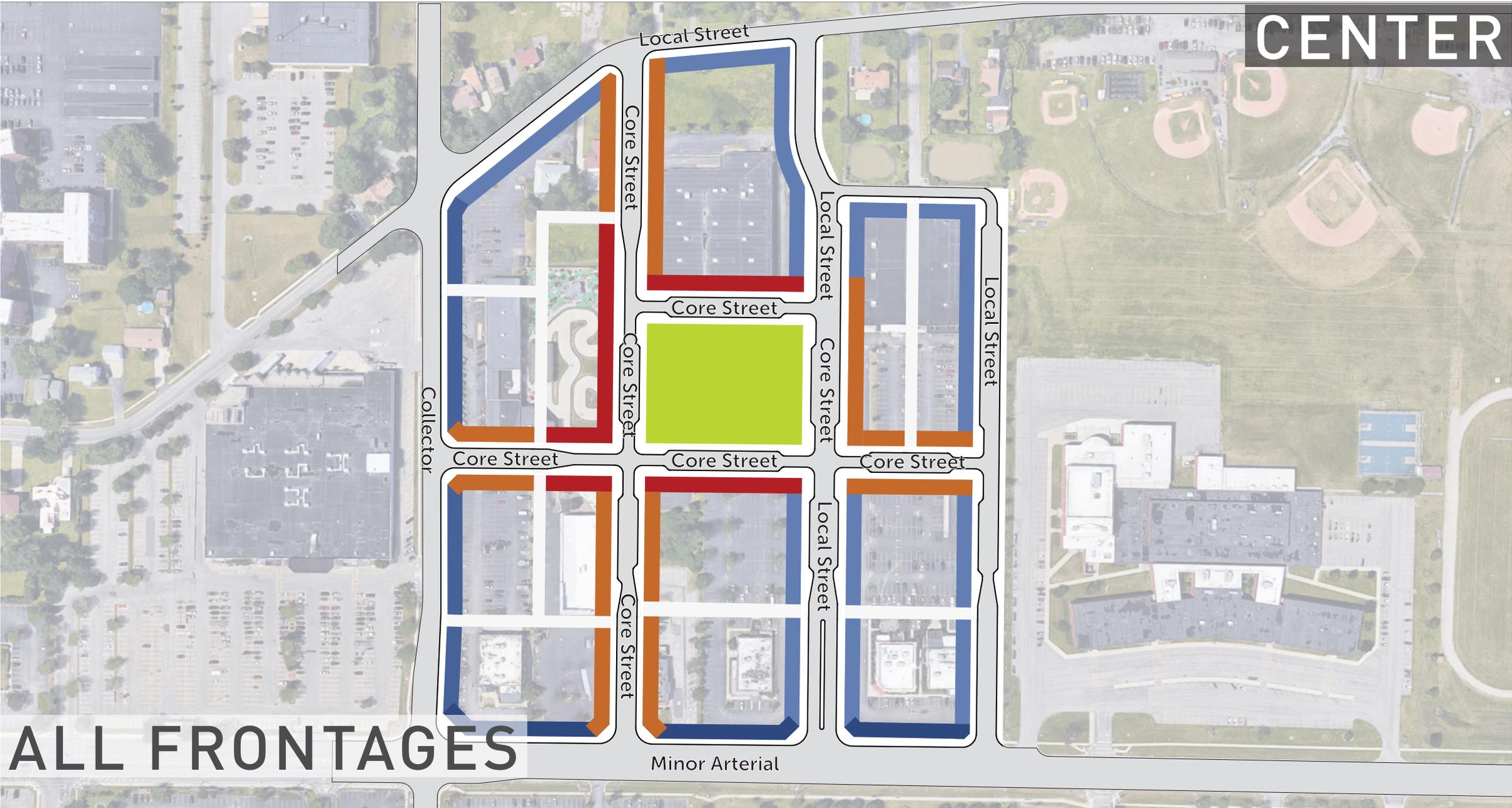
BUILDING SETBACKS		Residential	Non-residential
A	Build-to zone	0' min/10' max	
B	Lot frontage	90% min	
PARKING SETBACKS			
C	Street	20' min	
BUILDING MASS			
D	Street-facing building length	n/a	
STREETSCAPE			
E	Curb zone	6' min	
	Tree planting type	Grates	
	Tree spacing	35' on-center avg.	
F	Clear pedestrian zone	10' min	

STORY HEIGHT		Residential	Non-residential
G	Ground floor elevation	0' min / 2' max	
H	Ground story height	14' min	
TRANSPARENCY			
I	Ground story	70% min	
J	Upper story	20% min	
K	Blank wall	15' max	
PEDESTRIAN ACCESS			
L	Street-facing entrance	Required	
M	Entrance spacing	30' max	

# CORE ST. FRONTAGE

# CENTER



# ALL FRONTAGES

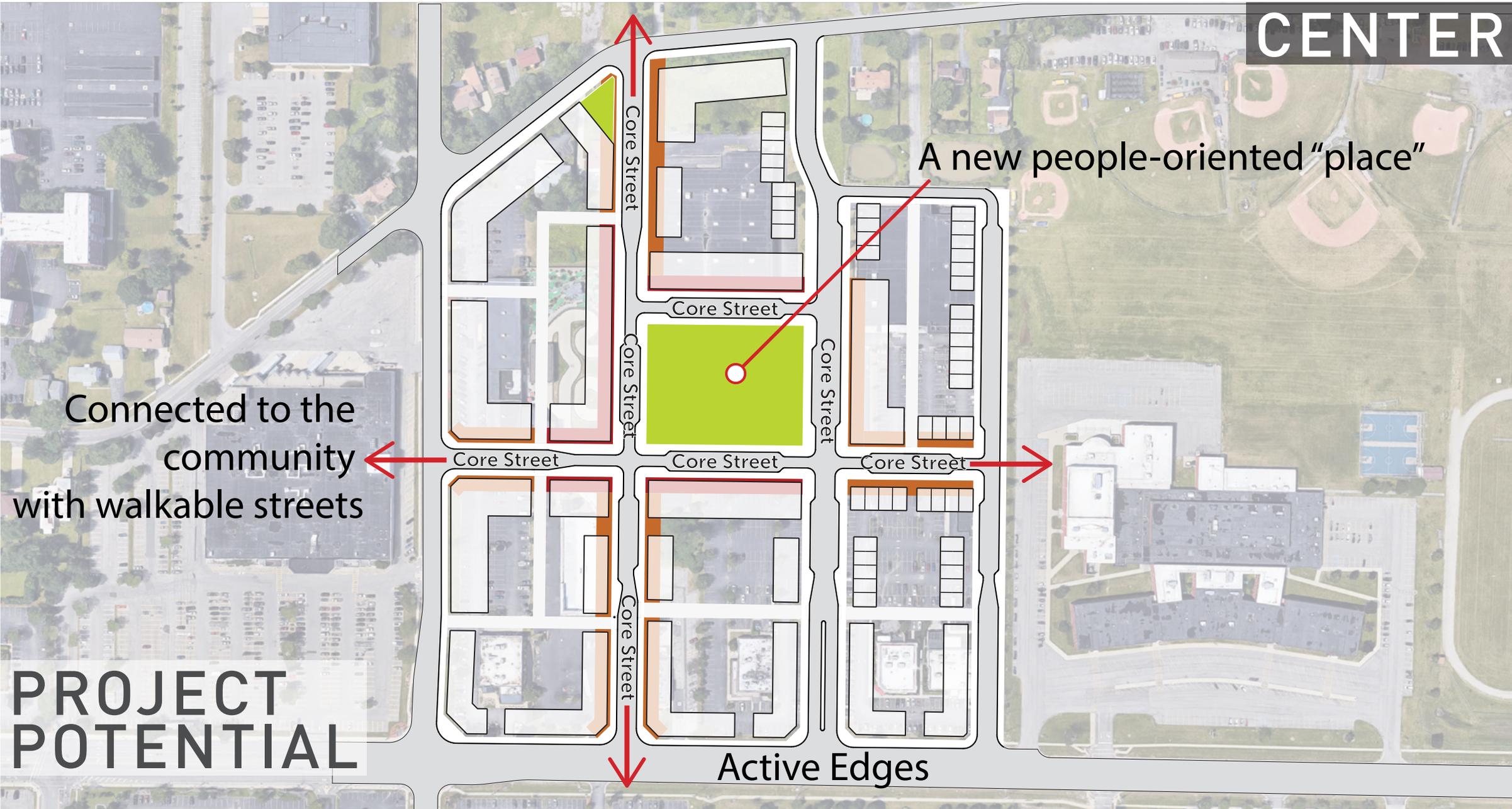
# CENTER

A new people-oriented "place"

Connected to the community with walkable streets

# PROJECT POTENTIAL

Active Edges



# CENTER

A new people-oriented "place"

Connected to the community with walkable streets

## MINIMUM PROJECT





R-3

R-3

R-3

CTR-5

CTR-5

[HYPOTHETICAL]  
**RESIDENTIAL  
TRANSITION**

# CENTER



R-3

R-3

R-3

Deep

## Sec. 4.3.5. CTR-5 Center 5

A. District

[GRAPHIC]

### INTENT

The Center 5 District is intended to provide for a variety of retail, service and commercial uses, as well as multi-unit residences and offices. New development will range from 1 to 5 stories in height.

### USE

Allowed uses

See Div. 3.1

### SHARED ACCESS DRIVE

1 Required easement Alley (Sec.4.6.4)

### CROSS ACCESS

2 Distance from street lot line 90' min / 200' max  
3 Required easement Drive lane (Sec.4.6.6)  
4 Required frontage None

### BLOCKS

Perimeter 1600' max  
Length 600' max

### STREETS

Core streets 20% min (Sec.4.6.3)  
Required frontage Active core street (Sec.4.6)  
Walkable core street (Sec.4.6.1)

### TRANSITION

1 Deep Lot Transition (Sec.4.5.3)

### OPEN SPACE

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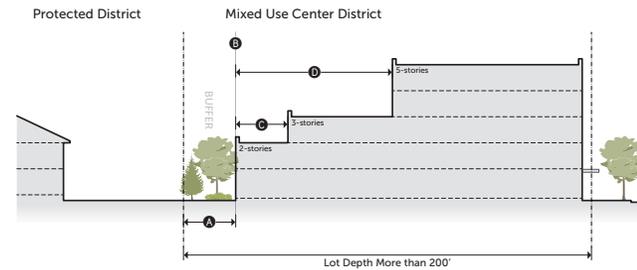
[HYPOTHETICAL]  
TRANSITION

## Sec. 4.5.4. Deep Lot Transition

DEEP LOT TRANSITION

APPLICABILITY: DC-5, CTR-5, CTR-8

### A. Height Transition



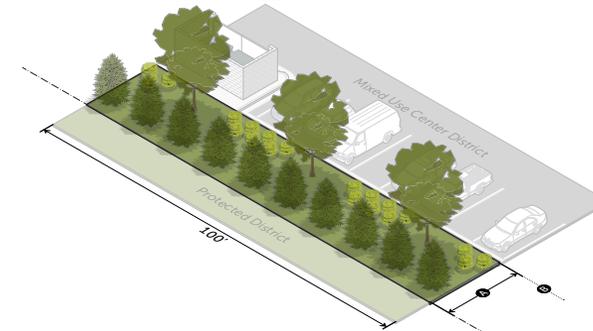
#### BUFFER

A	Width	20' min
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#### HEIGHT SETBACKS

B	Setbacks measured from edge of buffer area	
C	Above 2 stories/24'	20' min
D	Above 3 stories/35'	60' min

### B. Landscape Transition



#### AREA

A	Width	20' min
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B Setbacks measured from edge of buffer area

#### VEGETATION

Shrub	1:5 linear feet
Evergreen tree	1:10 linear feet
Large deciduous tree	1:35 linear feet

# TRANSITION PAGES



[HYPOTHETICAL]  
**RESIDENTIAL ST.  
 FRONTAGE**

**Sec. 4.4.10 Residential Frontage**

BUILDING SETBACKS		STORY HEIGHT	
1	Build-to zone	1	Ground floor elevation
2	Lot frontage	2	Ground story height
<b>PARKING SETBACKS</b>		<b>TRANSPARENCY</b>	
3	Street	3	Ground story
<b>BUILDING MASS</b>		4	Upper story
4	Street-facing building length	5	Blank wall
5	Roof pitch	<b>PEDESTRIAN ACCESS</b>	
<b>STREETSCAPE</b>		6	Street-facing entrance
6	Curb zone	Entrance spacing	
Tree planting type		Required	
Tree spacing		n/a	
Clear pedestrian zone		<b>STREETSCAPE</b>	
		7	Curb zone
		Tree planting type	
		Tree spacing	
		Clear pedestrian zone	

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# CENTER



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[HYPOTHETICAL] MINIMUM PROJECT

# CENTER

