

Amherst Town Development Area Study

June 3, 2016

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Introduction

The Town of Amherst in 2015 applied for technical assistance from the Virginia Office of Intermodal Planning and Investment (OIPI) to identify areas of the town that are suitable for higher density development that includes traditional design features such as a mix of land uses, walkable streets, and a variety of housing options. The town calls these places Town Development Areas or TDAs. The OIPI awarded Amherst a grant of technical assistance to identify TDAs with assistance from Renaissance Planning and Michael Baker International.

This report is a culmination of the study and it accomplishes three major outcomes:

1. Identifies boundaries for one or more proposed Town Development Areas that meet legislative requirements set forth in § 15.2-2223.1 of the Code of Virginia.
2. Identifies opportunities to update the town's comprehensive plan, and zoning and subdivision codes, to support the town's vision for growth in the Town Development Areas.
3. Articulates a vision for development, redevelopment, and infill development in the town that is consistent with traditional town design principles.

These outcomes are important because the demand for housing and commercial space in traditional neighborhoods and town centers is growing throughout Virginia and the country. The study drew attention to the town's classic and historic small town form, which is a unique asset that few towns or cities in the broader region can replicate. Encouraging new development in Amherst that builds on this traditional form can be a successful strategy for attracting new residents and businesses. This type of development also brings transportation system benefits because it supports shorter vehicle trips and make it easier for people to walk or bike to meet their daily needs.

On the following pages, this report first identifies the proposed Town Development Areas, which are subject to final approval by the town. It then lays out opportunities to implement traditional town design principles in the TDAs through the zoning and subdivision code, capital improvements, and new programs. The appendix includes the language for a comprehensive plan amendment the town expects to consider in 2016. It also includes an assessment of the town's existing comprehensive plan policies and codes as they related to traditional town design, a summary of a community meeting held in February 2016 in regard to this project, and illustrations of strategies for improving walkability and calming traffic at the intersection of Main Street and 2nd Street.

Town Development Areas

Background

In response to emerging regional, state, and national demographic and real estate trends, the town has proposed designating Town Development Areas (TDAs) as the focus of compact development with a mix of uses that is consistent with traditional town design principles. The town's aging population and declining average household size is expected to increase demand for different types of housing than the traditional single-family detached house, which accounted for more than two-thirds of the town's housing stock in 2015.¹ In many towns across Virginia, these trends are leading to the development of

¹ Town of Amherst Community Profile. 2015.

walkable neighborhoods with a variety of housing types that have easy access to shops, jobs, and entertainment. Enabling this type of development in Amherst supports economic development.

The purpose of the TDAs is to encourage compact, mixed use development in those areas of the town where it is most appropriate. The Town of Amherst has determined that portions of the South Main Street and Route 60 corridors are most appropriate for the TDA designation (see Map 21.1). The town's TDA designation is consistent with Section 15.2 – 2223.1 of the Virginia State Code for urban development areas.² This designation does not restrict development outside of the TDA. The town encourages infill development in all areas of the town, consistent with current zoning requirements.

In addition to the economic development benefits, designating TDAs also helps the town be a good steward of public resources. Encouraging higher density development in the TDAs is fiscally prudent because it makes optimal use of existing infrastructure capacity while potentially reducing pressure to extend or expand infrastructure to serve growth on the town's periphery. The TDA designation, which qualifies as an Urban Development Area under State code, also helps make future proposed transportation projects more competitive for state transportation funding.

Process

Amherst relied on a combination of public involvement and data analysis to designate the proposed TDA. The town's Planning Commission considered data on infrastructure location and capacity, zoning, land use, and topography to explore possible boundaries for the TDA. The town also held a community meeting on February 3, 2016 to solicit ideas from town residents and business owners. More than 65 people attended the meeting. Following the community meeting, the planning Commission met to consider the proposed TDA and decide upon a recommendation for the Town Council.

Town Development Area Geography

The Town Development Areas cover most of South Main Street and the Route 60 corridor. They encompass all land within the town zoned B-2 (General Commercial District), T-1 (Transitional Use District), or CBD (Central Business District) in 2016. The TDAs also include the Dulwich property, which is a large and mostly undeveloped parcel on Route 60 east of the Route 29 Bypass, which is zoned R-2 (General Residential District) in 2016. The TDAs cover portions of three special focus areas described in the preceding chapter— Central Business



Figure 1 - More than 60 people attended a community meeting to learn about the proposed TDA and share their ideas for

² Amherst's TDA is consistent with the definition of an urban development area in Virginia State Code. An urban development area is "an area designated by a locality that is (i) appropriate for higher density development due to its proximity to transportation facilities, the availability of a public or community water and sewer system, or a developed area and (ii) to the extent feasible, to be used for redevelopment or infill development."

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District, Ambriar Development Area, and Route 60/Bypass Interchange. The town identified the TDAs through a study in 2016 funded by the Office of Intermodal Planning and Investment's Urban Development Area Technical Assistance Grant Program. The proposed TDAs are identified in Figure 2 below.

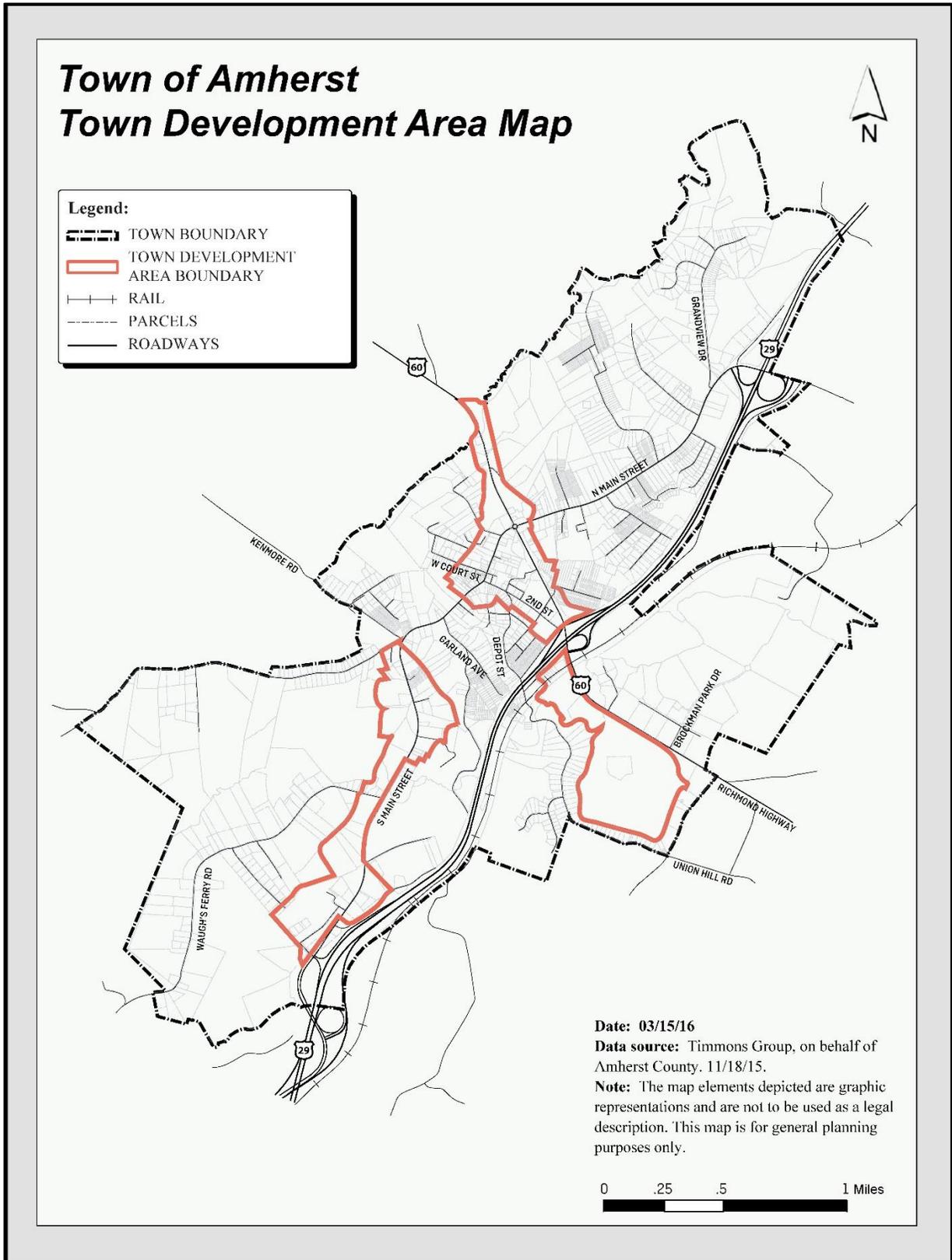


Figure 2 - Proposed Amherst Town Development Areas

Traditional Town Design Principles

Town Development Areas are intended to encourage development that makes use of traditional town design principles, which are important for the town because they emphasize walkability and a mixture of housing types and commercial uses. Demand for development with these features is growing nationwide and in Virginia. Encouraging these principles in new development within the TDAs will help position the Town of Amherst for growth and economic development, while maintaining its small town look and feel. It is the town's policy to encourage within the TDAs the following traditional town design principles:

- Pedestrian-friendly road design
- Interconnection of new local streets with existing local streets and roads
- Connectivity of road and pedestrian networks
- Preservation of natural areas
- Mixed-use neighborhoods and a mixture of housing types
- Reduction of front and side yard building setbacks
- Reduction of subdivision street widths and turning radii at subdivision street intersections to calm traffic on local streets, as permissible by VDOT standards.

Application of Traditional Town Design Principles

As part of a grant program for the Virginia Office of Intermodal Planning and Investment, a team of professional planning consultants prepared conceptual design plans for the south gateway area (near South Main Street and the Route 29 Bypass) and downtown in order to help the public and town officials visualize these principles. For each area, the consultants first identified challenges and opportunities for development based on discussions with the town planning commission. These are captured in the respective "framework map" for each area presented in the following sections. The consultants also prepared "design concept maps" for both areas that are a vision of what future development and public improvements could do for the areas. The design concept maps are not an official land use or capital improvement plan for either area. They simply reflect how the principles of traditional town design could be applied for two areas that represent development potential.

Downtown Framework

The downtown framework map (Figure 3) indicates where opportunities for redevelopment and infill exist within the downtown, and areas where public improvements may support the new development. Among the most substantial challenges to new development in this area are poor walkability, especially near the traffic circle at Route 60 and along portions of South Main Street and 2nd Street; lack of visible parking and possibly parking supply; lack of wayfinding signs; design features inconsistent with traditional town design, such as deep building setbacks; and a lack of sites suitable for new ground-up development.

However, downtown also has strengths that make it a critical asset for Amherst and provide it with development potential. The downtown is in a unique position regionally. As the town's Downtown Economic Restructuring Plan and Physical Improvement Strategy properly states, "Amherst exists as the only quaint downtown within the region that can also act as a retail center." The downtown is compact and has the potential to be the kind of walkable district that is in high demand. The potential to build on this opportunity include long-term redevelopment of surface parking in the vicinity of town hall,

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pedestrian scale lighting and improved sidewalks and crosswalks, beautification and additional parking behind Main Street, welcoming gateway signage, and stronger pedestrian connectivity between North and South Main Streets.

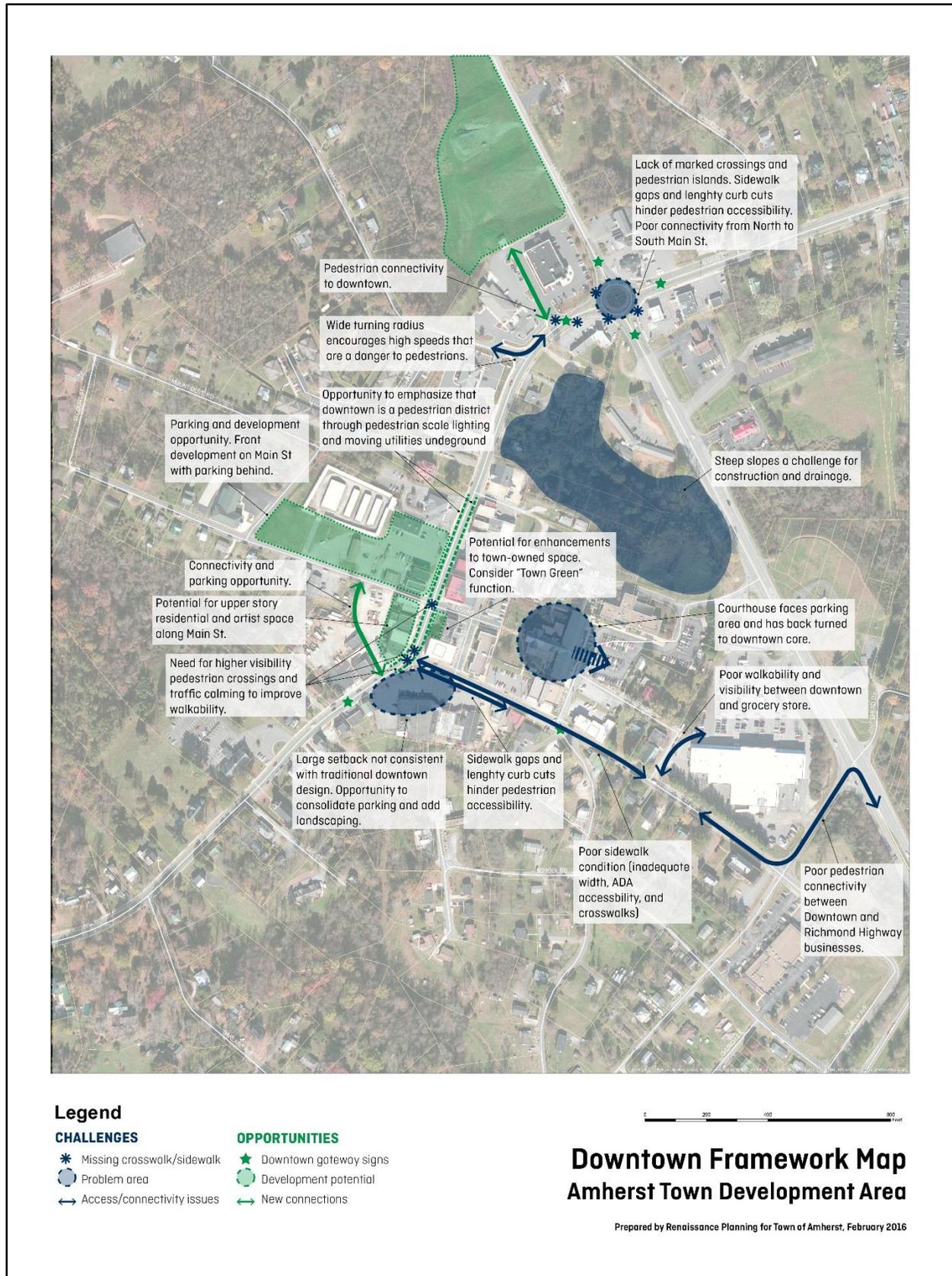


Figure 3 - Downtown Framework Map

Downtown Conceptual Design Plan

The downtown conceptual design plan (Figure 4) lays out several potential improvements that would help create an environment conducive to infill development and redevelopment. These improvements are largely aimed at creating a more walkable and inviting district. The conceptual design plan shows enhanced crosswalks with textured paving at Main and 2nd Street, new sidewalks on 2nd Street; new pedestrian scale lighting; a one-way alley and parking area along Kent Street; improvements to the Town Park; and new landscaping, particularly in the deep setback at 2nd and Main. These improvements would signal to motorists that they are entering a pedestrian district where they should drive more slowly, while also inviting them to stop and explore the area. By creating interest in the downtown, ultimately these concepts could lead to new investment in businesses and development of new residential units.

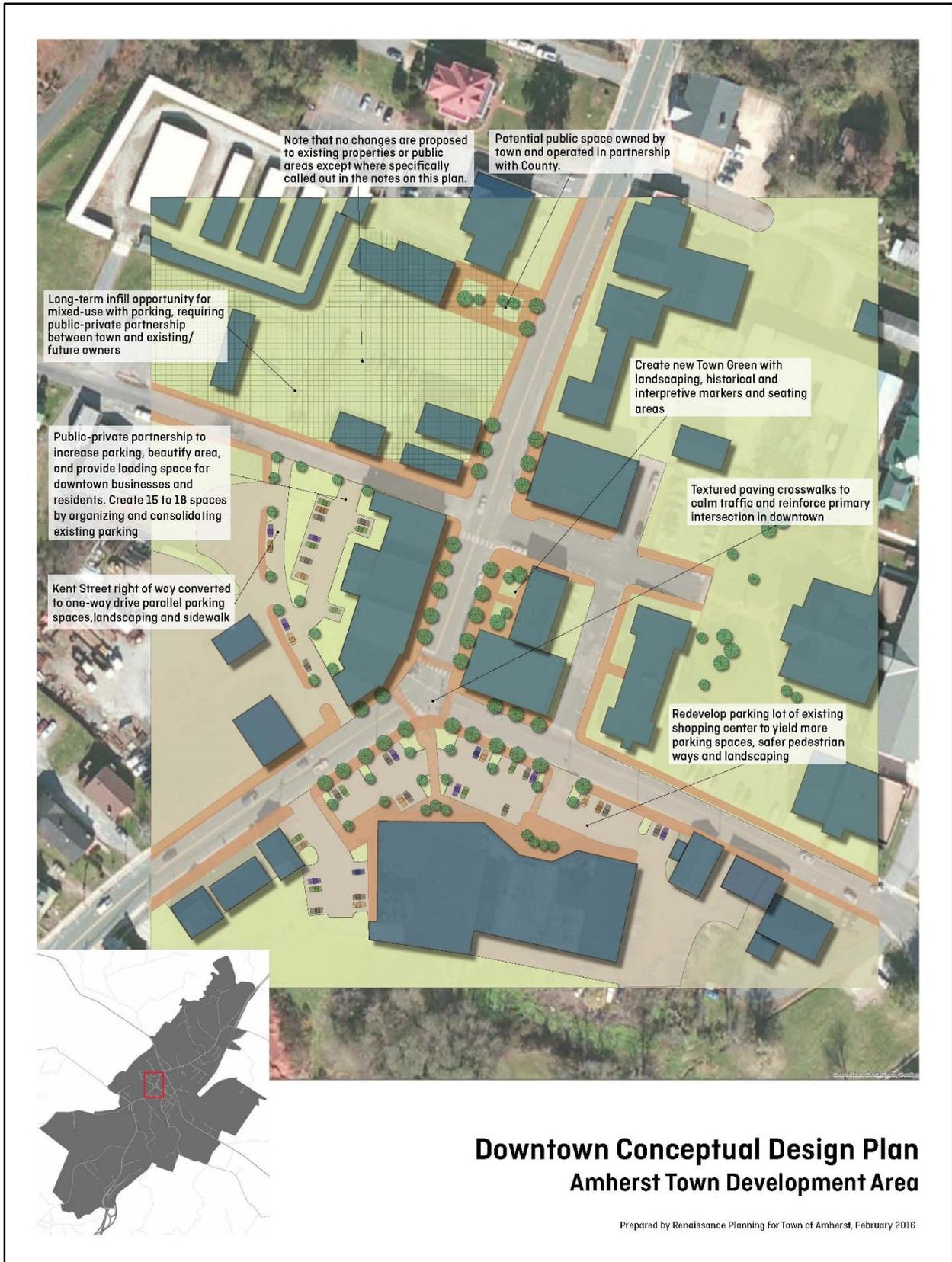


Figure 4 - Downtown Conceptual Design Plan

South Gateway Framework

The south gateway framework map (Figure 5) identifies challenges and opportunities in the portion of the proposed TDA near the interchange of South Main Street and the Route 29 Bypass. The area is anchored by the successful Ambriar Shopping Center and Amherst High School, making it one of the most important activity areas in the county. The Ambler property, which includes nearly 30 acres across South Main Street from Amherst High School, presents a significant development opportunity in this area. However, its development would likely require the town to address congestion issues on South Main Street, especially in the morning. The area also has walkability and connectivity challenges. While Amherst has installed sidewalks, which are popular among residents for recreation, the area lacks a safe connection for pedestrians and bicyclists to Sweet Briar College, which is a short distance west of the area. It is also important to maintain a natural area buffer between future development in this part of the proposed TDA, and residential areas on Waughs Ferry Road, Foxfield Run, and Briarherst Drive.

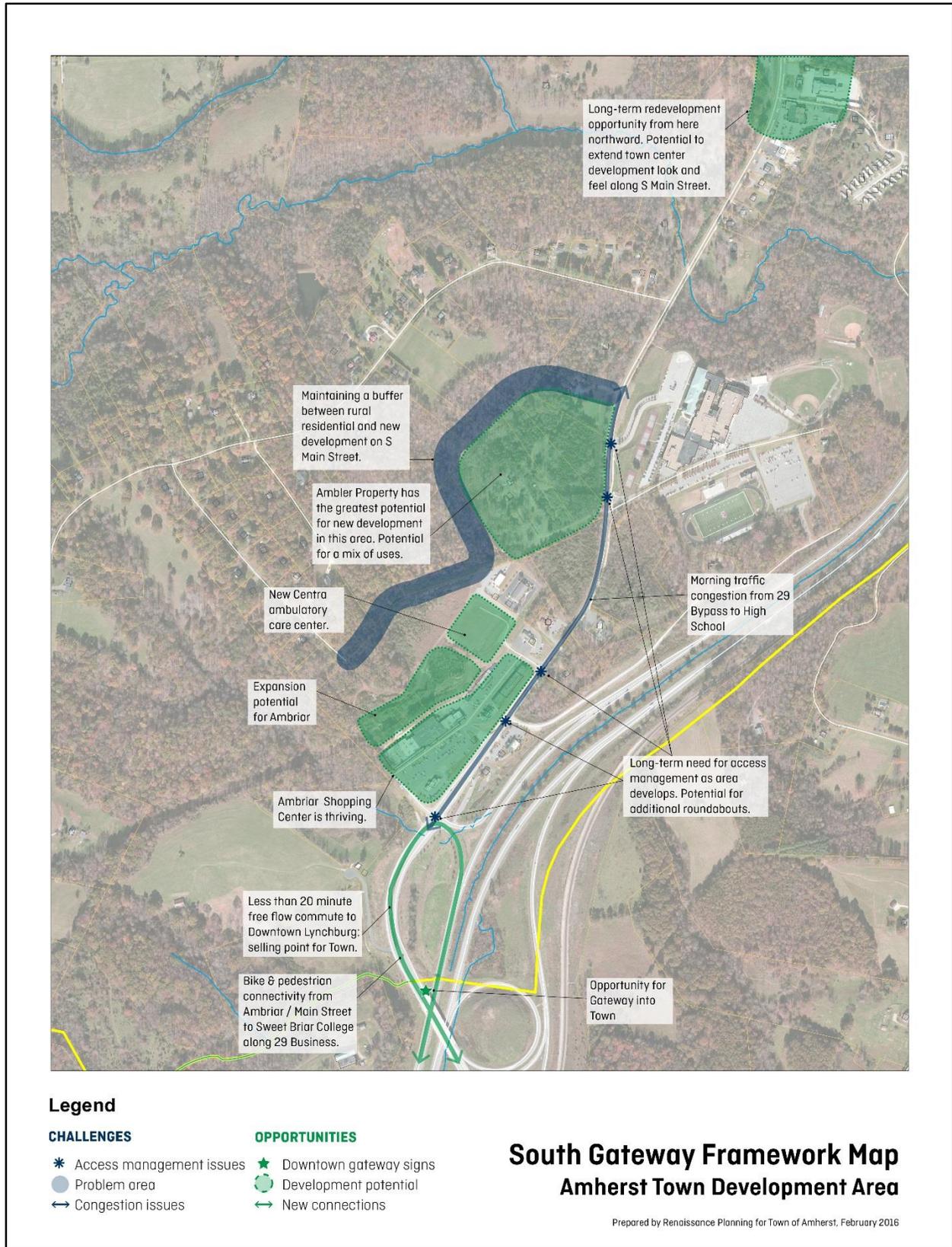


Figure 5 - South Gateway Framework Map

Ambler Conceptual Design Plan

The Amber conceptual design plan (Figure 6) depicts how the Ambler property could be development in a manner consistent with traditional town design principles. The plan features a mix of uses including new commercial and retail space fronting South Main Street to begin to establish a consistent street frontage along this portion of South Main Street. The plan also shows a mixed use approach with a cluster of new townhomes, both garage and non-garage units closely connected to the retail and office uses fronting on Main Street. The plan includes walking paths and a natural area buffer between the Ambler Property and residential properties behind it. The intent of this plan is to create, even at a small scale, a mixed use walkable community, where residents could actually walk to the small scale shopping in their neighborhood or be connected, via sidewalks and paths to the wider shopping opportunities in downtown.

In order to address morning congestion on South Main Street, and to accommodate additional traffic this development would generate, the plan also includes a traffic roundabout where South Main Street intersects the entrances to the Ambler property and the high school. The roundabout could obviate the need for a traffic light in this location and would provide traffic calming and a safer transition point for both vehicles and pedestrians at this growing activity center and gateway at the south end of town. The plan also adds a sidewalk to the western side of South Main Street, enhancing walkability in the area.

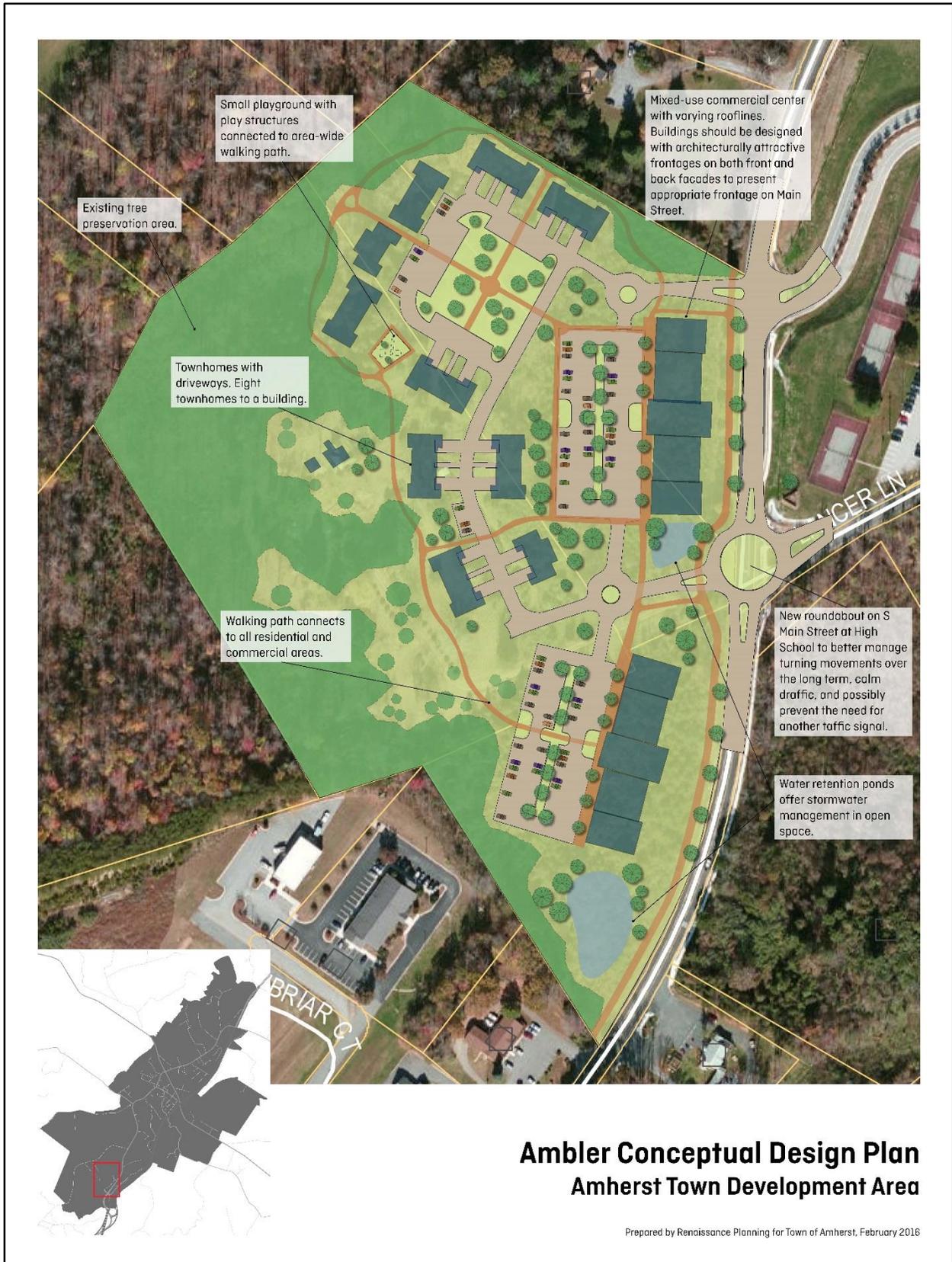


Figure 6 - Ambler Conceptual Design Plan

Implementation Strategies

Background

The Town of Amherst is proposing to designate portions of the South Main Street and Route 60 corridors as Town Development Areas (TDAs) as an amendment to its comprehensive plan. By taking this step, the town would express a preference for encouraging development and redevelopment that is consistent with traditional town design principles within the TDA. However, the comprehensive plan is not, by itself, an implementation tool. The town's options for implementing its desires for future development in the TDA include its zoning and subdivision ordinance (codes), capital investments, and programs it may decide to initiate (such as a farmers market). This section lays out options for implementing the town's preferences for development and redevelopment, both within the TDA and town wide. These options are organized in three sections:

- Code Opportunities
- Capital Investment Opportunities
- Program Opportunities

The first section focuses primarily on the TDAs and steps the town may consider for removing obstacles to higher density, mixed use development. However, it also provides options for encouraging infill development throughout the town. The options described in this section are based on the consulting team's review of the town's zoning and subdivision ordinance presented in the appendices of this report. The second section focuses on capital investments that the Town of Amherst can make that would strengthen the TDA areas. These strategies are focused primarily on downtown, where the town is looking to attract new investment that will revitalize the area. The third section focuses on other non-code or capital investment strategies that support infill development and redevelopment. These strategies fit under the broad category of programs.

Code Opportunities

As a first step in this project, the consulting team reviewed the town's Zoning and Subdivision Ordinance. The purpose of this review was to evaluate the town's development codes for their consistency with traditional town design principles. The review identified potential barriers to this type of development. This section lists potential changes and improvements to the town's development code organized by the following key features of traditional town design:

- Pedestrian-friendly road design
- Interconnected streets
- Mixed use neighborhoods
- Mixed housing types
- Reduction of front and side yard setbacks

The consulting team also reviewed code provisions related to the preservation of natural areas and the reduction of subdivision street widths and turning radii, but does not have any suggestions for updates in these two areas.

Pedestrian-Friendly Road Design

Existing Code Provisions

- **Sec. 18.1-1301.02: Street Requirements**

- **Issue:** This section states that “alleys in residential subdivisions are prohibited unless the developer provides satisfactory evidence on the need for alleys.” This is an issue because alleys support walkability by reducing driveways and curb cuts, which are potential conflict points between pedestrians and vehicles.
- **Opportunity for Improvement:** Delete this provision to remove an obstacle to traditional neighborhood design and allow developers to respond more easily to market demands. Design standards can be added to ensure that alleys are appropriately designed for safety and functional requirements. Consider in the long run an overhaul of the street requirements to be consistent with VDOT standards.

Interconnected Streets

Existing Code Provisions

- **Sec. 18.1-922: Ambriar Access Management Area**

- **Issue:** This section of the town’s zoning and subdivision ordinance includes several requirements for interconnected streets. For example, in the Ambriar area, this section calls for shared and cross access between parcels (18.1-922.08); bicycle and pedestrian accommodations in new construction and reconstruction (Sec. 18.1-922.13); sidewalk connections between all new building entrances and all streets adjacent to the development site (18.1-922.13); a twenty foot wide bicycle/pedestrian easement to connect cul-de-sacs, or to pass through blocks in excess of 660 feet (Sec. 18.1-922.13); and designing the street system of a proposed subdivision to coordinate with existing, proposed, and planned streets outside of the subdivision (Sec. 18.1-922.14).
- **Opportunity for Improvement:** Section 18.1-922 applies to “all property that accesses the Ambriar corridor. The Ambriar corridor is defined as that portion of S. Main Street from Waugh’s Ferry Road south to the Town of Amherst corporate limits.” The town could extend this zoning overlay district up South Main Street to Kenmore Road. This is the geography of the southernmost TDA.

Mixed-Use Neighborhoods

Existing Code Provisions

- **Table 7.1: Residential Uses Table**

- **Issue:** The use table allows a mixture of residential and commercial uses, but only in the Central Business District, as “single family, two family and multifamily dwellings within a building that contains a business, provided that no dwelling shall be on the sidewalk-level floor of the front of the building.”
- **Opportunity for Improvement:** Consider amending the residential use table to also allow this type of residential use, which is typical as a mixed use development provision, in the B-2 and Transitional zones. However, consider allowing for ground floor residential in these zones while continuing to restrict it in the CBD.

- **Table 7.1: Institutional Uses Table**

- **Issue:** Public parks and playgrounds are allowed in most zoning districts, but cannot be within 250 feet of a residential lot line.
- **Opportunity for Improvement:** Consider removing the provision prohibiting playgrounds and public parks from within 250 feet of a residential lot line in the CBD, B-2 and Transitional districts. This would give developers more flexibility to propose public open space or a playground within a development proposal.
- **Issue:** Farmers markets are not listed as a use.
- **Opportunity for Improvement:** Consider adding farmers markets as a permitted by right use in the Central Business District.

- **Table 7.1: Commercial Uses and Industrial Uses**

- **Issue:** Several uses are listed as permitted uses for the Central Business District that might be more suitable as special uses due to their potential impact to walkability and the development of a thriving retail area.
- **Opportunity for Improvement:** Consider amending Table 7.1 to change the following uses from permitted to special uses in the CBD zone:
 - Automobile laundry or car wash
 - Automobile service stations
 - Automobile, motor home, travel trailer, and mobile home sales (new and used)
 - Building materials dealer, not including handling of bulk materials such as sand and gravel
 - Agricultural, farm and lawn machinery display, sales and services, provided that all inoperable machinery must not be visible from any public right of way
 - Shopping centers
 - Cold storage plants and frozen food lockers not including lard rendering and abattoirs
 - Contractor facilities not involving outside storage of materials and machinery
 - Dry cleaning plants

- **Sec. 18.1-706.1.01: Intent of Central Business District**

- **Issue:** The description of the intent of the Central Business District is identical to the description for the General Commercial District (B-2).
- **Opportunity for Improvement:** Consider updating the description of the intent of the CBD to be consistent with the town's desire for this small area to be walkable and include a mix of uses. An example from another small town in Virginia is provided below:
 - "This district covers the portion of the town located in downtown Floyd which has traditionally been used as the center for commercial activities. Lots on the blocks generally contain buildings which have no side yards because they are attached to other buildings and these buildings frequently have no setbacks. Uses in the district include retail sales, services, banks, restaurants, and other similar businesses. The intent of the district is to maintain the commercial use of

the downtown area and to encourage adaptive use and reuse of existing commercial structures.”³

- **Sec. 18.1—917.05: (Planned unit development) Density requirements**
 - **Issue:** The maximum allowable density for multi-family dwellings, townhouses, and condominiums (10 units per acre) is less than the density guidelines provided in Sec. 15.2-2223.1 for urban development areas. While these guidelines are not requirements for urban development areas, they do represent suitable densities for the type of mixed-use development desired by the Town of Amherst within the Town Development Area.
 - **Opportunity for Improvement:** Consider increasing the maximum density to 12 units per acre for multi-family dwellings and condominiums where public water and sewer are available. Meanwhile, the town should consider reducing the maximum density for townhouses to between six and eight units per acre.

- **Sec. 18.1-602.05: Calculation of number of off-street parking spaces**
 - **Issue:** This section states that “in the case of mixed uses, the parking spaces required shall equal the sum of the requirements of the various uses computed separately.” The issue with this provision is that not all uses generate their peak demand at the same time of day. For example, residential and office uses generate peak demand at different times. Therefore, a mixed-use development that includes both uses may not require as much parking as they would separately because they can share parking.
 - **Opportunity for Improvement:** Provide a mechanism for the Planning Commission to reduce the parking requirement when the applicant can demonstrate that peak demand differs between the uses and therefore providing the sum of the required parking for each use is unnecessary. This type of “Shared Parking” provision is frequently used in zoning ordinances to encourage mixed use development. It generally puts the burden of proof on the applicant to demonstrate the reduction in parking needed due to effective sharing of parking spaces between uses that have different peak parking times.

Potential Additions

- **Define Mixed Use Development:** Consider adding a provision to Article III (Definitions of Terms Used in this Ordinance) to define “mixed use development.” An example definition is “mixed use development means a building or project containing residential uses in combination with commercial and/or institutional uses. No use that is or will be merely accessory to, or ancillary to, a residential use shall qualify as a commercial or industrial use, for purposes of this definition.”⁴ The town could customize its definition to meet local desires. For example, the Amherst definition might also consider a combination of office space, retail, and light manufacturing to be a mixed use development.

- **Define Town Development Area:** Consider adding a provision to Article III to define “town development area.” A definition for the town to consider and expand upon is:

³ Town of Floyd Land Use Regulations. Section 18-607.00.

⁴ City of Charlottesville Zoning Code. Article X. Definitions.

- Areas that are appropriate for higher density development, redevelopment, or infill development due to their proximity to transportation facilities, public water and sewer system, and existing areas of higher density development.
- **Consolidate the General Commercial District (B-2), General Transitional Use Zone District (T-1), and Central Business District (CBD) into a Mixed Use District (MXD)**
 - The areas of town with these zoning designations are included within the Town Development Area, meaning they are suitable for higher density and mixed use development. Consolidating these zones into a single zone will bring consistency to the development requirements for the TDA. However, the Central Business District should continue to have an additional set of requirements or allowances given its unique nature. The existing CBD zone could become an overlay zone that addresses unique parking, setback, and mixed use situations. The new Mixed Use Zone would emphasize the elements of traditional town design, including:
 - Allowing mixed use development by right
 - Reduced setback requirements or built to lines
 - Encouragement of shared parking and shared driveways
 - Encouragement of interconnectivity between adjacent parcels
 - Allowing a mix of housing types
 - Allowing for higher density development

Mixed Housing Types

Existing Code Provisions

- **Sec. 18.1-801: Minimum lot area and lot width**
 - **Issue:** The minimum lot size for multifamily development in the CBD could limit development on the area's typically small parcels. The minimum lot size would allow for only eight units on a 1 acre parcel. State code for urban development areas states that UDAs are areas that may be appropriate for development at a density on the developable acreage of at least 12 apartments per acre.
 - **Opportunity for Improvement:** Consider eliminating the minimum lot size for multifamily development in the CBD, or setting a maximum net density instead (such as 12 units per acre, or higher depending on what the town is willing to accept).
- **Sec. 18.1-906.02: (Multi-family developments) Amenities**
 - **Issue:** The zoning code includes provisions for multi-family housing development that may be difficult to meet in the Central Business District. For example, it requires one percent of the gross area of the site be devoted to common open space for each dwelling unit per acre of density. This effectively would make more compact dense developments more suburban in character by requiring them to be surrounded by wide open space. It also requires fencing or vegetative screening be provided to a height of six feet.
 - **Opportunity for Improvement:** Consider making the Central Business District or Town Development Area exempt from these requirements, or replacing screening requirements for the open space and fencing requirement. These are areas where

higher density uses are anticipated, and the need to mitigate the possible effects of these uses is less important than in lower density or single use zones.

- **Sec. 18.1-912.01: Townhouses**
 - **Issues:** The front, side, and rear yard; maximum lot coverage; common area; and screening requirements are an impediment to townhome development in the Central Business District.
 - **Opportunity for Improvement:** Consider relaxing or eliminating these requirements for townhome developments in the Central Business District or within the Town Development Area.

Reduction of Front and Side Yard Building Setbacks

Existing Code Provisions

- **Sec. 18.1-804: Minimum yard requirements**
 - **Issue:** There are no minimum setback requirements in the Central Business District. This is a good practice, yet there is no requirement that development is built to the lot line.
 - **Opportunity for Improvement:** Consider adding a maximum setback provision in the Central Business District of between three and six feet for front and side yard setbacks. This will ensure that the urban form of development with minimal front and rear setbacks between 2nd Street and West Court Street is extended up to the traffic circle as redevelopment occurs over time.
- **Sec. 18.1-804: Minimum yard requirements**
 - **Issue:** The zoning code requires a front setback of at least 50 feet in the B-2 District.
 - **Opportunity for Improvement:** Consider removing the minimum setback requirement in this district, or reducing it to 15 feet or less.
- **Sec. 18.1-917.07: (Planned unit development) Application of minimum lot area, lot width and yard setback requirements**
 - **Issue:** The planned unit development regulations calls for front setbacks of twenty feet for single-family and two-family dwellings, and 10 feet for townhouses.
 - **Opportunity for Improvement:** Consider relaxing or eliminating these standards to give developers more flexibility and allows for traditional town development forms with minimal setbacks. If the town elects to reduce the front setback requirement, consider 15 feet for single family detached and six feet for townhomes.

Capital Investment Opportunities

Downtown Walkability and Traffic Calming Project

Walkability is a critical ingredient of a successful downtown. Amherst has many of the components necessary for success, including historic buildings, a mix of uses, and a dense development pattern. In fact, the town's Downtown Restructuring Plan and Physical Improvement Strategy stated that "Amherst exists as the only quaint downtown within the region that can also act as a retail center." But the perception of poor pedestrian safety and lack of connections for pedestrians to residential areas are issues that hold downtown Amherst back from realizing its full potential.

The town has taken steps to improve pedestrian access to the downtown area. The most visible example is the sidewalk extension down South Main Street that connected the downtown area to the Ambriar area. This strategy is about improving walking conditions and calming traffic speeds in the Central Business District. This could include a series of small improvements on Main Street and Second Street that collectively make a big difference to perceptions of pedestrian safety and traffic speeds.

The town is planning a walkability audit for the Central Business District in 2016. This project will help the town identify the specific components of a comprehensive walkability improvement and traffic calming project. But some of the options the town may consider include:

- **Connect the sidewalks on North Main and South Main:** Presently the Main Street sidewalks end just before the traffic circle at Route 60. Extending the sidewalks to the circle and adding high visibility crosswalks with a pedestrian refuge on the north and south sides of the traffic circle would make it easier and safer for residents of the northern neighborhoods to walk downtown.
- **Curb Extensions on South Main Street at Court and 2nd Streets:** Curb extension create safer and shorter crossings for pedestrians. They increase the visibility of pedestrians to motorists while also encouraging slower turning speeds for vehicles.
- **Pedestrians Signals at South Main Street and 2nd Street:** Pedestrian signals would indicate when it's safest for pedestrians to cross the street. The signals could be programmed to provide a leading pedestrian interval, which is essentially a three-to-five second head start for the pedestrian to begin crossing before the vehicles traveling in the same direction get a green light. The purpose of this is to make pedestrians more visible to motorists.
- **Widen Sidewalks:** Where possible, the town could work with VDOT to widen sidewalks to give pedestrians more room and create more room for benches, shade trees, trash receptacles, and even sidewalk dining. The sidewalks between Court Street and 2nd Street could be a candidate, assuming there is sufficient right of way to maintain VDOT standards for travel lane width.
- **Pedestrian Scale Lighting:** The lighting in downtown Amherst is geared towards vehicles. Pedestrian-scale lighting would illuminate the sidewalk and contribute to beautifying the downtown area.
- **Curb Cuts:** There are multiple places in the downtown area, including the prominent 2nd and Main Street intersection, where crosswalks do not line up with an accessible curb cut. This is an important issue to address for all pedestrians, but especially those with a disability.
- **Sidewalks Installation on 2nd Street:** There is no sidewalk on the south side of 2nd Street between Main Street and a point just east of Goodwin Street. This is an important gap that would make it easier for people who live and work east of the downtown core to travel on foot.

Figure 7 below shows how some of these options could be applied at the intersection of Main Street and Second Street. This is a prominent intersection at the heart of downtown Amherst. Yet the current design is oriented towards keeping traffic moving swiftly along Main Street. The design features shown in Figure 7 would improve conditions for pedestrians. Among the improvements depicted in Figure 7 are new textured crosswalks with accessible curb ramps, pedestrian signals, new street trees, curb extensions to reduce the crossing distance and make pedestrians more visible, new pedestrian scale street lighting, sidewalk dining, wider sidewalks on Main Street, a new sidewalk on the south side of 2nd Street, and new landscaping and a gateway monument on the southeast corner of Main and 2nd. Additional illustrations of these possible improvements are provided in Appendix D.



Figure 7 - Design Concept for Improving Walkability and Calming Traffic at Main Street and 2nd Street

Bike Lane Striping on Main Street

The Town is replacing a water main along Main Street in 2016. Following this project, the street will be repaved by VDOT. This presents an opportunity to stripe a bike lane along the length of Main Street. Main Street is the spine of Amherst. The town is small enough that all destinations are within reasonable biking distance. However, the street has no bike lane or sharrow markings to indicate to motorists where they can expect bicyclists. This fairly simple improvement, which could be included within an already planned project, would make Main Street a truly multimodal street.

Downtown Off-Street Parking Improvements

Downtown Amherst suffers from a perception of insufficient parking. Addressing this problem may require additional parking spaces and better indicating to motorists where existing spaces are located. The first approach – increasing supply – could be accomplished by formalizing the parking along Kent Street. Kent is essentially an unimproved alley running between Main Street and Court Street. Paving Kent Street and adding on-street parking, plus creating a small surface lot between Kent Street and the back side of the buildings that front Main Street, could add parking spaces and rejuvenate the area by cleaning up a neglected, but highly visible, portion of the downtown. One challenge is that multiple individuals own land in this area. But this project would benefit the owners and the Main Street businesses by providing more parking and creating space for loading and unloading. The second approach – information – could be accomplished through wayfinding signs that the town is considering. Signs would point to areas with parking for visitors to the downtown. The walkability improvements and bike lane described above would also potentially help with the parking shortage. People would have more ways to reach downtown comfortably without need a vehicle. The most significant improvement could eventually be a municipal parking structure, but this would likely be far into the future when necessitated by demand.



Figure 8 - Mid-block pedestrian crossing of South Main Street

Wayfinding Signs for Downtown and Major Attractions

The town has several amenities that attract visitors from the broader region and beyond. A system of wayfinding signs with a distinct look that reflects the history and culture of Amherst can raise awareness of the downtown and other major attractions. The signs can contribute to the town’s identity and tell visitors that they have entered a special place in which they might want to linger and explore. The town is conducting a wayfinding study with support from Region 2000 in 2016.

Install a Median Refuge Island and Rectangular Rapid Flash Beacons at South Main Mid-Block Crossing

Most of South Main Street has a sidewalk on one side only. The sidewalk switches from the west side to east side of South Main Street between Sunset Drive and Waugh’s Ferry Road. This mid-block crossing is depicted in Figure 8. While there is nothing wrong with this crosswalk or its location, it could be improved to be more visible to motorists. This could be accomplished by installing a median refuge island in the turn lane. This would reduce the distance a pedestrian must cross without stopping. It would also help calm traffic by physically narrowing the roadway. This is important because in this general vicinity the speed limit shifts from 45 to 25 miles per hour as motorists enter the downtown area from the south. Another improvement that would contribute to pedestrian safety is the installation of rectangular rapid flashing beacons at this location. These devices, when activated by a pedestrian, produce a strobe light warning to motorists that pedestrians are preparing to enter the crosswalk. They have proven effective at getting motorists to yield to pedestrians in the crosswalk.



Figure 9 - Route 60 bridge over the Norfolk Southern Railroad

This would reduce the distance a pedestrian must cross without stopping. It would also help calm traffic by physically narrowing the roadway. This is important because in this general vicinity the speed limit shifts from 45 to 25 miles per hour as motorists enter the downtown area from the south. Another improvement that would contribute to pedestrian safety is the installation of rectangular rapid flashing beacons at this location. These devices, when activated by a pedestrian, produce a strobe light warning to motorists that pedestrians are preparing to enter the crosswalk. They have proven effective at getting motorists to yield to pedestrians in the crosswalk.

Add Sidewalks and Bike Lanes to Route 60/29 Bypass and Route 60/Norfolk Southern Bridges when Reconstructed

The portions of town east of the Route 29 bypass have significant development potential. However, there is a perception among town residents that the town ends at the 29 Bypass. At some point, VDOT will need to rebuild the Route 60 bridge over the 29 Bypass and the Norfolk

Southern railroad. When this happens, the town should consider requesting a design that includes sidewalks and bike lanes. The addition of these features will make the east side of town feel better connected and more accessible, encouraging new development and redevelopment.

Table 1 - Capital Investment Opportunities Implementation Table

Action	Lead & Supporting Actors	Time Frame	Cost	Resources
Downtown Walkability and Traffic Calming Project	Town with potential for implementation support from the MPO and VDOT	2 years or more	Medium to High	Funding through HB2 or MPO programming. Funding for design through town budget
Bike Lane Striping on Main Street	VDOT	1 year (following utility project)	Low	Included in budget to repave Main Street

Action	Lead & Supporting Actors	Time Frame	Cost	Resources
Downtown Off-Street Parking Improvements	Town	2 years or more	High	Town funding of design with potential support from state for construction
Wayfinding Signs for Downtown and Major Attractions	Town with planning support from the MPO	2 years or more	Medium	Town funding for design and construction, MPO support for planning
Install a Median Refuge Island and Rectangular Rapid Flash Beacons at South Main Mid-Block Crossing	Town with potential for implementation support from VDOT	1 year or more	Medium	Town funding of design with potential for support from state for construction
Add Sidewalks and Bike Lanes to Route 60/29 Bypass and Route 60/Norfolk Southern Bridges when Reconstructed	VDOT	5 years or more (whenever bridges need to be replaced)	Medium (overall cost of bridge replacement is high, but adding sidewalks and bike lanes can be done as a small fraction of the overall budget)	Federal funding through VDOT

Program Opportunities

Update the Comprehensive Plan

The town anticipates updating its Comprehensive Plan to identify the Town Development Area. Beyond this immediate update, the town may want to consider eventually updating the entire Comprehensive Plan with an emphasis on clearly stating the town’s vision for growth and development.

Conduct a Parking Audit Downtown

Many town residents and business owners have expressed concerns about parking in the downtown area. There is a general sense that the parking supply is insufficient. In order to test this notion, the town could conduct a parking audit. This would inform discussions about parking by providing numbers for how many spaces are available in public and private ownership compared with how many spaces are needed. This information would help the town avoid oversupplying parking.

Revisit the Idea of a Main Street Program Approach to Downtown Revitalization

A 2007 study of downtown Amherst recommended that the town form a group to manage the promotion and improvement of the downtown area. This idea did not get traction, but is worth revisiting. Many towns of Amherst’s size that have successfully revitalized their downtown have created an organization that promotes, maintains, and recruits new businesses for the downtown. These

organizations are often volunteer run, but may add a staff person as they mature. Their purpose is to help downtown business districts overcome some of the challenges that come with fragmented property ownership. Private malls are able to offer security services, joint marketing, and infrastructure maintenance more easily because they are typically owned by a single entity. Downtown areas struggle to match that competitive advantage. An organization, following the widely popular and successful Main Street approach, is able to help the downtown overcome these disadvantages.

Work to Move the Existing Farmers Market to a more Central Downtown Location

Small towns across the country have used the growing interest in local foods and products to stimulate downtown revitalization. Farmers markets are popular attractions that draw people often one or two times per week with fresh produce, music, kid-friendly entertainment, and arts and crafts. Amherst has a farmers market operating at the corner of 2nd Street and Washington Street. While this location is close to downtown Amherst, the location is not highly visible to passersby. The average daily traffic on 2nd Street by the existing market is only 1,300 vehicles according to VDOT records.⁵ The daily traffic on Main Street is nearly five times that amount. By working with the market organizers to move the market to a location on Main Street, the town could help the market attract more customers while also attracting more people to spend time downtown and visit its retail shops and restaurants. Amherst has a few good places downtown where a farmers market could easily be set up that is visible to traffic on Main Street. The key is for the town to coordinate its market with other markets in the region so that vendors find it attractive to participate. The market should also be closely coordinated with downtown shop owners so they are able to promote their businesses to visitors and ensure there is sufficient parking for everyone.

Expand upon Existing Efforts with Businesses and Civic Groups for Mini Downtown Beautification Projects

Some of the most visible and effective improvements cost very little because they tap into the resources of business owners and residents that want to be a part of making downtown Amherst a more vibrant place. Amherst could approach businesses and civic groups to see if they would support or expand upon existing efforts to install and maintain landscaping. The town already works with the Village Garden Club on a downtown landscape beautification program and the Rotary Club maintains the South Main Street welcome sign. Additional partners could support new or expanded efforts in this area, such as flower boxes, lamppost banners, public art and murals, or other small infrastructure improvements that can make a positive difference in people's perception of downtown and other business districts in Amherst.

Conduct a Walkability Audit of Downtown Amherst

The TDA project confirmed the great interest among citizens and officials in revitalizing downtown Amherst. Creating an environment that is oriented towards people first and cars second is a key to making that goal happen. While both cars and pedestrians are important, ultimately the most successful downtowns are those where people feel comfortable exploring on foot and lingering. In order to understand the obstacles and opportunities for making downtown Amherst more walkable, it's important for key town and county officials, business operators, residents, and property owners to walk the streets and identify improvements that would make the greatest difference. The town is interested in conducting such an audit in the summer of 2016.

⁵ VDOT. 2014 Traffic Data. http://www.virginiadot.org/info/2014_traffic_data_by_jurisdiction.asp.

Table 2 - Program Opportunities Implementation Table

Action	Lead & Supporting Actors	Time Frame	Cost	Resources
Update the Comprehensive Plan	Town	3 months or less	Low	Staff time and UDA grant
Conduct a Parking Audit Downtown	Town with potential support from grant programs or MPO	1 year or more	Medium	Investigate technical assistance from EPA's Building Blocks program or Smart Growth America
Revisit the Idea of a Main Street Program Approach to Downtown Revitalization	Town with potential support from the Virginia Main Street Program, which is under the VA Department of Housing and Community Development	1 year or more	Medium	Staff time to organize and support program committees. Potentially fund a program manager in the long-term if the program is successful and supported by local businesses
Work to Move the Existing Farmers Market to a more Central Downtown Location	Town working with market operators	1 year	Low to Medium, depending on management structure, equipment needs, marketing, and startup costs	Staff time to work with market management and work out all necessary agreements
Expand Upon Existing Efforts with Businesses and Civic Groups for Mini Downtown Beautification Projects	Town in partnership with local organizations, such as the chamber of commerce, Village Garden Club, and Rotary Club	1 year or less	Low	Staff time to reach out to interested groups, and volunteer labor for improvements
Conduct a Walkability Audit of Downtown Amherst	Town with support from the MPO	6 months or less	Low	Assistance from Region 2000

Appendix A: Proposed Comprehensive Plan Amendment

New Chapter 21 – Town Development Areas⁶

In response to emerging regional, state, and national demographic and real estate trends, the Town has designated Town Development Areas (TDAs) as the focus of compact development with a mix of uses that is consistent with traditional town design principles. The Town’s aging population and declining average household size is expected to increase demand for different types of housing than the traditional single-family detached house, which accounted for more than two-thirds of the Town’s housing stock in 2015.⁷ In many towns across Virginia, these trends are leading to the development of walkable neighborhoods with a variety of housing types that have easy access to shops, jobs, and entertainment. Enabling this type of development in Amherst supports economic development.

The purpose of the TDAs is to encourage compact, mixed use development in those areas of the Town where it is most appropriate. The Town of Amherst has determined that portions of the South Main Street and Route 60 corridors are most appropriate for the TDA designation (see Map 21.1). The Town’s TDA designation is consistent with Section 15.2 – 2223.1 of the Virginia State Code for urban development areas.⁸ This designation does not restrict development outside of the TDA. The Town encourages infill development in all areas of the Town, consistent with current zoning requirements.

In addition to the economic development benefits, designating TDAs also helps the Town be a good steward of public resources. Encouraging higher density development in the TDAs is fiscally prudent because it makes optimal use of existing infrastructure capacity while potentially reducing pressure to extend or expand infrastructure to serve growth on the Town’s periphery. The TDA designation, which qualifies as an Urban Development Area under State code, also helps make future proposed transportation projects more competitive for state transportation funding.

Town Development Areas Geography

The Town Development Areas cover most of South Main Street and the Route 60 corridor. They encompass all land within the town zoned B-2 (General Commercial District), T-1 (Transitional Use District), or CBD (Central Business District) in 2016. The TDAs also include the Dulwich property, which is a large and mostly undeveloped parcel on Route 60 east of the Route 29 Bypass, which is zoned R-2 (General Residential District) in 2016. The TDAs cover portions of three special focus areas described in the preceding chapter— Central Business District, Ambriar Development Area, and Route 60/Bypass Interchange. The Town identified the TDAs through a study in 2016 funded by the Office of Intermodal Planning and Investment’s Urban Development Area Technical Assistance Grant Program.

Traditional Town Design Principles

Town Development Areas are intended to encourage development that makes use of traditional town design principles, which are important for the Town because they emphasize walkability and a mixture

⁶ The existing chapter 21 (Future Land Use Plan) will become new Chapter 22.

⁷ Town of Amherst Community Profile. 2015.

⁸ Amherst’s TDA is consistent with the definition of an urban development area in Virginia State Code. An urban development area is “an area designated by a locality that is (i) appropriate for higher density development due to its proximity to transportation facilities, the availability of a public or community water and sewer system, or a developed area and (ii) to the extent feasible, to be used for redevelopment or infill development.”

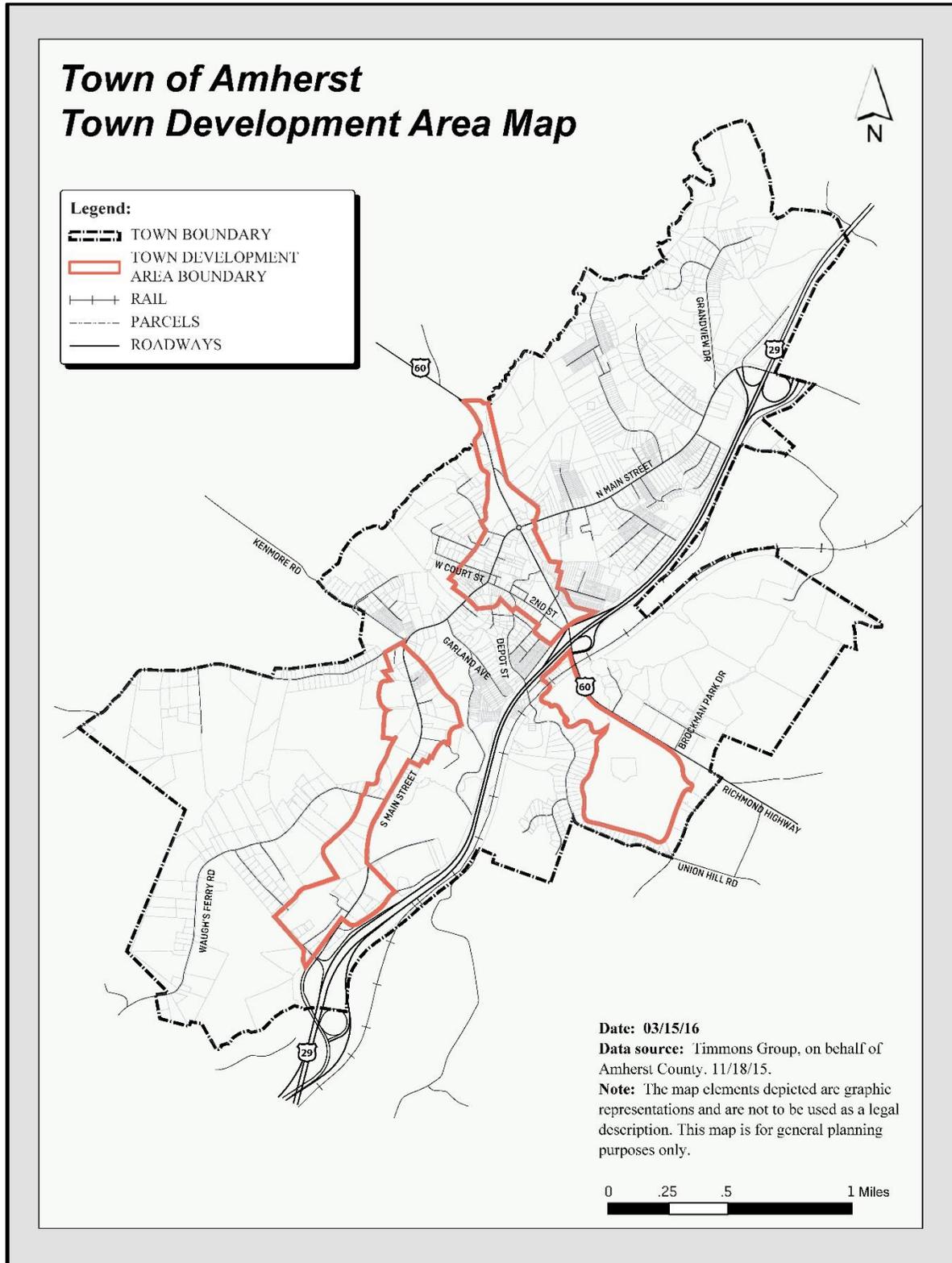
Amherst Town Development Area Study

of housing types and commercial uses. Demand for development with these features is growing nationwide and in Virginia. Encouraging these principles in new development within the TDA will help position the Town of Amherst for growth and economic development, while maintaining its small town look and feel. It is the Town's policy to encourage within the TDAs the following traditional town design principles:

- Pedestrian-friendly road design
- Interconnection of new local streets with existing local streets and roads
- Connectivity of road and pedestrian networks
- Preservation of natural areas
- Mixed-use neighborhoods and a mixture of housing types
- Reduction of front and side yard building setbacks
- Reduction of subdivision street widths and turning radii at subdivision street intersections to calm traffic on local streets, as permissible by VDOT standards.

The Town intends to review its zoning and subdivision ordinance to remove obstacles to development that embodies these traditional town design principles within the TDAs.

Map 21.1
Town of Amherst Town Development Areas



Appendix B: Town Policy and Code Assessment

Background

As an early step in this project, the consulting team reviewed all pertinent Town of Amherst plans and codes. The purpose of this review was to evaluate key policies and codes for their consistency with the principles of traditional town design. To accomplish this, the consulting team organized its findings according to the following eight general principles:

1. Pedestrian-friendly road design
2. Interconnected streets
3. Mixed use neighborhoods
4. Mixed housing types
5. Preservation of natural areas
6. Reduction of front and side yard setbacks
7. Reduction of subdivision street widths and turning radii at subdivision street intersections
8. Easy access to jobs, housing, and recreation by a variety of travel options

The consulting team reviewed these key documents:

- Town of Amherst 2009 Comprehensive Plan
- Town of Amherst Zoning and Subdivision Ordinance (2015)
- Town of Amherst Bicycle and Pedestrian Plan (2009)
- Downtown Economic Restructuring Plan & Physical Improvement Strategy (2007)
- Traffic Impact Overlay Plan for the Ambriar Area (2007)
- Town of Amherst Community Profile (2015)

This appendix summarizes the consulting team's findings.

Findings

The findings are organized in a series of eight tables presented on the following pages. The tables correspond to eight traditional town design principles. Each table includes a column for finding and a reviewer's response. "Findings" are facts culled from the reviewed documents and described here because of their relevance to traditional town design principles. The "reviewer's response" column includes a basic assessment for each of these findings, which describes how each finding relates to the principles. These findings are the basis for the code opportunities described earlier in this report.

Comprehensive Plan

The primary policy document for the town's growth and development is the Comprehensive Plan. Key Comprehensive Plan findings are organized by traditional town design principles in the tables below. However, some general findings do not fit neatly within this framework. These overarching findings are summarized here:

- **Revitalize Downtown:** The town has a strong desire to revitalize its downtown area, which is a key competitive advantage in the competition for jobs and housing investment in the broader region. The strategies identified in the comprehensive plan include walkability and supporting infill and adaptive reuse of existing buildings.

- **Encourage Development:** The town identifies focus areas where growth is more likely and desirable, but other than the plan for the Ambriar area, these plans are general in nature, with few specific policy directives.
- **Encourage Infill:** The town has been cautious on extending sewer service outside of its boundaries, hoping instead to serve new customers within the town boundary. This issue applies to the Lloyd and Poplar Grove properties, which are just outside of the town's boundary, yet have tremendous potential for residential and commercial development.
- **Balance Highway Commercial Development with Small Town Character:** The 29 Bypass can be a stimulus for growth. However, the town does not have strong policy direction about the scale and type of growth it hopes to attract and is looking to accommodate some highway oriented commercial development near interchanges while preserving its small town feel and form.

Zoning and Subdivision Ordinance

The Zoning and Subdivision Ordinance is the critical legal instrument for implementing the town's goals, as expressed in the Comprehensive Plan and other policy documents. Alignment between policy documents and the zoning ordinance is necessary to ensure that Amherst gets the type of development it desires. The town's existing zoning and subdivision standards, which are combined in a single chapter in the town code, are geared more towards single-use and auto-oriented development patterns.

However, the town has made several incremental improvements in its standards to align it closer to the policy direction of revitalizing downtown and making for a more vibrant small town character that is consistent with the principles of traditional town design. For example, the zoning ordinance includes a Traffic Impact Overlay District that applies to the Ambriar area and encourages access management techniques that will preserve capacity and reduce delay on South Main Street. Several requirements of this district encourage or require the type of interconnected streets and parcels that are hallmarks of traditional town design.

Another important observation is that the zoning ordinance likely works well for development in most parts of the town. Amherst outside of the traditional developed core along the Main Street and Route 60 corridors maintains a rural look and feel that it would like to preserve. The conventional zoning standards in the ordinance work well for these low intensity areas. Where the town may want to consider refreshing its zoning and subdivision ordinances is for the more intense and traditional development areas along these corridors, which have the greatest opportunity for more compact and mixed use development. The town has already taken a step in this direction through the addition of a Central Business District zone in the ordinance.

Summary

Below are some of the highlights from the consulting team's review of the town's plans and codes, organized by eight traditional town design principles.

Pedestrian-Friendly Road Design

- The Comprehensive Plan calls for a pedestrian-friendly downtown and identifies several physical improvements to support that aim. These improvements will require additional detailed planning and implementation funding.

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- The Comprehensive Plan and Downtown Economic Restructuring Plan & Physical Improvement Strategy both identify parking as a major issue for the downtown. The zoning ordinance seeks to address it by requiring ample parking. This is related to pedestrian-friendly design because oversupply of parking can be a detriment to walkability.
- The conventional parking requirements in the ordinance may lead to an oversupply of parking in the downtown and have the unintended consequences of discouraging redevelopment of properties in the CBD zone, and making it difficult to develop a traditional historic pattern of dense walkable storefronts. Some minor updates to the zoning language, particularly for the CBD, could help developers provide suitable parking or share parking with other uses while developing or redeveloping properties in the CBD.
- The code is inconsistent in requiring sidewalks for new development. Sidewalks are a key component of infill and development in any town development areas the town designates.

Interconnected Streets

- The zoning code designates an overlay district for the Ambriar area that requires many strategies to manage access to Main Street, such as shared driveways and parking, connecting streets among adjacent parcels, and infrastructure to support walking and biking. These requirements could be a template for development in other areas designated as a town development area.
- The block length requirements, as required in the subdivision regulations, are fairly permissive, allowing for blocks for between 2,000 and 200 feet. The town could reduce these for development within any town development areas. Typical values for a development following traditional town design principles are 250 to 500 feet.

Mixed Use Neighborhoods

- While the town supports mixed use development in its Comprehensive Plan, the zoning codes does not appear to be fully aligned with this desire. The term “mixed use” is not defined, and the code is not clear on where it is allowed and encouraged.

Mixed Housing Types

- The town supports mixed housing types in its Comprehensive Plan, and the zoning ordinance allows many different housing types in several zones. However, lot size requirements may need to be adjusted in some zones to allow for the type of compact and mixed use development that is consistent with traditional town design.

Preservation of Natural Areas

- The zoning and subdivision regulations support this principle by requiring and incentivizing open space in new development, and limiting development in environmentally sensitive areas.

Reduction of Front and Side Yard Setbacks

- Setback requirements are fairly substantial for most zones, with minimums that are greater than what is typically considered traditional design. Additionally, setback maximums (also known as “build to” lines) may be suitable in areas such as the CBD, where development close to the street is desirable for creating a traditional walkable street frontage. Recent development in this

area has shown that wide minimum setbacks typically result in an auto oriented development pattern not conducive to a walkable small town character.

Reduction of Subdivision Street Widths and Turning Radii at Subdivision Street Intersections

- The town’s street width and turning radii requirements are fairly standard. The state’s Subdivision Street Requirements provide guidance on streets in Neotraditional Neighborhood Design, which may be appropriate for areas designated by the town as town development areas. However, any updates to the town’s street design standards would require coordination with VDOT.

Easy Access to Jobs, Housing, and Recreation by a Variety of Travel Options

- The town clearly would like to improve walkability and access for bikes, while also increasing job opportunities within the town. The zoning ordinance supports better access by requiring pedestrian and bicycle improvements for projects in some zones.

Principle 1: Pedestrian-Friendly Design

Plan/Policy	Findings: Pedestrian-Friendly Design	Reviewer’s Response
Comprehensive Plan	Calls for new lighting and signage in the downtown area (Pg. 30) and for creating a pedestrian-friendly downtown (Pg. 80).	Supports the principle, but requires an implementation plan and resources.
	Establishes an accepted level of service (LOS) of C for streets. (Pg. 53)	Inconclusive. Steps to improve pedestrian LOS, such as shorter crossing times and narrower streets could reduce vehicular LOS.
	Encourages interconnectivity between parcels and shared parking. This can reduce the number of curb cuts needed to provide access. (Pg. 57)	Supports the principle, but requires codification to be effective.
	Calls for building a multi-use Town Square as a central gathering spot and location for events. (Pg. 80)	Supports the principle, but there may be other more effective and less expensive solutions.
	Calls for creating an organization to coordinate downtown revitalization. (Pg. 80)	Supports the principle, but has not materialized.
	Calls for a downtown wayfinding sign system. (Pg. 81)	Supports the principle, and the town is taking steps towards implementation.

Plan/Policy	Findings: Pedestrian-Friendly Design	Reviewer's Response
	Identifies a "parking crisis" in downtown Amherst and calls for more spaces. (Pg. 88)	Parking is important, but should be carefully provided to avoid oversupplying it.
	The town adopted a "Central Business District" zoning district that covers downtown. (Pg. 110)	Supports the principle by creating a zoning designation that is naturally compatible with pedestrian-friendly design.
	Creating a more flowing transportation network for pedestrians and vehicles is identified as a critical action for downtown revitalization (Pg. 41, Comp Plan)	Supports the principle by improving transportation access to the downtown core.
Zoning & Subdivision Ordinance	In lieu of compliance with the regular parking regulations contained in this article, property owners may submit a parking master plan for approval as a special use permit. (18.1- 32.34)	Supports the principle by providing an alternate option for providing parking without oversupplying it.
	In the case of mixed uses, the parking spaces required shall equal the sum of the requirements of the various uses computed separately. (Sec. 18.1-602.05.)	Does not support the principle. Some uses generate demand at different times of the day, such as housing and office, and as such, may not require as much parking as both uses would separately.
	Zoning requires shared parking solutions to provide combined parking spaces equal to the sum required for the separate uses. (Sec. 18.1-602.02)	Does not support the principle for the reason described immediately above.
	Zoning sets minimum parking requirements. (Sec. 18.1-602.06.)	Does not support the principle because conventional parking standards may lead to an oversupply of parking.
	To encourage the use of older buildings in the downtown area, no off-street parking will be required in the case of a change in use of a building that is more than 30 years old and in the Central Business District. However, this relief shall not	Supports the principle by allowing downtown buildings to change use to reflect changing times without needing to provide additional parking. However, it may limit infill because it is difficult to provide the minimum required parking spaces in a downtown setting.

Plan/Policy	Findings: Pedestrian-Friendly Design	Reviewer's Response
	apply when calculating the parking required for any new building footprint. (Sec. 18.1-602.08.)	
	Limits development around the S. Main Street intersections with Lancer Lane, 29 Bypass Ramps, and the northern entrance to Ambriar Shopping Center for the eventual construction of roundabouts (Sec. 18.1-922.12).	Supports the principle by keeping traffic flowing at an acceptable speed and reducing conflict points between pedestrians and vehicular traffic.
	Alleys in residential subdivisions are prohibited unless the developer provides satisfactory evidence on the need for alleys (Sec. 18.1-1301.02).	Does not support the principle. Alleys support walkability be reducing driveways and curb cuts, which are potential conflict points between pedestrians and vehicles.
	Shared parking in the Ambriar area may allow for a reduction in minimum parking requirements for the Ambriar area (Sec. 18.1-922.08).	Supports the principle by avoiding oversupply of parking.
Downtown Economic Restructuring Plan & Physical Improvement Strategy	Calls for an inventory of historic buildings in downtown. (Pg. 57)	Supports the principle by supporting preservation of historic buildings, most of which were built with pedestrian-friendly design.
	Calls for a central community gathering space. (Pg. 59)	Supports the principle, but there may be other more effective and less expensive solutions.
	Calls for a branded wayfinding system directing visitors to civic, cultural, and parking resources downtown. (Pg. 61)	Supports the principle, but requires implementation resources.
	Calls for local Downtown Design Guidelines to protect buildings and guide development. (Pg. 65)	Supports the principle assuming the design guidelines would call for pedestrian-friendly design consistent with downtowns.
	Calls for a parking management plan for downtown. (Pg. 67)	Supports the principle by optimizing the match between supply and demand for parking.

Plan/Policy	Findings: Pedestrian-Friendly Design	Reviewer's Response
Pedestrian and Bicycle Plan	Calls for pedestrian and bicycle facilities identified in the plan to be constructed during planned road improvement and development projects. (Pg. 22)	Supports the principle and is a cost-effective way to make walkability improvements over time.
	Calls for more visible and ADA accessible crosswalks to highly traveled areas in town. (Pg. 24)	Supports the principle and addresses a key issue in the downtown.
	Identifies as a top priority sidewalk installation along S. Main St. (Pg. 25)	Supports the principle and is complete.
	Calls for creating trail connections or on-road extensions to create pedestrian/bike loops through new development. (Pg. 27)	Supports the principle, and is a cost-effective way to make walkability improvements over time.
	Provide bike racks at key destinations. (Pg. 27)	Supports the principle by making it easier to bike and walk in town.

Principle 2: Interconnected Streets

Plan/Policy	Findings: Interconnected Streets	Reviewer's Response
Comprehensive Plan	Calls for several sidewalk extensions and new crosswalks including along S. Main Street to connect the Ambriar area with the CBD (Pg. 48), along N. Main St. and Route 60 East, crosswalks at the traffic circle, sidewalk along Hanger Road to connect to a retirement home, and sidewalks along 2 nd Street, (Pg. 89),	Supports the principle by creating a more connected pedestrian network.
	Roads in the town are maintained by VDOT and new construction is typically funded by VDOT or developers, not the town. (Pg. 88)	Makes close coordination with VDOT important.
	South Main Street is not capable of handling the expected development of the Ambriar area. Traffic impact and access management regulations	Supports the principle by requiring connectivity between parcels as a way to reduce the number of driveways.

Plan/Policy	Findings: Interconnected Streets	Reviewer's Response
	<p>were developed and adopted in 2008. (Pg. 107)</p>	
	<p>In the Route 60/29 Bypass Development Area, proper planning for concentration of entrances, turn lanes, and acceleration/deceleration lanes is needed. (Pg. 112)</p>	<p>Supports the principle if shared driveways and interconnected streets are among the strategies employed.</p>
<p>Zoning & Subdivision Ordinance</p>	<p>Multi-family developments must provide a 4' wide paved path along at least one side of all internal streets (Sec. 18.1-906.02)</p>	<p>Supports the principle by requiring an internal sidewalk network. However, a 5' width is preferable.</p>
	<p>Calls for shared and cross access between parcels in Ambriar area (Sec. 18.1-922.08).</p>	<p>Supports the principle by connecting adjoining parcels.</p>
	<p>Requires bicycle and pedestrian accommodations in new construction and reconstruction in the Ambriar area (Sec. 18.1-922.13).</p>	<p>Supports the principle by gradually building a connected network for pedestrians and bicycles.</p>
	<p>Requires sidewalk connection between all new building entrances and all streets adjacent to the development site, in the Ambriar area (Sec. 18.1-922.13).</p>	<p>Supports the principle by making it easier to walk between properties.</p>
	<p>In the Ambriar area, "a twenty (20) foot wide bicycle/pedestrian easement shall be provided to connect cul-de-sacs, or to pass through blocks in excess of 660 feet." (Sec. 18.1-922.13).</p>	<p>Supports the principle by making it easier to walk in what otherwise would be an inhospitable environment for pedestrians.</p>
	<p>For the Ambriar area, "the street system of a proposed subdivision shall be designed to coordinate with existing, proposed, and planned streets outside of the subdivision as provided in this section." (Sec. 18.1-922.14)</p>	<p>Supports the principle by connecting adjacent developments and building a parallel street grid that can alleviate traffic pressure on Main Street.</p>
	<p>Subdivision Design Standards and Requirements call for reserving</p>	<p>Supports the principle by connecting adjacent developments and building a</p>

Plan/Policy	Findings: Interconnected Streets	Reviewer’s Response
	streets at strategic locations to provide access to adjoining properties (Sec. 18.1-1301.02).	more connected transportation network that provides more options.
	Block lengths shall not be greater than 2,000 feet or less than 200 feet (Sec. 18.1-1301.03).	Allows for block lengths that support the principle, but the high minimum (2,000 feet) is substantially longer than the 250 to 500 foot range, which is common in Traditional Neighborhood Design to support walkability.
Downtown Economic Restructuring Plan & Physical Improvement Strategy	Begin streetscape improvements working out of downtown from Centennial Square. (Pg. 64)	Supports the principle if the improvements include elements that support travel by all modes in the downtown area, which an emphasis on walkability.

Principle 3: Mixed Use Neighborhoods

Plan/Policy	Findings: Mixed Use Neighborhoods	Reviewer’s Response
Comprehensive Plan	Vacant sites in the CBD are opportunities for infill development. (Pg. 49)	Supports the principle if mixed uses are allowed by right.
	Amherst has no known sewer capacity issues (pipes too small) that would limit development. (Pg. 86)	Supports the principle by allowing for more compact development.
	The town will encourage and support increased commercial development in the Ambriar area. (Pg. 108)	Opportunity to support this principle by also encouraging a mix of uses, including residential.
	Once the water, sewer, right of way preservation, access and traffic management issues are resolved, rezoning requests and site plans are open for approval for the Ambriar area. (Pg. 108)	Opportunity to support this principle by encouraging mixed use in the long-range plans for the Ambriar area.

Plan/Policy	Findings: Mixed Use Neighborhoods	Reviewer’s Response
	Encourage the maximum utilization of master-planned residential and mixed-use concepts. (Pg. 99)	Supports the principle, but depends upon a supportive zoning code for implementation. The UDA project is a key opportunity to advance this desire.
Zoning & Subdivision Ordinance	The zoning ordinance does not define “mixed use” or “mixed use development.”	Does not support the principle; important to define what is meant by “mixed use” development.
	The Ambriar area, which is a target area for redevelopment, is zoned B-2 “General Commercial District.”	Opportunity to support the principle by allowing for mixed use within this zone.
	B-2 and CBD zone in the zoning code have the same description (Sec. 18.1-706.1.01 and Sec. 18.1-707.01)	Opportunity to support the principle by providing a new description for the CBD that explicitly encourages mixed use.
	The minimum acreage for developing a PUD is 15 acres (Sec. 18.1-917.04).	Supports the principle by allowing for PUD, which often is used to implement mixed use development.
	The town adopted a “Central Business District” zone that covers downtown. (Comp Plan Pg. 110)	Opportunity to support the principle by encouraging mixed use development in the CBD through the zoning code.

Principle 4: Mixed Housing Types

Plan/Policy	Findings: Mixed Housing Types	Reviewer’s Response
Comprehensive Plan	Town has considered requiring more parking for new multifamily developments. (Pg. 89)	Does not support the principle if it makes multifamily cost prohibitive or requires more parking than necessary.
	The town has designated areas for higher density development and has worked to make water/sewer available to these areas. (Pg. 99)	Supports the principle by allowing for more compact housing development that increases options, such as townhomes and apartments.
	Encourage a range of housing types to support varied population segments and income levels. (Pg. 99)	Supports the principle, but depends upon a supportive zoning code for implementation.

Plan/Policy	Findings: Mixed Housing Types	Reviewer's Response
	Review and orient zoning regulations to provide a range of housing densities that will complement the provision of community facilities and that will encourage varied, interesting and safe residential and mixed-use neighborhoods. (Pg. 99)	Supports the principle, but depends upon a supportive zoning code for implementation.
Zoning & Subdivision Ordinance	Minimum lot area in the R-3 district is 7,500 square feet for single family, 6,000 for semidetached, 9,500 for two family, and 16,000 + 4,000 per each unit over 2 (Sec. 18.1-801)	May want to reconsider minimum lot requirements in light of new traditional development types in other communities.
	Single family housing allowed by right in the CBD (18.1-49.34)	This type of housing is better suited for the residential zones and may preclude more traditional, compact mixed use development if single family houses are developed on key parcels.
	Minimum lot area for multifamily in the R-3 district and CBD is the same (Sec. 18.1-801)	Opportunity to support the principle by allowing for smaller lot areas in the CBD, where compact development is most compatible with existing development.
	Accessory buildings are allowed in residential districts, but must be at least 15 feet from the main building and rear lot line (Sec. 18.1-901.02).	Supports the principle by allowing for accessory dwellings.
	The minimum lot size for a townhome is 1,200 square feet (Sec. 18.1-912.01).	Supports the principle by allowing compact townhome development.

Principle 5: Preservation of Natural Areas

Plan/Policy	Findings: Preservation of Natural Areas	Reviewer's Response
Comprehensive Plan	Care will be taken during development review to ensure that sensitive areas are not harmed more than necessary. (Pg. 93)	Supports the principle by making preservation of natural areas a key part of development review.

Plan/Policy	Findings: Preservation of Natural Areas	Reviewer's Response
	The Town will continuously review and orient zoning regulations to provide for a controlled growth which will be friendly to the environment. (Pg. 93)	Supports the principle by incorporating environmental concerns into zoning and subdivision regulations, but requires implementation through code.
	Flooding presents little threat to the developed areas of the town. (Pg. 94)	Supports the principle because the developed areas of the town are not in the floodplains.
	The town discourages the demolition of historic structures unless all other options have been explored. (Pg. 95)	Supports the principle by encouraging adaptive reuse of historic buildings before they can be demolished, but requires implementation through code.
	The town strongly supports the reuse of older structures where possible. (Pg. 95)	Supports the principle by encouraging adaptive reuse of older buildings, but requires implementation through code.
	The town is committed to establishing itself as a commercial, cultural, and resource center for Amherst County and Region 2000. (Pg. 95)	Supports the principle by using the town's natural and cultural resources as assets for economic development.
	Reserve open space in areas of expected population concentrations. (Pg. 103)	Supports the principle, but required implementation through the code.
Zoning & Subdivision Ordinance	Zoning allows for parking to be constructed using several different materials (Sec. 18.1-602.04.1)	Supports the principle if permeable surfaces are allowed and encouraged.
	Multi-family housing development must include common open space equal to 1 percent of the gross area of the site for each dwelling unit per acre of density (so for a development of 8 units per acre, 8 percent of the development should be common open space) (Sec. 18.1-906.02).	Supports the principle by preserving open space in new compact development, but may cause hardship for people looking to develop land in the CBD.
	Developers may propose an increase in landscaping or site beautification, or relocation of parking to the rear of	Supports the principle by providing incentives for providing green space and for design features that are consistent

Plan/Policy	Findings: Preservation of Natural Areas	Reviewer's Response
	the building, in exchange for a larger building site, setback alterations, or reduction in parking requirements (Sec. 18.1-920.09).	with traditional town design principles, such as lesser setbacks and locating parking behind buildings.
	Zoning restricts development of land that is subject to flooding, improper drainage, or erosions (Sec. 18.1-1301.01)	Supports the principle by considering environmental constraints in site planning and development review.
	"Land to be subdivided shall be laid out and improved in reasonable conformity to existing topography, in order to minimize grading and cut and fill, and to retain, insofar as possible, the natural contours, limit storm water runoff, and conserve the natural cover and soil." (Sec. 18.1-1301.05)	Supports the principle by considering environmental constraints in site planning and development review.

Principle 6: Reduction of Front and Side Yard Setbacks

Plan/Policy	Findings: Reduction of Front and Side Yard Setbacks	Reviewer's Response
Comprehensive Plan	Calls for relieving the front setback requirements in some or all of the downtown area. (Pg. 110)	Supports the principle, and has been implemented through the code, although setback maximums may be appropriate for the CBD zone.
Zoning & Subdivision Ordinance	Zoning requires a front setback of 50' in the B-2 District (Sec. 18.1-804).	Does not support the principle for areas where the town would like to encourage traditional design. In these areas, very low minimum setbacks or even maximum setbacks may be applied.
	Zoning requires a front setback of 30' in the R-3 (high density res) district (Sec. 18.1-804).	Does not support the principle for areas where the town would like to encourage traditional design. In these areas, very low minimum setbacks or even maximum setbacks may be applied.

Plan/Policy	Findings: Reduction of Front and Side Yard Setbacks	Reviewer's Response
	There is no minimum setback for the CBD zone (Sec. 18.1-804).	Supports the principle, although maximum setbacks may be appropriate in this zone.
	Minimum side setbacks in residential zones range from 10 to 20 feet (Sec. 18.1-804).	Supports the principle, although reducing minimum side setbacks may allow for more compact residential development in areas where it is desired.
	The zoning does not specify maximum setbacks for the CBD.	Opportunity to encourage maximum setbacks or build-to lines in the CBD.
	Zoning requires all buildings in large scale development (60,000 sq. ft. floor area for a building or group of buildings under common ownership) to be set back 75 feet from the right of way of arterial highways.	Opportunity to relax this standard to allow for traditional design principles in town development areas.
	The minimum lot area for residential uses is specified in the zoning, and front setbacks are 20 feet for single and two-family units, and 10 feet for multi-family units (Sec. 18.1-917.07).	Opportunity to provide flexibility in the design standards for areas designated as town development areas.
Downtown Economic Restructuring Plan & Physical Improvement Strategy	Encourage infill redevelopment at 2 nd and Main that would place parking behind new development. (Pg. 64)	Supports the principle, but is a long-term proposition at this site since redevelopment appears unlikely in the near term.

Principle 7: Reduction of Subdivision Street Widths and Turning Radii at Subdivision Street Intersections

Plan/Policy	Findings: Reduction of Subdivision Street Widths and Turning Radii at Subdivision Street Intersections	Reviewer's Response
Zoning & Subdivision Ordinance	Zoning states that in subdivisions "street intersections should be as nearly at right angles as possible with no street intersection being at any	Supports the principle.

Plan/Policy	Findings: Reduction of Subdivision Street Widths and Turning Radii at Subdivision Street Intersections	Reviewer's Response
	angle of less than 60 degrees." (Sec. 18.1-1301.02).	
	"In no case shall the right-of-way of any subdivision street be less than 50 feet in width." (Sec. 18.1-1301.02).	Does not support the principle, and VDOT's Subdivision Street Requirements provide criteria for when a narrower right-of-way is suitable. (Pg. B-13).

Principle 8: Easy Access to Jobs, Housing, and Recreation by a Variety of Travel Options

Plan/Policy	Findings: Easy Access to Jobs, Housing, and Recreation	Reviewer's Response
Comprehensive Plan	Amherst functions as a bedroom community for Lynchburg. In 2000, more than 40% of Amherst's population commuted to jobs outside the county. (Page 32)	Opportunity to attract more of the region's development to Amherst.
	The safety characteristics of school driveway intersections with arterial roads is a town concern. (Pg. 88)	Opportunity to address the concern through traffic calming techniques consistent with Traditional Neighborhood Design.
	Recognizes that Amherst has the largest collection of historic buildings in the county, is set amid rolling hills and mountain views, and hosts many events, which represent an opportunity to attract more families and tourists. (Pg. 41)	Opportunity to attract more of the region's development to Amherst.
Zoning & Subdivision Ordinance	Zoning allows for home occupations (Sec. 18.1-905.02).	Supports the principle by allowing live-work arrangements.
	Requires bicycle parking in the Ambriar area (Sec. 18.1-922.13).	Supports the principle by making bicycle travel easier.

Appendix C: Community Meeting Summary

More than 60 people attended a community meeting at Amherst Town Hall on February 3, 2016. The consulting team asked attendees to share their ideas on how and where they would like to see Amherst

grow over time. The consulting team presented slides that introduced the project and asked for feedback from the attendees on two questions:

1. What possibilities for Amherst excite you the most?
2. How would you like to see the town change over the next 10 years?

The tables below summarize attendees’ answers to these questions.

Question 1 (Most Exciting Possibilities)

Ideas	Mentions
More retail & local businesses	***** (11)
More walkable and bike able town (more sidewalks, trails, handicapped access)	***** (11)
Another grocery store (healthy/organic)	***** (6)
More downtown small businesses	****
Vibrant downtown (new development & public spaces)	****
Balance growth with maintaining character	***
More public gathering spaces	***
More parking downtown	***
More restaurants	**
Future development of Ambriar area as a destination	**
Preserve and build on history	**
No urban development areas, less planning, and more free enterprise	**
More housing types (affordable, attractive, senior housing)	**
More things to attract/retain young people	**
More landscaping	**
More public involvement	*
Thriving Sweet Briar College	*
More outdoor recreation	*
Proximity to Lynchburg and Charlottesville	*
Mid-range hotel rooms	*
Reuse of the train station	*

Art community	*
Financial savings from combining town and county services	*
Work with the county to advance economic development	*
Mixed use development	*

Question 2 (Specific Changes)

Ideas	Mentions
Move wires underground or move behind Main Street (downtown)	***** (10)
A trail between Sweet Briar College and Ambriar	***** (6)
High speed internet/Wi-Fi (working with county)	***** (5)
Outdoor dining	**
Trolley bus/shuttle around town	**
Farmers Market	**
Old fashioned lamps downtown (maybe with hanging baskets)	**
Make Route 60 a more scenic drive into town	**
Upscale retirement community or condominiums	**
Improved signage	**
Clean up and paint the downtown area	*
Add architectural interest to buildings	*
Enforce codes to prevent unattractive housing and property maintenance	*
State of the art playground	*
Lower taxes and regulations	*
Development of gravel parking behind Main Street	*
A map of Amherst	*
An ice cream shop	*
A community calendar with input from all local organizations, churches, non-profits, and local government	*
A downtown park with trees, grass, and benches	*

2nd floor apartments downtown	*
Improve old business signage	*
Sidewalk on Sunset Drive (and possibly other side streets)	*
A bike trail	*
Sidewalk on Route 60	*
Condominiums marketed to retirees	*
Ensure sufficient water supply for demand and fire department	*
Improve lighting on existing sidewalks	*
New housing for young families	*
A coffee shop	*
Rehabilitation of older properties	*
Improve downtown lighting	*
Bring roads up to a better standard	*

Map Comments

The consulting team also presented draft versions of the framework maps and conceptual design plans for downtown and the Ambriar area, and the proposed Town Development Area map. The final versions of each of these maps are presented earlier in this report. Attendees wrote their comments on Post-It notes, which they placed on the map corresponding with their comment. This section summarizes those comments by map.

South Gateway Framework Map

- Buffer between new commercial on the Ambler property and residential areas off Waugh’s Ferry Road is appreciated.
- Need for a walking and biking path from Sweet Briar College and Ambriar.
- College students love the Ambriar shopping center.

Ambler Conceptual Design Plan

- Elder housing in the new development would be good. Would enable tutoring, relationships between young students and older population.
- New shops should front the street, not face the parking in the back.
- Should show a sidewalk along South Main Street.

Downtown Framework Map

- Challenges
 - Improve facades and add fresh paint.
 - Add architectural interest to plain building fronts.

Amherst Town Development Area Study

- Facilitate outdoor sidewalk café seating.
- Opportunity
 - Small downtown park with trees, grass, and benches.
 - Encourage artists to use downtown space for gallery space or studios.
 - Bury utility lines.
 - Cobble the sidewalks.
 - Add signage indicating the history of historic homes.
 - Park and walking trail through the area designated as a steep slope.

Downtown Conceptual Design Plan

- Consider a two-story parking structure behind Main Street.
- The parking behind Main Street along Kent Street is sued by business owners and residents. Think about how the 1-way drive and parking concept will affect these people.

Town Development Area

- Start a free shuttle through the town.
- The town needs a public park; consider spaces in the north end of the Ambriar area.
- The roundabout is very unsafe to runners and walkers at the current moment.
- What potential does the train station have?

Appendix D: 2nd/Main Street Walkability and Traffic Calming Illustrations

Downtown walkability and traffic calming are key issues that emerged during the Town Development Area study. At the community meeting, people identified making the Town of Amherst more pedestrian and bike friendly as the most exciting possibility for the future. The town took an important step in this direction by extending a sidewalk south along Main Street from downtown to the Ambriar Shopping Center. The town is also pursuing funding to construct a sidewalk on Route 60 between the roundabout and the Route 29 Bypass. Furthermore, the town is preparing in 2016 to conduct a walkability audit and plan for the downtown area. This appendix presents a series of illustrations that will be helpful to the latter effort.

The illustrations presented on the following pages show how some common design strategies for making a street more pedestrian friendly, which could be applied at the intersection of Main Street and 2nd Street. This is a prominent intersection at the heart of downtown Amherst. Yet the current design is oriented towards keeping traffic moving swiftly along Main Street.



Figure 10 - Main and 2nd Intersection. Existing Conditions (Left), Illustration of Potential Improvements (Right)

Below is a brief description of each illustration. It is important to note that these illustrations do not reflect a plan or policy adopted by the Town of Amherst. The purpose of these illustrations is merely to stimulate discussion and show what is possible to maximize walkability and traffic calming. The town is planning to study this area further during the summer and fall of 2016. That process will include more discussions about the ideas presented in these illustrations and the tradeoffs between improving walkability and traffic calming with other important town goals, such as providing plenty of convenient parking.

- 1. Site Plan:** Describes and shows the location of all improvements shown in the street level and elevated perspective illustrations. The improvements include wider sidewalks; new handicapped accessible curb ramps; bulb-outs (also called curb extensions); textured paving within the intersection; a town gateway sign; new street trees within the new sidewalk; and alterations to the parking area at the shopping center in order to yield more parking spaces, improve pedestrian ways, and add landscaping.
- 2. Perspective - Looking South Towards Main and 2nd Street Intersection:** Shows the improvements from a street level perspective.
- 3. Perspective - Town of Amherst Gateway Sign with Landscaping:** Shows a new gateway sign and landscaping in front of the small shopping center at Main and 2nd Streets from a street level perspective.
- 4. Perspective - Looking North Towards Main and 2nd Street Intersection:** Shows the improvements from a street level perspective.
- 5. Perspective - Looking North Towards Main and 2nd Street Intersection:** Similar to the previous illustration, but from an elevated perspective.
- 6. Elevated Perspective - Looking South Towards Main and 2nd Street Intersection:** Shows the improvements from an elevated perspective.
- 7. Site Plan - Approximate Dimensions:** Shows the dimensions of the improvements suggested in the concept site plan.



TOWN OF AMHERST - URBAN DEVELOPMENT AREA GRANT PROGRAM

Intersection Concept at Main and 2nd Streets

Site Plan



TOWN OF AMHERST - URBAN DEVELOPMENT AREA GRANT PROGRAM

Intersection Concept at Main and 2nd Streets

Perspective - Looking South Towards Main and 2nd Street Intersection



TOWN OF AMHERST - URBAN DEVELOPMENT AREA GRANT PROGRAM

Intersection Concept at Main and 2nd Streets

Perspective - Town of Amherst Gateway Sign with Landscaping



Sidewalk extension
with new ADA
curb ramp

New street trees
and lights in sidewalk
extension

TOWN OF AMHERST - URBAN DEVELOPMENT AREA GRANT PROGRAM

Intersection Concept at Main and 2nd Streets

Perspective - Looking North Towards Main and 2nd Street Intersection



TOWN OF AMHERST - URBAN DEVELOPMENT AREA GRANT PROGRAM

Intersection Concept at Main and 2nd Streets

Perspective - Looking North Towards Main and 2nd Street Intersection



Redevelop parking lot of existing shopping center to yield more parking spaces, safer pedestrian ways and landscaping

Town of Amherst Gateway Sign with landscaping

Textured paving at intersection and 10-foot crosswalk to meet VDOT standards

Sidewalk extension with new ADA curb ramp

Outdoor cafe opportunity

New street trees and lights in sidewalk extension

Note: Overhead utilities are not shown in perspective and are recommended to be installed underground in the future.

TOWN OF AMHERST - URBAN DEVELOPMENT AREA GRANT PROGRAM

Intersection Concept at Main and 2nd Streets

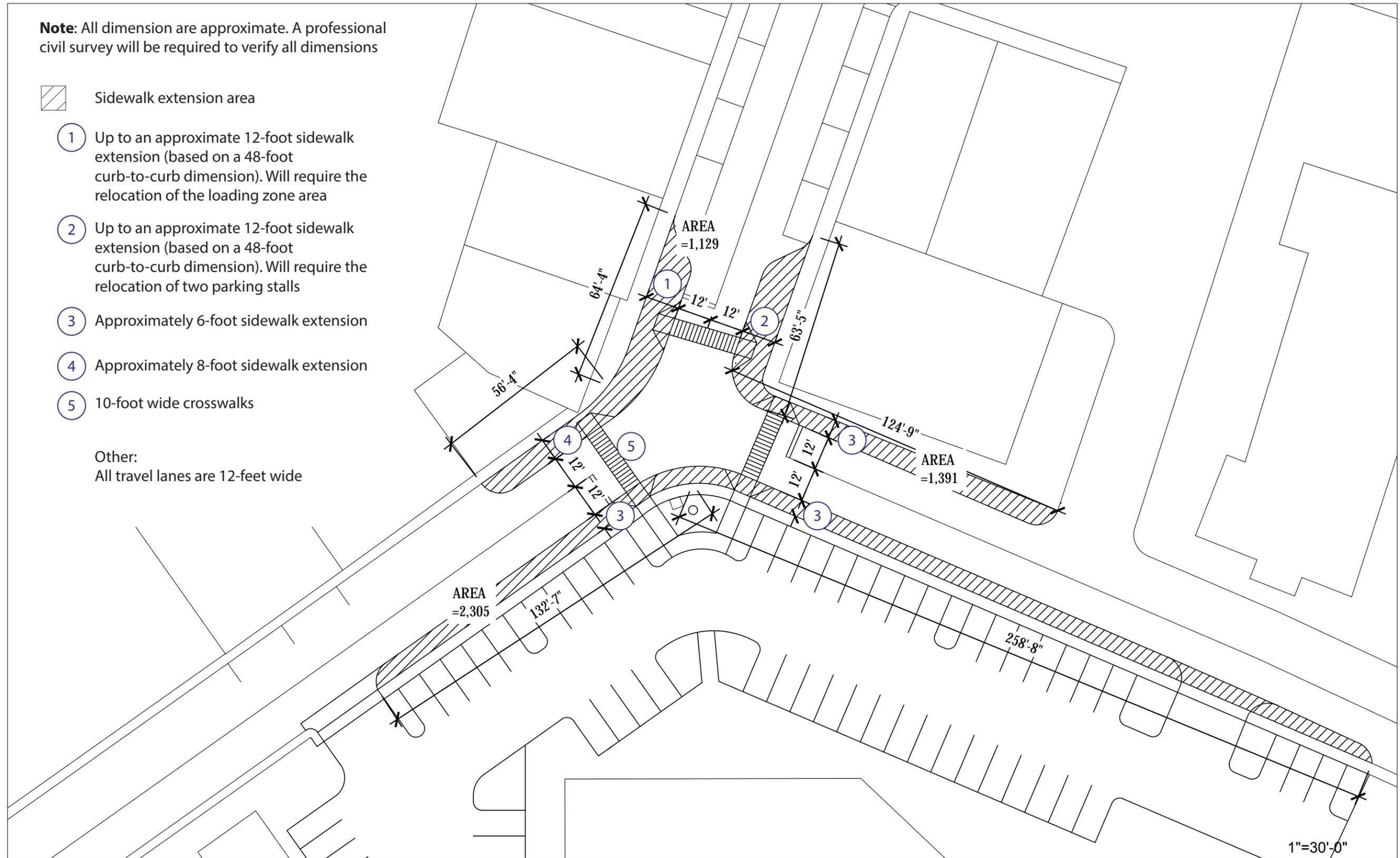
Elevated Perspective - Looking South Towards Main and 2nd Street Intersection

Note: All dimension are approximate. A professional civil survey will be required to verify all dimensions

 Sidewalk extension area

- ① Up to an approximate 12-foot sidewalk extension (based on a 48-foot curb-to-curb dimension). Will require the relocation of the loading zone area
- ② Up to an approximate 12-foot sidewalk extension (based on a 48-foot curb-to-curb dimension). Will require the relocation of two parking stalls
- ③ Approximately 6-foot sidewalk extension
- ④ Approximately 8-foot sidewalk extension
- ⑤ 10-foot wide crosswalks

Other:
All travel lanes are 12-feet wide



TOWN OF AMHERST - URBAN DEVELOPMENT AREA GRANT PROGRAM

Intersection Concept at Main and 2nd Streets

Site Plan - Approximate Dimensions