

NORTH SQUARE

SNAPSHOT



Located three miles from Amherst's downtown and half a mile from the University of Massachusetts, the site is primed for the type of sustainable development described in Amherst's Master Plan:

- Compatibility with expanding retail:** The site benefits from the first two phases of W.D. Cowls, Inc's investment in *The Mill District* (Atkins Market and Trolley Barn) as well as the Town's recent investment in new water and sewer infrastructure, roadway, bike, and pedestrian improvements, and upgrades to the Town-owned ball fields and recreation areas in North Amherst. In addition to Atkins Market, the Trolley Barn is now home to Lift Hair Salon and local restaurant Bread and Butter. Future customers and residents are also within walking distance of other retail and community services, including Cumberland Farms, Amherst House of Pizza, Watroba's Liquor, the Harp Pub, and more.
- Public amenities:** The Mill River Recreation Area, Town-owned baseball fields on Montague Road, Cherry Hill Public Golf Course, North Amherst Public Library, and US Post Office are within easy walking distance.
- Public transit:** Bus service to the University of Massachusetts and downtown Amherst via bus routes 31, 33, and 46 is provided by the Pioneer Valley Transit Authority through a bus stop directly across the site on Cowls Road, as well as stops along Route 63 and Sunderland Roads.
- Public investment:** The town has made recent investments in public infrastructure including increased water and sewer capacity, road and sidewalk expansion, and paving.



Trolley Barn



Atkins Market

LOCATION CONTEXT

Located about 3 miles north of downtown Amherst and a mile from the UMass campus, North Square at The Mill District is in the heart of North Amherst between Cows Road, Sunderland Road, and Route 63 (also known as Montague Road).

SITE HISTORY

The proposed project is located on approximately five acres within an existing fourteen-acre parcel at the intersection of Cows and Route 63. The 14-acre parcel has been held in the Cows family since 1741. The Cows family is conveying the project site to leverage the deep experience of Beacon Communities. North Square is community that responds to the Town's immediate needs for affordable and market rental housing appropriate for young professionals, families and seniors, and expanded experiential retail as it redevelops the land for continued use and enjoyment for generations to come.

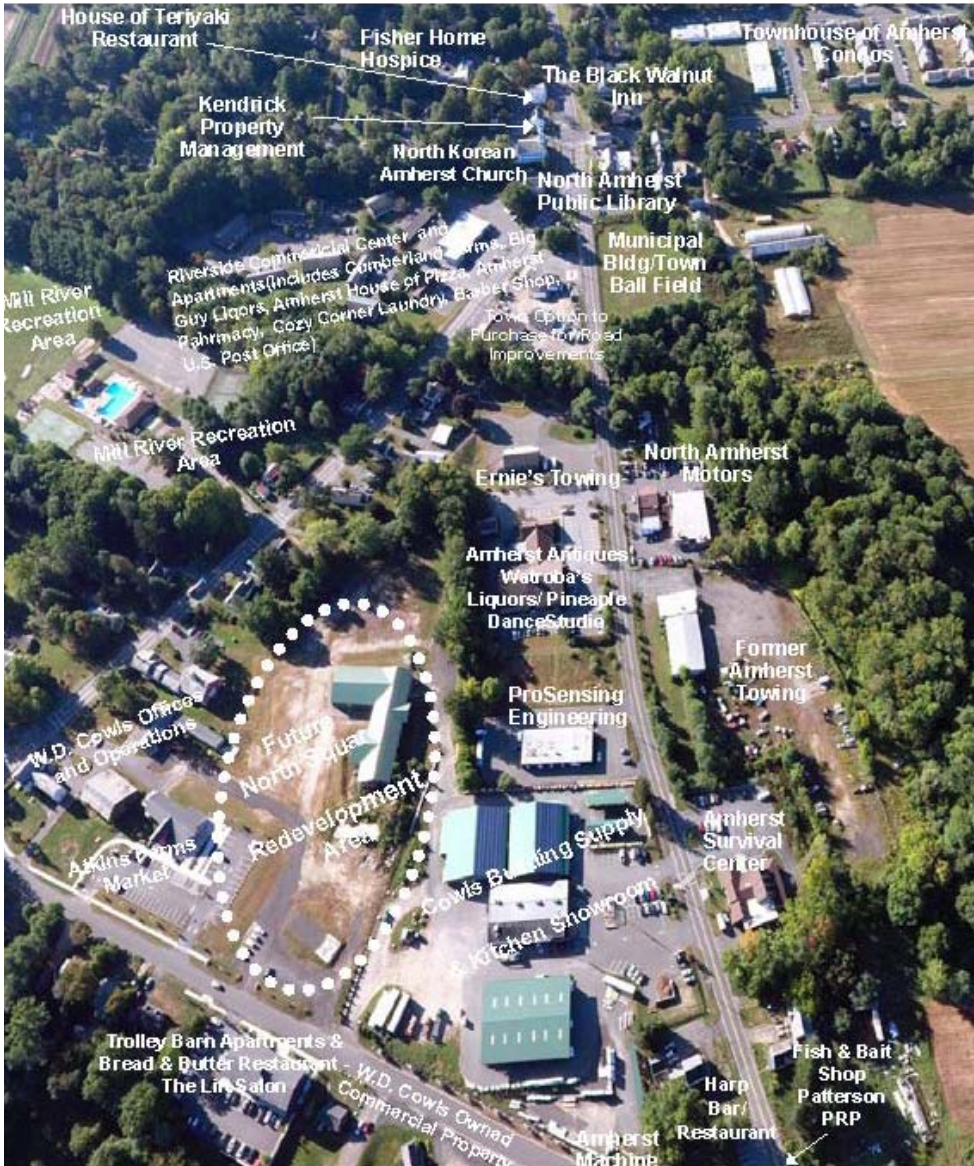
DEVELOPMENT SITE & SURROUNDING USES

North Square will complement the existing commercial and retail businesses in North Amherst and create a new town center on a currently inactive blighted industrial site, which now houses an inoperable sawmill building. Surrounding uses include a storage barn, W.D. Cows corporate office, Hobart House and Barn, and a series of single family homes, along with commercial businesses including Cows Building Supply, Prosensing, Watroba's Liquors, and the Pineapple Dance Studio. The proposed development aims to bridge between the historic character of the buildings to the east and the commercial activities to the immediate north and west of the site.

The site is optimal for redevelopment since there is access to water, sewer, cable, internet, and electricity infrastructure. The site on Cows Road has access from several major roadways—Route 116, Route 63, and Sunderland Road. In addition, the site does not pose any significant challenges – there are no wetlands, endangered species, flood plains, agricultural land or environmental concerns. The proposed development is consistent with and will complement the existing residential, retail, and commercial land uses immediately surrounding the site. Few other developable land parcels in Amherst offer the same access to utility services and roadways, or ability to be developed—according to the Town's website, 58.05% of Amherst's land is either permanently protected, partially protected, or institutionally owned.

Located within a large commercial district, North Square will complement nearby land zoned for a professional research park, village center businesses, and recreation as well as some single-family residences directly to the east of the site that are owned by the Cows family. *North Square will be a community destination that knits these areas together.*

NORTH SQUARE



An aerial view shows nearby commercial businesses (Photo by Evan Cows.)



The site is identified as primed for Village Center development by the Amherst Master Plan (Town of Amherst Master Plan, Land Use Policy Map, page 40).

NORTH SQUARE



Top: View of site from Cows Road facing west; Bread and Butter and other commercial uses pictured to right of road, the proposed development site is to the left.

Bottom: View of the site facing east, including the recently rehabilitated barn that is now Atkins Market.



site context

NORTH SQUARE



Top: View of site from Cowls Road facing east; Bread and Butter and other commercial uses pictured to left of road, the proposed development site is to the right.

Bottom: Aerial of project site across Cowls road, with Route 63 to the left and Sunderland Road to the right.

