



North Square at the Mill District
Comment Summary
September 19, 2016 - January 5, 2017

“Retail Idea”

Sep 19, 2016 | coUrbanizer via Text

“A little bistro w/good wine and/or a pub (w/microbrews and good wine) with outdoor seating where kids can play.”

Re: “Retail Idea”

Oct 20, 2016 | Gerald Downes

“A place where kids can play is a great idea. We have a dearth of those around Amherst, although we consider ourselves to be a family oriented community.”

“Retail Idea”

Oct 01, 2016 | coUrbanizer via Text

“Music venue”

“Small play area”

Dec 06, 2016 | Katherine Schmeiser

“It would be great to have a small, safe, play area for kids to play while adults gather, relax, and have coffee/treats. All the parks in Amherst are so isolated from food/adult entertainment.”

Re: “Small play area”

Dec 08, 2016 | Beacon Communities

“Thanks for your comment Katherine! We just added a rendering that shows an expanded view of the play area. Check it out and let us know what you think. We’ll also be at Town Hall tonight at 6:00pm, presenting the project at a Public Zoning meeting. We’d love to meet you if you have time to stop by!”

“Retail Idea”

Oct 02, 2016 | coUrbanizer via Text

“A place for kids to play while parents have coffee and talk.”

“Regarding retail/commercial space”

Nov 04, 2016 | Thomas Crossman

“Don't forget, "Health and Wellness". Aging adults, as well as young adults, are at a point where they take their health and wellness seriously. Having a fitness center that is walking distance for the residents is a great way to develop and nourish community. Examples of local success stories would be, yoga center amherst, or Be FIT Health Club. These examples create foot traffic to their programs and positive energy.

Just a thought.”

Re: “Regarding retail/commercial space”

Nov 04, 2016 | Beacon Communities

“Hi Thomas, nice to hear from you again!

Wellness Programs are an important part of each Beacon Community. These programs typically consist of a combination of specialized spaces and programs, including a dedicated wellness office, fitness, and rehabilitation center (or a fitness center in the retail space), and site-specific activities that are relevant to the needs of the community population. Some programs we offer residents include classes in nutrition, smoking cessation, physical fitness, and computer learning. Check out our Resident Services page for more information. www.beaconcommunitiesllc.com/living-well-by-design/services/”

“Retail Idea”

Oct 01, 2016 | coUrbanizer via Text

“A very good wifi/broadband cafe”

“Retail Idea”

Oct 29, 2016 | coUrbanizer via Text

“A couple of ideas: a beer garden, like Frankford Hall in Philadelphia, or a public- like space, such as Mill 180 Park in nearby Easthampton.”

Re: “Retail Idea”

Oct 30, 2016 | Gerald Downes

“I love these ideas. Especially an indoor space similar to Mill 180 Park!”

Re: “Retail Idea”

Nov 03, 2016 | Beacon Communities

“Looking at the Mill 180 Park website, what a great use of space! Thanks for sharing!”

“Retail Idea”

Oct 28, 2016 | coUrbanizer via Text

“Would love to have a live music venue”

Re: “Retail Idea”

Nov 04, 2016 | Peter Everett

“Yes -- go call the people over at the Parlor Room in Northampton. I'll bet they could do something great up here.”

“A mix of preservation and modernization”

Sep 29, 2016 | Kurt Bahneman

“How about preserving the old lumber mill and making it into a museum about logging/mill history of the area!? I would love to see the inner workings of a lumber mill and learn about the history of the area. It may spawn inspiration for the current generation to get out on the local trails and explore the awesome trail systems/ woods surrounding Amherst. I also feel that the more pedestrian/bike friendly it is to access the Mill District the better! Green space and family friendly environment are important for community. A proper coffee shop and wood fired pizza are strong contenders for good business opportunities.”

“Upscale Wine and Spirits Boutique”

Nov 10, 2016 | Michele Miller

“I would truly love to see an upscale wine shop like Amherst Wines & Spirits. It would be wonderful if it could double as a wine bar with live music.”

“Restaurant Suggestion”

Nov 03, 2016 | Marcy Dyer

“I would love to have a seafood based restaurant in Amherst. There has been a void in that area since Zoe's closed a few years back.”

Re: “Restaurant Suggestion”

Nov 03, 2016 | Beacon Communities

“Great idea Marcy! Thanks.”

“Retail Idea”

Sep 22, 2016 | coUrbanizer via Text

“You should put a cookout next to Atkins.”

“Retail Idea”

Sep 22, 2016 | coUrbanizer via Text

“A place to work out!”

“Retail Idea”

Sep 26, 2016 | coUrbanizer via Text

“Cvs”

“Retail Idea”

Sep 28, 2016 | coUrbanizer via Text

“What I would like to have in the Mill District: 1. Gas station 2. Food co-op or some grocery store bigger than Atkins (though Atkins is great). Thanks!”

“Retail Idea”

Sep 30, 2016 | coUrbanizer via Text

“Brewery/restaurant with awesome food or Mission Cantina #2 with more seating, HomeGoods, Jenny Boston, urban exchange type of adult consignment or women's fashion & accessories.. A kids playground outside would be sweet too”

“Authenticity and Education”

Oct 01, 2016 | Jo Roberts

“There needs to be some kind of education piece on the local community - the farming aspect as well as local poverty, etc. Maybe that means having a town information office there, or something from 4-H, or an item donation space from the Survival Center. Maybe a community garden or a small food forest with open access not only by residents of the housing at the center but anyone in the community. If we're going to create a hip new urban center don't throw local culture under the bus. I don't want to see the area transformed in a way that throws what we DO have out the window. We can have modernization without losing our roots.”

“Retail Idea”

Oct 04, 2016 | coUrbanizer via Text

“Luv the wide open space. No buildings - mayb farmers' market type area.”

“Retail Idea”

Oct 06, 2016 | coUrbanizer via Text

“Vintage shop during the day and a bar at night”

“Retail Idea”

Oct 08, 2016 | coUrbanizer via Text

“SL”

“Retail Idea”

Oct 13, 2016 | coUrbanizer via Text

“Optician.”

“Retail Idea”

Oct 16, 2016 | coUrbanizer via Text

“Bertuccis2 bertuccis”

“Retail Idea”

Oct 16, 2016 | coUrbanizer via Text

“Bookstore!”

“Retail Idea”

Oct 16, 2016 | coUrbanizer via Text

“Bar/night club”

“Things I’d like to see”

Nov 04, 2016 | Nicola Usher

“A beer garden and/or wine bar with outdoor space and room for kids to run around, bowling alley, nail salon, consignment/thrift store.”

“Bowling alley; gym/play area for young people; coffee shop”

Nov 04, 2016 | Joann Griswold

“Many local people have for years talked about having a bowling alley. A place for young people to exercise, have fun shooting baskets etc would be great..or just play games. A coffee shop where you can actually get a seat. There are many coffee shope in town however people walk in with their laptops and sit for 4 hours nrsing one beverage....If more than one person enters, it is difficult to find a place to sit...if that one person can. I have seen and been in a group of 4 and unable to be seated...3 hours later we returned, and LO ! the same people sitting with the laptops and drained glasses or cups...One couple told me they were made to feel unwelcome because they did not fit into the 18 to 35 year old age group...(not uncommon complaint.)”

“bowling alley”

Nov 05, 2016 | Joann Griswold

“For years, local people have voiced the need for a bowling alley...it would be great to have one, and with an attached cafe, or play area for young children while their parents bowled..etc”

“coffee shop without wifi, or in specific area”

Nov 05, 2016 | Joann Griswold

“A coffee shop where you could plan on going in and getting a seat and not have to compete with people who take their laptops in and nurse a beverage for hours. Coffee shop in town turns people away because they cannot get seating due to laptop use by people who stay for a long time.”

“Half-Decent American Chinese food.”

Nov 07, 2016 | Michael Bertram

“As Amherst residents you know the struggle of getting some good ol' greasy American Chinese food, All the rest of the stuff around town not very good, and even worse, they all close at ten! I know we have some wonderful authentic places around, but that still leaves the untapped market of greasy, wholesome American Chinese food. As long as it delivers, is open late, has a nice atmosphere and some good drinks, it has unlimited potential of hitting the mark with with students and residents alike.”

“More Housing. Less Surface Parking.”

Dec 06, 2016 | Nic C.

“I'd like to echo some of the comments from others that welcome, celebrate this project. And add that much of the surface parking space should be used for additional housing. Perhaps even incorporating affordable townhomes. I understand the desire, need for parking in this area but believe it can be designed into the space with more creativity. I'm also all in for more restaurant options!”

Re: “More Housing. Less Surface Parking.”

Dec 08, 2016 | Beacon Communities

“Hi Nic,

Thanks for sharing your thoughts! We've done our best to balance the use of the site between creating housing and retail while having an open area and parking which is needed for both housing and retail patrons. We hope people will take advantage of Mill Valley Recreation nearby as well.

We're excited to see what restaurant options eventually open at North Square too! Please keep your ideas coming and if you can, join us tonight at 6:00pm Town Hall for the 2nd public meeting with the ZBA."

"things I'd like/not like..."

Dec 08, 2016 | Laura LeClair

"A play space with some real risk, and natural elements for children, not one of those plastic climbing structures with no real challenge.

No chain restaurants, please!

Make sure the public bus runs to the place regularly, frequently.

Restaurants/cafes with outdoor seating. I couldn't see any on the plans/renderings.

A small music venue that is not a dive.

A home goods store that is not high end, like a good old fashioned 5&10 used to be.

Thanks!!"

"3 Reasons We Need This Project"

Dec 09, 2016 | Shalini Bahl

"As a mindfulness teacher and researcher in business, I am trained to look at projects from the perspective of multiple-stakeholders. In attending the meeting before the zoning committee I was impressed by the thoroughness in preparation and presentation by the Beacon team comprising mostly of women. I was particularly struck by their calm presence, transparency and sense of humor. Here are my 3 reasons we need this project:

- 1) As a small business owner in downtown Amherst, I see a lack of entrepreneurial energy in Amherst. Being primarily a college town, there is not much push for entrepreneurial activity that is needed for many of us creative small businesses to thrive. I would like to be part of this energizing new project that stimulates new business opportunities for so many people. Not to mention millions of dollars of tax revenue that this project is going to generate for Amherst.
- 2) This project serves diverse groups of people including professionals, empty nesters, people needing affordable housing, and businesses looking to be part of a thriving, neighborly community. Right now there is no such mixed-use community.
- 3) This project is a collaboration between two socially responsible businesses - Cowls recently won the sustainability award and is known for supporting social causes like the Survival Center & Beacon has done a great job with their other projects like the Rolling Greens. We need more

businesses such as these that have demonstrated a commitment to enhance well-being of multiple stakeholders to be truly sustainable.”

“Cobenefits to students and town residents”

Dec 11, 2016 | Laurel Dickey

“Developing this area with mixed income housing and retail would greatly benefit both students and town residents. Students are an asset to the town, and we need to be sure to provide them with needed housing and amenities.”

“Retail suggestions”

Dec 11, 2016 | Joylyn Lombard

“Cafe with cozy reading area, wine bar, (host local entertainment, poetry, open mic nights), gym, yoga studio, farmers market/local co-op. Specialty grocery stores, restaurant, book store, small movie theater featuring independent films.”

“Apartments”

Dec 11, 2016 | Joylyn Lombard

“I really hope cats will be allowed. A bonus would be washers and dryers in units or at least on each floor.”