Exercise #2

VALUE

- HUSTLE & BUSTLE
- SMALL TOWN FEEL
- WINTER AMHERST & SUMMER AMHERST (BOTH HAVE THEIR APPEAL)
- HIST. N. ENG. FEEL
- CULTURAL ACTIVITIES
- AREA THAT BRINGS US TOGETHER
- ECONOMIC GENERATOR
- FARMER'S MKT. & ACTIVITIES ON COMMON
- CULTURAL & ARTISTIC AMBIANCE
- PUBLIC ART

NEED IMPROVEMENT

- TACKY QUALITY TO SOME OF THE DEVELOPMENT (e.g. SOME OF THE 1-STORY BLDGS.)
- ROADS
- SIDEWALKS
- BETTER MIX OF STORES
- BOLTWOOD PARKING ⇒ PEDESTRIAN MALL
- DEVELOPMENT WITHOUT VISION &/OR FOCUS

Exercise #2

Value

- Intimacy of Scale
± Walkability
- Accessability to res. do not need a car
- Historic Pres. (Town Hall, Library, Main St.) Hasting
- Sweetser Park
- Cinema, cafés downtown
- North Commons benches - welcoming
- Farmers market - Local farmers
- N. Pleasant with pres buildings
- Kendrick place - good infill, dramatic changes to place that didn't have a good use.
- Garden

Improve

- more outdoor eating areas
- Access to outdoor Space
- North Common - is tired
- Expand Farmers market and loc
- Single Story - ugly old homes in
- more people living downtown
- living and working — urban marke
- East pleasant - to big takes many does not want to go on this direc
- Make Kendrick Park more usable

Exercise #2

QUALITIES WE VALUE

small shops
walkability
Easy come and go
charm
diversity of restaurants
* parks / open space
history / buildings
classic architecture
* library
cinema
human scale
Fire station (pegknot bldg)
EDH
strong house
basic
Most amenities are present
farmers market
local
ownership of
businesses

NEEDS IMPROVEMENT

Parking

Design integration of new

Sidewalks

bicycle safety

lighting at garage

affordable housing

family activities / playground

public mtg space

Triangle St / Lessy St Intersection

Exercise #2

TABLE #1

VALUE

- Local stores
- ARMS Tennis Courts !!
- Restraunts
- Ped. friendly
- Attractive & block core
- !!! Main St. & Police
- Town Common
- small town feeling

IMPROVE

- parking
- sidewalks & pavement markings
- stronger lighting crosswalks
- Kendrick Park
  - connections to UMass
  - intersection of Main & Pleasant St
  - UMass build more on campus housing
- Gateway Co-op/bakery

Exercise #2

+	—
WALKABILITY	✱ LACK OF DIVERSITY in Shops
SMALL TOWN FEEL	* Groceries stores
✱ SMALL SHOPS / INDEPEND.	- too student oriented
Restaurants (no chain)	- too few families active
○ Common (tongue) (all)	- better sidewalks
○ Several parks	- Signage (garish)
○ Events on commons (a lot)	- Parking
- MODEST scales of bldgs	○ More places to sit
- Public transportation	○ Playgrounds = none
- Jones Library · mat'ls programing	- funeral parlor - odd
✱ Amherst Bookstore	- lights = not according to time of day
New England quaint bldgs	- B of A + N Pleasant inter.
Important Landmark bldgs create "public" space	✱ better customer service
Cinema	✱ scale of new apartment bldg
AJ Hastings	