



amherstcinema

amherst cinema arts center, inc.

28 amity street • amherst, ma 01002

www.amherstcinema.org • Tel. 413.253.2547

To: Select Board, Town of Amherst
From: Carol M. Johnson, Executive Director

Re: North Town Common and
Main Street Parking Lot – Proposals
Date: September 18, 2018

Dear Select Board:

I am writing to convey Amherst Cinema's fervent hope that the plan chosen for the renovation of the North Town Common and Main Street Parking lot will conserve every possible parking space.

We have followed the discussions and the proposals for renovation of the North Town Common and the Main Street parking lot, including the proposals recently made at the public presentation.

<https://www.amherstma.gov/DocumentCenter/View/45264/2018-08-28-Amherst-North-Common-Public-Meeting-Presentation?bidId=> We understand and agree that the Amherst Town Common is a beloved and important part of the Town's public space, and we applaud the visionary thinking and the conversations that have gone into reimagining the North Common.

We join many others in wanting Amherst to be a vibrant, walkable, pedestrian-friendly town. We also observe that more and more people want to live and work and enjoy being downtown. We certainly understand why. To maintain the momentum downtown Amherst has gained over the past few years, however, our vision for the future must include plans for adequate parking, so that when people come here, they can find a place to leave their cars.

Amherst Cinema draws an average of 2,300 patrons a week, and as you can tell from the attached map (which shows the towns and cities where Amherst Cinema Members reside), we draw from a 25-mile radius and beyond. People are coming to Amherst Cinema from all over – and most are driving to get here.

Our downtown has become a very desirable and enjoyable place to be. At the same time, ***we at Amherst Cinema worry about the future and the fact that there seem to be no current plans to expand parking, or to otherwise address the stresses on parking that we are already experiencing and that we expect will only grow. Parking is already the #1 complaint we hear at the cinema.***

We have taken many opportunities over the years to convey our concerns about parking, in a number of different forums, and simply ***want to convey again in the strongest possible terms how important parking is for the continued vibrancy of Amherst Cinema and for our downtown as a whole. Every single parking space is important.***

We urge you to choose a plan for the North Town Common and the Main Street parking lot that will preserve as many parking spaces as possible.

Cc: Paul Bockelman, Christine Brestrup, David Ziomek, Geoff Kravitz, Nate Malloy