



TOWN OF  
**AMHERST**  
MASSACHUSETTS

Projects



Stay  
Connected



Intro



Summary



# Destination Amherst

A Roadmap for Downtown  
-Amherst, MA-



**Welcome**

Purpose

- First Look
- Opportunity
- Poised to Move Forward

An aerial photograph of a downtown city street. The street is lined with multi-story brick buildings. There are cars parked along the street and a parking lot in the foreground. A large white circle is overlaid on the image, containing the word 'Purpose' in a black box and a bulleted list. The background shows a mix of urban architecture and green spaces.

## Purpose

- Investment in the future
- Core public infrastructure
- Strong Downtown



TOWN OF  
**AMHERST**  
MASSACHUSETTS

**Projects**



**Stay  
Connected**



**Intro**

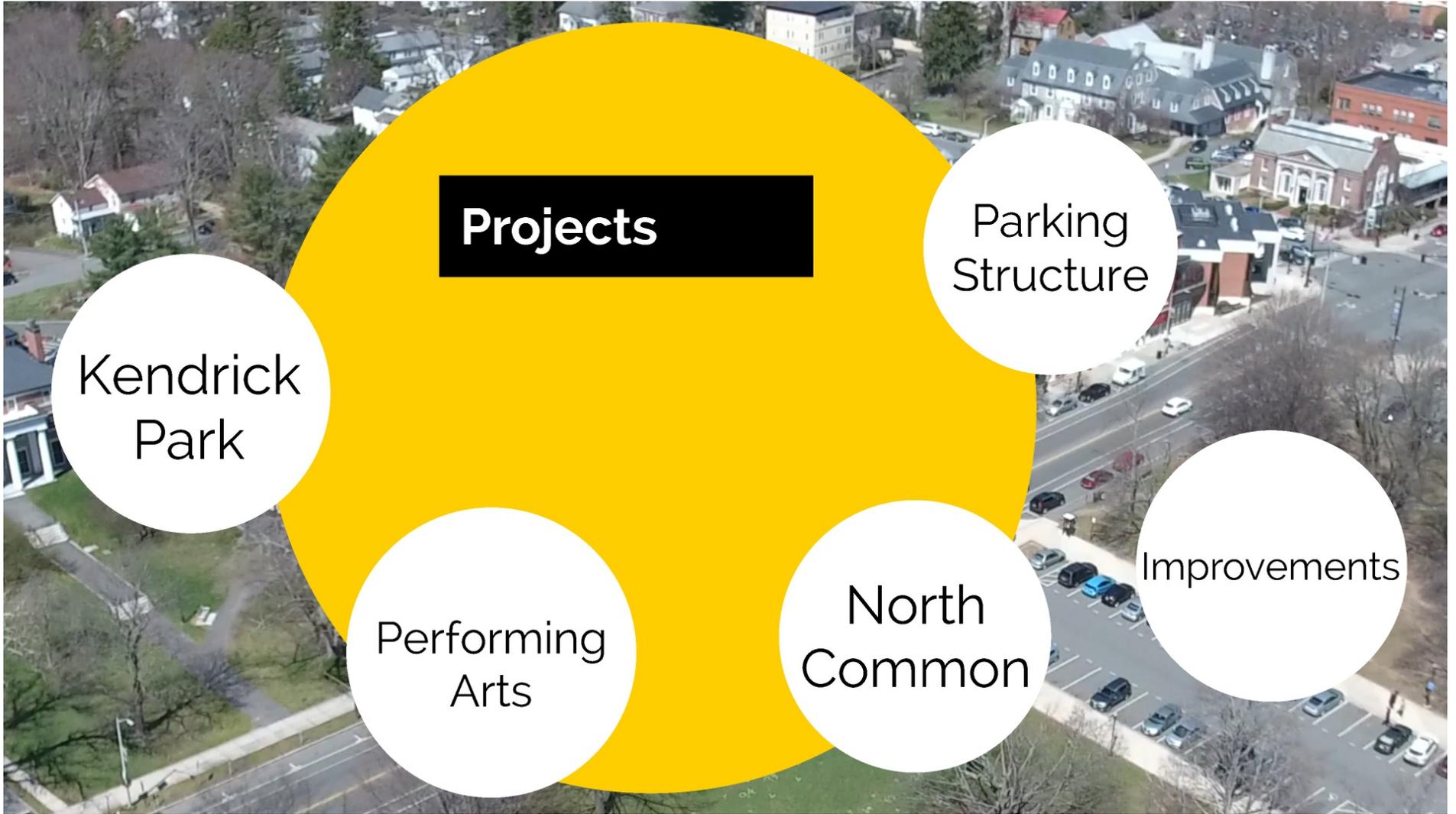


**Summary**



# Destination Amherst

**A Roadmap for Downtown  
-Amherst, MA-**





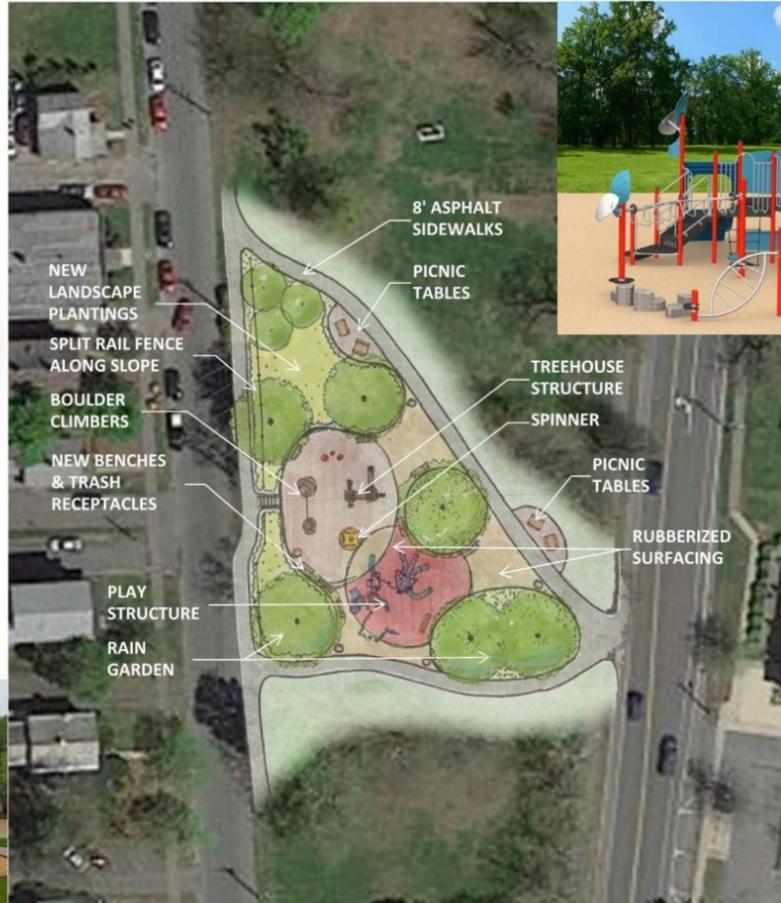
# Kendrick Park

\$ | PARC Grant & Town CPA Funds

- Builds on 2011 Kendrick Park Master Plan
- Phase 1 – Playground and Walkways

1st Look

Next Steps



## CONCEPT PLAN

07/10/2019

**FEATURES:**

- NATURAL AND TRADITIONAL PLAYGROUND ELEMENTS
- INCLUSIVE PLAY OPPORTUNITIES
- SUITABLE FOR AGES 2-5 & 5-12
- POURED-IN-PLACE SURFACING
- PRESERVES EXISTING SHADE TREES
- NEW BENCHES, TRASH & RECYCLING RECEPTACLES, PICNIC TABLES
- SLOPED BUFFER WITH PLANTINGS & SPLIT RAIL FENCE
- RAIN GARDENS FOR RUN-OFF



# KENDRICK PARK PLAYGROUND

Amherst, MA

## Next Steps

- LSSE Commission working with Planning Department and DPW to create plan
- Community feedback meetings: Spring 2020
- Construction Fall 2020/Spring 2021



## Performing Arts Shell \$ | Private Funds

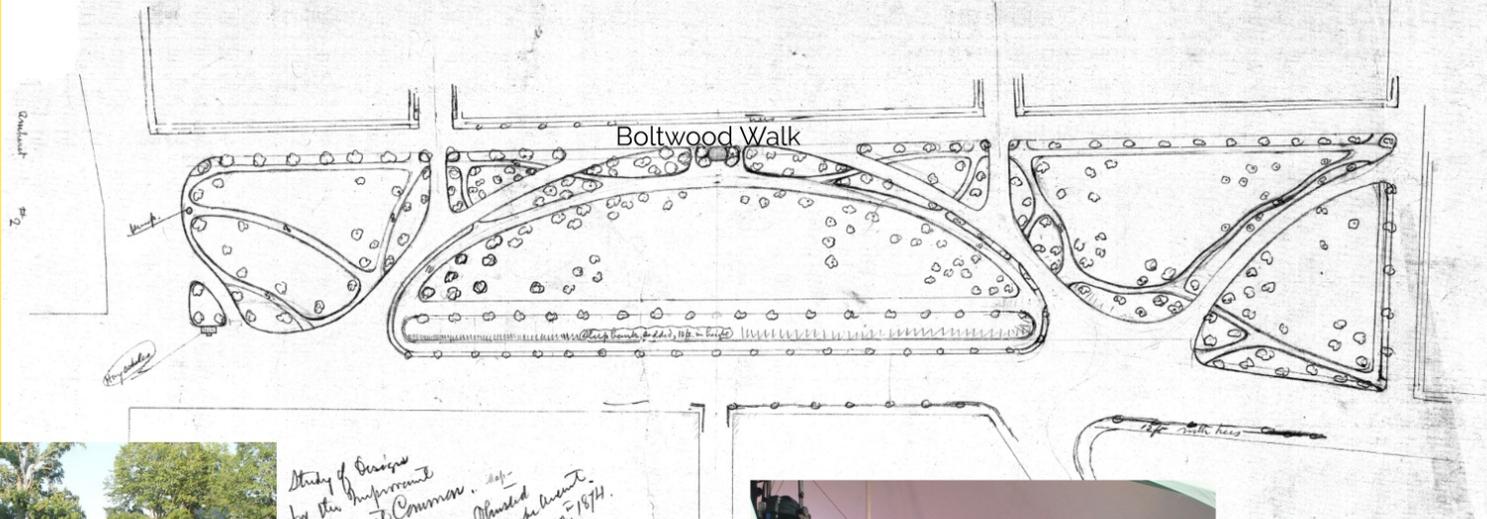
- 501c3 Foundation formed
- Why the Common?
- Design: who, how, why?
- Purpose of stage
- Collaboration TOWN/BID/DAF

Vision

1st Look

Next Steps

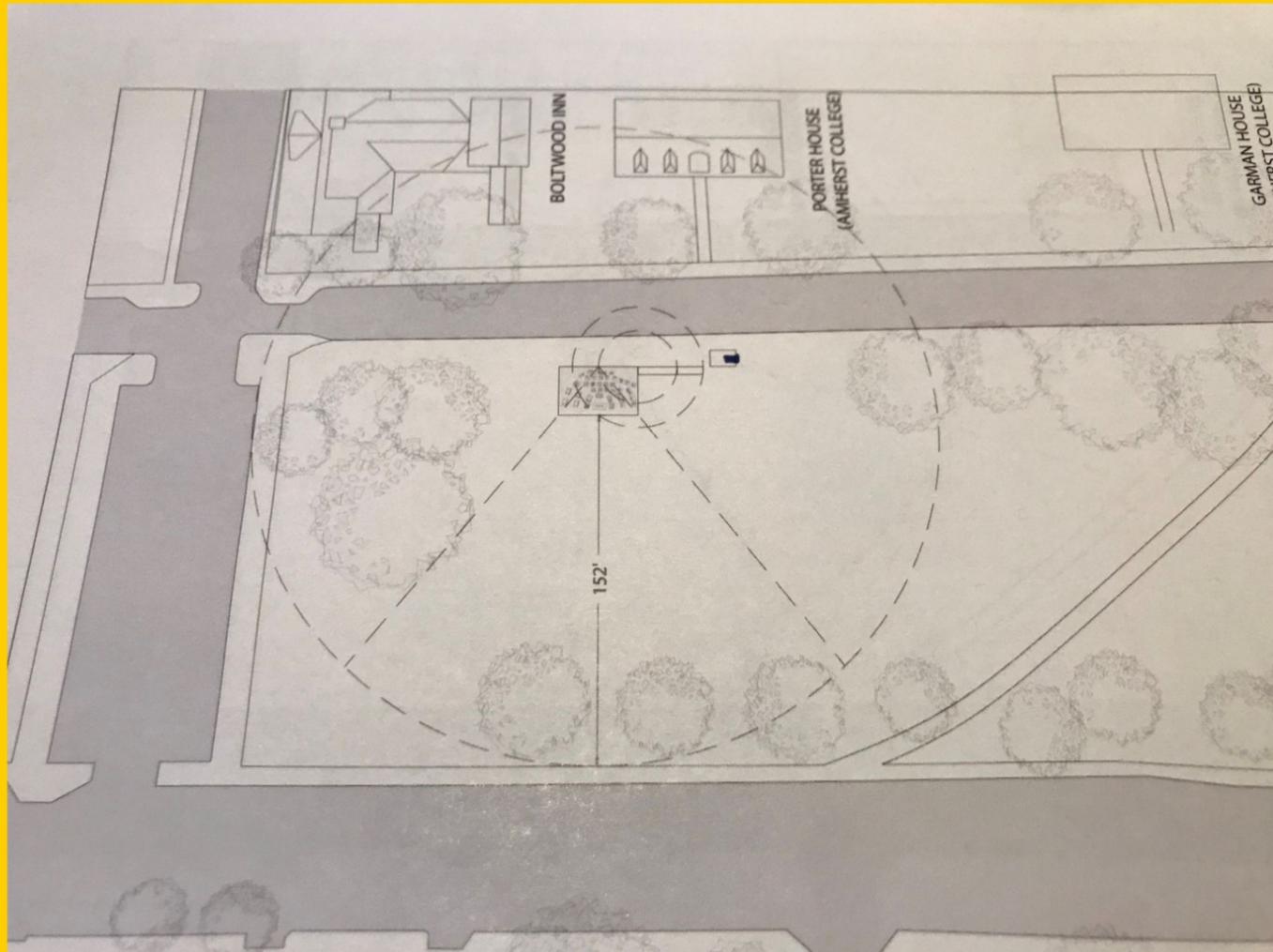
# Olmstead Design 1874



*Study of Design  
for the Improvement  
of Amherst Common  
First and Second  
Landscapes  
June 15, 1874.*

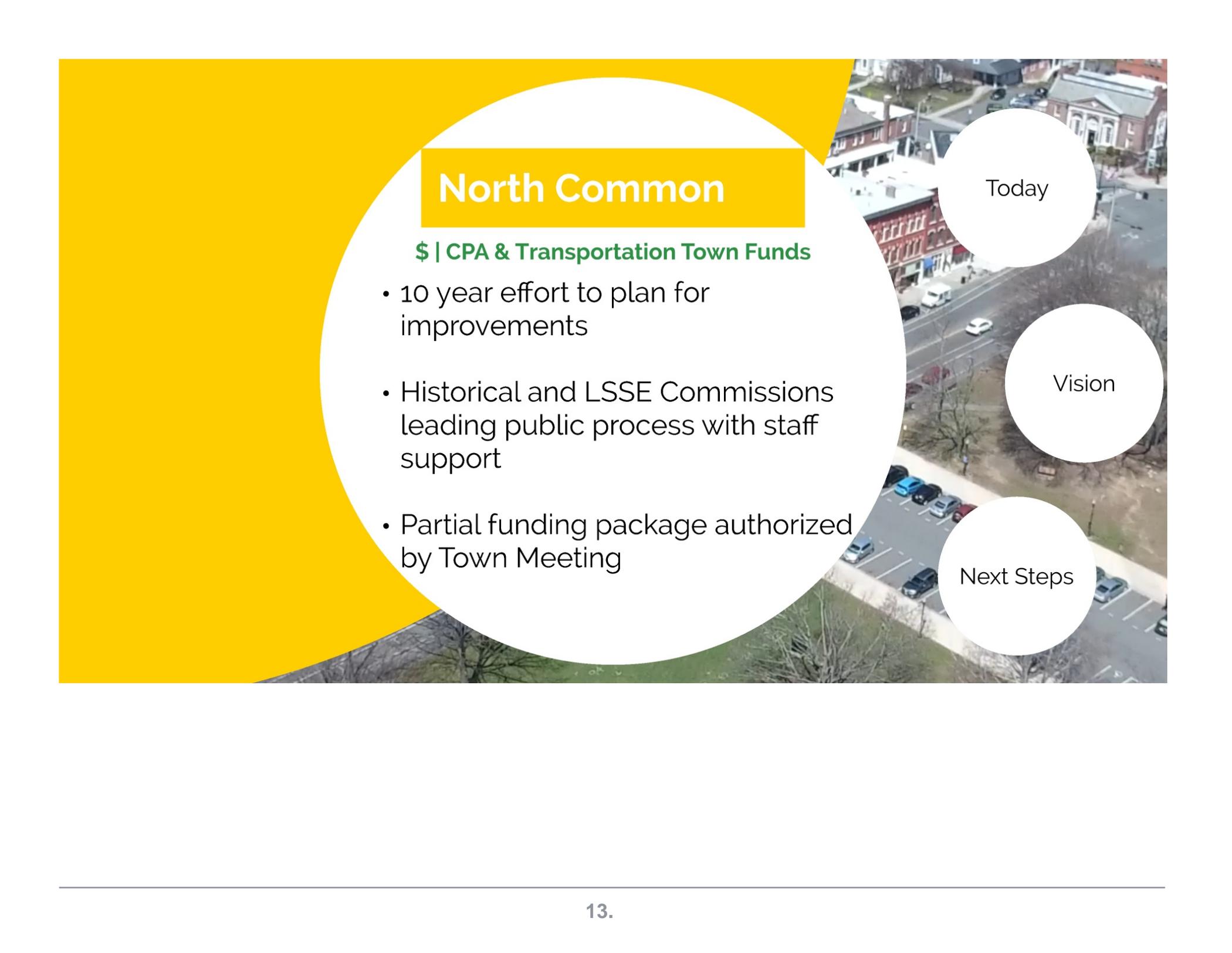


# 1st Look



## Next Steps

- Presentation to Town Council



## North Common

### \$ | CPA & Transportation Town Funds

- 10 year effort to plan for improvements
- Historical and LSSE Commissions leading public process with staff support
- Partial funding package authorized by Town Meeting

Today

Vision

Next Steps

# North Common Today



# North Common Re-imagined







An aerial photograph of a town square featuring a mix of historic and modern buildings, a parking lot with several cars, and a street with a yellow sign. A large white circle is superimposed over the center of the image, containing the text for the next steps.

## Next Steps

- Review proposed design
- Community input:
  - Options
  - Funding needs
- Presentation to Town Council



## Parking Structure

### \$ | Private Funds

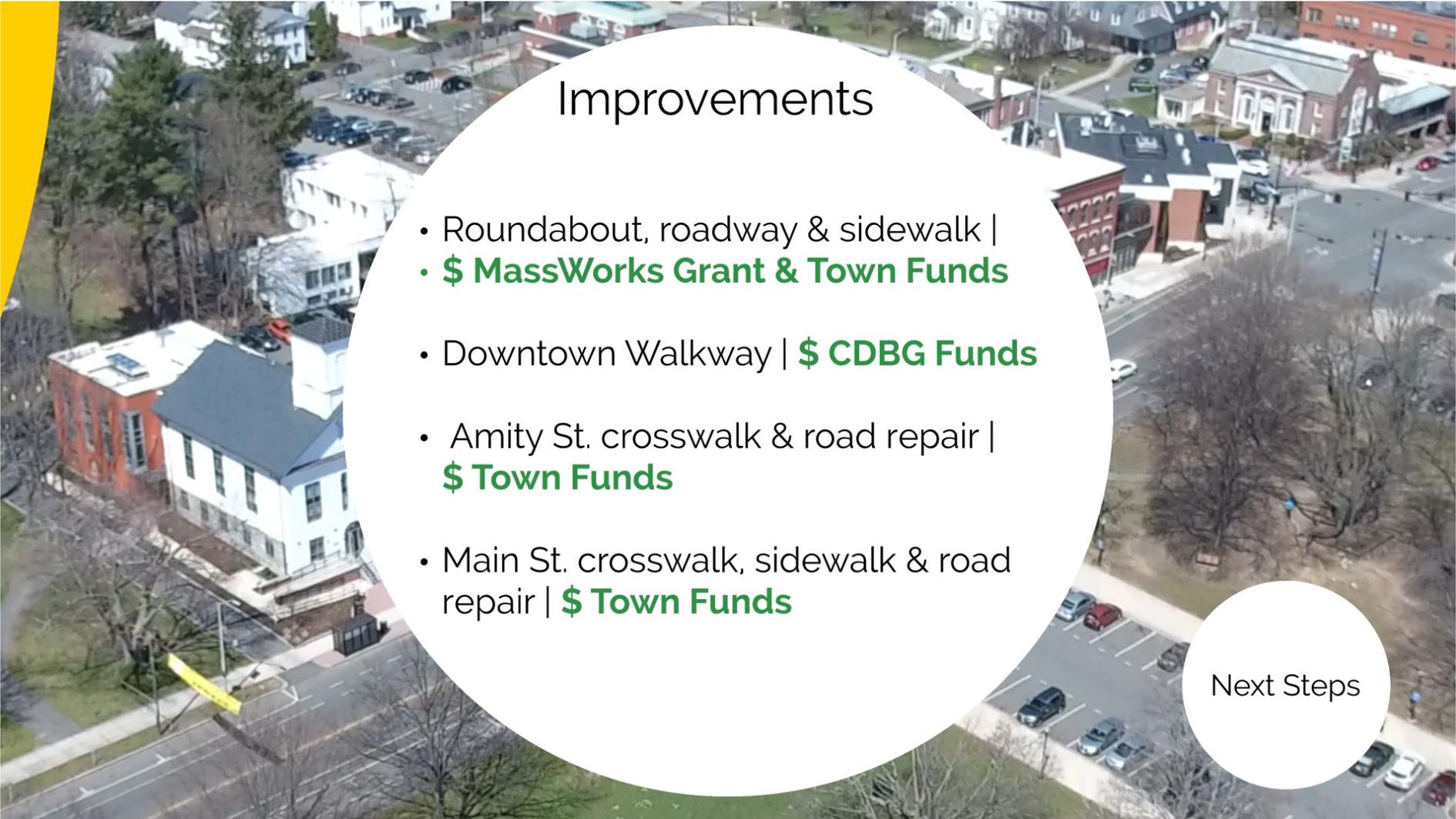
- Parking near or at capacity at peak times
- Parking demand predicted to increase by 12%
- Proposal would increase parking spots available to public without investment of public dollars

Next Steps

An aerial photograph of a town square. In the center, a large white circle is superimposed over the image. The circle contains the text 'Next Steps' and a bulleted list. The background shows a mix of buildings, including a prominent white building with a steeple, a red brick building, and a parking lot with several cars. The scene is captured from a high angle, showing streets and surrounding greenery.

## Next Steps

- Zoning
- Public Procurement



## Improvements

- Roundabout, roadway & sidewalk |  
• **\$ MassWorks Grant & Town Funds**
- Downtown Walkway | **\$ CDBG Funds**
- Amity St. crosswalk & road repair |  
**\$ Town Funds**
- Main St. crosswalk, sidewalk & road  
repair | **\$ Town Funds**

Next Steps

An aerial photograph of a town street scene. In the foreground, there is a parking lot with several cars parked. To the left, a large white building with a blue roof and a small porch is visible. Further back, there are other buildings, including a red brick one, and a street intersection. The background shows more residential or commercial buildings and trees. A large white circle is overlaid on the center of the image, containing text and a list of planned improvements.

## Planned Improvements

- Replace Pleasant Walkway & crosswalks on North Pleasant St. | **\$ MOD Grant Funds**
- Handicapped access to Amherst Visitor Center | **\$ Private Funds**
- Other improvements to sewer, lighting, crosswalks, sidewalks, etc. | **\$ Town Funds**



TOWN OF  
**AMHERST**  
MASSACHUSETTS

**Projects**



**Stay  
Connected**



**Intro**



**Summary**



# Destination Amherst

**A Roadmap for Downtown  
-Amherst, MA-**



## Summary

- Kendrick Park - Approved
- Downtown Improvements - Summer/Fall
- Town Council Review:
  - Performing Arts Shell - February/March
  - North Common - April/May
  - Parking Structure - April/May



TOWN OF  
**AMHERST**  
MASSACHUSETTS

Projects



Stay  
Connected



Intro



Summary



# Destination Amherst

A Roadmap for Downtown  
-Amherst, MA-

# Stay Connected



[townmanager@amherstma.gov](mailto:townmanager@amherstma.gov)



[@TownofAmherst](https://www.facebook.com/TownofAmherst)



[@TownofAmherst](https://twitter.com/TownofAmherst)

[www.amherstma.gov/destination](http://www.amherstma.gov/destination)



TOWN OF  
**AMHERST**  
MASSACHUSETTS



TOWN OF  
**AMHERST**  
MASSACHUSETTS

**Projects**



**Stay  
Connected**



**Intro**



**Summary**



# Destination Amherst

**A Roadmap for Downtown  
-Amherst, MA-**