



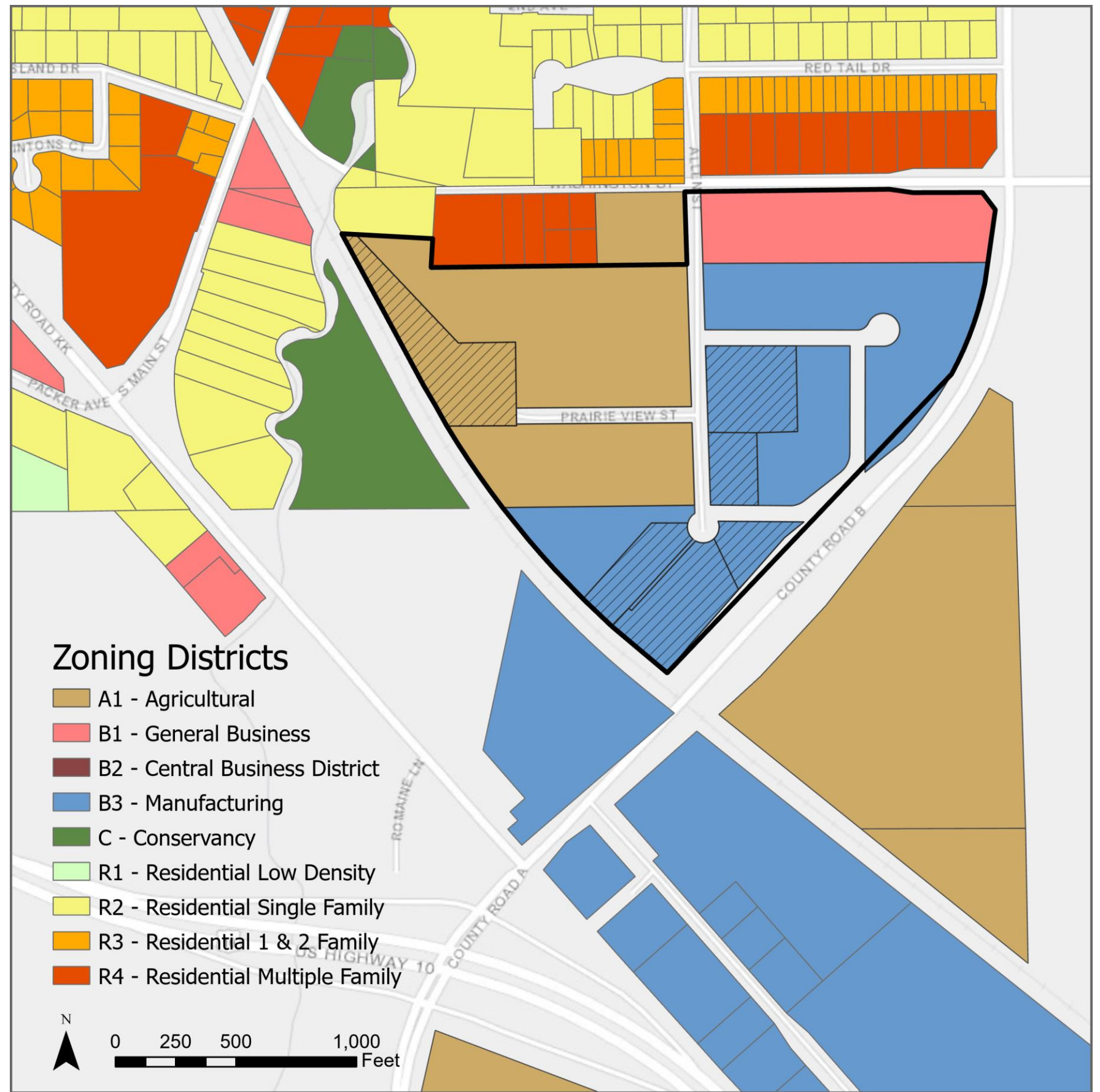
## Business Park Site Analysis The Village of Amherst, Wisconsin

### Summary

The Village of Amherst Business Park is a roughly 75-acre property situated at the southern tip of the municipality. Five parcels on about 11 acres of land are already developed by four businesses including Northwind Solar and Central Waters Brewing, among others. There are 58 acres for sale by the Village available for development with minimal environmental constraints. The Business Park is in close proximity to downtown and residential areas, as well as transportation corridors. Potential for commercial development is heavily limited by the Village's trade area and competition with other larger communities.

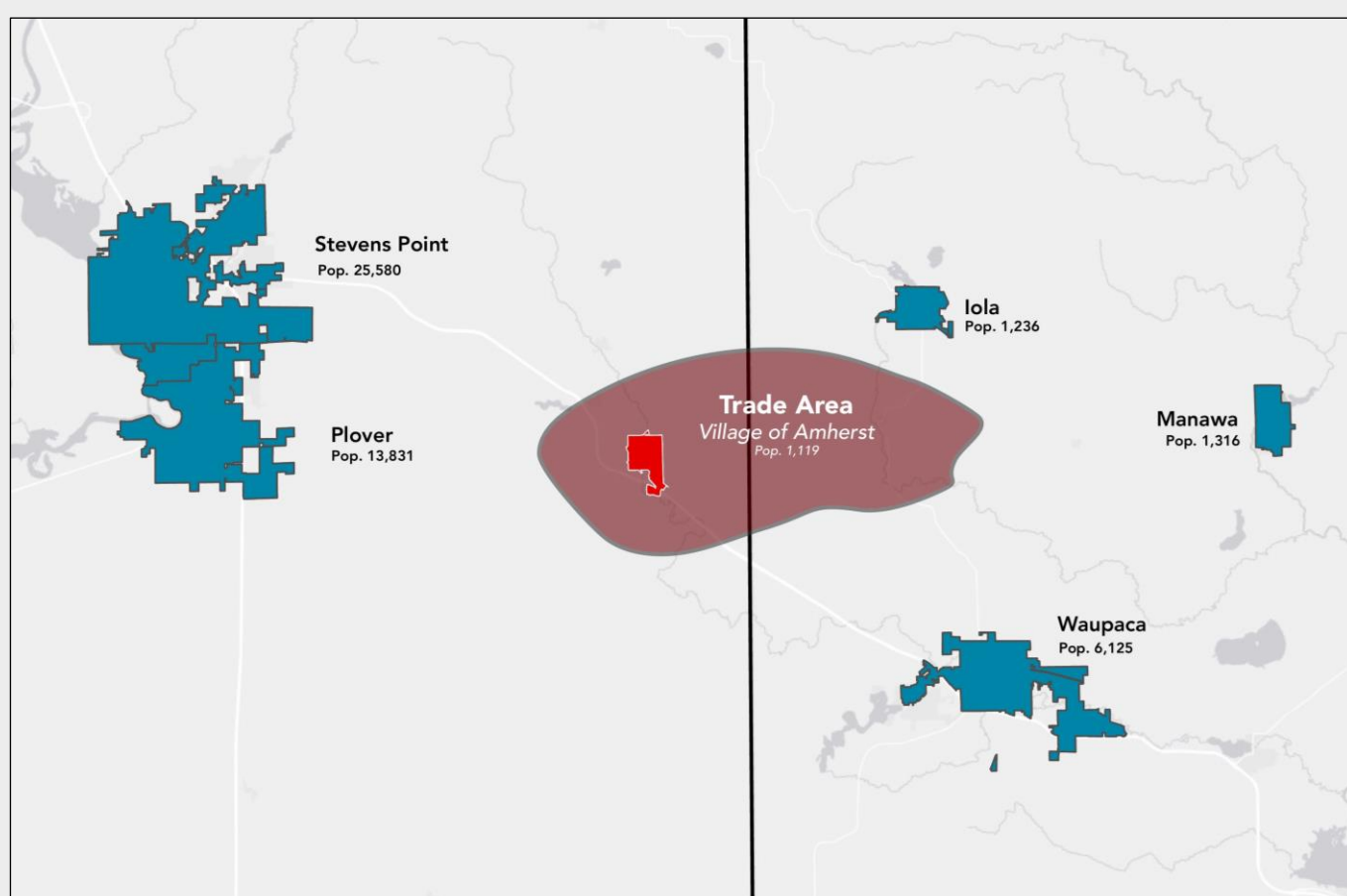
### Key Facts

<b>5</b>	<b>73</b>
<i>Developed Parcels</i>	<i>Total Acres</i>
<b>10.75</b>	<b>58</b>
<i>Developed Acres</i>	<i>Available Acres</i>
<b>4.55</b>	<b>B1, B3, A1</b>
<i>Acres in Use by Village</i>	<i>Current Zoning</i>



### Environmental Factors

The Amherst Business Park does not have many environmental constraints impacting potential development or impede construction. There is 46.23 acres of unoccupied village land. 2.5 acres of that land is forested, and 0.38 acres is under shoreland zoning. The area's soils are prime for development. The Business Park's proximity to the river is an important consideration when determining development potential. Land uses causing significant pollution may cause impact to the waterway directly and through groundwater leaching.



### Amherst Trade Area

In considering possible development of the Amherst Business Park, it is important to take account of the Village's trade area. Trade area is calculated through Reilly's Law, which says people gravitate toward more populous areas for shopping. Surrounded by larger competing municipalities, Amherst's trade area is significantly constrained. The populations of each community and driving distance define the weight of Amherst as a center of commerce. People who reside outside the trade area are likely to gravitate toward other areas, like Stevens Point. Amherst residents are likely to gravitate to these areas for more variety or cheaper prices.