



Village of Amherst "Tomorrow Business Park" Master Plan

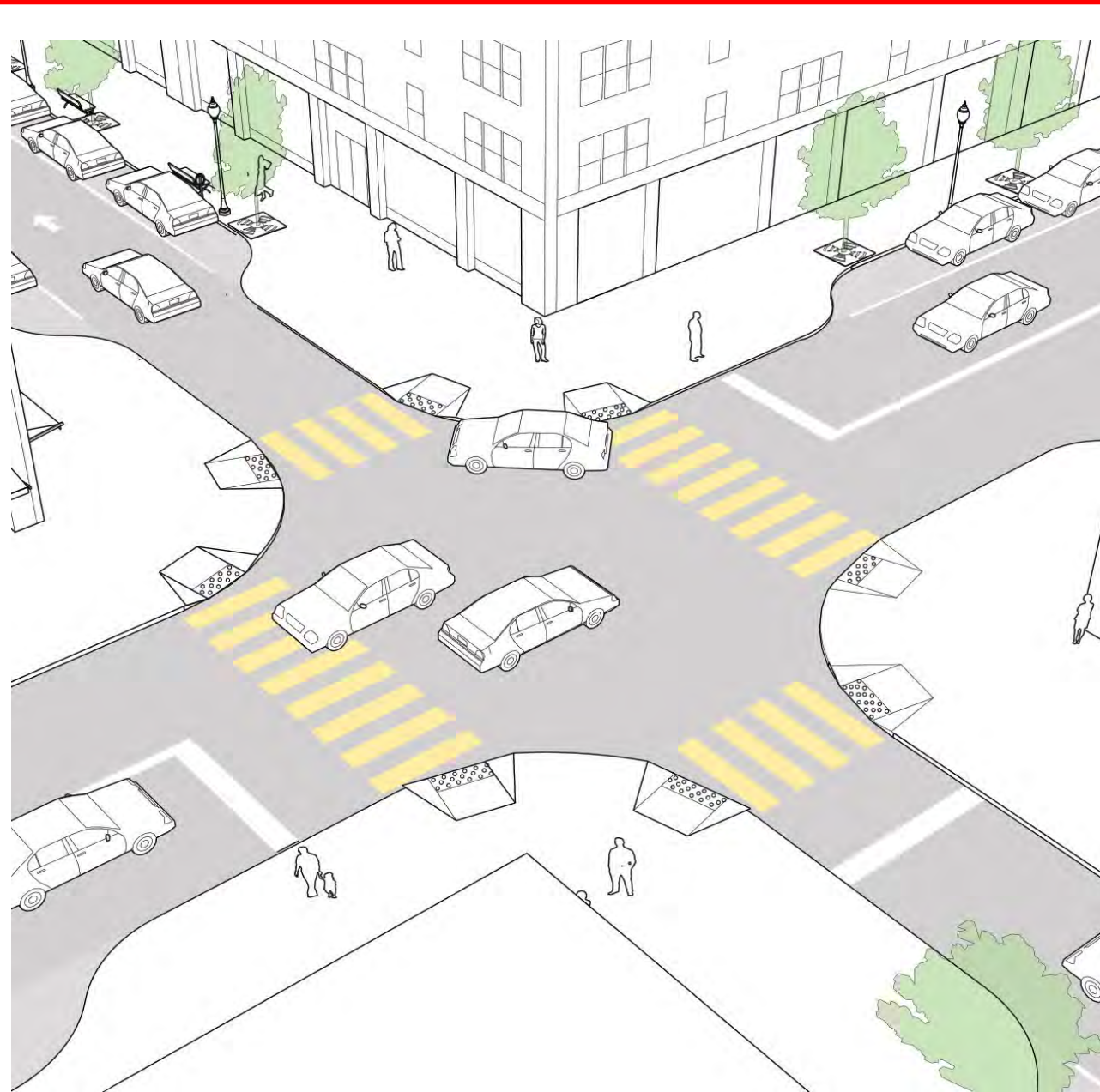
"The Village of Amherst - small town atmosphere with big city possibilities."

Project Vision

The future development of the Amherst Business Park will support businesses, workers, and quality of life.

Site Goals

1. Promote walkability and connectedness within the village
2. Create and incorporate green infrastructure to preserve and further enhance natural resources for the community
3. Encourage mixed-use development with compatible and low intensity businesses



Sample design of what the sidewalk added to Washington and Allen Streets would look like.

Sidewalks and Crosswalks: Our plan adds walkability with new sidewalks that connect within the residential zones north of the business park as well as along Washington Street. These sidewalks allow community members to safely walk around the village rather than on the shoulder of the road. There is also an addition of a crosswalk to help make the street safer to cross as it gets busier with new development.

Conserved Open Space: This area will remain conserved to help protect the Tomorrow River and the species and vegetation around it. This will also help with any future runoff from industrial development that does not pass through the bioswales and rain gardens.



Example of a buffer around a river in Stoughton, WI



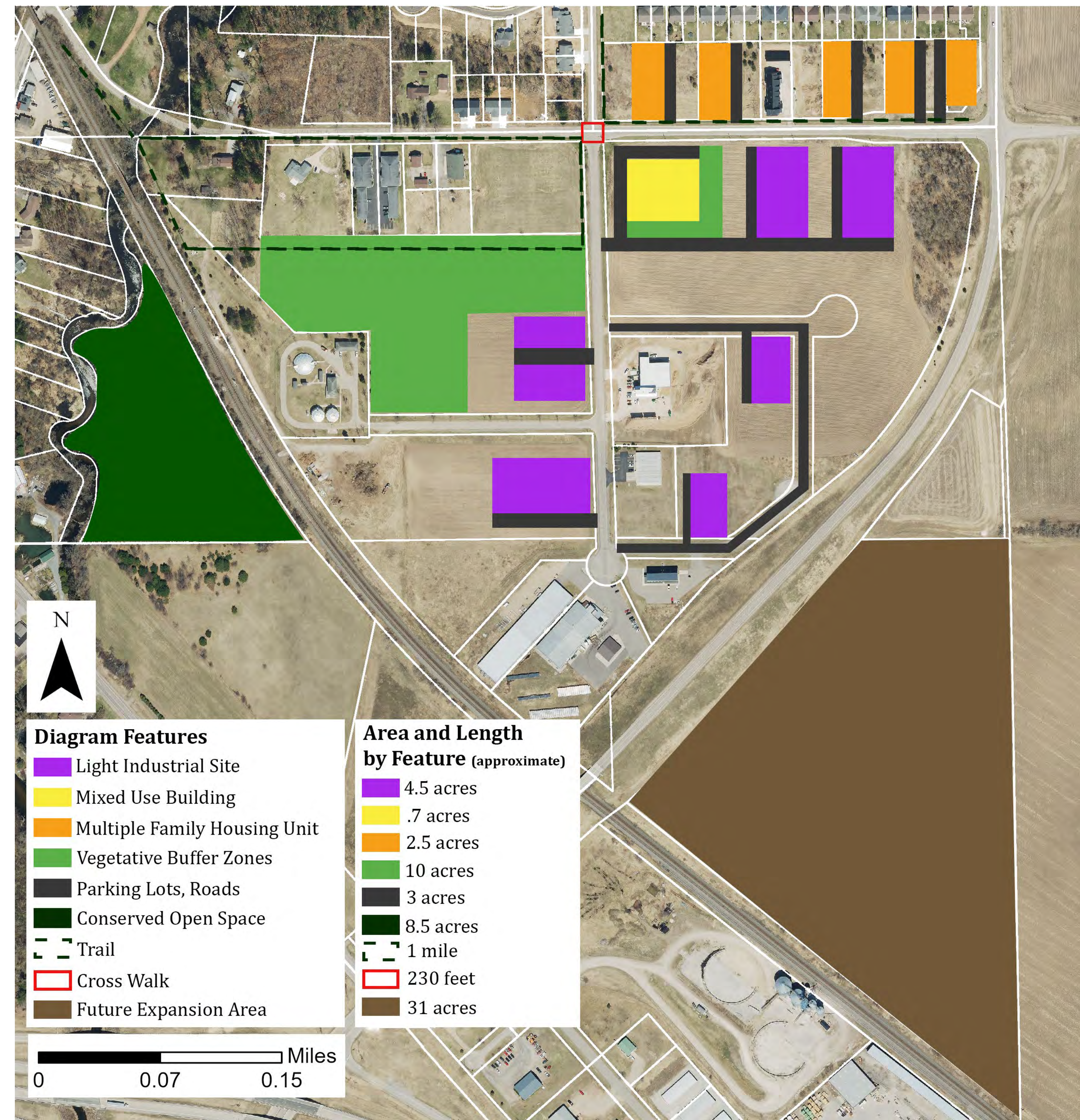
A bioswale parking lot that could be used to reduce and filter stormwater runoff.

Parking Lots: An easy way to promote sustainability and greenery in the village is to incorporate green infrastructure to business parking lots. Our plan includes incorporating bioswales to assist and help filtrate stormwater runoff, as well as planting more trees to green the area and make it more aesthetically pleasing to the community, its residents, and its visitors.

Rain Gardens: Rain gardens can be added near sidewalks to support bioswales in capturing excess runoff. The main area for rain gardens to infiltrate runoff would be along the road edges creating a greener road. Rain gardens can be planted with native vegetation to help support nearby ecosystems.



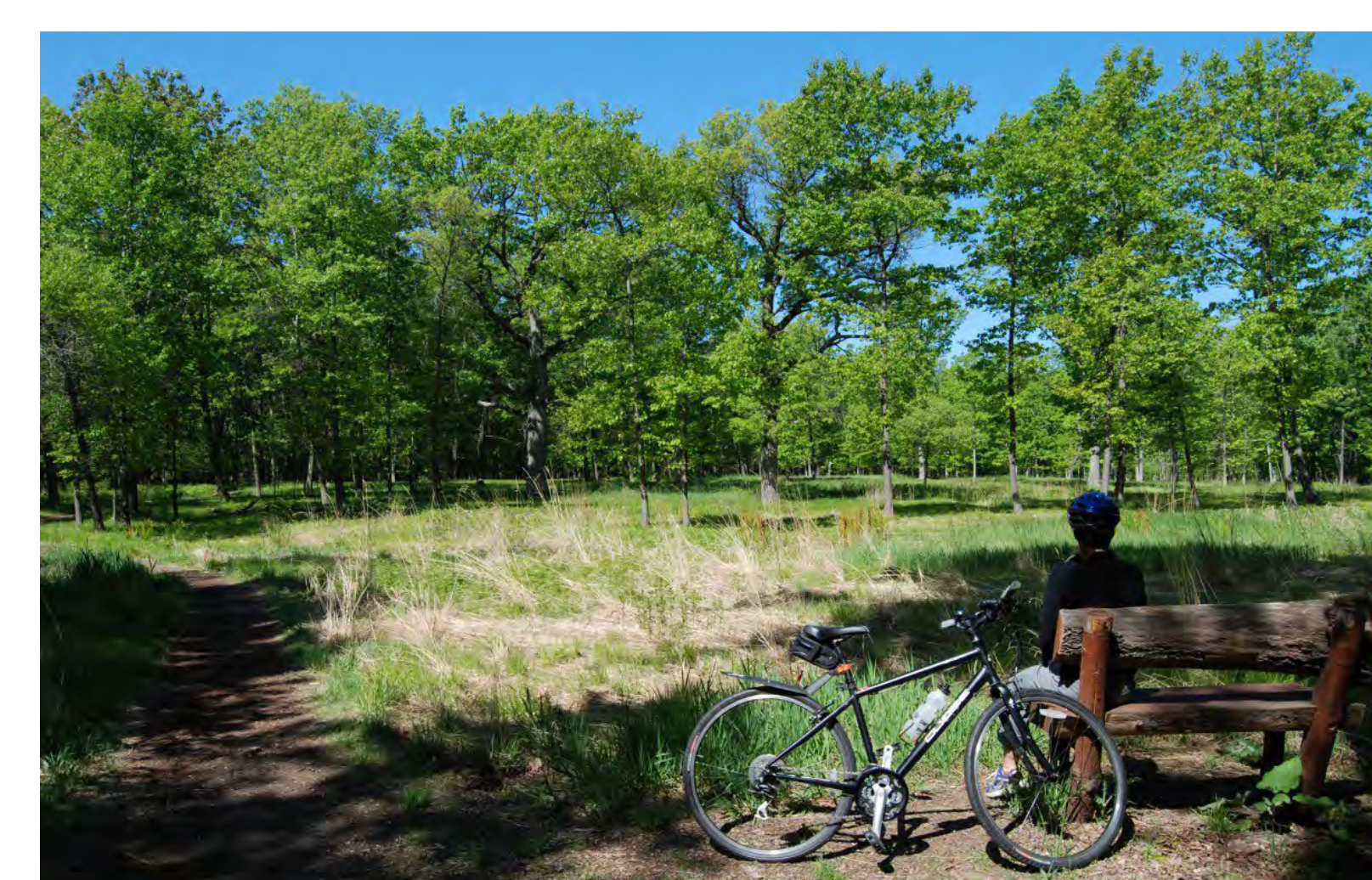
A rain garden alongside a road and sidewalk. It includes some native plants and grasses.



Future Expansion Area: This is an area for potential expansion of the business park depending on the rate of development in the future. This land can be rezoned from agriculture to industrial to promote future business development.

Light industrial building that can be developed later in the future expansion area.

Vegetative Buffer Zones: Surrounding previous residential development and the development of the mixed-use building there are vegetative buffer zones. These buffers are used to help reduce noise from the light industrial businesses as well as create a more aesthetically pleasing view from residential neighborhoods. The buffers are also useful to help reduce runoff pollution to the Tomorrow River. These buffers can be planted with native prairie grasses and oak trees to create an oak savannah.



An oak savannah restoration within Schmeckle Reserve that could be used for vegetative buffer in Amherst.

Multiple Family Housing Units: Continuing with already established development trends, these units will provide a safe living space for individuals and families. Walkable features and jobs in the business park will make this a desirable residential area.



Current multiple family housing units in the Village of Amherst.



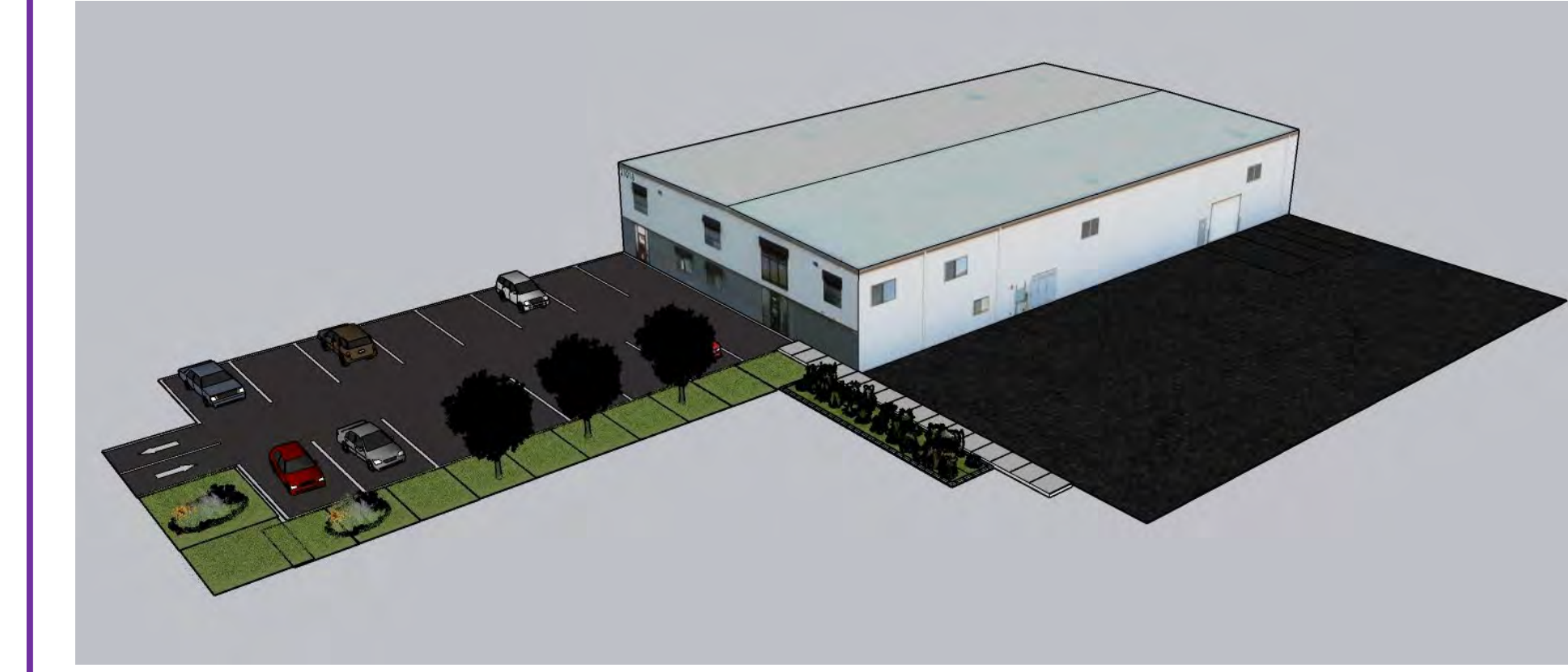
Example of a potential mixed-use building with workspace on the bottom.

Mixed Use or Live-Work Units: This type of development provides a livable workspace for residents with residential living spaces upstairs, and space for business below. This could be anything from open office space, to a bakery, and more.

Light Industrial: There are seven different areas for possible development. These industries would be more consumer-oriented than business-oriented, as they will produce smaller consumer goods. These areas would also not include any sort of heavy products, or production equipment, which allows the business park to still have a sense of community. Some examples include:

- Photocopying services
- Textile shops
- Cabinetry work
- Contractor offices

These businesses would create local jobs for the residents of the community and allow for a sense of entrepreneurship.



Example light industrial building surrounded by rain gardens, trees, and grass.

Trails: Within the vegetative buffer zone, trails can be added to help increase walkability within the village. These trails follow the edge of the vegetative buffer and would loop around to connect to residential parcels and other areas of the village.



A trail that could be added to increase walkability of the community.



Village of Amherst Business Park Research and Development Concepts

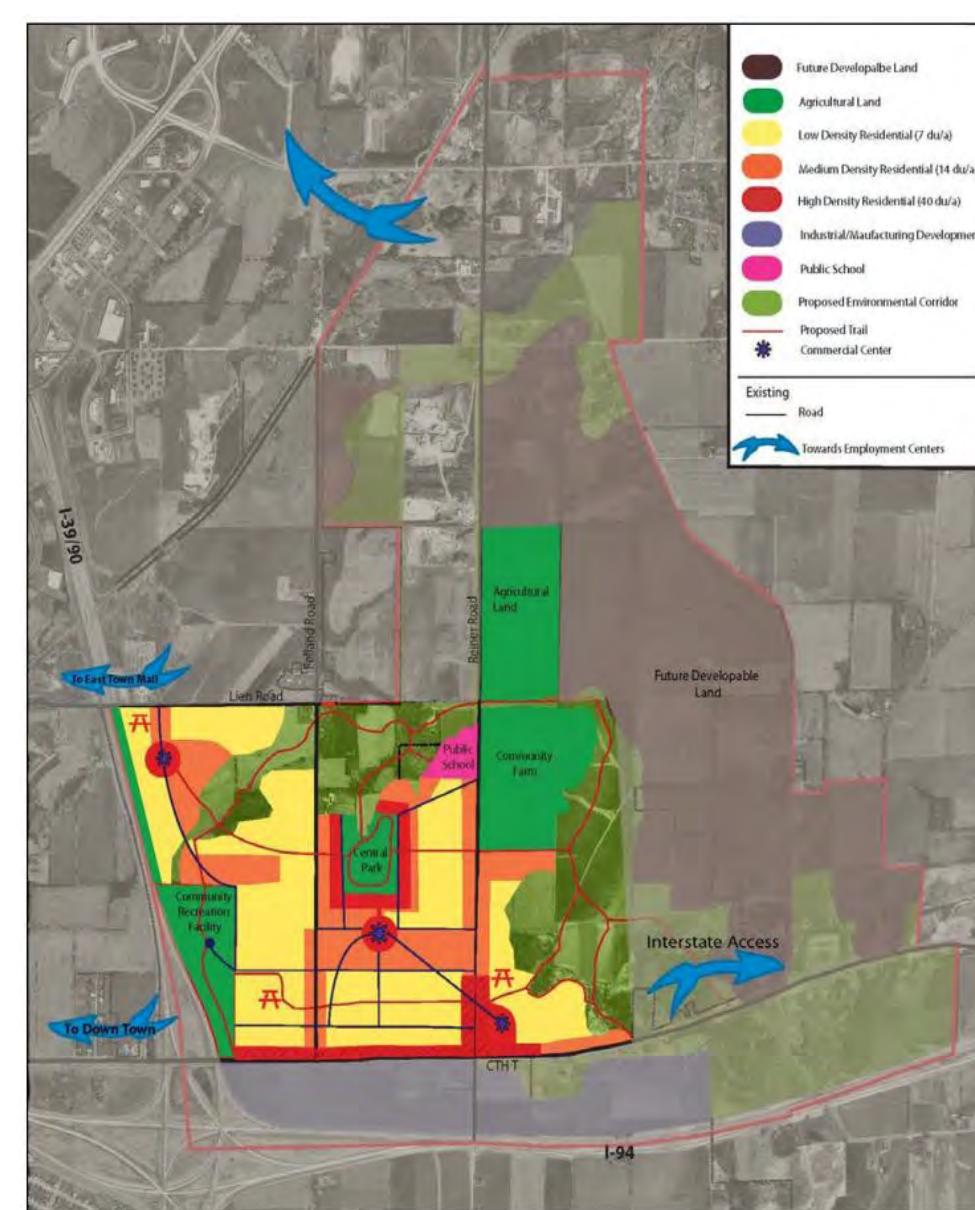
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Goal 1: Promote walkability and connectedness within the village

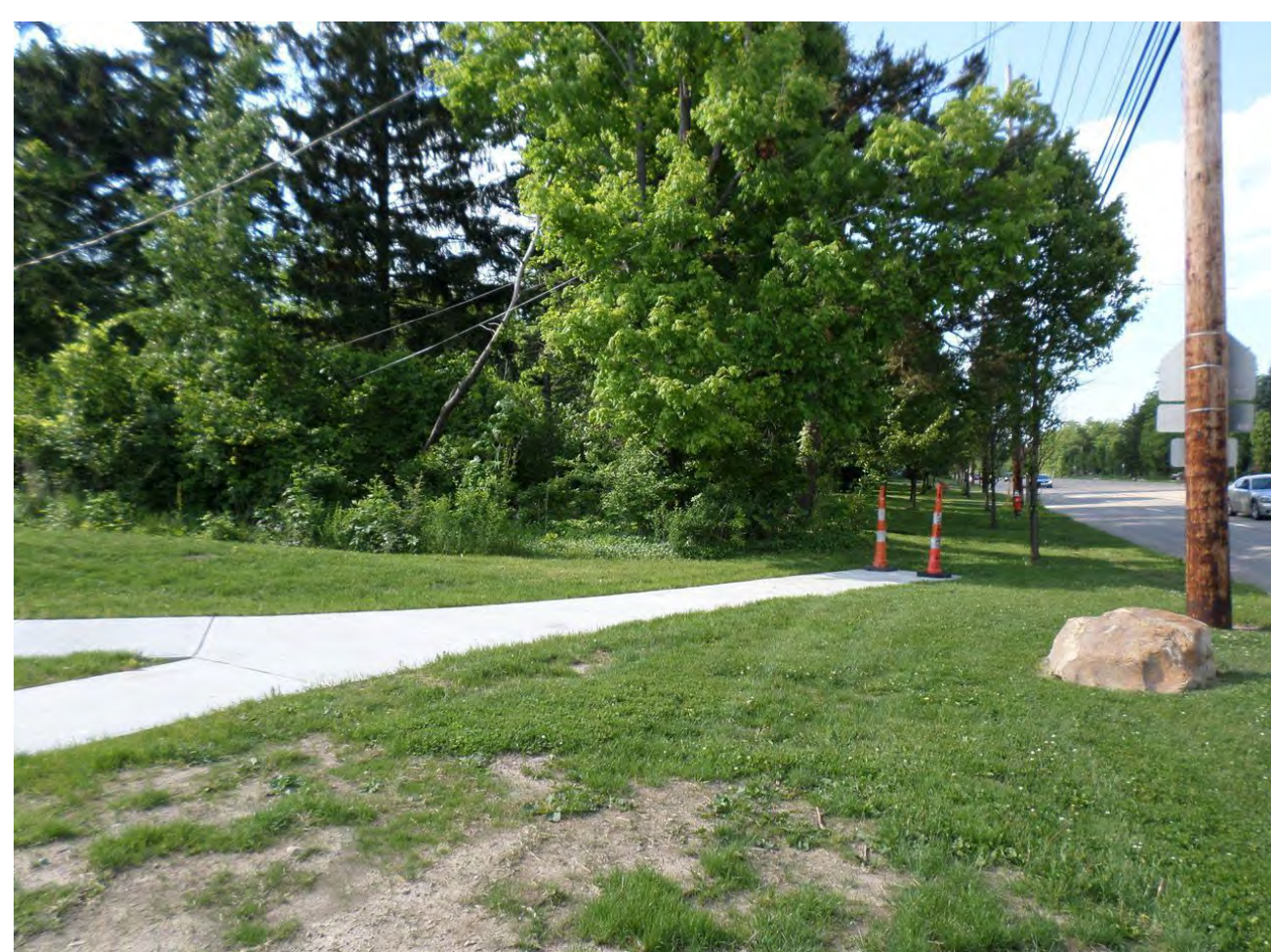
The ability of community members to walk from living areas or downtown to the Business Park can be enhanced with new trails and sidewalks. These new and updated paths can be used as a walking and biking network to connect key destinations within the village. As the village continues to grow, key areas to connect with the business park and downtown can be identified in future planning efforts. Areas within the downtown portion of the village also need updated sidewalks and infrastructure to increase accessibility.

Example 1: Reiner and Felland Neighborhoods in Madison, Wisconsin

An example from Madison focused on the Reiner and Felland neighborhoods increased the walkability and connectedness of the community. The neighborhoods looked at creating sidewalks that made the area more walkable and safer for residents since they don't need to walk on the shoulder of the road. The sidewalks were lined with trees to maintain visual aesthetics of the sidewalk and provide shade for people using the sidewalks. The sidewalks within commercial areas were 5-8 feet wide depending on the use of the area. Businesses should have doorways level with the sidewalk to provide ease of access for residents of all ages.



Map showing the designated land uses and walkability plans of Reiner and Felland neighborhoods.



Example of sidewalks that end like many within Amherst.



Example of crosswalks planned to be developed within the neighborhood.

Useful Development Tool

The Environmental Protection Agency's (EPA) "Framework For Creating A Smart Growth Economic Development Strategy: A Tool For Small Cities And Towns" highlights that economic development should emphasize existing community assets and working with three core components. These three components are: supporting businesses, supporting workers, and supporting quality of life. Supporting businesses means expanding existing businesses and providing encouragement for entrepreneurs. Supporting workers focuses on workforce development and includes developing skills of residents, providing new job opportunities, and developing new businesses that would reduce the need to commute to jobs. Finally supporting quality of life can be enhanced by supporting thriving downtowns and commercial districts, establishing green spaces or open spaces, and enabling multiple means of transportation such as walking, biking, and driving. Amherst can implement this framework to redevelop the business park in many ways.

Goal 2: Creating and incorporating green infrastructure to preserve and further enhance natural resources for the community

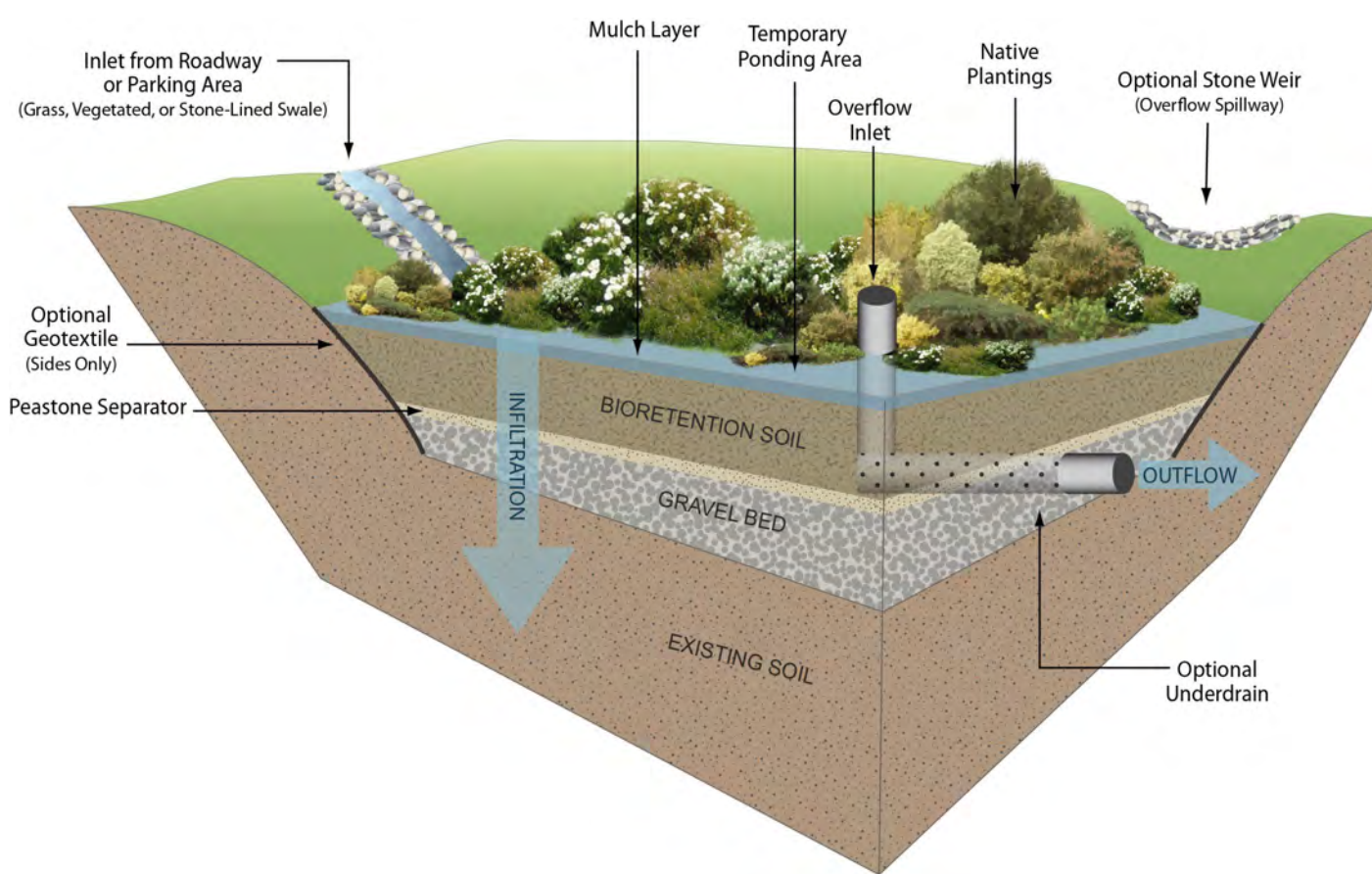
Green infrastructure can be defined as using vegetation, soils, and other natural landscape features to manage wet weather impacts, reduce and treat stormwater at its source, and create sustainable and healthy communities. In the case of the Amherst Business Park, the easiest green infrastructure types to include would be rain gardens, bioswale parking lots, green roofs, possible tree canopy expansion, and roof top solar panels. Incentives could be rewarded to businesses for working to reduce their stormwater runoff.

Example 2: The Village of Glenview, Illinois

This is a great example as they have many sites where naturalized shoreline stabilization and other green infrastructure projects that are improving water quality for the village's largest watershed, the West Fork. The village has 13 different green infrastructure establishments that have helped decrease the number of pollutants, decrease erosion, control stormwater, improve wetlands, reduced runoff, and infiltration through permeable pavement and/or vegetation. They have been effective in repairing the village's environment as well as encouraging community members to see and educate themselves on the natural areas that the village has to offer.



A bioswale to reduce and filter stormwater runoff.



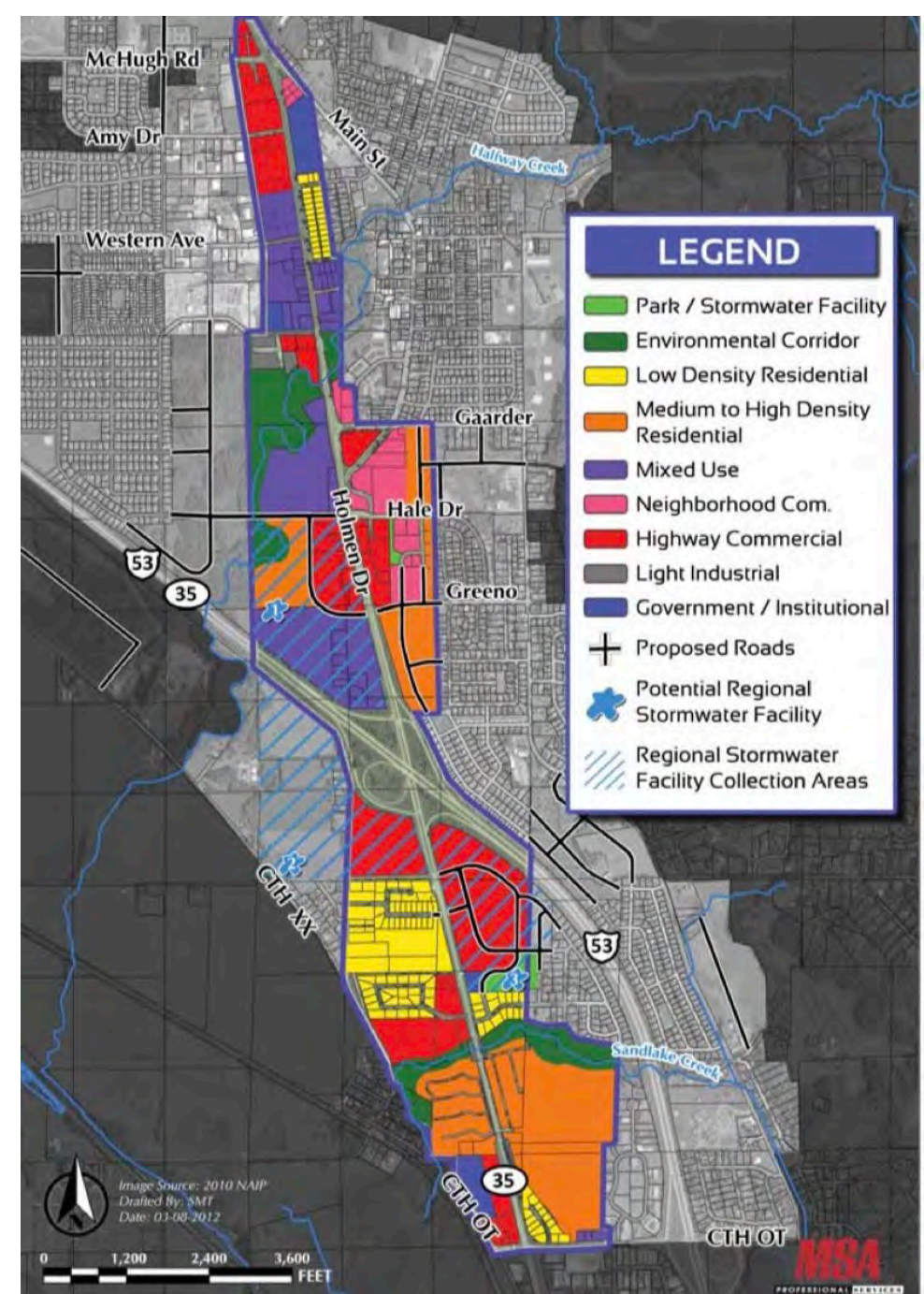
The effective design of a rain garden that will properly filter pollution, resupply groundwater, maintain streamflow, and provide habitat to small bugs and other small animals.

Goal 3: Encourage mixed-use development with compatible and low intensity businesses

With housing development located directly next to the businesses park it would be best to promote low intensity businesses that do not conflict with residential use. Creating mixed-use areas also lessens sprawl and the need for motorized transportation. Lastly, more businesses that are compatible with the community create local jobs for residents. Some examples of light industrial businesses that may suit this area include food production, textile making, and printing.

Example 3: Holmen, Wisconsin

The Village of Holmen sets a great example for small communities that are experiencing growth with their South Holmen Drive Corridor Plan. Their current village layout in addition to future development plans shows how communities can organize their different land use districts to be interconnected. Single and multi-family areas can be found near land uses like retail and service, industrial, office, and various open/natural spaces. Future development plans continue to use this same strategy to develop more mixed-use areas as well.



Proposed future land use map of South Holmen Drive Corridor Plan.

Amherst Business Park Program Diagram

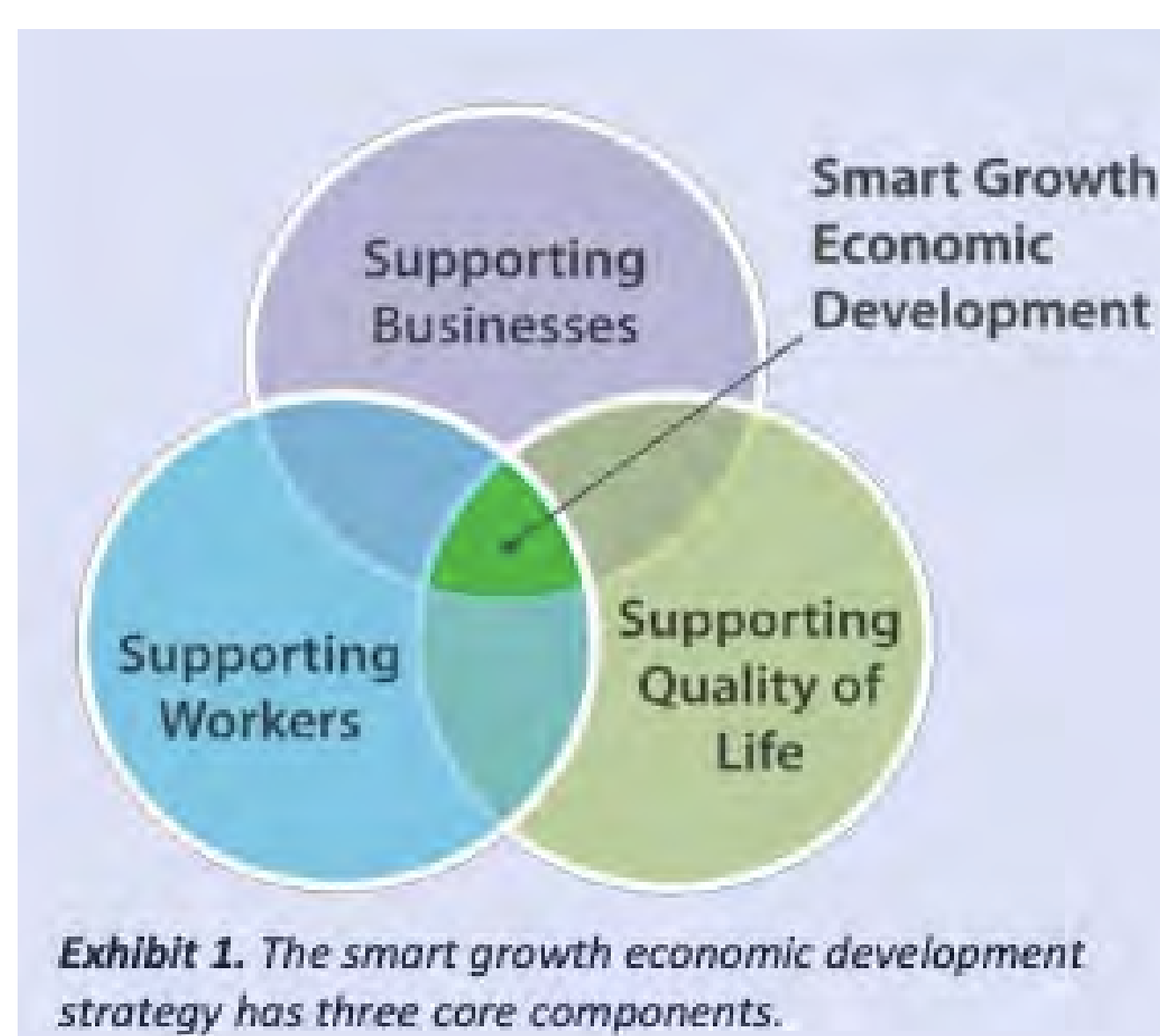
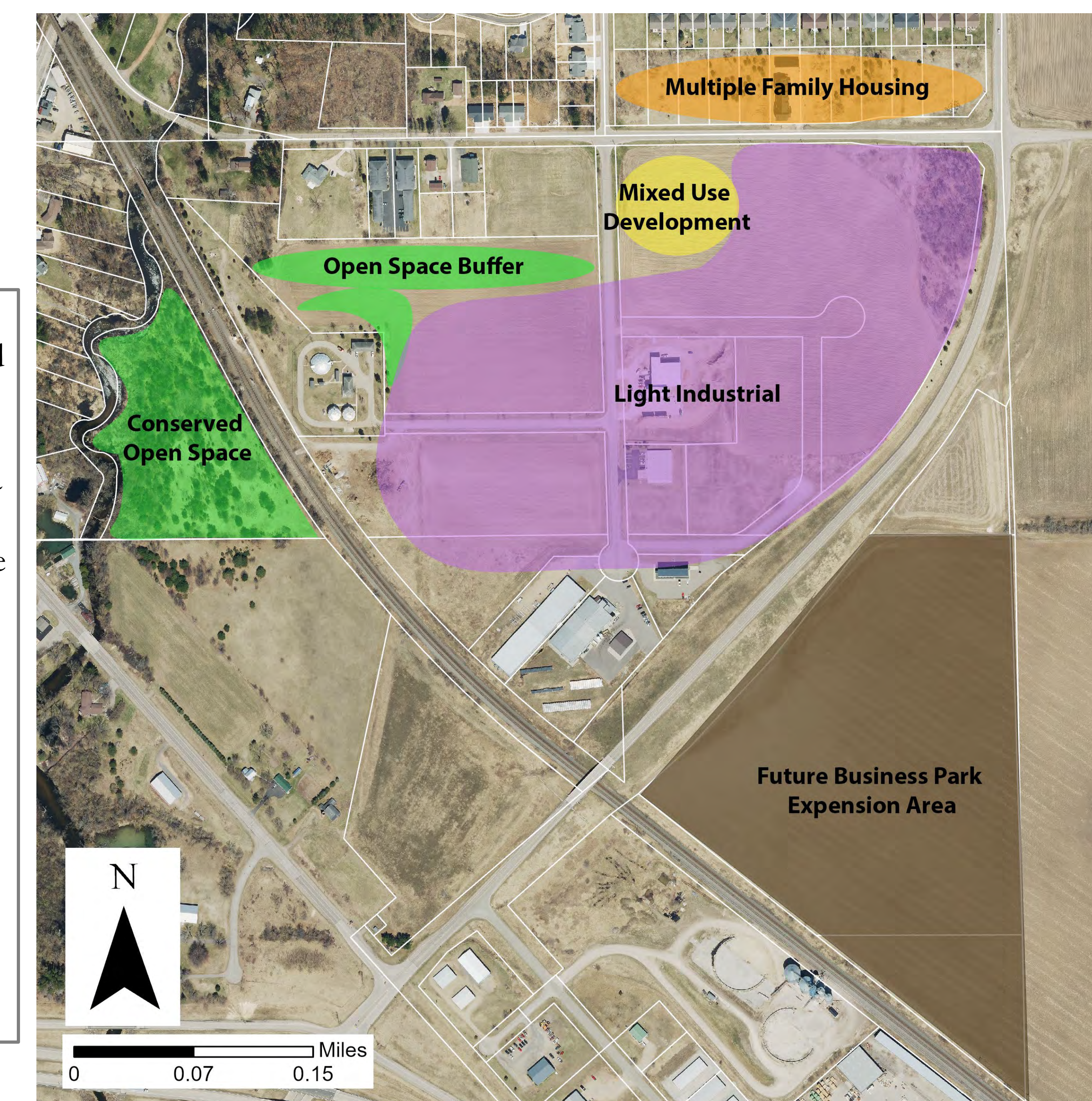


Exhibit 1. The smart growth economic development strategy has three core components.

Award from the EPA small communities and small towns can achieve when following smart growth goals and the framework set out by the EPA.

Smart Growth from the EPA.

This program diagram shows locations where the three goals could be implemented. There are areas dedicated to mixed-use development and light industry that may serve as a source for local jobs. The mixed-use development can also help buffer the industry from strictly residential zones. Space is also set aside for green, open space and a buffer that separates residential areas from possible light industrial expansion. This area could also double as the starting point for a potential walking and biking trail. There is potential for expansion of the business park to the southeast depending on the rate of future development.