

## **CHAPTER 1      Issues and Opportunities for Comprehensive Planning in the Village of Amherst**

66.1001(2)(a) Wis. Stat.:

**Issues and Opportunities element.** Background information on the local governmental unit and a statement of overall objectives, policies, goals and programs of the local governmental unit to guide the future development and redevelopment of the local governmental unit over a 20-year planning period. Background information shall include population, household and employment forecasts that the local governmental unit uses in developing its comprehensive plan, and demographic trends, age distribution, educational levels, income levels and employment characteristics that exist within the local governmental unit.

### **Section 1.1      Brief History and Description of Planning Area**

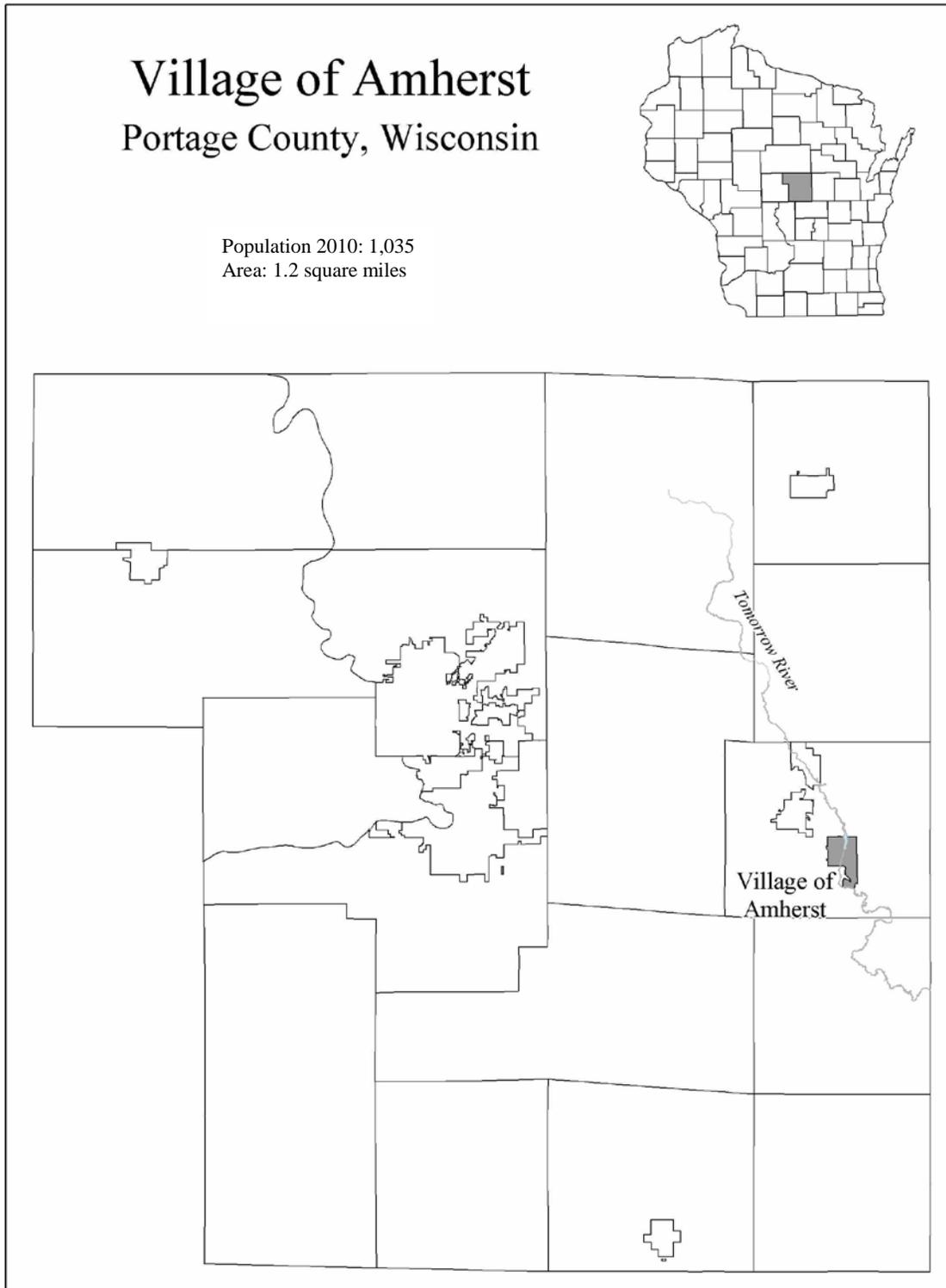
The Village of Amherst is located on the Tomorrow River, 15 miles southeast of Stevens Point and 14 miles northwest of Waupaca, lying along what was once a Native American portage that stretched from the Wolf River to the Wisconsin River (see Figure 1.1). This portage traversed an expansive hunting and fishing woodland and was called the Tomorrow River Valley by the Native Americans.

Around 1850, settlers began to buy land and move their families to the Tomorrow River Valley. Some of the first settlers included Rueben (Curley) Smith, William V. Fleming, Al Ryerson, and Jim, Robert and William Wilson. Amherst arrived at its name in 1853 when Judge Gilbert L. Park of Stevens Point suggested to Adam Uline (who was Chairman of the Town of Lanark) that the Town be called Amherst to honor General Amherst of Revolutionary War fame. Mr. Uline, a native of Amherst, Nova Scotia, naturally approved of this name. A number of dams were constructed on the Tomorrow River and settlements flourished. In order to meet the changing needs of the settlement around the Upper Amherst Mill Pond, the residents voted to incorporate on December 28, 1899. The following spring, the 640 acre Village became fully incorporated and A. J. Smith was elected the first Village President. Today, the Village of Amherst occupies nearly 830 acres and operates under a Village President/Trustee system of government.

The Village of Amherst is experiencing a sustained period of growth and change that could affect the nature of the community for years to come. By the year 2040, nearly 3,000 people may live in the Amherst area (Town of Amherst and Villages of Amherst, Amherst Junction and Nelsonville), with nearly 1,200 people living within the Village itself.

To accommodate this growth, the Village's current development pattern will change and tracts of land (both in and outside the Village) that are now vacant will be developed. If not properly managed, these changes could result in unwise use of land resources and inefficient expenditures for municipal utilities and services. This Comprehensive Plan will analyze all of the lands within the incorporated boundary of the Village, as well as the 1½ mile extraterritorial area within the adjacent Town of Amherst.

**Figure 1.1**



## **Section 1.2 Past Planning In Amherst**

### **A. 1977 Development Guide**

During 1975 the Amherst Village Board took notice of a significant rise in the Village's population, beginning around 1970. This sudden growth was cause for concern because the Village had grown very little between 1899 and 1970 (less than 30 people were added to the Village's population, see Figure 1.2, page 8). The Village Board contacted the Portage County Planning and Zoning Department to prepare a Development Guide for the Village.

The Development Guide, completed in 1977, utilized citizen and community leaders' input in the planning process. A public survey, used to further determine community needs and problems, was incorporated into the document. The Development Guide was assembled in five steps. The first step involved inventory and analysis of existing social, economic, and environmental conditions of the Village. Goals and objectives for the Guide, based on inventory and analysis and citizen input, were created in Step 2. Step 3 utilized the inventory and analysis of past and present Village conditions to predict future trends. In Step 4, alternate plans and policies were created to represent the different development patterns and cost levels that could occur within the Village. The Village's final step was to choose a specific development pattern from the alternatives. The Development Guide that was adopted established guidelines and standards for all land use within the Village and created review procedures for development occurring within the Village's extraterritorial area.

### **B. 1990 Comprehensive Plan**

The decision to prepare an updated Comprehensive Plan for the Village was made by the Village Board in January of 1988. Citizen involvement in the planning process was encouraged to make certain that issues addressed in the Comprehensive Plan were important to local residents.

The initial step in the planning process again involved inventory and analysis of past and present social, economic, and environmental conditions of the Village. During September and October of 1988 this information was used by the Plan Commission to determine strengths and weaknesses of the Village. During October and November of 1988 the Amherst business community became involved in the planning process by identifying a set of fourteen goals they felt the Village should pursue. In addition, the business community referred the Plan Commission to the goals that were outlined in the Amherst Community Economic Analysis document regarding opportunities for creating more jobs and greater income in Amherst. To provide further public involvement in the comprehensive planning process, a sixteen page questionnaire was sent out to each Village of Amherst household, property owner, and business. The results of the survey provided the Plan Commission with insight and direction on formulating objectives and recommendations for the Plan. Active citizen participation throughout the process allowed the desires of the community to be reflected in the Plan that was adopted in November 1990.

### **C. 2005 Comprehensive Plan**

The 2005 Village of Amherst Comprehensive Plan update had its beginning as a part of the County-wide planning project started in June 2001. The work during the first 18 months of the County-wide project, performed primarily by the Portage County Comprehensive Planning Joint Steering Committee, centered on public participation, visioning, and the generation of preliminary goal suggestions for the nine required Plan elements, or chapters. This information was then forwarded to all local units of government in the fall of 2002. Utilizing the information provided by the Joint Steering Committee, the Village of Amherst Plan Commission began the

Village Comprehensive Planning process in earnest in January 2003. The Plan Commission met monthly through November 2004 to put together the first complete preliminary draft of the plan and the final document was adopted by the Amherst Village Board on April 12, 2005.

### **Section 1.3 Current Comprehensive Planning Update**

This Comprehensive Plan update was initiated by the Village of Amherst in November 2015. When discussing how to begin the required full-scale review of the Planning document (minimum of once every 10 years), Village officials made the decision to use the 2005 Comprehensive Plan as a solid base to start from. The Plan Commission proceeded chapter by chapter to verify and update existing background information, review and validate any issues identified in each of the chapters, and review, validate, and revise the goals, objectives, and policies accordingly.

As with the previous planning projects, the comprehensive planning update process involves several basic phases:

The first phase involves research. Activities include acquiring a thorough knowledge of the existing community setting, identifying problems that require solutions, analyzing critical factors that need to be changed before progress can be made toward community goals, and establishing goals and objectives for growth and development.

The second phase involves the formation of planning policy. Planning policies recommend a course of action that will accommodate expected change, produce desired change, or prevent undesirable change.

The next phase involves the development of a preferred plan alternative for guiding future growth. The Land Use Element contains the different discussion points on how the Village is expected to grow, and identifies in general terms how development should proceed in the future to achieve community goals. It proposes the most efficient use of land within the financial capabilities of the community by identifying where residential, commercial and industrial development should occur.

The final phase involves implementation of the plan and programs that will influence the day-to-day decisions made by government officials, private enterprise, and individuals. Plan implementation provides the means by which community goals can be achieved. Three major tools of implementation are the zoning ordinance, subdivision regulations, and capital improvements program. Zoning regulations act to control growth and development so that it is harmonious with the proposals and recommendations set forth in the Comprehensive Plan. They promote sound, orderly development directed toward the preservation of property values and the improvement of the overall appearance of the community. Subdivision regulations assure that new land divisions are designed in an orderly and efficient manner and are in accordance with the Comprehensive Plan. The capital improvements program is a long-range financial plan for major public improvements. It proposes the best means for utilizing available financial resources to provide residents with necessary facilities and services.

## **Section 1.4 Demographic Trends**

The demographic information in this Comprehensive Plan comes from the U.S. Census Bureau. Through the Census, the name, sex, age, date of birth, race, ethnicity, relationship and housing tenure is collected on every individual in the United States every ten years. Starting with the 2010 Census, the method of collecting data beyond this primary information was changed. The more detailed demographic, housing, social, and economic information once collected during each Census is now collected annually by the American Community Survey (ACS), which began sampling in 2005.

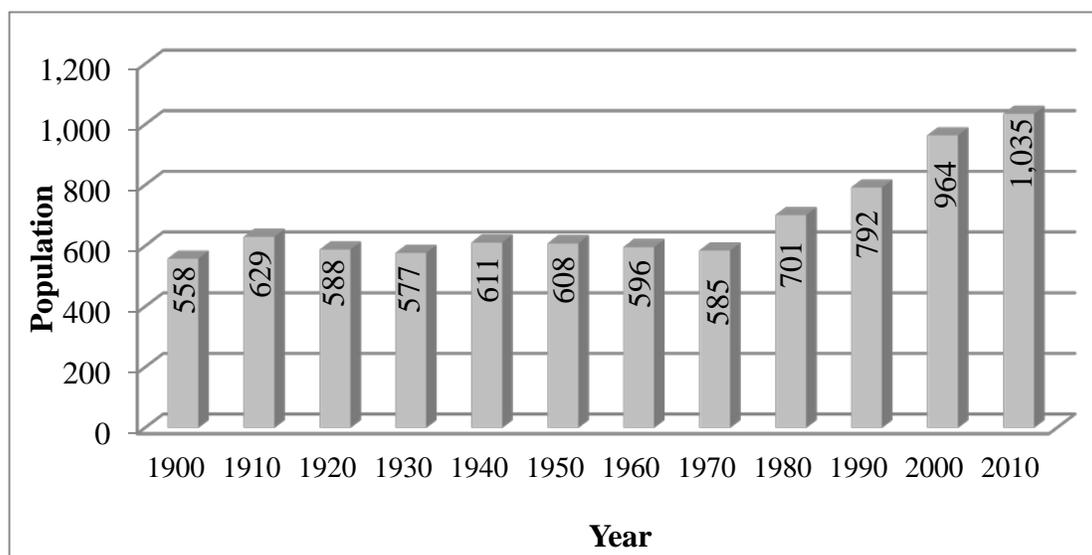
ACS is a branch within the U.S. Census Bureau, designed to provide communities with reliable and timely data. The Survey is sent to a small percentage of the population each year on a rotating basis throughout the decade. Information for the Village is produced every year and is based on 5-year estimates. For example, the 2010-2014 ACS 5-year estimates are based on data collected from January 1, 2010 to December 31, 2014.

The tables and figures that follow use data from the decennial Census and ACS to compare the Village of Amherst with Portage County. This data is available via the American Fact Finder search site at <http://factfinder2.census.gov/>. When looking at the tables and figures remember that they are in many cases estimates and not based on a complete count. For this reason, it is recommended that derived measures (percent's, means, medians, and rates) be compared rather than estimates of population totals. While ACS estimates may have some error, it is the most accurate measure of what is happening within the Village that is available, and is a valid tool for understanding the relative importance of the information it is describing.

### **A. Population Growth**

The Village of Amherst has seen a consistently positive growth rate over the last 40 years. According to decennial Census information, the population increased by 450 people, nearly doubling (77%) between 1970 and 2010. This is a distinct departure from the previous period (1900 to 1970), which saw a relatively flat population trend (see Figure 1.2 below).

**Figure 1.2: Village of Amherst Population Change, 1900 to 2010**



Source: U.S. Census Bureau, 1900 - 2010

Over the past 20 years, the Village of Amherst population growth rate of nearly 31% was greater than that of Portage County (+14%) and the State (+16%) (see Table 1.1 below).

**Table 1.1: Amherst Area Population Change, 1990 to 2010**

	U.S. Census			State of Wisconsin Estimate 2015	1990-2010 Change	2010-2015 Change
	1990	2000	2010			
Village of Amherst	792	964	1,035	1,047	30.7%	1.2%
Village of Almond	455	459	448	445	-1.5%	-0.7%
Village of Amherst Junction	269	305	377	374	40.1%	-0.8%
Village of Junction City	502	440	439	440	-12.5%	0.2%
Village of Nelsonville	171	191	155	155	-9.4%	0.0%
Village of Rosholt	512	518	506	495	-1.2%	-2.2%
Portage County	61,405	67,182	70,019	70,940	14.0%	1.3%
State of Wisconsin	4,891,769	5,363,715	5,686,986	5,753,250	16.3%	1.2%

Source: U.S. Census Bureau, 1990 - 2010 Census and Wisconsin Department of Administration

The 2015 State of Wisconsin Department of Administration population estimate for the Village of Amherst was 1,047, a 1.2% increase since the 2010 Census. This percent change over the 4-year period was the eighth largest in Portage County. The largest percentage increases were the Town of Eau Claire (4.5%), Village of Plover (3.2%), and the Town of Stockton (2.4%).

Table 1.2 below helps to illustrate the migration patterns of Village residents by examining where residents (aged 1 year and older) were living one year ago. The “Same House” column identifies the Amherst residents that lived in the same dwelling; a high percentage can be an indicator of long-term residency. The “Different House, Portage County” column identifies the Amherst residents that lived in a home outside the Village, but within Portage County. The “Different House, Different County” column identifies the Amherst residents that lived in a home outside of both the Village and Portage County, but within the State of Wisconsin. The “Different State” column identifies the Amherst residents that lived in a home outside the State of Wisconsin. Altogether, this information can be an indicator of resident turnover and where new residents are coming from. Based on the 2010-2014 American Community Survey, the majority of Amherst residents (83%) lived in the same dwelling one year ago. A small percentage of residents (7%) have moved to the Town from a different house within the County, while an even larger percentage of residents (10%) have moved in from outside of the County, but within the State of Wisconsin.

**Table 1.2: Comparison of Place of Residence, Five Years Prior to 1990 & 2010 Census**

	Same House	Different House, Portage County	Different House, Different County	Different State
Village of Amherst	83%	7%	10%	0%
Village of Amherst Junction	93%	5%	2%	0.3%
Village of Nelsonville	83%	14%	0.9%	0.9%
Town of Amherst	94%	3%	2%	1%
Portage County	81%	11%	8%	2%

Source: U.S. Census Bureau, 2010-2014 American Community Survey

## B. Age Distribution and Race

The 2010 Census describes the Villages population as 97.9% white, with 22 residents of a different race.

Table 1.3 below details the number of Village residents that occupied specific age groups in each of the last three Census years, along with similar information for the County as a whole.

If you were to examine the Village of Amherst age group data straight across the Census years, you can get a feeling for how the increase in Village population in the last 10 years has been distributed.

The “25 to 34” “45-to-54” and “55-64” age cohorts saw small increases, making up 38% of the total. Both the “15 to 24” and “75 to 84” age cohorts decreased.

**Table 1.3: Distribution of Population, by Ten-Year Age Groups**

Age	Village of Amherst			Portage County		
	1990	2000	2010	1990	2000	2010
Under 5 Years	8%	8%	8%	7%	6%	6%
5 to 14 Years	16%	16%	16%	15%	14%	12%
15 to 24 Years	13%	14%	11%	21%	21%	20%
25 to 34 Years	14%	13%	15%	16%	12%	12%
35 to 44 Years	16%	15%	15%	14%	15%	11%
45 to 54 Years	9%	13%	12%	9%	13%	15%
55 to 64 Years	6%	9%	11%	7%	8%	12%
65 to 74 Years	9%	5%	7%	6%	6%	7%
75 to 84 Years	7%	6%	4%	4%	4%	4%
85 Years and Over	2%	2%	2%	1%	2%	2%
<b>Total Population</b>	<b>792</b>	<b>964</b>	<b>1,035</b>	<b>61,405</b>	<b>67,182</b>	<b>70,019</b>
Median Age	33.9	34.5	35.1	29.3	33.0	35.8

Source: U.S. Census Bureau, 1990, 2000 and 2010 Census

Further insight into the nature of the Village population’s change over time can be gained through examining how these age groups change as they move through their life cycles. The age groups (or “cohorts” as they are called when tracking a group of same-aged people) have been displayed within the table in ten-year increments to more easily see how their numbers increase or decline over different Census years. The diagonal series of gray or white boxes within Table 1.3 indicate the path of each age cohort through the three Census periods. For example, 16 % of the population fell within the 5-to-14 year old cohort in 1990. This percentage decreased to 14% in 2000 (as the 5-to-14 year olds became 15-to-24 year olds), but increased to 15% in 2010 as 25-to-34 year olds. The present-day 35-to-44 year olds also saw growth over the last 20 years, increasing from 13% (as 15-to-24 year olds in 1990) to 15% in the year 2010.

The “median age” is the point where ½ of the population lies above and ½ lies below; the older this age is, the older the overall population for a place is becoming. The median age for the Village of Amherst has risen 1.2 years since 1990, with the same rate of increase between the Census periods. This is in contrast to Portage County overall, who has seen its median age increase 6.5 years, respectively, during the same time.

The overall percentage of the Village population over the age of 65 has been declining since 1990 (Table 1.4). In contrast, the percentage of population 65 years and older in Portage County has been increasing over the last 20 years.

**Table 1.4: Comparison of Population Aged 65+**

Age	Village of Amherst			Portage County		
	1990	2000	2010	1990	2000	2010
65 Years and Over	17%	12%	13%	11%	11%	13%
<b>Total Population</b>	<b>792</b>	<b>964</b>	<b>1,035</b>	<b>61,405</b>	<b>67,182</b>	<b>70,019</b>
Median Age	33.9	34.5	35.1	29.3	33.0	35.8

Source: U.S. Census Bureau, 1990, 2000 and 2010 Census

There has been a considerable amount of discussion about the impending aging of the general population across the County and the Nation. Based on the 2010 Census information on the percentage and nature of aging for the existing residents, the Village of Amherst should not be subject to a sudden rush of senior-related issues throughout the planning period. These issues could, however, become more immediate through an influx of older residents from surrounding areas. The Comprehensive Plan should take this possibility into consideration.

### C. Education Levels

Table 1.5 below compares the educational attainment information contained in the 1990 and 2000 Census as well as the 2010-2014 ACS, for the Village of Amherst and Portage County as a whole. This information is taken from the US Census Summary File 3 and ACS, which is based on a sample of units within a community, and not a total count of units. Although it does not account for all of the population within the community, this information provides insight into the educational attainment.

Amherst has raised its overall educational attainment considerably since the 1990's. This was most likely a result of the combination of in-migration, continued educational involvement by the existing residents of the Village, and the passing of older residents who did not have the educational opportunities enjoyed today. Between 1990 and 2010-2014, the percentage of Village of Amherst residents aged 25 and over who had less than a 9<sup>th</sup> grade education decreased dramatically (from 14% to 4%). The percentage of 25+ year-old residents who completed some college, or completed a college degree program rose from thirty three percent (33%) to fifty percent (50%) over the same period. This increase in college attainment was closely matched to that of the County as a whole (33% to 49%).

One area where the Village of Amherst did not perform as well as the County was the percentage of residents who completed their graduate/ professional degree. In 2010-2014, 4% of the Town's residents received the highest degree, compared to 9% of the County as a whole.

**Table 1.5: Comparison of Educational Attainment**

Educational Attainment (Persons 25 years +)	Village of Amherst			Portage County		
	1990	2000	2010-2014	1990	2000	2010-2014
Less than 9th Grade	14%	5%	4%	12%	6%	3%
10th to 12th Grade (No Diploma)	7%	7%	6%	9%	8%	5%
High School Graduate	43%	38%	37%	40%	37%	34%
Some College (No Degree)	18%	22%	27%	15%	19%	20%
Associate Degree	3%	8%	9%	5%	7%	10%
Bachelor's Degree	12%	16%	14%	13%	16%	19%
Graduate/ Professional Degree	3%	4%	4%	6%	7%	9%

Source: U.S. Census Bureau, 1990 and 2000 Census, and 2010-2014 American Community Survey

**D. Households and Income**

The Village of Amherst residential community is made up of different types of households. The US Census defines a household as “including all of the people who occupy a housing unit”. People not living in households are classified as living in group quarters. Further defined, a “Family Household” consists of a householder and one or more other people related to the householder by birth, marriage, or adoption. A “Nonfamily Household” consists of people living alone and households which do not have any members related to the householder. Table 1.6 below details the changes in the make-up of Village households over the last 25 years, and compares them to the Portage County data. Family households, traditionally the largest group within the Village of Amherst, have seen their percentage of total households decrease slightly over the last 25 years. Within this time period, the Village experienced a 1% decrease, while the rate of decrease experienced by the County was 8%. Non-family households have increased slightly from approximately 34% of total households in 1990 to over 35% in the year 2010. The County experienced an 8% increase during this time.

**Table 1.6: Household Type Comparison, Village of Amherst**

Households by Type	Village of Amherst			Portage County		
	1990	2000	2010-2014	1990	2000	2010-2014
Family Households (Percent of Total Household)	66%	64%	65%	70%	66%	62%
Nonfamily Households (Percent of Total Households)	34%	37%	35%	30%	34%	38%
<b>Total Households</b>	<b>316</b>	<b>395</b>	<b>459</b>	<b>21,306</b>	<b>25,040</b>	<b>27,954</b>
Persons Per Household	2.51	2.44	2.57	2.71	2.54	2.39

Source: U.S. Census Bureau, 1990 and 2000 Census, and 2010-2014 American Community Survey

The Persons Per Household calculation for Amherst shrunk to 2.44 in 2000 before rebounding to 2.57 in 2010-2014. The number of Persons Per Household for Portage County has continued a shrinking trend.

Another instructive piece of information on the state of households within the Village is the level of income that each household achieves. Again the Census provides insight into the range of incomes present within Amherst.

Table 1.7 below describes how household incomes have changed in the last 25 years. It is a testimony to both the inflation of wages and the increased earning power of the residents of the Village of Amherst that the percentage of households making greater than \$50,000 per year has increased from 13% in 1989 to 44% in 2010-2014. Median household income has increased from \$22,109 to \$39,292 over the same period, with the majority of the increase occurring from 1989 to 1999. The percentage increase in households earning greater than \$50,000 for Portage County as a whole is roughly the same over the 25-year period (19% to 51%). The median household income for the County has consistently been greater than the Village, with advances more evenly distributed between the two decades.

**Table 1.7: Household Income Comparison**

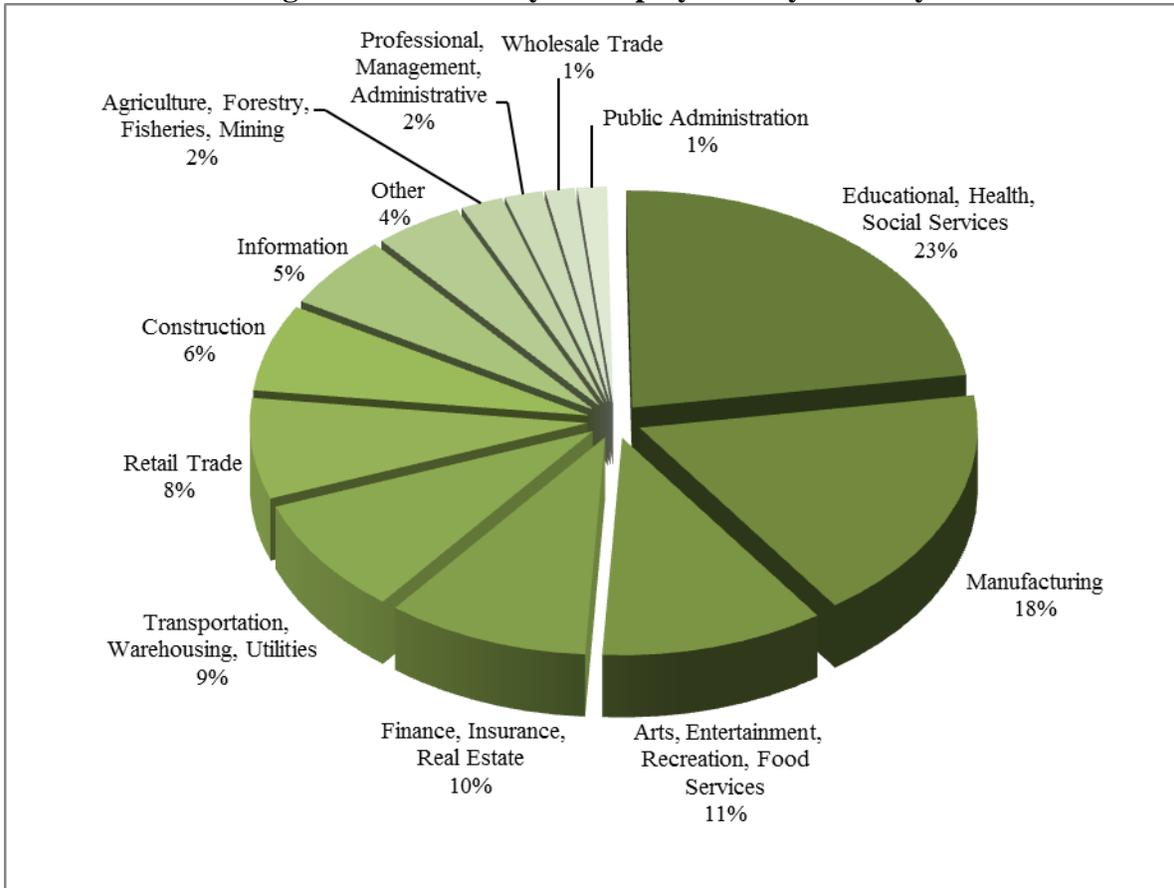
Household Income Per Year	Village of Amherst			Portage County		
	1989	1999	2010-2014	1989	1999	2010-2014
Less Than \$10,000	21%	9%	13%	15%	7%	7%
\$10,000 to \$14,999	15%	9%	7%	9%	6%	6%
\$15,000 to \$24,999	20%	10%	14%	19%	13%	10%
\$25,000 to \$34,999	16%	15%	8%	17%	14%	11%
\$35,000 to \$49,999	15%	15%	14%	20%	18%	16%
\$50,000 to \$74,999	9%	28%	25%	14%	23%	21%
\$75,000 to \$99,999	2%	12%	9%	3%	11%	13%
\$100,000 to \$149,999	2%	1%	8%	1%	5%	12%
\$150,000 or More	0%	2%	2%	1%	3%	5%
<b>Total Households</b>	<b>313</b>	<b>409</b>	<b>459</b>	<b>21,336</b>	<b>25,112</b>	<b>27,954</b>
Median Household Income	\$22,109	\$40,125	\$39,292	\$28,686	\$43,487	\$50,837

Source: U.S. Census Bureau, 1990 and 2000 Census, and 2010-2014 American Community Survey

### E. Employment Characteristics

Figure 1.3 below summarizes employment by industry for the population of Village residents aged 16 years and over (approximately 822 persons). The information comes from the 2010-2014 American Community Survey (the U.S. Census Bureau has changed the method of producing the statistics for the summary of employment by industry, creating a situation where comparison between the 1990, 2000, and 2010 Census is no longer possible). This information represents what type of industry that the working residents of the Village were employed by, and is not a listing of the employment currently located within the Village of Amherst. The discussion of the Village economy will take place within the Economic Development Element of this Comprehensive Plan.

**Figure 1.3: Summary of Employment by Industry**



Source: U.S. Census Bureau, 2010-2014 American Community Survey

### **Section 1.5 Assumptions for Future Growth**

- A. The General “Amherst area” will continue to develop as a secondary growth center in Portage County. With its favorable conditions for land development, good access and desirable living environment, this area will increasingly function as the next most important alternative to the Stevens Point/Plover area for growth.
- B. The Village of Amherst should establish cooperative land use control procedures in conjunction with Portage County and surrounding town and village governments to ensure harmonious development beyond the corporate limits of the communities.
- C. The Village recognizes the decreasing role that agriculture plays within its boundaries. The amount of land devoted to agriculture will continue to decline as land is developed to residential or commercial.

### **Section 1.6 Forecasts**

#### **A. Population Projections**

Population projections are developed by the Wisconsin Department of Administration (DOA). The most recent population projections for the Village of Amherst were released in 2013. It should be noted that population projections are “best guesses” and should be used with that in mind.

The Village of Amherst Plan Commission has adopted the following projected population total for the planning period:

Year 2015: 1,065      Year 2020: 1,100      Year 2030: 1,155      Year 2040: 1,185

Based on these projections, the Village will have 1,185 residents by 2040. This represents an 11% increase over the 30 year period.

#### B. Housing Unit Projections

Household projections are also based on projections from the Wisconsin Department of Administration. As with population, the household projections were released in 2013. Based on these projections, the Village will grow to 515 households in 2040, an increase of 65 units (or 14%).

The following are household projections for the Village of Amherst:

Year 2015: 450      Year 2020: 469      Year 2030: 498      Year 2040: 515

Based on the anticipated increase in population and the projected level of occupancy (2.3 persons per household), the Village may need to add approximately 65 new housing units over the next thirty years.

#### C. Employment Projections

Several new industrial projects have recently been approved, and the Village of Amherst will be actively marketing its Business Park acreage throughout the planning period. This variable makes it difficult to settle on a specific future employment projection; the Village, however, anticipates an increase in employment.

### **Section 1.7 Conclusions from the Issues and Opportunities Analysis**

- A. The Village has seen a considerable acceleration in its growth rate over the last 40 years. Between 1970 and 2010, Amherst grew from 585 to 1,035 residents, an increase of 77%. The 2040 population of the Village is projected to be 1,185, representing a 14% increase over this next 30 year period.
- B. The Village of Amherst continues to attract new residents.

### **Section 1.8 Community Goals, Objectives and Policies**

Goals, objectives, and policies provide the framework for guiding future community development activities in the Village of Amherst. Goals are desirable conditions to strive for in the future. They are common ideals of the community that can be achieved through the actions of government leaders, private enterprise and individuals. Objectives are general targets to be achieved along the path of satisfying community goals. Policies are methods of action to accomplish these stated objectives. Together these three pieces express the uniqueness of the community while stating changes that will produce desirable patterns for growth and development.

If the population of Amherst should increase from 1,035 in 2010 to 1,185 by the year 2040, the projected growth in population will be reflected in an increased demand for land to be used for residential, commercial, industrial and recreational facilities. While a portion of this growth will

occur within existing development, the majority will occur on adjacent, undeveloped land. The Village should strive to limit growth within a compact area suitable for development.

A. Vision Statement

To provide for orderly growth, encourage industrial and commercial development, make use of residential opportunities, recreational opportunities, and transportation opportunities to retain the character of the Village.

B. Goal

Encourage a pattern of community growth and development that will provide a quality living environment.

C. Objectives

1. Encourage development in areas with urban services or in areas where services can be most efficiently and economically provided.
2. Promote future development in planned growth areas.
3. Ensure that newly developed areas are compatible with existing uses of land.

D. Policies

1. The Village of Amherst should implement the recommendations of the Comprehensive Plan to ensure the Village remains a desirable place to live and work, to encourage the development of balanced residential, commercial, industrial and recreational land use patterns and to provide areas adequate for future growth.
2. Effective implementation tools, such as the zoning ordinance, official street map, subdivision regulations, shoreland and wetland ordinances and a capital improvement program should be used and enforced.
3. Community development should occur contiguous to and extend outward from areas of existing development.
4. The Village of Amherst should continue to work in conjunction with Portage County, the Town of Amherst, and Villages of Amherst Junction and Nelsonville to ensure harmonious development beyond the corporate limits of the communities.
5. The Village should encourage development which protects and enhances the Village's tax base.
6. The Amherst Plan Commission should maintain an active role in assessing Village needs, evaluating development, and utilizing the planning process as a means of accomplishing recommendations contained in the Comprehensive Plan.