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January 27, 2022

Kali Casper
Town of Blacksburg
400 South Main Street
Blacksburg, VA 24073

RE: Rugby Field Townhomes CUP - Revisions

Dear Kali,

Included with this letter is an updated application narrative and updated CUP drawings addressing items our team has modified or clarified on the above referenced project since our Town Council Work Session Meeting on January 18, 2022. Below is a list of these items and how each has been addressed.

Revisions included are:

- 1) A lower speed limit of 15 mph has been proposed for both Rugby Lane and the new internal loop road. This is noted in the application text on Page 4 and on drawing sheet CUP2.
- 2) The Homeowners Association will be responsible for all exterior maintenance of the grounds and Townhomes. This is specified on Page 9 of the application text. A capital contribution will also be required of all homeowners when they purchase their homes that will go into the HOA maintenance fund thus immediately creating a funding stream for repairs.
- 3) The Homeowners Association will include conditions in its covenants and restrictions that will set behavior expectations of homeowners. This is specified on Page 9 of the application text.
- 4) The Homeowners Association will implement a parking policy for all homeowners within the development. Specifics on this policy are included on Page 3 of the application text.
- 5) The exception regarding the principal orientation of certain buildings has been requested within the application text and is noted on Page 10.
- 6) Additional sidewalk connections have been added to the eleven parking spaces nearest Rugby Lane. This is shown on drawing sheet CUP2.
- 7) A 15' natural buffer area is proposed along the Margaret Beeks property line. It is intended that the existing vegetation in this area will be preserved during construction of the trail realignment. The architectural screen and additional landscape plantings will still be provided. This is shown on drawing sheets CUP2, CUP3 and CUP4.



- 8) Sustainability: The applicant is currently having a HERS rating performed on the proposed units to determine the level of energy efficiency. This is anticipated to be complete within the next two weeks and will be provided to staff upon completion.
- 9) Marketing of the units: Attached to this letter is a draft marketing package for the proposed units as provided by the applicant. This is similar to marketing efforts they produce for their other properties such as Knollwood, Cedar Pointe and the upcoming VUE that cater to various buyers and renters.

Thank you for reviewing this supplemental information and if you have any additional questions or comments, please feel free to contact me.

Sincerely,
BALZER AND ASSOCIATES, INC.

Steven M. Semones
Executive Vice President

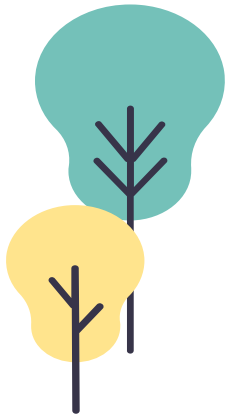
RUGBY FIELD

MARKETING PLAN



Potential for Professional and Family Residents

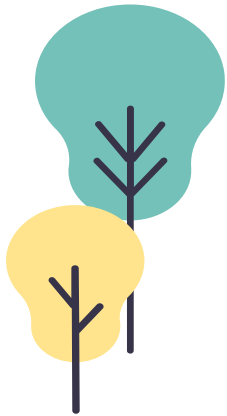
- Working alongside Virginia Tech in their program to find suitable housing for staff
- In proximity of Corporate Research Center (2.8-mile / 7-minute drive)
 - Work closely with Brent Malone, CRC staff, & CRC companies to market housing for employees
- Quick commute to Blacksburg Industrial Park (2.3-mile / 6-minute drive)
 - Work closely with Torc to house their growing employee base
- Montgomery County Chamber of Commerce
- Social Media (Facebook, Instagram)
- Events hosted by The Blacksburg Young Professionals
- For-Sale product



What's Nearby?

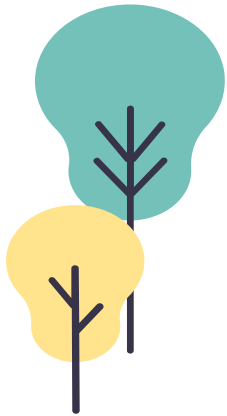
Highlight Family-Oriented Amenities Nearby

- Blacksburg South KinderCare on Rugby Lane
- South Main Kroger – a short walk away
- Sit-down restaurants, shopping, and entertainment at First & Main adjacent to lot
- Margaret Beeks Elementary School
- Near Huckleberry Trail



Floor Plan Attractive for Young Professionals, Middle-Aged, and Elderly Population

- Elevators for ease of access
- Attics for additional storage
- Optional office space for those who work remotely
- Smaller units that create achievable housing
- Includes master bedroom with double vanity bathroom



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