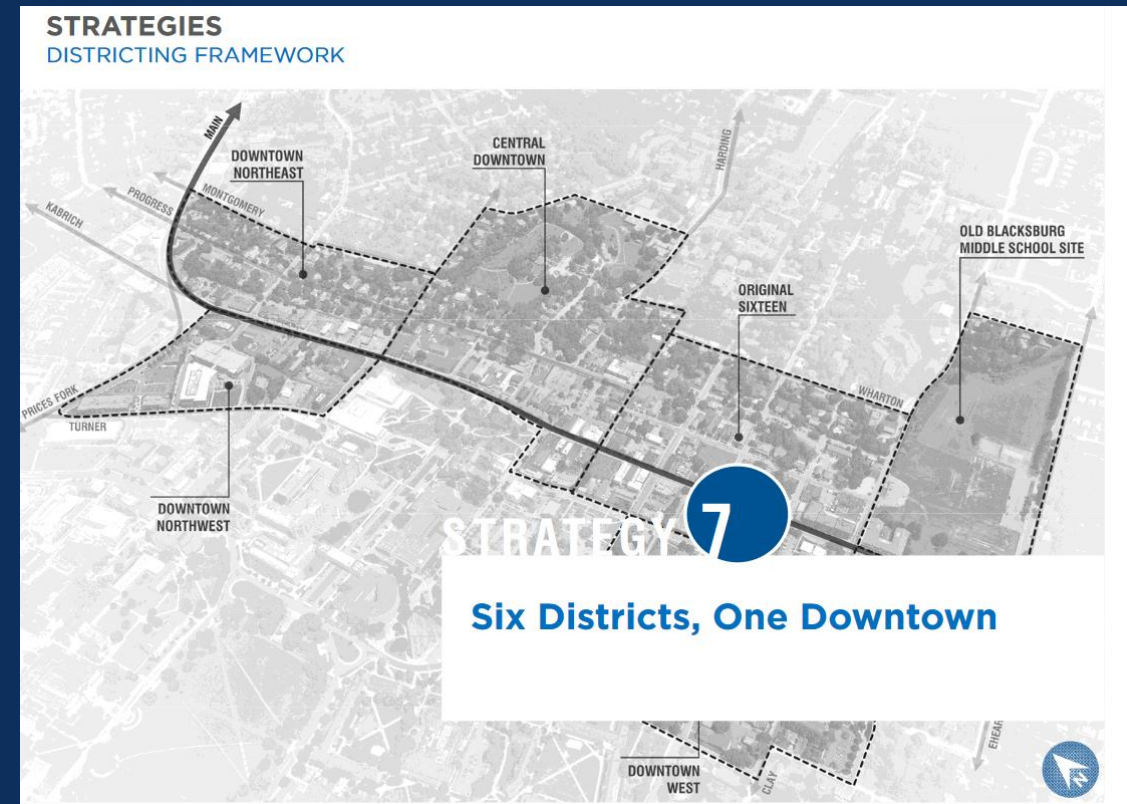


Downtown Northwest  
Zoning Ordinance Amendment  
Public Information and Input Meeting

October 12, 2022

# Downtown Strategic Plan

- Strategic Plan for Downtown Blacksburg
  - Prepared by Development Strategies
  - Completed 2019
  - Public Input
  - Public Support

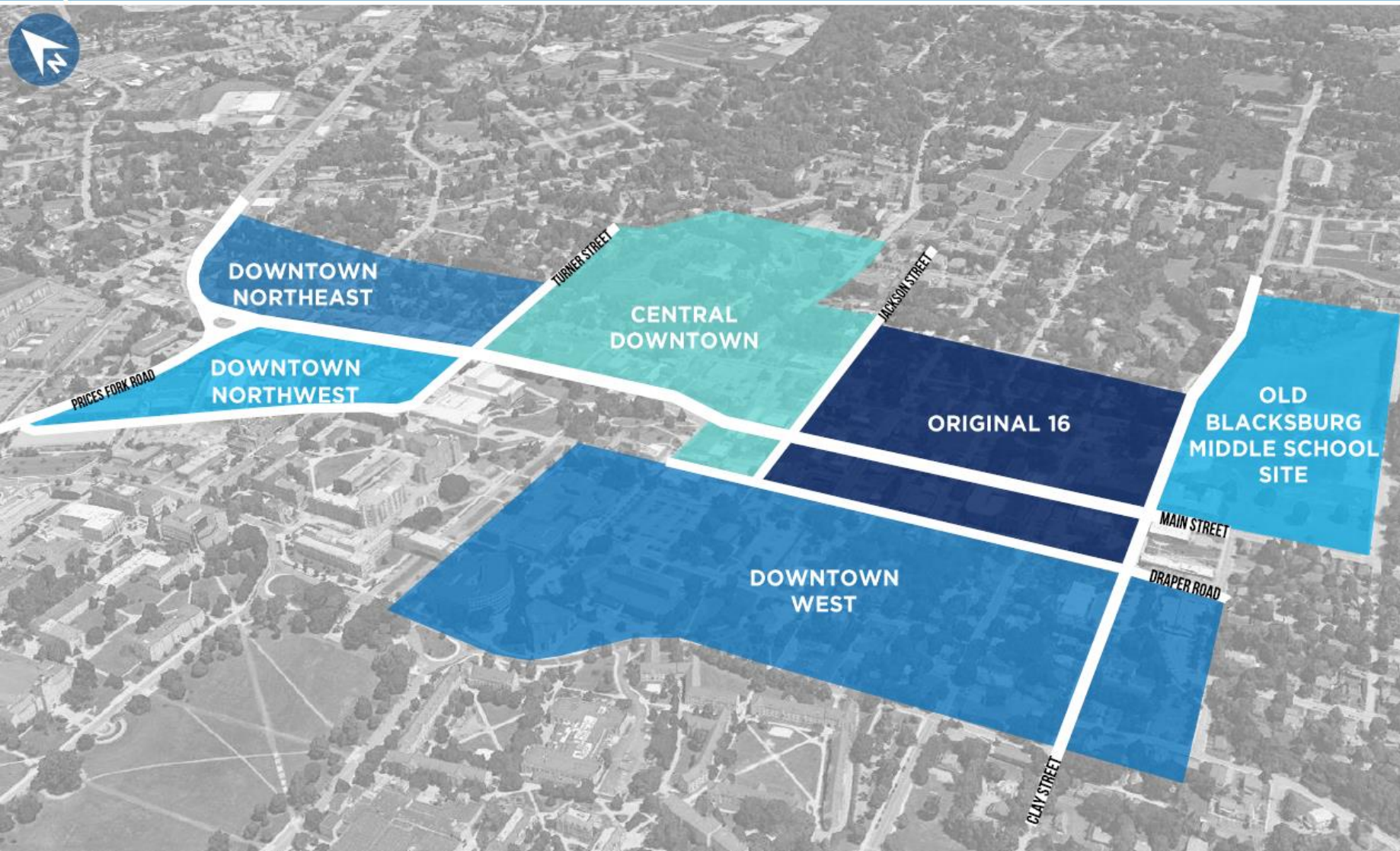


# Downtown Strategic Plan

- Six Sub districts
  - Original 16
  - Downtown West
  - Downtown Northwest
  - Downtown Northeast
  - Central Downtown
  - Midtown
- Implementation Tool is to create zoning districts
  - Downtown Northwest first one

# Downtown Strategic Plan

Formalize districting framework



Downtown Northwest is the triangle bounded by North Main Street, Prices Fork Road and Turner Street

# Downtown Strategic Plan

## LOWLANDS DOWNTOWN NORTHWEST

©2016 Google

### MARKET

Very high demand for student housing and quality retail

### ECONOMIC

Land very expensive, even for Downtown

### PLACE

Auto-oriented/large amount of curb cuts  
Separated from Downtown by Virginia Tech

### POLICY

No adjacent neighborhoods  
Strong physical linkage with Virginia Tech campus

# Downtown Strategic Plan

**DOWNTOWN NORTHWEST**  
EXISTING CONDITIONS



ST. LUKE AND  
ODD FELLOWS  
HALL

NORTH END CENTER

VA TECH BUILDING  
AND GARAGE

AUTO-ORIENTED  
RESIDENTIAL AND  
RETAIL



NORTH END  
CENTER



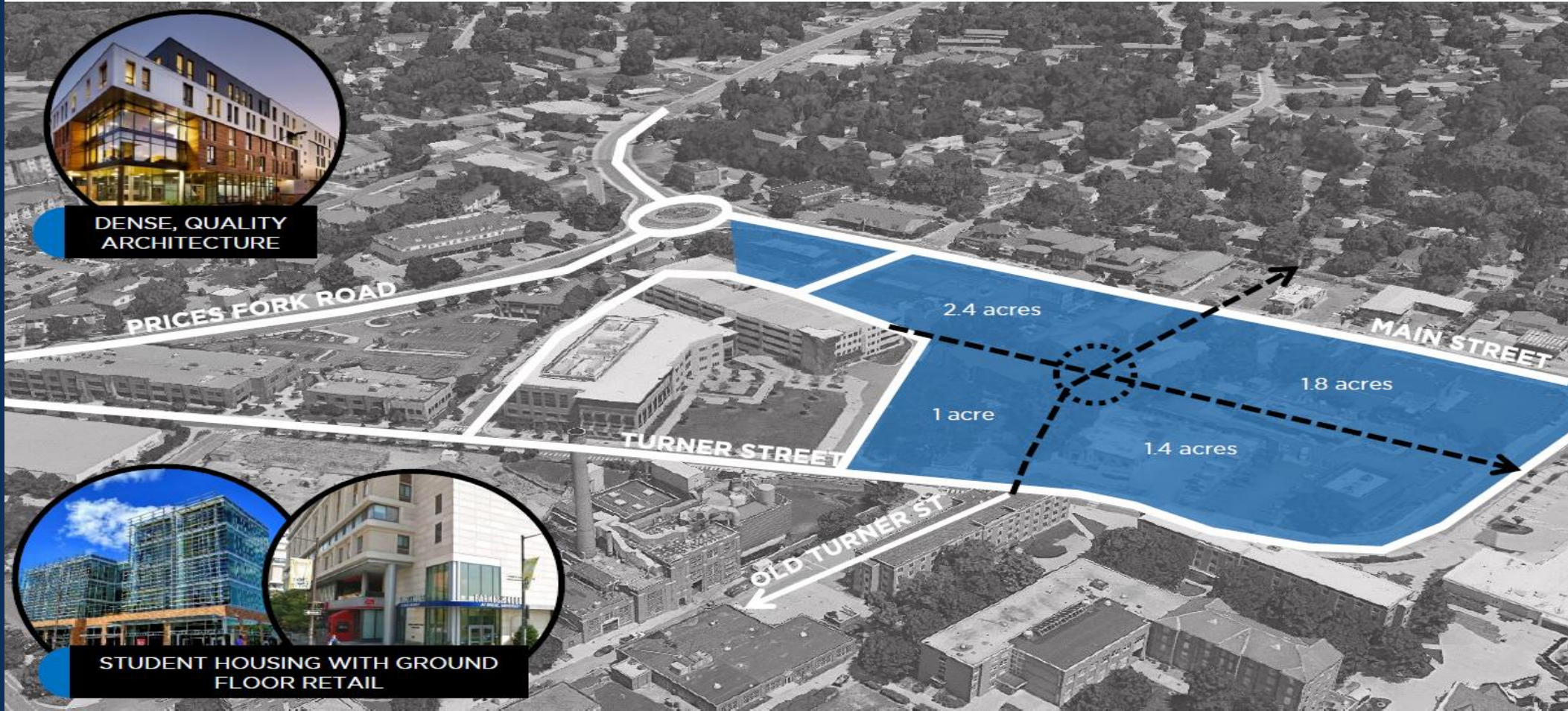
VT BUILDING  
AND GARAGE

New VT  
Foundation  
Building Along  
Gilbert Street  
(not shown in  
graphic) finishing  
up construction

# Downtown Strategic Plan



## DOWNTOWN NORTHWEST CONCEPT



DENSE, QUALITY  
ARCHITECTURE

STUDENT HOUSING WITH GROUND  
FLOOR RETAIL

# Downtown Strategic Plan

## DOWNTOWN NORTHWEST CONCEPT





# Downtown Strategic Plan

## DOWNTOWN DISTRICTS CHARACTER AND IDENTITY FRAMEWORKS



### University and Commercial

- High quality building standards
- Mix of uses
- Ground floor retail
- Leverage density
- Student-oriented
- Walkable



# Downtown Strategic Plan



## DOWNTOWN DISTRICTS CHARACTER AND IDENTITY FRAMEWORKS

### Dense Mixed Use

- High quality building standards
- Mix of uses
- Ground floor retail
- Leverage density
- Student-oriented
- Walkable



# Downtown Strategic Plan



## DOWNTOWN DISTRICTS CHARACTER AND IDENTITY FRAMEWORKS

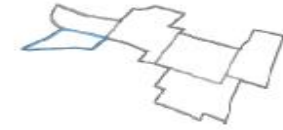
### Cultural Asset: St. Luke & Odd Fellows Hall

- More dignified location
- Compatibility
- Elevate visibility



# Downtown Strategic Plan

**DOWNTOWN NORTHWEST**  
20-YEAR ILLUSTRATIVE VISION



## Downtown Strategic Plan Implementation



# Downtown Northwest Implementation

- Introduction to the District
  - Create a new zoning district
  - Amendment to text of Town Zoning Ordinance
  - Creating district does not change the zoning
  - Existing zoning in this area is Downtown Commercial
  - Must rezone to use provisions of district
  - Floating zone

# Downtown Northwest Implementation

- New type of district and standards
- Assistance in drafting – Camiros
- Incorporate “form based” zoning approach
- Much more detailed standards than other districts
- Do not deviate from standards or lose desired outcome
- Rezoning filed in compliance should be approved

# Downtown Northwest Implementation

- Form based code – different approach in regulating
- Defined geographic area & redevelopment

## Form-Based Code

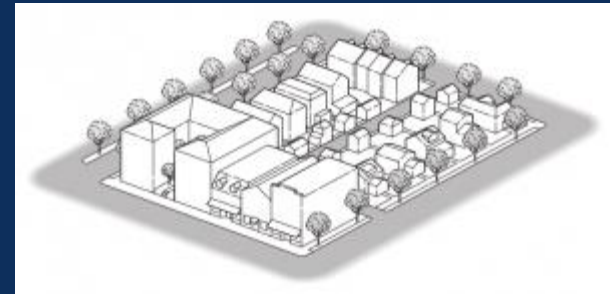
**/fôrm-bāsed kōd/**

*noun*

1. A form-based code is a land development regulation that fosters predictable built results and a high-quality public realm by using physical form (rather than separation of uses) as the organizing principle for the code. A form-based code is a regulation, not a mere guideline, adopted into city, town, or county law. A form-based code offers a powerful alternative to conventional zoning regulation.

## Form-Based Codes

Street and building types (or mix of types), build-to lines, number of floors, and percentage of built site frontage specified.



# Downtown Northwest Implementation

- Sections of DTNW district
  - Purpose
  - Applicability
  - Definitions unique to this district
  - Permitted Uses
  - Dimensional Standards
  - Design Standards
  - Site Development Standards
  - Signs



# Downtown Northwest Implementation

- Structure of DTNW district - Purpose
  - Optional set of standards
  - Creation of a dense, urban, well-connected, mixed-use development pattern
  - Standards address the use, scale, building placement, form, and design of development
  - Leverage density, height, and mix uses in exchange for
    - high-quality design
    - pedestrian scale and orientation
    - bicycle friendliness
    - sensitivity to the established character of the adjacent North Main Street corridor and the historic St. Luke and Odd Fellows Hall

# Downtown Northwest Implementation

- Structure of DTNW district - Applicability
  - Just applicable to triangle of Main St./Turner St./Prices Fork Rd.
  - Custom district for this area
  - Minimum acreage to rezone is 3.5 acres
  - Minimum acreage requires parcel accumulation
  - Minimum acreage ensures vision of Strategic Plan is met

# Downtown Northwest Implementation

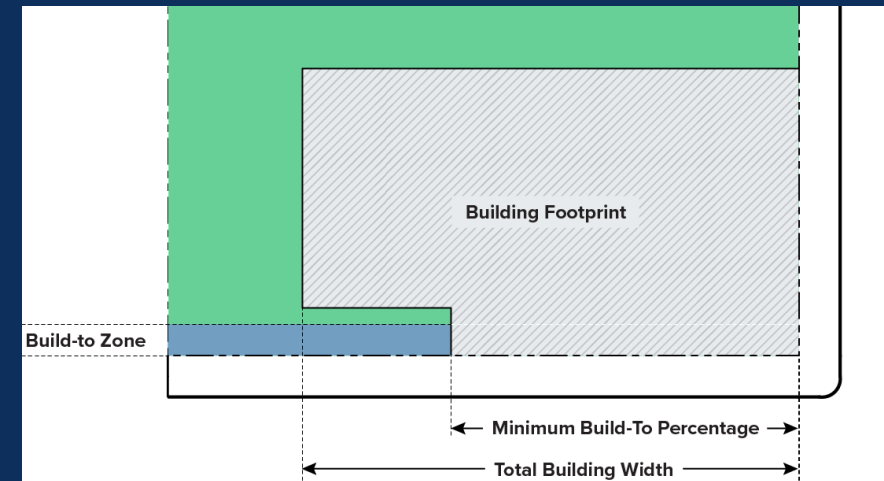
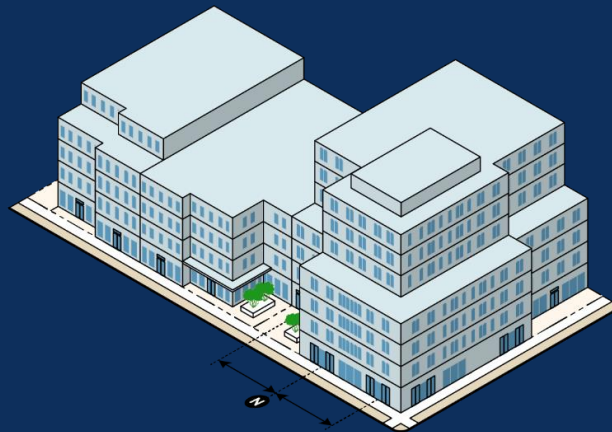
- Structure of DTNW district - Definitions
  - Definitions unique to this district, new concepts
  - Rest of definitions per § 2103 of Zoning Ordinance
  - Examples of new definitions:
    - Blank Wall Area
    - Build to Percentage

# Downtown Northwest Implementation

- Structure of DTNW district – Permitted Uses
  - Includes a Permitted Use Table
  - Based on Downtown Commercial uses
  - Limitation on ground floor areas with high visibility
  - Activate street level
  - Scale of use more than use itself
  - Main St. vs. interior

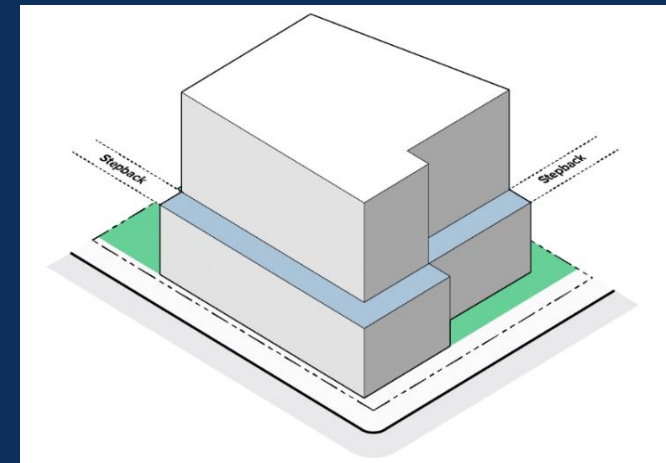
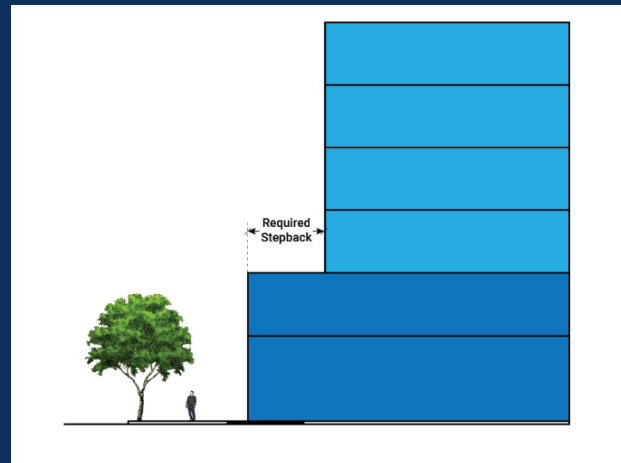
# Downtown Northwest Implementation

- Structure of DTNW district - Dimensional Standards
  - “Build To” line to push building to street
  - “Build Out Percentage” to fill frontage with building, not parking
  - Have interaction with street



# Downtown Northwest Implementation

- Structure of DTNW district - Dimensional Standards
  - Building step backs
  - Greater height as go internal to site, zones
  - Mitigate impact of height, especially at pedestrian level
  - Concerns on Main St.
  - Height key issue



# Downtown Northwest Implementation

- Structure of DTNW district - Design Standards
  - Break up mass of building with architectural variation
  - Variation in building materials, roofline
  - Variation in window patterning
  - Architectural details
  - Limit blank walls
  - Transparency
  - Arcades, plazas



# Downtown Northwest Implementation

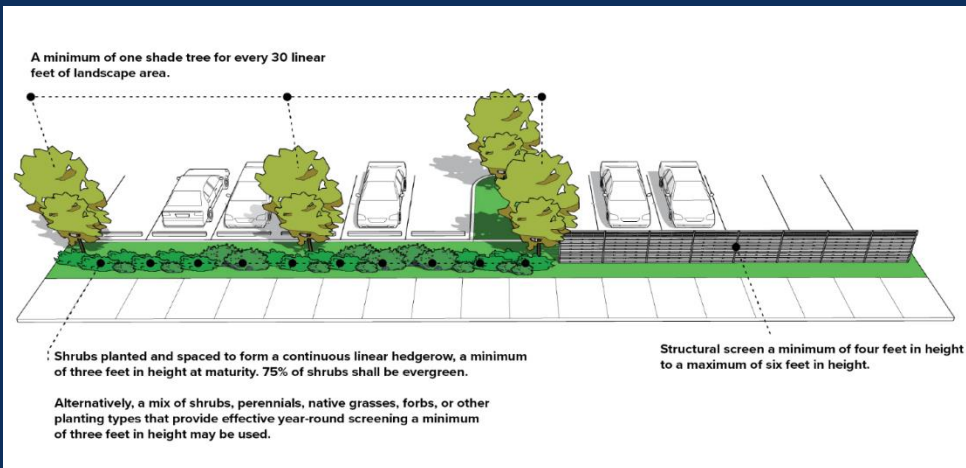
- Structure of DTNW district - Site Standards
  - Parking
    - Limit surface parking
    - Establish standards for parking decks
    - Structured parking expected
    - Building can wrap parking deck





# Downtown Northwest Implementation

- Structure of DTNW district - Site Standards
  - Landscaping
    - Mostly about screening parking or service areas
    - Landscaping more urban in nature with planters and street trees



# Downtown Northwest Implementation

- Structure of DTNW district - Signage
  - Signage plan to be included with rezoning
  - Show numbers, locations, sizes, design of signage
  - Allows flexibility to customize to the development
  - Vehicular and pedestrian signage
  - Examples in Town
    - First and Main
    - North End

# Downtown Northwest Implementation

- Key Issues for Discussion in Public Hearing Process
  - New type of district
  - Density
  - Height
  - Drive-through Facilities

# Downtown Northwest Implementation

- Key Issue
  - Density
    - Downtown Commercial 48 bedrooms per acre
    - Not an urban density
    - Mixed use project with structured parking
    - Allow detailed form requirements to determine maximum density
    - Set a maximum

# Downtown Northwest Implementation

- Key Issue
  - Height
    - Existing building height in DC is 60 feet
    - Height discussion will be 100 -125 feet
    - Community concerns about height
    - No direct residential interface
    - Impact of design standards on look and feel of building
      - Pedestrian level experience
      - Require buildings to step back from street
      - Height in zones, street frontages vs. interior
      - Architectural features minimize impact of mass and height

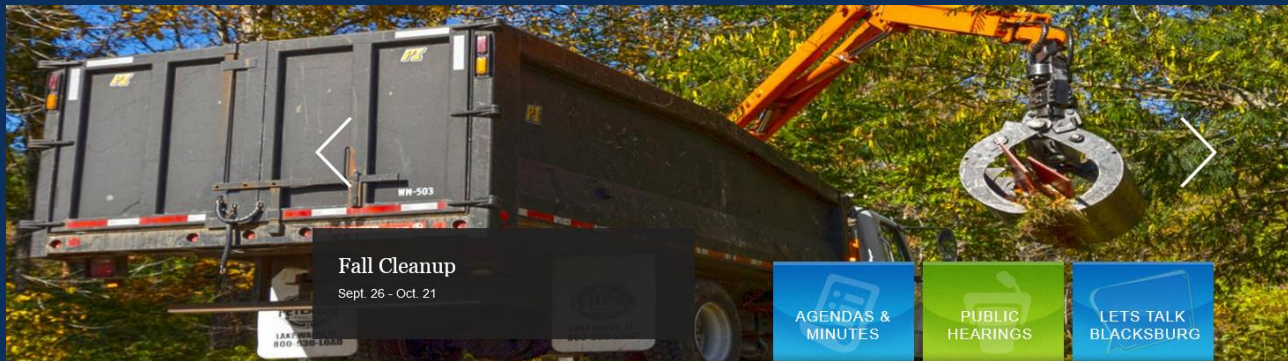
# Downtown Northwest Implementation

- Key Issue
  - Drive-through facilities
    - Banks and Fast Food Restaurants
    - Not allowed now in Downtown Commercial (DC)
    - Existing uses with non-conforming drive-throughs
    - Allow to replace drive-through if part of redevelopment?
    - Urban or suburban type of drive-through

# DTNW Schedule

- **Public Input Meeting** October 12
- Information posted to website October 14
- Planning Commission work session October 18
  - Consultant in attendance
  - No public input, but good opportunity to learn more
- **Planning Commission public hearing** November 1
- Town Council work session November 15
- **Town Council public hearing** December 13

# Downtown Northwest Zoning Ordinance Amendment



**Fall Cleanup**  
Sept. 26 - Oct. 21

AGENDAS & MINUTES PUBLIC HEARINGS LETS TALK BLACKSBURG

MAKE A PAYMENT BLACKSBURG TRANSIT PARKS & RECREATION REFUSE AND RECYCLING PARKING MAPS & GIS JOBS CITIZENS ALERT AT YOUR REQUEST TOWN COUNCIL

**Hot Topics**

- Affordable Housing Development Fund
- Current Job Listings

**SPOTLIGHT**

Town Town Meeting: Oct. 20

Topic: Residential Well-being: A New Vision for On-Campus Living

Town Town is a collective of town and Virginia Tech staff, students.

**News**

Virginia Tech Homecoming Parade Road Closure: October 14

MORE

UPDATE: Noise Alert: Skipper Cannon Firing - October 13 & 14

**Meetings & Events**

OCT 10 Fall Cleanup Southwest Quadrant Oct 10, 2022 - Oct 14, 2022

OCT Blacksburg Farmers Market

Town Council > Meetings >

## Public Hearings

Font Size: + - + Share & Bookmark Feedback Print

[Town Council Agendas and Minutes](#)  
[Planning Commission Agendas and Minutes](#)

PUBLIC HEARING	PLANNING COMMISSION DATE	TOWN COUNCIL DATE
<p><a href="#">Ordinance #1999</a></p> <p>An Ordinance to Repeal existing Article Five of Town Code Chapter Eighteen regarding Sewer Use Standards and Adopt New §§ 18-500, 18-501 and 18-502.</p> <p><a href="#">Ordinance #1999</a> <a href="#">Ordinance #1999 Exhibit</a></p> <p>Staff Contact: <a href="#">Larry Spencer</a>, Town Attorney</p>	N/A	11/08/22
<p><a href="#">ZOA #60 Downtown Northwest Zoning Ordinance Amendment</a></p> <p>Zoning Ordinance Amendment #60/Ordinance #2001_Zoning Ordinance Amendment to amend the text of the Town's Zoning Ordinance to create a new Downtown Northwest zoning district for the area bounded by North Main St., Turner St., and Prices Fork Rd.</p> <p>Staff Contact: <a href="#">Anne McClung</a>, Planning Director</p>	11/01/22	12/13/22