

MEMORANDUM

To: Planning Commission

From: Kinsey O'Shea, AICP, Senior Town Planner *KO*

Date: April 14, 2023

Subject: CUP 23-0003- Conditional Use Permit Request for hotel use and additional height in the Downtown Commercial DC zoning district at 501 South Main Street, also known as DC Parcel #2A/B, (Tax Map No. 257-A 94C) by Balzer and Associates for Midtown Redevelopment Partners, LLC

SUMMARY OF REQUEST

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|-----------------------------------|--|
| Property Location | 501 South Main Street |
| Parcel ID | 280056 |
| Parcel(s) Size | 1.013 acres |
| Present Zoning District | DC Downtown Commercial with Conditions |
| Current Use | Vacant |
| Adjacent Zoning Districts | North: DC Downtown Commercial South: DC Downtown Commercial w/conditions, PR across Eheart St. DC Downtown Commercial & R-5 Transitional Residential (across Main Street) West: Main Street) |
| Adjacent Uses | East: DC Downtown Commercial with conditions North: Clay Court South: Future Midtown Plaza West: Blacksburg Motor Company; Office Uses (across Main Street) East: Future Old School Common; Police Department |
| Adopted Future Land Use | Downtown Commercial |
| Proposed Use | Hotel |
| Midtown District Standards | |
| Maximum Height | 60', measured from the Old School Common ground floor; up to 100' with CUP |
| Proposed Height | 75', measured from Old School Commons ground floor |
| Pattern Book Setbacks | South Main Street: ROW to face of building = minimum 20' |
| Maximum lot coverage | 100% lot coverage allowed |

STAFF REPORT and KEY ELEMENTS

This staff report is divided into topical areas of evaluation. To aid in review of the staff report each topic or focus area is covered only once. The analysis is contained in the staff report.

KEY ELEMENTS

- Impacts of proposed hotel use
- Interface of building architecture with public spaces on South Main Street, Midtown Plaza, and Old School Common
- Impact on pedestrian environment due to increased height of structure
- Impact on surrounding uses due to increased height of structure

EXISTING CONDITIONS AND DEVELOPMENT PROPOSAL

BACKGROUND AND EXISTING CONDITIONS

The proposed Conditional Use Permit is a request for a Hotel Use, and for additional height above the maximum 60' in the Midtown conditional Downtown Commercial (DC) Zoning District. The applicant proposes a mixed-use building including commercial space on the ground floor on South Main Street, and five (5) to six (6) stories of hotel use above. The site is a single parcel, known as DC Parcel #2A/B, is approximately 1 acre, and has frontage along South Main Street, and Old School Common, which is private. The building is also adjacent to the future Midtown Plaza at the corner of South Main Street and Eheart Street. The parcel was identified as being able to be used for two separate uses, which is why it is designated as A/B in the graphic below. The requested hotel development takes up the whole 2A/B parcel. The CUP request is for the 2A/B parcel only.



Midtown Rezoning

The entire 20+ acre Midtown project was rezoned to the Downtown Commercial (DC) and Planned Residential (PR) zoning districts in May of 2019 by Ordinance #1866, and included a companion CUP for a hotel on DC Parcel #6 specifically. No other parcels were granted a CUP for a hotel. Staff and the Town Attorney reviewed the proffer statement for the Midtown rezoning and the wording was very specific as to the permitted versus

conditional uses granted for each parcel. Thus, based on the wording in Proffer #10, a CUP is required for a hotel use on DC Parcel #2.

Proffer #10 specifically states the following regulations for DC Parcel #2A/B and DC Parcel #6:

DC Parcel #2A: All uses listed in the Town of Blacksburg Zoning Ordinance Section 3141– Permitted Uses, but excluding Consumer Repair Service, Funeral Home, Pawn Shop and Tattoo Parlor; and including the following conditional uses and subject to the applicable use and design standards in the Town of Blacksburg Zoning Ordinance: General Office on the ground floor and Medical Office on the ground floor. No more than 25% of that ground floor area accessed by South Main Street shall be used for General Office and Medical Office. Any Multi-Family Dwelling use shall be located above the third floor, measured from and including the ground floor. A Parking Facility as a primary use shall not be permitted.

DC Parcel #2B: All uses listed in the Town of Blacksburg Zoning Ordinance Section 3141– Permitted Uses, but excluding Consumer Repair Service, Funeral Home, Pawn Shop and Tattoo Parlor; and including the following conditional uses and subject to the applicable use and design standards in the Town of Blacksburg Zoning Ordinance: General Office on the ground floor and Medical Office on the ground floor. No more than 25% of that ground floor area accessed by South Main Street shall be used for General Office and Medical Office. Any Multi-Family Dwelling use shall be located above the third floor, measured from and including the ground floor. Parking Facility as a primary use shall not be permitted.

DC Parcel #6: The conditional use Hotel/Motel listed in the Town of Blacksburg Zoning Ordinance Section 3141– Permitted Uses and subject to the applicable use and design standards in the Town of Blacksburg Zoning Ordinance.

Amendments to Rezoning

The Midtown development rezoning has been amended several times: first by Ordinance #1933 in 2020 (Amendment #1). Amendment #1 included adding the ability to request additional height in the DC district with a CUP; changes to allowed building materials; addition of a surface parking lot on DC Parcel #4; and inclusion of new townhome housing types (2 over 2); minor changes to open space and pedestrian routes; and changes for parking along the internal loop drive on the Commons. The rezone was amended again in 2021, with Ordinance #1968 (Amendment #2) which requested an increase in residential density, and expanded allowance for more residential development on DC Parcel #6 and in DC Parcel #2. Those changes were not approved. Changes that were approved include: measurement of density by bedroom only and not by unit; reduction of parking ratio for DC Parcel #6; and allowance for limited development to occur prior to installation of the traffic signal at the Main St. and Eheart St. intersection.

The rezoning and amendments were approved with a detailed Proffer Statement, Application, and Pattern Book. Many of the elements from the Pattern Book were included as cut sheets for each parcel and for each street frontage, and were attached as Exhibits to the Proffer Statement to provide more clarity on what elements from the Pattern Book were binding. Guiding Elements were also included in the materials, which give direction but do not have the binding level of detail and commitment contained through the proffers. The Development Agreement for the Midtown development also includes a requirement for architectural review by Town Council for compliance with the rezoning materials. This review will be considered by Town Council at the time of consideration of the Conditional Use Permits. However, the building design is part of the considerations for the both the hotel CUP use and the request for the height increase.

Midtown Construction

Construction in the Midtown development is ongoing. The William H. Brown Police Department Building and parking garage were completed in the summer of 2022. Currently, townhomes on PRD Parcels #3 and #4 are under construction by Eagle of Virginia with the first units close to completion. The traffic signal at the South Main Street/Eheart Street intersection is expected to be completed in the summer of 2023.

Site plans have been approved, or are under review, for all but one of the remaining parcels in Midtown including DC #3 (Old School Commons and Plaza); DC #4 (mixed-use residential building); DC #5 (mixed-use residential building); PRD #1 (Central Park), PRD #2 (townhomes), and PRD #5 (townhomes). Plans are also under review for the remaining public infrastructure associated with the Eheart Street improvements including the traffic signal and cycle track. Plans have not yet been submitted for the hotel on DC Parcel #6.

DEVELOPMENT PROPOSAL

Balzer & Associates, on behalf of Midtown Redevelopment Partners LLC, seeks a conditional use permit for a hotel use, and for additional building height up to 75' in the Midtown Conditional Downtown Commercial zoning district for the construction of a hotel. Height of this parcel is measured from the Commons side of the building. The application indicates that the property is currently owned by Midtown Redevelopment Partners, LLC. The applicant proposes one mixed-use building including a hotel entrance and commercial space on the ground floor on South Main Street, and five (5) to six (6) stories of hotel use above. Meeting room space and an outdoor amenity space is proposed for the top floor of the hotel. A small office use component is shown on a portion of the 3rd floor. The hotel would contain 155 rooms. This parcel was originally anticipated as a mixed-use office building. Due to significant changes in market conditions, however, a new use of hotel is being requested on this parcel.

DC Parcel #6 in Midtown was approved for a hotel in the original rezoning, and a CUP was granted for additional height up to 73' in 2022. The CUP for increased height showed an Embassy Suites hotel and indicated that the hotel on DC #6 will have 140 rooms. There is one other Downtown hotel, the Main Street Inn, which was constructed on a small infill parcel and is of a significantly smaller scale.

Hotel uses do not have a measure of density in the same way that residential units or bedrooms are counted in Town. However, impacts to public infrastructure such as sanitary sewer demand or traffic impacts are generally measured by projected number of guest rooms, plus any additional services such as restaurants.

EVALUATION OF CONDITIONAL USE PERMIT REQUESTS

CRITERIA FOR EVALUATION OF CONDITIONAL USE PERMIT REQUESTS

There are a number of analysis points for the evaluation of a request for a conditional use permit within the Town. The policies and maps in the Comprehensive Plan lend guidance to the Town's vision of growth in the future, while specific codes and requirements in the Zoning Ordinance, Subdivision Ordinance, and the Town Code ensure that the development meets all applicable regulations. Specifically, the Zoning Ordinance §1181 calls out the criteria for evaluation of a CUP request, as found below:

1. *Conformance to the Comprehensive Plan, or to specific elements of the Plan, and to official Town policies adopted in relation thereto, including the purposes of the Zoning Ordinance.*
2. *Adherence to minimum adverse impact on the surrounding neighborhood or community. The proposal as submitted shall not cause adverse impacts as defined by Section 1181 (b) of the Zoning Ordinance. Adverse impacts considered may include, but not be limited to, traffic congestion, noise, lights, dust, drainage, water quality, air quality, odor, fumes, and vibrations. Due regard is given to the timing of the operation, site*

design, access, screening, or other matters which might be regulated to mitigate adverse impact.

Section 1183 of the zoning ordinance further states that “the Town Council may attach any conditions necessary to ensure that the proposal meets the specific and general standards for the proposed use. Any such conditions shall be related to the design, scale, use, or operation of the proposed conditional use. Where warranted, for the purpose of compliance with the general standards for conditional uses, such conditions may exceed the specific standards for the use found elsewhere in [the zoning] ordinance.”

Comprehensive Plan Evaluation

The Future Land Use designation is Downtown Commercial and a hotel can be compatible with this designation. As a conditional use in the Downtown Commercial zoning district, the hotel use is evaluated on a case-by-case basis to determine if the use itself and how the site is designed is appropriate in the location requested. The Downtown Commercial designation speaks to uses that are pedestrian-scale, with more limited impacts than the “Commercial” designation implemented primarily by the General Commercial zoning district. The description of the DC FLU is found below:

Downtown Commercial: Small-scale commercial uses with high pedestrian volumes and limited parking needs, frequently utilizing shared parking areas; vertically mixed uses with upper story residential and office uses. Uses that are smaller in scale with more limited impacts around noise, parking, traffic, and lighting are appropriate. Examples include restaurants, retail, small markets and grocers, personal service establishments, and fine arts studios.

The parcel is located in Mixed Use Area D/Urban Development Area D. The description for the Mixed Use Area is found below:

Mixed Use Area D: The entirety of Mixed Use Area D has been master planned through the Midtown Development or other recent redevelopments. Development should occur in accordance with these plans. The Midtown Development contains lands dedicated for public use, which will enhance the vibrancy of Downtown.

Approximately 13,000 square feet of office is proposed to occupy a portion of the third story of the structure, nearest Clay Court. Offices are allowed on upper floors, and within basements of buildings in the Downtown Commercial zoning district. Offices were intended to be a part of the mix of uses in the DC #2A/B building(s) and office uses are allowed to occupy up to 25% of the South Main Street ground floor.

There are a number of Use and Design Standards for office uses that are applicable to the request in sections 4400-4430 of the Zoning Ordinance, which have been met.

HOTEL USE REQUEST EVALUATION

As previously noted, uses allowed by CUP are those that may or not may be appropriate in a given zoning district and need to be evaluated on a case-by-case basis. Applicants for CUPs must demonstrate that the development complies with all Zoning Ordinance District Standards, applicable Use & Design Standards, and Development Standards. In evaluating whether a hotel use is appropriate for this location, the proposed concept plan and uses are also evaluated for their conformance to the regulations in the Midtown Development standards. A summary of applicable proffers and guiding elements from Midtown rezoning are provided as an attachment to this staff report and are integrated into the discussion below.

Zoning Ordinance Use and Design Standards §4528.2

There are two Use and Design Standard for hotel/motel uses, both of which are met, and are summarized below:

- All parking shall be located behind the front line of the principal building
- A hotel/motel cannot consist of a single ground floor of hotel/motel use with all other floors used for multi-family development. At least fifty (50) percent of the building's total square footage must be a hotel/motel use.

Building Design and Expression of Land Use

In some cases, a particular use may drive the form and design of a building in specific ways more than for other types of uses. For example, a commercial tenant space may be finished on the interior in any number of way to serve a particular tenant, including restaurants, retail uses, or offices, while the exterior appearance may change very little. Conversely, a hotel use has design requirements that more directly impact building design. In a hotel, each guest room must have a window which results in window patterning that is very regular. Many hotel uses have individual HVAC vent equipment for each room as well, with vents visible on the exterior of the building. A ground floor lobby and designated drop off are standard features. Combined this results in an appearance that very much defines a hotel use. **There is a strong relationship between the conditional hotel use requested and the evaluation of building design.**

Design Proposed

The graphics in the application indicate that there are guest rooms on both the Main Street side and the Commons side of the building. The proposed hotel shows that the guest rooms each have windows and ventilation units. Portions of the third and fourth floors along South Main Street will also have individual balconies for guest rooms. The balconies for these rooms sit atop of the building step-back on the third/fourth level. The balconies are partitioned into individual cubicles for the rooms with semi-transparent screens, which may not be a desirable look or use for the entrance to Downtown. Balconies are not proposed on any other façade.

Additionally, this hotel features a covered vehicle porte-cochere on the Old School Commons (the "Commons") side. In the original rezoning, the Commons was envisioned as a community pedestrian gathering space, where events and concerts might occur, with allowances for closing off vehicle access to the loop and the parking. In the rezone, and included in the development agreement, it was anticipated that a portion of the Commons may be closed. Considering that the public entrance to the parking garage is off the Commons loop, it is unlikely that it would be closed off entirely. However, a hotel use may object to any kind of closure that limits or prohibits access to the porte-cochere, which may further limit the way in which the Commons could be used for public events.

Downtown Gateway

The Midtown development as a whole establishes a new southern gateway to Downtown. The development on DC Parcel #2 is the most visible building in the entire 20 acre development and should serve as a signature building. The applicant notes this in the application stating that "The Pattern Book and previous concept plans have always envisioned a signature building paralleling South Main Street..." DC Parcel #2 has substantial frontage on Main St. and the south façade of the building facing the Plaza will be the most visible façade. The north and south ends of Downtown sit at a higher elevation than the central core, which increases visibility and prominence of these areas like Midtown and the Gilbert Street mixed-use area. The recently-completed Gilbert Street mixed-use building was approved with a CUP for 100' of height on Gilbert Street, and the building is approximately 235,500 square feet; while the proposed hotel building is 90' tall along South Main Street, and will be approximately 142,000 square feet, which is approximately 2/3 of the size of the Gilbert Street building.

Architectural Review Requirement

The Development Agreement for the Midtown development requires an architectural review by Town Council for buildings in the DC zoned portion of the site. There is no prohibition on resubmitting for a new review if the use or design of a building changes. Such is the case for this parcel, which was originally intended as a mixed-use office building and is now proposed for a hotel use. A new review will need to be performed for Parcel DC #2 and will occur with consideration of the CUP requests by Town Council. While more detailed information is needed, it appears the current proposal will meet the parameters of the Proffers and Pattern Book.

The impact of use on design can be seen in comparing the previously approved renderings when a different land use was proposed. A lower building height was also proposed. A conceptual building elevation with architectural renderings was approved when the intent for the building was mixed office and commercial uses, in April 2020. *An example rendering is included as an attachment to this report.* These elevations reflected an industrial character, similar in appearance to the old middle school façade. There was significant forward/backward articulation on both facades of the building, and horizontal balconies demarcated different levels of the building. The building mass was broken up with vertical material changes and architectural features that helped to give more of an appearance of separate buildings than a single monolithic structure. The building featured large windows on all facades, which may have been due to the flexibility of office or commercial tenancy as opposed to a hotel use. The façade adjacent to the Plaza also featured significant windows, entrances, and balconies to activate the space.

Parking and Circulation

Parking for DC Parcel #2 will primarily be served by the parking garage. Spaces along the internal Old School Commons loop drive will also be used. Proffer Exhibit B for DC Parcel #2 indicates that drop off and perpendicular parking for the Main Street building will be provided in the Commons. The applicant is proposing installation of a new two-lane drop off/pick up with adjacent surface parking for the hotel that extends off of the Commons loop drive. While this type of covered facility is common for a hotel use, it may have impacts on the loop drive, and is more typical of a suburban hotel form. The parking standard for DC Parcel #2 states the following:

Parking required
Non-residential 1 stall per 300 sf
Residential 1 bedroom -1 stall per unit
2 bedrooms or more -2 stalls per unit

In the event the Parking Facility cannot provide enough parking spaces to meet the required parking standard for both residential and non-residential uses in DC Parcels 2A, 2B, and 4A, then the required parking standard for DC Parcels 2A, 2B, and 4A shall be reduced to match the number of parking spaces the Parking Facility can provide.

Landscaping

The DC zoned portions of the Midtown development are required to use the Town's Downtown palette for lighting, street trees and street furniture such as trash cans and benches. This will include the *Ginkgo biloba* trees on the South Main Street frontage in tree grates and located in a regular pattern considering conflicts with utilities. While final tenants and entrances are not known at this time, based on experiences with other projects, more coordination is needed earlier in the process. This is especially true for any project where improvements to the streetscape are one of the criteria for the granting of a CUP for additional height. The applicant should coordinate with staff to design the layout for streetscape elements now to ensure that all the applicable requirements can be met.

Signage

The application shows signage on the proposed hotel. While it was anticipated that a Special Signage District would be adopted for the Midtown development to create a cohesive signage plan that was customized to the uses proposed, a district does not exist. Thus, the zoning district regulations for Downtown Commercial signage apply to this parcel and all DC parcels in the Midtown development. The application signage proposed is not compliant with the maximum size of signage for the district. The applicant will need to revise the application to show signage that is compliant with the Downtown Commercial regulations. Staff will include a condition that will allow any future special signage district to govern this parcel.

ADDITIONAL HEIGHT REQUEST EVALUATION

The Conditional Use Permit application for 75' is an increase of 15' over the allowed height of 60'. The approved Midtown Proffers and Pattern Book indicate that a greater height up to 100' is allowed, if approved through a CUP. It should be noted that for this parcel in particular, the height of the building is measured from the Old School Common façade, and not the South Main Street façade. The ground floor on the South Main Street side is one floor lower than the Old School Common side, therefore the South Main Street façade will be seven (7) stories, while the Old School Common façade will be six (6) stories tall. The height along South Main St. will be 90 feet.

The measurement of building height is contained in the definitions section of the Zoning Ordinance as shown below.

HEIGHT, BUILDING—The vertical distance measured from the adjoining grade at the front entrance of the building or structure to the highest point of the structure. For corner lots, the building height shall be the average of the front height defined above and the building side height adjacent to the street. The building side height shall be defined as the vertical distance measured from the lowest adjoining grade on the side adjacent to the street to the highest point of the structure.

In September of 2019, Town Council adopted Ordinance #1900, which approved a Zoning Ordinance text amendment to allow applicants to request additional building height by Conditional Use Permit in the DC district. Building height is restricted to 60' by-right in the DC district. This is also the height limitation in the original Midtown rezone, Ordinance #1866, which was approved in May 2019. Ordinance #1933, which amended the rezoning in August 2020 allowed additional height to be requested on any parcel in the Midtown conditional DC zoning. The amendment to the rezone allows an applicant to request a CUP for up to 100' in height. Each CUP request is reviewed on a case-by-case basis.

To date, a total of four prior CUP applications for height increases have been filed as previously mentioned, including three in Midtown. The first request was for the Gilbert Street/North End mixed-use development approved for a maximum height of 100', which has recently been completed. The second request was for the Police Department and parking garage at Midtown, now completed. The CUP was approved for a maximum of 76' to allow for the future installation of solar panels on the roof and to accommodate mechanical equipment. The third request was for an extra story of residential units in the DC #5 mixed-use building in Midtown for a maximum of 70', which is not yet under construction. Lastly, the hotel on DC #6 was approved for up to 73', though no site plan has been filed for this property yet.

Specific criteria for consideration of each CUP request for additional building height were included in the Zoning Ordinance amendment. The applicant has provided justification responding to these criteria in the application. The staff analysis of the application against the evaluation criteria found in Section 3141 of the zoning ordinance is found below.

Conditional Use Permit for Additional Height Criteria §3141

Building height combined with building length and width dictate the building's mass and scale and can significantly impact the user experience from the street level. Evaluation criteria to determine the appropriateness of the height increase requested are found below with staff analysis:

- (1) Whether the parcel has frontage on a Major Arterial roadway;
The parcel fronts on South Main Street, which is a Major Arterial roadway.

- (2) The parcel is not located within two hundred fifty (250) feet of any parcel zoned R-4, R-5 or OTR;
*The parcel is adjacent to R-5 Transitional Residential zoning across South Main Street where historic single family residential homes have been converted into office uses. The nearest structure across Main Street in the R-5 zoning district is approximately 80 feet away, but is **not** a residential use. The nearest structure across Eheart Street in the R-5 zoning district is approximately 230' away from the proposed hotel, and is currently a residential use. The Midtown plaza separates the proposed hotel from this existing structure across Eheart Street. The adjacent Clay Court building is a mixed-use building that is zoned Downtown Commercial.*

- (3) Relationship of building to the street;
The building is an L-shaped building, with the long leg of the L parallel to South Main Street and Old School Common, and the short leg of the L is adjacent to Clay Court and the parking garage. The proposed building is oriented such that its primary façades are South Main Street and Old School Commons/Church Street. The building will have South Main Street ground-floor commercial bays with individual entries, as well as a lobby entrance to the hotel. On the Old School Commons side, the hotel use will have a prominent covered portico entry intended for vehicular drop off/pick up. There appear to be other service and secondary entrances to the hotel on other elevations as well, but the primary entrances are along the two long frontages.

The renderings show covered entries into the commercial suites, as well as a mix of materials and generous glazing and storefront windows on South Main Street. The South Main Street façade appears somewhat more urban in nature, due in large part to the combination of masonry, metal, and glass, while the Old School Common façade appears more typical of a suburban-style hotel with less metal and glass. This results in a less than cohesive building design. The relationship of the building to the Plaza is discussed in the "Impact on Adjacent Land Uses" section below.

- (4) Building mass, scale, architectural features, which should include expression lines or other horizontal building articulation, and step backs for stories above 60' in height;
The elevations show that there are several step-backs at varying heights only on the South Main Street façade. No dimension for the width/depth of the stepbacks is provided in the drawings and staff would request those dimensions be added. The ground floor on South Main Street is capped with a metal canopy awning that projects beyond the face of the building over the sidewalk. Additional building step-back occurs above a portion of level two, and above a portion of level three along South Main Street, and lastly there is a final step-back above the ceiling of the sixth floor to the upper floor. It should be noted that the stepback provided on levels 2-3 serves the purpose of providing balconies for those guest rooms fronting on South Main Street. The step back would be more effective without the balconies, particularly without the separator panels.

The Old School Commons façade features a covered portico entry, and a single building step-back at the upper floor. It should be noted that the short leg of the L, adjacent to Clay Court and the parking garage

will be three stories for the portion closest to the parking garage, and 6+ stories adjacent to Clay Court. The upper floor adjacent to Clay Court will feature outdoor dining open to the sky on the level seven (7), but there will not be a roof over that portion of the building closest to Clay Court.

Guiding Elements in the Pattern Book call for the proposed building to be in keeping with the size and scale of other buildings in the core of Downtown. It was anticipated that the building on Parcel DC #2 would be larger than other older buildings in Downtown. The proposed building is larger and more massive than both Kent Square, and the Brownstone, which are both modern buildings of relatively significant size compared to the historic Downtown structures. The additional height requested adds to the mass and scale of the building. This places and even greater importance on the architectural design elements designed to help break up the building so it does not appear as imposing to pedestrians at ground level or out of scale in the context of the greater rhythm of building variation along South Main Street.

(5) Building setbacks;

The Pattern Book describes building setbacks:

- *South Main Street: 20' from ROW to building face*

The application shows that the building is no closer than 21' from the ROW line on South Main Street. The portion of the building closest to Clay Court will be approximately 23' from the ROW. There are no other required building setbacks for this parcel. The building is setback 15-17' from the Police Department/Clay Court property line and 9' from the Plaza. The setback varies on the Commons side of the building.

(6) Width of sidewalk;

Downtown sidewalks are 10' in width on Main St. and 8' in width on side streets. In Downtown, the Main St. sidewalk is brick and the side streets sidewalks are concrete with brick banding. The required sidewalk widths are governed by the approved Pattern Book for Midtown. Along South Main Street, the minimum sidewalk is dictated by the minimum building setback of 20' from the ROW. It is expected that this area is paved, with urban form landscape such as planter boxes and tree grates. A minimum clear sidewalk width of 5' must be provided between the ROW line and the edge of any outdoor dining areas. Some dimensions and detail have been provided, but more clearly-delineated areas for potential outdoor dining are needed to show that the proposed layout will be compliant with the Pattern Book.

Furthermore, the sheet CUP3 in the application seems to show that only a portion of the sidewalk along Main Street would be brick. As with other urban development in town, for consistency in appearance, the brick sidewalk extends from the ROW to the building face along Main Street, such as at The Brownstone and Kent Square. These brick sidewalk were installed as a part of the private development.

As noted previously, staff would like to work with the applicant to go over in more detail how the Main St. streetscape will occur based on issues that arose later in the development process for the North End/Gilbert St. project. The quality of the streetscape is a key element in the evaluation of a CUP for a height increase and should be assured as part of the CUP approval. Staff has drafted a general streetscape condition.

(7) Impact on pedestrian environment;

The pedestrian environment comprises more than just the sidewalk minimum width. This zone includes street furniture such as benches or trashcans, the building entries and windows, building articulation elements, and landscaping. The pedestrian area will also feature the Downtown palette of urban street trees, downtown benches and planters, and other downtown street furniture for this parcel and the

others in the DC-zoned parcels in Midtown. However, the layout does not show the street tree grates, nor the actual location of benches, planters, lights, and trashcans. While it is difficult to provide more detail given the individual tenants are not known at this time, as noted above, staff would like to work with the applicant to refine the streetscape plan sufficiently to ensure the quality of streetscape anticipated can be delivered.

A patio space has been provided on the Town Midtown Plaza parcel adjacent to the south end of the hotel, but no programming or details regarding its use and furnishings have been provided. Given that this area is accessible to the South Main Street sidewalk and likely to be a place for outdoor dining or other ground-floor activation, attention should be paid to this area to ensure that it is a pleasant environment and not an afterthought, which is how it appears from the renderings and plans provided.

*Combined with wider sidewalks, the design of these features can help improve the pedestrian environment, even with very tall buildings. Architectural methods such as building step-backs (which allow more light to reach the street); regular cadence of doors and windows at the street level; awnings and recessed entries; and other features can help make the space feel more inviting. The application shows that there are several areas where there is to be outdoor patio areas adjacent to the building, but apart from the pedestrian connections to the public sidewalk, has not created a more inviting streetscape to mitigate the impact of the height. **Staff recommends a draft condition requiring additional urban-style landscaping, hardscaping, benches, and other street furniture to bridge the space between the public sidewalk and the building face. This condition is similar to what was applied to the recently-approved additional height request for a hotel on DC Parcel #6.** These improvements can be made without changing the site layout or building design and footprint. Items C and D address the proximity of the building to adjacent uses and to improve the interface with Clay Court, and soften the impact of the building on the Plaza:*

1. *In order to mitigate the impact of the additional building height on the pedestrian environment and neighboring uses, the developer shall provide the following enhanced streetscape measures:*
 - a. *Additional planters/boxes/urban landscape features along the streetscape at a rate of one per every 50' of frontage along South Main Street (in addition to street trees in tree grates)*
 - b. *Additional street furnishings such as trash cans, benches, bike racks, tables, etc. within the enhanced streetscape zone along South Main Street*
 - c. *Additional landscaping such as planters with shrubs or trees, or a green screen wall, to soften the effect of the height on the portion of the building closest to Clay Court.*
 - d. *Additional landscaping such as planters with shrubs or trees, or a green screen wall, at the building step-back level (above floor 2) adjacent to the Plaza*

(8) Impact on adjacent land uses

The building height on DC Parcel #2 will have visual impacts on surrounding uses. The tallest building mass will be experienced along the western facade of the building on South Main Street. Here, the building will be approximately 90' tall as measured from the South Main Street sidewalk. The building will be taller than the neighboring three-story Clay Court to the north; taller than the proposed building on DC #4 on the corner of Church Street and Eheart Street; and taller than the proposed mixed-use building and the hotel on DC #5 and DC #6 across Church Street respectively. Only the Police Department Parking Garage in Midtown was approved with a taller height at 76'. However, the proposed hotel, as measured from the commons, is taller than 75' on Main St. and sits at a higher elevation in Midtown

than the parking garage, and therefore will appear taller. The applicant has provided information on how the height varies and thus is not the full 75' or 90' on all facades.

The parcel also abuts the public spaces of the Old School Commons and the Midtown Plaza on its eastern and southern boundaries. These public spaces were envisioned as community gathering spaces for the Town, developed in conjunction with the Midtown development. Public parking is allowed around the Commons, and the public access to the parking garage is off the Commons loop road. The Commons itself is an open lawn, fringed by more intimate seating areas and formal landscape garden areas with herbaceous plants, shrubs, and trees. Benches and seating will be arranged around the outskirts of the lawn area of the Commons itself. The main entrance to the proposed hotel is off the Commons loop drive, under a covered vehicle porte-cochere. There is no commercial interaction between the proposed building and the Commons except for the porte-cochere. No commercial tenants are proposed on the Commons side ground floor, just the hotel use. Three trees are proposed in a lawn area adjacent to the front of the hotel. As mentioned above in the building step-back section, there are no building stepbacks along the Commons side, except at the upper floor. Little has been done to soften the impact of the height or provide significant visual interest along this façade adjacent to this public space.

The most visible façade on the building from a vehicular perspective is the south-facing façade adjacent to the Plaza. *This end of the building will face South Main Street and will be highly visible to vehicles and pedestrians approaching downtown from the south. This façade is primarily a blank wall. The hotel use may be driving the design of this façade. The architectural renderings provided do not show a good perspective view of this façade, but reviewing these along with the flat elevation graphics, it can be seen that the only windows visible on this façade are those that are at the corridor ends. The South Main Street ground floor corner tenant does not have visibility or access to the plaza or the south corner of the building. No detail has been provided in either text or architectural/civil details regarding the interaction of the building to the Plaza. While there are elevation challenges where the plaza and the building join, there may be better design options that could provide a better relationship between these two highly visible project elements. This façade needs improvement for this to be a “signature” building and have a meaningful interaction with the public plaza space.*

It should be noted that the Guiding Elements (p20) state that:

“Building corners at intersections on South Main Street, Eheart Street SE, Midtown Way, or New Church Street shall be articulated with significant architectural features such as a tower element, recessed corner entries, or other such design techniques to give the intersection memorable character and to celebrate the role of the building as a form-giver to the intersection.”

The proposed façade adjacent to the Plaza does not feature a prominent corner element. Some decorative “argyle” brickwork has been proposed in some portions of blank facade, but it does not have a relation to other architectural elements on the building, or a relationship to other buildings in the development.

EVALUATION OF IMPACTS OF PROPOSED HOTEL USE AND HEIGHT CUP REQUESTS

Conditional Use Permits are evaluated for their impacts to surrounding properties. Section 1181 of the Zoning Ordinance states:

The proposal as submitted or modified shall have a minimum adverse impact on the surrounding neighborhood or community. Adverse impact shall be evaluated with consideration to items such as, but not limited to, traffic congestion, noise, lights, dust, drainage, water quality, air quality, odor, fumes, and

vibrations. In considering impacts, due regard shall be given to the timing of the operation, site design, access, screening, or other matters which might be regulated to mitigate adverse impact.

As a part of a larger mixed-use development, the public infrastructure that serves the sites and uses within Midtown was evaluated as a part of the overall Midtown development rezoning request. Necessary improvements to public infrastructure, as well as the installation of new infrastructure to serve the site have already been completed. The Town Engineering staff have reviewed the request for a hotel on this parcel with respect to impacts on public water, sanitary sewer, stormwater management, and transportation, and the following comments are provided:

Sanitary Sewer: Town sanitary sewer serves the site and is adequate for the proposed development.

Water: Town water serves the site and is adequate for the proposed development. At the time of the site plan, the design engineer will need to confirm if a water pump is needed to achieve the required water pressure on the upper floors of the building.

Stormwater Management: The Midtown Development utilizes a shared stormwater facility that has already been constructed. The stormwater calculations did anticipate 100% impervious cover on this site, as it is zoned Downtown Commercial, and thus the stormwater for the proposed hotel has already been accommodated.

The Town Engineering staff have reviewed the application and finds that the hotel and additional height requests do not have adverse impact on Town public infrastructure.

NEIGHBORHOOD MEETING

A neighborhood meeting was held on April 6, 2023 to discuss the hotel use and additional height requests. Notes and the sign-in sheets from this meeting included as an attachment. There were several attendees.

SUMMARY

The Planning Commission and Town Council are asked to evaluate the request for a Conditional Use Permit for a Hotel Use, and for Additional Height in the Downtown Commercial zoning district in accordance with sections 1181 and 3141 of the zoning ordinance. The evaluation should consider the conformity to the comprehensive plan, the zoning ordinance, and the mitigation of adverse impacts.

STAFF RECOMMENDED CONDITIONS




1. The site shall be developed in substantial conformance with the application dated March 1, 2023 and revised April 3, 2023.
2. The maximum height of the structure shall be limited to 75' as measured from the entrance at the Old School Commons to the highest point of the structure.
3. The Hotel Use shall be limited to a limited lobby entrance on the South Main Street ground floor. No other hotel use may occur on the first floor. *The applicant should provide additional information regarding the layout and use of the ground-floor lobby space to better demonstrate the relationship and use of the lobby on the South Main Street side, as well as the interaction with the Commons ground floor main entrance as well.*
4. Should a Special Signage District be approved for the Midtown Development, the provisions of the special signage district shall govern signage.
5. In order to mitigate the impact of the additional building height on the pedestrian environment and neighboring uses, the developer shall provide the following enhanced streetscape measures:

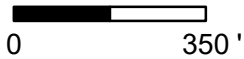
- a. Additional planters/boxes/urban landscape features along the streetscape at a rate of one per every 50' of frontage along South Main Street (in addition to street trees in tree grates)
- b. Additional street furnishings such as trash cans, benches, bike racks, tables, etc. within the enhanced streetscape zone along South Main Street
- c. Additional landscaping such as planters with shrubs or trees, or a green screen wall, to soften the effect of the height on the portion of the building closest to Clay Court.
- d. Additional landscaping such as planters with shrubs or trees, or a green screen wall, at the building step-back level (above floor 2) adjacent to the Plaza

ATTACHMENTS

- Staff GIS Maps
- Neighborhood Meeting notes and sign-in sheets
- Excerpts from Midtown Rezoning Application, Proffers, and Pattern Book
 - Proffer Exhibit B
 - Pattern Book Pages 6, 12, 13, 20, 21 , 32, and 34
 - Sample rendering from previous approved architectural design

CUP23-0003 Hotel at 501 S. Main St.




-  Bus Stops
-  Subject Area
-  Parcels

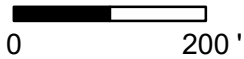


Blacksburg TOWN OF
VIRGINIA



CUP23-0003 Hotel at 501 S. Main St.

-  Bus Stops
-  Subject Area
-  Parcels





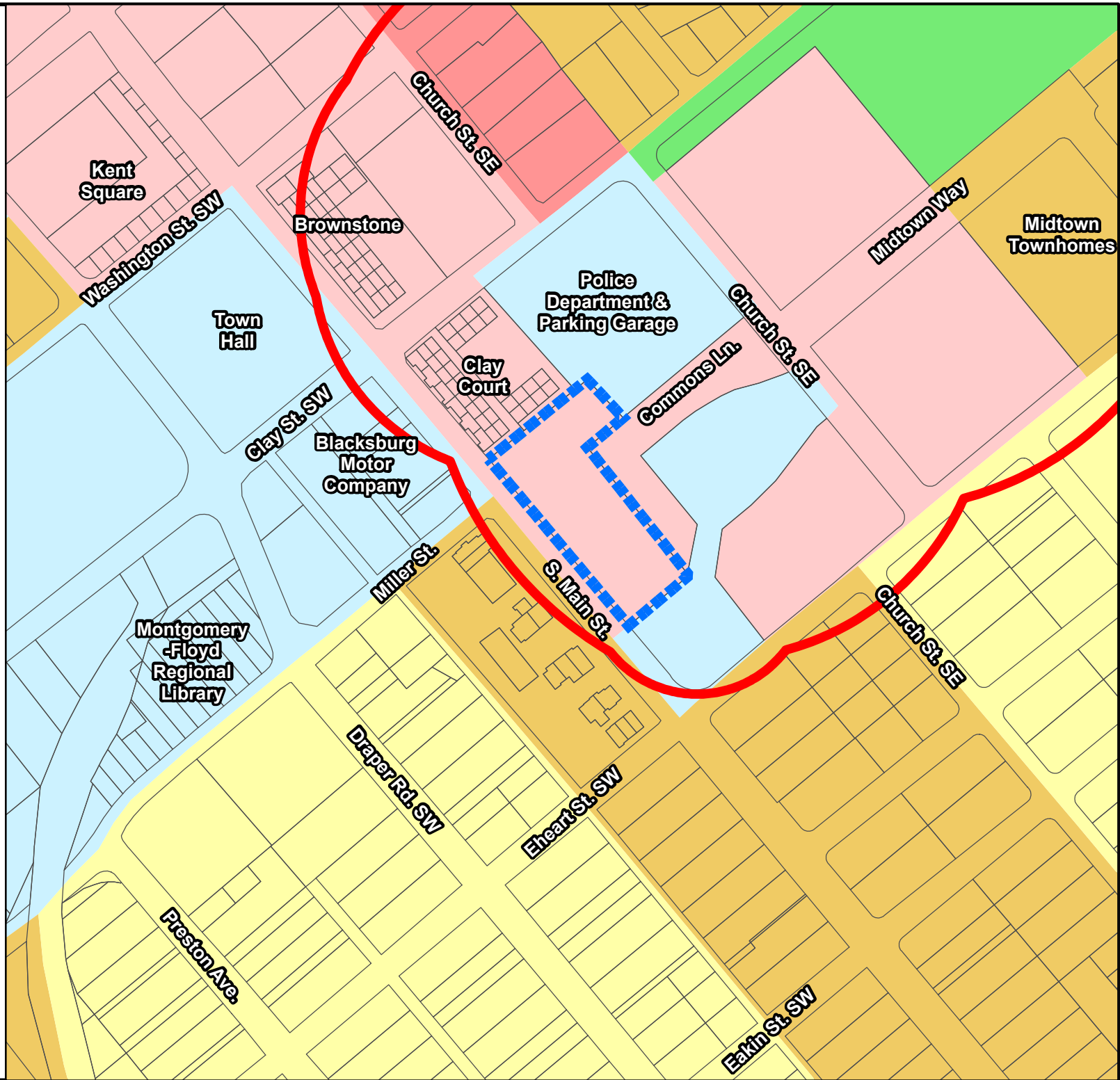
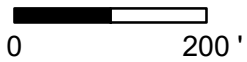
Blacksburg TOWN OF
VIRGINIA



CUP23-0003 Hotel at 501 S. Main St.

Future Land Use

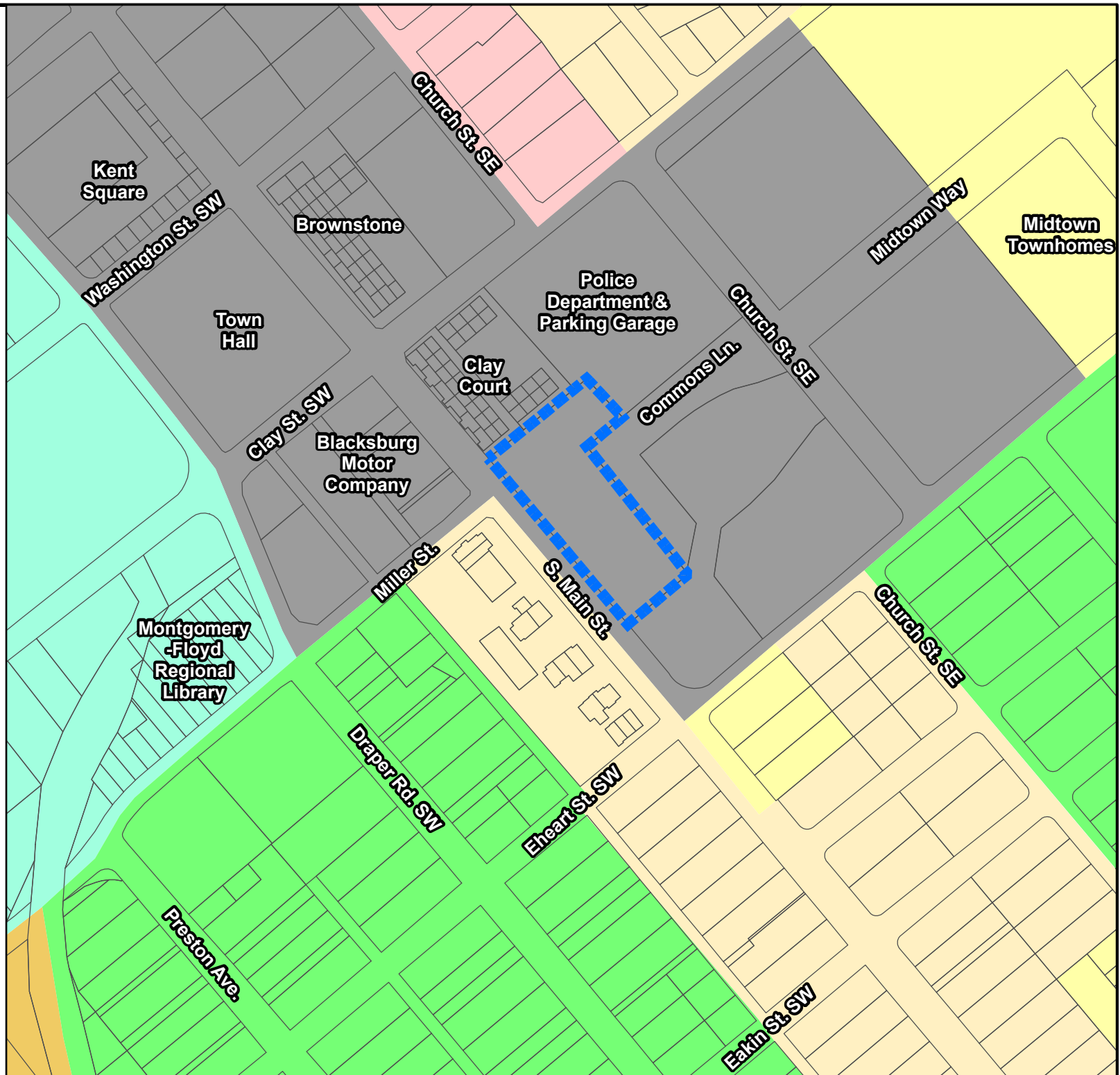
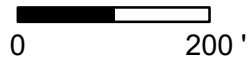
-  Subject Area
-  Mixed Use
-  Parcels
-  Low Density Residential
-  Medium Density Residential
-  Park Land / Open Space / Resource Protection
-  Civic
-  Commercial
-  Downtown Commercial



CUP23-0003 Hotel at 501 S. Main St.

Current Zoning

- ■ ■ Subject Area
- Parcels
- OTR Old Town Residential
- R-4 Low Density Residential
- R-5 Transitional Residential
- RM-27 Low Density Multiunit Residential
- O Office
- DC Downtown Commercial
- PR Planned Residential



MEMORANDUM

To: Planning Commission
From: Anne McClung, Director, Planning and Building Department
Date: April 12, 2023
Subject: Neighborhood Meeting Notes for:
CUP 23-0003—Conditional Use Permit Request for a hotel and for additional height in the Downtown Commercial (DC) zoning district at 501 South Main Street (Tax Map No. 257-A-94C) by Balzer and Associates (applicant) for Midtown Redevelopment Partners, LLC (property owner)

A neighborhood meeting was held to discuss conditional use permit requests for a hotel use and for increased height above 60 feet in the Midtown Development at 501 South Main Street.

Thursday, April 6, 2023; 6:00 PM
Blacksburg Motor Company
400 South Main Street, Blacksburg

Town Staff present: Anne McClung, Planning and Building Department Director

Steve Semones, Balzer and Associates, representing the owner. Other applicant team members also attended (see sign-in sheet)

Anne McClung gave an overview of the purpose of the neighborhood meeting and the overall timeline for the public hearing schedule. McClung directed everyone in attendance to the Town of Blacksburg website where the current application, meeting schedule and any future documents can be found.

Steve Semones of Balzer and Associates gave a presentation regarding the conditional use requests. The request is for increased height above 60 feet to a maximum of 75 feet for a proposed hotel use in the Midtown Development on DC Parcel 2. Semones showed illustrations of the building and went over uses floor-by-floor.

Questions:

- An attendee asked how building height is measured and was concerned about measuring height from the Commons. The attendee asked for verification that the height along Main Street would be 90 feet.
- An attendee asked about the number of rooms in the other hotel (Parcel DC #6).
- An attendee asked how many parking spaces are in the parking deck.
- An attendee inquired if there would be a vehicular access for this parcel from Eheart St. and how many total parking spaces would be available for the hotel.

- An attendee expressed concerns about traffic entering and exiting the Midtown development. There was a brief discussion about the installation of the stoplight at Eheart St. and Main St. The attendee also commented on the difficulty of turning out of Church St. onto Clay St. in terms of visibility and traffic volume. The attendee expressed that the parking was not as much of a concern as how people are able to get into and out of the development.
- An attendee noted a concern that the area is already congested and would be gridlock on busy weekends.
- An attendee asked about the size and capacity of the planned meeting room space and if there are any examples of a comparable sized spaces. The attendee also asked if the space would be available to be leased or for hotel functions only. There was also a question about if there would be a restaurant in this hotel or in the hotel on Parcel DC #6.
- An attendee asked if there would be any other parking garages built in Downtown.
- An attendee expressed concerns about the size of the proposed building. The attendee also spoke to a walkable Downtown noting the aggressive behavior of drivers on Main St. and the difficulty and danger of using the crosswalks, particularly the unsignalized crosswalks downtown. The attendee asked if signage could be placed to help inform drivers to stop for pedestrians.
- An attendee asked if people would really want to sit outside and dine right on Main St.
- An attendee asked about the opening date for the hotel on Parcel DC #6 and for this hotel.
- An attendee stated that the fact that the hotel is setback from the street a little more than other buildings on Main St. it is still very tall. The attendee noted that while the 75 feet in height is on the Commons side of the building, the more visible side that people care about on Main St. is taller at 90 feet. The attendee is concerned that this will look more like a Northern Virginia type of building and asked if this would set a precedent.
- An attendee asked about the types of use and timing of other development happening in the Midtown project. There was discussion about townhomes and the nature and timing of the residentially zoned portion of the development.
- An attendee asked if the park shown is guaranteed to be a park and who would own it.
- An attendee asked when the Plaza would be built.
- An attendee asked about when the entire Midtown development would be built out.
- An attendee inquired if this hotel is viable given the other hotel and is there enough market demand?

Meeting was adjourned at approximately 7:15 pm

Neighborhood Meeting: CUP 23-0003/Hotel and Height Increase in Downtown Commercial district in Midtown

1

Date: Thursday, April 6, 2023 at 6:00 PM, Blacksburg Motor Company Conference Room

| NAME | ADDRESS | EMAIL | * |
|---------------------------------|---|--|---|
| 1. Anne McClung | Town of Blacksburg | | |
| 2. PRICE GUTSHALL Nycth Poas | ROANOKE (THALHIMER) Thalimer | PRICE.GUTSHALL@THALHIMER.COM Nycth-poas@thlimer.com | |
| 3. Greg & Susie Hele | Christiansburg Moving to Midtown | greg.hele@atspray.com | |
| 4. CASEY CLARK | ROANOKE | CASEY.CLARK@WHITING-TURNER.COM | |
| 5. Lea Fried | Christiansburg (applicant) | ifried@sasbuilders.com | |
| 6. JIM COWAN | 2270 Kraft Dr. Side 140 Blacksburg (applicant) | jcowan@cowanperm.com | |

PLEASE PRINT LEGIBLY

*PLEASE INDICATE IF YOU WOULD LIKE A COPY OF THE STAFF REPORT EMAILED TO YOU

Please note that any information (including but not limited to name, address and email address) provided on this sheet will become a part of the permanent public record for this development application, and may be distributed in hard-copy form, or electronically.

Neighborhood Meeting: CUP 23-0003/Hotel and Height Increase in Downtown Commercial district in Midtown
Date: Thursday, April 6, 2023 at 6:00 PM, Blacksburg Motor Company Conference Room

| NAME | ADDRESS | EMAIL | * |
|--------------------|----------------------------|---------------------|---|
| 1. Sophia Economou | 401 S. Main St, apt 306 | economou@vt.edu | ✓ |
| 2. Ed Barnes | 401 S Main St, apt 306 | eddybarnes@vt.edu | ✓ |
| 3. HOWARD RAUCH | 1475 JEFFERSON FOREST LANE | HOWRAUCH@ICLOUD.COM | ✓ |
| 4. Steve Semones | Balzer and Associates | applicant | |
| 5. | | | |

PLEASE PRINT LEGIBLY

*PLEASE INDICATE IF YOU WOULD LIKE A COPY OF THE STAFF REPORT EMAILED TO YOU

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ARCHITECTURAL DESIGN



Use of high quality materials



Entries located above the pedestrian way to provide privacy



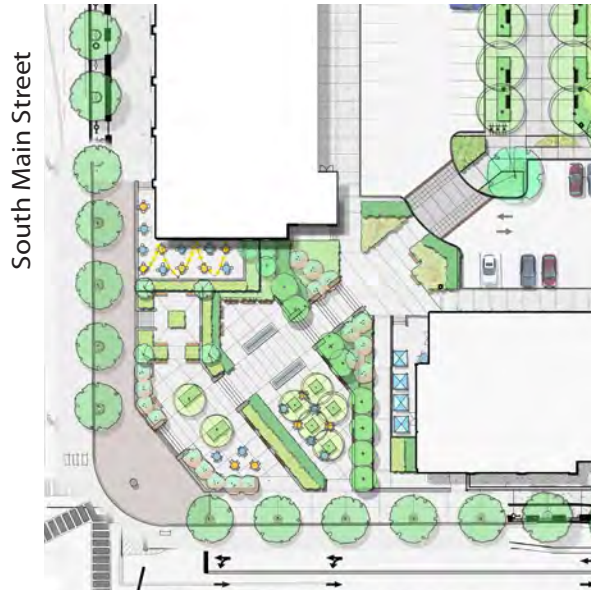
Vertical & horizontal building articulation

GUIDING ELEMENTS

ARCHITECTURAL ELEMENTS

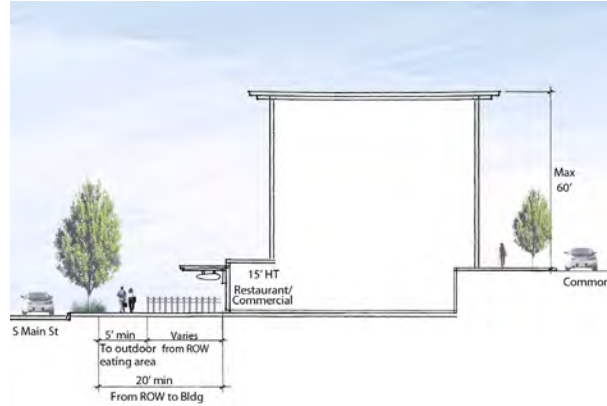
- All buildings on the Old Blacksburg Middle School site will have strong architectural elements, an active street presence, and an urban character, creating a unique sense of place while enhancing the South Main Street gateway to downtown.
- A diversity of building types will create a multi-use neighborhood with civic, commercial/retail and a variety of housing types including apartments, condominiums and townhomes.
- Variety in building scale and density through the neighborhood will generate visual interest and a strong urban character.
- A portion of the property have been identified for a potential public safety building. The architectural design of this use and the parking facility will identify the buildings as civic icons for the Town of Blacksburg.
- Residential product will include a variety of housing sizes, types and price points, both for lease and for sale.
- High quality materials will be used with an emphasis on brick.
- The design of the buildings in the Old Blacksburg Middle School site will use similar materials and elements in their design. This will create a cohesive design throughout the community. So as to not create duplicative architecture or style, variety will be provided through the architectural design and creating a variety of scale, massing, color and design. This design criteria will eliminate the appearance of a "Mega Block".

SOUTH MAIN STREET



South Main Street

Eheart Street



Street Section



South Main Street character

PROFFERED ELEMENTS

BUILDING MASS

Building Height

- 60' maximum to top of roof or top of parapet unless approved otherwise through a Conditional Use Permit.
- The height calculation shall be taken from the elevation at the Old School Common

Height Definition: The vertical distance measured from the adjoining grade at the front entrance of the building or structure to the highest point of the structure. For corner lots, the building height shall be the average of the front height defined above and the building side height adjacent to the street. The building side height shall be defined as the vertical distance measured from the lowest adjoining grade on the side adjacent to the street to the highest point of the structure.

SETBACKS

Front to South Main Street

ROW to face of building 20' min.
 ROW to outdoor eating 5' min.

Front Facade to Parking 10' min.

Side 10' min.

Corner
 South corner opens to Midtown Plaza

Overhangs
 Street facing overhangs may extend into setbacks max. of 48"

HVAC
 Mechanical equipment such as HVAC units shall be placed on roof and must be screened from South Main Street.

ENTRIES

- Front doors must face the street or common open space and provide access directly to a public sidewalk.
- Any ground floor uses shall have entries that face South Main Street.
- Entries shall be covered to provide weather protection for pedestrians.

SOUTH MAIN STREET



Outdoor seating



Building modulation



Outdoor dining on South Main Street

PROFFERED ELEMENTS

PARKING

Parking Facility

Parking for uses fronting on South Main Street will use the parking facility, be located under the building and/or be surface parking.

Drop-off parking for the Main Street building shall be provided in the Common.

- **Multi-Family:** Parking will be located under or behind the building or in a parking facility
- **Non-residential:** Parking will be under the building, in a parking facility and/or in surface parking.

Parking Required

Non-residential

1 stall per 300 sf

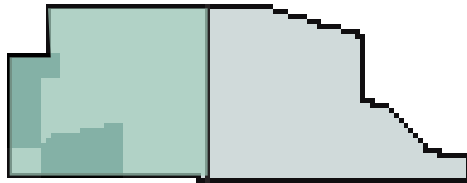
Residential

- 1 bedroom units 1 stall per unit
- 2 or more bedroom units 2 stalls per unit
- Shared parking allowed
- Private garage and parking shall be screened from South Main Street.
- In the event the Parking Facility cannot provide enough parking spaces to meet the required parking standard for both residential and non-residential uses in DC Parcels 2A, 2B, and 4A, then

the required parking standard for DC Parcels 2A, 2B, and 4A shall be reduced to match the number of parking spaces the Parking Facility can provide.

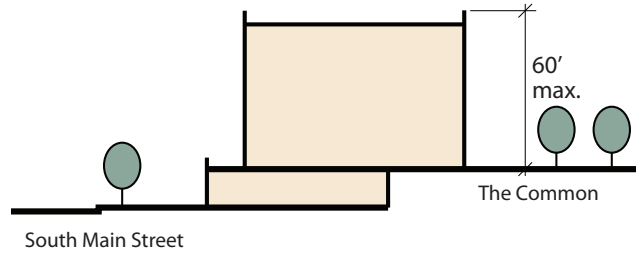
BUILDING TYPE: MULTI-USE

GUIDING ELEMENTS

Downtown Commercial
Parcels 2 & 4A

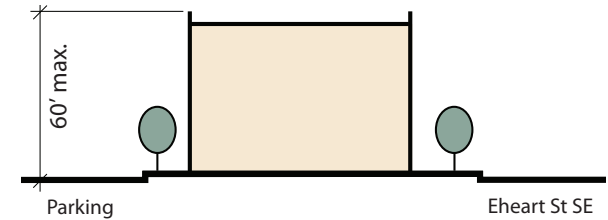
Site

Building Locations



Typical Building Section at South Main Street

Parcel 2



Commercial Section at Eheart Street SE

Parcel 4A

ARCHITECTURAL CHARACTER

GUIDING ELEMENTS

These multi-use parcels front South Main Street, Eheart Street, New Church Street and the Old School Common. Uses may include, but are not limited to office, hotel, retail, restaurant and residential functions. In all cases the developed buildings shall meet the following design criteria:

Buildings in the Downtown Commercial district shall reflect the design principles in Resolution 7-D-15, dated July 14, 2015.

Building entries, whether commercial, office, hospitality or residential, shall be prominent in design, face the respective street and/or Common and provide access directly from the public sidewalk.

Building massing will typically be two to four floor levels over ground level commercial space. The massing shall be consistent with existing urban downtown core.

Roof forms shall bring visual interest through the varied use of pitched, gable or flat architectural forms.

Building articulation shall be achieved through the incorporation of a tripartite vertical definition: base, mid-section and top, in order to articulate the various levels within the structure. Horizontal

articulation shall include building bays and offsets. Such vertical and horizontal definition shall be visually characterized by differing materials and textures, or the use of the same material incorporating changes in color, texture and/or pattern.

Building corners at intersections on South Main Street, Eheart Street SE, Midtown Way or New Church Street shall be articulated with significant architectural features such as a tower element, recessed corner entries or other such design techniques to give the intersection memorable character and to celebrate the role of the building as a form-giver to the intersection.

South Main Street, New Church Street, Eheart Street and Old School Common facades shall be typified by prominent entries, windows with of transparent glass and dramatized by building offsets, awnings, marquees and appropriate signage which meets the signage code of the Town of Blacksburg. Windows and entries shall be proportionate to the building and appropriate to a pedestrian oriented downtown streetscape.

Office, commercial and hospitality building facades shall present a street friendly presence emphasizing entries and windows.

PROFFERED ELEMENTS

Façade Materials: Buildings shall be constructed with quality materials throughout. A minimum of 25% and a maximum of 40% of all facades shall be windows and/or storefront. A minimum of 37.5% shall be masonry (brick veneer, stone veneer or hard-coat stucco). A maximum of 37.5% shall be Alternative Materials described below.

Alternative Materials: The alternative materials may consist of cast materials, metal siding, fiber cement panel siding, EIFS, smooth finished concrete or equivalents as approved by the town. Fiber cement lap siding is not permitted in the DC portion of the development. A maximum of 20% of each floor façade can be EIFS, but EIFS is only permitted to be an accent material and is not permitted on Ground Level facades fronting South Main Street, Eheart Street, New Church Street or the Commons.

Foundations: Foundations shall be monolithic slab or basement construction. All foundations visible on the exterior of the building shall be faced with brick, smooth finished concrete surfacing or parged/painted concrete.

Vinyl siding and Synthetic Stone are not permitted.

BUILDING TYPE: COMMERCIAL



PUBLIC OPEN SPACE & STREETScape DESIGN



South Main streetscape character



Midtown Plaza character image

SOUTH MAIN STREET

PROFFERED ELEMENTS

- On the South Main Street frontage, Ginkgo Biloba shall be provided to match existing town street trees.
- Street trees shall maintain a regular street pattern where possible, except where conflicts exist with site distance, utilities and driveways.
- The landscaping on South Main Street shall be an urban treatment. The trees may be located in tree grates or urban planters.

GUIDING ELEMENTS

- The South Main Street may include a variety of street furniture such as benches, pots, and/or bike racks using the Town palette and which shall be consistent with the street furniture currently used in downtown Blacksburg.

MIDTOWN PLAZA

GUIDING ELEMENTS

- Active outdoor gathering and seating may be located adjacent to street fronting restaurant and commercial uses.
- The Midtown Plaza is at the south east corner of the site at the intersection of South Main Street and Eheart Street.
- The Midtown Plaza will serve as the Southern Gateway to downtown Blacksburg and as a community gathering space.
- Midtown Plaza will be predominately hardscape and lawn softened by plantings.
- Midtown Plaza may include public seating, tables, lighting and/or art.
- A water feature and/or public art or sculpture may be included.
- Landscaping will separate Midtown Plaza active areas from the pedestrian and vehicular circulation.

Note: Should the Town take ownership of Midtown Plaza, Old School Commons or Central Park, design will be by the Town of Blacksburg

PUBLIC OPEN SPACE & STREETScape DESIGN



Old School Common concept

GUIDING ELEMENTS

OLD SCHOOL COMMON

The Old School Common will be a community gathering space for celebrations and events. It will host outdoor seasonal events which may include activities such as outdoor markets, festivals, community celebrations and related retail activities.

Old School Common Loop Road

- A loop road shall extend off of Church Street, through the Common, returning to New Church Street through the parking area. Open during most working day hours, this loop road will provide additional perpendicular parking as well as drop off access and parking for the multi-use buildings. The loop road may have a special paving pattern to integrate with the Common and may have flush curbs and removable bollards. The loop road can be closed during public events held in the Common, expanding the event space and assuring pedestrian safety.
- The Common will be predominately lawn in urban landscape treatment. Trees may be located in tree grates and planters along the pedestrian ways.
- Areas of grass will provide community gathering spaces.
- Old School Common will be predominately lawn and hardscape with a visually interesting paving pattern.
- Street furniture, which shall be consistent with the street furniture currently used in downtown Blacksburg, will be provided and may include seating, lighting, banners and/or planting in movable containers. Benches, trashcans, planters and light poles shall be provided in similar frequency as currently exists in downtown and shall use the current Downtown palette of material design.
- Public art may be located in the Old School Common.



Central Park character

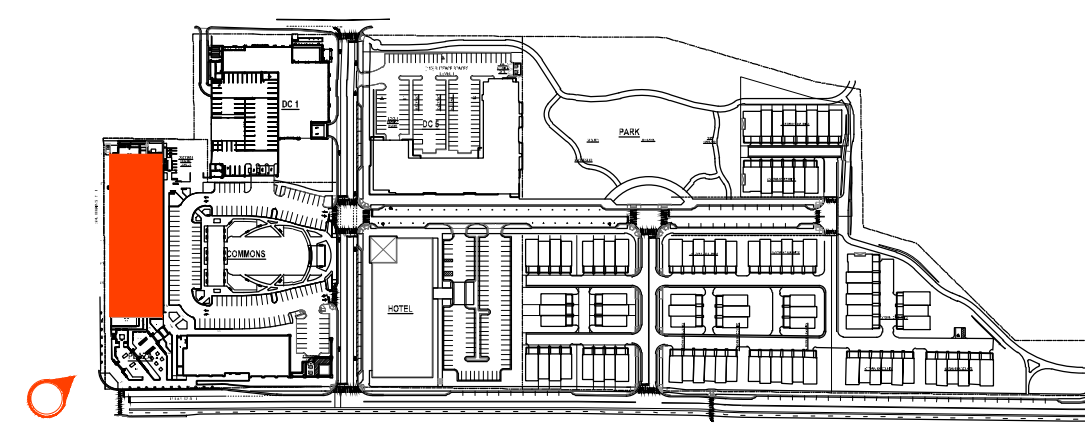
CENTRAL PARK

Central park will be a large community open space centrally located in the heart of the residential neighborhood. It will include a belvedere overlooking the park. Green streets and sidewalks will provide safe access for residents.

- Active areas and community gathering spaces for the residents which may include BBQ areas and outdoor active recreation areas.
- Site furniture which may include benches or tables.
- Shaded areas will be throughout the park.

PROFFERED ELEMENTS

- Lawn area will be provided for active and passive recreation.
- Continuous pedestrian pathways will be provided.
- Lighting will be provided for security purposes.



VIEW 1 - AT SOUTH MAIN STREET AND EHEART ST SE

NOTE: WE RESERVE THE RIGHT TO REDUCE THE SF OF THE OFFICE SPACE IN DC2, WHILE MAINTAINING THE ARCHITECTURAL INTEGRITY.
 NOTE: NO MORE THAN 25% OF THE GROUND FLOOR FACING SOUTH MAIN STREET MAY BE OFFICE SPACE.
 NOTE: THERE WILL BE A SIGNAL ON SOUTH MAIN STREET, AND THE PLAZA DESIGN MAY CHANGE.
 NOTE: ALL SIGNAGE WILL BE DESIGNED AND APPROVED IN A SEPARATE PACKAGE.

MIDTOWN - DC2

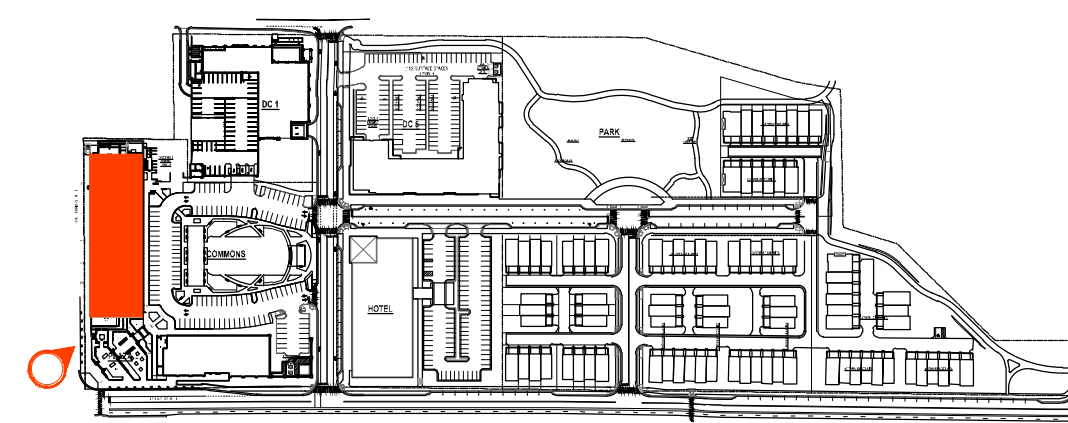
MIDTOWN REDEVELOPMENT PARTNERS, LLC

3169 COMMERCE STREET, BLACKSBURG, VA 24062

The drawings presented are illustrative of character and design intent only, and are subject to change based upon final design considerations (i.e. applicable codes, structural, and MEP design requirements, unit plan / floor plan changes, etc.) © 2020 BSB Design, Inc.

APRIL 01, 2020 | MU190386.00





VIEW3 - AT SOUTH MAIN STREET

MIDTOWN REDEVELOPMENT PARTNERS, LLC

3169 COMMERCE STREET, BLACKSBURG, VA 24062

NOTE: WE RESERVE THE RIGHT TO REDUCE THE SF OF THE OFFICE SPACE IN DC2, WHILE MAINTAINING THE ARCHITECTURAL INTEGRITY.
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MIDTOWN - DC2

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