

TO: Town Council

FROM: Kinsey O'Shea, AICP, Senior Town Planner KO
Anne McClung, AICP, Planning and Building Director KC for AM

TITLE: 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

Review of Midtown Development Downtown Commercial Parcel DC #2

DATE: September 15, 2023

The Conditional Use Permit for the hotel use and height increase on Parcel DC #2 in the Midtown development was discussed at the July 5, 2023 and August 1, 2023 Town Council work sessions. Council also discussed the architectural review of the building proposed on Parcel DC #2, as required by the Development Agreement, at the August 1, 2023 work session. After receiving input from Council, the applicant opted to delay the public hearing on the Conditional Use Permit to have time to prepare additional materials. On September 8, 2023 the applicant submitted additional graphics showing the proposed development from different vantage points. The graphics are attached. The CUP is scheduled for public hearing on October 10, 2023.

No changes are proposed to the CUP application. The information previously provided by staff on both the CUP and the architectural review are still applicable. Council may want to refer to the CUP information materials from Kinsey O'Shea and the architectural review materials from Anne McClung. No changes are proposed to the recommended conditions shown below. The new graphics do not need to be referenced in the conditions.

STAFF RECOMMENDED CONDITIONS:

1. The site shall be developed in substantial conformance with the application dated March 1, 2023 and revised April 3, 2023, *and revised June 27, 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 South Main Street ground floor.
4. Should a Special Signage District be approved for the Midtown Development, the provisions of the special signage district shall govern signage. Until such time as a Special Signage District is approved, all signage shall be in conformance with the Zoning Ordinance signage standards §§5500 et seq., and specifically the Downtown Commercial signage regulations §5533.
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.
6. Section 9.5 of the Development Agreement between the Town of Blacksburg, Virginia and Midtown Redevelopment Partners, L.L.C., dated May 13, 2019, grants the Town the right to use, at certain times, parking in the area shown in the attached Exhibit A for special events conducted at the Plaza or Event Space areas. During these times, the hotel operator shall comply with this parking prohibition and shall not allow hotel guest vehicle traffic to access the hotel by bypassing temporary barricades or other traffic control devices.

Attachment: Graphics package dated September 8, 2023