

MEMORANDUM

To: Planning Commission

From: Matthew Sampa, Planner I

Date: May 31, 2024

Subject: CUP-24-1-Conditional Use Permit Request for drive-in restaurant in the GC-General Commercial zoning district on 1.02 acres at 1421 South Main Street (Tax Map Nos. 287-22 1-5 & 287-22 102-105) by Balzer and Associates, LLC (applicant) for Blacksburg Square, LLC (owner).

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The Planning Commission reviewed the above-mentioned application dated April 01, 2024 at the May 17, 2024 work session. There were several areas of discussion to which the applicant has provided additional information.

- *Accessible route from South Main Street*

At the work session, there was discussion regarding the staff recommended condition to require an accessible route from the sidewalk/bus stop #1619 on South Main Street to the proposed coffee stand. The applicant is proposing to implement an accessible route from the proposed new sidewalk on their Ardmore Street frontage to the building, but stated that grading issues made providing an accessible route from the South Main frontage untenable. They expressed their willingness to work with the Town to provide a way to get to the business from the South Main sidewalk that is not accessible, if regulations allowed. In subsequent conversations with the applicant since the work session, they have expressed concerns that federal law would not allow a non-accessible route from a public sidewalk to the restaurant. Staff has consulted with the Town Building Official and Town Attorney on this topic, and is working with the applicant to resolve this issue. The Town Attorney has stated that Planning Commission can move forward with the condition as is, and any edits can be made prior to Council action.

- *Details on vehicular and non-vehicular service*

Staff mentioned that it was unclear from the application where service would occur for vehicular customers and those who are walking/biking. The applicant has provided a drawing depicting vehicular orders will be taken in the drive through lanes, then served under a canopy next to the adjacent to the building at the end of those lanes. Additionally, a patio table with seating for walk-up customers has been added to the master plan, and the location of the freezer is shown using an outline on the exterior elevations. It is still unclear how and where walk-up service will be provided. *The applicant should provide this information as well as an architectural elevation of the freezer, and how it relates to the pedestrian walkway.*

- *Hours of Operation*

Staff noted that hours of operation for the coffee stand were not mentioned in the application, but the Seven Brew website showed most locations with the hours of 5:30 AM to 10:00 PM Sunday through Thursday, and 5:30 AM to 11:00 PM Friday and Saturday. The applicant has confirmed that these will be the hours of operation for the coffee stand.

- *Bike racks*

No bike racks were shown on the initial application, and staff recommended a condition requiring the installation of five bicycle parking spaces. The racks are now shown on the revised application, therefore, the condition has been removed.

- *Parking Layout*

Staff explained that the original application showed 13 vehicular parking spaces including one ADA parking space being provided in the parking lot, but a maximum of 12 parking spaces were allowed. The applicant has revised the parking lot to show 12 spaces being provided.

- *Signage*

Staff showed the proposed signage that was provided with the application, and asked the applicant to provide dimensions of each façade to determine if the signage was in accordance with signage regulations in the zoning ordinance. The applicant provided those dimensions, and all business signage meets zoning ordinance standards. Though, the drawings show directional signs exceeding the size limit of 3 square feet. *The applicant should reduce the size of all directional signs to a maximum of 3 square feet.*

### **Summary**

In summary, the applicant has provided a number of changes to the application in response to staff and Planning Commission discussion. The decision to recommend approval or denial of this Conditional Use Permit request is discretionary, and should be made with regard to the standards set forth in §1181.

### **STAFF RECOMMENDED CONDITIONS**

1. The Restaurant, Drive-in use shall be developed and operated in substantial conformance with the application dated April 01, 2024.
2. The owner shall construct an accessible walkway from the sidewalk on South Main Street to the coffee shop.
3. No external speaker is allowed for any purpose. Use of an external speaker requires a Conditional Use Permit

### **ATTACHMENTS**

- Application Addenda dated May 28, 2024

CUP-24-1 Request for drive-in restaurant in GC at 1421 South Main Street

**Seven Brew Application Addenda May 28, 2024:**

- Drawing of service flow
- Revised narrative
- Revised site plan
- Signage

**CONDITIONAL USE PERMIT APPLICATION  
FOR**



**South Main Street and Ardmore Street  
Blacksburg, Virginia**

**TAX PARCELS  
287-22 1-5 & 287-22 102-105**

**APRIL 1, 2024  
Revised May 28, 2024**

PREPARED FOR:  
BLACKSBURG SQUARE LLC  
P.O. Box 10397  
Blacksburg, VA 24062

PREPARED BY:  
BALZER & ASSOCIATES, INC.  
80 College Street, Suite H  
Christiansburg, VA 24073

### ***Description of Proposed Use:***

The site consists of two tax parcels totaling approximately 1.02 acres that are located adjacent to Blacksburg Square shopping center on South Main Street and has frontage along Ardmore Street. Both parcels are currently owned by Blacksburg Square, LLC. The parcel fronting Ardmore Street is currently vacant. The parcel fronting South Main Street has an existing single-family home located on it that has been used as rental property. This structure will be removed if the proposed plan is approved. The property is currently zoned GC (General Commercial) and is designated Commercial on the Comprehensive Plan's Future Land Use Map. The Conditional Use Permit (CUP) requested with this application is for a "Restaurant, Drive-In" use for a new drive thru Coffee Shop. Town code defines this use as:

RESTAURANT, DRIVE-IN—An establishment primarily engaged in the preparation of food and beverages, for either take-out, delivery or table service, served in disposable containers at a counter and a drive-up or drive through service facility, or which offers curb service.

Seven Brew Coffee is a national coffee stand chain that began in Roger, Arkansas in 2017. Their business model is based on drive thru customers that do not leave their vehicles. Customers drive up to one side of the building and place their order directly with a Seven Brew team member, drive around to the other side of the building and pick up their order, which is typically about a 2-4 minute process. This service provides a unique experience for those wanting a high quality coffee without the wait of other drive thru restaurants that serve food as well. As mentioned above, the orders are taken person to person and there are no exterior speaker boards. There are two structures proposed – the main one is the coffee stand, and the secondary is the freezer. The freezer building will be architecturally complementary to the primary structure as shown on the attached architectural drawings.

Access to the site will be provided from three separate locations. There are two entrances from the existing parking lot of Blacksburg Square shopping center and one entrance off of Ardmore Street. The existing entrance on South Main Street will be removed with this development. As this is solely a drive thru restaurant, no seating is provided internally to the building, and no customer parking is provided adjacent to the building. All parking required for the site is shown at the rear of the property and should be primarily used by employees. Based on the building square footage, 9 total parking spaces are required, however, the applicant is proposing 12 spaces. A new public sidewalk will be provided along the Ardmore Street frontage and an internal sidewalk system will connect that sidewalk to the building in the case there is any walkup customers. An outdoor patio table and seating has been provided for any walkup customers or employees on break. Street trees and interior landscaping shall be provided per Town Code. A dumpster will also be provided and shall be screened per Town Code. All other GC zoning requirements will be met at the time of site plan review. The site will be served by public water and public sanitary sewer.

***Please demonstrate how the proposed use, when complemented with additional measures, if any, will be in harmony with the purposes of the specific district in which it will be placed:***

The property is currently zoned GC General Commercial. The areas/parcels surrounding it on all sides are also GC (General Commercial). General Commercial is described in the Zoning Ordinance as follows: *“The General Commercial district is designed for a variety of commercial uses, both pedestrian and automobile oriented. The intent of the district is to provide for more intense commercial uses than the Downtown Commercial district, but in a manner which is consistent with the Town's character. Modern "strip" commercial development is not in keeping with the small-town character of Blacksburg, and this district is intended to discourage such development. Instead, a vital and lively streetscape, created by commercial buildings with windows and entrances oriented to the street, is an important goal of this district. While residential uses are allowed in the district under some circumstances, such uses should complement the commercial uses that serve as the primary intent in this district.* The site is also designated to be Commercial in the Town of Blacksburg Future Landuse Map and is noted as a Commercial & Employment Area on Map C-Neighborhood, Employment and Service Areas. The use proposed fits within these designations.

The proposal meets several of the principles listed in the Land Use Section of the Comprehensive Plan for non-residential development design. Those specific guiding principles are noted below:

- Building orientation is towards the street.
- Building setbacks are consistent with other properties in the South Main Street corridor.
- Off-street parking is located at the rear of the property behind the building.
- Connectivity has been provided between the project and the adjacent parking lot.
- Landscaping is provided along both street frontages and throughout the site.
- Scale of the building is compatible with other properties in the South Main Street corridor.
- Sidewalks connect the public right of way at Ardmore Street to the site and building.
- Crosswalks are provided internally to the project for safe pedestrian travel.
- A bike rack has been provided onsite.

Additional information specifically directed to the South Main Street commercial area is included in the Economy & Employment section of the Comprehensive Plan. It is noted that *“(t)he South Main Street commercial area includes a mix of older and newer businesses and buildings. The businesses within this commercial area have organized as part of Main Street Connect. This area has seen redevelopment over the last decade with the development of First and Main. The organization is working on branding the area as a commercial restaurant, shopping, entertainment and destination district within the region. This area has been previously impacted by road widening and some commercial parcels remain limited in depth. This area is a gateway into Town for commuters and visitors entering from the U.S. Route 460 Bypass. The area is well served by transit and provides ample opportunities for bicycle and pedestrian crossings but has limited bicycle facilities. This area is earmarked for further study for street design, connectivity, land use, redevelopment opportunities, and policy.”*

The South Main Street corridor has a high percentage of auto-centric uses as grocery stores, banks, dry cleaners, fuel stations, and pharmacies and drive thru restaurants such as Starbucks, Cookout, Wendy’s, Kung Fu Tea, and Bojangles. As proposed, the Seven Brew plan has less overall impact to the streetscape than these other existing uses due to the small overall footprint of the site and the fact that all parking is located at the rear of the property. As such, it is consistent with the goals of the General Commercial district.

*Please demonstrate how there will be no undue adverse impacts on the surrounding neighborhood in terms of public health, safety, or general welfare, and show the measures to be taken to achieve such goal:*

The proposed use of the property is consistent with the uses in the vicinity of the site, is consistent with the comprehensive plan and provides no adverse impact on adjacent properties. The development of these parcels furthers the town’s transportation goals by interconnecting commercial properties along South Main Street and will remove an existing entrance on South Main Street that is located in close proximity to the South Main and Ardmore intersection. The cross connection will also provide secondary access to Ardmore Street and take some traffic pressure off of the Blacksburg Square intersections. As stated later in this application, no use and design exceptions are being requested and all town development standards will be followed per the General Commercial zoning district.

Although not required by VDOT standards, the Town Engineering staff has required a Traffic Impact analysis be completed for this project and submitted with the Conditional Use Permit application. A third party traffic engineering consultant who has completed the last few traffic studies along this section of South Main Street that were associated with private development has been hired to perform this analysis. Town staff provided the scope and parameters of the study. The full report is attached to the application. The general conclusions from the report indicate that no road or signal infrastructure improvements are warranted as a result of the increased traffic generated from the proposed use. Based on the ITE Manual for trip generation, the proposed use is estimated to generate the following vehicle trips shown below.

<b>TRIP GENERATION SUMMARY</b>												
Code	Land Use	Size	Variable	Daily			AM Peak			PM Peak		
				In	Out	Total	In	Out	Total	In	Out	Total
938	Coffee/Donut Shop with Drive-Through Window and No indoor Seating	2	Drive Through Lanes	<u>179</u>	<u>179</u>	<u>358</u>	<u>50</u>	<u>50</u>	<u>100</u>	17	17	<u>34</u>
<b>Total External Trips</b>				<b>179</b>	<b>179</b>	<b>358</b>	<b>50</b>	<b>50</b>	<b>100</b>	<b>17</b>	<b>17</b>	<b>34</b>
<i>Pass-By Trips (65%)</i>				44	55	88	33	33	66	11	11	22
<b>Primary (New) Trips</b>				<b>135</b>	<b>124</b>	<b>270</b>	<b>17</b>	<b>17</b>	<b>34</b>	<b>6</b>	<b>6</b>	<b>12</b>

***Any modifications or exceptions to Use and Design Standards or Development Standards must also be requested at the time of CUP evaluation. Identify and provide a justification for modification/exception.:***

Two Use and Design standards for the proposed Restaurant, Drive in use are required by the zoning ordinance and are listed below:

*(a) General standards: A traffic analysis may be required as part of the conditional use permit application, including but not limited to proposed traffic flow, sight visibility for emerging vehicles, roadway capacity for turning movements, and other public safety factors.*

The project has provided a third-party consultant traffic analysis along with this CUP application.

*(b) Additional standards in the GC and MXD zoning districts: Parking shall be located behind the front line of the principal building. Town Council may grant a special exception to this requirement as authorized by Section 1112.*

The project meets this requirement as all parking is located behind the building.

***If the application is an amendment to an existing approved S/CUP, provide an identification of any proposed changes requested below and on a plan, and strike-through and italic edit of any conditions proposed to be changed:***

This application is not amending an existing approved S/CUP.



**SEVEN BREW COFFEE RESTAURANT-DRIVE IN  
CONDITIONAL USE PERMIT**

Adjacent Property Owners

<b>Tax Parcel(s)</b>	<b>Owner</b>	<b>Address</b>
287-A-35	BLACKSBURG APF PARTNERS LLC	P.O. BOX 3530 KINGSPORT, TN 37664
287-22 6, 7, 8	MRE OUTLOOK, LLC	1485 S. MAIN STREET BLACKSBURG, VA 24060
287-22 6A, 7A, 8A	AH & GLADYS V SMITH LIVING TRUST	119 ARDMORE STRET BLACKSBURG, VA 24060
287-22 14	MOONSTONE LLC	P.O. BOX 3530 KINGSPORT, TN 37664
287-22 100	SOUTH MAIN VILLAGE LLC	1531 S. MAIN STREET BLACKSBURG, VA 24060



**BALZER & ASSOCIATES**  
 PLANNERS / ARCHITECTS  
 ENGINEERS / SURVEYORS

Roanoke / Richmond  
 New River Valley  
 Shenandoah Valley

[www.balzer.cc](http://www.balzer.cc)

80 College Street  
 Suite H  
 Christiansburg, VA 24073  
 540.381.4290

**SEVEN BREW COFFEE CUP**

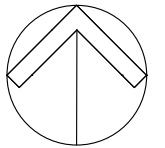
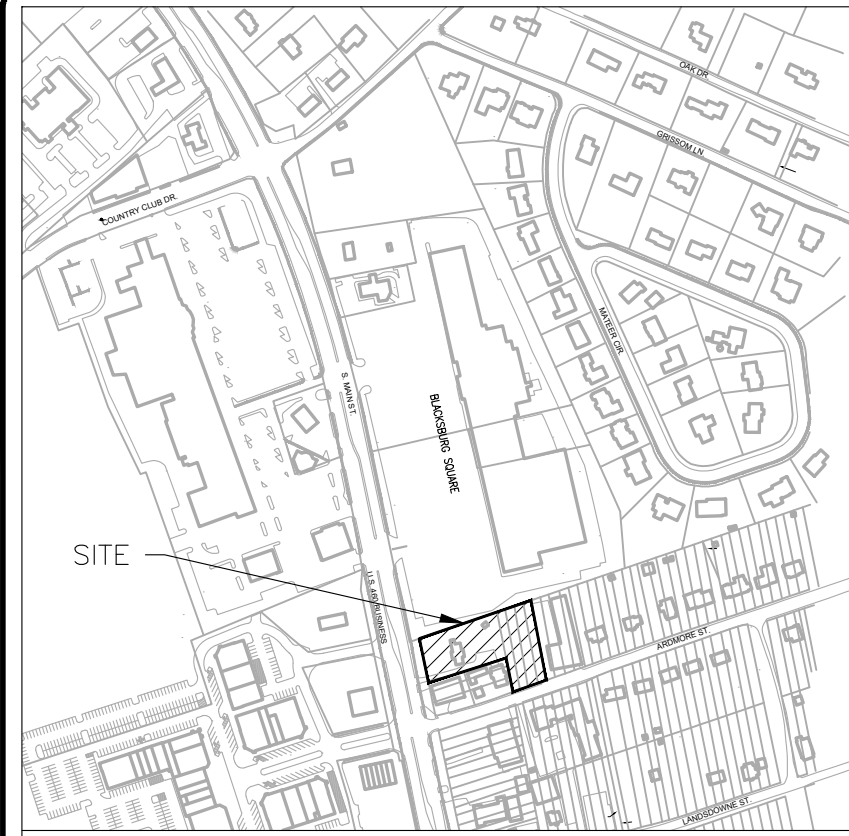
**PARCEL MAP**

MOUNT TABOR MAGISTERIAL DISTRICT  
 TOWN OF BLACKSBURG, VIRGINIA

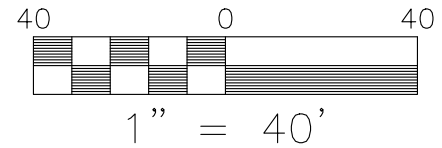
DRAWN BY AWC  
 CHECKED BY SMS  
 DATE 4/1/24  
 SCALE 1" = 40'  
 REVISIONS  
 5/28/24

**CUP1**

PROJECT NO 24240144.00



**VICINITY MAP**  
 SCALE: 1" = 500'



N/F  
 BLACKSBURG SQUARE, LLC  
 TAX MAP #287-22 106-109  
 PARCEL ID #018555  
 INST. #2018005459

S11°25'26"E 200.00'

LOT 105

N/F  
 BLACKSBURG SQUARE, LLC  
 TAX MAP #287-22 102-105  
 PARCEL ID 004327  
 INST. #2012011327

LOT 104

LOT 103

TOTAL COMBINED  
 ACREAGE  
 1.025 AC.

LOT 102

S71°15'34"W 100.00'

N11°25'26"W 75.00'

ALL INTERIOR LOT LINES  
 TO BE VACATED

N71°15'34"E 300.00'

S71°15'34"W 200.00'

N/F  
 A. H. SMITH AND  
 GLADYS V. SMITH  
 TAX MAP #287-22 6A, 7A, 8A  
 PARCEL ID #017682  
 INST. #2004012661

N/F  
 BLACKSBURG SQUARE, LLC  
 TAX MAP #287-22 1-5  
 PARCEL ID 004326  
 INST. #2012011327

N/F  
 BLACKSBURG SQUARE, LLC  
 TAX MAP #287-A 376B  
 PARCEL ID #023439  
 INST. #2012007784

N/F  
 MRE OUTLOOK, LLC  
 TAX MAP #287-22 6, 7, 8  
 PARCEL ID #002187  
 INST. #2011004839

LOT 1

LOT 2

LOT 3

LOT 4

LOT 5

N11°25'26"W 125.00'

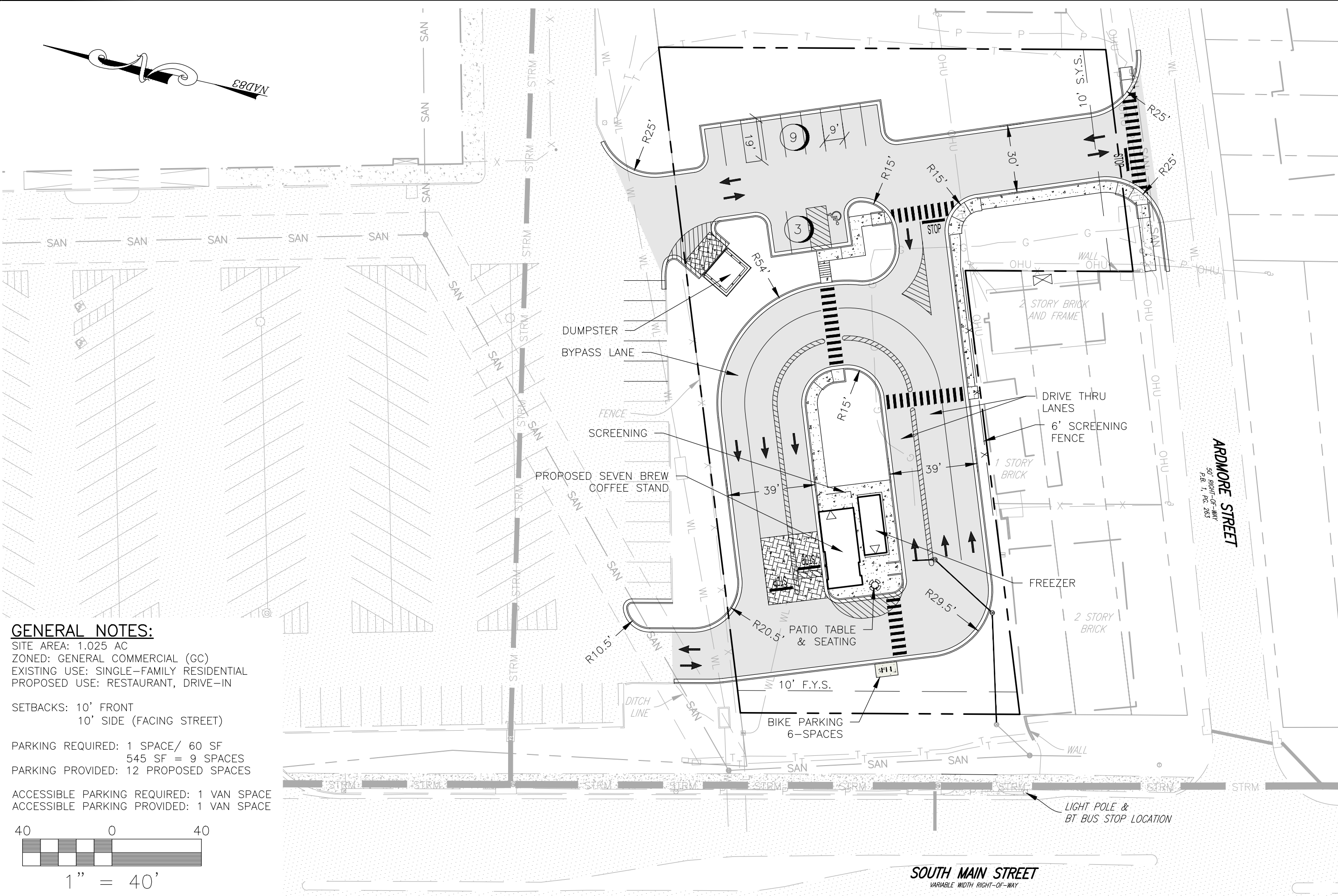
ARDMORE STREET  
 50' RIGHT-OF-WAY  
 P.B. 1, PG. 263

LIGHT POLE &  
 BT BUS STOP LOCATION

**SOUTH MAIN STREET**  
 VARIABLE WIDTH RIGHT-OF-WAY







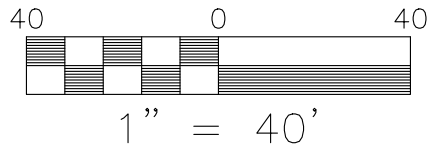
**GENERAL NOTES:**

SITE AREA: 1.025 AC  
 ZONED: GENERAL COMMERCIAL (GC)  
 EXISTING USE: SINGLE-FAMILY RESIDENTIAL  
 PROPOSED USE: RESTAURANT, DRIVE-IN

SETBACKS: 10' FRONT  
 10' SIDE (FACING STREET)

PARKING REQUIRED: 1 SPACE/ 60 SF  
 545 SF = 9 SPACES  
 PARKING PROVIDED: 12 PROPOSED SPACES

ACCESSIBLE PARKING REQUIRED: 1 VAN SPACE  
 ACCESSIBLE PARKING PROVIDED: 1 VAN SPACE



**BALZER & ASSOCIATES**  
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**SEVEN BREW COFFEE CUP**

**MASTER PLAN**

MOUNT TABOR MAGISTERIAL DISTRICT  
 TOWN OF BLACKSBURG, VIRGINIA

DRAWN BY	AWC
CHECKED BY	SMS
DATE	4/1/24
SCALE	1" = 40'
REVISIONS	
5/28/24	

**CUP3**

PROJECT NO 24240144.00



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 ENGINEERS / SURVEYORS

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**SEVEN BREW COFFEE CUP**

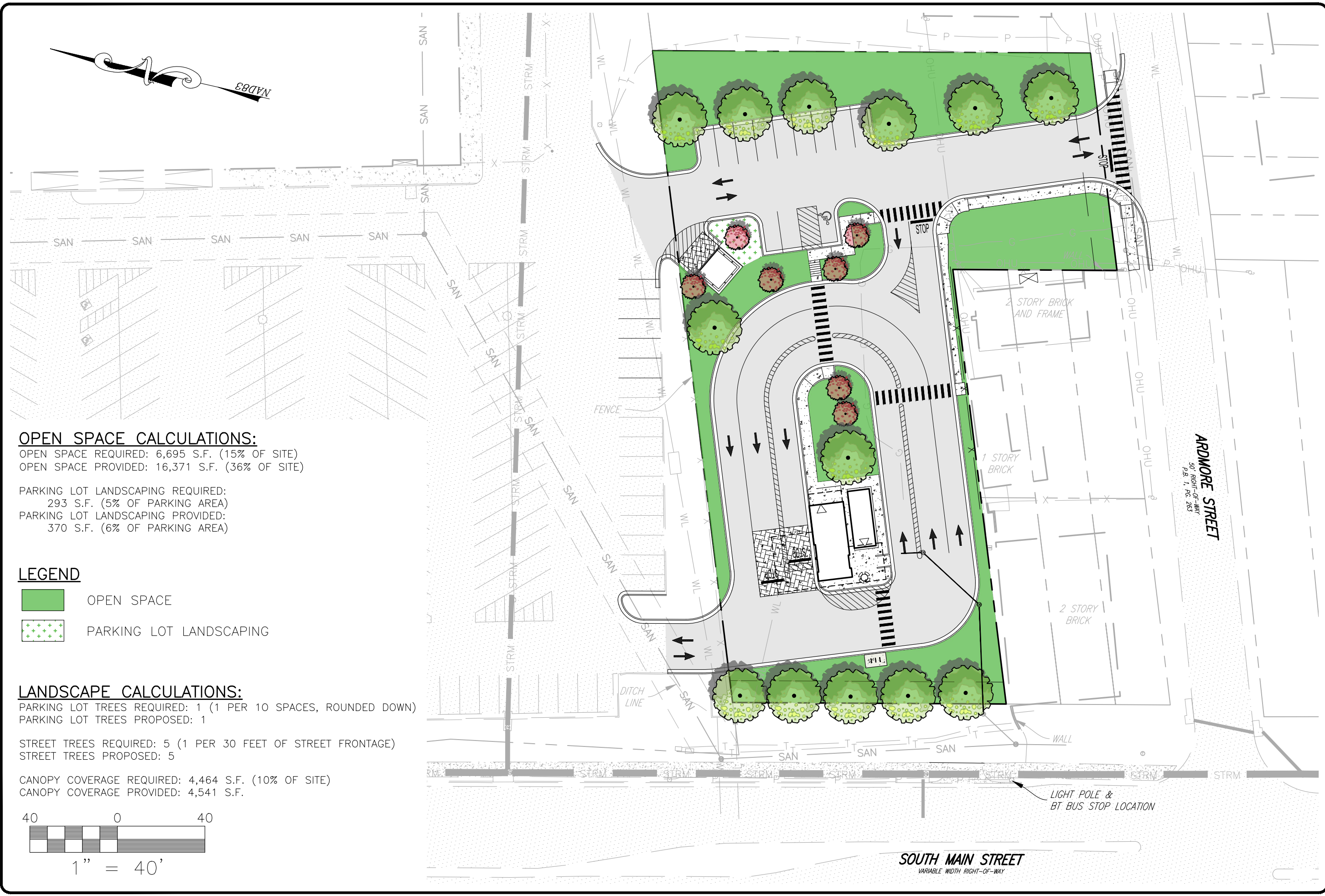
**OPEN SPACE PLAN & LAYOUT**

MOUNT TABOR MAGISTERIAL DISTRICT  
 TOWN OF BLACKSBURG, VIRGINIA

DRAWN BY AWC  
 CHECKED BY SMS  
 DATE 4/1/24  
 SCALE 1" = 40'  
 REVISIONS  
 5/28/24

**CUP4**

PROJECT NO 24240144.00

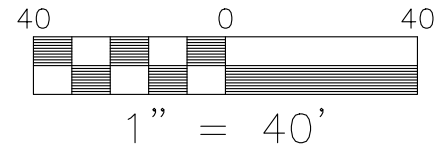


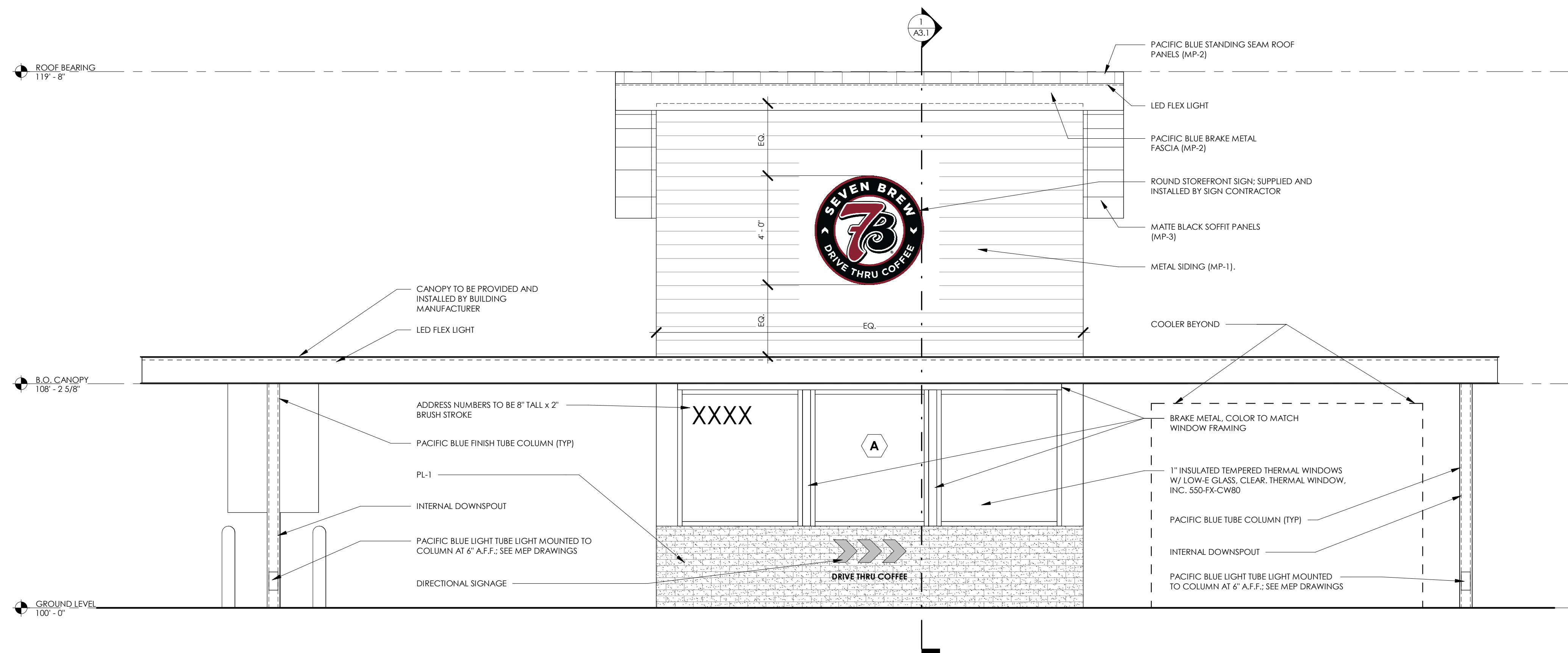
**OPEN SPACE CALCULATIONS:**  
 OPEN SPACE REQUIRED: 6,695 S.F. (15% OF SITE)  
 OPEN SPACE PROVIDED: 16,371 S.F. (36% OF SITE)

PARKING LOT LANDSCAPING REQUIRED:  
 293 S.F. (5% OF PARKING AREA)  
 PARKING LOT LANDSCAPING PROVIDED:  
 370 S.F. (6% OF PARKING AREA)

**LEGEND**  
 OPEN SPACE  
 PARKING LOT LANDSCAPING

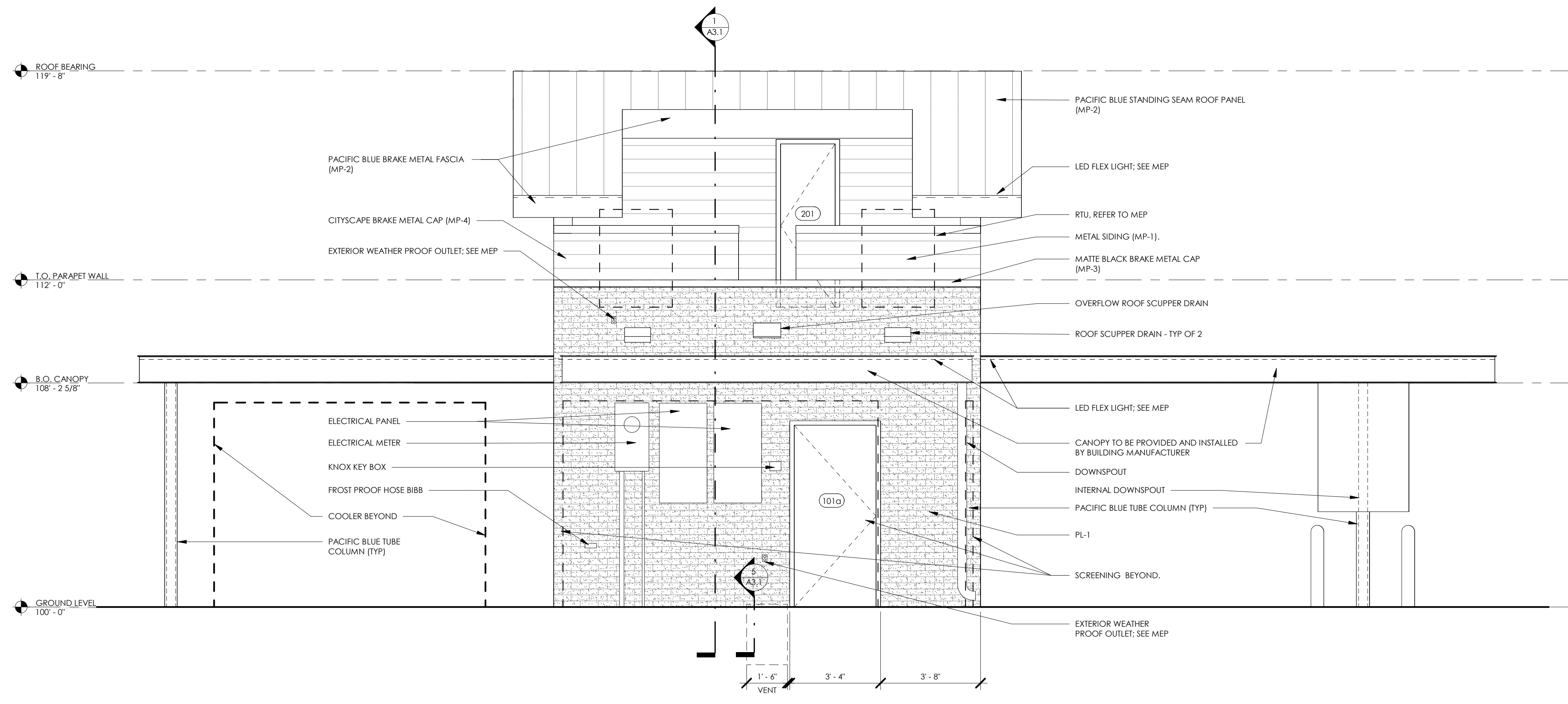
**LANDSCAPE CALCULATIONS:**  
 PARKING LOT TREES REQUIRED: 1 (1 PER 10 SPACES, ROUNDED DOWN)  
 PARKING LOT TREES PROPOSED: 1  
 STREET TREES REQUIRED: 5 (1 PER 30 FEET OF STREET FRONTAGE)  
 STREET TREES PROPOSED: 5  
 CANOPY COVERAGE REQUIRED: 4,464 S.F. (10% OF SITE)  
 CANOPY COVERAGE PROVIDED: 4,541 S.F.





TOTAL FACADE AREA: 290 SQFT

1 EXTERIOR ELEVATION - FRONT  
3/8" = 1'-0"



TOTAL FACADE AREA: 290 SQFT

2 EXTERIOR ELEVATION - BACK  
3/8" = 1'-0"

FIRM LICENSE NO. TBD

**INTERIM REVIEW ONLY**

These documents are incomplete, and are released for interim review only and are not intended for regulatory approval, bidding, permit, or construction purposes.

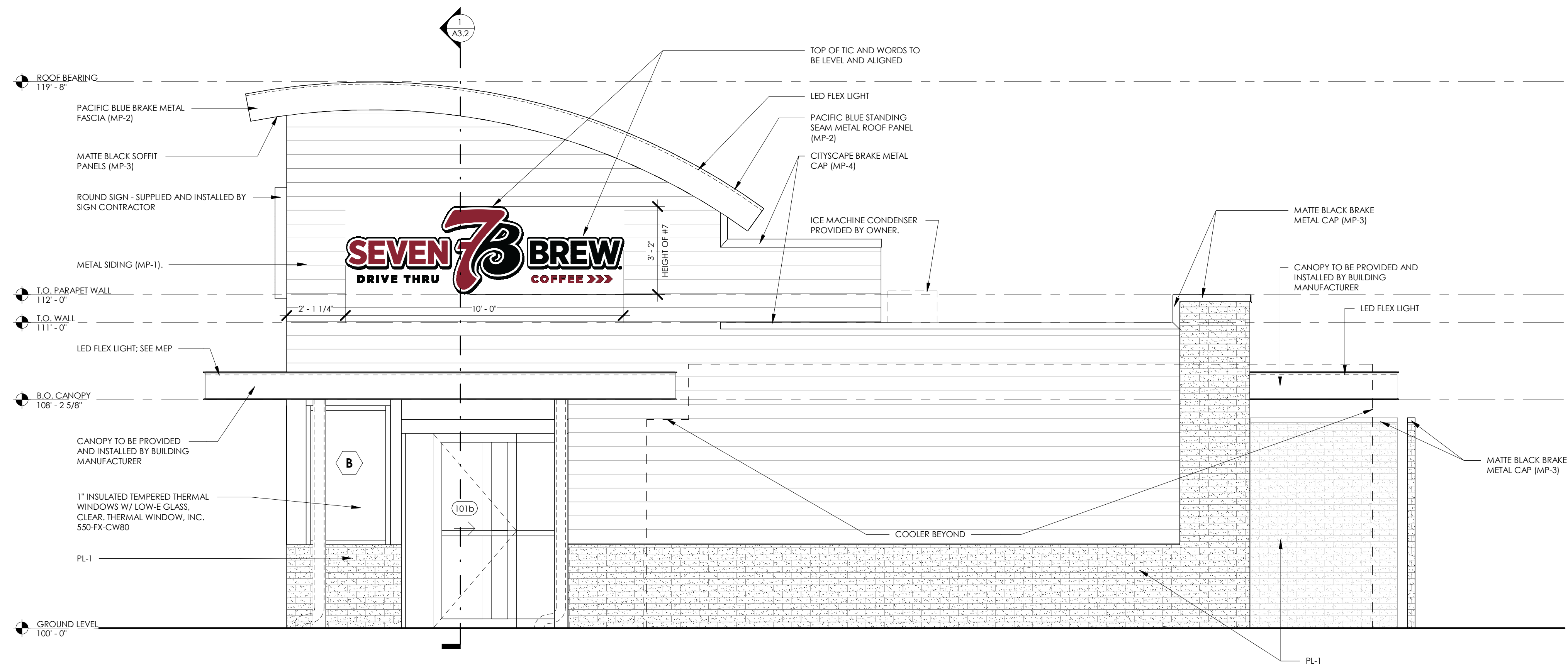
ARCHITECT OF RECORD:  
NAME: TBD  
LICENSE NO. TBD

PROJECT NUMBER: 24004 7BBV  
REVISION:

7 BREW COFFEE  
**BLACKSBURG, VA**  
PROJECT ADDRESS

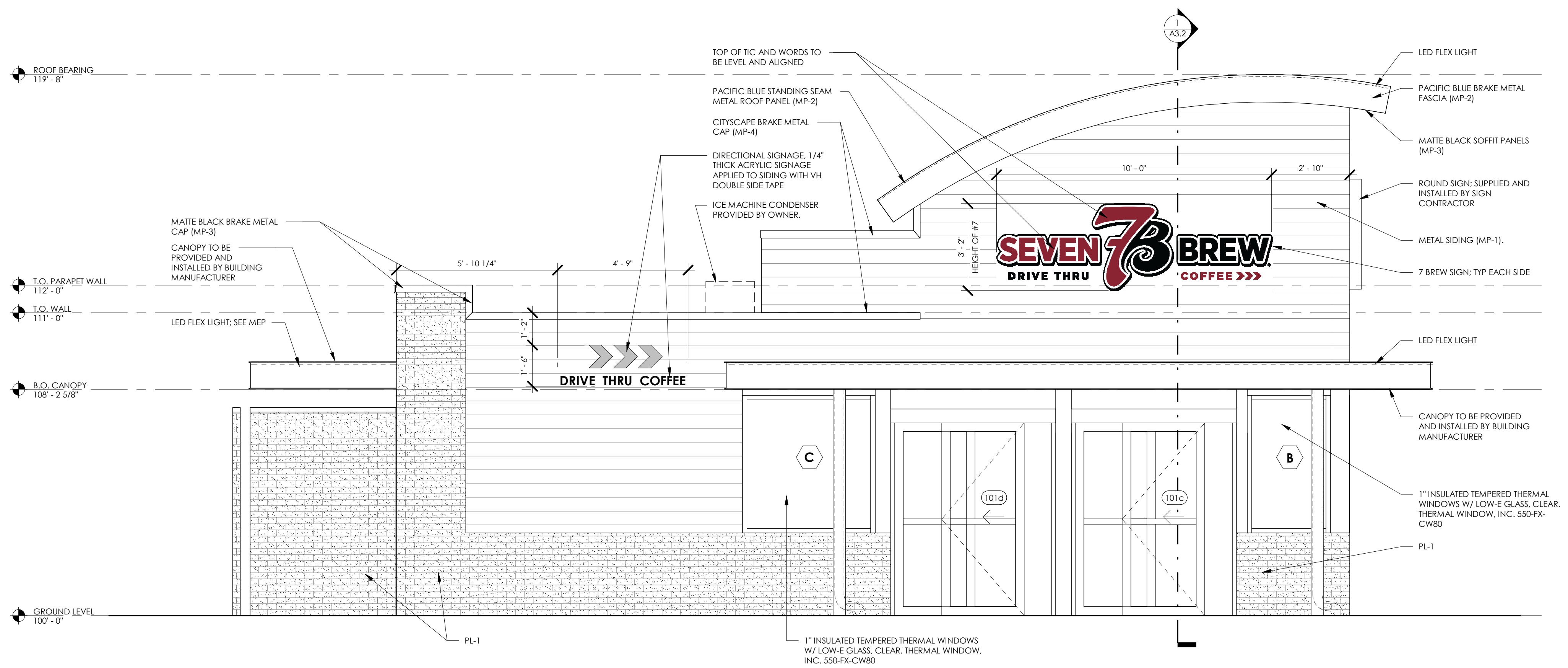
**A2.1**  
EXTERIOR ELEVATIONS

DATE: NOT FOR CONSTRUCTION



TOTAL FACADE AREA: 506 SQFT

1 EXTERIOR ELEVATION - RIGHT SIDE  
3/8" = 1'-0"



TOTAL FACADE AREA: 506 SQFT

2 EXTERIOR ELEVATION - LEFT SIDE  
3/8" = 1'-0"

FIRM LICENSE NO. TBD

**INTERIM REVIEW ONLY**

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ARCHITECT OF RECORD:

NAME: TBD

LICENSE NO. TBD

PROJECT NUMBER: 24004 78BV

REVISION:

7 BREW COFFEE  
**BLACKSBURG, VA**  
PROJECT ADDRESS

**A2.2**

EXTERIOR ELEVATIONS

DATE: NOT FOR CONSTRUCTION