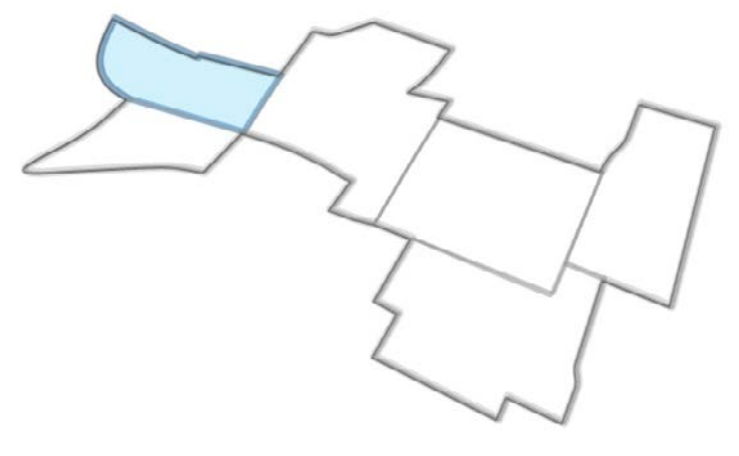
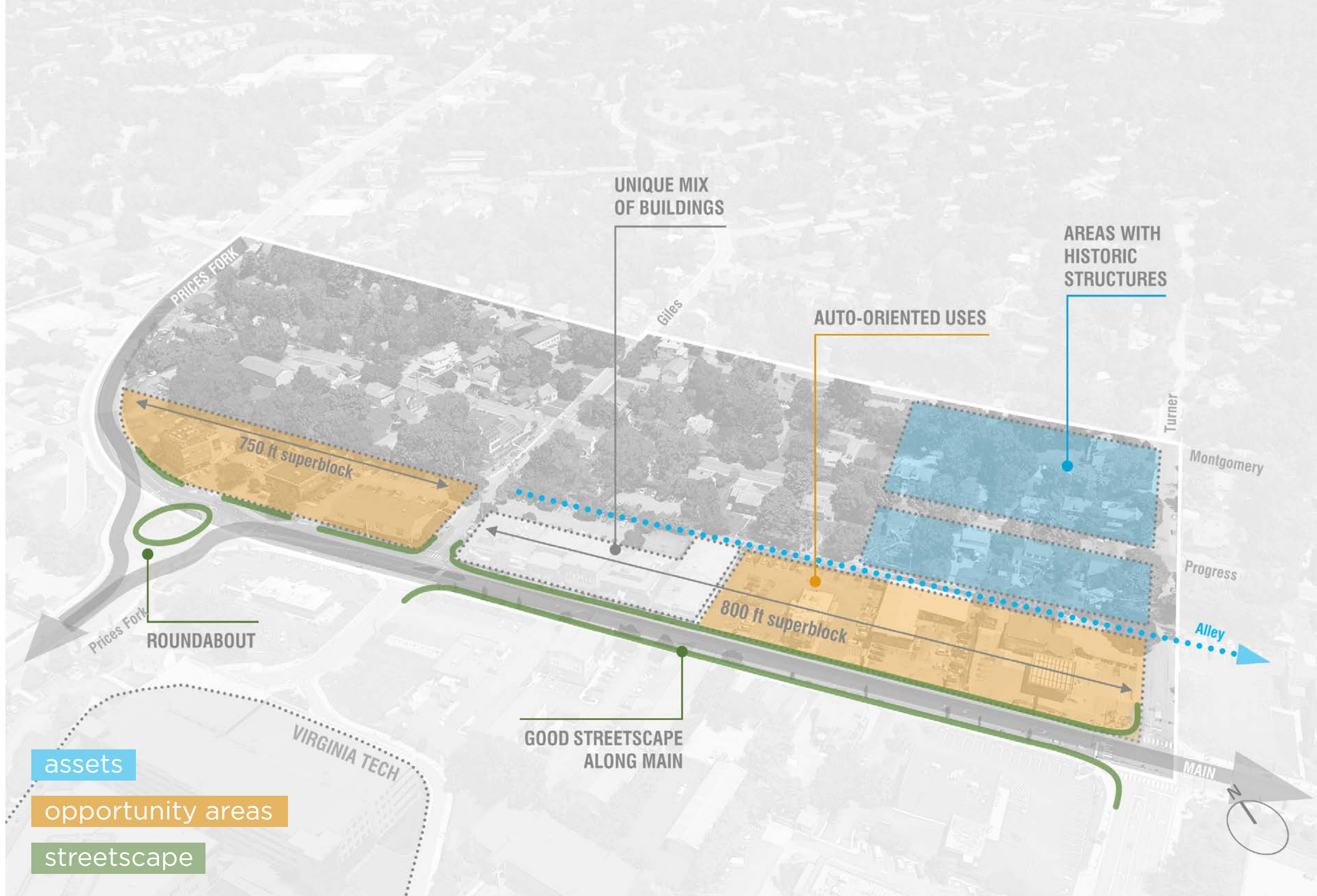


# DOWNTOWN NORTHEAST

Today, the uses along Main Street give Downtown Northeast the character of a commercial strip than an integrated part of Downtown. There exist great opportunities to re-knit this district back into Downtown Blacksburg by extending the active retail environment north along Main, creating new housing options for young professionals, and adding new streets or pedestrian linkages that break up the superblocks.



## DOWNTOWN NORTHEAST TODAY



<b>MARKET</b>	» Strong demand for non-student housing	<b>PLACE</b>	» Too many auto-oriented uses and curb cuts
	» Opportunity to extend Main Street retail		» Residential superblocks limit connectivity and walkability
<b>ECONOMY</b>	» Higher densities needed to make mixed use development feasible	<b>POLICY</b>	» Potential as a gateway to Downtown
	» Land costs too high for single family		» Few contributing structures
			» Opportunity to increase full-time non-student residency

## 20-YEAR ILLUSTRATIVE VISION

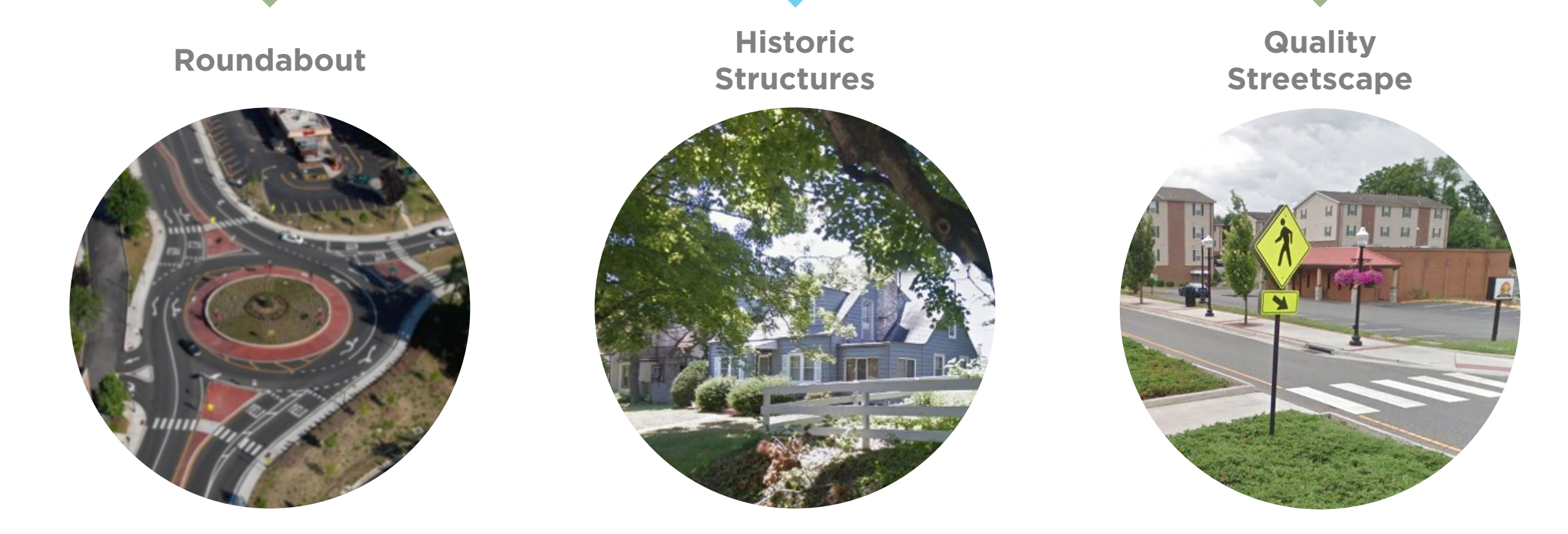


## POTENTIAL CATALYST



### CATALYST DEVELOPMENT SUMMARY

65 units Mid-Career Apartments	15k sq. ft. Ground-Floor Retail
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### EXISTING CONDITIONS

Recent **streetscape improvements** to the public right of way and the roundabout at Prices Fork have greatly improved the appearance and functionality of the public realm. However, the land uses make Downtown Northeast read less as a part of Downtown and more as an **assemblage of unrelated uses**—a gas station, an auto repair shop, and a drive-through restaurant signal to pedestrians that Downtown has effectively ended.

The 800-foot block length between Turner and Giles adds to the **commercial strip feel**. At Giles, a more interesting, although perhaps not historic, **mix of buildings contributes** to a college town feel.



### CHARACTER & IDENTITY

- » Expansion of Downtown
- » Quality architecture
- » Non-student housing
- » Leverage density
- » Young workforce attraction and retention
- » Walkability/bikeability
- » Mix of uses
- » Access to jobs, restaurants, art and entertainment

### VISION

The vision for Downtown Northeast is to **create a link to the walkable Downtown** environment to the south. Buildings will be **mixed-use**, with **residential targeting young professionals** and other non-students, and **ground-floor retail** with **local, eclectic, and creative/craft operators**. Buildings will be of a high architectural quality, with storefront windows and outdoor seating. Buildings will transition from up to four or five stories on Main Street to three-story residential on the west side of Progress Street. Across Progress Street, **quality townhome infill** will be permitted. A **new street or pedestrian walkway** will break up a superblock and make this part of Downtown more walkable.

### CATALYST

The opportunity for a catalyst project in Downtown Northeast is immense; a new, quality project could truly **transform a whole part of Downtown** from a commercial strip to a **vibrant, walkable place**. Challenges for a quality developer are equally great. Gas stations and fast food restaurants are very **costly to acquire, requiring density** to create economic viability.

The density, in turn, requires costly structured parking. New development should provide **thoughtful transitions to single family** and historic structures on Progress Street, and an **enhanced alleyway**. The potential upside is great; a catalyst project would meet multiple town objectives, creating the strategic rationale for a public-private partnership.