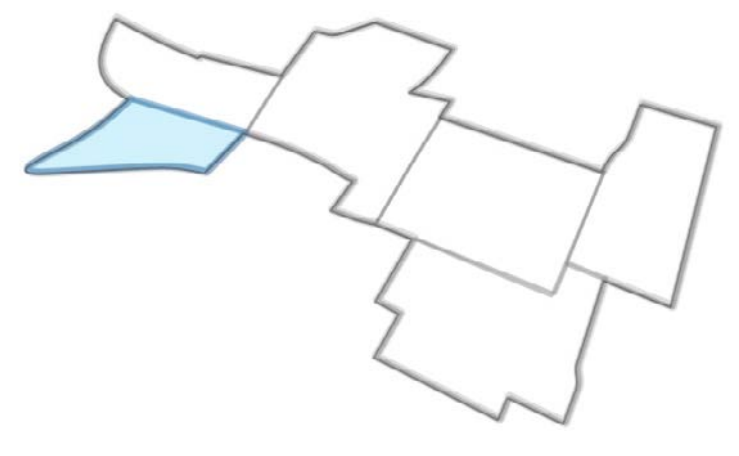
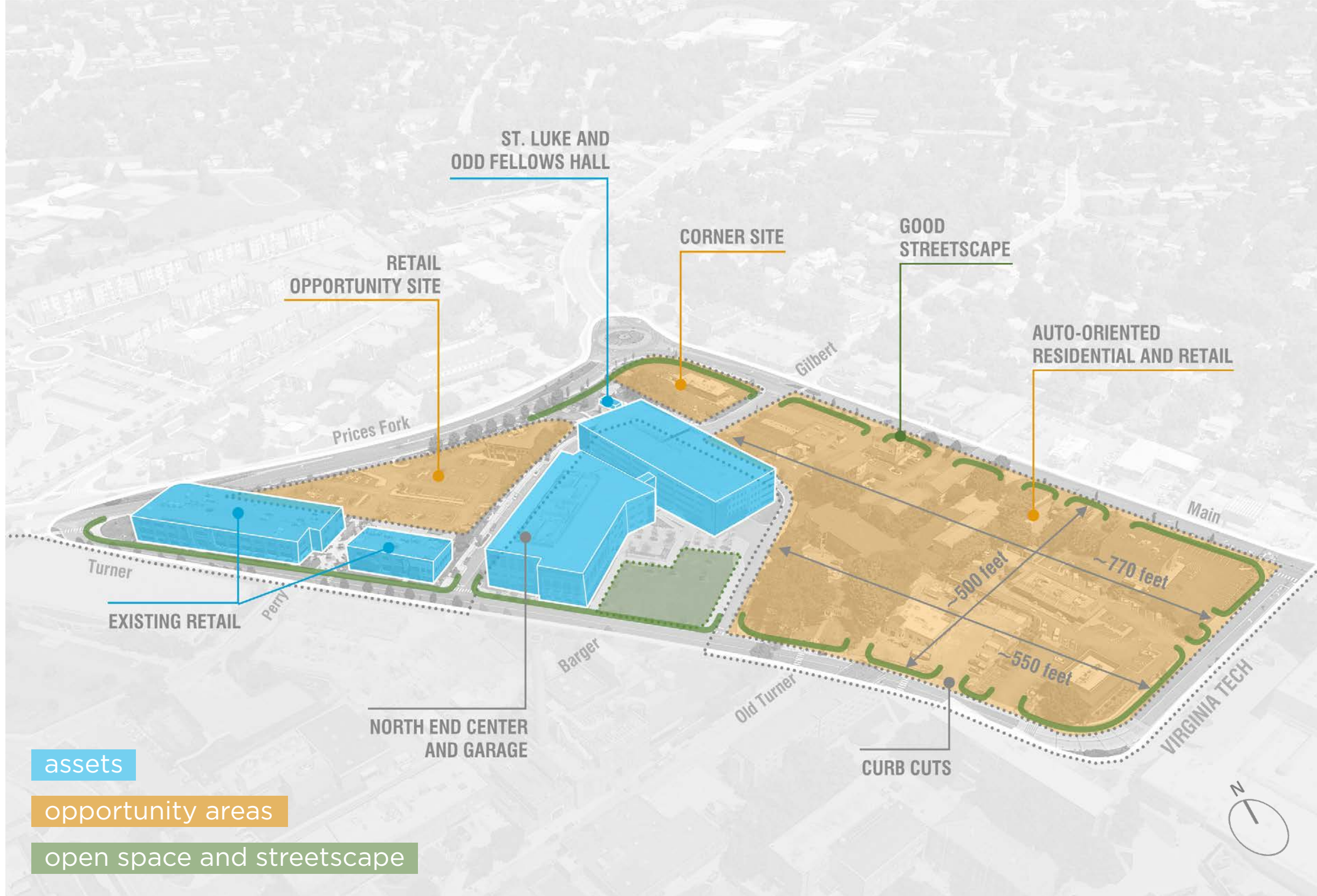


# DOWNTOWN NORTHWEST

Downtown Northwest today is comprised of a mix of uncoordinated, car-dominated uses. This area also has a great deal of high-value land, including sites adjacent to Virginia Tech. The north end of the district is emerging as a retail center. There is also an opportunity to provide a more dignified environment for St. Luke and Odd Fellows Hall, important historic resources for Blacksburg.

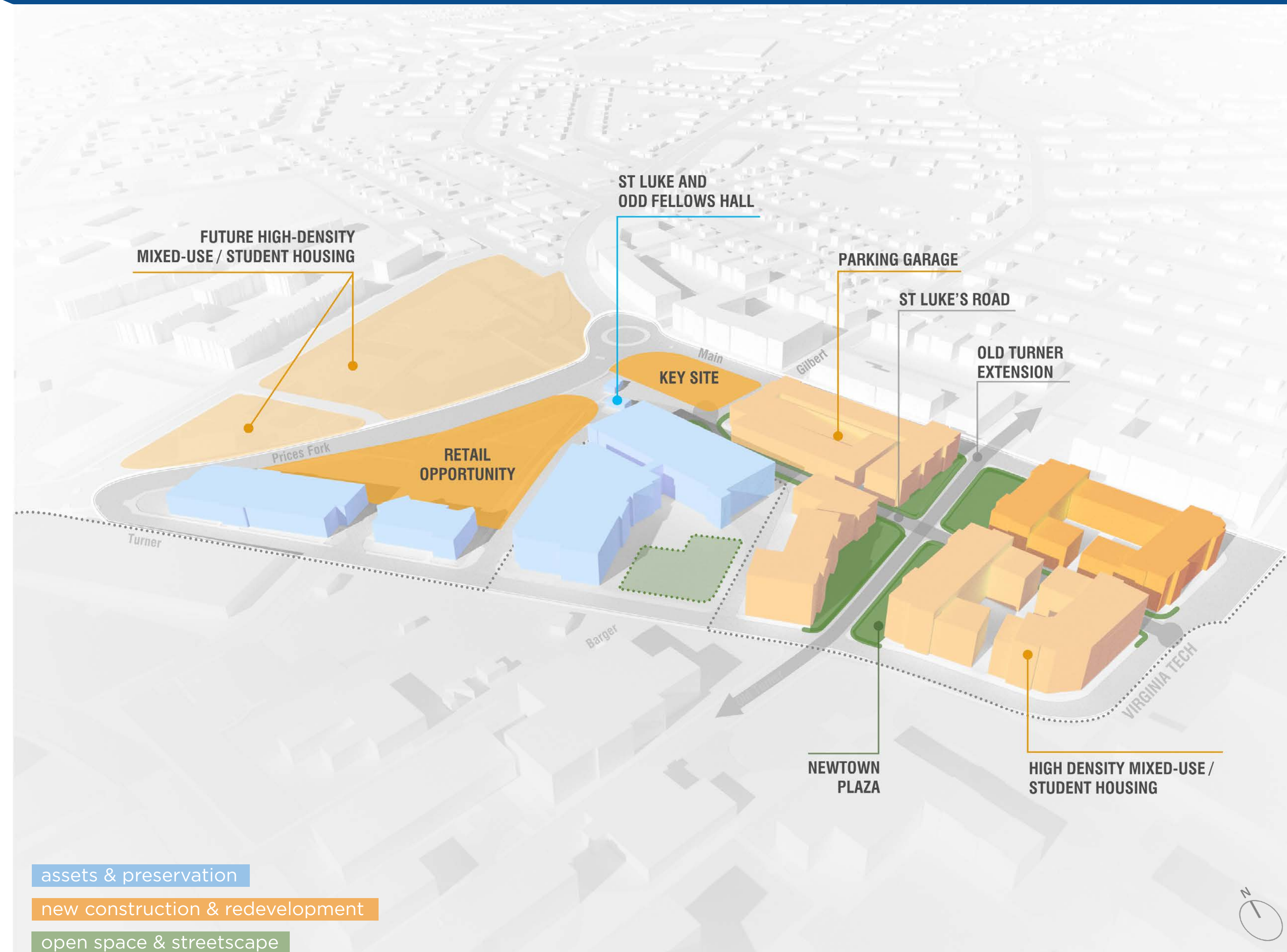


## DOWNTOWN NORTHWEST TODAY



<b>MARKET</b>	» Very high demand for upscale student housing	<b>PLACE</b>	» Too many auto-oriented uses and curb cuts
	» Very high demand for high-volume restaurants and retail		» Superblock limits connectivity and walkability
<b>ECONOMY</b>	» Land costs very high, even for Downtown	<b>POLICY</b>	» Campus-adjacent
			» No adjacent neighborhoods
			» Few structures of architectural value
			» Strong physical link to Virginia Tech campus

## 20-YEAR ILLUSTRATIVE VISION

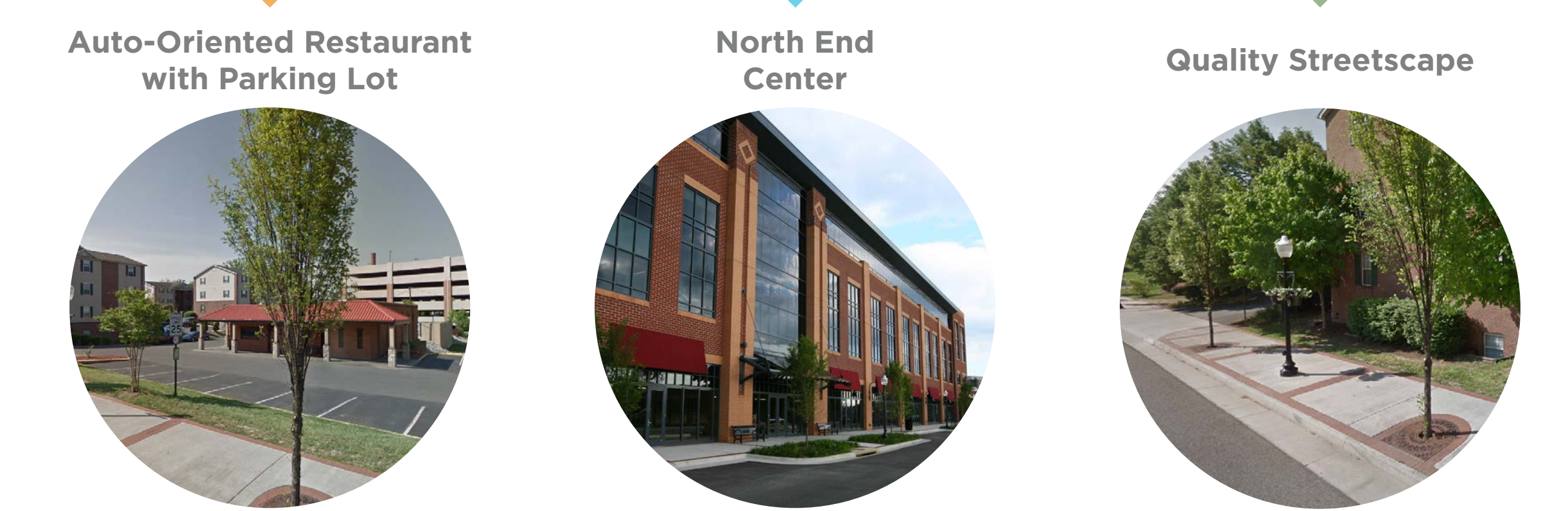


## POTENTIAL CATALYST



## DISTRICT DEVELOPMENT SUMMARY

1,600 beds Student Housing	40k sq. ft. Ground-Floor Retail	1.2 acres New Town Park	20k sq. ft. Retail Anchor
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## EXISTING CONDITIONS

Downtown Northwest consists of a great deal of **high-value land** that, particularly on the southern end, could be far more attractive and vibrant. While there have been **significant efforts to upgrade the streetscape** on Turner and Main Streets, **curb cuts** abound on private land, largely supporting **auto-oriented restaurants**.

This mix of **car-dominated uses** impede the district's walkability and livability. Along Prices Fork Road lies one of the best opportunities to introduce retail anchors into the downtown. Recent development has been of high quality, presenting a better model for auto-oriented retail. The **historic St. Luke and Odd Fellows Hall** is currently isolated by incompatible, auto-oriented uses.



## CHARACTER & IDENTITY

- » High quality buildings
- » Mix of uses
- » Ground floor retail
- » Density and urbanity
- » Student-oriented
- » Public square or green
- » New street connections
- » Walkability
- » Dignified location
- » Compatibility

## VISION

The vision for Downtown Northwest is one that is far more **walkable, urban, architecturally appealing, and mixed in use**. The southern end could be redeveloped into a dense, mixed-use environment—the only one in downtown truly **targeting students**. **New streets** could break up the superblock, with buildings oriented around a **plaza or green**. Along Prices Fork, the town can target **retail anchors**, such as a general merchandise store or a high-quality grocer. The site at the southern corner of Prices Fork Road and North Main Street could accommodate **context-sensitive redevelopment** that complements St. Luke and Odd Fellows Hall, or a **new open space** programmed with elements that help residents and visitors engage with this historic site.

## CATALYST

The catalyst for a more walkable, vibrant, and architecturally beautiful Downtown Northwest is the **redevelopment of its southern half**. Its very high land costs will require **greater density** to initiate redevelopment that is of **high architectural quality**. Upscale **student housing** is likely the only economically viable redevelopment option.

With high **design standards** and a **ground-floor retail** requirement, this portion of Downtown can better integrate it with the university, and with Main Street. A series of new buildings and new streets could provide **better connectivity**—especially from campus to Main Street and the Bennet Hill-Progress neighborhood. A **new civic plaza or green** could add meaningful public space to Downtown.