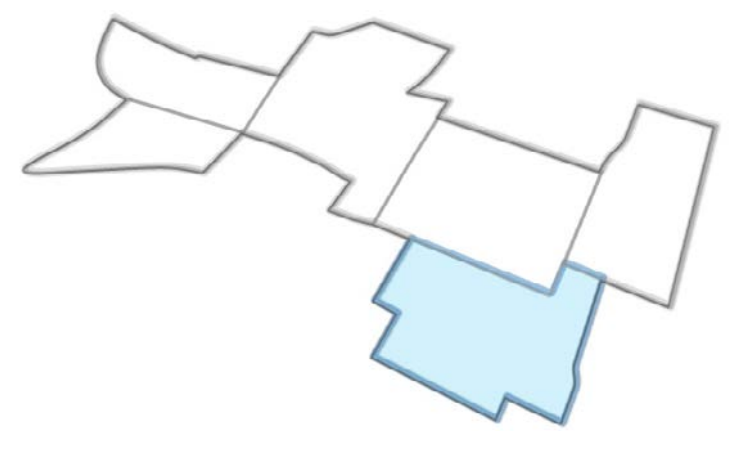
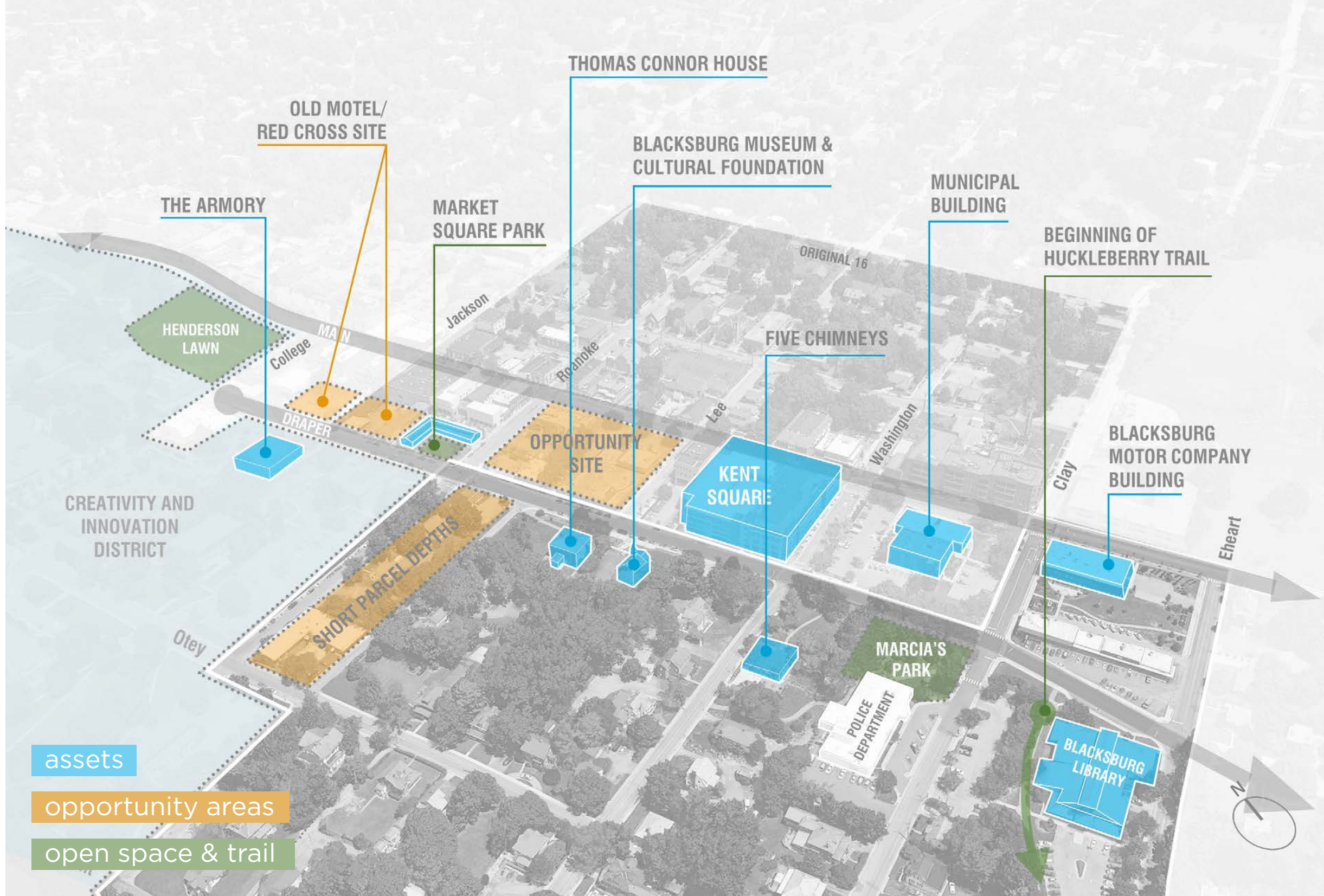


# DOWNTOWN WEST: DRAPER

The areas west of Main and south of Virginia Tech's emerging Creativity and Innovation District are ripe with potential, though they currently lack cohesion. Along Draper, the opportunity is to support Blacksburg's emerging innovation sectors through streetscape improvements and new programs on key sites.



## THE DRAPER CULTURAL DISTRICT TODAY



- MARKET**
- » Housing demand high
  - » Office demand to increase with Creativity and Innovation District
  - » Start-Up/Innovation Potential

- PLACE**
- » Adjacent to the Creativity and Innovation District
  - » Architecturally significant buildings
  - » Cultural and recreational assets
  - » Washington Street gateway potential

- ECONOMY**
- » Land costs moderate
  - » Expanded uses could increase viability of existing homes

- POLICY**
- » Limited permitted uses
  - » Outside historic district
  - » VT partnership potential

## 20-YEAR ILLUSTRATIVE VISION



## POTENTIAL CATALYST



## CATALYST DEVELOPMENT SUMMARY

- 10k sq. ft. Food Hall
- 50k sq. ft. Coworking and Incubator Space
- 90k sq. ft. Class A Office Space
- 30k sq. ft. Ground-Floor Retail
- 0.4 acres Stroubles Creek Park

Old Motel Site



Blacksburg Museum



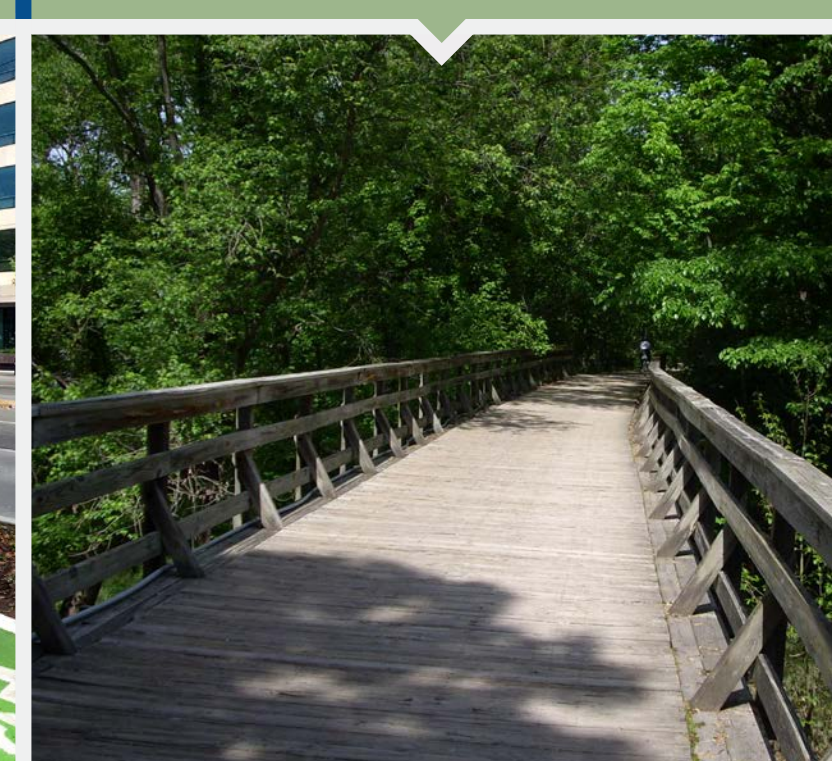
Market Square Park



Bike/Ped Facilities



Upgraded Parks and Trails



Public Art



Retail and Office Space



Stroubles Creek Art Plaza



Startup and Coworking



Indoor Market / Food Hall



## EXISTING CONDITIONS

Draper Road holds **great promise and potential**, but lacks cohesion today. Several buildings are oriented away from Draper; others lack architectural detail. Draper links Henderson Lawn and College Avenue on one end—two gems of Blacksburg—and the Huckleberry Trail on the other.

In between are **many assets**, including the popular **Market Square Park**, **Marcia's Park**, the beautifully restored **Alexander Black House**, **Kent Square**, and **civic assets** such as the Library and the Municipal Building. Linking the area's assets could make Draper **distinctive, livable**, and a **dynamic** presence in Blacksburg's emerging innovation economy.

## CHARACTER & IDENTITY

- » Museum row
- » Park enhancement
- » Office/coworking
- » Bike and pedestrian network
- » Streetscape
- » Public art
- » Food/food hall
- » Restaurants/dining
- » Infill south of Washington

## VISION

The central theme for Draper is to **support arts and culture** with an enhanced **street environment** and **targeted infill**. Draper can serve as a seam between some of Virginia Tech's most creative and innovative colleges and the town. The public realm should be inviting and artful, with **great bike and pedestrian facilities**. Assets like the Blacksburg Museum will be celebrated, perhaps anchoring a **Museum Row** if other cultural institutions co-locate on adjacent sites. A small private **food hall** could serve students, faculty, and staff at the future Creativity and Innovation District (CID). Underutilized sites could be re-developed for **office and co-working**, creating **space for spin-off activity** related to the CID.

## CATALYST

While the greatest catalyst for Draper is likely the **improvement to the street environment**, the area including the bookstore site, the site to the north of the farmers market, and the Blacksburg Museum to the south hold the greatest potential for transformation. The block between Roanoke and Lee Streets, which includes the bookstore, could developed to include **ground-floor retail** and upper floors with **Class A office space**.

A small **food hall** could be added to capitalize on CID traffic and nearby job density. To the south, additional **museum/cultural amenities** could be added to create a destination—a Museum Row—**celebrating Blacksburg's history and culture**.