DOWNTOWN BLACKSBURG STRATEGY
PUBLIC MEETING #1

PREPARED FOR
Town of Blacksburg
December 4, 2017
A FRAMEWORK FOR BLACKSBURG
GROWTH | COST OF HOUSING | TOWN IDENTITY
A FRAMEWORK FOR BLACKSBURG
GROWTH | COST OF HOUSING | TOWN IDENTITY
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DEVELOPMENT STRATEGIES
OUR PRACTICE

economy
Economic Developers
Designers

real estate
Market Analysts
Appraisers

community
Public Policy
Marketers
DEVELOPMENT STRATEGIES
OUR EXPERIENCE

**DOWNTOWN HOUSING STRATEGY**
Blacksburg, VA

**DOWNTOWN COLUMBIA**
University of Missouri

**CORTEX**
St. Louis, MO

**DOWNTOWN REVITALIZATION PLAN**
Lubbock, TX

**REDEVELOPMENT PLAN**
Greenville, SC

**CORRIDOR DEVELOPMENT STRATEGY**
Lexington, KY

**MERCANTILE EXCHANGE DISTRICT**
St. Louis, MO

**DOWNTOWN ECONOMIC DEVELOPMENT**
Columbia, MO

**DELMAR LOOP**
University City, MO

**SCITECH INNOVATION DISTRICT STRATEGIC PLAN**
Columbus, OH

**VISIONING & LAND USE STUDY**
Des Moines, IA

**FIFTH STREET CORRIDOR**
St. Charles, MO

**DOWNTOWN PLAN**
Louisville, KY
MEET THE TEAM

DEVELOPMENT STRATEGIES
Matt Wetli
Project Director, Planning and Development Strategist

Julie Cooper
Project Manager, Policy Strategist

ARNETT MULDRROW & ASSOCIATES
Tripp Muldrow
Strategic Advisor

MKSK
Justin Goodwin
Urban Planner

Darren Meyer
Urban Designer
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WHO DOES STRATEGIC PLANNING?
Anyone who plans on being around in 10 years.
How are they different?
STRATEGIC PLANNING

How are they different?

STRAEGIC PLANNING?

Growth
Cost of Housing
Town Identity
Downtown and Place

The Strategic Plan helps inform the Comprehensive Plan.
How are they different?
How are they different?

Master Planning

Strategic Planning?

Identifying opportunities
Addressing challenges
Cooperation
Synthesis
Dialogue
Prioritization
Adapting to Change

The Master Plan helps inform the Strategic Plan
The community has put in a great deal of effort to plan strategically for Downtown...

- Downtown Master Plan (2001)
- Retail Market Study and Marketing Plan (2007)
- Parking Management Plan (2013)
- Downtown Housing Study (2015)
- Bicycle Master Plan (2015)
The community has put in a great deal of effort to plan strategically for Downtown…
…and has **achieved** many of its goals.
The community has put in a great deal of effort to plan strategically for Downtown... ...and has achieved many of its goals.
The community has put in a great deal of effort to plan strategically for Downtown... …and has achieved many of its goals.
Communities must continually adapt in order to survive and flourish.
Development Strategies 2014

STRATEGIC PLANNING

PLANNING PROCESS

COMMUNITY KNOWLEDGE

WHAT DO YOU WANT IT TO BE?

PLAN. CATALYSTS. PROSPERITY.

PLANNING TEAM KNOWLEDGE

WHAT CAN IT BE?

Public Participation & Outreach
Stakeholder Involvement
Social Media

Urban Design
Public Policy
Economics
Market Analysis
Placemaking
Best Practices/National Trends

EDUCATION
FEEDBACK
ALTERNATIVES
DIALOGUE

Development Strategies 2014
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SCHEDULE

MONTHS

STEPS

1

2

3

4

UNDERSTAND

Months 1-3

Stakeholder Interviews

Document Review

Baseline Analysis and Mapping:

• Real Estate Market
• Employment Outlook
• Socioeconomic Conditions
• Land Use and Transportation Conditions
• Development Opportunities

STRATEGIZE

Months 4-6

Strategic Alternatives

• Physical and Market Strategies
• Opportunity Sites
• Progress Street Lot Conceptual Design Alternatives

Policy Framework

DECIDE

Month 7-8

Refinement of Preferred Alternatives

FRAMEWORKS

Months 9-10

Framework Documents:

• Downtown Strategy
• Progress Street Master Plan with Renderings
• Patrick Henry Corridor/Student Housing Advisory Memo

Public Meeting

Stakeholder Committee

Town Council Update

Public Meeting

Stakeholder Committee

Public Meeting

Stakeholder Committee/
Town Council Meeting

Final Document Delivery
June 2017

- Preliminary Discussions with Town Staff, Town Council, and Stakeholders
- Physical Survey

December 4, 2017

- Public Meeting #1

December 5, 2017

- Stakeholder Committee Meeting #1
- Update to Town Council
ONGOING EFFORTS
HOW YOU WILL BE ASKED TO PARTICIPATE TODAY

- Stations
- Cards
- Maps
- Surveys
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WHAT WOULD YOU MOST LIKE TO SEE HAPPEN IN BLACKSBURG OVER THE NEXT 10 YEARS?

- Greater diversity of restaurants, entertainment, retail, and shopping establishments
- More affordable housing options
- Greater protection of natural resources and landscapes
- Decreased traffic congestion
- Greater diversity of job opportunities
A FRAMEWORK FOR BLACKSBURG
GROWTH | COST OF HOUSING | TOWN IDENTITY
UNIVERSITY GROWTH
MORE STUDENTS, MORE JOBS

OVER THE NEXT FIVE YEARS:

- 5,000 more students
- 500-1,000 more faculty and staff
UNIVERSITY GROWTH
VIRGINIA TECH CREATIVITY AND INNOVATION DISTRICT

KEY STATS
- 600,000 New Sq Ft.
- 500 New Housing Units
- NO NEW retail/dining amenities

OPPORTUNITIES
- Create bridge between VT Campus and Main Street
- Increased engagement between students and local business and civic leaders
- Bring private industry and students together
- Promote design-thinking approach
UNIVERSITY GROWTH
PEER INNOVATION DISTRICT EFFORTS

THE PARK CENTER | NORTH CAROLINA

DISCOVERY PARK DISTRICT | PURDUE UNIVERSITY

INNOVATION SQUARE | UNIVERSITY OF FLORIDA
Workers in urban areas earn 30 percent more

-Phone calls and emails
-Patents
-Business travel

-Edward Glaeser
UNIVERSITY GROWTH
THE INGREDIENTS OF INNOVATION

INNOVATION

Business Management
Entrepreneurship
Commercialization
Marketability
Functionality
Tech Science Research
Design

© Matt Wettl
Megan Hinrichsen
2015
Over the past several decades, cities with a few big firms have had weaker employment growth than cities with more and smaller employers.

Edward Glaeser
TOWN GROWTH
MORE PEOPLE, MORE JOBS

OVER THE NEXT TEN YEARS:

4,000 more people

4,400 more jobs
**TOWN GROWTH**
**MORE PEOPLE, MORE JOBS**

<table>
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<th>Industry</th>
<th>Jobs Change</th>
<th>Local Growth</th>
<th>National Growth</th>
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<tr>
<td>Professional, scientific and technical services</td>
<td>+1,000</td>
<td>+31%</td>
<td>+22%</td>
</tr>
<tr>
<td>Real estate, rental and leasing</td>
<td>+1,100</td>
<td>+51%</td>
<td>+21%</td>
</tr>
<tr>
<td>Accommodation and food services</td>
<td>+950</td>
<td>+21%</td>
<td>+22%</td>
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<tr>
<td>State and Local Government (primarily Va. Tech)</td>
<td>+2,250</td>
<td>+15%</td>
<td>+3%</td>
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<tr>
<td>Manufacturing</td>
<td>-750</td>
<td>-11%</td>
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**+5,100 net new jobs (+9%)**

Source: Bureau of Economic Analysis
**TOWN GROWTH**
**HOUSING DENSITY AND TYPOLOGY**

**SINGLE FAMILY**
- Units per acre: 4
- Target Market: Young and mid-career professional families

**TOWNHOMES**
- Units per acre: 10-15
- Target Market: Empty nester and retiree couples

**APARTMENTS | 3 FLOORS OR LESS**
- Units per acre: 25
- Target Market: Young professional couples

**APARTMENTS | 4 FLOORS+**
- Units per acre: 60-100
- Target Market: Young professionals and graduate students
TOWN GROWTH
VISUALIZING DEVELOPMENT: 1,000 UNITS IN 10 YEARS

Original 16 Blocks

1 block = 1.8 acres
TOWN GROWTH
VISUALIZING DEVELOPMENT: 1,000 UNITS IN 10 YEARS

Original 16 Blocks

1 block = 1.8 acres

1,000 units

at 4 units/acre

Total: 250 acres

at 15 units/acre

Total: 66 acres

at 25 units/acre

Total: 40 acres

at 60 units/acre

Total: 17 acres
## TOWN GROWTH
### VISUALIZING DEVELOPMENT: 1,000 UNITS IN 10 YEARS

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- **Original 16 Blocks**: 1.8 acres per block
- **1,000 units at 4 units/acre**: 250 acres
- **1,000 units at 15 units/acre**: 66 acres
- **1,000 units at 25 units/acre**: 40 acres
- **1,000 units at 60 units/acre**: 17 acres
A FRAMEWORK FOR BLACKSBURG
GROWTH | COST OF HOUSING | TOWN IDENTITY
**Affordable Housing**
PRICE DICTATED BY: Government Programs
PRIMARY GOAL: Equity
TARGET MARKET: Low/Mod Income Households

**Workforce Housing**
PRICE DICTATED BY: Market Forces
PRIMARY GOAL: Livability
TARGET MARKET: Middle Income Households
COST OF HOUSING
AFFORDABILITY METRICS

Typical Metrics

Subsidized  Affordable  Workforce  Upscale  Luxury

Blacksburg Metrics

Blacksburg Household Income

$13,000  $25,000  $53,000  $88,000

Blacksburg Housing Affordability

$60,000  $120,000  $190,000  $270,000

% AMI (Area Median Income)
43% Of Blacksburg households earn less than $25,000 annually, compared to 21% for the U.S.

$272K The median home value in Blacksburg; 31% higher than the U.S. average of $207K

41% Of Blacksburg households include two or more unrelated residents, compared to 7% for the U.S.
“Restricting housing supply anywhere pushes up prices everywhere.”

-Edward Glaeser, Urban Economist
TOWN IDENTITY
HISTORY AND CHARACTER
TOWN IDENTITY
DENSITY VERSUS SPRAWL

DENSITY AND HEIGHT

SPRAWL AND TRAFFIC
TOWN IDENTITY
DENSITY VERSUS SPRAWL

DENSITY AND HEIGHT

Multifamily housing can be built on 93% less land area

SPRAWL AND TRAFFIC

Close-in, multifamily housing can cut traffic by 31%
TOWN IDENTITY
ARCHITECTURAL PREFERENCES
TOWN IDENTITY
NEIGHBORHOOD TRANSITIONS
WHERE COULD GROWTH GO IN DOWNTOWN BLACKSBURG?
A FRAMEWORK FOR BLACKSBURG
GROWTH | COST OF HOUSING | TOWN IDENTITY
DOWNTOWN PLACEMAKING
ELEMENTS OF A GREAT DOWNTOWN

LIVABILITY  WALKABILITY  VIBRANCY  ACCESSIBILITY  DYNAMISM  ANCHORS & AMENITIES
LIVABILITY

History
Character
Public Space
Outdoor Seating
Trees
Human-Scaled

Walkability
Vibrancy
Accessibility
Dynamism
Anchors & Amenities
LIVABILITY

HISTORY

CHARACTER

PUBLIC SPACE

OUTDOOR SEATING

TREES

HUMAN-SCALED

WALKABILITY

VIBRANCY

ACCESSIBILITY

DYNAMISM

ANCHORS & AMENITIES

Alexander Black House
LIVABILITY

LIVABILITY

HISTORY
CHARACTER
PUBLIC SPACE
OUTDOOR SEATING
TREES
HUMAN-SCALED

WALKABILITY
VIBRANCY
ACCESSIBILITY
DYNAMISM
ANCHORS & AMENITIES

ORIGINAL 16
LIVABILITY

- History
- Character
- Public Space
- Outdoor Seating
- Trees
- Human-Scaled

WALKABILITY

- Vibrancy
- Accessibility
- Dynamism
- Anchors & Amenities
WALKABILITY

LIVABILITY

WALKABILITY

APPEALING SIDEWALKS
PEDESTRIAN BUFFER
STOREFRONTS
PUBLIC ART
LIGHTING
PLANTINGS
COMFORTABLE CROSSINGS
CALM TRAFFIC

VIBRANCY

ACCESSIBILITY

DYNAMISM

ANCHORS & AMENITIES
WALKABILITY

LIVABILITY

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CALM TRAFFIC

VIBRANCY

ACCESSIBILITY

DYNAMISM

ANCHORS & AMENITIES
VIBRANCY

LIVABILITY
WALKABILITY

VIBRANCY
STOREFRONTS
HOUSING
CULTURE
FOOD
ENTERTAINMENT
ART
EVENTS

ACCESSIBILITY
DYNAMISM
ANCHORS & AMENITIES
VIBRANCY

LIVABILITY
WALKABILITY

VIBRANCY
STOREFRONTS
HOUSING
CULTURE
FOOD
ENTERTAINMENT
ART
EVENTS
ACCESSIBILITY
DYNAMISM
ANCHORS & AMENITIES

Next Door Bake Shop
Ideglo Coffee
Blacksburg Tap House
ACCESSIBILITY
Reduction in average annual medical costs and better health as a result of daily physical activity.
ACCESSIBILITY

LIVABILITY
WALKABILITY
VIBRANCY

ACCESSIBILITY

WAYFINDING
PARKING
STREET DIRECTIONALITY
TRANSIT
BIKE & PED
DISTRICTS
BRANDING
GATEWAYS
DYNAMISM
ANCHORS & AMENITIES
ACCESSIBILITY

WAYFINDING
PARKING
STREET DIRECTIONALITY
TRANSIT
BIKE & PED
DISTRICTS
BRANDING
GATEWAYS
DYNAMISM
ANCHORS & AMENITIES

Huckleberry Trail
DYNAMISM

LIVABILITY
WALKABILITY
VIBRANCY
ACCESSIBILITY

DYNAMISM

OFFICE | COMMERCE
START UPS
DENSITY
ENTREPRENEURS
HOSPITALITY
INNOVATION

ANCHORS & AMENITIES
“Our young staff doesn’t necessarily want big…

…but they want nice.”

-David Catalano, Ozmo | Modea
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<th></th>
<th>CRC</th>
<th>Modea/ TechPad</th>
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<tr>
<td>43%</td>
<td>... are between 18 &amp; 34 years old ...</td>
<td>75%</td>
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<tr>
<td>38%</td>
<td>... are renters ...</td>
<td>72%</td>
</tr>
<tr>
<td>4%</td>
<td>... live Downtown ...</td>
<td>15%</td>
</tr>
<tr>
<td>17%</td>
<td>... would consider moving Downtown ...</td>
<td>37%</td>
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DYNAMISM

LIVABILITY
WALKABILITY
VIBRANCY
ACCESSIBILITY

DYNAMISM
OFFICE | COMMERCE
START UPS
DENSITY
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HOSPITALITY
INNOVATION
ANCHORS & AMENITIES
Agenda

Who We Are

Why We’re Here

Process

Planning Analysis

Participation and Survey

Next Steps
ADVOCATE AND REPRESENT
FEEDBACK AND GUIDANCE

1. STATIONS
   - Information
   - Questions and Comments

2. ACTIVITIES
   - Mapping
   - Visual Preference
   - Descriptors

3. SURVEY
   - Online opportunity to provide further feedback on future opportunities for Downtown
We can only be successful with YOUR active participation
Downtown Strategy Webpage: www.blacksburg.gov/downtownstrategy

Downtown Strategy Survey: www.surveymonkey.com/r/downtownbbsurvey

Architectural Preference Survey: www.surveymonkey.com/r/archpreference