GILBERT STREET MIXED-USE BUILDING
SUPPLEMENTAL NARRATIVE PACKAGE
CHANGE OF ZONING CLASSIFICATION FOR AMENDED PROFFERS

Rezoning from Downtown Commercial with Conditions to Downtown Commercial with Amended Conditions

CONDITIONAL USE PERMIT

For building height up to 100' in Downtown Commercial Zoning District

Exterior Building Materials

Request was made for the Applicant to provide a description of the exterior building materials. Exterior materials include:

- Architectural Ultra-High performance concrete cladding panels (Taktl – Teracotta)
- Brick Veneer (compatible in color to the North End Center)
- Faux Hokie Stone Veneer
- Prefinished aluminum column covers
- Prefinished formed metal wall panels (Morin W-12)
- Corrugated metal screen wall system
- Prefinished insulated metal wall panels – 2” and 3” thick panels in varying colors (Kingspan Benchmark Design Wall 4000)
- Prefinished composite metal trim
- Phenolic wood veneer rainscreen system (Tresa NFC)
- Aluminum curtainwall and storefront in varying colors to correspond with insulated metal panels
- Vertical and horizontal sunshade devices in accent colors to contrast with curtain wall and storefront systems

Brick, metal panel, concrete cladding panels and curtain wall clad much of the exterior. A limited amount of faux Hokie Stone accents the entrances and site walls. Wood rainscreen veneer is applied at entrances, exterior ceilings and as a perimeter form surrounding the curtainwall.

Parking Ratios

The site will have 266 total parking spaces (resulting in a net gain of 97 parking spaces over the existing number of spaces). The total occupied square footage of Building 460 and the Gilbert Street Mixed-Use Building will be 290,239 square feet which results in a parking ration of 0.92 spaces per 1,000 square feet.
Emergency Access to Building 460

A minimum of 13’-6” clearance between grade and the parking deck structure is required to provide emergency access to the east side of Building 460. The revised grading plan provides the requisite 13’-6” clearance.

Landscape Plan/Terraced Landscape Screening to Satisfy Surface Parking Island Landscaping Requirement above Parking Garage

The Applicant has submitted a detailed landscape plan (Drawing Number: L100). The Applicant recognizes that surface parking landscaping requirements exist for the project. The Applicant’s intention is to plant landscaping in the terraced wall on the Prices Fork Road-side of the Gilbert Street-Mixed Use Building to assist in screening the surface parking above the parking garage. Terraced landscape screening will include a mix of massing of shrubs and massing of groundcover and ornamental grasses.

Bicycle Racks and Bicycle Storage

The Applicant will install a mix of covered/secured bicycle storage areas and exterior bicycle racks throughout the site. The site will have covered/secured storage for 72 bicycles and 48 exterior bicycle racks. The Applicant intends to use Bike File storage racks.

Revised Proffer Statement

A Revised Proffer Statement has been submitted with proffered conditions related to median installation, pedestrian crossings, bicycle racks and bicycle storage and relationship of the Gilbert Street Mixed-Use Building to St. Luke and Odd Fellows Hall (to be memorialized in a Memorandum of Agreement that is currently under discussion between the Town, the Applicant and the Blacksburg Museum and Cultural Foundation Board and further described below).

Economic and Fiscal Contribution to the Town of Blacksburg and Montgomery County

The Applicant has provided the Gilbert Street Mixed-Use Economic and Fiscal Contribution to the Town of Blacksburg and Montgomery County, dated September 6, 2019, and prepared by Mangum Economics, that quantifies the likely economic and fiscal impact associated with the construction and ongoing operation of the Gilbert Street Mixed-Use Building, to include without limitation, job creation, additional associated labor income, additional economic output and additional Town and County tax revenue.
**Relationship of Gilbert Street Mixed-Use Building to Building 460**

The Applicant is aware that the view from the storefronts of the current tenants in Building 460 will change when the Gilbert Street Mixed-Use Building is constructed. To illustrate the relationship of Building 460 to the new surface parking and parking garage associated with the Gilbert Street Mixed-Use Building, the Applicant has submitted renderings to demonstrate the relationship of the Gilbert Street Mixed-Use Building Parking garage and surface parking to the existing Building 460 tenants. Fencing for the elevated parking area and a perspective of the tenant signage for the existing Building 460 tenants is illustrated by the renderings. An additional rendering has been included to detail the distance between Building 460 and the elevated parking area as well as to detail the length of the elevated parking area compared to the existing Building 460 building face.

**Repurposing Green Space Outside Existing Building 460 Tenants**

The Applicant previously submitted and obtained approval of a site plan for an outdoor seating area for the existing Building 460 tenants. The Applicant intends to develop the outdoor seating area in connection with the construction of the Gilbert Street Mixed-Use Building.

**Pedestrian Access Across Orchard Street**

Request was made for the Applicant to consider installing a pedestrian crossing on Prices Fork Road at Orchard Street. The Applicant has proffered median improvements for controlled access at that intersection. The Applicant’s consultant, Draper Aden Associates, reviewed the Town’s request for consideration of the pedestrian crossing. It is not recommended that an at-grade pedestrian crossing across Prices Fork Road at Orchard Street should be installed. The pedestrian crossing would be 1) an unprotected, mid-block crossing and 2) too close to the Prices Fork Road and Main Street roundabout. A mid-block pedestrian crossing at Prices Fork Road and Tuner Street was recently removed by the Town due to safety issues. A fence is now in place within the median to deter pedestrians from crossing between Orchard Street and Toms Creek Road.

The Town of Blacksburg realizes pedestrian crossing in this area is a concern today and will continue to be in the future. Whitman Requardt and Associates is currently under contract with the Town to provide short- and long-term strategies and recommendations for pedestrian improvements along Prices Fork Road from the Main Street roundabout to Toms Creek Road. The Applicant is proposing a cash proffer to assist the Town with various pedestrian-friendly enhancements.
CONDITIONAL USE PERMIT

For building height up to 100' in Downtown Commercial Zoning District

Section 3141(c) of the Town Zoning Ordinance

Section 3141(c) of the Town Zoning Ordinance sets forth specific criteria that must be met in connection with a request for additional height up to a maximum of one hundred (100) feet through the Conditional Use Permit process. The supplemental information below describes how the Gilbert Street Mixed-Use Building meets the ordinance criteria:

1) Whether the parcel has frontage on a Major Arterial roadway

The Gilbert Street Mixed-Use Building parcel has frontage on three Major Arterial roadways – Turner Street and Prices Fork Road.

2) The parcel is not located within two hundred fifty (250) feet of any parcel zoned R-4, R-5 or OTR

All parcels located within 250 feet of the Gilbert Street Mixed-Use Building parcel are zoned Downtown Commercial (DC), General Commercial (GC) or Medium Density Multi-Unit Residential (RM-48).

3) Relationship of building to the street

The Gilbert Street Mixed-Use Building has been oriented to the street for ease of pedestrian access and connectivity to the downtown. The building form is terraced down to break up the height and carved to bring an abundant amount of natural light into the spaces. The street elevation of the Gilbert Street Mixed-Use Building will have at least one (1) street-oriented entrance. The building will include ground level and elevated parking.

4) Building mass, scale, architectural features, which should include expression lines or other horizontal building articulation, and step backs for stories above 60’ in height

The Gilbert Street Mixed-Use Building fulfills the Downtown Commercial District’s plan for use of contemporary interpretations of earlier design styles of surrounding structures. Characteristics such as scale, massing, roof shape, window size, shape and spacing, and exterior materials of brick, metal panel and curtain wall, with limited amount of Hokie Stone, facilitate the building’s context in relation to its surroundings, while introducing innovation and forward-thinking elements to the Downtown. Step backs for stories above 60’ in height will be accomplished as shown on the renderings. Consideration was given to scale and massing related to the adjacent North End Center and North End Center Garage. Additional consideration was given to create a distance of ninety feet (90’) between the first level of the Gilbert Street Mixed-Use Building and St. Luke and Odd Fellows Hall.
5) **Building setbacks**

There are no setback requirements in the Downtown Commercial Zoning District. Accordingly, the Gilbert Street Mixed-Use Building is oriented to the street to enhance pedestrian and bicycle accessibility and connectivity.

6) **Width of sidewalk**

Existing sidewalk along Prices Fork Road is five feet (5’) in width and will remain unchanged in size. Existing sidewalk along Turner Street is five feet (5’) in width and will remain unchanged in size, however, Applicant is providing universal access for pedestrian accessibility to the building, pedestrian plaza and first floor retailers and restaurants that will effectively widen the pedestrian accessway thereby creating a more friendly pedestrian environment than currently exists. Significant changes to the Gilbert Streetscape are proposed and are described more fully below. Applicant has proffered to use the Downtown Blacksburg palette which includes brick banding that will be consistent with the Town standard.

7) **Impact on pedestrian environment**

The Gilbert Street Mixed-Use Building is designed to create a dense, urban mixed-use building accommodating the needs of all proposed uses, the first floor retail/restaurant, offices and rooftop terrace and restaurant. Stepping back the building at the Turner Street façade on the first floor level creates an urban plaza for pedestrian use as well as outdoor restaurant seating that enhances the pedestrian experience. Dedicated bicycle racks and bicycle storage for pedestrian users and office tenants help the building cater to pedestrian and bicycle traffic. Locating shops and storefronts close to the road promotes a predominantly pedestrian-friendly site. A terraced landscape wall along Turner Street dually serves as a universal pedestrian access for ease of access to the ground floor retailers.

8) **Impact on adjacent land uses**

Compatibility with the adjacent properties has been a key factor in the design and proposed use of the Gilbert Street Mixed-Use Building. Surrounded by other downtown commercial and general commercial zoned parcels and uses, the Gilbert Street Mixed-Use Building has the potential to bring pedestrians and bicyclists to other restaurants, retailers and service providers located on adjacent parcels. Office tenants will increase the amount of foot traffic that will be available to other retailers and restaurants.

The proposed development will have positive impact on the adjacent St. Luke and Odd Fellows Hall. Currently isolated by incompatible, auto-related uses, enhanced landscaping and pedestrian amenities created by the step back of the first floor level of the building, combined with the proposed right of way vacation will create 90 feet of open space between St. Luke and Odd Fellows Hall and the proposed Gilbert Street Mixed-Use Building, providing additional useable outdoor space as well as enhancing the appearance of the historic structures. The MOA features additional accommodations including a maintenance obligation assumed by the Applicant to landscape and maintain the landscaping on the St. Luke and Odd Fellows Hall site.
Gilbert Street and Turner Street Pedestrian Enhancements

We appreciate the continued discussions and collaboration that our design team has had with the Town. Our team is committed to enhancing the pedestrian experience in and around the Gilbert Street Mixed-Use Building. Accordingly, we are proposing several pedestrian-friendly design elements at the proposed new Turner Street crosswalks and along the western side of Gilbert Street. We have already proffered a median extension that will restrict traffic flow into and out of the site at Orchard Street on Prices Fork Road.

Recognizing the importance of safe, controlled pedestrian access across Turner Street to the Gilbert Street Mixed-Use Building is a priority, a new four-leg cross walk (more fully described below) will be constructed as part of the project. Moreover, equally important is our goal to make vehicles in and around the Gilbert Street Mixed-Use Building slow down, remain alert and understand that they are entering and operating in a predominately pedestrian environment so that pedestrians are safe and their experience is enjoyable. As we have discussed, we want to calm traffic and encourage drivers to feel like they are entering a pedestrian area so that they will use caution (as opposed to pedestrians feeling uneasy about accessing and crossing a predominately vehicular area).

The Gilbert Streetscape Section (Drawing Number L102) illustrates our vision for the pedestrian-friendly Gilbert Streetscape. We have proposed to the Town that the sidewalk adjacent to the Gilbert Street Mixed-Use Building will be a width of 17′-6″ from face of building to face of curb. To accommodate that width, we are proposing to eliminate the existing eleven (11) on-street parallel parking spaces on the western side of Gilbert Street (note that we are not proposing to make any changes or eliminate any existing on-street parallel parking spaces on the eastern side of Gilbert Street). Additionally, we are not proposing to eliminate or otherwise change the two (2) on-street parallel parking spaces at the turn on Gilbert Street near Main Street which are used primarily for St. Luke and Odd Fellows Hall. We are also proposing to that the northbound and southbound lane widths on Gilbert Street will be 13′. To further enhance the pedestrian experience, we are requesting that the Town (and VDOT) approve a reduction in the speed limit to 10-15 mph on Gilbert Street as vehicles approach Turner Street. We have already proffered to use the current Downtown Blacksburg Palette of material design for seating, lighting, trashcans, banners and planting in movable containers. Benches, trashcans, planters and light poles will be provided in similar frequency as currently exists in Downtown.

In an attempt to further the goal of enhancing the pedestrian experience, we are also proposing the following additional design elements:

- Four-Leg Crosswalk on Turner Street at site entrance at the four-way stop intersection. The crosswalk legs will feature stamped and colored concrete with flush 1’ concrete bands bordering all four-legs. The eastern and western legs will have a width of 10′.

- Two-Leg Crosswalk across Turner Street and across Gilbert Street at the intersection of Turner Street and Gilbert Street. The crosswalk legs will feature stamped and colored concrete with flush 1’ concrete bands bordering both legs.
- Single-Leg Crosswalk at building entrance crossing Gilbert Street. The crosswalk will be 20’ wide and will feature stamped and colored concrete with flush 1’ concrete bands bordering the crosswalk.

- Single-Leg Crosswalk at the turn in Gilbert Street crossing Gilbert Street. The crosswalk will be 6’ wide and will feature stamped and colored concrete with flush 1’ concrete bands bordering the crosswalk.

- Single-Leg Crosswalk across the vehicular access on Gilbert Street. The crosswalk will be 6’ wide and will feature stamped and colored concrete with flush 1’ concrete bands bordering the crosswalk.

- As stated above, we have proffered to use the Town’s Downtown Street palette for benches, trashcans and other sidewalk features. In addition, street trees will be added to the sidewalk on the western side of Gilbert Street with trees spaced approximately 30’ O/C.

- Addition of (2) bike racks along Gilbert Street, each with 6-bike capacity

- Addition of three (3) 30’x5’ planters added along curb line at Gilbert Street

- Streetscape improvements provided from new entrance at Turner Street through loading dock at Gilbert Street which is a distance of approximately 675’ of streetscape

- VDOT CG-7 mountable curb along the western side of Gilbert Street

- Public space provided in plaza area facing Turner Street and Gilbert Street and walkway wraps around building leading to elevated deck on Prices Fork Road side of the building

We view these materials as a good illustration of our planned pedestrian enhancement improvements and design elements, however, we recognize that there is continued ongoing discussion with the Town on refining the crosswalks to best implement the vision for enhancing the pedestrian-friendly environment.

**Building Step-Backs on Gilbert Street**

A rendering detailing the building step-backs on Gilbert Street has been submitted to demonstrate the building’s compliance with the step-back requirements for the conditional use permit requirements. A rendering and plan detailing the building step-backs on the other sides of the building has also been provided.
Shadow Study

The Applicant prepared a shadow study to illustrate the effects of the building’s shadow on Odd Fellows Hall on June 1, October 1 and February 1, each studied at noon and 4 p.m.. The Gilbert Street Mixed-Use Building will not adversely shadow Odd Fellows Hall.

Accommodations for Odd Fellows Hall

We met with representatives for Odd Fellows Hall to further discuss the Gilbert Street Mixed-Use Building as it relates to the adjacent Odd Fellows Hall site. In our meeting, we discussed the configuration of the existing parcel owned by the Town on which Odd Fellows is located. In an effort to better illustrate the current configuration compared to the proposed configuration (that will exist after the dedication of land to the Town by the Applicant in connection with the requested Right of Way Vacation), the Applicant has submitted an exhibit detailing the existing property lines/configuration together with the area to be dedicated. The dedicated area will not only contribute to additional greenspace for Odd Fellows Hall, but it will assist in reconfiguring the site to a more standard configuration. The Applicant has submitted to the Blacksburg Museum and Cultural Foundation Board and the Town a Memorandum of Agreement whereby the Applicant will take responsibility for landscaping and maintenance on the Odd Fellows site. A landscape rendering has been provided to the Town. Additionally, the Applicant has agreed to work with representatives from St. Luke and Odd Fellows Hall to accommodate parking at the Gilbert Street Mixed-Use Building for regularly scheduled monthly meetings. The Applicant proffered that it would install a tribute to the history of Odd Fellows Hall in the lobby of the Gilbert Street Mixed-Use Building. In order to further share the history of the site and the New Town area, the Applicant has agreed to add a second tribute area outside of the building using a kiosk or other structure similar to that which is used to display the history of the Alexander Black House. The Applicant is working with the Blacksburg Museum and Cultural Foundation Board and the Town to finalize the Memorandum of Agreement.
RIGHT OF WAY VACATION

Area to be Vacated

As consideration for the requested vacation of right-of-way, the Applicant has offered to dedicate an equal amount of land to the Town. The proposed area to be vacated and dedicated to the property owner is comprised of two separate areas consisting of 615 square feet (identified as Existing Right-of-Way to be Vacated and Dedicated to VTF Area A) and 3,470 square feet (identified as Existing Right-of-Way to be Vacated and Dedicated to VTF Area B) for a total square area of 4,085 square feet, as shown on the plan submitted to the Town.

Purpose for Right of Way Vacation Request

The proposed areas to be vacated are unused right-of-way. The current inclusion in the right-of-way of those areas to be vacated cause the right-of-way to be skewed in configuration. By vacating the proposed areas, the right-of-way will be brought into compliance with VDOT right-of-way standards but it does not affect the existing curve in Gilbert Street (and does not affect the two on-street parallel parking spaces at the curve near St. Luke and Odd Fellows Hall).

Added Benefit of Right of Way Vacation Request

The proposed area to be dedicated to the Town, consisting of 4,085 square feet, is adjacent to St. Luke and Odd Fellows Hall. The dedicated area will enlarge and improve the green space around the historic structures site thereby significantly improving the aesthetic appeal of the property.
CHANGE OF ZONING CLASSIFICATION FOR AMENDED SIGNAGE DISTRICT PLAN

Tenant Signage and Building Signage

Rooftop signage for the rooftop event venue/restaurant will not be illuminated. The rooftop tenant will be able to have one sign on each side of the building (total of 2), but signage will not be permitted on the side of the building adjacent to Odd Fellows Hall. Total Signage Square Footage for the Gilbert Street Mixed-Use Building is as set forth below:

<table>
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<th>SIGNAGE SF</th>
<th>Rooftop Venue</th>
<th>Building</th>
<th>Retail Tenants</th>
<th>Total per Façade</th>
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<td></td>
<td>15</td>
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<tr>
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Building identification signage (not larger than 15 square feet per sign for a total of 2 signs), to identify the Building address, will be located as shown on the amended North End Signage District Plan 1.0. Building Signage Elevations have been submitted.

Additionally, to prevent pedestrians from accessing the parking ramp on Turner Street, the Applicant will install signage prohibiting pedestrian access on the ramp in the location shown on the amended North End Signage District Plan 1.0.

Directional Wayfinding Signage for Building 460 Tenants

The Applicant has agreed to add directional wayfinding signage along Turner Street for existing Building 460 Tenants. The North End Signage District Plan 1.0 identifies the location of the wayfinding signage. Wayfinding signage structure and appearance will be similar to the current Building 460 monument sign.

Signage District Plan

An amended North End Signage District Plan has been submitted to reflect proposed signage on the new Gilbert Street Mixed-Use Building. An existing directional pylon sign will be removed rather than relocated. The building 301 monument sign will be revised so that it reads “220” in lieu of 301 to match the address of the building.
Lighting for the District Boundary Sculptures

Applicant proposes to uplight the boundary sculptures with landscaping uplights that will be UL listed for damp/wet locations and will carry 12V to 24V operation. Lights will be located to reduce light pollution to adjacent properties and streets.

Blade Signs

Blade signs for retailers are helpful for pedestrian visibility from the adjacent arterial streets. Blade signs will be limited to twenty feet square feet (20’) and will be located in the areas shown on the Amended Signage Elevation – East (Drawing No: AS-101) and Amended Signage Elevation – West (Drawing No: AS-103).

Revised Proffer Statement for the Signage District

A Revised Proffer Statement for the Signage District has been submitted to the Town.