



Town of Christiansburg
Planning Commission
Monday, October 4, 2021
Agenda

Planning Commission

Chairperson
Hil Johnson

Vice-Chairperson
Jeananne Knees

Other Members

Thomas Bernard
Ashley Briggs
Felix Clarke
Mark Curtis
Jessica Davis
Jennifer Sowers

Town Manager

Randy Wingfield

Town Attorney

Sands Anderson P.C.

**Planning
Commission's
Next Meeting:**

Monday, October 18,
2021 at 7:00 p.m.

REGULAR MEETING

Planning Commission will meet in the Town Council Chambers on the 3rd floor of Christiansburg Town Hall located at 100 E. Main Street on
Monday, October 4, 2021 at 7:00 p.m.:

- 1) Pledge of Allegiance.
- 2) Public comments – 5-minute limit per citizen.
- 3) Approval of Planning Commission Minutes for September 20, 2021.
- 4) Amendments to the Planned Commercial Development in the B-3, General Business zoning district at 2705 Market Street NE by NRV Marketplace LLC to allow multi-family residential uses, increased building height, reduced onsite greenspace, and reduced residential parking requirement on Tax Parcel 436 – ((5)) – 1. The property is designated as Business/Commercial on the Future Land Use Map of the 2013 Christiansburg Comprehensive Plan.
- 5) Other Business

A copy of the applications, the Town's Zoning Map, Zoning Ordinance, and Future Land Use Map may be viewed in the Planning Department Office, 100 E. Main Street, Christiansburg, VA 24073 during normal office hours of 8:00 a.m. – 5:00 p.m. Monday through Friday. Contact Andrew Warren, Assistant Town Manager, by phone at (540) 382-6120 ext. 1130 or by email at awarren@christiansburg.org with any questions or if you require reasonable accommodations.

**Christiansburg Planning Commission
Minutes of September 20, 2021**

Present: Thomas Bernard
Felix Clarke Jr.
Jeananne Knies, Vice-Chairperson
Hill Johnson, Chairperson
Jessica Davis
Ashley Briggs
Mark Curtis

Absent: Jennifer D. Sowers

Staff/Visitors: Dari Jenkins, staff
Andrew Warren, Non-voting secretary
Christopher Waltz, 1370 Rigby St.
Steve Semones, Balzer & Associates, Inc.
Jim Cowan, CowanPerry PC
Walt Rector, NRV Marketplace LLC

Chairperson Johnson called the meeting to order at 7:00 p.m. in the Christiansburg Town Hall at 100 E. Main Street, Christiansburg, Virginia.

Pledge of Allegiance

Chairperson Johnson led the Pledge of Allegiance

Public Comment

Chairperson Johnson opened the floor for public comment.

With no comments, Chairperson Johnson closed the floor for public comment.

Approval of Planning Commission Minutes for the August 30, 2021 Meeting

Commissioner Davis made a motion to approve the August 30, 2021 Planning Commission meeting minutes. Commissioner Clarke seconded the motion, which passed 7-0.

Public Hearing for Amendments to the Planned Commercial Development in the B-3, General Business zoning district at 2705 Market Street NE by NRV Marketplace LLC to allow multi-family residential uses, increased building height, reduced onsite greenspace, and reduced residential parking requirement on Tax Parcel 436 – ((5)) – 1. The property is designated as Business/Commercial on the Future Land Use Map of the 2013 Christiansburg Comprehensive Plan. (August 30th public hearing was cancelled; Applicant has since amended proposal requiring a new public hearing)

Chairperson Johnson opened the public hearing.

Mr. Warren gave a brief overview of the subject property's general location, zoning district, neighboring zoning districts, a description of the subject property and an explanation for the need for the Planned Commercial Development request.

The applicant proposes a change to the Planned Commercial District adopted in September 2019 with conditions applied to the approval. The Planned Commercial district was recently adopted to allow more flexibility within the district. The applicant does propose what the district should look like; and the approval in 2019 stands until it is amended.

The applicant proposes to amend the application in four (4) significant ways:

- Introduce residential uses to the development;
- Introduce a higher building height than originally proposed;
- Consider a reduction of site greenspace and landscaping; and
- Consider a reduction in residential parking requirements related to the proposed independent living facility.

Walt Rector introduced himself and indicated that he lives in Flagstaff, Arizona and has been developing shopping centers since 1975. Mr. Rector stopped building ground up construction in 2011 and began redeveloping shopping centers. He noted Walmart builds buildings with "very good bones". This site is one of the best opportunities for redevelopment that he has seen in a long time. He knew he had to create the main entrance off Franklin to make this site successful. It was expensive to do that, and he expressed his appreciation to the Town for entering into the performance agreement that made the redevelopment possible.

Originally, Mr. Rector envisioned redevelopment of the site using most of the original buildings. Since that time with the pandemic but more importantly, with the larger influence of Amazon, retail has changed dramatically. This project began as a \$30,000,000 project, but now is a \$250,000,000 project because of the quality of the location, the growth of the community, and other things that are going on. Mr. Rector stated that he has been able to generate a substantially higher income by reconfiguring some pieces. For example, he created individual parcels to allow for separate financing for each parcel. He added that he will not sell any parcels. He was very surprised how well the site has leased with good tenants for small shops. Small retailer/tenant spaces were created, and he will show tenants how to be more efficient with their spaces near Earth Fare.

Mr. Rector realized he could not do what they planned for the old Walmart building and came up with strategy for senior living. He recognizes that height is a sensitive issue. He described the market as potentially being for alumni who are returning to Virginia Tech for the senior living and sports. Mr. Rector noted that he is working with English

Meadows for the construction of 160 senior living units. The only option for providing the senior living units in this development is to go up. Traditionally, senior living units do not have the parking demand of other housing. Not all residents have cars, but some do have motor homes which are not parked on the site because of bus services. He stated the units will be high-end with heavy amenities, with retail on the first floor, services for physical training, doctors, other medical offices, but the people residing in the senior living units are still active adults.

Mr. Rector spoke of the hotel project, indicating it will contain two Marriott hotels joined at the lobby. It is a new concept that hoteliers like Marriott are doing now with two different level of costs, room sizes, suite sizes, but will share the same lobby, food facility, maid service, and security for efficiency. It will be five (5) stories with stick construction and fully parked in the parking lot around the building. The other component planned for multi-family will have retail on the first floor, with parking within the building. This building will be 105 feet in height, not really impacting the view.

The other hotel site will be the last parcel developed. Mr. Rector stated that he has built almost 7,500 underground parking spaces across the country. He explained that the reason for height at this location is because the parking will need to be within the building. Approval of the height will result in a higher end hotel much needed in this marketplace. With the new Interstate 73 and replacement of I-81 north/south, and with an access off Peppers Ferry, this will cement this as the center of this entire trade area.

Vice-Chairperson Knies asked if they had looked at local businesses for this development. The strategy is to go in by Lumber Liquidators, with a row of local retailers to interface with Home Depot and Lowes across the street. Full parking lots make retail successful.

Steve Semones, Executive VP, Balzer and Associates, Inc. reviewed the CUP application with the Commission. This was the first Planned Commercial Development (PCD) approved by the Town. Soon after the Marketplace PCD, the Town approved another PCD project, the Clifton Town Center.

Mr. Semones stated everything that is happening at the Marketplace PCD has been positive. Within the last few months there has been more interest in a residential component. He spoke to the four items presented within the application materials:

1. Addition of residential uses within the Marketplace Planned Commercial development. Important not be totally residential uses on the ground floor, even if it is accessory spaces for the residential, such as a doctor, pharmacist, lobby space, workout room, etc. Maximum ratio was set at 70% residential versus 30% commercial. Allowed no more than 30 units per acre, but now are at 11 units per acre.
2. Request to allow additional building height for any proposed residential uses and any hotel uses.

- Hotel A is 13 floors and the highest building at 209 ft.
- Hotel B is 5 floors and 85 ft. in height which is more than the 70 ft. allowed by Code.
- Residence C is higher than allowed at 187 ft. in height, 11 floors over the parking deck. Reduced parking is requested at 0.75 space per unit. Mr. Rector stated the Town Code doesn't distinguish between independent living and other dwelling types for parking.
- Mr. Semones explained the stormwater issues for the area. They are able to engineer underground stormwater structures to deal with the water.

3. Request for reduction in the required overall site greenspace and landscaping.
4. Request to allow a reduction in the required residential parking for a specific residential use. The request is to allow 0.75 spaces per unit only for the independent living portion of the development. Anything else would be parked by code. Mr. Semones explained the Code does allow a 20% reduction in overall parking; however, the developer is not asking for this reduction.

Vice-Chairperson Knies, asked how Harbor Freight will deal with losing their free advertising with the possibility of larger structures blocking the view of their store. Mr. Rector indicated they may have a concern and he stated that this will likely be replicated in the future. He stated that his group has done what they said they would do and this portion of Christiansburg will be an urban location desired in the NRV.

Vice-Chairperson Knies asked the reason for asking for 0.75 parking space per unit. Mr. Semones responded the site has grocery, restaurant, etc. and walkability allows them to drop the number of spaces per unit.

Commissioner Bernard stated he is 77 years old; his wife is not, but they both drive quite a bit and have three vehicles. Most 55-year-olds he knows are still driving quite a bit. Mr. Bernard also asked Mr. Rector who will be paying for the private shuttle. He responded that the residents would pay for it.

Chairperson Johnson suggested we stop the discussion here until the presentation is finished, and then finish up the public comments and close the public hearing.

Mr. Semones indicated the initial approval kept everything at 19% greenspace. They have reviewed updated footprints and layouts and are looking at local 'green roof' possibilities, with the hope of getting close to 19%. They should have a rooftop recreation area, but don't have the design details right now. He requested dropping from 19% to 14% greenspace on this site.

Mr. Semones stated they are currently requesting dropping down below the requirement of one tree per 400 sq. ft. of greenspace. They have an extensive amount of landscaping for the back area and are requesting one tree for 600 sq. ft. of greenspace.

Chairperson Johnson invited comments from the public.

Christopher Waltz, 1370 Rigby St, stated that he does not believe these are not going to be affordable residences. He feels that people working at Burger King or Starbucks can't afford these dwelling units and spoke of closing one store just to open it in another place. He reminded the Planning Commission regarding the importance placed on greenspace during the first approval. He also suggested that someone look up a lawsuit against the developer.

Chairperson Johnson closed public hearing because there were no other speakers.

Commissioner Briggs wanted to begin with greenspace. Commissioner Briggs recalled previously that the space in the middle of the parking lot was impervious surface to allow drainage and is curious why there are now buildings being shown there. Commissioner Briggs questioned how drainage is going to be mitigated. Mr. Rector stated that surface drainage is not necessarily a problem. There are underwater streams under the parking lot. If a hole is punched into the parking lot, then it fills up with water. There is a tremendous flow across this parking lot.

Mr. Semones stated that they did not want to begin punching holes in the parking lot for islands since it would introduce water into the parking lot which they would then have to have piped out.

Vice-Chairperson Knies noted her concern about 14% greenspace. Green roofs will be really appealing for residential spaces. She wants to maintain creativity with adding greenspace while still maintaining a higher percentage. People value gathering outside while there is good weather from April to November.

Mr. Semones stated there is an incentive financially to try to find more on site. Green roofs are a good way to maintain standards for stormwater management.

Commissioner Bernard wanted to know if having planter boxes and other outside activities to involve some of the greenspace is still an ongoing process.

Mr. Semones said the greenspace is not designed yet for buildings, but thinks they will be higher than 14%, but can't say exactly what the number is.

Mr. Rector agreed that people like greenspace. If you have parks for kids to run and have dogs out it's more appropriate to not have in their parking lot.

Vice-Chairperson Knies did not believe this is the most walkable part of town. Supports adding apartments, thinks mixed living is really appealing in this area.

Mr. Rector stated they are trying to be practical where they put the greenspace and not trying to shed their responsibility for greenspace.

Chairperson Johnson stated that he loves mixed use concept and thinks this is a great area for it. He stated that he has concerns about parking and not relying on a bus service to get around.

Commissioner Bernard stated he thinks most 55-year-olds in this area are still driving. Also he noted a concern with the proposed building height because we are not a big city and would like to have more discussion on it.

Mr. Rector stated we have more parking than we need in the parking lot and someone can pay to park a second car.

Mr. Semones stated whoever is running the residential units is going to set the parking rule. People moving into this will know the parking requirements before they move in.

Commissioner Clarke commented that there is open parking now, but with time the lot will be full especially with tournaments coming in.

Mr. Semones will evaluate all parking concerns. If English meadows didn't feel comfortable with the parking requirements, they would not want to come into the area.

Commissioner Curtis stated that as a resident he would want a single car, walking space, a renewable energy concept and electric car charging.

Chairperson Johnson was also concerned about the height, which was originally in the far back corner. Now the 209-foot building will be in front of the whole Marketplace.

Mr. Semones provided concept photos of the new development near Earth Fare.

Commissioner Briggs wanted to know if the retention pond is not built and how much greenspace that would add to the project.

Mr. Warren stated that from a staff perspective if hard scaping is used in a creative way it could be used as greenspace. He would also encourage the planning commission to really evaluate the percentage that's proposed based on this parcel vs anything that would be offsite.

Mr. Semones stated we only have a couple sites in town where we have the ability to do a planned commercial district. Approving additional height here does not mean that it is going to pop up everywhere and believes this is a unique fit.

Chairperson Johnson wanted to talk about Thomas Irish's email about the traffic. He stated to keep doing traffic studies independent of each other. Also he questioned when the traffic will cause serious issues.

Mr. Semones stated he took everything approved to date into their study for Clifton Town Center. He had a traffic consultant look at this and provide an update with no additional traffic improvements being required.

Mr. Warren confirmed traffic improvements are planned for Arbor drive in the next year.

Commissioner Clarke stated that with spring, summer, and fall sports tournaments coming there will be a lot more traffic in this area. Concerned with that part primarily.

Mr. Semones stated Franklin Street is controlled by VDOT not the Town. He will review the study that should be included in the plan.

Vice-Chairperson Kries stated VDOT has guardrails that currently prevent walkability. She would like to see increased connectivity to walking opportunities. She also has concerns about current traffic issues with Starbucks drive thru.

The Commission further discussed sidewalk opportunities to increase walkability to the new Park.

Vice-Chairperson Kries was curious about affordability of apartments if added.

Mr. Rector stated there is a tremendous influx coming of people that can afford higher rent centers, and that it is the share of market that this will address.

Vice-Chairperson Kries was more concerned that we are not thinking of affordable housing for young professionals.

Chairperson Johnson stated he's not a marketing expert but believes that Dicks will benefit with the completion of the sports complex at the new Park. Chairperson Johnson questioned if they ever went after Trader Joe's.

Commissioner Briggs stated that the future land use plan is out of date. Since then, the town has been portioned off into 3 distinctive areas. She is less concerned with building height in this area than downtown but still concerned with the greenspace percentage. Questions if they'd be open to Astroturf areas?

Vice-Chairperson Kries stated she is flexible with greenspace and open to creative ways and options.

Mr. Semones commented about open space requirements in regard to Blacksburg and will continue to look at options including green roof areas and outdoor plaza areas.

The Commission continued to discuss different greenspace options.

Commissioner Briggs stated that early on there was a discussion to create a space for Christmas markets, outdoor markets and seasonal markets. Mr. Rector confirmed that that space is still there and they are important for the center.

Chairperson Johnson stated that this is a lot to take in tonight and the applicant has answered a lot of questions. The biggest takeaways are options for greenspace and looking further into the traffic study.

Commissioner Briggs added as another takeaway to see plans to re-engineer the pond in order to prevent unintended issues and the unexpected costs for the town.

Mr. Semones stated that this is a regional facility, and they can't do anything that is going to impact the stormwater management characteristics of that pond. He added that it is the Town's responsibility from a regulatory standpoint to make sure they don't.

Jim Cowan, CowanPerry PC, added that the capacity will be retained whether in a pipe or underground structure.

Mr. Warren asked that next time Mr. Semones talk about how they can meet state and local requirements with alternative methods of detention. He could also seek feedback from the engineering department about those alternative methods if desired by the Planning Commission.

The Commission and Mr. Semones continued to discuss pond removal and alternative methods/ideas.

Mr. Rector stated that in summary he is very proud about building sustainable projects. He also stated this must evolve and it is here for the long run.

Chairperson Johnson stated that they have received lots of information and he still has some concerns and is therefore not able to act tonight. He recommends they wait to hear back from Mr. Semones.

Mr. Semones clarified that he needs to provide greenspace options, our stormwater alternatives, and looking at traffic for the park. He also asked if there is a general consistent feeling on the height and how to pacify any concerns.

Commissioner Briggs stated moving the building would address this concern regarding its impact on the existing streetscape.

Chairperson Johnson recommended that they wait until they do the study and have the engineering department come back and say if it is all doable and then address it. Chairperson Johnson asked what it would do to them if they came back and said no hotel. Mr. Rector answered that's the best location

Mr. Semones offered to show a quick rendering of the area.

Chairperson Johnson stated he would like some public comment rather than just the planning commission advising the town council who ultimately has the final say.

Commissioner Briggs confirmed she would like to see a rendering because it seems like there would be a huge discrepancy in that front corner.

Commission further discussed the height of the proposed hotel, concerns and options.

Chairperson Johnson closed the public hearing.

Other Business

Chairperson Johnson opened the discussion.

Mr. Warren introduced Ben Tripp as the new Planning Director.

Commissioner Davis talked about early voting and how to find out more information about local candidates.

With no further business, Chairperson Johnson adjourned the meeting at 9:15 p.m.

Hill Johnson, Chairperson

Andrew Warren, Secretary Non-Voting

* Written comments received on public hearing items are included in the staff report to Planning Commission in the Planning Commission agenda packet.



UPDATE

Planning Department Staff Report

TO: Planning Commission

DATE: October 1, 2021

APPLICATION: Conditional Use Permit [CUP-2021-15]

APPLICANT/OWNER: NRV Marketplace LLC

LOCATION: Marketplace Development; 2705 Market Street NE
(Tax Map No. 436-((5))-1)

Planning Commission held its public hearing on September 20, 2021. Following the hearing, the Commission reviewed the application in depth and requested the applicant provide additional information regarding: 1) a rendering of Hotel A along North Franklin Street for a better perspective of the requested additional height and its impact on the commercial area; 2) details on how stormwater may be handled if Hotel A was placed in the same area as the existing stormwater pond; 3) a discussion of greenspace options moving forward; and 4) information concerning traffic and the overall transportation network based on the recent and expected growth in this area. The applicant has provided a letter dated September 29, 2021 with responses to these items.

As requested by the Planning Commission, the Town's Engineering staff has reviewed the stormwater alternatives provided by the applicant and believes the options to be conceptually feasible. It is important to note that any design would need to be fully complete prior to the Engineering staff approving any of these options. They provided the following comments regarding items that will need to be kept in mind with any alternative:

1. The regional stormwater pond will be required to continue to provide stormwater quantity for everything that was approved in the original calculations. Staff understands currently that there was extra capacity in the pond that has been used for other offsite project's quantity compliance upstream such as the Wing drone delivery development.

The pond will have to maintain the current capacity that it is currently providing for any offsite properties.

2. The SWM Alternates section of the letter does not mention stormwater quality. It does mention increasing the impervious area of the site. The current Marketplace project is close to the DEQ 10 pound limit for phosphorous removal. If the project exceeds the 10 pound limit, then they will be required to provide 75% of the water quality on the project site. Currently, the project is less than 10 pounds being required so phosphorous removal has been addressed through nutrient credit purchase. Tripping the 10 pound limit would require a significant change for the site design to accommodate the 75% on site phosphorous removal and the remaining 25% offsite.
3. The area of the stormwater pond has high groundwater or a spring. This will need to be addressed if a structure is proposed in this location.

List of attachments included with staff report:

1. Applicant Letter dated September 29, 2021
2. Staff Report dated September 15, 2021
3. Conditional Use Permit application (including the proposed revised district standards)
4. Aerial map
5. Zoning map
6. Future Land Use map



Planning Department Staff Report

TO: Planning Commission

DATE: September 15, 2021

APPLICATION: Conditional Use Permit [CUP-2021-15]

APPLICANT/OWNER: NRV Marketplace LLC

LOCATION: Marketplace Development; 2705 Market Street NE
(Tax Map No. 436-((5))-1)

Proposal

Amendments to the Planned Commercial Development in the B-3, General Business zoning district at 2705 Market Street NE by NRV Marketplace LLC to allow multi-family residential uses, increased building height, reduced onsite greenspace, and reduced residential parking requirement on Tax Parcel 436 – ((5)) – 1. There are also recently subdivided parcels that were part of the original parent parcel including Tax Parcels 436–((5))–B, F, I, L, and M and Tax Parcels 406–((7))–E and K. The property is designated as Business/Commercial on the Future Land Use Map of the 2013 Christiansburg Comprehensive Plan.

Background

This request is a revision to the Planned Commercial Development (PCD) Conditional Use Permit approved by Town Council on September 24, 2019. At this same time, they approved a Conditional Use Permit for a Farmers Market and a special signage district. The approved plan included allowances such as:

1. Request to remove additional setback requirements for buildings up to 70' in height. Buildings up to 70' tall may have a setback of 35', as opposed to a 70' setback.
2. Requirements for site greenspace may be calculated/considered over the entire site development as opposed to a per parcel basis.
3. Vegetated 'green roofs' and hardscape outdoor activity areas may count as greenspace.
4. Parking lot greenspace may be provided at a reduced ratio of 20 sq. ft. per parking space instead of 40 sq. ft. per parking space.

5. Requirements for parking lot greenspace/landscaping may be calculated/considered over the entire site development as opposed to a per parcel basis.

Proposed Amendments

The project is currently under development and has many stores/restaurants already open or nearing completion. The four main areas that they are looking to amend are:

Residential Uses

The applicant proposes to add multifamily residential uses to the PCD. This is not currently permitted under the approved 2019 plan. According to the application, it states the conceptual lease plan shows 11 units per acre or 320 units. The PCD zoning ordinance requirement limits the density to 30 units per acre. The application does not state the maximum density requested but does note that parking requirements would limit the density to under 30 units per acre. The applicant proposes the two residential buildings would both be served by a common parking deck:

- a. Residence B - 6 floor(4 levels of residential), 160 units/192 bedrooms of a standard residential development apartment complex with a mixture of mostly studio and 1-bedroom units with some 2- and 3-bedroom units.
- b. Residence C - 13 floor (9 levels of residential), 160 units/240 bedrooms of an age-restricted, 55 or over years old independent living residential development. The units are proposed to be split between 1- and 2-bedroom units.

As part of the PCD, the applicant is required to state the maximum ratio of residential use to commercial use. This was not necessary with the original PCD since residential was not proposed at that time. The applicant estimates that the ratio will likely be approximately 54% residential and 46% non-residential. Since hotels are included as a commercial use--or a non-residential use, the applicant would like to set up the maximum percentage of residential square footage as 70% to account for the uncertainty of market conditions if a large non-residential use such as one of the hotels is not developed as planned.

Building Height

The applicant is proposing heights above the maximum district height of 70 feet. The original proposal allowed for buildings of up to 70 feet not to have a setback of up to 70 feet as required by the ordinance and instead it was proposed that buildings over 35 feet would have a setback of 30 feet. The applicant is proposing a maximum building height of 210 feet(accommodating roof top features and mechanical equipment). There is not a request to reduce the setback so any building above 35 feet would be required to have a minimum setback of 30 feet. In the revised application, the buildings are proposed as follows: Hotel A = 205 feet; Residence B = 85 feet; Parking Deck B = 85 feet; and Residence C = 187 feet. Based on conversations with the applicant, Hotel B is also proposed at 85 feet.

Site Greenspace and Landscaping

The 2019 PCD plan proposed 19% greenspace which was approved and varied from the B-3 General Commercial requirement of 20%. With the revised proposed build-out in mind, the revised application states the following:

- The project will provide a minimum of 14% greenspace rather than the 19% currently required.
- The greenspace requirement will be calculated over the entire site area and not calculated on a per subdivided lot basis.
- If a vegetated “greenroof” is proposed with any new building, then that area of the “greenroof” will be allowed to be counted as site greenspace.
- Any areas onsite that have been specifically designed for outdoor activities, such as outdoor dining, community gathering spaces, etc. may be included in their entirety in this calculation. This would include areas that may have specialty hardscape within their defined and calculated boundary. Several of these areas may have landscaping that would not count in the traditional way of calculating greenspace such as a living wall or container potted plants and trees.
- The overall tree planting requirement will be 1 tree per 600 square feet of greenspace instead of 1 tree per 400 square feet of greenspace.
- Parking lot greenspace requirement will be provided at a reduced ratio of 20 sq. ft. per parking space instead of 40 sq. ft. per parking space.

Residential Parking Requirements

The proposed parking standard requirement is .75 parking spaces per unit for the proposed 180 unit, 55 and older age-restricted independent living facility. The application states that the independent apartment unit residents are under their own care, but staff is employed to assist in case of an emergency or for general oversight as needed. Their market data shows that users of this housing type have typically 1 car per household so they are requesting the reduction from the code requirement of “2 per dwelling unit, 1 for each roomer” to the .75 parking space per unit. The reduced parking ratio would only be for the age-restricted independent living facility and not for the other apartment building represented by Residence B. The application also states that a private shuttle for residents of the independent living facility would be provided for trips to the store, a medical appointment, etc.

Background

The adjoining properties are B-3, General Business and are a mixture of commercial uses. It is not in a Historic District. The Marketplace development is within the Mall Urban Development Area which was adopted as an appendix to the Comprehensive Plan in 2016. The plan states that describe potential projects as “viable mixed-use developments that are walkable and are supported by alternative modes of transportation, in order to maintain and expand the Mall area’s role as the premier regional mixed-use shopping center district and park.” The property is designated as Business/Commercial on the Future Land Use Map of the 2013 Christiansburg Comprehensive Plan.

Public Hearing Dates

The Planning Commission Public Hearing is scheduled for Monday, September 20, 2021 with the second meeting scheduled for October 4, 2021. The Town Council Public Hearing is scheduled for Tuesday, October 12, 2021 with action scheduled for its Tuesday, October 26, 2021 meeting.

List of attachments included with staff report:

1. Conditional Use Permit application (including the proposed revised district standards)
2. Aerial map
3. Zoning map
4. Future Land Use map



BALZER
& ASSOCIATES
PLANNERS / ARCHITECTS
ENGINEERS / SURVEYORS

80 College Street
Suite H
Christiansburg VA 24073
540.381.4290
www.balzer.cc

Roanoke
Richmond
New River Valley
Staunton
Harrisonburg
Lynchburg

September 29, 2021

Andrew Warren, Assistant Town Manager
Town of Christiansburg
100 East Main Street
Christiansburg, VA 24073

RE: Marketplace PCD Conditional Use Permit Amendment Application

Dear Andrew,

Included in this letter are items our team has addressed on the above referenced project since our Planning Commission Work Session Meeting on September 20, 2021. Below is a list of these items and how each has been addressed.

1) Rendering of Hotel A:

Renderings of the proposed hotel are included with this letter showing multiple views from adjacent street locations.

2) SWM Alternatives:

- A) If Hotel A were to be constructed as shown over the existing SWM basin as is, additional stormwater management would be required beyond what is onsite now. The additional impervious area from the Hotel would require us to either modify the pond/outfall structure somehow or add additional management elsewhere onsite, most likely in the form of an underground pipe detention system. This underground system would likely be installed in the southwest portion of the site near the pond and Harbor Freight.
- B) If the entire existing pond were to be filled in then there would need to be multiple areas across the site that would have underground pipe storage and then additional storm sewer run through the site to reach the outfall location at North Franklin Street.
- C) If the existing SWM basin was converted to a type of underground storage system such as a concrete vault, we would have to recalculate the volumes reaching it and design it accordingly, similar to scenario A above. There could be additional storage required also.

In short, while costly, there are options to design a stormwater management system to accommodate the project and the offsite drainage should a building ever be built overtop of the existing facility. Town Engineering Staff would have to be intimately involved with any revision to the pond and be agreeable with the engineered design and any future maintenance concerns.

3) Greenspace Options:

As currently shown on the lease plan, there is approximately 4.56 acres of ground level greenspace/outdoor space which equates to a 15% area of the total site. As discussed at our meeting, the proposed residential buildings and proposed Hotel A show large areas of roof top greenspace, patio space and amenity areas that if on the ground level, would certainly count towards our overall site greenspace areas. As we are allowed to count

greenroof areas towards our overall site calculation, we would recommend the allowance to count these outdoor rooftop areas as well. Based on the conceptual building plans submitted with this CUP amendment, there could be another 2.5-5% of possible additional rooftop greenspace. However, these areas are only conceptual at this point and may vary in the final building design. If these areas can be counted, our team would request our minimum Greenspace Requirement increase from the current request of 14% to 17.5%.

4) Transportation:

A question was raised by a citizen and echoed by Planning Commission Member Clark concerning traffic and the overall transportation network based on recently approved plans. I reached out to Kimley Horn who performed the initial traffic study in 2018 for Marketplace and provided the updated memo for this CUP amendment. When talking with them, they also performed a Traffic Study for the park in 2020. Their analysis showed a worst-case of 190 vehicles on Saturday Peak Hour. Assuming all 190 vehicles come from the east and are dispersed equally at the intersection (63 cars each direction) it would only add approximately 1-2 additional vehicles per traffic signal cycle, per movement. Therefore, there would be minimal impact to the Marketplace development and the overall traffic impacts. Additional info will be provided to Planning Commission next week.

If you have any additional questions or comments, please feel free to contact me.

Sincerely,
BALZER AND ASSOCIATES, INC.



Steven M. Semones
Executive Vice President



VIEW FROM PEPPERS FERRY

BHM ARCHITECTS PA



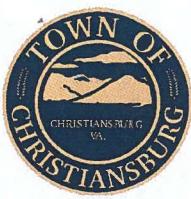
VIEW FROM CORNER OF PEPPERS FERRY & FRANKLIN

BHM ARCHITECTS PA



VIEW FROM FRANKLIN

BHM ARCHITECT PA



THE PLACE TO BE.
CHRISTIANSBURG VA
DEPARTMENT OF PLANNING

100 East Main Street
Christiansburg, VA 24073
p: (540) 382-6120
f: (540) 381-7238

Conditional Use Permit Application

Landowner: NRV Marketplace LLC

Address: 216 N. Humphreys Street
Flagstaff, AZ 86011

Phone: 602-909-0996

Applicant: **Balzer and Associates**

Address: 80 College Street Suite H
Christiansburg, VA 24073

Phone: 540-381-4290

I am requesting a Conditional Use Permit to allow an amendment to an existing Planned Commercial Development to allow multi-family residential uses and additional building height on my property that is zoning classification B-3 under Chapter 42: Zoning of the Christiansburg Town Code.

My property is located at **2705 Market Street Christiansburg, VA 24073**

Tax Parcel(s): 436-5 1

Tax Parcel(s): 436-5 1

Tax Parcel(s): 436-5 1

Tax Parcel(s): 436-5 1

Parcel Number(s): 027970

Parcel Number(s): _____

I certify that the information supplied on this application and any attachments is accurate and true to the best of my knowledge. I understand that Conditions may be placed on my property in regards to the above mentioned use/activity. I also understand that the Conditional Use Permit may be revoked and/or additional Conditional Use Permits required should questions regarding conformity arise.

This request was approved/disapproved by a vote of the Christiansburg Town Council on _____.
Any Conditions attached shall be considered requirements of the above request.

Town Manager

Date

*Please see the attached sheet.

CUP 4/15/2021



Please complete the following section:

Per Section 42-8(e) and 42-8(f) of the Christiansburg Town Code:

Conditional use permit application submissions shall include a traffic impact statement whenever a proposed conditional use permit substantially affects transportation on town streets through traffic generation of either:

- (1) 100 vehicles trips per peak hour by residential development;
- (2) 250 vehicles trips per peak hour by non-residential development; or
- (3) 2,500 vehicle trips per day by non-residential development.

The data and analysis contained in the traffic impact statement shall comply with Virginia Department of Transportation Traffic Impact Analysis Regulations 24 VAC 30-155-60 and all applicable town ordinances.

A traffic impact analysis is is not required for the proposed project:

1. Yes or No, the proposed residential development generates _____ vph which is greater than the requirement of 100 vehicles per hour, or
2. Yes or No, the proposed non-residential project generates 1,800 vph which is greater than the requirement of 250 vehicles per hour
3. Yes or No, the proposed non-residential project generates _____ vpd which is greater than the requirement of 2,500 vehicles per day.
4. Yes or No, a new TIS study is not required because a previously submitted TIS is still applicable for the project site. (Note: the appropriate documentation must be attached)

***Trip generation shall be measured based on the current edition of the Institute for Transportation Engineers (ITE) Trip Generation Manual**



BALZER
& ASSOCIATES
PLANNERS / ARCHITECTS
ENGINEERS / SURVEYORS

80 College Street
Suite H
Christiansburg VA 24073
540.381.4290
www.balzer.cc

Roanoke
Richmond
New River Valley
Staunton
Harrisonburg
Lynchburg

September 2, 2021

Andrew Warren, Assistant Town Manager
Town of Christiansburg
100 East Main Street
Christiansburg, VA 24073

RE: Marketplace PCD Conditional Use Permit Amendment Application

Dear Andrew,

Included with this letter are updated documents for the Marketplace Conditional Use Permit amendment we are requesting. The original Town Council approval on September 24, 2019 included three Conditional Use permits:

- 1) A Conditional Use Permit request for a Planned Commercial Development in B-3, General Business District.
- 2) A Conditional Use Permit request for a comprehensive sign plan in the B-3, General Business District.
- 3) A Conditional Use Permit request for a farmers' market in the B-3, General Business District.

As you know, the project is well under construction and several new establishments have opened for business. The public response to the redevelopment has been very favorable and excitement continues to grow with each store and restaurant opening. As construction has progressed and with the release of the New River Valley Regional Commission's Housing Study, there has been interest in developing residential apartments as part of the project. There also continues to be interest in locating a hotel on the property. Two updated Conceptual Lease Plan options have been included in this package for discussion and graphic representations of our potential layouts.

There are four main aspects of the project that we are requesting be amended. The first is regarding the addition of residential uses within the Marketplace Planned Commercial development. The second is a request to allow additional building height for any proposed residential uses and any hotel uses. The third is to allow a reduction in the required overall site greenspace and landscaping. The fourth is to allow a reduction in the required residential parking for a specific residential use. Each of these will be discussed separately in the attached package.

Thank you for the opportunity to submit this amendment application and for the Town staff's cooperation throughout this effort to successfully redevelop the Marketplace. If you have any additional questions or comments, please feel free to contact me.

Sincerely,
BALZER AND ASSOCIATES, INC.

Steven M. Semones
Executive Vice President

1) RESIDENTIAL USES

As part of the Planned Commercial District, residential uses are allowed within a mixed-use development. The original application did not anticipate or specify any residential uses, thus were not approved as part of the initial CUP approval. However, as mentioned previously, the housing shortage in the New River Valley and the desire for true market rate, urban apartments have provided an opportunity for shaping the Market Place into a true mixed-use development. In our original application, we provided the Zoning Ordinance text for the Planned Commercial Development and how the project meets those guiding principles. Included below is that text again, as well as the first four guiding principles that are addressed based on the inclusion of residential uses.

Sec. 42-341. – Planned Commercial Developments.

A. Purpose

Planned Commercial Developments (PCDs) are intended to provide for flexibility in the planning of certain tracts of land through the modification of certain development standards. PCDs are generally characterized by a unified or planned clustering of commercial or mixed-use development served by common parking areas with shared means of ingress and egress. PCDs allow for a mixing of commercial and residential uses but are not intended to be a tool to enable primarily residential development. PCDs are not intended to be a means to lessen development standards as would otherwise be required without providing for increased amenities, safety, and other public and private benefits. These developments should be designed to mitigate potential increases in traffic congestion through enhanced pedestrian access between uses within the PCD and to encourage best management practices for site development regarding but not limited to stormwater management and other impacts to adjacent property, including light and noise nuisances.

B. In order to encourage improved design, variety in uses and site layout, a master plan and proposed development standards shall be submitted for consideration of a planned commercial development, together with a subdivision plan, if required by this chapter or chapter 40, and such other descriptive material or conditions of development as may be necessary to fully determine the development, even though such development does not comply in all respects to the development standards of the B-3 General Business District, provided:

1. *No development shall be commenced until a master plan and conditional use permit have been approved by the Town Council.*

This process is currently underway.

2. *Before any permit shall be issued for the erection of a permanent building in a proposed planned commercial development, final site plan approval shall be required in accordance with Article XXI.*
All current construction has been in accordance with a final approved site plans. No work requiring the approval of the requested amended CUP shall commence without an approved site plan.
3. *The maximum ratio of residential development square footage to the square footage of the overall development shall be provided as a condition of development. The applicant shall demonstrate on the master plan that an adequate balance between residential and non-residential uses shall be maintained during the period of construction/development.*
Residential square footage will be mainly concentrated on upper floors above the commercial uses and any associated structured parking so it will not take up a large amount of ground floor area that could be used for retail. Certain residential use areas such as a lobby or leasing and management offices may be located on the ground floor. Depending on the final type of residential living proposed, other supportive uses such as a stylist, pharmacy, therapeutics, and dining, may be allowed within the residential structure. Of the submitted Conceptual Lease Plan, there is currently shown approximately 680,040 sf of gross residential area (excluding the parking deck areas). The estimated non-residential square footage on the site based on this plan (including two future hotels) would be estimated around 573,997 sf. This provides a ratio of approximately 54% residential square footage and 46% non-residential square footage. However, based on market conditions, some of the future non-residential sites may not develop as currently shown, such as Hotel A. To account for this possibility, the maximum ratio requested for the CUP shall be 70% residential square footage to 30% non-residential square footage.
4. *For residential uses within a planned commercial development, the dwelling unit density shall not exceed 30 dwelling units per gross acre.*
The maximum residential proposed with this amended CUP request is much less than 30 units per acre. There are currently 320 units shown on the concept lease plan which would result in a density of under 11 units per acre. While not limiting the density to 11 units per acre, the parking ratio requirements for various uses in this mixed-use project will limit the development from ever exceeding the 30 unit per acre threshold.

2) BUILDING HEIGHT

In the original CUP request, height was discussed and the zoning ordinance requirement stated in Section 42-341 for additional setback distance for additional height was

waived. As residential and hotel uses now become more viable, additional height is necessary above the Town maximum of 70'. Based on parking requirements for the various uses onsite, a residential building overtop of the ground floor commercial will likely require a level(s) of structured parking over some of the commercial space. This additional parking deck with residential floors above will push structure heights to above 70'. The development of a hotel within the project may also require structured parking and thus may also exceed the 70' height requirement. To accommodate this needed height as well as any roof top mechanical rooms and roof structure, we are asking for a maximum building height of 210' to be allowed within this Planned Commercial Development.

3) SITE GREENSPACE AND LANDSCAPING

In the original CUP request, it was noted that the existing marketplace site had less site greenspace than the required amount of 20% of total parcel area as stated in the Town's Zoning Ordinance. At the time it had approximately 19% greenspace and it was agreed that the redevelopment would only have to meet the existing conditions. The following modifications were also granted:

As part of the Conditional Use Permit, the applicant requests the following modifications regarding site greenspace landscaping:

- *The greenspace requirement be calculated over the entire site area and not calculated on a per subdivided lot basis.*
- *If a vegetated "greenroof" is proposed with any new building, then that area of the greenroof would be allowed to be counted as site greenspace.*
- *Any areas onsite that have been specifically designed for outdoor activities, such as outdoor dining, community gathering spaces, etc. may be included in their entirety in this calculation. This would include areas that may have specialty hardscape within their defined and calculated boundary. Several of these areas may have landscaping that would not count in the traditional way of calculating greenspace such as a living wall or container potted plants and trees.*

As discussed previously, the continued interest in the redeveloped Marketplace has created opportunities for new uses on the site but providing those uses may decrease the areas for previously planned greenspace. As such, the applicant would request that a further modification to the greenspace requirement be allowed. It is requested that the project provide a minimum of 14% greenspace rather than the 19% currently required. With the proposed reduction of greenspace as shown on the plan it is also requested that the overall tree planting requirement be adjusted from 1 tree per 400

square feet of greenspace to 1 tree per 600 square feet of greenspace. All other previously approved modifications listed above would still be applicable to the project.

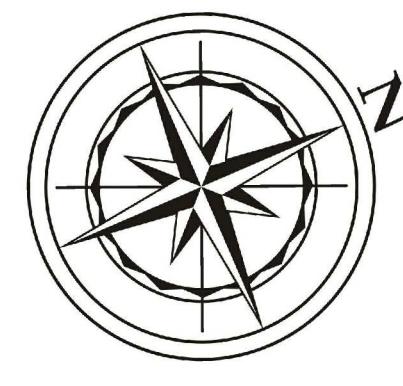
4) RESIDENTIAL PARKING REQUIREMENTS

Currently the Town of Christiansburg Zoning Ordinance states in Section 42-9 that the required off-street parking requirement for a Multifamily Dwelling is “2 per dwelling unit, 1 for each roomer”. One of the proposed multifamily residential uses for Market Place is age restricted, over 55 independent living. Independent living units are not nursing homes or convalescent care as described in the Town Zoning Ordinance. Independent living would be apartment units where residents are under their own care, can come and go as they please, but staff is employed to assist in case of an emergency or for general oversight as needed. For this one specific multifamily residential product, we are requesting a minimum parking standard requirement of 0.75 parking spaces per unit. The market data shows that users of this housing type are typically 1 car households, thus 2 cars per unit will unnecessarily overpark this type of residential use. If this use is constructed onsite, it will also provide a private shuttle that can be used by residents to take them to the store, to medical appointments or other in town trips.

This standard would only apply to the age restricted product. All other types of multifamily residential uses would still be required to meet the current Town parking requirements. The project may elect to use the allowable 20% parking reduction noted in the Planned Commercial Development ordinance based on the mixed-use nature of the development.

TENANTS	Area Schedule (Gross Building)	
	Name	Area
EARTH FARE	ANCHOR B1	23390 SF
EARTH FARE	ANCHOR B1 APPENDAGE	1863 SF
HARBOR FREIGHT	JR ANCHOR A1	16391 SF
CHIPOTLE	SHOPS A1	2325 SF
CHICKEN SALAD CHIC	SHOPS A2	2682 SF
CHICKEN SALAD CHIC	SHOPS A2 COOLER	173 SF
MISSION BBQ	SHOPS A3	3923 SF
	SHOPS A4	1579 SF
	SHOPS A5	2644 SF
	SHOPS A6	1322 SF
	SHOPS A7	1322 SF
	SHOPS A8	2733 SF
	SHOPS A9	1482 SF
LUMBER LIQUIDATORS	SHOPS B1.1	1496 SF
	SHOPS B1.2a	831 SF
	SHOPS B1.2b	831 SF
	SHOPS B1.3a	831 SF
	SHOPS B1.3b	929 SF
	SHOPS B1.4	1330 SF
	SHOPS B1.5	1660 SF
LUMBER LIQUIDATORS	SHOPS B1.6	8653 SF
	SHOPS B2	4282 SF
	SHOPS B3	5600 SF
	SHOPS B4	5442 SF
	SHOPS B5	1598 SF
	SHOPS B6	2223 SF
	SHOPS B7	2118 SF
	SHOPS B8	1890 SF
	SHOPS C1	3428 SF
	SHOPS C2	7527 SF
SANDRO'S ITALIAN	SHOPS D1	3070 SF
ORANGE THEORY	SHOPS D2	3216 SF
NAIL BARRE	SHOPS D3	2008 SF
JERSEY MIKES	SHOPS D4	1375 SF
UPTOWN CHEAPSKE	SHOPS D5 & D6	4233 SF
JAZZERCISE	SHOPS D7	4034 SF
	SHOPS D8.1	1400 SF
	SHOPS D8.2	1314 SF
	SHOPS D8.3	1379 SF
	SHOPS E1A	3000 SF
	SHOPS E1B	1578 SF
	SHOPS E1C	1578 SF
SKYLINE NATIONAL BANK	SHOPS F1	5900 SF
VERIZON	SHOPS G	2456 SF
STARBUCKS	SHOPS H1	2690 SF
ASPEN DENTAL	SHOPS H2	3509 SF
JEWELERS	SHOPS H3	1549 SF
FIRST WATCH	SHOPS H4	3855 SF
	SHOPS J	6720 SF
	SHOPS K1	14717 SF
	SHOPS L1	13337 SF
	Grand total	195414 SF

0 30 60 120 240 ft

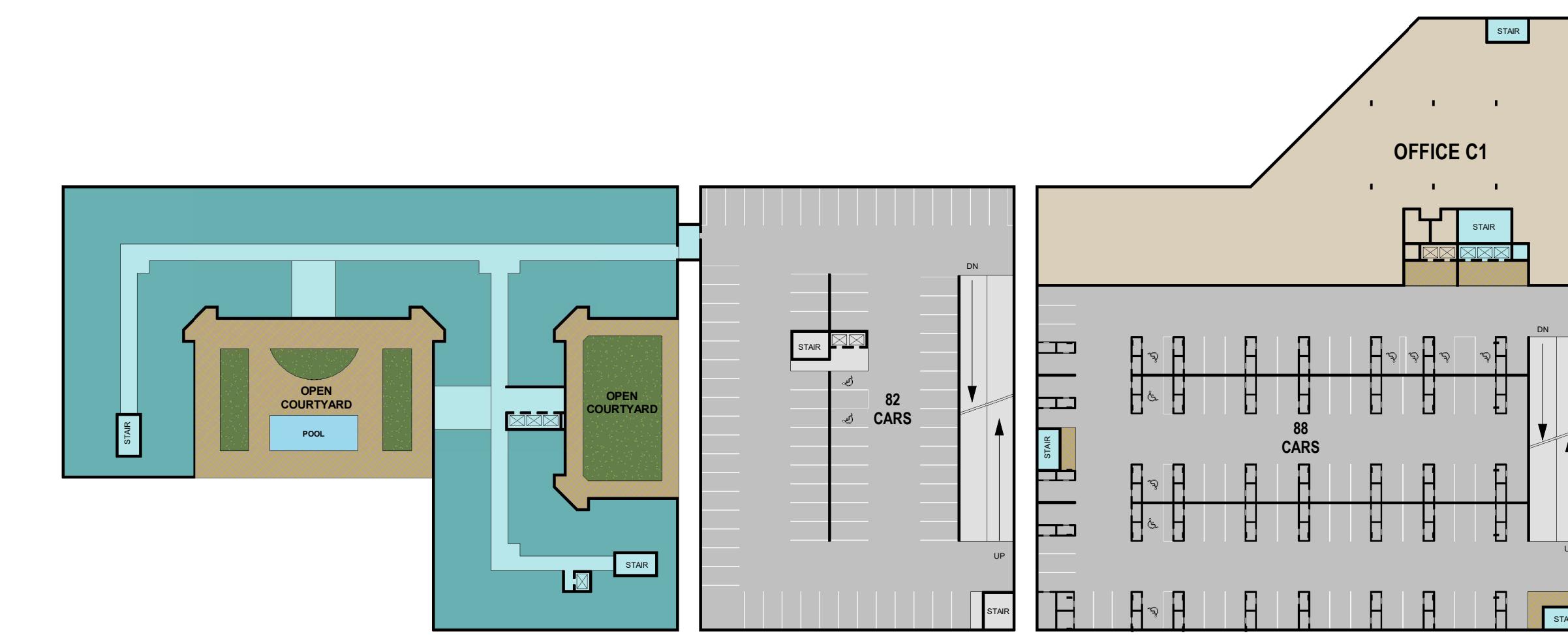


PARKING PROVIDED ON GRADE		
Zone	-East/West	Count
Retail East		1087
Retail West		102
TOTAL ON GRADE: 1189 *		

* DOES NOT INCLUDE RESIDENCE OR HOTEL PARKING DECKS



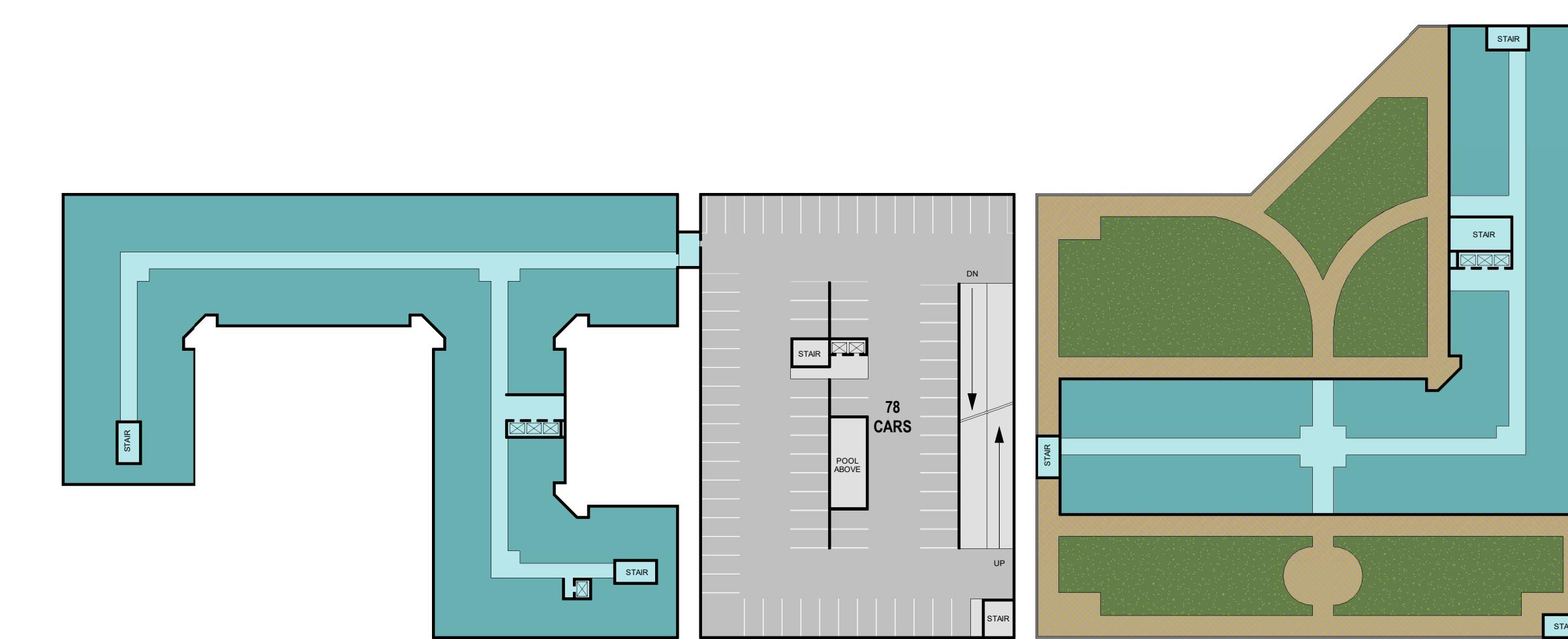
RESIDENCE B PARKING DECK B RESIDENCE C



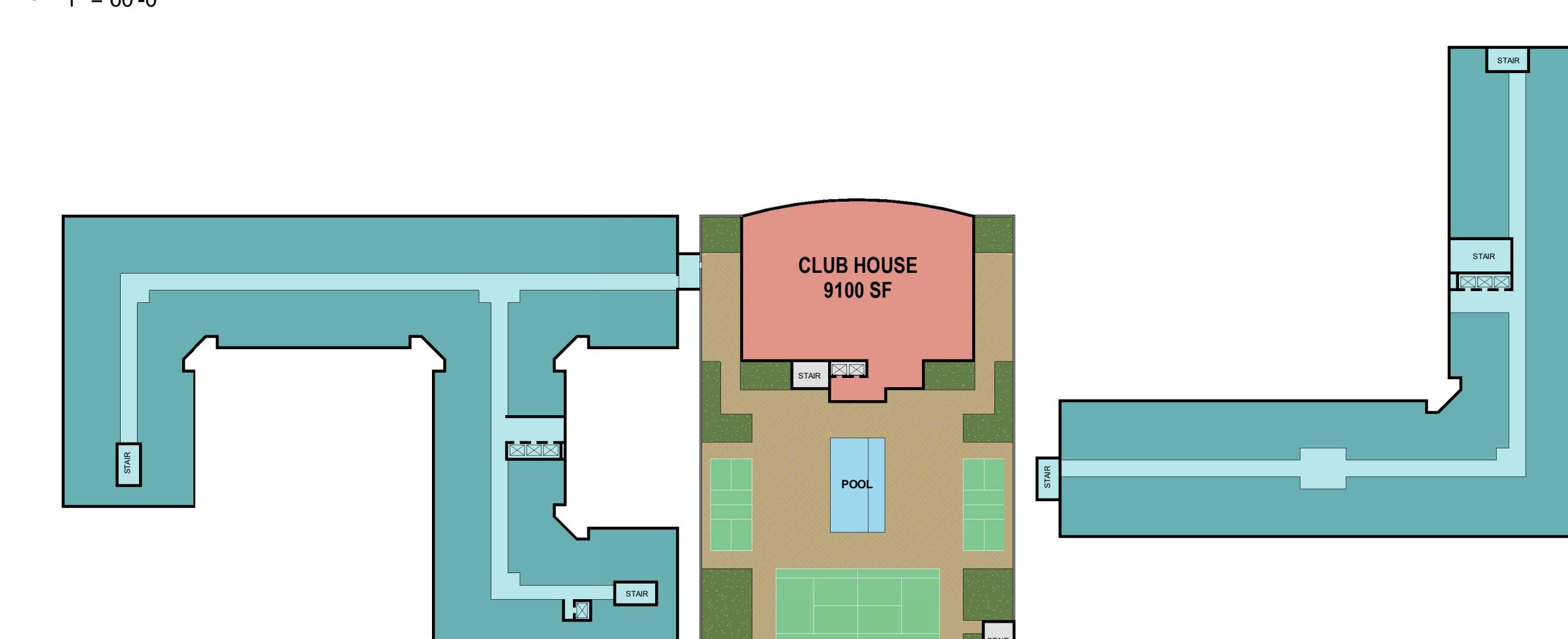
LEVEL 2
1" = 60'-0"



RESIDENCE B
LEVEL 3
2 1" = 60'-0"

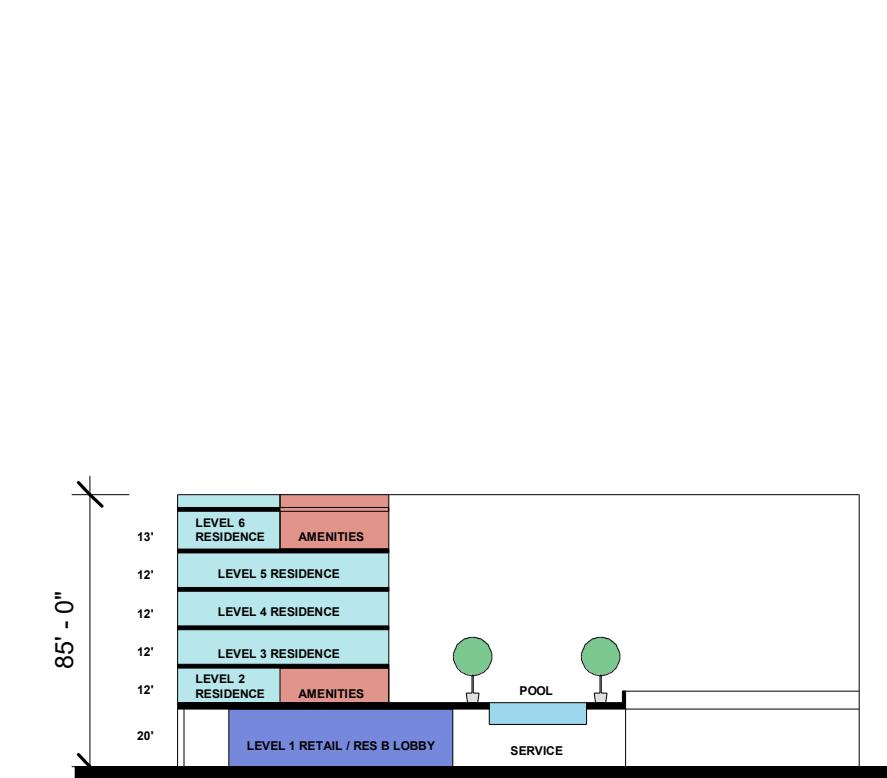


RESIDENCE B
LEVEL 4
3 1" = 60'-0"

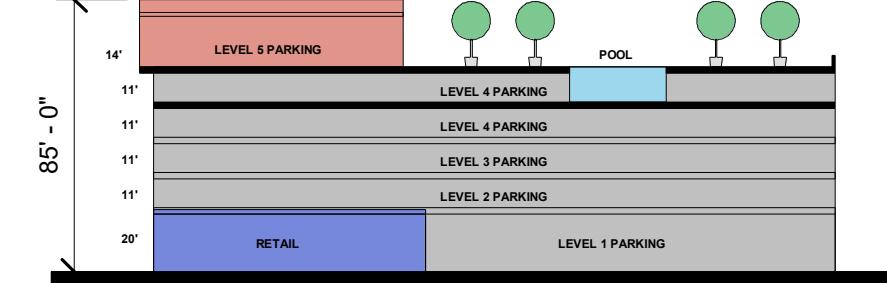


RESIDENCE B
LEVEL 5
4 1" = 60'-0"

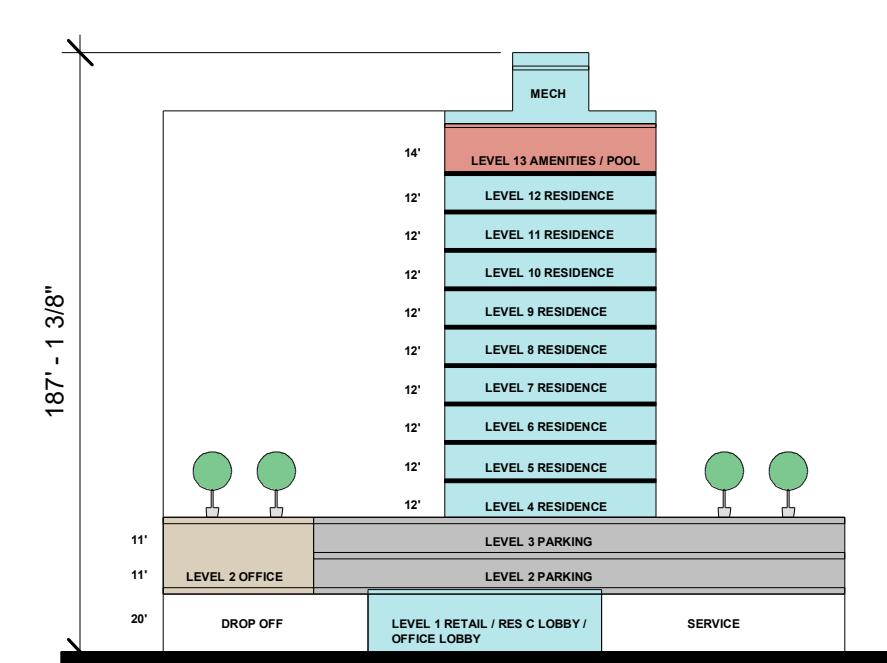
CROSS SECTIONS



RESIDENCE B



PARKING DECK B



RESIDENCE C

STATS

RESIDENCE B 160 UNITS

GROSS SF	
LEVEL 1	50,000 SF
LEVEL 2 OUTDOOR TERRACE	13,260 SF
LEVEL 2 HEATED	36,470 SF
LEVEL 3 THRU 5 HEATED	36,470 SF EA
TOTAL GROSS SF	245,880 SF
RENTABLE SF	
LEVEL 1 RETAIL	(SEE SHEET L01)
LEVEL 1 LOBBY/SERVICE/STORAGE	10,350 SF
LEVEL 2	29,690 SF
LEVEL 3 THRU 6	30,180 SF EA
AMENITIES	10,000 SF
TOTAL RENTABLE SF	170,760 SF
MIX	
64 STUDIOS @	650 SF
64 1 BEDROOMS @	850 SF
24 2 BEDROOMS @	1,200 SF
8 3 BEDROOMS @	1,500 SF
TOTAL BEDROOMS	192
CARS REQUIRED	192

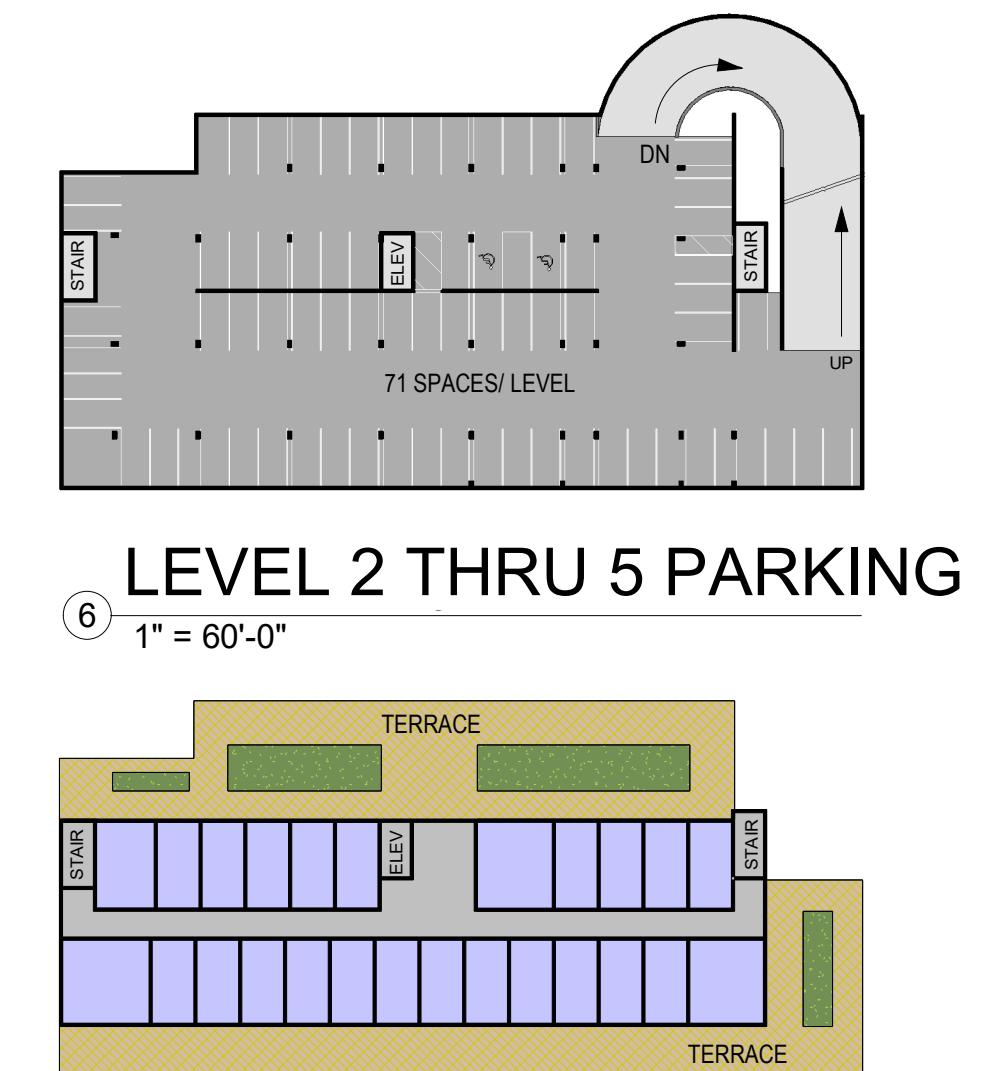
PARKING DECK B 264 CARS

GROSS SF	
LEVEL 1	32,200 SF
LEVEL 2	32,200 SF
LEVEL 3	32,200 SF
LEVEL 4	32,200 SF
LEVEL 5	32,200 SF
TOTAL GROSS SF	161,000 SF
RENTABLE	
LEVEL 1 RETAIL	(SEE SHEET L01)
LEVEL 5 AMENITIES ENCLOSED HEATED	9,100 SF
LEVEL 5 OUTDOOR AMENITIES	22,900 SF
TOTAL RENTABLE	32,000 SF
PARKING	
LEVEL 1	22 CARS
LEVEL 2	82 CARS
LEVEL 3	82 CARS
LEVEL 4	78 CARS
TOTAL	264 CARS
MIX	
80 1 BEDROOMS @	850 SF
80 2 BEDROOMS @	1,250 SF
TOTAL BEDROOMS	240
CARS REQUIRED @ 1/ROOM	120

RESIDENCE C 160 UNITS

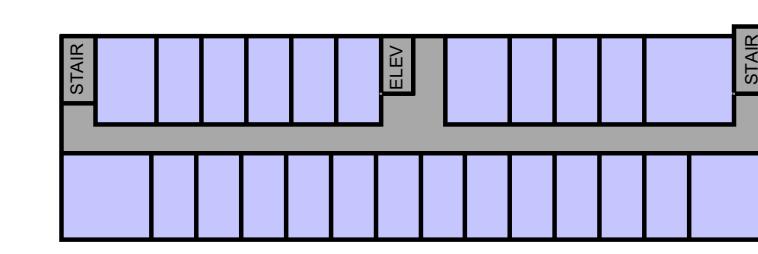
GROSS SF	
LEVEL 1	65,950 SF
LEVEL 2	65,950 SF
LEVEL 3	65,950 SF
LEVEL 4 PODIUM	65,950 SF
LEVEL 5 THRU 13	27,970 SF EA
TOTAL GROSS SF	515,350 SF
RENTABLE SF	
LEVEL 1 RETAIL	(SEE SHEET L01)
LEVEL 1 RES C LOBBY/SERVICE/STORAGE	1,750 SF
LEVEL 2 OFFICE	20,900 SF
LEVEL 4	21,900 SF
LEVEL 5 THRU 12	22,900 SF
LEVEL 13 AMENITIES HEATED ENCLOSED	10,000 SF
LEVEL 13 AMENITIES OUTDOOR TERRACE/POOL	17,970 SF
TOTAL RENTABLE	281,720 SF
PARKING	
LEVEL 1	22 CARS
LEVEL 2	82 CARS
LEVEL 3	82 CARS
LEVEL 4	78 CARS
TOTAL	264 CARS
MIX	
80 1 BEDROOMS @	850 SF
80 2 BEDROOMS @	1,250 SF
TOTAL BEDROOMS	240
CARS REQUIRED @ 1/ROOM	120

HOTEL A

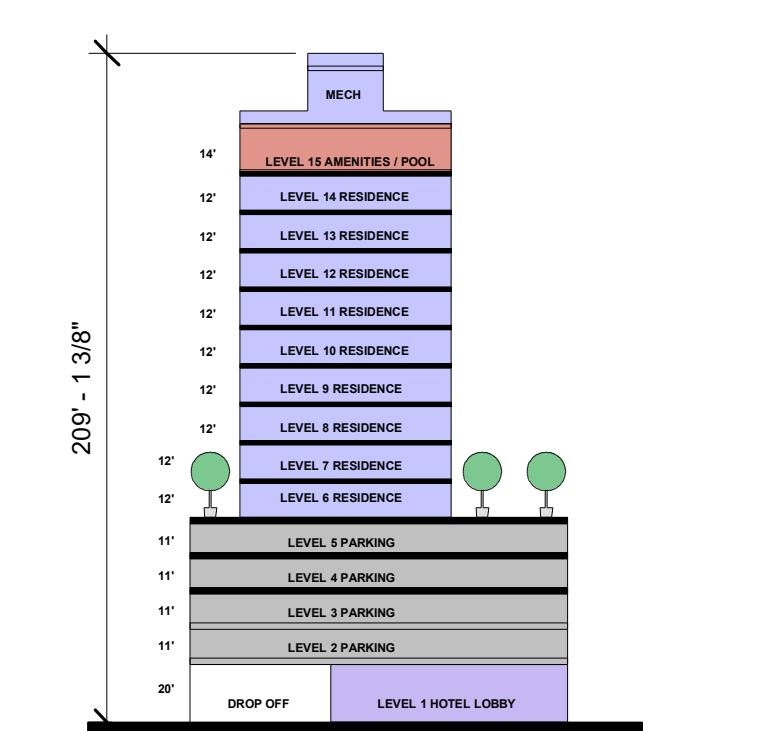


LEVEL 2 THRU 5 PARKING
6 1" = 60'-0"

LEVEL 6 TERRACE
7 1" = 60'-0"



LEVEL 15 AMENITIES
9 1" = 60'-0"



HOTEL A

HOTEL A 200 ROOMS

GROSS SF	
LEVEL 1	30,600 SF
LEVEL 2 PARKING	30,600 SF
LEVEL 3 PARKING	30,600 SF
LEVEL 4 PARKING	30,600 SF
LEVEL 5 PARKING	30,600 SF
LEVEL 6 PODIUM	30,600 SF
LEVEL 7 THRU 14 ROOMS	26,700 SF EA
LEVEL 15 ROOMS / AMENITIES / POOL	26,700 SF
TOTAL GROSS SF	423,900 SF
CARS REQUIRED @ 1/ROOM	
CARS PROVIDED	200
CARS REQUIRED	284

CHRISTIANSBURG MARKETPLACE

Plans Sections & Stats

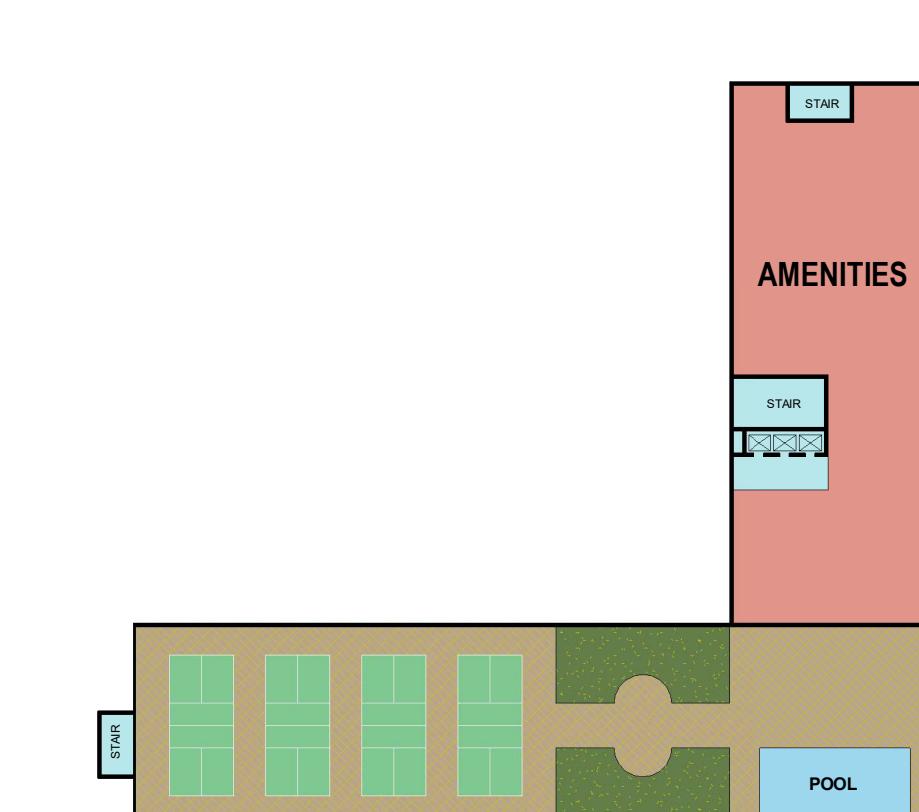
Project Manager: BHM
Drawn By: Auto
Checked By: Auto
Reviewed By: Auto
Date: 09/02/2021
Drawing Date: 09/02/2021
Project Number: 2102112534

L02

A Bromont Group Project

New River Valley Investments LLC

bharti harrlley & mulkey
2173 Hawkins St, Suite C, Charlotte, NC 28203



RESIDENCE C
LEVEL 13 AMENITIES
5 1" = 60'-0"

TECHNICAL MEMORANDUM

Project: **Traffic Analysis – Trip Generation for Christiansburg MarketPlace Development**
Date: August 2, 2021
To: Town of Christiansburg
Mike Kelley
From: Kimley Horn and Associates on behalf of Christiansburg MarketPlace
Mr. David Capparuccini, P.E. PTOE
Lauren McKelvey

Introduction

This memorandum has been prepared to summarize the results of trip generation for the Christiansburg Marketplace project located along US Route 460 BUS (N Franklin St) in the Town of Christiansburg, VA. Additional units are proposed in the development. A traffic impact analysis (TIA) was previously completed and approved for the original Christiansburg Marketplace development (dated December 30, 2017). This memorandum includes a comparison of the trip generation for the proposed commercial development and the trip generation for the developed Christiansburg Marketplace to compare potential traffic impacts from the new proposed land uses.

Proposed Development

The proposed development is planned, at this time, to include:

- 25,415 square foot supermarket
- 2,325 square foot fast casual restaurant
- 2,855 square foot fast casual restaurant
- 3,923 square foot fast casual restaurant
- 1,375 square foot fast casual restaurant
- 3,500 square foot high-turnover restaurant
- 3,070 square foot high-turnover restaurant
- 2,690 square foot coffee shop
- 10,149 square foot lumber store
- 16,391 square foot hardware store
- 3,216 square foot health and fitness club
- 4,034 square foot health and fitness club
- 2,008 square foot nail salon

- 4,233 square foot apparel store
- 5,900 square foot bank
- 2,456 square foot communication technology store
- 3,509 square foot dental office
- 1,549 square foot jeweler
- 340 residential units
- 200 room dual-brand hotel

The proposed development is located on the same parcel as various previously developed commercial units. The proposed development is located in the northeast corner of the intersection of US Route 460 BUS and Peppers Ferry Road NE, the same site location as the previously developed Christiansburg Marketplace. The site location is shown in **Figure 1** and a conceptual site plan is included in **Appendix A**.

Figure 1 Site Location



Trip Generation

Traffic generation potential for the proposed development was estimated using ITE Trip Generation Manual 10th Edition (2017). Based on the intended use of each retail space, the most appropriate land use type available in the ITE Trip Generation Manual was considered to estimate proposed trips generated by the site. The land-use types considered in this analysis were the following:

- Proposed Supermarket (Land Use Code 850)
- Proposed Hardware/Paint Store (Land Use Code 816)
- Proposed Building Materials and Lumber Store (Land Use Code 812)
- Proposed Specialty Retail Center (Land Use Code 826)
- Proposed Apparel Store (Land Use Code 876)
- Proposed Fast Casual Restaurant (Land Use Code 930)
- Proposed High-Turnover (Sit-Down) Restaurant (Land Use Code 932)
- Proposed Hair Salon (Land Use Code 918)
- Proposed Coffee/Donut Shop w/o Drive Through (Land Use Code 936)
- Proposed Medical-Dental Office Building (Land Use Code 720)
- Proposed Health and Fitness Club (Land Use Code 492)
- Proposed Walk-In Bank (Land Use Code 911)

A traffic impact analysis (TIA), which met Virginia Department of Transportation (VDOT) and Virginia Legislative Code Chapter 527 regulations, was previously completed and approved for the site location for the original Christiansburg Marketplace development (*Traffic Impact Analysis for Christiansburg Market Place; Kimley-Horn & Associates, Inc., December 2017*). The land uses utilized in the TIA for the mixed-use development included grocery store, retail, and restaurant uses. The TIA for the Christiansburg Marketplace development calculated trips based on trip generation rates given in the ITE Trip Generation Manual.

The trip generation comparison of net vehicle trips for the proposed development and the previously developed Christiansburg Marketplace development is provided in **Table 1**.

Based on the trip generation calculated for the proposed development compared to the trip generation calculated as part of the TIA for the existing Christiansburg Marketplace, the proposed development is projected to generate a slightly higher number of trips than the existing Christiansburg Marketplace for the AM and PM peak hours as well as the daily total. Trip distribution and trip assignments are shown in **Figure 2** and **Figure 3**, respectively.

Table 1 – Vehicle Trip Generation

Description	ITE Code	Intensity	Mid-Day Peak Hour			PM Peak Hour			Saturday Peak Hour		
			Total	In	Out	Total	In	Out	Total	In	Out
Trip Generation for the Proposed Development											
Earth Fare	850	25,415	259	132	127	235	120	115	320	163	156
Harbor Freight	816	16,391	48	23	25	44	21	23	60	29	31
Chipotle	930	2,325	36	20	17	33	18	15	45	24	20
Chicken Salad Chick	930	2,855	44	24	20	40	22	18	54	30	24
Mission BBQ	930	3,923	61	33	28	55	30	25	75	41	34
Lumber Liquidators	812	10,149	23	11	12	21	10	11	29	14	15
Sandro's Italian	932	3,070	33	21	12	30	19	11	41	26	15
Orange Theory	492	3,216	12	7	6	11	6	5	15	8	7
Nail Barre	918	2,008	3	1	2	3	1	2	4	1	3
Jersey Mikes	930	1,375	21	11	10	19	10	9	26	14	12
Uptown Cheapskate	876	4,233	19	10	9	17	9	8	23	12	11
Jazzercise	492	4,034	15	9	7	14	8	6	19	11	8
Skyline National Bank	911	5,900	172	88	84	156	80	76	212	109	103
Verizon	826	2,456	8	3	4	7	3	4	10	4	5
Starbucks	936	2,690	108	54	54	98	49	49	133	67	67
Aspen Dental	720	3,509	13	3	10	12	3	9	16	4	12
Jewelers	826	1,549	4	2	2	4	2	2	5	3	3
First Watch	932	3,855	42	26	15	38	24	14	52	33	19
Specialty Retail	826	61,685	184	80	103	167	73	94	227	99	128
Hotel	310	200 rooms	132	67	65	120	61	59	163	83	80
Residential Units	220	355 units	219	138	81	199	125	74	271	170	101
Total		155,890	1,455	763	692	1,323	694	629	1,800	945	854
Trip Generation from the approved Christiansburg MarketPlace TIA, dated December 30, 2017											
Supermarket	850	23,500	245	125	120	223	114	109	250	128	122
Department Store	875	41,000	85	43	42	77	39	38	136	72	64
Free-Standing Discount Store	815	20,000	110	55	55	100	50	50	148	75	73

Sporting Goods Superstore	861	65,000	132	64	68	120	58	62	250	128	122
Shopping Center	820	100,600	662	318	344	602	289	313	878	457	421
Tire Store	820	7,200	33	14	19	30	13	17	36	17	19
To Be Removed											
Office Supply Store	867	23,500	-88	-46	-42	-80	-42	-38	-109	-57	-52
Pass-By											
Free-Standing Discount Store	815	20,000	-	-	-	-17	-8	-9	-34	-17	-17
Shopping Center	820	100,600	-	-	-	-205	-98	-107	-228	-119	-109
Tire Store	848	7,200	-	-	-	-8	-4	-4	-	-	-
Supermarket	850	23,500	-	-	-	-80	-41	-39	-	-	-
Total Trips		1,179	573	606	762	370	392	1,327	684	643	
Net Difference in Trips		276	190	86	561	324	237	473	261	211	

Source: ITE Trip Generation Manual, 10th Edition

Figure 2 Trip Distribution

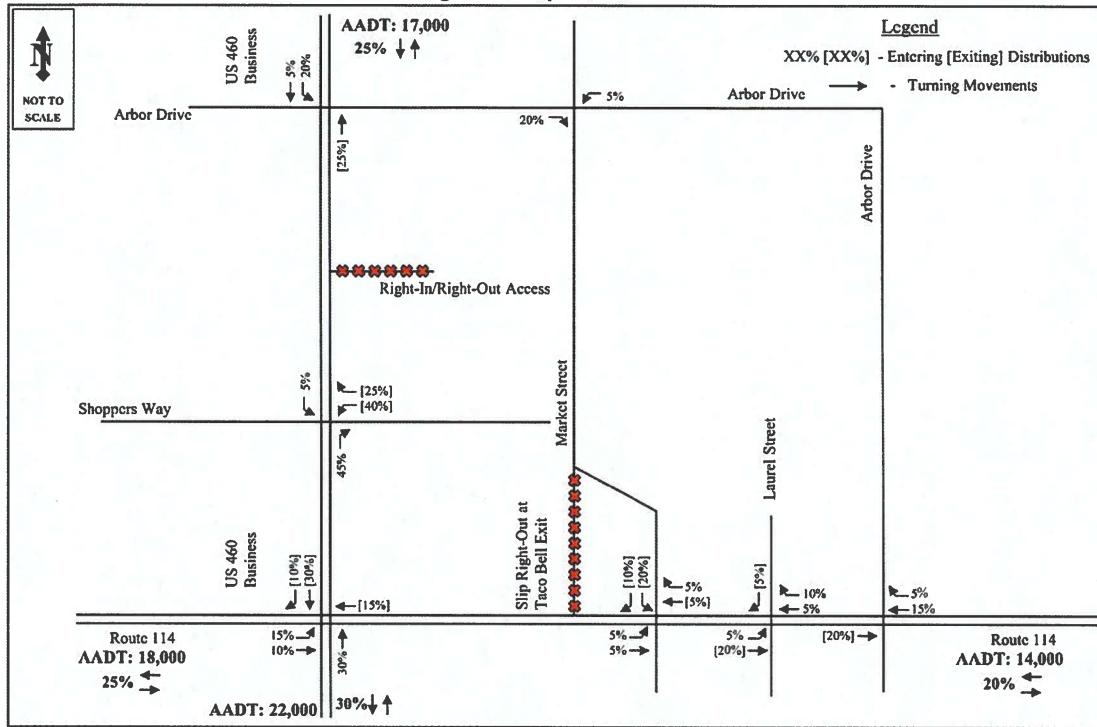
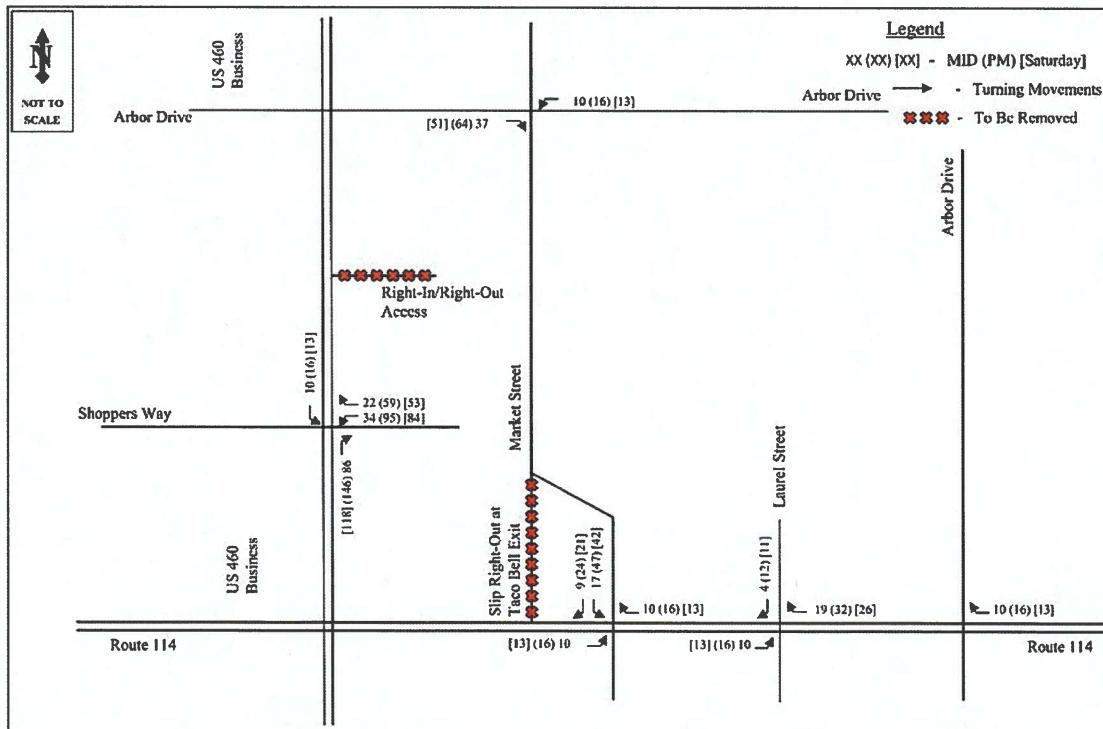


Figure 3 Trip Assignments



SUMMARY OF ANALYSIS RESULTS

This memorandum shows that the proposed development will generate an increased number of trips (i.e., net difference in trips from Table 1) when compared to the approved uses from the TIA for the previously developed Christiansburg Marketplace. However, this traffic will be distributed over several site entrances as outlined in the original, approved TIA. This additional distribution of traffic will likely have a negligible impact to the overall network, and to the signalized intersection of US Business 460 and Shoppers Way/Site Entrance.

As shown in **Figure 3** above the trips are distributed across multiple site entrances and the impact to individual intersections is negligible. Based on that, it is recommended that no additional traffic study is needed.

The signalized intersection of US Business 460 and Shoppers Way/Site Entrance will have the majority of trips generated by the increase in land use entering and exiting at this intersection. Based on the original, approved TIA this intersection was projected to operate at LOS C in all three peak scenarios (Midday, PM and Saturday). This intersection was evaluated with the additional volumes, and is still anticipated to operate at LOS C in all scenarios. Based on the change in volumes signal timing splits may need to be tweaked after build-out of the development.

APPENDIX A

Vicinity Map



CUP REQUEST: CUP-2021-15 - 2705 MARKET ST NE

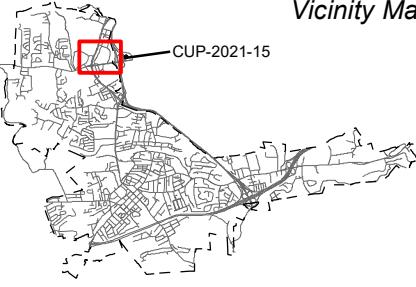
Planning Commission Public Hearing: September 20, 2021

Town Council Public Hearing: October 12, 2021

0 100 200 400 600
Feet



Vicinity Map



CUP-2021-15

A

B-3

Montgomery
County

County
Zoning:
A1

N



SUBJECT
PROPERTY

525-A-19

CUP Request (CUP-2021-15) to allow multi-family residential uses, increased building height, reduced onsite greenspace, and reduced residential parking requirement in B3-General Business zoning district

- Parcel 436-((5))-1
- Corporate Limits
- Zoning Classification**
 - Agriculture (A)
 - General Business (B-3)
 - General Industrial (I-2)

CUP REQUEST: CUP-2021-15 - 2705 MARKET ST NE

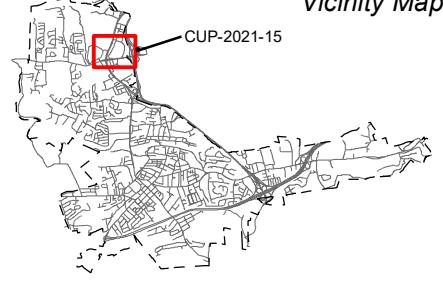
Planning Commission Public Hearing: September 20, 2021

Town Council Public Hearing: October 12, 2021

0 150 300 600 900
Feet



Vicinity Map



Parks Open Space

NEW RIVER RD NW

SHOPPERS WAY NW

Business/Commercial

N FRANKLIN ST

N FRANKLIN ST

PONDEROSA DR NE

PONDEROSA DR NE

MARKET ST NE

SUBJECT PROPERTY

436-((5))-1

ARBOR DR NE

PEPPERS FERRY RD NE

PEPPERS FERRY RD NE

SYCAMORE ST NE

LAUREL ST NE

WELCOME ST NE

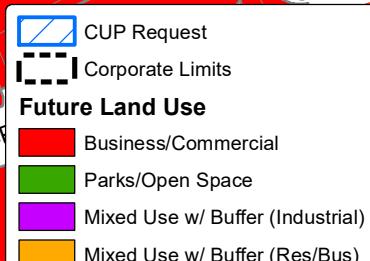
Montgomery County

GINNABAR RD

RT 460 BYPASS EBL

RT 460 BYPASS WBL

N



CUP REQUEST: CUP-2021-15 - 2705 MARKET ST NE

Planning Commission Public Hearing: September 20, 2021

Town Council Public Hearing: October 12, 2021

0 150 300 600 900
Feet

