

NOVEMBER 2016



TOWN OF CHRISTIANSBURG



URBAN DEVELOPMENT AREAS

Michael Baker
INTERNATIONAL

 **RENAISSANCE**
PLANNING

TOWN OF CHRISTIANSBURG

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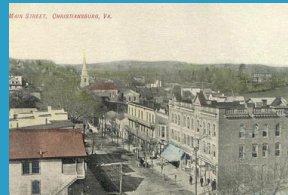
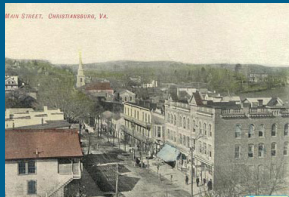


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I. SUMMARY OF THE UDA PROCESS

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INTRODUCTION

Urban Development Areas (UDA) were authorized by the Code of Virginia in 2007 (Virginia Code § 15.2-2223.1.) as a requirement for certain high growth localities to designate areas “sufficient to meet projected residential and commercial growth in the locality for an ensuing period of at least 10 but not more than 20 years.” Under the code designation, UDAs are areas designated by a locality in their comprehensive plan for proximity to transportation facilities, redevelopment/infill potential, and higher density development, specifically at least four single-family residences per acre, six townhouses per acre, or 12 apartment-style units per acre, and commercial development densities equivalent to at least a floor area ratio of 0.4. In 2012, however, the Code was amended to define UDAs more broadly and make them optional rather than mandatory. In addition, under the House Bill 2 legislation established in 2014, areas designated as UDAs in a local comprehensive plan have an additional level of potential eligibility for transportation funding from the State.

UDAs, under the new Code designation, can be any areas designated by a locality in their comprehensive plan for higher density development that incorporate the principles of Traditional Neighborhood Development (TND). TND embodies classic characteristics of traditional communities such as walkable neighborhood centers, interconnected streets and blocks, diversity of land uses, and easy access to jobs, housing and recreation by a variety of travel options (auto, bus, walk, bike, etc.). Through legislation, the General Assembly has directed that transportation improvements to support UDA’s be considered in both the needs assessment contained in the Commonwealth of Virginia’s long range transportation plan known as VTrans, as well as be considered in the statewide prioritization process for funding capital projects.

For this reason, localities are encouraged to designate UDAs or other similar growth areas as compliant with the Commonwealth of Virginia Code: § 15.2-2223.1 (Comprehensive Plan to include urban development areas). If a locality finds one or more

locally designated growth areas to be consistent with the Code: § 15.2-2223:1 and would like to establish those areas as UDA code compliant, the local jurisdiction governing body, for the jurisdiction in which those locally designated growth areas are located, must take the following steps:

1) Complete a Comprehensive Plan Update or Board/Council Resolution. Update the comprehensive plan to identify which locally designated growth areas (with specific, identified boundaries) are consistent with the intent of the code. The Plan must specifically state that those locally designated growth areas are consistent with the intent of Commonwealth of Virginia Code: § 15.2-2223.1, but is not necessarily required to use the term “Urban Development Areas.”

2) Following the locality governing body’s amendment to the Comprehensive Plan, the jurisdiction must communicate to the state Office of Intermodal Planning and Investment (OIPI) that this action has taken place. The resolution or updated plan should be made available to OIPI, and the locally designated growth area boundaries should be provided to OIPI through a clear description of the boundaries, a map of the boundaries, or if available, through Geographic Information Systems (GIS) mapping of the boundaries.

The Town of Christiansburg (the Town) was awarded a Tier 1 Grant under this program for \$65,000 in the form of consultant assistance, with the assignment of the Michael Baker International (“Michael Baker”) and the Renaissance Planning Group, also known as the “Consultant Team,” to provide the professional consulting services. A Scope of Services was developed within the overall requirements of the Grant Program.

The Consultant Team assisted the Town in establishing UDA(s) in areas with opportunities for continued physical and economic growth that would protect established residential neighborhoods and rural areas from incompatible development due to growth pressures, maximize infrastructure efficiency; and, create unique and exciting urban destinations. In addition, the Consultant Team provided traditional neighborhood development guidelines to codify a complete streets approach and assisted with public participation processes, and other related tasks.

BACKGROUND

The Town has established corridors where much of the commercial development is concentrated and future growth and continued infill redevelopment is expected, especially in areas that are not utilized to their fullest capacity. These areas provided the basis for formulating UDA's and the extent of its boundaries. UDA's are intended to accommodate a significant portion of growth for the Town for the next 15 years, however, these UDA's should not be construed as the only areas in the Town anticipated for growth and new development in the future.

The primary purpose of UDA legislation is to improve the future efficiency of state-funded road building and maintenance. Current development patterns have resulted in increased traffic and the financial burden of maintaining an expanding road network for the Commonwealth.

The benefits of compactness and traditional neighborhood design can address some of the transportation effects of suburban sprawl by locating a given number of residences or businesses closer together, these new uses can be connected to existing roads with shorter new road segments constructed and maintained at lower cost. By mixing commercial and residential uses in the same proximity, communities require much shorter trips to access daily needs. The pedestrian focus of communities also means that some trips may be made by walking, thus removing vehicle trips from roads.

Development located within a UDA can also help the Town reach its Comprehensive Plan land use goals. By allowing more intense development in the UDA, the Town has the opportunity to preserve open spaces and support the vitality of existing in-town uses. In addition to transportation and preservation benefits, compact development can also mean shorter and more efficient infrastructure connections for public water, stormwater, and sewer utilities, and improved response times for police and fire services.

THE UDA PROCESS AND SCOPE OF WORK

A scope of work with four tasks was developed during meetings and discussions between the Consultant Team and Town staff, and was approved by the Office of Intermodal Planning and Investment (OIPI). The tasks provided guidance in identifying UDA boundaries and its potential goals and policies.

Policy & Regulatory Assessment

To ensure all goals of current and long-range documents that could affect the UDA process, the Consultant Team reviewed relevant background materials, including, but not limited to: all relevant planning documents, other documents that provide policy direction, existing development regulations; the zoning map; analysis mapping and economic analyses; and other documents as identified by Town staff. Key documents reviewed included:

- [2013 Comprehensive Plan](#)
- [Town Council Vision 2020](#)
- [2015 Neighborhood Planning Ideas – Notes](#)
- [Bikeway / Walkway Routes and Recreational Facilities Map](#)

Each document was reviewed for goals and potential opportunities for a UDA to implement, whether a streetscape public space improvement, or a goal to realize more private investment and development. Many of the goals identified in the Town Council Vision 2020 provided a starting point for discussing the goals and policies of UDA's and how it can become targeted areas for future growth and investment:

- A retail, commerce and tourist destination - maintaining the Town as a regional retail hub for local and national goods and services.
- A recreational, cultural and entertainment center - being a place where recreation, entertainment and leisure activities are available.
- A green community - being stewards of the environment.

- A clean, healthy, safe place to live - efficient use of infrastructure.
- A model for efficient land use - a vibrant mix of land uses to allow for close proximity to where people live, work and play.
- Interconnected community - that includes safe and efficient movement for all modes of travel, including vehicular, interconnected sidewalks, bicycle lanes, walking trails and mass transit.
- Parcels and acreages
- Land Use and Growth Patterns
- Environmental and natural features
- Zoning and Policy Areas

The Consultant's Team first site visit was conducted on September 14, 2015 and included a kick-off meeting with town staff and stakeholders, a Planning Commission presentation and reconnaissance of potential UDA sites and surrounding areas with Town staff to gain a better understanding of land development issues, existing conditions, and if any additional data, research and field review was needed. In addition to information gathered on site, the Consultant Team obtained GIS and aerial photograph files and prepared to-scale base and inventory base map series to begin the analysis of determining UDA locations. The Consultant Team also reviewed public input gathered by the Town from prior outreach efforts.

The first site visit included a Kick-Off briefing to discuss and confirm overall project approach, schedule and deliverables. Town staff, stakeholders and members of the public provided key goals that they wanted the Consultant to address, such as safe and walkable sidewalks, community, what makes a neighborhood great, and how to bring people to downtown. The first site visit was concluded with an informational presentation about the UDA program to the Planning Commission.

DEVELOPMENT OF UDA BOUNDARIES

For the second site meeting that was held on November 16, 2015, the Consultant Team developed a series of maps, as well as a briefing presentation and support materials for staff to review and consider potential UDA areas within the Town. The mapping incorporated the following datasets:

Based on these datasets, base maps were developed for the purpose of evaluating preliminary UDA boundaries. As a starting point, the Future Land Use Map was used to determine zoning classifications that would allow for mixed-use development, such as, Downtown Mixed-Use, Business Commercial, and Mixed-Use (w/ Buffer Residential/Business). [See UDA Boundaries over Future Land Use Map and Current Zoning]

Each potential UDA was evaluated based on whether its location could accommodate targeted growth and/or capacity for revitalized and new development, given the community's vision, as well as offering the infrastructure support necessary to make new development projects successful. To be consistent with the intent of Commonwealth of Virginia Code: § 15.2-2223.1, each potential UDA was reviewed for the following conditions:

- Proximity to existing transportation facilities,
- Availability of public water and sewer systems,
- Proximity to areas of existing development, and
- Opportunities for new development or revitalization of existing development.

Based on this analysis, three preliminary UDA boundaries were initially developed to promote the Town's vision for its future growth:

- 1) **Cambria UDA** – the boundary generally follows the contours of the current General Business (B-3) Zoning District. Feedback from stakeholders indicated that targeted growth should be focused along Cambria Street through the adaptive reuse or redevelopment of existing buildings and developable parcels to allow for commercial uses along the ground floor with residential above, while developing policies that protect the character of the Cambria neighborhood.

2) **Mall UDA** – generally the area of the New River Mall, with big box retailers and regional goods and services, is defined by the areas adjacent to North Franklin Street. Stakeholders strongly felt that targeted growth over time must address the lack of pedestrian connectivity within and between existing developments and between large street blocks that are separated by wide street corridors.

3) **Downtown UDA** – is defined by a roadway network that includes N. Franklin, Depot, First and Main streets. Stakeholders emphasized that targeted growth should include a mix of infill and new mixed-use development with active commercial use at the ground level to make downtown an enticing place to visit.

At the December 28th Planning Commission meeting, a fourth UDA was added that extracted the portions of the Mall UDA along North Franklin Road, from U.S Route 460 (to the north) to Norfolk and Southern Railway to the south. The Planning Commission wanted to emphasize the institutional uses located in this corridor. Hence, the Institute UDA was developed.

4) **Institute UDA** - is centered along N Franklin Street, and its outer edges are defined by Norfolk Southern to the south and U.S Route 460 to the north. It is the desire of stakeholders that targeted growth should reinforce the current institutional, residential and commercial uses, future passenger rail train station and promote connectivity to the Huckleberry Trail.

ANALYSIS OF DEVELOPMENT CAPACITY FOR EACH UDA

After the boundaries of the UDAs were identified, the development capacity for each UDA was evaluated to determine if there is enough developable area to accommodate growth over the next 15 years. Mapping of each UDA was developed to define areas that were:

- **Developed** areas of above average investment where improvement-to-land value ratios are in the top 75%. Low potential for future development because of their current high-investment
- **Undevelopable** Land considered undevelopable per the UDA Legislation, such as parks, schools, public, tax-exempt, non-profit, government land, utilities or Right-of-Way (ROW)
- **Developable** vacant or underutilized areas have very low investment levels and are considered developable.

The first step in this process was to establish population projection numbers for the next 10 and 20 years, and then determine amount of acres that are needed to accommodate that growth, testing several different land use scenarios that include a mix of housing types (townhomes, multi-family).

Using the population projections provided in the 2013 Comprehensive Plan by the Weldon Cooper Center for Public Service, U.S. Census Bureau, Census 2010, the population is projected to be 24,606 in 2020 and 28,173 in 2030. (See Table 1: Town Of Christiansburg Estimated Population Projection) To check the accuracy of the trajectory of population projection from 2010 to 2030, the 2015 population was analyzed. The 2015 population projection was based on housing and commercial starts data since 2010, provided by Town. Overall, 835 units (estimate based on Building Permits) were built. To determine population estimate, 835 units was multiplied by 2.54 (Census 2010/people per households), which equaled 1,869 population added since Census 2010 for a population of 23,161 for 2015.

To determine the total developable acres in the UDA's, the total undeveloped or unimproved land was determined and added to "Opportunity Sites," which are based on Land Value being equal to or greater than the Building Value. However, to get a more accurate assessment, parcels that met this definition, but contained structures and/or land uses that were successful, were removed from being considered as an Opportunity Site. Parcels located within the 100-year flood plain were also excluded as Opportunity Sites. Based on the UDA acreage and Opportunity Sites analysis, it was determined that there was substantial developable acreage (two times more than actually needed) to meet the projected growth in commercial and residential population over the next 10 and 20 years. See Table-2: UDA Acreage and Developable Area and Table-3: Required Housing and Commercial Acres Based On Population Projections.

PROPOSED ZONING ORDINANCE AMENDMENTS

The Consultant Team has developed general Traditional Neighborhood Development (TND) guidelines that the Town can consider at a future date to amend portions of the Zoning Ordinance that are applicable to building massing, land use, streetscape design. (See Page 20). In addition, the Town may also want to consider an Arts, Leisure and Tourism Overlay as a way to promote the arts and tourism in the Downtown and Cambria UDA areas.

DEVELOPMENT OF COMPREHENSIVE PLAN AMENDMENT TEXT WITH UDA MAPS

The Comprehensive Plan Amendment text to designate UDAs in the Town of Christiansburg was developed with the intent of adding it towards the end of the Community and Economic Development Chapter of the 2013 Comprehensive Plan, as CED 9 - URBAN DEVELOPMENT AREAS (UDA). Each UDA location is described in the Amendment text, and goals and policies are identified that are recommended to be implemented over the next 10 and 20 years.

TABLE 1 – TOWN OF CHRISTIANSBURG ESTIMATED POPULATION PROJECTION

2010	2015	2010-2015 Change	2020	2015-2020 Change	2030	2015-2030 Change	2020-2030 Change
21,041	23,161	2,120 (9%)	24,606	1,445 (5.8%)	28,173	5,012 (17.7%)	3,567 (12.66%)

Source: Population projections for 2020 and 2030 are based on the 2013 Town of Christiansburg Comprehensive Plan – Weldon Cooper Center for Public Service, U.S. Census Bureau, Census 2010. 2015 population based on housing data provided by Town of Christiansburg of housing and commercial starts since 2010: 835 units (estimate based on Building Permits) x 2.54 (Census 2010/people per households) = 1,869 population added since Census 2010

TABLE 2 – UDA ACREAGE AND DEVELOPABLE AREA

UDA	ACRES	DEVELOPABLE ACRES
MALL	885.5 AC	308.9 AC
CHRISTIANSBURG INSTITUTE	257.5 AC	73.3 AC
CAMBRIA	41.9 AC	12.9 AC
DOWNTOWN	191.1 AC	45.2 AC
TOTAL	1,376 AC	440.3 AC

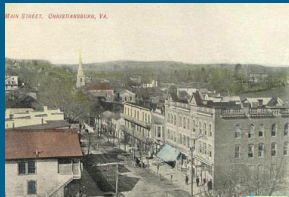
Note:

Total Acres = Total UDA Acreage – Public Right-of-Way

Opportunity Acres = [Opportunity Parcels (Land Value > Building Value) + Undeveloped/Unimproved Parcels] – [Public Right-of-Way + 100-Year Floodplain]

TABLE 3 - REQUIRED HOUSING AND COMMERCIAL ACRES BASED ON POPULATION PROJECTIONS

Current Zoning Single Family (<4 AC), Townhomes (10 DU/AC), Multi-Family (12 DU/AC)	Housing – Required Acres 2015-2030 (+5,012 Pop) 5,012/2.54 Population per Household = 1,973 Units	Commercial – Required Acres 1,973 x 60 sf/unit= 118,380 SF (2.7 AC)	Total Required Acres
Options			
A. $(SF+TH+MF)/3 =$ 8.6 DU/AC	229 AC	2.7 AC	232 AC
B. $(TH+MF/2)=$ 10 DU/AC	197 AC	2.7 AC	200 AC
C. 12 DU/AC	164 AC	2.7 AC	167 AC



II. UDA COMPREHENSIVE PLAN AMENDMENT



NOVEMBER 2016

URBAN DEVELOPMENT AREAS (UDA)

Urban Development Areas (UDA) were originally authorized by the Code of Virginia in 2007 (Virginia Code § 15.2-2223.1.) as a requirement for certain high growth localities to designate areas “sufficient to meet projected residential and commercial growth in the locality for an ensuing period of at least 10 but not more than 20 years.” Under the code designation, UDAs are areas designated by a locality in their comprehensive plan for proximity to transportation facilities, redevelopment/infill potential, and higher density development, specifically at least four single-family residences per acre, six townhouses per acre, or 12 apartment-style units per acre, and commercial development densities equivalent to at least a floor area ratio of 0.4. In 2012, however, the Code was amended to define UDAs more broadly and make them optional rather than mandatory. In addition, under the House Bill 2 legislation established in 2014, areas designated as UDAs in a local comprehensive plan may have an additional level of potential eligibility for transportation funding from the State.

The Town currently meets the State Code provisions for UDA densities per current zoning, and exceeds the townhouse guidelines with a zoning district allowing for ten townhouses per acres. The Code also specifies that UDAs shall incorporate the principles of Traditional Neighborhood Development (TND). TND embodies classic characteristics of traditional communities such as walkable neighborhood centers, interconnected streets and blocks, diversity of land uses and easy access to jobs, housing and recreation by a variety of travel options (auto, bus, walk, bike, etc.). The Code also recommends that the Comprehensive Plan describe any financial or other incentives for development in the UDAs.

The State Code recommends that the UDAs be able to accommodate the projected residential and commercial growth for the next 10 to 20 years. The Town is expected to add approximately 5,012 people during the next 15 years. This growth will require an estimated 1,973 housing units and 118,380 square feet of

commercial space (retail and commercial), as shown in Table 1 - Town of Christiansburg Projected Population

The Town has designated a series of areas for adoption as UDAs based on an analysis of their potential for new development and/or redevelopment through location, existing development patterns, zoning and access to infrastructure.

Each UDA represent acceptable locations to accommodate targeted growth and/or capacity for revitalized and new development, given the community’s vision, as well as representing areas readily offering the infrastructure support necessary to make TND projects successful. In general, these UDAs have been located based upon State Code guidance such that they feature:

- Proximity to existing transportation facilities,
- Availability of public water and sewer systems,
- Proximity to areas of existing development, and
- Opportunities for new development or revitalization of existing development.

UDA Locations

Four UDA’s have been selected to take advantage of existing facilities and infrastructure, and to introduce TND in a way that best promotes the Town’s vision for its future growth, with designated boundaries as shown on the UDA Boundaries Map. The UDA boundaries will be periodically reviewed and updated as needed through a public process. The four UDA’s are:

1. Cambria UDA
2. Downtown UDA
3. Institute UDA
4. Mall UDA

CED 9 - UDA’s Goals and Strategies

CED 9.1 Cambria UDA - is approximately 41.89 Acres and its boundary generally follows the contours of the current General Business (B-3) Zoning District. Targeted growth should be focused along Cambria Street through the adaptive reuse or redevelopment of

existing buildings and developable parcels to allow for commercial uses along the ground floor with residential above, while developing policies that protect the character of the Cambria neighborhood.

CED 9.1A Develop a Specific Plan for the Cambria UDA that implements the principles of TND through an urban design framework that includes adaptive reuse guidelines for the buildings, identifying potential zoning recommendations and incentives, capital improvement priorities and suggestions for improved linkages to current and planned parks and trail improvements.

CED 9.1B Develop a Streetscape Plan that establishes sidewalk finishes, street trees and associated streetscape details for Cambria Street that are to be implemented by public and private development.

CED 9.1C Develop a managed parking system or specific surface parking facility to provide needed parking for commercial uses and avoid parking impacts on adjacent residential neighborhoods.

CED 9.1D Develop a pedestrian wayfinding signage system that includes a Cambria identification or gateway sign located at a prominent location, as well as retail kiosks, historic district designation identification signs and street banners, as needed, to promote Cambria businesses.

CED 9.1E Partner with organizations, schools and non-profits to promote the arts in Cambria, including locating public art to mark key paths of movement.

CED 9.1F Develop adaptive reuse guidelines for the rehabilitation historic structures located within the Historic District of Cambria that are based on the Secretary of the Interior's Standards for Rehabilitation, and allow for the possibility of receiving either Federal or State historic preservation tax credits.

CED 9.2 Downtown UDA - is approximately 191 Acres and is defined by a roadway network that includes N. Franklin, Depot, First and Main streets. Targeted growth should include a mix of infill and new mixed-use development with active commercial use at the ground level.

CED 9.2A Develop a Specific Plan for the Downtown UDA that implements the principles of TND through an urban design framework that includes a strategy for infill and design guidelines new development, identifying potential zoning recommendations and incentives.

CED 9.2B Develop a Streetscape Plan for the Downtown UDA, based on recent improvements along Main Street, in order to create a consistent public space. The Streetscape Plan should be based on a Complete Streets approach that promotes street designs that enable safe access for all users, including pedestrians, bicyclists, motorists and transit riders of all ages and abilities. The Streetscape Plan should identify sidewalk finishes and details, crosswalk designs, street tree typologies and general specifications that implement a consistent public realm experience.

CED 9.2C Develop a pedestrian wayfinding signage system that includes a downtown identification or gateway sign located at a prominent location, as well as retail kiosks and street banners, as needed, to promote downtown businesses.

CED 9.2D Continue to promote downtown as a public event center for the Town, and evaluate the necessary policies and process in-place that facilitates additional street festivals and art events.

CED 9.2E Partner with organizations, schools and non-profits to promote the arts in downtown, including locating public art to mark key paths of movement.

CED 9.2F Study the potential of creating a Special Service District with a value capture model based on future developments within the Downtown UDA that could be used to finance right-of-way improvements.

CED 9.2G Develop adaptive reuse guidelines for the rehabilitation historic structures located within the Historic District of Downtown that are based on the Secretary of the Interior's Standards for Rehabilitation, and allow for the possibility of receiving either Federal or State historic preservation tax credits.

CED 9.2H Develop a Downtown Parking Management Plan to address future parking challenges in the downtown area as surface parking lots convert to future development, and to serve as a framework for the implementation of parking management and supply strategies in the downtown area. A Downtown Parking Management Plan should support and encourage continued investment in the downtown core; identify, plan, or establish potential reserve of parking supply to facilitate future development; and mitigate spillover parking into residential neighborhoods.

CED 9.3 Institute UDA - is approximately 257.5 Acres, its boundary is centered along N Franklin Street, and its outer edges are defined by Norfolk and Southern Railway to the south and U.S Route 460 to the north. Targeted growth should reinforce the current institutional, residential and commercial uses, future passenger rail train station and promote connectivity to the Huckleberry Trail.

CED 9.3A Develop a Master Plan for the Institute UDA that implements the principles of TND through an urban design framework that includes a strategy for redevelopment of existing commercial strip malls, design guidelines for new development, development that compliments the current institutional uses and future passenger rail train station, and connectivity to the Huckleberry Trail, identifying potential zoning recommendations and incentives.

CED 9.3B In order to implement the principles of traditional neighborhood design, the Institute UDA should have its own Streetscape and Pedestrian Plan, based on an urban design framework that includes (1) "Complete Streets" approach that promotes street designs that enable safe access for all users, including pedestrians, bicyclists, motorists and transit riders of all ages and abilities, and (2) a Pedestrian Plan that safely links the major residential developments to the west with Christiansburg High School, the Recreation Center and the commercial areas located along North Franklin Street.

CED 9.3C Improve public safety, alleviate traffic congestion, and potentially provide economic development enhancements through improvements at the

intersection of North Franklin and Cambria streets that include the proposed elimination of the fifth leg, planned entrance consolidation, and provision of pedestrian signalization that should address safety concerns.

CED 9.4 Mall UDA - is approximately 885.5 Acres and is defined by the intersection of N Franklin Street and Peppers Ferry Road. The Mall UDA can accommodate greater levels of growth due to the availability of sizable developable parcels. Targeted growth over time must address the lack of pedestrian connectivity within and between existing developments and between large street blocks that are separated by wide street corridors. Targeted growth in the Mall UDA should focus on redeveloping existing commercial strip malls into viable mixed-use developments that are walkable and are supported by alternatives 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.

CED 9.4A In order to implement the principles of TND, a Master Plan should be developed for the Mall UDA that includes a strategy for redevelopment or repurposing of existing commercial strip malls with potentially new mixed-use development, design guidelines for such development, pedestrian connectivity within and between large parcels, and to the Huckleberry Trail, identifying capital improvement priorities and potential zoning recommendations and incentives.

CED 9.4B In order to implement the principles of traditional neighborhood design, the Mall UDA should have its own Streetscape and Pedestrian Plan, based on an urban design framework that includes (1) "Complete Streets" approach that promotes street designs that enable safe access for all users, including pedestrians, bicyclists, motorists and transit riders of all ages and abilities, and (2) a Pedestrian Plan that promotes pedestrian pathways and an open space network that links parking with existing and future commercial and/or mixed-use residential development that includes pedestrian linkages to the Huckleberry Trail.

CED 9.4C Promote the utilization of the Market-place Shopping Center that could include using the existing layout or transforming the center into a mixed-use residential development with pedestrian plazas and park promenades.

CED 9.4D Support the possibility of developing a Transit Center located in the Mall UDA. The Transit Center may be studied as part of larger public/private Transit Oriented Development (TOD) opportunity that could potentially include commercial and residential development. Coordinate with VDOT and other Park & Ride facilities currently being planned.

CED 9.4E Study the potential of creating a Special Service District with a value capture model based on future developments within the Mall UDA that could be used to finance right-of-way improvements.

CED 9.4F Promote Huckleberry Trail as a key attraction for attracting new residential and commercial growth to the Mall UDA.

CED 9.4G Improve public safety, alleviate traffic congestion, and potentially provide an economic development impact with the proposed North Franklin Street and Peppers Ferry Road Connector Project that will alleviate congestion at two of the busiest traffic signals in the New River Valley.

CED 9.4H The Town should look for an opportunity for grade separated pedestrian/bike connectivity on both sides of N. Franklin Street.

ADD TO INFRASTRUCTURE SERVICES

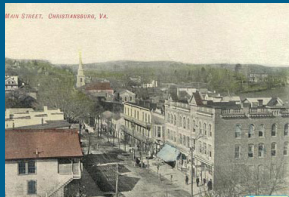
Future utility infrastructure improvements should be prioritized in the identified urban development areas in the Town of Christiansburg. However, it should also be recognized that other non-UDA growth areas (single-family districts, industrial districts and the auto repair/sales focus area) will need utility improvements. To the extent possible, federal, state and local transportation, housing, water and sewer facility, economic development, and other public infrastructure funding for new and expanded facilities shall be directed to designated urban development areas to accommodate targeted growth in a manner consistent with this section.

ADD TO TRANSIT AND MULTI-MODAL TRANSPORTATION GOALS AND STRATEGIES

TRN 1.2C Support the possibility of developing a Transit Center located in the Mall UDA. The Transit Center may be studied as part of larger public/private Transit Oriented Development (TOD) opportunity that could potentially include commercial and residential development. Coordinate with VDOT on Park & Ride facilities currently being planned.

ADD TO FUTURE LAND USE MAP

Designated Urban Development Areas are sufficient to accommodate the next 15 years of growth for the Town of Christiansburg, however, these are not the only areas in the Town anticipated for growth and new development in the future.



III. TRADITIONAL NEIGHBORHOOD DEVELOPMENT (TND) GUIDELINES



NOVEMBER 2016

Traditional Neighborhood Development (TND) guidelines are a set of principles and objectives intended to guide potential updates to the Town's zoning regulations, as they relate to building massing, land use and streetscape design. The principles and performance standards address the following areas:

TEN GENERAL PRINCIPLES OF TRADITIONAL NEIGHBORHOOD DEVELOPMENT GUIDELINES

1. Provide a discernible center within a neighborhood or major new project. This is often a square, park or plaza and is sometimes located at an important street intersection. A transit stop would be located at this center.
2. Provide a mix of residential uses within the UDA to provide housing opportunities for residents of different incomes, ages, family sizes, and lifestyles.
3. Connect new streets to the overall street network in surrounding areas. This provides a variety of potential circulation options and disperses traffic congestion.
4. Narrow streets shaded by rows of trees. This slows down the traffic, creating an environment that is better for the pedestrian and the bicycle.
5. Place buildings close to the street. This creates a strong sense of place.
6. Relegate parking to the rear of buildings. Parking lots and garage doors should rarely front the streets
7. Reserve certain prominent sites for civic buildings. Buildings for meeting, education, religion, or culture are often located at the termination of the street vistas or at a neighborhood center.
8. Encourage mixed-use, compact development that is pedestrian in scale and sensitive to environmental characteristics of the land, and facilitates the efficient use of services within the Town
9. Have residences, shopping, employment, and recreational uses located in close proximity to each other and efficiently organized to provide for the daily needs of the residents;

10. Provide efficient circulation systems for pedestrians, non-motorized vehicles, and motorists that serve to functionally and physically integrate the various land use activities

A LEXICON OF DESIGN ELEMENTS

Gathering Point: a feature such as a Green, Park, Corner Store, Post Office, Library, Town Hall, Community Center, Train Station, Theatre, or other Civic Use; typically located along a "Main Street" or in a neighborhood or town center; provides a place for special events

Walkable Service Area: features a $\frac{1}{4}$ to $\frac{1}{2}$ mile (5 to 10 minute walk) radius from any point in the neighborhood to goods and services.

Mix of Uses: combines Residential, Commercial, Institutional, Recreational and Open Space uses in a diversified but seamless arrangement; also combines first floor retail with second floor apartments and/or offices; encourages live-work units and granny flats as Accessory Dwelling Units

Parks and Open Space: creates the green, square or park to enhance and beautify the Town/Neighborhood Center and neighborhood; a system of "green spaces" ecologically balanced with the built environment and distributed within the community; includes a "green edge" of open space to help shape neighborhoods and towns; forms the countryside between towns, villages, and other places

Interconnected Streets: the organization of streets and blocks that integrates boulevards, avenues, neighborhood streets, and alleys into an interconnected grid, and links to pedestrian and other motorized and non-motorized transportation systems; building frontages defining street walls that help to create outdoor rooms in the streetscape; street vistas that terminate with public space, landmark structures or civic buildings.

On-Street/Parallel Parking: to support local businesses and provides a separator between moving traffic and pedestrians; and promotes effective "traffic calming" by slowing down the speed of vehicles.

Lanes (Alleys): in order to maintain street frontages on major streets without driveway curb cuts, vehicular access and parking provided parking in the rear of the building frontage, with opportunities for rear access for deliveries and utilities.

Sidewalks/Crosswalks/Pedestrian Paths/Walkways: serve to link uses, buildings, lots and streets together; accommodates a healthy pedestrian circulation network; provides close to home opportunities for exercise; enhances wayfinding and an appreciation of the neighborhood/place

Diversity of Building Types: focuses on buildings designed by type, not solely by function, to allow for adaptations and changes in use (e.g. from dwelling, to shop, to work place, to civic use); most appropriate when an expression of regional/local context and style

Porch/Portico/Colonnade: serves as transition element from the private realm of the building to public realm of the sidewalk and street; provides shade; promotes a finer, more ornamental “texture” of the building; creates a cozy space to sit, walk, relax; provides the outdoor room for greeting and socializing with neighbors and friends.

Shade Trees: provides a canopy/overhead plane to help create an “outdoor room”; and (as shade trees) provides an “old shade” character to the neighborhood district

Neighborhood Identity: promoted by district identification and gateway signs, monuments, gazebos, pavilions, pergolas, as well as street lamps, benches, or like features

Sustainability: The principles of smart growth and TND as based on a sustainable development plan that includes environmental, land use and market support for the long-term viability of the plan.

Compact Development: For the land uses and infrastructure to effectively interact with each other and the people who frequent the TND area, the project should be dense and at the same time, at a scale that makes a pedestrian feel comfortable.

Mix of Uses: The typical mix of uses creates business and residential spaces, but it is also important to fully integrate civic uses and open spaces.

Accessibility and Transportation: Within the project, easy pedestrian movement is very important, but the project should also be connected to adjoining areas by accommodations for public transit and safe road systems.

Pedestrian Environment: is enhanced by the design of buildings which provide windows and entrances to reduce the amount of blank walls and street-level uses. Sidewalks include pedestrian amenities such as shade trees and street furniture.

Recreation Uses: allow for both passive and active recreation. Small neighborhood parks and playgrounds should be located throughout the neighborhood, so all residents are closely located to a neighborhood park. Large outdoor recreation areas should be located at the periphery of neighborhoods rather than in central locations

New Development: Any development within an Urban Development Area should function as a pedestrian-friendly environment favoring Traditional Neighborhood Design precepts in which residents have convenient walking access within the development, as well as access to amenities, goods, and services in other parts of the community. Any development proposal should include the location and design of all sidewalks and trails necessary for complete pedestrian accessibility throughout the community.

TRADITIONAL NEIGHBORHOOD DEVELOPMENT GUIDELINES

1. **Building Entries and Facades**

- a. The architectural features, materials, and the articulation of a facade of a building should be continued on all sides visible from a public street or courtyard.
- b. The front facade of the principal building on any lot in a UDA should face onto a public street.
- c. The primary entrance to any building in a UDA should face onto a public street.
- d. The front facade should not be oriented to face directly toward a parking lot.
- e. Porches, pent roofs, roof overhangs, hooded front doors or other similar architectural elements should define the front entrance to all residences.
- f. For commercial buildings, a minimum of 50-percent of the front facade on the ground floor should be transparent, consisting of window or door openings allowing views into and out of the interior. On Main Street in Downtown and Cambria Avenue (Cambria UDA), at least 70-percent of the commercial ground floor should be transparent to facilitate greater pedestrian traffic.
- g. Building entrances and windows are located along street frontages to break up blank walls and improve the pedestrian experience.
- h. Building frontages should be set near the side walk and building sizes and should be consistent, providing a sense of enclosure for the street.
- i. Architectural detailing and applied decoration should enliven facades and break down building sizes to human proportions.
- j. Multifamily residential units or townhomes that are located along ground level should be slightly elevated above the public street to improve aesthetics, privacy, visibility, and site drainage

2. **Building Form and Massing**

- a. Building in a UDA should achieve compatibility in scale, visual order, rhythm, and proportion.
- b. The scale of building elements (roofs, doors, windows, porches, columns) should be chosen with the pedestrian in mind and should be proportioned to the building's height and volume. Visual order is achieved through a consistent use of these elements in individual buildings. The coordinated repetition and massing of building forms and architectural elements achieves a proper rhythm of neighborhood buildings.

3. **Lot and Block Standards for New Master Plan Developments**

- a. Block and lot size diversity. Street layouts should provide for development blocks that are generally in the range of 200-400 feet deep by 300-600 feet long to facilitate greater ease of walkability.
- b. A variety of lot sizes should be provided that allow diverse housing choices.
- c. Lot widths should create a relatively symmetrical street cross section that reinforces the public space of the street as a simple, unified public space.
- d. Lot Orientation. Lot design should allow for passive solar designs for buildings. Typically this will place longer walls along an east-to-west axis.

4. **Building Setbacks**

- a. Buildings in the Downtown UDA and Cambria UDA should have setbacks from 0 to up to 5 feet maximum from the property line.

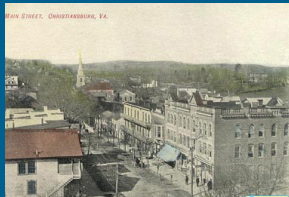
5. **Sidewalks**

- a. In all UDA's, sidewalks should have a clear and unobstructed pedestrian path of travel not less than 5-feet in width.
- b. Sidewalks should meet all state and local requirements for adoption into the public street system, and should also meet ADA requirements where applicable.

- c. In the Downtown UDA, all sidewalks should have a zone adjacent to the street curb that accommodates street trees, and a furnishing zone adjacent to the building that accommodates café dining while maintaining clear and unobstructed pedestrian path of travel.
 - d. Striped crosswalks should be included and well-marked at all signed or signaled intersections.
 - e. Pedestrian trails can be provided within public spaces and common areas, forming a more passive off-street circulation system connected to the traditional sidewalks located in the public street rights-of-way. Whereas sidewalks follow the streets and are built of durable materials, paths might curve throughout parks and open space and be built of natural materials.
6. **Street Layout**
- a. The traditional neighborhood development should maintain the existing street grid, where present, and restore any disrupted street grid where feasible.
 - b. Corner Radii. The roadway edge at street intersections should be rounded by a tangential arc with a maximum radius of [15 feet] for local streets and [20 feet] for intersections involving collector or arterial streets. The intersection of a local street and an access lane or alley should be rounded by a tangential arc with a maximum radius of 10 feet as a traffic calming measure.
 - c. Curb cuts for driveways to individual residential lots should be prohibited along Main Street (Downtown UDA) and Cambria Street (Cambria UDA) for a continuous and interrupted walking experience. Curb cuts should be limited to intersections with other streets or access drives to parking areas for commercial, civic or multifamily residential uses.
7. **Mall UDA New Development Plans – Street Development**
- a. The orientation of streets should enhance the visual impact of common open spaces and prominent buildings, create lots that facilitate passive solar design, and minimize street gradients. All streets should terminate at other streets or at public land, except local streets may terminate in stub streets when such streets act as connections to future phases of the development. Local streets may terminate other than at other streets or public land when there is a connection to the pedestrian and bicycle path network at the terminus.
8. **Exterior Signage**
- a. A comprehensive sign program is required for new developments to establish a uniform theme. Signs should share a common style (e.g., size, shape, material).
 - b. In the mixed-use area, signs should be wall signs or cantilever signs.
 - c. Cantilever signs should be mounted perpendicular to the building face.
 - d. Wall signs should be sized and placed to fit within the architectural elements.
9. **Parking Requirements**
- a. Parking lots should be located at the rear or side of a building in the Institute, Downtown and Cambria UDA's.
 - b. A parking lot or garage may not be adjacent to or opposite a street intersection.
 - c. Parking lots or garages should provide not less than one bicycle parking space for every 10 motor vehicle parking spaces.
 - d. Adjacent on-street parking may apply toward the minimum parking requirements.
 - e. Service access: Access for service vehicles should provide a direct route to service and loading dock areas, while avoiding movement through parking areas.

-
- f. Paving: Reduction of impervious surfaces through the use of interlocking pavers is strongly encouraged for areas such as remote parking lots and parking areas for periodic uses.
10. **Landscape Design**
- a. All plant material should be selected from varieties that are native to the Commonwealth of Virginia, whenever possible.
 - b. All streets should have a regular pattern of street trees for aesthetic value, and to shade sidewalks.
 - c. Street trees should generally be placed up to 40 feet apart, and planted in a sidewalk landscape zone, located between the street curb and sidewalk, provided as part of the street section design. Street trees may be planted in planting beds, or may be installed in tree grates to create additional sidewalk space
 - d. Evergreen trees should be used at strategic locations for screening and buffering to parking, trash compartments and other back-of-house features, due to their dense foliage, but also incorporated into landscaping in parks and civic spaces to enhance aesthetics during winter.
 - e. Deciduous shrubs should be used as accents on private residential lots, as well as in parks, commercial areas, and other community spaces. Shrubs can be used for visual interest, as well as for screening of items like utility meters and HVAC equipment.
11. **On-Street Parking**
- a. Streets with commercial land uses at the ground floor should have on-street parking directly available, where possible.
12. **Street Furniture**
- a. An additional enhancement of streets in an UDA is the inclusion of street furniture when the width of the sidewalk or public or private surface allows for it. Street furniture includes benches, bicycle racks, bollards, planters, and other accessories for the convenience of pedestrians or cyclists.

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IV. TND CONCEPT EXAMPLES



NOVEMBER 2016

MALL UDA - CONCEPT RENDERINGS BASED ON TND GUIDELINES



Concept Site

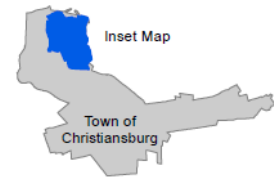


Figure -1: New River Mall Site

Create sidewalks and walking paths within the parking layout so that pedestrians can safely traverse across the parking lot to access the Mall entries as well as adjacent commercial destinations. Paved and shaded sidewalks should also be included around the perimeter of the site to access to the Huckleberry Trail and nearby commercial destinations.

New mixed-use development should be located around the perimeter of the site and should reinforce safe access to the New River Mall as well as to adjacent destinations:

- A. Mixed-use development adjacent to the Huckleberry Trail with a promenade that includes commercial uses, aligns with the Mall west entry and includes seating and shade trees.
- B. Mixed-use development and a shaded promenade that links New River Mall with the Staples and Bed Bath and Beyond shopping center.
- C. Mixed-use development with a promenade that includes commercial uses, aligns with the Mall east entry and includes seating and shade trees. The new development should be articulated with regular modulation in its massing and emphasized corners. The ground floor should be at least 50-percent transparent with active uses.



Figure -2: Conceptual development around the perimeter of the New River Mall site



View of conceptual mixed-use development located next to the Huckleberry Trail.



Promenade connecting to the Huckleberry Trail with paved crosswalks. Promenade entry is supported with a “gateway”



View of mixed-use development located between the New River Mall and the Staples and Bed Bath Beyond Mall. Walkways with street trees connects both malls.



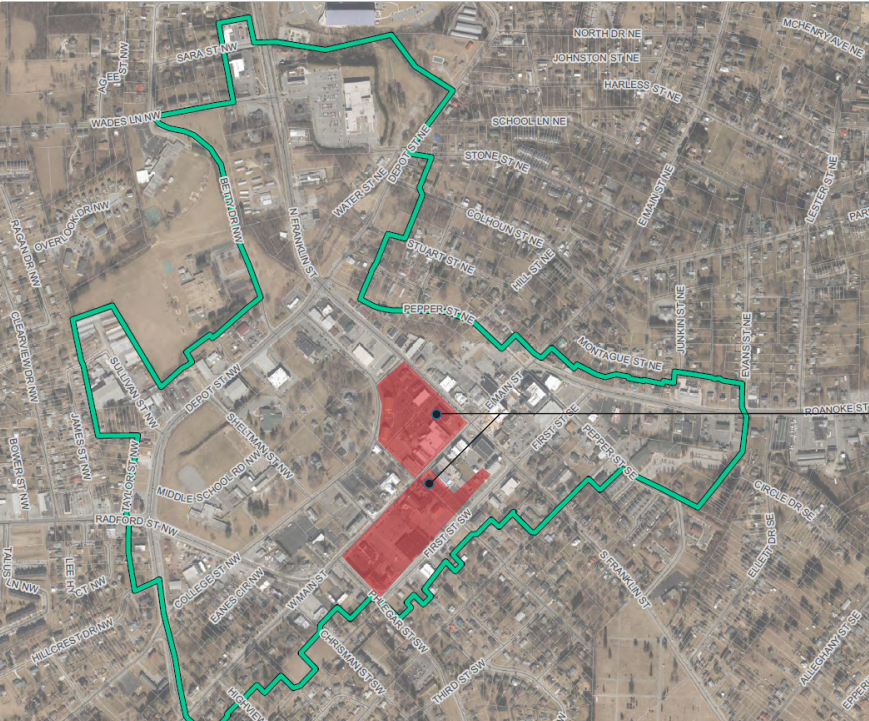
Park space located between conceptual mixed-use development and walkway connecting to the Staples and Bed Bath and Beyond Mall.



Conceptual mixed-use development located next to the New River Mall east entry



View of the promenade and out-door mall, connecting with the New River Mall east entry.



DOWNTOWN UDA - CONCEPT INFILL RENDERINGS BASED ON TND GUIDELINES

Concept Sites



LOOKING WEST AT FIRST AND
 HICKOK STREETS

LOOKING SOUTH-WEST AT
HICKOK AND W. MAIN STREETS



LOOKING NORTH-EAST AT
PHLEGAR AND W. MAIN STREETS

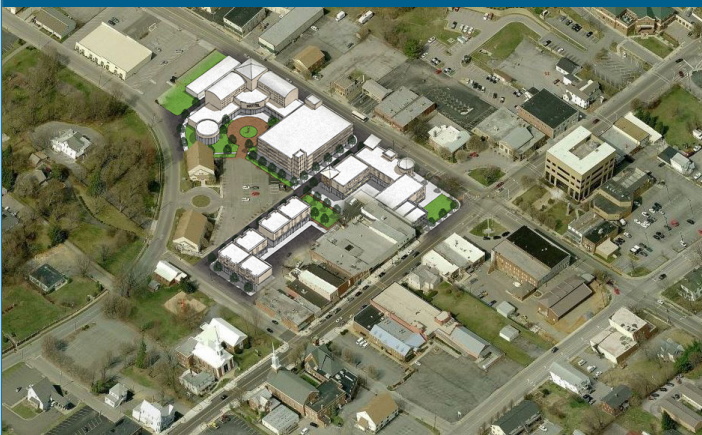




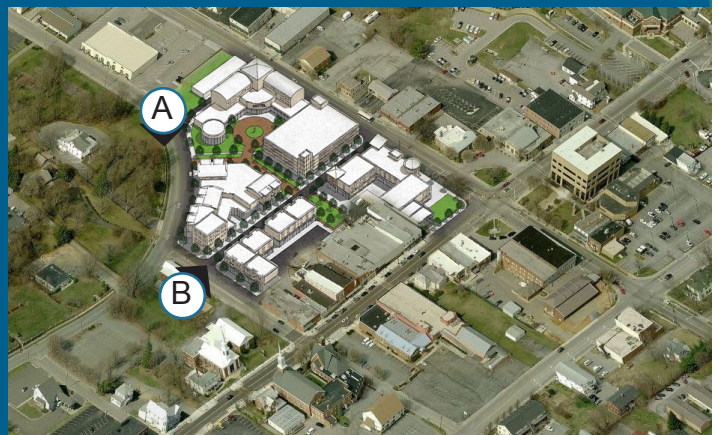
PHASE 1: Commerce Street (mid-block) with streetscape improvements and residential loft development



PHASE 2: Commerce Street with housing development extending to N. Franklin Street



PHASE 3: Commercial and residential development extending along N. Franklin Street



PHASE 4: Commercial and residential development extending along College Street

FULL BLOCK BUILD-OUT AND PHASING CONCEPT



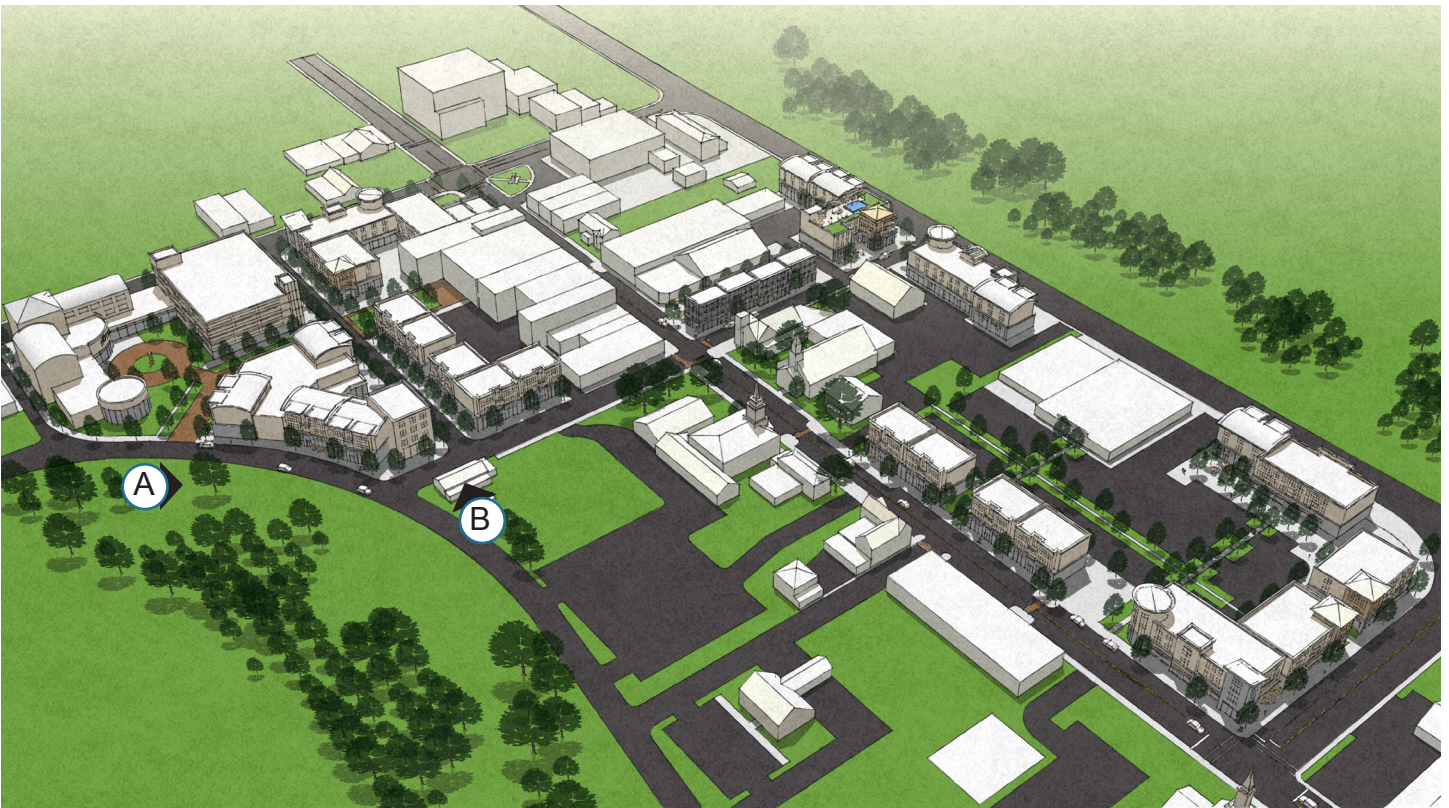
(A) Street elevation looking south on College Street



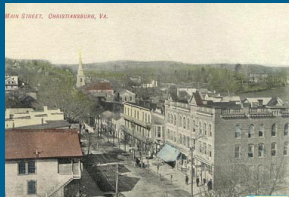
(B) Street elevation looking north on Commerce Street



Conceptual Downtown 3D Concept Build-Out (Over an Aerial)



Conceptual Downtown 3D Concept Build-Out (Lower View Angle)



V. MAPS

Map (with all UDA Boundaries)
Future Land Use Map (with all UDA Boundaries)

Cambria UDA Map
Cambria UDA Future Land Use Map
Cambria UDA Current Zoning

Downtown UDA Map
Downtown UDA Future Land Use Map
Downtown UDA Current Zoning

Institute UDA Map
Institute UDA Future Land Use Map
Institute UDA Current Zoning

Mall UDA Map
Mall UDA Future Land Use Map
Mall UDA Current Zoning



NOVEMBER 2016