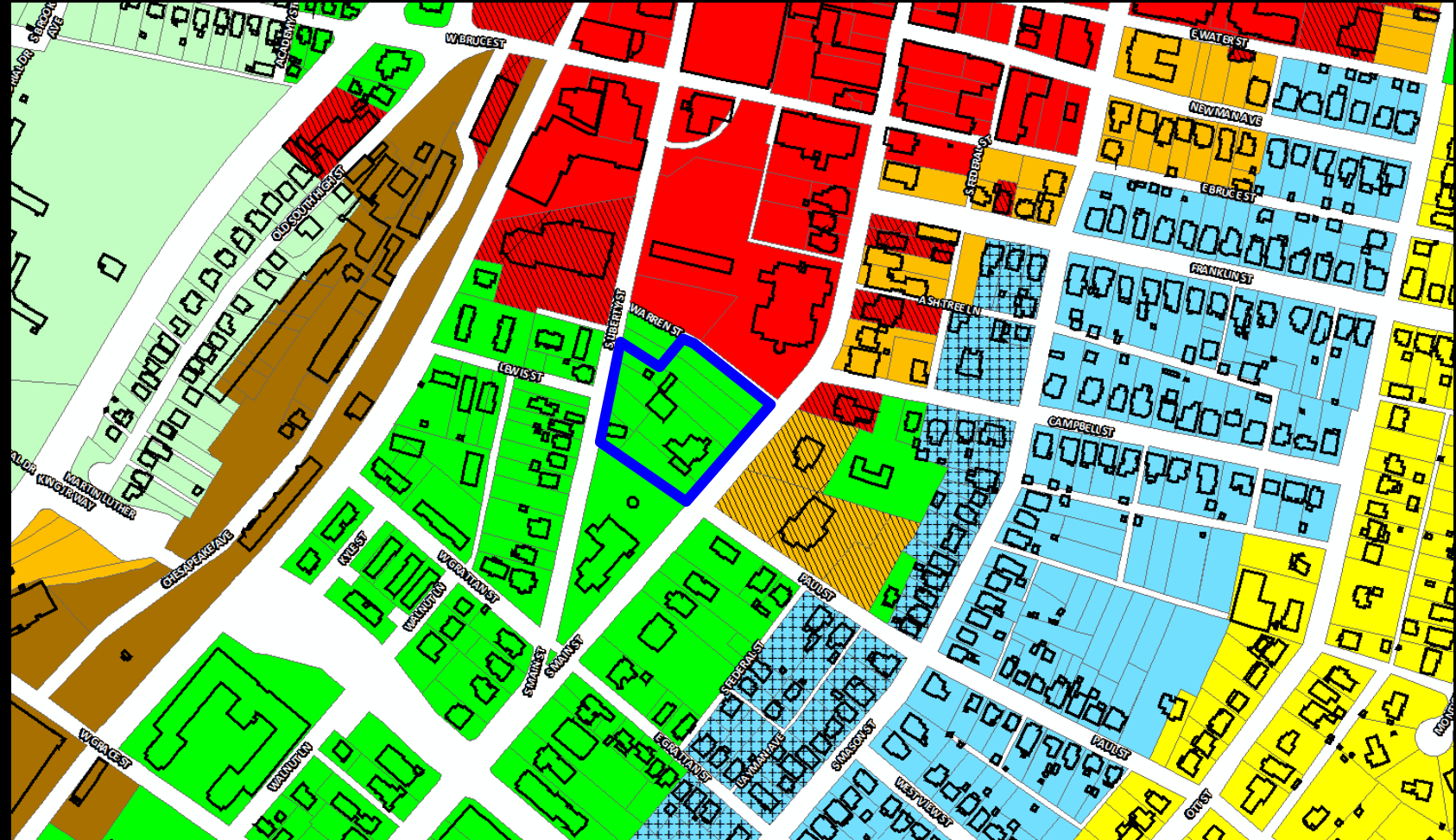
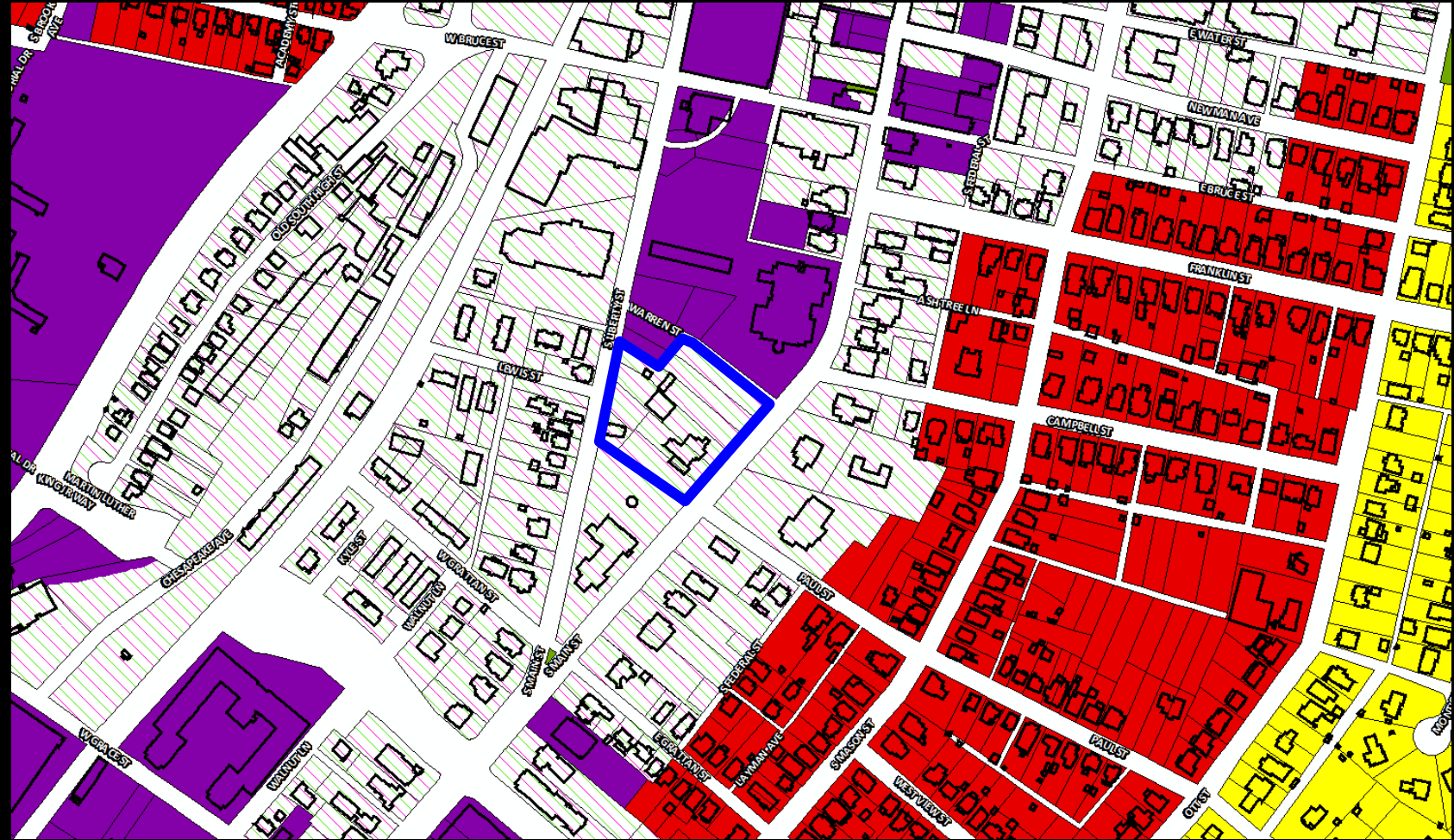
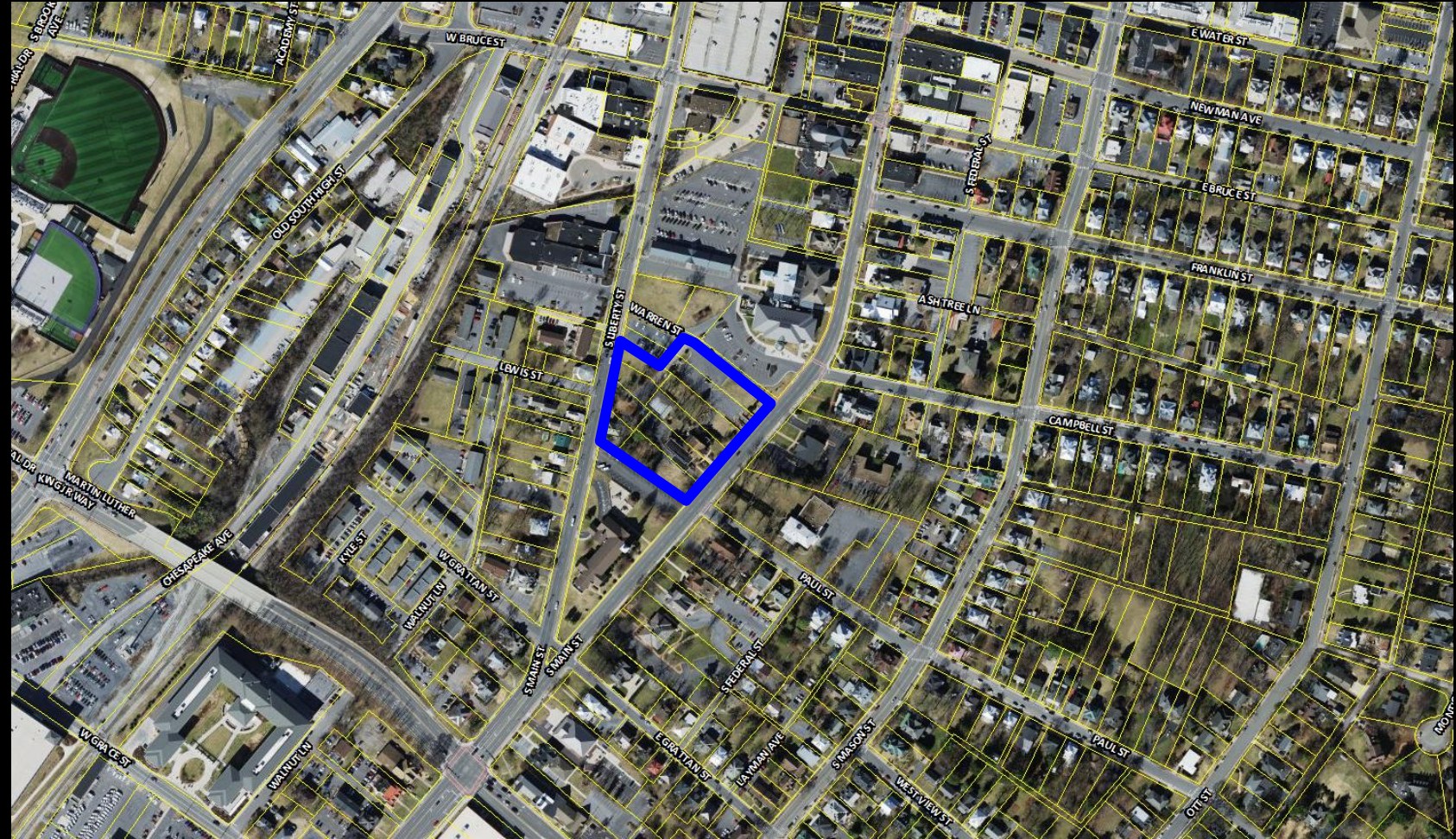
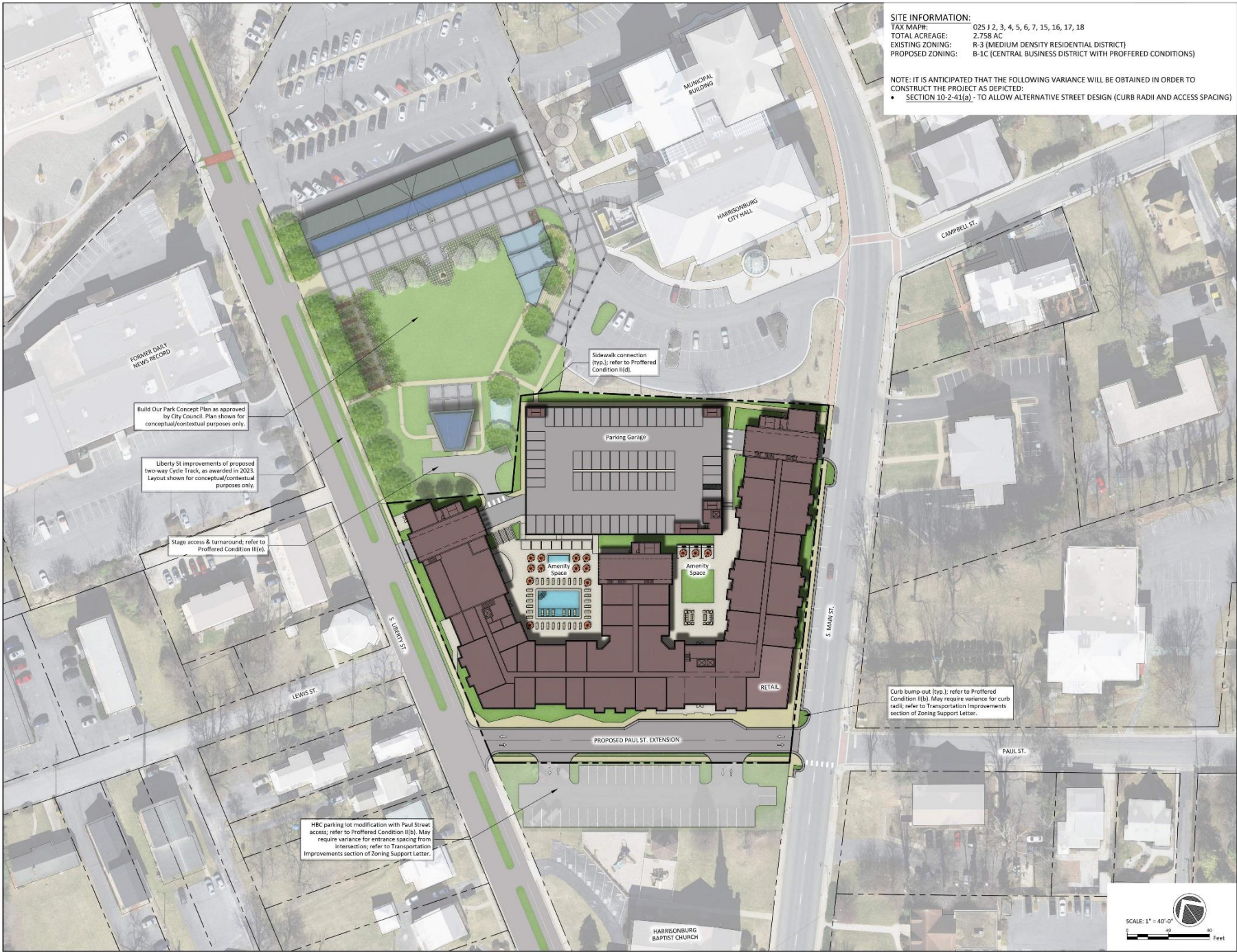












SITE INFORMATION:
TAX MAP#: 025 J 2, 3, 4, 5, 6, 7, 15, 16, 17, 18
TOTAL ACREAGE: 2.758 AC
EXISTING ZONING: R-3 (MEDIUM DENSITY RESIDENTIAL DISTRICT)
PROPOSED ZONING: B-1C (CENTRAL BUSINESS DISTRICT WITH PROFFERED CONDITIONS)

NOTE: IT IS ANTICIPATED THAT THE FOLLOWING VARIANCE WILL BE OBTAINED IN ORDER TO CONSTRUCT THE PROJECT AS DEPICTED:
• SECTION 10-2-41(a) - TO ALLOW ALTERNATIVE STREET DESIGN (CURB RADI AND ACCESS SPACING)



CONCEPT PLAN

THE LINK APARTMENTS

473 S. MAIN STREET, HARRISONBURG, VA 22801

Revisions:		
No.	Description	Date

PRELIMINARY ISSUE
NOT FOR CONSTRUCTION

CONCEPT PLAN

Project number:	24024C
Date:	MAY 29, 2025
Drawn by:	OP
Checked by:	JWE

















PROPOSED HOUSING DEVELOPMENT PROJECT | 473 S. MAIN STREET | HARRISONBURG VA

BIRDSEYE VIEW OF PROPOSED PAUL STREET EXTENSION

05 | 30 | 2025

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PROPOSED HOUSING DEVELOPMENT PROJECT | 473 S. MAIN STREET | HARRISONBURG VA
INTERSECTION OF S. MAIN STREET & PROPOSED PAUL STREET EXTENSION

05 | 30 | 2025

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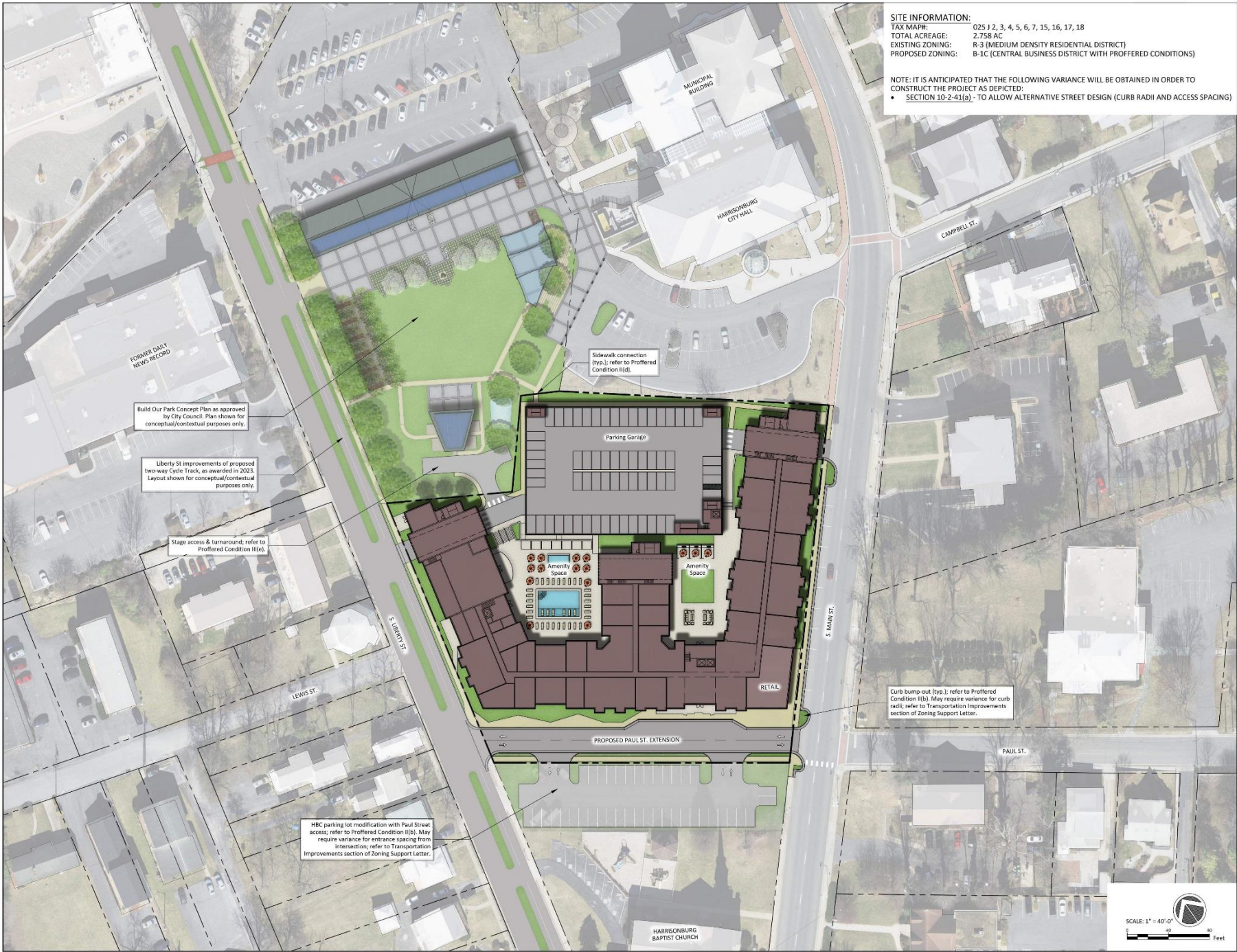
PROPOSED HOUSING DEVELOPMENT PROJECT | 473 S. MAIN STREET | HARRISONBURG VA

NW BIRDSEYE VIEW

05 | 30 | 2025

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CONCEPT PLAN
THE LINK APARTMENTS

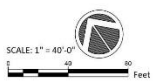
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Revisions:		
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Proffers

- I. Development Standards
- II. Transportation Improvements
- III. Parking/Access Improvements
- IV. Amenities
- V. Implementation

Proffers - Development Standards

- Max. 265 units
- Min. 25% dwelling units will be studio or 1-bedroom
- Max. 40% dwelling units will be 4-bedroom
- Min. 2,000 sf of commercial space
- Controls layout and design structures - Architectural features, exterior screening/decor



Proffers - Development Standards

- Max. 265 units
- Min. 25% dwelling units will be studio or 1-bedroom
- Max. 40% dwelling units will be 4-bedroom

If 265 units, range of possible # of units:

- Studio/1-bedroom: 67-265 units
- 2- to 3-bedroom: 0-198 units
- 4-bedroom: 0-106 units

If max. 265 units constructed, then

- Min. 67 units would be studio/1-bedroom
- Max. 106 units would be 4-bedroom
- If 67 were 1-bedroom and 106 are 4-bedroom, then 92 units would be 2- or 3-bedrooms

If 165 units constructed, then

- Min. 42 units would be studio/1-bedroom
- Max. 66 units would be 4-bedroom
- If 42 were 1-bedroom and 66 are 4-bedroom, then 57 units would be 2- or 3-bedrooms

Comparison with Urban Exchange

	Urban Exchange	The Link Apartments (proposed)
Apartment units per acre	194 units on 2.63-acres = 73 units/acre	Max. 265 units on 2.75-acres = 96 units/acre
Commercial space	Total commercial space ~12,000*	Min. 2,000 sf
Stories/height	6-stories / ~75-ft	6-stories / ~ 75-ft

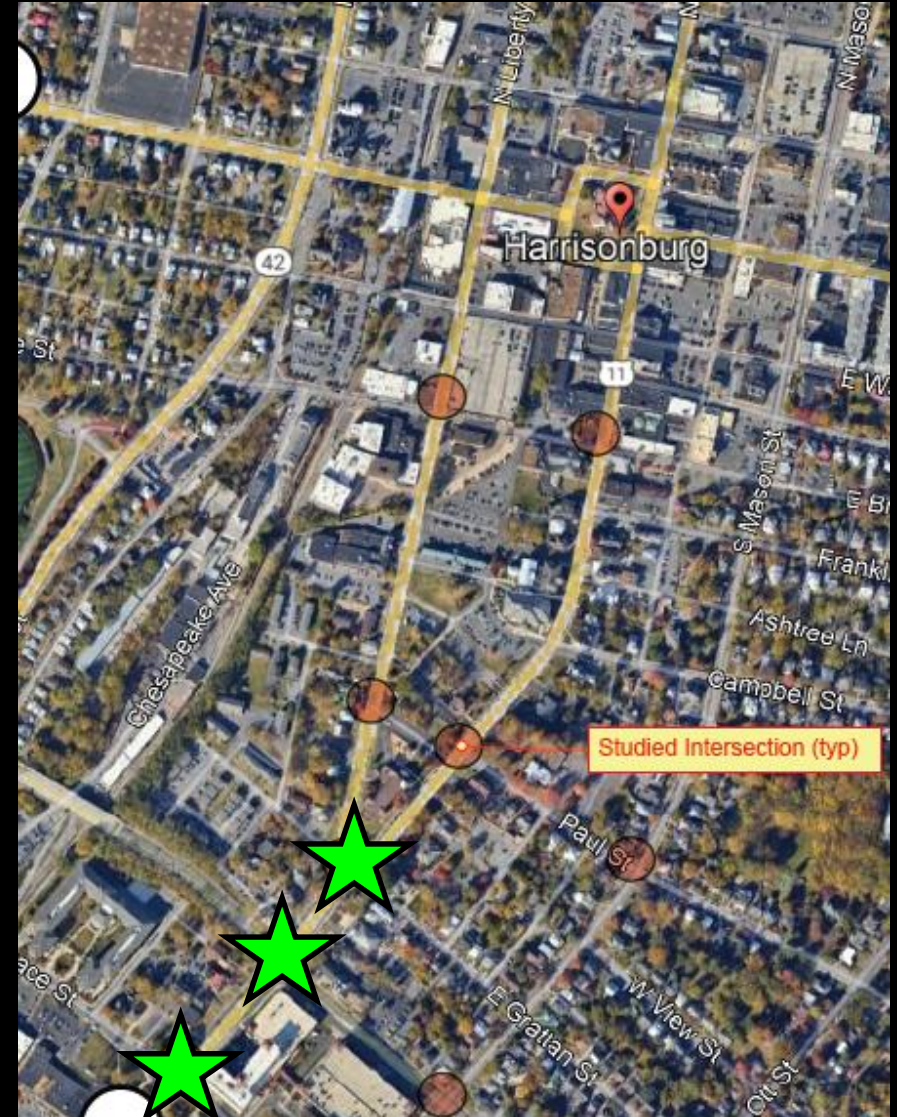
- Coffee hound ~ 1,600 sf
- Benny Sorrentino's ~1,400 sf

Note: B-1 by right maximum height is 75-ft



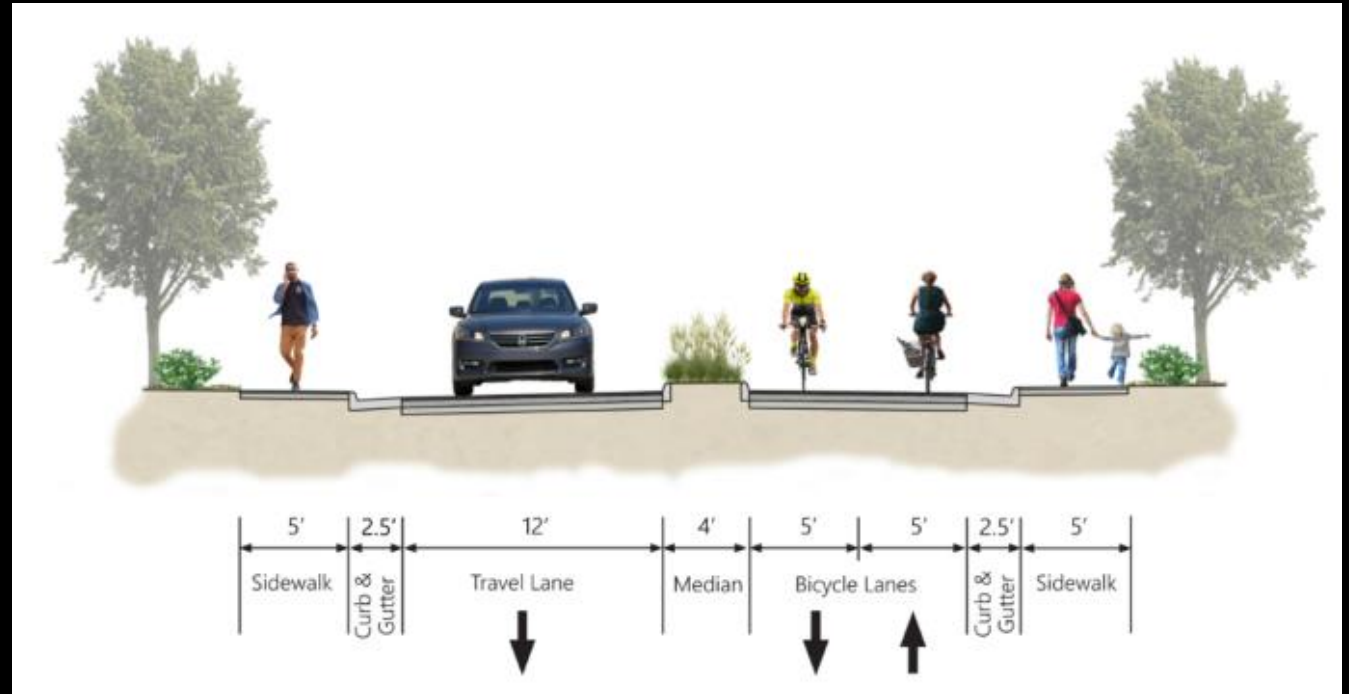
Traffic Impact Analysis (TIA) Study

- 3 studied intersections already have movements that have a failing level of service (LOS) today.
- Delays increased minimally due to the development at the studied intersections.

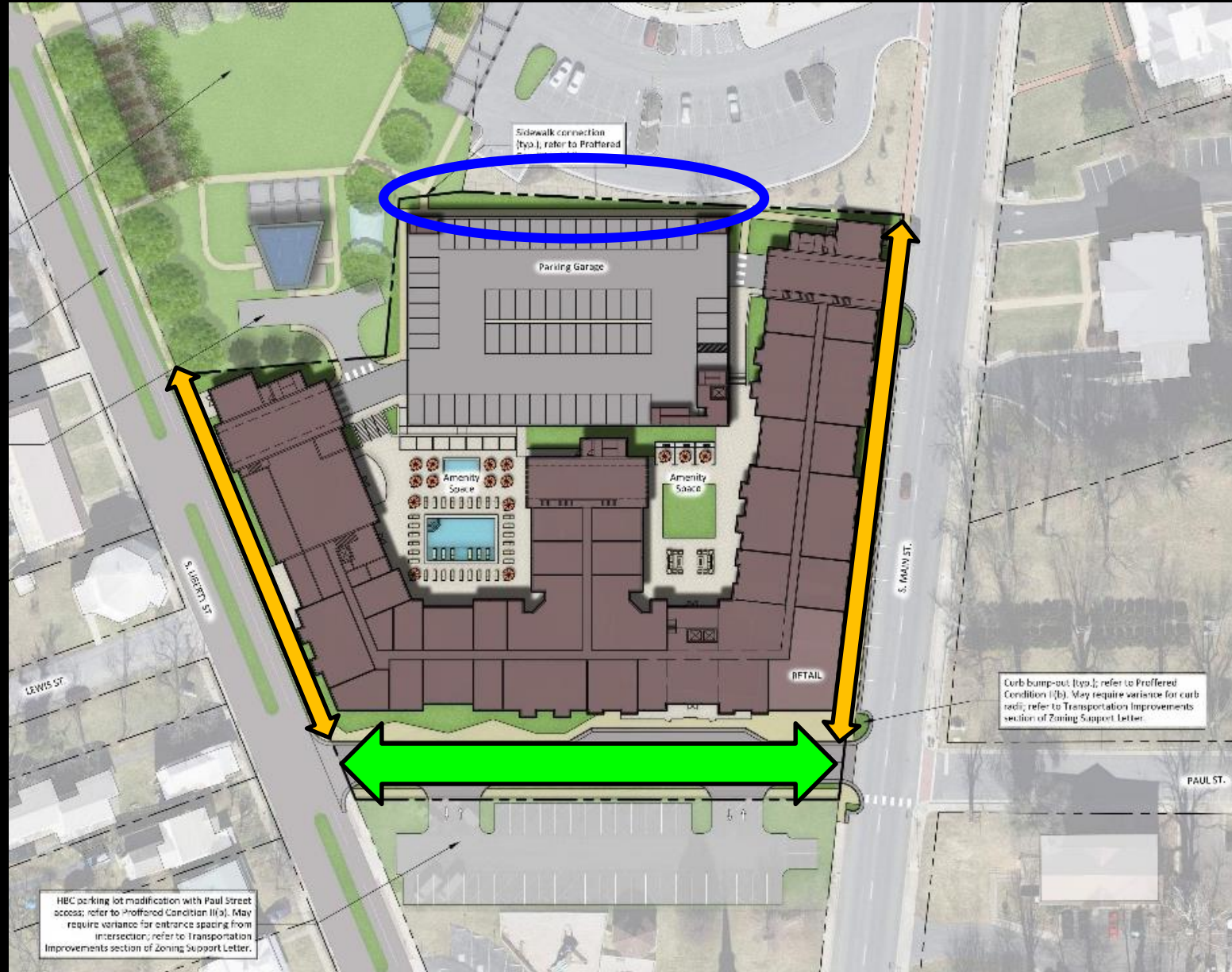


Liberty Street Project by the City

- Changes to Liberty Street between Noll Drive at Kratzer Avenue to South Main Street.
- Construction anticipated 2027-2028.



Proffers - Paul Street Extension & Sidewalks





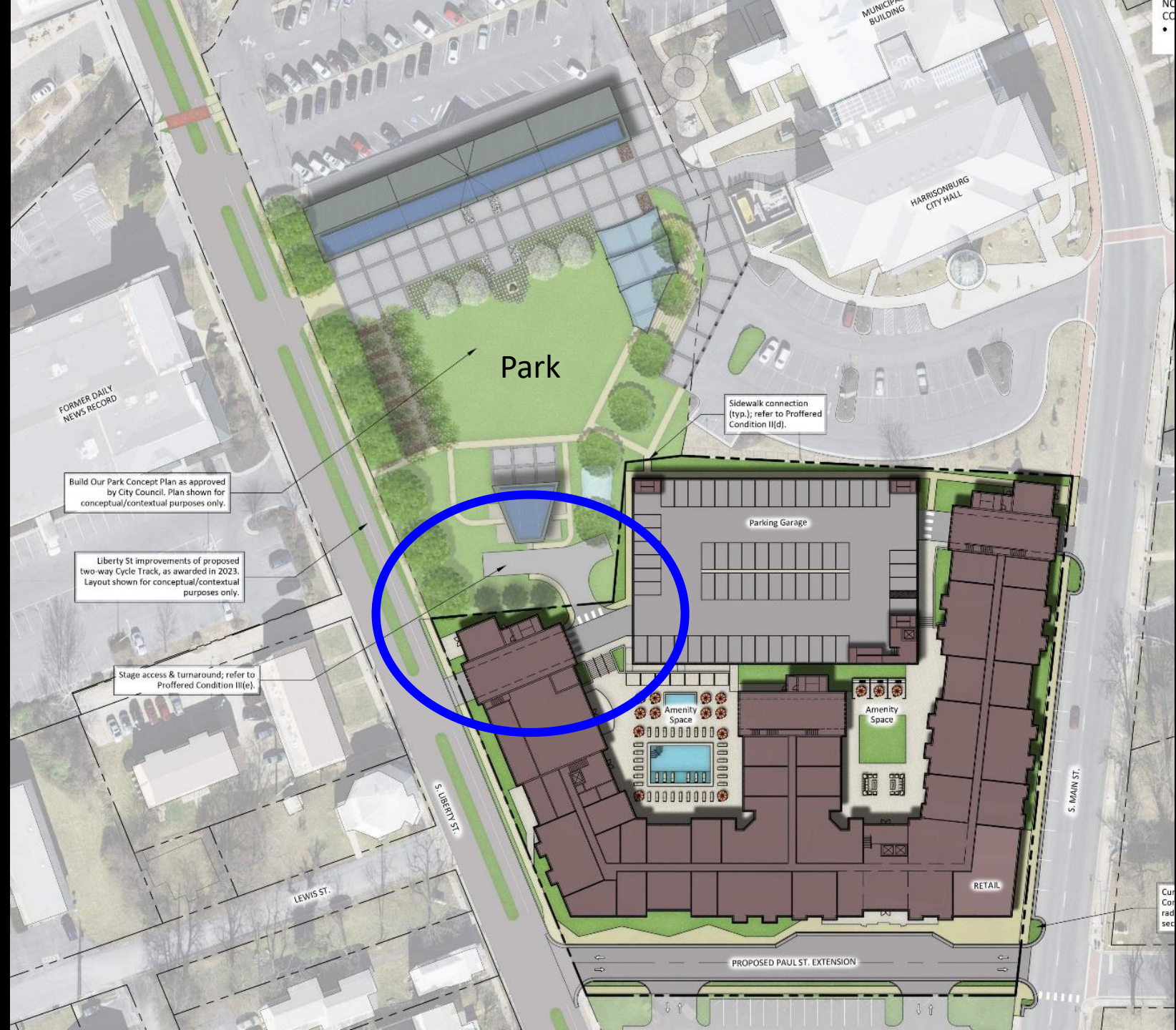
Proffers - Parking

- Minimum 400 structured parking spaces
- Parking Agreement to reserve up to 65 parking spaces for municipal/public uses



Proffers Related to Downtown Park

- Commitment by applicant to coordinate back-of-stage access and turnaround.



Proffers – Sustainability Features

- Rough-in measures for future installation of solar panels.
- Minimum of 10 EV charging stations.
- Minimum 90 secure indoor bicycle parking spaces & minimum of 8 exterior bicycle parking spaces.

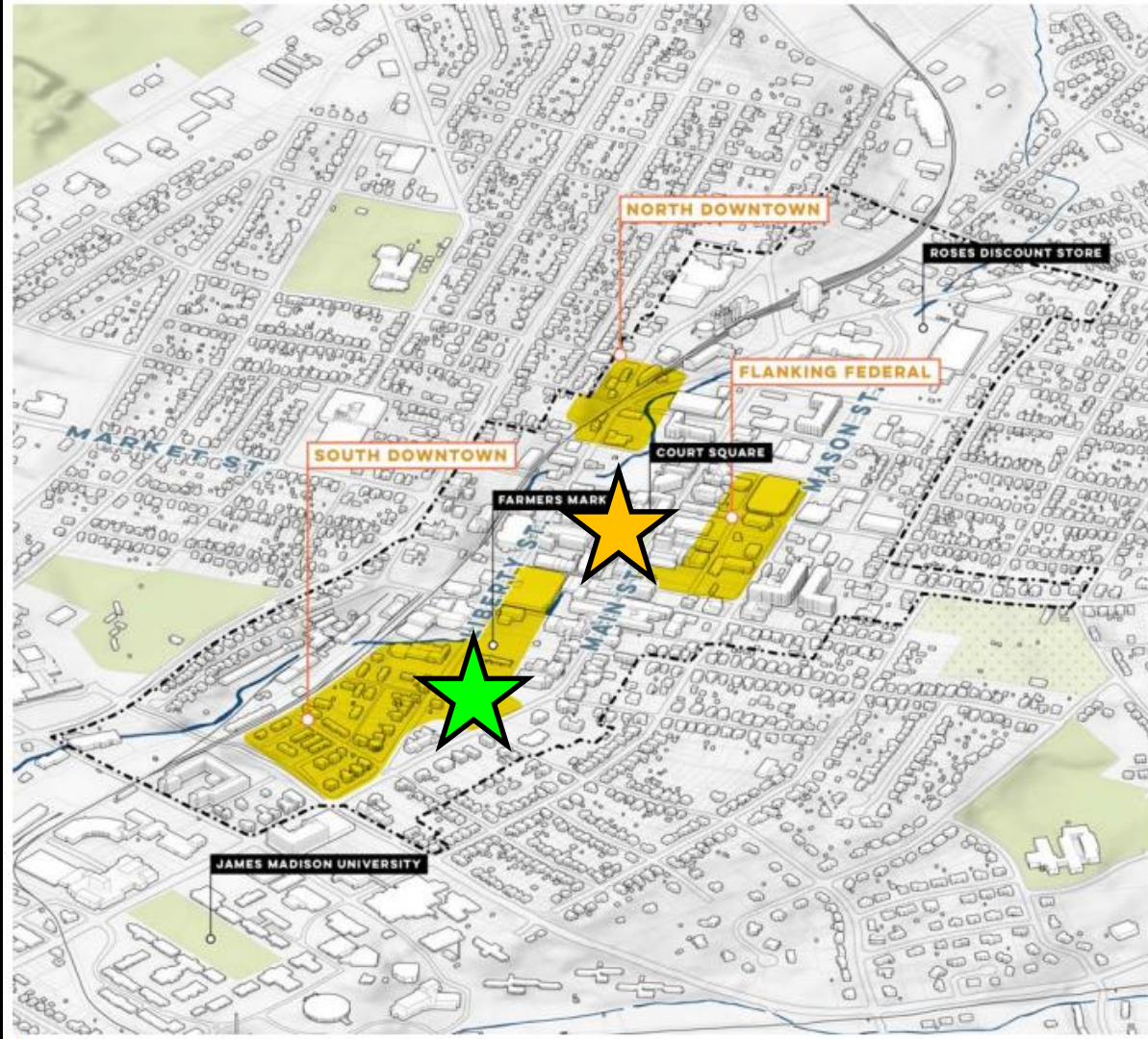
Public Schools

- 265 apartments in the Keister ES/Thomas Harrison MS/Harrisonburg HS district projected to generate 88 K-12 students
- Compare to: Urban Exchange has 194 apartment units, has 3 elementary students that reside.

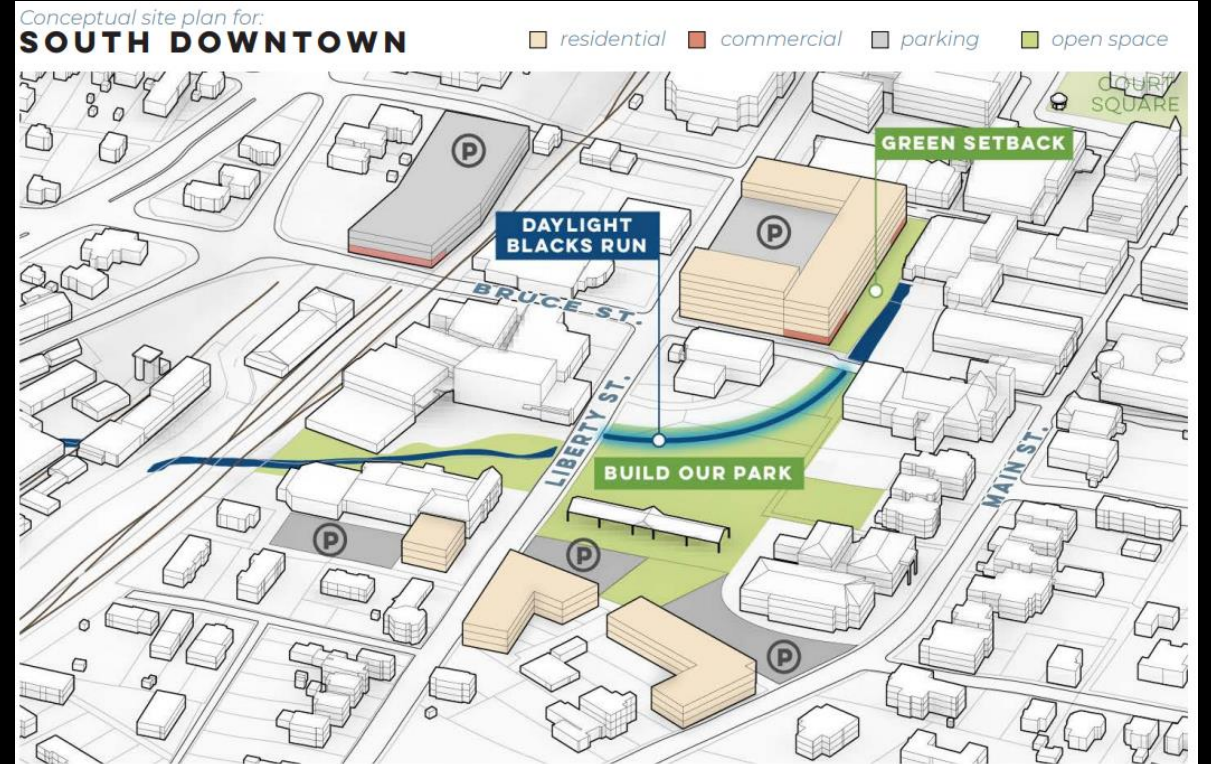
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Harrisonburg Downtown 2040 Plan

POTENTIAL RESIDENTIAL DEVELOPMENT



GROW DOWNTOWN AS A NEIGHBORHOOD



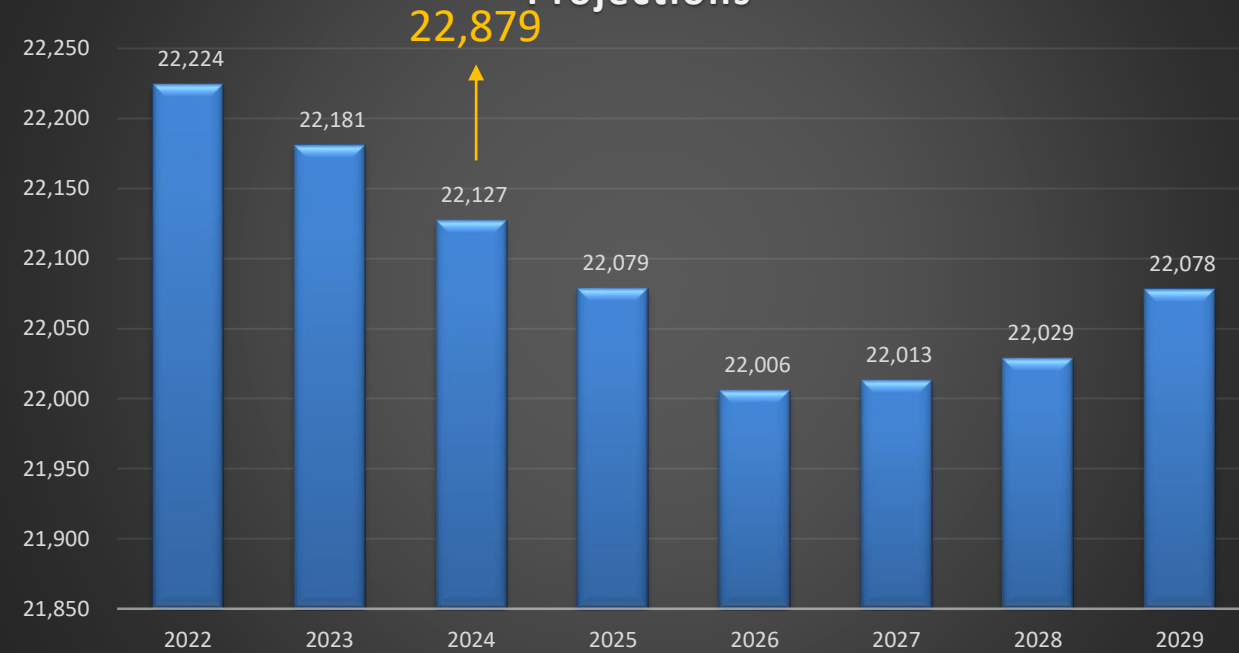
16

Encourage mixed-use and residential development in key clusters of currently underutilized space

17

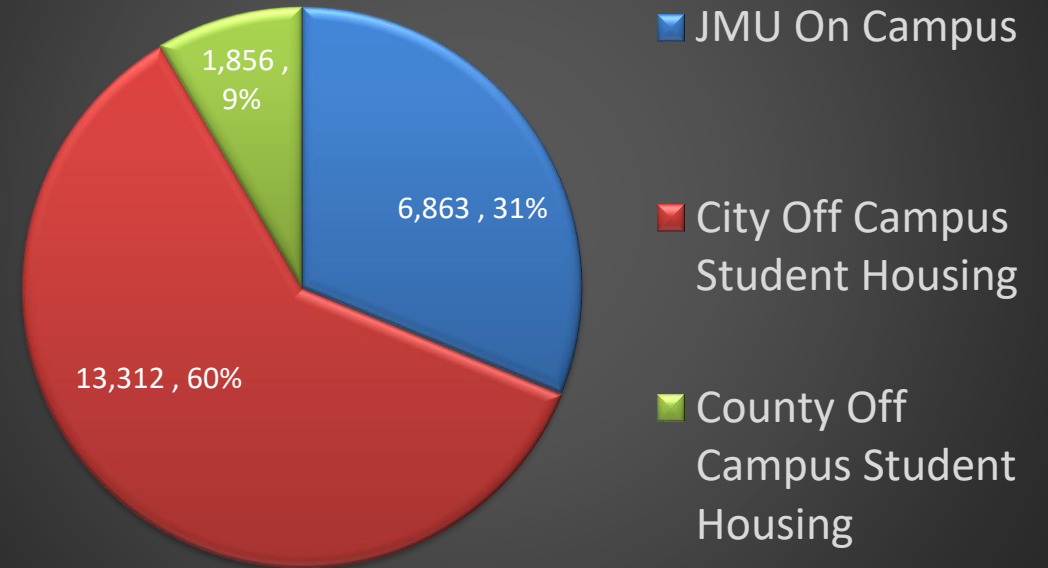
In the long-term, seek opportunities to add density and improve the urban design at key Downtown sites

SCHEV JMU Total Enrollment Fall Headcount Projections

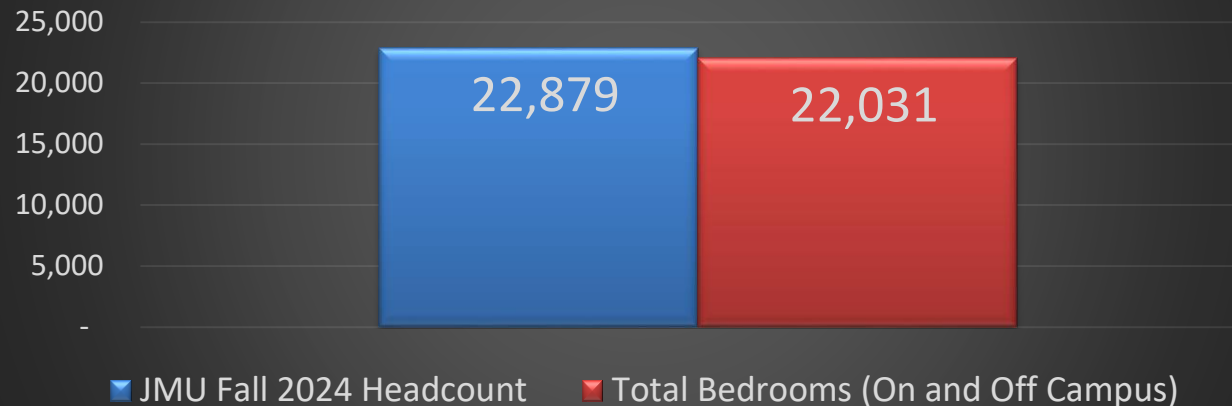


<https://research.schev.edu///rdPage.aspx?rdReport=Projections.Approved2023&rdRequestForwarding=Form>

Total Bedrooms On Campus and Off-Campus (Probable Student Housing)



2024 JMU Total Student Enrollment Compared to On and Off Campus Bedrooms



Recommendation

Staff and Planning Commission (6-0) recommends approval of the rezoning request.

