



# Floyd County, VA Mixed Use-Mixed Income Housing Study

Final Report  
January 2021



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## **Chapter 1:** *Introduction/Background*

Overview of Housing Study & Significance  
Background & Planning Process  
Related Regional Plans, Progress, & Initiatives

# OVERVIEW OF HOUSING STUDY

## OVERVIEW OF HOUSING STUDY & SIGNIFICANCE

Floyd County has a shortage of rental and owner-occupied housing. Most low-to-moderate income, disabled and seniors live in the County's outlying areas where the most affordable housing options are. But those are the most expensive places to live due to transportation costs (far removed from employment and services; unpaved roads); houses are old, in poor condition and/or poorly insulated; they rely on private well/septic, which can be costly to maintain; and they can have more frequent power outages due to precarious, "low priority" lines. Now more demand for housing is in or near the Town of Floyd, which is the County's employment center and is also the only area served by the Public Service Authority.

While 70% of the County's labor force commutes out to work, the 3,500 people who work within the County have the 5th lowest average wages in Virginia (\$582/week). While local wages have remained low, Floyd's popularity with new wealthier residents over the past 20+ years has caused rapidly rising property values. The median rental rate at the beginning of this study did not appear high (\$611), but safe rental housing cannot be found for that rate nor can home-ownership options for most local-wage earners.

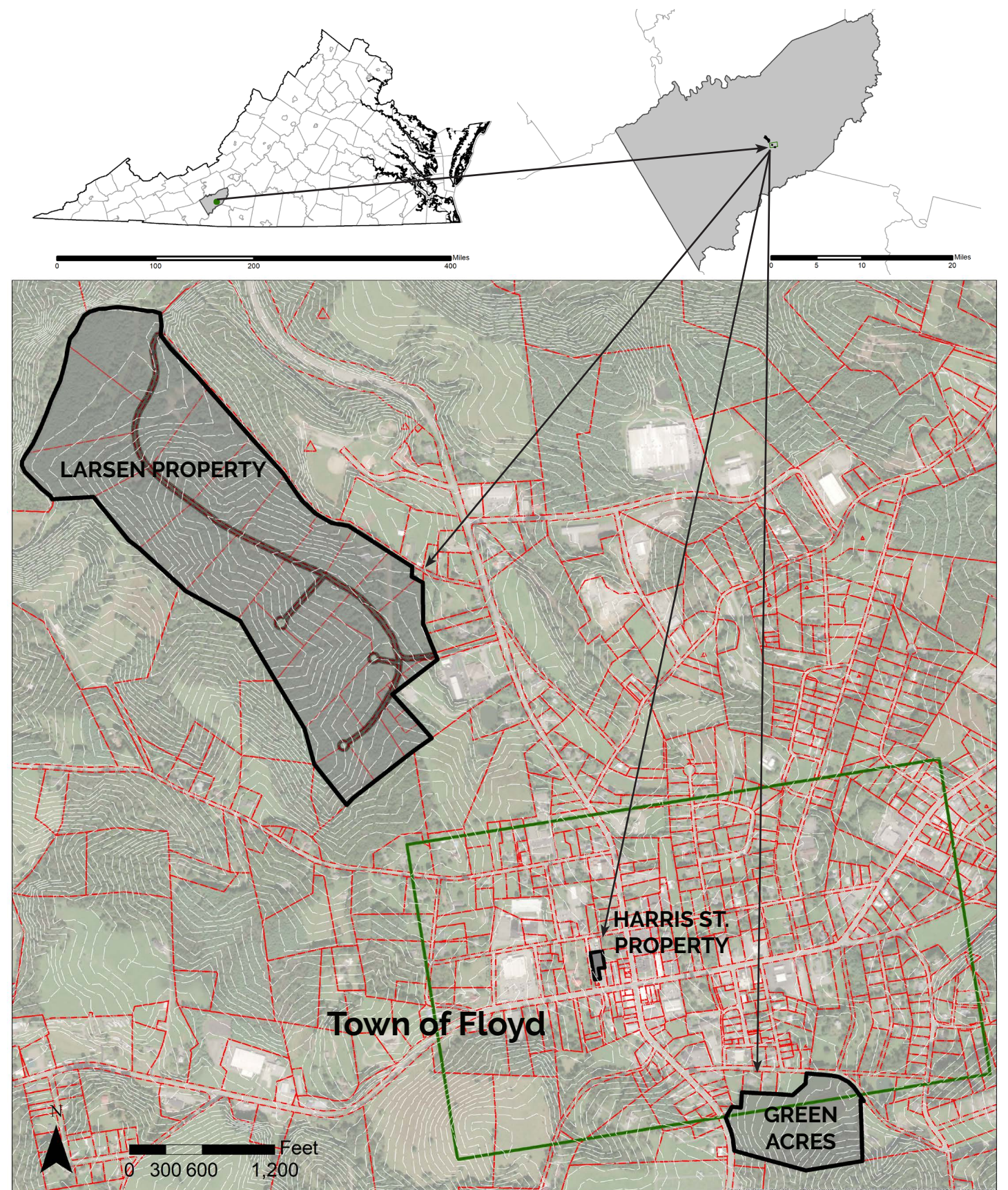
From community meetings, social media, and engagement with local (and regional) employers and not-for-profits organizations like the Floyd Initiative for Safe Housing (FISH), New River Community Action-Floyd, and Habitat for Humanity of the New River Valley, the County has seen an established need for more housing options in Floyd.

It appears that many County residents, young and old, across the income spectrum, want to live in or near Town in properties that require less maintenance and driving. However, developers and property owners are reluctant to invest without data on specific market segments and proven housing concepts. This project in tandem with our Community Engagement project wraps together community housing preferences along with market analysis and insights on quantities of owner and rental options at various income thresholds.

This project is focused on the entire Floyd County community:

- Engaging residents on their housing needs and preferences,
- Shaping that into concepts for review, and ultimately,
- Supporting feasible housing or mixed-use projects.

The Project Team identified three sites in the County to explore for this project, as illustrated in the map to the right. These site will be explored in more detail later in this report.



# BACKGROUND & PLANNING PROCESS

## INTRO

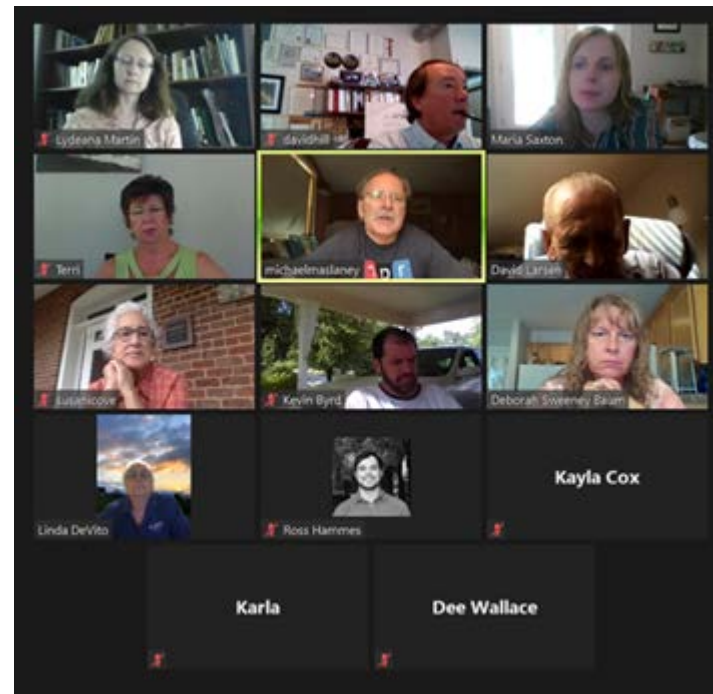
The Project Team sought and received input from a variety of groups and individuals for the community-engaged planning process. The first round of input was prior to developing any conceptual renderings; the second round was to share the renderings informed by their initial input.

This was a multi-pronged approach to receive input from residents, community leaders, and housing experts. The two ongoing groups are the Local Advisory Committee (LAC) and the Technical Advisory Committee (TAC), plus five focus groups.

## FOCUS GROUP OVERVIEW & FINDINGS

**Local Advisory Committee** — to advise and review for local acceptance and direction.

- Terri Morris, County Administrator
- Jon Beegle, EDA Chair
- Linda Devito, Board of Supervisor member
- Deb Baum, County Planning Commission Chair
- Mike Maslaney, Town Planning Commission Chair
- Bruce Turner or Will Griffin Town Council member or Mayor, respectively — invited
- Susan Ilove, Floyd Initiative for Safe Housing Chair
- Dave Larsen (Land owner)
- Dee Wallace (works for Dave Larsen)



**Technical Advisory Committee** — a group of housing experts from New River Valley.

- Kim Thurlow, NRV Home Consortium, Town of Blacksburg
- Jake Powell, Community Housing Partners
- Shelley Fortier, NRV Habitat for Humanity; now Jim Drader
- Kevin Byrd, NRVRC
- Chris Thompson, Virginia Housing
- Rebecca Howe, DHCD, invited
- Gregg Warren, Retired NC housing

## FOCUS GROUP OVERVIEW & FINDINGS

**Local Management Team** — leading and coordinating process, products and reporting.

- Kayla Cox, Town Manager
- Lydeana Martin, Community & Economic Development Director
- Karla Turman, County Planner
- Tabitha Hodge, Economic Development Operations Manager
- David Hill, Maria Saxton, and Ross Hammes of Hill Studio
- Patrick O'Brien of the New River Valley Regional Commission

### Key Employers Focus Group:

- John Wheeler, Superintendent of Floyd County Public Schools
- Vince Hatcher, Plant Manager for Hollingsworth & Vose (largest manufacturer)
- Patrick Daley, owner of Crenshaw Lighting/Daley acquisitions
- Heather Krantz, Co-owner of The Floyd Country Store
- Steve Ronyak, CEO of Riverbend Nursery
- Haden Polseno-Hensley, Co-owner Red Rooster Coffee Roaster
- Terri Morris, County Administrator, County/Town employees
- Kamala Bauers, Co-founder, Wall Residences, invited



### Real Estate and Builders Focus Group:

- Matt Sebas, OmniBuild
- Derek Wall, Thomas & Wall Realtors
- Lucy Lamanna, Realtor
- Daniel Sowers, Thomas & Wall Realtors
- David Phillips, Phillips & Turman, invited
- Matt Gallimore, United Country, invited
- Calvin Conner, HomesPlus, invited
- John Matthis, local developer



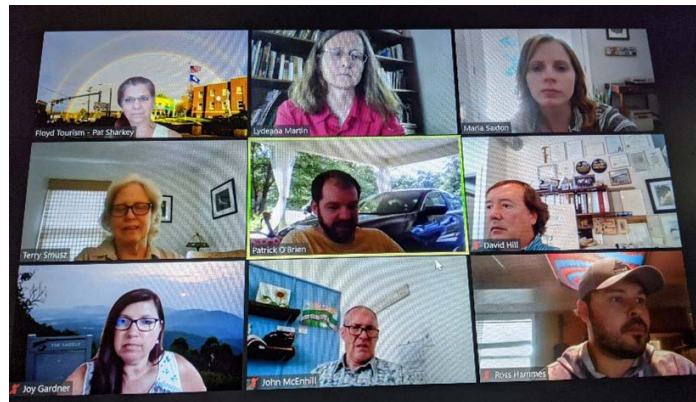
# BACKGROUND & PLANNING PROCESS

## FOCUS GROUP OVERVIEW & FINDINGS



### Young People Focus Group:

- Jessie Quesenberry
- Beth Burgess
- Bryan Smith
- Abby Reczek, invited
- Olivia Beegle, invited



### Government/Non-Profit Officials Focus Group:

- Joy Gardner, EDA member
- John McEnhill, Chamber director
- Pat Sharkey, Tourism director
- Terry Smusz, New River Community Action director
- Bruce Turner, Town Council member



### Energy and Finance Focus Group:

- Mel Jones, Virginia Center for Housing Research
- Aaron Woodruff, Community Housing Partners
- Billy Weitzenfeld, Association of Energy Conservation Professionals
- Scott Griffin, Skyline Bank, invited
- Cindy Green, Virginia Community Capital, invited

“There are people working for me who are living in pretty decrepit situations, not because they can’t afford it but because they **cannot find anything.**”  
~ Local Manufacturer

“**[Housing]** is **one of the biggest issues** [in Floyd]. I have watched housing go up in ways I cannot believe and I don’t see incomes going up at all.”  
~Community leader

Housing needs are **across the spectrum** in terms of age and income, desire for owner and rental.

“**Mix of retirees wanting single floor living near downtown to walk as well as younger people ranging from \$500-\$1000 a month.**”  
~Local Realtor

“Being able to be **self-sufficient** is important to me, so amenities in the home that will allow for that whether its solar or rain collecting for watering a garden...”  
~ Young citizen

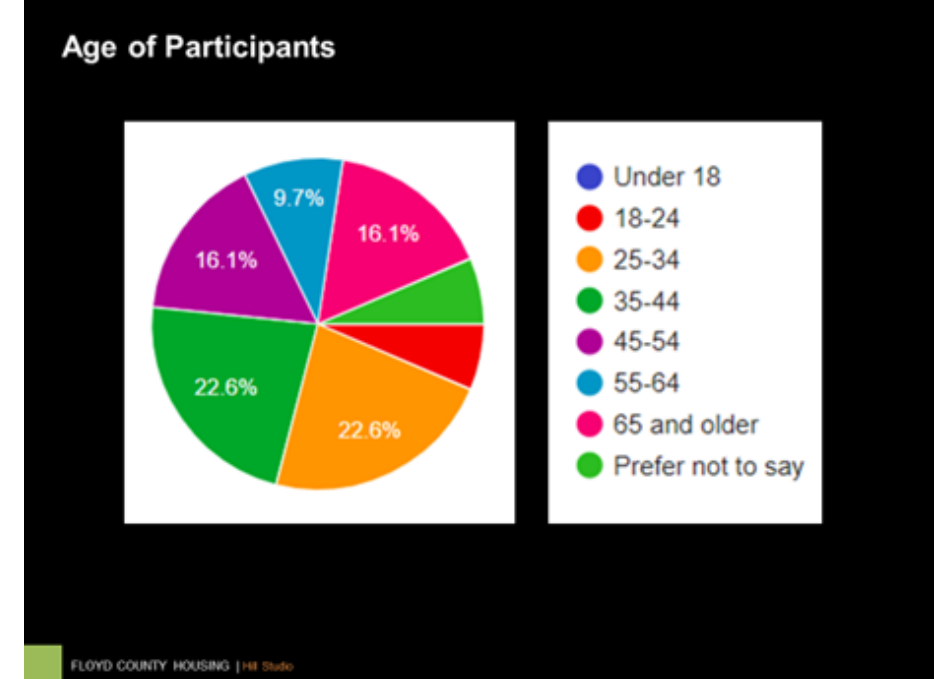
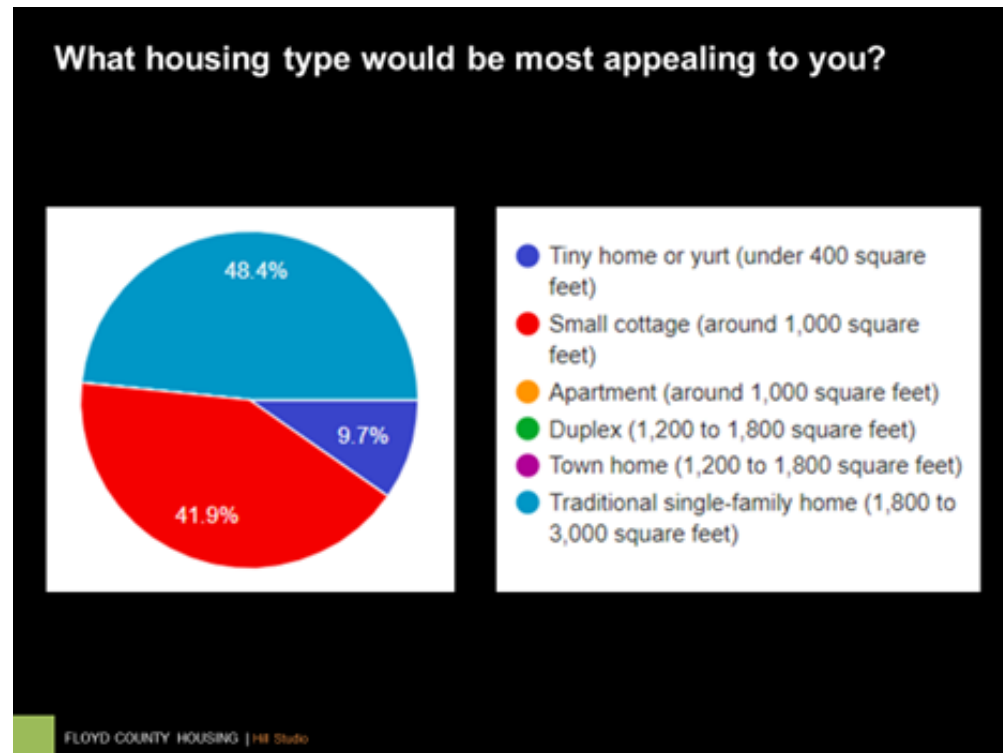
“Whatever we do should **fit well with Floyd** - the themes that Floyd are known for: friendly environment, arts and crafts, food - something that is Floyd. **Make sure it is integrated well with the community.**”  
~Local Manufacturer

# BACKGROUND & PLANNING PROCESS

## SUPPLEMENTAL COMMUNITY SURVEY FINDINGS

The Project Team also did an online survey promoted within the largest Floyd Group on Facebook (with about 31 responses.) After the initial virtual meeting with each group and the online survey regarding housing needs and preferences, the Project Team synthesized that data.

Below is a summary of the online survey:



## SUMMARY

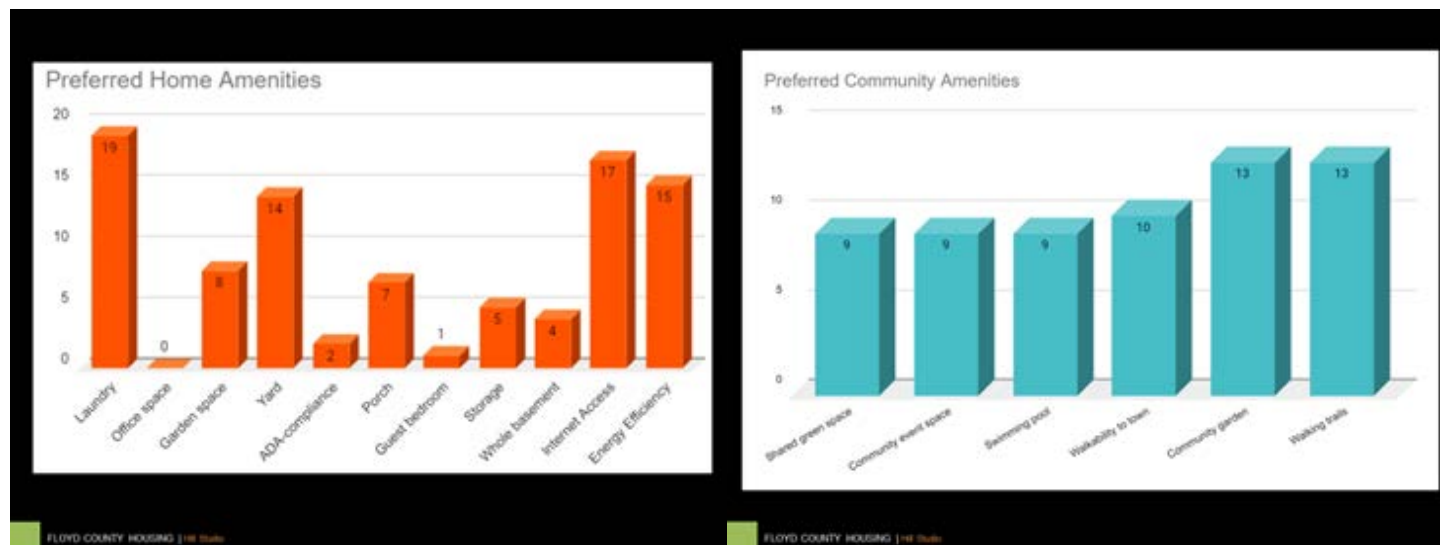
Below are the over-arching themes from all community engagement prior that led to initial concept renderings:

The Needs: themes from all input

- Workforce Housing
  - More rental options (prefer in \$500-\$800/month range)
  - More home-ownership options for those that could afford
- Short-term rental options: for people who need a place to live early in life or while they build or seek to buy, etc. (recent graduates or those moving to Floyd for jobs, etc.)
- Owner and renter options for senior citizens: for those who no longer want to have a big house, etc. and who want to be closer to stores, doctors, etc.
- Owner options for affluent: for those such as IT professionals based in Blacksburg who may be drawn to Floyd (higher-end housing)

The Preferences: themes from all input

- Needs to “fit Floyd”
  - No housing that looks institutional
  - No huge development plunked down; rather 10-12 dwellings at a time
- Single story, accessible living (wheelchair friendly)
- Integration of outside spaces (e.g. walking trails, shared greenspaces, community gardens, etc.)
- Walkability both on property and connectivity to services
- Incorporate cost saving measures like energy efficiency



# RELATED REGIONAL PLANS & INITIATIVES

# FISH



Floyd Initiative for Safe Housing

## INTRO

A need for more housing in Floyd County has been established. Local housing advocacy groups, such as the Floyd Initiative for Safe Housing (FISH) have helped make some houses safer and warmer in the County.

## LOCAL HOUSING ADVOCACY GROUPS/INITIATIVES

In early 2017, the New River Community Action-Floyd leadership group gathered for their annual assessment. Housing came up again and again as an urgent need—rehab, more rentals, more affordable units for purchase. Ultimately, they decided that the needs were so urgent and so critical that housing should be their priority for the year. From that conversation, FISH was born.

### Mission:

To develop options for families and individuals in need of safe, affordable, accessible housing in Floyd County through partnership with the faith-based community, business leaders, nonprofit organizations, government agencies and individuals

**Top Right:** 8 volunteers worked on a 100+ year old home. The crew work 5 hours installing a chair height toilet with grab bars, a permanent ramp, and a new storm door to help with heating. (November 2017)



## LOCAL HOUSING ADVOCACY GROUPS/INITIATIVES (continued)

FISH is led by volunteers and comprised primarily of volunteers. Habitat, Town and County staff also participate.

The group has 3 active committees:

- **Housing Rehab:** This group seeks out people in need of housing rehab, sends someone to assess the need, and if there is work toward “safe, warm and dry” housing that FISH can accomplish for \$1,500 or less and within 3 working days, then they send volunteers to do it. Often this work is for the disabled and/or senior citizens and involves adding a handicap ramp, fixing bathroom floors about to fall through, or fixing doors or windows with broken glass. Partners like New River Community Action, Social Services, and others make referrals. Some community organizations, like a local church, have their own construction crew. Habitat for Humanity of the New River Valley has been an essential partner in this work, training volunteers, providing liability insurance and serving as fiscal agent.
- **New Housing:** FISH has worked hard to identify sites with public water and sewer that Habitat could use or where mixed-use projects could happen. It’s very difficult to find property that is for sale, and the few that have been are very high priced and/or have significant complications. FISH worked to support the Habitat Townhouse project, which did receive State HOME funds, along with Floyd County’s current and next allotment of New River Valley HOME funds.
- **Steering Committee:** This committee shares information from various projects and potential projects and also focuses on education, including general awareness around housing needs and specific trainings with housing partners like Rural Development and their 504 program. The Steering Committee does an annual planning session to look ahead to projects and goals.



# RELATED REGIONAL PLANS & INITIATIVES



## LOCAL HOUSING ADVOCACY GROUPS/INITIATIVES (continued)

The coronavirus pandemic has stopped volunteers from being able to work on houses, but the FISH volunteers have poured their energy into a CDBG Housing Rehab Construction application. This possibility was first brought to FISH after Tamarah Holmes of the Virginia Department of Housing and Community Development (DHCD) heard Susan Ilove, FISH Chairperson, speak at the NRV Livability event in 2019. DHCD visited Floyd, heard more of the story, saw the need and invited the County to request planning grant funds. The County did and worked with the New River Valley Regional Commission and the Southeast Rural Community Assistance Program (SERCAP), along with FISH and other partners, to complete the planning grant.

Then in spring 2020, Floyd County in partnership with FISH, Habitat, SERCAP, Community Housing Partners, SustainFloyd and others submitted an application for over \$1 million for housing rehab to help about 15 households. The grant was awarded and currently precontract work is underway. FISH will be a vital partner in this work, as well as other housing work when it is safe to resume.



**Above:** Check home repairs to outside porch and steps. (October 2019)  
**Below:** Replaced plywood where a door once stood, installed a new door. (December 2019)

**Above:** For two days, folks from the community gathered for this roof replacement project. It was done on behalf of Billy, a lifelong Floyd resident with challenging health problems. Will's Ridge Lumber Supply aided in supplying materials for this homeowner and with the skilled hands of construction volunteers - primarily from OmniBuild Construction, they tackled the project in two days. In addition to installing a metal roof, they patched up interior ceiling problems, covered up exposed electrical wires, cleaned siding and refurbished a slippery back porch. (December 2017)





## Chapter 2: *Floyd Housing Market Analysis*

Executive Summary

# FLOYD HOUSING MARKET ANALYSIS

## EXECUTIVE SUMMARY

The geography and culture of Floyd County have preserved the area as a rural and rugged portion of the growing New River Valley, which includes growing urban areas (Blacksburg, Christiansburg, Radford), rural small towns, farmland and mountain wilderness. While most population and job growth is in the large towns, Floyd has seen population growth and increasing housing demand as well, even as neighboring Appalachian communities face shrinking populations and disinvestment. The rustic beauty, strong community and cultural amenities of Floyd County that locals have cultivated over generations has brought attention to Floyd as a great place to live and work, retire, and raise a family. Many Floyd County residents have lived in their homes for decades, while in recent decades new arrivals hoping to join the Floyd community have helped the County grow.

Floyd's limited and specialized existing housing stock, and the limitations of future development in the mountainous terrain and upland watershed of Floyd County, mean that County stakeholders must be proactive to ensure that sufficient housing of varied prices and types is available for Floyd residents, and that Floyd keeps the workers that its businesses need to succeed. In many cases, jobs at Floyd businesses and around the region do not pay sufficient wages for these workers to afford homeownership options in the current market, or to compete with other buyers or renters for Floyd's limited housing options. Floyd's reputation as a retirement destination creates additional competition for the limited land suited to development. Developing and preserving workforce housing is critical to maintaining essential workers while supporting cultivating continued economic growth.

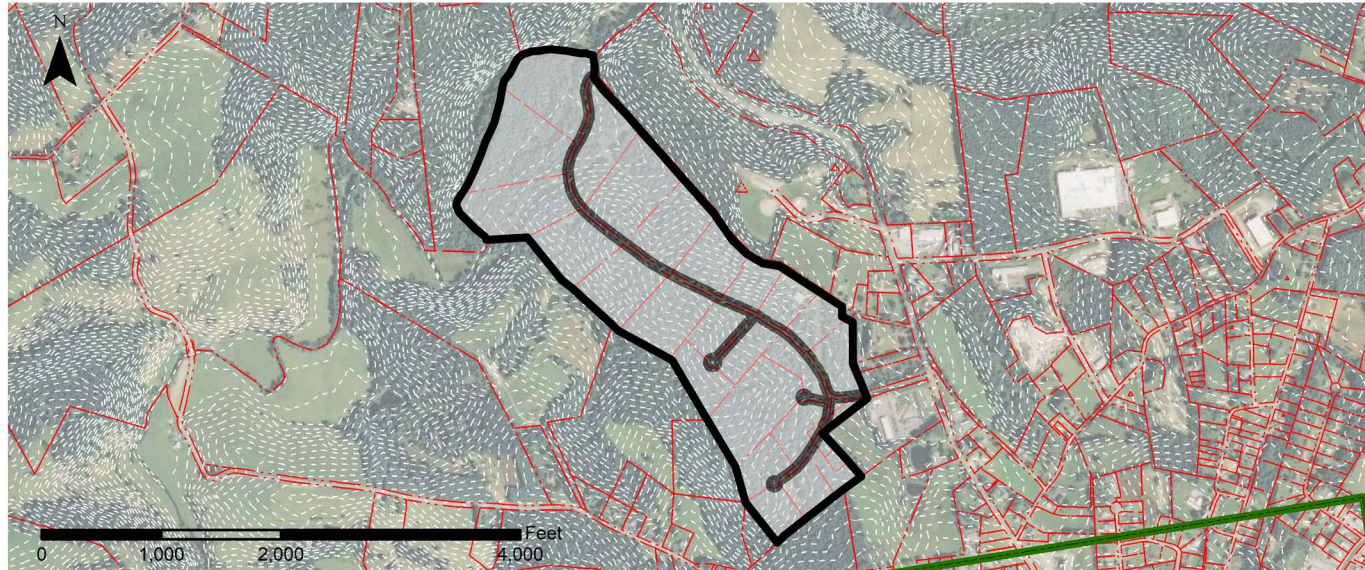


**Chapter 3:**  
*Description of Existing Conditions:  
Land Characteristic Analysis*

Site Conditions

# SITE CHARACTERISTICS

## Larsen Property



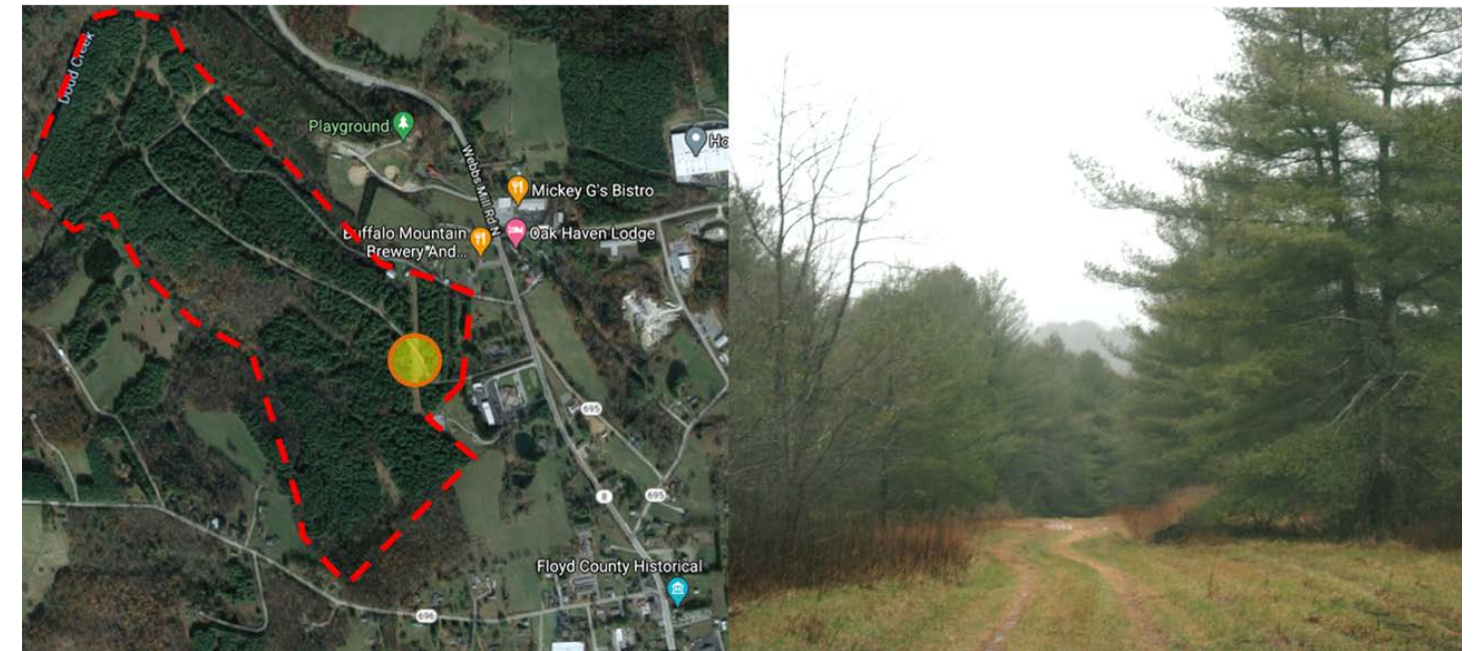
### PROXIMITY & SIZE

Approximately 136 acres in size. This is the largest property analyzed and is also located along Route 8; however, it is located outside of Town on the north end.

### TOPO & LAND COVER

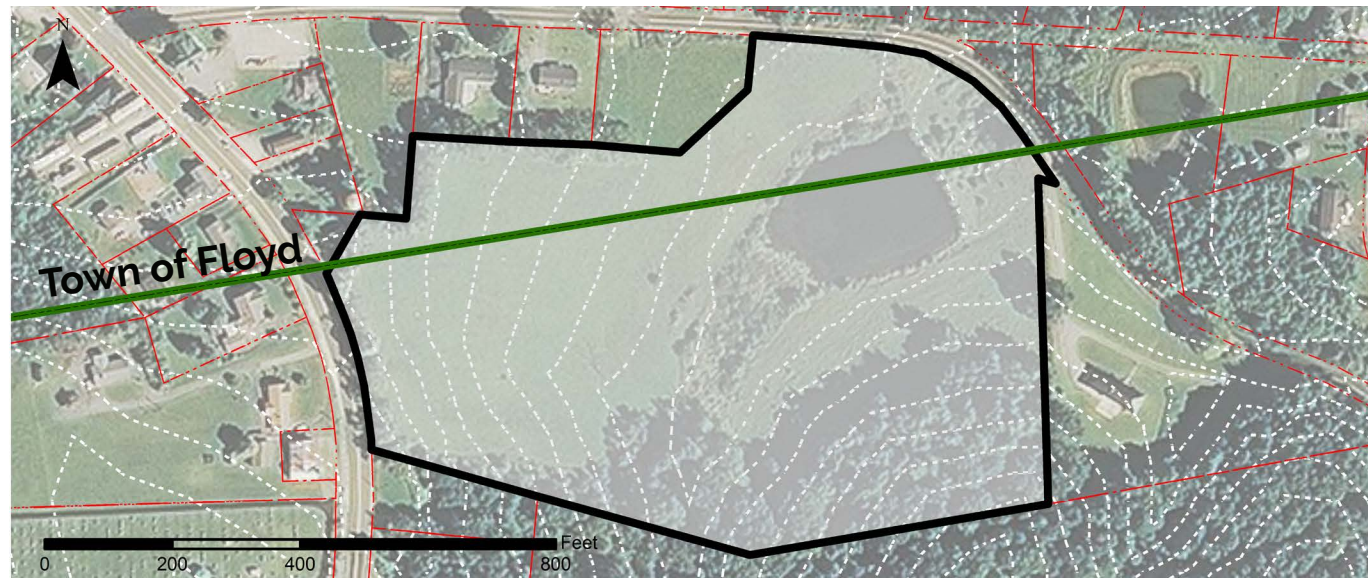
No existing buildings on this forest-covered property. The property has a relatively consistent grade change with a slope of 13% or 8°, excluding one steep 45% or 23° hillside.

## Aerial Perspective



# SITE CHARACTERISTICS

## Green Acres Property



### PROXIMITY & SIZE

Approximately 15 acres in size, but the first concept of housing is only on 2 acres. Site is cross sectioned by the Town's southern boundary, located along Route 8.

### TOPO & LAND COVER

No existing buildings on this barren site. The property contains a 1-acre pond nestled among rolling hills and has an average slope of 13% or approximately 8°.

## Aerial Perspective



# SITE CHARACTERISTICS

## Harris Street Property



### PROXIMITY & SIZE

Approximately a half-acre and is located on Harris Street block adjacent to West Main Street in the western part of the Downtown area of Floyd.

### TOPO & LAND COVER

Mostly flat with an average slope of less than 8% or 5°. There are existing buildings on the property which is entirely paved.

## Aerial Perspective





## Chapter 4: *Proposed Development Program*

Summary of Proposed Development  
Design Principles  
Conceptual Plans



# SUMMARY OF PROPOSED DEVELOPMENT

## STAKEHOLDER FEEDBACK

The Project Team collected stakeholder feedback on developed concepts in a variety of ways. Feedback was collected during the virtual Community Workshop hosted on October 6th, 2020 that was live streamed on Facebook. In total, 48 people participated in the Community Workshop. Following presentations by the Project Team, stakeholders were invited to ask questions and shared feedback.

Stakeholders were also invited to provide feedback through the Project Teams website: <https://www.hillstudio.com/floyd-housing>

Lastly, the concepts were presented to the EDA and the Board of Supervisors. Other opportunities for providing feedback included Facebook, emails, and calls to the Project Manager. All emails and relevant Facebook comments are included as an Appendix submitted to Virginia Housing.

A summary of concerns that we aimed to address for each site is below:

### Green Acres Property:

- Currently, there is no clear emergency access for the pocket of cottages.
- Some water/sewer concerns with development on this site.

### Larsen Property:

- Scope is large – we may want to reexamine scale and phasing opportunities.
- Initial infrastructure costs for this scale may be big.
- Some concerns with housing density (fitting within the current scale of Floyd).

### Harris Street Property:

- Some safety concerns of new apartments close to oil tanks on adjacent property.
- There will not be much design flexibility working within an existing building.
- Questions on whether historic tax credits will be achievable with this site.

Proposed solutions for each site are below:

## GREEN ACRES PROPERTY

CONCERN	PROPOSED SOLUTION
Currently, there is no clear emergency access for the pocket of cottages.	Added a turnaround for emergency access, two fire hoses in shared greenspace, and residential sprinkler systems in each cottage.
Some water/sewer concerns with development on this site.	Site developers (not part of the Project Team) will work with town and county officials to find appropriate solutions.

## LARSEN PROPERTY

CONCERN	PROPOSED SOLUTION
Scope is large – we may want to reexamine scale and phasing opportunities.	Proposed three phases over 10-20 years.
Initial infrastructure costs for this scale may be big.	Proforma developed to explore financial impact of phases corrals current and projected growth in Floyd County to preserve scenic landscape of rest of county.
Some concerns with housing density (fitting within the current scale of Floyd).	Proposed four phases over 10-20 years to fit growing housing needs in Floyd. Annual growth rate from the past 10 years is 1.9%.

## HARRIS STREET PROPERTY

CONCERN	PROPOSED SOLUTION
Some safety concerns of new apartments close to oil tanks on adjacent property.	Proposed tree buffers in parking lot area. Town will work with potential site developers to determine if this is feasible.
There will not be much design flexibility working within an existing building.	To achieve Historic Tax Credits, we need to work within the constraints of the existing building. However, the proposed interior layout provides a variety of apartment layouts including an ADA-friendly one.
Questions on whether Historic Tax Credits will be achievable with this site.	Worked with Preservation Expert who determined that both buildings are most likely eligible for Historic Tax Credits (outlined in Chapter 5). This analysis will not a guarantee that DHR or NPS tax credit reviewers will have the same interpretation of character-defining features.
There is currently a 20' right-of-way that would impede the current design.	Proposed a revised site plan to address the existing right-of-way.

## GUIDING PRINCIPLES

The following principles guided the Project Team's work for the proposed development:

1. Respond to the variety of local housing needs/desires by providing a range of housing solutions
2. Celebrate and fit within the unique context of Floyd County
3. Prioritize environmental stewardship/design/resilience
4. Provide business opportunities for local community partners

## RECOMMENDED PROGRAM AMENITIES

- **Greenspace/Recreational Areas:**

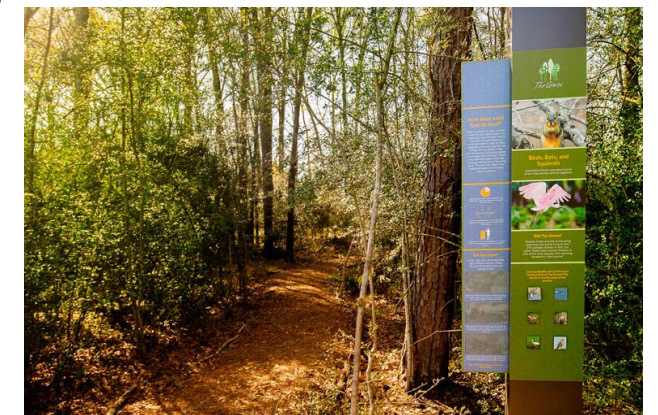
Shared greenspace/recreational areas are essential to improving quality of life. Greenspaces are typically comprised of vegetation and associated with natural elements. They can provide environmental benefits by offsetting greenhouse gas emissions and decreasing stormwater impacts. They also provide direct health benefits by providing spaces for physical activity and social interaction.



Lackawanna State Park - Lackawanna County, Pennsylvania

- **Connectivity/Site Walkability Access (Trails):**

Pedestrian and bike-friendly trails can provide a package of benefits to a community – including benefits to public health, economics, transportation, and community identity. They create health recreational opportunities by providing people of all ages with low-cost places to walk, job, hike, or bike. Trails help people of all ages incorporate exercise into their daily routines which can improve overall public health and wellness.



Madera Creek Trail - Humble, Texas

Trails often double as transportation corridors that link community amenities. In this project's scope, all sites are within relative walking distance to downtown Floyd. Trails also help to preserve essential natural landscapes and offer opportunities for protecting plant and animal species.

- **Gardens (Shared & Individual):**

Gardens, both shared and individual, can contribute to a healthy community by provide fresh and affordable produce. They also provide a way to improve overall physical and mental health of community members, strengthen community ties, and reduce environmental impacts. Additionally, gardens help to improve air and soil quality, reduce transportation needs, offer the opportunity for composting, and can improve food security.



Community Gardens at University of Maryland Extension

# DESIGN PRINCIPLES

## RECOMMENDED PROGRAM AMENITIES (continued)

- **Play Areas:**

Play areas and playgrounds are essential to childhood development. They learn many types of skills – social, motor, critical thinking, etc. – that will benefit them for years to come. Children will also learn both verbal and non-verbal communication on a playground. They also help to improve physical health of younger generations and are a valuable asset for growing families.



Natural play area at the Village of Batawa - Quinte West, Ontario

- **Shared Community Building:**

Community buildings can offer amenities that individual homes might not, such as laundry facilities, event spaces, commercial kitchens, and classrooms. When part of a community design, a shared community building can also foster a strong sense of community and pride.



Community Welcome Center - Jackson Hole, Wyoming

## RECOMMENDED ENVIRONMENTAL DESIGN MEASURES

- **Solar Energy:**

In recent years, there has been tremendous growth in the United States solar industry that is helping to pave the way for clean, renewable energy potential. Solar has become much more affordable and innovative. In Floyd County specifically, strong support for solar power has been expressed. Solar power also lends itself to the theme of resiliency in the local community.



Solar roof project by local SolShine Energy Alternatives - Floyd, Virginia

- **Green Roofs:**

A green roof (or living roof) is a roof that is partially or completely covered with vegetation. While the upfront costs of green roofs are typically more than a traditional roof, green roofs can increase the R-value of the roofing system, saving costs on utilities over time. They also help to control stormwater runoff and improve air quality. Some green roofs can even grow edible produce and herbs. There has been expressed interest in green roofs in Floyd and this community is well positioned to adapt this innovation.



Private residence green roof by local Riverbend Nursery/ Greenroofs - Staunton, Virginia

# CONCEPTUAL PLANS



Site from Rt. 8 (September 2020)



Larsen Site (December 2019)

## LARSEN SITE OVERVIEW

Situated just half a mile north of downtown Floyd, the Larsen Property is the largest of the three sites chosen as prototypes for future housing options. The site covers 136 acres and is adjacent to existing amenities such as the Floyd County Rec Park, Dodd Creek, and Route 8 that offer recreation, scenic views, and access to the larger region. The site plan for the property provides 300 housing units that are anchored by a variety of green spaces, trail amenities, and neighborhood-scale commercial and office development. The project team has developed the plan to be phased over 15 years to provide ample time for utility extensions and to meet current housing absorption rates in Floyd. The overall housing density proposed by the plan is 2.2 housing units per acre.

### Key Elements

1. COMMUNITY DESIGN – A mix of housing from large to small, and for every age group
2. OPEN SPACE AMENITIES – a “very Floyd” mix including meadows, active leased agriculture and community gardens, trails
3. DESIGN GUIDELINES – Development Standards featuring green energy incentives

### SCALE

Site acreage: 136 acres



Larsen Site (December 2019)



# CONCEPTUAL PLANS



## SITE PLAN DETAILS

The master plan for the Larsen Property is guided by three key design elements that echo the character of Floyd. First, community design will be the foundation of the new development, providing a rich mix of housing sizes that cater to multiple age groups. Second, open-space amenities will be critical for incorporating a “very Floyd” feel by providing social gathering spaces, agricultural opportunities, and offering recreational and visual amenities. Finally, the plan suggests creating design guidelines as a playbook for development standards that encourage green energy, distinguish this community from peer developments in Floyd, and maintain the community’s appearance, character, and condition over time.

## NOTABLE AMENITIES ASSOCIATED WITH SITE

Building on the element of community design, the plan proposes multiple densities and types of housing, arranged around central features to achieve a community spirit and harmony. The housing variety mimics the diversity of Floyd’s existing housing stock and gives independence for new residents to select what best fits their needs. The residential development is complimented by small-scale commercial retail and office space to energize the community with local businesses and jobs. The plan provides for 300 parking spaces to support this community retail. The road and trail network and multiple entrances into the site provide a circulation pattern that ensures linkages to amenities and across neighborhoods and enhances the community feel and connections to other areas in Floyd.

The total planned green space occupies 45% of the site plan, creating a diverse set of parks, working agricultural spaces, playgrounds, and gathering places that speak to the arts, agricultural heritage and other lovable features of Floyd living. Notable spaces include the Gateway that welcomes



## NOTABLE AMENITIES ASSOCIATED WITH SITE (continued)

visitors and residents into the site, a ten-acre Long Meadow, intended as a space for leased hayfield or wildflower meadow, and the Common that acts as the heart of the community where social gatherings, outdoor markets and music events could occur. A two-acre pond connected through the trail network is the main water feature of the site and provides stormwater controls and recreational opportunities. Each space is unique in form and function and helps to establish smaller neighborhoods within the larger site plan. The pockets of open space are varied in size and offer ideas for what green space might become once the development is built. This variety also maintains flexibility for other uses, such as sports fields or additional leased agricultural land.

Finally, the proposed design guidelines are proposed to help convey the character and feeling of Floyd that is intended for the site. However, these guidelines offer a new opportunity to incorporate green energy and self-sufficiency into the master plan that could be attractive to younger residents. The guidelines propose including solar panels in the parking lots to provide shade and energy for local businesses and green roofs on commercial buildings to help with stormwater considerations. There is potential in the Common and Orchard Common to include geothermal networks that would support surrounding buildings. Micro-scale wind turbines in artistic compositions could welcome people to the site. Altogether, the plan proposes exciting ways to infuse the new with the familiar to create a vibrant and livable community.

# CONCEPTUAL PLANS

## COMMUNITY OPEN SPACE DESIGN FEATURES

The land for the Larsen property provides central features to achieve community spirit and harmony. Modeled on successful outdoor spaces in Virginia hamlets and small towns, the traditional neighborhood feature area designs provide variety to suit different lifestyles of the area.

- **Gateway** – Welcoming area of commercial, professional offices flanked by greenway and parkway introductory spaces
- **The Parkway** – Entrance road through a rich meadow, overlooking the forested cottages
- **The Green** – 1-acre square green space surrounded by larger homes
- **The Eyebrows** – tight-knit housing surrounding central playground spaces
- **Common** – heart of the community, 2-acre social space where outdoor markets and music events occur
- **Orchard Common** – 60-tree common space on ridge featuring heirloom apples
- **Wind Ridge** – Housing surrounded by greenway connections that tie to a park
- **Crescent** – 15-acre flat fields area, making it the largest community amenity
- **Long Meadow** – 10-acre visual feature area, with active agriculture or wildflower meadow

The Parkway and Forest Preserve Cottages



## DESIGN GUIDELINES & GREEN ENERGY

To distinguish this development from its peers, design guidelines are recommended. Guidelines establish and maintain community appearance, character, and condition. A guidebook for sub-developers and builders is recommended, with forms and materials based on successful highland Virginia hamlets and small-town structures.

For the Floyd niche markets, micro-scale green energy guidelines are encouraged.

### The Common and Orchard Common

- Potential geothermal networks for surrounding buildings surrounding
- Solar panel arrays on parking and garages and greenhouses on rooftops

### Edges of Meadows

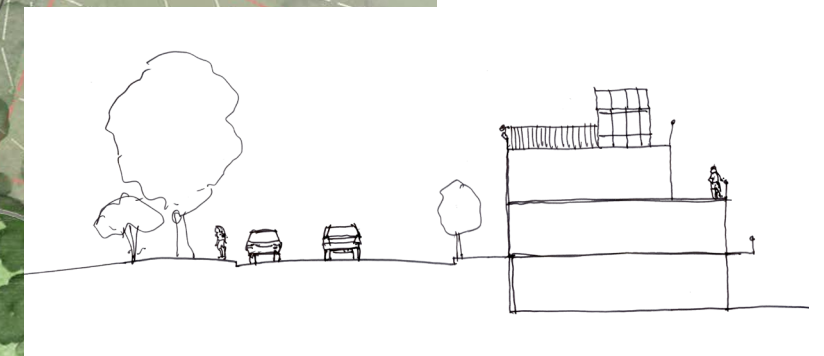
- Hosts smaller micro-scale wind turbines in artistic compositions

### Single Family houses

- Solar Shingles and Panels



The Common



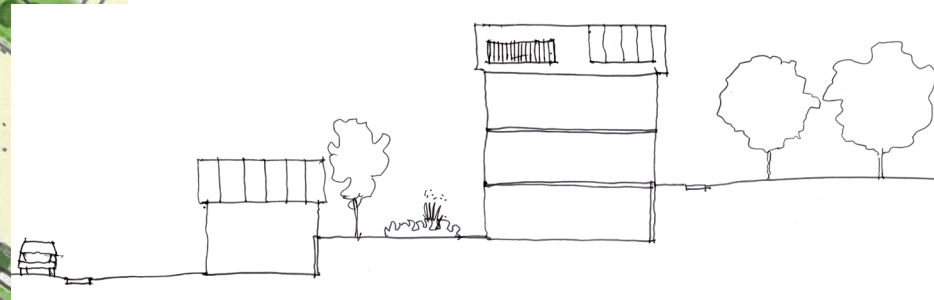
# CONCEPTUAL PLANS

## HOUSING OVERVIEW

Developing the Larsen Property would provide a diversity of housing options that complement the existing fabric of Floyd's housing, while filling the gaps in missing housing types for all residents. The land plan for the Larsen property provides about 300 new residences, in a range of densities. The table to the right illustrates the mix of housing types proposed in the plan. These prototypes range in size from small, free-standing cottages and apartments to large one-acre lots for more traditional single-family houses. By providing such a mix of housing types, the Larsen Property can offer options for a range of economic backgrounds and age groups. Younger residents, singles, or retirees may prefer the smaller, low-maintenance types while families have the opportunity for yards on private lots situated near green spaces and playgrounds. Despite the variety of housing types, the plan is grounded in a trail and road network that provides access to amenities and downtown Floyd from any corner of the site.

HOUSING TYPE	# OF UNITS	SQUARE FOOTAGE
Single-family lot	14	¾ - 1 acre
Single-family lot	24	½ - ¾ acre
Single-family lot	38	¼ - ½ acre
Single-family lot	19	¼ - ½ acre
Townhouse	32	1,500 sf
Apartment	107	700 - 1,200 sf
Cottage	66	600 - 1,000 sf

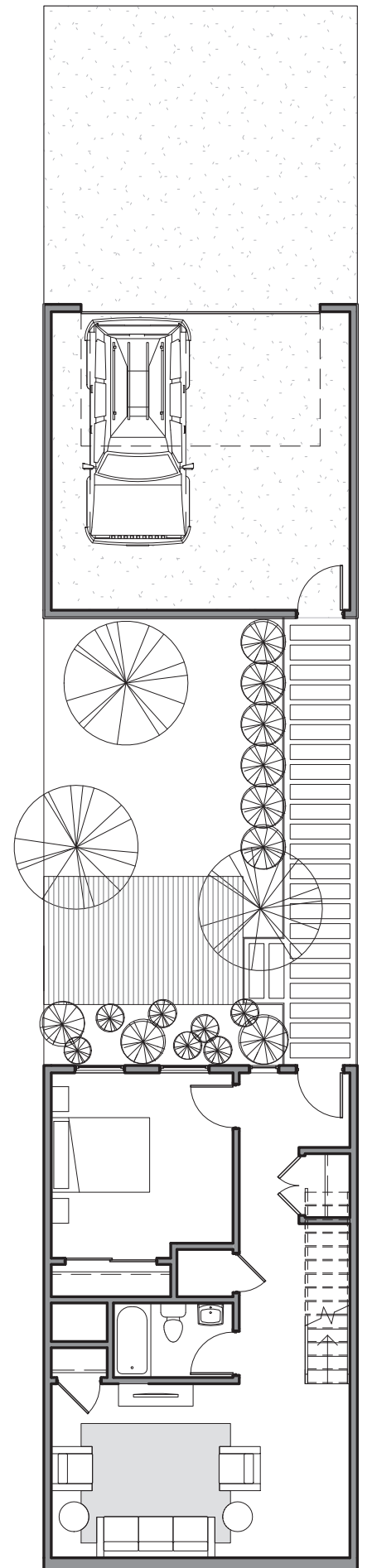
Orchard Common



## SAMPLE TOWNHOUSE SITE PLAN

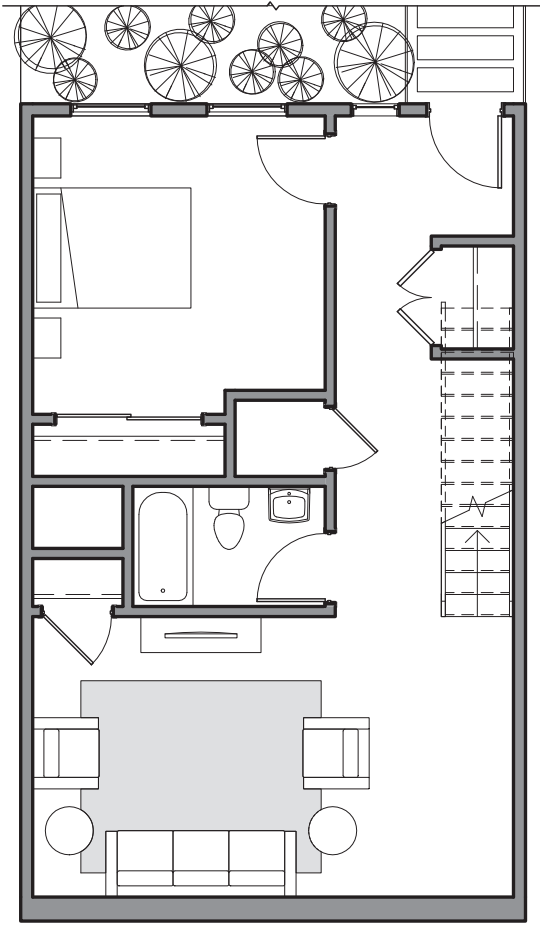
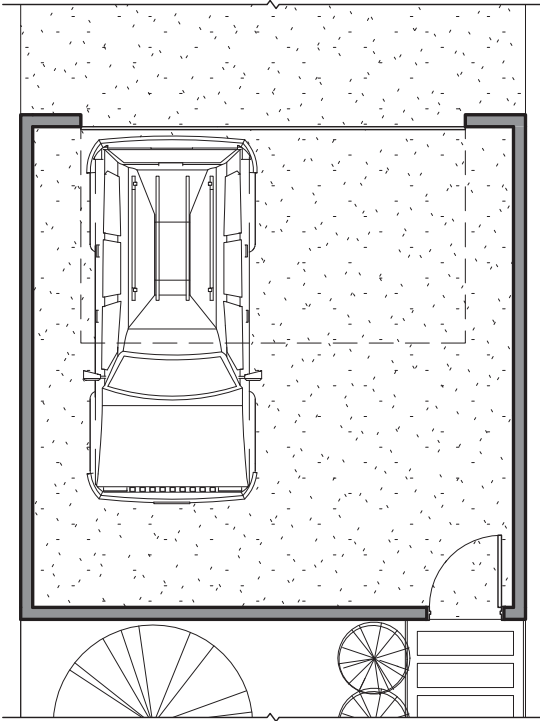
This sample townhouse would be one of 32 overlooking the Orchard Common. With a spacious 1,500 square feet and three full stories, this home has three bedrooms and three and a half baths. These townhouses are lined along the Orchard, with gorgeous views from the first floor's front entry. The ground floor entrance, shown to the right, opens on to a more private garden and patio. The pathway along the garden leads to a detached two-car garage, with space for two more cars in the driveway. This ground level contains one of the three bedrooms and a full bathroom, along with a generous den and plenty of closet space.

Ground Floor

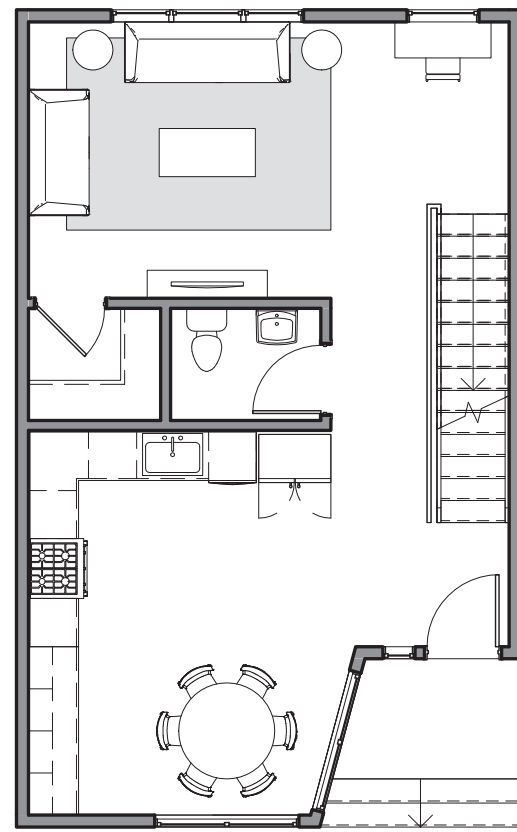




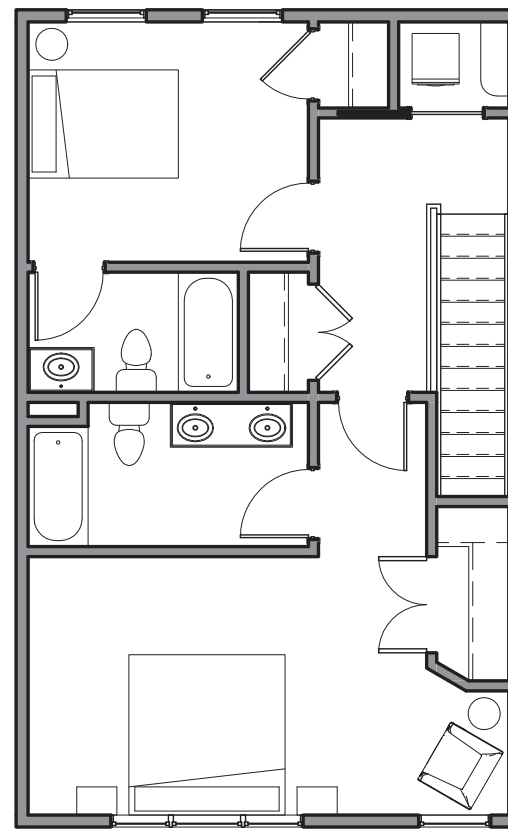
# CONCEPTUAL PLANS



Ground Floor



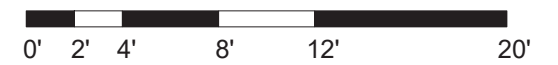
First Floor



Second Floor

## SAMPLE TOWNHOUSE FLOOR PLANS

The first-floor entry opens into a large kitchen with an eat-in dining area and built-in storage. The living room is at the rear of the home, overlooking the garden. The half bath and a large closet are conveniently nestled in the center of this level. On the second floor, there are two bedrooms with en-suite baths, and at the top of the stairs, there is a laundry room with a stacked washer and dryer. The larger Master Bedroom suite is at the front of the home, with a sitting area and views onto the Orchard, and another bedroom with a full en-suite bath is at the rear, with views onto the garden.



# CONCEPTUAL PLANS



Green Acres site



Green Acres site

## GREEN ACRES SITE OVERVIEW

The Green Acres site offered the opportunity to explore a housing option that local stakeholders expressed an interest in-- cottage housing. This 15-acre property is situated partly in town and partly in the county. A short walk from downtown Floyd and along Route 8, this proposed development offers an amenity-filled opportunity for Floyd County.

This site is unique in that there is already a development plan in progress. Hill Studio and project partners wanted to supplement the valuable work already accomplished and collaborate with site developers to examine a small portion of the property and explore a housing type desired by the local community. This pocket of cottages would be immersed with other proposed site amenities.

The main goal for the Green Acre site was to develop a concept that fits within the context of Floyd and is within the realm of housing that community members showed interest in.

### SCALE

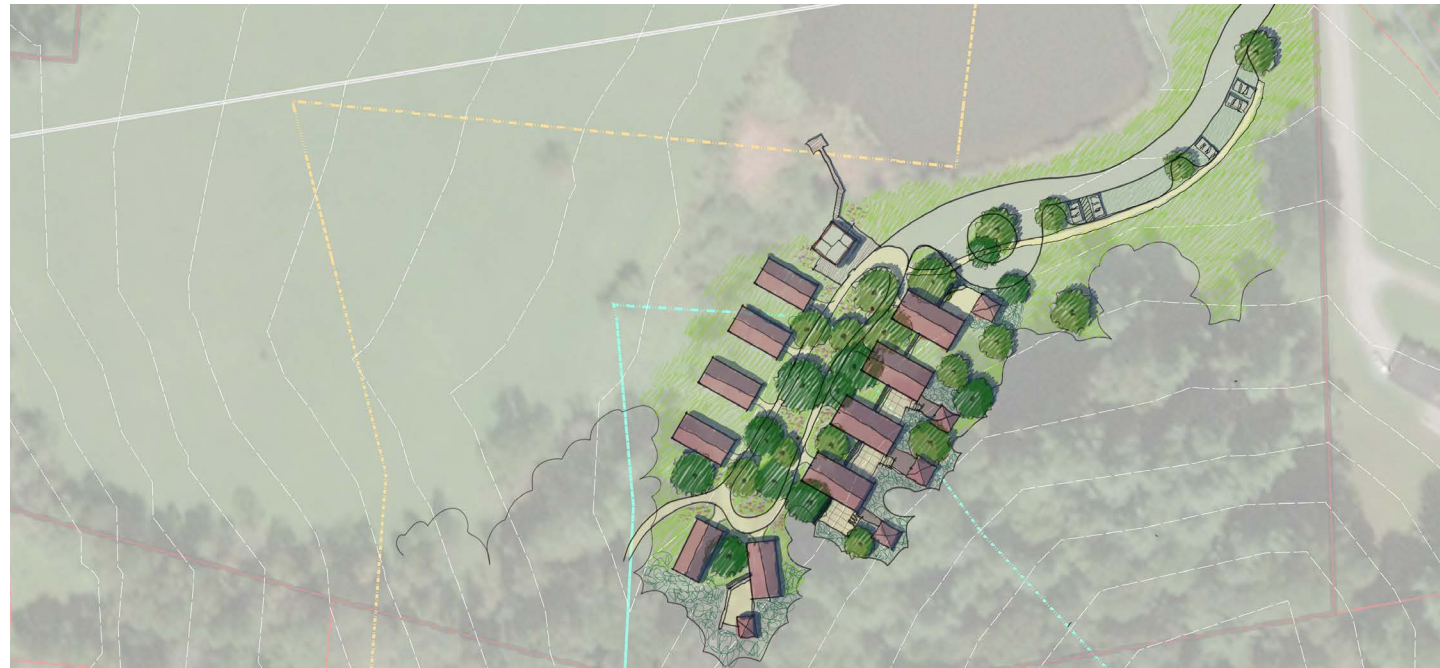
Site acreage: 15 acres  
Project area: ~2 acres



Green Acres site



# CONCEPTUAL PLANS



## SITE PLAN DETAILS

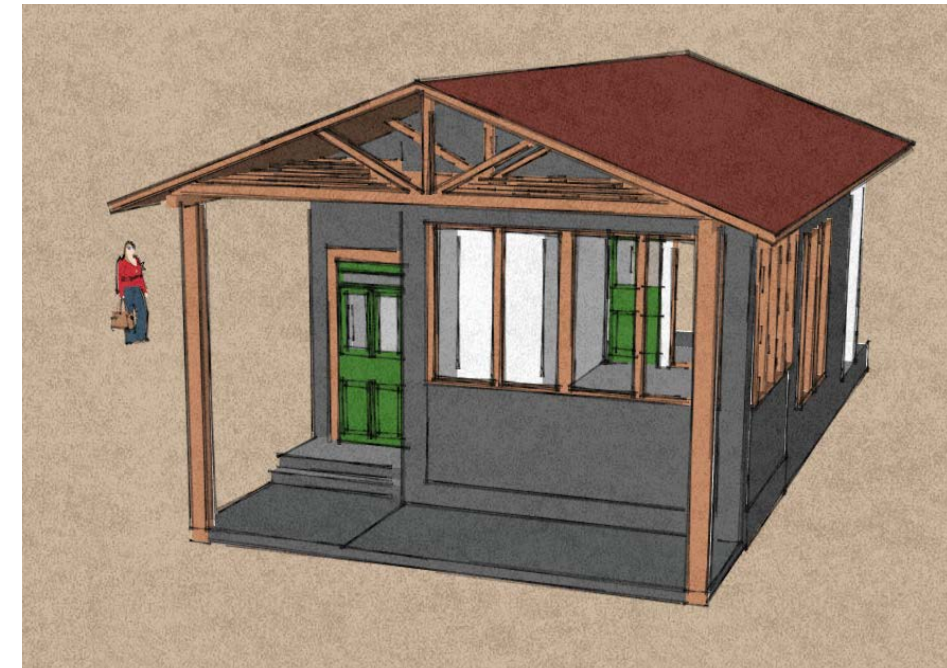
The Green Acres property is along Route 8 and Baker Street. The site is partially wooded and has a sizable pond visible from the road. The proposed pocket of cottages lies in between the pond and wooded area on a slight downslope with parking adjacent to the pond.

The shared space in between cottages incorporates trees and greenery to ensure privacy between homes. There is also ample space for shared community gardens.

## NOTABLE AMENITIES ASSOCIATED WITH SITE

The project area includes a pocket of cottages with the option of a shared community building to include laundry facilities, a shared kitchen, and a gathering space. Along the pond is a community garden space with a walking path leading out to a viewing deck of the pond.

Also incorporated into the site plan is a walking trail that links the parking to the cottages, suitable for walkers and bikers. Additionally, there is a 40' radius turnaround for emergency vehicles at the end of the road and two fire hydrants in the shared greenspace.



## HOUSING OVERVIEW

This plan provides a pocket of small, free-standing cottages that provide affordable rental opportunities to local residents. By design, a pocket of cottages surrounds a shared space – a community garden, walking paths, open green space, etc. One of the main design intents is to balance public and private spaces so that residents can still have a strong sense of community while still maintaining some privacy.

Each cottage is aesthetically similar while providing a range of amenities. At a minimum, each unit has exposed timber framing, a front porch, a back porch, and many windows. The intent is that kitchen and living areas of the home would be open to the shared greenspace, while the enclosed part of the home would be the bedroom and bathroom to ensure privacy.

The majority of the cottages are single-story, 1-bedroom homes, which were of interest to many stakeholders in Floyd. A handful of cottages, however, incorporate a second level with an additional bedroom space. Multiple cottages are proposed to be ADA-compliant to fit the aging population in Floyd County, with accessible ramps and interior fixtures that follow ADA Accessibility Guidelines. All cottages on site would incorporate sprinkler systems in accordance with the 2015 International Residential Code.



## # OF UNITS

- 9 cottages with shared community building
- 10 cottages without community building

## SQUARE FOOTAGE

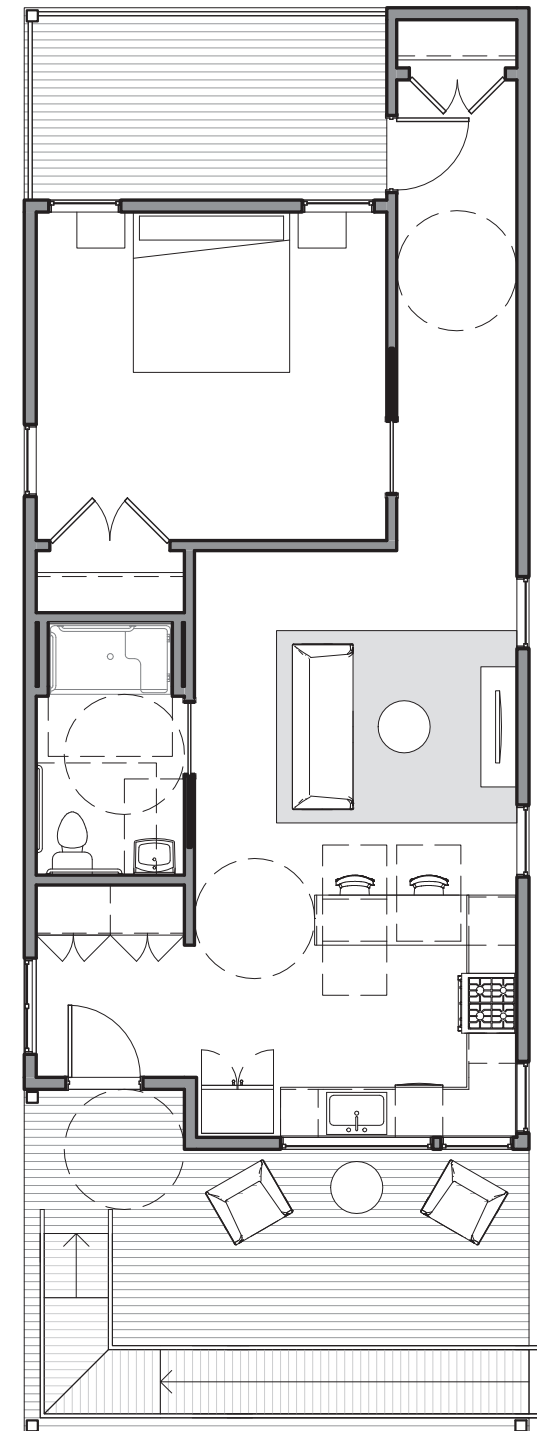
- Cottages: 800 - 1,000 square feet each
- Accessory dwelling units (ADUs): 200 square feet each

# CONCEPTUAL PLANS

## CONCEPTUAL PERSPECTIVES



## SAMPLE FLOOR PLAN



This sample cottage plan is designed as a single-story, ADA accessible unit with one bedroom and one bath. The front entry of the home is open and airy, with the kitchen overlooking the large front porch and central greenspace. The kitchen aisle doubles as both an ADA accessible workspace and a built-in bar for additional seating. The further back you move through the home, the more privacy is offered. The double windows in the living room provide natural light and fresh air but will not directly line up with windows of the neighboring homes. The large bedroom at the rear of the home overlooks a private deck, enclosed on two sides to shield the residents from onlooking neighbors.

Cottage Floor Plan



# CONCEPTUAL PLANS

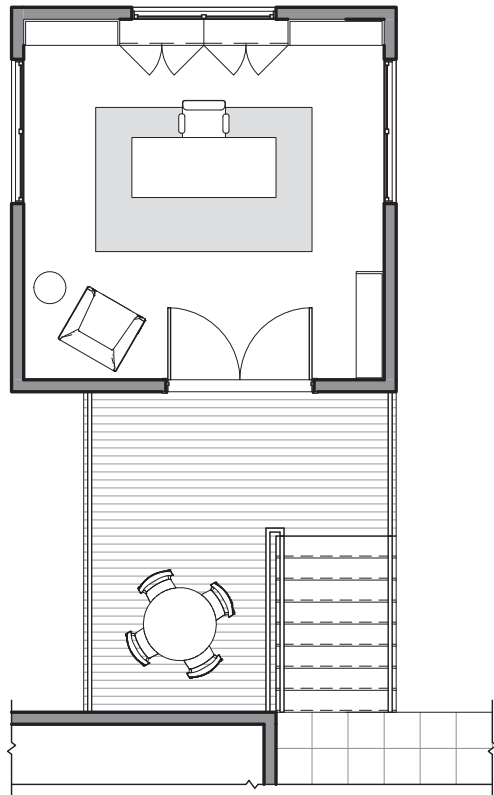
## SAMPLE FLOOR PLANS

The accessible dwelling units offer more flexibility and additional square footage for the cottages. We have two potential accessory dwelling unit uses shown, a home office and a bedroom.

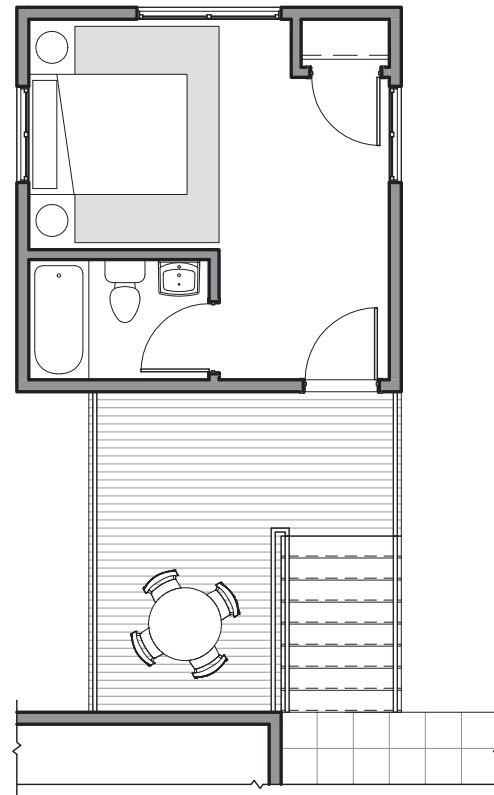
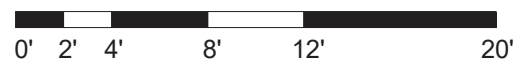
The home office is utilized now more than ever, as teleworking has become the norm. Being able to use an ADU as a home office offers privacy and separation from the distractions of the main cottage. This also provides the resident the ability to meet with clients or potential clients without bringing them through their main home.

The bedroom plan is designed as a full master suite, incorporating a full bath and a closet. This offers a lot of flexibility for use, with the potential to host it as short term rental, use it as a mother-in-law suite, or use it as a residence for a caretaker.

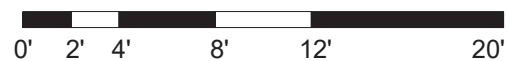
These sample plans can also be made into ADA accessible units as needed.



Office Floor Plan



Bedroom Floor Plan



Green Acres site plan close-up



Conceptual rendering of the ADUs

# CONCEPTUAL PLANS



Exterior of Laundromat building on site



Exterior of auto-shop building on site

## HARRIS STREET SITE OVERVIEW

The Harris Street site in downtown Floyd provides the opportunity for new apartments, a housing style currently in high demand and low availability. Located just a 4-minute walk from the Farmers Market, the Floyd County Store, and the Warren G. Lineberry Community Park, this site is a prime location for residents to experience all that downtown Floyd has to offer.

This project boundary includes 3 existing buildings that are listed as contributing structures to the Floyd Historic District: the Harris Cleaners Building - a two-story brick veneer building built in 1943, a one-story Laundromat, and a former carwash that has been mostly demolished. There is also an existing auto-shop on the property that is not noted in the inventory of the Historic District.

The Project Team's intent with the Harris Street site was to explore a small-scale design concept in the middle of downtown that had the potential to provide residents with immediate access to downtown's facilities, as well as work with existing buildings that have the potential for historic tax credits.

### SCALE

Site acreage: 0.4 acres



Exterior of the Harris Cleaners Building on site



**SITE PLAN DETAILS**

The initial site design created a central courtyard between the Harris Cleaners Building and Laundromat, with community garden beds, benches, paved walking paths. The existing sidewalk along the Harris Cleaners Building will be extended to wrap around the Laundromat, with a new line of trees to separate the pedestrian and vehicular travel. The former carwash building has been removed to make room for on-site parking at the rear of the site. Lined with shrubs, this space acts as a physical and visual buffer between the apartment buildings and the fuel terminal site on the adjoining property.





**REVISED SITE PLAN DETAILS**

After the initial site design, the Project Team created a revised plan to address an existing 20' right-of-way between the Harris Cleaners Building and the Laundromat. This revised plan contains the same elements of the original plan – the community gardens, walking paths, on-site parking – while allowing for traffic to flow through the site using the existing right-of-way and also give a greater connection to the Auto-Shop apartment. The design maintains the walking paths previously defined to connect the three buildings, but as a colored paving within the existing asphalt to enforce traffic calming. The community gardens have shifted to act as an additional buffer between the parking and apartment buildings, and an open green space was added. This lawn is another benefit for the residents, a space to gather with neighbors, play with your dog, or just sit and relax under the shade trees.

# CONCEPTUAL PLANS



## NOTABLE AMENITIES ASSOCIATED WITH SITE

A shared, ADA accessible laundry facility is located at the main entrance of the Harris Cleaners Building, accessible by all three buildings. The Harris Cleaners Building also has an existing rooftop deck, which is now proposed as a shared community amenity.

There are 15 on-site parking spaces in the revised site plan, allowing one designated spot per unit as well as an additional 7 guest parking spaces. The Auto-Shop also has an existing car-port, which could provide an additional ADA parking space for that unit.

## CONCEPTUAL PERSPECTIVES



FIRST FLOOR PLAN



SECOND FLOOR PLAN



# CONCEPTUAL PLANS

## CONCEPTUAL PERSPECTIVE



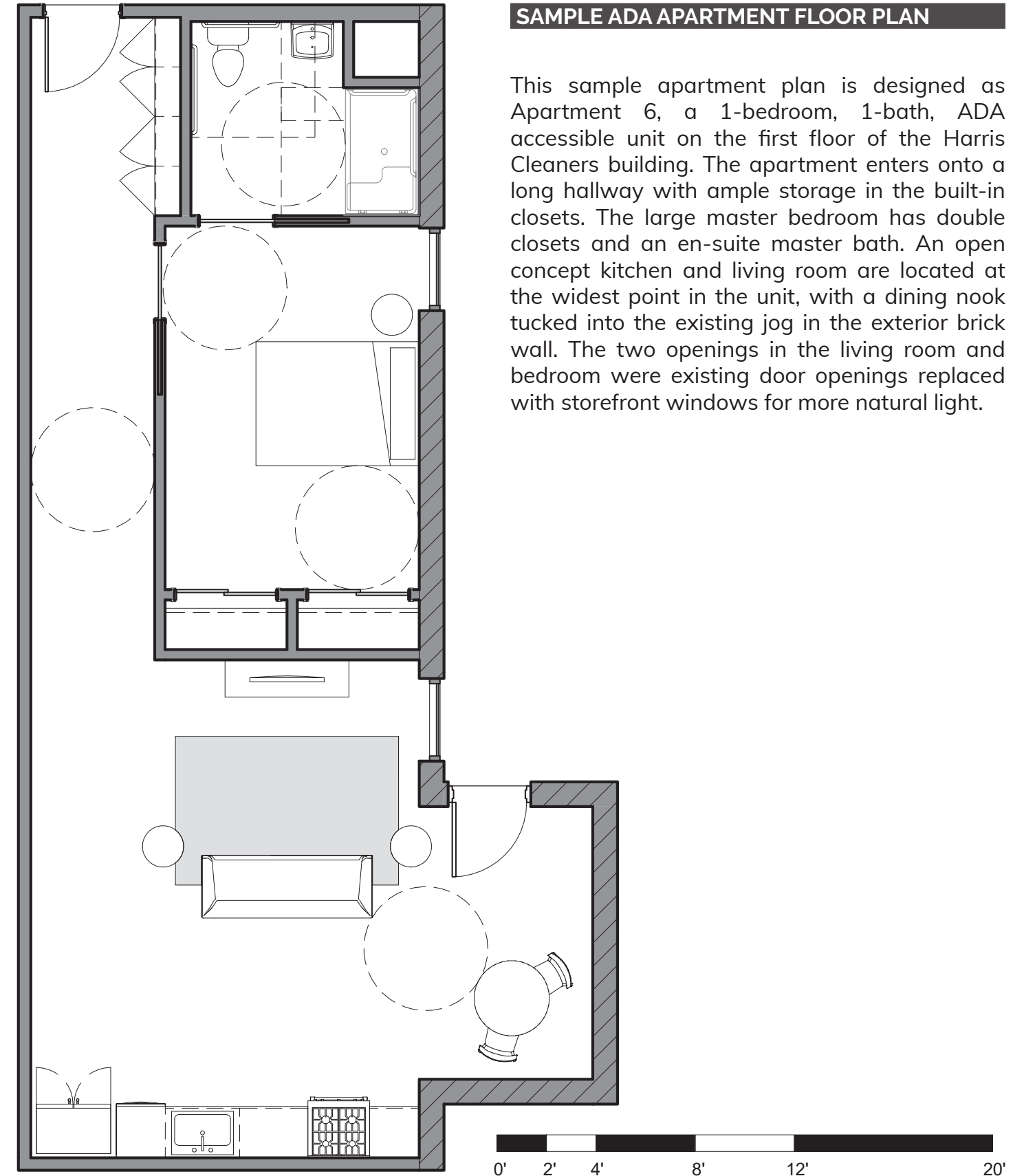
## HOUSING OVERVIEW

The three buildings on the Harris St property provide a variety of apartment options across the site. The plan proposes eight apartments between all three buildings, including the potential for two ADA accessible units. There is also potential to make two of the units on the first floor of the Harris Cleaners building into retail or commercial spaces, as these units have existing street-facing entrances and the zoning allows mixed-use on this property.

BUILDING	# OF UNITS	UNIT TYPES	SQUARE FOOTAGE
Harris Cleaners	5	(1) 1-bedroom ADA (3) 1-bedrooms (1) 2-bedrooms	800 square feet 550 - 615 square feet 850 square feet
Laundromat	2	(2) 2-bedrooms	750 square feet
Auto-Shop	1	(1) 1-bedroom ADA	700 square feet

## SAMPLE ADA APARTMENT FLOOR PLAN

This sample apartment plan is designed as Apartment 6, a 1-bedroom, 1-bath, ADA accessible unit on the first floor of the Harris Cleaners building. The apartment enters onto a long hallway with ample storage in the built-in closets. The large master bedroom has double closets and an en-suite master bath. An open concept kitchen and living room are located at the widest point in the unit, with a dining nook tucked into the existing jog in the exterior brick wall. The two openings in the living room and bedroom were existing door openings replaced with storefront windows for more natural light.





## Chapter 5: *Action Plan: Implementation*

Opportunities  
Constraints  
Phasing Plan  
Costs & Proforma Analysis  
Proposed Next Steps

# OPPORTUNITIES

## OVERVIEW

Together the three Floyd County housing concepts offer these opportunities:

1. Provide high-amenity living conditions nested within mixed-income living arrangements
2. Generally, walkable to community services once build-out is achieved
3. A chance to keep retiring Floyd citizens in the County by providing a reasonable, accessible place to live, within a mixed-age community
4. A first-home opportunity for the workforce and/or younger citizens, which in-turn provides a chance to permanently join the community and put down roots in Floyd

Specifically, each of the three residential communities offers something even more significant for Floyd County:

1. Cures Blight. Public engagement concerns were that mixed-income housing might cause blight. However, The Harris Street site offers a chance to redevelop one of the most blighted sites in Floyd. The vacant buildings, partially razed car wash and former dry-cleansers site provides a chance to transform a previously unfavorable site into one of Floyd's best sites.
2. Diversifies the Offerings. Public engagement concerns were that mixed-income housing would not be considered by local developers. However, on-going development at the Green Acres site provides an example of local development initiatives that include mixed-income housing.
3. Preserves the Countryside. Public engagement concerns were that placement of additional housing would possibly change the feel of Floyd. The large size of the Larsen project offers the opportunity to absorb significant amounts of development in Floyd County into a planned, high amenity, design-guided environment. Planned absorption preserves the countryside from random spot subdivision and can help grow the Town of Floyd at a reasonable pace.

In addition, the three development projects offer several innovative opportunities for Floyd County in the arenas of mixed-use development, modular construction, and historic preservation.

## MIXED-USE DEVELOPMENT

Mixed-use development integrates multiple uses (residential, commercial, cultural, etc.) into once central area with shared outdoor spaces. This results in more compact development, allowing more space for conservation.

Visible in the Town of Floyd, and to a lesser extent is several villages throughout the County, the vibrance of a mix of uses is attractive, important to the sense of place, and vital to economic prosperity. The small scale and existing shell of the Harris Street development will take advantage

## MIXED-USE DEVELOPMENT (continued)

of the existing mixed-use character of central downtown. Restaurants, shopping, government, and many other dwellings are all within a couple of blocks walk.

In addition to the mixed-use character of Route 8 in the vicinity of the Larsen property entrance, the Larsen property concept proposes to build its own neighborhood center around a central green. The 2-3 story live-work buildings, proposed to surround a shared greenspace, will have some of the same uses as seen in downtown Floyd, but without government services like a post office, courthouse, and library. This amenity will be a neighborhood center rather than a central destination of Floyd, aimed at creating a harmonious landscape that compliments the existing park adjacent to the property.

## MODULAR CONSTRUCTION

A modular home is one that is built in a controlled factory environment in sections (or modules). Once constructed, it is transported to the site and assembled on a permanent foundation by a builder. These homes are often called factory-built or prefab (prefabricated) homes.

Since modular homes are built indoors, they can be completed much faster than a traditional home since they are not delayed by weather and other issues. Modular homes are typically built to be more energy efficient by incorporating environmentally-friendly materials and practices. On average, a modular home costs between \$90 and \$120 per square foot to build which is 20%-40% less than a traditional stick built home.

In the New River Valley, there are opportunities for modular partnerships. Of particular note is Silverpoint Homes in Martinsville, Virginia. Below is a summary of what Silverpoint Homes include:

- Concrete Footer & Split Face Block Foundation: 48" average height
- Damp-proof coating with perimeter drain on foundation
- Certified Termite Pre-Treatment
- Normal delivery of home to site
- Crane Set of home on foundation (up to 110 Ton crane included in price)
- Exterior Finish Work: shingles, siding, trim
- Interior Finish Work: drywall, flooring, trim
- Water & Drain Plumbing connections under home
- HVAC (electric heat pump and furnace)
- Electric Water Heater
- Electrical meter base and connections under home. Mast kit is not included.
- Dishwasher & Range Hood
- 4'x8' Pressure Treated Wood Landing w/ steps @ front door
- 4'x5' Pressure Treated Wood Landing w/ steps @ rear or side door
- Seamless Gutters with downspouts & splash blocks
- VA Sales Tax
- Warranty: 1 Year Service; 10 year Major Structural Defects

# OPPORTUNITIES

## INTRO

*The design information included in this report assumes that historic rehabilitation tax credits will be part of the project financing.*

*All planned exterior and interior work is subject to approval by the Virginia Department of Historic Resources (DHR) and the National Park Service (NPS).*

*The owner is advised to seek guidance from a qualified tax attorney and/or accountant prior to pursuing the tax credits.*

## **PRESERVATION STRATEGY: ATTAINING HISTORIC REHABILITATION TAX CREDIT ELIGIBILITY**

The Harris Cleaners Building (DHR# 291-0015-0024) is listed as a contributing resource in the Floyd Historic District and is thereby eligible to participate in the state and federal historic rehabilitation tax credit programs. The one-story laundromat building to the north (121) and detached garage/former carwash to the east (127) are considered contributing secondary resources to the property and are also eligible to participate in the programs. The small carwash structure on the property has not been evaluated and is not listed in the National Register nomination for the Floyd Historic District. The significance and eligibility of this structure can be formally evaluated during Part 1 of the Historic Preservation Certification Application process.

The design information included in this report does not assume that historic rehabilitation tax credits will be part of the project financing. If the owner decides to pursue historic rehabilitation tax credits for the Harris Cleaners property, changes may be required to the proposed designs. All planned exterior and interior work is subject to approval by the Virginia Department of Historic Resources (DHR) and the National Park Service (NPS). The owner is advised to seek guidance from a qualified tax attorney and/or accountant prior to pursuing the tax credits.

## **WHAT ARE THE CREDITS & WHO CAN USE THEM?**

The historic rehabilitation tax credit programs provide a dollar-for-dollar reduction in tax liability for property owners who rehabilitate qualified historic buildings following the Secretary of the Interior's Standards for Rehabilitation. The federal credit equals 20% of qualified rehabilitation expenditures and the state credit equals 25%. The federal program requires that a property be income-producing while the state credits are available for both income-producing and owner-occupied buildings. For an income-producing property, the federal and state credits can be combined for a total of 45%. The federal credits are claimed beginning the year in which the project is completed and limited to 20% a year over the first five years. Unused federal credits can be carried back one year and forward twenty years. The state credits are claimed the year in which the project is completed and can be carried forward ten years. The federal program requires retention of ownership for at least five years to avoid recapture of the credits on a pro-rated basis (20%/year) while there is no such requirement for the state program following final project certification. The National Park Service (NPS) and the Virginia Department of Historic Resources (DHR), respectively, administer the federal and state tax credit programs.

In the case of a not-for-profit owner, it is possible to use the tax credits by syndicating them through a limited partnership. There are several important issues, such as prior use of the building, that must be considered in syndicating a rehabilitation project and it is critical that the project team consult with a consultant experienced in the syndication of tax credits in the initial stages of project planning.

## **QUALIFIED REHABILITATION EXPENDITURES (QREs)**

The tax credits are based on the total qualified rehabilitation expenditures (QREs) for the project. Such expenditures are defined as any costs that can be properly charged to the capital account of the building in association with a certified rehabilitation. Eligible construction costs include work on structural components of the building; new heating, plumbing and electrical systems; updating kitchens and bathrooms; most interior finishes; fire suppression systems or fire escapes; and compliance with ADA requirements. Additionally, certain soft costs – such as architectural and engineering fees, construction period interest and taxes, construction management costs, and reasonable developer fees – are also eligible. Costs that are not included in the basis for the tax credits include those expenditures associated with acquisition, additions, or site work as well as the syndication of the credits. The costs of repairs to historic site features, however, may be eligible for the state credits.

# OPPORTUNITIES

## PROGRAM REQUIREMENTS

To participate in the tax credit programs, a building must meet the following requirements:

1. The building must be a certified historic structure.
2. The rehabilitation must meet the substantial or material rehabilitation test; and
3. All work on both the interior and the exterior of the building must meet the Secretary of the Interior's Standards for Rehabilitation.

## CERTIFIED HISTORIC STRUCTURE

To be certified as a historic structure, a building must either be listed individually on the National Register of Historic Places (NRHP) or identified as a contributing resource to a historic district that is listed on the NRHP. Additionally, for purposes of the state credits only, a building listed individually on the Virginia Landmarks Register (VLR) or determined by VDHR to be eligible for such listing is considered a certified historic structure.

## SUBSTANTIAL OR MATERIAL REHABILITATION TEST

The substantial or material rehabilitation test determines the minimal threshold of spending required to participate in the program. The IRS defines "substantial" rehabilitation as equal to at least 100% of the owner's adjusted gross basis in the building (purchase price - value of land - depreciation + improvements) or \$5,000, whichever is greater. The Commonwealth of Virginia defines "material" rehabilitation as equal to 50% (for income-producing properties) or 25% (for owner-occupied buildings) of the assessed value of the building (only, excludes land value) for the year prior to the start of work. The measuring period for QREs to count towards meeting this test is a consecutive 24-month period ending sometime in the year in which the project is completed, and the credits are to be claimed. If a project is to be phased, a phasing plan must be submitted prior to the start of work and the measuring period will be extended to a consecutive 60-month period. Once the substantial or material rehabilitation test is met, all QREs are calculated as the basis for the credits, regardless of whether they were incurred during the measuring period. Provided the substantial or material rehabilitation test is met within the measuring period, there are no other requirements regarding the length of time a project takes to complete. However, it is important for the majority of the QREs to be incurred within the last 24 months (or 60 months for a phased project) to meet the substantial or material rehabilitation test. It is recommended that a project be submitted as a phased project to provide greater flexibility if the owner is not confident it can be completed within 24 months.

## THE SECRETARY OF THE INTERIOR'S STANDARDS FOR REHABILITATION

All work on a project – including the exterior, interior, site and new construction – must comply with the Secretary of the Interior's Standards for Rehabilitation (Standards) in order to be considered a "certified historic rehabilitation" that qualifies for the tax credits. If a portion of the project does not meet the Standards, then the entire project will not qualify for the tax credits. The NPS defines rehabilitation of a building as "the act or process of making a compatible use for a property through repair, alterations, and additions while preserving those portions or features which convey its historical, cultural, or architectural values." These Standards, which are accepted nationally as "best practices," are intended to be reasonable and consider economic and technical feasibility.

In general, it is important to first understand the architectural significance and historic character of a property and identify the building components, features and materials that convey that significance. This is followed by a rehabilitation plan that retains, repairs (or replaces in kind when missing or deteriorated beyond repair) the building components, features, and materials identified as significant in order to preserve the historic character of the property. Projects are reviewed by DHR and NPS staff on a case-by-case basis for compliance with the Standards.

For more information on how the Standards are interpreted and applied to tax credit projects, visit the NPS website at: <https://www.nps.gov/tps/standards/applying-rehabilitation.htm>





# OPPORTUNITIES

## THE SECRETARY OF THE INTERIOR'S STANDARDS FOR THE TREATMENT OF HISTORIC BUILDINGS: REHABILITATION

1. A property will be used as it was historically or be given a new use that requires minimal change to its distinctive materials, features, spaces, and spatial relationships.
2. The historic character of a property will be retained and preserved. The removal of distinctive materials or alteration of features, spaces, and spatial relationships that characterize a property will be avoided.
3. Each property will be recognized as a physical record of its time, place, and use. Changes that create a false sense of historical development, such as adding conjectural features or elements from other historic properties, will not be undertaken.
4. Changes to a property that have acquired historic significance in their own right will be retained and preserved.
5. Distinctive materials, features, finishes, and construction techniques or examples of craftsmanship that characterize a property will be preserved.
6. Deteriorated historic features will be repaired rather than replaced. Where the severity of deterioration requires replacement of a distinctive feature, the new feature will match the old in design, color, texture, and, where possible, materials. Replacement of missing features will be substantiated by documentary and physical evidence.
7. Chemical or physical treatments, if appropriate, will be undertaken using the gentlest means possible. Treatments that cause damage to historic materials will not be used.
8. Archaeological resources will be protected and preserved in place. If such resources must be disturbed, mitigation measures will be undertaken.
9. New additions, exterior alterations, or related new construction will not destroy historic materials, features, and spatial relationships that characterize the property. The new work will be differentiated from the old and will be compatible with the historic materials, features, size, scale and proportion, and massing to protect the integrity of the property and its environment.
10. New additions and adjacent or related new construction will be undertaken in such manner that, if removed in the future, the essential form and integrity of the historic property and its environment would be unimpaired.

## APPLICATION PROCESS

The three-step application process for the historic rehabilitation tax credit program involves the submission of the Historic Preservation Certification Application (HPCA). HPCA Part 1 verifies that the property is eligible for the tax credits by proving that it is either individually listed or a contributing structure in a historic district listed on the National Register of Historic Places. HPCA Part 2 describes the existing conditions of the property and the proposed work. Photographs showing pre-rehabilitation conditions and drawings accompany this application. Part 2 should be submitted prior to the construction document stage so that changes can be made based on DHR and NPS review. HPCA Part 3 is submitted at the completion of construction with photographs and a cost certification that outlines the eligible and ineligible costs.

For more information please visit: <https://www.dhr.virginia.gov/tax-credits/>

Historic features, such as the existing windows in the photo below, will be preserved.



# OPPORTUNITIES

## HISTORIC CHARACTER / IDENTIFYING CHARACTER-DEFINING SPACES & FEATURES

Character-defining elements refer to all visual aspects and physical features that make up the appearance of a historic building, such as its overall shape, materials, craftsmanship, decorative details, interior spaces and features, and various aspects of its site and environment. Prior to beginning the Historic Preservation Certification Application process, a thorough analysis should be conducted of exterior and interior character-defining features of each building.

When evaluating character-defining features, it is important to note that their historic significance is tied to the stated period of significance in the National Register nomination for the historic district in which the building is located. The period of significance for the Floyd Historic District is 1832 - 1955. Any features or materials that date to that period (even if not original) will be considered historic for the purposes of the tax credit program.

This analysis will not a guarantee that DHR or NPS tax credit reviewers will have the same interpretation of character-defining features.

## APPROACH

The National Park Service defines rehabilitation as the act or process of making possible a compatible use for a property through repair, alterations, and additions while preserving those portions or features which convey its historical, cultural, or architectural values. This treatment allows greater latitude for sensitive alterations to be made to accommodate continuing or new use for a historic building. However, these alterations should not radically change, obscure, or destroy character-defining spaces, materials, features, or finishes.



(Left) Two-story brick building facade at 115 Harris St. NW

# CONSTRAINTS

## OVERVIEW

Generally, the three Floyd County housing projects face these constraints:

1. General no-growth or low-growth attitude that pervades the County could result in obstacles to planning approvals
2. Concern that new housing may not take care of existing Floyd residents' needs but instead appeal to newcomers from surrounding regions
3. Balancing the needs of the Public Service Authority with planning and construction schedules so that adequate capacity is added with growth
4. Access – all three properties are challenged with the need to invest significantly in access to the sites, which results in a more expensive development product.

Specifically, each of the three residential communities has these constraints:

1. The Harris Street property is a brownfield site, with unknowns about its level of pollution.
2. The fuel terminal site adjacent to the Harris Street property results in a potentially unsafe hazard in a downtown location.
3. The Harris Street property is under family ownership and might not be timed right for sale.
4. Access to the Green Acres site is particularly challenging, with additional capacity needed on some off-site roads.
5. Green Acres is partially in-town and partially out-of-town, which makes zoning and approvals complicated.
6. The size of the Larsen property makes it challenging for local developers to develop. Where a large tract would be an advantage in northern or eastern Virginia, where development companies are right-sized for this kind of undertaking, the 136 acres makes it a challenge both for absorption and for capital.

In addition to the above constraining issues, several overall community planning issues should be considered when undertaking a housing program of this magnitude. These include managing growth in a controlled manner and timing of large utility upgrades.

## MANAGING GROWTH IN A CONTROLLED MANNER

Floyd County is a special place to live and work, with a unique community culture. A small town that hosts an array of attractive incentives such as beautiful landscapes, entrepreneurship opportunities, agricultural opportunities, etc., Floyd County has seen an increased growth rate over the past few years.

With increasing demands for housing, local stakeholders are exploring new housing opportunities in and around Town, as this Housing Study explores.

One constraint to new housing development, however, is the concern of housing density in Floyd. Citizens want to see the rural character maintained while providing needed housing options. Housing should compliment Floyd's unique character instead of detracting from it.

Any additions to Floyd's housing stock, whether it be small or large-scale, should take into account concerns of density. Smaller projects should fit the character of Floyd and larger projects should consider a phased approach based on growing needs. Public engagement is one way to ensure that these concerns are heard and incorporated into development projects.

## TIMING OF LARGE UTILITY UPGRADES

Both the Harris Street apartments and Green Acres cottages can be developed without upgrading existing utility plant capacities. The Larsen property (or a similar-sized development in the Public Service Authority area) will require a substantial upgrade of the sewer plant when Phase 2 gets underway. This is about a \$4-5 million expenditure.

# CONSTRAINTS

## UTILITIES

The project areas discussed lie within the service area of the Floyd – Floyd County Public Service Authority. The PSA provides water and sewer services to the Town of Floyd and the surrounding areas of the County. They maintain a well based water treatment system that includes 2 water tanks and 5 wells over 2 pressure levels. The PSA also operates a 250,000 gpd wastewater treatment system and several sewage drainage basins that are connected to the plant by pump stations. The projected costs shown reflect engineering and construction cost estimates and do not include any connection or availability fees that might be charged by the PSA.

### Harris Street – Utilities

The Green Man Inn located on Harris Street is connected to the public sewer from Main Street. Based on observations, it appears the manhole in front of the car wash has been filled in. It will either need to be cleaned, and inspected before it could be put back in service or a new sewer extended to serve future development. The line needing either cleaning or replacement is approximately 120' in length. A budgetary value for the sewer improvements/repairs would be approximately \$20,000.

A 4" waterline runs along Harris Street from West Oxford to the project site. Public water also runs along Main Street. As existing waterline exists, the connection of any project to the waterline is probably just the PSA connection and or availability fee.

### Green Acres – Utilities

The Green Acres site has no direct access to public sewer. The site is approximately 900' away from the sewer on Route 8, but that location is upgradient of the project site and would require a pump station. The site is approximately 1200' from the gravity sewer on Pine Street and would require easements across private property. However, the Pine Street sewer is part of the McCrays or Main Pump Station drainage basin. That basin is at capacity currently and additional connections are doubtful. A small pump station or several package grinder stations and force main would be needed to connect to the PSA system on Route 8. A budgetary value for the sewer connection would be approximately \$100,000.

The Green Acres site is adjacent to an existing 6" waterline on Baker Street. The line on Baker Street is served by the High School water tank and is located on the main pressure level. There is also a 8" line along Route 8 that is fed from the Storkers Knob Tank. That higher pressure line is available for the proposed development to connect to and would be the PSA's preferred connection point. A budgetary value for a 6" service line from Baker Street would be approximately \$30,000 including a fire hydrant at the project site.

### Larsen Property – Utilities

The Larsen Property is located nearby both water and sewer services that are maintained by the PSA. However, the scope of the proposed development of this project indicates that only a small portion of the property would be able to drain to the existing sewer Pump Station located on Route 8 by gravity. In addition, the full development of the proposed development would

## UTILITIES (continued)

produce wastewater more than the capacity of both the nearby pump station, it would also force an expansion or replacement of the PSA's wastewater treatment plant. An alternative could be the construction of a separate wastewater treatment facility to serve the development and nearby area of the County taking the closest PSA pump station offline.

The Larsen Property is adjacent to one of the PSA's wells for the water system. There is existing 8" waterline in the project vicinity that could be used to provide water for the proposed development. The full development of the Larsen Property will exceed the safety margin that the PSA normally maintains in source capacity versus demand. The PSA will need to drill at least one additional source water well to provide additional capacity for the proposed development at buildout.

Based on the provided layout, the first phase of the Larsen property development could be served by the current wastewater treatment plant and existing Route 8 Pump Station. It would need to be served by a combination of gravity sewer and low pressure sewers as 15 of the 16 lots are on the wrong side of the ridge to be served by gravity sewer.

Depending on the WWTP capacity, phase 2 might be able to be constructed before a new WWTP is needed by the PSA. This would be needed to be examined in detail at the time of the phase 2 development and prior to construction.

Development of a new well is typically between \$100 - \$150 thousand dollars. Construction of a new treatment plant for the wastewater will cost approximately \$4-5 million dollars.

## TIMING OF LARGE UTILITY UPGRADES

Both the Harris Street apartments and Green Acres cottages can be developed without upgrading existing utility plant capacities. The Larsen property (or a similar-sized development in the Public Service Authority area) will require a substantial upgrade of the sewer plant when Phase 2 gets underway. This is about a \$4-5 million expenditure.

# PHASING PLAN/TIMELINE





## Appendix Documents

Focus Group Meeting Minutes  
Stakeholder Feedback  
Floyd Housing Market Analysis  
Site-Specific Cost Pro Formas



# Minutes of Focus Group Meetings – Community Leaders

## Conducted Virtually

Hill Studio Project # 1649.02

July 24, 2020

Meeting Date: July 15, 2020

### Present:

#### Management Team

Lydeana Martin, Community & Economic Development Director  
Patrick O'Brien, New River Valley Regional Commission

#### Hill Studio, P.C.:

David P. Hill, ASLA  
Maria Saxton, Ph.D.  
Ross Hammes

#### Employers

Pat Sharkey – Floyd Tourism  
Terry Smusz – New River Community Action, FISH  
Joy Gardner – EDA board, Citizen's Telephone  
John McEnhill – Chamber of Commerce, New River Community Action

The parties met virtually on the afternoon of Wednesday, July 15, 2020 for a focus group discussion. Lydeana and David presented an overview of the project and goals of the focus group, followed by a series of questions posed to the attendees.

- 1) Do you feel there is a need for more housing in Floyd, and who do you think would benefit the most from more housing?
  - Lack of housing for middle and lower income is a major problem
  - Local mobile homes are substandard – this is all people can affordable
  - Even mobile home dwellings are expensive – many pay more than 30% of their income on housing
  - \$500-\$600 per month is common, and does not include utility bills which are often high
  - Housing is one of the biggest issues in Floyd – has gotten more pronounced in the past 34 years

Community Planning

Landscape Architecture

Architecture

Preservation

120 W Campbell Avenue  
Roanoke, Virginia 24011

tel: 540-342-5263  
fax: 540-345-5625

WWW.HILLSTUDIO.COM



# Minutes of Focus Group Meetings - Employers

## Conducted Virtually

Hill Studio Project # 1649.02

July 23, 2020

Meeting Date: July 15, 2020

### Present:

#### Management Team

Lydeana Martin, Community & Economic Development Director  
Patrick O'Brien, New River Valley Regional Commission

#### Floyd County

Terri Morris, County Administrator

#### Hill Studio, P.C.:

David P. Hill, ASLA  
Maria Saxton, Ph.D.  
Ross Hammes

#### Employers

Steven Bennett – Riverbend Nursery  
Patrick Daley – Crenshaw Lighting  
Vince Hatcher - Hollingsworth and Vose  
John Wheeler – Floyd County School System  
Heather Krantz – Floyd Country Store  
Haden Polseno-Hensley – Red Rooster Coffee

The parties met virtually on the morning of Wednesday, July 15, 2020 for a focus group discussion. Lydeana and David presented an overview of the project and goals of the focus group, followed by a series of questions posed to the attendees.

- 1) Do you feel that there is a need for more housing in Floyd, and who would benefit?
  - There is a gap in housing
  - Employee base: many live outside of Floyd area due to lack of housing
  - Young associates (out of college): looking for 12-month 1-2 bedroom apartments, hard to find, many find options in Blacksburg/Roanoke
  - Want employees to live in and experience the Floyd area
  - Not a large inventory available in Floyd
  - Housing is an ongoing issue
  - Affordable housing for single people or couples is key

Community Planning

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Architecture

Preservation

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Roanoke, Virginia 24011

tel: 540-342-5263  
fax: 540-345-5625

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# Minutes of Focus Group Meetings – Energy & Finance

*Conducted Virtually*

Hill Studio Project # 1649.02

August 6, 2020

*Meeting Date:* July 29, 2020

*Present:*

Management Team

Lydeana Martin, Community & Economic Development Director  
Patrick O'Brien, New River Valley Regional Commission

Hill Studio, P.C.:

David P. Hill, ASLA  
Maria Saxton, Ph.D.  
Ross Hammes

Energy & Finance Experts

Mel Jones – Virginia Center for Housing Research at Virginia Tech  
Andrew Woodruff – Community Housing Partners  
Billy Weitzenfeld – AECP

The parties met virtually on the afternoon of Wednesday, July 29, 2020 for a focus group discussion. Lydeana and David presented an overview of the project and goals of the focus group, followed by a series of questions posed to the attendees.

What energy efficient features and technologies could make a housing community self-sufficient while also keep costs low?

- The energy-efficient home should be a goal
- Might want to consider prescribed protocols (certifications) like Energy Star, EarthCraft (Viridiant)
- For a whole housing development, the cost for EarthCraft is negligible
  - You can create a standard design with some customizations, and this will reduce the costs to certify
  - Could work with Viridiant on a design
- The Floyd community would likely respond positively to certifications

Community Planning

Landscape Architecture

Architecture

Preservation

120 W Campbell Avenue  
Roanoke, Virginia 24011

tel: 540-342-5263  
fax: 540-345-5625

WWW.HILLSTUDIO.COM



# Minutes of Focus Group Meetings – Realtors & Builders

*Conducted Virtually*

Hill Studio Project # 1649.02

July 23, 2020

*Meeting Date:* July 15, 2020

*Present:*

Management Team

Lydeana Martin, Community & Economic Development Director  
Patrick O'Brien, New River Valley Regional Commission

Hill Studio, P.C.:

David P. Hill, ASLA  
Maria Saxton, Ph.D.  
Ross Hammes

Employers

Derek Wall, Thomas & Wall Real Estate  
Virginia, Thomas & Wall Real Estate  
John Mathis, Blue Ridge Land and Auction  
Matt Sebas, Omnibuild  
Lucy Lamanna, Thomas & Wall Real Estate

The parties met virtually on the morning of Wednesday, July 15, 2020 for a focus group discussion. Lydeana and David presented an overview of the project and goals of the focus group, followed by a series of questions posed to the attendees.

1) Who is looking for housing the most right now?

- Mixed: many retirees who want single-floor living, accessible to downtown and younger individuals who need affordable housing
- Achieving cluster housing has been difficult – land is very expensive
- 35 people on waiting list for apartments – range from \$500 to \$1000 per month – can't build units fast enough
- State-level subsidies have been difficult to get
- Needs are across the board
- People want to move here – unique community, many elements people are looking for in a rural area

Community Planning

Landscape Architecture

Architecture

Preservation

120 W Campbell Avenue  
Roanoke, Virginia 24011

tel: 540-342-5263  
fax: 540-345-5625

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HILL  
STUDIO

# Minutes of Focus Group Meetings – Young People

## *Conducted Virtually*

Hill Studio Project # 1649.02

August 6, 2020

*Meeting Date:* July 29, 2020

## *Present:*

### Management Team

Lydeana Martin, Community & Economic  
Development Director  
Patrick O'Brien, New River Valley Regional  
Commission

### Hill Studio, P.C.:

David P. Hill, ASLA  
Maria Saxton, Ph.D.  
Ross Hammes

### Young Individuals

Beth Burgess – Floyd native  
Bryan Smith – Works in Floyd, lives in Woolwine  
Jessie Quesenberry – Floyd native

The parties met virtually on the morning of Wednesday, July 29, 2020 for a focus group discussion. Lydeana and David presented an overview of the project and goals of the focus group, followed by a series of questions posed to the attendees.

What are the needs for a new housing development in Floyd? What do you see in a new housing community?

- Safe outdoor space – especially important for kids
- Affordability for growing families (150-200k cap)
- Not many rental options
- Have to settle for substandard housing
- Would love a place to park tiny homes (electric hookups, sewer, greywater opportunities)
  - Chantilly is geared towards short term stays (expensive for long term)
- A place that would encourage/attract tiny home dwellers (long and short term)
- Shared resources – shared common area with kitchen, gathering space
- Walkable/bikeable to town

Community Planning

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Architecture

Preservation

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# STAKEHOLDER FEEDBACK

LYDEANA MARTIN, AICP, COMMUNITY AND ECONOMIC DEVELOPMENT DIRECTOR

**From:** Lydeana Martin <lmartin@floydcova.org>  
**Sent:** Wednesday, October 28, 2020 11:35 AM  
**To:** David Hill <davidhill@hillstudio.com>

Hi Everyone,

I shared some of the background data and the 3 concepts with the EDA on Monday night and the Board of Supervisors last night. No direct “I love it” or “I don’t like” really on any overall concept, but VERY engaged discussion, especially with the Board, which was very helpful. I took it all as generally positive. I only showed them a few of the slides for each concept and still this part of the Board meeting took over an hour with the discussion.

See below for notes.

Thanks,  
Lydeana

Larsen Property:

- One Board member loves the pond! I knew he would as he’s mentioned that desire before.
- EDA (holder of option that expired last night and holder of any new option) is interested in a 6 month option on Phase 1 (or more if we think needed.) They favor the idea of selecting a manageable first piece.
- Can the Phase 1 footprint be aligned with existing parcel lines so easy legal description could be made if we are able to get an option on that part.
- Board/former Rec Authority member thinks the wet area probably extends to where the row of houses closest to Rec Park/Dodd Creek are. Has an idea on re-drawing road but I couldn’t follow via zoom.
- Years ago apparently the possibility of emergency access along area David mentioned along Dodd Creek, but no work to really investigate it.
- This level of development would almost certainly require a turn lane; previous estimate for turn lane to this site was \$500,000 on that (in past 2 years)
- One Board member even expressed affirmation idea that a lot of units would be necessary to fund infrastructure and could be costs savings for doing “at once” vs. stages.

Green Acres:

- One of our Board members is a volunteer firefighter and he expressed concern about emergency access for fire and rescue to the cottages. Very good point, I thought.

LYDEANA MARTIN, AICP, COMMUNITY AND ECONOMIC DEVELOPMENT DIRECTOR (continued)

- The yellow and blue dashed lines shown on this for water and sewer lines don’t line up with any the two PSA members know about. Ross, can you double check as to whether any lines actually come into that property or just nearby?
- Matt Gross just told me that Green Acres has indicated their master plan build-out would require 20,000 to 50,000 gallons per day water. That’s a lot of water but include their restaurant concept, spa, etc.

Harris St:

- I shared that we did have permission to see/use this and other two sites (question arose prior to meeting)
- Any limitation on new apartments that close to oil tanks (this was not from EDA/BoS but from local developer); we referred this question to Town. Would have also asked our Building Official but he’s out this week.

Market Analysis:

- I spent a fair amount of time on this early in the presentation and the Board seemed to take it all in. I noted that the folks in the <\$30,000 income households are often who we now recognize as essential workers—a key part of our local economy.
- I think the slide with the red and blue fonts about affordability of rent and home ownership was VERY helpful:
  - As expected they spent about 20 minutes talking about the high wages for farmers. They seemed to think that must include other wages that farmers also often earn. I just checked the latest VEC’s Floyd County profile and it indicates 131 people employed in ag/farm/ forestry/fishing category in Floyd County of Q1 2020 with average weekly wage of \$596). (I even looked back a few years to another season (Q3 2016) and it was only 146 people with average weekly wage of \$543.)
  - They made the connection of people on that list and essential workers and the struggles.
- A Board member ask what the upper range on rental costs is right now. I told him I don’t know but that Patrick will be looking at MLS data and hopefully can uncover some of that. I know Anga Miller had told me she gets about \$1,100 a month for a house—contrasting the thought from Derek Wall that has to be \$800 or less. But it could be a difference in property types.
- I wonder if some examples of houses on market and what mortgage would be would be helpful? Less sure how to get upper range of residential rental costs.
- Patrick I will try to review your early draft in the next couple days.

# STAKEHOLDER FEEDBACK

## LYDEANA MARTIN, AICP, COMMUNITY AND ECONOMIC DEVELOPMENT DIRECTOR (continued)

General:

- I shared PSA excess capacity numbers. One had a question about whether the 100,000 gpd water and 40,000 gpd sewer is accounting for the 20% cushion they have to keep. I have followed up with Matt Gross at H&P this morning and here's what he said after doing some calculations:
  - o If all PSA wells are used at full capacity, they have about 270,000 gpd available. Right now they use 120,000 gpd on average. So the 80% limit for them is 216,000 gpd. So, there are 96,000 gpd capacity available before reach 80% threshold.
  - o On the sewer side, they have 50,000 gpd capacity left before hit 80% threshold. So the 40,000 gpd number he had given me is fine.
  - o The sewer upgrade is going to be incredibly expensive for PSA, essentially replacing everything in order to expand. Of course, the PSA is still trying to limit their I/I problems, so maybe they regain some capacity that way gradually.

Lydeana Martin, AICP  
Community and Economic Development Director

## GEORGE NESTER

**From:** G Nester <george.w.nester@gmail.com>  
**Sent:** Monday, October 19, 2020 3:41 PM  
**To:** Lydeana Martin <lmartin@floydcova.org>  
**Subject:** Re: link to 3 Floyd Housing Concept designs, feedback appreciated this week!

Lydeana

Thank you for the update on the three potential project sites. This is my quick assessment.

**BEST LONG RANGE (2 to 15 years)** - The Larsen site, I suspect, would require development over a much longer period of time. This will make the frontend development costs for water, sewer, drainage and streets much higher. Cost will moderate as more residential and mixed use density occurs. The Larsen project would be a very attractive option for a larger scale land developer and this initial planning may help its marketability. I really like the site and the varying development options that will contribute to the county and town.

**BEST SHORT RANGE (1 to 2 years)** - The Harris Street site is compact, most utilities are in place and the potential use of historic tax credits would be attractive. The development and restoration would require less time. I suspect this project out of the three would offer the

## GEORGE NESTER (continued)

quickest turn around. Location is ideal although design flexibility options are limited as you must work with what is in place. I like the idea of redevelopment and putting new meat on old bones.

**BEST INTERMEDIATE RANGE (2 to 5 years)** - The Green Acres site is an ideal location. The infrastructure costs would appear moderate for extending water, sewer, roads and drainage. How would VDOT view the limited street access. Would the subdivision ordinance for the county and part within the town zoning ordinance allow infrastructure to be maintained by a property owners association? I think this site will be most attractive for presale of the lots. This site will provide more typical residential style development options.

Will the PSA be able to provide water and sewer allocations (or will private on-site systems be needed) for the Larsen and Green Acres sites?

I am very pleased with the consultant's options. Probably good to remember this is a plan and subject to change based on economic conditions. Each of the three are solid options for a specific market. Thanks.

## GREGG WARREN

**From:** Gregg Warren <gfwarren@gmail.com>  
**Sent:** Saturday, October 24, 2020 5:15 PM  
**To:** Lydeana Martin <lmartin@floydcova.org>  
**Cc:** Tabitha Hodge <thodge@floydcova.org>  
**Subject:** Re: link to 3 Floyd Housing Concept designs, feedback appreciated this week!

Hi Lydeana (and Tabitha)-

We just arrived in MOD Friday afternoon and it was a beautiful day. On Saturday, I took a tour of the sites in question. had some problems with the size of the Stormboard image but maybe that was my failure. At any rate, here are my comments from an outlier:

1. **Harris Street:** If you can get the property owners to cooperate, this project appears most feasible to me because:
  - Scale is right-sized for Floyd.
  - Location downtown can't be beat although the oil tanks are a bit of a drag. Perhaps they give the site an industrial chic look which the existing buildings lean towards. Could there be a mural project on the tanks?
  - The economics are not overwhelming with what I would guess would be minimal sitework and infrastructure costs compared to the other two sites.
  - In order to take advantage of the historic tax credits, this property would offer rental housing options that are sorely lacking in Floyd, at perhaps rents that are not too expensive.

# STAKEHOLDER FEEDBACK

## GREGG WARREN (continued)

- It can be done in phases. It can be accomplished by one investor/developer without huge outlays.

### Questions regarding this site:

- Did someone mention a dry cleaning business as a past use on the site? As I expect you know, that could present significant issues regarding groundwater contamination.
  - Can these cinder block buildings really be made into attractive residential units?
  - What about the Green Man Inn? Not a particularly attractive neighbor.
  - Are historic tax credits really available.? Are these buildings contributing elements in a federal historic district?
2. **Green acres:** This is a great site but will the owners (I understand from out of town), want to carve off a portion of the property for this type of development.
- The cottage court style development works well with Floyd culture.
  - However, common space implies a homeowners association and dues which can add up quickly.
  - Don't know if any new construction for sale housing can be built in Floyd for moderate income households.
  - If I was an owner of this property, I would want to have a master plan drawn up. A cottage court community could be one component. I do think that infrastructure costs to develop this site would be significant.
3. **Larson Property:** I can't get my head around it. Significant front end investment with an unproven market.

I hope you find these comments useful.

By the way, I am incredibly dismayed to see that the Hardware Store is going out of business. I'm sure you are too. If you get a chance, please give me a call to discuss.

Gregg Warren  
40 DeHart Lane  
Meadows of Dan, VA 24120  
919.417.4735

## LORETTA OPES

**From:** Loretta Opes <lopes@swva.net>  
**Sent:** Sunday, October 25, 2020 12:40 PM  
**To:** Lydeana Martin <lmartin@floydcova.org>

I vote for the Green Acres project. Thank you for asking.

Loretta

## KATHLEEN INGOLDSBY

**From:** Kathleen Ingoldsby <localhistory@swva.net>  
**Sent:** Wednesday, November 4, 2020 9:40 AM  
**To:** Lydeana Martin <lmartin@floydcova.org>  
**Subject:** Town of Floyd development proposals

Hello Lydeana,

Hope you are doing well. Please add my comments to the mix on decisions for town development you've posted on Facebook's Floyd Group.

First, I was very confused about the radical differences between two small ten unit proposals (Green and Harris) and the major Larsen 300 unit proposal.

When completed as shown, "Larsen" would essentially double the size of the town, necessarily add new traffic patterns and stoplights for the Route 8 northern approach to town, and perhaps require a bypass. Certain risks exist here for commercial development to usurp the town center and its business's health. Development costs usually override design these days resulting in a sameness to every town. As we well know, the town center has not always been vibrant and it took much effort and sacrifice on the part of local investors and residents to revitalize it.

Green and Harris would support existing business models in a less radical way. And I have to wonder if the Donkenny site would not be far better positioned for foot traffic and additional rentals. I understand the issues with the site and its probable demolition costs, but the Harris site could be a gateway to this potential build-in area of the town. To my mind, it has the best potential for future town growth.

So my thoughts are for an independent city planner to review both positive and negative projected outcomes of any major Larsen development rather than public opinion. (Noted is that Hill Studios did not design the town parking lot entrance access well, nor spaces on the Village Station parking lot.)

Green and Harris proposals seem to fit Floyd's economic development model best.

Green YES  
Harris YES  
Larsen NO

Thanks for all of your good work,

Kathleen Ingoldsby  
Beaver Creek Road  
Floyd, VA 24091