

The Link Apartments

Harrisonburg City Planning
Commission

July 9, 2025



Downtown needs more residents.

Much of Downtown's residential growth has been accommodated through the conversion of older buildings into residential lofts.

However, Downtown is running out of old buildings to reuse, and new approaches are needed to create more housing Downtown.

Today, there are almost 2,600 housing units in Downtown. 3,400 people (6% of the City's population) live within a 10-minute walk of Court Square, though much of Downtown's housing is scattered in specific buildings.

More residential density is needed to help Downtown feel more like a neighborhood and to support local businesses.

Catering primarily to younger and relatively more affluent residents, the availability of housing and the range of housing types in Downtown are severely limited. Many of the units are loft-style apartments available at higher price points than can be found in other sections of the City. At the same time, Downtown has the largest concentration of low-income housing in Harrisonburg, with 181 units (21% of the City's subsidized units) within a one-block radius.⁷ The Downtown real estate market has one of the highest rates of housing purchased as investment properties, and research confirms that buyers with more income are looking for housing, not finding options on the upper end of their budgets, and effectively squeezing the housing options for lower-income residents. In addition, the student market and higher rents they can pay puts further pressure on existing housing when the rental vacancy rate citywide is already low - below 3.5%.⁸

⁷ City of Harrisonburg Housing Assessment & Market Study, 2021

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DOWNTOWN POPULATION



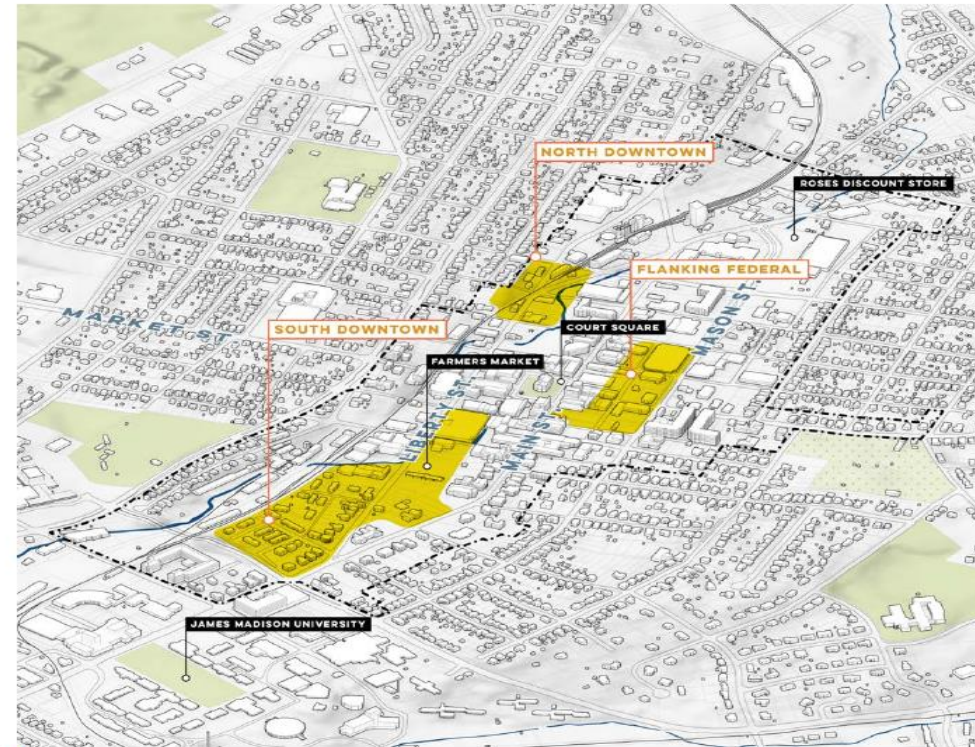
Sources: City of Harrisonburg, ESRI

--- STUDY AREA
1 DOT = 5 PEOPLE
RESIDENTIAL, MIXED USE, AND GROUP QUARTERS
10-MINUTE WALKING RADIUS FROM COURT SQUARE

Roughly 3,400 people - 6% of the total City population, live within a 10-minute walk of Court Square

EXHIBIT 1

POTENTIAL RESIDENTIAL DEVELOPMENT



16

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

While there are potential opportunities to develop housing across Downtown, there are two areas where there are clusters of underutilized property ripe for reinvestment.

Both of these areas are around the existing City-controlled parking decks that are in need of redevelopment. Redevelopment in these two pockets of Downtown alone could bring 580 new homes to Downtown, 50,000 square feet of new commercial space and an additional 300 parking spaces.

EXHIBIT 2

Conceptual site plan for
SOUTH DOWNTOWN



A

Create more activity south of Water Street - The Ice House has brought new life in Downtown south of the concentration of restaurants along Water and Main Streets. Currently, the Farmers Market anchors what is now a large surface parking lot. The recent parking study indicates the Water Street parking deck should be redeveloped given its age and condition. Redevelop the deck as a new mixed-use structure with housing wrapping a new parking deck. Activate Water Street and Blacks Run with new space for commercial uses. Step the new

building back from Blacks Run as well to create a linear park along the creek to help connect this area south toward the Farmers Market and the proposed park. Integrate new housing close to City Hall to activate the south side of the Farmers Market, encouraging green building solutions, such as solar energy and recycled or sustainable materials. Coordinate with nearby private property owners about the possibility of creating new parking just to the west of Liberty Street intended to serve a range of developments and businesses.

New Parking:
1,040 spaces

Net New Parking:
270 spaces

New Residential:
270 units

New Commercial:
13,000 square feet

New Park Space:
2 acres

EXHIBIT 3

Lindsey Redevelopment Site





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

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



CONCEPT PLAN

THE LINK APARTMENTS

473 S. MAIN STREET, HARRISONBURG, VA 22801

Revisions:		
No.	Description	Date

PRELIMINARY ISSUE
NOT FOR CONSTRUCTION

CONCEPT PLAN

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

1 OF 1



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

BIRDSEYE VIEW OF PROPOSED PAUL STREET EXTENSION

05 | 30 | 2025

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EXHIBIT 6



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

INTERSECTION OF S. MAIN STREET & PROPOSED PAUL STREET EXTENSION

05 | 30 | 2025

EXHIBIT 7

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

05 | 30 | 2025

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FIVE KEY AREAS OF IMPACT FROM THE LINK PROJECT:

- **TRANSPORTATION IMPROVEMENTS**
- **PARKING SOLUTIONS**
- **CIVIC SPACE SYNERGY**
- **COMMUNITY COHESION**
- **FISCAL BENEFITS**