

Appendix B, Documents:

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The Sulphur Spring

The following analysis was made at the Health Department of Washington City:

ORGANIC.	PARTS PER MILLION.
Total solids	573.
Nitrogen as free Ammonia.....	.04
Nitrogen as Albuminoid Ammonia.....	.06
Nitrogen as Nitrites00
Nitrogen as Nitrates	Trace.
Chlorine	18.
Oxygen consumed	1.2
MINERAL.	GRAINS PER GALLON.
Magnesium Sulphate	5.27
Calcium Sulphate	5.07
Calcium Bicarbonate	17.40
Sodium Bicarbonate	1.97
Sodium Chloride	1.72
Iron Bicarbonate21
Silica	1.59
Sulphuretted Hydrogen	Considerable.
Total solids	33.23

The analysis shows this water to be pure and wholesome, and to contain salts in solution which possess marked medicinal properties.

You are to be congratulated upon having such a valuable spring in connection with your school.

Yours very truly,

J. D. Hise, M. A., Chemist

Washington, D. C., February 28, 1903.

Sulphur Spring Water Analysis, 1903.

Our Beautiful Little Spring

“Run on, little spring! Marvelous have been the results from your first discovery, at the bottom of Carvan’s (sic) Creek, to the present time.

May many come, in the future as in the past, to imbibe your health giving waters and to drink from those other springs your existence has brought into being, whose waters invigorate and develop all that is true and noble in womankind.”

Semi-Annual, 1893.

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Document 2

History of the Hollins Area: An Interview with William (Bill) Henry Bolster

Monday, July 7, 2008

The interview was held at 9:00 a.m. at the Cocke Cemetery on the Hollins University Campus. The following is a summary of the information received from William H. (Bill) Bolster regarding his knowledge of the history and evolution of the Hollins community:

- William (Bill) Bolster began the interview providing an account of how his family took residence in the Hollins community. Mr. Bolster stated that Charles Lewis Cocke, founder of the present-day Hollins University, was his great-great grandfather.
- Mr. Bolster provided a description of Charles L. Cocke's character, mentioning that he was a very religious man who wanted the college to have religious values. Mr. Bolster indicated that while it was important to Mr. Cocke that the college be based on religious ideas, ethics and morals; it was equally important that the college be nondenominational.
- The location of the present-day Enon Baptist Church was originally the property of Hollins University. Charles Cocke donated it for the establishment of the church. There is a balcony in Enon Baptist Church where the slaves and African Americans were allowed to sit during religious services.
- Mr. Bolster provided an account of slavery in the Hollins area prior to the Civil War. Charles Cocke freed the slaves under his possession, and even though it was against state law, Cocke taught many blacks how to read and write. Cocke taught many of the slaves on the Hollins University campus. He placed coverings over the windows so no one would know he was teaching blacks how to read and write. Although the graves aren't marked, it is believed that some of the slaves are buried in the Cocke cemetery.
- Bolster gave a brief summary of his ancestors that are buried in the Cocke Cemetery. He stated that his great-great grandfather (Charles Lewis Cocke), his great-grandfather (Charles Henry Cocke) and his mother (Leonora Cocke Trout Bolster) are buried in the cemetery, but his grandfather, Hugh Henry Trout, is not buried there. Confusion arises due to the fact that his mother and her two brothers placed a memorial stone in the cemetery for his grandfather, leaving everyone to believe that his grandfather is buried in the family cemetery.

Mr. Bolster then directed the interview towards the evolution of the Hollins University property. The interview at the Cocke cemetery was interrupted and continued as a driving tour, led by Bill Bolster, throughout the Hollins University campus and the Hollins community.

- Mr. Bolster discussed the Sulphur Springs that are present on the Hollins University campus. The springs were the focal points of the Botetourt Springs Resort. During his childhood, Bill Bolster and Richard Flora (current Board of Supervisor for the Hollins District), along with other children in the Hollins community, used to dare each other to drink from the springs. The goal was to see who could drink the most "dippers". The springs were described as smelling like rotten eggs.
- The resort was successful for a year, but the property eventually changed hands and the resort was converted to a seminary. The property owner who developed the Valley Union Seminary soon found

Document 2

History of the Hollins Area: An Interview with William (Bill) Henry Bolster

Monday, July 7, 2008

himself in debt and moved out to the Western part of the country. Charles L. Cocke, who was 26 years old at the time, gave up his job as the Dean of Students and a math professor at a college in Richmond, to take a job at the seminary. Sight unseen, he traveled across the state of Virginia with his family for five days by horse and wagon to take a position at the seminary.

- The pressure of running the seminary was immediately intense for Charles L. Cocke, as he was responsible for alleviating the debt of the seminary. Mr. Bolster stated that Charles L. Cocke was truly a visionary. Despite the extremely deteriorated conditions of the seminary, Cocke was still willing to spend his life savings of \$1,500, to satisfy the debt of the seminary. The buildings were run down, the fences were falling, and the sidewalks were overgrown and indistinguishable. The grounds of a once popular resort were now deserted.
- Within 3 years, Cocke had about 75 students (45 boys, 30 girls) enrolled in the seminary. Cocke solicited donations from the community to make improvements to the grounds. John and Ann Hollins, who owned a mill in Lynchburg, donated a significant amount of money to Charles Cocke in his efforts to relieve the seminary's debt and continue developing the school. In 1855, the Hollins' donated \$5,000 which enabled Charles Cocke to built the first "real dorm", believed by Bolster to be North Hall. Due to the Hollins' contribution, Cocke later named the school Hollins Institute, which later led to the name of the community.
- After the donation was received, Cocke convinced the Board (for the seminary) to focus on educating women and reverse the status of the seminary from co-ed to women's admission only. By the commencement of the Civil war, the college was no longer co-educational.
- Charles L. Cocke fought hard to protect Hollins Institute during the Civil War. Bolster recalled a story that has been passed down through generations regarding Cocke writing a letter to the generals of the Union and the Confederacy requesting that they pass by the college leaving the grounds untouched. He stood along the dirt road, now known as Williamson Road/Route 11, for days awaiting the troops, but the troops never passed.
- Bolster believes that Hollins Institute established a reputation as a "safe-haven" for girls, as enrollment numbers continued to increase during and after the Civil War.
- Charles L. Cocke had intended for his son, Charles Henry Cocke, to precede him as president of Hollins College. Those plans never came to fruition, because Charles H. Cocke died one-year before his father. Maggie Cocke, daughter of Charles L. Cocke and brother to Charles H. Cocke, continued her father's legacy, becoming the president of the college until 1933. Improving women's education remained the driving force throughout the Cocke family. In 1901, following the death of her father, Maggie Cocke, was successful in having the institute renamed to Hollins College.
- Lucian Cocke, another son of Charles L. Cocke, was an attorney who represented Hollins College on a pro bono basis. He was the first elected mayor of Roanoke City.

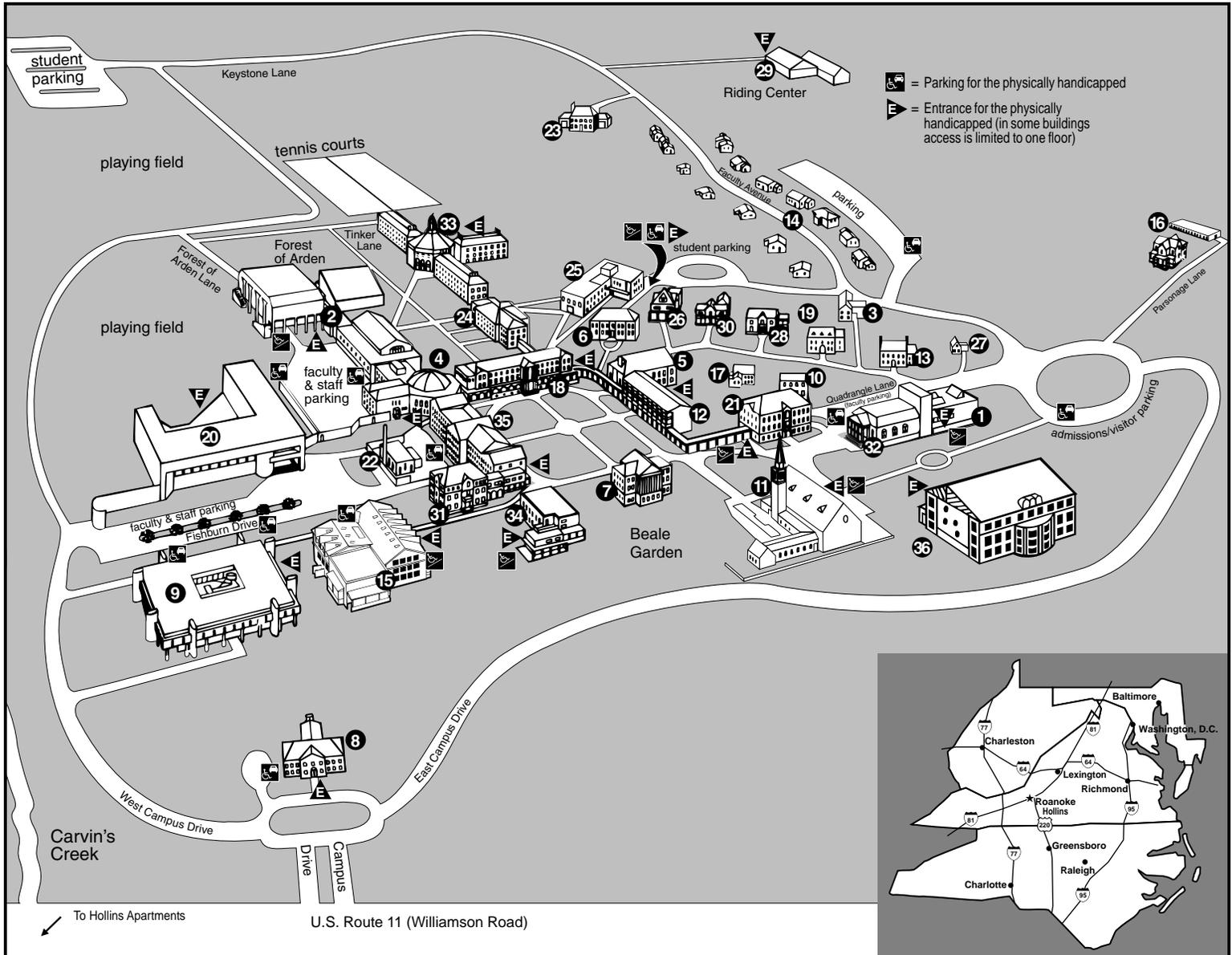
Document 2

History of the Hollins Area: An Interview with William (Bill) Henry Bolster

Monday, July 7, 2008

- Suzanne Pleasants Turner and her sister, Mary Van Fossen Turner, established the Community School, which is presently located across from the main entrance to Hollins University along Williamson Road. Turner was the first woman to be a head park ranger along the Blue Ridge Parkway. Hollins University was a supporter of the Community School.
- Bill Bolster explained how the Summerdean subdivision received its name. His grandfather, Dr. Hugh Trout, had a nickname for his wife, Lenora Cocke. The nickname was “Dean”. The land was originally a farm, and Bill Bolster’s grandfather named it Dean’s Summerplace. After the death of his wife, Bolster’s grandfather remarried. In 1951, the farm was sold to developers, Fralin-Waldron who created the Summerdean subdivision.
- Mr. Bolster also identified the location of the “Trout Farm” located along present-day LaMarre Drive. There was a blacksmith shop at the intersection of La Marre Drive and Hugh Avenue. Bill Bolster’s maternal uncle, Phil Trout, was an orthopedic surgeon in Roanoke who built the bridge on Hugh Avenue that crosses Carvin Creek, one summer when he was home from college.

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Undergraduate Admissions in Main Building (18)

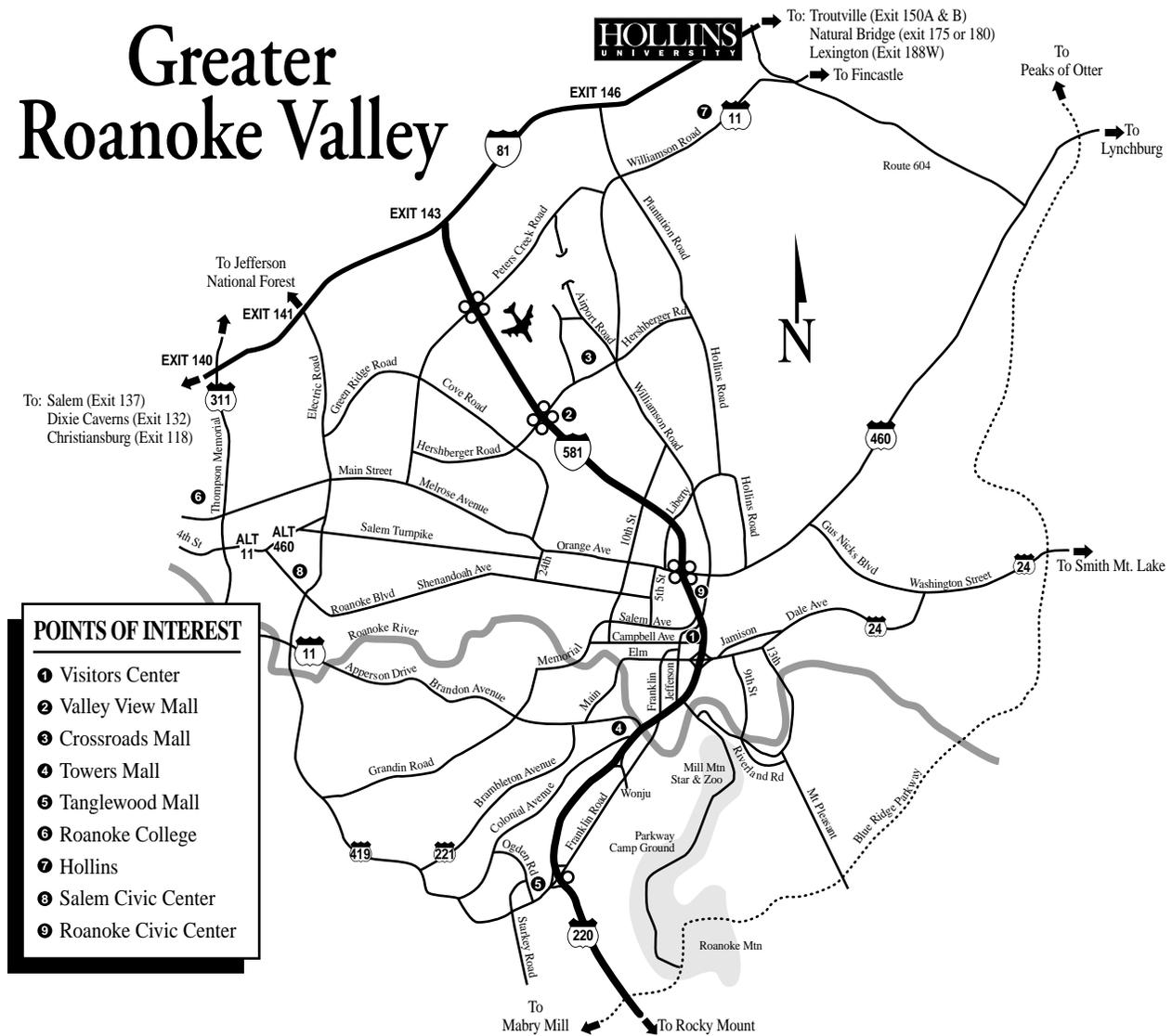
- 1 Annex (Theatre)
- 2 Athletic Complex (gymnasium, Northern Swimming Center, Tayloe Fitness Center)
- 3 Barbee House (faculty and guest residence)
- 4 Botetourt Hall (campus safety office, human resources, dance studios, U.S. Post Office, plant facilities)
- 5 Bradley Hall (Talmadge Recital Hall, Batten Leadership Institute, Events Planning)
- 6 Carvin House (student residence)
- 7 Coker Memorial Building (offices of the president, provost, business, marketing, public relations)
- 8 Cromer Bergman Alumnae House (alumnae and development offices)
- 9 Dana Science Building (Babcock Auditorium)
- 10 Duchouquet Cottage (faculty residences)
- 11 duPont Chapel (Chaplain's Office, Cultural and Community Engagement)

Graduate Admissions in Eastnor (13)

- 12 East Building (Center for Learning Excellence: Writing Center, QR Center; student residence)
- 13 Eastnor (Graduate and Continuing Studies Center, Horizon Program)
- 14 Faculty Avenue (faculty residences)
- 15 Richard Wetherill Visual Arts Center (studio art, art history, film, photography, faculty offices, darkrooms, editing rooms, classrooms) Eleanor D. Wilson Museum
- 16 Hill Building / Parsonage/ Library Annex
- 17 La Maison Française (student residence)
- 18 Main Building (academic services, undergraduate admissions, registrar, scholarships and financial assistance office, Green Drawing Room, student residence)
- 19 Malvern Hill
- 20 Moody Center (Ballator Gallery, bookshop, dining room, Rathskeller, snack bar, student affairs)
- 21 Pleasants Hall (O'Brien Multimedia Classroom)

- 22 Power Plant
- 23 President's House
- 24 Presser Hall (music department)
- 25 Randolph Hall (student residence)
- 26 Rathaus (information technologies)
- 27 Robbie Hunt Burton Alumnae Cottage
- 28 Rose Hill
- 29 Riding Center (Kirby Riding Ring, stables, offices)
- 30 Sandusky (student residence)
- 31 Swannanoa Hall (English and creative writing, graduate program in children's literature)
- 32 Theatre (theatre arts, faculty offices)
- 33 Tinker House (student residence)
- 34 Turner Hall (faculty offices, health services, education department, international programs)
- 35 West Building (Career Center, student residence)
- 36 Wyndham Robertson Library

Greater Roanoke Valley



Hollins is on U.S. Route 11 (7916 Williamson Road), just off Interstate 81 at Exit 146.

Coming from the north on I-81, take Exit 146, turn left onto Plantation Road, go to the first stoplight and turn left onto Williamson Road (Route 11 north), go approximately 1/2 mile, turn left into the campus entrance.

Coming from the south on I-81, take Exit 146, turn right onto Plantation Road, go to the first stoplight and turn left onto Williamson Road (Route 11 north), go approximately 1/2 mile, turn left into the campus entrance.

From Roanoke Regional Airport, turn right on Hershberger Road, take I-581 north for 2.6 miles until it intersects with I-81 north, bear right and take Exit 146, turn right onto Plantation Road, go to the first stoplight and turn left onto Williamson Road (Route 11 north), go approximately 1/2 mile, turn left into the campus entrance.

From Greensboro, N.C., take Route 220 north until it runs into I-581 north. Travel 5.4 miles on I-581 until it intersects with I-81 north, take Exit 146, turn right onto Plantation Road, go to the first stoplight and turn left onto Williamson Road (Route 11 north), go approximately 1/2 mile, turn left into the campus entrance.

From Fincastle, Covington or Hot Springs, Va. (Route 220 South), take Route 220 south until it intersects with Route 11, turn right at the stoplight and follow Route 11 for 3.5 miles, turn right into the campus entrance.

From Lynchburg, Va. (Route 460 west), turn right onto Alternate 220 and travel approximately 5 miles to the intersection of Alternate 220 and Route 11, turn left at the stoplight and travel south on Route 11 for 3.5 miles, turn right into the campus entrance.



HOLLINS AREA PLAN

COMMUNITY SURVEY

Introduction

*We appreciate the time you have taken to participate in the development of an Area Plan for a portion of the Hollins community. This Plan, once adopted, will become part of the County's overall Comprehensive Plan and will play a major role in how the Hollins area will look in the next 10 to 20 years. **Thank you for your assistance in this process! You may either return this paper survey to the Roanoke County Department of Community Development in the envelope provided or you may complete the survey online at www.roanokecountyva.gov/hap using the code located in the upper right corner of this page. Please mail or complete the survey online by May 2, 2008.***

Getting to Know You

Gender: _____ Male	Age: _____ Under 18	How long have you owned a business or lived in the Hollins area?
_____ Female	_____ 18-24	_____ less than 5 years
	_____ 25-34	_____ 5 to 10 years
Property Type: _____ Business	_____ 35-49	_____ 11 to 20 years
_____ Home	_____ 50-64	_____ more than 20 years
	_____ 65 or older	

Community Likes and Concerns

What do you like the most about your community?

What concerns do you have with respect to your community?

Matching Grant Program

Roanoke County currently runs a program that provides matching funds for business owners to make certain improvements to their properties. If you own a business, would you be willing to make improvements if...

50% matching funds (you pay 50%) were available to you? (check one) Yes _____ No _____

66% matching funds (you pay 33%) were available to you? (check one) Yes _____ No _____

If you answered "Yes" above, what kinds of improvements would you consider making? (check all that apply)

Building Façade Updates _____	Improved Lighting (building or parking lot) _____
New Signage _____	Parking lot restriping/reconfiguration _____
Additional Landscaping _____	New site accessories (wooden fences, brick or stone walls, benches, trash receptacles, etc.) _____

Development

What kinds of new development would you like to see in the Hollins area? (check all that apply)

Commercial _____ Industrial _____ Residential _____

None _____ Other _____

(If Other, please specify) _____

Infrastructure

What kinds of improvements would you like to see along **Williamson and Peters Creek Roads** (from the Botetourt County line to Deer Branch Road)? (check all that apply)

Sidewalks		Improved Crosswalks with Pedestrian Signals	
Bicycle Lanes		Bus Routes/Bus Stops	
Landscaped Medians		Street Trees (planted just behind the curb)	
Underground Utilities		Improved Road and Pedestrian Lighting	
Community Signs (Welcome to Hollins)		Light Post Banners (Welcome to Hollins)	
Other (please specify) _____		Street Furniture (benches, trash receptacles, etc.)	

What kinds of improvements would you like to see along **Plantation Road** (from I-81 to Williamson Road)? (check all that apply)

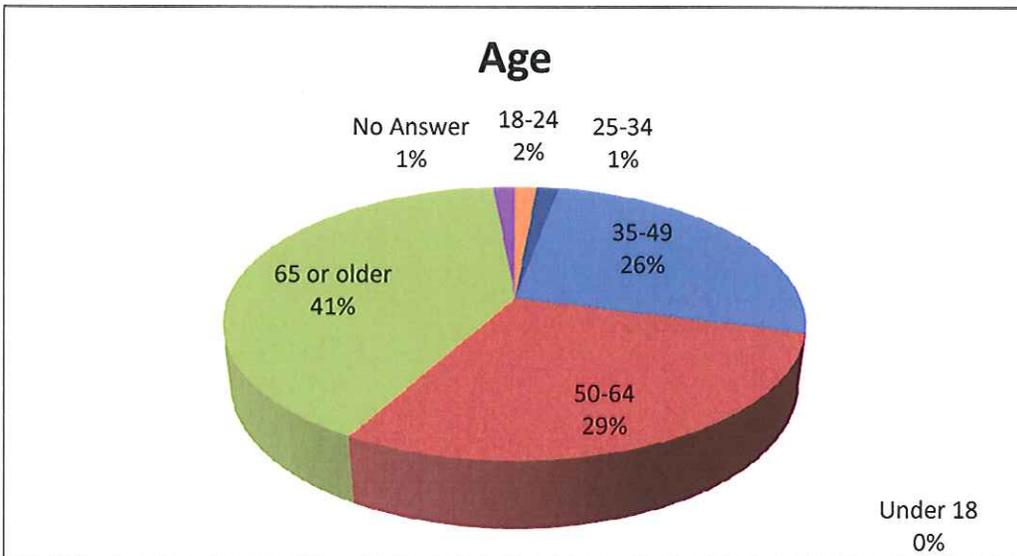
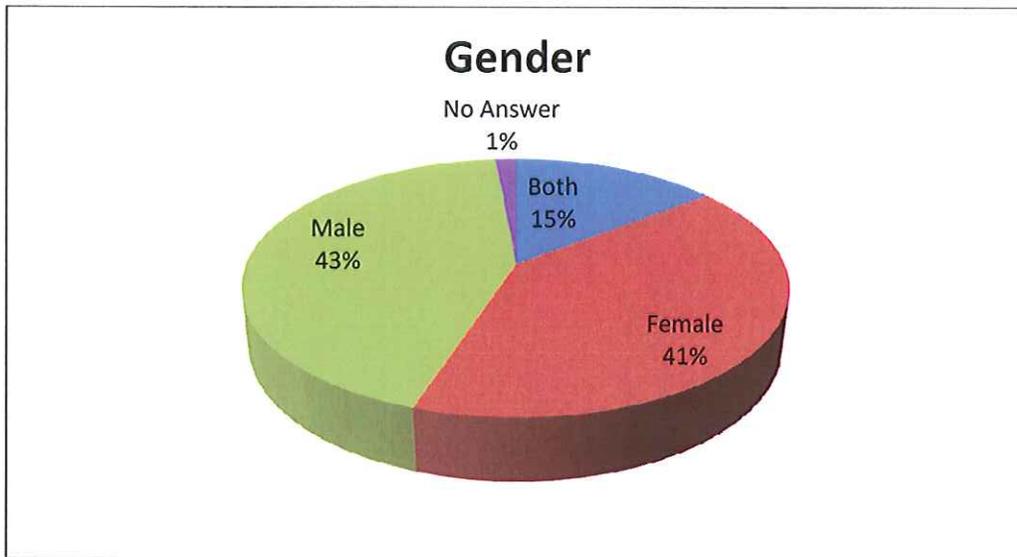
Sidewalks		Improved Crosswalks with Pedestrian Signals	
Bicycle Lanes		Bus Routes/Bus Stops	
Landscaped Medians		Street Trees (planted just behind the curb)	
Underground Utilities		Improved Road and Pedestrian Lighting	
Community Signs (Welcome to Hollins)		Light Post Banners (Welcome to Hollins)	
Other (please specify) _____		Street Furniture (benches, trash receptacles, etc.)	

Additional Comments

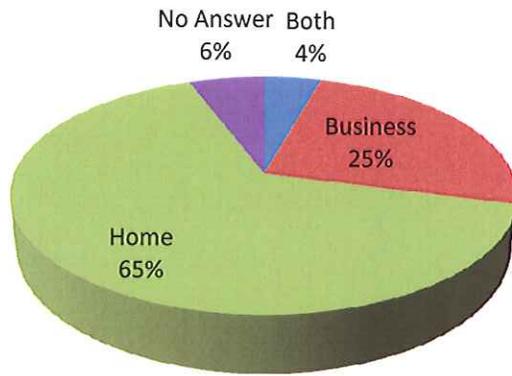
Please use this space to provide additional comments.

Survey Results, Questions and Additional Information

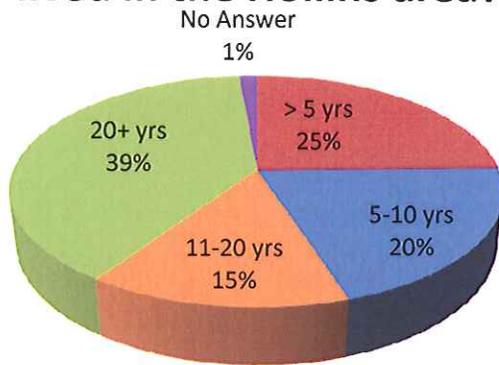
*Thank you again for your input and participation in this survey for the Hollins Area Plan. Your responses to this survey are anonymous. County staff will be compiling the results of the submitted surveys and will make them available on the County's web site (www.roanokecountyva.gov) by **June 1, 2008**. If you have any questions or you would like to receive a copy of the survey results, please contact the Roanoke County Department of Community Development by mail - 5204 Bernard Drive, Roanoke, VA 24018, by phone - (540) 772-2068, by FAX - (540) 776-7155, or by email - planning@roanokecountyva.gov.*



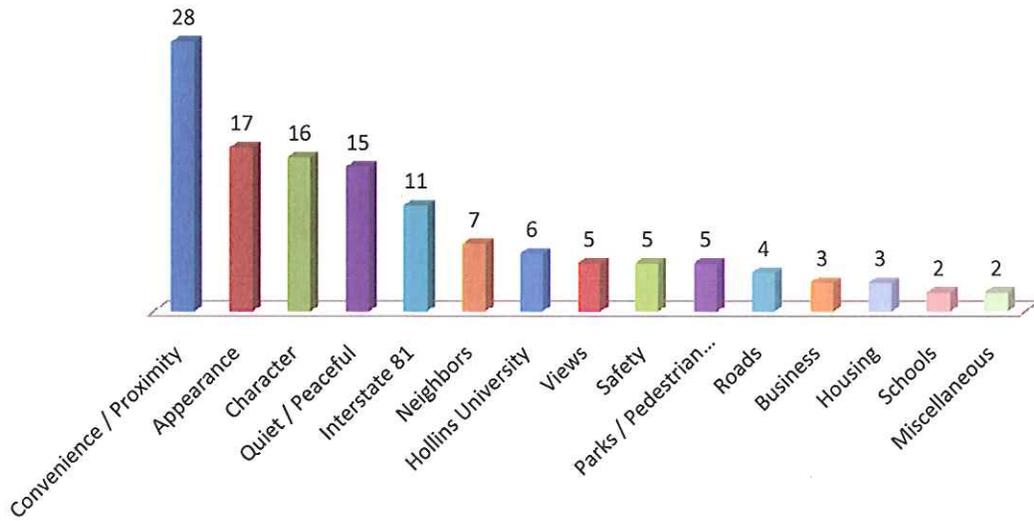
Property Type



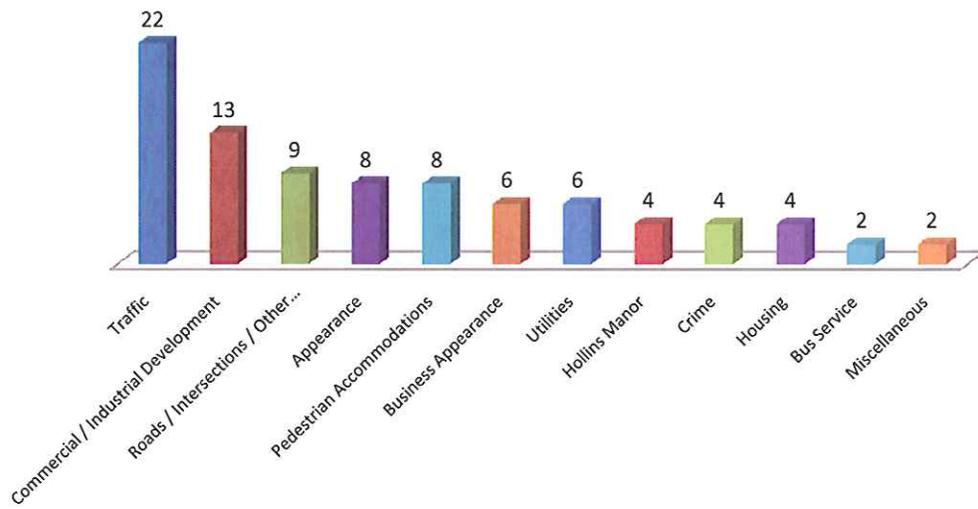
How long have you owned a business or lived in the Hollins area?



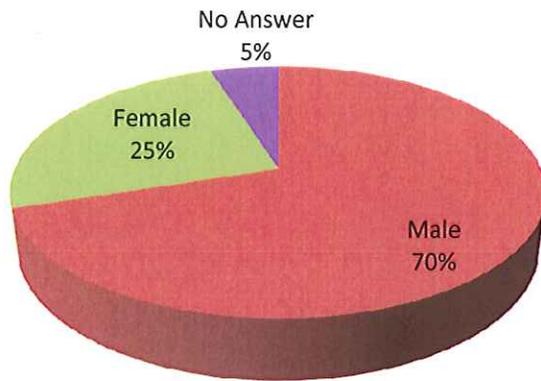
What do you like most about your community?



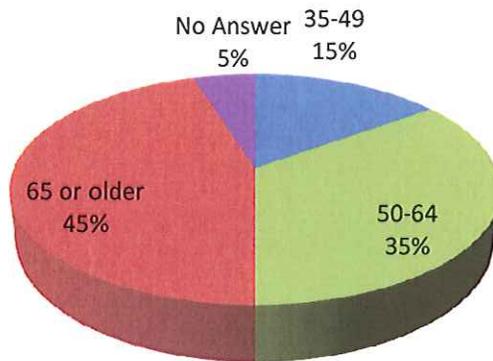
What concerns do you have with respect to your community?



Business Owner Gender

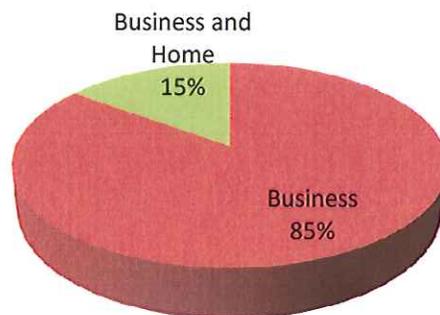


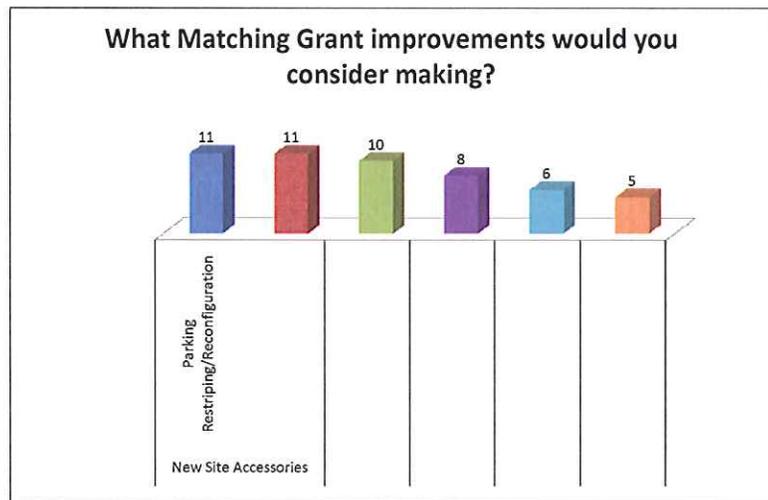
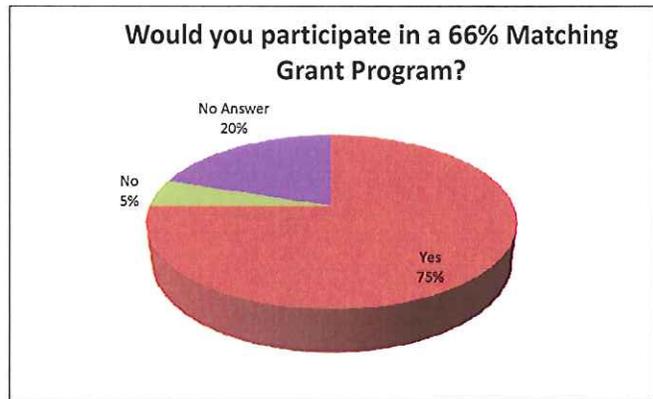
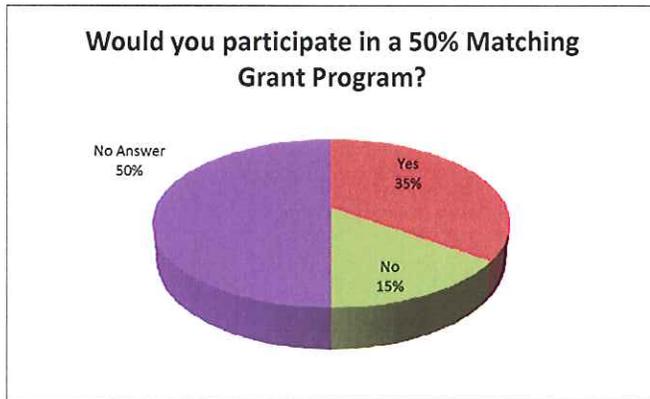
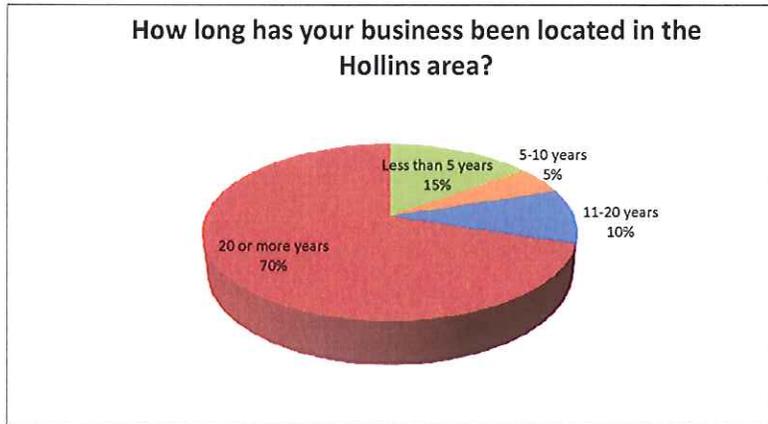
Business Owner Age



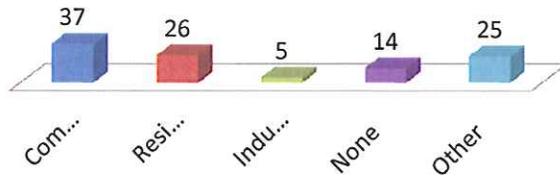
Under 35
0%

Business Owner Property Ownership in Hollins

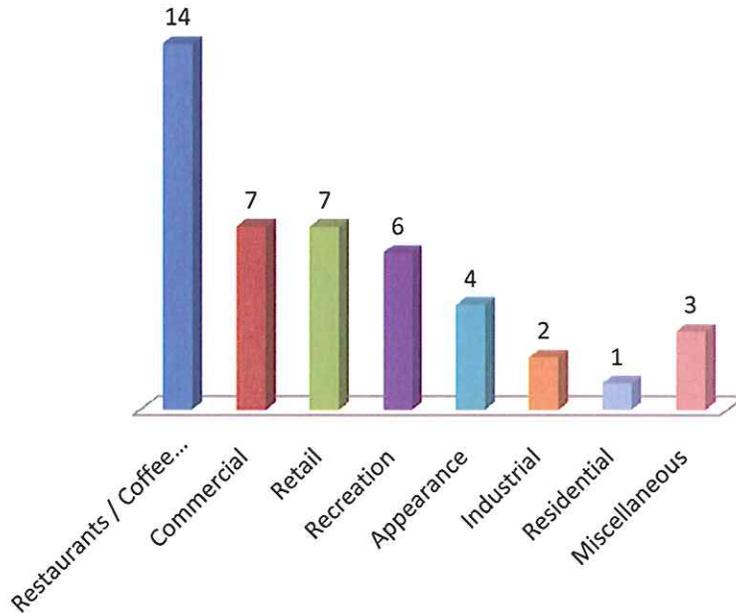




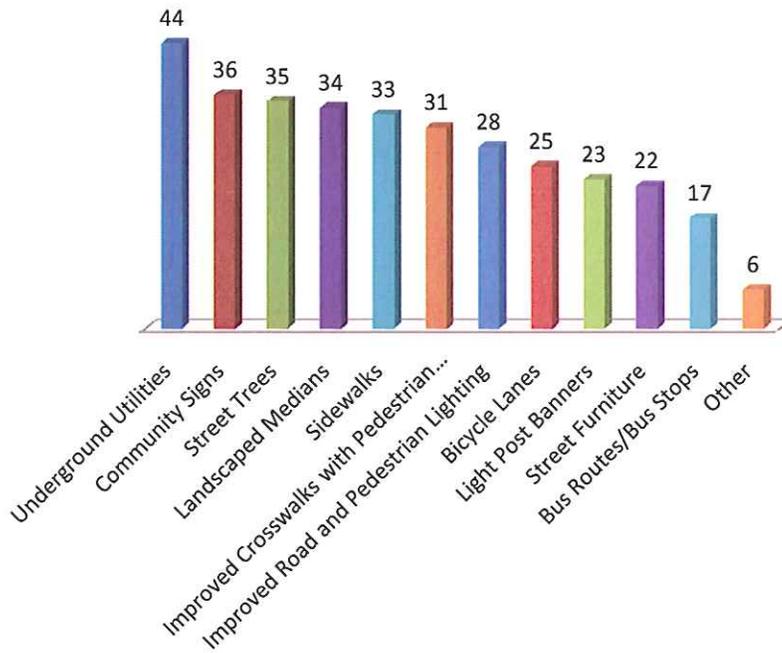
What kinds of new development would you like to see in the Hollins area?



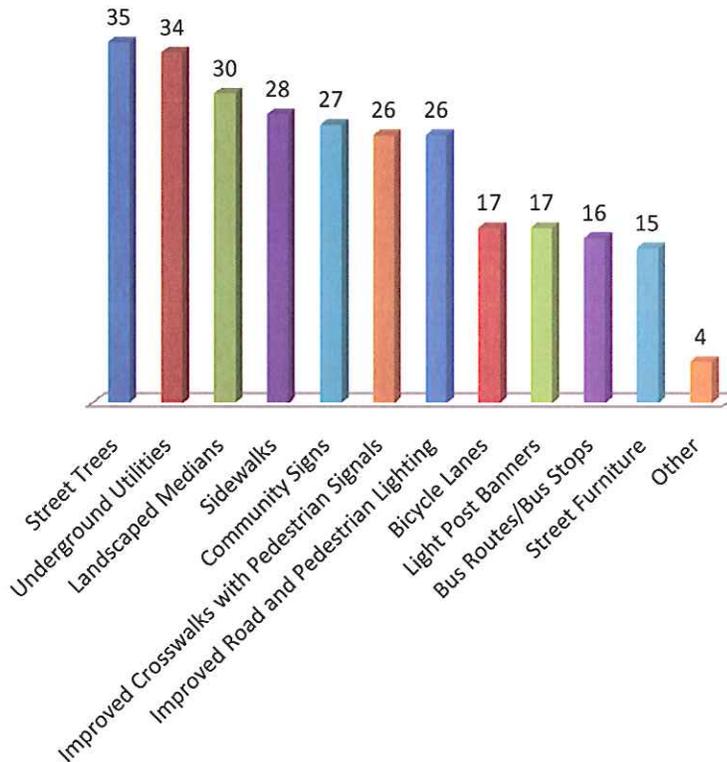
New Development "Other" Responses



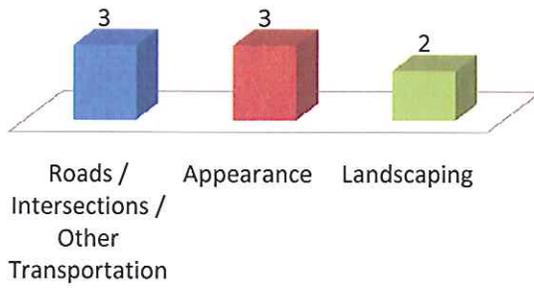
Williamson and Peters Creek Roads Desired Improvements



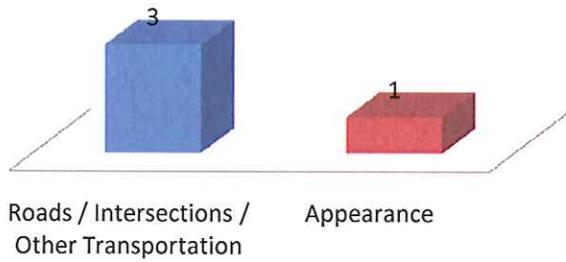
Plantation Road Desired Improvements

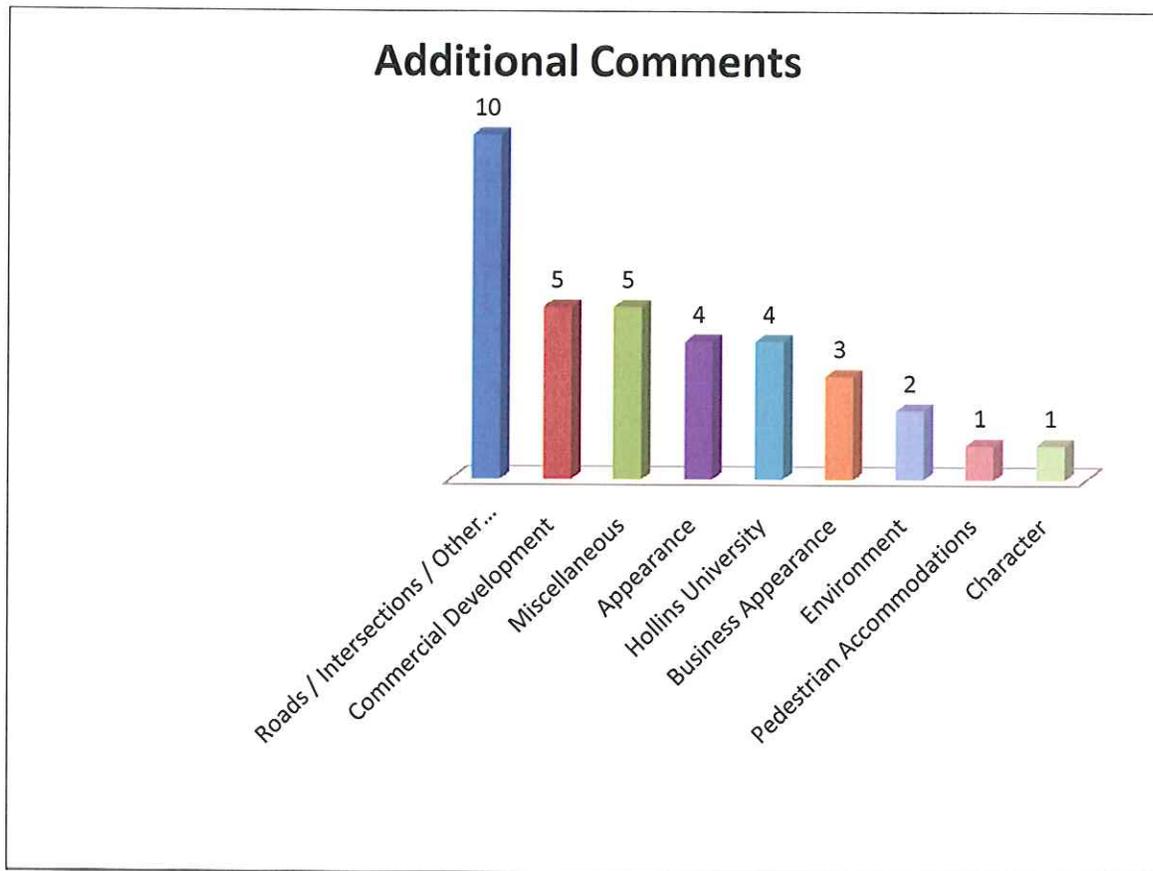


Williamson Road Infrastructure "Other" Comments



Plantation Road Infrastructure "Other" Comments





Convenience / Proximity	Appearance	Character	Quiet / Peaceful	Interstate 81
Convenient to office (5720 Williamson Rd), other personal conveniences; grocery, restaurants, drug store, businesses	Open green spaces (particularly near Hollins)	My husband and I purchased in Hollins Court because there were NO businesses close by and NO potential for that to change with private property on both sides of this neighborhood and Hollins College across the road.	[Hollins Court has] a quiet, private location	The location to I-81 is convenient for traveling to other areas within the Valley.
Close to grocery stores, two post offices, banks, restaurants and not too far from a big mall	Open areas	North County/Hollins seems like a small town within Roanoke	Peace and quiet	Can get on the interstate and be anywhere within 20 minutes or less
Proximity to all types of banks, stores, etc.	A lot of green space	Maintains the feel of a smaller community.	Peaceful	The area has easy access to Interstate 81
It's close to a lot of things.	Lot of trees planted!!	Small hometown feel	Peaceful	Close to interstate access for travel
A good centrally-located community	Natural beauty of area	Small town atmosphere	The quiet peaceful area.	Close to I-81
Short trip to anywhere	Natural beauty	Rural feel of the area	Small, quiet neighborhood	Convenient to I-81
Easy access to major highways	Beauty surrounding area	Rural small town feel	Relatively quiet	Near I-81
Easy access to other Roanoke locations	Beautiful scenery	Comfortable environment	Quiet	Convenience to interstates
The area has easy access to downtown Roanoke	Beautiful section	Sense of community	Quiet	Convenient to Interstate
Close in to Roanoke	Beautiful	Homes, families, businesses are very people/family oriented	Quiet	Location to interstate
Close enough to necessities	Neat	Less dense population	Quiet	I used to love exit 146 - not any more
Close to everything but still on its own	Clean and neat	Upper middle class environment	Quiet	
Close to stores and services	Clean	Mostly residential, college community	Quiet	
Fairly close to airport, shopping, etc.	Clean	Nice mix of residential and service businesses	Quiet	
Convenience - to mall, airport	Most properties well kept	Commercial/residential mix	Quiet	
Convenience	Nice landscaping	Private from commercial		
Convenience	Mountains			
Convenience				
Convenience				
Convenient				
Convenient				
Convenient location				
Location in the Roanoke Valley				
Location				
Location				
Location				

Roads	Business	Housing	Schools	Miscellaneous
It is relatively easy to enter and exit our neighborhood [Hollins Court] safely as traffic is currently manageable without obtrusive stop lights, etc.	Good place to do business; good traffic on Williamson Road	Lower priced housing compared to other areas of Valley	Good school systems	The house is part of our father's estate. We live in Buchanan, VA. My sister lives in Sunrise, FL.
Not too congested yet	The accessibility to amenities necessary for day-to-day business	Nice subdivision	Good schools	It's home, we will not move again...
Dead end street	That small restaurants are independently owned.	Nice homes		
Transportation				

Traffic	Commercial / Industrial Development	Roads / Intersections / Other Transportation	Appearance	Pedestrian Accommodations	Business Appearance
We absolutely do not want to see ANY increased traffic, as there is too much tractor trailer traffic that is illegally using Williamson Road to avoid being fined at the interstate scales.	We do not want to see any major chains or large box stores put on Williamson Road to the south of the college entrance to the Peters Creek intersection.	I like it just the way it is, except could use a traffic light at Peters Creek and Deer Branch. Heavy traffic on Peters Creek and U turns to get to library make entering Peters Creek from Deer Branch presents some problems.	Trash continues to be thrown out on the exit and entrance ramps to I81 - absolutely uncalled for and an embarrassment to the local area - a great many travellers use this exit (146) and they get a bad opinion of our area, seeing all the trash	I wonder if there is a way to include plans for pedestrian traffic all the way to the Botetourt County line	This area is a entry corridor to Roanoke County as well as an area that serves many residents, the area has become 'run-down' over the years. Business owners have allowed the appearance of their businesses to deteriorate. New businesses have shown some promise, but long-term maintenance is a must. More stringent zoning and community planning will be necessary to maintain this area.
Truck traffic on Route 11 bypassing scales on I-81	We do not want ANY businesses on either side of Williamson Road, from the Hollins College entrance, north to Creekside Market.	I live in Meadowbrook Village. Traffic along 11 is heavy, making it difficult to turn left out of community. A traffic light would make it safer.	We currently feel there has been a decline in property upkeep and would like to see more involvement from the county with respect to this.	We do not want to see increased sidewalks in front of Hollins Court that would encourage pedestrian traffic toward our neighborhood.	There needs to be improvements to the area businesses and the landscape of the community. The upgrades would make the community appear to be more upscale.
Truck traffic on Route 11	Becoming too commercialized - not selective about type of businesses	We do not want to see Williamson Road widened to the point of encroaching on Hollins Court property.	Some neighbors not keeping their property up	Would like to see sidewalks on both sides of road	Some of the area looks outdated.
Traffic on Peters Creek, especially BIG TRUCKS	Commercial development along Route 11	That traffic flow will be restricted. Expanding the traffic lanes would be superior to eliminating lanes	I am very concerned about the abandonment of property on Rt 11 near Northwest Hardware.	Traffic is so heavy that sidewalks are needed, especially for the elderly.	The "restaurant renovation" at the corner is an eyesore and not getting better.
Commuter traffic to and from Botetourt County	Less access to major retailers close by	Access to McConnell Rd, people using our street (McConnell) as "short cut" to miss light at Williamson and Plantation.	Development on the mountains	Need a better, more visible crosswalk for Hollins students crossing Williamson	Eyesore of Harvest House
Congestion	Items only for residential and student needs and protection	Guardrails at Plantation and Indian Road	Preservation of green space	Would like to see electronic walk signs at Plantation and Williamson Roads	CVS and the car care are very well maintained.
As the area continues to develop, particularly with commercial businesses, my biggest concern is routing traffic on Williamson Road.	Lack of retail and restaurants (higher end)	The highway dividers and public right-of-ways are NOT kept trimmed and mowed.	No beautification plans	Pedestrian safety, lighting effect, no sidewalks	
Traffic on Route 11 is really bad at times - folks moving at very high speeds - very unsafe	Would like to see a Outback or Unos restaurant	Traffic noise from Plantation Road	Age	Not safe to walk	
Traffic pattern on Williamson Road towards Hollins, no left turning lanes	More industrial parks built around us	NOISE (I-81 tractor trailers attempting to bypass scales)			
Heavy flow of traffic in front of home (8031 Williamson); unable to cross Williamson Road due to median	Too many businesses ruining the neighborhoods				
Increased traffic on Williamson Road	Unmanaged commercial/industrial growth				
Traffic on Plantation Road	Uncontrolled/unplanned growth				
I-81 traffic	Overdevelopment				
Traffic not monitored					
Increase in traffic as more people relocate to the area					
Increasing Traffic					
More traffic					
More traffic					
Traffic congestion					
Traffic growth					
Traffic					
Traffic					

Utilities	Hollins Manor	Crime	Housing	Bus Service	Miscellaneous
Better lighting [on Peters Creek Road]	All the mentally challenged people crossing Williamson at Hollins Manor. They don't use crosswalks and do not evaluate traffic. It's frightening and the facility looks BAD with no trees, logs laying on concrete	Recent events of crime in area - crime possibly moving further out from the city into the outlying areas	The only concern is with the Board which governs this community of Meadow Brook village.	Would like bus service	Air traffic
Electrical wiring needs to be underground	Hollins Manor residents and their property are an eyesore and not getting better.	Crime pushing this way from city	Some rental properties not in keeping with rest of Hollins community	Need bus line	None
More street lights	Also concerned about residents of Hollins Manor - inappropriate interaction with customers of businesses across street	Crime	Need for more affordable one level dwellings		
Utility cables not buried	Assisted living facility across from CVS on Williamson Road - individuals are often seen wandering the street.	Not enough police	Preservation of older architecture		
We do not want any more large ugly electric street lighting.					
Ongoing power outages in 2008					

Restaurants / Coffee Shops	Commercial	Retail	Recreation
Small restaurants that would not attract large crowds or major increase in traffic, located south of the Hollins College entrance.	Commercial - but only if it means the sale of our property!	Small boutiques that would not attract large crowds or major increase in traffic, located south of the Hollins College entrance.	Maybe a park area by the University that would be open to the public but also very earth friendly.
Small restaurants	Commercial - small family-owned businesses	Shopping centers, specifically boutique-style shops	Develop more activity at Walrond Park cabin!
I would like to see more restaurants and pubs	Commercial for residential needs only, depends on area	I would like to see more shops.	Walking trail in Walrond Park
Community-style eateries	Too much commercial which is ruining the area	Upscale shopping mall	Bike trails!
Restaurants	Any development which encourages white collar job growth.	Shopping	No sports fields or courts.
Restaurants	Office-medical complex	Art gallery	Recreational
Restaurants		Do NOT want Wal-Mart	
Restaurants			
Outback or Unos Restaurant			
Outback Restaurant!			
Outside dining			
Starbucks!			
Coffee shop			

Appearance	Industrial	Residential	Miscellaneous
Some of the businesses in this area really need cosmetic improvement - owners need to spend money to help the looks of their property - travelers come off I-81 all the time - I wonder what they think when they see this area; it has improved over the last few years, though	Too much industrial which is ruining the area	Patio homes	Bus routes
I would like to see some of the older businesses along Williamson Road updated and painted. Needs to be very pleasing to the eye and the surrounding landscape.	The area has enough industrial on Plantation Road near I-81		Educational
Some areas with trees and shrubs - not so many paved lots.			

Williamson Road		
Roads / Intersections / Other Transportation	Appearance	Landscaping
A NO U Turn sign on Peters Creek Road at Deer Branch Road, with a church, school and houses there are a lot of cars trying to get out onto Peters Creek Road and at the same time a lot of people making U turns to go to the library, it's dangerous... the cars could go down one more exit and relieve the congestion at this turn out.	Please, NO tacky banners, bus stops, or street furniture that would encourage loitering. Community signage is nice only if it is attractive and appropriately placed, and that is relative to the personal taste of those making the decisions - which is risky for those that have to look at it every day.	Get rid of plantings in median strip north of campus on Williamson Road
Road improvements are always welcome to the point of appropriate paving jobs that don't deteriorate after the first winter season.	Make the area pleasing to the eye. Warm welcome look.	Vegetative buffering to residential homes that border the area.
Synchronize traffic signals!	Cleaned up often	

Plantation Road	
Roads / Intersections / Other Transportation	Appearance
Better traffic patterns for those coming off of I-81 trying to turn into McDonald's. Adequate turn lanes and better traffic flow patterns throughout this area would be beneficial.	Make the area pleasing to the eye. Warm welcome look.
Better turn lanes	
Reduced speed limits	

Roads / Intersections / Other Transportation	Commercial Development	Miscellaneous	Appearance	Hollins University
<p>There is much need for a traffic light at the end of Indian Road and in front of Honeytree Day Care - this is a very dangerous area for people after picking up children - it is almost impossible to make a left hand turn coming out of Indian Road or coming into it from Plantation Road -- also the traffic is "too" fast.</p>	<p>I have grown up in this area and am now raising my own family here. Nearly all of my day-to-day business occurs in this area. The overlay district would be a welcomed change to this area and make the area more marketable to future retail and commercial development as well as residents. I look forward to the changes, and thank you for taking on this difficult task!</p>	<p>We hope Roanoke County will be conscientious enough to honor the wishes of residents in this area as opposed to making decisions that truly, for the most part, only benefit Roanoke County tax base. It is never an appropriate trade off that "improvement" is bulldozed into existence at the expense of those who live in the community and have to reap the consequences of others' decisions.</p>	<p>Love to see large crape myrtles planted along the roadways, especially along Williamson Road at Hollins University.</p>	<p>I would hate to see major developments in this area. It's beautiful just as it is. In years to come Hollins University will expand and they need this space.</p>
<p>RE: Recent installation of traffic lights at both ends of bridge over I-81 on Plantation Road. Consider adding timing according to traffic. Many times have set with no traffic in opposite direction.</p>	<p>I have recently purchased my second house in Hollins and will either buy another or invest in property so that I can build a commercial business.</p>	<p>Please forward any information available on the Matching Grants Program to: Glenn Bowman, 79 Westridge Dr., Daleville, VA 24083 Thanks.</p>	<p>I think Roanoke needs to update a lot and improve on the older places, DON'T CUT TREES!!</p>	<p>I do not want to see Hollins University taking control of the area!!</p>
<p>A four-way stop at Dexter and Sunnybrook Drive. People run this intersection A LOT. A daycare is on one corner, a office building on the next and children in the neighborhood. Please consider the No U-turn sign. There are many close calls every day at peak driving times.... We would love to be able to eliminate median and cross over Williamson Road once again. Thanks, R. W. and Dr. Joan Bowers</p>	<p>If we have a few more restaurants, shops and pubs close by it may encourage the community to walk to these places instead of driving.</p>	<p>I appreciate the efforts to dress up our corner of Roanoke! I think these are great ideas and look forward to seeing any efforts mentioned above.</p>	<p>Would like to see improvements on the buildings around the area. Needs to be aesthetically pleasing to the eye.</p>	<p>The area could be much more friendly to students of Hollins University - lights, cafes, bus, etc.</p>
<p>There are now TOO many traffic lights on Plantation. It takes me 3 lights before I can go thru! (to I81)</p>	<p>New restaurants, such as Red Lobster, Carlos, Kabuki, Dunkin Donuts or Krispy Kreme Close to restaurants</p>	<p>Thank you for including the communities voices. Dr. C C Harris, 362-3753, 6805 Peters Creek Rd, Roanoke, VA 24019</p>	<p>Trees need to be further back off the road however.</p>	<p>Identify Hollins as a Historic District</p>
<p>Our current medians need to be maintained more frequently by the county. Trash needs to be picked up.</p>				
<p>The grass medians that are present now need to be maintained, weeded, seeded, trimmed, edged, plantings, mulch!</p>				
<p>Add signs along Plantation Road to remind/require truckers to reduce noise (from braking, etc.) Make sure we have bike paths for the residents.</p>				

Business Appearance	Environment	Pedestrian Accommodations	Character
<p>Again, many people stop on exit 146 for lots of reasons - let's make an effort to leaving a great impression on these people by doing all we can to make their stop a favorable one - maybe they will stop again in the future - plus it helps those businesses in this area to survive financially, which is very important in our long term strategy</p>	<p>I know that Hollins University is going green and trying to maintain an earth friendly environment. I think that the Hollins Community would also benefit from going green.</p>	<p>Make sure we have sidewalks for the residents.</p>	<p>It is a nice community to live in</p>
<p>If ya'll want me to do aesthetic improvements to my building in Hollins please tell me. (face to face)</p>	<p>I am concerned about water run off. Since there is little grass/plantings before curb, chemicals, gravel, waste goes directly into storm drains.</p>		
<p>We need strict rules regarding appearances of business currently in operation.</p>			

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Document 6

Hollins University Student Survey Questions

March, 2008

1. Are you a/an...
 Undergraduate Student Horizon Student Graduate Student

2. What is your age range?
 17-20 21-25 26-30 31-35 36-40 41-45 46-50 51-55 56+

3. Where do you live during the academic year?
 On-campus Off-campus

4. Do you have a car? Yes No

5. When you leave campus, how do you get to your destination?

Drive	Yes	No
Walk	Yes	No
Bicycle	Yes	No
Hollins Shuttle	Yes	No
Taxi	Yes	No
Other	Yes	No

If yes, how many times per week?

Drive	1-3	4-6	7 +
Walk	1-3	4-6	7 +
Bicycle	1-3	4-6	7 +
Hollins Shuttle	1-3	4-6	7 +
Taxi	1-3	4-6	7 +
Other	1-3	4-6	7 +

6. Do you walk to nearby destinations on Williamson Road? Yes No
 (If you answered yes, answer question 7. If no, skip to question 8.)

7. If you answered "yes" to question 6, please answer the following...

Are better crosswalks needed?	Yes	No
Are more sidewalks needed?	Yes	No
Is better lighting needed?	Yes	No
Other (please specify) _____		

8. Do you have (and ride) a bicycle? Yes No
 (If you answered yes, answer question 9. If no, skip to question 10.)

9. If you answered "yes" to question 8, please answer the following...

Do you ride your bike on area roads?	Yes	No
If bike lanes were provided in the Hollins area, would you ride your bike to your destination?	Yes	No

10. When you leave campus, what kinds of places do you go to (other than home or to work)? (select all that apply)

- Grocery store/Drug store
- Restaurants/Coffee Shops
- Shopping Centers/Malls
- Movie Theaters/Bowling/Other Entertainment
- Personal Services (Beauty Salon, Nail Salon, Tanning)
- Parks/Trails/Recreation
- Doctors/Healthcare
- Other (please specify) _____

11. What places do you go to most often?

- 1) _____
- 2) _____
- 3) _____

12. What is your favorite place to go in the Roanoke Valley?

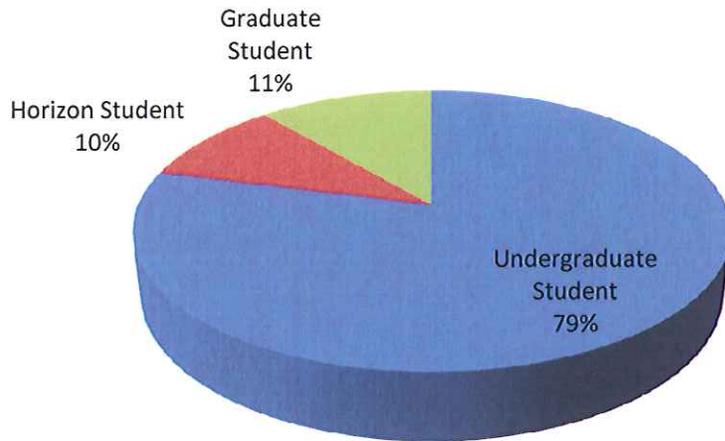
13. If public transportation (bus or train) had a stop at Hollins University, would you use the service to visit the places identified in questions 10, 11 and 12? Yes No

14. When your parents come to visit, where do you go?

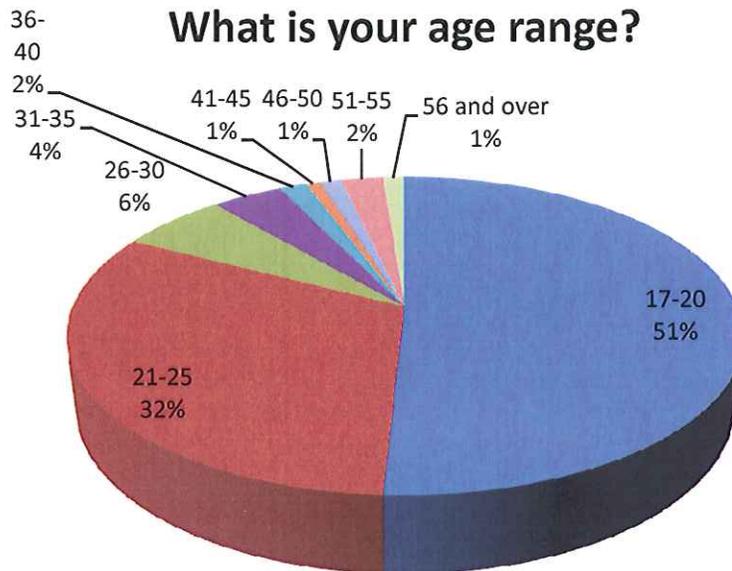
- 1) _____
- 2) _____
- 3) _____

15. What kinds of businesses would you like to see in the Hollins University area?

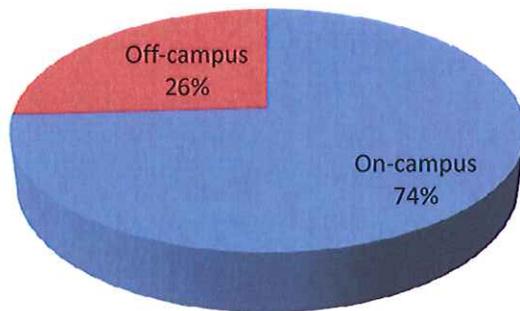
Hollins University Student Type



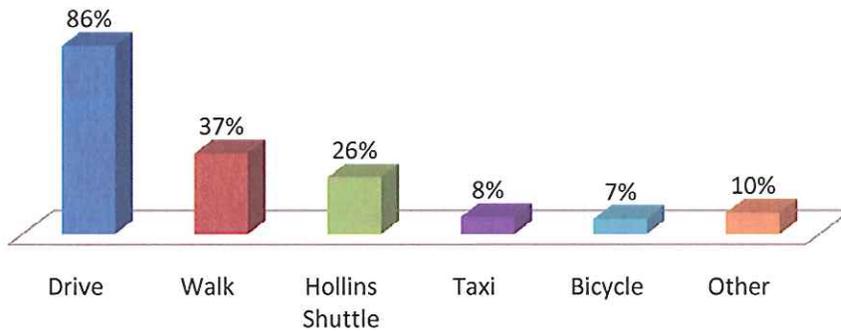
What is your age range?



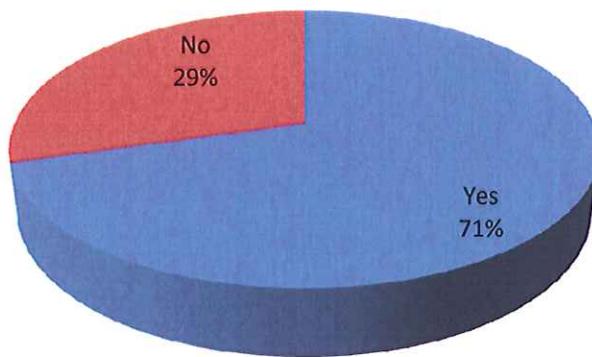
Where do you live during the academic year?



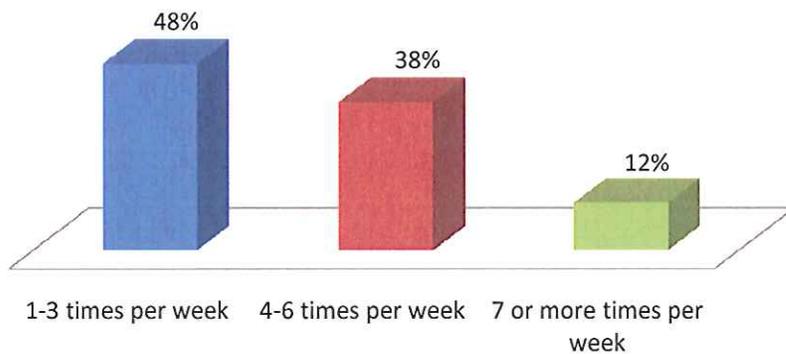
When you leave campus, how do you get to your destination?



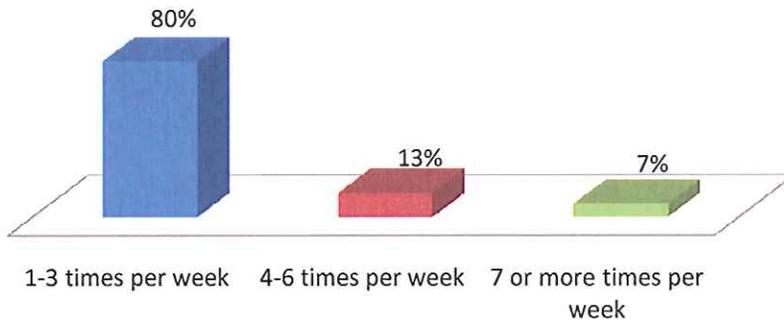
Do you have a car?



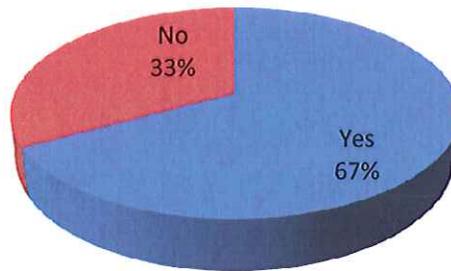
How often do you leave campus in your car?



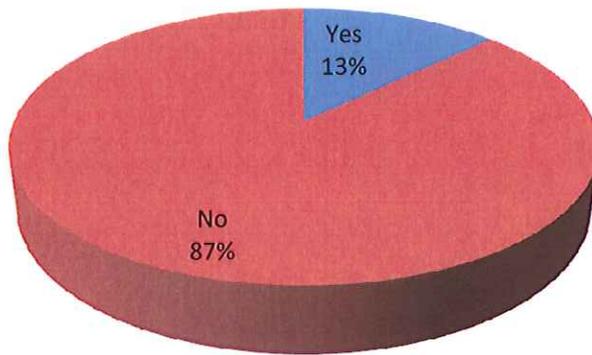
How often do you leave campus by walking?



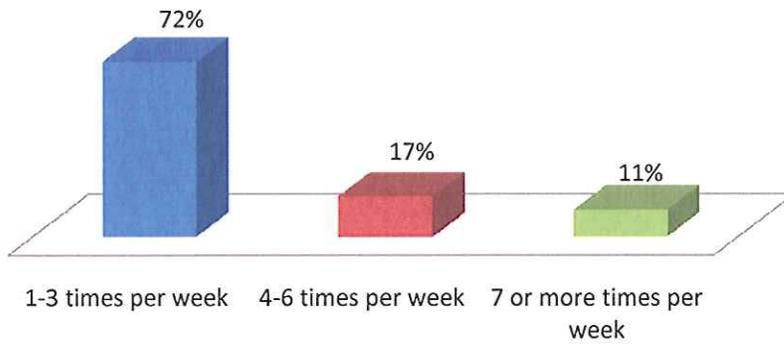
Would you use public transportation (bus or train) to access your destination if it stopped at Hollins University?



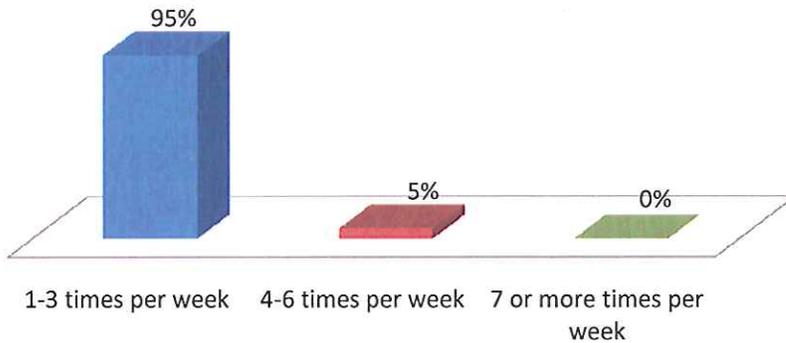
Do you have (and ride) a bicycle?



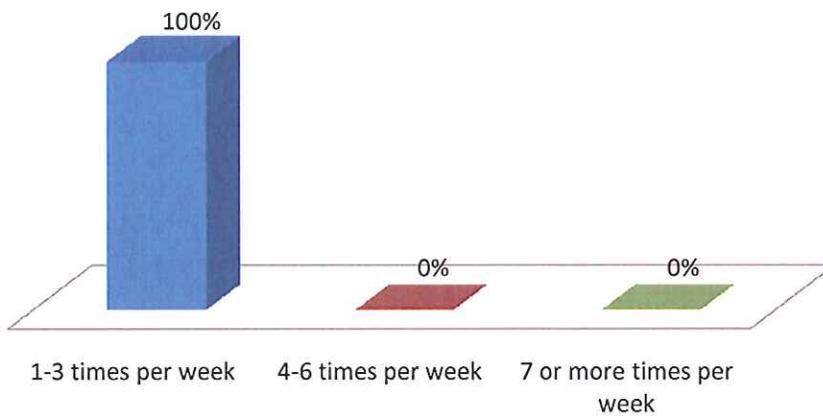
How often do you leave campus by bicycle?



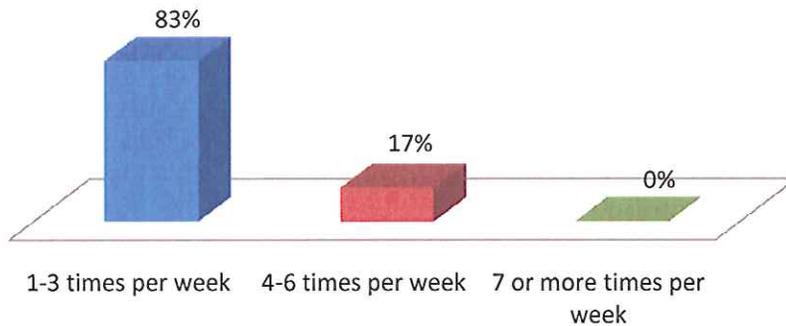
How often do you leave campus by the Hollins Shuttle?



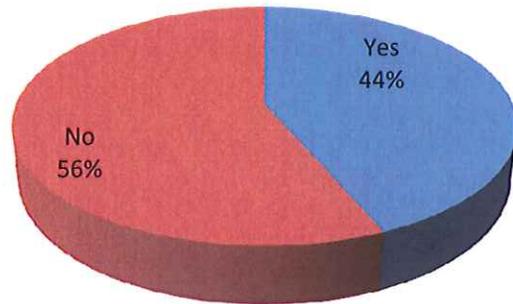
How often do you leave campus by taxi?



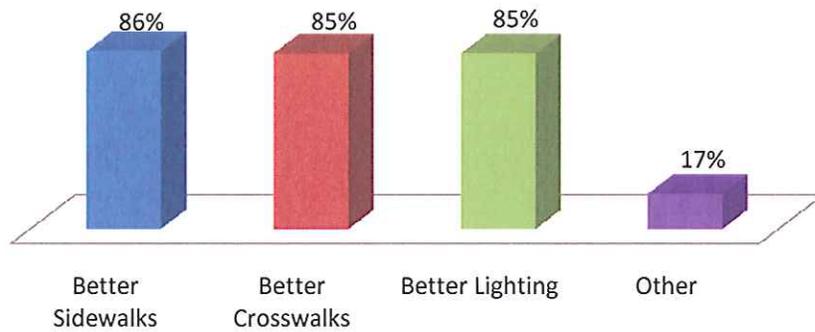
How often do you leave campus by other means?



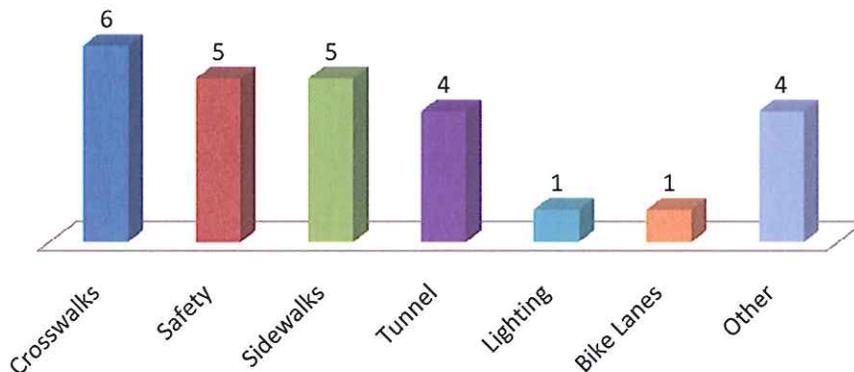
Do you walk to nearby destinations on Williamson Road?



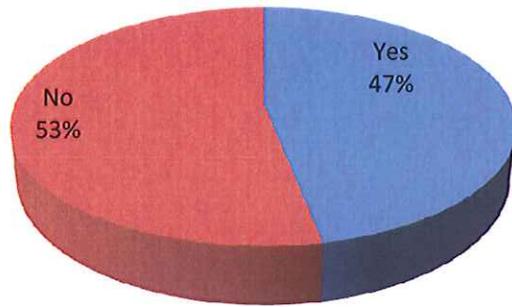
Williamson Road infrastructure needs according to walkers



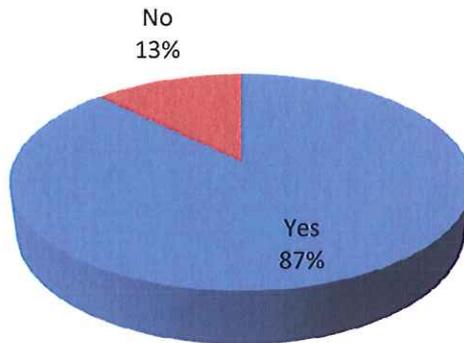
"Other" responses for Williamson Road infrastructure needs according to walkers



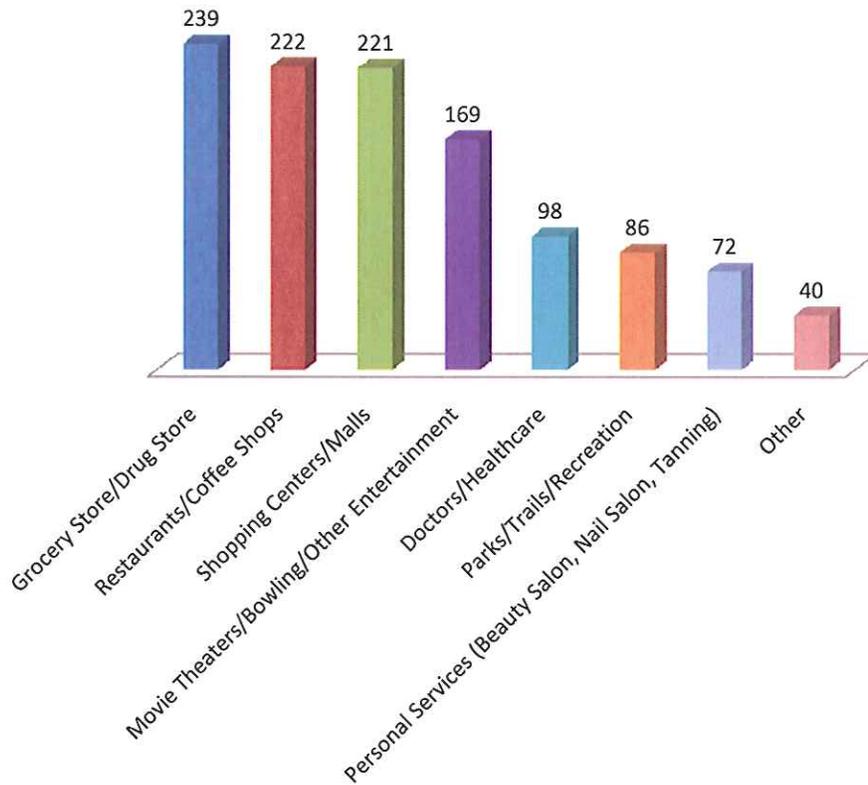
Bicycle riders, do you ride your bike on area roads?



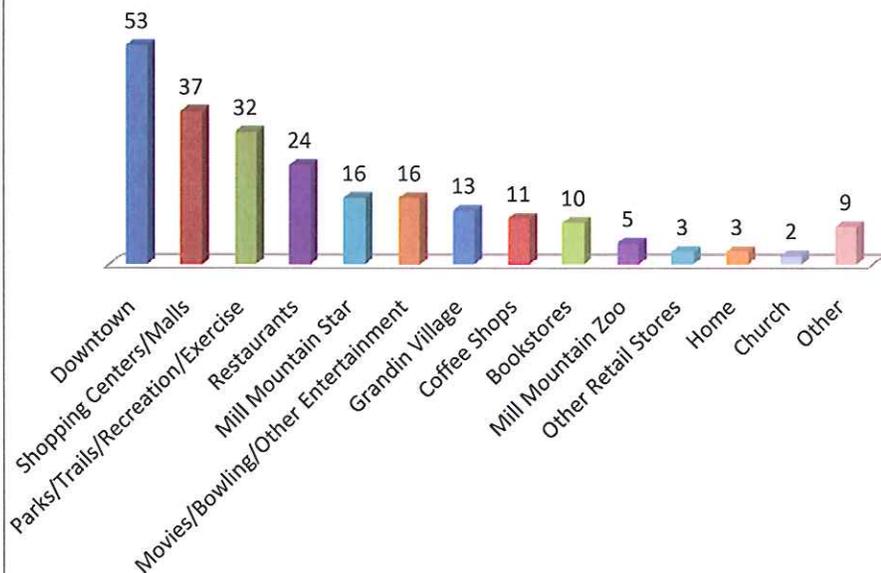
Bicycle riders, if bike lanes were provided in the Hollins area, would you ride your bike to your destination?

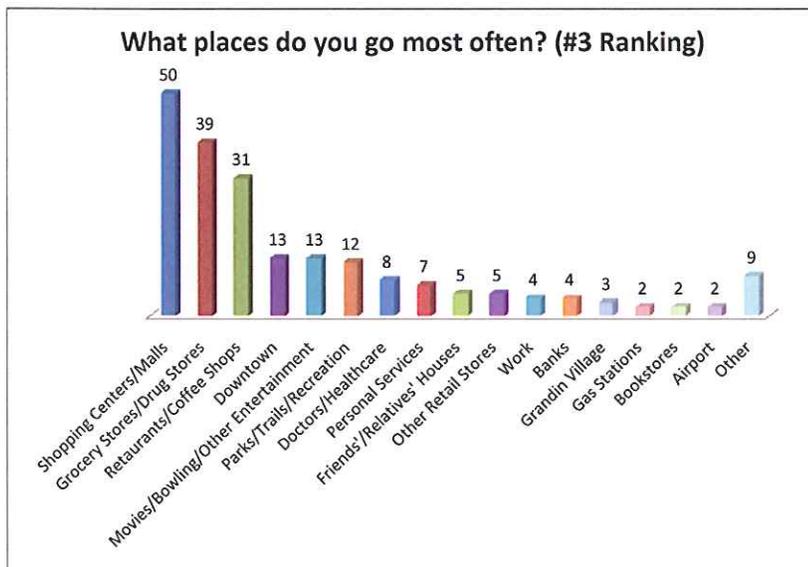
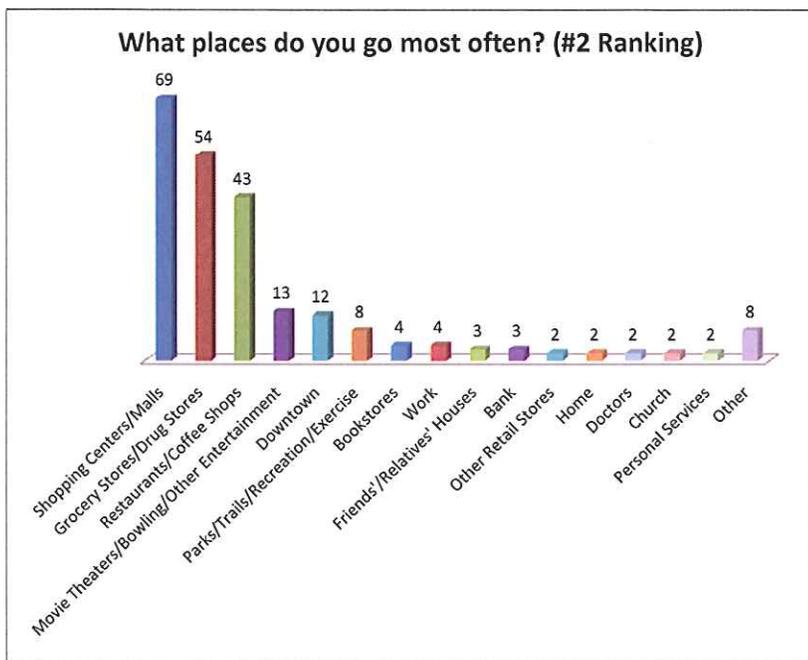
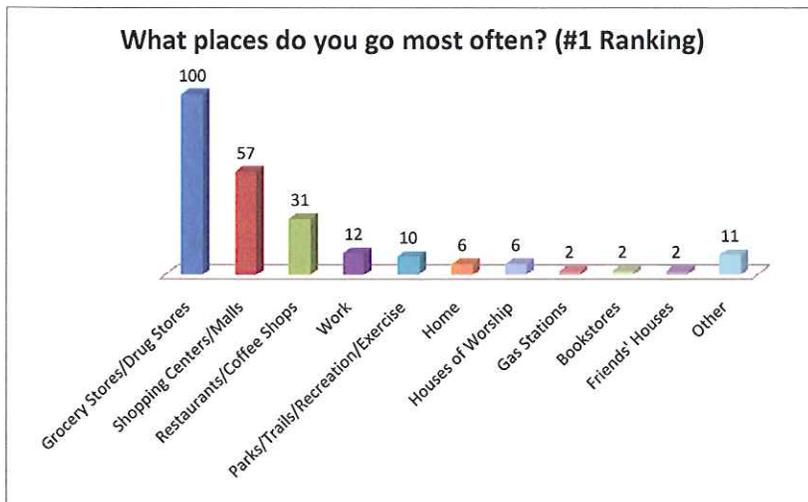


When you leave campus, what kinds of places do you go to (other than home or work?)

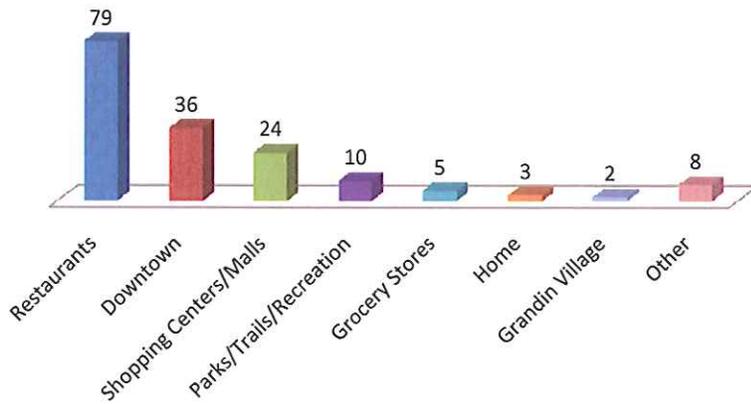


What is your favorite place to go in the Roanoke Valley?

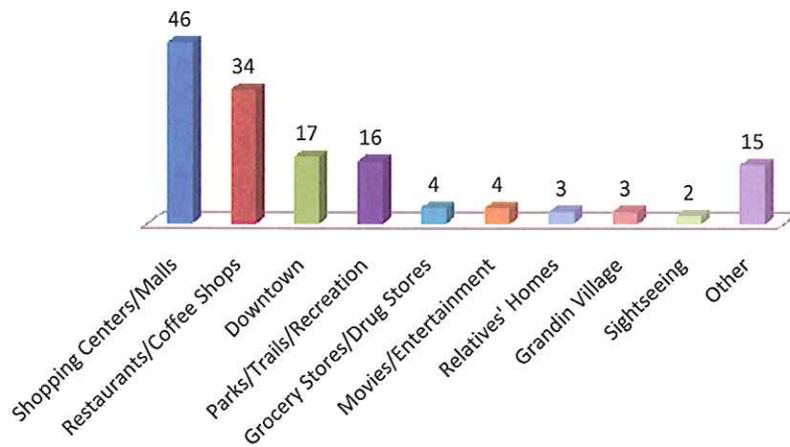




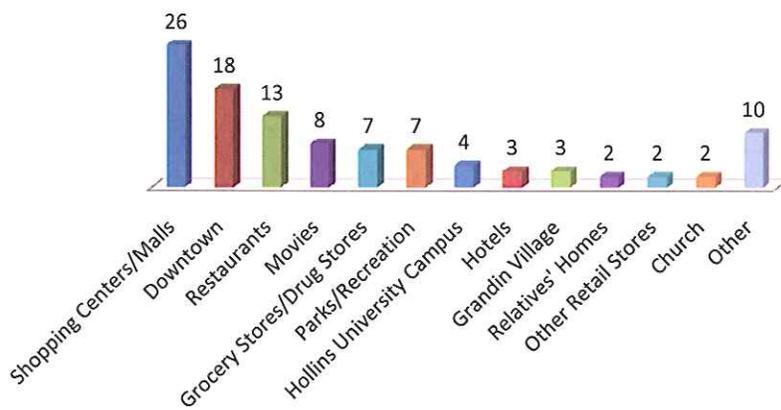
When parents come to visit, where do you go? (#1 Rank)



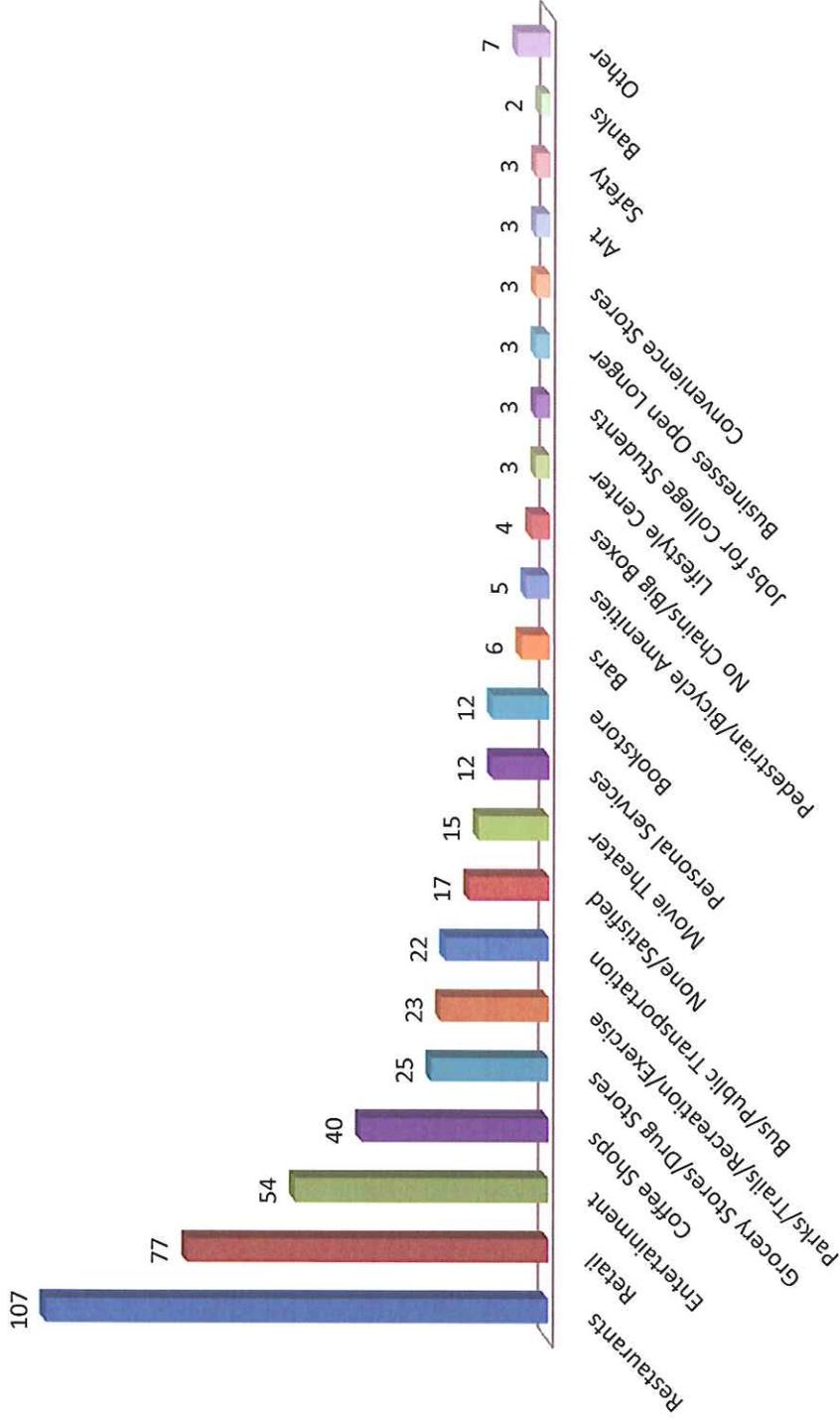
When parents come to visit, where do you go? (#2 Rank)



When parents come to visit, where do you go? (#3 Rank)



What kinds of businesses would you like to see in the Hollins University area?



Crosswalks	Safety	Sidewalks	Tunnel
An overhead crosswalk. It is a matter of time that someone is going to get killed crossing that road.	At night the roads are sketchy. I won't go anywhere after 7:00 PM; even if I am dying of sickness, i won't go to CVS	More distance between road surface and sidewalks would be nice (especially since trucks come through that area on a regular basis.)	Fixing the sidewalk beneath the bridge so it does not become so built up with mud and gunk would be fantastic.
CAN WE PLEASE HAVE MORE CROSSWALKS WITH "WALK"/"DON'T WALK" SIGNALS? I HATE HAVING TO DODGE TRAFFIC!!	It is scary and dangerous to try to walk down the road with semi trucks passing by and you're only a foot from the road!	You can only walk as far as CVS then there aren't any sidewalks.	Surveillance cameras at each end and inside the tunnel going under Williamson Road and to the other side of the street.
It's very hard crossing the street going towards Kroger; there is a LOT of traffic, and a crosswalk/light would be very helpful.	I dislike walking so close to such a busy street with so many trucks.	Sidewalks	There is not a lot of light going from under the bridge towards the apartments.
A crosswalk is needed especially by Hollins Manor.	In general, more pedestrian safety is needed!	Sidewalks would be AMAZING!	The girls do not like using the underground tunnel especially at night!
There are no "walk" or "do not walk" signs.	Williamson Road is terrifying to cross at night!	wider sidewalks	4
Crosswalks especially at the lights!	5	5	
6			

Lighting	Bike Lanes	Other
Better lighting is needed especially by Hollins Manor.	Make a bike lane! It's so dangerous to bike on the road that everyone has to bike on the sidewalks!	If you can't cross a road with out a crosswalk you shouldn't be walking. Walking in the grass is good for you. If you don't like the dark don't walk after dark. The is road safe if you use your brain.
1	1	1 Maybe some signs that say, "Be Aware: Pedestrians" (drivers aren't always thoughtful)
		I would walk if there were more destinations to walk to
		A better turn-around area near St. Philip's Lutheran Church
		4

Church	Exercise/Recreation	Friends'/Relatives' Houses	Work	Bank
Church	We DO NOT need more doctors offices, law firms, insurance agencies etc. in this area. that is all we have! We need some recreational stuff!	Visit with friends who live in Roanoke	Work	Bank
Church	Ballet in Grandin Villiage (Roanoke Ballet Theatre)	Friend's house	Work	Bank
Church	To leave to exercise, by walking up to CVS, etc	Friends' houses	Work at RVIDC	Bank
Church	YMCA	Friends' houses	Job	3
Church	Gym	Residences of area friends	4	
Church	Gym	Grandparents' house		
Religious places	6	6		
	7			

Home	Other Schools	Entertainment	Other Retail Stores	Other
Home	Other colleges	Bars and Clubs	Crafts & art stores	Animal shelter (to volunteer)
Home to Radford	Other campuses	Nightclubs and bars	Natural food grocery stores	Airport
Residence	Radford University		2	2 Blue Ridge Parkway!!
	3			Community School
				From apartments to campus
				Pick up children at daycare
				Piercing/tattoo parlors
				Salem, VA
				Theater meetings
				9

"Other" responses for what kinds of places do you go?

Downtown	Shopping Centers/Malls	Parks/Trails/Recreation/Exercise	Restaurants	Mill Mountain Star
Center in the Square	I love how everything we need is right in Valley View, especially with all the growth there.	I like Carvin's Cove--I can walk there.	Non chain restaurants and buisness, family owned places, like Hollywood's.	The Mill Mountain Star
Downtown	Well, considering I can't go anywhere because I don't have a car, probably Valley View Mall.	Anywhere to hike	Anywhere that is quiet, has food and drinks, and has wireless internet	Mill Mountain Star
Downtown	Valley View area (it has restaurants, shopping, theaters, groceries)	Appalachian trail	One of my favorite restaurants is Grace's Place in the Grandin area.	The Roanoke Star
Downtown	Tanglewood Mall (though I don't go often)	Appalachian Trail	Tong's Thai	The Roanoke Star
Downtown	Tanglewood Mall (though it's rare that I do get to go)	Blue Ridge Parkway	Biscuit World	Roanoke Star
Downtown	Tanglewood Mall	Blue Ridge Parkway	Bojangles	The Star
Downtown	Tanglewood Mall	Blue Ridge Parkway	Small restaurants	The Star
Downtown	Department stores	Blue Ridge Parkway	Different restaurants	The Star
Downtown	Malls and stores	Blue Ridge Parkway	Downtown Restaurants	The Star
Downtown	Mall	Blue Ridge Parkway	Fork in the Alley	The Star
Downtown	Mall	Greenway	Fork in the Alley	The Star
Downtown	Mall	McAfee's Knob	Friday's	The Star
Downtown	Malls	Mill Mountain	Hollywood's	The Star
Downtown	The Mall	Mill Mountain	Hotdog King	The Star
Downtown	The Mall	Mill Mountain	Out to eat	The Star
Downtown	The Mall	Mill Mountain LIKE IT IS	Out to eat probably	Up to the Roanoke Star
Downtown	The Mall	Parks	Panera Bread	16
Downtown	Marshalls	Parks	Restaurants	
Downtown	Michaels Craft Store	Parks and trails	Restaurants	
Downtown	Michaels Craft Stores	Parkway is beautiful	Restaurants	
Downtown	Target	Roanoke River	Restaurants Downtown	
Downtown	Target	Skyline Drive	Sake House in Salem	
Downtown	Valley View	The Appalachian Trail	To the Indian restaurant, Swagat	
Downtown	Valley View area	The Appalachian Trail	Various restaurants	
Downtown	Valley View Mall	The Blue Ridge		24

Downtown	Shopping Centers/Malls	Parks/Trails/Recreation/Exercise	Restaurants	Mill Mountain Star
Downtown	Valley View Mall	The Blue Ridge Parkway		
Downtown	Valley View Mall	The Greenway		
Downtown	Valley View Mall	the Mountain		
Downtown	Valley View Mall	The park Downtown		
Downtown	Valley View Mall	The park Downtown		
Downtown	Valley View Mall	Wasena Park		
Downtown	Valley View Mall	YMCA		
Downtown	Valley View Mall	32		
Downtown	Valley View Mall			
Downtown	Valley View Mall			
Downtown	Valley View Mall			
Downtown Market	Walmart			
Downtown market area		37		
Downtown market area				
The Farmer's Market				
The Market Downtown				
Market Square				
Downtown Roanoke				
Downtown to see live bands				
Downtown, SW City				
The entire Downtown area.				
	53			

Other Retail Stores	Home	Church	Other
Seeds of Light	Home	Sovereign Grace Community Church	When I go off-campus for extended periods of time, I go farther away, like Charlottesville or NoVa.
Seeds of Light	Home	My church	Nothing really stands out as my favorite - i struggle to find that great mix of food, shopping, recreation all in one area
Boutiques Downtown	Home	2	Hollins
3	3		Public library
			Salem, VA
			Sheetz
			The Airport
			Ukrops
			Woodpecker Ridge
			9

Shopping Centers/Malls	Grocery Stores/Drug Stores	Restaurants/Coffee Shops	Movie Theaters/Bowling/Other Entertainment	Downtown	Parks/Trails/Recreation/Exercise
Department stores	Co-op	Coffee shop	The Park club in Downtown Roanoke	Downtown - Center in the Square	BAC (Botetourt Athletic Club)
Department stores	Co-op	Coffee Shop	Movie theaters/bowling/other entertainment	Downtown Roanoke	Blue Ridge Parkway
Mall	CVS	Coffee Shops	Movie	Downtown Roanoke	Mill Mountain
Mall	CVS	Coffee shops	Movie Theater	Downtown Roanoke	Parks
Mall	CVS	Coffee Shops/Restaurants	Movie Theater	Downtown Roanoke	Parks
Mall	CVS	The coffee shop	Movies	Downtown Roanoke	Parks/Trails/Recreation
Mall	CVS	Coffeehouse	Movies	Downtown area	Recreation
Mall	CVS	Starbucks	The movies	Downtown area	Recreation (trails)
Mall	CVS	Starbucks	Bars	Downtown	8
Mall	CVS	David's Good Food	Bowling	Downtown	
Mall	Drug store (CVS)	Famous Anthony's	Entertainment	Downtown	
Mall	CVS or Kroger	Hollywoods	Nightclubs	Downtown	
Mall	CVS Pharmacy	Hollywoods Restaurant	Theater	12	
Mall	CVS/Kroger	Panera		13	
Mall	Drug store	Panera Bread			
The Mall	Food lion	Panera Bread			
The Mall	Groceries	Panera Bread Company			
Shopping Mall	Grocery	Restaurant			
Michaels Craft Stores	Grocery	Restaurant			
Shopping	Grocery Store	Restaurants			
Shopping	Grocery store	Restaurants			
Shopping	Grocery Store	Restaurants			
Shopping	Grocery Store	Restaurants			
Shopping areas	Grocery store	Restaurants			
Shopping Centers	Grocery store	Restaurants			
Shopping Centers	Grocery store	Restaurants			
Shopping Centers	Grocery store	Restaurants			
Shopping centers	Grocery store	Restaurants			
Shopping centers/Malls	Grocery stores	Restaurants			

Shopping Centers/Malls	Grocery Stores/Drug Stores	Restaurants/Coffee Shops	Movie Theaters/Bowling/Other Entertainment	Downtown	Parks/Trails/Recreation/Exercise
Tanglewood Mall	Grocery stores	Restaurants			
Target	Grocery stores	Restaurants			
Target	Grocery store/drug store	Restaurants			
Target	Grocery/ drug	Restaurants			
Target	Kroger	Restaurants			
Target	Kroger	Restaurants			
Target	Kroger	Restaurants and coffee shops			
Target	Kroger	Restaurants/Coffee Shops			
Target	Kroger	Restaurants/coffee shops			
Target or WalMart	Kroger	Sakura			
Valley View	Kroger	Sushi			
Valley View	Kroger	Taco Bell			
Valley View	Kroger			43	
Valley View	Kroger				
Valley View	Kroger				
Valley View	Kroger				
Valley View area	Kroger				
Valley View Grande	Kroger				
Valley View Mall	Kroger				
Valley view Mall	Kroger's				
Valley View Mall	Krogers Grocery				
Valley View Mall	Kroger/CVS				
Valley View Mall	Kroger/CVS				
Valley View Mall	Walgreens				
Valley View Mall				54	
Valley View Mall					
Valley View Mall					
Valley View Mall					
Valley View Mall					
Walimart					
Walmart					
Walmart					
Wal-Mart					
Wal-Mart					
Walmart/Mall					
Walmart/Target					
Walmart/Target					
	69				

Doctors	Church	Personal Services	Other
Doctors	Church	Tanning	Local schools to pick up my children
Doctors	Church	Ocean Tan	Monterey Elementary School
2	2		2 Animal shelter (to volunteer)
			Grandin area
			Hollins campus
			Leave on weekends
			Libraries
			Roanoke College
			8

Shopping Centers/Malls	Downtown	Restaurants	Movies	Grocery Stores/Drug Stores
Any shopping (Valley View area and Electric Rd area)	Downtown Roanoke	Fork in the Alley	Movies	CVS
Mall	Downtown Roanoke	IHOP	Movies	Fresh Market
Mall	Downtown Roanoke	Montano's	Theater	Grocery stores
Mall	Downtown Roanoke	Nearby restaurants	Theaters	Kroger
Mall, etc	Downtown Roanoke	To a nearby Restaurant	Theaters	Kroger
Sams	Downtown Roanoke	Other Restaurants	Theatre	Natural foods stores
Shopping	Downtown area	Out to eat	Valley View Grand	Ukrops
Shopping	Downtown	Panera Bread	Valley View Theater	7
Shopping	Downtown	Restaurants		8
Shopping Malls	Downtown	Restaurants		
Stores	Downtown	Restaurants		
Stores	Downtown	Restaurants		
Tanglewood area	Downtown	The Veranda Bistro		
Target	Downtown		13	
Target	Downtown			
Target, supplies				
Valley View				18
Valley View area				
Valley View Mall				
Valley View Mall				
Valley View Mall				
Walmart				
Wal-mart				
	26			

Other Retail Stores	Church	Other
Barnes and Noble	Sovereign Grace community Church	All around town
Shopping (La De Da)	Church of the Holy Spirit Orchard Hills	Botetourt
2	2	Doctor
		Lexington
		Local establishments
		Safari Park
		Salem
		Stay at home
		Virginia Tech
		Visit with friends
		10

Restaurants	Retail	Entertainment	Coffee Shops	Grocery Stores/Drug Stores	Parks/Trails/Recreation/Exercise	Bus/Public Transportation	None/Satisfied	Movie Theater
Fast food restaurants that are open 24 hours or at least VERY late	It would be nice to have more boutique type stores closer	18 and up club	Another coffee shop or hang out spot	Drug store	A park/ hiking trail access.	A bus/train system connected to the city bus system to go more places in the Roanoke Valley area.	None really. I would not like to see the area infested with businesses and development.	Maybe a closer movie theater.
More healthy, fast food restaurants like Noodles and Company	A bike shop	A game place would be neat too	Coffee places near school like other colleges.	Drug store	A track to run on	A public bus that stops at Hollins to go to the mall could be useful for students without cars.	None! Keep what little untouched/natural area is left near Hollins.	Movie theater
A few new restaurant options would be nice	A boutique	A hookah bar or club type place.	Perhaps another coffee shop besides Cafe Solari.	Fresh food/fresh fish markets	A upscale gym facility	A shuttle stopped at Hollins during weekdays. It's difficult for those without a car.	I'm happy with the Hollins area the way it is!	Movie theater
A few more ethnic Restaurants	A closer farmers market	A nightclub within walking distance for students to use	Coffee shop	Fresh Market	Bike rental place.	A way to get downtown or to places further than walking distance during the week!	None. I think the Hollins area is big enough as it is	Movie theaters
A pizza shop	A closer Target or Dick's sporting goods.	Batting cages	A close coffee shop	Grocery store	Gym	Even if the Hollins transit was to simply extend it's hours to have, say 4 or 5 hours on weekdays.	I like Hollins the way it is.	Movies
An upscale sushi restaurant	A fabric store	Bowling	Better places to go for coffee	Grocery store would help also.	Horseback riding, etc	I think that Roanoke has a lot to offer, but a public transportation system would be nice.	love the University area as it is	Theaters
Baha Fresh	A gardening center	Bowling	Coffee	Health food store	Maybe a nice park or something?	Better public transportation for all of Roanoke, Salem, and Botetourt.	I'm content.	Theatre
Baskin Robbins	A good flea market	Bowling	Coffee houses	More drug stores	More parks	A public transportation stop somewhere close to campus	None	15
Better access to tai or Indian restaurants downtown	A hiking supplies store	Bowling Alley	Coffee houses	Natural foods store	More recreational activities	Public transportation, that would be great.	None!	
Better Restaurants	A hip clothing boutique	Clubs	Coffee shop	Natural Foods Store	More recreational places	Buses that could take us to places so I could have a job off campus		17
Better Restaurants like Cheesecake Factory	A trinket shop	Clubs for people under 21	Coffee shop	Organic grocery stores	Parks	HAVE THE HOLLINS SHUTTLE STOP AT KROGER		
Better variety of restaurants	ABC Store	Clubs to go to for undergrads to hang out at.	Coffee Shop	ORGANIC PRODUCE MARKET/CAFE	Parks definitely!	A stop on the bus route.		
Bistros	Better variety of arts/crafts store	College-students only night club	Coffee shop	Oriental market	Recreational opportunities.	More public transportation.		
Brew pub	Anne Taylor	Concert venue would be amazing!	Coffee shop	Supermarkets	Walking areas and parks	Public transportation		
Burrito places like Chipotle	Antique stores	Dance Clubs	Coffee shop	Ukrops	Yoga facility		22	
Cafes	Automotive store	Dance clubs	Coffee shop	Ukrops				
Cheesecake Factory restaurant	Better stores	Entertainment	Coffee shop	Ukrops				
Chick-ill-a	Boutiques	ESPN Zone	Coffee shop closer to campus	Ukrops				
Cold Stone.	Click-ill-a	Fun things for Hollins Students.	Coffee shops	Ukrops				
Cute local Restaurants (not big chain)	Cell phone store	Hangout places	Coffee shops	Ukrops				
Donny's	Closer shops entered toward college students	Hockey team discounts for Hollins students.	Coffee shops	Ukrops				
Different Restaurants	Closer stores too.	Ice skating rink	Coffee shops	Ukrops				
Different Restaurants	Clothing boutiques	Lazer tag	Coffee shops	Ukrops				
Eateries	Clothing boutiques	Live music	Coffee shops	Ukrops				
Eateries and bakeries	Clothing shops	Lounges	Coffee shops	Ukrops				
Eating places	Clothing stores	Mini-golf	Coffee shops	Ukrops				
Ethnic Restaurants	Clothing stores	More activities (bowling, skating, etc.)	Coffee shops	Ukrops				
Food	Clothing stores	More clubs	Hang out place like a coffee shop.	Ukrops				
Food places	Clothing stores within walking distance.	More clubs and hang out spots.	More/better coffee shops	Ukrops				
I would love to see some good sushi restaurants nearby.	Computer store	More entertainment.	PLEASE a good coffee shop!	Ukrops				
Indian Restaurants	Contemporary furniture stores	More hangout spots for teens, teen clubs, etc	Small coffee shops	Ukrops				
Inexpensive dining	Cool little thrift shops.	More nightlife	Starbucks on Williamson Road!!	Ukrops				
Inexpensive restaurants (not fast food)	Crafts/Art Store	More to do for fun (recreation/entertainment)		Ukrops				
Inexpensive restaurants within walking distance	Dollar store/family dollar/dollar tree	Movie rental store	40	Ukrops				
Japanese restaurants	Funky strip malls with one-of-a-kind items.	Movie rental store		Ukrops				
KFC	I guess more places like Seeds of Light.	Movie rentals		Ukrops				
Local pizza parlors	I would like also business for graduate students	Music venues (particularly under 21 Night clubs)		Ukrops				
More cafes	I would like to see more available shopping for the undergraduates	Open Mic Cafe		Ukrops				
	Ikea	Places to hang out close to campus		Ukrops				

Personal Services	Bookstore	Bars	Pedestrian/Bicycle Amenities	No Chains/Big Boxes	Lifestyle Center	Jobs for College Students	Businesses Open Longer	Convenience Stores
A massage place within walking distance would be good to relieve stress.	A bookshop - independent would be nice	A bar - it would be great to have a place to hang out at off campus, and one that was safe (no one would have to drive) and accessible to everyone.	There's certainly room for there to be things that are geared towards University students that would get us off campus and spending that disposable income. The problem is there must be sidewalks. It's virtually impossible to walk anywhere but in the street and the danger of that is really high. Sidewalks, sidewalks, sidewalks! Please?	Interesting places to see and visit that would enrich the area, but nothing as commercialized as WalMart, or any other (inter)national chain.	I think a nice shopping center/strip mall with walking areas around it and food available is great combination. Stores, restaurants, walking, sitting, bowling, all in one area that you don't need to leave/drive to get to the next place.	Nothing in particular comes to mind... more businesses that might offer jobs to college students.	I would like if the business already around here stayed open longer because I came from an area where you can go to the Mall and other places and hang out until eleven thirty at night.	A closer/nicer convenience store/gas station
Some personal service places (tanning and a nail and beauty salon)	A book store	A nice bar	I think if there were more sidewalks and crosswalks, I would walk to places more often. I have walked before to Hollywood's and to CVS and will probably do so more frequently when the weather becomes nicer.	Less chain businesses.	Anything would be an improvement. It would be of great benefit for both Hollins and Roanoke City to turn the area around Hollins into a college town area, like in Blacksburg.	Making more businesses near Hollins that girls would feel comfortable in and might be able to work at.	The one thing that bothers me about the businesses near Hollins is that they all close early, and the places I like to go to are so far away. There is little convenience for students.	Convenience Store
Hair salon that does amazing highlights	A book store/with a coffee shop	Bar	Please add more crosswalks with lights and signals to the area. Seriously, it's confusing trying to dodge impeding cars and Mack trucks; I never know when to walk!	Non-chain stores.	More of a "downtown" feel	More jobs for college students	Things just close too early around here. Keeping things open a little later would really help I think	Convenience Store
More hair salons and beauty parlors.	A bookstore maybe	Bar/pool hall	Better bike access	Nothing high impact (i.e. big box store)	3	3	3	3
Nail salon would be a nice addition.	A regular bookstore/coffeeshop	Bars	Sidewalks		4			
A nail salon	Bookshop	More bars are needed!	5					
A salon along with a spa to relax.	Bookstore	6						
Ethnic Hair Salons	Bookstore							

Art	Safety	Banks	Other
An art gallery or more cultural area would also be welcomed.	Improved security from strangers outside of the Hollins community	A closer Wachovia	During my four years at Hollins, there has been significant growth and development in the Roanoke area, particularly by Valley View Mall.
Anything Arts-centered would be a great addition to the area.	I do think better lighting to the apartments would be great.	Deposit boxes for banks	Areas that were easier to walk to, but maintain the vegetation in the area.
An brush art parlor	More safe places to go		2 Anything fun that we could walk to - fun could be seeing what's at Wal-Mart today.
3	3		I would like to see a more refined area.
			A dentist, doctor, or medical service of any kind.
			A separate financial aid office for graduate students.
			College student friendly.
			7

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Document 8

Hollins University Faculty/Staff/Administration Survey Questions

March, 2008

- 1. Are you a/an...

Faculty	Staff	Administration
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- 2. What is your age range?

21-25	26-30	31-35	36-40	41-45	46-50	51-55	56+
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- 3. Where do you live during the academic year?

On-campus	Off-campus
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- 4. Do you have a car? Yes No

- 5. When you leave campus, how do you get to your destination?

Drive	Yes	No
Walk	Yes	No
Bicycle	Yes	No
Taxi	Yes	No
Other	Yes	No

If yes, how many times per week?

Drive	1-3	4-6	7 or more
Walk	1-3	4-6	7 or more
Bicycle	1-3	4-6	7 or more
Taxi	1-3	4-6	7 or more
Other	1-3	4-6	7 or more

- 6. Do you walk to nearby destinations on Williamson Road? Yes No
 (If you answered yes, answer question 7. If no, skip to question 8.)

- 7. If you answered "yes" to question 6, please answer the following...

Are better crosswalks needed?	Yes	No
Are more sidewalks needed?	Yes	No
Is better lighting needed?	Yes	No
Other (please specify) _____		

- 8. Do you have (and ride) a bicycle? Yes No
 (If you answered yes, answer question 9. If no, skip to question 10.)

- 9. If you answered "yes" to question 8, please answer the following...

Do you ride your bike on area roads?	Yes	No
If bike lanes were provided in the Hollins area, would you ride your bike to your destination?	Yes	No

10. When you leave campus, what kinds of places do you go to (other than home or to work)? (select all that apply)

- Grocery store/Drug store
- Restaurants/Coffee Shops
- Shopping Centers/Malls
- Movie Theaters/Bowling/Other Entertainment
- Personal Services (Beauty Salon, Nail Salon, Tanning)
- Parks/Trails/Recreation
- Doctors/Healthcare
- Other (please specify) _____

11. What places do you go to most often?

- 1) _____
- 2) _____
- 3) _____

12. What is your favorite place to go in the Roanoke Valley?

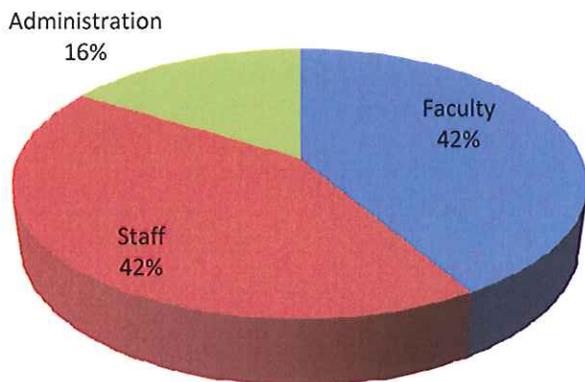
13. If public transportation (bus or train) had a stop at Hollins University, would you use the service to visit the places identified in questions 10, 11 and 12? Yes No

14. When guests come to visit, where do you go?

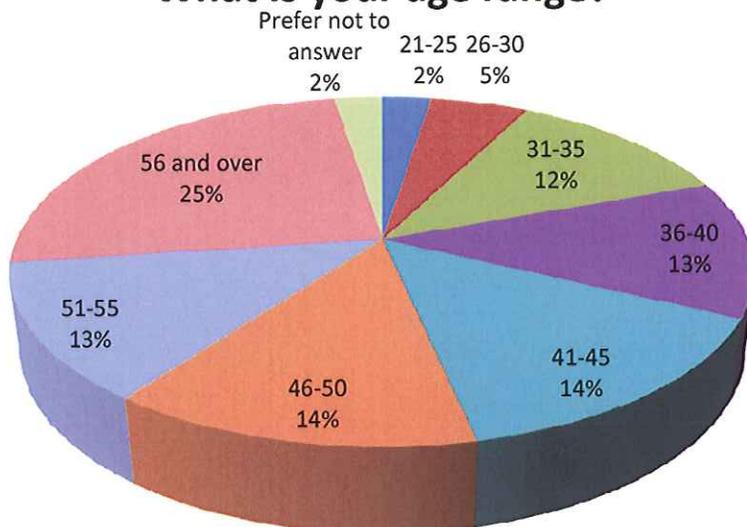
- 1) _____
- 2) _____
- 3) _____

15. What kinds of businesses or amenities would you like to see in the Hollins University area?

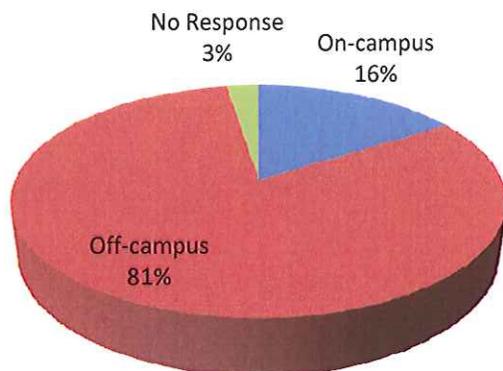
Hollins University Affiliation



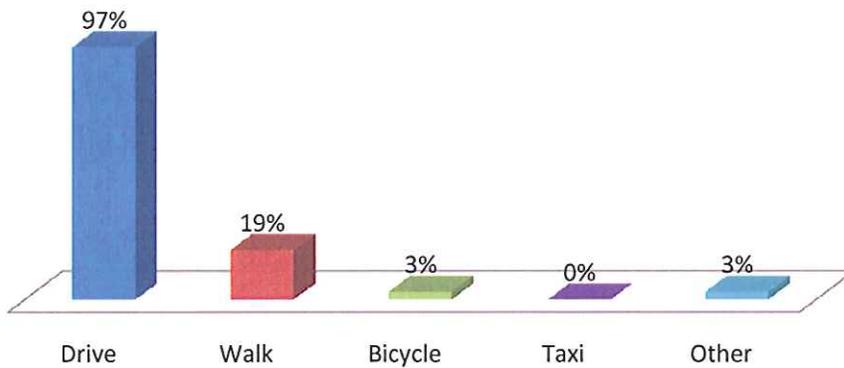
What is your age range?



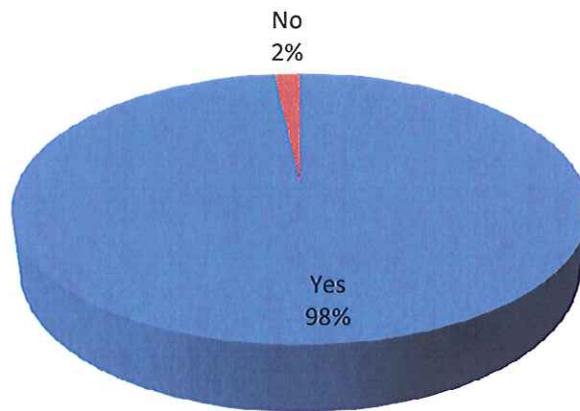
Where do you live during the academic year?



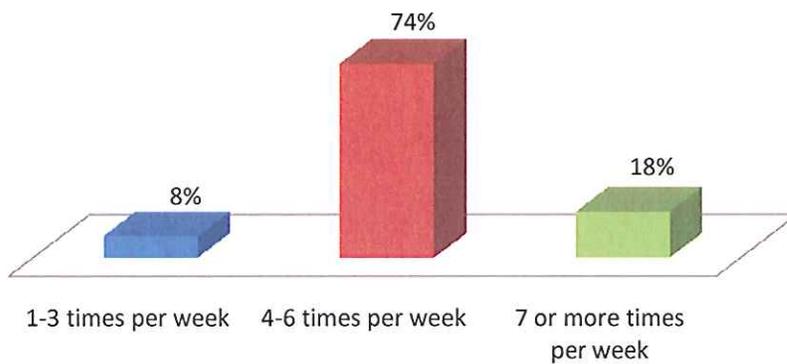
When you leave campus, how do you get to your destination?



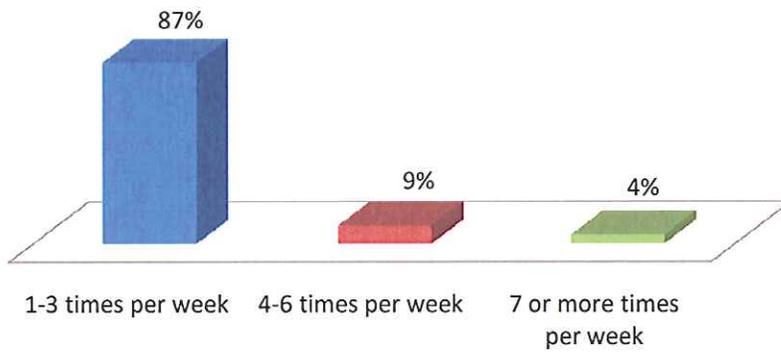
Do you have a car?



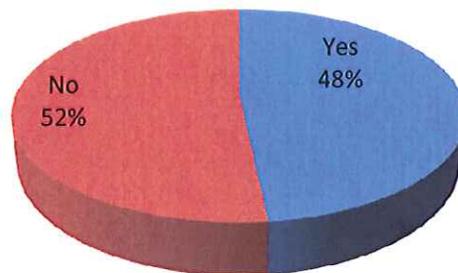
How often do you leave campus in your car?



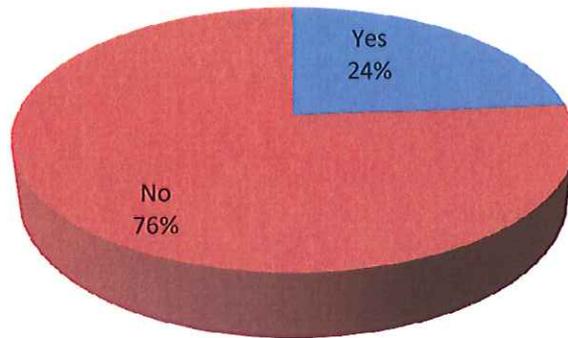
How often do you leave campus by walking?



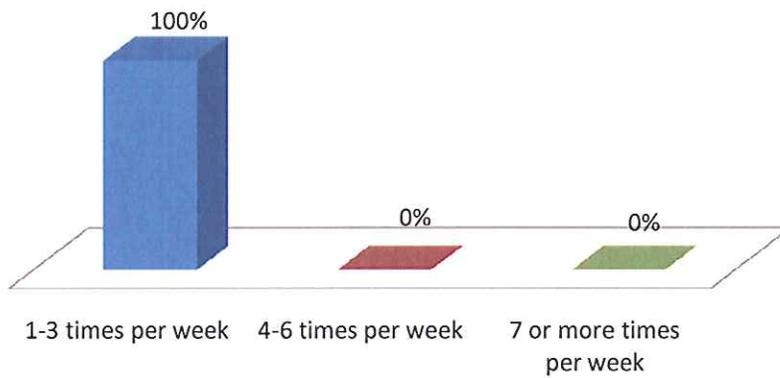
Would you use public transportation (bus or train) to access your destination if it stopped at Hollins University?



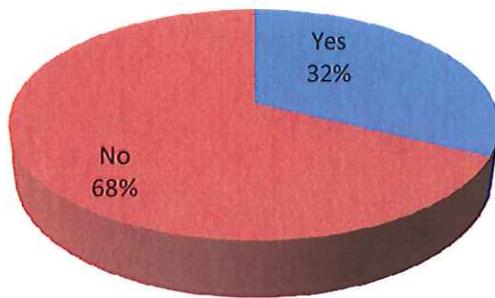
Do you have (and ride) a bicycle?



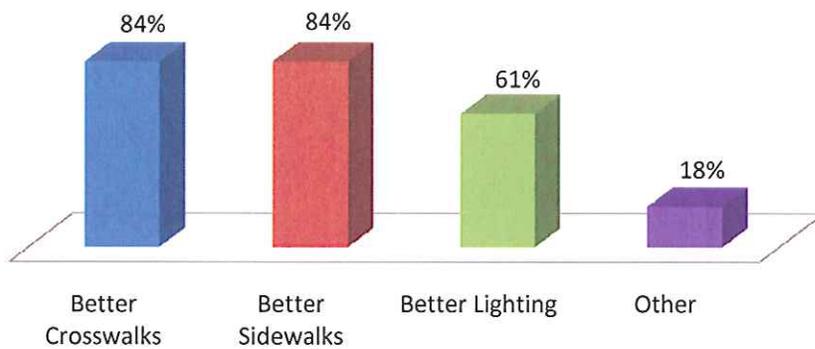
How often do you leave campus by bicycle?



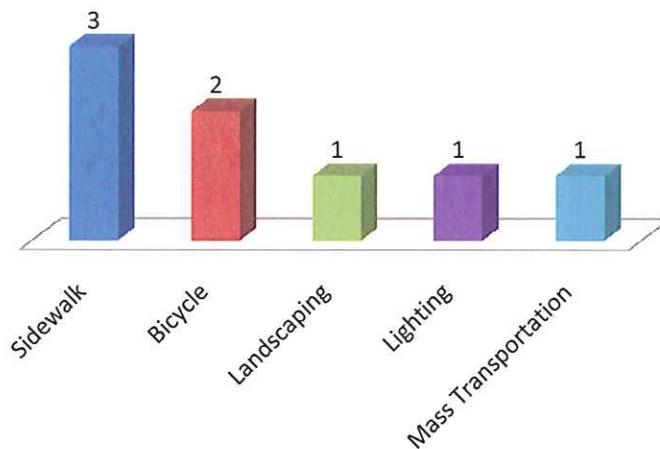
Do you walk to nearby destinations on Williamson Road?



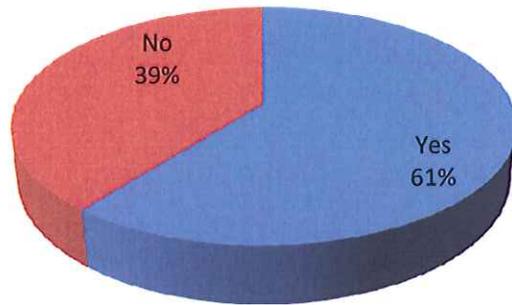
Williamson Road infrastructure needs according to walkers



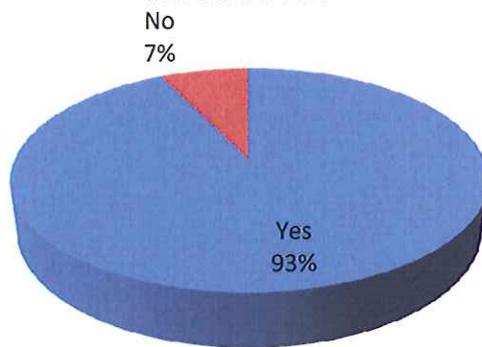
"Other" responses for Williamson Road infrastructure needs according to walkers



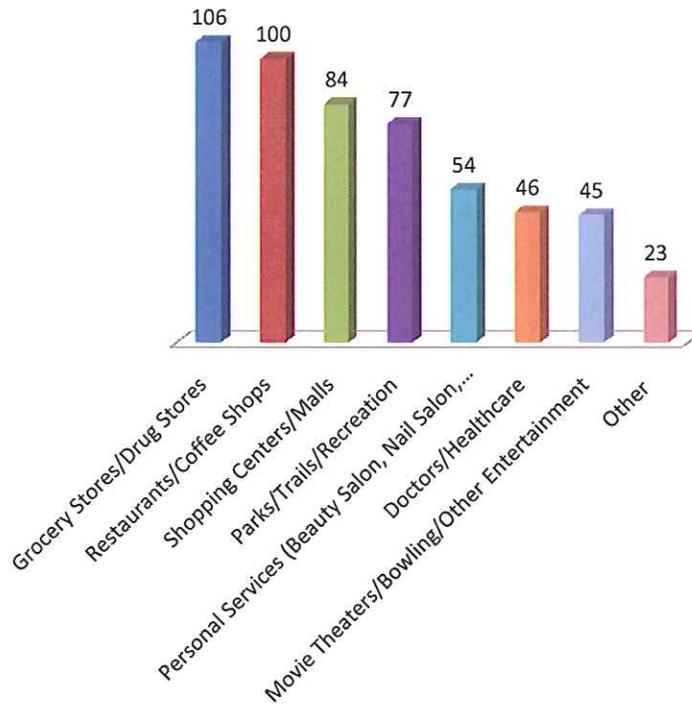
Bicycle riders, do you ride your bike on area roads?



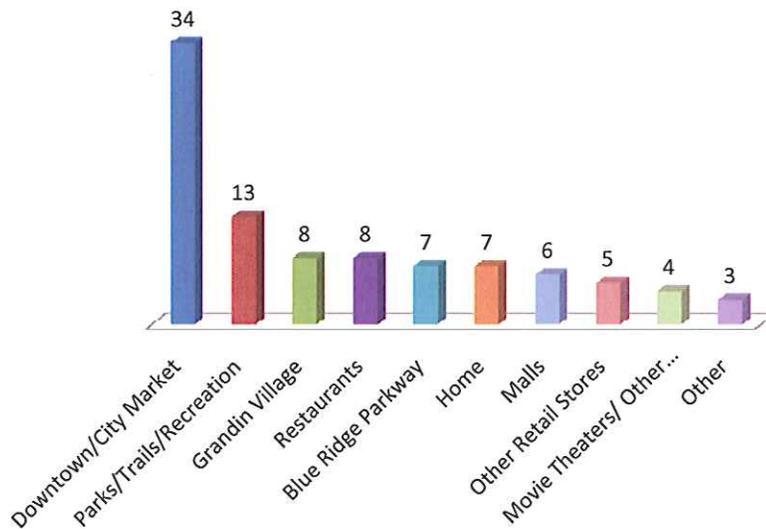
Bicycle Riders, if bike lanes were provided in the Hollins area, would you ride your bike to your destination?

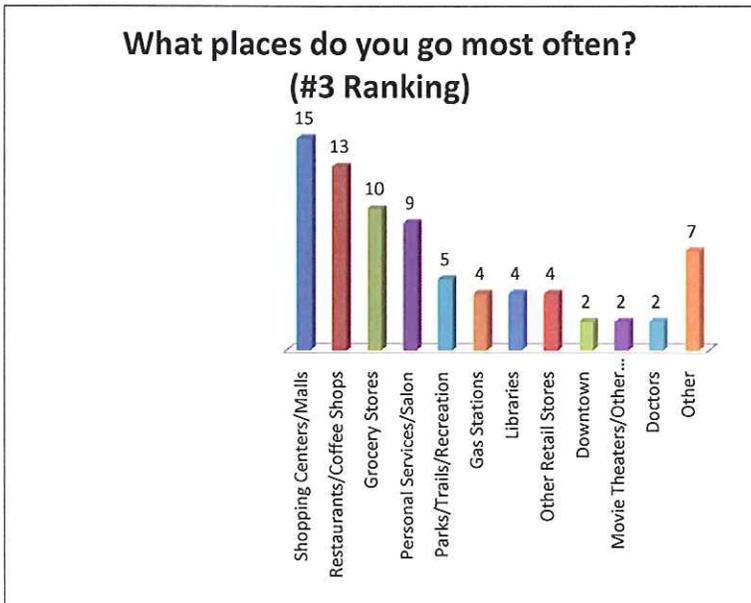
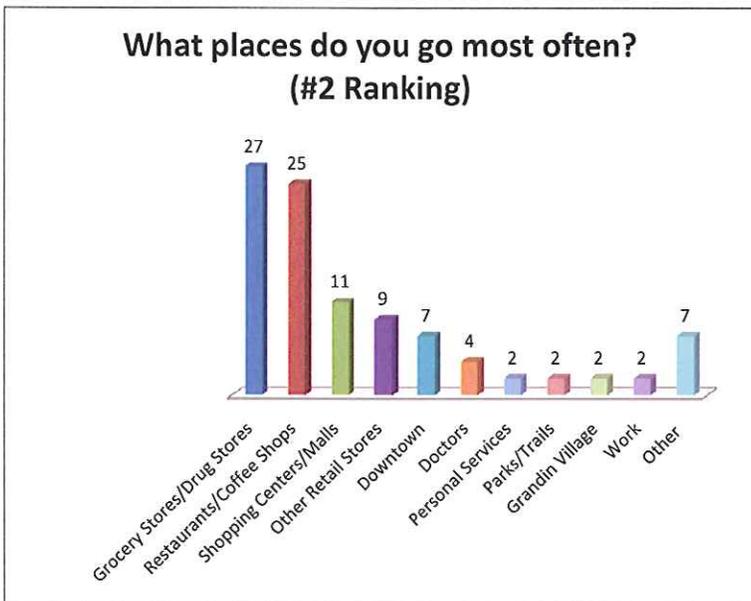
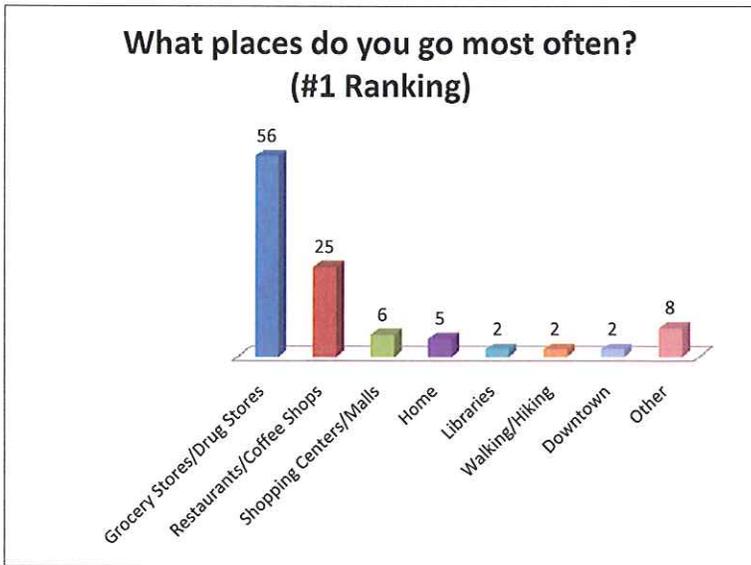


When you leave campus, what kinds of places do you go to (other than home or work?)

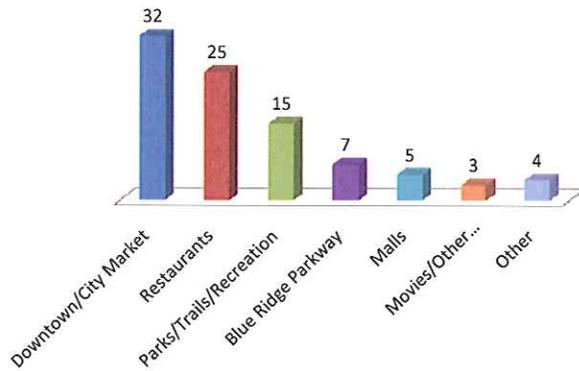


What is your favorite place to go in the Roanoke Valley?

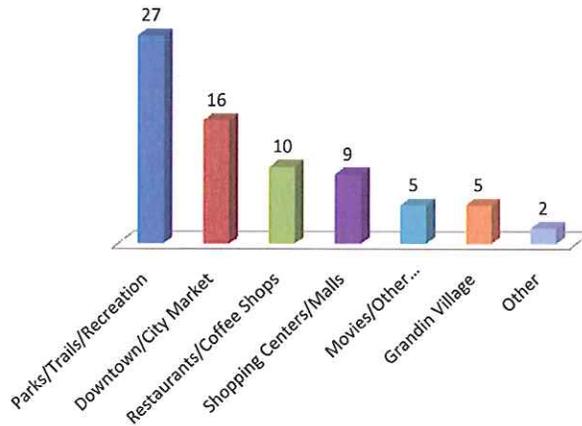




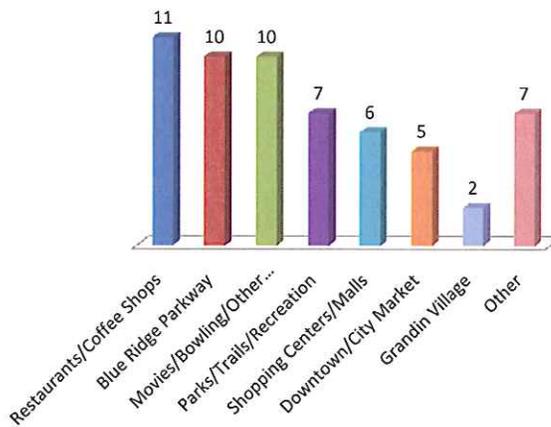
When guests come to visit, where do you go? (#1 Rank)



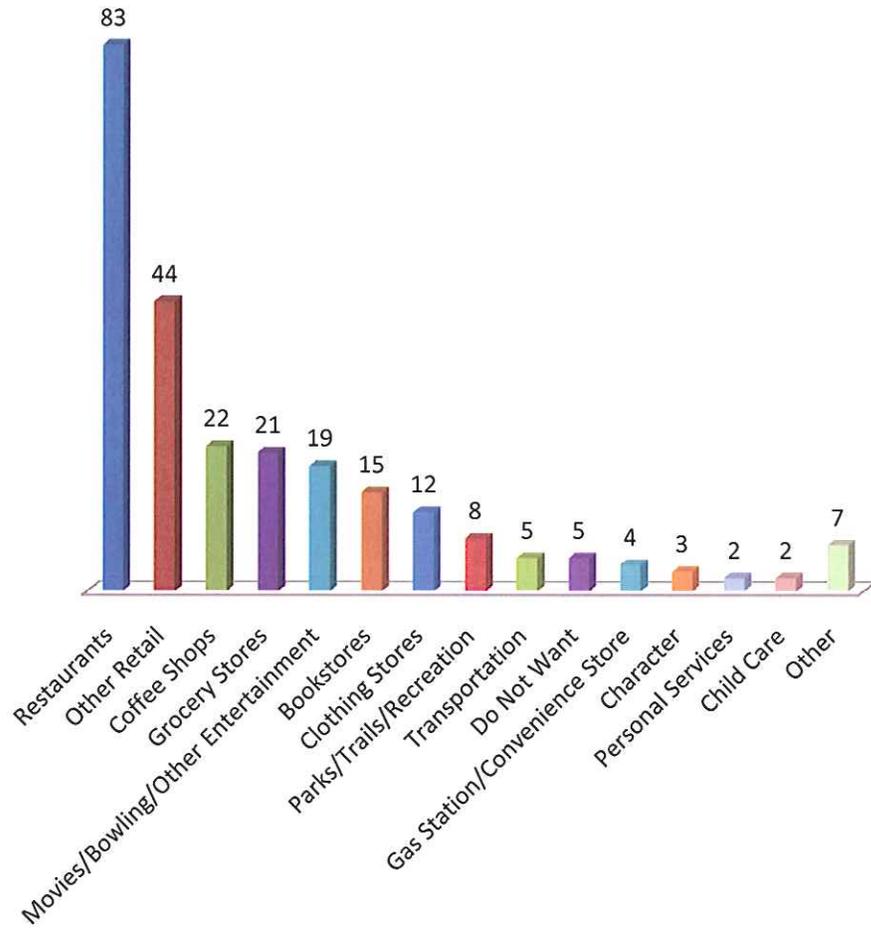
When guests come to visit, where do you go? (Rank #2)



When guests come to visit, where do you go? (Rank #3)



What kinds of businesses or amenities would you like to see in the Hollins University area?



Sidewalk	Bicycle	Landscaping	Lighting	Mass Transportation
Current sidewalk needs improving	Bicycle paths	Trees, grass, plantings, awnings - make it a nice walk!!	Solar-powered lighting!	Mass public transport
Wider sidewalks farther from curb	Bike bridge?			
Foot bridge?				

Downtown/City Market	Parks/Trails/Recreation	Grandin Village	Restaurants	Blue Ridge Parkway
Downtown	Mill Mountain	Grandin Village	Restaurants	Blue Ridge Parkway
Downtown	Mill Mountain	Grandin Village	Restaurants - Downtown	Blue Ridge Parkway
Downtown	Carvins Cove	Grandin Village	Restaurants - Valley View Area	Blue Ridge Parkway
Downtown	Carvins Cove	Grandin Road for Theatre and Co-op	Restaurant	Blue Ridge Parkway
Downtown	Tinker Mountain	Grandin Road	Mill Mountain Coffee Daleville	Blue Ridge Parkway
Downtown	Mountains for hiking/walking	Grandin Court	Red Lobster	Blue Ridge Parkway
Downtown	Hiking trails	Grandin	Thelma's chicken and waffles	Blue Ridge Parkway
Downtown	Appalachian Trail	Raleigh Court/Grandin Road area	Panera Bread	Blue Ridge Parkway
Downtown	Green Hill Park			
Downtown	Baseball park			
Downtown	Golf Course			
Downtown	Near the River or Lake			
Downtown	Smith Mountain Lake			
Downtown		13		
Downtown				
Downtown Market				
Downtown Market area				
Downtown market area				
Downtown market area				
Downtown Roanoke				
Downtown Roanoke				
Downtown Roanoke				
Farmers' Market				
Farmers' Market/Downtown				
City Market				
City Market area - art galleries & Museum				
The City Market	34			

Grocery stores/Drug Stores	Restaurants/Coffee Shops	Shopping Centers/Malls	Home	Downtown	Library
Grocery store (Natural Foods Co-op & Fresh Market)	Restaurants such as Wildflour for meals or coffee	Valley View Mall	Home	Downtown	Library
Grocery store	Restaurants	Valley View Mall	Home	Downtown	Library
Grocery store	Restaurants	Mall	Home	2	2
Grocery store	Restaurants	Wal-Mart	Home		
Grocery store	Restaurants	Wal-Mart	Home to Lexington		
Grocery store	Restaurants	Shopping (Target)	5		
Grocery store	Restaurants		6		
Grocery store	Restaurants				
Grocery store	Restaurants				
Grocery store	Restaurants				
Grocery store	Restaurants				
Grocery store	Restaurants				
Grocery store	Restaurants				
Grocery store	Restaurants				
Grocery store	Restaurants and coffee shops				
Grocery store	Restaurants near Valley View				
Grocery store	Restaurants/coffee shops				
Grocery store	Restaurants/coffee shops				
Grocery store	Hollywoods				
Grocery store	Hollywood's				
Grocery stores	Hollywood's				
Grocery stores	Anthony's				
Grocery shopping	Cafe				
Grocery	Lew's				
Grocery	Subway sandwich shop				
Grocery		25			
Grocery					
Kroger					
Kroger - Hollins					
Kroger on Williamson Road					
Krogers					
Krogers					
Kroger/CVS/Crouch's Pharmacy					
Supermarket					
Supermarkets					
Food shopping					
Food Lion					
Drug store/Grocery					
Grocery store, drug store					
Grocery store/drug store					
Grocery store/drug store					
Grocery store/drug store					
Grocery store/drug store					
Grocery/drug store					
Grocery/drug store					
Grocery/drug stores					
Grocery/drug					
Grocery/drug					
CVS					
	56				

Shopping Centers/Malls	Restaurants/Coffee Shops	Grocery Store	Personal Services/Salon/Tanning
Valley View Mall	Restaurants - Williamson Road, Daleville, Valley View	Grocery store	Personal services
Valley View Mall	Restaurants	Grocery Store	Personal services
Valley View Mall	Restaurants	Grocery Store	Personal services
Shopping mall	Restaurants	Grocery store	Personal services
Shopping center/malls	Restaurants	Kroger	Beauty salon
Shopping centers	Restaurants	Kroger	Beauty salon
Shopping centers	Restaurants	Kroger	Beauty salon
Shopping center	Restaurants	Kroger	Hairdresser
Shopping center	Restaurant	Krogers	Tanning
Mall	Restaurants/fast food	Krogers	9
Mall	Coffee shop	10	
Shopping	Cafe Soleil		
Shopping	China Star		
Shopping		13	
Target			
15			

Parks/Trails/Recreation	Gas Stations	Libraries	Other Retail Stores
Recreation	Gas Station	Public library	Fun shops/boutiques, etc.
Recreation	Gas station	Public library	Hardware store
Parks and trails	Gas stations	Public library	Local businesses
Parks/trails	Gas stations	Other (VA tech) libraries	Daleville Commons
Golf course	4	4	4
5			

Downtown	Movie Theaters/ Other Entertainment	Doctor	Other
Downtown Roanoke drive/bicycle	Other entertainment	Doctor	Bank
Downtown	Movie theaters	Healthcare	Church
	2	2	Ferrum
			High School
			Home
			Old Southwest Roanoke
			Grandin area
			7

Downtown/City Market	Restaurants	Parks/Trails/Recreation	Blue Ridge Parkway
Downtown	Restaurants	Mill Mountain	Blue Ridge Parkway
Downtown	Restaurants	Mill Mountain	Blue Ridge Parkway
Downtown	Restaurants	Mill Mountain	Blue Ridge Parkway
Downtown	Restaurants	Mill Mountain	Blue Ridge Parkway
Downtown	Restaurants	Mill Mountain Star	Blue Ridge Parkway
Downtown	Restaurants	The Star	Blue Ridge Parkway
Downtown	Restaurants	The Star	Parkway
Downtown	Restaurants	Green Hill Park	7
Downtown	Restaurants	Douthat State Park	
Downtown	Restaurants	Mountains	
Downtown	Restaurants	Hiking	
Downtown	Restaurants	Walks in the country	
Downtown	Restaurants	Baseball Park	
Downtown	Restaurants	Softball Fields	
Downtown Market	Restaurants	Surrounding scenery	
Downtown Market	Restaurants		15
Downtown Market	Restaurant		
Downtown Market	Restaurant (business lunches)		
Downtown Market area	Restaurants and coffee houses		
Downtown Market area	Restaurants/coffee shops		
Downtown Roanoke	Local Restaurants		
Downtown Roanoke	Out to eat		
Downtown Roanoke	Other good quality restaurants		
Downtown Roanoke	Hollywoods		
Downtown Roanoke	Flat Rock		
Downtown (Market, theatre, restaurants, museums)		25	
Farmer's Market/Downtown			
Farmers' Market			
Farmers' Market			
Roanoke City Market			
City Market - to eat			
Center City Roanoke			
	32		

Parks/Trails/Recreation	Downtown/City Market	Restaurants/Coffee Shops	Shopping Centers/Malls
Mill Mountain	Downtown Roanoke, the museum, the shops, market	Restaurants	Shops - Ross, Marshalls, Dollar stores, Goodwill
Mill Mountain	Downtown	Restaurants	Valley View Mall
Mill Mountain	Downtown	Restaurants	Valley View Mall
Mill Mountain	Downtown	Restaurant	Valley View
Mill Mountain	Downtown	Favorite restaurant	Mall
Mill Mountain	Downtown	Homeplace Restaurant	Mall
Mill Mountain Star	Downtown	Cafe Soleil	Shopping
Mill Mountain Star	Downtown	Hollywood's	Shopping
Mill Mountain Star	Downtown	Out to eat	Select stores
The Star on Mill Mountain	Downtown Market	Coffee shops	9
The Star	Downtown Market	10	
Star	The Market (Downtown Roanoke)		
Appalachian Trail	City Market		
Appalachian Trail	Downtown Roanoke		
Appalachian Trail	Link Museum		
Carvins Cove	Link Museum		
Carvins Cove	16		
Carvins Cove			
Blue Ridge Parkway			
Natural Bridge			
Peaks of Otter			
Smith Mtn Lake			
Parks			
Parks			
Hiking			
Local trails			
Recreation			
27			

Movies/Other Entertainment	Grandin Village	Other
Mill Mountain Theatre	Grandin Village	Family
Movie theaters	Grandin Village	Religious services
Bowling Alleys	Grandin Village	2
Thunder Valley	Grandin Village	
Bars	Grandin area	
5	5	

When guests come to visit, where do you go? (#2 Rank)

Restaurants/Coffee Shops	Blue Ridge Parkway	Movies/Bowling/Other Entertainment	Parks/Trails/Recreation
Restaurants	Blue Ridge Parkway	Museum	Roanoke Star
Restaurants	Blue Ridge Parkway	Museums	Star
Restaurants	Blue Ridge Parkway	Winston Link museum	Mill Mountain
Restaurants	Blue Ridge Parkway	Movies	Park/trails/recreation
Restaurants	Blue Ridge Parkway	Movies	Peaks of Otter
Carlos	Blue Ridge Parkway	Movie theaters	Tinker Mountain
Cracker Barrel	Blue Ridge Parkway	Theater	Hiking areas
Hollywood's	Blue Ridge Parkway drive	Bowling	7
Nawab	Parkway	Entertainment	
Coffee shop	Parkway	Other entertainment	
Out to dinner (Roanoke)		10	
11			

Shopping Centers/Malls	Downtown/City Market	Grandin Village	Other
Original shops like Chocolate Paper, etc.	Downtown	Grandin Village	Buchanan
Malls	Downtown	Grandin	Lexington
Malls	Downtown on the Market	2	Loch Haven
Mall	Downtown restaurants		Old Salem
Shopping centers	Restaurants downtown		Salem business area
Shopping centers	5		Visit other guests
6			There are not many fun places
			7

When guests come to visit, where do you go? (#3 Rank)

Restaurants	Other Retail	Coffee Shops	Grocery Stores	Movies/Bowling/Other Entertainment
Good quality restaurant/bar or two where students, guests, friends, staff, etc. could go on the weekends or in the evenings. A place within walking distance that feels safe would be ideal. If it had live music a few nights a week, that would be perfect. This is something Hollins needs more than many may realize, to help vitalize the campus community and further encourage a "college town" feel, where students can go somewhere other than other schools for fun and entertainment. This would generate more revenue for the area, and would definitely boost the image of Hollins as a great place for positive and fun social experiences.	Would love more upscale boutiques or gift shops for those times when I didn't feel like driving all the way to the mall	Coffee shop, as a hang out place for folks to meet (like one can do downtown at Mill Mountain Coffee & Tea)	Health Food Grocery store like Trader Joe's	I would also like to see more entertainment type things offered closer to the Hollins Campus
More restaurants including those that emphasize healthy, locally grown foods, including vegetarian options.	Some cute shops that students and faculty and staff would shop at (think ChocolatePaper, LaDeeDa, Binaba, 10,000 Villages, etc...).	A coffee shop (Starbucks, Mill Mountain, or something comparable)	Trader Joe's!	Some type of club for undergraduate students
More places to eat (independently owned as opposed to chains)	Nearby places to do shopping on a lunch hour or between work and campus evening activities without having to drive so far	Coffee house where students and faculty can go to share quiet moments.	Trader Joe's	College-friendly performance spaces (music/literary)
Restaurants - more than just Hollywood's and pizza	Attractive shops that would include specialty stores that may or may not be chains	Places to have coffee and desserts.	Trader Joe's	Venue for musical events/concerts
Restaurants with al fresco dining would be great	More classy, unique-to-Roanoke shops and attractions	Coffee shop	Trader Joe's food store	Live music venue
Restaurants with outdoor seating spring-fall.	Opportunity for Hollins students to display/sell crafts	Coffee shop	Natural Foods Co-op (or Fresh Market)	A serious college hangout within walking distance of the University
More food choices, but not necessarily fast-food	Boutiques	Coffee shop	Specialty stores such as health food	A place for our students to go (under 21)
Restaurant	Boutiques	Coffee shop	Natural Food market	Movie theater
Restaurants	Boutiques	Coffee shop	Natural Foods (like coop)	Movie theater
Restaurants	More boutique style stores.	Coffee shop	Natural Foods Co-op	Movie theatre
Restaurants	Gift shop	Coffee shops	Natural/whole foods store	Movie theatre
Restaurants	Gift shops	Coffee shops	Food co-op	A movie theater
Restaurants	Gift shops	Coffee shops	Whole Foods	Theater
Restaurants	Gift store	Coffee shops	Whole Foods	Cinema
Restaurants	Gift/card shop	Coffee shops	Whole Foods	Art-house theater
Restaurants	Upscale gift shops	Coffee Shop like Mill Mountain	Upscale grocery store	A decent bar (non-smoking).
Restaurants	Novelty/Gift Shops	Coffee shop with sandwiches	Upscale grocery stores	Bars
More restaurants	A Thousand Villages store	Another coffee shop	Better grocery stores	More nightlife
More restaurants	Hallmark store	More coffee shops	Farmer's Market	Bowling
More restaurants	Artsy shops	Mill Mountain Coffee	Gourmet market	19
More restaurants	Specialty shops	Coffee house	International groceries	
More restaurants	Some specialty shops	Coffee/tea		21
More restaurants	High-end shopping			22
More restaurants	Locally owned businesses			
More restaurants (not fast food)	Locally owned stores			
More restaurants close-by	More small shops			
A healthy restaurant.	Small local shops			
More/diverse restaurants	Shopping			
More and better restaurants	Shopping			
Better places to eat	Better places to shop			
Better restaurants	Shops within safe walking distance			
Better restaurants for lunch	Retail center			
Better variety of restaurants	Smaller scale Target-type store			
Closer restaurants	Kohl's			
Nearby places to have lunch	A Goody's back on our side of town!			
Affordable, diverse restaurants	Well-known chains			
Additional restaurants	Video Rental Store			
Additional eateries	Wine shop			
Another good restaurant or two.	A Dollar Tree store - not a knock off dollar store but a nice Dollar Tree			
Better restaurants	Cd/music store			
Good quality restaurants	Bicycle shop			
Good restaurant choices	Costco			
Good restaurants	Garden shop/greenhouse			
Good, and I emphasize good, restaurants	Outdoor store			
A nice, clean wine bar or something similar to take visitors, colleagues, etc.		44		
An upscale lounge/restaurant to take guest artists and visiting speakers				
Upscale dining				
Upscale restaurant/Bar				
Nice restaurant for dinner				
Would love other small restaurants				
Small restaurants				
More small/non-chain restaurants				
Major chain restaurant				
Mainstream restaurants				

Restaurants	Other Retail	Coffee Shops	Grocery Stores	Movies/Bowling/Other Entertainment
Another cafe (Cafe Soleil has gone down hill under new ownership), that also offers wifi for faculty/students.				
Would love for Cafe Soleil to have more visible location				
Cafe/restaurant (low price, but nice - no chains)				
Cafes				
Internet Cafes				
Chili's				
Chili's				
Possible restaurant like a Chili's				
Panera bakery				
Local bakery				
Bakery				
Chipotle				
Chipotle				
Sushi bar				
Sushi restaurant				
P.F. Chang's				
Ethiopian restaurant				
Vietnamese restaurant				
Different ethnic restaurants				
Other good ethnic restaurants				
International restaurants				
Boston Market restaurant				
Dine-In Pizza shop				
Hollywood's is too expensive, and the atmosphere is certainly not good for conversation (it's too loud)				
Macado's				
Move fast to re-open El Rodeo				
TGI Fridays				
Pub				
Seafood restaurant				
83				

Comments from April 28, 2008 Hollins Area Plan Community Meetings

Land Use/Development Comments

1. Hollins Manor – residents crossing Williamson Road day and night. Terrible safety issue – due to get worse with development.
2. Consideration of amending the future land use map for the two larger parcels adjacent (and north) of Hollins Court (Bowers Tract) to a less intense use.

Environmental Comments

1. Storm water buffer to reduce chemicals into storm drains
2. More Trees

Greenways, Topography and Open Space Comments

1. Provide a 500' [buffer] each side of Carvin Creek
 2. Minimum number of red lights
 3. No big high lights – use low light on ball fields
 4. Parking for access to greenway – where proposed?
 5. Security for greenways; call boxes; emergency response
-

Questions Raised

1. Will ecology be considered as well as aesthetics? I.e. street tree placement, medians, chemical runoff
2. Pedestrian signalization at intersections, specifically the Williamson Road/Plantation Road intersection
3. Encourage safer pedestrian conditions within the study area particularly with regard to Hollins Manor residents
4. Funding mechanisms for desired improvements
5. Timelines for improvement completion
6. Status regarding proposed developments in the area (Roanoke Motor Lodge and Team Hollins property)
7. Drainage issues and VDOT involvement
8. I-81 interchange status
9. Plans for Waldron Park

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Comments and Questions from July 31, 2008 Hollins Area Plan Community Meeting

Approximately 21 people attended the 7pm Community Meeting at Hollins University. The following comments and questions were raised at the end of the meeting:

Implementation - Previous plans were proposed and were not implemented, how will things be implemented this time?

Medians - Concerns over maintaining the current medians. Who is responsible for maintaining medians?

VDOT plans - Rt. 11 widening plans were done at central office (Richmond). Drainage was not done correctly.

Previous businesses - Trying to attract business to the area, but Arby's and Cracker Barrel were rejected by the County (in the citizens' opinions).

Taxes - What will happen to our assessments? Will taxes be increased as a result of the study's recommendations?

Guarantees - What guarantees are there that any of the recommendations will take place?

Cemetery - Old Tombstone Cemetery - Would like some assistance from the County on maintenance at the cemetery.

Survey Recipients - Who was the survey mailed to? One person in the audience did not receive a survey even though they are in the study area.

Coordination - How well do the County and VDOT work together on projects? Some traffic safety concerns near CVS.

Signage - Concerns over signage throughout the corridor. Original plan was to have all the signs be similar in style and size.

Service Roads - Will service roads be incorporated into the plan to provide access to businesses?

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ROANOKE COUNTY FUTURE LAND USE GUIDE

LAND USE DESIGNATIONS

UNIVERSITY

A future land use area that would guide a mix of educational, institutional, limited commercial, recreational, and open space uses related to a college or university campus. University areas are applied to lands owned by Hollins University and integral/contiguous to the central campus. Other lands owned by the University may be included in other future land use designations that are more appropriate to their existing or future land uses. Proposed land uses adjacent or in close proximity to the University designated areas should be encouraged to compliment the Hollins University architectural and land design themes, and university activities.

LAND USE TYPES

UNIVERSITY CAMPUS

Various agricultural, open space, recreational, civic, office, and limited commercial uses associated with the operation of a college or university. A high degree of architectural design and creative site design is encouraged. Historic structures should be preserved and used as a design theme for future development.

SPECIAL EVENTS AND RECREATION

Various school-sponsored and community-based sports and recreational opportunities.

LAND USE DETERMINANTS

EXISTING LAND USE PATTERN

Locations where Hollins University development has occurred or is planned.

EXISTING ZONING

Locations where existing zoning permits educational facilities

SURROUNDING LAND USE

Locations where surrounding land uses are complimentary to, and compatible with a university campus.

HISTORIC AREAS

The central core of Hollins University contains (number) buildings on the National Register of Historic Places, and several other structures that could be designated on the Historic Register.

ACCESS

Locations served by an arterial street system.

Document 12

TOPOGRAPHY

Locations that can be developed in an environmentally sensitive manner and that are outside of the designated floodplain.

URBAN SERVICES

Locations where public water and sanitary sewer exist or are planned.

SPECIAL EVENTS

Locations that have adequate physical facilities for various school and community special events.

Document 13 - Schedule of Implementation Strategies

Implementation Strategy	Responsible Party(ies)	Timetable		
		Tier 1	Tier 2	Tier 3
		0-5 yrs	6-10 yrs	10+ yrs
Commercial Matching Grant Program				
Revise the Program's criteria	RC	■		
Expand the boundaries of the Program	RC	■		
Entrance Corridor				
Develop and adopt an Entrance Corridor Overlay District	RC	■		
Greenways				
Construct the shared Hollins University / Roanoke County parking lot for Hollywood's Restaurant and the Greenway	HU, RC	■		
Construct Hollins University Segment of Tinker Creek Greenway, Phase I (Williamson Road to I-81)	HU, RC	■		
Construct Hollins University Segment of Tinker Creek Greenway, Phase II (I-81 to Carvins Cove)	HU, RC		■	
Historic Resources				
Include additional buildings on Hollins University on the National Register of Historic Places and the Virginia Landmarks Register	HU, RC, DHR	■	■	
Develop and adopt a Hollins University Historic Overlay District	HU, RC	■		
Maintenance Programs				
Ensure the maintenance of landscaping and other streetscape improvements throughout the study area	B, HU, PO, RC, VDOT	■	■	■
Pedestrian Amenities				
Improve the pedestrian crosswalks at Plantation Road and Williamson Road	RC, VDOT	■		
Improve the pedestrian crosswalks at Williamson Road and Peters Creek Road	RC, VDOT	■		
Improve the pedestrian crosswalks at Williamson Road and Campus Drive	HU, RC, VDOT	■	■	
Streetscape Improvements				
Construct and install streetscape improvements (sidewalks, lighting, landscaping, signage, street furniture, etc.) throughout the study area	B, HU, PO, RC, VDOT	■	■	■
Transportation Improvements				
Incorporate bicycle lanes along Williamson Road and Plantation Road where feasible	RC, VDOT		■	■
Expand transit opportunities to the study area when and where feasible	RC, HU	■	■	■
Viewshed Conservation				
Identify critical viewsheds from and within the study area	RC	■		
Encourage conservation easements on private lands and acquire scenic easements through grant funding to protect critical viewsheds	RC, PO, HU	■	■	■

Document 13 - Schedule of Implementation Strategies

Abbreviations:

B – Businesses

DHR – VA Dept of Historic Resources

HU – Hollins University

PO – Property Owners

RC – Roanoke County

VDOT – VA Dept of Transportation

AT A REGULAR MEETING OF THE BOARD OF SUPERVISORS OF ROANOKE COUNTY, VIRGINIA HELD AT THE ROANOKE COUNTY ADMINISTRATION CENTER, 5204 BERNARD DRIVE, ROANOKE, VIRGINIA, TUESDAY, NOVEMBER 11, 2008

RESOLUTION 111108-8 APPROVING AND ADOPTING AN AMENDMENT TO THE COMPREHENSIVE PLAN FOR ROANOKE COUNTY, VIRGINIA, INCORPORATING THE HOLLINS AREA COMMUNITY PLAN

WHEREAS, on October 7, 2008, the Planning Commission held a public hearing on an amendment to the Comprehensive Plan incorporating the Hollins Area Community Plan, after advertisement and notice as required by Section 15.2-2204 of the Code of Virginia, and on October 7, 2008, adopted a resolution recommending that the Board of Supervisors review and adopt a revised Comprehensive Plan for Roanoke County; and

WHEREAS, on November 11, 2008, the Board of Supervisors held a public hearing on an amendment to the Comprehensive Plan incorporating the Hollins Area Community Plan, after advertisement and notice as required by Section 15.2-2204 of the Code of Virginia; and

WHEREAS, Roanoke County, Virginia, has a long and successful history of community planning that has emphasized citizen involvement and participation; and

WHEREAS, Section 15.2-2223 of the Code of Virginia requires that the Planning Commission of every jurisdiction shall prepare and recommend a comprehensive plan for the physical development of their jurisdiction; and

WHEREAS, Section 15.2-2229 of the Code of Virginia provides for amendments to the comprehensive plan by the Planning Commission if so directed by the Board of Supervisors; and

WHEREAS, the Planning Commission has reviewed and recommended an amendment to the Comprehensive Plan for Roanoke County entitled "Hollins Area Plan," and said plan has been prepared in accordance with Sections 15.2-2223, 2224, and 2229 of the Code of Virginia; and

NOW, THEREFORE, BE IT RESOVLED by the Board of Supervisors of Roanoke County, Virginia, as follows:

1. That the Comprehensive Plan is hereby amended by the adoption of the Hollins Area Plan, including a modified future land use scenario #3 as recommended by the Planning Commission, and incorporating this study into the Plan.
2. That this Resolution is effective from and after November 11, 2008.

On motion of Supervisor Flora to adopt the resolution, and carried by the following recorded vote:

AYES: Supervisors Moore, Church, Altizer, McNamara, Flora

NAYS: None

A COPY TESTE:



Mary V. Brandt, CPS
Assistant Deputy Clerk to the Board

- c: Philip Thompson, Deputy Director, Planning
Arnold Covey, Director, Community Development
Tarek Moneir, Deputy Director, Development