



ROUTE 220 CORRIDOR STUDY



ROANOKE COUNTY
DEPARTMENT OF COMMUNITY DEVELOPMENT
NOVEMBER 13, 2007

Acknowledgements

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A special thanks to Mr. Al Thomason, who passed prior to the formal adoption of this plan by the Board of Supervisors; his participation in this plan and his contributions to the County of Roanoke were so meaningful.

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1. Introduction

Pursuant to Section 15.2 of the *Code of Virginia*, Chapter 22, Article 3, the Comprehensive Plan, Roanoke County is required to “prepare and recommend a comprehensive plan for the physical development of the territory within its jurisdiction.” The Roanoke County Comprehensive Plan states:

The Roanoke County Community Plan is a blueprint for the future growth and development of the County over the next 10 – 15 years. It provides direction and guidance, for both the public and private sectors, in making decisions about land development, public services and resource protection. The Plan allows decision makers to study the long-term consequences of current decisions and recognize that today’s actions will impact the County for many years to come.

This study, as is proposed to be adopted into the Roanoke County Comprehensive Plan, will aid decision-making for future development resulting from the planned waterline extension along the Route 220 Corridor.

1.1. Purpose of Study

U.S. Route 220 is a major arterial highway which runs through the middle of Roanoke County and serves as a thoroughfare for those traveling north and south through Virginia. As it exists currently, the corridor is dotted by a majority of single family homes with a mix of a few scattered commercial and office uses. The landscape becomes increasingly rural traveling southbound along Route 220 to the southern boundary with Franklin County. Public water and sewer service currently stops at Suncrest Heights and is not available in the study area.

On April 16th, 2007, the Roanoke County and Franklin County Boards of Supervisors and the Western Virginia Water Authority (WVWA), approved a resolution to construct a twelve-mile waterline extension into Franklin County (see Resolution in Appendix B). The resolution concludes that it is in the best interests of the citizens of Roanoke and Franklin Counties to extend the Western Virginia Water Authority’s water distribution system from the Suncrest Heights subdivision in Roanoke County to Wirtz Plaza in Franklin County.

The project is estimated to cost \$5.5 million, \$2.3 million of which will be paid by Roanoke County to extend water service along Route 220 within the county limits. The construction of the water line, paired with extension of sewer to parts of the corridor, will spur new development, therefore the Board of Supervisors directed county staff to address transportation and growth issues along this corridor. As the water line is extended, the land along the corridor will become prime real estate, yet challenges to development along the corridor exist. Issues such as transportation limitations, the presence of floodplain and steep sloping land will create obstacles for context-sensitive development. In order to ensure that growth is complimentary to the corridor, the County is creating a plan to identify areas which are most appropriate for development.

1.2. Study Area

The study area for this plan begins at the southern limits of the Suncrest Heights subdivision and runs southwest along Route 220 to Franklin County (See Figure 1, Study Area). The study area extends a minimum of 1,000 feet on each side of Route 220. In areas where the limits of the future land use designations of Transition, Rural Village and Village Center extend beyond the 1,000-foot

wide limit, the future land use boundary is used (see Map 1 in Appendix A).

The study area consists of 1,384 acres of land, which includes 78 acres of floodplain and 41 acres of floodway from Back Creek. Due to rolling topography, the study area crosses through portions of several watersheds. There are currently 22 historic structures and 10 cemeteries in the study area. The study area is rural, predominately with single-family dwellings, some commercial and business properties and several churches. Access to the Blue Ridge Parkway is located 1.5 miles to the north of the study area.

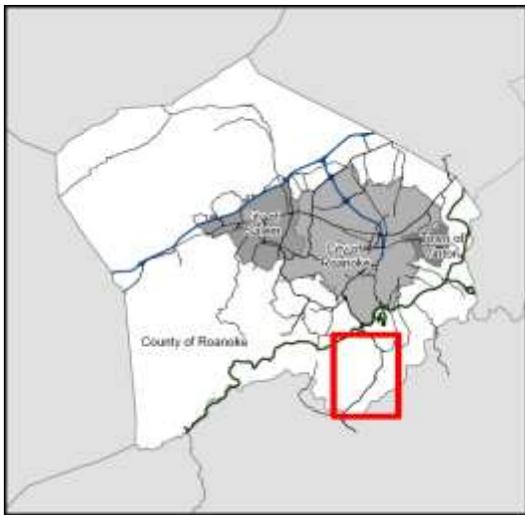


Figure 1. Study Area

1.3. Planning Process

At the request of the Board of Supervisors, county staff initiated the study by performing field surveys and GIS (Geographic Information Systems) analysis to gain an understanding of the many different features of the study corridor. In addition, staff consulted with Virginia Department of Transportation (VDOT) officials regarding past and future road improvements and with the WVWA. As Franklin County is preparing a similar study, staff met with Franklin County staff on several occasions to present portions of the plan and to give and receive feedback.

Staff presented the concept of the plan to the Planning Commission on June 19th, 2007. On July 17th, members of staff along with the Planning Commission conducted a drive-through of the corridor. Several stops were made along the corridor as staff explained the constraints and benefits of development at various locations. At the August 21st Planning Commission work session, staff presented draft scenarios for amendments to the Future Land Use map as well as draft guidelines for rezoning applications submitted within the corridor.

Public input is vital to the success of any long-range plan. Staff posted drafts of the plan on the Roanoke County Community Development webpage. Staff also conducted a community meeting on September 17th. Approximately 450 residents within and around the study corridor were notified of the community meeting.



Figure 2. September 17th Community Meeting

Over forty citizens attended the meeting at Clearbrook Elementary School. Staff presented an overview of the study, detailing the purpose, the development opportunity selection criteria, the future land use scenarios and the draft themes and rezoning guidelines. Staff then took questions from citizens. While some inquiries were specific to the waterline itself, many questions addressed commercial growth and future land use planning. Upon conclusion of the meeting, staff invited citizens to attend the upcoming work sessions and public hearings for the Planning Commission and Board of Supervisors. At the work session on

September 18th, staff provided the Planning Commission with an overview of the community meeting, including the comments and questions from the citizens at the meeting (See Appendix B).

Because the plan will be included as an update to the 2005 Comprehensive Plan, local planning legislation requires public hearings be held before the Planning Commission and the Board of Supervisors. The first public hearing for the Planning Commission was held on October 2nd. One citizen attended but no one spoke in favor of or in opposition to the draft plan.

At the November 13th public hearing, the Board of Supervisors passed a resolution to adopt the Route 220 Corridor Study into the Roanoke County Community Plan. With the resolution, the Board chose the third Future Land Use scenario as recommended by the Planning Commission.



Figure 3. September 17th Community Meeting

On October 16th, staff presented the plan to the Board of Supervisors and the Planning Commission during a work session. The discussion resulted in modifications to the plan which addressed the Board's concerns regarding Future Land Use Classifications and rezoning guidelines. Following the discussion, the Planning Commission unanimously passed a resolution recommending the Board of Supervisors amend the Comprehensive Plan to include the Route 220 Corridor Study. The resolution forwarded the document to the Board of Supervisors for its review at the November 13th public hearing. The Planning Commission also recommended Future Land Use Scenario 3 as an update to the Future Land Use Map. Map 13, Future Land Use Scenario 3, is found in Appendix A.

2. Existing Conditions

2.1. Zoning

Land within the Route 220 study corridor is primarily zoned for agricultural and rural uses with some scattered office and commercial zoning designations (see Map 2, Zoning in Appendix A). Figure 4, Zoning, Study Area, shows that almost half of the study corridor—585 acres—is zoned Agricultural/Rural Preserve, 37 percent of the corridor is zoned Agricultural/Rural Low Density, 12 percent is zoned for Agricultural/Residential, four percent is zoned Agricultural/Village Center, and slightly less than one percent of the corridor is zoned for office or general commercial. Table 1, Zoning, in Appendix A describes each type of district found in the corridor, along with acreage calculations of each zoning district in the corridor as well as for the primary and secondary development sites which are identified in Chapter 3, Study Criteria.

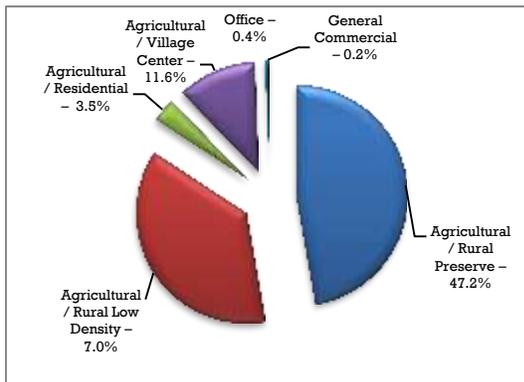


Figure 4. Zoning, Study Area

Figure 5, Zoning, Primary and Secondary Sites, illustrates the percentage of each zoning classification for the development opportunity sites. The Agricultural/Rural Preserve District makes up almost sixty percent of these sites, a larger percentage compared to that of the study corridor (47 percent), and there is a smaller percentage of land zoned Agricultural/Rural

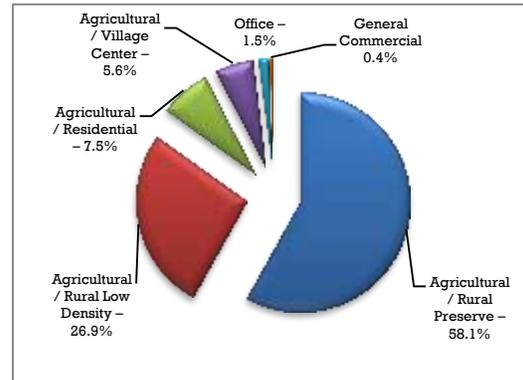


Figure 5. Zoning, Primary and Secondary Sites

Low Density and Agricultural/Village Center than is located within the entire corridor.

2.2. Existing Land Use

Current land uses within the corridor include rural homesites, single-family dwellings such as the one in Figure 6 below, manufactured homes, mobile homes, commercial uses, office and warehouse uses, institutional uses, vacant land and cemeteries. Map 3 in Appendix A shows existing land use.

Figure 7 illustrates that the majority of land within the study corridor is being used for residential purposes—56 percent or 682 acres—while 41 percent of the land is vacant.



Figure 6. House along southbound Route 220

Just less than two percent of the land is being used for commercial purposes, and 1.57 percent of land is used for churches. Table 2, Current Land Use in Appendix A shows calculations of acreages of each existing land use within the corridor and for the selected sites.

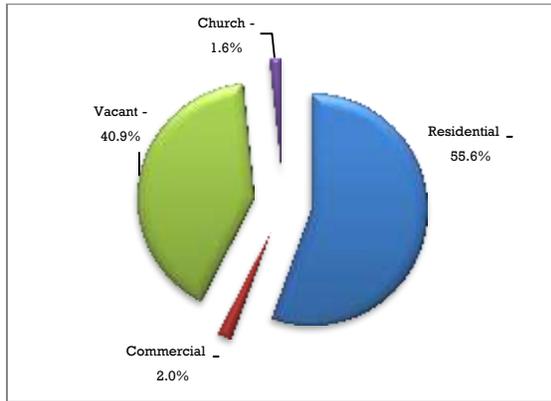


Figure 7. Current Land Use, Study Corridor

As can be seen in Figure 8, Current Land Use, Selected Sites, the selected primary and secondary sites are composed of nearly identical land uses to those of the study corridor; 172 acres is 53 percent of the select site acreage currently in use for residential purposes.

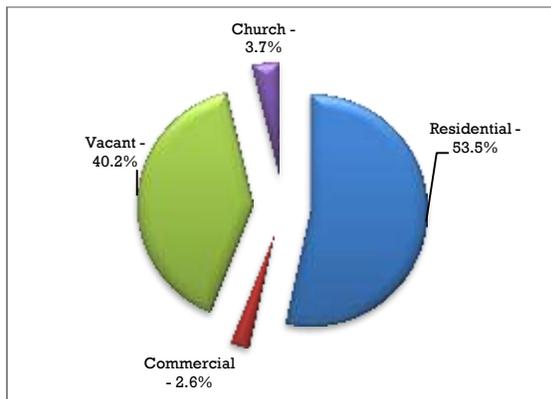


Figure 8. Current Land Use, Selected Sites

2.3. Future Land Use

The 2005 Comprehensive Plan Future Land Use Map is shown in Appendix A (Map 4). This map is included in the Comprehensive Plan to “identify the most desirable locations for future land use activities throughout the county” (Roanoke County Comprehensive Plan Chapter

6). Future Land Use classifications for the study sites include Village Center, Rural Preserve, Transition and Rural Village. Figure 9 depicts the percentage of acres of each Future Land Use designation in the study corridor. Thirty-nine percent, or 481 acres of land, the largest amount in the corridor, is identified as Transition on the Future Land Use Map. See Table 3, Future Land Use in Appendix A for further descriptions.

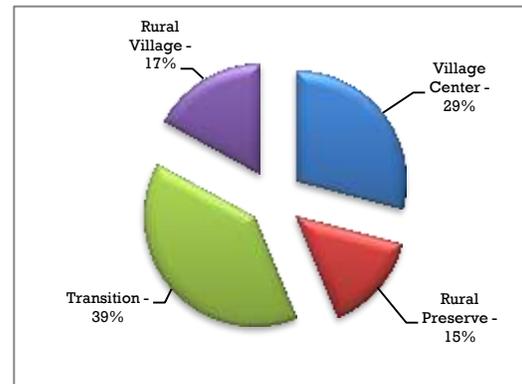


Figure 9. Future Land Use, Study Corridor

Figure 10 depicts Future Land Use for the primary and secondary development opportunity sites. A higher percentage of land is designated Rural Preserve for the selected sites than for the study corridor, while the percent of land designated as Rural Village and Transition decreases from the study corridor to the selected sites.

The water line extension project will significantly affect the future land use of this corridor; therefore, one component of this study will include updating the 2005 Future Land Use Map. As is discussed in Chapter 4, Recommended Land Use Changes, the Rural Preserve designation is not appropriate for areas where public utilities exist. See Chapter 4 for alternative Future Land Use Map scenarios and corresponding data on composition of these areas.

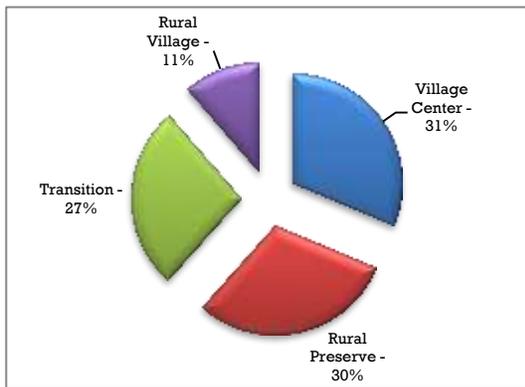


Figure 10. Future Land Use, Selected Sites

2.4. Transportation

In 2005, the Roanoke County Comprehensive Plan was updated with a new transportation section. The new transportation section includes goals, objectives and strategies that can help guide future commercial development along Route 220. The first goal, “to consider present and future transportation implications when making land use decisions”, includes strategies for balancing land use objectives with street functional capabilities, and strategies for long range transportation planning.

The proposed changes to the Future Land Use maps in this study may eventually affect the functional street classification for Route 220. Currently, Route 220 is classified as a Rural Principal Arterial between the Franklin County line and the Blue Ridge Parkway. As population along Route 220 increases, the classification of Urban Principal Arterial should be considered for the sections currently designated Rural.

The 2005 Comprehensive Plan transportation section also includes information from the Long Range Transportation Plan developed and periodically updated by the Metropolitan Planning Organization (MPO). The Long Range Plan lists recommended improvements to Route 220 from the Roanoke City limits 3.72 miles south to Route 715, Pine Needed Drive. In the study, VDOT recommended eventually improving that stretch of highway to six lanes of Rural Principal Arterial. Roanoke County’s

comments were to consider a six-lane Urban Principal Arterial to Route 715, and then a six-lane Rural Principal Arterial to the Franklin County line. During the next revision to the Long Range Transportation Plan, the MPO should consider the Route 220 Corridor Study, and associated amendments to the Future Land Use Map.

Route 220 serves as a major arterial through Roanoke County, into Franklin County and Henry County and eventually into North Carolina. Route 220 is 680 miles long and begins in Waverly, New York and spans six states prior to its terminus in Rockingham, North Carolina. The portion of Route 220 traveling through south Roanoke County is a four-lane highway. Traffic lights exist beyond the northern study limits at Tanglewood and near Clearbrook.

The Virginia Department of Transportation, VDOT, is providing for the waterline to be located in the existing right-of-way (See Map 5, Transportation and Map 9, Proposed Water and Sewer Facilities in Appendix A). VDOT’s 2005 Annual Average Daily Traffic is estimated at 28,000 vehicles per day from the intersection of Route 220 with the Blue Ridge Parkway to the Franklin County line. VDOT projects traffic to increase to 47,000 over the next twenty years.

Information from VDOT indicates that Route 220 is approximately fifty years old. Because the construction standards have become modernized and because traffic has increased, safety concerns led VDOT to construct several improvements to the corridor, both in the 1990s and in 2006. The spot improvements to several locations along the corridor included constructing new southbound left and right turn lanes, closing several unsafe medians, regrading turns, adding and demolishing pavement, and creating berms to improve runoff. Excerpts from the VDOT Route 220 improvement plan, along with accident data from the Roanoke County Police Department for selected intersections can be found in Appendix B.

Increased development along the corridor will challenge the safety for motorists along the route and for those utilizing the intersections and side roads. Existing turn lanes, sight distance, and availability of median cuts were all major factors in selecting optimal sites for future development. Several large sites that would be ideal for development were not included in the list of primary sites due to intersection limitations. Map 6, Transportation Existing Intersection Conditions in Appendix A describes the intersections in the corridor. Figure 11 shows a large tract of land off Crowell Gap Road that could potentially be developed, but currently, the lack of a southbound turn lane limits access.



Figure 11. Crowell Gap

Another major factor affecting the future development of the Route 220 corridor is the future construction of the I-73 Interstate. The Interstate will have an interchange at Route 220 along the north portion of the study area; the interstate's location will affect several of the developable sites in this study. (See Map 5, Transportation, in Appendix A).

2.5. Environment

Route 220 is surrounded on both sides by tall mountains, and the passageway into Franklin County becomes narrower to the south. Map 7, Environmental Features, illustrates the topography of the corridor (See Appendix A). Topography will be a major challenge for new development along the corridor. Also, the presence of Back Creek in the corridor creates

floodplain issues which will impact some of the selected sites.

At the time of this study, FEMA has provided Roanoke County with new floodplain data and the Board of Supervisors has adopted new floodplain maps. The development areas were analyzed using the most recent floodplain data.

2.6. Historic Sites

In the Route 220 Corridor Study Area 22 structures were identified in a 1992 Virginia Department of Historic Resources Architectural Survey (See Map 8). Six of the structures were surveyed in detail.

Of those six structures, the oldest structure is a log cabin constructed between 1850 and 1870 located along Willow Branch Road near the intersection with Franklin Road (Route 220) and is within the limits of the Willow Branch Site 6B (see cover photo). Although vacant and in poor condition, the structure is one of a few log cabins of this age still located in Roanoke County. Two Victorian homes were constructed between 1890 and 1910. The Victorian located at 7466 Franklin Road is in fair condition, while the dwelling at 6624 Franklin Road was originally part of a farm and is in good condition. The house located at 6874 Hofawger Road was constructed between 1900 and 1920 and is a one-story square bungalow in good condition. Another one-story home located at 5992 Franklin Road was constructed between 1920 and 1940 and is in good condition.

The final structure surveyed is currently used as a church although it was constructed as a consolidated school. The Clearbrook Brethren Church located at 5922 Brethren Road lies within the limits of the Brethren Site 1, was constructed between 1920 and 1940; it is in good condition.

The remaining sixteen identified structures include two Red Hill Churches dating to 1910 (located on Winter Drive Site 3A, and shown in Figure 12, Red Hill Baptist Church) and 1937 (located on Back Creek Site 2D) as well as

fourteen dwellings labeled as Bungalow, Foursquare, Cottage, and Frame. Six of those dwellings are located on or adjacent to development opportunity sites.



Figure 12. Red Hill Baptist Church

A number of cemeteries are also located within the Route 220 Corridor Study Area as identified by *Cultural Expressions of Nature in Sacred Contexts: Documentation of Family & Community Cemeteries in Roanoke County, Virginia* written by the Virginia Department of Historic Resources in 2000.

3. Study Criteria

3.1. Site Prioritization

Within the study area, planning staff used a variety of methods to select primary and secondary sites that would be appropriate for commercial development. Benefits and constraints exist at each of the seven primary sites.

Staff conducted a field survey to identify available land and then examined the topographic and hydrologic features along with transportation limitations to exclude the land that would not be ideal for development.

The field survey, paired with the geographic analysis aided staff in determining which of the available sites were most accessible. Sites that have intersections with good access both northbound and southbound are ideal.

The waterline and sewer extension are two of the most important factors for commercial development. The waterline will be approximately 13 miles of 12-inch pipe; at this time plans indicate that the waterline construction will take place predominantly in the Route 220 right-of-way (See Map 9, Proposed Water and Sewer Facilities in Appendix A). The Western Virginia Water Authority is planning to construct a sewer pump station on the east side of Route 220 north of Crowell Gap Road near Back Creek. This station will serve the drainage area encompassing the first three development sites.

Potential development sites were identified which met three criteria:

- Sites should be located primarily within the study area;
- Sites should have access to a public or private road; and
- Slope should measure twenty percent or less.

A matrix was created to prioritize sites based on access to Route 220, intersection limitations, sewer access, floodplain issues and site size (See Table 4, Site Analysis in Appendix A). From this matrix, seven sites were selected as primary sites. These sites total approximately 127 acres of potentially developable land.

The primary development sites (by location) are:

1. Brethren (7.45 acres)
2. Back Creek (16.04 acres)
3. Winter Drive (5.86 acres)
4. Pine Needle (17.41 acres)
5. Starlight (48.92 acres)
6. Willow Branch (22.29 acres)
7. Dunahoo (9.25 acres)

The seven primary sites were selected because they have good to satisfactory access to Route 220, floodplains will not severely limit development on these sites, the slope will not pose a significant challenge for construction, and the acreage is large enough to accommodate commercial development.

Secondary sites have major limitations such as poor access to Route 220, floodplain issues, lack of sewer or water in the near future, and/or steep slopes. Secondary sites, shown in grey on the development map, are not currently ideal sites for development; yet county staff recognizes that any corridor improvements may influence the classification of a site.

Figure 13, Development Opportunities, shows the primary sites in color and the secondary sites are shown in grey. The secondary sites total 194 acres. A larger map, Map 10, Development Opportunities, can be found in Appendix A.

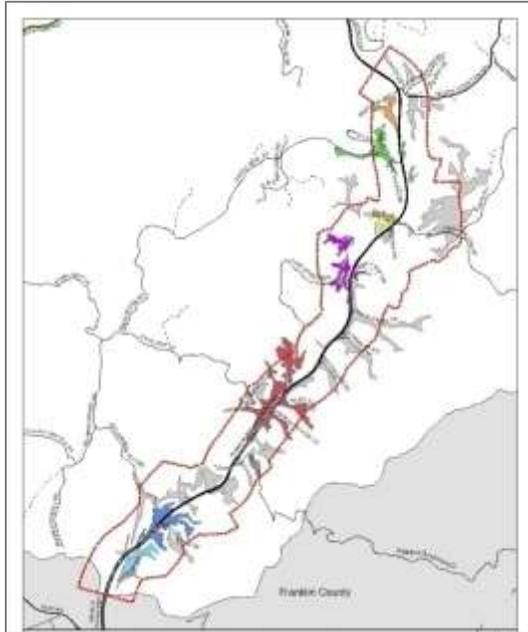


Figure 13. Development Opportunities

3.2. Site Analysis

The primary and secondary sites have a combined area of 321 acres. Portions of some primary and secondary sites extend beyond the limits of the study corridor. Zoning of the primary and secondary sites is primarily AG-3, Agricultural/Rural Preserve, and AG-1, Agricultural/Rural Low Density. The sizes of primary sites range from six to nearly fifty acres. They are generally named according to their closest road intersection.

An analysis of each site follows. A complete table of all site analyses can be found in Appendix A. Each numbered site is considered a major development node, while the map in Appendix A breaks down each site where intersections or other geographic features separate the node into smaller sites.

3.2.1. Brethren - Site 1.

Site 1, Brethren, is 7.45 acres and is currently zoned AG-1, Agricultural/Rural Low Density, AV, Agricultural/Village Center and C-2, General Commercial. The Future Land Use designations for the site are Transition and Rural Preserve.



Figure 14. Clearbrook Brethren Church

As is seen in Figure 15, the site does have limitations resulting from the proximity of the floodplain and a bridge will have to be constructed over the floodplain for site access. Road improvements southbound on Route 220 include a right turn taper into the site. There are no improvements to access the site traveling northbound. The Yellow Mountain Road and Brethren Road entrances are staggered along Route 220. At 5922 Brethren Road, a historic structure exists that is currently used as a church but was originally a school built between 1920 and 1940 (See Figure 14).

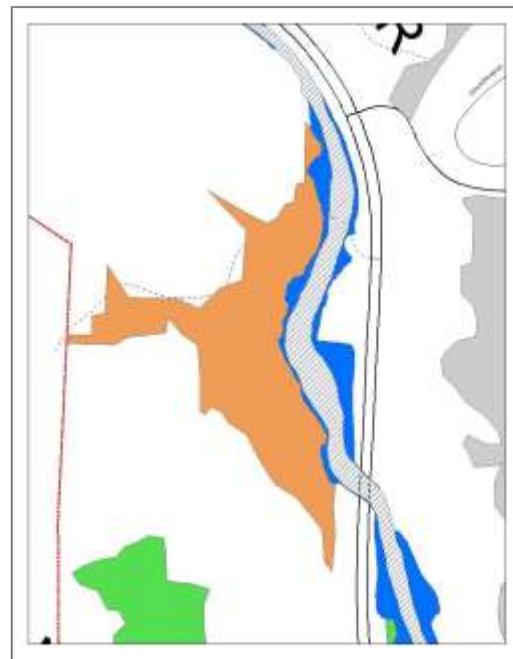


Figure 15. Brethren Site Map

The primary benefit of this site is that it will be one of the first sites to receive both water and sewer access as the first phase of the utilities are constructed. A future Interstate 73 interchange is projected to affect the north corner of the site as shown in Map 5, Transportation, in Appendix A.

3.2.2. Back Creek - Site 2.



Figure 16. Back Creek Site at Route 220

There are six sites in the Back Creek node (see Figure 17). The entire node consists of 16.04 acres. It is zoned AG-1, Agricultural/Rural Low Density and AV, Agricultural/Village Center. Future Land Uses are currently designated as Transition and Rural Preserve. Access to water and sewer makes this a primary site; however, floodplain issues obstruct access to site 2F. The floodplain is also adjacent to sites 2B, 2c, 2D, 2E and 2F. The Back Creek intersection is improved with a right turn lane southbound and no improvements northbound on Route 220. Back Creek Road provides access to 2A and 2B. Red Hill Church, built in 1937, located on site 2D, is identified in a 1992 Virginia Department of Historic Resources Architectural Survey. Boone-Naff Cemetery is located adjacent to site 2B and Kingery-Campbell Cemetery is located on site 2F. While the I-73 corridor is not located directly on this node, it does have the potential to affect portions of the site. Major benefits of this site include early access to water and sewer during the first phases of utility construction. Limitations are

minimal, especially for site 2A, which is not hindered by the floodplain.

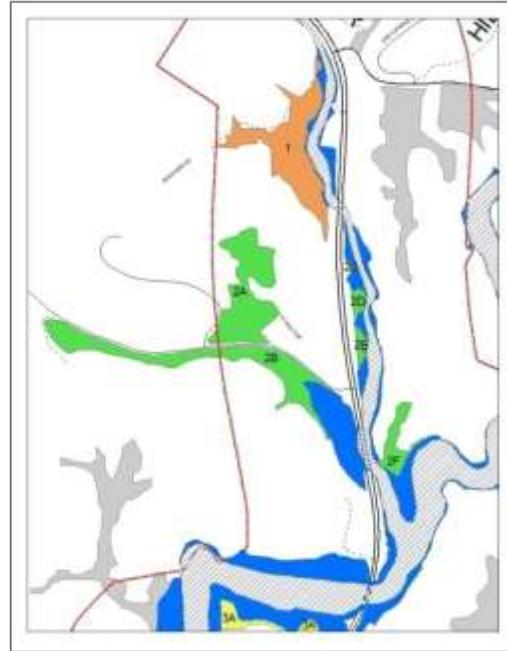


Figure 17. Back Creek Site Map

3.2.3. Winter Drive- Site 3.

Winter Drive bisects the Winter Drive node, with properties to the north and south (see Figure 19). These two sites total 5.86 acres and are zoned AG-1, Agricultural/Rural Low Density and AV, Agricultural/Village Center. Future Land Use is currently designated as Transition. Water and sewer access will be available to this site. As shown in Figure 19, the floodplain is directly adjacent to the entire north boundary line for site 3A. There are no intersection improvements at Winter Drive and Crowell Gap Road to access the Winter Drive site.

Winter Drive bisects the site, and to the east is Crowell Gap Road which accesses a larger secondary site. There are two historic properties at Site 3, Red Hill Church, 1910, and a 1920 Bungalow. Also, Ridgeway Cemetery is located on Site 3B.



Figure 18. Winter Drive

by floodplain; sites 4C, 4D, 4E and 4F have no floodplain or other hydrological constraints.

There are right and left turn lanes southbound on Route 220 and a left turn lane traveling northbound providing access to the site. Additionally, the Hartman-Kingery-Kasey Cemetery is located partially on 4B.

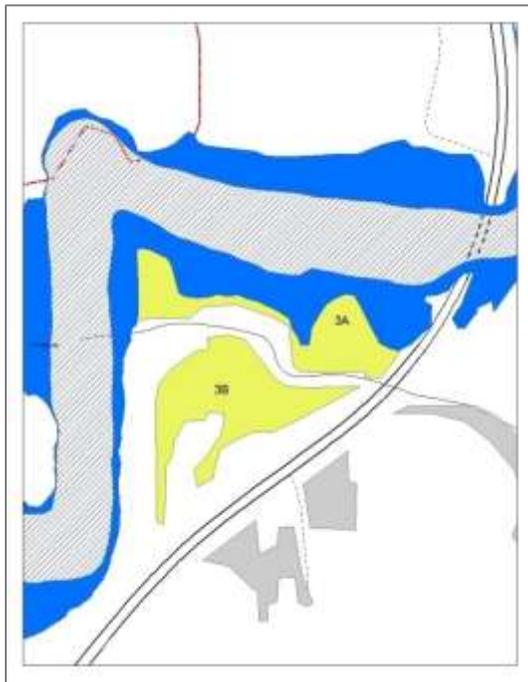


Figure 19. Winter Drive Site Map

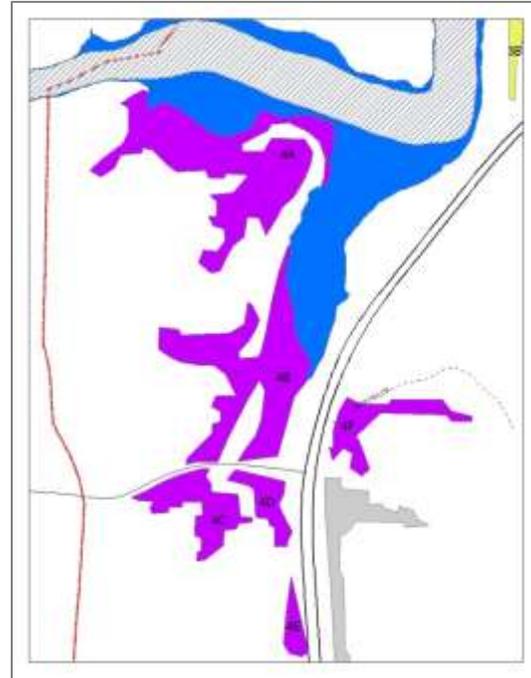


Figure 20. Pine Needle Site Map

3.2.4. Pine Needle - Site 4.

This site is one of the larger sites; with six smaller segments, totaling 17.41 acres (see Figure 20). It is zoned AG-1, Agricultural/Rural Low Density and the Future Land Use Map designates this area as Transition and Rural Village. Public water would be available from the waterline project. Sewer could be extended and would require an additional pump station. Sewer is not currently planned to be extended to this site. Sites 4A and 4B are bound to the north



Figure 21. Field along Pine Needle

3.2.5. Starlight - Site 5.

Starlight is the largest of the seven sites, with 48.92 acres of potentially developable land across seven smaller sites, as shown in Figure 23, Starlight Lane Site Map. The zoning includes AG-3, Agricultural/Rural Low Density, AR, Agricultural/Residential and AV, Agricultural/Village Center. Future Land Use includes Village Center, Rural Village, and Rural Preserve. Public water would be available from the waterline project. A pump station would need to be installed for sewer access. There are no floodplain issues at this site.

At the Pine Needle Road intersection, there is a right turn lane on the southbound side of Route 220 and a left turn lane northbound to provide access to portions of southbound and a left turn lane exists northbound. The sites are accessed from 220 by Starlight Lane, Pine Needle Road, Wilson Road and Shadow Hollow Lane. Two historic structures are located here, and the Alcorn Cemetery is found on Site 5C.



Figure 23. Starlight Lane Site Map



Figure 22. Route 220 from Starlight Lane



Figure 24. Along Starlight Lane

3.2.6. Willow Branch – Site 6.

Willow Branch is the second largest site; four segments of this site total 22.29 acres (See Figure 26, Willow Branch and Dunahoo Site Map). The site is zoned AG-3, Agricultural/Rural Preserve and Future Land Use is designated as Village Center. Public water will be available at this site from the waterline project. Because several drainage divides separate this site from the basin with

the pump station, sewer may not be easily accessible in the near future here. There are no water bodies or floodplains on or proximate to the site. There are no improvements for access at the Willow Branch Road intersection. Willow Branch Road and Spotswood Drive access the site; potentially realigning these intersections is suggested by county staff to improve access. There is a historic log cabin, shown below in Figure 25 on Site 6B built between 1850 and 1870. Another historic structure, a bungalow, is located on Site 6B.



Figure 25. Cabin Along Willow Branch Road

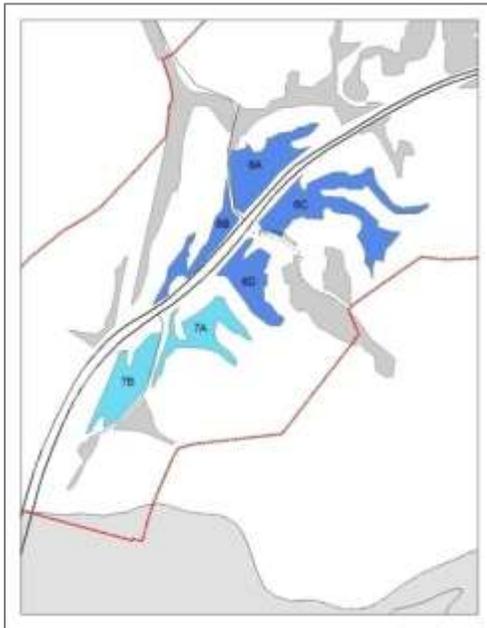


Figure 26. Willow Branch and Dunahoo Site Map

3.2.7. Dunahoo - Site 7.

The Dunahoo site, shown in Figure 26, is the southernmost of the sites in the study area and encompasses 9.25 acres. It is currently zoned AG-3, Agricultural/ Rural Preserve, and C-1, Office. The Future Land Use is designated as Village Center. Public water will be available as a result of the waterline project. Here, sewer access is currently the least accessible of all seven sites. There are no floodplain issues. A left turn lane provides southbound access and a right turn lane provides northbound access to the site. A historic bungalow and Murray Cemetery are located partially on Site 7A.



Figure 27. Trinity Church from Route 220

4. Recommended Land Use Changes

4.1. Future Land Use Map Scenarios

The Route 220 Corridor Study will become part of the Roanoke County Comprehensive Plan. The Comprehensive Plan is a general, long-range policy and implementation guide for decisions concerning the overall growth and development of the County. One important component of the Comprehensive Plan is the Future Land Use map. This map designates areas and types of land uses for future development of the County. The maps guide citizens and property owners who are evaluating alternative uses of their land and will be used by the Roanoke County Board of Supervisors and Planning Commission in the evaluation of requested land use and zoning amendments.

The Comprehensive Plan future land use map currently does not reflect the extension of water services through the Route 220 corridor. Map 4, Future Land Use, in Appendix A shows the 2005 adopted future land use map. On the 2005 map, the northern section of the Route 220 corridor is designated Transition, which is an urban future land use area that promotes the orderly development of highway frontage parcels, and anticipates the provision of public water and sewer. South of Pine Needle Drive, the rest of the corridor frontage properties are designated either Rural Village or Village Center. Rural Village areas generally support rural residential development and discourage urban development patterns. Village Center areas serve as the commercial and institutional focal points for surrounding rural residential and farming establishments. Both the Rural Village and Village Center designations are for areas not served by public water and sewer.

Two urban commercial designations are proposed for the Route 220 Corridor Study Area. The three scenarios presented show alternative designations of Transition and Core areas. These scenarios are found in Appendix A (Maps 11, 12 and 13). The Transition designation, shown in orange on the maps, encourages the orderly development of highway frontage parcels. Transition areas generally serve as developed buffers between highways and nearby or adjacent lower intensity development. Intense retail and highway-oriented commercial uses are discouraged in Transition areas, which are more suitable for office, institutional and small-scale coordinated retail uses. The Core designation, shown in red on the maps, encourages high intensity urban development. Land uses within Core areas may parallel the central business districts of Roanoke, Salem and Vinton. Core areas may also be appropriate for larger-scale highway-oriented retail uses and regionally based shopping facilities.

Each of these scenarios, along with Map 9, Proposed Water and Sewer Facilities, will serve to identify the project in the Comprehensive Plan per the requirements of Section 15.2-2232 of the Code of Virginia.

On October 16th, 2007, the Planning Commission passed a resolution recommending the Route 220 Corridor Study to the Board of Supervisors. Along with the resolution, the Planning Commission recommended Scenario 3, as shown in Appendix A (Map 13). At the November 13th public hearing, the Board of Supervisors passed a resolution to adopt the Route 220 Corridor Study into the Roanoke County Comprehensive Plan. With that resolution the Board amended the Future Land Use Map to incorporate the changes from Future Land Use scenario 3.

4.1.1. Scenario 1

Scenario 1 proposes the Transition designation to continue south from Pine Needle Drive to the Franklin County limits. See Map 11, Future Land Use Scenario 1, in Appendix A. This would direct future commercial/business growth along Route 220 per the Transition guidelines in the comprehensive plan. This amendment would provide a consistent future land use designation throughout the corridor, but does not provide areas for more intense commercial development, especially where sewer services would be provided.

4.1.2. Scenario 2

Scenario 2 proposes the same Transition designation throughout the study area, with the addition of some areas to be designated as Core. Most of the areas chosen to be designated Core are currently zoned AV, Agricultural/Village Center, and already have some existing commercial land uses, plus have other commercial land uses allowed by right. This Core designation takes into consideration the installation of a sewer pump station in the area where Route 220 crosses Back Creek. The southern boundary of the Core designation would be the extent of gravity sewer service to the sewer pump station. This scenario also takes into consideration the potential impacts of a future connection/interchange between Route 220 and Interstate Route 73. See Map 12 in Appendix A.

4.1.3. Scenario 3

Scenario 3 is similar to Scenario 2, with the exception that the Core designation would cover a larger area and extend east and west to the boundaries of the study. The southern boundary of the Core area would be the same as Scenario 2, which is the extent of gravity sewer service to the sewer pump station. See Map 13 in Appendix A.

4.2. Rezoning Guidelines

Staff developed a series of guidelines to guide future development and ensure that development is sensitive to the limitations of the corridor. These guidelines will serve to provide further information for rezoning applications so that each site will fit within the corridor, to ensure that development will not increase the danger of travel along the corridor and that it will be as environmentally sensitive to the floodplains and steep slopes and resource limitations as possible.

Primary sites will have less requirements for a rezoning. Staff believes these sites to be less restrictive in terms of topography, access to 220, future water and sewer hookups, and floodplain or water body issues. Secondary sites and those which extend beyond the study area boundary will have more requirements for the rezoning application to ensure that the sites will be built in a manner that compliments the corridor.

4.2.1. Study Area

- Boundaries of the study area follow existing breaks in the Comprehensive Plan future land use maps, or 1,000 feet from the highway center line, whichever is greater.
- Petitions for commercial development/redevelopment are encouraged at the sites identified in the study. Residential development is discouraged along the commercial frontage properties. Mixed-use development that includes a residential component may be appropriate in other locations along the corridor.
- The limits of the future land use map commercial designations are intended to function as an Urban Development Area boundary, with the understanding that urban/suburban development is strongly discouraged beyond that area limit, until such time that further planning and land use

studies are completed for those rural areas.

4.2.2. Public Water and Sanitary Sewer Service

- New projects must connect to public water service.
- New projects must connect to or extend sanitary sewer service if within 300 feet of existing sewer.
- New projects beyond existing sanitary sewer - petitioner must consider extension of sewer services, and/or justify not constructing the services.
- New projects using private septic systems are discouraged, but if proposed must have septic permit approval from the Virginia Department of Health submitted with rezoning application.

4.2.3. Slope Development

- New projects may need to provide a preliminary grading plan with rezoning application, delineating building pad area, driveway access grading, limits of disturbance and extent of proposed cut and fill.
- New projects exceeding 25 vertical feet of cut or fill slope must provide geotechnical report with rezoning application.
- Heights and details of all proposed retaining walls must be provided with rezoning application.
- Planning Commission may request geotechnical report at its discretion.

4.2.4 Transportation Network

- Traffic Impact Analysis report shall be submitted with rezoning application, unless that requirement is waived by the Virginia Department of Transportation and Roanoke County.

- Priority sites have access from Route 220, and from existing public streets intersecting with Route 220.
- New public streets intersecting with Route 220, and new access driveways from Route 220 will require significant transportation planning and coordination with the Virginia Department of Transportation and Roanoke County prior to submission of rezoning application.
- Consideration must be given to the future Interstate Route 73 corridor and potential land use impacts of that highway construction.

4.2.5. Site Selection

- Development opportunities are prioritized in the study. Seven general areas are identified in the plan as development opportunities and should be given the highest priority in consideration of rezoning applications. Of these seven areas, some sites are more conducive for development due to proximity of sanitary sewer, existing highway intersections and turn lanes, topography issues and overall size of the potential development area.
- A second tier of potential development sites are shown on Map 10, Development Opportunities as secondary sites. These sites had some favorable topography, but are second in the priority list due to highway access difficulties, topography issues, or general separation from a cluster of other sites.
- The remaining lands not identified in the development opportunity map are third on the priority for development. These lands have the most significant challenges for development, and would require intensive study and design work to be included in a rezoning application.

*4.2.6. Architecture /
Site Design*

- Building elevations shall be submitted with rezoning application.
- Landscaping and buffer yards shall be submitted with rezoning application.
- Refer to county design guidelines, as amended, for guidance with site design, signs, and other amenities.