



Hollins Area Plan Annual Update

A COMPONENT OF THE ROANOKE COUNTY COMPREHENSIVE PLAN

JANUARY, 2010

Introduction

As first annual newsletter, this document is intended to regularly update Roanoke County citizens and businesses in the Hollins area and throughout the County on the status of the implementation of the Hollins Area Plan.

Adopted on November 11, 2008, by the Roanoke County Board of Supervisors, the Hollins Area Plan is comprised of existing conditions with associated maps, community input and Plan recommendations.

The *Hollins Area Plan* was adopted by the Roanoke County Board of Supervisors on November 11, 2008.

The Hollins Study Area encompasses 728 acres and part or all of 350 parcels. The limits of the Study Area include the Botetourt County line to the east, Interstate 81 to the north, western frontage parcels along Plantation Road to Williamson Road, southern frontage parcels along Williamson Road to Kroger, and frontage parcels along Peters Creek Road from Williamson to Deer Branch Road.

Hollins University is the largest landowner in the study area with approximately 225 acres. In addition to institutional uses such as Hollins University,

commercial, industrial and residential uses are also located within the study area.

The goals of the Hollins Area Plan are to:

1. Improve upon established commercial, industrial, residential and institutional foundations while balancing industrial and commercial pressures with the needs of the community;
2. Enhance the visual appearance of Williamson and Plantation Roads; and
3. Anticipate growth pressures and create standards for quality development.

To receive the *Hollins Area Plan Annual Update* electronically, please send an email to planning@roanokecountyva.gov with the subject line

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HOLLINS AREA PLAN



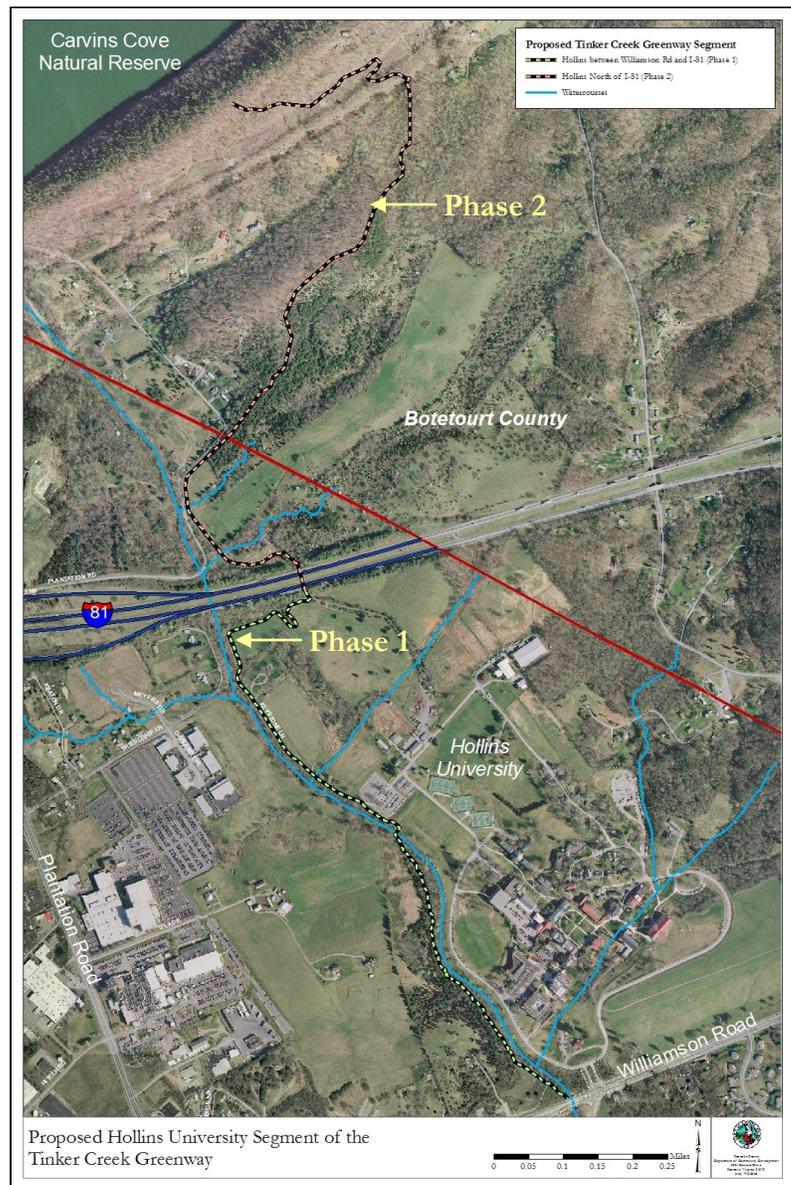
A COMPONENT OF THE
ROANOKE COUNTY
COMPREHENSIVE PLAN
NOVEMBER 11, 2008

Hollins Area Plan Implementation Strategies	Status
Commercial Matching Grant Program	
Revise the Program's criteria	
Expand the boundaries of the Program	
Entrance Corridor	
Develop and adopt an Entrance Corridor Overlay District	Ongoing
Greenways	
Construct the shared Hollins University / Roanoke County parking lot for Hollywood's Restaurant and the Greenway	On Hold
Construct Hollins University Segment of Tinker Creek Greenway, Phase I (Williamson Road to I-81)	Ongoing
Construct Hollins University Segment of Tinker Creek Greenway, Phase II (I-81 to Carvins Cove)	
Historic Resources	
Include additional buildings on Hollins University on the National Register of Historic Places and the Virginia Landmarks Register	
Develop and adopt a Hollins University Historic Overlay District	
Maintenance Programs	
Ensure the maintenance of landscaping and other streetscape improvements throughout the study area	
Pedestrian Amenities	
Improve the pedestrian crosswalks at Plantation Road and Williamson Road	Ongoing
Improve the pedestrian crosswalks at Williamson Road and Peters Creek Road	
Improve the pedestrian crosswalks at Williamson Road and Campus Drive	
Streetscape Improvements	
Construct and install streetscape improvements (sidewalks, lighting, landscaping, signage, street furniture, etc.) throughout the study area	Ongoing on Plantation Road
Transportation Improvements	
Incorporate bicycle lanes along Williamson Road and Plantation Road where feasible	Ongoing on Plantation Road
Expand transit opportunities to the study area when and where feasible	Under Consideration
Viewshed Conservation	
Identify critical viewsheds from and within the study area	
Encourage conservation easements on private lands and acquire scenic easements through grant funding to protect critical viewsheds	

Implementation Strategies

The Hollins Area Plan contains a number of implementation strategies to be completed over the next 15 years. The full list of implementation strategies is located in the column to the left. The first strategies undertaken since the adoption of the Plan include:

1. Siting and constructing the first phase of the *Hollins University segment of the Tinker Creek Greenway* along Carvin's Creek;
2. Designing and constructing a complimentary *parking lot* for shared use of greenway patrons and Hollywood's restaurant customers;
3. Planning *bicycle, pedestrian and streetscape improvements* for Plantation Road; and
4. Crafting a Zoning Ordinance text amendment to create a *Plantation Road Entrance Corridor Overlay District*.



Greenway Expansion

Staff from Hollins University, Roanoke Valley Greenways and Roanoke County have worked together for several years to determine a route for a segment of the regional Tinker Creek Greenway along Carvin’s Creek across Hollins University property. The proposed alignment will start at Williamson Road (Route 11) and Carvin’s Creek continuing along the creek to Interstate 81 where it will utilize a tunnel under the road and continue across Hollins property and another private property in Botetourt County to connect to the existing network of trails at Carvin’s Cove Natural Reserve.

Roanoke County staff assisted this effort in early 2009 by marking the proposed greenway path for Phase 1 between Williamson Road (Route 11) and Interstate 81, working on public access easement documentation and

designing a bridge needed to cross Carvin’s Creek near the Hollins University playing fields. Approval of these greenway components by the Hollins University Board of Trustees in May, 2009, was not recommended due to several concerns. Roanoke Valley Greenways and Roanoke County staff are working towards resolving these concerns with the Hollins University Board of Trustees to establish Phase 1 of the Hollins University segment of the Tinker Creek Greenway. Work on Phase II has not yet begun.

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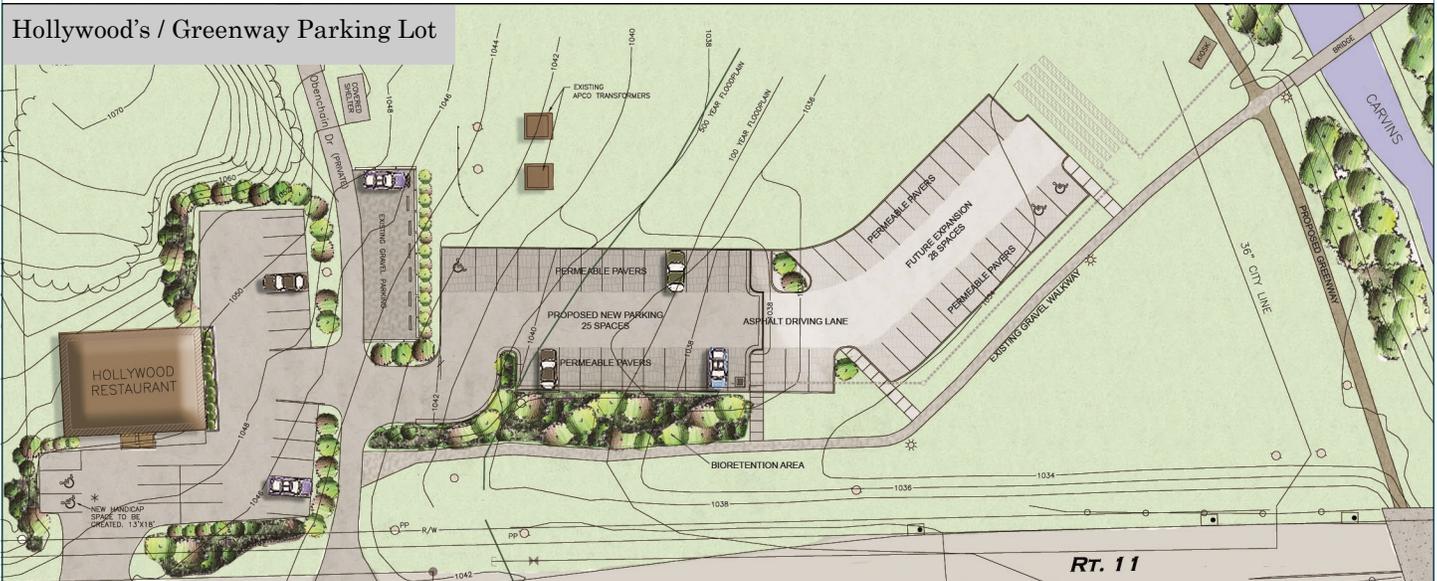
Hollywood’s/Greenway Parking Lot

To serve the anticipated greenway patrons as well as Hollywood’s Restaurant customers, Roanoke County and Hollins University staff collaborated to design a parking lot to serve both purposes to be located on the low-lying grassy area between Hollywood’s and the proposed greenway. The 52-space parking lot was split into two sections and integrated environmentally-friendly, low-impact design characteristics to include pervious pavers and a heavily-landscaped bio-retention area to filter stormwater runoff. The parking lot plans were also presented to the Hollins University Board of Trustees in May, 2009. At that time the Board decided not to pursue the parking lot.



Potential site for Hollywood’s/Greenway Parking Lot

Hollywood’s / Greenway Parking Lot



Bicycle, Pedestrian and Streetscape Improvements



Plantation Road

The Federal Transportation Enhancement Program under SAFETEA-LU provides 80 percent funding for a 20 percent local match for improvements to non-motorized transportation that enhance the public's traveling experience, revitalize communities and improve quality of life. Roanoke County is requesting funding through this competitive program for proposed improvements to a section of Plantation Road (Route 115) from Interstate 81 to Williamson Road (Route 11), a distance of nine-tenths of one mile. Proposed streetscape and multimodal improvements include sidewalks, striped bicycle lanes and two shared use trails extending along Walrond and Enon Drives to Walrond Park; and along Friendship Lane to the proposed Hollins University segment of the Tinker Creek Greenway. Additional improvements include pedestrian refuge islands with crosswalks, pedestrian signals at the existing Gander Way/Friendship Lane and Williamson Road signalized intersections, street trees, pedestrian-scaled lighting, a "Welcome to Hollins" gateway sign, improved landscaping at Interstate 81 and at Williamson Road, landscaped medians, drainage improvements, retaining walls where needed and possible right-of-way acquisition. This project is currently split into three phases: 1) Gander Way/Friendship Lane to Hitech Road; 2) Hitech Road to Williamson Road; and 3) Gander Way/Friendship Lane to Interstate 81. Other related improve-

This segment of Plantation Road contains the largest employment base in Roanoke County with 4,000 employees

ments proposed but not covered by the Transportation Enhancement Program include a potential Park and Ride lot, bus service and interparcel connectivity opportunities.

This segment of Plantation Road contains the largest employment base in Roanoke County with 4,000 employees between ITT, Wachovia/Wells Fargo and BSC Ventures/Double Envelope. The Plantation Road exit off of Interstate 81, Exit 146, is the most heavily developed of any of the five County exits on Interstate 81. There are 400 guest rooms between four hotels located here and two new hotels are planned. A new retail complex visible from the interstate anchored by Gander Mountain and Camping World is poised for additional commercial development. In the immediate Hollins area Walrond Park, one of the County's nicest and busiest parks, is just off of Plantation Road to the west surrounded by a large residential subdivision. Hollins University, Roanoke County's only four-year university, is also nearby on Williamson Road with 900 students enrolled. Two light industrial parks are also situated just off of Plantation Road to the east.

This area was developed primarily in the 1950s and 1960s before and during the construction of Interstate 81. Several single-family homes remain on Plantation Road from that time, although many have been purchased by companies preparing to take advantage of commercial and industrial zoning designations with future redevelopment plans. Plantation Road is five lanes wide through this area with moderate automobile and tractor-trailer traffic. The area is dominated by the automobile.

The streetscape improvements planned with this project will enable and encourage both pedestrian and bicycle traffic. When fully constructed the sidewalks, shared use trails, pedestrian refuge islands with crosswalks and pedestrian signalization will connect Walrond Park, Plantation Road, Friendship Lane, the Hollins University segment of the Tinker Creek Greenway and Carvin's Cove Natural Reserve together. Additionally, these improvements will promote healthy habits by permitting employees to walk and bike to restaurants for lunch, to walk and bike for recreation, and to walk and bike to and from work. Hotel guests



A bicyclist and two pedestrians on Plantation Road near ITT



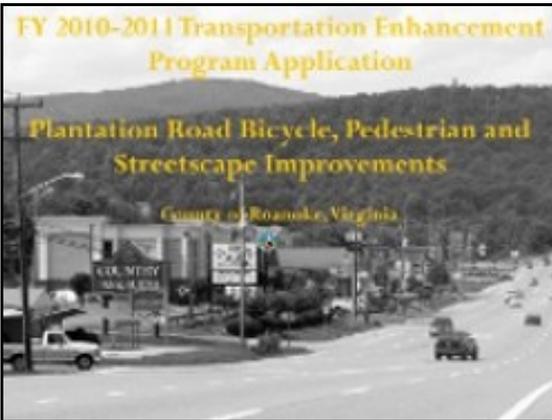
Hollins Gateway Sign and Streetscape Improvements along Plantation Road *Before* and *After*

and residents will also be able to walk and bike to nearby businesses and to walk and bike for recreation. The aesthetic additions including street trees, landscaping, pedestrian-scale lighting and a Hollins community identification sign contribute to an overall sense of place as “Hollins” and not just “Exit 146.” Streetscape improvements have also been shown to stimulate investment in adjacent properties and to slow traffic.

This project initiates four of 17 Implementation Strategies identified in the Hollins Area Plan, adopted November 11, 2008. The proposed bicycle accommodations also implement the recommendations of the 2005 Bikeway Plan for the Roanoke Valley MPO.

Funding awards are anticipated to be announced in May or June, 2010. Other funding streams are currently being pursued. Depending upon available funds, construction activity may begin in 2011.

The Transportation Enhancement Program Application for the Plantation Road Bicycle, Pedestrian and Streetscape Improvements can be accessed from the Roanoke County Transportation website under Major Projects.



Bicycle and Pedestrian Accommodations Proposed
Plantation Road Enhancement Program Application

ROANOKE COUNTY DEPARTMENT OF COMMUNITY DEVELOPMENT

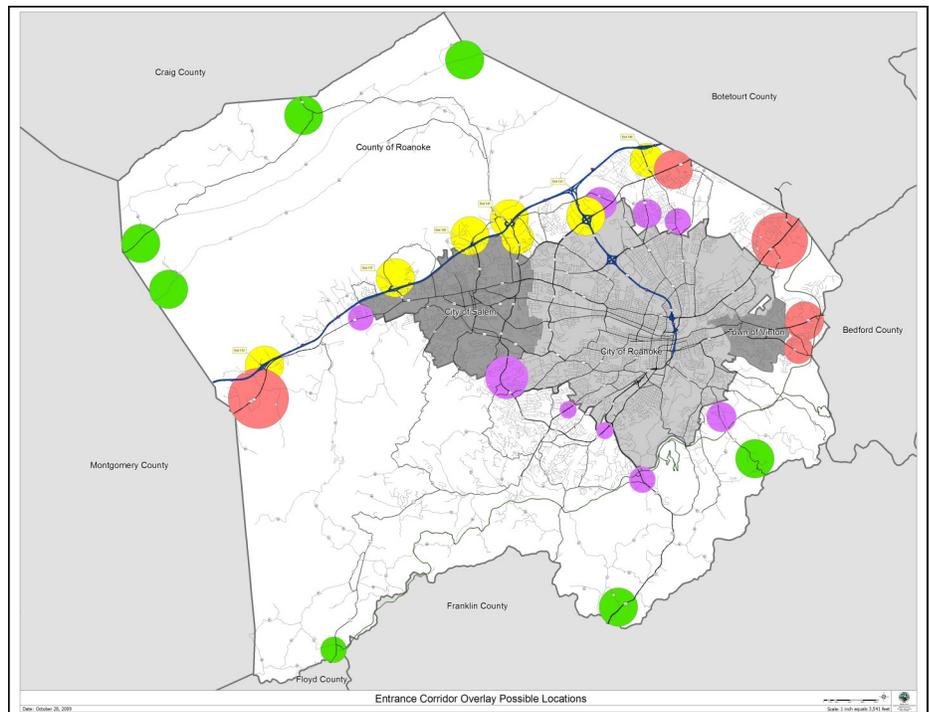
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Plantation Road Entrance Corridor Overlay District



The intent of the proposed Entrance Corridor Overlay District (ECOD) is to encourage a higher standard of development in designated Roanoke County entrance corridors that reaches above and beyond the minimum requirements of the Zoning Ordinance. Staff is proposing four types of Entrance Corridors around the County which are identified in the above map:

- Highway (red)
- Interstate (yellow)
- Scenic (green)
- Urban (purple)

As identified in the Hollins Area Plan as an implementation strategy, a Plantation Road Entrance Corridor Overlay District identified as Interstate in character is proposed as a 2010 Zoning Ordinance amendment. The suggested limits of the Plantation Road ECOD include the length of Plantation Road from Interstate 81 to Williamson Road (Route 11) and the width of the frontage parcels or 400 feet, whichever is greater. The ECOD would apply to all parcels and structures except those structures used as single-family residences. Anticipated regulations may include:

- Limiting uses permitted in the underlying zoning district that do not suit the character of the area;
- Requiring Special Use Permits for structures over a set square footage or over a certain height;
- Including a maximum front setback to encourage siting buildings closer to the street;
- Encouraging parking to the side and rear of the structure;
- Advocating interparcel connectivity;
- Accommodating pedestrians with sidewalks and other facilities;
- Expanding landscaping requirements;
- Setting standards for lighting height and styles;
- Promoting monument-style signs and determining a maximum number of signs allowed per parcel;
- Screening all utilities to include meter boxes and HVAC units visible from the right-of-way; and
- Undergrounding all utilities.

The Planning Commission reviewed the above criteria at a November, 2009, work session. Another work session will be held with the Planning Commission in March, 2010, and public hearings with the Planning Commission and Board of Supervisors will follow in April and May, 2010.