Planning for Economic Development

Presentation Overview

- Zoning
- Vacant & Underutilized Properties
- Future Land Use & Zoning Discrepancies
- Impact for Economic Development
- Activity Centers
- Route 419 Urban Development Planning Study Proposal
- Summary

Zoning

Roanoke County Zoning

78.35%
Agricultural

17.13%
Residential

1.85%
Commercial

2.17%
Industrial

Commercial & Industrial Zoning

1.85%

Commercial

NC	0.00%
C-1	0.55%
C-2	1.25%
PCD	0.06%

2.17%

Industrial

I-1	0.76%
I-2	1.02%
PTD	0.39%

Commercial & Industrial Zoning Magisterial Districts

Zoning	Catawba	Cave Spring	Hollins	Vinton	Windsor Hills
C-1	13%	22%	47%*	1%	17%
C-2	29%	29%	31%	5%	6%
PCD	0%	0%	0%	100%	0%
Comm.	**24%**	**26%**	**34%**	**7%**	**9%**
I-1	42%	5%	45%	8%	0%
I-2	64%	9%	14%	13%	0%
PTD	81%	0%	0%	16%	3%
Ind.	**60%**	**6%**	**22%**	**12%**	**1%**
C & I	**43%**	**15%**	**28%**	**10%**	**4%**

* Hollins University accounts for 32%

Vacant and Underutilized Properties

Vacant Properties

Commercial and Industrial properties recorded as vacant by Real Estate Valuation.

Generally these properties are free from development, but properties with accessory structures, parking lots and/or stormwater ponds were considered vacant.

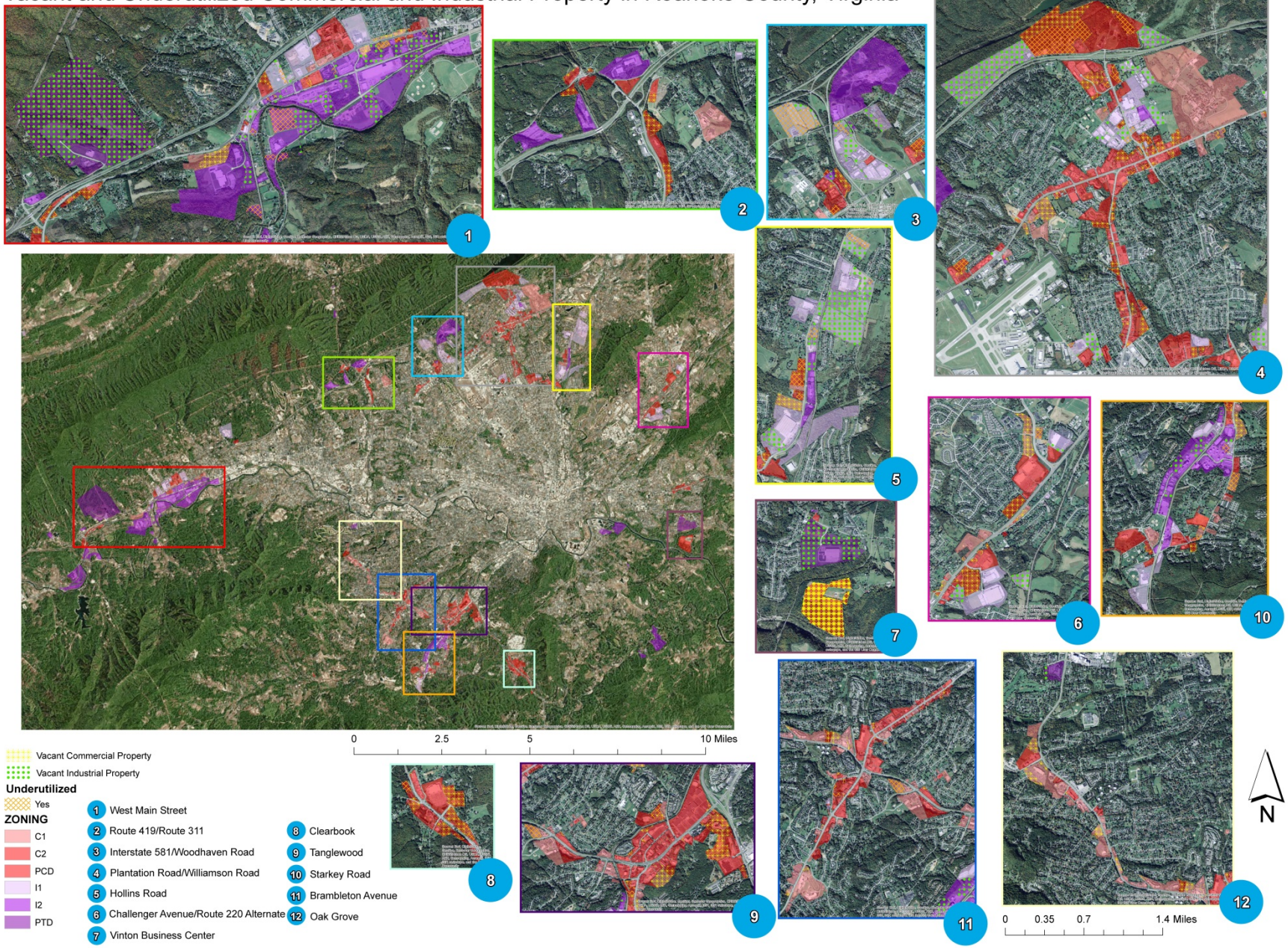
Properties in the process of development were removed from this list.

Underutilized Properties

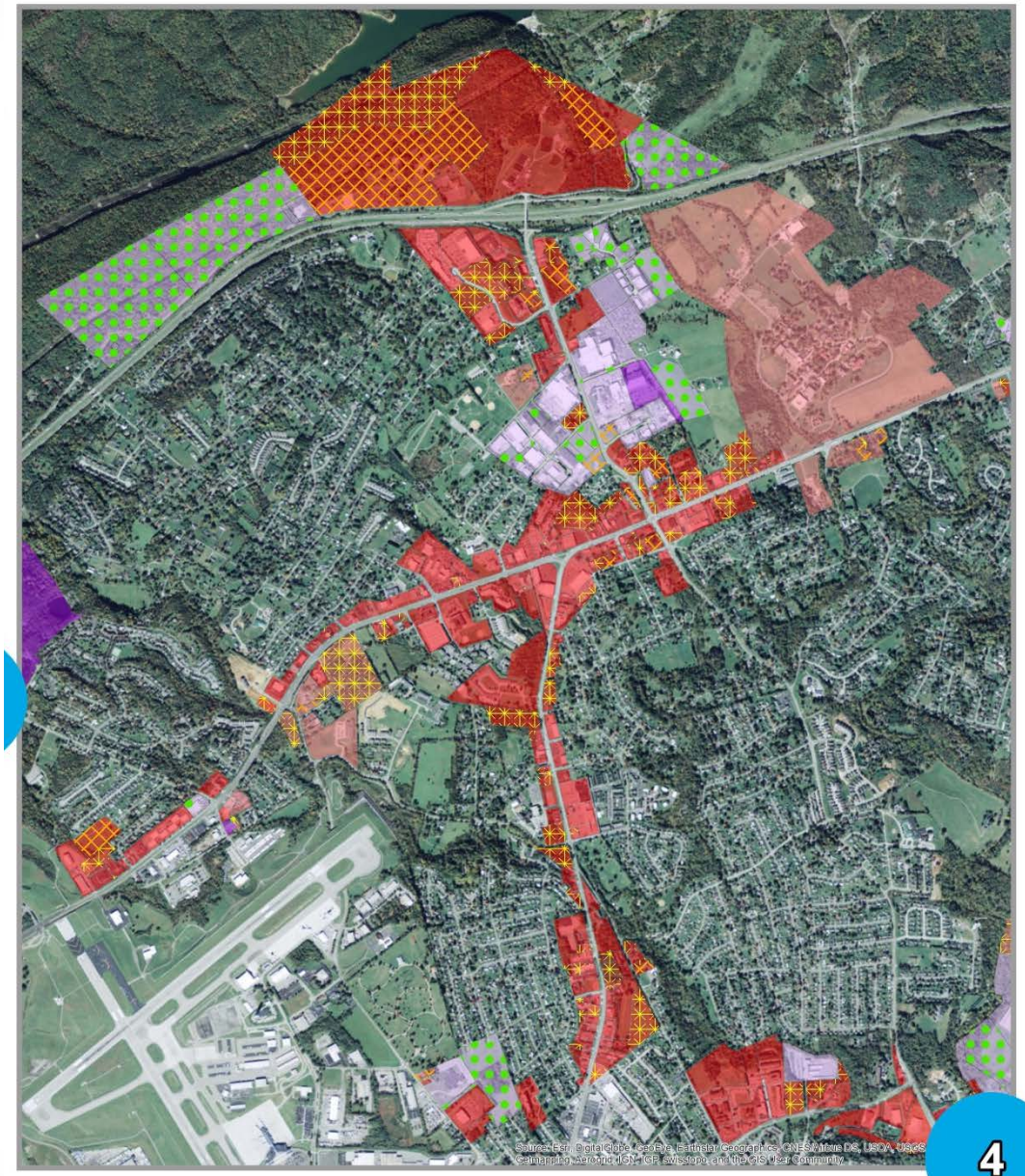
Commercial and Industrial properties occupied by single family homes.

Churches on commercial property were not considered underutilized; however, associated church holdings such as houses and other facilities were recorded as underutilized.

Vacant and Underutilized Commercial and Industrial Property in Roanoke County, Virginia



Vacant & Underutilized Properties



Vacant & Underutilized Properties

Vacant – Comm.

817 acres

0.53%

415 parcels

Vacant – Ind.

1,314 acres

0.86%

131 parcels

Underutilized

308 acres

0.2%

126 parcels

Vacant Properties – Commercial

VACANT COMMERCIAL PARCELS IN ROANOKE COUNTY				
Acre Cluster	Parcels	% Parcels	Acres	% Acres
0 – Less than 1	287	69.16%	88.93	10.88%
Greater or Equal to 1 – Less than 2	49	11.81%	67.22	8.22%
Greater or Equal to 2 – Less than 5	45	10.84%	145.28	17.78%
Greater or Equal to 5 – Less than 10	19	4.58%	122.79	15.02%
Greater or Equal to 10	15	3.61%	393.07	48.09%
Total	415	100.00%	817.29	100.00%

Vacant Properties – Commercial

VACANT COMMERCIAL PARCELS IN ROANOKE COUNTY				
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Greater or Equal to 2 – Less than 5	45	10.84%	145.28	17.78%
Greater or Equal to 5 – Less than 10	19	4.58%	122.79	15.02%
Greater or Equal to 10	15	3.61%	393.07	48.09%
Total	415	100.00%	817.29	100.00%

34

63.11%

Vacant Properties - Industrial

VACANT INDUSTRIAL PARCELS IN ROANOKE COUNTY				
Acre Cluster	Parcels	% Parcels	Acres	% Acres
0 – Less than 10	105	80.15%	225.67	17.18%
Greater or Equal to 10 – Less than 25	18	13.74%	262.62	20.00%
Greater or Equal to 25 – Less than 50	2	1.53%	88.86	6.77%
Greater or Equal to 50 – Less than 100	5	3.82%	301.30	22.94%
Greater or Equal to 100	1	0.76%	434.90	33.11%
Total	131	100.00%	1313.40	100.00%

Vacant Properties - Industrial

VACANT INDUSTRIAL PARCELS IN ROANOKE COUNTY				
Acre Cluster	Parcels	% Parcels	Acres	% Acres
0 – Less than 10	105	80.15%	225.67	17.18%
Greater or Equal to 10 – Less than 25	18	13.74%	262.62	20.00%
Greater or Equal to 25 – Less than 50	2	1.53%	88.86	6.77%
Greater or Equal to 50 – Less than 100	5	3.82%	301.30	22.94%
Greater or Equal to 100	1	0.76%	434.90	33.11%
Total	131	100.00%	1313.40	100.00%

6

56.05%

Commercial & Industrial Zoning

District	Commercial	Industrial	C & I
County	**1.85%**	**2.17%**	**4.02%**
County (Vacant)	**0.53%**	**0.86%**	**1.39%**
County (Vacant – No Floodway & Steep Slope)	**0.40%**	**0.69%**	**1.09%**
Catawba	0.08%	0.46%	0.54%
Cave Spring	0.08%	0.02%	0.10%
Hollins	0.12%	0.13%	0.25%
Vinton	0.10%	0.09%	0.19%
Windsor Hills	0.02%	0.00%	0.02%

Future Land Use and Zoning Discrepancies

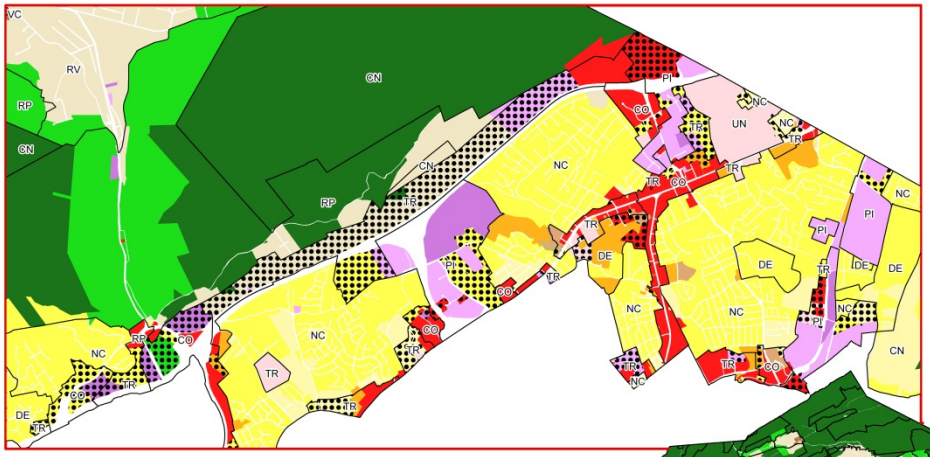
Future Land Use Designations

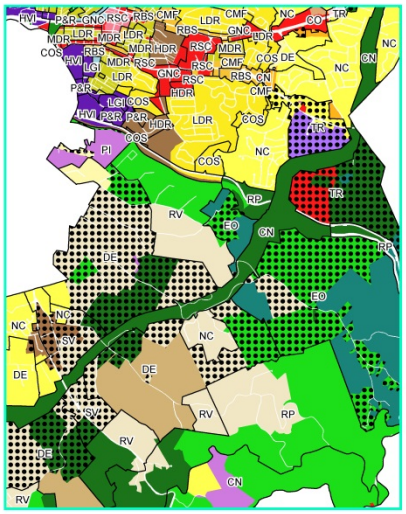
- Conservation (CN)
- Rural Preserve (RP)
- Rural Village (RV)
- Village Center (VC)
- Neighborhood Conservation (NC)
- Development (DE)
- Transition (TR)
- Core (CO)
- Principal Industrial (PI)
- Suburban Village (SV)
- Economic Opportunity (EO)
- University (UN)
- Glenvar Village (GV)
- Mixed Use (MU)

Zoning & Future Land Use Discrepancies

Zoning	Future Land Use								
	CO	DE	EO	GV	MU	PI	SV	TR	UN
R-1		X		X			X		
R-2		X		X	X		X		
R-3		X		X	X		X	X	
R-4	X							X	
PRD		X			X		X		
NC		X		X	X		X	X	
C-1	X			X	X		X	X	X
C-2	X			X	X			X	X
PCD		X			X				
I-1	X			X	X	X			
I-2						X			
PTD						X			
EP			X						

Zoning Discrepancies within Future Land Use Designations of Interest





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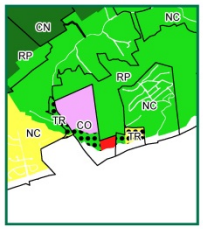
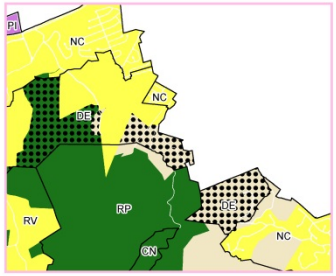
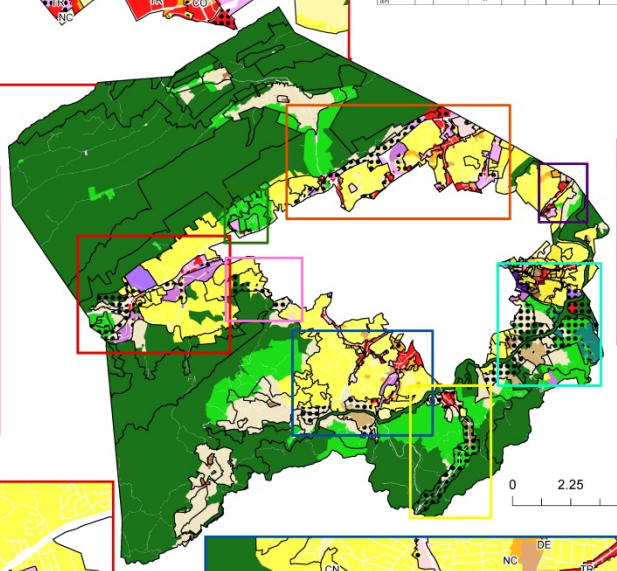
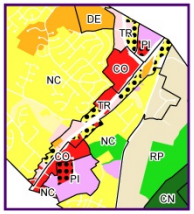
Zoning Districts within Future Land Use Designations of Interest

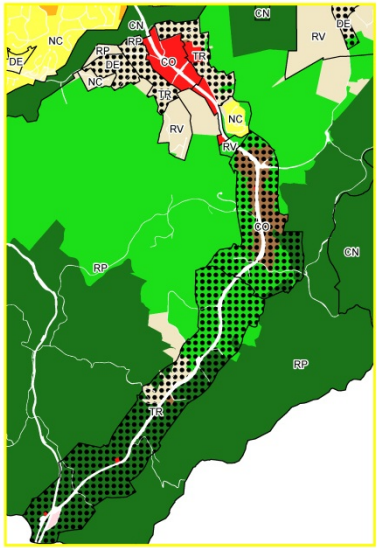
Zoning	Future Land Use: Core (CO)	Development (DE)	Economic Opportunity (EO)	Glenvar Village (GV)	Mixed Use (MU)	Principal Industrial (PI)	Suburban Village (SV)	Transition (TR)	University (UN)
Low Density Residential (R-1)		X		X			X		
Medium Density Residential (R-2)		X		X	X		X		
Medium Density Multi-Family Residential (R-3)		X		X	X		X	X	
High Density Multi-Family Residential (R-4)	X							X	
Planned Residential Development (PRD)		X			X		X		
Manufactured Housing (R-MH)									
Neighborhood Commercial (NC)		X		X	X		X	X	
Low Intensity Commercial (C-1)	X			X	X		X	X	X
High Intensity Commercial (C-2)	X			X	X			X	X
Planned Commercial Development (PCD)		X			X				
Low Intensity Industrial (I-1)	X			X	X	X			
High Intensity Industrial (I-2)						X			
Planned Technology Development (PTD)						X			
Explore Park (EP)			X						











Future Land Use

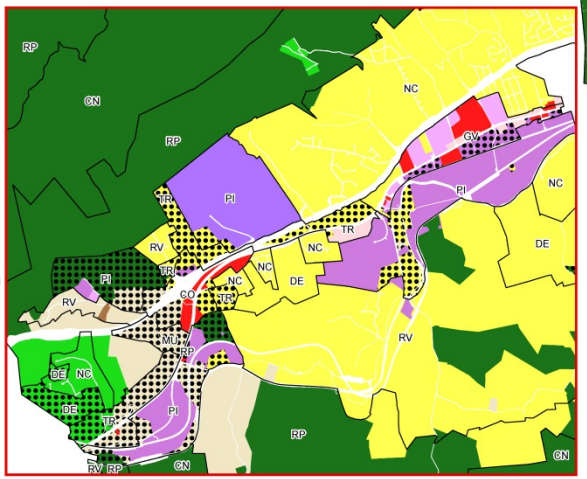
Zoning Discrepancies

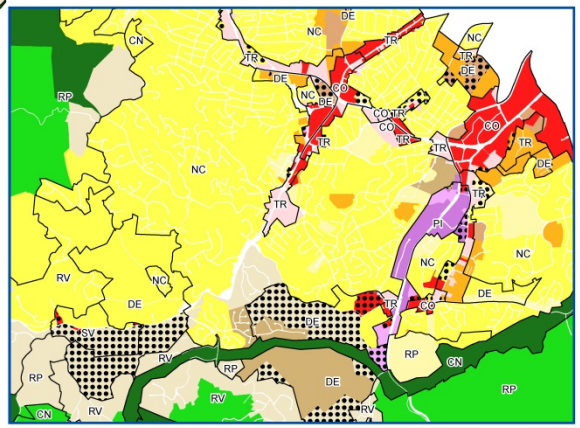
Roanoke County Zoning

- AG1
- AG3
- AR
- AV
- C1
- C2
- EP
- I1
- I2
- PCD
- PRD
- PTD
- R1
- R2
- R3
- R4

Vinton Zoning

- CB
- GB
- M1
- M2
- PO
- R1
- R2
- R3
- RB





0 2.25 4.5 9 Miles

0 0.5 1 2 Miles

Discrepancies between Zoning and Future Land Uses of Interest

Economic Opportunity
Total: 1353.18 acres
Total Zoning Discrepancy: 648.29 acres
AG1: 582.82 acres
AG3: 2.26 acres
AR: 63.21 acres

Core
Total: 2786.92 acres
Total Zoning Discrepancy: 1518.59 acres
AG1(S): 688.51 acres
AG3: 97.07 acres
AR(S): 98.85 acres
AV(C)(S): 141.79 acres
I2(C): 111.14 acres
R1(S): 264.48 acres
R2: 22.46 acres
R3(C): 74.13 acres

Development
Total: 6793.83 acres
Total Zoning Discrepancy: 2958.41
AG1: 817.89
AG3: 597.29
AR/AV(S): 1885.75
AV: 6.89
C1(C)(S): 17.20
C2(C)(S)(S): 57.59
I1(C)(S):21.23
R4(C):66.57

Glenvar Village
Total: 336.88 acres
Total Zoning Discrepancy: 82.34 acres
O/S(C): 82.34 acres

Mixed Use
Total: 71.63 acres
Total Zoning Discrepancy: 71.63 acres
AR: 71.63 acres

Principal Industrial
Total: 2335.39 acres
Total Zoning Discrepancy: 936.64 acres
AG1: 5.95 acres
AG3(S): 263.04 acres
AR(C): 117.31 acres
C1: 38.28 acres
C2(C)(S): 190.48 acres
R1(C)(S): 282.40 acres
R2: 17.94 acres

Suburban Village
Total: 442.57
Total Zoning Discrepancy: 343.46 acres
AG3: 25.26 acres
AR/AV(S): 216.98 acres
AV(S): 61.72 acres
C2(C): 5.50 acres

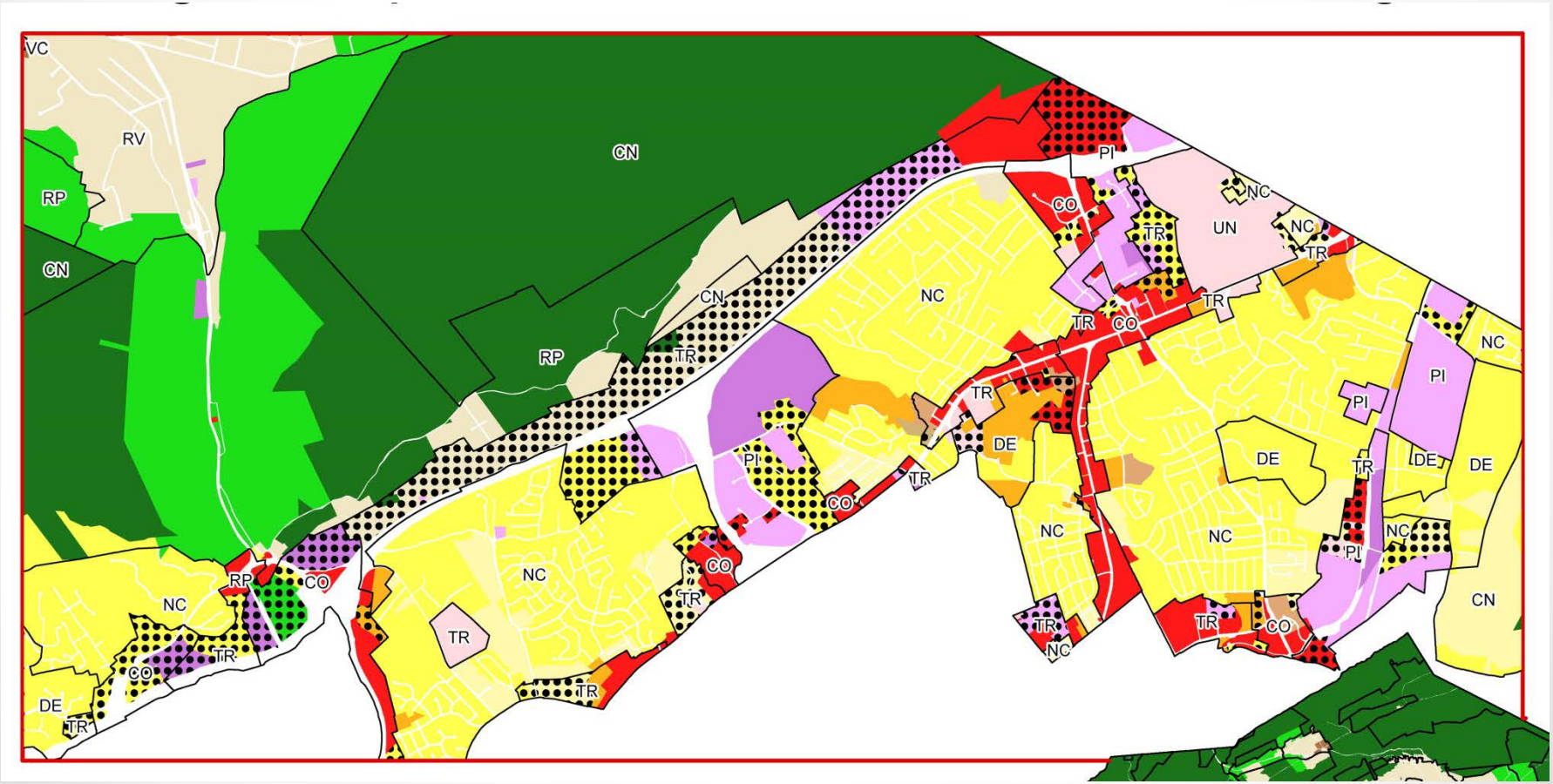
Transition
Total: 4041.93 acres
Total Zoning Discrepancy: 2990.78 acres
AG1: 324.65 acres
AG3(S): 778.42 acres
AR(S): 751.65 acres
AV(C)(S): 3.33 acres
EP: 48.25 acres
I1(C)(S): 18.59 acres
I2(C)(S): 25.03 acres
PCD: 89.61 acres
PRD: 3.04 acres
PTD: 110.14
R1(C)(S): 580.18
R3(S): 93.70

University
Total: 277.39 acres
Total Zoning Discrepancy: 11.68 acres
R2: 11.68 acres

Total Zoning Discrepancy: 9141.82 acres of 19460.04 acres

Percent Discrepancy: 49.08 %

Zoning & Future Land Use Discrepancies



Zoning & Future Land Use Discrepancies

Economic Opportunity
Total: 1353.16 acres
Total Zoning Discrepancy: 648.29 acres
AG1: 582.82 acres
AG3: 2.26 acres
AR: 63.21 acres

Core
Total: 2786.92 acres
Total Zoning Discrepancy: 1518.59 acres
AG1(S): 688.51 acres
AG3: 97.07 acres
AR(S): 98.85 acres
AV(C)(S): 141.79 acres
I2(C): 111.31 acres
R1(S): 284.48 acres
R2: 22.46 acres
R3(C): 74.13 acres

Development
Total: 6793.83 acres
Total Zoning Discrepancy: 2958.41
AG1: 307.89
AG3: 597.29
AR(MH)(S): 1885.75
AV: 4.89
C1(C)(S): 17.20
C2(C)(CS)(S): 57.59
I1(C)(S):21.23
R4(C):66.57

Glenvar Village
Total: 336.88 acres
Total Zoning Discrepancy: 82.34 acres
I2(S)(C): 82.34 acres

Mixed Use
Total: 71.63 acres
Total Zoning Discrepancy: 71.63 acres
AR:71.63 acres

Principal Industrial
Total: 3335.93 acres
Total Zoning Discrepancy: 916.64 acres
AG1: 5.95 acres
AG3(S): 263.04 acres
AR(C): 117.31 acres
C1: 18.28 acres
C2(C)(S): 190.48 acres
R1(C)(S): 282.40 acres
R2: 37.94 acres

Suburban Village
Total: 442.37
Total Zoning Discrepancy: 343.46 acres
AG3: 35.26 acres
AR(MH)(S): 236.98 acres
AV(S): 65.72 acres
C2(C): 5.50 acres

Transition
Total: 4041.93 acres
Total Zoning Discrepancy: 2990.78 acres
AG1: 324.65 acres
AG3(S): 778.42 acres
AR(S): 751.65 acres
AV(CS)(S): 3.33 acres
EP: 48.25 acres
I1(C)(S): 182.59 acres
I2(C)(S): 25.03 acres
PCD: 89.61 acres
PRD: 3.04 acres
PTD: 110.24
R1(C)(S): 580.18
R2(S): 93.79

University
Total: 277.39 acres
Total Zoning Discrepancy: 11.68 acres
R2: 11.68 acres

Total Zoning Discrepancy: **9541.82 acres of 19440.04 acres**

Percent Discrepancy: **49.08 %**

Zoning & Future Land Use Discrepancies

Economic Opportunity **47.91%**

Total: 1353.16 acres

Total Zoning Discrepancy: 648.29 acres

AG1: 582.82 acres
AG3: 2.26 acres
AR: 63.21 acres

Core **54.49%**

Total: 2786.92 acres

Total Zoning Discrepancy: 1518.59 acres

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AG3: 97.07 acres
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I2(C): 111.31 acres
R1(S): 284.48 acres
R2: 22.46 acres
R3(C): 74.13 acres

Development **43.55%**

Total: 6793.83 acres

Total Zoning Discrepancy: 2958.41

AG1: 307.89
AG3: 597.29
AR(MH)(S): 1885.75
AV: 4.89
C1(C)(S): 17.20
C2(C)(CS)(S): 57.59
I1(C)(S):21.23
R4(C):66.57

Glenvar Village **24.44%**

Total: 336.88 acres

Total Zoning Discrepancy: 82.34 acres

I2(S)(C): 82.34 acres

Mixed Use **100.00%**

Total: 71.63 acres

Total Zoning Discrepancy: 71.63 acres

AR:71.63 acres

Principal Industrial **27.48%**

Total: 3335.93 acres

Total Zoning Discrepancy: 916.64 acres

AG1: 5.95 acres
AG3(S): 263.04 acres
AR(C): 117.31 acres
C1: 18.28 acres
C2(C)(S): 190.48 acres
R1(C)(S): 282.40 acres
R2: 37.94 acres

Suburban Village **77.64%**

Total: 442.37

Total Zoning Discrepancy: 343.46 acres

AG3: 35.26 acres
AR(MH)(S): 236.98 acres
AV(S): 65.72 acres
C2(C): 5.50 acres

Transition **73.99%**

Total: 4041.93 acres

Total Zoning Discrepancy: 2990.78 acres

AG1: 324.65 acres
AG3(S): 778.42 acres
AR(S): 751.65 acres
AV(CS)(S): 3.33 acres
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I2(C)(S): 25.03 acres
PCD: 89.61 acres
PRD: 3.04 acres
PTD: 110.24
R1(C)(S): 580.18
R2(S): 93.79

University **4.21%**

Total: 277.39 acres

Total Zoning Discrepancy: 11.68 acres

R2: 11.68 acres

Total Zoning Discrepancy: 9541.82 acres of 19440.04 acres

Percent Discrepancy: 49.08 %

49.08%

Impact for Economic Development

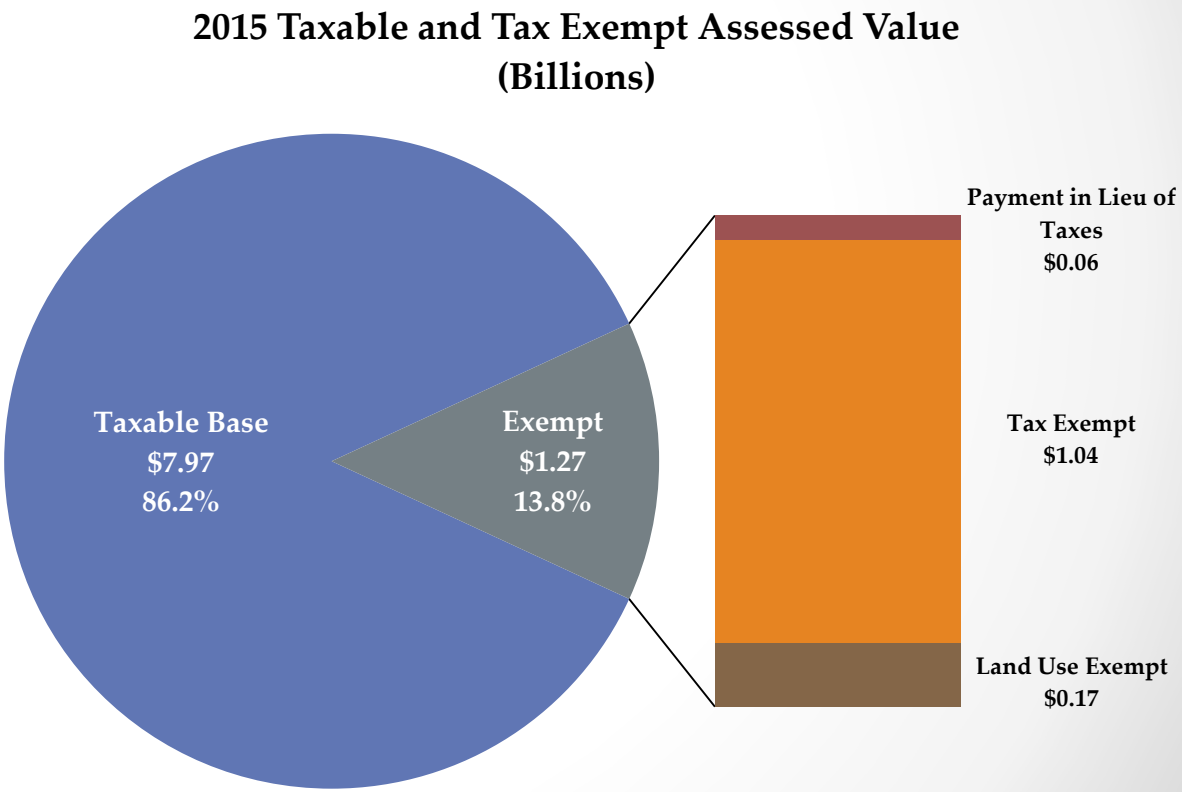
Impact for Economic Development

- The alignment of land use and zoning is important to the County's effectiveness and success
- Limited availability – Approximately 4% of land area zoned for commercial and industrial use
- Heavy reliance upon residential real estate tax base vs. commercial - Current mix is 87% residential and 13% commercial/industrial

Impact for Economic Development

Tax Exempt and Payment in Lieu of Taxes

Tax Exempt Organizations		
Type	**Total Exempt Value**	**Tax Loss**
Federal Government	30,631,000	333,878
State Government	60,626,500	660,829
Local Government	529,685,000	5,773,567
Religious	210,336,700	2,292,670
Charitable	5,572,600	60,741
Educational	122,995,400	1,340,650
Other	84,599,300	922,132
Unknown	82,400	898
Total All	**1,044,528,900**	**11,385,365**



Vacant & Underutilized Properties Represent Opportunity

- Redevelopment – takes previously developed property or areas to a more productive use

- Seeking infill rather than sprawl and makes use of existing infrastructure

Provides opportunity for increased:

- Tax revenues
- Business growth
- Residential growth
- Mobility

The Economic Development Conversation is Changing…

- Includes a comprehensive community analysis
- Incorporates transformational community development policies and strategies
- It's about connectivity and building a stronger, livable community with high-quality amenities
- "Businesses are looking for a place, not just a site"
  Christopher Lloyd McGuireWoods Consulting LLC

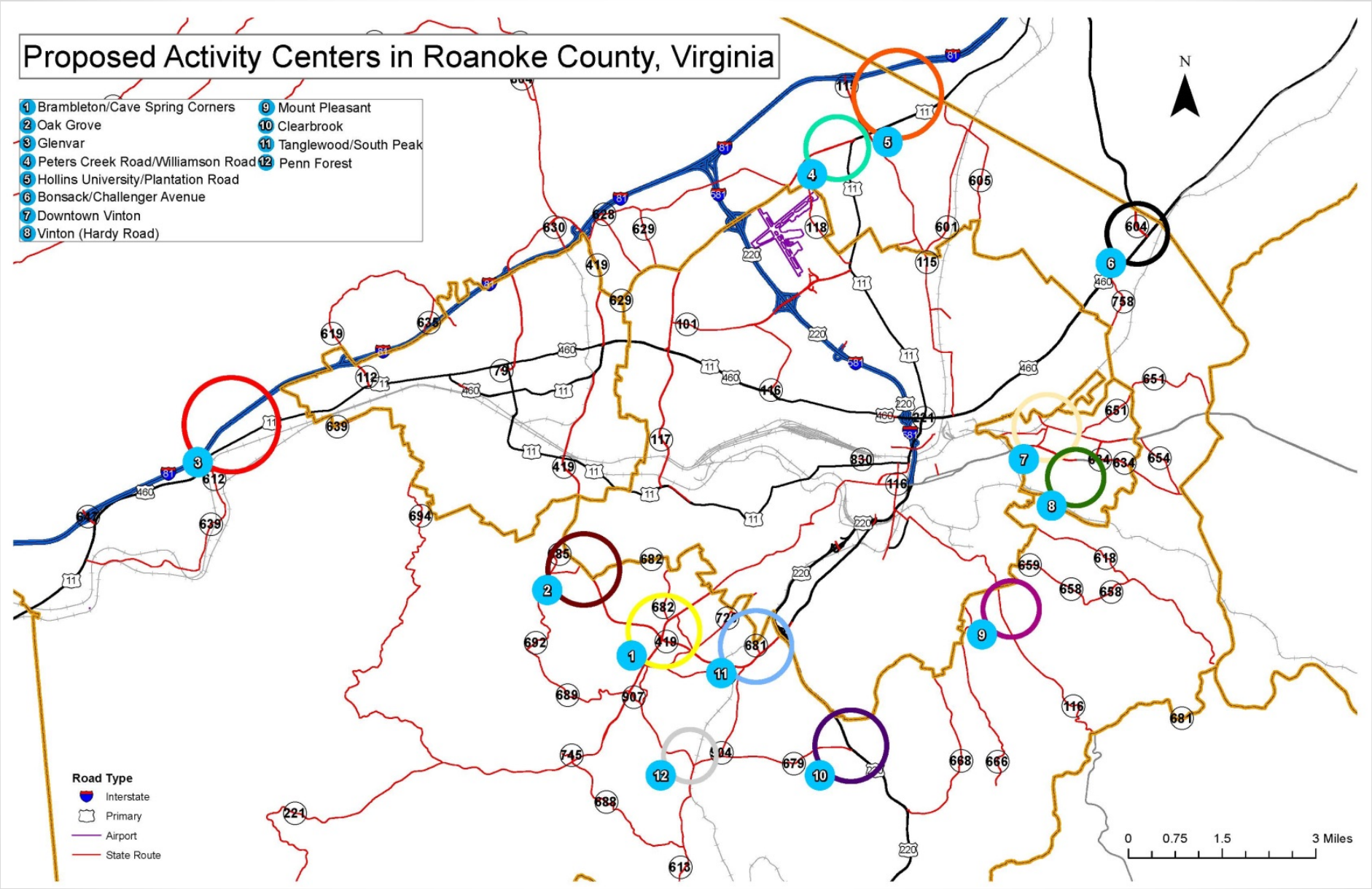
Expanded Growth Strategy

While the County needs to pursue increasing the amount of land zoned for commercial and industrial uses, the County's economic development strategy should also include **redevelopment in existing activity centers** to make the County more attractive for businesses.

Activity Centers

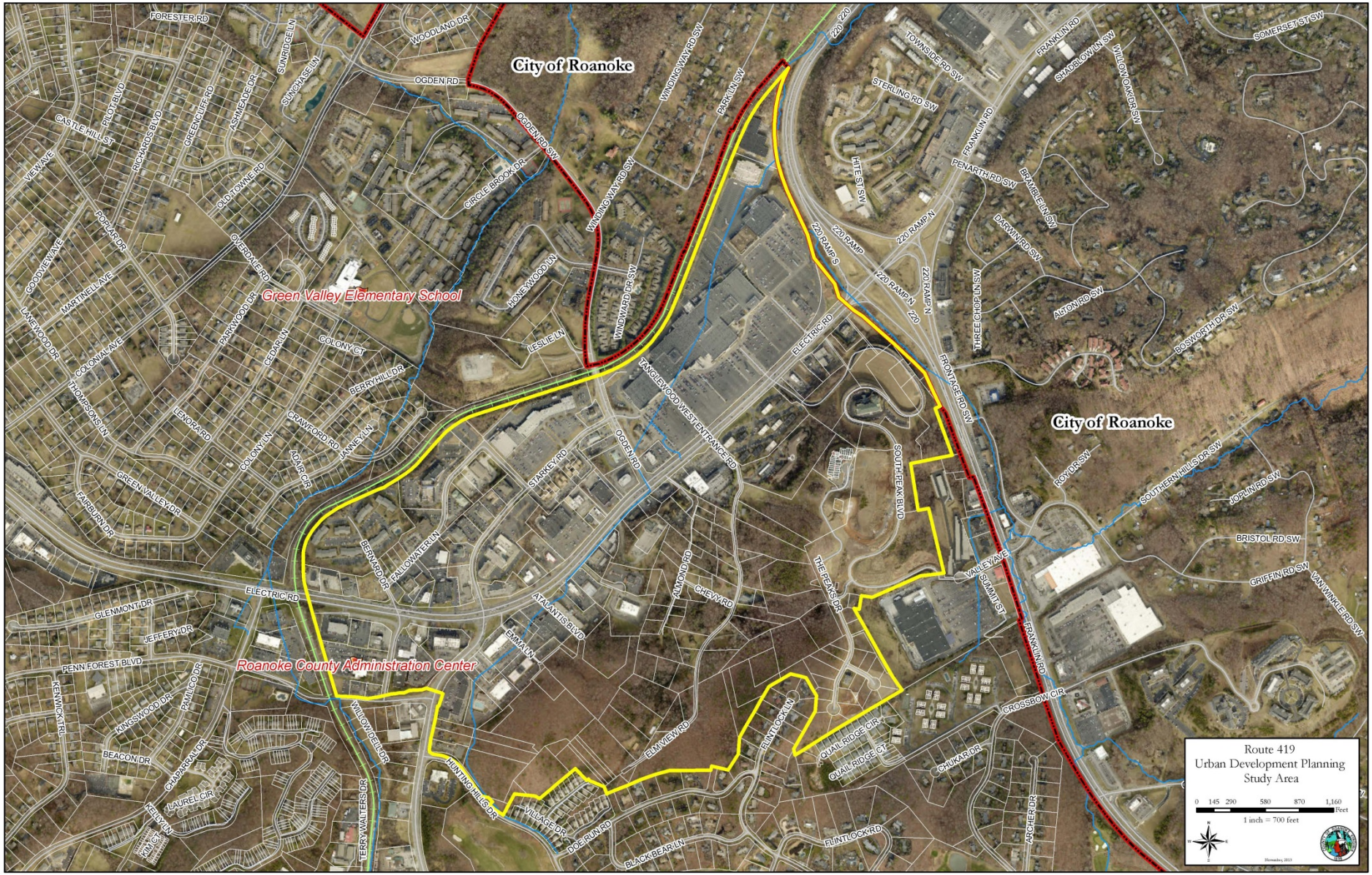
Activity Centers

- Located on a Major Transportation Corridor with an existing or proposed transit line
- Contains both employment and housing opportunities as well as public and institutional uses
- High population density relative to neighboring areas
- Offers potential for mixed-use, walkable development

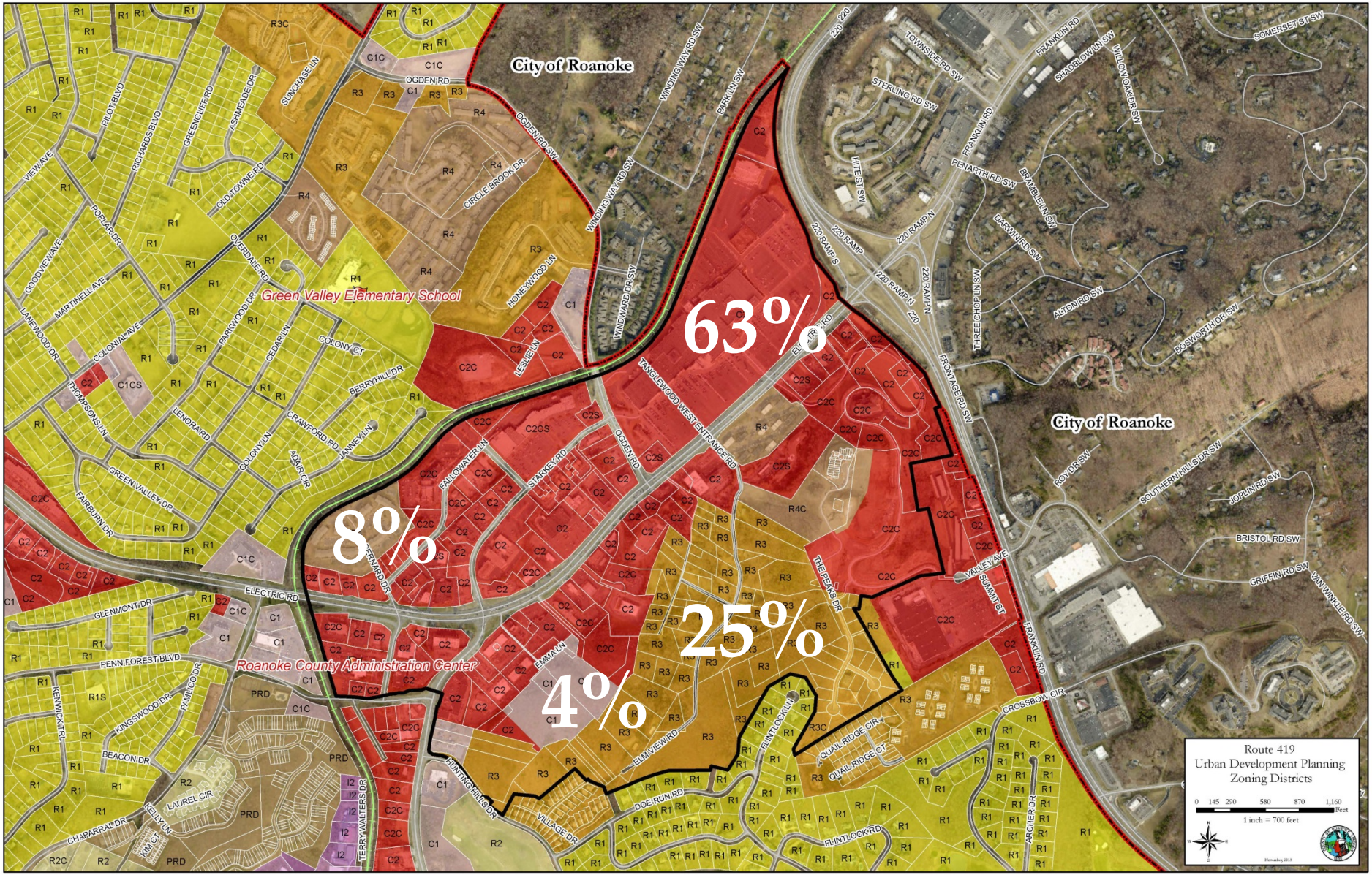

Proposed Activity Centers in Roanoke County, Virginia
1 Brambleton/Cave Spring Corners
2 Oak Grove
3 Glenvar
4 Peters Creek Road/Williamson Road
5 Hollins University/Plantation Road
6 Bonsack/Challenger Avenue
7 Downtown Vinton
8 Vinton (Hardy Road)
9 Mount Pleasant
10 Clearbrook
11 Tanglewood/South Peak
12 Penn Forest
N
Road Type
Interstate
Primary
Airport
State Route
0 0.75 1.5 3 Miles

Route 419 Urban Development Planning Study Proposal

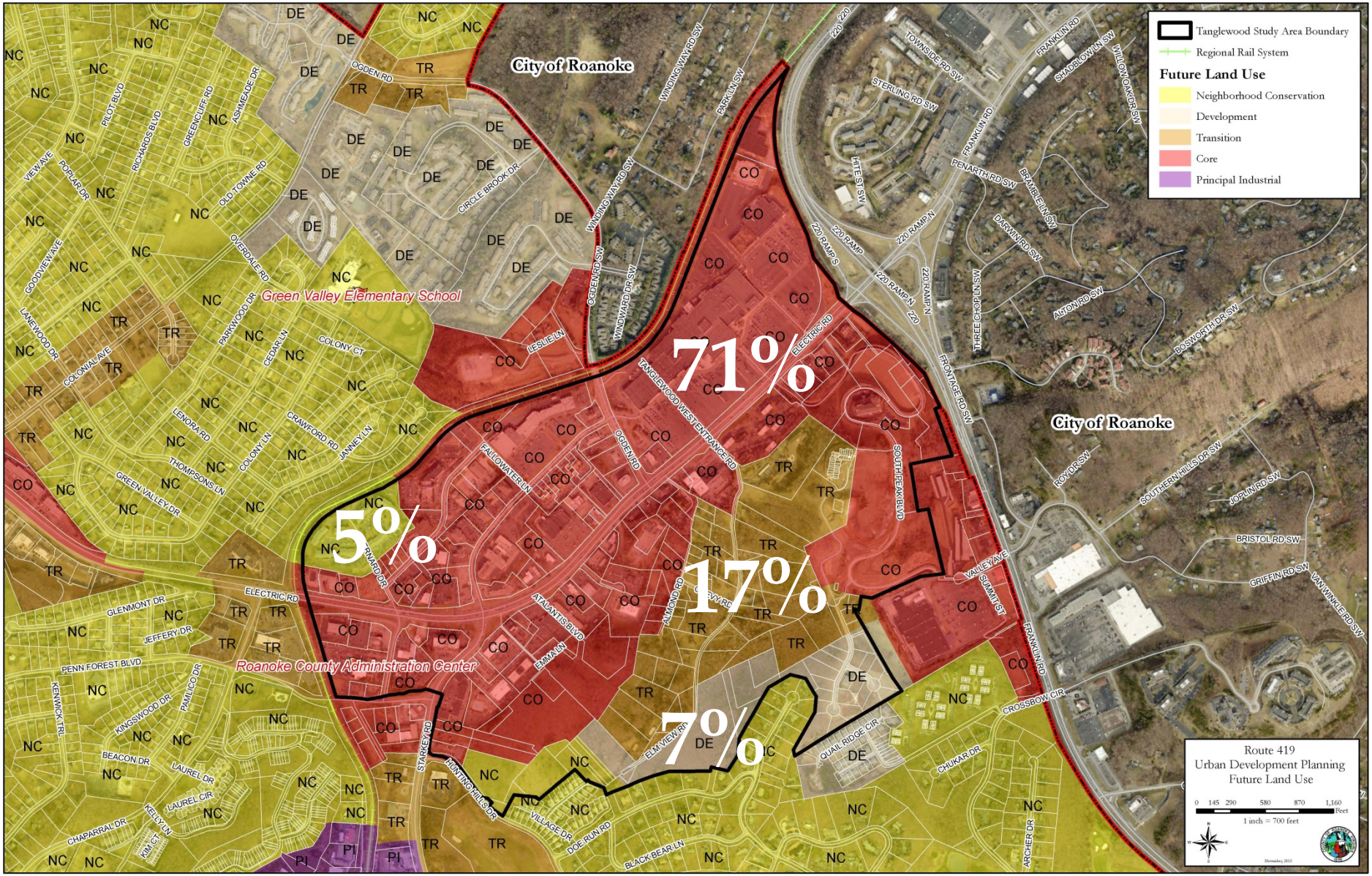
Study Area


City of Roanoke
City of Roanoke
Green Valley Elementary School
Roanoke County Administration Center
Route 419
Urban Development Planning
Study Area
0 145 290 580 870 1,160
Feet
1 inch = 700 feet
November, 2013
FORESTER RD
WOODLAND DR
OGDEN RD
OGDEN RD SW
WINDING WAY RD SW
PARKLIN SW
TOWNSIDE RD SW
STERLING RD SW
FRANKLIN RD
SHADBLOW LN SW
WILLOW OAK DR SW
SOMERSET ST SW
CASTLE HILL ST
PILOT BLVD
RICHARDS BLVD
GREENCLIFF RD
ASHMEADE DR
SUNCHASE LN
SUNRIDGE LN
VIEW AVE
OLD TOWNE RD
CIRCLE BROOK DR
PENARTH RD SW
BRAMBLE LN SW
DARWIN RD SW
HITE ST SW
220 RAMP
220 RAMP S
220 RAMP N
220
POPLAR DR
OVERDALE RD
GOODVIEW AVE
HARTMELL AVE
PARKWOOD DR
HONEYWOOD LN
WINDWARD DR SW
LESLIE LN
THREE CHOP LN SW
ALTON RD SW
BOSWORTH DR SW
LAKEWOOD DR
COLONIAL AVE
THOMPSONS LN
CEDAR LN
COLONY CT
BERRYHILL DR
TANGLEWOOD WEST ENTRANCE RD
ELECTRIC RD
FRONTAGE RD SW
LENORA RD
CRAWFORD RD
JANNEY LN
COLONY LN
ADAIR CIR
STARKEY RD
OGDEN RD
SOUTH PEAK BLVD
ROY DR SW
SOUTHERN HILLS DR SW
JOPLIN RD SW
GREEN VALLEY DR
FAIRBURN DR
BERWARD DR
FALLOWATER LN
ALMOND RD
CHEVARD
THE PEAKS DR
VALLEY AVE
SUMMIT ST
BRISTOL RD SW
GRIFFIN RD SW
VAN WINKLE RD SW
GLENMONT DR
JEFFERY DR
ATLANTIS BLVD
EMMA LN
PENN FOREST BLVD
KENWICK TRL
KINGSWOOD DR
PAULCO DR
WILLOWBEND DR
ELM VIEW RD
FLINTLOCK LN
QUAIL RIDGE CIR
QUAIL RIDGE CT
CROSSBOW CIR
CHUKAR DR
BEACON DR
CHAPARRAL DR
LAUREL CIR
KELLY LN
KIM CT
TERRY WALTERS DR
HUNTING HILLS DR
VILLAGE DR
DOE RUN RD
BLACK BEAR LN
FLINTLOCK RD
ARCHER DR

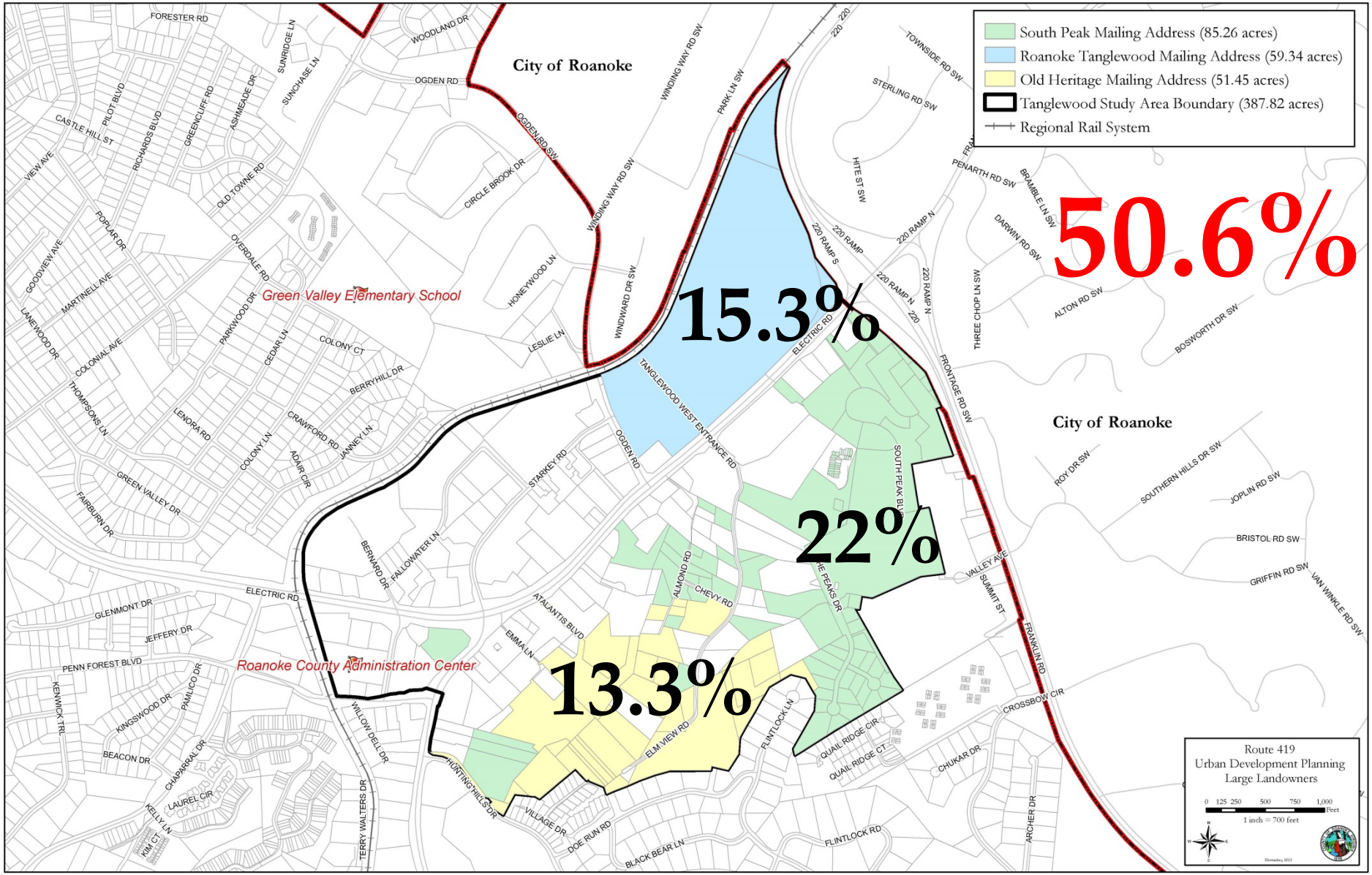
Zoning


City of Roanoke
City of Roanoke
Green Valley Elementary School
Roanoke County Administration Center
63%
8%
25%
4%
Route 419
Urban Development Planning
Zoning Districts
1 inch = 700 feet

Future Land Use



Property Owners



Transportation

Route	Start	End	2012	2013	2014
US 220	VA 419	Wonju St	43,000	43,000	44,000
US 220	SCL - City	VA 419	35,000	36,000	36,000
VA 419	US 220	Starkey Rd	43,000	44,000	43,000

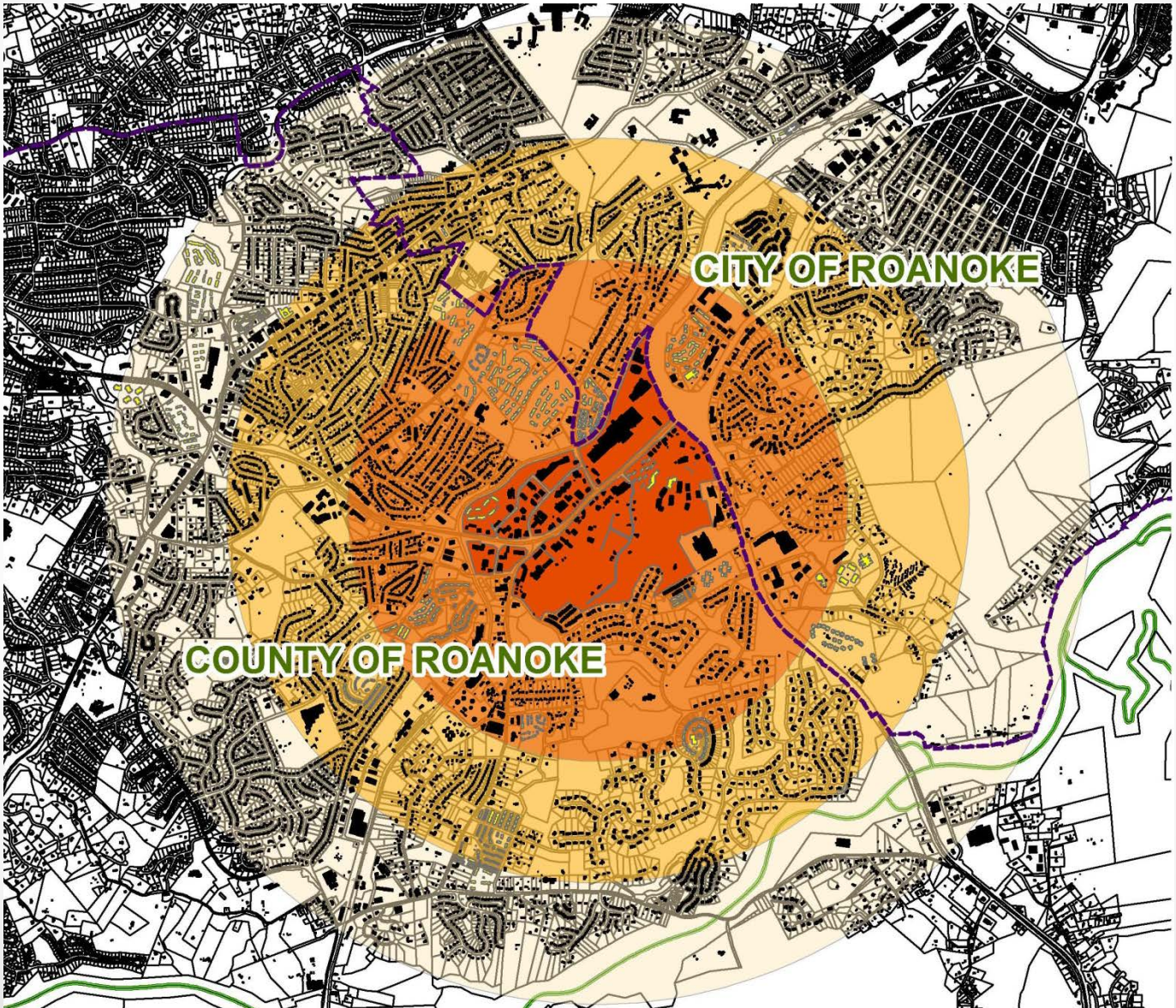
Route 419 Road Segment between US 220 & Starkey Road

Highest Traffic Count in Roanoke County
Third Highest Traffic Count in Roanoke Valley

Transit currently serves portions of the Study Area

County is pursuing road, bicycle, and pedestrian improvements along Electric Road and Ogden Road through different funding mechanisms (HB2, HSIP)

High Density Residential Development



High Density Residential Development

Location	Number of Multi-Family Developments	Total Units
Study Area	4	404
1 Mile	22	3,011
1.5 Miles	36	3,754
2 Miles	**45**	**4,879**

Demographics

	1 Mile	1.5 Miles	2 Miles
Population - 2015	5,642	14,576	24,401
Avg. Household Size	1.88	1.97	2.10
Owner Occupied Units	1,306	4,008	7,008
Renter Occupied Units	1,673	3,316	4,566
Median Age	42.2	45.5	45.5
Median Household Income	$49,095	$51,267	$54,280
White	82.2%	86.0%	87.0%
Black	7.6%	6.3%	5.7%
Asian	6.2%	4.4%	4.1%
Other	4.0%	3.3%	3.4%
Hispanic Origin	3.8%	3.1%	3.2%

Tanglewood Mall

- **Opened in 1973**
- **Mid 1980s** – 120 national/regional retailers
- **1995** – 91 stores listed in directory
- **2015** – 45 stores listed in directory

Tanglewood Mall

- Vacant Space – **21.4%** (over 130,000 sf)
- Vacant Space + Underutilized Space (Miller Motte, Gym Space, Mommy Time, Non-profit) – **32.4%**

County's Comprehensive Plan

- Blueprint for Future Growth & Development of the County
- Reflects the Community's goals and visions of what the future might be
- Ensures citizens that decisions based on the Plan are well-thought out and in the best interest of the County as a whole

County's Comprehensive Plan

Contains vision statements, goals, objectives, strategies and policies that support:

- Higher Density Commercial & Residential Development & Redevelopment
- Multi-modal transportation system
- Flexibility in Site Design with Increased Development Standards
- Citizen Involvement & Participation in the Designs of Large New Developments and Development Standards

Route 419 Transportation Plans

- 1987 Study (PDC) – Level of Service for Route 220 to Starkey Road segment was an **F** during the evening peak hour – segment described as **"notably dangerous"**

- 2010 Study (MPO) – Found **Accessibility, Mobility, and Safety Issues** between Route 220 and Starkey Road – Predicts that this road segment will have an **unacceptable LOS by 2035** – Recommended a series of **multi-modal improvements** to this segment

Urban Development Areas (UDAs)

- Designate appropriate areas for higher density development in close proximity to transportation infrastructure and public water & sewer availability to accommodate future growth
- In 2011, 15 areas in the County were identified as possible UDAs
  - **Tanglewood Mall – ranked #1**
  - **South Peak – ranked #3**

Other Planning Studies/Documents

Improvements to Route 419 are included in numerous planning studies and other documents:

- Route 419 Corridor Plan (2010)
- Roanoke County Community Plan (2005)
- Regional Pedestrian Vision Plan (2015)
- Bikeway Plan for the Roanoke Valley Area MPO (2012)
- RVAMPO Constrained Long-Range Plan 2035 (2011)
- Virginia Surface Transportation Plan 2035 (2010)
- Virginia Surface Transportation Plan 2035 UPDATE (2013)
- HB2 Application – Route 419 Widening, Safety, and Multimodal Improvements (2015)

Planning Study Proposal

- Conduct an Urban Development Planning Study to:
  - **Identify opportunities for higher density residential and commercial development and redevelopment** (alternatives)
  - Develop **a multi-modal transportation plan** to include cross street sections, parking needs, recommended improvements and planning cost estimates
  - Develop recommendations and planning cost estimates to upgrade **the existing infrastructure systems**
  - Conduct **a design charrette** and **develop design guidelines** for future development and redevelopment
  - Provide **regulatory and financial recommendations** to implement the plan

Summary

- The County should pursue increasing the amount of land zoned for commercial and industrial uses and seek alignment with future land use

- The County's economic development strategy should include a focus on **redevelopment in existing activity centers**

- The first activity center that should be planned for redevelopment is the **Tanglewood/South Peak area** of the **Route 419 Corridor**

Questions?