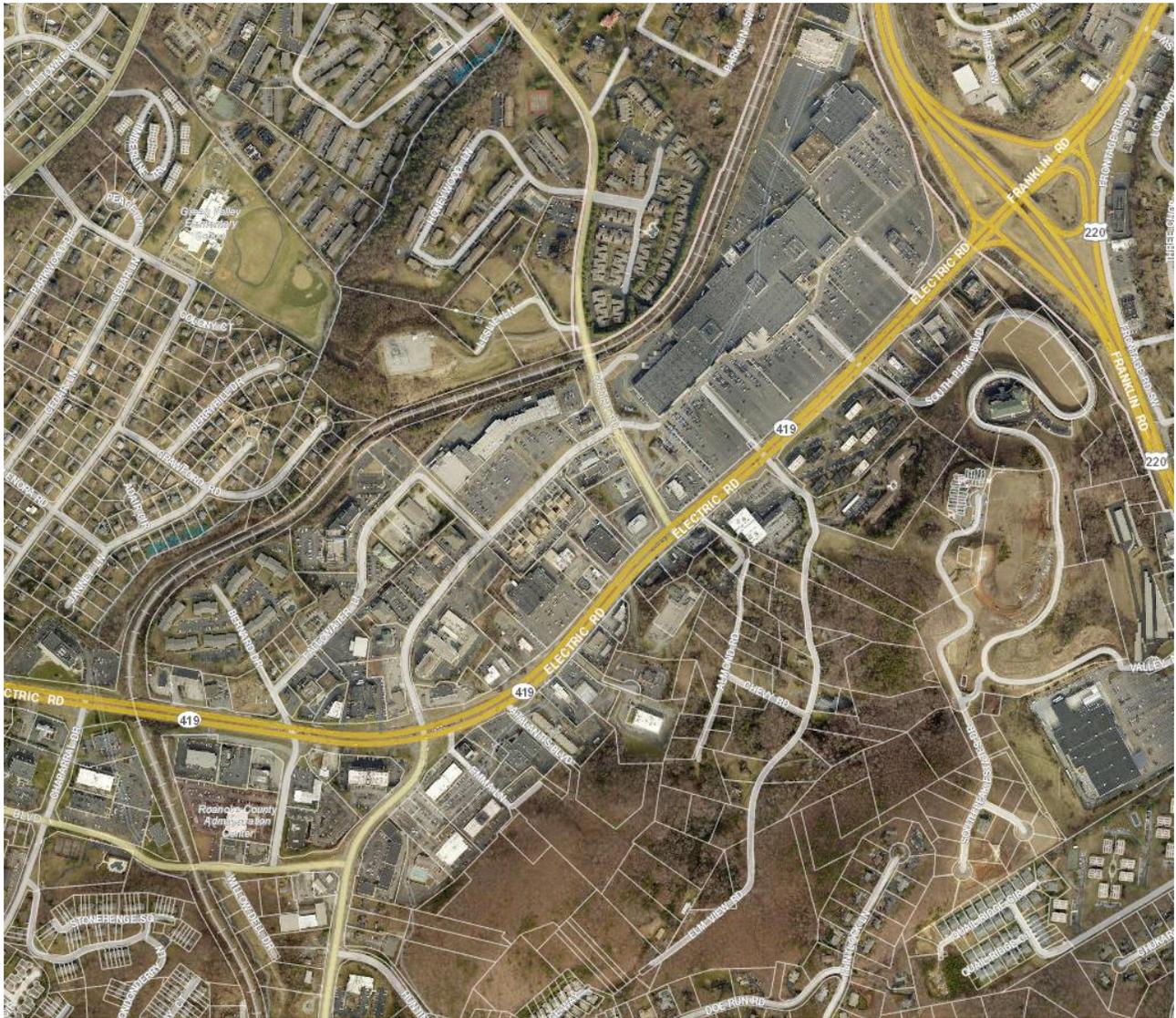


ROUTE 419 URBAN DEVELOPMENT PLANNING STUDY



Introduction

County staff (Planning & Zoning and Economic Development) is proposing that the County hire a consultant to conduct an urban development planning study for the Route 419 area between Route 220 and Starkey Road (see attached study area map). The proposed limits of the Route 419 Urban Development Planning Study Area would be:

- North and West: Norfolk Southern railroad right-of-way;
- East: City of Roanoke boundary, US Route 220 right-of-way and parcels that can utilize Route 419/Electric Road for access to the limits of the South Peak development; and
- South: Penn Forest Boulevard/a portion of Starkey Road/a portion of Hunting Hills Drive limiting the boundary to Old Heritage and South Peak development parcels.

The Study Area measures approximately 390 acres in size or about three-fifths of one square mile (0.25% of the County).

Staff is recommending this urban development planning study based on the following information:

- The amount of commercially zoned land in the County is **1.85%**; the amount of vacant developable commercially zoned land in the County is **0.40%**; **0.08%** of which is located in the Cave Spring Magisterial District; the redevelopment of existing commercial areas needs to be part of the County's economic development strategy
- **96%** of the study area is currently zoned for high intensity commercial and multi-family residential development
- **88%** of the study area is designated for higher density residential and commercial uses on the Future Land Use Map
- **50.6%** of the study area is owned by three property owners (and their associated corporations)
- The **highest** traffic count in Roanoke County exists on Electric Road between Route 220 and Starkey Road; this is the **third** highest traffic count in the Roanoke Valley
- The County is pursuing **road, bicycle, and pedestrian improvements** along Electric Road and Ogden Road through different funding mechanisms (HB2, HSIP)
- **Transit** currently serves portions of the study area
- The surrounding area (2-mile radius) includes higher density residential units (**4,879** units) within **45** multi-family developments
- Staff estimates that the current vacancy rate of **Tanglewood Mall** is approximately **21.4%**; if you include underutilized retail space (educational, service, non-profit) with vacant stores the percentage goes up to **32.4%**
- The **County's Comprehensive Plan** supports higher density commercial and residential development and redevelopment, development of a multi-modal transportation system, flexibility in site design but with high quality development standards, and citizen involvement and participation in the designs for large new developments and development standards
- Analyses of Route 419 have consistently documented **on-going accessibility, mobility, and safety issues** along certain portions of the corridor, including the largely commercialized area between US 220 and Starkey Road
- In 2011, staff analyzed 15 areas in the County for higher density development and redevelopment as part of the State's Urban Development Area requirements - **Tanglewood Mall was ranked #1 and South Peak was ranked #3**

ROUTE 419 URBAN DEVELOPMENT PLANNING STUDY

- Numerous planning studies and other documents refer to transportation improvements to Route 419

Additional information regarding these bulleted points is contained in the following existing conditions and previous planning studies/analyses sections along with attached maps and documents.

Existing Conditions

Listed below are some of the existing conditions of the study area and/or surrounding area. This includes information on zoning, future land use, traffic counts, transportation projects, transit, demographics, multi-family housing, and vacancy rates at Tanglewood Mall.

Zoning:

The study area currently is zoned for high density commercial and residential uses. Properties are zoned C-2 (High Intensity Commercial), C-1 (Low Intensity Commercial), R-4 (High Density Multi-Family Residential), and R-3 (Medium Density Multi-Family Residential). The breakdown of the study area by zoning classification is as follows:

Rank	Zoning	Acreage	% of Total Acreage	Parcels
1	C-2, C-2C, C-2CS, C-2S	224.93	63%	135
2	R-3, R-3C	90.03	25%	104
3	R-4, R-4C	27.82	8%	41
4	C-1	13.36	4%	10
	Totals	356.14	100%	290

The C-2 zoning is located throughout the study area mainly focused on Route 419 frontage parcels and the South Peak development. The C-1 zoned properties are located at the end of Emma Lane. Properties zoned R-4 include the existing developments of Copper Croft Apartments, the South Peak Condominiums, and Windy Hill Key Apartments. The majority of the R-3 zoned properties are located along Elm View Road. A zoning map of the study area is attached.

The amount of land in the County (not including the Town of Vinton) zoned commercial is approximately **1.85%** (C-2 - 1.25%, C-1 - 0.55%) and approximately **0.73%** of the County is zoned for multi-family residential (R-4 – 0.13%, R-3 – 0.60%). The study area’s commercial zoning (C-2 & C-1) accounts for **8.4%** of the land zoned commercial in the County, and the C-2 zoning in the study area accounts for **12%** of the land zoned C-2 in the County. The study area’s multi-family zoning (R-4 & R-3) makes up **10.6%** of the County’s multi-family zoning. Properties zoned R-4 and R-3 within the study area comprise **14.1%** and **9.8%** of the County’s total for these zoning districts.

An analysis done by GIS staff for Economic Development (attached) indicates that the amount of vacant developable commercially zoned land in the County is **624.20 acres (0.40%)** with **127.12 acres (0.08%)** being located in the Cave Spring Magisterial District.

Future Land Use:

The future land use designations within the study area include Core, Transition, Development, and Neighborhood Conservation. A breakdown of these future land use designations within the study area is as follows:

ROUTE 419 URBAN DEVELOPMENT PLANNING STUDY

Future Land Use	Acreage	% of Total Acreage
Core	275.71	71%
Transition	64.70	17%
Development	27.66	7%
Neighborhood Conservation	19.74	5%
Totals	387.81	100%

Higher density commercial and residential uses are recommended uses in the Core and Transition future land use designations which account for **88%** of the study area. A map of the study area's future land use designations is attached.

Large Landowners:

Within the study area there are three (3) major landowners that own a total of 196.05 acres (**50.6%**). South Peak and its associated corporations own 85.26 acres (**22%**), the owners of Tanglewood Mall own 59.34 acres (**15.3%**), and Old Heritage owns 51.45 acres (**13.3%**). A map showing the properties owned by these three large landowners is attached.

Traffic Counts:

According to 2014 VDOT Annual Average Daily Traffic (AADT) Volume Estimate data, the segment of Route 419/Electric Road between US 220/Franklin Road in the City of Roanoke and Starkey Road in Roanoke County is the **third** busiest road segment in the Roanoke Valley. The busiest segment is Route 220 between Elm Avenue and Wonju Street (71,000 trips) and the second busiest is Route 220 between Wonju Street and Business Route 220/Route 419 (44,000 trips). The next busiest section of road entirely within Roanoke County is Interstate 81 between Route 419/Electric Road and I-581 with 34,000 trips per day. Traffic counts for Route 220 and Route 419 from 2012 to 2014 are listed below:

Route	Route Name	Start	End	2012	2013	2014
US 220	Roy Webber Expwy	BUS US 220; SR 419 Electric Rd	Wonju St	43,000	43,000	44,000
US 220	Franklin Rd	South Corp. Limit Roanoke	BUS US 220; SR 419 Electric Rd	35,000	36,000	36,000
VA 419	Electric Rd	US 220; Bus US 220 Franklin Rd	80-904 Starkey Rd	43,000	44,000	43,000

Route 419 Transportation Improvements

In 2015, the County submitted an application to fund road, bicycle and pedestrian improvements for Route 419/Electric Road from Ogden Road to Route 220 under House Bill 2 (HB2). The HB2 project incorporates a recent VDOT Six Year Improvement Plan allocation for pedestrian safety improvements for the 419/Electric Road and Ogden Road intersection utilizing Highway Safety Improvement Program (HSIP) funds. Components of this project are included in the attached supporting documents.

Transit:

Valley Metro bus service currently serves Tanglewood Mall and has stops on Route 419 between Ogden Road and Route 220.

Demographics:

Census and American Community Survey data were used to get a better understanding of the population living within one (1) and two (2) miles of the study area. Within a one (1) mile radius of the study area, the population was 5,284 people as of 2010. Within this area, more people rent property than own. As of 2010, 53.1 percent of housing units were renter occupied with the remaining 46.9 percent owner occupied. The median age of this population is 41.1 and the racial composition is primarily white alone (84 percent), followed by black alone (7.3 percent) and Asian alone (5.3 percent). Those of Hispanic origin from any race make up 3.2 percent of the population. Lastly, the median household income as of 2015 is \$45,991.

As demographics are observed further from the study area at a two (2) mile radius, property ownership increases along with age and income, while diversity declines. With a total population of 23,727 as of the 2010 Census, 64 percent of the population lives in owner occupied housing, while the remaining 36 percent rent. The median age increased from 41.1 at a one (1) mile radius to 44.2 at a two (2) mile radius. The median household income as of 2015 is \$54,280. As for the racial and ethnic composition of the area, the population is 88.7 percent white alone, 5.2 percent black alone and 3.4 percent Asian alone. Those of Hispanic origin from any race make up 2.5 percent of the population. Demographic and Income Report is included as an attachment to this document.

Multi-Family Housing:

Data was also gathered on existing multi-family developments to get an understanding of the existing conditions in the study area and surrounding buffers of one (1), one and a half (1.5) and two (2) miles. Currently there are **45** apartment building, condominium, townhome and senior housing developments within a two (2) mile radius of the study area with a total of **4879** housing units. This number includes complexes within both Roanoke County and Roanoke City. Within the study area alone, there are **four (4)** multi-family developments with **404** units. The largest number of developments and housing units are within one (1) mile of the study area, which includes **22** multi-family developments with a total of **3011** units. A listing and map of the multi-family housing developments are attached to this document.

Tanglewood Mall

Developed in the early 1970's, Tanglewood Mall has lost its prominence as a regional shopping destination. Staff estimates that the current vacancy rate is approximately **21.4%**. If you include underutilized retail space (educational, service, non-profit) with vacant stores the percentage goes up to **32.4%**. Attached to this document is a brief paper on the rise of shopping malls in America including the development of Tanglewood Mall and its current situation, and how shopping malls may be reimaged/redeveloped in the future. Also attached are a breakdown of the mall's square footage estimated by staff, and some facts about retrofitting shopping malls.

Previous Planning Studies/Analyses

Several planning studies and analyses have been completed detailing development and transportation recommendations for the Route 419 corridor. These include:

Roanoke County Comprehensive Plan (2005):

The County's Comprehensive Plan is a blueprint for future growth and development of the County. It is a document that reflects the community's goals and visions of what the future might be. It also ensures citizens that decisions based on the Plan are well-thought out and in the best interests of

ROUTE 419 URBAN DEVELOPMENT PLANNING STUDY

the County as a whole. The attached document contains vision statements, goals, objectives, strategies and policies from the Comprehensive Plan that supports: higher density commercial and residential development and redevelopment; a multi-modal transportation system; flexibility in site design but requires quality development with high design standards; and citizen involvement and participation in the designs for large new developments and development standards.

Route 419 Transportation Plans (RVARC):

Periodic analyses of Route 419 have consistently documented on-going accessibility, mobility, and safety issues along certain portions of the corridor, including the largely commercialized area between US 220 and Starkey Road:

- A 1987 study by the Fifth Planning District Commission graded the Level of Service (LOS) from Route 220 to the Starkey Road intersection at a 'F' level during the evening peak hour and described this segment as 'notably dangerous.'
- A joint 2010 study by the Roanoke Valley Area Metropolitan Planning Organization (RVAMPO) and the Salem District of the Virginia Department of Transportation (VDOT) found accessibility, mobility, and safety issues between Route 220 and the Starkey Road intersection. Currently, the signalized intersection at US 220 operates an LOS F during both the peak AM and PM hours. The report projects that the segment between Rt. 220 and Starkey Road will have an unacceptable LOS by 2035 and recommended a series of multi-modal improvements to this segment.

As this commercial area continues to evolve, improving access and connectivity in and around this corridor will be crucial for continued economic development and enhancing the quality of life for adjacent residential areas.

Urban Development Area / Designated Growth Area :

In 2007, Virginia enacted legislation (HB3202) establishing a land use planning category known as Urban Development Areas (UDAs). The effect of this legislation, subsequently amended, was to encourage localities to designate appropriate areas for higher density development in close proximity to transportation infrastructure with public water and sewer availability to accommodate projected future population growth in their comprehensive plans. Through this planning effort, 15 areas were identified as possible UDAs meeting these criteria. Three of these areas are included in the Route 419 Urban Development Planning Study Area: Tanglewood Mall (#1 ranking), South Peak (#3 ranking) and Electric Road/419 between the City of Salem and the City of Roanoke (#4 ranking). The Board of Supervisors did not adopt UDAs in 2011 and the legislation was amended in 2012 to allow UDAs to be optional.

With the adoption of House Bill 2 (HB2) in 2014, the Commonwealth of Virginia provided additional incentives for localities to designate growth areas by using this designation as an eligibility requirement for receiving state funding for local transportation projects. On September 22, 2015, the Board of Supervisors approved an amendment to the County's Comprehensive Plan to include Designated Growth Areas (DGAs).

Other Planning Studies/Documents:

Numerous planning studies and other documents refer to transportation improvements to Route 419. These include:

ROUTE 419 URBAN DEVELOPMENT PLANNING STUDY

- Route 419 Corridor Plan (2010)
- Roanoke County Community Plan (2005)
- Regional Pedestrian Vision Plan (2015)
- Bikeway Plan for the Roanoke Valley Area Metropolitan Planning Organization (2012)
- RVAMPO Constrained Long-Range Transportation 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)

The Roanoke Valley Area Regional Commission is currently working on a Transit Vision Plan which will propose changes to mass transit accommodations in the Roanoke Valley.

Planning Study Proposal

Staff recommends that the County hire a consultant to conduct an Urban Development Planning Study along Electric Road (Route 419) from Franklin Road (US Route 220) to the Norfolk & Western Railroad Line just west of Starkey Road. The Planning Study would include the following:

- Review the existing development in the study area and identify opportunities for higher density residential and commercial development and redevelopment (alternatives)
- Analyze the existing transportation system (including parking) and develop a multi-modal transportation plan for the recommended build-out of the study area including street cross sections, parking needs, recommended improvements and planning cost estimates
- Analyze the existing infrastructure systems and develop recommendations and planning cost estimates to accommodate the recommended build-out of the study area
- Conduct a design charrette for certain properties within the study area and develop design guidelines for future development and redevelopment in the study area
- Provide regulatory and financial recommendations to implement the recommended build-out of the study area

Attachments

The following attachments are included to provide additional information regarding this proposal:

Study Area Map
Zoning Map
GIS Analysis on Commercial & Industrial Zoned Land in Roanoke County
Future Land Use Map
Large Landowner Map
Electric Road (Route 419) Improvement Drawings (House Bill 2 Application)
Demographic Information (1 mile, 1 ½ mile, 2 miles radii)
Multi-family Housing Listing and Map
Tanglewood Mall Paper & Information
Retrofitting Suburbia – Facts about mixed use developments and retrofits
Comprehensive Plan Supporting Information



City of Roanoke

Green Valley Elementary School

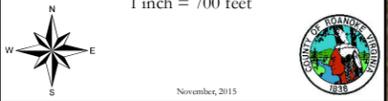
Roanoke County Administration Center

City of Roanoke

Route 419
Urban Development Planning
Study Area

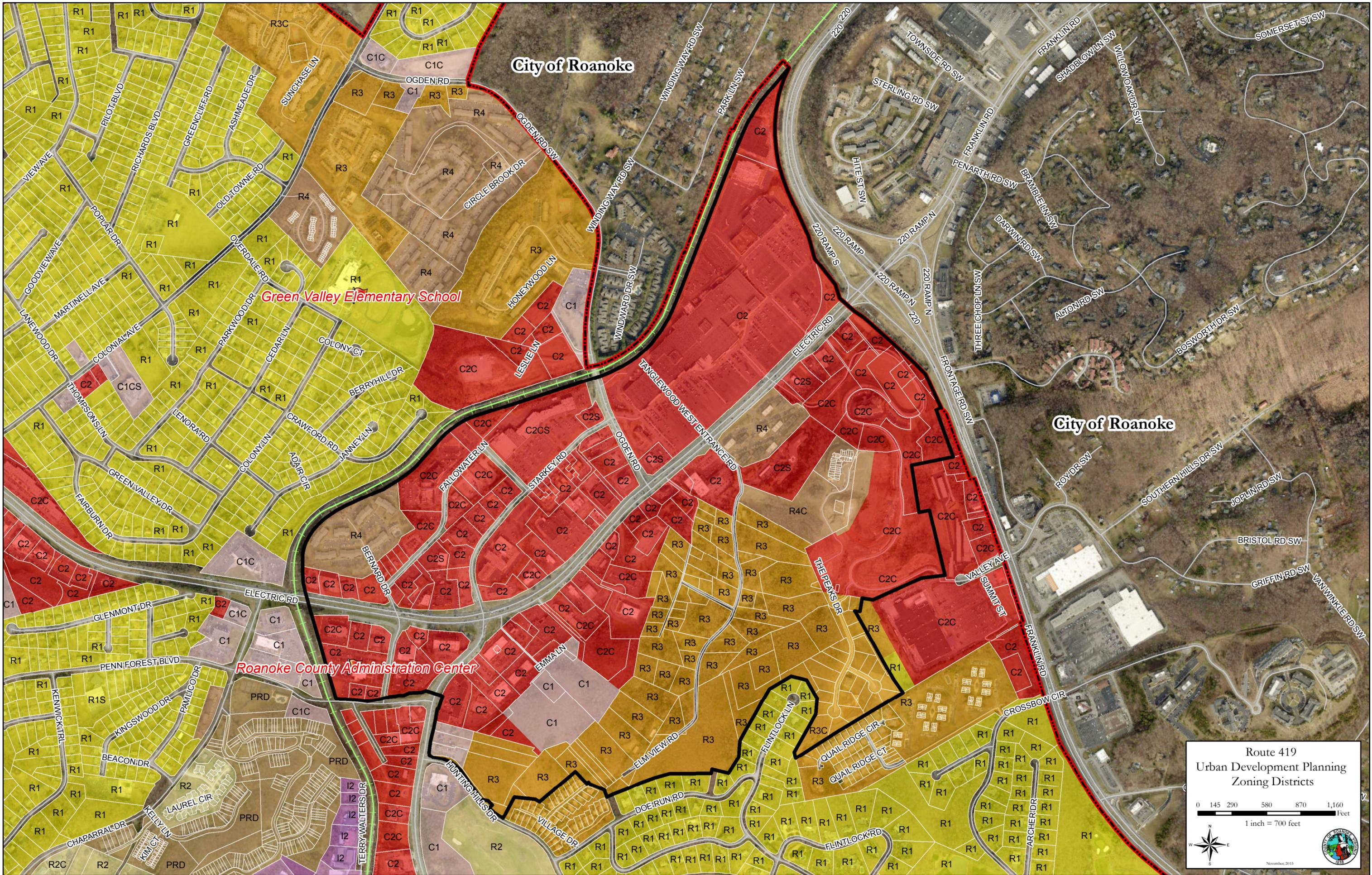
0 145 290 580 870 1,160
Feet

1 inch = 700 feet



November, 2015





City of Roanoke

Green Valley Elementary School

Roanoke County Administration Center

City of Roanoke

Route 419
Urban Development Planning
Zoning Districts

0 145 290 580 870 1,160 Feet
1 inch = 700 feet

November, 2015

Roanoke County Land Analysis

Figures below based on County Boundary and Parcel Geometry	
Total Land Area - County	Acres
County Area (Boundary)	160814.85
County Area (Parcels)	154181.99
Difference due to Road Right of Way	6632.86

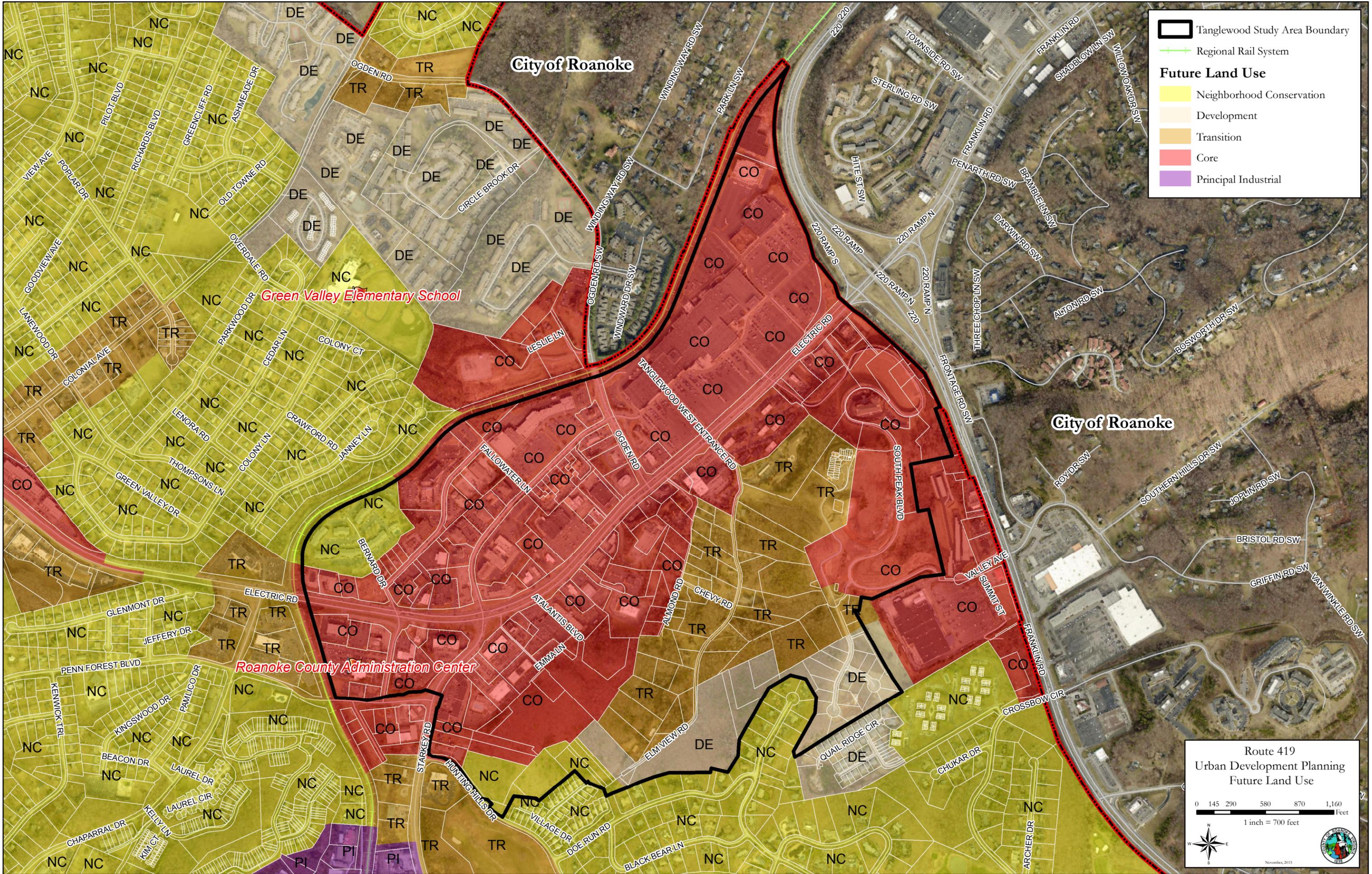
Figures below are based on Parcel_Geometry and Zoning_Detailed		
Total Area based on Zoning	Acres	% Total County Acreage
Total Commercial Area with PCD	3147.56	2.04%
Total Industrial Area with PTD	3509.03	2.28%
Combined Commercial & Industrial	6656.59	4.32%

Figures below based on Parcel_Data (Card 001 only)		
Residual Area	Acres	% Total County Acreage
Vacant Commercial with PCD	763.58	0.50%
Vacant Industrial with PTD	1342.82	0.87%

Developable Vacant Land (Based on <33% slope and FEMA Data)		
	Acres	% Total County Acreage
Total Vacant Commercial Impacted by Floodway	13.64	0.01%
Total Vacant Commercial Impacted by Floodplain	21.43	0.01%
Residual Vacant Commercial (Subtract Floodway)	749.94	0.49%
Total Vacant Industrial Impacted by Floodway	47.69	0.03%
Total Vacant Industrial Impacted by Floodplain	114.24	0.07%
Residual Vacant Industrial (Subtract Floodway)	1295.13	0.84%
Total Vacant Commercial Impacted by Steep Slope	125.74	0.08%
Total Vacant Industrial Impacted by Steep Slope	229.02	0.15%
Final Developable Commercial	624.20	0.40%
Final Developable Industrial	1066.11	0.69%
Combined	1690.31	1.10%

Developable Commercial by Magisterial District		
	Acres	% Total County Acreage
Catawba	119.46	0.08%
Cave Spring	127.12	0.08%
Hollins	178.63	0.12%
Vinton	160.86	0.10%
Windsor Hills	38.11	0.02%

Developable Industrial by Magisterial District		
	Acres	% Total County Acreage
Catawba	703.45	0.46%
Cave Spring	23.15	0.02%
Hollins	206.84	0.13%
Vinton	131.91	0.09%
Windsor Hills	0.00	0.00%



Tanglewood Study Area Boundary

Regional Rail System

Future Land Use

- Neighborhood Conservation
- Development
- Transition
- Core
- Principal Industrial

City of Roanoke

City of Roanoke

Green Valley Elementary School

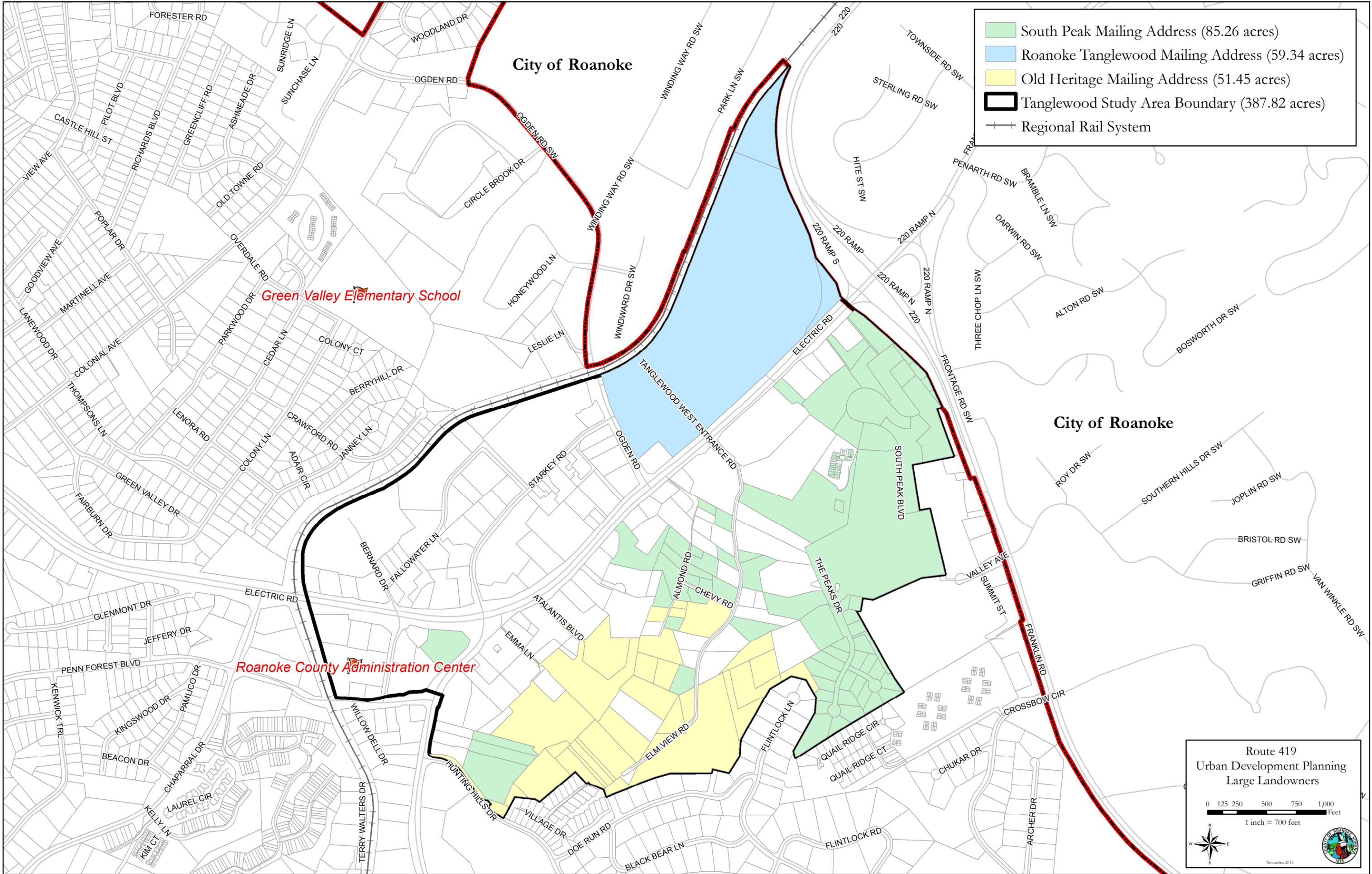
Roanoke County Administration Center

Route 419
Urban Development Planning
Future Land Use

0 145 290 580 870 1,160 Feet

1 inch = 700 feet

November, 2015



- South Peak Mailing Address (85.26 acres)
- Roanoke Tanglewood Mailing Address (59.34 acres)
- Old Heritage Mailing Address (51.45 acres)
- Tanglewood Study Area Boundary (387.82 acres)
- Regional Rail System

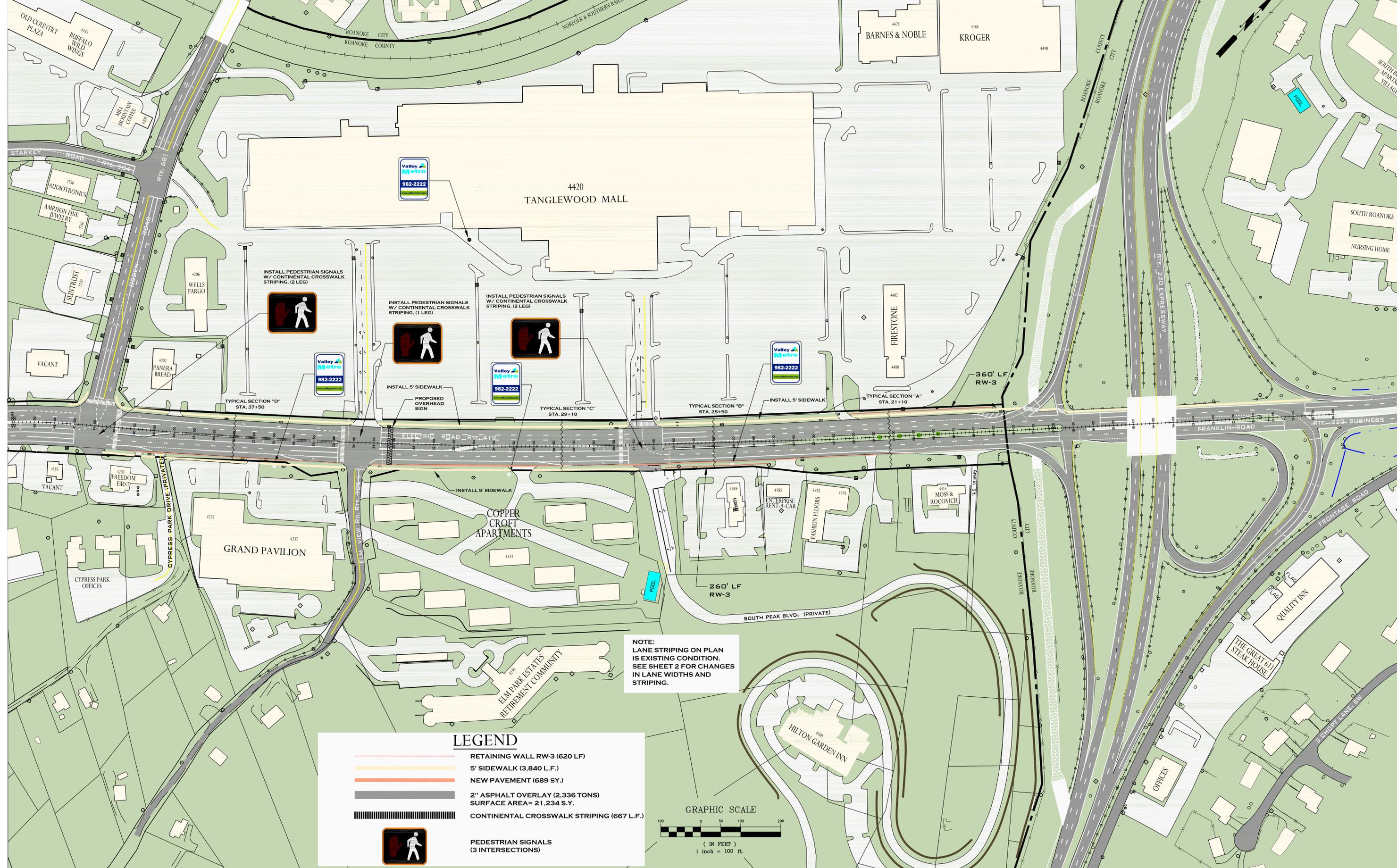
Green Valley Elementary School

Roanoke County Administration Center

Route 419
Urban Development Planning
Large Landowners

0 125 250 500 750 1,000 Feet
1 inch = 700 feet

November, 2015



INSTALL PEDESTRIAN SIGNALS
W/ CONTINENTAL CROSSWALK
STRIPING. (2 LEG)

INSTALL PEDESTRIAN SIGNALS
W/ CONTINENTAL CROSSWALK
STRIPING. (1 LEG)

INSTALL PEDESTRIAN SIGNALS
W/ CONTINENTAL CROSSWALK
STRIPING. (2 LEG)

TYPICAL SECTION "D"
STA. 37+50

INSTALL 5' SIDEWALK

TYPICAL SECTION "C"
STA. 29+10

TYPICAL SECTION "B"
STA. 25+50

INSTALL 5' SIDEWALK

TYPICAL SECTION "A"
STA. 21+10

360' LF
RW-3

INSTALL 5' SIDEWALK

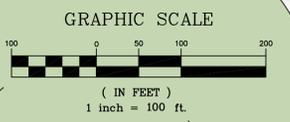
260' LF
RW-3

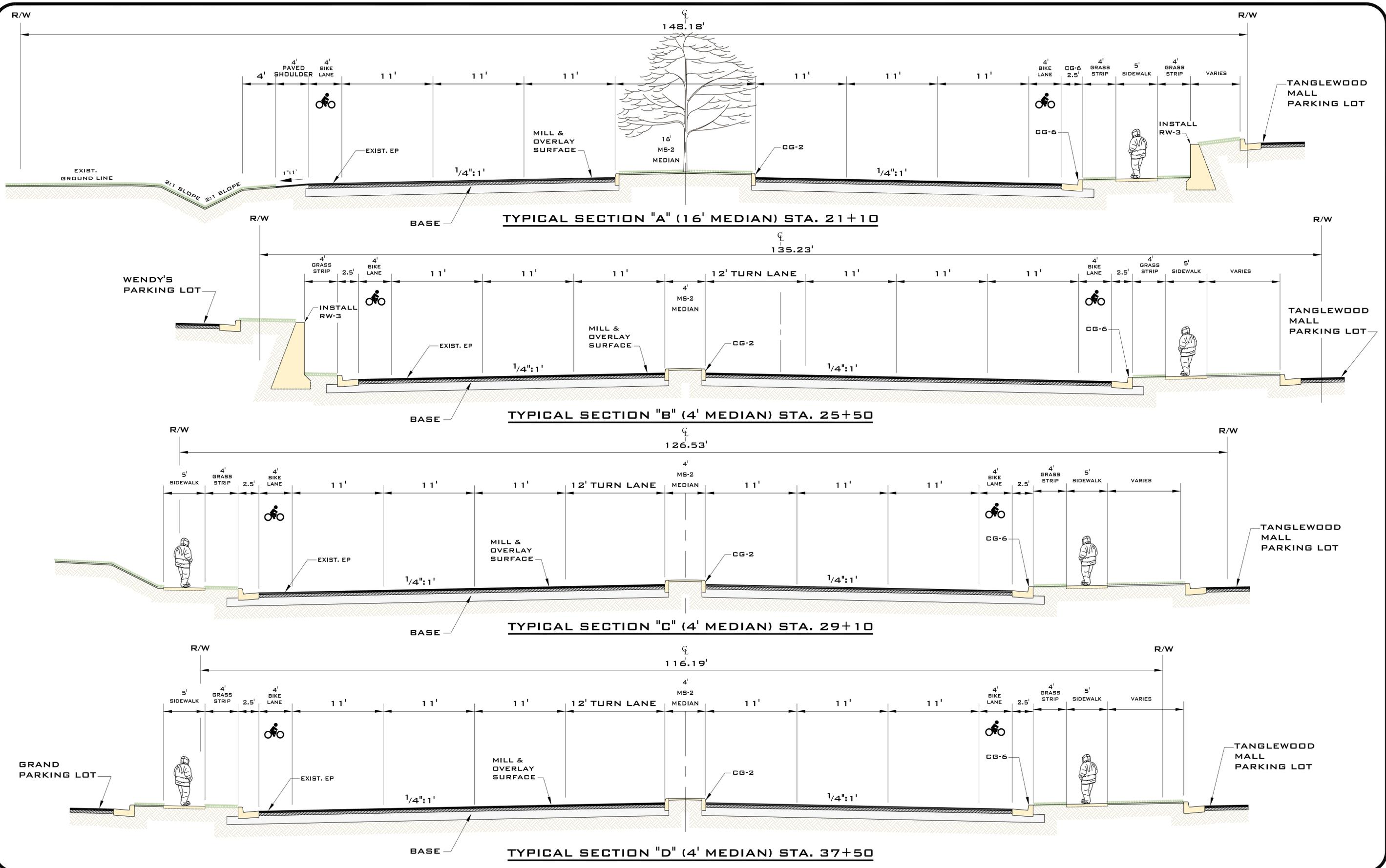
SOUTH PEAK BLVD. (PRIVATE)

NOTE:
LANE STRIPING ON PLAN
IS EXISTING CONDITION.
SEE SHEET 2 FOR CHANGES
IN LANE WIDTHS AND
STRIPING.

LEGEND

-  RETAINING WALL RW-3 (620 LF)
-  5' SIDEWALK (3,840 L.F.)
-  NEW PAVEMENT (689 SY.)
-  2" ASPHALT OVERLAY (2,336 TONS)
SURFACE AREA= 21,234 S.Y.
-  CONTINENTAL CROSSWALK STRIPING (667 L.F.)
-  PEDESTRIAN SIGNALS
(3 INTERSECTIONS)





DEPARTMENT OF
COMMUNITY
DEVELOPMENT

1		
2		
3		
4		
5		
6		
NO.	REVISIONS	DATE

**ELECTRIC ROAD WIDENING, SAFETY,
AND MULTIMODAL IMPROVEMENTS**

DATE: 9/16/2015
 SCALE: 1" = 5'
 DRAWING BY: BWE
 DESIGNED BY: COMMUNITY DEVELOPMENT
 APPROVED BY: VDOT



TYPICAL SECTION

SHEET
2
OF
2

Drawing name: T:\Transportation\Projects\Special Projects\419 HB2\419 HB2 Plan.dwg



Demographic and Income Report

4167 ELECTRIC RD
Ring: 1 mile radius

Produced by Roanoke County Virginia

Latitude: 37.225956
Longitude: -79.9796981

Summary	Census 2010	2015	2020
Population	5,284	5,642	5,861
Households	2,782	2,979	3,105
Families	1,395	1,478	1,532
Average Household Size	1.89	1.88	1.88
Owner Occupied Housing Units	1,290	1,306	1,359
Renter Occupied Housing Units	1,492	1,673	1,746
Median Age	41.2	42.2	42.3
Trends: 2015 - 2020 Annual Rate	Area	State	National
Population	0.76%	0.99%	0.75%
Households	0.83%	1.00%	0.77%
Families	0.72%	0.92%	0.69%
Owner HHs	0.80%	0.95%	0.70%
Median Household Income	2.30%	2.91%	2.66%

Households by Income	2015		2020	
	Number	Percent	Number	Percent
<\$15,000	227	7.6%	218	7.0%
\$15,000 - \$24,999	294	9.9%	237	7.6%
\$25,000 - \$34,999	419	14.1%	322	10.4%
\$35,000 - \$49,999	574	19.3%	582	18.7%
\$50,000 - \$74,999	620	20.8%	687	22.1%
\$75,000 - \$99,999	296	9.9%	376	12.1%
\$100,000 - \$149,999	275	9.2%	342	11.0%
\$150,000 - \$199,999	162	5.4%	199	6.4%
\$200,000+	111	3.7%	143	4.6%
Median Household Income	\$49,095		\$55,012	
Average Household Income	\$69,572		\$79,495	
Per Capita Income	\$35,175		\$40,291	

Population by Age	Census 2010		2015		2020	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	248	4.7%	255	4.5%	273	4.7%
5 - 9	259	4.9%	242	4.3%	247	4.2%
10 - 14	277	5.2%	263	4.7%	240	4.1%
15 - 19	270	5.1%	306	5.4%	263	4.5%
20 - 24	368	7.0%	433	7.7%	472	8.1%
25 - 34	810	15.3%	832	14.7%	905	15.4%
35 - 44	675	12.8%	676	12.0%	704	12.0%
45 - 54	725	13.7%	714	12.7%	665	11.3%
55 - 64	678	12.8%	735	13.0%	730	12.5%
65 - 74	437	8.3%	588	10.4%	673	11.5%
75 - 84	350	6.6%	365	6.5%	427	7.3%
85+	186	3.5%	233	4.1%	262	4.5%

Race and Ethnicity	Census 2010		2015		2020	
	Number	Percent	Number	Percent	Number	Percent
White Alone	4,411	83.5%	4,638	82.2%	4,658	79.5%
Black Alone	382	7.2%	430	7.6%	488	8.3%
American Indian Alone	18	0.3%	23	0.4%	28	0.5%
Asian Alone	306	5.8%	351	6.2%	429	7.3%
Pacific Islander Alone	2	0.0%	2	0.0%	2	0.0%
Some Other Race Alone	44	0.8%	52	0.9%	68	1.2%
Two or More Races	121	2.3%	146	2.6%	188	3.2%
Hispanic Origin (Any Race)	178	3.4%	216	3.8%	285	4.9%

Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020.

November 17, 2015



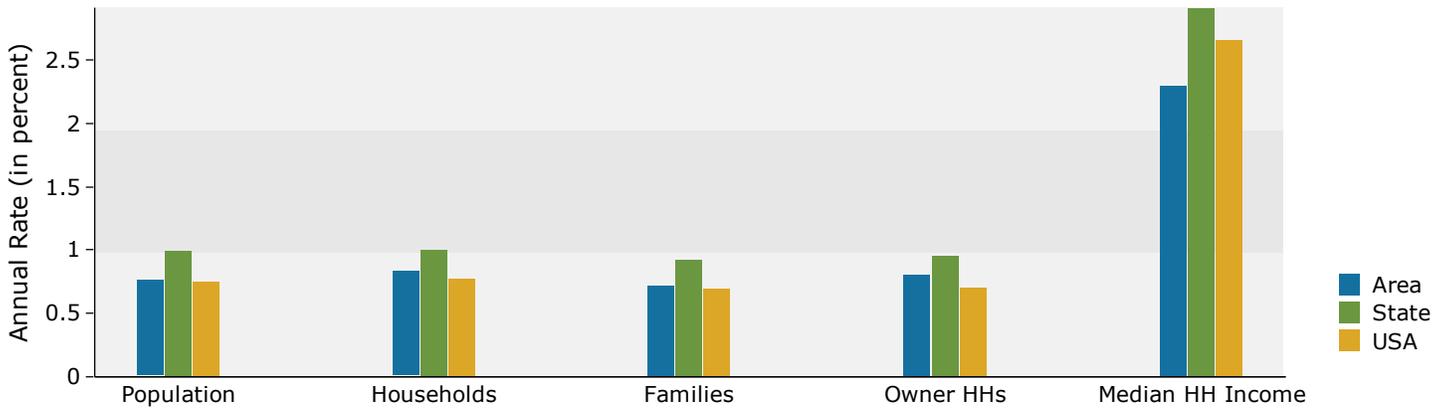
Demographic and Income Report

4167 ELECTRIC RD
Ring: 1 mile radius

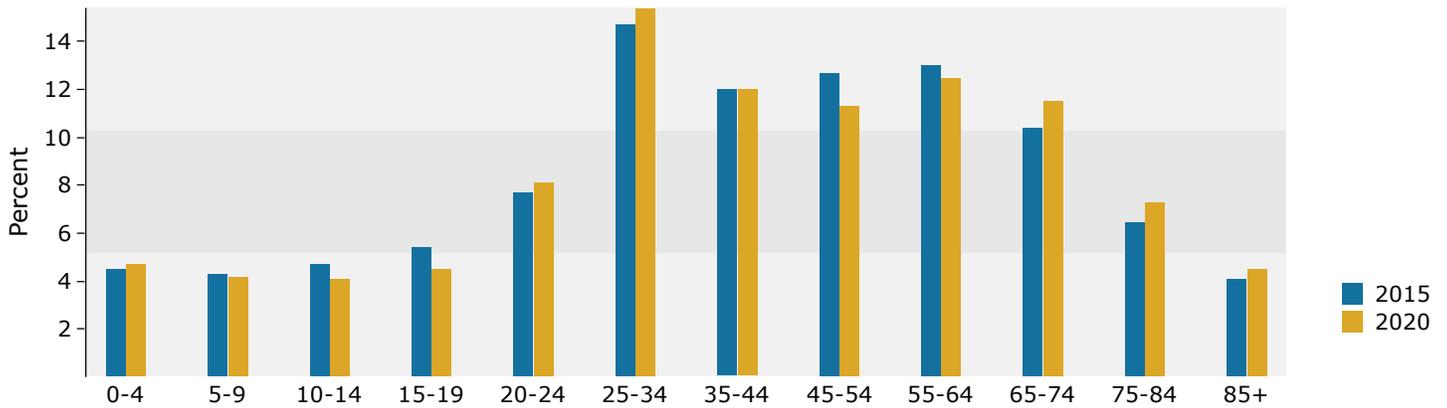
Produced by Roanoke County Virginia

Latitude: 37.225956
Longitude: -79.9796981

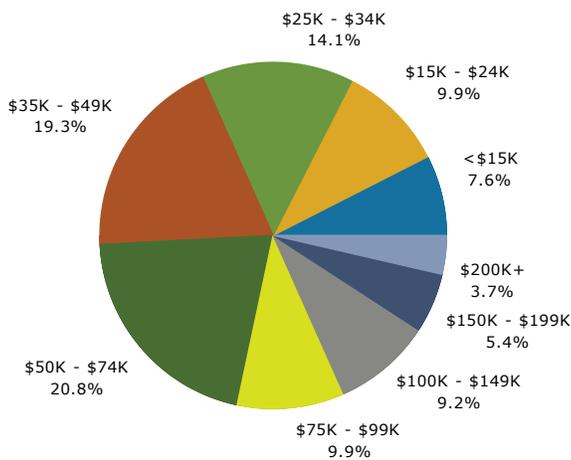
Trends 2015-2020



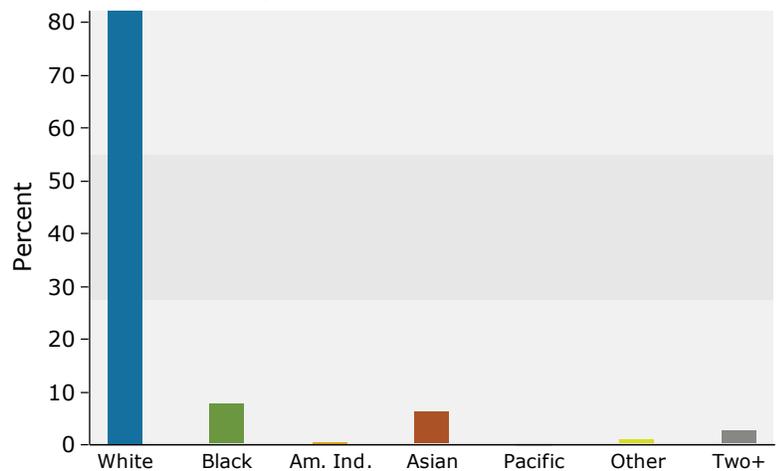
Population by Age



2015 Household Income



2015 Population by Race



2015 Percent Hispanic Origin: 3.8%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020.



Demographic and Income Report

4167 ELECTRIC RD
Ring: 1.5 mile radius

Produced by Roanoke County Virginia

Latitude: 37.225956
Longitude: -79.9796981

Summary	Census 2010	2015	2020
Population	13,787	14,576	15,155
Households	6,908	7,324	7,639
Families	3,631	3,814	3,955
Average Household Size	1.98	1.97	1.97
Owner Occupied Housing Units	3,991	4,008	4,164
Renter Occupied Housing Units	2,917	3,316	3,475
Median Age	44.2	45.5	46.2
Trends: 2015 - 2020 Annual Rate	Area	State	National
Population	0.78%	0.99%	0.75%
Households	0.85%	1.00%	0.77%
Families	0.73%	0.92%	0.69%
Owner HHs	0.77%	0.95%	0.70%
Median Household Income	2.57%	2.91%	2.66%

Households by Income	2015		2020	
	Number	Percent	Number	Percent
<\$15,000	514	7.0%	493	6.5%
\$15,000 - \$24,999	665	9.1%	547	7.2%
\$25,000 - \$34,999	985	13.4%	768	10.1%
\$35,000 - \$49,999	1,395	19.0%	1,382	18.1%
\$50,000 - \$74,999	1,363	18.6%	1,488	19.5%
\$75,000 - \$99,999	775	10.6%	963	12.6%
\$100,000 - \$149,999	783	10.7%	958	12.5%
\$150,000 - \$199,999	455	6.2%	552	7.2%
\$200,000+	389	5.3%	488	6.4%
Median Household Income	\$51,267		\$58,204	
Average Household Income	\$77,019		\$87,973	
Per Capita Income	\$38,115		\$43,642	

Population by Age	Census 2010		2015		2020	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	609	4.4%	609	4.2%	638	4.2%
5 - 9	677	4.9%	633	4.3%	639	4.2%
10 - 14	719	5.2%	715	4.9%	670	4.4%
15 - 19	673	4.9%	738	5.1%	691	4.6%
20 - 24	800	5.8%	840	5.8%	870	5.7%
25 - 34	1,830	13.3%	1,931	13.2%	1,968	13.0%
35 - 44	1,729	12.5%	1,720	11.8%	1,896	12.5%
45 - 54	2,001	14.5%	1,945	13.3%	1,817	12.0%
55 - 64	1,951	14.2%	2,080	14.3%	2,070	13.7%
65 - 74	1,259	9.1%	1,685	11.6%	1,978	13.1%
75 - 84	1,002	7.3%	1,031	7.1%	1,198	7.9%
85+	537	3.9%	648	4.4%	720	4.8%

Race and Ethnicity	Census 2010		2015		2020	
	Number	Percent	Number	Percent	Number	Percent
White Alone	12,078	87.6%	12,533	86.0%	12,680	83.7%
Black Alone	812	5.9%	924	6.3%	1,051	6.9%
American Indian Alone	32	0.2%	41	0.3%	50	0.3%
Asian Alone	520	3.8%	638	4.4%	801	5.3%
Pacific Islander Alone	4	0.0%	4	0.0%	4	0.0%
Some Other Race Alone	92	0.7%	118	0.8%	157	1.0%
Two or More Races	249	1.8%	317	2.2%	411	2.7%
Hispanic Origin (Any Race)	349	2.5%	452	3.1%	604	4.0%

Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020.

November 17, 2015



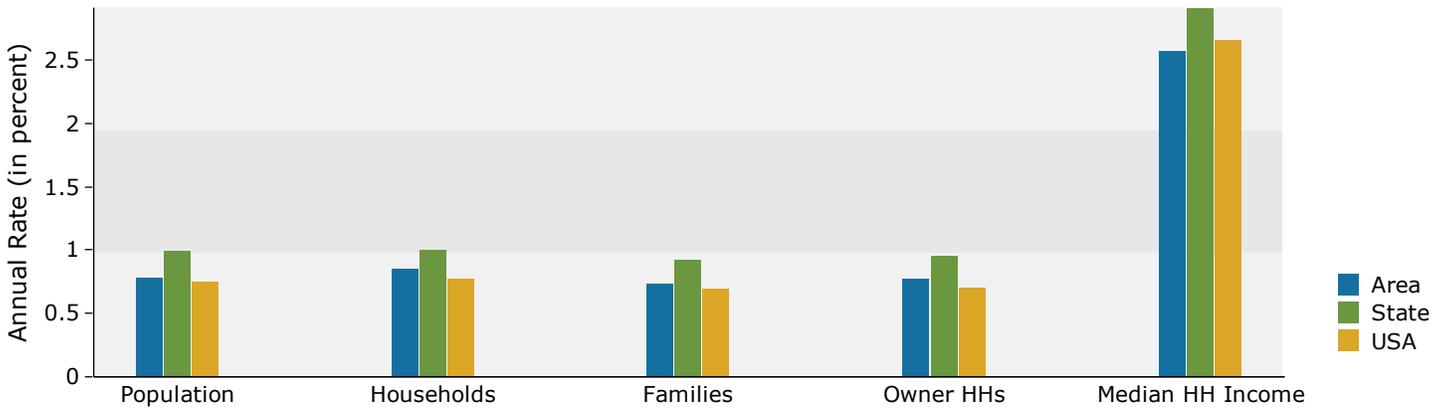
Demographic and Income Report

4167 ELECTRIC RD
 Ring: 1.5 mile radius

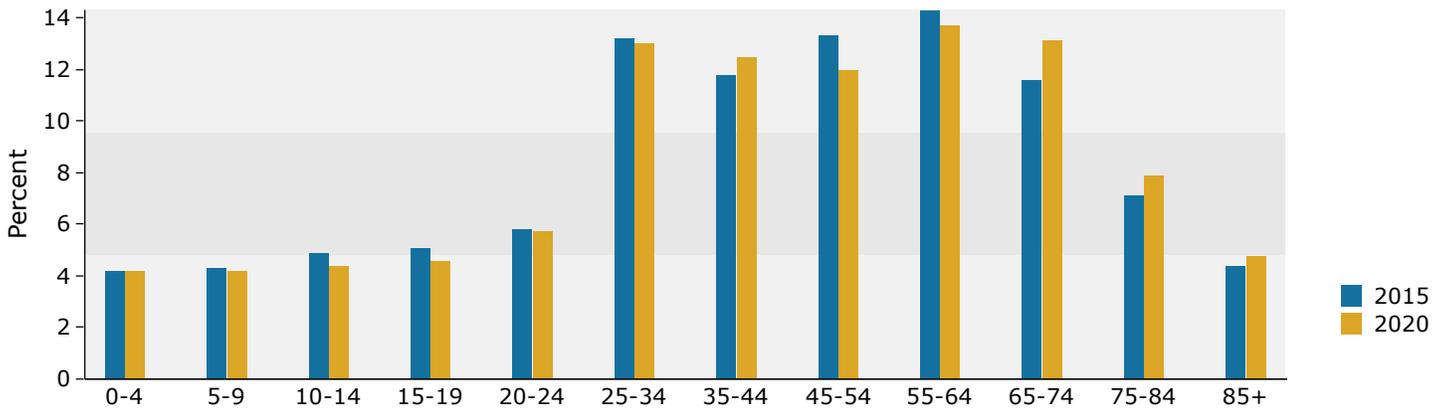
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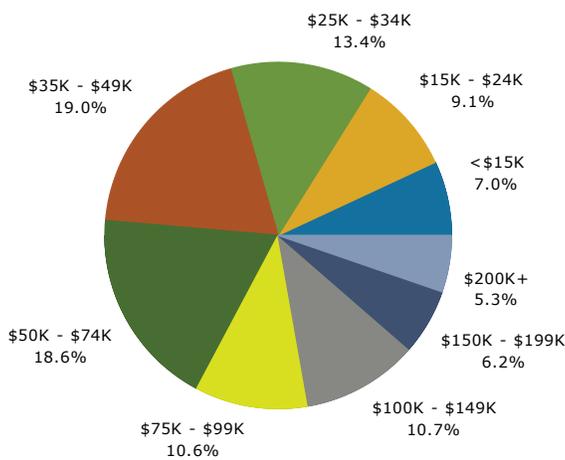
Trends 2015-2020



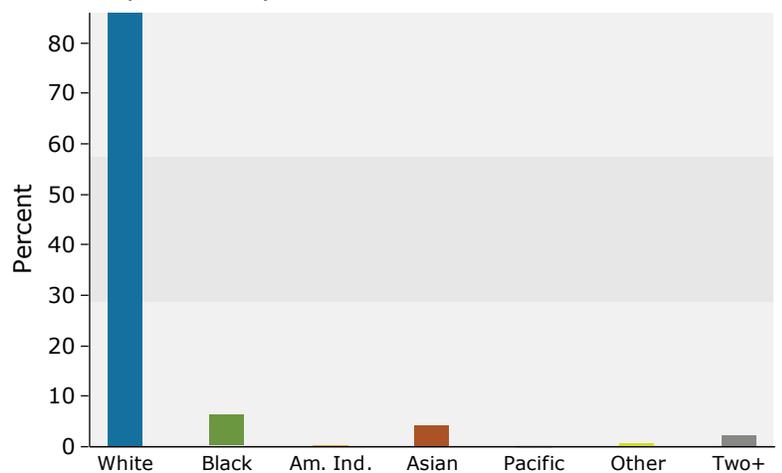
Population by Age



2015 Household Income



2015 Population by Race



2015 Percent Hispanic Origin: 3.1%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020.



Demographic and Income Report

4167 ELECTRIC RD
Ring: 2 mile radius

Produced by Roanoke County Virginia

Latitude: 37.225956
Longitude: -79.9796981

Summary	Census 2010	2015	2020			
Population	23,727	24,401	25,098			
Households	11,201	11,574	11,942			
Families	6,330	6,463	6,621			
Average Household Size	2.10	2.10	2.09			
Owner Occupied Housing Units	7,134	7,008	7,187			
Renter Occupied Housing Units	4,067	4,566	4,755			
Median Age	44.2	45.5	46.3			
Trends: 2015 - 2020 Annual Rate	Area	State	National			
Population	0.56%	0.99%	0.75%			
Households	0.63%	1.00%	0.77%			
Families	0.48%	0.92%	0.69%			
Owner HHs	0.51%	0.95%	0.70%			
Median Household Income	2.80%	2.91%	2.66%			
Households by Income	2015		2020			
	Number	Percent	Number	Percent		
<\$15,000	838	7.2%	788	6.6%		
\$15,000 - \$24,999	967	8.4%	793	6.6%		
\$25,000 - \$34,999	1,448	12.5%	1,116	9.3%		
\$35,000 - \$49,999	2,032	17.6%	1,960	16.4%		
\$50,000 - \$74,999	2,120	18.3%	2,235	18.7%		
\$75,000 - \$99,999	1,296	11.2%	1,612	13.5%		
\$100,000 - \$149,999	1,425	12.3%	1,683	14.1%		
\$150,000 - \$199,999	774	6.7%	929	7.8%		
\$200,000+	675	5.8%	827	6.9%		
Median Household Income	\$54,280		\$62,316			
Average Household Income	\$80,853		\$92,136			
Per Capita Income	\$38,508		\$44,026			
Population by Age	Census 2010		2015		2020	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	1,126	4.7%	1,082	4.4%	1,100	4.4%
5 - 9	1,258	5.3%	1,179	4.8%	1,167	4.6%
10 - 14	1,301	5.5%	1,308	5.4%	1,254	5.0%
15 - 19	1,262	5.3%	1,260	5.2%	1,228	4.9%
20 - 24	1,261	5.3%	1,346	5.5%	1,304	5.2%
25 - 34	2,881	12.1%	2,951	12.1%	3,014	12.0%
35 - 44	3,017	12.7%	2,916	12.0%	3,108	12.4%
45 - 54	3,556	15.0%	3,337	13.7%	3,111	12.4%
55 - 64	3,512	14.8%	3,621	14.8%	3,592	14.3%
65 - 74	2,103	8.9%	2,837	11.6%	3,332	13.3%
75 - 84	1,610	6.8%	1,594	6.5%	1,858	7.4%
85+	839	3.5%	968	4.0%	1,029	4.1%
Race and Ethnicity	Census 2010		2015		2020	
	Number	Percent	Number	Percent	Number	Percent
White Alone	21,052	88.7%	21,221	87.0%	21,268	84.7%
Black Alone	1,234	5.2%	1,381	5.7%	1,560	6.2%
American Indian Alone	53	0.2%	67	0.3%	81	0.3%
Asian Alone	804	3.4%	989	4.1%	1,233	4.9%
Pacific Islander Alone	6	0.0%	6	0.0%	6	0.0%
Some Other Race Alone	154	0.6%	203	0.8%	269	1.1%
Two or More Races	424	1.8%	534	2.2%	680	2.7%
Hispanic Origin (Any Race)	595	2.5%	771	3.2%	1,019	4.1%

Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020.



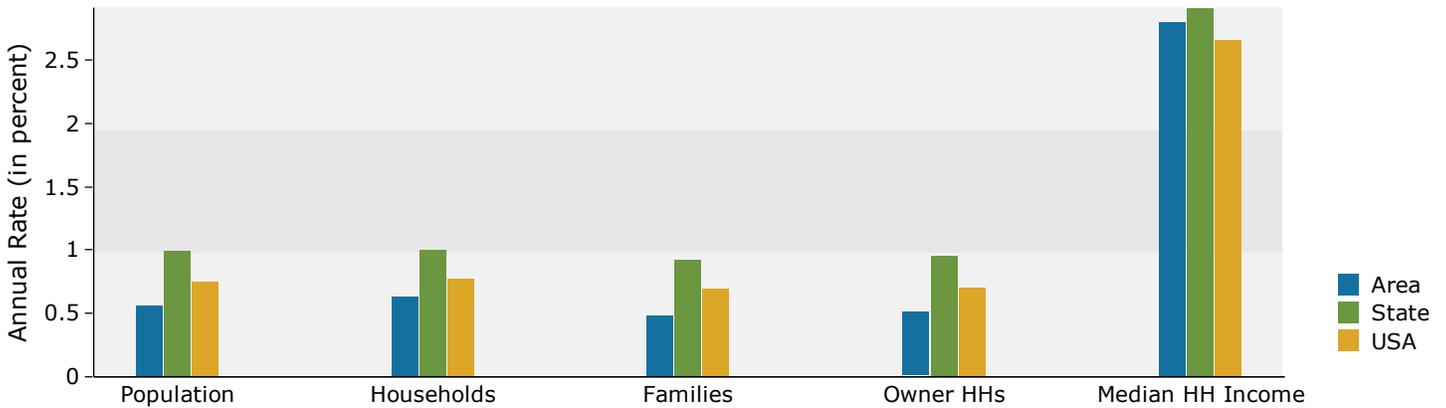
Demographic and Income Report

4167 ELECTRIC RD
Ring: 2 mile radius

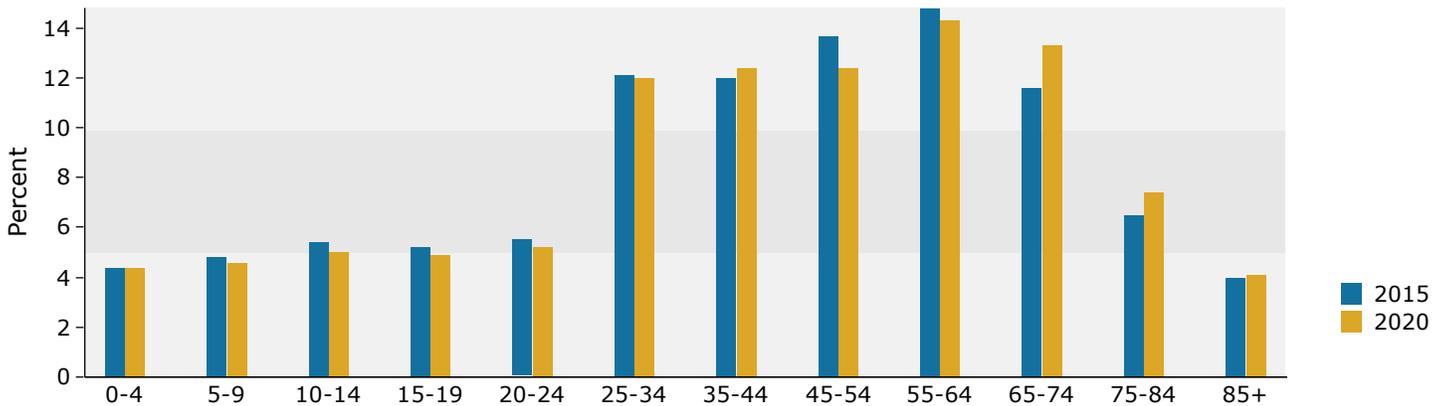
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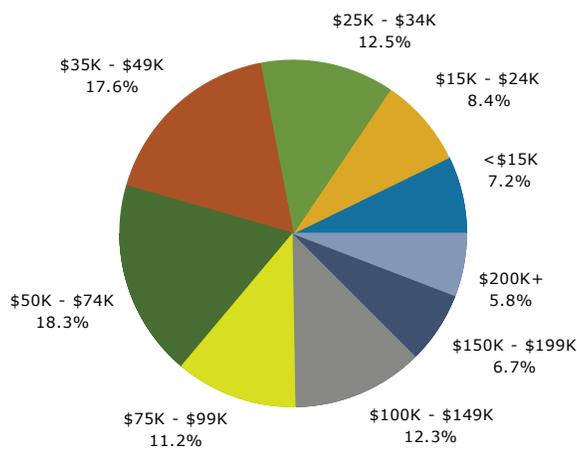
Trends 2015-2020



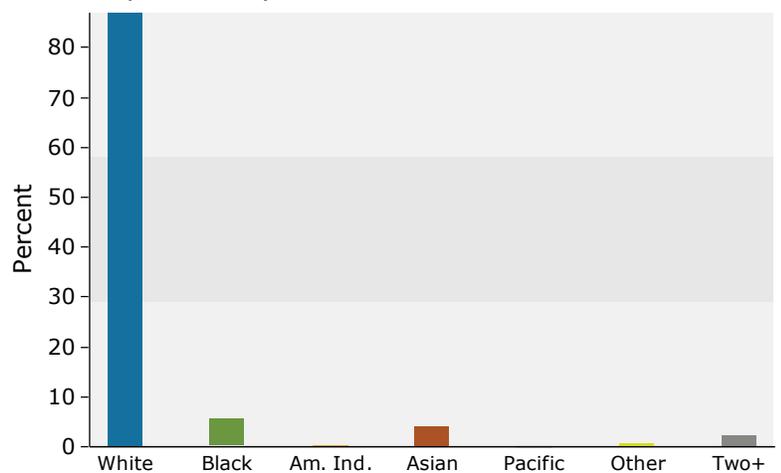
Population by Age



2015 Household Income



2015 Population by Race



2015 Percent Hispanic Origin: 3.2%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020.

Multifamily Housing within the Study Area and 1, 1.5 and 2 Miles of the Study Area

Roanoke County

Complex Name	Address	Building Type	Total
Bent Tree	3464 Colonial Avenue	Apartment	148
Brandywine Ave	3362 Brandywine Avenue	Apartment	4
Buckrun	4620 Buck Run Drive	Apartment	96
Cedar Point	3157 Berry Lane	Apartment	150
Cedar Ridge	3386 East Rasmont Road	Apartment	71
Chantilly Place	5602 Rockbridge Court	Townhome	17
Cinnamon Ridge	5129 Overland Drive	Apartment	140
Copper Croft	4333 Electric Road	Apartment	120
Cottages at Wexford	5006 Country Cottage Lane	Townhome	12
The Forest	2919 Tree Swallow Road	Condominium/Townhome	157
Glen Laurel Place	3425 Laurel Circle	Condominium	25
Honeywood	3101 Honeywood Lane	Apartment	300
Hunting Hills Place	5010 Hunting Hills Square	Apartment/Townhome	62
Ivywood	3235 Chaparral Drive	Apartment	24
Kenwick Place	3795 Kenwick Terrace	Townhome	38
Loyalton Assisted Living	3585 Brambleton Avenue	Senior Housing	64
McVitty Forest	3025 McVitty Forest Drive	Condominiums	92
Normandy Knoll & Cedarwood	3513 Normandy Lane	Apartment	119
Oakcliff	4611 Oakcliff Drive	Townhome	50
Pebble Creek	3330 Circle Brook Drive	Apartment	192
Pennwood	5616 Starkey Road	Townhome	5
Peregrine Crest	3420 Chaparral Drive	Apartments	48
Quail Ridge	5445 Crossbow Court	Townhome	18
Quail Valley	5260 Crossbow Circle	Condominium	108
South Mountain Village	5500 Mountain Village Drive	Townhome	24
South Peak	4880 The Peaks Drive	Condominium	35
Stonebrook	3301 Circle Brook Drive	Apartment	168
Stonehenge	3400 Kim Court	Condominium/Townhome	210
Sunscape	3635 Sunscape Drive	Apartment	264
Villages at Garst Creek	4356 Garst Mill Road	Apartment	476
Wexford Place	5502 Capulet Court	Townhome	18
Windy Hill Key	5400 Bernard Drive	Apartment	140
Woods Crossing	6923 Oak Court	Condominium/Townhome	162
Elm Park Estates	4230 Elm View Road	Senior Housing	109
Total			3666

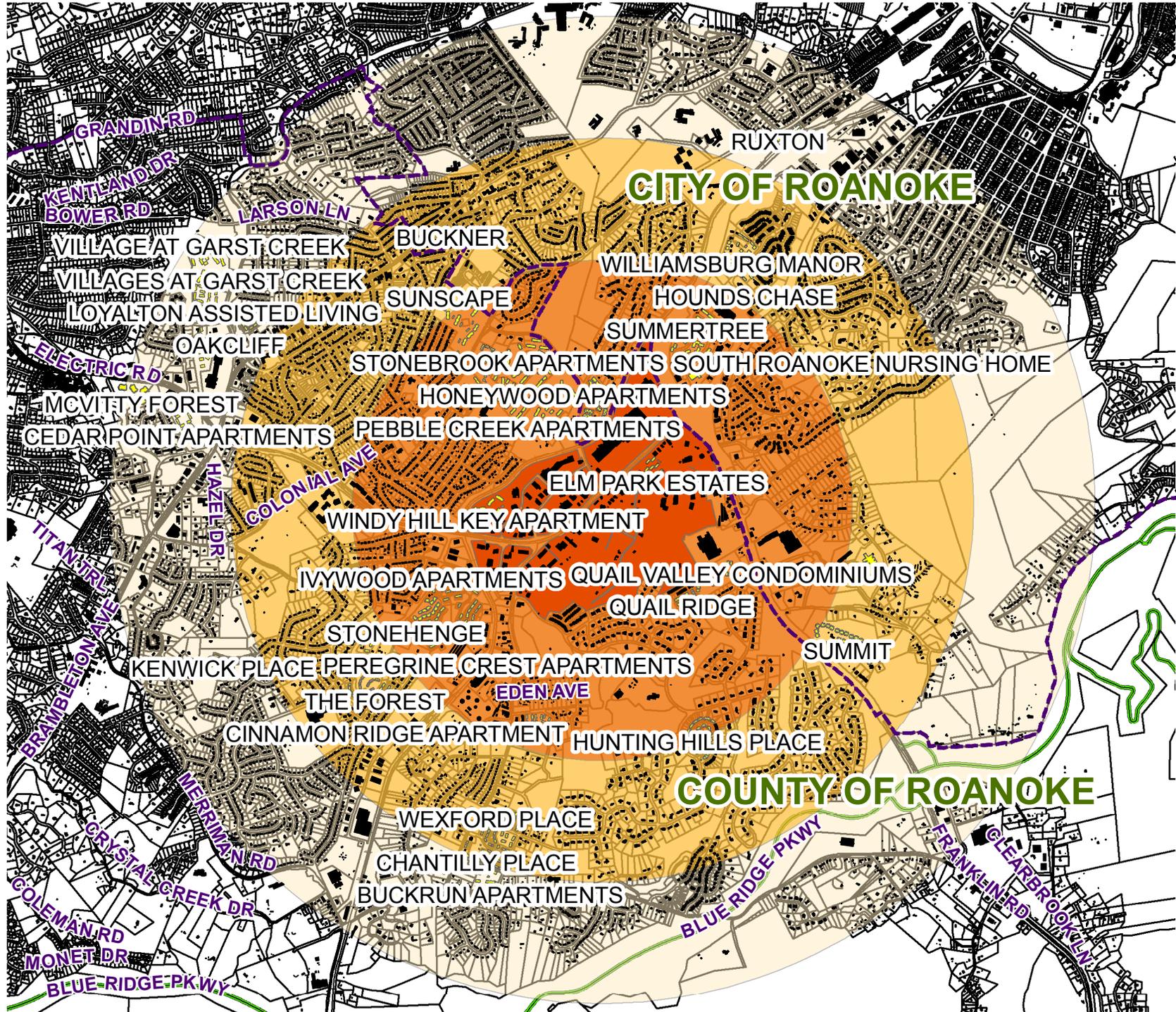
Roanoke City

Complex Name	Address	Building Type	Total
Buckner	3610 Buckner Road SW	Apartment	24
Edgehill Estates	739 Townside Rd SW	Apartment	97
Hounds Chase	3505 Hounds Chase Lane	Apartment	32
Pheasant Ridge	4428 Pheasant Ridge Road	Condominium/Senior Living	254
Ruxton	2840 Colonial Avenue SW	Condominium	72
Summertree	3787 Southway Drive SW	Apartment	109
Summit	4500 Franklin Road SW	Apartment	250
South Roanoke	3727 Parliament Rd SW	Senior Housing	156
Williamsburg Manor	803 King James Street	Apartment	80
Windward	327 Windward Drive SW	Apartment/Condominium	117
??	2802 Colonial Avenue SW	Apartment	22
Total			1213

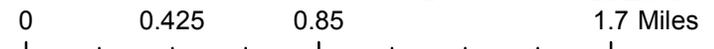
Total Multifamily Developments and Housing Units within the Study Area and 1, 1.5 and 2 Miles of the Study Area

Location	Number of Multifamily Developments	Total Units
Study Area	4	404
1 Mile	22	3011
1.5 Miles	36	3754
2 Miles	45	4879

Multifamily Housing within the Study Area and 1, 1.5 and 2 Miles of the Study Area



-  Jurisdictions
-  Multifamily Housing
-  Building Footprints
-  Study Area
-  1 Mile Buffer
-  1.5 Mile Buffer
-  2 Mile Buffer
-  Parcel Data
-  Interstate
-  Main Urban
-  Parkway
-  Regional Rail System



The Rise of the Mall

The Egyptians have pyramids, the Chinese have a great wall, the British have immaculate lawns, the Germans have castles, the Dutch have canals, the Italians have grand churches. And Americans have shopping centers.

Kenneth T. Jackson

Prior to World War II, most American shopping was done in downtowns or town centers. During America's postwar economic boom, regional shopping centers emerged to satisfy America's new mass consumption habits. As Carl Solberg notes in his history of the period, "Shopping centers sprang up-every one of which had to have six square feet of parking space for one square foot of selling area, and within less than two decades, America had 20,000 of them."¹ To provide order and shape to America's auto-centric, mushrooming suburbs, developers, like famed architect Victor Gruen, believed that shopping centers could provide a "crystallization point for suburbia's community life." Gruen designed America's first enclosed shopping mall as a centrally located space that brought together both commercial and civic activities. In their description of Gruen's vision for malls, Dunham-Jones and Williamson state "The shopping mall was to have all the elements found on Main Street."² Located in suburban Detroit, Gruen's Northland Mall included outdoor space, auditoriums, a bank, post office as well as local retailers and a supermarket. A subsequent project developed by Gruen, the Southdale Mall in Edina, Minnesota, put the entire shopping experience under one roof with air-conditioning, two-levels accessed by escalators, and a 'garden court' under a skylight, with a fishpond, and sculpted trees. As Malcolm Gladwell points out in his essay, *The Terrazzo Jungle*, Gruen's design became an archetype for the suburban shopping experience.³

Locally, developer T.D. Steele and architect T.A. Carter brought Gruen's template to the Roanoke Valley, first with Crossroads Mall in 1963, and later the development of Tanglewood Mall just 3.2 miles from downtown Roanoke in southwest Roanoke County. Dedicated in March of 1973, the \$25 million mall

¹ Carl Solberg, [Riding High: America in the Cold War](#)

² Ellen-Dunham Jones and June Williamson, [Retrofitting Suburbia: Urban Design Solutions for Redesigning Suburbs](#)

³ Malcom Gladwell, "The Terrazzo Jungle," [The New Yorker](#), March 15, 2004. Available: <http://www.newyorker.com/magazine/2004/03/15/the-terrazzo-jungle>

featured the anchor stores of Woolco, Leggett, and J.C. Penney and 100 other stores and services. Two years later, an 87,000 square foot outparcel convenience center featuring a Kroger supermarket, SuperRx Drug store, and Tanglewood cinema was opened. Over the past 40 years, the mall has undergone a series of renovations, including the addition of an 8-bay food court in 1979 and a major modernization effort following the opening of Valley View Mall in 1985. A second round of renovations occurred in 2005-2007 to make space for new tenants and refresh the mall's appearance.



Figure 1: Construction of Tanglewood Mall, June 1971

Unfortunately, Tanglewood Mall has lost its prominence as a regional shopping destination. While the mall retains several anchor stores, the number of smaller retailers has dwindled. At its peak in the mid-1980's, Tanglewood featured over 120 national and regional retailers. In 1995, the Tanglewood store directory included 91 listings, including six anchor stores. By 2015, the total number of listings had dropped to 45. The virtually empty food court was downsized in 2006 to make room for a now defunct retail clothing chain. Currently, Tanglewood Mall has over 130,000 square feet of unused space. Consequently, the number of vacant store fronts and subsequent replacement by non-retail tenants have considerably diminished the shopping experience. The mall is also surrounded by an asphalt sea of 3,300 seldom used parking spaces, further reinforcing the mall's loss of vibrancy.



Figure 2: For Lease Sign Along Rt. 419



Figure 3: Empty Retail Space, Upper Level



Figure 4 Empty Retail Space, Lower Level

Mall Trends

Earlier this year, a journal article published by the University of Pennsylvania's famed Wharton School of Business pointed out that the future of retailing would be marked by upheaval, with America's malls topping the list of collateral damage. According to the authors, retailers are struggling to adapt to the rise of e-commerce and other shifts in consumer behavior.⁴ Over the last 20 years, consumers have been increasingly drawn to alternative retail types, including detached 'Big Box' retailers like Walmart and Target and to warehouse and outlet stores, leading to a significant decline in foot traffic at traditional shopping malls.⁵ According to industry executives, a profound bifurcation has also impacted the mall business since the 2008-2009 recession. Wharton marketing professor, Barbara Khan foresees that 'A' level malls featuring high-end luxury retailers like Niemen Marcus, Macy's Bloomingdales, Nordstrom,

⁴ Knowledge@Wharton, "Who Will Survive the Great Mall Shake-out?" Available: <http://knowledge.wharton.upenn.edu/article/who-will-survive-the-great-mall-shake-out/>

⁵ Youn-Kyung Kim, Laura Jolly, Ann Fairhurts, and Kelly Atkins, "Mixed-Use Development: Creating a Model of Key Success Factors," *The Journal of Shopping Center Research*, Volume 12, Number 1, Spring Summer 2005.

and Apple as well as a strong selection of entertainment options will continue to thrive. Retail consultant Howard Davidowitz states that only upscale shopping centers with anchors like Saks Fifth Avenue and Neiman Marcus are well-positioned to navigate shifting consumer preferences.⁶

On the other hand, ‘B’ and ‘C’ malls featuring anchor stores like Sears or J.C. Penney, particularly those in tertiary markets, are projected to be increasingly vulnerable to decline or closure. Many of the malls in these categories are seeking to fill vacant store fronts with health clubs, clinics, churches, spas, and beauty services. Without repurposing, many of these malls are projected to close or linger in a gradual state of obsolescence.⁷ Ellen-Dunham Jones points out that there are about 1,200 enclosed malls in the United States and that approximately 1/3rd are dead or dying.⁸ Green Street Advisors, a real estate analytics firm, projects that 15% of American malls will fail or be converted into non-retail space within the next 10 years as traditional anchor tenants like Sears and JC Penney continue to close stores (also see Loeb 2015). According to D.J. Busch, senior analyst with Green Street Analytics, a vacancy rate of 40% or more marks the tipping point where a mall enters what he labels the ‘death spiral.’ How do traditional enclosed malls reverse their obsolescence?

Reimagining the Mall

“Retail is perhaps the most volatile land use for which we design today. The rate of change is increasing, life cycles are shrinking, and electronic retailing is a hovering cloud. In this retailing environment aging malls must adapt.” Marilyn Jordan Taylor (Skidmore, Owings, & Merrill)

In her essay *Suburban Life and Public Space*, Margaret Crawford states that malls have been remarkably adaptive. She writes “They have continuously adjusted, reinvented, and retooled themselves in response to multiple economic and social changes; they take many forms and have

⁶ Hayley Peterson, “America’s Shopping Malls are Dying a Slow, Ugly Death,” *Business Insider*, January 31, 2014. Available: <http://www.businessinsider.com/shopping-malls-are-going-extinct-2014-1>

⁷ Nelson D. Schwartz, “The Economics (and Nostalgia) of Dead Malls,” *NY Times*, January 3, 2015. Available: <http://www.nytimes.com/2015/01/04/business/the-economics-and-nostalgia-of-dead-malls.html>

⁸ Ellen-Dunham Jones and June Williamson, *Retrofitting Suburbia: Urban Design Solutions for Redesigning Suburbs*

flourished in a variety of settings.” During the 1970’s, many of the initial enclosed shopping malls in the United States added entertainment and ambiance to attract shoppers. Another adaptation was the creation of the ‘festival marketplace,’ where malls are integrated into historic or scenic locations. Other innovative trends included the ‘specialty mall’ which targeted narrow or niche markets rather than general retailing, and the ‘outlet mall’ whose focus was bargain and discount shopping.⁹ Finally, a more recent incarnation of the shopping mall is the ‘lifestyle center’ which offers shoppers a host of other amenities including restaurants, nightclubs, movie theaters, art studios, concerts and even public space.¹⁰ Typically, life-style centers are designed to be more pedestrian friendly and in some cases, appeal to nostalgia by mimicking the hometown feel of the Main Streets of yesteryear. According to Kim¹¹, the resurgence of downtown areas and interest in transit are propelling the development of concentrated live-work-play environments as consumers, particularly affluent consumers, seek more community based leisure activities as an alternative to what Barber labels the ‘monotonous unidimensionality of the mall experience.’

In their work Retrofitting Suburbia, Ellen Dunham-Jones and June Williamson advocate for the development town centers as a promising alternative to declining regional shopping centers.

These new town centers differ from traditional suburban malls in two significant ways:

- 1) Outdoor public space including plazas, green space, piazzas, squares, public streets, and sidewalks.
- 2) Mixed-use development including retail, residential, office, recreational, and civic uses.

⁹ Margaret Crawford, “Suburban Life and Public Space,” in Sprawl and Public Space: Redressing the Mall, Available: <https://www.arts.gov/sites/default/files/SprawlPubSpace.pdf>

¹⁰ Andrew Blum, “The Mall Goes Undercover,” Slate April 6, 2005. Available:

http://www.slate.com/articles/arts/culturebox/2005/04/the_mall_goes_undercover.html

¹¹ Youn-Kyung Kim, Laura Jolly, Ann Fairhurts, and Kelly Atkins, “Mixed-Use Development: Creating a Model of Key Success Factors,” The Journal of Shopping Center Research, Volume 12, Number 1, Spring Summer 2005.

According to Michael Hendrix, Director for Emerging Issues and Research at the U.S. Chamber of Commerce, Gruen’s original vision for the American shopping mall as a gathering place for both commercial and civic uses again represents the most promising path forward. Office-space, housing, services, and walkable public spaces should be integrated directly into the mall. For Hendrix, “the aim should be to turn malls into a space for individual flourishing in the midst of community.”¹²

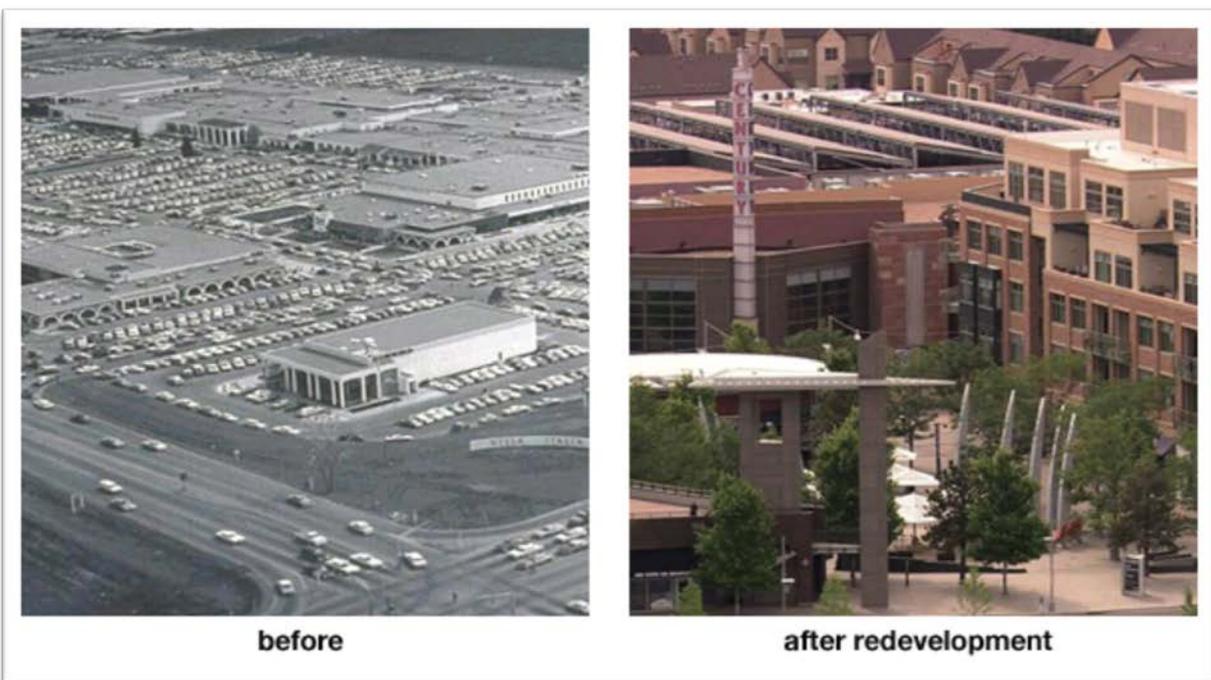


Figure 5: Belmar Shopping and Dining District, Lakewood, Colorado

¹² Michael Hendrix, “The Mall Rises Again,” *City Journal*, July 16, 2005. Available: <http://www.city-journal.org/2015/eon0716mh.html>

Retrofitting Suburbia - Facts about mixed use developments and retrofits

Retrofits of strip malls are being driven by several factors to include: 1) A reduction of households with children, 2) A demand for multifamily housing locate near jobs that continue to develop in the suburbs, 3) Fuel prices, 4) Lengthening commutes and 5) Leapfrogging giving suburbs a new centrality.

Malls are failing on account of too much retail square footage per person in the suburbs. Following the general trend of retrofitting a mall into a mixed use town center allows for the creation of smaller chunks of retail that can be easily walked and that allow for differentiation and specialization. Some of the benefits of mixed uses are: 1) Social diversity, 2) Safety, 3) Sense of community, 4) Reduced vehicle miles traveled, and 5) Improved financial bottom lines since mixed use developments can better ride out real estate markets because with a mixed portfolio and greater flexibility to respond to shifts in demand. Regarding the reduction in vehicle miles traveled, it is realistic to assume that compact development will cut vehicle miles traveled by approximately 30 percent. Adding a transit component to the project can also remove traffic and promote greater densification.

CHAPTER 2 - VISION STATEMENTS

Housing

- Roanoke County has a diverse housing stock meeting the demands of current and future residents. Dwellings are available in a range of prices, styles and designs to accommodate students, single persons, the elderly and families. Alternatives to single family ownership are being met by an adequate supply of apartments, duplexes, attached housing, senior services and nursing homes for rent.
- Roanoke County has managed a healthy economic growth while protecting and maintaining its natural resources. Through careful planning and orderly development, our natural resources have been protected to ensure the quality of life for future generations. Open spaces and greenways have been provided through the use of cluster development and innovative site design concepts.

Transportation

- Roanoke County roads are well maintained. New roads are initiated and planned in cooperation with VDOT and with a high level of citizen participation. Transportation planning is carried out in conjunction with the County Comprehensive Plan. New roads are designed to accommodate large vehicles and incorporate new technology wherever possible. The design and construction of new roads are accomplished in an environmentally sensitive manner, protecting natural resources and minimizing various forms of pollution.
- Roanoke County, Roanoke City and Salem City have encouraged the growth of public transit throughout the Roanoke Valley. An active and successful public relations campaign has resulted in increased ridership. Public transit is now a vital link in the Valley's multi-modal transportation network.
- Roanoke County has incorporated the use of bicycle trails, pedestrian walkways and greenways into the transportation network.

Growth Management and Planning

- Roanoke County growth management provides for greenways and open space as an integral part of communities and individual lifestyles.
- Roanoke County allows flexibility, within a consistent framework of sustainable development, to encourage community redevelopment, commercial development, infill development and industrial revitalization while preserving neighborhood stability and property values. This planning process is successful due to extensive community and private sector involvement.
- Roanoke County transportation planning is an integral part of growth management

strategies. Following through with a trend begun in 1995, Roanoke County citizens have continued to be pro-active participants in the transportation planning process.

- Roanoke County growth management strategies and sustainability are guided and measured by a system of benchmarks established with citizen input. This results in a highly involved citizenry who are knowledgeable in planning principles, who proactively participate in the planning process, and who believe they can influence the process.

Economic Development and Tourism

- Roanoke County has played a major role in developing the Roanoke Valley into a center of industrial and commercial technology by adequately funding the Industrial Development Authority, enabling them to acquire property and providing the infrastructure to encourage economic growth.

CHAPTER 3 - LAND USE ISSUES

1. CITIZEN PARTICIPATION

Goal

To achieve the highest possible level of citizen participation in all elements of Roanoke County government by keeping our citizens informed and educated on public policy issues and by maintaining an open, democratic, and easily accessible governmental system.

Objectives

- A. Ensure that all citizens have full and appropriate access to information concerning their government.
- B. Encourage all citizens, of all ages, to participate to the fullest extent possible in public meetings and hearings.
- D. Promote the use of the most effective and efficient methods to communicate issues and policies to the citizens and to receive their input and suggestions.

2. DESIGN GUIDELINES

Goal

All new and redeveloped sites are designed to be in harmony with their surroundings, improve the general appearance of the site and strengthen community identity.

Objectives

- A. Develop and incorporate design guidelines for all future development in the County, excluding individual home sites and farm buildings.
- B. Involve citizens, businesses and community leaders in the creation of community specific design guidelines.

Implementation Strategies

- 2. Identify and ensure that the gateways into the County are attractive and enhance the community's identity.
- 3. Encourage through community meetings, public participation in the development of design guidelines for land in Roanoke County.

Land Use Designations

The Plan designates the following land use areas. Each designation has a set of design guidelines that pertain to development issues within that area.

Core - These are commercial, retail areas where suburban centers of high intensity urban development are present or expected.

Design Guidelines

Core

Core areas by nature have the potential of becoming congested and visually cluttered districts. Therefore, it is essential that in these areas property owners establish common planning goals in new developments and redeveloping areas to ensure safe, accessible, and visually pleasing Core areas.

Objectives

- A. For each respective Core area, establish common characteristics that will ensure ease of travel and visual coherence.
- B. Encourage the redevelopment of congested Core areas.
- C. Encourage the development of high density residential that is integrated with commercial development.
- D. Create pedestrian-oriented Core areas to ease traffic congestion.
- E. Concentrate intensive commercial uses into one area rather than in long linear corridors.

Guidelines

1. Common links between adjacent sites and land uses should be made whenever possible to ensure connectiveness in these areas of high intensity urban uses.
2. Site-to-site movement for vehicles, pedestrians and bicycles should be easy and safe.
3. Encourage the interconnection of parking lots and the reduction of driveways along primary, arterial and collector roads.
4. Building size, shape, height, and materials should complement adjacent buildings.
5. Natural site amenities, especially slopes, trees and drainage, should be conserved to the maximum practical extent.
6. Create common areas as buffers along the edges of Core areas that adjoin less intensive land uses.
7. Designate and establish landmarks - public buildings, monuments, squares and mini-parks - to strengthen the identity of community Core areas.
8. Design exterior lighting and signs as integral architectural elements of the building, site and Core area. Encourage compatibility or shared use of signs for adjacent businesses. Maintain good scale and proportion in sign design and in visual relationships to buildings, surroundings and views.

4. QUALITY OF LIFE

Goal

To achieve and maintain the highest possible quality of life for the citizens of Roanoke County.

Objectives

- F. Promote the use of good traffic planning concepts.
- H. Encourage innovation and creativity in land development.

Implementation Strategies

2. Ensure that future growth and development is consistent with the adopted Community Plan and enhances the quality of life of Roanoke County citizens. (Obj. A, B, C, D, E, F, G, H)
3. Modify and enhance design guidelines, incorporating incentives where feasible, to be applied to all future residential, commercial and industrial developments. (Obj. A, H)

6. Revise the neighborhood street design standards to give liveability, pedestrian/bicycle and retail friendly aspects equal footing with ease of traffic movements. (Obj. F)
8. Ensure that future commercial and industrial parks receiving financial or tax incentives from the County are built as park-like environments and include strict design guidelines, greenways and open space. (Obj. B, D, H)
11. Continue to provide a variety of housing options in a broad range of prices. (Obj. H)
12. Through zoning ordinance revisions, allow for increased housing density, while requiring the dedication of open space. (Obj. A, D, E, H)
13. Encourage the development and re-development of lands served by public utilities while discouraging through zoning ordinance revisions the development of lands without these services. (Obj. A, H)
17. Expand and enhance the County-wide road beautification efforts. (Obj. A, G)

6. ECONOMIC DEVELOPMENT PLAN

Introduction

Roanoke County's economic development mission is:

“To attract and retain to the County quality jobs and investment that diversify the economy, broaden the tax base, and provide long-term employment opportunities for area residents.”

The economic development goals and objectives are generally described below.

1. **To market the County's industrial/commercial property and attract compatible business and industry to the community, and to increase the commercial and industrial tax base and related employment opportunities.**
 2. **To encourage the retention and growth of local enterprise by creating and maintaining a positive business climate countywide.**
 3. **To create and maintain a marketable inventory of quality industrial/commercial real property sufficient to meet market demand.**
 4. **To promote and encourage regional participation in economic development activities, programs and services.**
- Redevelopment Efforts: Roanoke County encourages redevelopment through a broad based community development approach that includes citizens, business and the County as partners. The County recognizes that redevelopment efforts should be primarily private sector driven, but is often approached with the involvement of both the public and

private sectors. For example, Tanglewood Mall is in a state of decline due to high vacancy rates, and County staff is partnering with the mall management to offer assistance in attracting quality retailers as tenants.

Objectives

- A. Strengthen existing business retention efforts and assist companies with expansion opportunities within Roanoke County.
- B. Attract new industry to the County that will enhance and diversify the industrial base.
- C. Identify potential commercial and industrial sites and pursue opportunities to add these properties to the “product” inventory of the County.
- D. Increase public awareness of business activities and their role in the economic base of Roanoke County.
- E. Identify areas for community development projects that will allow the citizens, businesses and County to jointly improve a geographic area.
- F. Identify potential public-private partnerships that will enhance economic development in Roanoke County.
- G. Evaluate and regulate the appearance of new commercial and industrial development, especially those developments adjacent to existing residential neighborhoods.

Implementation Strategies

- 6. Continue the land acquisition program to identify, reserve and rezone Economic Opportunity Areas for future development needs. (Obj. C)
- 7. Development of regional publicly owned business parks. (Obj. A, B, C, D, F)
- 8. Develop design guidelines for new commercial retail developments including “big box” retail structures, traditional shopping centers and the newer “life style” centers. Develop design guidelines for new industrial projects on a case-by-case basis taking into consideration the location of existing residential developments and valuable natural resources such as the Blue Ridge Parkway viewshed. The appropriateness of the design and the extent to which the developer is sensitive to the above mentioned items will be used as criteria when considering the use of financial incentives to spur development.

7. GROWTH MANAGEMENT & CAPITAL FACILITIES PLANNING

GOAL: To protect, preserve, enhance and effectively and efficiently utilize Roanoke County resources by:

- Guiding future growth and development to areas where land uses, facilities and infrastructure exist and are planned
- Promoting compact and contiguous development and infill development
- Focusing County infrastructure funding on these current and designated future development areas
- Protecting and enhancing the following resources: historic, cultural, agricultural, forestry, water, recreational and scenic.

LAND USE RECOMMENDATIONS FOR GROWTH AREAS

- Development within the growth areas should have public water and sewer.
- Rezoning of property within these designated primary and future growth areas should consider and address the impacts on public facilities and services that would result from the rezoning.
- Infill development – new development on vacant lots within urbanized/suburbanized areas - should be encouraged. Design guidelines should be developed to:
 - allow flexibility in housing location, type and density;
 - provide flexibility in lot size, configuration, and vehicle access to facilitate infill development;
 - c. provide clear development standards that promote compatibility between new and existing development;
 - d. encourage development of needed housing in close proximity to employment and services;
 - e. promote neighborhood preservation and enhancement through redevelopment of underutilized properties;
 - f. encourage mixed use development to complete neighborhoods and provide housing close to jobs and commerce;
- Public improvements, needed to support and encourage infill development, should be scheduled in a timely fashion in order to be incorporated into new developments.
- Commercial development should encourage vehicular and pedestrian connections to nearby neighborhoods and should avoid strip, linear designs.

CHAPTER 6 - FUTURE LAND USE GUIDE

Core: A future land use area where high intensity urban development is encouraged. 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. Due to limited availability, areas designated as Core are not appropriate for tax-exempt facilities.

Land Use Types: General Retail Shops and Personal Services - Planned shopping centers and clustered retail uses are encouraged. These centers should incorporate greenways, bike and pedestrian trails into their designs and link them to surrounding neighborhoods.

Office and Institutional Uses - Planned developments are encouraged.

Limited Industrial Uses - Planned uses in areas designated as economic opportunity areas.

Land Use Determinants: EXISTING LAND USE PATTERN - Locations where commercial uses have been developed or will likely be developed.

 EXISTING ZONING - Locations where commercial zoning exists.

 ACCESS - Locations served by an arterial street system.

 POPULATION CENTER - Locations within close proximity to the projected population concentrations.

 URBAN SECTOR - Locations served by urban services.

LAND USE POLICIES

The following land use policies apply to all land use designations.

GENERAL

1. Act proactively to manage growth. Encourage and direct growth toward those areas of the County that can support it with the appropriate and necessary infrastructure, facilities and services and discourage development where the infrastructure and transportation system cannot support it.
2. Encourage sustainable economic growth that enhances the quality of life and fosters economic health.
3. Encourage land use development patterns that reflect community values and desires. Discourage land consumptive development patterns.
4. Allow flexibility in site design to encourage the preservation of unique natural resources and open space.
5. Recognize the uniqueness of our community. Work actively to protect those features and characteristics that distinguish Roanoke County from every other community.
6. Use high quality architectural features and character in addition to creative landscape design to develop sites that are sensitive to the environment and respect the unique land

features of the site.

DESIGN

1. Implement, through the rezoning process, design guidelines for all new developments to encourage architectural and site design features that enhance the surrounding community and work in cooperation with the topography and land features. Provide incentives where appropriate to facilitate this process.
2. Encourage planned residential, commercial and industrial centers that utilize coordinated access points, parking and signage and common design themes.

NEIGHBORHOODS

4. Recognize that in order to discourage sprawl and protect rural lands and natural resources, some reasonable increase in housing density may be necessary as infill development and re-development occurs.

TRANSPORTATION

1. Ensure that County citizens and staff have the opportunity to participate in transportation planning at the initial stages of plan development.
2. Require that transportation plans consider the viability and economic feasibility of alternative modes of transportation including greenways, bike paths, sidewalks and walking trails.

GREENWAYS

1. Greenways and greenway easements should be incorporated into new residential subdivisions and office and industrial parks.
2. New road construction and widening of existing roads should include serious consideration of greenways and bikeways and their associated benefits and costs.

ECONOMIC DEVELOPMENT

1. Create an effective business environment which fosters the growth and prosperity of existing business and industry.
2. Seek new business development and investment in Roanoke County in areas planned and designated as economic opportunity areas.
6. Encourage the diversification of the County economy.
7. Provide adequate land for commercial and industrial growth while minimizing the

impacts on residential neighborhoods and natural resources.

8. Recognize that developable land is in low supply and encourage the re-use, re-development and occupancy of existing, vacant commercial space rather than developing additional land.
9. Recognize that County citizens desire and support economic growth, even in close proximity to their neighborhoods, when the developments are carefully designed, the buildings have aesthetically pleasing and site appropriate architecture, and creative site design elements that are sensitive to surrounding neighborhoods, are utilized.
10. Encourage the development of greenways, bike trails and pedestrian paths in all new commercial and industrial park developments.

CHAPTER 7 - PLANNING AREA ANALYSIS

COUNTY-WIDE NEIGHBORHOOD THEMES AND CONCERNS

LAND USE

Design Themes

- New development should incorporate a high standard of design including the following design elements: appropriate architecture, landscaping and tasteful signs.
- The use of planned communities needs to be encouraged for all new developments in the County. Such planned developments should have design standards in relation to tree preservation, trails, parks, and traffic circulation.
- There should be community participation in the designs for large, new developments within the community.

Public Involvement/Communication Themes

- Input from citizens should be solicited in all rezoning decisions. Such involvement would include community meetings and public participation in site design and/or layout.

Plan Policy Themes

- Plan and implement infrastructure improvements to be completed in conjunction with or prior to new developments being placed in the community.
- Provide incentives for the redevelopment of existing commercial and industrial structures. Such incentives need to be linked to good paying, high-tech jobs.
- Develop corridor plans for the major roads leading into the County, work with adjoining

localities so as to have consistent, compatible land uses.

- Develop flexibility in zoning laws so that existing facilities may expand.

PUBLIC FACILITIES

Transportation Themes

- Examine and cooperate for the provision of limited mass transit service to those areas of the County that can support it. In recent studies these areas are the more urban regions of the County lying close to Roanoke City's corporate limits.
- Include the planning of bike lanes in the development of transportation improvement plans and other planning documents of Roanoke County.
- Plan for and provide pedestrian access in the more developed portions of the County.
- Expand major County roads to improve the capacity as well as the safety for existing and anticipated traffic volume.

CAVE SPRING COMMUNITY PLANNING

Community Values

- Commercial and industrial developments that are developed in campus-like settings with compatible architecture, open space, retention of natural vegetation and extensive landscaping of parking lots are of vital importance to this community.
- Achieve a balance in preserving natural, cultural, and historic resources and allow for quality residential, commercial, and industrial development.
- The attraction of corporations that provide white collar employment opportunities is fundamental to the residents of Cave Spring.

Key Resources

- To maintain and enhance the commercial core in and around the Tanglewood Mall area. Preservation of this core area is vital to the community becoming a sustainable area and preserving the overall property values of the community.

General Policies

Natural Resources

- Promote the development of uses which are compatible with the environmental

constraints present on the site. Use the natural environmental constraints as an element of design when building facilities for commercial and industrial purposes.

Land Use

- Require that all future developments be planned unit developments (PUD). Increased density and/or intensity of development may be justified based upon site design considerations.
- Implement a tree preservation/planting program for the VA Route 419 corridor as well as for new developments.
- Develop and implement design guidelines in the County's development ordinances that require extensive landscaping, compatible architectural designs, small tasteful signage, and buffers between incompatible land uses.

Public Facilities

- Ensure that adequate public facilities are in place or planned to be constructed in conjunction with future development proposals, such as schools, parks and transportation facilities.