Reimagine 419

Fall 2016 Update More information at www.roanokecountyva.gov/419

419 Town Center Study

In September 2016, Roanoke County began an eight-month planning study of the Route 419 area near Tanglewood Mall. This collaborative planning effort will incorporate community input into the development of a market-based master plan that will guide investment in the County's economic future.

The study has already engaged hundreds of residents and members of the business community. With its diverse mix of retail, commercial and residential opportunities, this corridor is a premiere shopping and business destination.

3-DAY DESIGN WORKSHOP

Attend any part of the 3-day design workshop and help create a new front door for Roanoke County-a dynamic, integrated and walkable development near Tanglewood Mall.

COMMUNITY WORKSHOP	PLANNING TEAM DROP-IN WORK DAY	COMMUNITY PRESENTATION
Monday, November 14 6:30–8:30 p.m.	*Tuesday, November 15 9:00 a.m.–3:00 p.m.*	*Wednesday, November 16 6:30–8:00 p.m.*
• Hear what the planning team has learned so far. • Share your reactions and ideas for the new town center.	• Drop in during the planning team's on-site work day. • Review, comment, and learn about their progress—there's no formal program.	• Hear the planning team's broad strategies for the study area. • Review, react, and help refine the results.

NOVEMBER 14-15-16 | HOLIDAY INN TANGLEWOOD
4468 STARKEY ROAD | ROANOKE, VA 24018

WWW.ROANOKECOUNTYVA.GOV/419

419 TOWN CENTER

Upcoming Events

3-Day Design Workshop
Holiday Inn Tanglewood

- **Monday, Nov. 14**
  Community Workshop
  6:30 p.m. - 8:30 p.m.
- **Tuesday, Nov. 15**
  Drop-in Work Day
  9:00 a.m. - 3:00 p.m.
- **Wednesday, Nov. 16**
  Community Presentation
  6:30 p.m. - 8:00 p.m.
- County School Event TBD
- Planning Night TBD
- Wrap up in April 2017

Previous Events

- Kick-off Visioning Event on Sept. 15
- Stakeholder interviews & engagement Sept. - Oct.
- Planning Night at Barrel Chest on Oct. 11
- County Employee Event on Oct. 14

COUNTY OF ROANOKE VIRGINIA 1838

More information at www.roanokecountyva.gov/419

Study Area Facts

- 390 total acres
- Over 260 commercial and residential properties
- 43,000 vehicles per day on Route 419 (Highest traffic count in Roanoke County)
- Three property owners represent more than 50% of the study area

Contact Us

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Study Goals

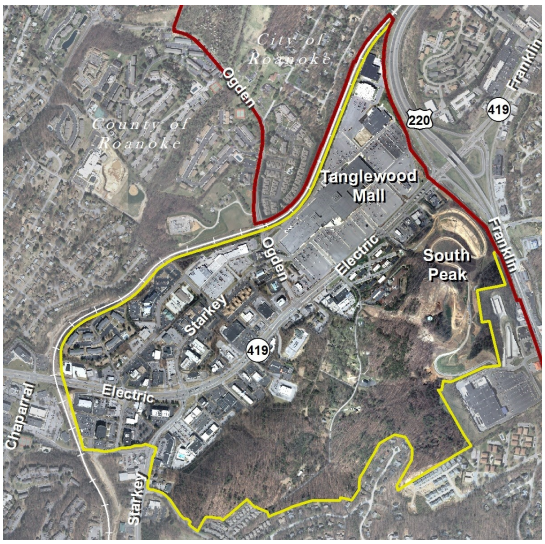
- To reimagine Roanoke County's busiest commercial corridor and most dynamic retail destination.
- To enhance the tax base through commercial and retail development and unique residential options.
- To improve accessibility, mobility and safety on and beyond Rt. 419, between US 220 and Starkey Road.
- To support a vibrant commercial corridor with a greater density of development, a multi-modal transportation system and pedestrian-friendly accommodations.
- To identify modern and high-quality development standards with flexibility in site design.
- To research current and expected market demand for services in order to enhance livability and increase economic impacts.
- To understand current land use and zoning, while incorporating innovative land use concepts and mixed-use development standards that are appropriate for the area.

Consultant

Roanoke County engaged Stantec Urban Places Group, a national design consulting firm, to develop a market-based master plan for the Route 419 Town Center study area. Stantec believes in creating realistic, implementation-focused plans that result in significant and measurable results. The Stantec team of experts have worked on dozens of planning initiatives across the United States.

Get Involved

Scan for more info and learn about how to get involved in the Reimagine 419 study!



419 Town Center Planning Study Area

Frequently Asked:

1. How is the sale of Tanglewood Mall related to the study?

The sale provides an opportunity for the County to work cooperatively with the new owner to enhance commercial opportunities at this location.

2. How will this plan impact existing businesses?

Businesses will benefit from improved multi-modal opportunities, accessibility, and safety. The attraction of new high quality development will brand the 419 Town Center as an "in-demand" destination for living, shopping and doing business, resulting in an enhanced economic impact for the community.

3. How will this plan impact surrounding neighborhoods?

The 419 Town Center will be connected to surrounding neighborhoods via pedestrian and multi-modal routes.

The Route 419 corridor is the heart of commerce in Roanoke County, and a key economic driver.