

Design Workshop – Placemaking



November 14, 2016



Agenda

- **6:30PM 419 Town Center: An Emerging Framework**
 - What we are learning
 - Community and Stakeholders
 - Place
 - Markets
 - Vision statement and guiding principles
 - Testing the vision: how we can achieve our goals
- **7:00PM Community Workshop**
 - Workshop exercise #1: Review/comment on vision statement & principles
 - Workshop exercise #2: Urban design building blocks
- **8:00PM Community Report-Backs**

Stantec's Urban Places Group

The background is a vibrant, abstract painting of a city street. It features a mix of warm and cool colors, including yellows, oranges, blues, and greens. The style is expressive and somewhat blurred, suggesting movement and energy. In the foreground, there are silhouettes of people walking. In the background, there are buildings and signs, including one that says 'COTTS' and another that says 'THING CO.'. The overall atmosphere is one of a busy, lively urban environment.

By helping cities and suburbs alike manage the accelerating pace of demographic, economic, and environmental change, we create more livable, equitable, and resilient communities.

What we have learned



What we have learned



What we have learned



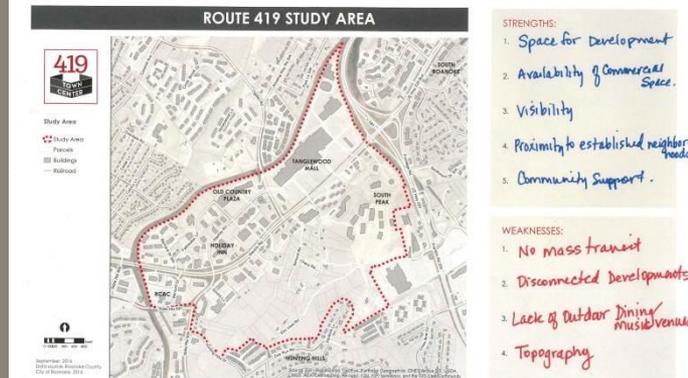
Learning from Stakeholders

- Board of Supervisors
- Economic Development Authority
- County department heads
- Commercial and residential realtors
- Regional economic development/planning
- Large property owners
- Business Owners (Retail, Restaurant, Hotels)
- Planning Commission
- Public Safety (Fire and Rescue, Police).
- Transportation and Infrastructure Experts (VDOT, Transit, Stormwater, Utilities)
- Transit providers



Community Outreach

- September Kickoff (150+ participants)
- Online engagement
 - mySidewalk community forum
 - Survey (350+ participants)
- October Planning Night (60 participants)
- October Employee Event (90 participants)
- November 3-Day Placemaking Workshop
- **January 4th** Open House (Transportation Design Concepts)
- February Open House (Draft Plan)



Community Voices

Strengths

- Location, location, location!
- Space to grow
- Strong—and stable—demographics
- **A welcoming, enthusiastic, community**
- Rich in natural resources/beauty
- A love and respect for our history
- Community support

Challenges

- Unsafe for pedestrians and bikers
- Not able to walk/bike through corridor; **no sidewalks and bike trails**
- Lack of public transportation options
- Could be difficult to develop some areas
- Too much congestion/traffic
- No places of interest, gathering places or community centers

Community Voices: Shopping

“For me a town center would look like a place to shop, both for clothing, housewares, and gifts, and a place to have lunch/dinner, ideally with outdoor seating. Ideally, there would be a great mix of local businesses and boutiques as well as select chains.”

“An easy accessible town center with unique, local (non-chain) restaurants and shops, with safe walking and cycling access, and entertainment such as bars, theater, bowling alley, etc., to attract young professionals and college students.”

“The center shouldn’t look like a mall”

“For me a mixed town center would provide a diverse selection of shops, restaurants, and housing options”



Community Voices: Living

“Different types of residential choices, with places for children to play outdoors.”

“Do make it a place for a diverse group of people at all levels of affordability”

“Increase the density, on 419 and Odgen Road.”

“Large residential rental buildings of 4-5 stories lining highway 419...This will include storefronts [on the first floor]”

“A town center with greenway connections to the surrounding neighborhoods.”

“A farmer’s market!”

“Safe, walkable areas. Places to sit outside, with cover from elements.”



Community Voices: Working

“Make it a mix of uses...Make it memorable.”

“There should be co-working spaces.”



Community Voices

One word: 419 study area **TODAY**

boring **busy** commercial concrete **congested**
crowded dangerous **dated** desperate development disjointed
effective great hard hectic **lacking** marvelous navigate necessary needed
overdue **potential** rundown shabby shopping sprawl suburban
tangleless **traffic** underserved uninteresting unproductive

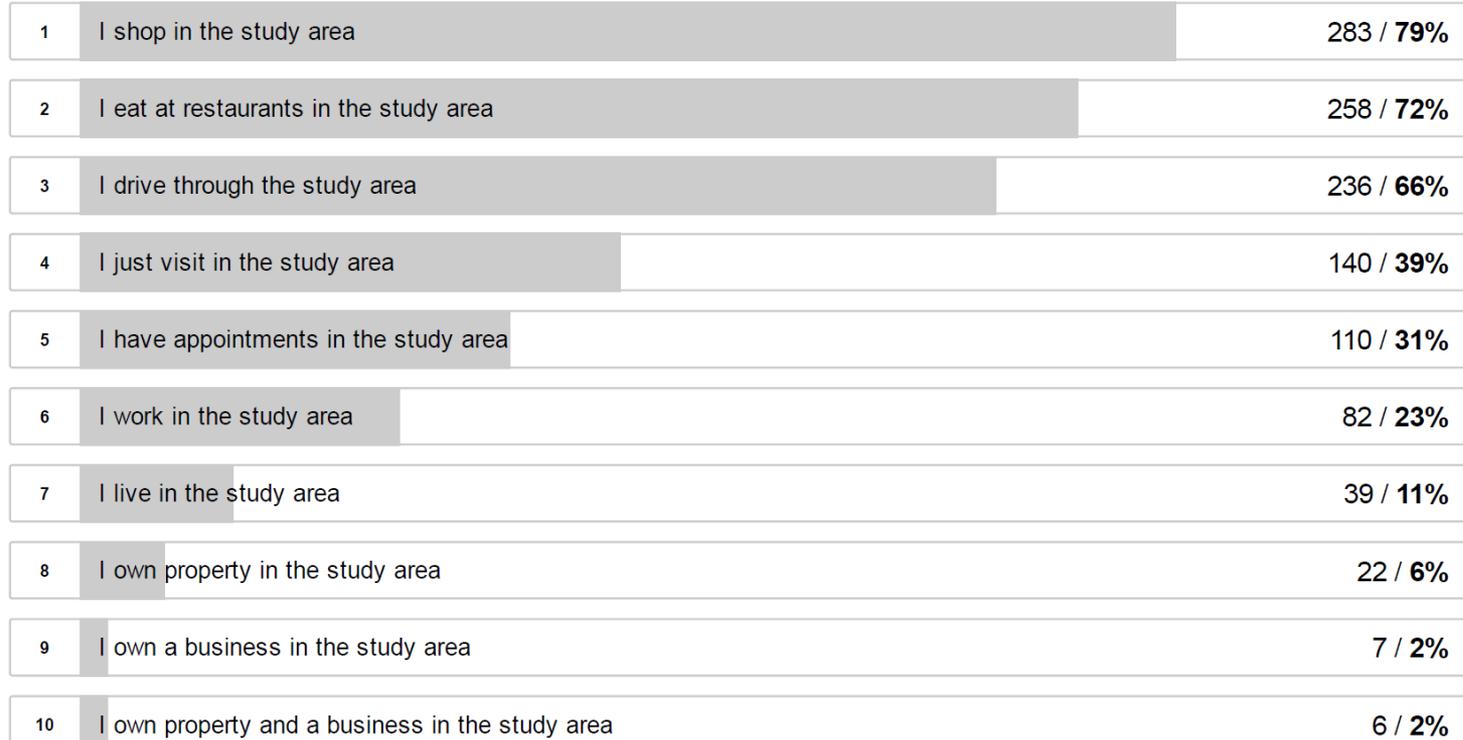
One word: 419 study area **TOMORROW**

accessible **active** amazing appealing **awesome** beautiful better
bustling change competitive **connected** convenient destination
diverse downtown dynamic easier enticing **exciting**
fantastic focal-point **fun** hopping improved-public-transit innovative
interesting livability marvelous mixed **modern** multifaceted
multimodal one-stop **opportunity** otential pedestrian possibilities
pretty **progressive** promising refreshing retail
safe sustainable **thriving** universal-design unknown **urban** useful
vibrant walkable welcoming well-rounded wonderful

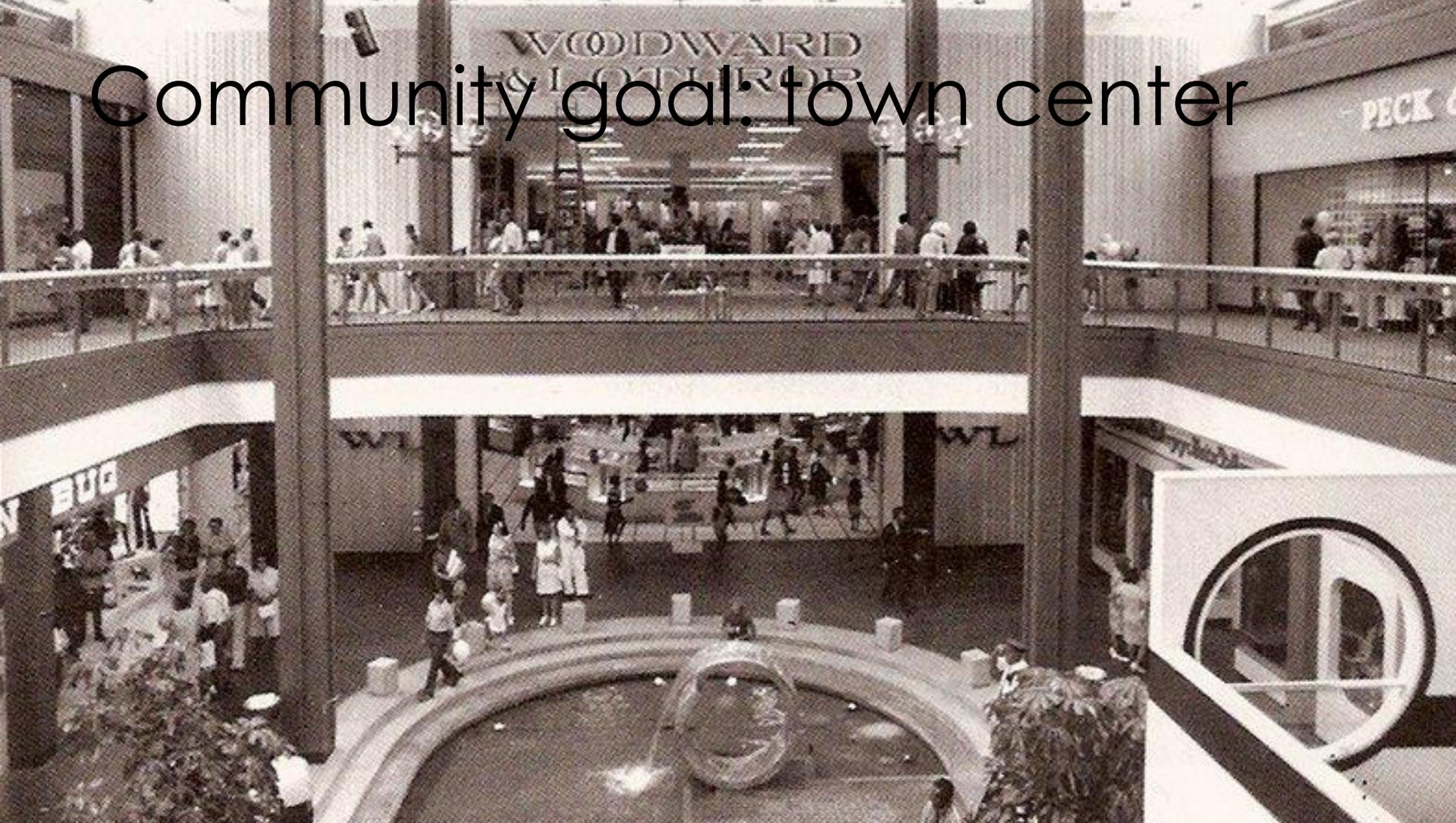
Online Survey

What is **your relationship** to the 419 study area

358 out of 358 people answered this question



Community goal: town center



Community goal: town center

- A place where people live, work, play...are with a 5 minute walk
- A place that is walkable, drivable, and bikable
- A place that expands regional economic opportunity
- A place whose activities and design make it the heart of a vibrant, diverse community
- “Organic”—a pattern that reinforces itself over time



Place: Sub areas

- “Town Center”
 - Tanglewood Mall
 - Starkey North
 - Starkey South

- Southside of 419

- “Ridges”
 - South Peak
 - Old Heritage

Market

- **“Town center”**

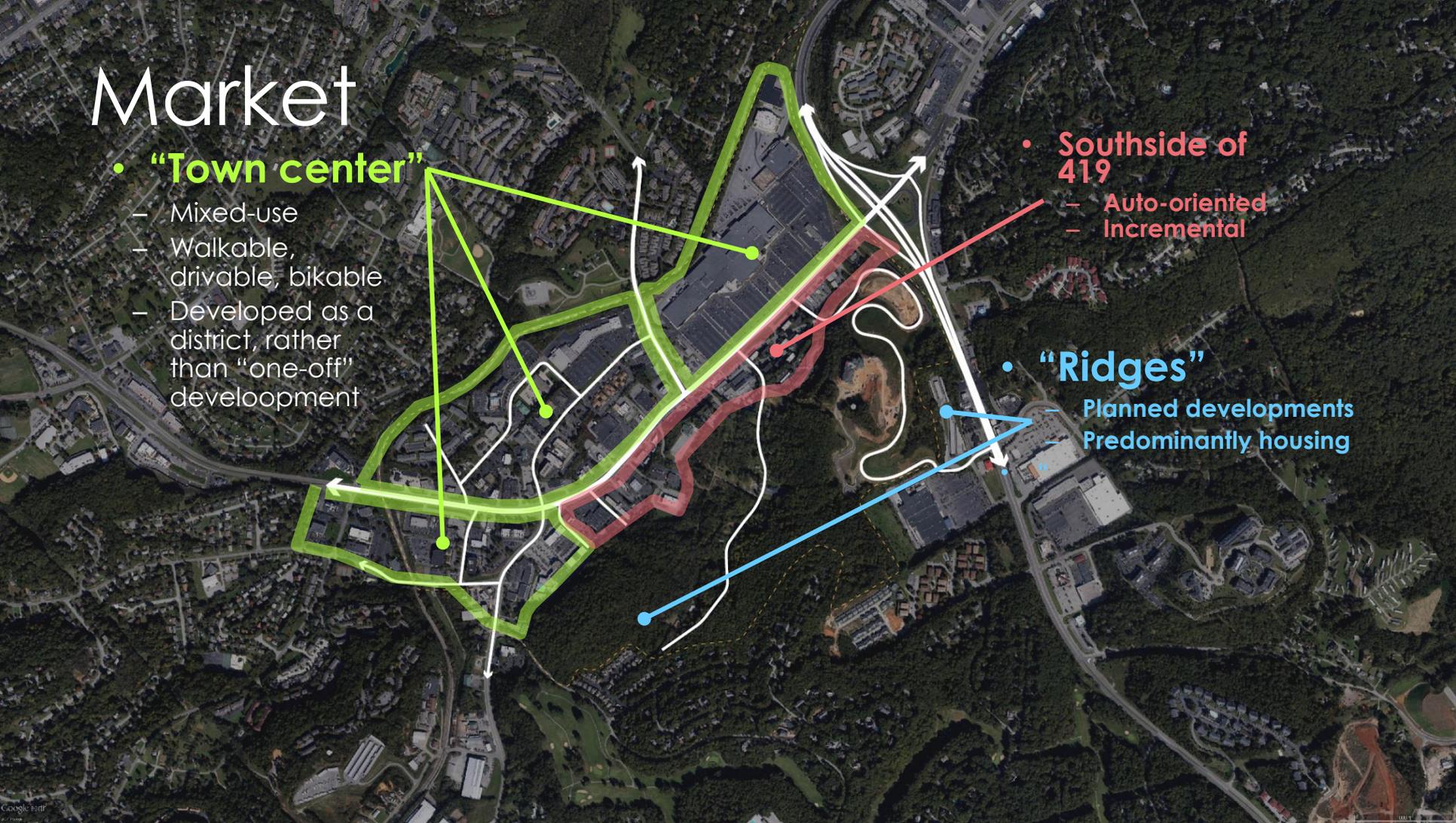
- Mixed-use
- Walkable, drivable, bikable
- Developed as a district, rather than “one-off” development

- **Southside of 419**

- Auto-oriented
- Incremental

- **“Ridges”**

- Planned developments
- Predominantly housing



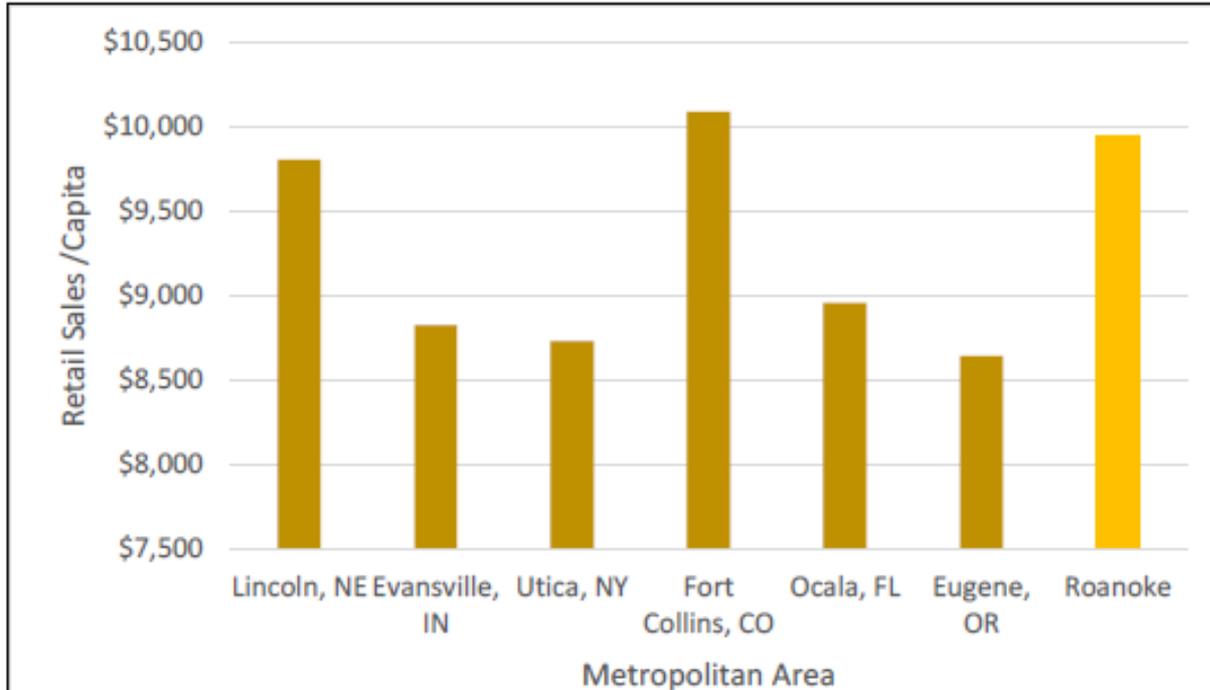
Retail: What could we support?

- Cheesecake Factory
- Whole Foods
- Nordstrom Rack



Roanoke is a strong retail market

Retail Sales Per Capita*

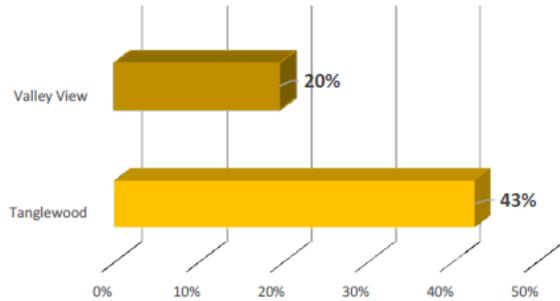


* Net of vehicle, gas, and non-store sales.

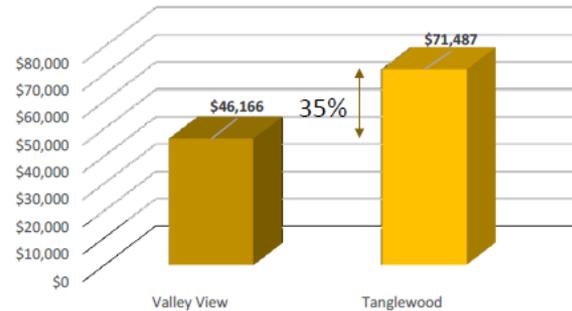
Source: ESRI; W-ZHA

The 419 Study Area is very strong

% w/ Bachelors+

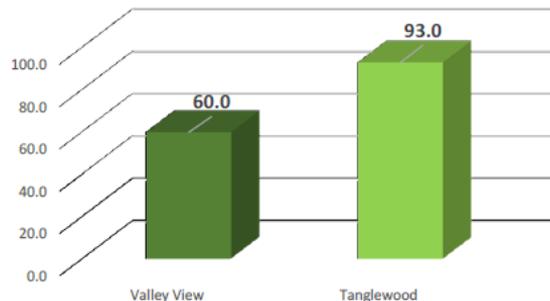


Average Income

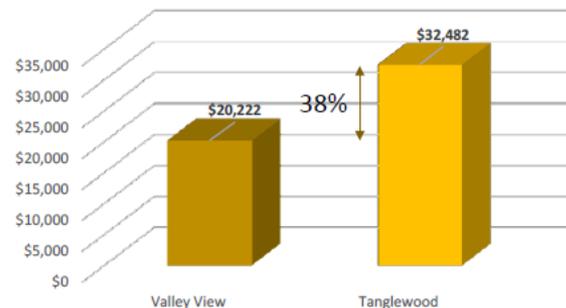


Market within 10-minute Drive:
Higher Income
High Educational Attainment

Apparel & Services Spending Index



Per Capita Income



Town center market: residential

- “One-off” redevelopment (no walkable mixed-use neighborhood)
 - 72 units per year over 5 years = 360 units
 - Lower end of achievable land and development values



Town center market: residential

- **“One-off” redevelopment** (no walkable mixed-use neighborhood):
 - 72 units per year over 5 years = 360 units
- **Neighborhood redevelopment** (significant walkable mixed-use neighborhood):
 - 118 units per year over 5 years = 590 units
 - “Walkability” rent premium



Markets' potential impact

- First 5 years: 30-35% of existing development
- 5 to 10 years: 60-70% of existing development
- 10-20 years: 150-250% of existing redevelopment



5 years

10 years

15-20 years

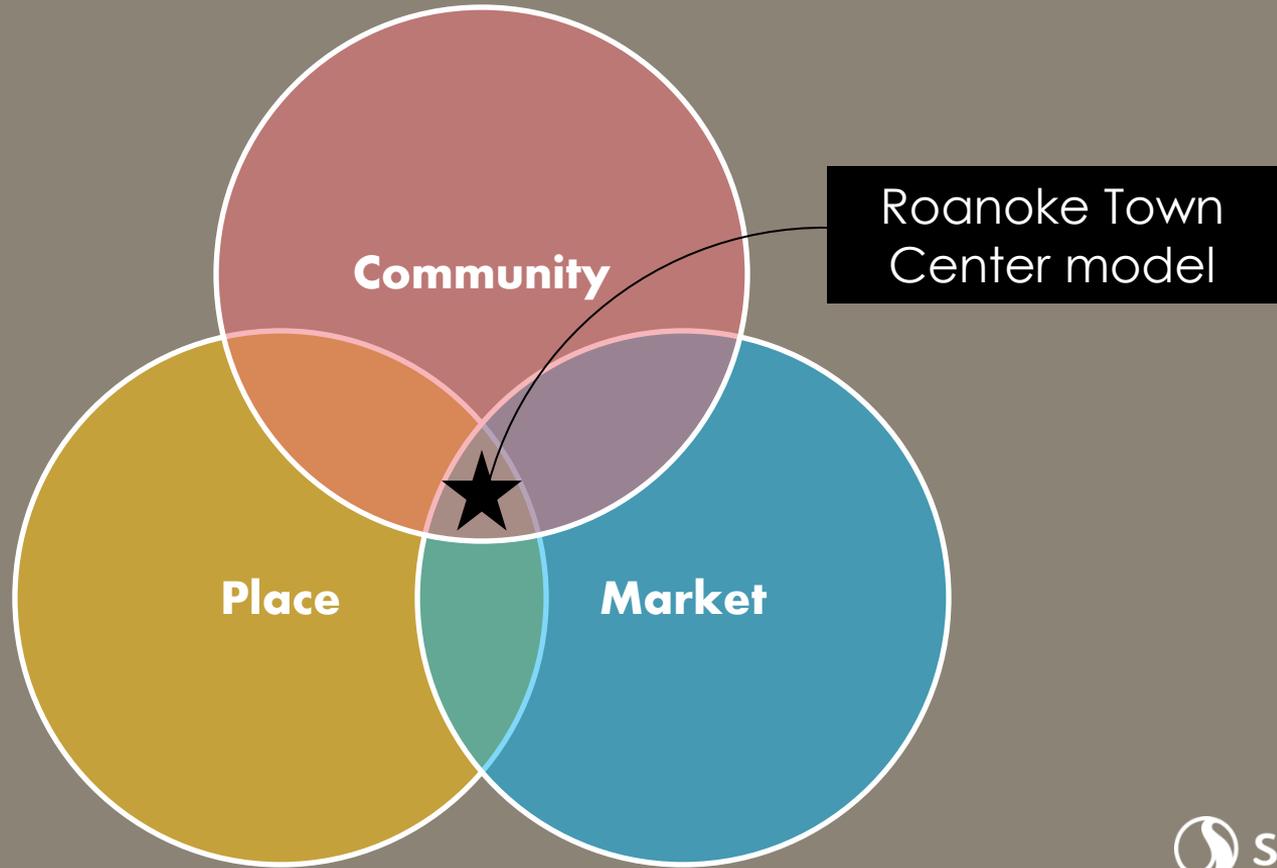
Achievable Vision



Draft Vision Statement

The 419 Town Center creates a vibrant new center for community life, embraced by the spectacular beauty of the Roanoke Town center. Our town center mixes diverse new housing options; job opportunities; shopping, dining, and entertainment choices; chances to enjoy art and music—all within a short walk. Our town center offers people opportunities to live healthier lifestyles, reinforces our commitment to environmental responsibility, and advances the Town center's emergence as a center of knowledge and innovation.

Achievable Vision



Draft Principles

- **Harness the power of our location and market strengths to enhance the Town center's livability**
- **Improve connectivity**
- **Promote a sense of community**
- **Celebrate the Town center's nature and the corridor's natural setting**
- **Create an authentic place**

Principle: Harness the power of our location and market strengths to enhance the Town center's livability:

- Create walkable residential neighborhoods.
- Attract a unique mix of retail, food, and entertainment.
- Encourage work environments geared to a changing economy (such as co-working and incubator).

Principle: Improve connectivity:

- Create a walkable environment
- Connect to Roanoke and the Valley via new bike lanes, greenways, expanded transit, and improvements to 419
- Explore innovative mobility strategies

Principle: Promote a sense of community:

- Program and design public spaces to invite diverse people to meet and interact.
- Provide housing for people of different ages and lifestyles.
- Encourage a diverse mix of retail, food and entertainment.

Principle: Celebrate the Town center's nature and the corridor's natural setting:

- Preserve and frame views
- Create a town green and other places that bring people together and celebrate nature
- Incorporate green best practices into every aspect of the Town Center.

Principle: Create an authentic place:

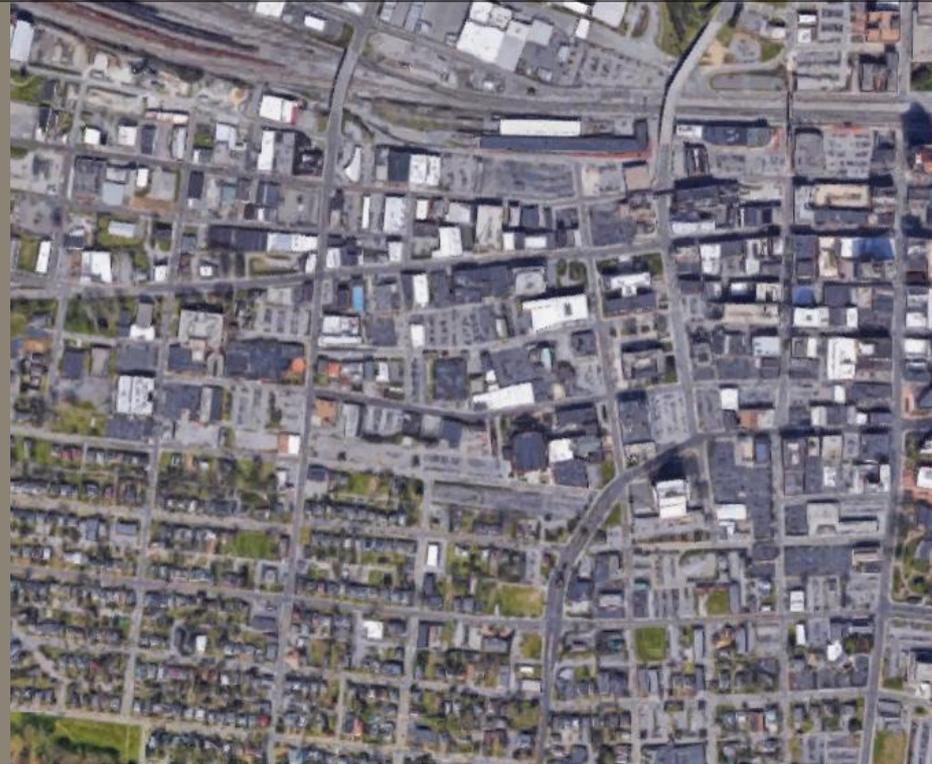
- Celebrate our history by telling its stories and promoting its living cultural and other traditions.
- Make the town center a genuine heart for our shared community life by incorporating civic, cultural, educational, and similar qualities.
- Explore additional integral roles that our Town Center can play in the life of our Valley.

Testing the vision: how we can transform the corridor

419 Town Center model: Core qualities

- **District of neighborhoods, rather than series of proximate developments**
 - Integrated street grid
 - Coordinated mixed-use across parcels and developments

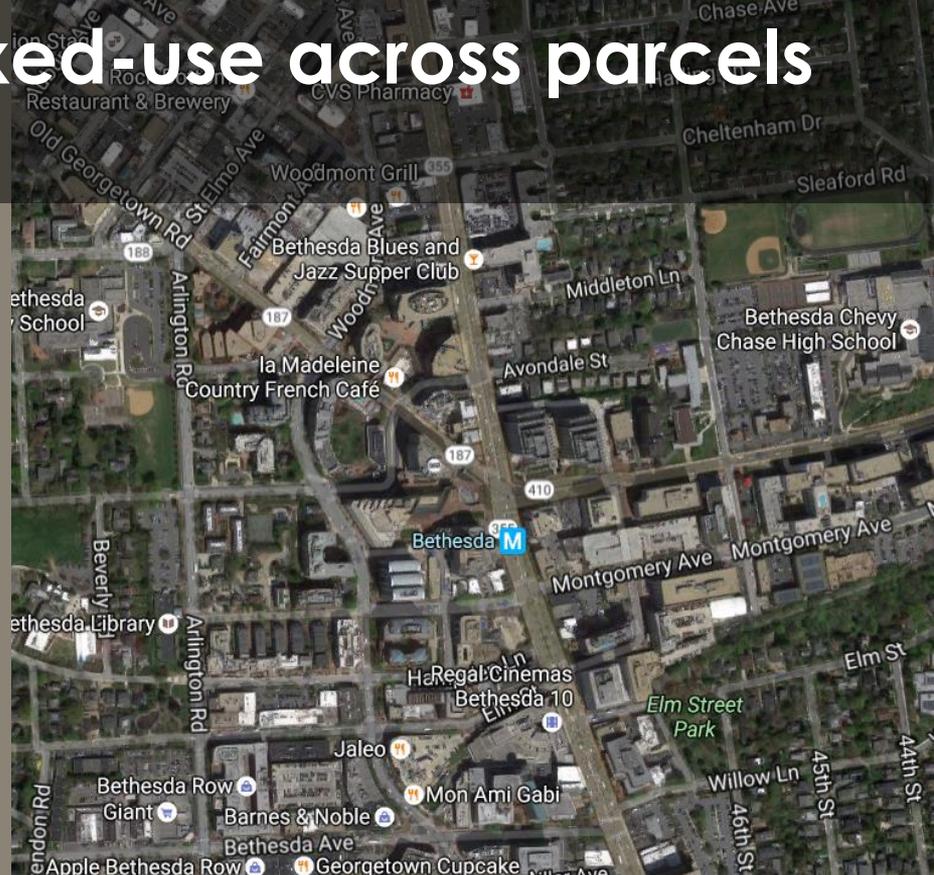
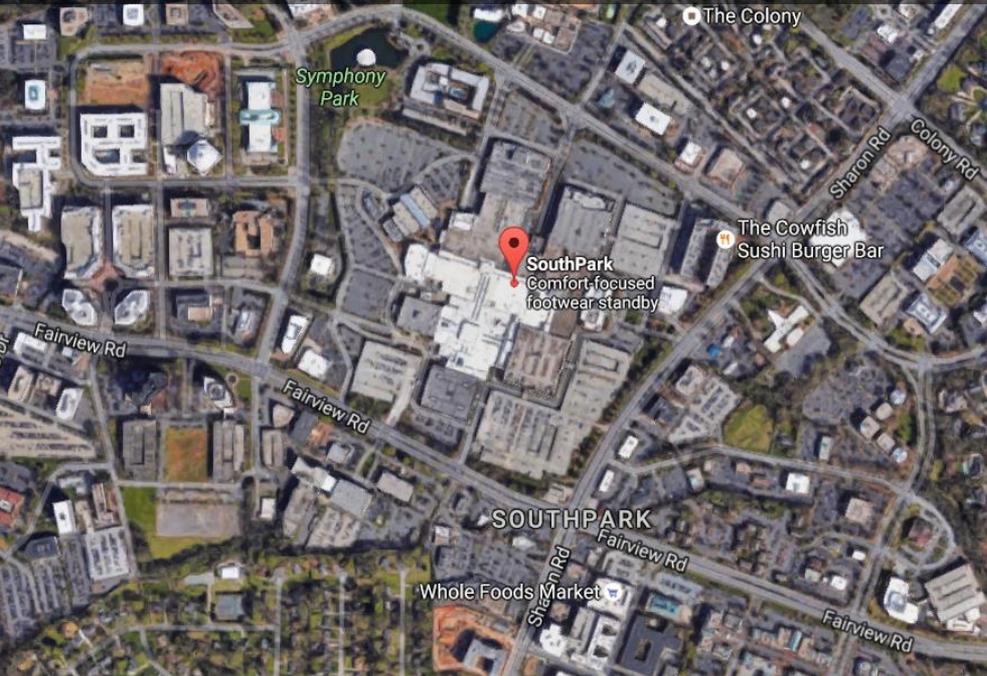
District: Integrated street grid



The 419 Corridor: No clear street grid limits walkability and potential for district cohesiveness.

Downtown Roanoke: Street grid maximizes walkability and promotes development diversity.

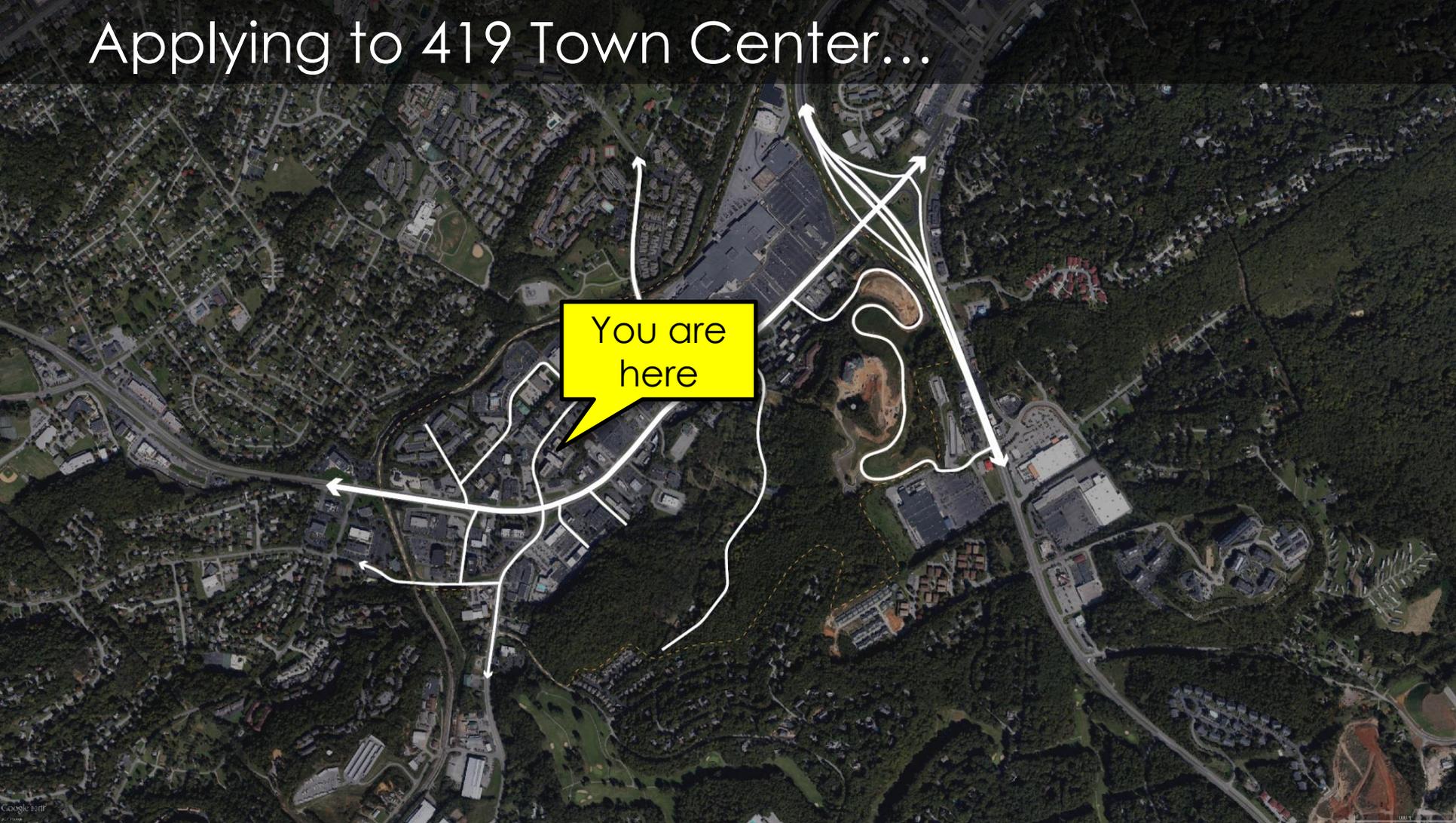
District: Coordinated mixed-use across parcels and developments



SouthPark, Charlotte: Example of proximate developments in danger of adding up to a mess rather than a whole.

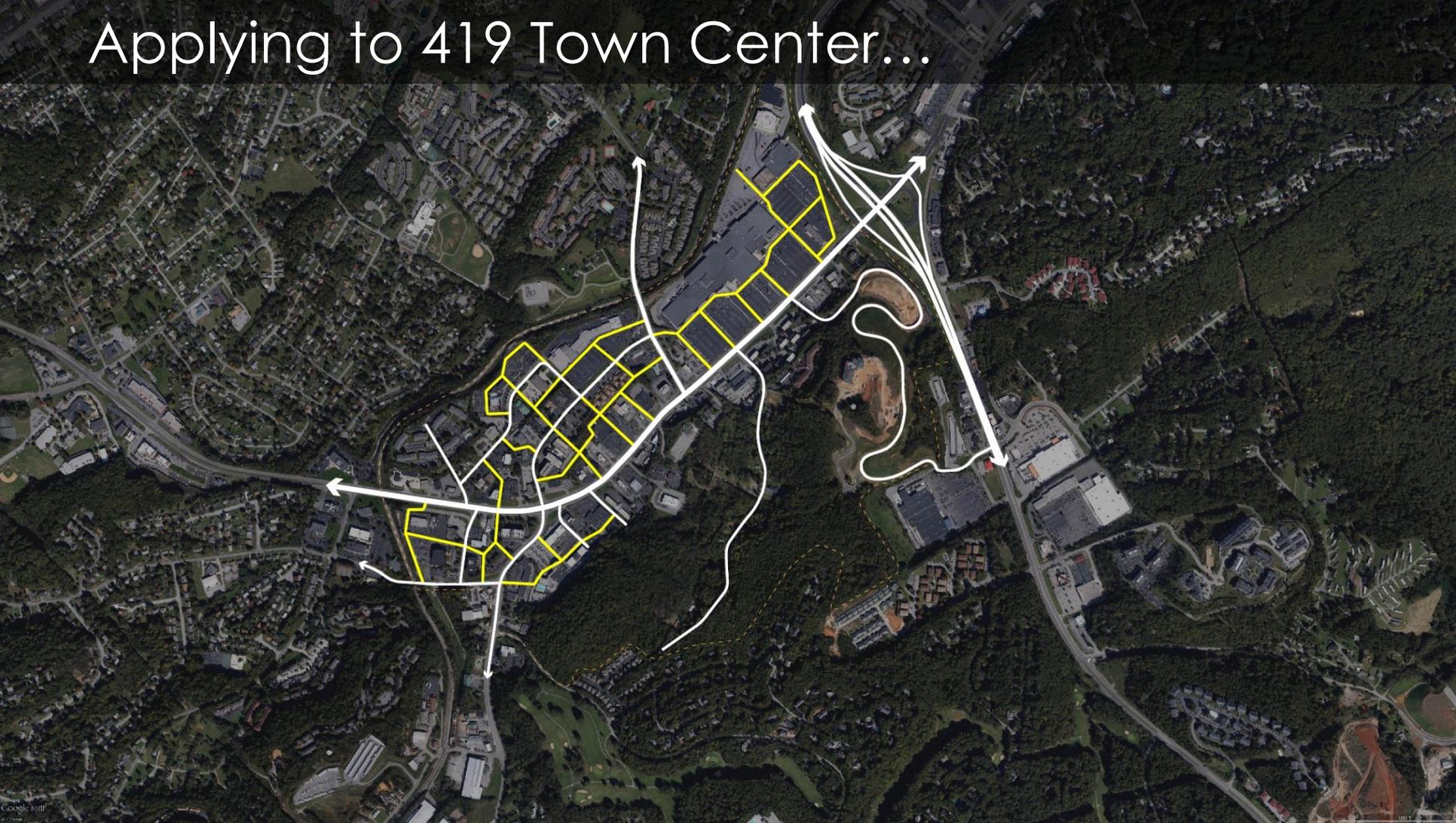
Downtown Bethesda, MD: Many redevelopment projects coalescing into cohesive downtown.

Applying to 419 Town Center...



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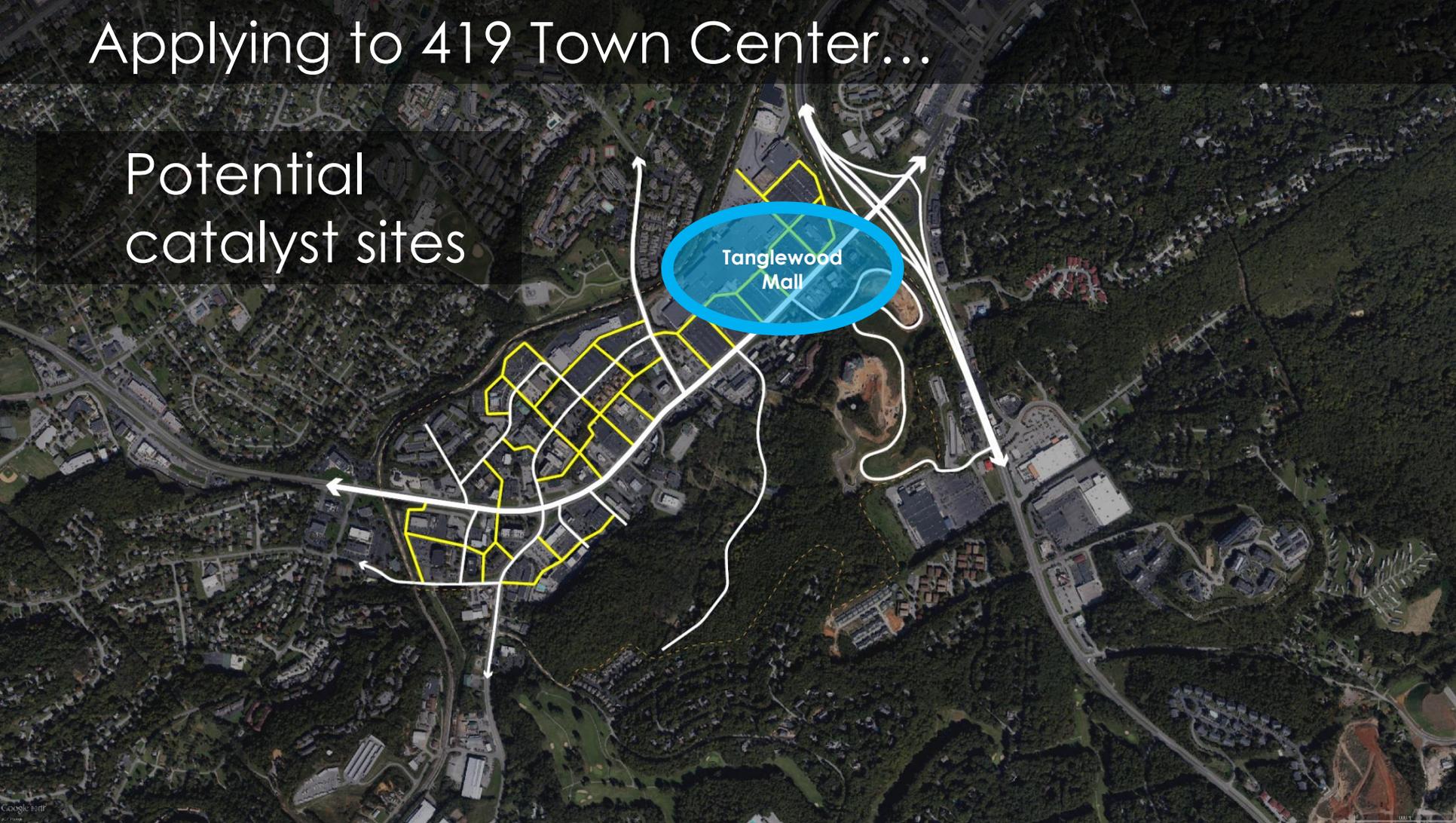
Applying to 419 Town Center...



Applying to 419 Town Center...

Potential
catalyst sites

Tanglewood
Mall



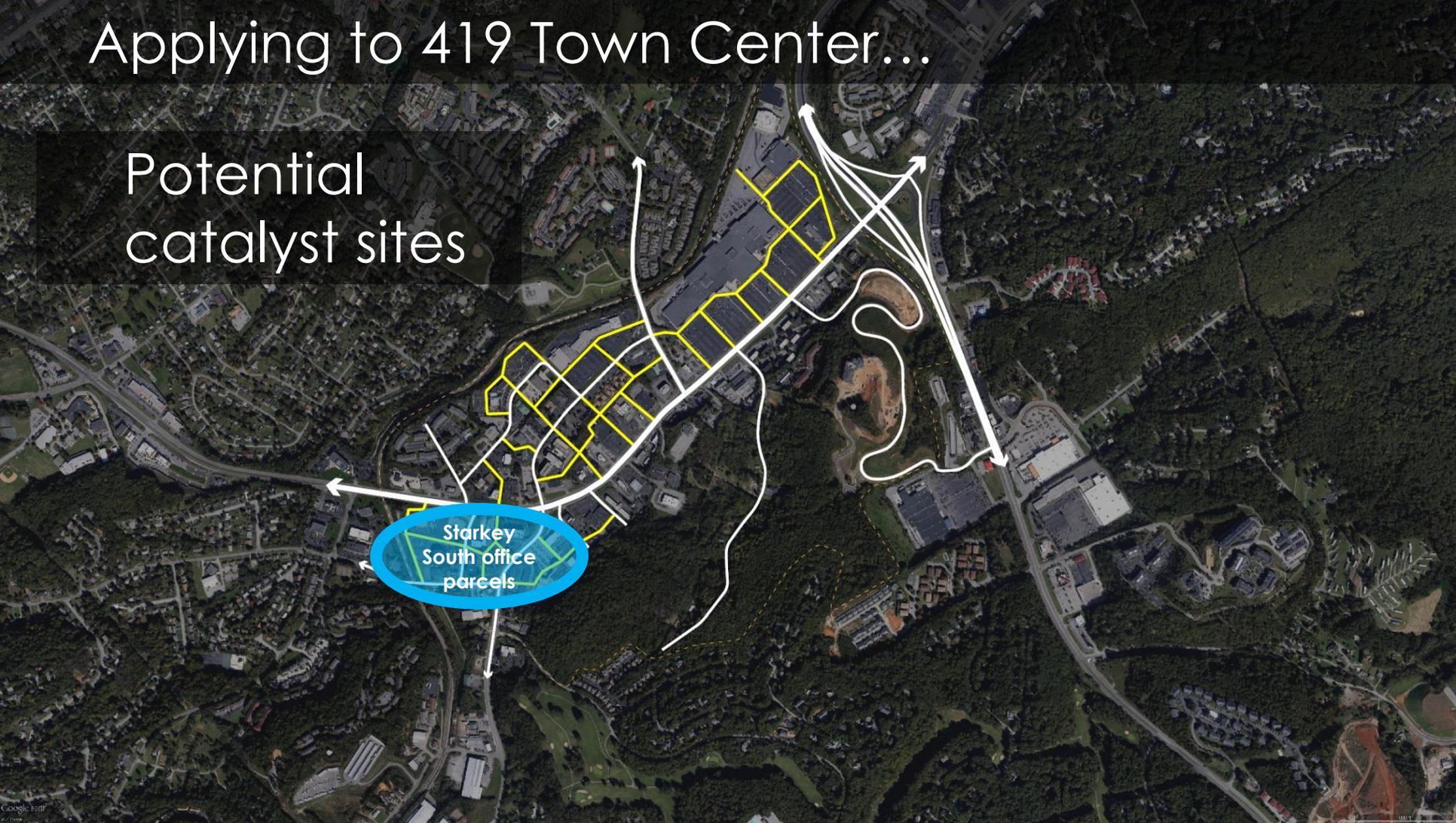
Applying to 419 Town Center...

Potential
catalyst sites

Ogden &
Electric
Road

Applying to 419 Town Center...

Potential
catalyst sites



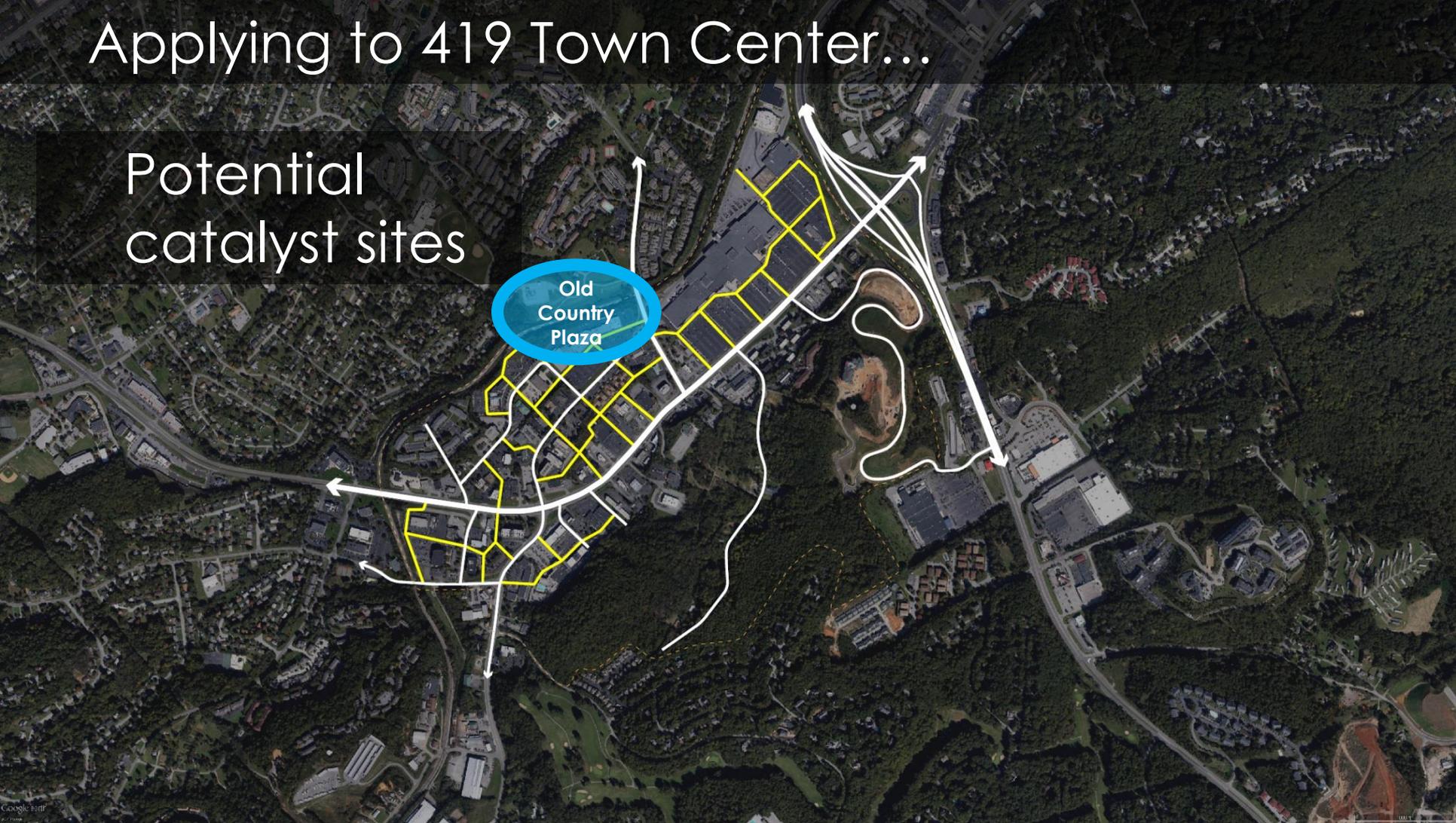
Starkey
South office
parcels

The image is an aerial photograph of a commercial and residential area. A large, irregularly shaped area in the center is outlined in yellow, representing the 'Starkey South office parcels'. This area is further divided into several smaller rectangular parcels. A blue oval callout box with white text points to a specific parcel within this yellow-outlined area. Several white arrows originate from the yellow-outlined area and point towards various locations: one points north, one points northeast, one points east, one points southeast, and one points south. The surrounding area includes residential neighborhoods, green spaces, and other commercial buildings.

Applying to 419 Town Center...

Potential
catalyst sites

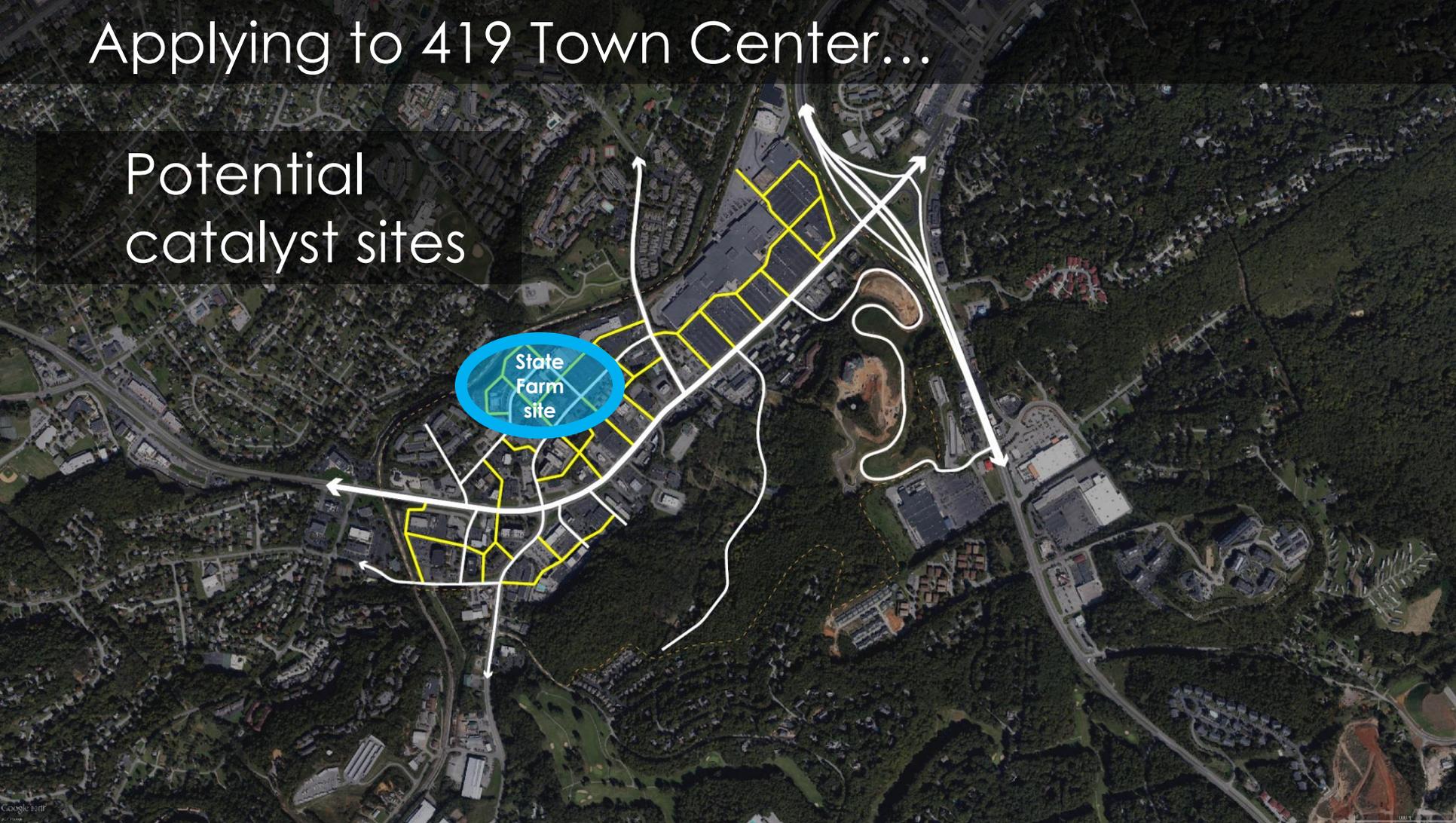
Old
Country
Plaza

An aerial satellite-style map of the 419 Town Center area. A central cluster of buildings is outlined in yellow. A blue oval labeled 'Old Country Plaza' is positioned on the left side of this cluster. Several white arrows originate from the yellow-outlined area and point in various directions: one points north, one points west, one points south, and a group of three points northeast towards a road intersection. A white outline also follows the eastern and southern edges of the yellow-outlined area. The surrounding landscape includes residential neighborhoods, green spaces, and a golf course.

Applying to 419 Town Center...

Potential
catalyst sites

State
Farm
site

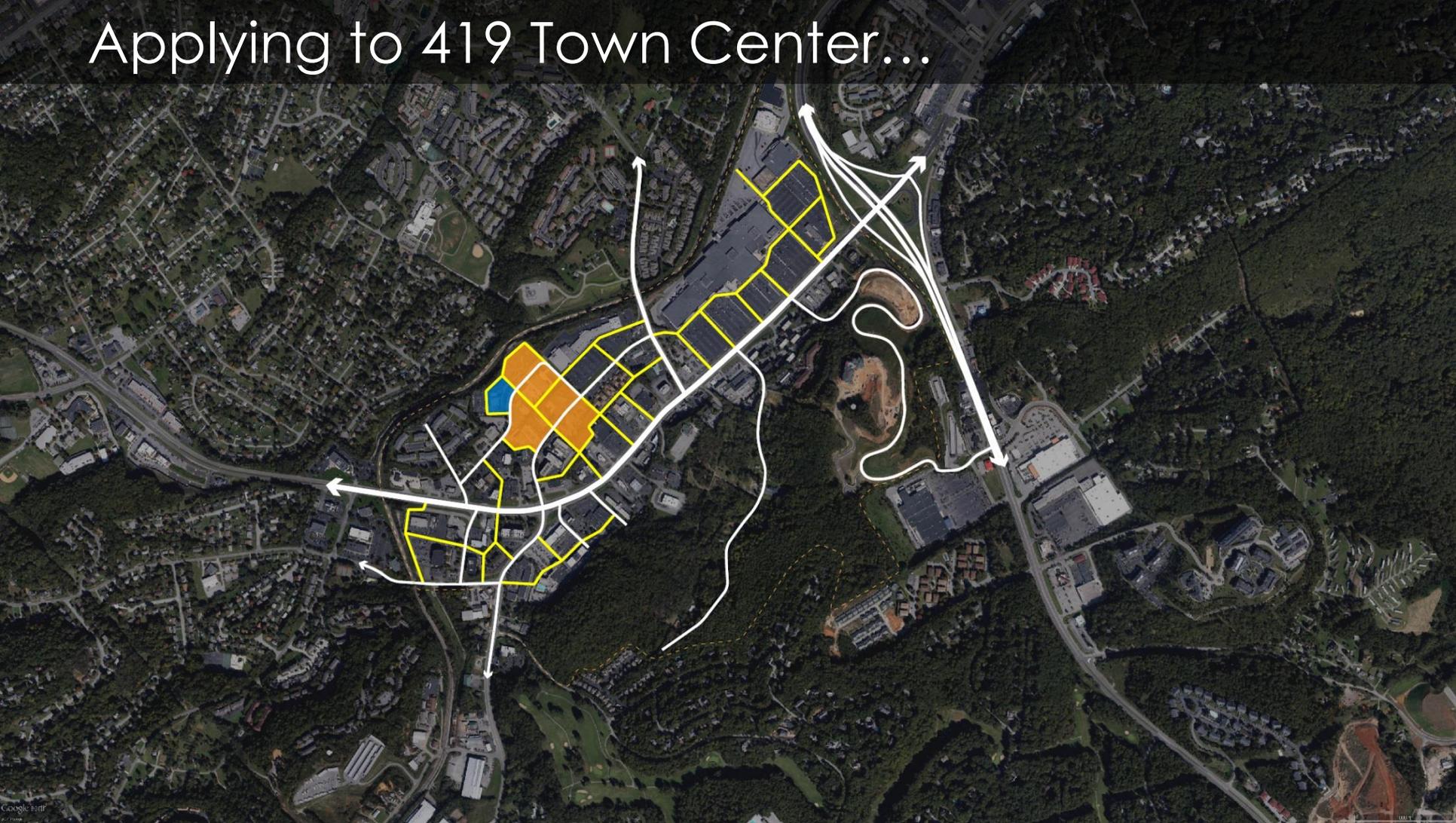
An aerial photograph of the 419 Town Center area. A central building complex is outlined in yellow. A blue oval highlights a specific site within this complex, labeled 'State Farm site'. Several white arrows originate from the yellow-outlined area and point in various directions: one points north, one points northeast, one points east, one points southeast, and one points southwest. The surrounding area includes residential neighborhoods, green spaces, and other commercial buildings.

Applying to 419 Town Center...

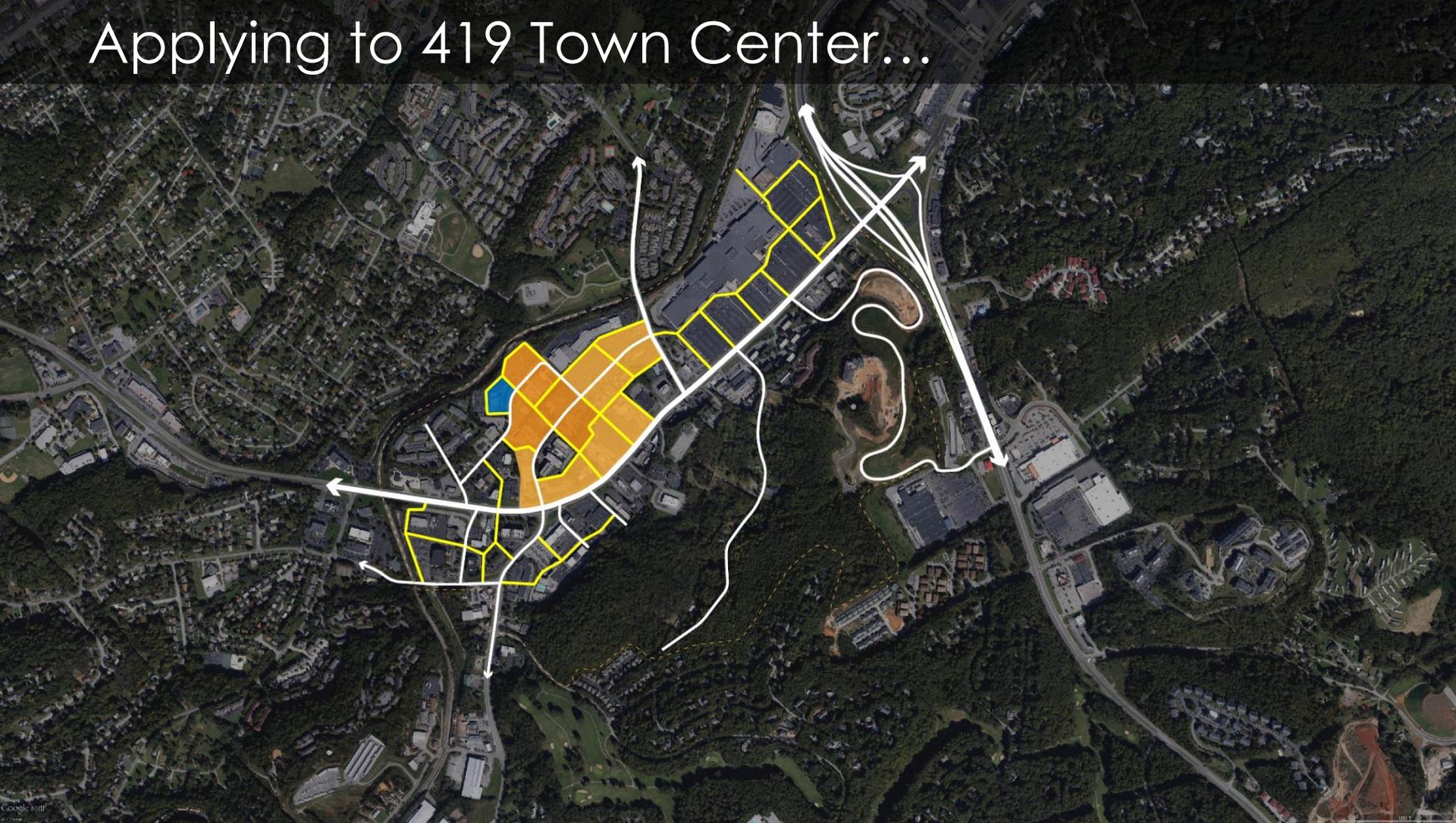
Potential
catalyst sites



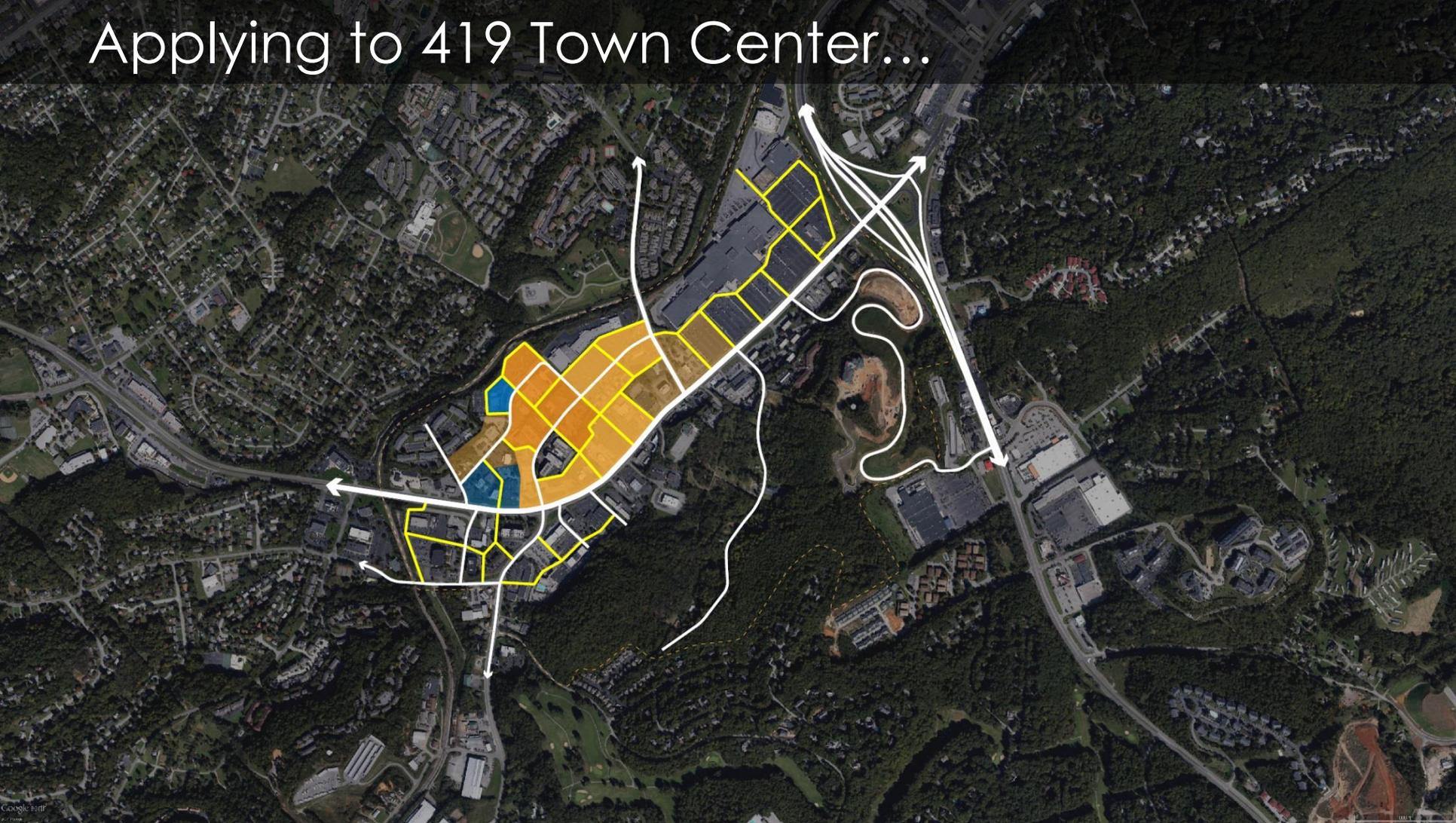
Applying to 419 Town Center...



Applying to 419 Town Center...



Applying to 419 Town Center...



419 Town Center model: Core qualities

- **District of neighborhoods, rather than series of proximate developments**
 - Integrated street grid
 - Coordinated mixed-use across parcels and developments
- **Main Street**
 - Walkable
 - Live, work, shop
 - Emphasis on public realm—sidewalks, Town square, parks
 - Variety of building scales, types, uses, ages
 - Buildings all related to shared public realm, each other
 - Shared parking strategies

Main Street: Walkable



Main Street: **Live, work, play**



Main Street: Emphasis on public realm



Main Street: Variety of building scales, types, usages, ages



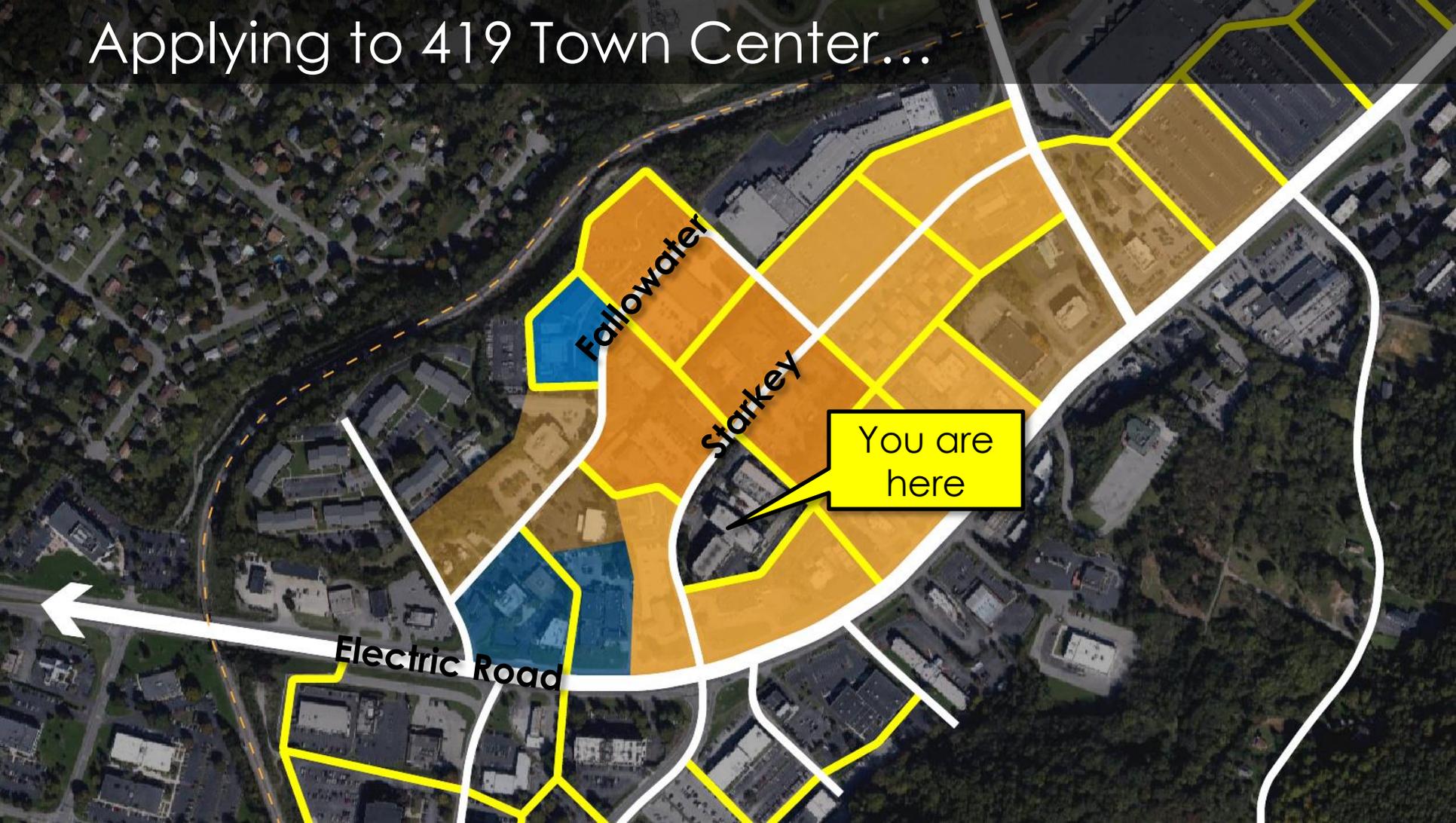
Main Street: Buildings' relationship to public realm, each other



Main Street: Shared parking strategies



Applying to 419 Town Center...



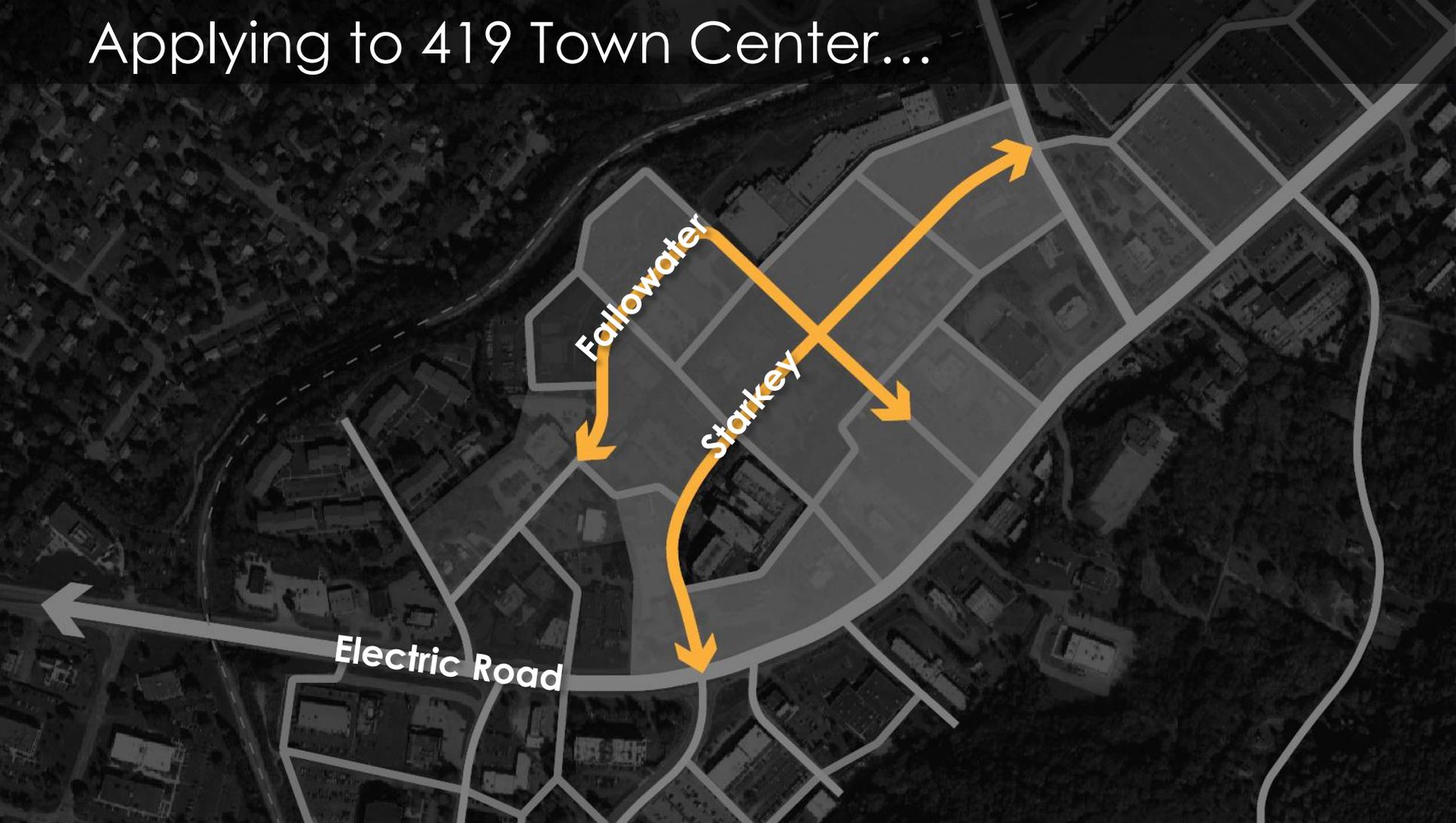
Fallowater

Starkey

Electric Road

You are here

Applying to 419 Town Center...

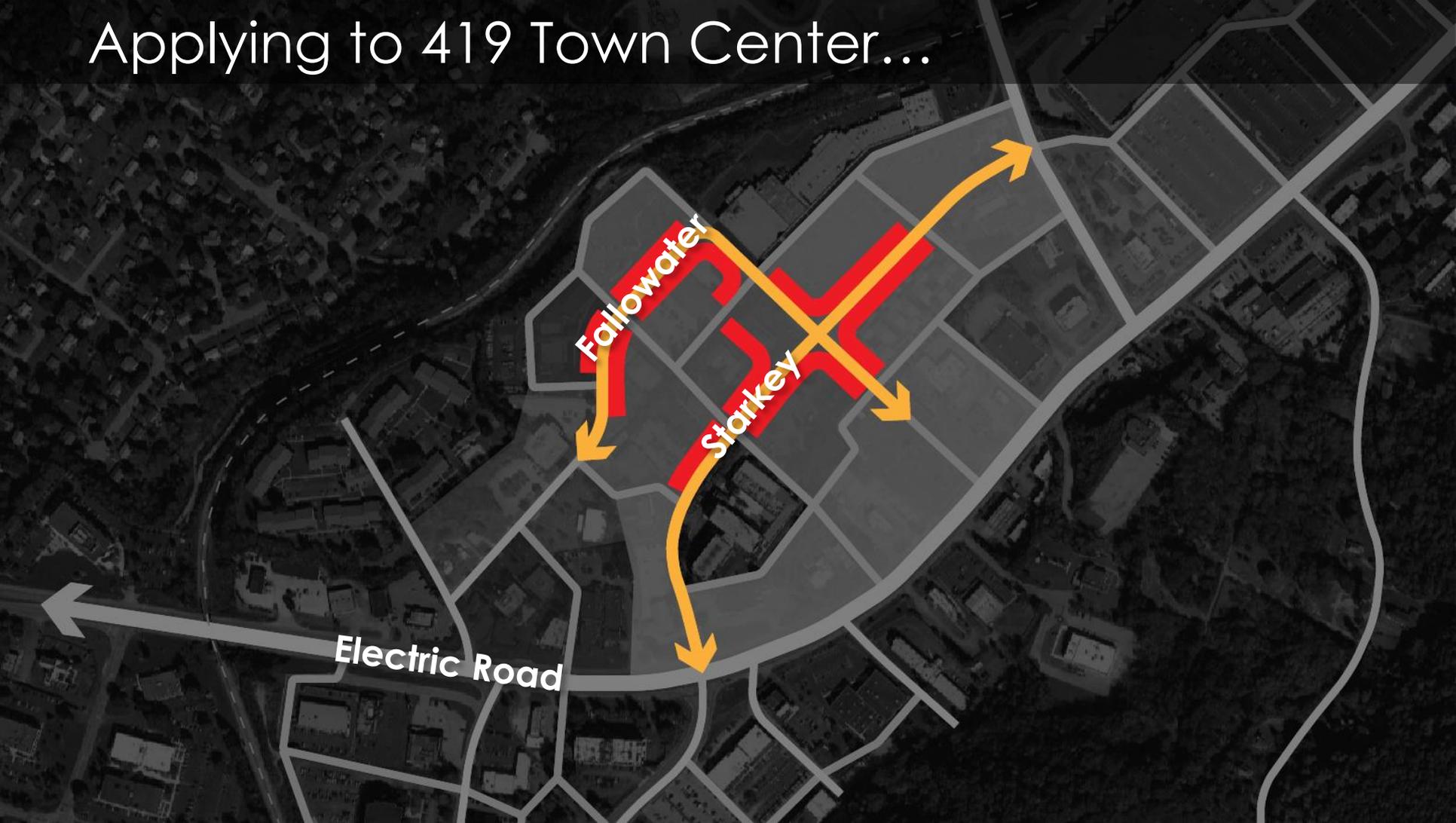


Fallowater

Starkey

Electric Road

Applying to 419 Town Center...

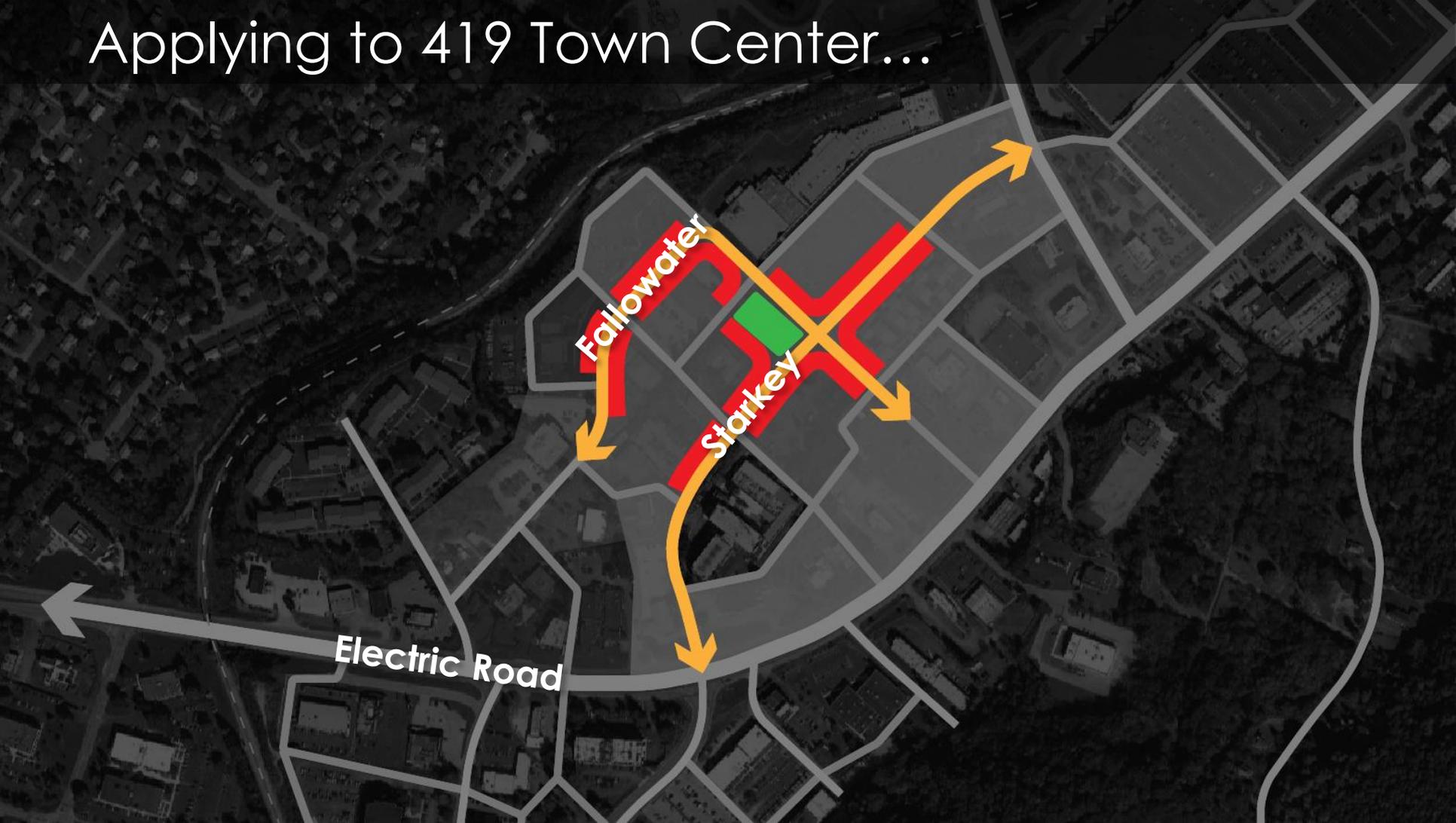


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Starkey

Electric Road

Applying to 419 Town Center...

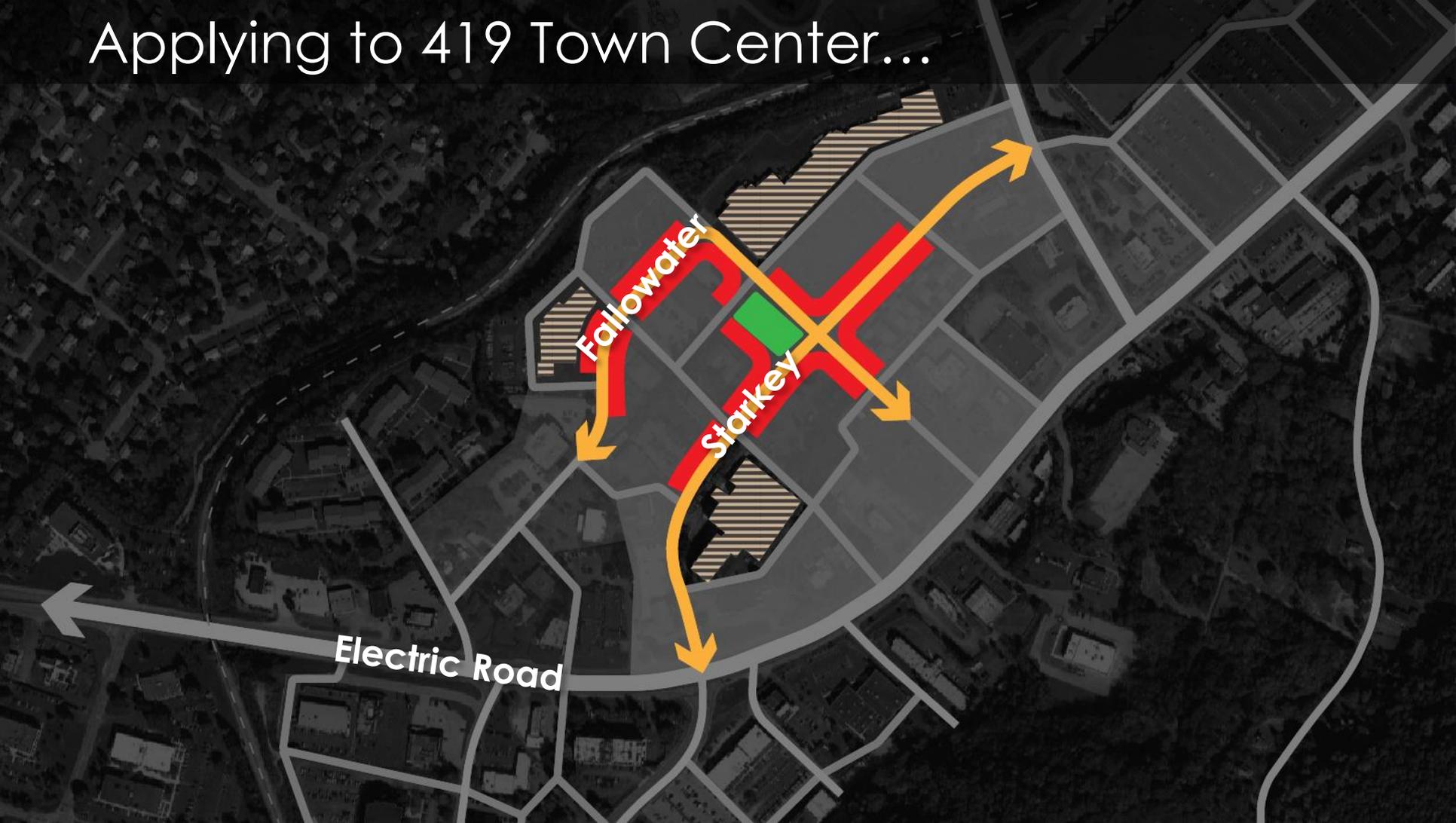


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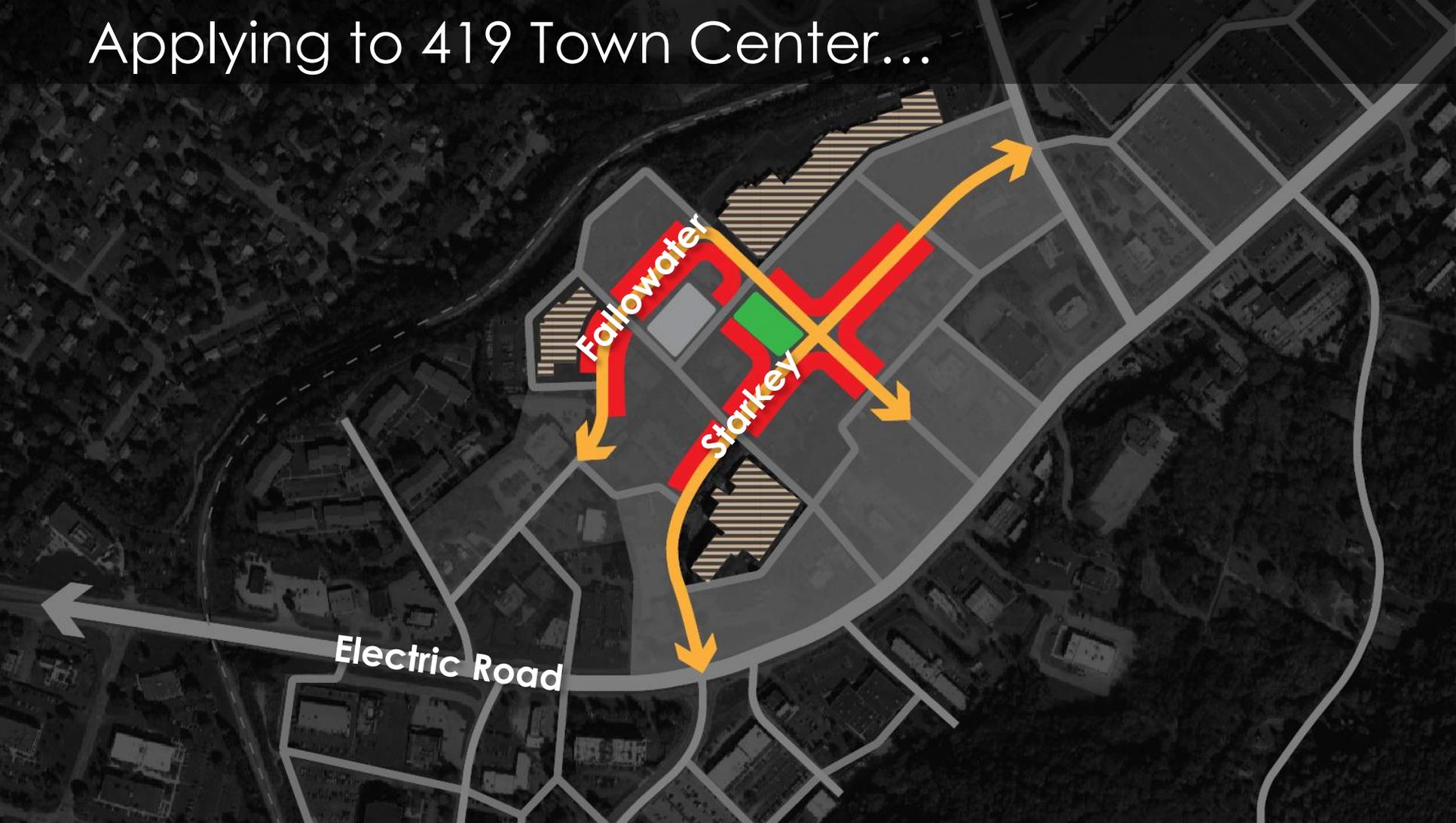
Starkey

Electric Road

Applying to 419 Town Center...



Applying to 419 Town Center...



Fallowater

Starkey

Electric Road

Implementation choices

- Incremental
- Major redevelopment

Implementation choices: Major redevelopment



Implementation choices: **Incremental**



Downtown Sandy Springs: master plan first, development follows

Implementation choices: Incremental



Downtown Sandy Springs: master plan first, development follows

Assumptions to guide incremental growth approach

- Infill housing
 - 5 year—600 (30-40 units/ac, frame construction)
 - 10 year—1200 (same)



Assumptions to guide incremental growth approach

- Infill housing
 - 5 year—600 (30-40 units/ac, frame construction)
 - 10 year—1200 (same)
- **Autonomous cars, parking 10 years**



Assumptions to guide incremental growth approach

- Infill housing
 - 5 year—600 (30-40 units/ac, frame construction)
 - 10 year—1200 (same)
- Autonomous cars, parking 10 years
- **Walkable retail, mixed-use**



Assumptions to guide incremental growth approach

- Infill housing
 - 5 year—600 (30-40 units/ac, frame construction)
 - 10 year—1200 (same)
- Autonomous cars, parking 10 years
- Walkable retail, mixed-use
- **Variety of office models**



Assumptions to guide incremental growth approach

- Infill housing
 - 5 year—600 (30-40 units/ac, frame construction)
 - 10 year—1200 (same)
- Autonomous cars, parking 10 years
- Walkable retail, mixed-use
- Variety of office models
- **Visibility will still matter**



Getting started

- Focus areas for 11/15-11/16 Design Workshop:
 - Catalyst sites
 - Broad policies
 - Infrastructure and public investment focus
- ***Open to community on 11/15***

Workshop Exercises

- 6:30pm – 7:00pm: Draft Vision and Principles Review
- 7:00pm – 8:00pm: Placemaking/Mapping Exercise
- 8:00pm– 8:30pm: Community Report Backs

Questions/Discussion

