

4. Recommended Land Use Changes

4.1. Future Land Use Map Scenarios

The Route 220 Corridor Study will become part of the Roanoke County Comprehensive Plan. The Comprehensive Plan is a general, long-range policy and implementation guide for decisions concerning the overall growth and development of the County. One important component of the Comprehensive Plan is the Future Land Use map. This map designates areas and types of land uses for future development of the County. The maps guide citizens and property owners who are evaluating alternative uses of their land and will be used by the Roanoke County Board of Supervisors and Planning Commission in the evaluation of requested land use and zoning amendments.

The Comprehensive Plan future land use map currently does not reflect the extension of water services through the Route 220 corridor. Map 4 shows the 2005 adopted future land use map. On the 2005 map, the northern section of the Route 220 corridor is designated Transition, which is an urban future land use area that promotes the orderly development of highway frontage parcels, and anticipates the provision of public water and sewer. South of Pine Needle Drive, the rest of the corridor frontage properties are designated either Rural Village or Village Center. Rural Village areas generally support rural residential development and discourage urban development patterns. Village Center areas serve as the commercial and institutional focal points for surrounding rural residential and farming establishments. Both the Rural Village and Village Center designations are for areas not served by public water and sewer.

Two urban commercial designations are proposed for the Route 220 Corridor Study

Area. The three scenarios presented show alternative designations of Transition and Core areas. The orange Transition designation encourages the orderly development of highway frontage parcels. Transition areas generally serve as developed buffers between highways and nearby or adjacent lower intensity development. Intense retail and highway-oriented commercial uses are discouraged in Transition areas, which are more suitable for office, institutional and small-scale coordinated retail uses. The red Core designation encourages high intensity urban development. 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. It is anticipated that the Planning Commission and Board of Supervisors will choose a preferred scenario to be adopted into the Comprehensive Plan.

4.1.1. Scenario 1

Scenario 1 proposes the Transition designation to continue south from Pine Needle Drive to the Franklin County limits. This would direct future commercial/business growth along Route 220 per the Transition guidelines in the comprehensive plan. This amendment would provide a consistent future land use designation throughout the corridor, but does not provide areas for more intense commercial development, especially where sewer services would be provided. See Map 9 in Appendix A.

4.1.2. Scenario 2

Scenario 2 proposes the same Transition designation throughout the study area, with the addition of some areas to be designated as Core. Most of the Core areas chosen to be designated Core are currently zoned AV, Agricultural Village, and already have some existing commercial land uses, plus have

other commercial land uses allowed by right. This core designation takes into consideration the installation of a sewer pump station in the area where Route 220 crosses Back Creek. The southern boundary of the Core designation would be the extent of gravity sewer service to the sewer pump station. This scenario also takes into consideration the potential impacts of a future connection/interchange between Route 220 and Interstate Route 73. See Map 10 in Appendix A.

4.1.3. Scenario 3

Scenario 3 is similar to Scenario 2, with the exception that the Core designation would cover a larger area and extend east and west to the boundaries of the study. The southern boundary of the Core area would be the same as Scenario 2, which is the extent of gravity sewer service to the sewer pump station. See Map 11 in Appendix A.

4.2. Rezoning Guidelines

Staff developed a series of guidelines to guide future development and ensure that development is sensitive to the limitations of the corridor. These guidelines will serve to provide further information for rezoning applications so that each site will fit within the corridor, to ensure that development will not increase the danger of travel along the corridor and that it will be as environmentally sensitive to the floodplains and steep slope and resource limitations as possible.

Primary sites will have less requirements for a rezoning. Staff believes these sites to be less restrictive in terms of topography, access to 220, future water and sewer hookups, and floodplain or water body issues. Secondary sites and those which extend beyond the study area boundary will have more requirements for the rezoning application to ensure that the sites will be built in a manner that compliments the corridor.

4.2.1. Study Area

- Boundaries of study area follow existing breaks in the Comprehensive Plan future land use maps, or 1,000 feet from the highway center line, whichever is greater.
- Petitions for commercial development/redevelopment are encouraged at the sites identified in the study. Residential development is discouraged, unless accessory to a commercial use within a mixed-use development.
- The limits of the future land use map commercial designations are intended to function as an Urban Development Area boundary, with the understanding that urban/suburban development is strongly discouraged beyond that area limit, until such time that further planning and land use studies are completed for those rural areas.

4.2.4. Public Water and Sanitary Sewer Service

- New projects must connect to public water service.
- New projects must connect/extend sanitary sewer service if within X feet of existing sewer.
- New projects beyond existing sanitary sewer - petitioner must consider extension of sewer services, and/or justify not constructing the services.
- New projects using private septic systems are discouraged, but if proposed must have septic permit approval from the Virginia Department of Health submitted with rezoning application.

4.2.5. Slope Development

- New projects must provide preliminary grading plan with rezoning application, delineating building pad area, driveway access grading, limits of disturbance and extent of proposed cut and fill.
- New projects exceeding 25 vertical feet of cut or fill slope must provide geotechnical report with rezoning application.
- Heights and details of all proposed retaining walls must be provided with rezoning application.
- Planning Commission may request geotechnical report at its discretion.

4.2.2. Transportation Network

- Traffic Impact Analysis report shall be submitted with rezoning application, unless that requirement is waived by the Virginia Department of Transportation and Roanoke County.
- Priority sites have access from Route 220, and from existing public streets intersecting with Route 220.
- New public streets intersecting with Route 220, and new access driveways from Route 220 will require significant transportation planning and

coordination with the Virginia Department of Transportation and Roanoke County prior to submission of rezoning application.

- Consideration must be given to the future Interstate Route 73 corridor and potential land use impacts of that highway construction.

4.2.3. Site Selection

- Development opportunities are prioritized in the study. Seven general areas are identified in the plan as development opportunities and should be given the highest priority in consideration of rezoning applications. Of these seven areas, some sites are more conducive for development due to proximity of sanitary sewer, existing highway intersections and turn lanes, topography issues and overall size of the potential development area.
- A second tier of potential development sites are listed in the plan as “Other Sites”. These sites had some favorable topography, but are second in the priority list due to highway access

difficulties, topography issues, or general separation from a cluster of other sites.

- The remaining lands not identified in the development opportunity map are third on the priority for development. These lands have the most significant challenges for development, and would require intensive study and design work to be included in a rezoning application.

4.2.6. Architecture/Site Design

- Building elevations shall be submitted with rezoning application.
- Landscaping and buffer yards shall be submitted with rezoning application.
- Refer to county design guidelines, as amended, for guidance with site design, signs, other amenities.