

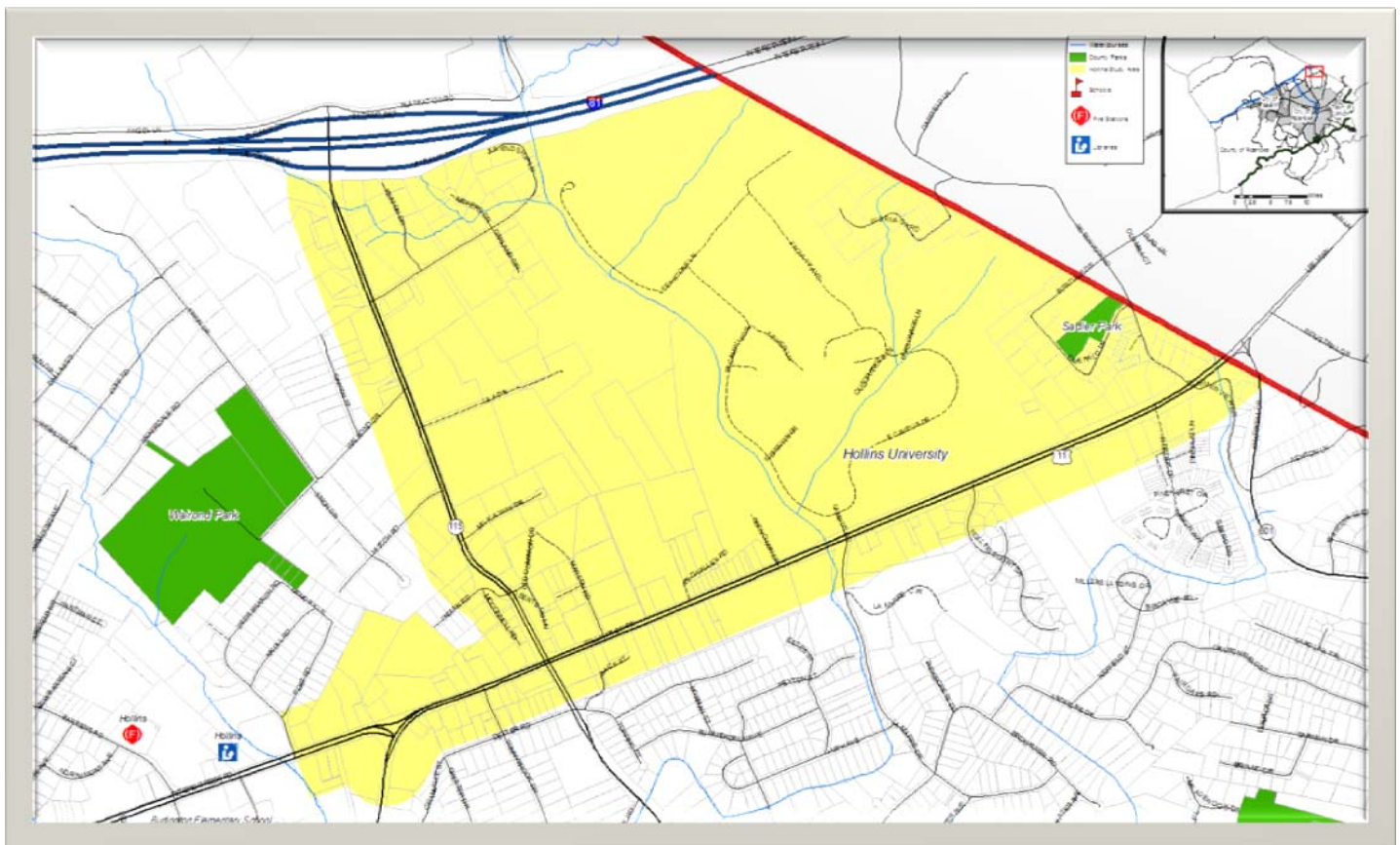


# HOLLINS AREA PLAN SUMMARY

## GOALS

The draft goals of the Hollins Area Plan are as follows:

- Improve the visual appearance of Williamson Road and Plantation Road which are two important entrance corridors for Roanoke County;
- Anticipate growth pressures in the Study Area and create a foundation for quality development prior to plan submission; and
- Balance industrial and commercial pressures with the needs of Hollins University.



## STUDY AREA

The Hollins Area Plan Study Area (see above graphic) measures 728 acres in size and encompasses all or portions of approximately 350 parcels.

The limits of the Study Area include:

- Botetourt County line to the east;
- Interstate 81 to the north;
- Western frontage parcels along Plantation Road to Williamson Road;
- Southern frontage parcels along Williamson Road to Kroger; and
- Frontage parcels along Peters Creek Road from Williamson to Deer Branch Road.

## **COMMUNITY INVOLVEMENT**

Surveys are being conducted with Hollins University students and faculty. A survey will also be mailed to property owners located within the study area and a Community Meeting is planned for late April/early May. The Williamson Road Area Business Association may also provide input through the plan process.

## **PLAN COMPONENTS**

The Hollins Area Plan will include information regarding:

- Existing conditions;
- Opportunities and constraints; and
- Recommendations and implementation strategies which may include:
  - Streetscape improvement plans;
  - A Historic District designation;
  - An Entrance Corridor Zoning Overlay;
  - A Viewshed Conservation Plan;
  - Amendments to the Williamson Road Hollins Village Design Guidelines; and
  - Amendments to the Commercial Corridor Matching Grant Program.

Staff anticipates completion and adoption of the Hollins Area Plan in the summer or fall of 2008.

## **ADDITIONAL INFORMATION**

For additional information on the Hollins Area Plan please contact:

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