



# ROANOKE COUNTY

## COMMUNITY DEVELOPMENT

5204 Bernard Drive, Second Floor, P.O. Box 29800  
Roanoke, Virginia 24018-0798

TEL: (540) 772-2080  
FAX: (540) 776-7155

Tarek Moneir,  
ACTING DIRECTOR OF DEVELOPMENT SERVICES

Philip Thompson,  
ACTING DIRECTOR OF PLANNING

BUILDING PERMITS/INSPECTIONS  
DEVELOPMENT REVIEW  
ENGINEERING  
ENVIRONMENTAL MANAGEMENT  
PLANNING & ZONING  
TRANSPORTATION

## Memorandum

TO: Planning Commission

FROM: Philip Thompson, AICP  
Acting Director of Planning

DATE: April 11, 2019

SUBJECT: ***Public Comments – Revised Draft 419 Town Center Plan***

At the Planning Commission's March 5<sup>th</sup> meeting, the Planning Commission held a public hearing on the revised draft of the 419 Town Center Plan. The Planning Commission allowed a 30-day comment period on the draft Plan. The deadline for comments was April 5<sup>th</sup>.

Attached are the comments received at the public hearing, on-line comments from the 419 web page, and emails received on the draft Plan. Staff will review the comments with the Planning Commission at its April 16<sup>th</sup> work session. A copy of the draft Plan is attached as well.

If you have any questions, please contact me by phone at (540) 772-2029 or by email at [pthompson@roanokecountyva.gov](mailto:pthompson@roanokecountyva.gov).

PGT:pt

Attachments

Public comments on Reimagine 419 Plan  
Planning Commission Public Hearing March 5, 2019

Citizen Comments

Steven Grammer – 419 Plan: I'm glad there is more ADA transportation in the plan than we have now, but my question is where is the money going to come from? And you talk about a million dollar apartments, but what about low income apartments?

# Q1 Please share your thoughts about the draft 419 Town Center Plan:

Answered: 33 Skipped: 0

#	RESPONSES	DATE
1	As this has been put out to happen in the next 2 decades, it seems like our input at this time is not likely to be taken into much consideration, but in case you do, I would like to point out that the plan to build up is not in keeping with the reasoning behind the ordinance Roanoke County has had to preserve it's natural beauty. Please keep that in mind.	4/5/2019 3:47 PM
2	jesus leave tanglewood alone we aren't northern virginia	4/5/2019 1:49 PM
3	I think it's a great idea to grow Roanoke county	4/5/2019 11:12 AM
4	Looks like a place I would love to shop, eat and enjoy the scenery. I would live to see an Olive Garden Restaurant located here, Designer Outlets and outdoor rental booths for local artist to display and sale their artwork.I already receive updates and the monthly newsletter. Thanks	4/5/2019 10:31 AM
5	This is a prime opportunity to do this town center correctly. Think outside the box. Be creative. A mixture of quality stores that fit the demographics (gap, j crew, old navy, belk, boutiques, home goods etc etc) along with some cafes/small restaurants, and a nice imax/movie theatre etc. We don't want to same old mediocracy that the area tends to receive. Also, please make it appealing to the eye. That area is in desperate need for some visual enlightenment. Please don't just do the basic make over and call it a day.	4/5/2019 10:19 AM
6	Seems like a lot of mid to upscale apartments/condos. Are studies showing that there is a need for that many apartments at that price point? I would be a shame to use the space on so many and not be able to fill them.	4/5/2019 10:06 AM
7	I would love to see the traffic patterns improved to reduce traffic back up on Electric Road. I would also love to see new restaurants in our area like QDOBA, Cheesecake Factory, etc. Restaurants like these aren't anywhere near the valley and would attract visitors from other localities to our area. I also love the idea of adding more green areas to the 419 Town Center. Not only are these better for the environment, but it shows a level of care from the county and is much better looking than concrete and asphalt.	4/5/2019 8:52 AM
8	I personally think it is taking entirely to long to come up with a plan to do something with this mall. A plan should of been in place when it was bought. SW County is the nicest area in Roanoke and we are the ones suffering from lack there of businesses and storefronts.	4/3/2019 5:20 PM
9	I like the idea, but hope the traffic congestion gets fixed 1st and bring more stores to tanglewood. Remember as a kid in the 80s how popular tanglewood once was	4/3/2019 10:38 AM
10	We need street frontage development first like Valley View Mall did over 10 years ago in "The District". Valley View brought in Carrabba's, Cheddars, Abuelo's, and Panera Bread that sparked activity on that previously dead side of the mall parking lot. Tanglewood Mall, Old Country Plaza, and Madison Square should try to do the same with restaurants and shops already in the region (NRV, Lynchburg), but not Roanoke such as Chili's, Qdoba, Cracker Barrel, Panda Express, a full Homegoods, Hobby Lobby, etc. All of this new commercial would draw the demand for middle/upper middle class residential to the area, which is what the plan's market outlook on rent prices calls for. Considering these chains are already in the region I'm sure the market of South Roanoke/SW County would hold most of them very well. I like the idea of a movie theatre on the Tanglewood Mall site, but it should be a mixed theatre like Franks in Blacksburg with a bowling alley, arcade, restaurant, and bar to bring more to the area. Before getting too deep in the plan, redeveloping properties such as Speedee, Ragazzis, Steger Creek, JC Penney etc. should be looked at ASAP by Roanoke County. These large vacancies are becoming an eyesore to the community and don't give much hope for the area. I like renaming the area to a Town Center like Short Pump, but I think Tanglewood Town Center or South County Town Center would be more appropriate with locals and guests than the 419 Town Center. Although the Roanoke Valley might not be large enough, looking at regional draw franchises like Dave and Busters / Top Golf could be good teen/adult entertainment spaces. South Peak should have something built next to Texas Roadhouse that finally fills out that portion of the hill.	4/2/2019 10:51 PM

## Reimagine 419 Revised Draft 419 Town Center Plan

11	I really like the revised draft and how you incorporated the suggestions from the community. It would be great to have a town center that was walkable, where you could live, work and shop and it be environmentally friendly. Hopefully, the new draft will help more retail merchants and restaurants come to the area and prompt property owners and developers to invest into the revitalization of the Tanglewood Mall. That is something Southwest County and all of Roanoke needs. Only thing better, would be if it could be done faster.	4/2/2019 3:51 PM
12	We need to include in the plan the infrastructure for a smooth transition to electric transportation and distributed energy production. Much more cost effective up front than retrofit.	4/2/2019 9:22 AM
13	It is time to stop talking, studying and start doing. All talk and no do seems to be a consistent theme in the Roanoke Valley, while other municipalities develop a plan and move towards implementation we are still talking. MOVE FORWARD !!!	4/2/2019 8:42 AM
14	I am strongly opposed to the multi-family housing plan along Elm View Rd. As a resident of the Hunting Hills community I see that the proposed structures would encroach into the buffer zone surrounding it, which should absolutely be re-evaluated. My neighbors and I moved to this community for the privacy and aesthetic appeal of single family homes. The structures you propose would destroy that. The plan also proposes to remove the homes of at least 2 families that currently reside in Zone I. From a financial perspective, you may also want to consider the difficulty of renting apartments located in a narrow valley with minimal daily sunlight (Zone I of the plan).	4/1/2019 8:14 PM
15	What land will be provided to existing restaurants for spaces to relocate... example Bellacino's is totally taken out of the picture... where will they be relocated????	4/1/2019 5:31 PM
16	The plan shows strong support for public transit, but it is weak on anything that makes this happen. Transit will not just pop up on its own; it needs to be an integral part of the plan from the start. It would be far more complex and expensive to add later. The existing rail line is an IMPORTANT ASSET and is ignored except as a multi-use trail in the future. It is a mainline and not going away, so conversion to a trail is very unlikely. It would be much better to examine how to make full use of it as a railroad than wish for the railroad to go away and become a trail! If you box the rail line in with wall to wall development in the red-outlined zone, there will be no way to use the rail line for transportation downtown in the future. Admittedly that's a 2030 or beyond item, but you should be planning for it NOW. A light rail transit line into downtown will be vital to the future economic success of what you're working on here and it needs to be part of the plan now. It will need access to the rail right-of-way adjacent to the north boundary of the mall property. SAVE SPACE FOR IT.	4/1/2019 4:44 PM
17	too much residential	4/1/2019 4:11 PM
18	Everything has to be ADA accessible. Where is the funding coming from for these projects?	4/1/2019 12:42 PM
19	The draft plan looks great, and I'm very excited about the project. As this plan develops, it would be helpful to know the timeline for each phase and how the construction will impact traffic and access to current areas.	4/1/2019 12:37 PM
20	What happens to the 4 busines that are presently in Madison Square??	4/1/2019 12:20 PM
21	The plan looks great! Lots of hard work. Would love to see a friendly, accessible, outdoor space in addition to new stores and dining options. For example, Short Pump Mall in Richmond has an area that turns into an ice skating rink in the winter. It would also be neat to provide free outdoor movies during the summer. Specific businesses that I would love to see come into the area would be a Home Goods that is not shared with TJMaxx, Sephora or Ulta, a good department store (Macy's or Nordstrom), coffee shops with drive through, ice cream shops open late for the youth, and fast casual lunch options. If parking becomes limited I think that the community would respond well to a parking garage. Thanks!	3/22/2019 9:17 AM
22	A lot of good data was collected!	3/22/2019 8:57 AM
23	I am in love with this plan but it is not Roanoke. This is something that you would find in a thriving city like Greenville, SC, Charlotte or even Myrtle Beach. But Roanoke does not want to change and I have no hope that the citizens or Supervisors of Roanoke County will approve this Plan. They will wring their hands on this until the Plan falls apart and Tanglewood will hang out there to wither and die. I applaud all the creators and experts that worked on this plan; it is a work of art. But there is no hope to get this approved by the old guard of Roanoke.	3/18/2019 2:58 PM
24	Fantastic Idea	3/16/2019 6:14 PM

## Reimagine 419 Revised Draft 419 Town Center Plan

25	Heavy traffic will always be a concern for me, but the plans sound terrific. It will bring re-vitalization to an under utilized and tired looking part of town. Very ambitious.	3/16/2019 8:38 AM
26	Let's get it going as fast as possible!	3/15/2019 4:10 PM
27	I think that the Plan is very ambitious and includes all the right elements (connectivity, landscaping, public spaces, mixed uses, etc.) for creating a vibrant community. However, I do not feel that the development scenarios presented for Tanglewood Mall, Old Country Plaza or Madison Square are truly realistic for development. In addition, they do not implement the design principles advocated for a Town Center. First, there is too much surface parking and not enough common greenspace to "attract the kind of density that the County and residents want. Second, there should be a transitional development scenario for each site that begins to redevelop the existing configuration into the desired product. (1) The Tanglewood Mall scenario begins to do this, but has new development in the very back (in a black hole so to speak). This is an extremely undesirable and invisible location and has always been an issue for retail and activity. Start at the front! Put in the green infrastructure and some of the additional buildings (e.g. a parking garage that is wrapped on the exterior with new retail, restaurants, entertainment, and housing). (2) Old Country Plaza - build on the existing buildings and infill development; add greenspace and structured parking. Tearing down existing buildings is not realistic. Use them to create what you want and build upon them. (3) As for Madison Square, I like the new road connection. However, again, there is too much surface parking! The design principles and strategies are all excellent! I just think that the scenarios do not implement them like they should. The County has one chance to get this vision going and supported by residents and businesses. The outreach has been great; the design principles are outstanding; staff efforts are meritorious; however, the implementation and scenario build out recommendations seem to have gone astray. I'd be happy to talk more with you if you'd like 540-354-1918.	3/15/2019 12:49 PM
28	We're Cave Spring residents, and I really love the plans that have been proposed - we need an area/environment like this in 24018! Great job!! I like the structure for the updated zones for • Old Country Plaza • Madison Square • Tanglewood Mall Especially like the outdoor mall area, the multi-use trail, the outdoor splash zone for kids - the whole vibe of the welcoming neighborhood feel - complete with shopping, restaurants, brewery, etc. Thank you and looking forward to enjoying this new, renovated space with my family!	3/15/2019 10:54 AM
29	To attract a skilled, diverse, and creative workforce we will have to provide the same things other areas, such as Silicone Valley, have to offer these same people. Such as electric vehicle charging and solar on the roof as well as what we have that is unique to the Roanoke Valley. Putting in infrastructure for these things would be much less expensive to install during construction than it will be later.	3/15/2019 10:25 AM
30	I love the plan! I live close to the 419 Town Center area and my only question is: "can we get this started sooner?" My family and I are very excited about the updating of the area, more pedestrian and bike friendly, etc.	3/15/2019 9:53 AM
31	My first thoughts in looking at the Draft Plan: 1) As usual, we aging baby boomers make up most of the attendees at public meetings and younger people have more to gain by the improvements in question! 2) While my concerns about stormwater management are addresses, I'd love for Roanoke to take this to the next level with the encouragement of rain gardens in the landscaping and a greater percentage of pervious solutions to the massive paved area now in existence. 3) Landscaping requirements could include pollinator-friendly, non-invasive and local plants. 4) Lighting should be guided by recommendations from the IDA (International Dark-Sky Association) to minimize glare and over-lighting. All of these things could elevate Roanoke to an elite standard of development.	3/15/2019 9:34 AM
32	Like it. Key to the development is allowing higher density mixed-use development for current property owners under the new zoning designations (core), etc. The new zoning designation or overlay district will provide the necessary incentive to the current and prospective developers to build out the properties such as Tanglewood Mall in accordance with the desired plan. No matter what we project in this plan, it will need to be tempered by what the market wants. What is relevant today, might not be relevant in 10 or 15 years. So there should be flexibility built into the plan to allow for these variances.	3/15/2019 8:52 AM
33	1. I would like to see 419 traffic congestion to be un-congested. I always go thru hunting hills to avoid traffic. 2. The "downtown" would be so nice. I also would like to see walking trails around it 3. Pedestrians bridge or better crossings with flashing lights on 419	3/6/2019 9:42 AM

**Philip Thompson - [EXTERNAL] - Re: Reimagine 419: Planning Commission Public Hearing March 5th**

---

**From:** Charles Beck <chasncris52@aol.com>  
**To:** <pthompson@roanokecountyva.gov>  
**Date:** 2/20/2019 2:07 PM  
**Subject:** [EXTERNAL] - Re: Reimagine 419: Planning Commission Public Hearing March 5th

---

Mr Thompson,

Thank you for your invitation to the March 5th gathering. I fwded this to several neighbors living here in Jefferson Hills. (Ogden and Colonial are our entrance and exits.) I wasn't sure if all my neighbors are still on your E-mail list.

With this new big development called Woodland Hills going up so fast, (off Ogden), and across from already very populated Pebble Creek, Honeywood and Windward , it seems traffic lights could be a big problem. It seemed to have taken forever for Virginia Western College to get that one traffic light they did have. Or is that what all the round abouts are about?

Maybe just some things for you folks to have answers for at the March 5 meeting.

Thank you for all you do,  
Christine Beck (45 years, same place in Jefferson Hills.)

-----Original Message-----

From: Philip Thompson <pthompson@roanokecountyva.gov>  
To: chasncris52 <chasncris52@aol.com>  
Sent: Wed, Feb 20, 2019 12:01 pm  
Subject: Reimagine 419: Planning Commission Public Hearing March 5th

