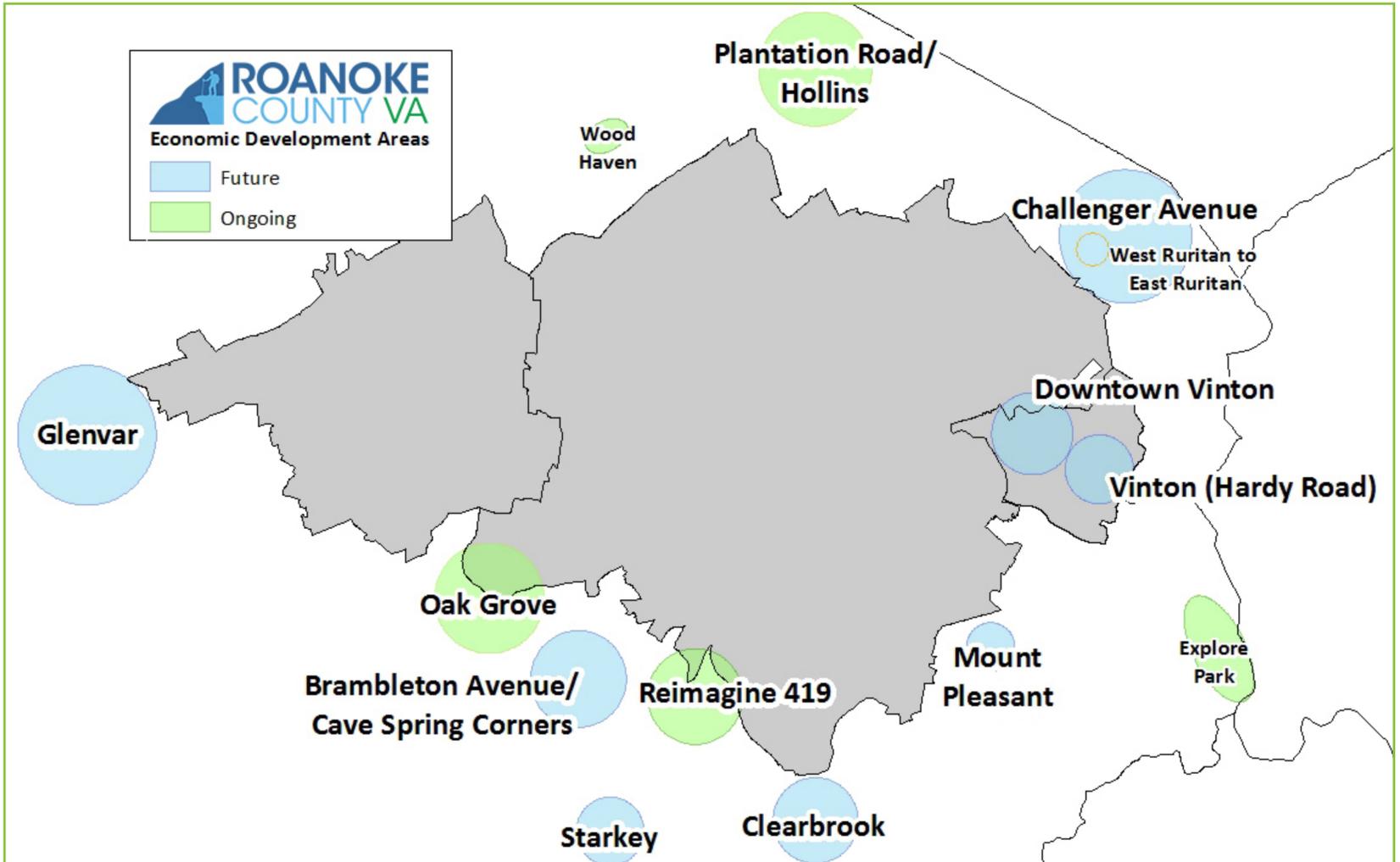


Plan Process

Why Hollins?

- Roanoke County 'Economic Development Area'
- Gateway Corridor into Roanoke County from Interstate 81 and Route 11
- Potential for mixed-use redevelopment projects
- Multifamily housing opportunities for Botetourt overflow and Hollins University
- Infrastructure improvements needed in the area to expand development site potential, such as roads, utilities, pedestrian accommodations, etc.
- Several pedestrian projects underway in the vicinity

Economic Development Areas in Roanoke County:



Planning Study Objectives:

- Identify opportunities for higher density residential and commercial development and redevelopment (alternatives)
- Develop a multi-modal transportation plan to include cross street sections, parking needs, recommended improvements and planning cost estimates
- Develop recommendations and planning cost estimates to upgrade the existing infrastructure systems
- Develop design standards for future development and redevelopment
- Provide recommendations to implement the plan



Planning Study Objectives:

- 465 total acres
- More than 270 commercial and residential properties
- 16,000 vehicles/day on Plantation
- 11,000 vehicles/day on Williamson
- The Hollins Magisterial District has the highest employment concentration in Roanoke County, with more than 4,000 employees
- The Hollins Magisterial District has the highest population density in Roanoke County

Hollins Center Planning Study Logo:



January - May 2018

Stakeholder Interviews and Small Group Discussions Total Groups Interviewed: **55**



Planning Stakeholders



Transportation Stakeholders



Economic Development Stakeholders



Environmental Stakeholders



Public Safety Stakeholders



Utilities Stakeholders



Key Property Owners/Tenants Stakeholders

Over the course of the study, staff engaged 55 stakeholders at 18 meetings. These in-depth discussions included a wide range of local staff, community advocates, business representatives and other organizations.

Overarching Themes:

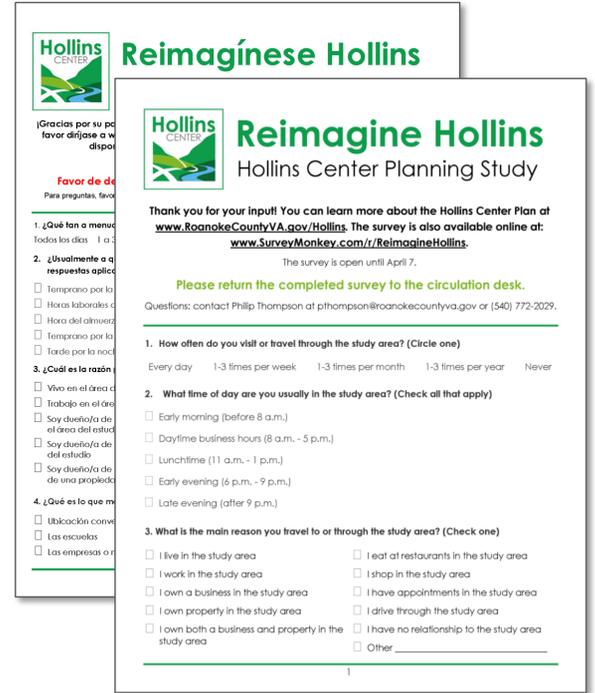
- Walkability, bike-ability, connectivity to Roanoke River Greenway
- Streetscape improvements – less pavement, more green
- Create attractive, welcoming gateway
- Improve public amenities and stimulate community
- Library is important piece of the community
 - Build new one in the study area
- Add residential with mixed use development in commercial zones
- Safe, well-lit pedestrian and off-road bicycle facilities are needed
- Traffic safety improvements are needed at busy intersections
- Regionalism approach would benefit all jurisdictions
- Economic growth to keep young people here
- New development/redevelopment should be mixed use with active commercial
- Multi-modal connectivity
- Outdoor culture
- Corporate center, related to Hollins University
- Repurpose properties and improve corridors
 - Reframe streets
 - Create destinations
- Placemaking: Community/neighborhood/commercial node
- Build on local character

February 1 - April 7, 2018

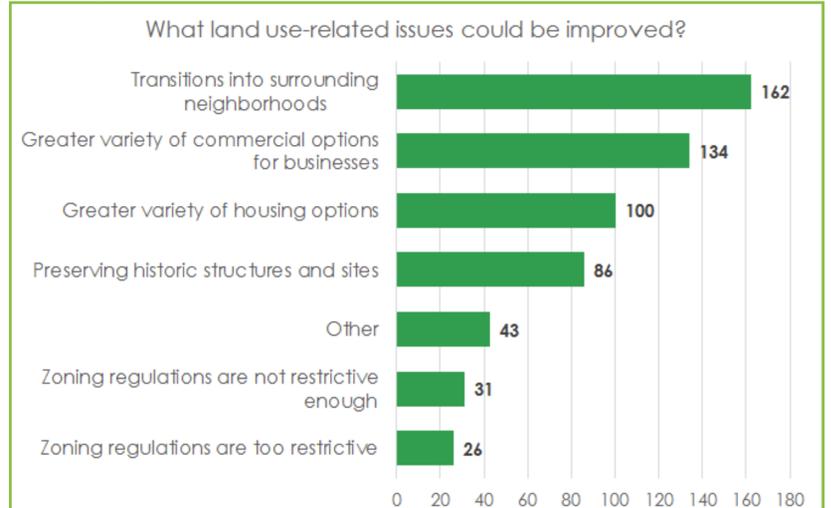
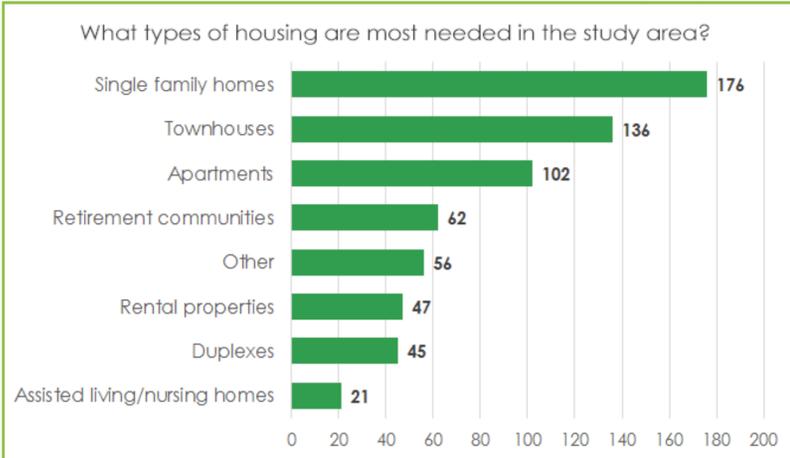
Hollins Center Survey Open Available online, at public meetings, & at libraries Total Surveys Completed: 393

An online survey, open to the public from February 1, 2018, through April 7, 2018, received 393 responses about the Hollins Center area. The survey asked respondents to share opinions and information about their relationship to the study area; their perspectives on how safe, easily accessed, and unique it is; the issues they saw regarding businesses, transportation, housing and land use; and the types of improvements they'd like to see there.

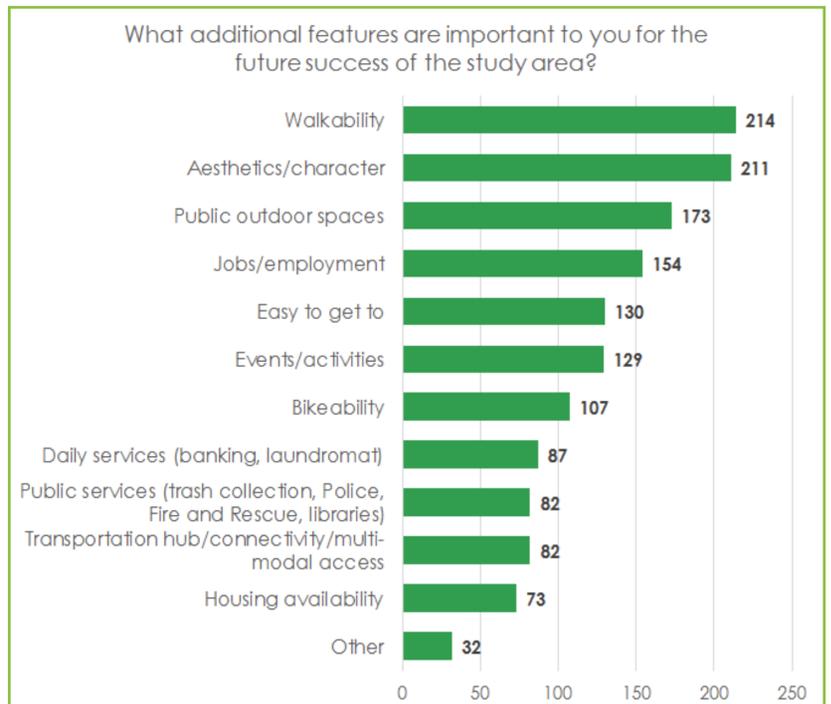
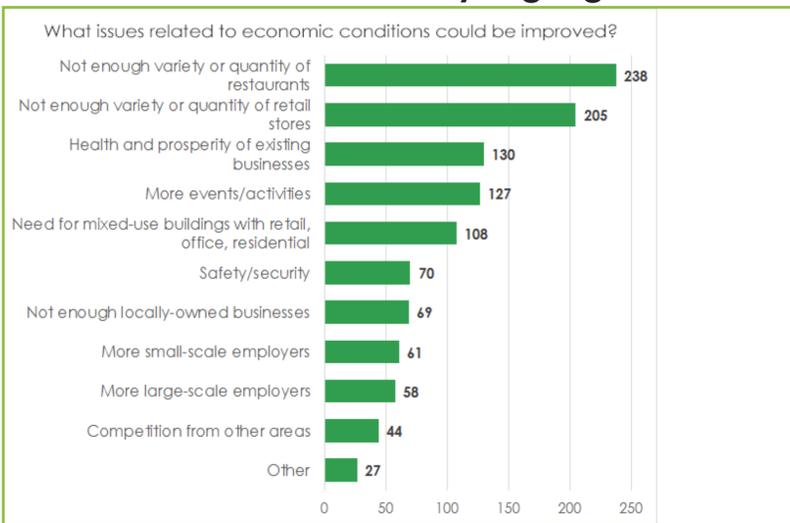
The online survey was also translated into Spanish and paper copies in both languages were available at County libraries and at the community meetings. The survey was promoted on social media and advertised in area mailings, County e-newsletters and study fliers.



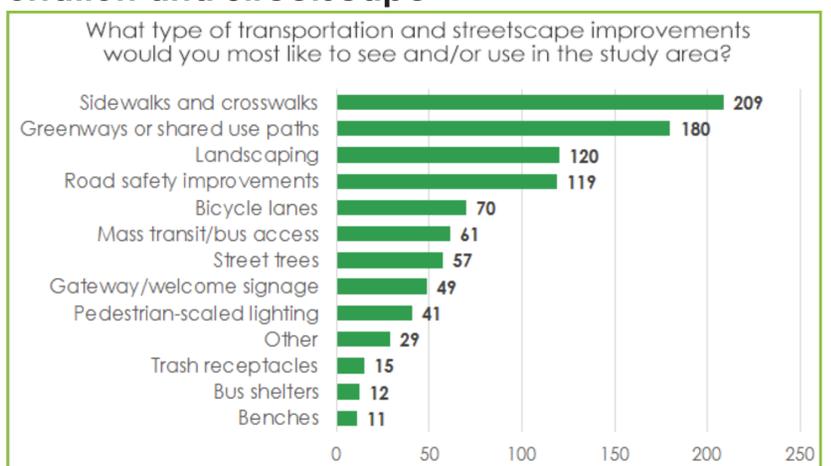
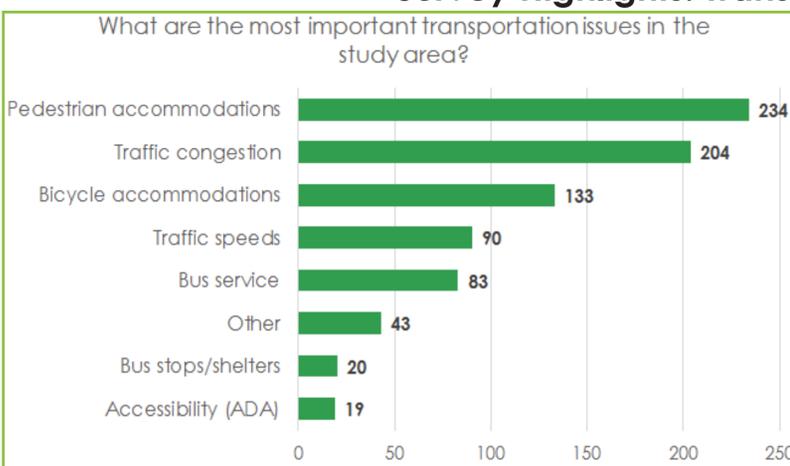
Survey Highlights: Housing and Land Use



Survey Highlights: Economic Conditions and Features



Survey Highlights: Transportation and Streetscape



March 3 & 8, 2018

Community Meetings Existing Conditions & Issue Identification Total Attendance: **100**

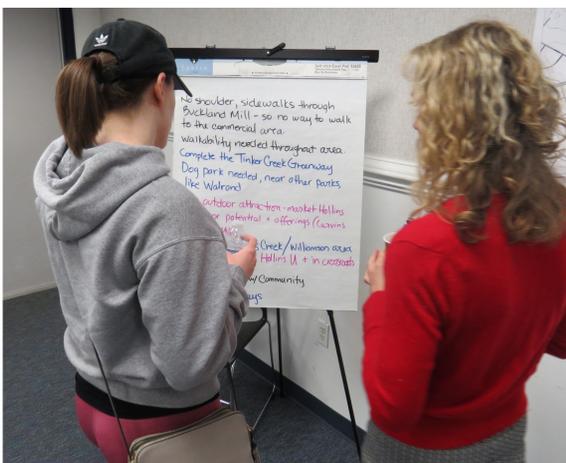
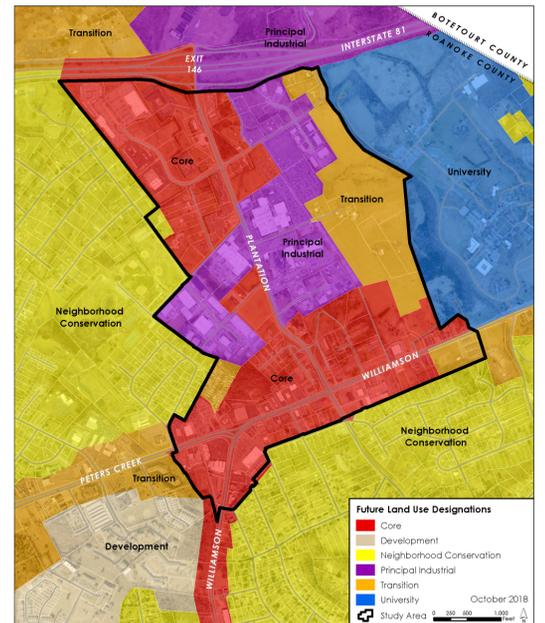
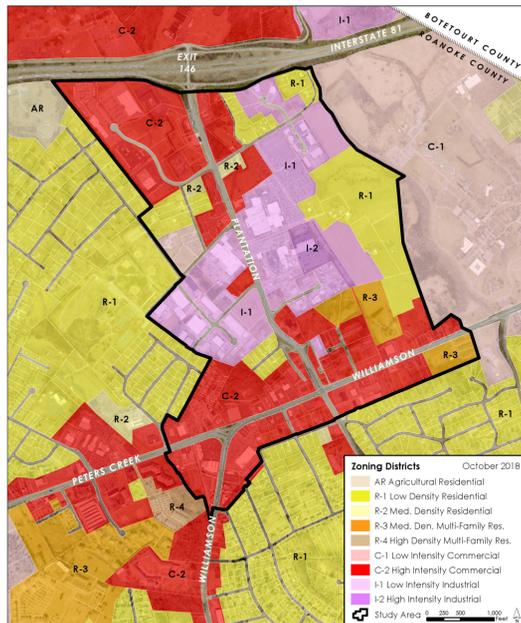
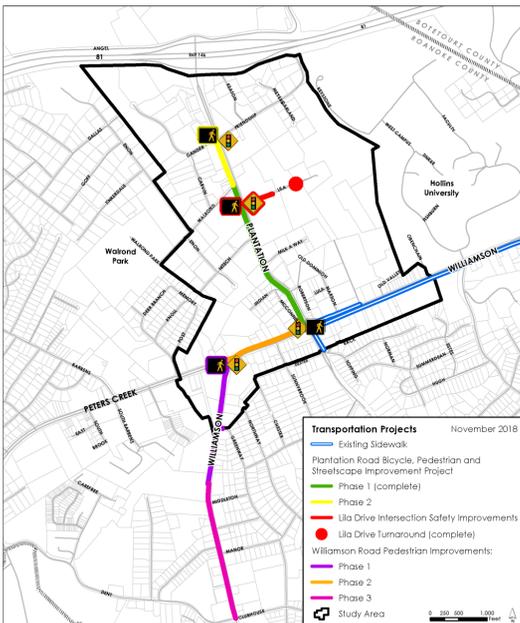


Participants identified a large variety of desired development, including:

- Sit-down restaurants
- Coffee shops
- Bars and breweries
- Entertainment venues
- Specialty grocery stores
- A lifestyle/Town Center
- A youth center
- A sports complex
- Research and development
- Apartments
- Library (relocated)
- Retirement housing

Themes from feedback received:

- Add sidewalks, crosswalks, bike lanes and/or shared-use paths to increase safety for all users in the study area;
- Redevelop commercial areas into a mix of housing, locally-owned businesses and places to hang out;
- Rebuild the library at a more central, connected location; and
- Protect, preserve and enhance natural resources and parks.



May 10 & 19, 2018

Design Open Houses Survey Results & What We Heard Total Attendance: **54**

At two design open house meetings in May, attendees helped “reimagine” changes over the next 20 years in Hollins. Participants voted on potential future design options for a new Hollins Center, including possibilities for commercial and residential redevelopment, new community spaces and multi-modal transportation improvements.

The “dot” exercise asked participants to mark their preferred and not preferred types of improvements in these broad categories using green and red dots. This exercise helped staff identify design recommendations and priorities for the area.

Dot Exercise Highlighted Results and Summary

Commercial Options:

- **Want** town center mixed-use development
- **Do not want** “big box” anchor stores

Low-Density Housing Options:

- **Want** stand-alone patio homes

High-Density Housing Options:

- **Want** multi-family options with two to three floors
- **Do not want** modern multi-family options with five floors

Public Space Options:

- **Want** pedestrian-oriented signage and lighting, outdoor seating at restaurants and landscaping elements along streets

Outdoor Recreation Options:

- **Want** natural water/play park or a large festival and event park

Pedestrian Options:

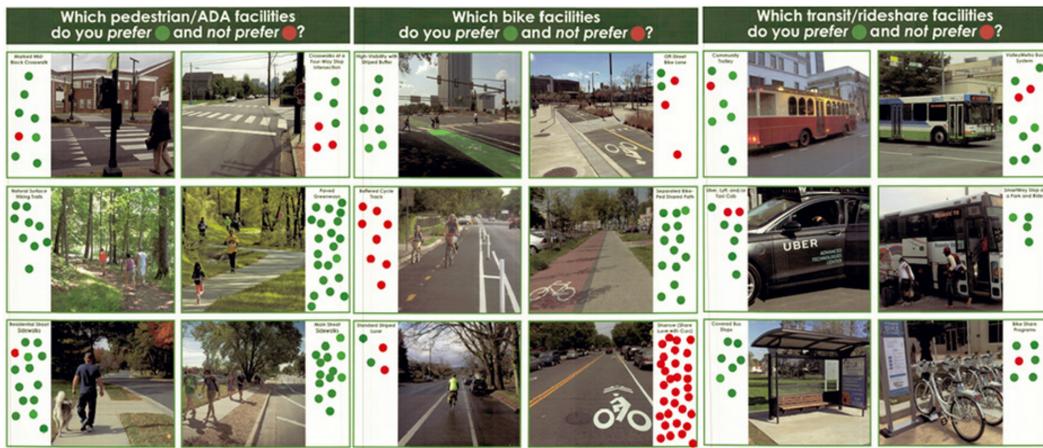
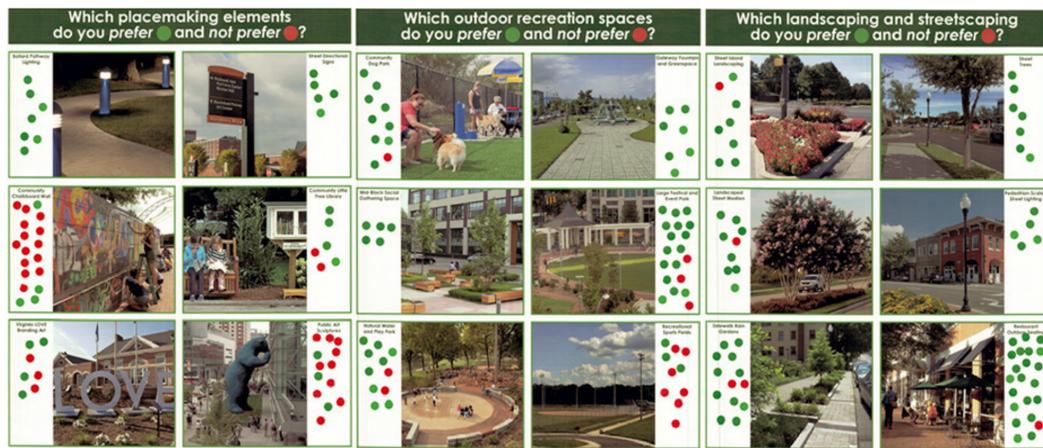
- **Want** paved greenways, natural surface hiking trails and sidewalks in both public spaces and neighborhoods

Bicycle Options:

- **Want** separated bike and pedestrian shared use paths
- **Do not want** sharrows (bikes share the lane with cars)

Mass Transit Options:

- **Want** expansion of Valley Metro or a community trolley



Summer 2018 - Winter 2019

Develop Draft Document Recent Community and Economic Development Other Outreach

Roanoke County Planning and Economic Development staff met to discuss the vision, goals, and objectives. Staff developed the draft plan and prepared for the March Draft Plan Reveal meetings. Planning and Economic Development sent over 2000 postcards to the community and visited approximately 150 businesses in Hollins to advertise the Draft Plan Reveal.

Roanoke County celebrated the official opening of Phase 1 of the Plantation Road Bicycle, Pedestrian and Streetscape Improvement Project on October 31, 2018. In the spirit of Halloween, staff held a Wizard of Oz-themed Ribbon Cutting and walked the shared use path in costume (from Williamson Road to Walrond Drive). Construction of Phase 2 (Walrond Drive to Gander Way) is anticipated in 2021.



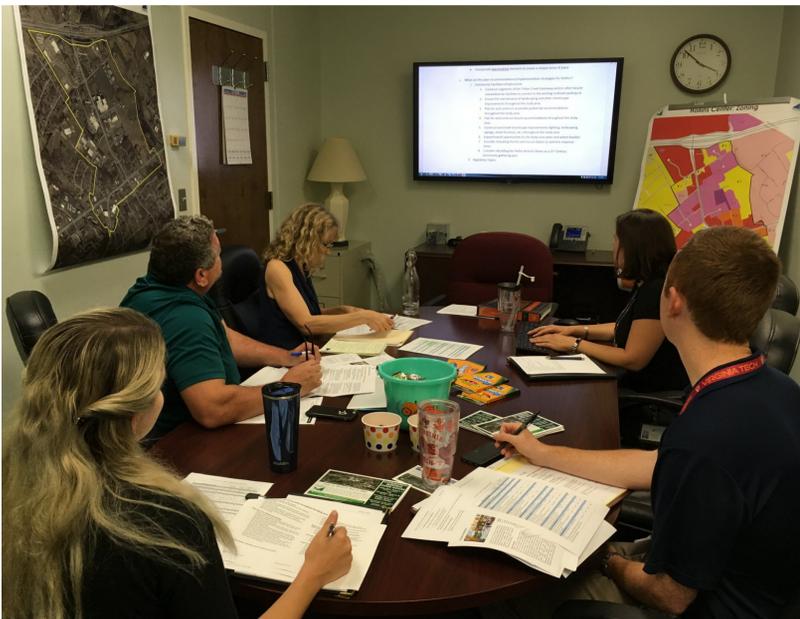
Tru by Hilton, a modern, "digital-friendly" and mid-range hotel billed as a revolutionary new brand in the Hilton portfolio, made its entry into the Roanoke market in August 2018. The 4-story hotel located at 8161 Gander Way brings 82 new rooms to the County with an \$8 million investment and more than 30 new jobs. A ribbon cutting was held in December.



PARKSIDE STORAGE Parkside Storage held a grand opening and ribbon cutting event in July 2018. The storage facility at 7544 Plantation Road features a variety of climate controlled units, RV and boat storage, 24-hour security surveillance and secure documenting keypad entry. This is Parkside Storage's second facility.



DUNKIN' "Dunkin'" hosted a grand opening celebration in February 2019 at 7000 Peters Creek Road, located across from Kroger. This location is one of the first to showcase Dunkin' Donuts' new brand identity, unveiled in January.



Planning staff reviewed the vision and principles with the Roanoke County Planning Commission on March 19. The Planning Commission provided initial feedback and was updated on the Draft Plan Reveal details.

Other Outreach:

Study Area
Business Visits
(3 rounds)

Williamson Rd Area
Business Association
(2 presentations)

Wells Fargo
Leadership
Presentation

Roanoke County
PR&T Advisory
Commission
Presentation

Roanoke County
PR&T Tons of Fun
Booth

Peters Creek
Road Goodwill
Booth

Spring 2019

Draft Plan Reveal
Saturday, March 23 and Monday, March 25
Hollins Branch Public Library



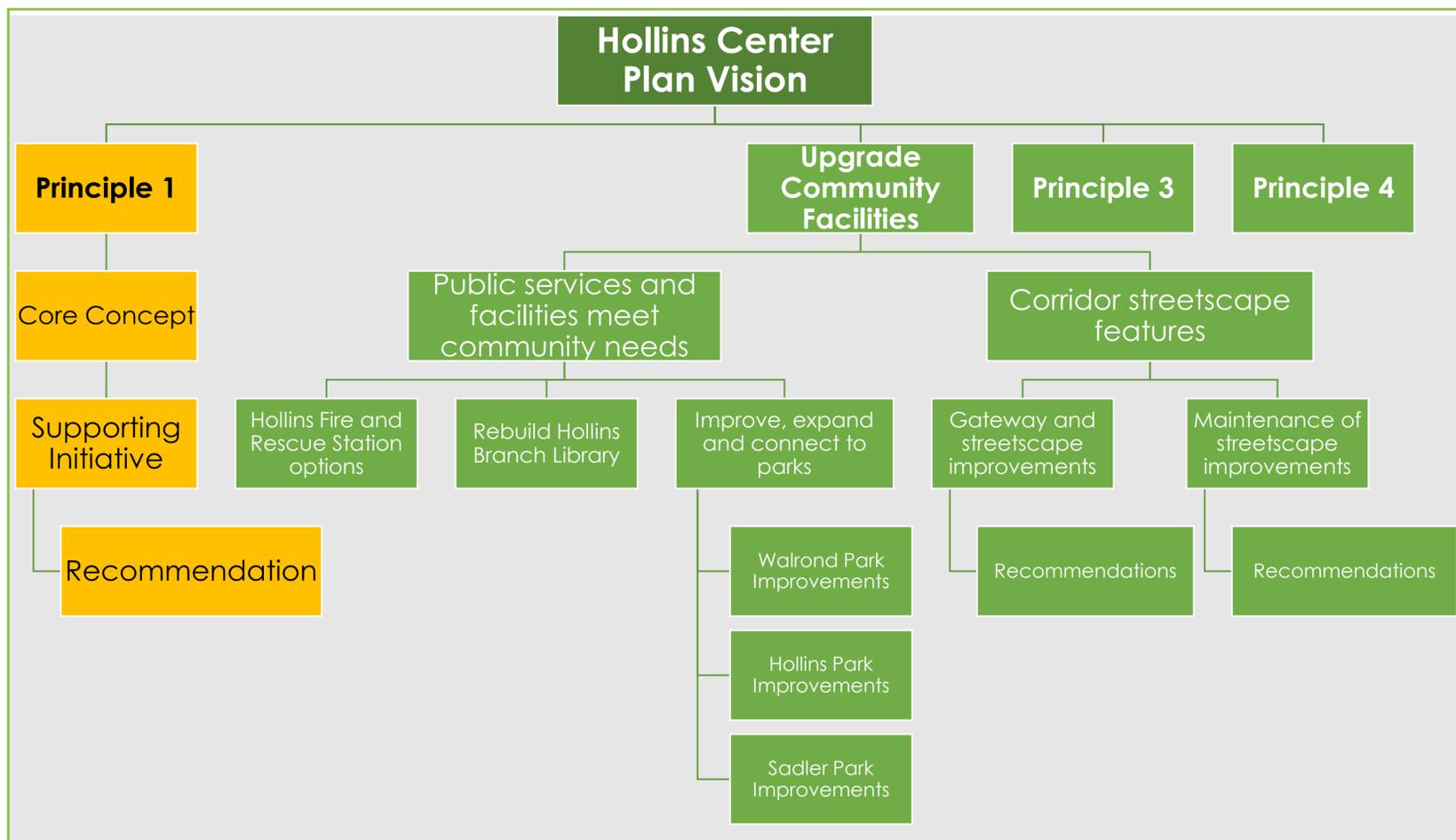
Reimagine Hollins

LEARN. WORK. DINE. PLAY.

DRAFT PLAN REVEAL

Five activities at the Draft Plan Reveal include:

1. How we got here / process overview
2. Transportation projects (dots)
3. Gathering space and streetscape components (dots)
4. Future Land Use options (dots)
5. How do you want to stay informed?



Online Survey Open
for Public Comments on Draft Plan
Survey Open March 23 - April 26

Take the survey at:
www.RoanokeCountyVA.gov/Hollins

Summer & Fall 2019

Finalize Plan with:
Roanoke County Planning Commission
Roanoke County Board of Supervisors

Coming

Soon!



Roanoke County Planning Commission

Wayne Bower - Hollins District
Paul Mahoney - Cave Spring District
Troy Henderson (Chairman) - Catawba District
Rick James (Vice-Chair) - Vinton District
Jim Woltz - Windsor Hills District



Roanoke County Board of Supervisors

George Assaid - Cave Spring District
Martha Hooker (Vice-Chair)- Catawba District
Phil North (Chairman) - Hollins District
David Radford - Windsor Hills District
Jason Peters - Vinton District



Public Hearings will be located in the Board Room (first floor)
at the Roanoke County Administration Center
5204 Bernard Drive, Roanoke, VA 24018

Questions? Contact Philip Thompson at:
(540) 772-2029 or pthompson@roanokecountyva.gov

Stay Up-To-Date at:

www.RoanokeCountyVA.gov/Hollins

