



PRINCIPLES



Principle #1: Continue to improve and expand the multimodal transportation network.

A shared use path for bicyclists and pedestrians is complete and several more pedestrian projects are slated for construction over the next few years. Build on this momentum to provide safe accommodations for all users on all major corridors.

Core Concept	Examples of Supporting Initiatives
Develop a safe, efficient and accessible transportation network that provides a range of choices.	Work with VDOT to address congestion and safety for all users.
	Plan for and construct accessible pedestrian and bicycle accommodations throughout the study area.
	Construct segments of the Tinker Creek Greenway and/or other bicycle and pedestrian facilities to connect to the existing trailhead parking lot.
	Expand transit opportunities to the study area when and where feasible.

Principle #2: Upgrade community facilities.

Community facilities in the Hollins area are among the busiest and most visited in the County, but are also some of the oldest facilities with little or no room for expansion. Roads widened in the 1980s and 1990s were built for cars and did not include aesthetic features, pedestrian or bicycle accommodations desired today.

Core Concept	Examples of Supporting Initiatives
Ensure that public services and facilities meet the needs of the community.	Consider options for the Hollins Fire and Rescue Station to optimize response times.
	Rebuild the Hollins Branch Library as a 21 st Century location for learning and gathering.
	Improve, expand and connect to nearby public parks (Walrond, Hollins, Sadler) when and where feasible.
Enhance major corridors with well-maintained streetscape features.	Construct and install gateway and streetscape improvements (lighting, landscaping, signage, street furniture, etc.) throughout the study area.
	Ensure the maintenance of landscaping and other streetscape improvements throughout the study area.

Principle #3: Create a destination.

Draw people to places where they can spend an afternoon or an evening engaging in many different kinds of activities, both inside and outside.

Core Concept	Examples of Supporting Initiatives
Encourage a mix of commercial and residential uses to serve residents, employees, students and visitors.	Determine desired land uses that are consistent with the area's vision and goals.
	Provide alternatives to single-family detached homes with a diverse, affordable and sustainable housing mix for a varied population that fit community needs.
	Consider public-private partnerships for redevelopment and revitalization opportunities.
	Update the future land use map.
Create a unique sense of place through innovative and high quality development.	Update the 1996 Hollins Village/ Williamson Road Design Guidelines.
	Create people-focused development standards for the study area which may include: gathering spaces, pedestrian accommodations and streetscape improvements.
Embrace the outdoors.	Provide multimodal connections to parks and natural resources.
	Protect open space, creeks and mountain views.

Principle #4: Pursue opportunities for collaboration.

Partnerships are important to facilitate and achieve meaningful change.

Core Concept	Examples of Supporting Initiatives
Engage and collaborate with stakeholders to facilitate change.	Actively seek out developer partners interested in and capable of building mixed-use projects.
	Actively promote the area to restaurants, retailers and entertainment businesses.
	Maintain communication with business and property owners.



VISION



Vision: The Hollins Center is a beautiful, dynamic and inclusive community with a balanced mix of housing, businesses and places to gather. A regional gateway to outdoor and urban amenities, the Hollins Center is a community with safe and efficient transportation options within and beyond the area.

Principles to achieve the Vision:

- 1. Continue to improve and expand the multimodal transportation network.**
- 2. Upgrade community facilities.**
- 3. Create a destination.**
- 4. Pursue opportunities for collaboration.**

Reimagine Hollins

