



Oak Grove Center Plan Update

City of Roanoke Planning Commission Work Session

June 7, 2019

Draft Plan Reveal

Community Meetings

Thursday, May 2: 130

Saturday, May 4: 61

Total Attendance: 191



Draft Plan Reveal

Exercises

Paper exercises at meeting: 118

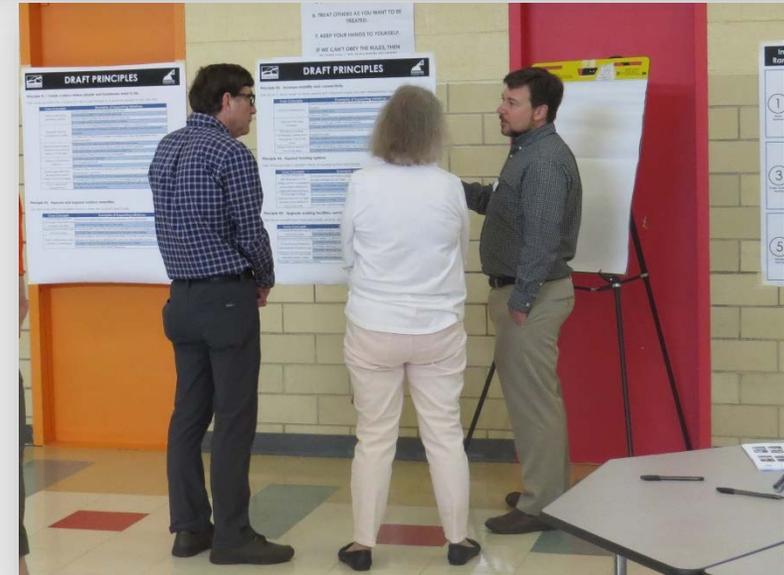
Online exercises (Survey Monkey): 97

Total exercises completed: 215



288
CITIZENS PARTICIPATED

DRAFT PLAN REVEAL



OAK GROVE ENGAGEMENT

Online Kickoff Survey: **595**

Community Stakeholders Interviewed: **93**

Community Meetings (March 2018): **106**

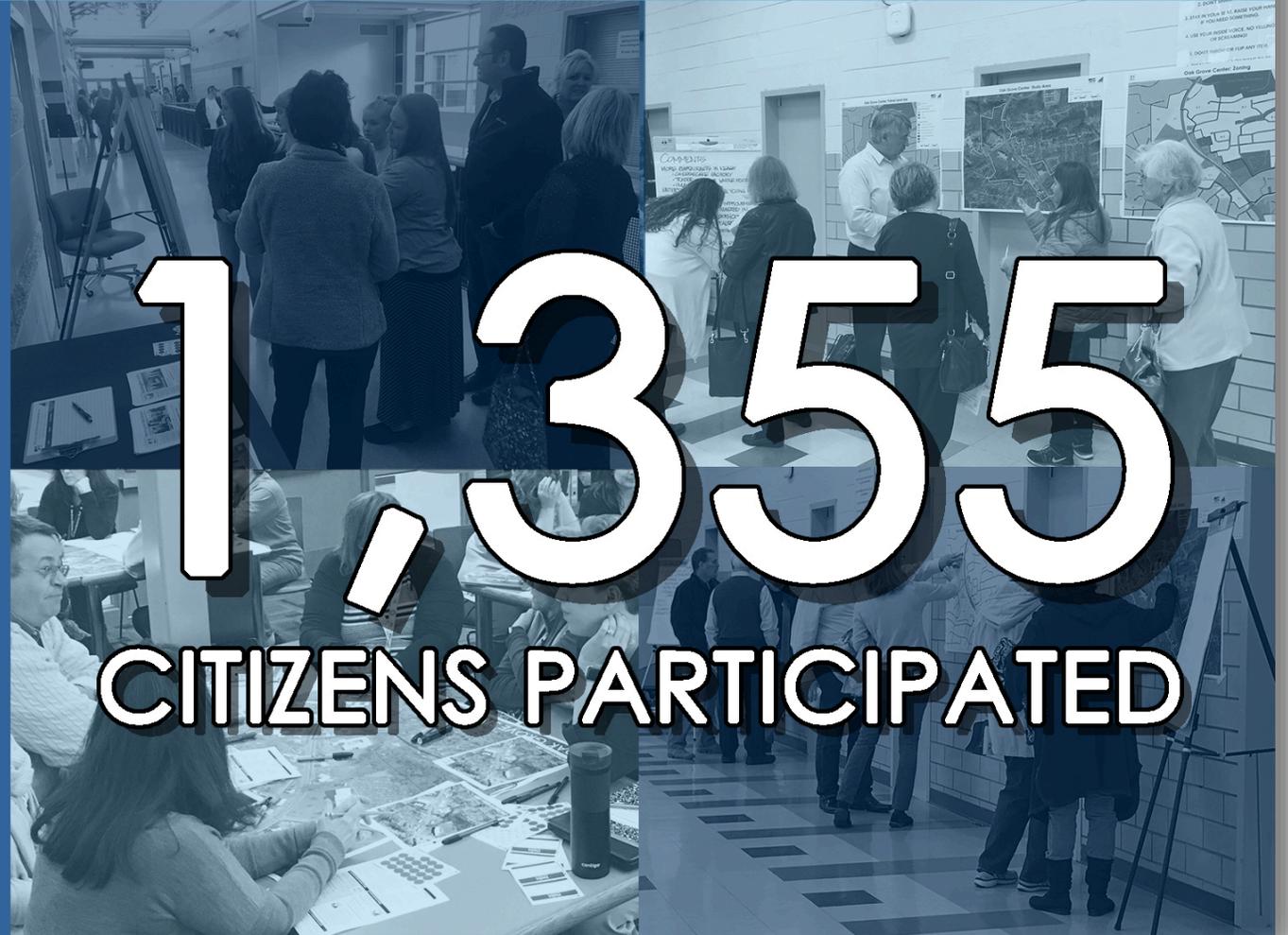
Roanoke County Public Schools Exercises: **150**

Design Open Houses (May 2018): **63**

Online Visual Preference Survey: **60**

Draft Plan Reveal (May 2019): **191**

Online Draft Plan Reveal Exercises: **97**

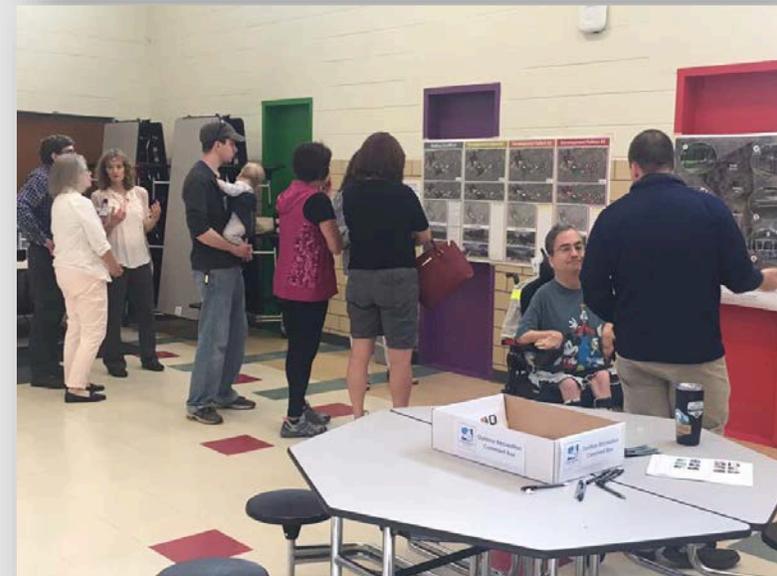


1,355
CITIZENS PARTICIPATED

Draft Plan Reveal

Seven exhibits/ exercises:

1. How we got here/process overview
2. Vision, Principles, Core Objectives
3. Gathering Spaces and Streetscape
4. Development Patterns
5. Oak Grove Park and vacant County parcel improvements
6. Multimodal transportation projects
7. How do you want to stay informed?



Vision, Principles, Core Objectives



***Draft Vision:** Oak Grove is an attractive and vibrant village center. The area boasts thriving businesses, places to gather, housing options, extensive parks and trails, and safe, accessible travel options for all ages and abilities that are connected to adjacent neighborhoods, greenways and surrounding areas.*

Draft Principles to achieve the Vision:

1. Create a place where people and businesses want to be.
2. Improve and expand outdoor amenities.
3. Increase mobility and connectivity.
4. Expand housing options.
5. Upgrade existing facilities, services and utilities.



Route 419 Intersection at Carriage Lane and Grandin Road, SW



Route 419 Intersection at Keagy Road

These conceptual renderings are based on Development Pattern #3, which is part of the Development Patterns exercise.

Gathering Spaces

Which proposed gathering spaces and amenities are most important to you?



#1
Public
Outdoor
Seating



#2
Flexible
Spaces



#3
Accessible
Spaces



#4
Private
Outdoor
Seating



#5
Water
Features



#6
Public
Art

Streetscape Features

Which proposed gateway and streetscape features are most important to you?



#1
Pedestrian
Lighting



#2
Street
Trees



#3
Landscaped
Medians



#4
Roadway
Lighting



#5
Street
Furniture
and
Accessories



#6
Gateway
Signage

Oak Grove Park

Which Oak Grove Park features are most important to you?

1. Expanded Walking Trail
2. Small Stage/Event Area
3. Additional Picnic Areas
4. Upgraded Play Courts
5. Small Dog Park
6. Fitness Equipment



Oak Grove Park

Which Oak Grove Park *children's features* are most important to you?

1. Accessible Playground
2. Climbing Structures
3. Swings and Slides
4. Nature Trail Signs
5. Musical Equipment
6. Sand Play Area



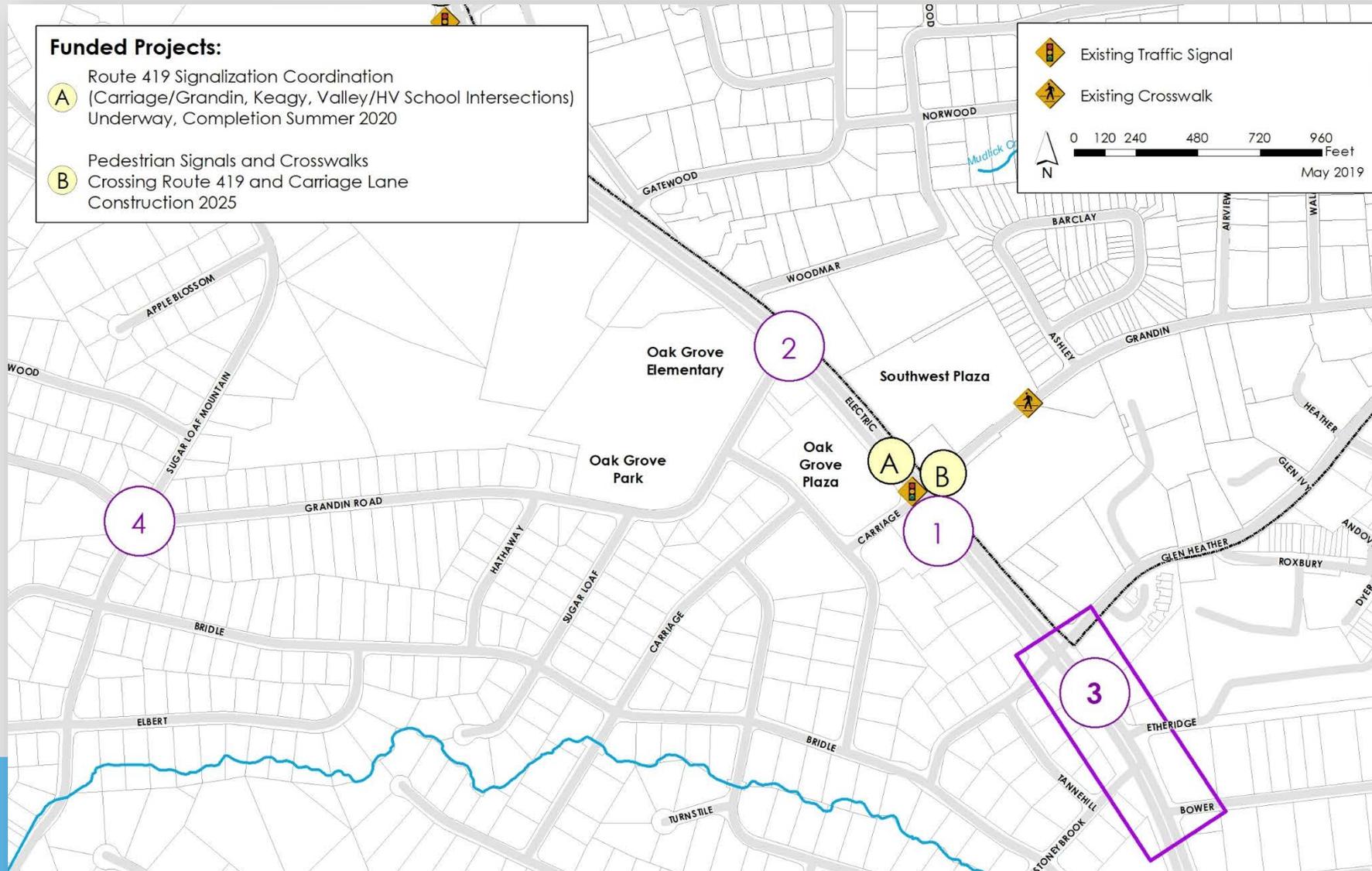
Vacant Parcel

Which proposed recreation features for the vacant parcel are most important to you?

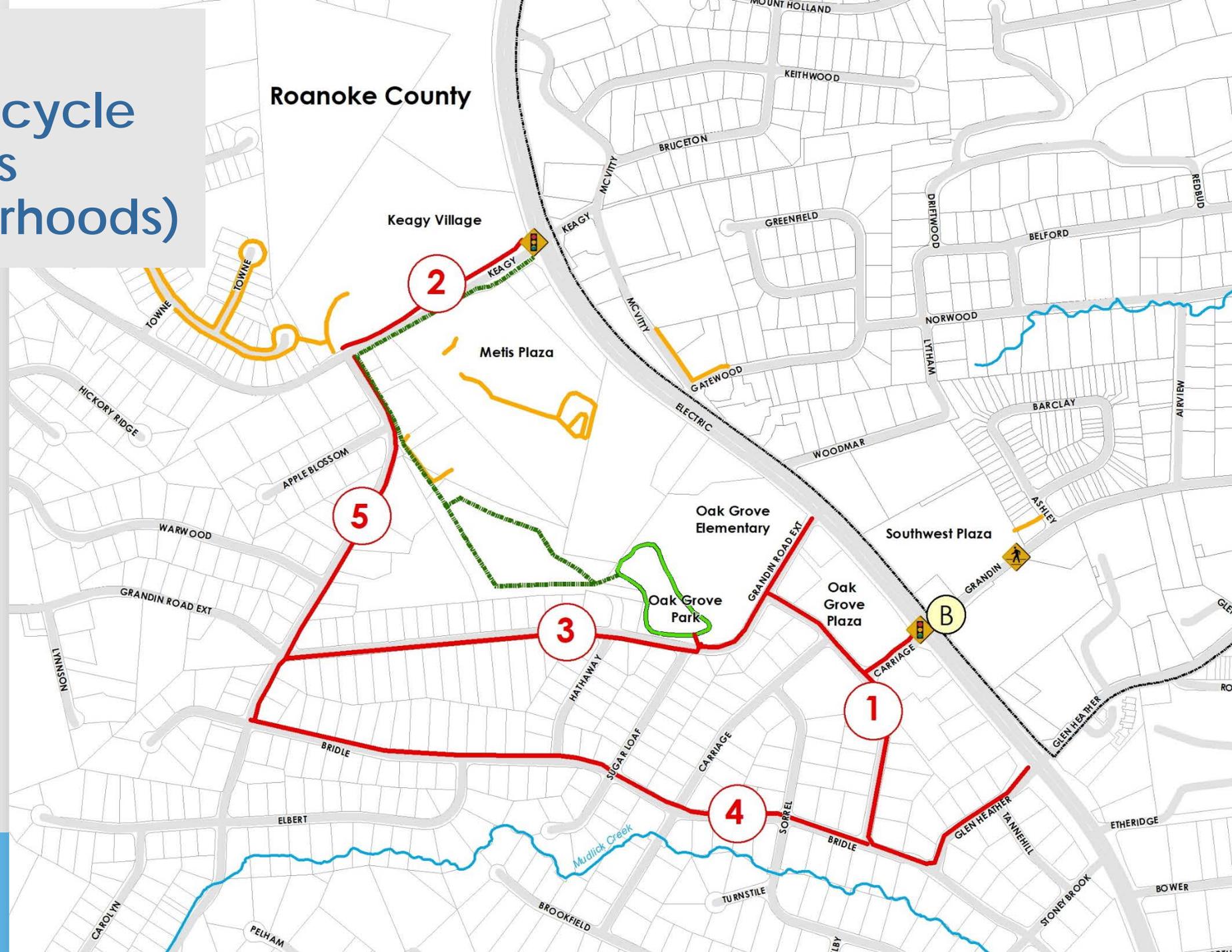
1. Natural Surface (Dirt) Trails
2. Accessible (Paved) Trails
3. Benches
4. Educational Trail
5. Pet Waste Stations



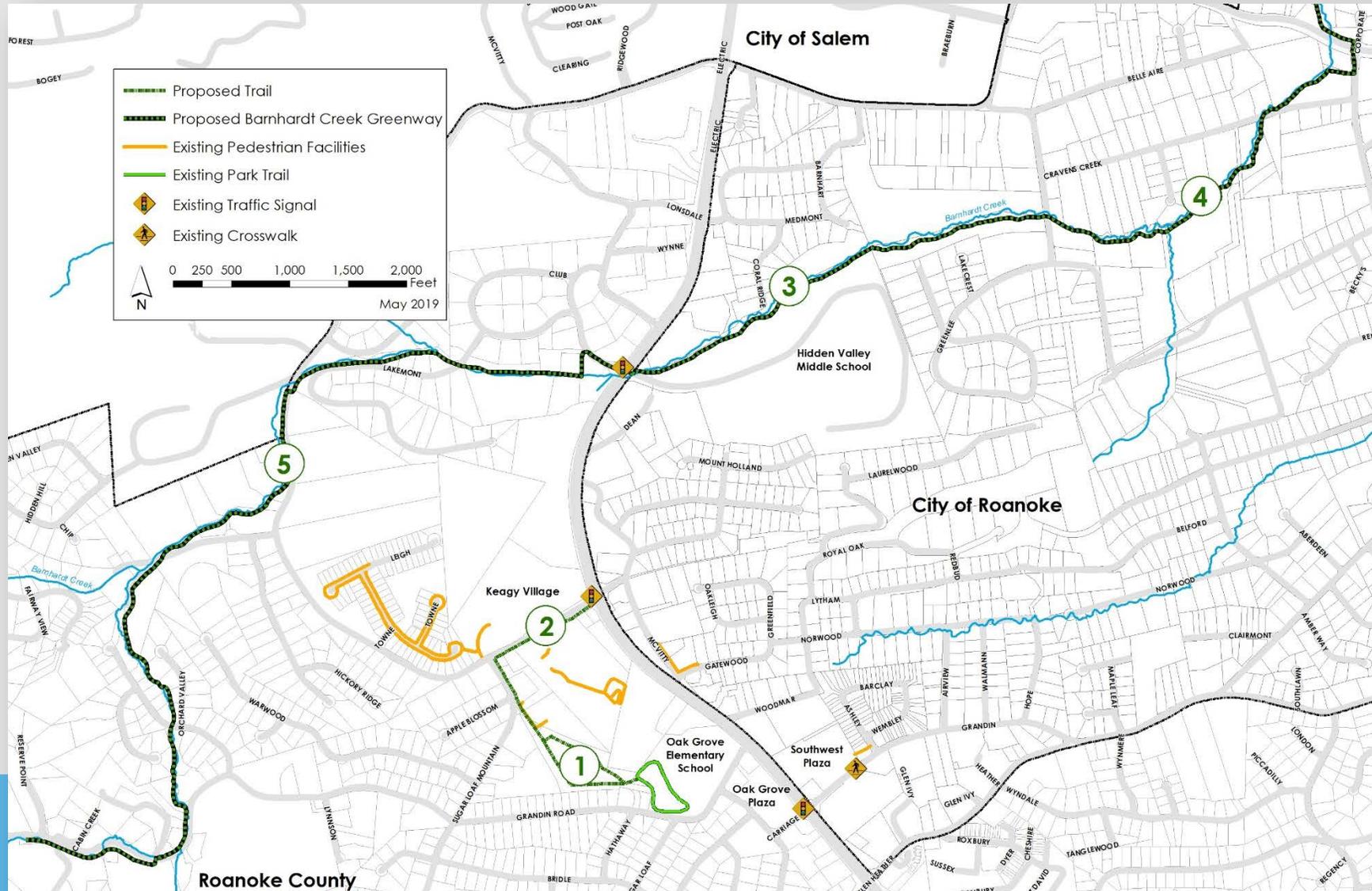
Transportation: Intersections



Transportation: Pedestrian and Bicycle Accommodations (County Neighborhoods)



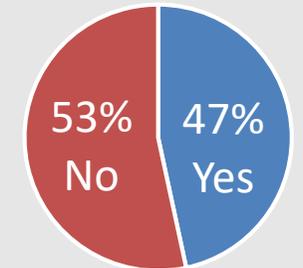
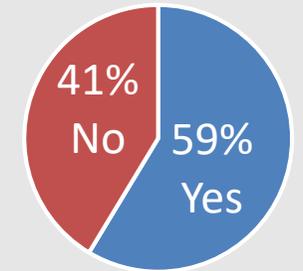
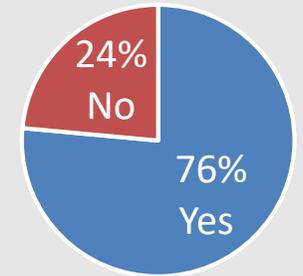
Transportation: Greenways



Transportation: Operational Road Projects

Please indicate whether or not the following operational road projects are important to you:

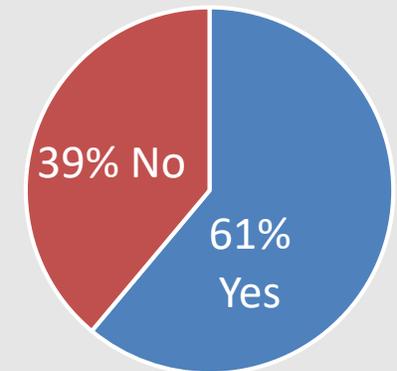
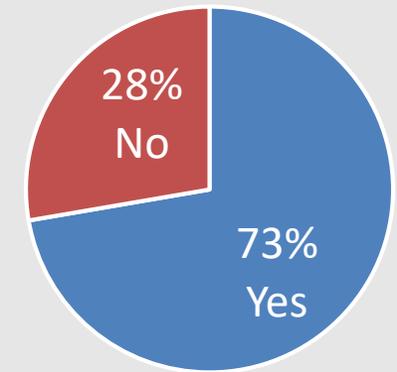
1. Study cut-through traffic on neighborhood streets to determine if changes are needed.
2. Increase speed enforcement efforts on Route 419 and on neighborhood streets.
3. Work with VDOT to evaluate Route 419 through Oak Grove to determine if the speed limit can be reduced.



Transportation: Transit Opportunities

Please indicate whether or not the following transit opportunities are important to you:

1. Work with area businesses to determine demand and support for potential expansion of mass transit routes.
2. Determine demand and support for potential expansion of CORTRAN hours.



Future Development Patterns: Which do you prefer?

Existing Conditions



Oak Grove 2019:



Oak Grove Plaza



Southwest Plaza

Study Area Facts
 173 total acres in the study area
 Great visibility: 26,000 vehicles per day on Route 419
 80+ commercial and residential properties
 Investment options: undeveloped and vacant sites
1-Mile Demographics
 Population: 6,709
 Households: 2,978
 Median Household Income: \$70,222
 Average Household Income: \$89,681



Development Pattern #1



Case Studies:



Outparcels at New Town, Williamsburg, VA

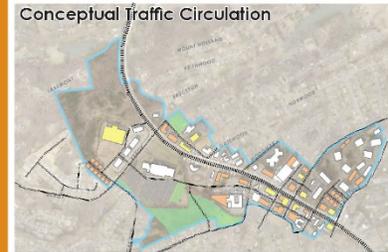


The Shoppes at University Place, Charlotte, NC

Place Vote Here:

28
(14%)

Development Pattern #2



Case Studies:



Fairfax Corner, Fairfax, VA

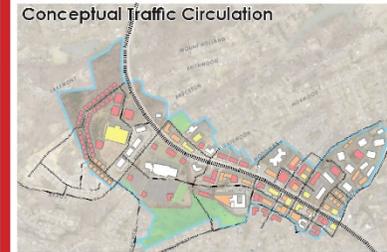


Village at Towne Centre, Fredericksburg, VA

Place Vote Here:

127
(62%)

Development Pattern #3



Case Studies:



Morrison at South Park, Charlotte, NC



The Market Common, Myrtle Beach, SC

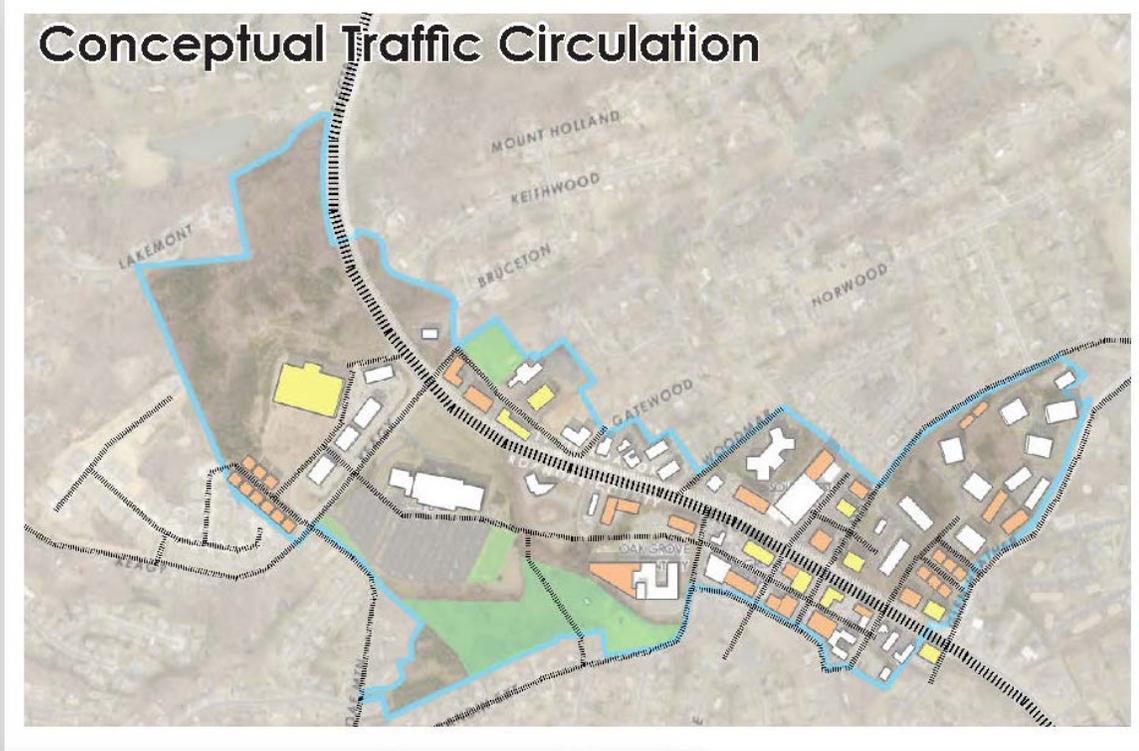
Place Vote Here:

51
(25%)

Conceptual Plan View



Conceptual Traffic Circulation



Conceptual Perspective View



Fairfax Corner, Fairfax, VA



Village at Towne Centre, Fredericksburg, VA

Next Steps

- **June 7:** City of Roanoke Planning Commission (Meetings and Comment Summary)
- **June 18:** Roanoke County Planning Commission Work Session (Comment Summary)
- **Summer/Fall:** Review document and hold joint Public Hearing in Oak Grove



Questions