

# 419 Town Center Revised Draft Plan

Board of Supervisors Work Session

June 25, 2019

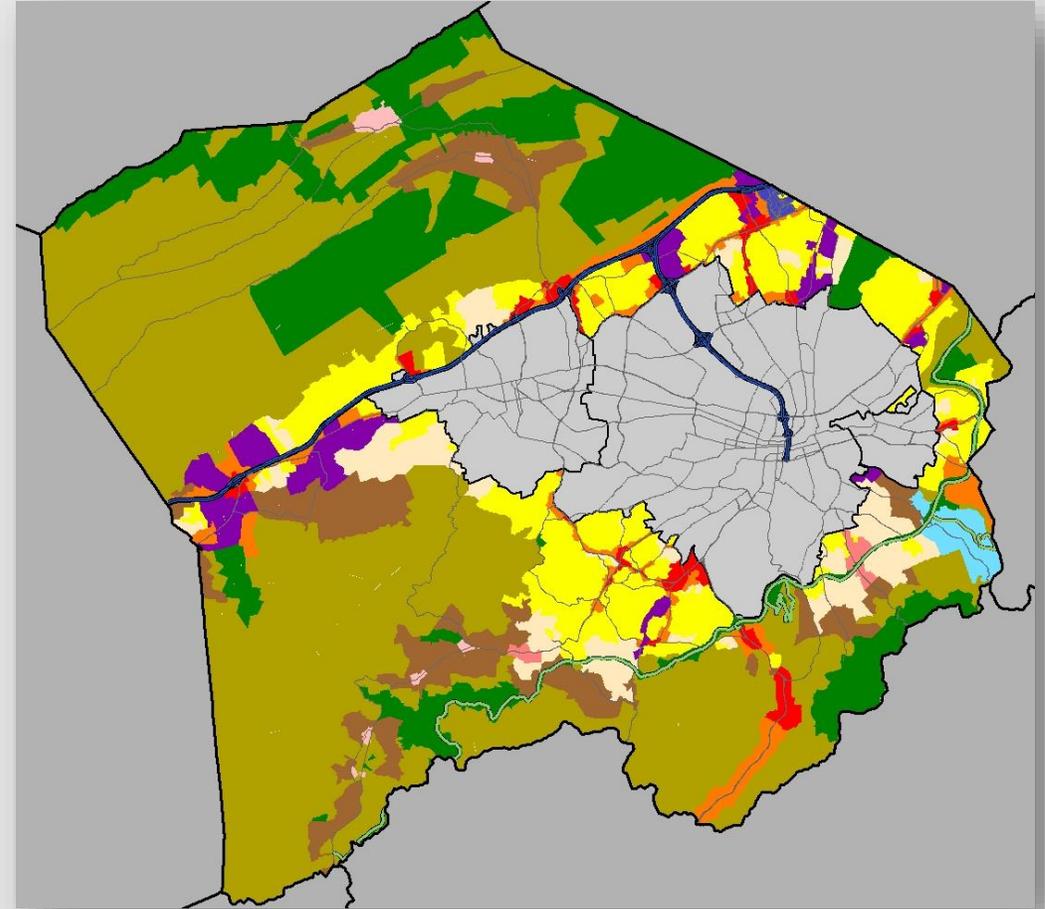


# Presentation Overview

- Background – Comprehensive Plan & Zoning
- Existing Conditions / Market Analysis
- Community Engagement & Outreach
- Vision & Principles
- Urban Design Framework
- Catalyst Projects & Residential Opportunities
- Implementation
- Planning Commission & Next Steps

# Roanoke County Comprehensive Plan

- Serves as a blueprint for future growth and development of the County
- Provides **general** direction and guidance for decision makers
- Goals, Objectives and Implementation Strategies are generally broad
- Future actions required of the Board of Supervisors on implementation strategies
- Revisit and re-evaluate conditions over time

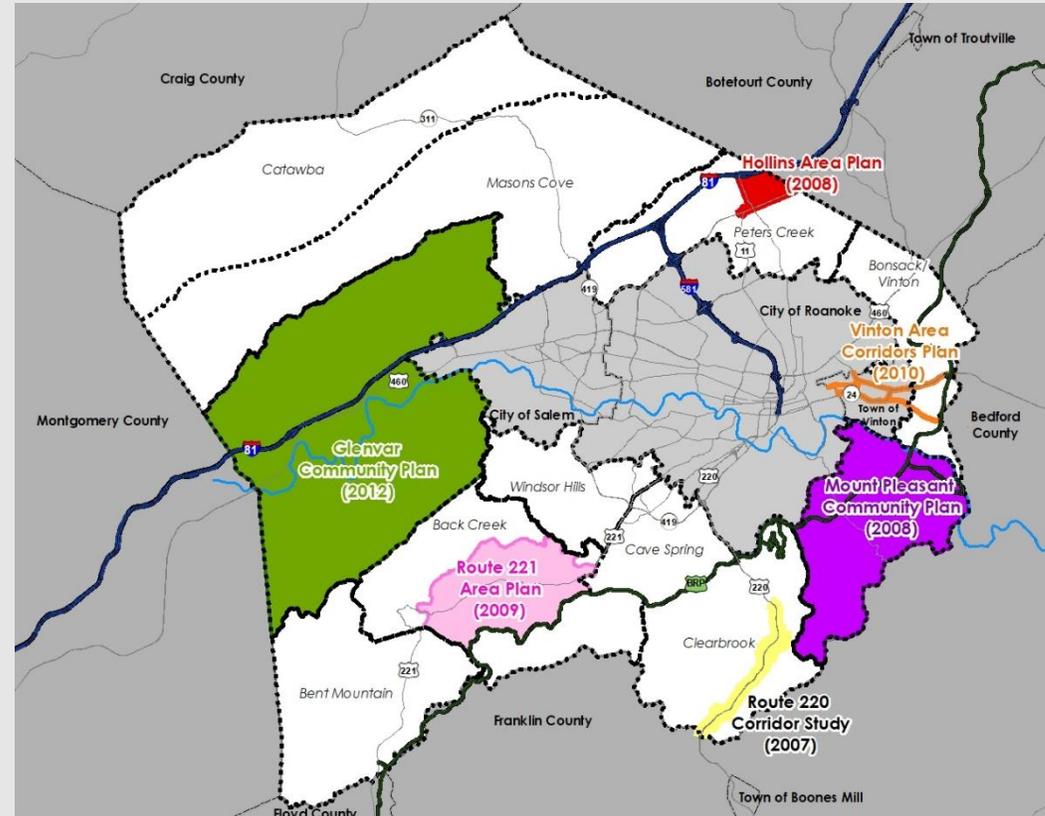


Future Land Use Map

# Community, Corridor and Area Plans

*Since 2006, Roanoke County has focused on developing area and neighborhood plans*

- These plans are adopted by the Board of Supervisors as part of the Comprehensive Plan
  - Route 220 Corridor Study (2007)
  - Mount Pleasant Community Plan (2008)
  - Hollins Area Plan (2008)
  - Route 221 Area Plan (2009)
  - Vinton Area Corridors Plan (2010)
  - Glenvar Community Plan (2012)



# Roanoke County Zoning

**78.35%**

Agricultural

**17.13%**

Residential

**1.85%**

Commercial

**2.17%**

Industrial

# County's Goals

“...leaders of the Community Development and Economic Development Departments initiated exploration of potential **opportunities to develop higher density, mixed-use activity areas in our existing commercial corridors ...**

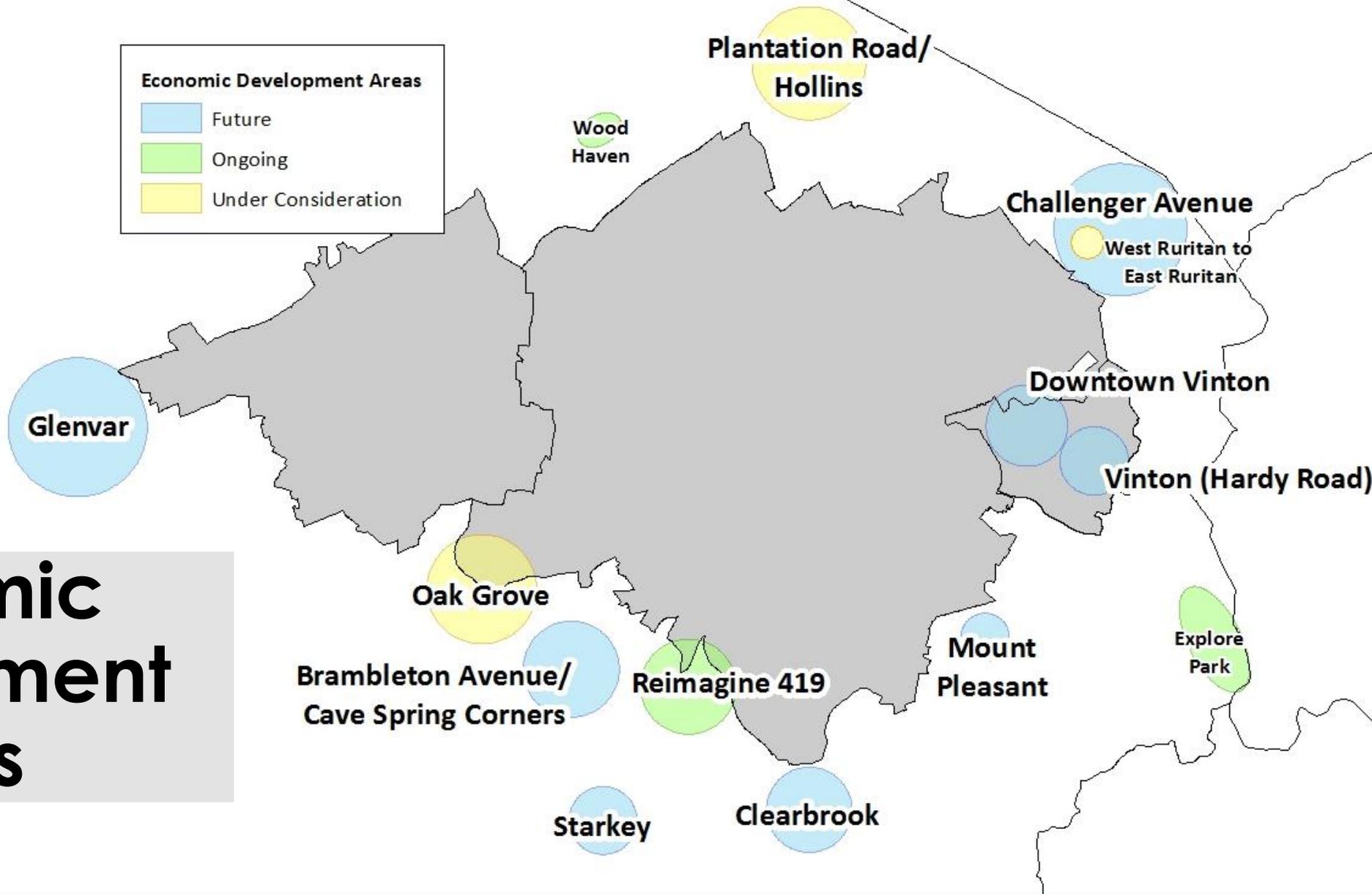


# Economic Development Areas

- Located on a **Major Transportation Corridor** with an existing or proposed transit line
- Contains both **employment** and **housing** opportunities as well as **public** and **institutional** uses
- **High population density** relative to neighboring areas
- **Offers potential for mixed-use, walkable development**



# Economic Development Areas



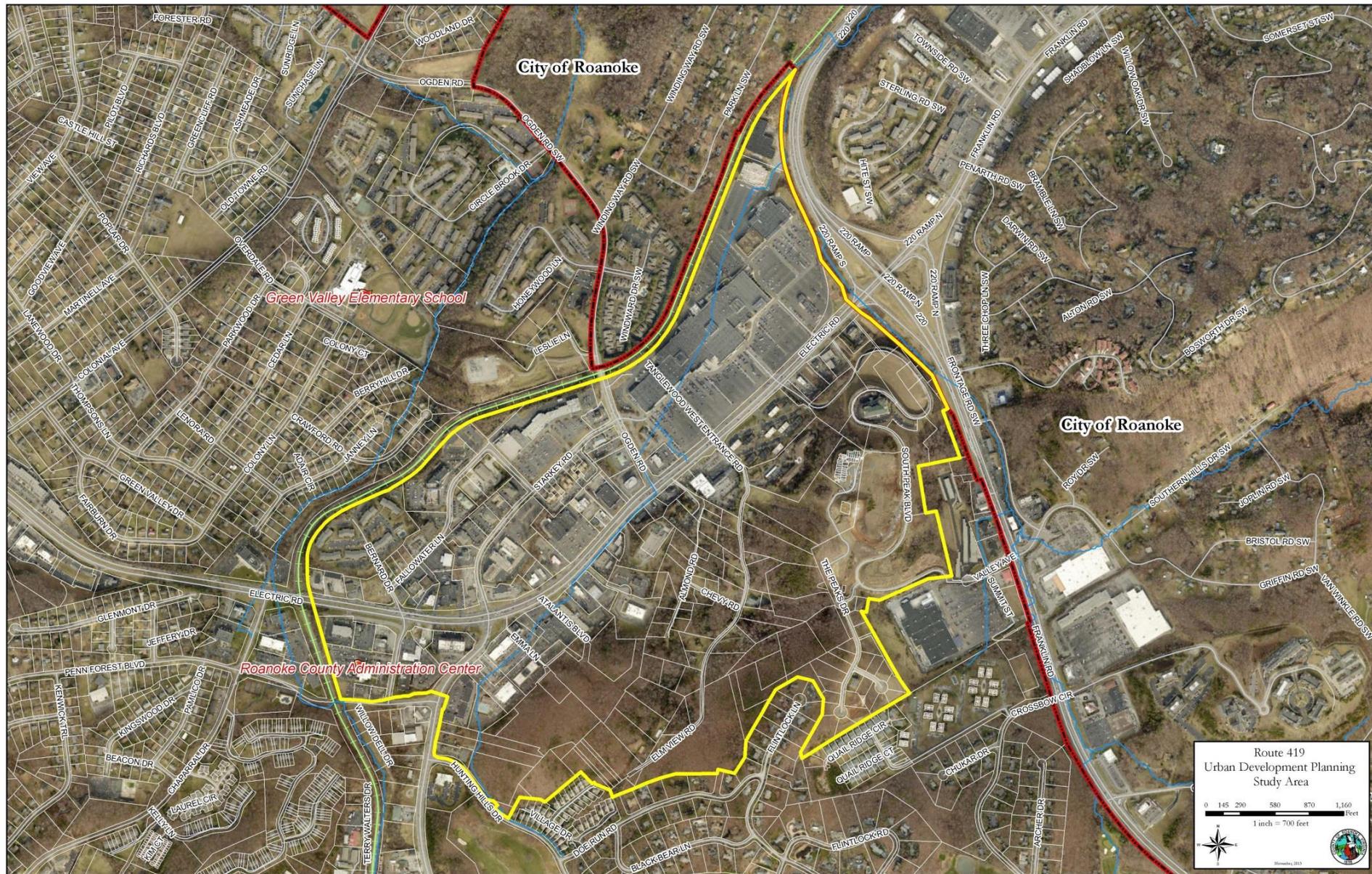
# Economic / Community Development Plans



# 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





# Study Area



# Existing Conditions

- Zoning
  - C-2 – 63%
  - R-3 – 25%
  - R-4 – 8%
  - C-1 – 4%
- Future Land Use
  - Core – 71%
  - Transition – 17%
  - Development – 7%
  - Neighborhood Cons. – 5%
- Transportation
  - 419 – 3<sup>rd</sup> Highest Traffic Volume in Roanoke Valley
  - Very limited bike & pedestrian accommodations
  - Some Transit
  - 419 Improvement Project Funded
- Infrastructure
  - Capacity exists for additional development

# Market Analysis

- New Residential
  - 75 -118 units per year over 5 years
- New retail and restaurants:
  - Retail—75-110,000 SF over 5-7 years
  - Restaurants—15-20,000 SF over 5-7 years





**Reimagine 419 DESIGN WORKSHOP**

**Mark up and annotate this map:**

- Place **blue stickers** (•) on the stores, restaurants or other places that you visit most frequently. List the names of these locations next to the sticker.
- Draw in **black** your typical route/routes to and through the study area. You can draw more than one route.
- Are there stores, restaurants or other amenities that you'd like to see? Place a **red sticker** (•) on the map where you'd like to see them and write a brief explanation of what you'd like to see (next to the sticker).
- Place a **green sticker** (•) where you think new green or open spaces could go. List the types of places you would like to see. Examples include passive parks for strolling or having lunch; active spaces such as outdoor gyms, play fountains or playgrounds; pocket plazas; and outdoor cultural venues.
- What parts of the study area can you imagine becoming attractive, walkable, destinations? Identify these with **blue pens**.
- Where do you think the first implementation activities should occur? In other words, where do we get started? Place a **yellow sticker** (•) in these locations.

**Other Items**

Did your table discuss other ideas, opportunities, or

**Mark up and annotate this map:**

- Place **blue stickers** (•) on other places that you visit most frequently. List the names of these locations next to the sticker.
- Draw in **black** your typical route/routes to and through the study area. You can draw more than one route.
- Are there stores, restaurants or other amenities that you'd like to see? Place a **red sticker** (•) on the map where you'd like to see them and write a brief explanation of what you'd like to see (next to the sticker).
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# Community Engagement & Outreach



# Community Engagement & Outreach

## Engagement

- Kickoff Event
- Stakeholder Interviews
- Design Workshop
- Planning Night
- Employee Event
- Transportation Community Mtg
- Draft Plan Reveal
- PC/BOS Meetings

## Engagement & Outreach

- Web Page
- mySidewalk Online Forum
- Online Survey
- Postcard Mailings
- Fact Sheets
- E-newsletters & Social Media
- Business Visits
- Press Releases

# Vision

*The 419 Town Center creates a vibrant new focus for community life, embraced by the spectacular beauty of the Roanoke Valley. Our Town Center mixes diverse new housing options; job opportunities; shopping, dining, and entertainment choices; and chances to enjoy art and music—all within a short walk. Our Town Center offers people opportunities to live healthier lifestyles, reinforces our commitment to environmental responsibility, and advances the Town Center's emergence as a center of knowledge and innovation.*

# Principles

1. Harness the power of our location and market strengths to enhance the Town Center's livability.
2. Create an authentic place.
3. Improve connectivity.
4. Celebrate the Town Center's nature and the corridor's natural setting.
5. Promote a sense of community and inclusion.

# 419 Town Center Vision



- A. Interchange Improvements
- B. Tanglewood Mall Redevelopment
- C. Old Country Plaza Redevelopment
- D. Madison Square Redevelopment
- E. Electric Road Improvements
- F. Walkable and Accessible Intersections
- G. New Traffic Signal – Fallowater Lane Ext.
- H. Signature Office Development Sites
- I. Multifamily Development
- J. Network of Trails
- K. Main Street Retail
- L. Community Green Space

# Urban Design Framework

- Development Types
- Circulation
- Public Realm
- Green Infrastructure



# Circulation Guiding Principles/Objectives

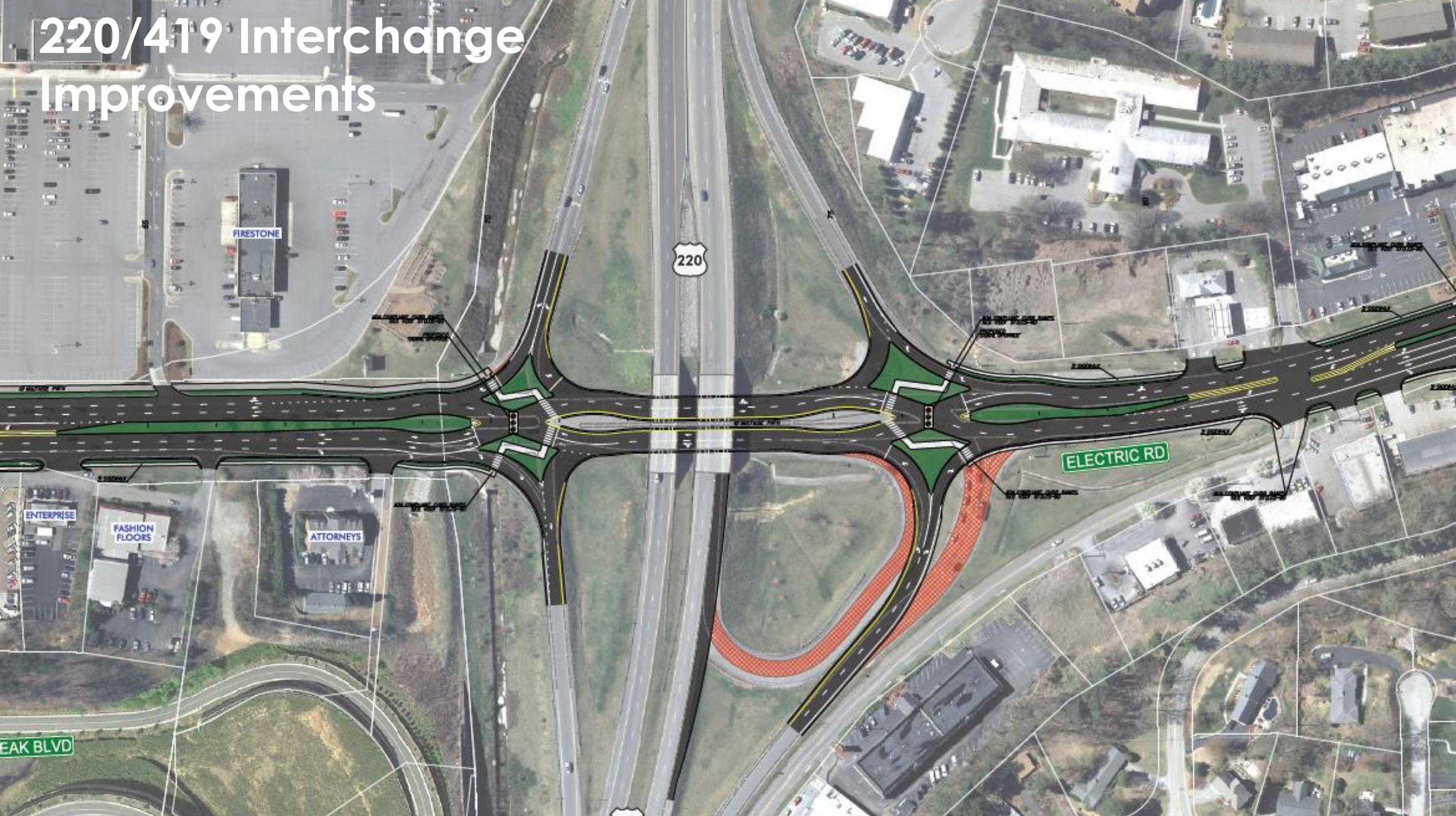
*“When everything else is the same, tie goes to the pedestrian”*

- Provide **safe passage for Bike/Ped** along entire corridor
- Improve **multimodal connectivity** (limited)
- Focus on creating **high quality intersections**
- Incorporate **access management** and **traffic calming** into the redesign
- **Repurpose** excess pavement to limit Right-of-Way takings
- Ensure **accessibility for everyone**

# Draft Concept Design



# 220/419 Interchange Improvements



# Access Management



ABT Associate  
in Brief Therapy

Roanoke Valley  
Association-Realtors

First Choice  
Title & Sttlmnt

River Church Roanoke

Carpetland USA

Blue Ridge Endodontics

Once Upon A Child

Sportsmans Deals

Play It Again Sports

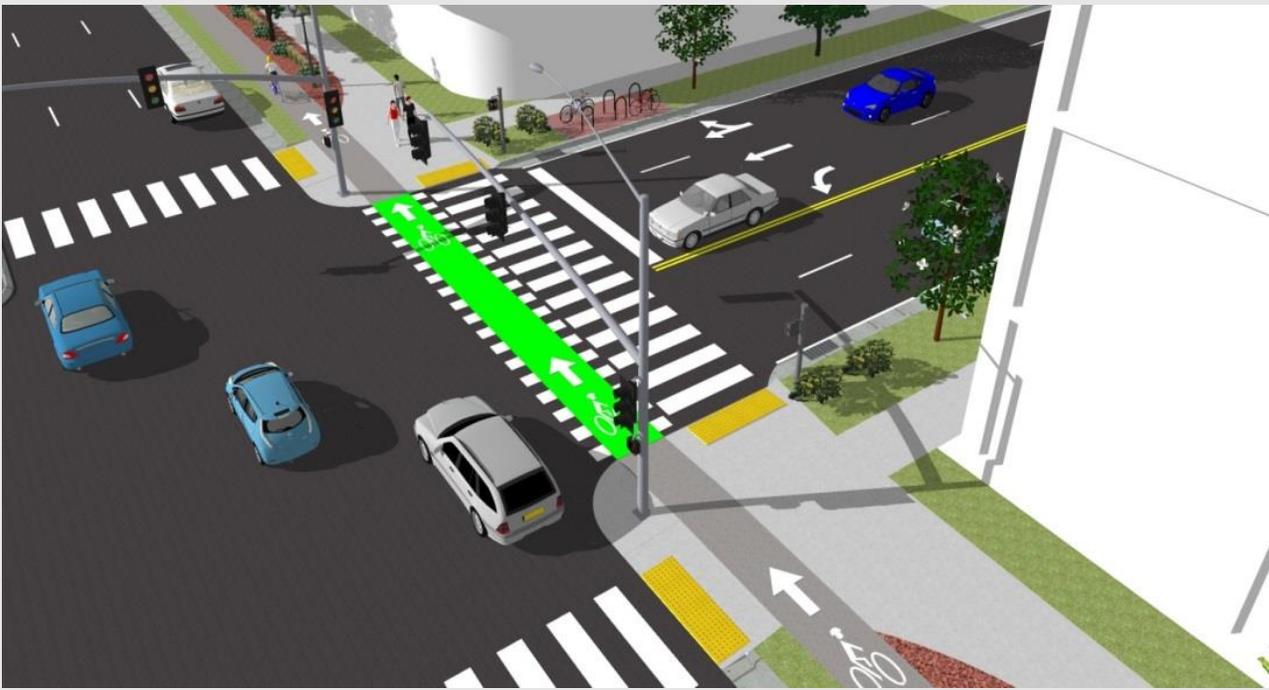
Asylum Studios

LoanMax Title Loans

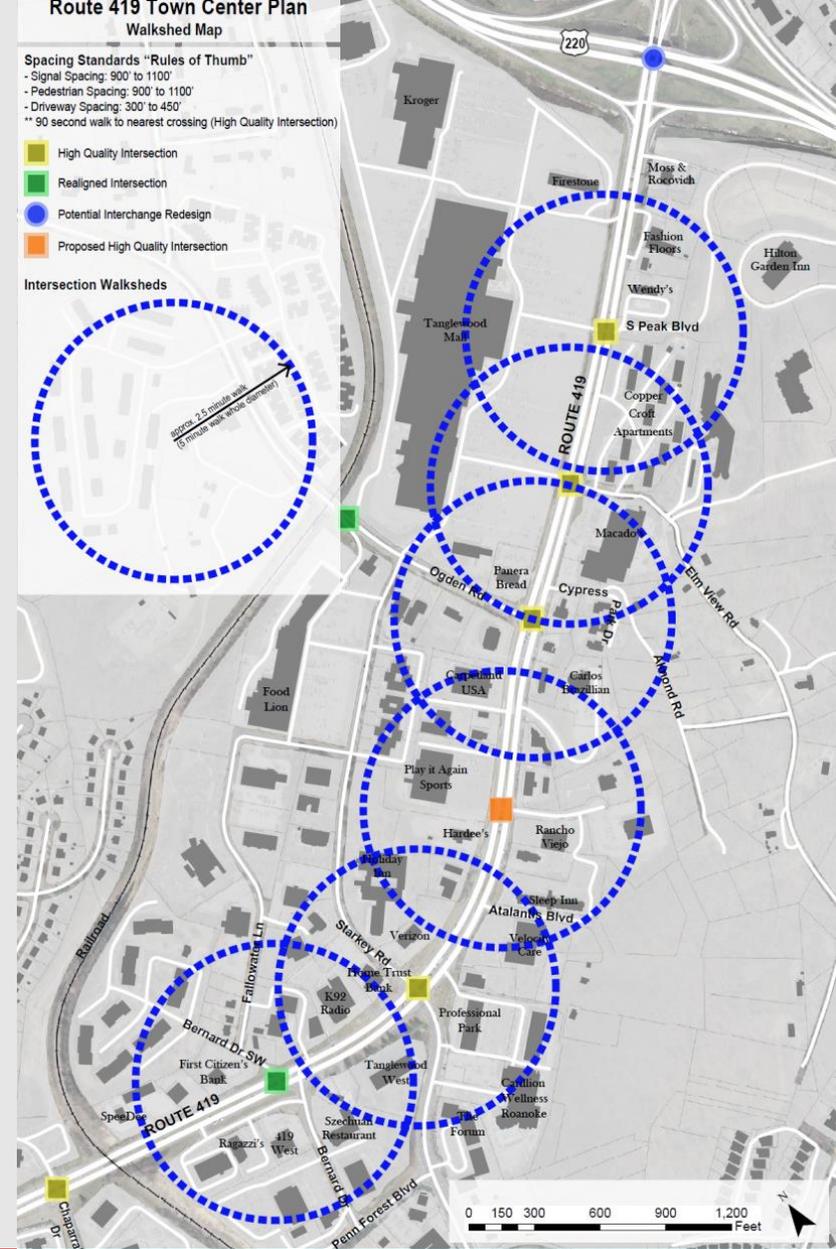
Carlos Brazilian  
International Cui

Google

Map



# Intersection Treatments



- Create new public gathering spaces
- Add streetscape amenities
- Activate the public realm
- Improve lighting
- Introduce stronger landscape standards
- Enhance gateways



# Public Realm

# Catalyst Projects

- Old Country Plaza
- Madison Square
- Tanglewood Mall





Food Lion  
40,000sf

Restaurant  
3,000sf

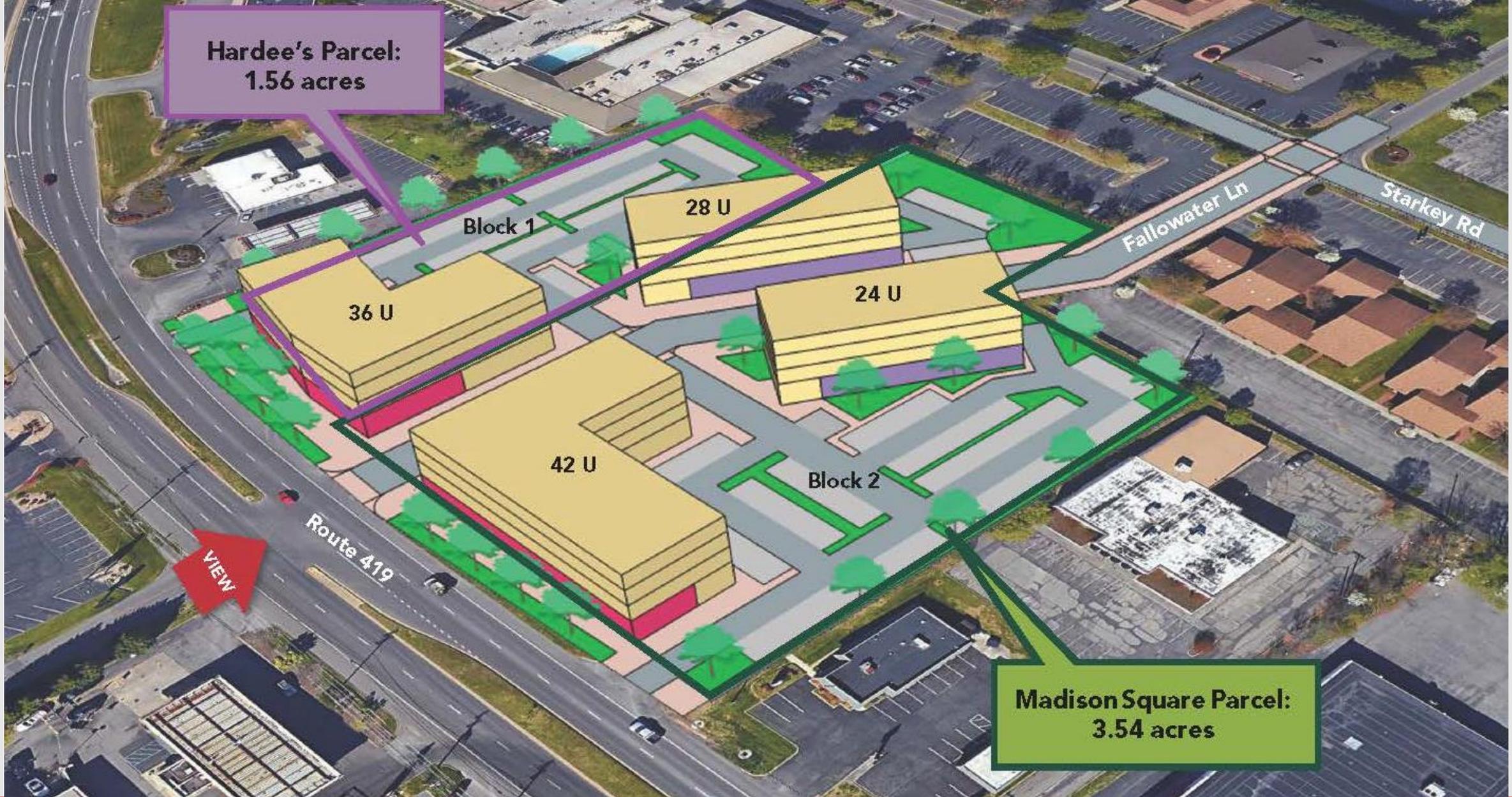
Multi-use Trail

Mill Mountain Coffee & Tea  
4,800sf

# Old Country Plaza



# Old Country Plaza



Hardee's Parcel:  
1.56 acres

Madison Square Parcel:  
3.54 acres

VIEW

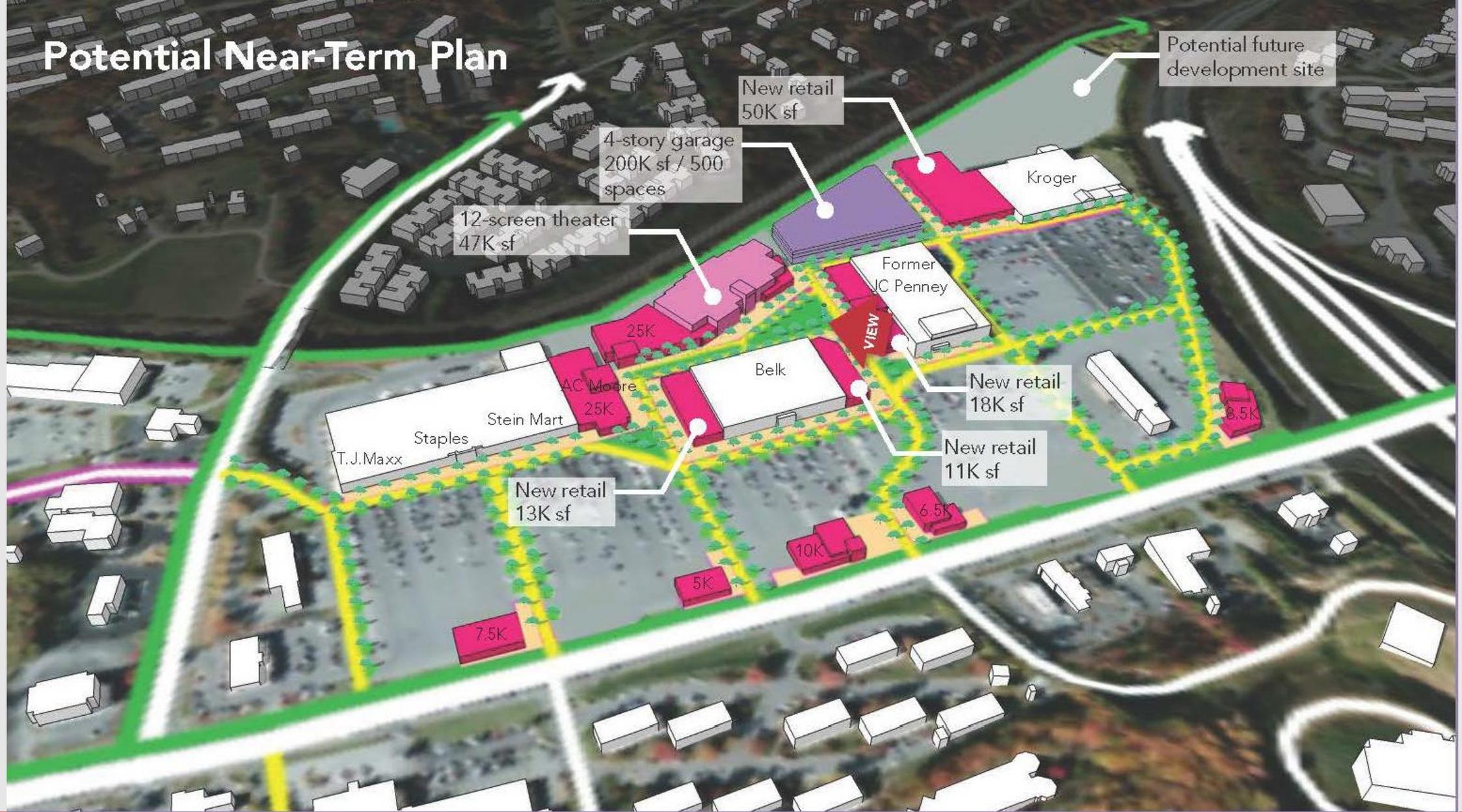
# Madison Square





# Madison Square

# Potential Near-Term Plan



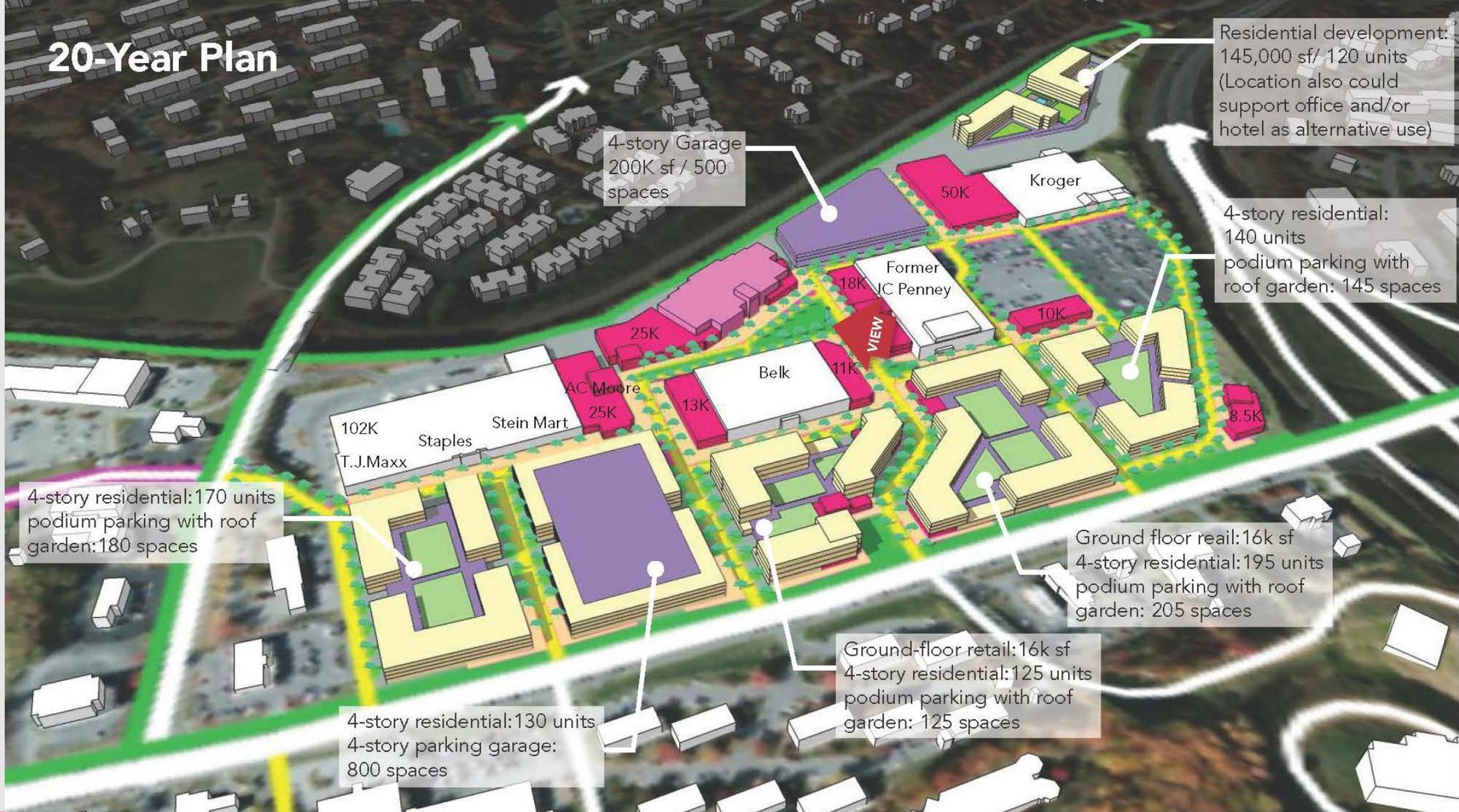
# Tanglewood Mall



# Tanglewood Mall



# 20-Year Plan



# Tanglewood Mall





# Tanglewood Mall



# The Ridges

# Implementation

- Design Principles/Ordinances
- Funding Strategies
- Timing
- Communication
- Accessibility



# Route 419/Route 220 Diverging Diamond Interchange

- Funded: \$17.5 million (Regional Surface Transportation Program and SMART SCALE)



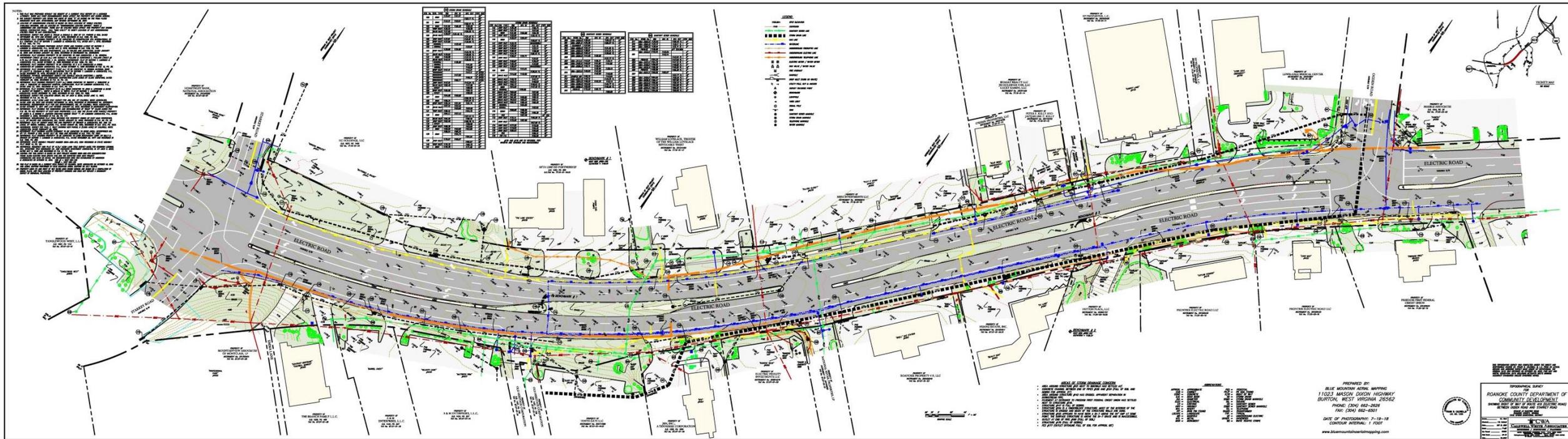
# Fallowwater Lane Extension (Route 419 to Chevy)

- Funded: \$2.5 million (Secondary Six-Year Improvement Program and Revenue Sharing); additional funding may be needed
- Design Public Hearing held May 8<sup>th</sup>
- Right-of-Way phase to begin soon (VDOT-administered)



# Route 419 Streetscape Improvements, Phase II (Starkey to Ogden)

- Surveying completed 2018, multiple drainage concerns identified
- VDOT beginning design work for pedestrian accommodations
- Anticipate applying for Surface Transportation Block Grant and/or SMART SCALE funding



# Planning Commission & Next Steps

- Planning Commission Public Hearing – March 5<sup>th</sup>
- 30-Day Public Comment Period – April 5<sup>th</sup>
- Review Public Comments - April 16<sup>th</sup> & May 20<sup>th</sup>
- Planning Commission Recommendation – May 20<sup>th</sup>
- Board of Supervisors Work Session – **June 25<sup>th</sup>**
- Board of Supervisors Public Hearing – July 23<sup>rd</sup>

# Questions?