

419 Town Center Revised Draft Plan

Board of Supervisors Public Hearing

July 23, 2019



Presentation Overview

- Background
- Existing Conditions / Market Analysis
- Community Engagement & Outreach
- Vision & Principles
- Circulation & Public Realm
- Catalyst Projects & The Ridges
- Implementation
- Planning Commission & Board of Supervisors

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 ...**

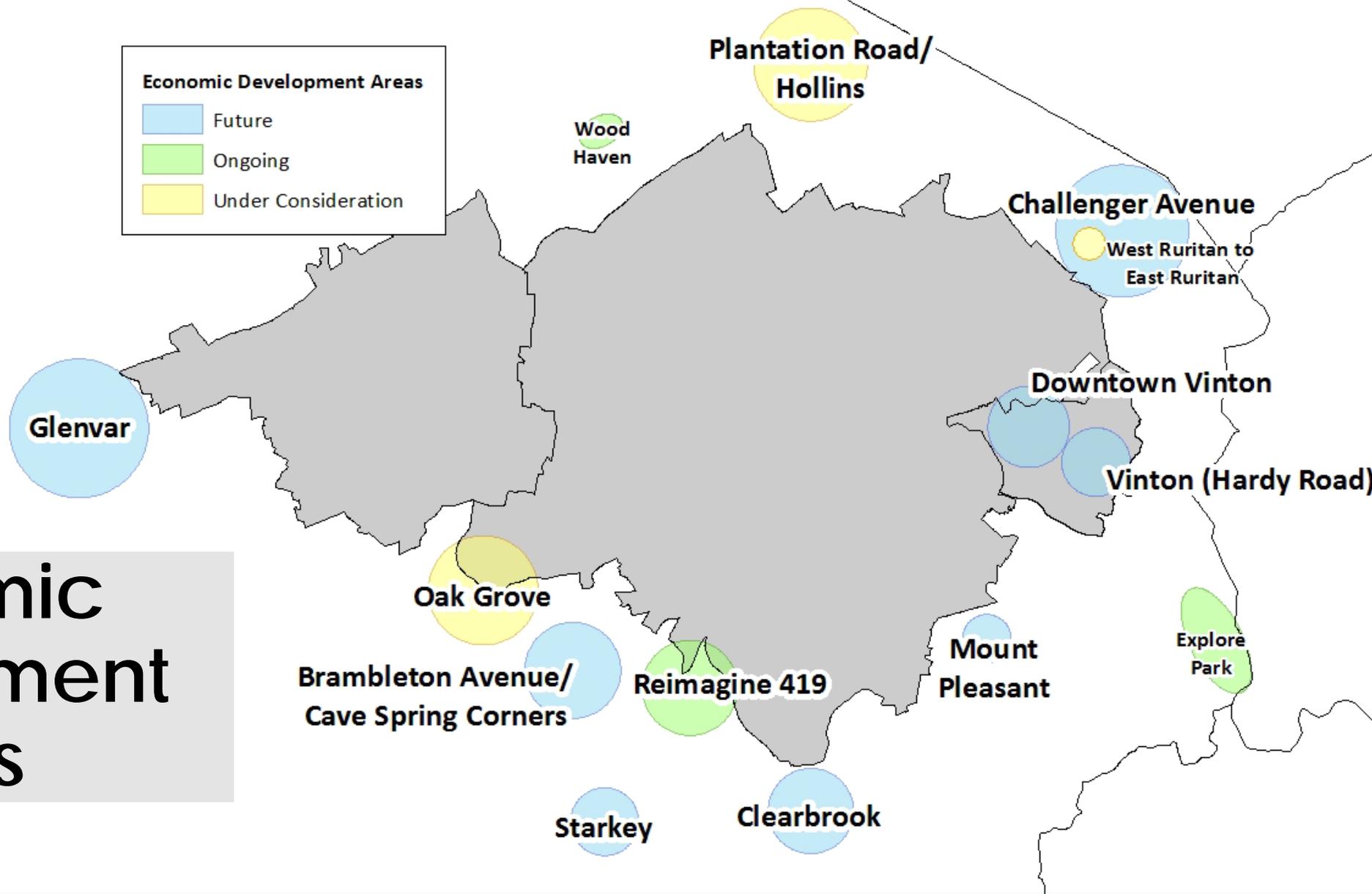


Economic Development Areas

- 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



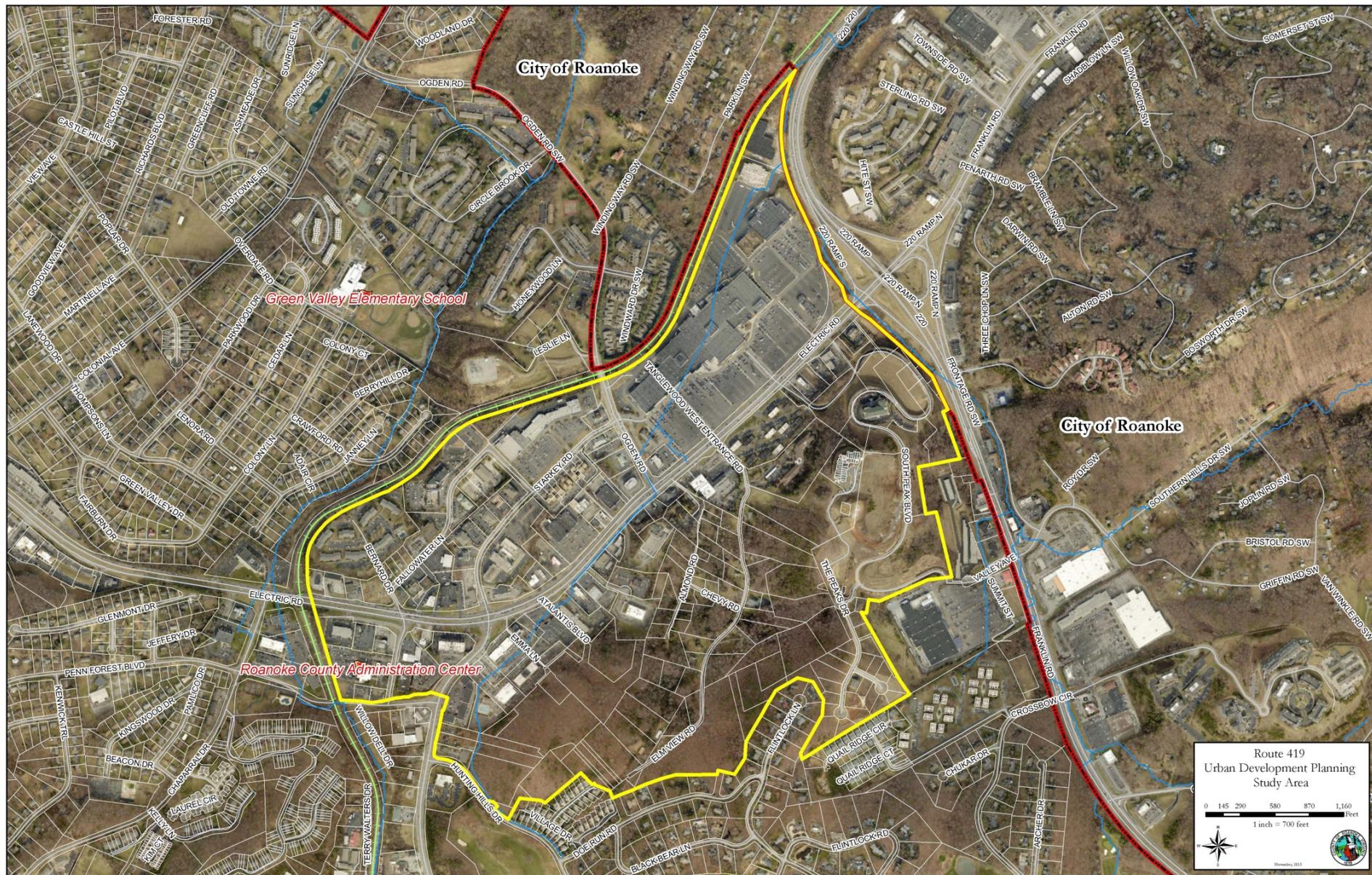
Economic / Community Development Plans



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



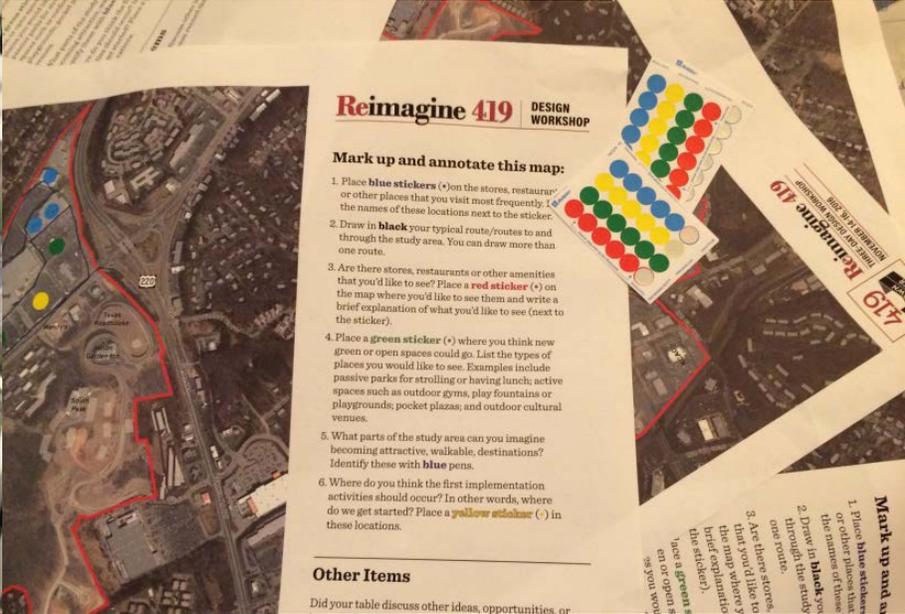
Existing Conditions

- 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 – 3rd 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





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

419 Town Center Vision



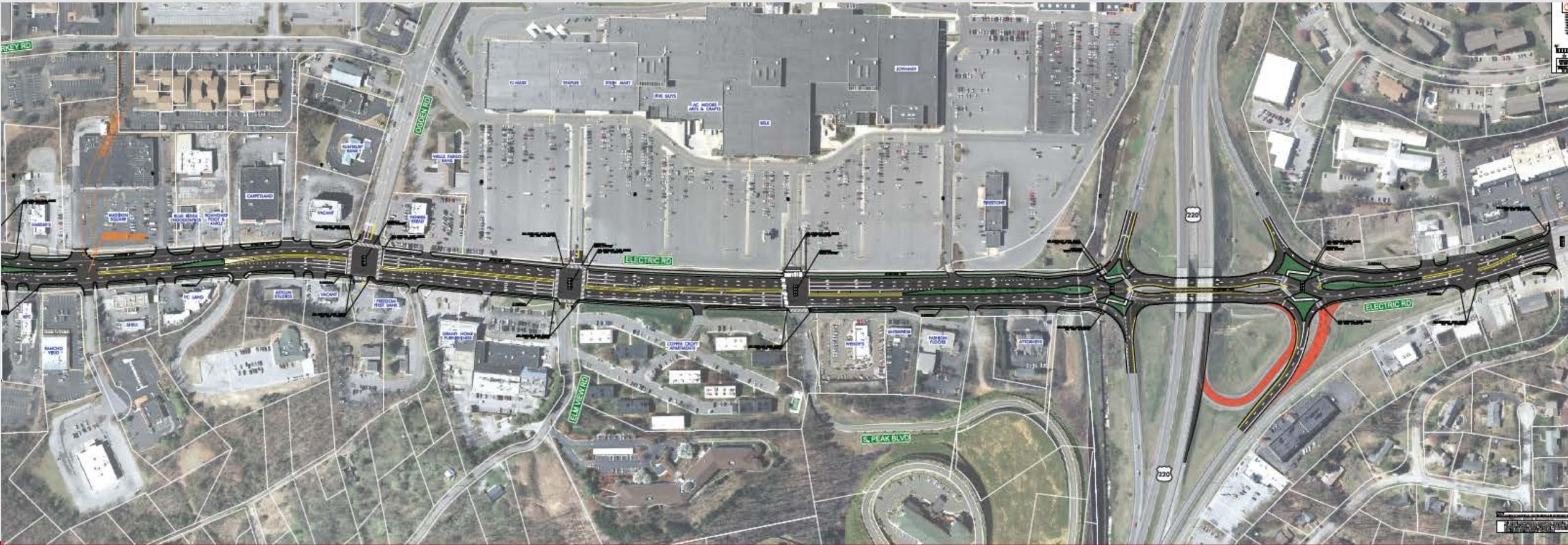
- A. Interchange Improvements
- B. Tanglewood Mall Redevelopment
- C. Old Country Plaza Redevelopment
- D. Madison Square Redevelopment
- E. Electric Road Improvements
- F. Walkable and Accessible Intersections
- G. New Traffic Signal – Fallowater Lane Ext.
- H. Signature Office Development Sites
- I.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

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.

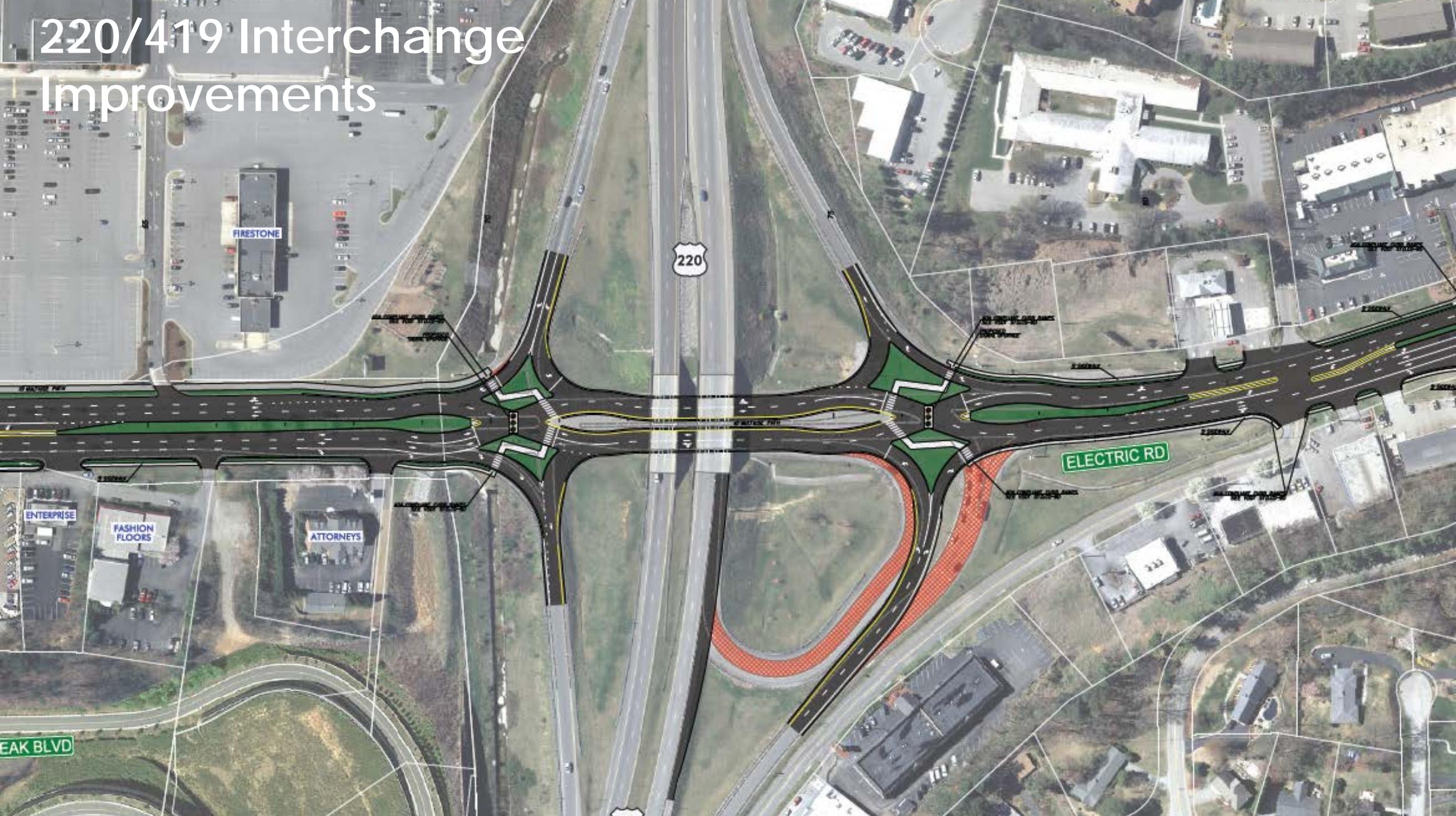
- Interchange Improvements
- Access Management
- Bicycle & Pedestrian Improvements

- Accessibility
- Highly Visible Intersections
- Greenway Connections
- Transit Integration



Circulation

220/419 Interchange Improvements



FIRESTONE

220

ELECTRIC RD

ENTERPRISE

FASHION FLOORS

ATTORNEYS

EAK BLVD

Access Management



ABT Associate
In Brief Therapy

Roanoke Valley
Association-Realtors

First Choice
Title & Stlmnt

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



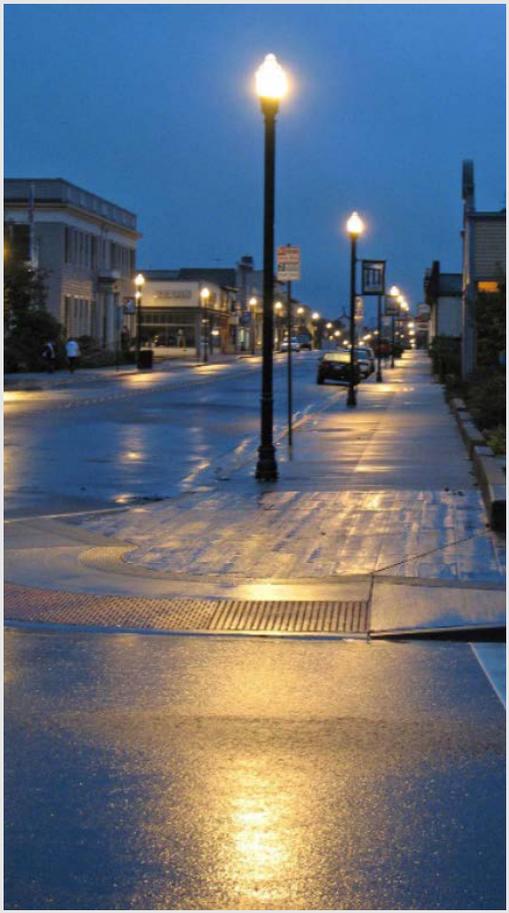
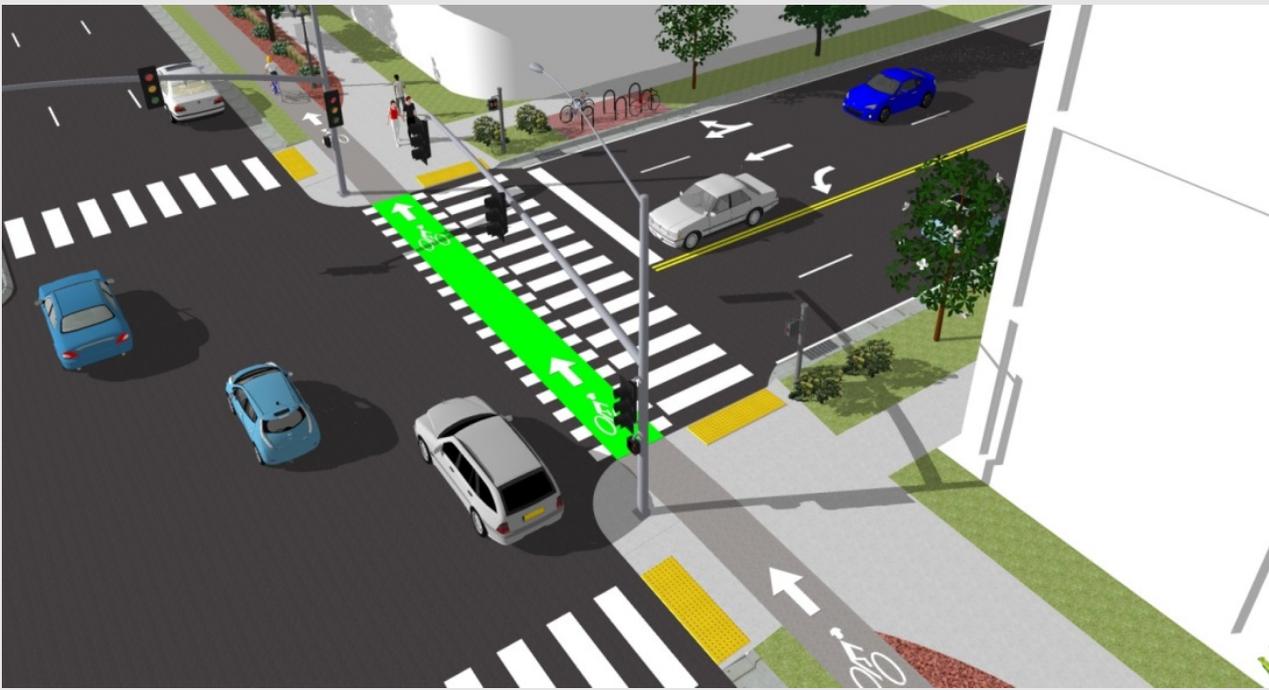
Bicycle & Pedestrian Improvements



Walkable, ADA accessible street network



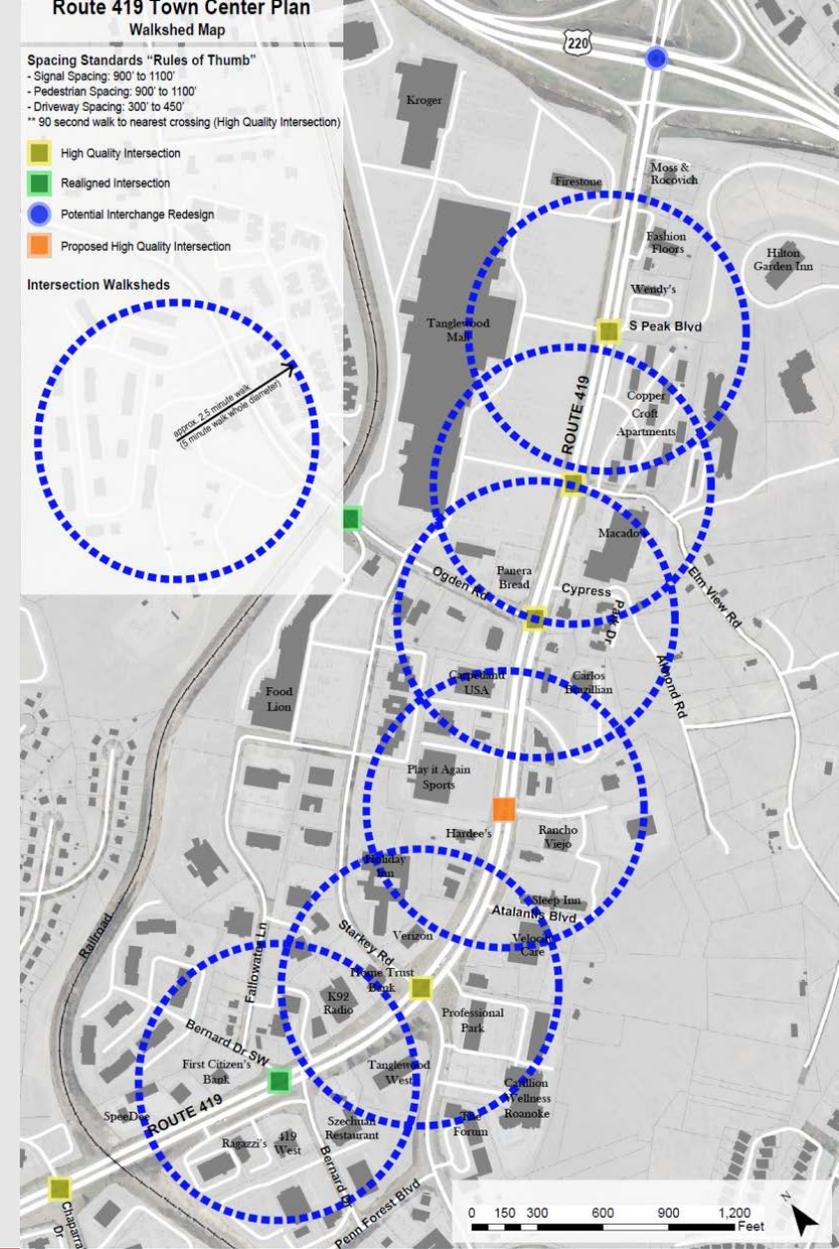
Accessibility



Intersection Treatments



Greenway Connections



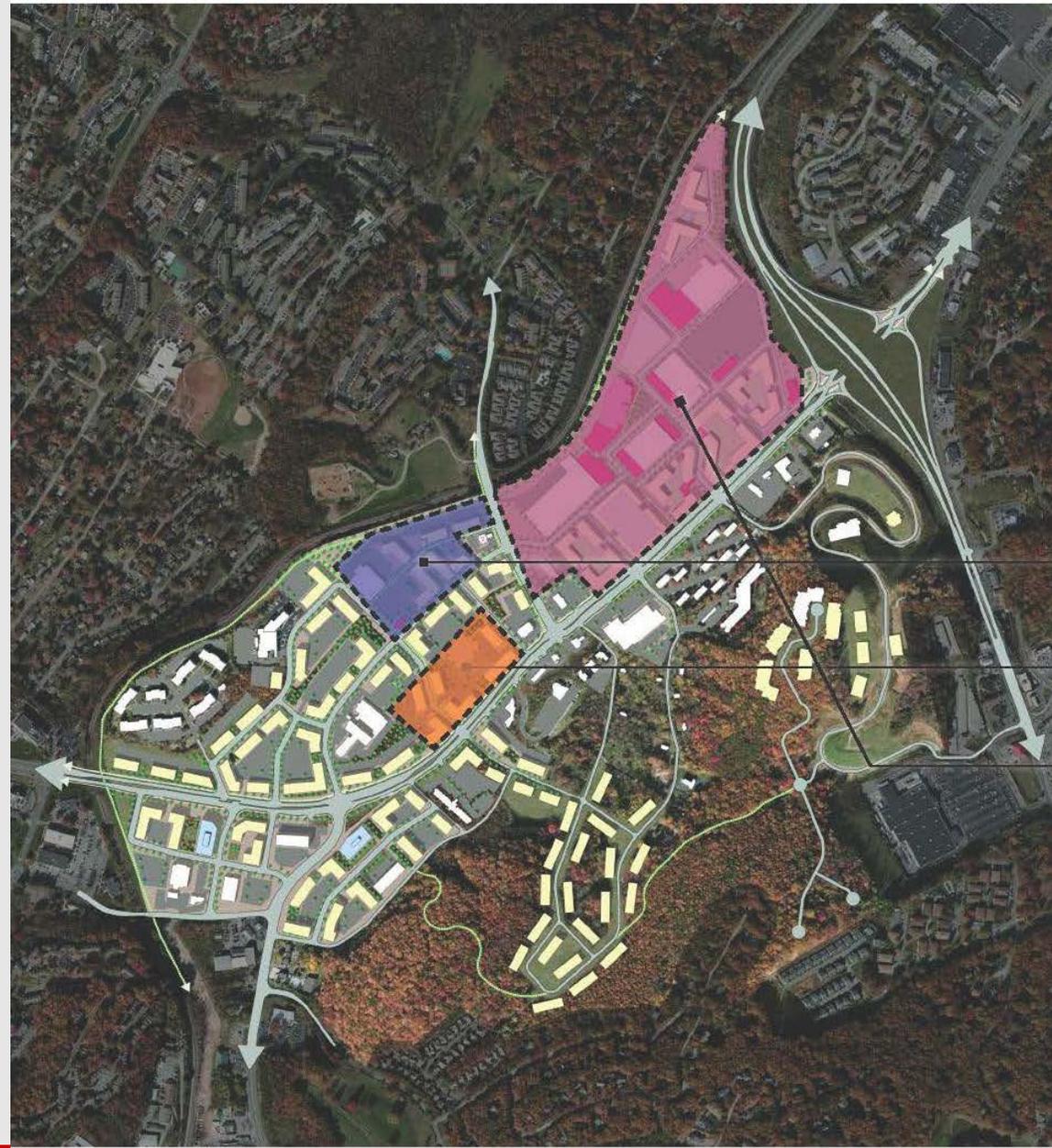
- Create new public gathering spaces
- Add streetscape amenities
- Activate the public realm
- Improve lighting
- Introduce stronger landscape standards
- Enhance gateways



Public Realm

Catalyst Projects

- Old Country Plaza
- Madison Square
- Tanglewood Mall





The Ridges

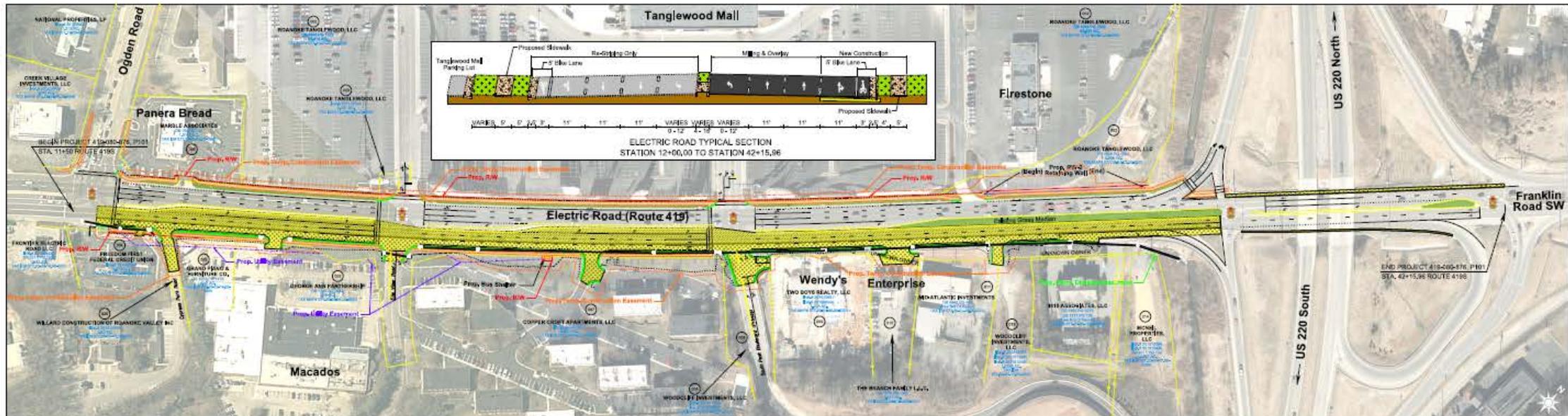
Implementation

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



Route 419 Streetscape Improvements (Ogden to Rt. 220)

- Funded: \$5.8 million (Highway Safety Improvement Program and SMART SCALE); VDOT-Administered
- Right-of-way phase underway
- Construction Fiscal Year 2020



Project Location



Legend

Proposed Sidewalk	Proposed Utility
Proposed Bike Lane	Proposed Right-of-Way
Proposed Overlay	Proposed Right-of-Way
Proposed Utility	Proposed Right-of-Way

Contact Information

For more information, contact the project engineer at the address below or call the project engineer at the phone number below.

This document is confidential and not to be used for any other purpose without the written consent of the Virginia Department of Transportation. It is the property of the Commonwealth of Virginia and its contents are not to be distributed outside the Commonwealth of Virginia.

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 8th
- Right-of-Way phase to begin soon (VDOT-administered)



Planning Commission

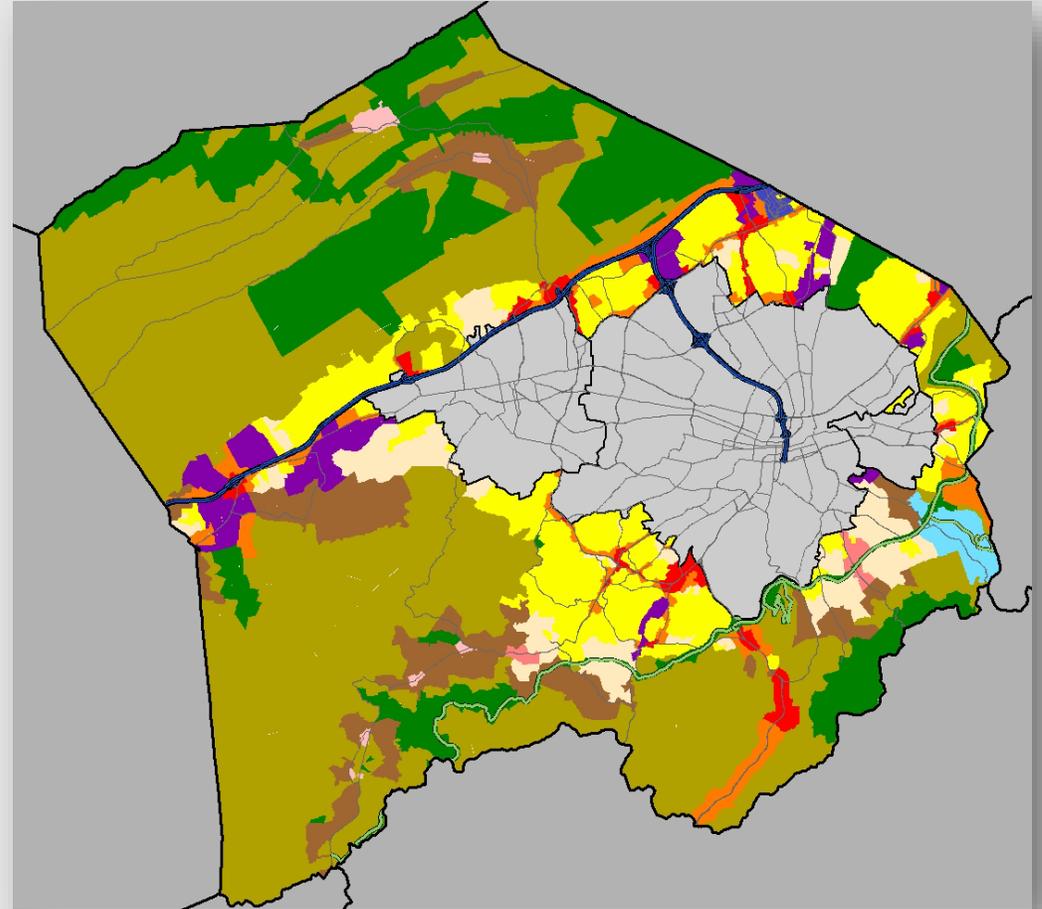
- Planning Commission Public Hearing – March 5th
- 30-Day Public Comment Period – April 5th
- Review Public Comments - April 16th & May 20th
- Planning Commission Recommendation – May 20th

Board of Supervisors

- Board of Supervisors Work Session – June 25th
- Board of Supervisors Public Hearing – **July 23rd**
 - Resolution to incorporate the 419 Town Center Plan into the County's Comprehensive Plan

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

Questions?