AGENDA
TUESDAY, SEPTEMBER 1, 2020
6:00 P.M. (1ST FLOOR BOARD MEETING ROOM)

WORK SESSION

A. Call to Order

B. Approval of Agenda

C. Approval of Minutes: August 4, 2020

D. Consent Agenda: Monday, October 5, 2020

1. The petition of Engineering Concepts, Inc. to rezone property to remove the proffered conditions on approximately 2.66 acres zoned C-1C, Low Intensity Commercial, District with conditions, and to obtain a special use permit for religious assembly in a R-1, Low Density Residential, District, C-1C, Low Intensity Commercial, District with conditions, and C-2 High Intensity Commercial, District on approximately 10.68 acres, located at and near 2500 East Washington Avenue, Vinton Magisterial District.

E. Discussion of Oak Grove Center Plan

F. Discussion of Zoning Ordinance Amendments

G. Citizens' Comments

H. Comments of Planning Commissioners and Planning Staff

I. Final Orders

J. Adjournment
Commissioners Present:
Mr. Wayne Bower
Mr. Rick James
Mr. Kelly McMurray
Mr. Jim Woltz

Commissioners Absent:
Mr. Troy Henderson

Staff Present:
Mr. Philip Thompson, Secretary
Ms. Rachel Lower, Senior Assistant County Attorney
Ms. Rebecca James
Ms. Alyssa Dunbar
Ms. Cecile Newcomb
Ms. Bailey Howard-DuBois
Ms. Susan McCoy, Recording Secretary

Call to Order
Mr. James called the meeting to order at 7:02 p.m. Mr. McMurray gave the invocation and led the pledge of allegiance.

Approval of Agenda
Mr. Woltz made a motion to approve the agenda, which passed 4-0.

Approval of Minutes
Mr. Bower made a motion to approve the July 7, 2020 minutes, which passed 4-0.

Consent Agenda
Mr. Thompson stated there are no petitions scheduled for public hearings in September. Mr. Thompson and the Commissioners discussed this issue. The Commission decided to hold a work session on September 1, 2020.

Public Hearing
1. The petition of MCE Owner Occupied, LLP to obtain a special use permit in a C-1, Low Intensity Commercial, District to allow a multi-family use to account for more than 50 percent of the gross floor area on the site on approximately 1.116 acres, located at 3220 McVitty Road, Road, Windsor Hills Magisterial District. Ms. Dunbar provided a PowerPoint presentation, including an overview of the petition. She reviewed the property acreage, surrounding property uses, VDOT right-of-way, and property entrance. She reviewed the previous use of the property,
topography, and elevations. She discussed the concept plan, including Phase 1 and Phase 2. She discussed lighting, signage, and future land use designation. She noted the proposed use is not consistent with the future land use designation but it is consistent with abutting future land use designations. She reviewed the suggested conditions.

Ms. Maryellen Goodlatte, Esquire, provided a history of the property, noting it was previously a childcare center. She stated the proposed multi-family development would have sixteen units. She stated over 150 children attended the previous childcare center. She stated the building has been vacant during the past year and has suffered some vandalism during that time. She discussed surrounding uses, noting that McVitty Road is close to Route 419. She stated several other multi-family developments are located along Route 419. She stated the Roanoke County Fire Department is located nearby along with other commercial uses. She stated homes are located on Rasmont Road. She discussed the topography of the property, noting it rises to the back of the parcel. She stated the petitioner has no objection to the suggested conditions. She stated the proposed use is a small scale redevelopment. She introduced Mr. Ray Craighead, Craighead and Associates Architects, and Mr. John McLeod, Principal Owner of MCE Owner Occupied, LLP.

Mr. Woltz inquired about the timeframe for the development. Ms. Goodlatte stated they will renovate the existing structure, noting they will continue development when that phase is completed. Mr. McLeod stated they plan to move forward with the development if approved by the County. Ms. Goodlatte stated they will be market rate apartments. Mr. James inquired about buffering. Ms. Goodlatte discussed this issue, noting they will follow County use and design standards and maintain current vegetation.

Mr. James opened the public hearing for public comment.

Mr. James stated they have received an email from Ardell Stone, who has a dance studio at 4333 Cave Spring Lane. She stated she is concerned about traffic being heavy and speeding, noting the road is not good for traffic. She stated there was an accident in this area last year. She stated the stop sign at the intersection of McVitty Road and Old Cave Spring Road has been knocked down many times.

Mr. Ed Murray, 3123 McVitty Road, sent an email and spoke at the public hearing. He stated VDOT has made plans and bought property to upgrade this road, noting the road is dangerous. Mr. McMurray stated that the State had bought frontage property beside the childcare facility. He stated the road is bad through that area. He stated he does not know when VDOT will finish the project.

Mr. James called for a 10 minute recess to receive comments via phone or email which began at 7:24 p.m. He reconvened the meeting at 7:38 p.m.

Mr. Thompson stated no additional comments by phone or email were received during the recess.
Mr. James inquired about the status of the VDOT project on McVitty Road. Mr. Thompson discussed the status of McVitty Road improvements. He discussed the State’s funding process, noting there is no funding available for this project at this time. He stated they will continue to seek funding for this project.

Ms. Goodlatte stated the road frontage was taken six to eight years ago but the project has been fallow for about a year. She discussed the traffic on McVitty Road and Cave Spring Road, noting the development would be capped at 16 units. She stated traffic generated from the proposed development would be significantly less than from the child care center. She stated VDOT would have to perform another review for a larger use. Mr. James noted VDOT had provided comments which are included in the Commission’s packet, noting the proposed development would need to follow VDOT regulations.

Mr. James closed the public hearing for public comment.

Mr. Woltz discussed the slope of the property. He noted the nearby houses have large backyards. He stated the property has been abandoned a long time and this use would fill a need in Southwest County. Mr. McMurray stated that McVitty Road has been used as a shortcut. He stated he is concerned about traffic but sees this use as an improvement and more in line with neighborhood conservation than the previous child care center. Mr. James stated he is in favor of the adaptive reuse of the property in the County where land is constrained.

Mr. McMurray made a motion to recommend approval of the request with the following conditions:

1. The site shall be developed in substantial conformance with the “Concept Site Plan” prepared by Craighead and Associates dated May 23, 2020, subject to any changes required during the site plan review process.

2. The site shall be developed in general conformance with the existing building proposed renovations – Phase 1 and 2, Exhibits B and E, prepared by Craighead and Associates dated May 23, 2020, subject to any changes required during the commercial building plan review process.

3. The proposed freestanding sign shall be developed in substantial conformance with the McVitty Commons Signage, Exhibit D, dated June 11, 2020. The freestanding sign shall only be lit from the ground and shall not cause glare on adjoining properties or roads. There shall be no neon signage or electronic message boards on the property.

4. The maximum number of apartments shall be limited to 16.

5. Free standing light poles, including lighting fixtures, shall not be more than 18 feet above grade. All exterior lights shall be down-lit or shielded so as not to direct glare onto adjoining streets or residential properties.
Mr. Thompson called the roll and the motion passed (4-0) with the following vote:

AYES: Bower, James, McMurray, Woltz
NAYES: None
ABSTAIN: None

Mr. Thompson stated the Board of Supervisors Public Hearing regarding this petition will be held on August 25, 2020.

2. The petition of Om Shree Hospitality, LLC to rezone approximately 9.99 acres from AG-1, Agricultural/Rural Low Density, District to C-2, High Intensity Commercial, District for the construction of a hotel/motel/motor lodge, located near the 2700 block of Wildwood Road and the 1700 block of Skyview Road, Catawba Magisterial District. Ms. Newcomb provided a PowerPoint presentation, including surrounding uses, topography, and concept plan. She noted there are no proffered conditions with this rezoning. She stated the entrance and exit would be on Wildwood Road with 103 parking spaces at the site. She discussed surrounding zoning, current zoning, and future land use designation. She stated a petition has been received with comments regarding traffic, fire, and noise. She stated the proposed use is consistent with the future land use designation of Core, noting the use of the property has not been proffered.

Mr. Woltz inquired about location of property access on Wildwood Road. Ms. Newcomb discussed this issue, including VDOT's comments. Mr. Woltz inquired about turning lane requirements. Ms. Newcomb stated the need for a turning lane has not been determined. Mr. Fletcher Smoak, former owner of Virginia Brick, stated they had more traffic when the quarry was operational.

Mr. Steve Wandrei, Esquire, stated his client has a contract to purchase the property. He introduced Mr. Harry Patel, Ms. Cary Patel, and Mr. Amit Patel. He stated the use would be a hotel if the rezoning is approved, noting the hotel use would be permitted in a C-2 district. He stated noise and lighting would be addressed during the site plan review process, noting they would comply with the County regulations which are applicable to the project. He discussed the traffic impact analysis (TIA) which has been performed, noting the property would have a commercial grade entrance. He stated there have not been any recent crash records in the area. He stated there has been not a recommendation for an additional turn lane. He discussed the concept plan. He stated the property has challenges but will be good for the petitioner’s proposed use, noting it is limited for other uses. He stated the natural vegetation on the property will shield nearby residences. He stated the proposed hotel will be a three story hotel with eighty rooms and a ballroom. He stated the use will provide additional tax revenue with minimal impact on County services. Mr. Woltz inquired about the future use of the property. Mr. Wandrei stated that if the rezoning is approved they would proceed with the hotel.
Mr. James inquired about the traffic concerns and stormwater management. Mr. Andrew Lumsden, Lumsden Associates, P.C., discussed these issues. He stated Wildwood Road is a collector road, noting there is not a large volume of traffic on this road. He discussed property access, noting turn lanes would not be needed. He stated Department of Environmental Quality (DEQ) has very strict regulations regarding stormwater management. He stated portions of the property are undisturbed areas due to the topography of the property.

Mr. James opened the public hearing for public comment.

Mr. James reviewed emails received from citizens, noting copies of these emails have been provided to the Commissioners.

Mr. Luke Foster, 2768 Wildwood Road, sent an email stating he is in support of the proposal. He stated that his tax map number is incorrect on the concept plan (Exhibit A). He stated that other property tax map numbers and information on the concept plan are also incorrect. He stated he wants items addressed so that no intrusions are made onto his property and there will be adequate space for the proposed road, retaining wall, and stormwater management area.

Ms. Debra Repsher and Mr. Scott Repsher sent emails regarding items of concern, including grade and radius of turn into site from Wildwood Road for emergency vehicles, undisturbed area labeled to the southeast of the proposed hotel structure, noise, signage, stormwater management, stormwater runoff into nearby creek, safety near quarry site, safety issues regarding fire in area, sufficient parking for guests, retaining walls, access road, restaurant parking, landscaping, native wildlife, lighting, traffic should enter site from Skyview Road, and hotel sewage management.

Mr. Clyde Bones, 2818 Brogan Lane, stated he has lived in the area since 1959. He stated when they developed the area they dug out big dens of snakes. He stated if commercial use is developed will the snakes be unearthed. He stated he has provided the Commission with hunting laws, noting it is unlawful to kill a snake. He discussed the types of snakes which are in the area. He stated some rattle snakes can be eight feet long and live to be twenty years old. He stated the timber rattle snake is magnificent animal. He stated the cane and timber rattlers should be given respect. He stated there is a blind spot for traffic in the area, noting dump trucks from the brickyard could be seen and heard as they were coming. He stated smaller vehicles will make it a dangerous situation.

**Mr. James called for a 10 minute recess to receive comments via phone or email which began at 8:20 p.m. He reconvened the meeting at 8:35 p.m.**

Ms. Newcomb stated she has received a petition with nine signatures and comments regarding the petition. She provided copies of this petition to the Commission. She stated Mr. Atul Patel, 1671 Skyview Road, called stating he is paying for six street lights on Skyview Road and he would like reimbursement on the light bill.
Mr. James reviewed the role of the Commission. He stated traffic issues have been addressed by Mr. Lumsden. He noted the land was intended for single family homes. Ms. Newcomb discussed zoning and future land use designation, noting the Comprehensive Plan supports Core development.

Mr. Fletcher Smoak, 2611 Crystal Spring Avenue, stated he previously owned Old Virginia Brick. He stated the brickyard had five to ten trucks per hour use the road to travel from the quarry to the plant on Main Street. He stated when residents complained about the trucks carrying dirt onto the road, the company would clean the road. He stated eventually they purchased a tire washing station for the trucks to prevent this issue.

Mr. Michael Beavers, 2528 Wildwood Road, stated he built a new house on his property. He discussed his concern regarding future use of the property and commercial sprawl. He stated numerous other properties could be utilized for this use. He stated if it is permitted and the site plan falls through other permitted C-2 uses could be worse. He stated the three story building would be an ugly scar on the property. He stated he is vehemently opposed to the proposed rezoning.

Mr. James closed the public hearing for public comment.

Mr. James inquired about future land use designation. Mr. Thompsons stated the future land use designation on this property dates back to at least 2005 and possibly 1998. Mr. Bower noted that most citizen concerns received are regarding traffic issues. He inquired about the TIA process. Mr. Lumsden discussed the process, including determining if turn lanes are needed and sight distance requirements. He discussed drainage issues and stormwater management. He stated the tax numbers on the concept plan included in the Planning Commission’s packet are correct. Mr. James inquired about the information used for the TIA. Mr. Lumsden discussed this issue, noting they used the Institute of Transportation Engineers (ITE) manual and crash data from the last two years. Mr. Bower inquired about permitted uses in C-2 zoning. Ms. Newcomb discussed permitted uses in C-2 zoning, including daycare, office uses, auto dealership, trade schools, fuel center, and recycling centers. Mr. James noted some uses have stricter standards.

Mr. McMurray made a motion to recommend approval of the request.

Mr. James stated it is important to consider what is consistent with the future land use designation. Mr. Woltz stated this property would be difficult to develop for other uses. He stated the property will require extensive preparation for development, noting the proposed use is a better use for C-2. He stated he is reluctant to approve rezoning without proffered conditions. Mr. James stated he shares Mr. Woltz’s concern regarding the request for rezoning. He stated it is a challenging site to develop and uses would be limited.
Mr. Thompson called the roll and the motion passed (4-0) with the following vote:

AYES: Bower, James, McMurray, Woltz
NAYES: None
ABSTAIN: None

Mr. Thompson stated the Board of Supervisors Public Hearing regarding this petition will be held on August 25, 2020.

**Commissioners’ and Staff Comments**
Mr. Thompson stated the Hollins Center Plan was approved by the Board of Supervisors on July 28, 2020.

**Final Orders**
1. The petition of Wild Partners to obtain a special use permit in a C-2S, High Intensity Commercial, District with special use permit to operate a car wash facility on approximately 1.152 acres, located at 4065 Electric Road, Cave Spring Magisterial District. was denied by the Board of Supervisors at a Public Hearing on July 28, 2020.

With no further business or comments, Mr. James adjourned the meeting at 9:01 p.m.

Respectfully Submitted:

______________________________
Susan McCoy
Recording Secretary, Roanoke County Planning Commission

______________________________
Philip Thompson
Secretary, Roanoke County Planning Commission

______________________________
Rick James
Chairman, Roanoke County Planning Commission
### ALL APPLICANTS

Check type of application filed (check all that apply)

- [ ] Rezoning
- [ ] Special Use
- [ ] Variance
- [ ] Waiver
- [ ] Administrative Appeal
- [ ] Comp Plan (15.2-2232) Review

Applicant's name/address w/zip
Engineering Concepts, Inc.
94 Greenfield Street
Daleville, VA 24083

Phone: (540) 473-1253
Work:
Cell #:
Fax No.:

Owner's name/address w/zip
Rev. Jay Richards - Lighthouse Bible Church
2500 East Washington Ave
Vinton, VA 24179

Phone #: (540) 890-3304
Work:
Cell #:
Fax No.:

Property Location
2500 East Washington Ave
Vinton, VA 24179

Magisterial District: Vinton Magisterial District

Community Planning Area:

Tax Map No.: 061.02-01-59.00-0000
Existing Zoning: C1C

Size of parcel(s): Acres: 2.56 Acres
Existing Land Use: Vacant

### REZONING, SPECIAL USE PERMIT, WAIVER AND COMP PLAN (15.2-2232) REVIEW APPLICANTS (R/S/W/CP)

Proposed Zoning: C1
Proposed Land Use: Church

SUP

Does the parcel meet the minimum lot area, width, and frontage requirements of the requested district?
Yes [ ] No [ ] **IF NO, A VARIANCE IS REQUIRED FIRST (Rezoning).**

Does the parcel meet the minimum criteria for the requested Use Type in Article IV (Special Use Permit)? Yes [ ] No [ ]

**IF NO, A VARIANCE IS REQUIRED FIRST**

If rezoning request, are conditions being proffered with this request? Yes [ ] No [ ]

### VARIANCE, WAIVER AND ADMINISTRATIVE APPEAL APPLICANTS (V/W/A/A)

Variance/Waiver of Section(s) __________ of the Roanoke County Zoning Ordinance in order to:

Appeal of Zoning Administrator’s decision to __________ of the Roanoke County Zoning Ordinance

Appeal of Interpretation of Section(s): __________ of the Roanoke County Zoning Ordinance

Appeal of Interpretation of Zoning Map to __________

Is the application complete? Please check if enclosed. **APPLICATION WILL NOT BE ACCEPTED IF ANY OF THESE ITEMS ARE MISSING OR INCOMPLETE.**

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<th>R/S/W/CP</th>
<th>V/A/A</th>
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Consultation
Application
Justification

App. fee
Metes and bounds description
Water and sewer application

Application fee
Proffers, if applicable
Adjoining property owners

I hereby certify that I am either the owner of the property or the owner’s agent or contract purchaser and am acting with the knowledge and consent of the owner.

Owner's Signature
**Applicants**

- App. name/address w/zip: Engineering Concepts, Inc.
- 94 Greenfield Street
- Daleville, VA 24083

- Owner's name/address w/zip: Rev. Jay Richards - Lighthouse Bible Church
- 2500 East Washington Ave
- Vinton, VA 24179

- Phone: (540) 473-1263
- Work: 
- Cell #: 
- Fax No.: 

**Property Location**

- 2500 East Washington Ave
- Vinton, VA 24179

- Magisterial District: Vinton Magisterial District
- Community Planning area: 

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<th>Tax Map No.</th>
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**Proposed Zoning**

- Proposed Use: Church

**Does the parcel meet the minimum lot area, width, and frontage requirements of the requested district?**
- Yes

**If NO, A VARIANCE IS REQUIRED FIRST (Rezoning)**

**IF NO, A VARIANCE IS REQUIRED FIRST**

- If rezoning request, are conditions being satisfied with this request? Yes

**Appeal of Zoning Administrative Decision**

**Appeal of Interpretation of Section**

**Appeal of Interpretation of Zoning Map**

**If the application complete?**

- All required parts of APPLICATION ARE COMPLETED AND NO ITEMS ARE MISSING OR INCOMPLETE.
Applicant    Lighthouse Bible Church

The Planning Commission will study rezoning, special use permit waiver or community plan (15.2-2232) review requests to determine the need and justification for the change in terms of public health, safety, and general welfare. Please answer the following questions as thoroughly as possible. Use additional space if necessary.

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<th>Question</th>
<th>Response</th>
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<tr>
<td>Please explain how the request furthers the purposes of the Roanoke County Ordinance as well as the purpose found at the beginning of the applicable zoning district classification in the Zoning Ordinance.</td>
<td>See Attached</td>
</tr>
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<td>Please explain how the project conforms to the general guidelines and policies contained in the Roanoke County Community Plan.</td>
<td>See Attached</td>
</tr>
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<td>Please describe the impact(s) of the request on the property itself, the adjoining properties, and the surrounding area, as well as the impacts on public services and facilities, including water/sewer, roads, schools, parks/recreation and fire and rescue.</td>
<td>See Attached</td>
</tr>
</tbody>
</table>
A concept plan of the proposed project must be submitted with the application. The concept plan shall graphically depict the land use change, development or variance that is to be considered. Further, the plan shall address any potential land use or design issues arising from the request. In such cases involving rezonings, the applicant may proffer conditions to limit the future use and development of the property and by so doing, correct any deficiencies that may not be manageable by County permitting regulations.

The concept plan should not be confused with the site plan or plot plan that is required prior to the issuance of a building permit. Site plan and building permit procedures ensure compliance with State and County development regulations and may require changes to the initial concept plan. Unless limiting conditions are proffered and accepted in a rezoning or imposed on a special use permit or variance, the concept plan may be altered to the extent permitted by the zoning district and other regulations.

A concept plan is required with all rezoning, special use permit, waiver, community plan (15.2-2232) review and variance applications. The plan should be prepared by a professional site planner. The level of detail may vary, depending on the nature of the request. The County Planning Division staff may exempt some of the items or suggest the addition of extra items, but the following are considered minimum:

ALL APPLICANTS

✓ a. Applicant name and name of development
✓ b. Date, scale and north arrow
✓ c. Lot size in acres or square feet and dimensions
✓ d. Location, names of owners and Roanoke County tax map numbers of adjoining properties
✓ e. Physical features such as ground cover, natural watercourses, floodplain, etc.
✓ f. The zoning and land use of all adjacent properties
✓ g. All property lines and easements
✓ h. All buildings, existing and proposed, and dimensions, floor area and heights
✓ i. Location, widths and names of all existing or platted streets or other public ways within or adjacent to the development
✓ j. Dimensions and locations of all driveways, parking spaces and loading spaces

Additional information required for REZONING and SPECIAL USE PERMIT APPLICANTS

✓ k. Existing utilities (water, sewer, storm drains) and connections at the site
✓ l. Any driveways, entrances/exits, curb openings and crossovers
✓ m. Topography map in a suitable scale and contour intervals
✓ n. Approximate street grades and site distances at intersections
✓ o. Locations of all adjacent fire hydrants
✓ p. Any proffered conditions at the site and how they are addressed
✓ q. If project is to be phased, please show phase schedule

I certify that all items required in the checklist above are complete.

Signature of applicant ___________________________ Date ____________
1) The purpose of this zoning request is to allow for the development of a new church building and associated parking on existing Roanoke County parcel #061.02-01-59.00-0000 totaling 2.66 acres. The parcel is currently zoned C1C and we are requesting a rezoning to C1 with a Special Use Permit to allow for religious assembly in accordance with Sec. 30-53-2 (B) of the Roanoke County Ordinance. The parcel is located on the northwest corner of Washington Avenue and Spring Grove Drive, adjacent to various commercial and residential properties. The current owners of the parcel, Lighthouse Bible Church, are seeking to develop this parcel as a relocation of their existing church worship facility located directly to the north on tax parcel #061.02-01-58.00-0000. We are also seeking an SUP on the other parcels owned by the church #061.02-01-58.0000 and #061.15-01-08.00-0000 to account for the existing use and possible facility expansion in the future.

The existing facilities on the property are planned to remain and will compliment the new facility. The facility to the west will be modified for use as an educational space and will likely not be used while worship services are being conducted in the new facility. The existing facility to the east will continue to be used as a gym and youth activities.

The Phase II expansion is shown for planning purposes and the exact use is speculative at this time. The likely use in the Phase II expansion will be for adult educational space.

The existing sign is planned to remain to serve the property.

This request furthers the purpose of the Roanoke County Ordinance by providing an attractive and important religious assembly location to serve the community and county-wide needs. The proposed church building will provide 377 seats to congregation members of Roanoke County and the greater Roanoke area. The proposed relocation of the church and additional entrance will help to divert a portion of the right-turning traffic from the existing entrance on Washington Ave to the entrance proposed on Spring Grove Drive. This will create more efficient traffic patterns and improve overall public safety along this section of Washington Avenue. Additionally, this will serve as a logical buffer between the C2 Commercial properties to the west and the R1 Residential properties to the north.

The proposed development will include a Phase 1 building of approximately 10,350 sf with approximately 95 proposed parking spaces. Phase 2 will expand the building by approximately 11,375 sf. The proposed location of this buildings will bring a key civic resource to the forefront of the Washington Avenue corridor and will provide better access for local neighborhoods and other residents of Roanoke County.

2) This project conforms to the general guidelines and policies of the Roanoke Comprehensive Plan by offering a place of gathering and support, in order to promote Community Identity. The proposed project is located within the Vinton Area Corridor and will enhance this area plan by providing an important community facility at a prominent location within the corridor. The site’s location within the Transition zone, on the Vinton Future Land Use map, suggests this would be a logical location for a civic use. Additionally, the Town of Vinton’s desire to maintain a “small-town atmosphere” would be enhanced with the relocation of this place of religious assembly, by placing an important civic institution along the prominent Washington Ave. corridor.
3) No negative impacts to the Roanoke County infrastructure are anticipated with this project. The specifics of this impact are listed below.

- General components such as building and site signage, landscaping, stormwater management, and site lighting will be provided on-site and will meet the provisions of the Roanoke County ordinance.
- Fire and Rescue access has been provided on the concept plan including adequate turning room for access vehicles.
- All Water and Sanitary will be coordinated with the Roanoke County Western Virginia Water Authority and all road improvements will be coordinated with Virginia Department of Transportation.
BEGINNING at Corner #1, said corner located on the northerly right-of-way of VA Route 24, said point also located on the easterly property line of Tract "A", New Testament Baptist Church and an existing 30 foot right-of-way; thence leaving VA Route 24 and with said 30' right-of-way and New Testament Baptist Church, N. 9 deg. 56' 34" W. 252.04 feet to Corner #2, said corner located on the southerly boundary of Tract "A" of New Testament Baptist Church; thence leaving said 30' right-of-way and with New Testament Baptist Church for the following 5 courses: N. 66 deg. 07' 37" E. 251.21 feet to Corner #3; thence N. 34 deg. 45' 36" E. 22.34 feet to Corner #4; thence 70 deg. 31' 00" E. 58.44 feet to Corner #5; thence S. 83 deg. 48' 44" E. 25.23 feet to Corner #6, said corner located on the westerly right-of-way of Spring Grove Drive; thence leaving New Testament Baptist Church and with Spring Grove Drive for the following 2 courses, S. 39 deg. 47' 38" E. 252.74 feet to Corner #7; thence with a curve to the right, which said curve is defined by a delta angle of 101 deg. 01' 01", a radius of 25.00 feet, an arc of 44.01 feet, a chord of 35.59 feet and bearing S. 10 deg. 42' 52" W. to Corner #8, said corner located on the northerly right-of-way of VA Route 24; thence leaving Spring Grove Drive and with VA Route 24 for the following two courses: thence with a curve to the right, which said curve is defined by a delta angle of 14 deg. 38' 41", a radius of 1335.40 feet, an arc of 341.33 feet, a chord of 340.40 feet and bearing S. 68 deg. 40' 39" W. to Corner #9; thence S. 75 deg. 56' 55" E. 120.13 feet to Corner #1, the place of beginning, and containing 2.66 acres, being Roanoke County Tax Parcel 81.02-1-59.
Traffic Info:
Roanoke County –
Rte 24 Washington Ave – from ECL
Vinton to Bedford Co. Line = AADT 20000

Average Peak Hour Sunday trips: 204
100 trips entering (49%)
104 trips exiting (51%)

Right Turn and Taper
Expected Entrance Usage (of Total VPH)
30% – Existing Drive – Taper Not Required
70% – Spring Grove Drive – Existing Turn and Taper
AT A REGULAR MEETING OF THE BOARD OF SUPERVISORS OF ROANOKE COUNTY, VIRGINIA, HELD AT THE ROANOKE COUNTY ADMINISTRATION CENTER, TUESDAY, AUGUST 27, 2002

ORDINANCE 082702-13 TO CHANGE THE ZONING CLASSIFICATION OF 2.66 ACRES FROM C-1C, OFFICE DISTRICT WITH CONDITIONS TO C-1C, OFFICE DISTRICT WITH AMENDED CONDITIONS, LOCATED ON THE NORTHWEST CORNER OF WASHINGTON AVENUE AND SPRING GROVE DRIVE INTERSECTION, (TAX MAP NO. 61.02-1-59) IN THE VINTON MAGISTERIAL DISTRICT UPON THE APPLICATION OF R. W. AND JOAN C. BOWERS

WHEREAS, the first reading of this ordinance was held on July 23, 2002, and the second reading and public hearing were held August 27, 2002; and,

WHEREAS, the Roanoke County Planning Commission held a public hearing on this matter on August 6, 2002; and

WHEREAS, legal notice and advertisement has been provided as required by law.

BE IT ORDAINED by the Board of Supervisors of Roanoke County, Virginia, as follows:

1. That the zoning classification of a certain tract of real estate containing 2.66 acres, as described herein, and located on the northwest corner of Washington Avenue and Spring Grove Drive intersection (Tax Map #61.02-1-59) in the Vinton Magisterial District, is hereby changed from the zoning classification of C-1C, Office District with conditions, to the zoning classification of C-1C, Office District with AMENDED conditions. That the conditions imposed by Final Order of the Board of Supervisors of Roanoke County in 1985 are hereby removed as follows:

   (4) The petitioner agrees to develop the subject property in substantial compliance with the site plan dated 22 November 1985, attached
hereto as Exhibit "C", and agrees to modify such plan to accommodate Roanoke County site plan requirements.

2. That this action is taken upon the application of R. W. and Joan C. Bowers.

3. That the owners of the property has voluntarily proffered in writing the following condition which the Board of Supervisors of Roanoke County, Virginia, hereby accepts:

   (1) The site plan shall be developed in substantial conformity with the preliminary plan dated August 5, 2002, prepared by Lumsden & Associates, P.C.

4. That said real estate is more fully described as follows:

BEGINNING at Corner #1, said corner located on the northerly right-of-way of VA Route 24, said point also located on the easterly property line of Tract "A", New Testament Baptist Church and an existing 30 foot right-of-way; thence leaving VA Route 24 and with said 30' right-of-way and New Testament Baptist Church, N. 9 deg. 56' 34" W. 252.04 feet to Corner #2, said corner located on the southerly boundary of Tract "A" of New Testament Baptist Church; thence leaving said 30' right-of-way and with New Testament Baptist Church for the following 5 courses: N. 66 deg. 07' 37" E. 251.21 feet to Corner #3; thence N. 34 deg. 45' 38" E. 22.34 feet to Corner #4; thence 70 deg. 31' 00" E. 58.44 feet to Corner #5; thence S. 83 deg. 48' 44" E. 25.23 feet to Corner #6, said corner located on the westerly right-of-way of Spring Grove Drive; thence leaving New Testament Baptist Church and with Spring Grove Drive for the following 2 courses, S. 39 deg. 47' 38" E. 252.74 feet to Corner #7; thence with a curve to the right, which said curve is defined by a delta angle of 101 deg. 01' 01", a radius of 25.00 feet, an arc of 44.08 feet, a chord of 38.59 feet and bearing S. 10 deg. 42' 52" W. to Corner #8, said corner located on the northerly right-of-way of VA Route 24; thence leaving Spring Grove Drive and with VA Route 24 for the following two courses: thence with a curve to the right, which said curve is defined by a delta angle of 14 deg. 38' 41", a radius of 1335.40 feet, an arc of 341.33 feet, a chord of 340.40 feet and bearing S. 66 deg. 40' 39" W. to Corner #9; thence S. 75 deg. 56' 55" to 120.19 feet to Corner #1, the place of beginning, and containing 2.66 acres, being Roanoke County Tax Parcel 61.02-1-59.
That this ordinance shall be in full force and effect thirty (30) days after its final passage. All ordinances or parts of ordinances in conflict with the provisions of this ordinance be, and the same hereby are, repealed. The Zoning Administrator is directed to amend the zoning district map to reflect the change in zoning classification authorized by this ordinance.

On motion of Supervisor Nickens to adopt the ordinance based on the site plan dated 08/27/02, and with the understanding that petitioner will work with county staff regarding parking issues, and carried by the following recorded vote:

AYES: Supervisors Flora, McNamara, Minnix, Nickens, Church

NAYS: None

A COPY TESTE:

__________________________________________
Diane S. Childers
Clerk to the Board of Supervisors

cc: File
Arnold Covey, Director, Community Development
Janet Scheid, Chief Planner
William E. Driver, Director, Real Estate Valuation
Paul M. Mahoney, County Attorney
Aerial View

Engineering Concepts
Lighthouse Bible Church
2500 Washington Ave
Vinton, VA 24179

Tax Map Number:
061.02-01-58.00-0000
Lot size: 7.61 Acres
Existing Zoning: R-1
Proposed Zoning: R-1S

Tax Map Number:
061.02-01-59.00-0000
Lot size: 2.66 Acres
Existing Zoning: C-1C
Proposed Zoning: C-1S

Tax Map Number:
061.15-01-08.00-0000
Lot size: 0.41 Acres
Existing Zoning: C-2
Proposed Zoning: C-2S

Magisterial District:
Vinton

Subject Sites

Roanoke County, Virginia
2019

Roanoke Co. Planning
(540) 772-2068
5204 Bernard Dr.
Roanoke VA 24018

Date: 8/25/2020
1:4.514
Zoning Map

Engineering Concepts
Lighthouse Bible Church
2500 Washington Ave
Vinton, VA 24179

Tax Map Number: 061.02-01-58.00-0000
Lot size: 7.61 Acres

Tax Map Number: 061.02-01-59.00-0000
Lot Size 2.66 Acres

Tax Map Number: 061.15-01-08.00-0000
Lot Size: 0.41 Acres

Magisterial District: Vinton

Subject Sites

Zoning

AG-3
C-1
C-2
R-1
R-3
R-4

Roanoke Co. Planning
(540) 772-2068
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Lot Size 2.66 Acres

Tax Map Number:
061.15-01-08.00-0000
Lot Size: 0.41 Acres

Magisterial District:
Vinton

Future Land Use
Development
Neighborhood
Conservation
Transition
Core
Memorandum

TO: Planning Commission

FROM: Philip Thompson, AICP
Director of Planning

DATE: August 28, 2020

SUBJECT: Draft Oak Grove Center Plan

At the Planning Commission’s September 1st meeting, staff will review the draft Oak Grove Center Plan with the Commission. Staff will also discuss the timeline to finalize the draft Plan and the public hearing process.

If you have any questions, please contact me by phone at (540) 772-2029 or by email at pthompson@roanokecountyva.gov.

PGT:pt

Attachment
Draft Oak Grove Center Plan
# Table of Contents

## Appendix 1: Introduction

## Appendix 2: Existing Conditions

| Study Area | 2-1 |
| Land Use/Housing | 2-8 |
| Environment | 2-16 |
| Public Facilities and Infrastructure | 2-19 |

## Appendix 3: Community Engagement

| Engagement Activities | 3-1 |
| Engagement Results | 3-10 |
| Public Hearings and Adoption | 3-X |

## Appendix 4: Vision and Principles

## Appendix 5: Implementation and Recommendations
Appendix 1. Introduction

In early 2016, Planning and Economic Development staff identified several centers throughout the County that were appropriate for new commercial and residential redevelopment or infill development. These activity centers present opportunities for investment that will improve their economic viability, aesthetics and value. The Oak Grove Center study area was chosen for its location on Route 419/Electric Road, the concentration of commercial development that exists now, the mix of uses including residential and public facilities, as well as for redevelopment opportunities.

The Oak Grove Center Plan started in 2018 and was developed with abundant public engagement and input over the past two years. Over 1,325 people participated in the Plan’s development. The Oak Grove Center Plan will guide future decisions and actions in the Oak Grove area. Implementation of this Plan will be completed over the next 20 years.

Relationship to Comprehensive Plans

The Commonwealth of Virginia requires that every locality adopt a Comprehensive Plan for “guiding and accomplishing a coordinated, adjusted and harmonious development of the territory ... which will best promote the health, safety, morals, order, convenience, prosperity and general welfare of the inhabitants” (Code of Virginia 15.2-2223).
Roanoke County’s Comprehensive Plan states that it “is a blueprint for the future growth and development of the County over the next 10-15 years. It provides direction and guidance for both the public and private sectors in making decisions about land development, public services and resource protection. The Plan allows decision makers to study the long-term consequences of current decisions and recognize that today’s actions will impact the County for many years to come.”

The City of Roanoke’s comprehensive plan provides a broad vision for the future of the community with recommendations for implementation. Roanoke’s City Plan 2040 includes priorities and policies that will influence administrative decisions and future investment in the City for the next 20 years.

The Oak Grove Center Plan, which is proposed to be adopted into the Roanoke County Comprehensive Plan, will aid decision making for future development in the Oak Grove study area. This Plan is one in a series of area, corridor and community planning studies that aim to provide detailed, area-specific analyses and recommendations for

Paragraph about the City’s intention for this plan.

Implementation

The Oak Grove Center Plan will be implemented over the next 20-plus years. Successful implementation depends on the necessary regulatory tools, continued community engagement and appropriate financing policies that can encourage and guide private development along with strategic
This Plan provides an overall vision with recommendations on how to achieve this vision. Specific implementation strategies will need to be studied and evaluated prior to any actions taken by the Planning Commissions, Roanoke County Board of Supervisors and City of Roanoke City Council. It will be necessary to review this Plan and its implementation strategies over time and make any revisions as needed to address changing conditions and any development impacts on existing public services. As progress is made on implementing this Plan, it will be critical to keep residents, businesses and the general public informed.

Conceptual Renderings

The Oak Grove Center Plan includes numerous conceptual renderings that illustrate development and architectural types. These renderings seek to convey the ideas and concepts collected via community engagement strategies. The conceptual renderings represent possibilities; they do not prescribe specific development. Development will happen over time, driven by private investment and economic and environmental realities. Staff will work with property owners, businesses and developers to incorporate recommended design principles, elements and concepts into each project.

Plan Structure

The Oak Grove Center Plan is divided into several sections (appendices) covering a different aspect of the plan and/or its development. Following this Introduction (Appendix 1) is a section on Existing Conditions (Appendix 2). Existing conditions provides information about the study area, its population and demographics, current and future land uses, zoning and redevelopment opportunities. This section also discusses historic and cultural resources, natural resources, community facilities, the transportation network and infrastructure.

Community Engagement (Appendix 3) covers the range of public engagement activities that were conducted during the planning process. This section also shows the amount and results of public input and stakeholder feedback received.
A series of public schools planning workshops were included in the Oak Grove community engagement activities. These workshops provided a large amount of public input from residents under the age of fifty, simultaneously teaching students about community planning.

Appendix 4 contains the Plan’s Vision and Principles. This section provides a vision and four main principles derived from the extensive community engagement. This section sets the foundation for the plan recommendations and implementation strategies.

The Plan’s implementation and recommendations are detailed in Appendix 5. Recommendations include future policy actions as well as physical infrastructure wants and needs. The recommendations are derived from public input and aim to provide a structure for implementation strategies that will serve the health, safety, prosperity and welfare of the community over the next 10 – 20 years.

Preceding the appendices is a Plan Summary that highlights the key components of the various sections of the Plan. The Summary is provided in an easy-to-read format with many graphics, maps, tables and charts.

(Space left for additional City of Roanoke Comp Plan text)
Appendix 2.
Existing Conditions
Study Area

Location, Context, and Boundary

The Oak Grove Center study area includes 173 total acres, divided by Route 419, which is the City of Roanoke/Roanoke County boundary (see Map 2-1 to 2-3). The area is located approximately one-half mile from the City of Salem. The study area is commercial in nature with some multi-family development. Residential neighborhoods surround the study area. The area experienced a building boom of residential subdivisions after World War II. From the 1960s to the 1980s the Oak Grove area transitioned from an agricultural, rural development pattern to an auto-centric suburban community.

Route 419 was completed in 1972; since that time commercial and residential development has been significant along the corridor.
The residential areas are characterized by single-family homes while the commercial areas are strip shopping establishments with large parking lots along the busy, four-lane Route 419 arterial roadway. Route 419 operates as a western beltway for the Roanoke Valley and provides access to neighborhoods, schools, and commercial businesses.

Population and Demographics

The generation born between 1946 and 1964, aged 55-64 in 2018, is the largest age group in both Oak Grove and Roanoke County (see Figures 2-5 and 2-6). In both the Commonwealth of Virginia and the City of Roanoke the generation born between 1946 and 1964 has already been outnumbered by the generation born between 1980 and 1994, and the generation born 1965 – 1979 respectively, with the state and city’s largest age group being age 25-34 in 2018 (see Figures 2-4 and 2-7).

Nationwide the generation born between 1980 and 1994 is expected to surpass those born 1946 – 1964 by 2019 as their population declines and the 1980 - 1994 generation numbers continue to grow due to immigration. Total population in Oak Grove increased by 3.6 percent from 2010 to 2017, while the median age increased by 2.5 years.
**EXISTING CONDITIONS**

**POPULATION AND DEMOGRAPHICS**

Age Group Population Comparisons by Jurisdiction

**Figure 2-4**

*Virginia 2017 Population by Age*

- 85+...
- 75 to 84...
- 65 to 74...
- 55 to 64...
- 45 to 54...
- 35 to 44...
- 25 to 34...
- 20 to 24...
- 15 to 19...
- 10 to 14...
- 5 to 9...
- Under 5...

Source: U.S. Census Bureau

**Figure 2-5**

*Roanoke County 2017 Population by Age*

- 85+...
- 75 to 84...
- 65 to 74...
- 55 to 64...
- 45 to 54...
- 35 to 44...
- 25 to 34...
- 20 to 24...
- 15 to 19...
- 10 to 14...
- 5 to 9...
- Under 5...

Source: U.S. Census Bureau

**Figure 2-6**

*Oak Grove 1.5 Mile Radius 2018 Population by Age*

- 75 - 84...
- 65 - 74...
- 55 - 64...
- 45 - 54...
- 35 - 44...
- 25 - 34...
- 20 - 24...
- 15 - 19...
- 10 - 14...
- 0 - 4...

Source: U.S. Census Bureau & Esri Forecasts

**Figure 2-7**

*City of Roanoke 2017 Population by Age*

- 85+...
- 75 to 84...
- 65 to 74...
- 55 to 64...
- 45 to 54...
- 35 to 44...
- 25 to 34...
- 20 to 24...
- 15 to 19...
- 10 to 14...
- 5 to 9...
- Under 5...

Source: U.S. Census Bureau
In keeping with national trends, Roanoke County’s population growth in the last seven years was attributed to new population emigrating from foreign countries, while the rest migrated here from other localities in Virginia or from births, resulting in a natural decrease in population (see Figure 2-8). In contrast to Roanoke County, the City of Roanoke experienced natural increase and outmigration to other places in the United States, while simultaneously gaining population from foreign countries (see Figure 2-9).
Median age in Oak Grove is 50 years, almost 6 years higher than the county median age, and 12 years higher than the City of Roanoke. Oak Grove and Roanoke County are both predominately white at 86.3% and 89%, respectively, while the City of Roanoke is 61% white. Per capita and household incomes are significantly higher in Oak Grove ($38,362 and $87,013) than they are Countywide, while both Oak Grove and the County are higher than the City of Roanoke (see Figures 2-10 and 2-11).
### Demographics

<table>
<thead>
<tr>
<th>City of Roanoke 2016</th>
<th>Roanoke County 2016</th>
<th>City of Roanoke 2016</th>
<th>Roanoke County 2016</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>2.33</strong> average household size</td>
<td><strong>2.34</strong> average household size</td>
<td><strong>$23,611</strong> per capita income</td>
<td><strong>$32,220</strong> per capita income</td>
</tr>
<tr>
<td>Residents: <strong>99,837</strong> in <strong>42,133</strong> households</td>
<td>Residents: <strong>94,031</strong> in <strong>38,322</strong> households</td>
<td>Average household income: <strong>$53,271</strong></td>
<td>Average household income: <strong>$77,347</strong></td>
</tr>
<tr>
<td><strong>21,677</strong>: 51% owner occupied units</td>
<td><strong>28,492</strong>: 74% owner occupied units</td>
<td>Median age: <strong>38.1</strong></td>
<td>Median age: <strong>44.3</strong></td>
</tr>
<tr>
<td><strong>20,456</strong>: 49% renter occupied units</td>
<td><strong>9,830</strong>: 26% renter occupied units</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>White, 28%</strong> Black, 3% Asian</td>
<td><strong>White, 6%</strong> Black, 3% Asian</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*Source: U.S. Census Bureau, 2016 ACS 5-year estimates*
EXISTING CONDITIONS

LAND USE AND HOUSING

Existing Land Use Designations:
- Agricultural/Open Space/Vacant
- Single Family Residential
- Multi-Family Residential
- Commercial
- Church/Cemetery
- Government/Institutional/Utility

Study Area: January 2019
Land Use and Housing

Existing Land Use

Existing land use refers to the current use of a parcel of land. The Oak Grove Center study area is primarily commercial with some multi-family development. There are apartment and townhouse or condominium developments in the southeast portion of the Oak Grove Center study area including Oak Grove Village Apartments, Fairington Apartments, The Glen Apartments, and Glen Ivy Patio Homes. The Park-Oak Grove is an assisted living facility located on Woodmar Drive on the east side of the study area (see Map 2-12).

Older commercial areas were developed in keeping with past market trends and zoning policies, resulting in development characterized by large parking lots against the street, frequent entrances, little landscaping, and single-story buildings. Newer commercial development includes greater architectural detail, carefully designed parking lots, and more landscaping. The east side of Route 419, within City limits, experiences shallower commercial lots than does the west side, meaning that residential uses are closer to Route 419, without a transitional area in between. The large-parcel commercial areas on the west side of Route 419, along with some undeveloped parcels, currently provide a buffer between residential uses and Route 419.

Metis Holdings purchased the former Allstate building in 2017. It has been renovated to serve as a signature multi-tenant office building. With an expansive front lawn, the 15-acre property is located at the intersection of Keagy Road and Electric Road. The property includes a 160,000 square foot building built in 1970, and approximately 10 acres of surface parking. Keagy Village is a multi-tenant shopping center also at the intersection of Keagy Road and Electric Road. Built in 2009, the 14.6 acre parcel includes four buildings situated along Keagy Road with a total of 55,285 square feet. The property includes graded building sites that are not yet developed. Oak Grove Plaza sits across from Southwest Plaza on Electric Road. Oak Grove Plaza was built in 1964 as a multi-tenant shopping center with 49,881 finished square feet on 3.5 acres. Southwest Plaza was built in 1974 at 67,253 square feet on a 5.7 acre parcel. The shopping center was expanded in 1988 onto the adjacent 2-acre parcel with an additional 12,910 square feet of retail buildings.

Metis Plaza
Source: virginiabusiness.com
Of the total 157 acres in Oak Grove Center, commercial establishments make up 33.6%, while 34.1% is agricultural, open space, or vacant uses. Multi-family apartments and townhomes account for 15%. Government, institutional, utility, and church and cemetery use categories each make up 6.8% of the study area. Single-family homes account for 3.6% of the study area (see Figure 2-13).

Surrounding Neighborhood

The Oak Grove Center study area is surrounded primarily by single-family neighborhoods built between 1950 and 1980. Multi-family and infill subdivisions were built on undeveloped parcels from 1980 to 2015. Less than one mile north of Oak Grove Center is LewisGale Medical Center, one of the region’s largest hospitals. LewisGale Medical Center is located on Route 419 at the jurisdictional intersection of the City of Salem, Roanoke County, and the City of Roanoke. LewisGale Hospital, now LewisGale Medical Center (1996), opened in 1972, moving from its original 1909 Downtown Roanoke location. The hospital and emergency room have a combined total of over 500 beds and are the main hub of the LewisGale Regional Health System. Hidden Valley Country Club’s property on Keagy Road straddles the County and City of Salem boundary. The Country Club includes an outdoor pool available during the summer months, an 18-hole golf course, and a restaurant.
**EXISTING CONDITIONS**

**LAND USE AND HOUSING**

Zoning

The Roanoke County and City of Roanoke Zoning Ordinances are part of the Roanoke County Code and City of Roanoke Code. The official zoning map identifies zoning designations for every property in the County and City (see Map 2-14). Together, the zoning ordinance and map regulate what kinds of uses are permitted on a property as well as structure location and size, density, and other site development characteristics. Commercial zones dominate the Oak Grove Center study area, covering 59% of the area, while a mix of medium to high density housing choices comprise 29% (see Figure 2-15). Other zoning categories include single family residential, institutional and mixed use.

![Figure 2-15](image)

**ZONING PERCENTAGES OF STUDY AREA**

- Commercial: 59%
- Residential Mixed or Medium Density: 29%
- Residential Single Family: 5%
- Institutional: 2%
- Mixed Use: 1%
- Right of Way: 4%

**ZONING DISTRICTS INCLUDED IN EACH CATEGORY**

- Commercial: CG, CLS, CN, C-1, C-2
- Residential Mixed or Medium Density: RM-2, R-2
- Residential Single Family: R-1, R-7, R-12
- Right of Way: Land designated for transportation facilities.
- Institutional: IN
- Mixed Use: MX
The following uses are allowed in Roanoke County’s zoning districts:

- **C-1 Low Intensity Commercial** – office and commercial uses.
- **C-2 High Intensity Commercial** – a wide variety of retail and service related uses.
- **R-2 Medium Density Residential** – single-family attached and detached homes.
- **R-1 Low Density Residential** – primarily single-family detached homes.

The following uses are allowed in the City of Roanoke’s zoning districts:

- **CG Commercial General** – auto-centric retail, office, service, restaurant, hotel, entertainment.
- **CLS Commercial Large Site** – auto-centric, large-scale service, retail, multiple use sites.
- **CN Commercial Neighborhood** – neighborhood scale retail, office, service uses.
- **IN Institutional** – institutional uses on 5 acres or less.
- **MX Mixed Use** – residential, office, support services.
- **R-12, R-7 Residential Single Family** – primarily single-family detached homes.
- **RM-2 Residential Mixed Density** – range of housing from single-family to multi-family.
- **RMF Residential Multi-Family** – dense multi-family and townhouse dwellings.

Oak Grove Plaza, Source: crexi.com

Keagy Village
Future Land Use

The Roanoke County and City of Roanoke Comprehensive Plans, including future land use maps, reflect the communities' goals and visions for the future (see Map 2-16). Commercial and transitional future land uses cover 56% of the Oak Grove Center study area, while a mix of low to high density housing types comprise 40% (see Figures 2-17 and 2-18).
## EXISTING CONDITIONS

### LAND USE AND HOUSING

Figure 2-17

**Roanoke County Future Land Use designations in the Oak Grove study area.**

<table>
<thead>
<tr>
<th>Neighborhood Conservation</th>
<th>Transition</th>
<th>Core</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>19%</strong></td>
<td><strong>43%</strong></td>
<td><strong>5%</strong></td>
</tr>
</tbody>
</table>

- Established single-family neighborhoods are delineated.
- Conservation of existing development pattern is encouraged.

**Land Use Types**
- Neighborhood commercial
- Neighborhood institutional Centers
- Single-family residential

- Orderly development of highway frontage parcels.
- Buffers between highways and nearby lower intensity development.
- Office, institutional and small-scale coordinated retail.

**Land Use Types**
- Office and Institutional
- Retail
- Multifamily Residential
- Single-Family Attached Residential
- Parks

- High intensity urban development encouraged.
- Parallel to business districts in Roanoke, Salem and Vinton.
- Appropriate for highway-oriented retail and regional shopping facilities.

**Land Use Types**
- General Retail and Personal Services
- Office and Institutional
- Limited Industrial
**Figure 2-18**

*City of Roanoke future land use designations in the Oak Grove study area.*

<table>
<thead>
<tr>
<th>Mixed Density Residential</th>
<th>General Commercial</th>
<th>Multi-Family Residential</th>
</tr>
</thead>
<tbody>
<tr>
<td>15%</td>
<td>8%</td>
<td>2%</td>
</tr>
</tbody>
</table>

- **Mixed Density Residential**
  - Medium density residential neighborhoods.
  - Single-family attached housing
  - Single-family detached housing

- **General Commercial**
  - High intensity commercial development patterns.
    - Retail shopping centers
    - Standalone retail
    - Automotive repair
    - Professional offices

- **Multi-Family Residential**
  - Residential multi-family developments.
    - Apartments
    - Condominiums
    - Assisted living
    - Nursing homes

- **Single Family Residential**
  - Established low density residential neighborhoods.
  - Conservation of existing neighborhood character.
    - Single-family detached housing

- **Institutional**
  - Religious and public use facilities.
    - Churches
    - Schools
    - Public service buildings
Historic and Cultural Resources

Oak Grove was established in 1799 by Jacob Yost. Early settlers in Roanoke County were Scots-Irish and German immigrants who displaced American Indian tribes, establishing an agrarian economy on the relatively flat land with ample water supply. Roanoke County remained an important agrarian economy into the 20th century, when the area began to transition toward an industrial economy. Significant development began to occur in the Oak Grove area as automobile ownership became more common and industrial jobs replaced full-time farming. After World War II the area experienced a building boom of residential subdivisions. In 1976 the City of Roanoke annexed the Greater Deyerle Neighborhood.

Today Oak Grove is a community that straddles the City/County line along Route 419. The County side of Oak Grove falls within the Windsor Hills Magisterial District, while the City side lies in the Greater Deyerle Neighborhood. The neighborhood is named after Benjamin and Joseph Deyerle, large-tract landowners, farmers, whiskey distillers, and builders in the area during the 19th century. Deyerle construction was accomplished by a large workforce of slaves, including an accomplished bricklayer named Charles Lewis.

Oak Grove Church of the Brethren started its ministry in the Oak Grove community in 1902 and organized a congregation in 1923. The current Oak Grove Church of the Brethren building was constructed in 1960 to replace the original church, which became Showtimers Theater in 1961. The first musical performance in Showtimers Theater was held in 1963. Over the last 55 years Showtimers has produced over 300 different shows for the community. Other churches and cemeteries in the area include Coon Barnhardt Cemetery, Lewis and Eleanor Shepherd Cemetery, Carbaugh Cemetery, Good Shepherd Lutheran Church, The Collective at Roanoke, Valley Community Church Divine Science, Windsor Hills Baptist Church, Hylton Family Cemetery, Pleasant Grove Baptist Church, and Logan Heirs Cemetery (see Map 2-19).
Natural Resources

The Oak Grove Center study area lies within the Barnhardt Creek and Mud Lick Creek watersheds (see Map 2-19). There are also many drinking water wells throughout the area. Barnhardt Creek has significant erosion along its section in Roanoke County, which runs through the northern end of the study area. Mud Lick Creek has significant erosion in both the County and the City. Mud Lick Creek is also significantly impaired with bacteria and sediment, especially the downstream section in the City.

There are several tracts of wooded land preserves on Poor Mountain and Sugar Loaf Mountain that were donated to Roanoke County or the Commonwealth of Virginia to help protect the area’s watersheds. The Western Virginia Water Authority’s 30-acre parcel on Sugar Loaf Mountain Road and Roanoke County’s 46-acre Sugar Loaf Mountain Nature Preserve help to protect the Mud Lick Creek watershed. Poor Mountain Natural Area Preserve includes over 900 wooded acres in two separate parcels. This preserve helps protect the Barnhardt Creek and Roanoke River tributaries water sheds.

The Roanoke Valley was carved by the Roanoke River between the parallel ridges of the Allegheny and Blue Ridge Mountains, resulting in a beautifully scenic, fertile valley ringed by mountains. The geographic location of Oak Grove affords scenic views of these surrounding mountains, adding significant character to the area.
Public Facilities and Infrastructure

Facilities

Schools

Oak Grove Elementary School was built in 1959 to serve the area neighborhoods that were constructed during the post-World War II building boom. The school lies within the Oak Grove study area at the corner of Electric Road/Route 419 and Grandin Road Extension (see Map 2-1). Enrollment has held steady at 430 students in grades Kindergarten through 5th grade since the 2011-2012 school year when elementary school districts were redrawn. Prior to the redistricting the school's enrollment was 600 students.

Roanoke County students in Oak Grove attend Oak Grove Elementary, then Hidden Valley Middle and High Schools. Roanoke City students attend Grandin Court Elementary, Woodrow Wilson Middle and Patrick Henry High Schools. Hidden Valley Middle School is a Roanoke County facility located in Roanoke City due to the 1976 annexation. Therefore, residents in Greater Deyerle Neighborhood either send their children to Woodrow Wilson Middle School, or pay tuition for them to attend Hidden Valley Middle School.

The public schools serving the Oak Grove area have extra capacity to absorb future growth. These schools are well below capacity now, with the exception of Oak Grove Elementary and Patrick Henry High, both of which are just under capacity (see Figure 2-20).
EXISTING CONDITIONS
PUBLIC FACILITIES AND INFRASTRUCTURE

Oak Grove Park, adjacent to the Oak Grove Elementary School, is owned by the Roanoke County School Board and is maintained by Roanoke County Parks, Recreation and Tourism. The park includes a tennis court, ¼-mile paved walking circle, portable toilets, picnic shelter, and a baseball/softball diamond near the school. There are two playgrounds at Oak Grove Elementary that are open to the public through a partnership between Roanoke County Public Schools and Roanoke County Parks, Recreation and Tourism. There are no plans at this time for improvements to the park. The Greater Deyerle Neighborhood lacks any publicly-owned recreation space. The oval track and approximately ½ mile of natural surface trail at Hidden Valley Middle School are used by some Oak Grove residents for exercise.

There are two public hiking areas in the mountains near Oak Grove. Happy Hollow Gardens is a Roanoke County Park providing an amphitheater, grill, picnic shelters and tables, parking, and two miles of wooded trails. Poor Mountain Natural Area Preserve includes over 900 wooded acres in two separate parcels. The larger of the parcels provides four miles of public hiking trails, managed by the Virginia Department of Conservation and Recreation.

Libraries

There are no public library branches in the Oak Grove area. Roanoke County built the new South County Library Branch four miles away on Merriman Road in 2012, closing the branch that was formerly located on Route 419, one mile from Oak Grove. The closest public library to Oak Grove is the Raleigh Court Branch Library, approximately 2 ½ miles away at 2112 Grandin Road SW. The
Salem Library is approximately 4.5 miles from Oak Grove in Downtown Salem.

Public Safety

Oak Grove is a quiet area that generates relatively few emergency calls. Both County and City services have ample coverage of the area. Reciprocal agreements between both jurisdictions encourage cross-border cooperation. Water capacity in the area has recently been improved, providing ample supply and pressure for fire emergencies. Roanoke County services this area from the Rescue Squad building at 3206 Valley Forge Drive and the Fire Station at 4212 Old Cave Spring Road. City of Roanoke Fire and Rescue services Oak Grove from the Fire Station at 3763 Peters Creek Road.

Roanoke County’s Fire and Rescue Department is staffed with a combination of career and volunteer personnel operating out of 13 stations and one administrative office. All career personnel are trained to the Virginia Department of Fire Program Firefighter 2 standard, which is the highest standard for Firefighters. All career ambulances are staffed as Advance Life Support (ALS) ambulances. The Cave Spring Rescue Squad houses a squad truck, two ambulances, and a Suburban. The Cave Spring Fire Station houses two fire engines and an ambulance that are staffed at all times; additionally, the station has a tanker, ladder truck, and Suburban that can respond as needed (see Figure 2-21).

<table>
<thead>
<tr>
<th>Fire and Rescue Stations</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Facility</strong></td>
</tr>
<tr>
<td>Cave Spring Rescue Squad #3, 3206 Valley Forge Drive</td>
</tr>
<tr>
<td>Cave Spring Fire Station #3, 4212 Old Cave Spring Road</td>
</tr>
<tr>
<td>Peters Creek at Brandon Fire Station #4, 3763 Peters Creek Road</td>
</tr>
</tbody>
</table>

Source: Roanoke County and City of Roanoke Fire and Rescue November, 2018
Calls for service at the Cave Spring Station have been increasing since 2014 (see Figure 2-22). Furthermore, in fiscal year 2018 the Cave Spring Fire and Rescue Stations experienced the highest number of incidents in the County (see Figure 2-23). If significant growth occurs in the Oak Grove area station staffing may need to be reevaluated.

The Roanoke County and City of Roanoke Police Departments report that the Oak Grove area experiences very little crime. Although the numbers are low, over the years 2015, 2016, and 2017 the most prevalent crimes in the area were related to illegal drug possession, driving under the influence of alcohol, and credit card theft. In 2018 calls for service increased countywide by approximately 8%. While the majority of these calls are not related to crime, there was an increase in shoplifting and theft from vehicles countywide in 2018.
Infrastructure

Roads

Route 419 splits the Oak Grove Center study area and is the boundary between the City of Roanoke and Roanoke County. This four-lane-wide road carries 26,000 average daily (vehicle) trips. Crashes occur at several locations along Route 419 (see Figures 2-24 and 2-25).

The Route 419 and Route 221 Adaptive Traffic Control project was completed in early 2020. The goal of this project was to decrease congestion by improving traffic flow with coordinated, adaptive signals. The scope of the project included seven traffic signals on Route 419/Electric Road between the City of Salem and Colonial Avenue, which includes the length of Route 419 through Oak Grove.

### Figure 2-24

<table>
<thead>
<tr>
<th>Intersection</th>
<th>Number of crashes 2011-2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Electric &amp; Carriage/Grandin</td>
<td>21</td>
</tr>
<tr>
<td>Electric &amp; Grandin Road Extension</td>
<td>19</td>
</tr>
<tr>
<td>Electric &amp; Keagy</td>
<td>17</td>
</tr>
<tr>
<td>Electric &amp; Hidden Valley School</td>
<td>16</td>
</tr>
<tr>
<td>Electric &amp; Glen Heather</td>
<td>11</td>
</tr>
<tr>
<td>Electric &amp; Gatewood</td>
<td>4</td>
</tr>
<tr>
<td>Keagy &amp; Sugarloaf</td>
<td>4</td>
</tr>
<tr>
<td>Electric &amp; Woodmar</td>
<td>1</td>
</tr>
<tr>
<td>Electric &amp; Dean</td>
<td>1</td>
</tr>
<tr>
<td>Electric &amp; McVitty</td>
<td>1</td>
</tr>
</tbody>
</table>

Bicycle and Pedestrian Accommodations

Pedestrians are active in the Oak Grove area. Nearby residents use a walking trail at Oak Grove Park, which connects to social trails that have been established in the wooded area between Oak Grove Park, Good Shepherd Lutheran Church and Metis Plaza. Residents also walk along the edge of neighborhood roads.

Several motorized wheelchair users living in the Oak Grove area navigate local roads, shopping center parking lots and cross Route 419 at Carriage Lane/Grandin Road Extension in order to reach their destinations. While just outside the study area, the Hidden Valley Middle School track is also a popular destination for area residents who want to exercise. There are no formal bicycle accommodations in the study area.

### Figure 2-25

Motor Vehicle Crashes 2011-2017

<table>
<thead>
<tr>
<th>Year</th>
<th>Number of Crashes</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010</td>
<td>15</td>
</tr>
<tr>
<td>2011</td>
<td>20</td>
</tr>
<tr>
<td>2012</td>
<td>18</td>
</tr>
<tr>
<td>2013</td>
<td>19</td>
</tr>
<tr>
<td>2014</td>
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<tr>
<td>2015</td>
<td>24</td>
</tr>
<tr>
<td>2016</td>
<td>26</td>
</tr>
<tr>
<td>2017</td>
<td>30</td>
</tr>
<tr>
<td>2018</td>
<td>28</td>
</tr>
</tbody>
</table>

[Graph showing motor vehicle crashes from 2010 to 2018, with a peak in 2017 and a decline in 2018.]
Greenways

The future Barnhardt Creek Greenway is conceptually planned to follow the creek from the Roanoke River southwest through the City of Roanoke, along the Hidden Valley Middle School property, crossing Route 419 and continuing in Roanoke County into the Farmingdale and Fairway Forest neighborhoods. The closest existing greenway is the Roanoke River Greenway segment starting in Rotary Park near Route 419 and Apperson Drive in the City of Salem.

Transit

Oak Grove is not served by fixed-route transit service. Two Valley Metro bus routes serve LewisGale Medical Center in the City of Salem, just over one-half mile from the Oak Grove Center study area.

Regional Transportation Plans

Roanoke County is a member of both the Roanoke Valley Alleghany Regional Commission (RVARC) and the Roanoke Valley Transportation Planning Organization (TPO). The TPO boundary includes the Roanoke Valley Urbanized Area, which includes most of Roanoke County with the exception of much of Catawba and Bent Mountain. The Urbanized Area also includes the City of Roanoke, City of Salem, parts of Botetourt County, Bedford County and Montgomery County (see Map 2-26).

The 2010 Route 419 Corridor Plan is a multimodal transportation plan for Route 419, initiated by the Roanoke Valley Area Metropolitan Planning Organization (RVAMPO, now the RVTPO) and VDOT Salem District staff (see Map 2-27).
Stakeholders included the City of Salem, City of Roanoke and Roanoke County as the road touches all three jurisdictions. Plan recommendations in the Oak Grove area include:

- **Hidden Valley School Road/Valley Drive (signalized)**
  - Short-term improvements (0 to 5 years)
    - Restripe entire intersection (including stop bars and pavement arrows).
    - Trim surrounding trees on both the east and west legs to increase driver visibility and increase intersection safety.
    - Replace guardrail just south of Hidden Valley School Road on the east side of the intersection at locations where it is worn or damaged.
    - Install ADA compliant sidewalk ramps, pedestrian count-down signal heads/pushbuttons with pedestrian crossing signs, and pedestrian crosswalks on each leg of the intersection.
  - Mid-Term Improvements (5 to 10 years)
    - The Route 419 intersection with Hidden Valley School Road may be the future crossing point for the proposed Barnhardt Creek Greenway and could accommodate students that may choose to walk or bicycle to the Hidden Valley Middle School.
    - Construct sidewalk on both the east and west sides of Route 419 both north and south of the intersection providing connectivity to adjacent intersections.
    - Install W3-3 Signal Ahead warning signs with controller actuated beacons.

- **South Keagy Road (signalized)**
  - Short-Term Improvements (0 to 5 years)
    - Replace guardrail to the north of South Keagy Road on the east side where it is currently damaged.
    - There is a high concentration of new development around the Route 419 and Keagy Road intersection, including the almost finished Keagy Village that contains both retail and office uses. It is recommended that pedestrian push buttons, ADA ramps, and crosswalks be added at this location to accommodate future pedestrian volumes.
  - Mid-Term Improvements (5 to 10 years)
    - Construct northbound dual left-turn lanes on Route 419 to
accommodate future traffic volumes (2035 volumes AM).

- Construct sidewalk on the east side connecting north to the proposed Barnhardt Creek Greenways.
- Construct sidewalk on both sides of Route 419 to the south of the intersection providing connectivity to adjacent intersections.

- Grandin Road Extension (unsignalized)
  - Short-Term Improvements (0 to 5 years)
    - Install an R4-7, “Keep Right” sign on the north leg of intersection.
    - Install left and right-turn pavement arrows.
  - Mid-Term Improvements (5 to 10 years)
    - There are no recommendations for turn lanes since the long-term recommendation is to convert this intersection to a right-in/right-out only access. This will be accomplished by closing the median opening at Grandin Road Extension.
    - The vicinity around the Route 419 and Grandin Road Extension intersection has a high concentration of retail and residential development and presently has a noticeable amount of pedestrian activity.
    - Construct sidewalk on both sides of Route 419 both northwest and southeast of the intersection providing connectivity to adjacent intersections.
  - Long-Term Improvements (10 to 20 years)
    - Close median opening to only allow a right-in/right-out access

- Grandin Road/Carriage Lane (signalized)
  - Short-Term Improvements (0 to 5 years)
    - Restripe entire intersection (including stop bars and pavement arrows).
    - Install an R4-7, “Keep Right” sign on the north and south legs on Route 419.
    - Replace damaged guardrail located on the southeast corner.
    - From the westbound leg of this intersection there are right-turn sight distance issues. Install a “No Turn on Red” sign on the eastbound leg to prevent sight distance related crashes.
Install ADA compliant sidewalk ramps on each corner of the intersection and pedestrian crosswalks.

- Mid-Term Improvements (5 to 10 years)
  - Construct an exclusive eastbound and westbound right-turn lane to accommodate future traffic volumes.
  - Construct sidewalk on both the east and west side of Route 419 both north and south of the intersection providing connectivity to adjacent intersections.

- Glen Heather Drive (unsignalized)
  - Short-Term Improvements (0 to 5 years)
    - Restripe entire intersection (including stop bars and pavement arrows).
  - Mid-Term Improvements (5 to 10 years)
    - There are no recommendations for turn lanes since the long-term recommendation is to limit access and convert the intersection to a left-in/right-in/right-out only.
    - Construct sidewalk on sides of Route 419 both northwest and southeast of the intersection.
  - Long-Term Improvements (10 to 20 years)
    - Close median opening to only allow a right-in/right-out access.

- Install a W2-1 “Intersection Warning” signage until sight distance issues can be resolved.
- Trim plant life on the southwest corner to improve visibility and safety for eastbound traffic.
- Install a W2-1 “Intersection Warning” signage until sight distance issues can be resolved.

The 2012 Update to the Bikeway Plan for the Roanoke Valley Area Metropolitan Organization identifies Priority and Vision corridors for bicycle accommodations. “Corridors comprising the Priority List generally form the foundation of the current and/or planned bikeway system in the RVAMPO with Vision List corridors supporting the framework of the Priority List and fill in any gaps in connectivity.” (Bikeway Plan, p. 111)

The Plan identifies one Vision List corridor in the Oak Grove area:

- Route 419/Electric Road from the City of Roanoke Limits at Franklin Road to the City of Salem Limits at Keagy Road

The 2015 TPO Regional Pedestrian Vision Plan identifies and prioritizes pedestrian accommodations. Oak Grove-area recommendations include Regional Pedestrian Vision Plan projects (see Figure 2-28). The 2016 RVARC Roanoke Valley Transit Vision Plan includes short,
medium and long-term recommendations for transit improvements throughout the Roanoke Valley. In the Oak Grove area, recommendations include:

- Create a new route that eliminates a missing transit connection between Salem and Carilion and that connects the communities and businesses of the 419 corridor.

- Create more convenient, easy access between Carilion and Salem via quicker connections between the activity centers along Route 419.

<table>
<thead>
<tr>
<th>Road</th>
<th>From/To</th>
<th>Accommodation</th>
<th>Local Priority</th>
</tr>
</thead>
<tbody>
<tr>
<td>Route 419/Electric Road</td>
<td>Grandin Road Intersection</td>
<td>Pedestrian Intersection Improvements</td>
<td>High</td>
</tr>
<tr>
<td></td>
<td>Keagy Road Intersection</td>
<td>Pedestrian Intersection Improvements</td>
<td>Medium</td>
</tr>
<tr>
<td></td>
<td>Wentworth/Stoneybrook</td>
<td>Pedestrian Improvements</td>
<td>Medium</td>
</tr>
<tr>
<td></td>
<td>Stoneybrook/Woodmar</td>
<td>Pedestrian Improvements</td>
<td>High</td>
</tr>
<tr>
<td></td>
<td>Woodmar/Keagy</td>
<td>Pedestrian Improvements</td>
<td>High</td>
</tr>
<tr>
<td></td>
<td>Keagy/City of Salem</td>
<td>Sidewalk</td>
<td>Low</td>
</tr>
<tr>
<td>Grandin Road</td>
<td>Airview/Electric</td>
<td>Sidewalk</td>
<td>High</td>
</tr>
<tr>
<td></td>
<td>Hope/Airview</td>
<td>Sidewalk</td>
<td>Medium</td>
</tr>
</tbody>
</table>

Utilities

Water and Sewer

Throughout much of the Roanoke Valley and in the Oak Grove area, public water and sewer service is available from the Western Virginia Water Authority. Two water lines, ranging between 10 and 16 inches in size, are generally located along Route 419 between Grandin Road SW, and the City of Salem boundary.

Eight-inch sewer lines run through the study area but are located primarily in residential neighborhoods along streets or creeks. There are no issues with water and sewer service in the area; however, water line upgrades may be needed if significant redevelopment projects occur.

Storm Water

Storm water infrastructure is sparse in an area that was developed.
EXISTING CONDITIONS
PUBLIC FACILITIES AND INFRASTRUCTURE

The Townes at Hidden Valley, a new residential development with curb and gutter adjacent to Keagy Village

primarily before the adoption of the Clean Water Act in 1972. Accordingly, newer developments like Keagy Village and Member One include significant means to collect and slowly release storm water. Residential neighborhoods outside of the study area built in the 1960s contain little storm water infrastructure, leaving opportunities for improvement. When properties are developed or redeveloped, new storm water regulations will apply.

Electricity
Appalachian Power serves the Oak Grove area and the Roanoke Valley with electricity.

Gas
Roanoke Gas Company provides natural gas and propane in the Roanoke Valley.

Internet/Broadband
There are several internet providers in the Oak Grove area, including Verizon, Cox, Xfinity, Viasat, Lumos and Segra. Connections vary for each company between cable, fiber, and satellite. In 2014, the Roanoke Valley Broadband Authority was created by Roanoke County, Botetourt County, the City of Roanoke and the City of Salem. Shortly thereafter, the Broadband Authority oversaw the installation of fiber-optic cable throughout the Roanoke Valley. In the Oak Grove area, broadband conduit runs along Route 419.

Cable
Cable television is available through DIRECTV, DISH TV, Xfinity and Cox.

Phone
Verizon, Cox and Xfinity provide home telephone service. AT&T, Verizon, T-Mobile and Sprint all provide cell phone service in the Oak Grove area.

New sidewalk, curb and gutter built as part of the Vistar Eye Center development
Appendix 3. Community Engagement

Engagement Activities

Importance of the Planning Process

The Oak Grove Center Plan is influenced by people who live in and visit the Oak Grove area to work, eat, shop, entertain and connect with others. Although the study area is divided by a jurisdiction line, the community engagement strategy recognized the importance of regional collaboration between the City of Roanoke and Roanoke County staff and citizens. County and City staff gathered input from area residents and the wider public through a variety of engagement methods to develop a collaborative plan.

Community Meetings

At the first set of community meetings, Roanoke County and City of Roanoke staff explained the demographics, context of the study area, including land use regulations, environmental conditions and current transportation projects.

**Community Meeting Attendance:**
- Thursday, March 15, 2018: 67
- Saturday, March 24, 2018: 35

Staff received input on transportation, development, and economic opportunities and challenges in the study area. The meetings were family-friendly, including a station for children to design a conceptual park or color an illustrated map of the Roanoke Valley. Participants could also complete a detailed digital or paper survey about their relationship to and perspectives about the Oak Grove study area.
Stakeholder Feedback

63 stakeholders were interviewed by staff at approximately 20 separate meetings. The meetings focused on specific topics and included community advocates, business representatives, local staff and regional agency representatives. Information gathered from the stakeholder groups included a variety of objectives and numerous overarching goals shared across the different stakeholders. This information is available online in Appendix 6-A.
COMMUNITY ENGAGEMENT

ENGAGEMENT ACTIVITIES

ECONOMIC DEVELOPMENT STAKEHOLDERS

OAK GROVE CENTER PLAN - DRAFT 3-3
Online Survey

An online community survey, open to the public from February 1, 2018, through April 7, 2018, received 595 responses. Hard copies of the survey were available at Roanoke County libraries and at the March community meetings. The survey asked respondents to share insights and opinions 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 desired types of improvements.

A Spanish survey was also available online and at the libraries. Hidden Valley High School’s foreign language department completed over 30 responses using the Spanish survey.

Design Open Houses

At the Design Open Houses, the results of the community meeting exercises and the online survey were used to generate a follow up visual preference survey.

Design Open House Attendance:
Saturday, May 19, 2018: 30
Thursday, May 24, 2018: 33

Participants voted on potential future design options, including possibilities for commercial and residential redevelopment, new community spaces and multi-modal transportation improvements. Votes could be cast for preferred and not preferred types and styles of improvements in these broad categories. The results revealed a variety of design possibilities for the Oak Grove study area.
Map 3-2

Transportation Feedback
- Existing Crosswalk
- Existing Traffic Signal
- Requested Pedestrian Facilities
- Requested Bicycle Facilities
- Requested Pedestrian Crossing
- Requested Bus Stop
- Cut Through Traffic
- Intersection Improvements Needed

Map of Oak Grove Center Plan, showing
- City of Salem
- Roanoke County
- Oak Grove Center
- Community Engagement
- Engagement Activities
- Map 3-2

September 2018

Oak Grove Center Study Area
Jurisdictional Line

Map showing transportation feedback and facilities.
A summary map showed public input on desired uses and five future development/redevelopment areas in the study area: Oak Grove Plaza; the office park southeast of Oak Grove Plaza; Southwest Plaza; the grocery pad site and field behind Keagy Village; and the front lawn of Metis Plaza (Map 3-1).

Another map based on all the feedback received from the public thus far summarized transportation needs, issues and desires (Map 3-2).

Attendees could also give input on walking and biking destinations around Oak Grove as well as the routes they would like to use (Figure 3-3).

Top Walk/Bike Destinations:
- Parks (including Garst Mill Park, Green Hill Park, Wasena Park)
- Roanoke River Greenway
- Surrounding Neighborhoods

Figure 3-3
Design Open House participants marked the destinations that they would like to be able to walk or bike to with yellow dots, May 24, 2018
A map of the greater region asked participants about potential bus destinations and routes from Oak Grove (Figure 3-4). Staff provided updates and answered questions about current and potential projects in the County and the City.

Top Bus Destinations:
- Downtown Roanoke
- Airport
- Community facilities

Design Open House participants marked the destinations that they would like to be able to take the bus to with dots, May 24, 2018.
Online Design Survey

The Design Open House exercises were available online from June 3, 2018, through July 2, 2018. In order to increase feedback on the future design options, the exercise was adapted for an online survey, which received 60 responses. The full results of the visual preference survey, combining the results of both the two meetings and the online version, are available online in Appendix 6-C.

Public Schools Outreach

Staff engaged Roanoke County area schools in the study’s initial planning stages to encourage greater participation by the community’s youth and young leaders.

Five meetings were held:
- Student Advisory Council, November 1, 2017
- Oak Grove Elementary Faculty, January 24, 2018
- Hidden Valley Middle/High School Faculty Leadership, February 16, 2018
- Hidden Valley Middle School Faculty, February 28, 2018
- Hidden Valley High School Faculty, March 28, 2018

Participants brainstormed ideas for the future, mapped potential recreation, education, commercial and public spaces, and considered transportation needs. Staff presented a summary of these exercises at a Roanoke County School Board meeting on March 22, 2018, and at the Titan 21 Expo on April 18, 2018.

Two teachers from Hidden Valley High School attended the Design Open Houses to present students’ preliminary concepts for renovating Oak Grove Park and the adjacent 6-acre parcel. Hidden Valley High School students conducted a survey amongst elementary, middle and high school students about potential renovations to Oak Grove Park. The winning features included a dog park, trails, tennis courts, a pond, play structures and a fitness area.
COMMUNITY ENGAGEMENT

ENGAGEMENT ACTIVITIES

The Roanoke County Planning booth at Tons of Fun at Tanglewood Mall, February 2, 2018

Tons of Fun Event

Staff promoted the Oak Grove Center and other planning studies at Tons of Fun at Tanglewood Mall on February 2, 2018. Kids used a table map and cutouts to design their own County park while staff talked with parents about the upcoming studies. Participants of all ages could also vote on their favorite style of park. Anyone who provided their email address for the study mailing list was entered into a prize drawing for a business at Tanglewood Mall.

A pop-up community input table at a Goodwill Store, March 26, 2018

Goodwill Customer Outreach

Staff hosted a two-hour lunchtime public input session at the Goodwill Store at the corner of Route 419/Brambleton Avenue approximately 2 miles from Oak Grove on March 26, 2018. A table was set up near the front door, offering shoppers and employees a chance to learn about and discuss the study with staff. Paper copies of the survey were also available.

Staff walked the Route 419 corridor in the study area, May 23, 2019

Transportation Project Walk

VDOT staff joined County and City engineers and planners to walk the study area’s major corridors, including both sides of Route 419, on May 23, 2019. The field outing helped staff begin to scope potential transportation projects and investigate transportation issues that residents and meeting participants had previously identified. This information also enabled staff to better prioritize project recommendations in the plan based on existing conditions in the area.
Draft Plan Reveal Meetings

A final round of public meetings asked participants to consider potential projects and design concepts that built on the previous meeting results. The draft Vision, Principles and Core Objectives were shared for the first time.

**Draft Plan Reveal Attendance:**
Thursday, May 2, 2019: 130
Saturday, May 4, 2019: 61

The meeting exercises were also available to take online from May 2 to May 31, 2019.

An exhibit showing the planning process

High attendance at the first meeting

Draft Plan Reveal Exhibits

The meeting exhibits included: a process display showing previous exercises and results; a supplemental display outlining engagement with schools and input from students and teachers that had been collected the previous year; the Vision, Principles and Core Objectives displays; and interactive exhibits including ranking and voting exercises.

**Ranking Exercises**

Participants were asked to rank:

- Potential transportation projects for intersections, pedestrians/bicycles and greenways.
- Potential recreation enhancements for Oak Grove Park and the adjacent County-
COMMUNITY ENGAGEMENT

ENGAGEMENT ACTIVITIES

- Specific examples of gathering spaces and community amenities.
- Specific examples of gateway/streetscape improvements.

The options for all of the meeting exercises were drawn from the results of previous engagement.

Development Pattern Scenarios

Finally, a development pattern exercise showed three increasingly dense scenarios of infill development, redevelopment and mixed use development might look and how each could affect the road network in the study area.

Participants were asked to choose which development pattern they would like to see occur in the study area over the next ten to twenty years.

Each exercise included the relevant Principle, Core Concept(s) and Supporting Initiative(s) identified in the draft Plan. The results of each exercise (combining the results from both meetings and online surveys) are available online in Appendix 6-D.

Planning Commission Work Sessions

Staff provided regular updates about the study to both the Roanoke County Planning Commission and the City of Roanoke Planning Commission, in some cases at joint meetings. Presentations included information about upcoming community meetings, other engagement exercises and public input that had been received.

The meetings were held in 2018 on January 5, February 6, March 20, April 17, May 15 and June 19; and in 2019 on April 5, April 16, May 21, June 7 and July 9.

State and National Awards

On June 8, 2020, the National Association of Counties (NACo) recognized Roanoke County with an Achievement Award for its Public Schools Planning Workshops (in collaboration with the City of Roanoke). The effort also received a Virginia Association of Counties (VACo) achievement award on August 9, 2019.
Engagement Results

Summary of Major Needs and Suggestions from all Engagement Activities

- Construct bicycle lanes and ADA-accessible infrastructure including crosswalks, sidewalks and greenways;
- Expand park and recreation opportunities, especially trails and activity spaces for kids;
- Improve intersections along Route 419 to facilitate traffic flow through the area;
- Upgrade commercial buildings and facades; and
- Add restaurants, cafes, retail, grocery shopping and community spaces for people to hang out.

Survey respondents and community meeting attendees consistently requested more restaurant options, retail shopping and entertainment or places to gather.

At the stakeholder meetings, March community meetings and in the survey results, participants identified a large variety of desired development, including:

- Sit-down, fast casual and fast food restaurants
- Coffee shops
- Bars and breweries
- Farmer’s market
- Grocery stores
- Retail shopping
- Lifestyle/Town center
- Hardware store
- Entertainment venues
- A youth center
- A sports complex
- A fitness center
- Outdoor public spaces
- A local theater
- Gas stations
- A public library

The survey results, public meeting exercises, school engagement activities, and stakeholder meetings identified several of the same needs and issues in the study area.

Residents indicated that they like the Oak Grove location and appreciate its scenic views and neighborhoods. However, survey respondents answered that they did not think the study area has distinct or unique qualities that make it stand out from other parts of the Roanoke Valley.
COMMUNITY ENGAGEMENT

ENGAGEMENT RESULTS

The survey results indicated that the community is interested in improvements that would directly benefit Oak Grove’s neighborhoods. There was a strong desire for visual improvements, outdoor public spaces and walkability. Many respondents indicated the importance of pedestrian access to connect the study area to surrounding neighborhoods, the park and the school.

The top issue identified as a land use-related concern was a lack of transitions into and out of neighborhoods. Several comments on the survey stated that the area “desperately needs pedestrian access and improved accessibility for cars and pedestrians to businesses and neighborhoods. [There is] too much pavement. It is not a ‘place’; the area is just several shopping centers along a large highway.”

While some respondents were concerned about big changes in the area, particularly with the potential for traffic congestion brought on by more shopping or multi-family housing, others welcomed a balanced approach to enhance the area. One respondent stated, “I’d be happy with either townhomes/duplexes or additional retail/restaurant, if it’s planned in a thoughtful ‘town center’ kind of layout that integrates housing.”

While single-family homes were the top choice for housing in the study area according to the survey, townhomes came in second and apartments were third.

Complete results for each exercise and the surveys are available online.
Design Survey Results

The visual preference survey conducted at the Design Open Houses took the improvements that the Oak Grove Center Survey results suggested and refined them into specific options for redevelopment, placemaking and transportation. This helped staff identify design recommendations and priorities.

Of the commercial redevelopment options, participants liked modern one-floor shopping centers and mixed use town centers, but did not want new “big box” anchor stores. Of the low-density housing options, standalone patio homes were strongly preferred, with some interest in multi-floor duplexes or connected patio homes. Many participants showed some interest in multi-family apartment buildings with fewer floors, although the style and number of buildings made a great difference.

Clockwise from top left, the top results of the commercial and housing visual preference survey show a town center, a typical one-floor shopping center, a standalone patio home and a modern on-street mixed-use building.
COMMUNITY ENGAGEMENT

ENGAGEMENT RESULTS

For the placemaking and outdoor spaces exercise, participants chose their favorite and least favorite green space and aesthetic features. The most popular options were outdoor seating at restaurants and a variety of different landscaping improvements.

Participants most liked the natural water and play park design out of several outdoor recreation options for the Oak Grove Center. Public art sculptures and pedestrian oriented signage, shown below, were also well liked by participants.

Clockwise from top left, the top results of the placemaking and outdoor spaces visual preference survey shows restaurant outdoor seating, street trees, a natural water and play park and street island landscaping.
Nearly all of the pedestrian options for public spaces and neighborhoods received high marks, particularly paved greenways, natural surface hiking trails and sidewalks. Off-road bike facilities were preferred, and participants also liked facilities that separated bikes and pedestrians, as shown below. Finally, participants liked the option of a community trolley to provide transit service, as well as expanded RADAR and CORTRAN service.

All visual preference survey images and results are available online.

Clockwise from top left, the top results of the transportation visual preference survey shows paved greenways, residential street sidewalks, main street sidewalks and natural surface hiking trails.
In addition to the 191 participants who attended one of the meetings, 97 participants completed the exercises for the Draft Plan Reveal online. The following results combine all the input received.

A visual preference exercise helped clarify the type of gathering spaces and community amenities (particularly outdoor amenities) that were suggested at previous meetings. Staff displayed six common examples of amenities and asked participants to rank them.

Participants were most interested in public outdoor seating options that would not be limited to patrons, followed by flexible outdoor areas which could be used for different programming. The third highest ranked amenity was accessible spaces, and then outdoor seating at private establishments. Water features and public art were ranked fifth and sixth respectively.

Clockwise from top left, the top results of the gathering spaces and community amenities visual preference exercise were public outdoor seating, flexible spaces, accessible spaces and private outdoor seating.
A similar exercise asked about the specific gateway and streetscape improvements that should be incorporated into the plan. These examples were selected from popular requests at previous meetings or in the survey results.

The two most desired streetscape elements were pedestrian oriented: sidewalk lighting and street trees that separate the sidewalk from the street or line a roadway. Next, participants desired roadway improvements, including landscaping in medians and roadway lighting. Street furniture and accessories (including fixtures such as benches and trashcans) and gateway signage were ranked the lowest.
Area residents value and enjoy Oak Grove Park, but expressed that they would like to see new and upgraded features for adults and children. At the Draft Plan Reveal meetings, participants were asked to rank proposed park features, features for children and features for the adjacent, vacant County-owned parcel.

The exhibit on the right, which was displayed at the meetings, shows in red how participants ranked the importance of six different possible enhancements for all users:

1. Expanded Walking Trail
2. Small Stage/Event Area
3. Additional Picnic Areas
4. Upgraded Play Courts
5. Small Dog Park
6. Fitness Equipment
The exhibit on the right, which was displayed at the meetings, shows in red how participants ranked the importance of six different possible enhancements for children:

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

The results of the Oak Grove Park ranking exercise for children’s park features...
The exhibit on the right, which was displayed at the meetings, shows in red how participants ranked the importance of five different possible enhancements for the vacant, County-owned parcel immediately west of Oak Grove Park:

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

The results of the County-owned Parcel ranking exercise for outdoor recreation options
Three development patterns were presented at the meetings.

The Medium Density Infill and Mixed Use scenario was the most popular with participants. It showed a large amount of infill development in the western, commercial half of the study area, with new buildings located along 419 in current parking lots, some residential development in the eastern half of the study area, and one large development on the vacant Keagy Village pad site. Fairfax Corner in Fairfax, Virginia and the Village at Towne Center in Fredericksburg, Virginia were the case studies for this pattern. Both examples show walkable, dense, one-story development with on-street parking, outdoor seating and wide, landscaped sidewalks. The Conceptual Traffic Circulation map for this pattern shows new connections that run parallel to 419 between side streets in the commercial areas, creating internal street networks for dense development on both sides of 419.

The Development Pattern exercise results from both meetings and the online survey:

1. Medium Density Infill and Mixed Use (127 votes, 62%)
2. High Density Mixed Use (51 votes, 25%)
3. Low Density Infill (28 votes, 13%)
Multimodal Transportation Projects

Feedback about transportation needs was received at nearly every community meeting. At the Draft Plan Reveal meetings, staff synthesized the results of previous meetings and surveys and asked participants to rank potential projects. Potential projects were categorized as intersection projects, bicycle and pedestrian projects, greenway projects and transit projects.

The ranking options came from open-ended comments about transportation issues in the study area made at previous meetings.

Top 3 Intersection Projects
1. Route 419/Carriage Lane/Grandin Road, SW
2. Route 419/Grandin Road Extension
3. Route 419 at Bower Road, Stoneybrook Drive, Etheridge Road and Glen Heather Drive

Top 3 Pedestrian and Bicycle Accommodations Projects

Along Route 419:
1. Along Route 419 from Carriage Ln/Grandin Road, SW to Keagy Rd/Keagy Road, SW
2. Intersection of Route 419/Keagy Road: Pedestrian signals and crosswalks
3. Along Route 419 from Stoneybrook Drive/Bower Road to Carriage Ln/Grandin Road, SW
In County Neighborhoods:
1. Carriage Lane from Route 419 to Hackney Lane and Hackney Lane from Grandin Road Extension to Bridle Lane
2. Keagy Road from Route 419 to Sugar Loaf Mountain Road with a Keagy Road crosswalk
3. Grandin Road from Route 419 to Sugar Loaf Mountain Road

In City Neighborhoods:
1. McVitty Road, SW from end of Vistar sidewalk to Keagy Road, SW to Route 419
2. Grandin Road, SW from Route 419 to Hope Road, SW to Norwood Street, SW
3. McVitty Road, SW from Route 419 to Keagy Road, SW back to Route 419

Top 3 Greenway & Trail Projects
1. Expand the Oak Grove Park trails onto the vacant County-owned parcel and connect to neighboring parcels, as allowed
2. Connect the expanded Oak Grove Park trails to Route 419
3. Construct the Barnhardt Creek Greenway along the Hidden Valley Middle School property

Operational Road Project Questions
Participants were asked to indicate whether or not the following operational road projects were important to them:

76% of respondents said that cut-through traffic on neighborhood streets should be studied to determine if changes are needed.

59% of respondents said that speed enforcement efforts on Route 419 and on neighborhood streets should be increased.
47% of respondents wanted Roanoke County to work with VDOT to evaluate Route 419 through Oak Grove to determine if the speed limit can be reduced.

Transit Opportunity Questions

Participants were asked to indicate whether or not the following transit opportunities were important to them:

73% of respondents wanted the localities to work with area businesses to determine demand and support for potential expansion of mass transit routes.

61% of respondents wanted the localities to determine demand and support for potential expansion of CORTRAN hours.

Complete results for all of the Oak Grove Center engagement activities and surveys are available online.
Appendix 4. Vision and Principles

The vision and principles for the Oak Grove Center Plan are derived from community feedback, stakeholder interview responses and existing conditions.

Together, the vision and principles set the foundation for plan recommendations and implementation strategies in Appendix 5.

**Vision**

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

**Principles:**

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.**

**Figure 4-1**

<table>
<thead>
<tr>
<th>Core Concept</th>
<th>Examples of Supporting Initiatives</th>
</tr>
</thead>
<tbody>
<tr>
<td>Create welcoming spaces.</td>
<td>Create spaces that are accessible for all users.</td>
</tr>
<tr>
<td>Create a community identity.</td>
<td>Consider gateway and wayfinding signage.</td>
</tr>
<tr>
<td>Improve streetscape to enhance the natural beauty of the area.</td>
<td>Encourage public art.</td>
</tr>
<tr>
<td>Encourage mixed-use development and a vibrant mix of businesses in a pedestrian-friendly environment.</td>
<td>Improve existing commercial facades.</td>
</tr>
<tr>
<td>Encourage event programming.</td>
<td>Collaborate with private property owners and County and City staff to hold events in the area.</td>
</tr>
</tbody>
</table>

Oak Grove attracts people to come and spend time enjoying all the recreational amenities and leisure activities it offers. It is a beautiful and vibrant community center.
2. Improve and expand outdoor amenities.
Oak Grove offers excellent public play spaces, trails and other recreation facilities for people to enjoy the outdoors.

Figure 4-2

<table>
<thead>
<tr>
<th>Core Concept</th>
<th>Examples of Supporting Initiatives</th>
</tr>
</thead>
<tbody>
<tr>
<td>Improve existing parks and develop new spaces to play.</td>
<td>Explore accessible alternatives for improving Oak Grove Park. Consider locating a dog park in the area. Evaluate public use of the Oak Grove Elementary School playground. Consider new accessible play spaces for all ages and abilities.</td>
</tr>
<tr>
<td>Build a trail network and connect to greenways.</td>
<td>Expand walking trails from Oak Grove Park onto the vacant County-owned parcel and beyond, in collaboration with private property owners. Connect trails to the Roanoke River Greenway in Salem. Construct the Barnhardt Creek Greenway.</td>
</tr>
</tbody>
</table>

3. Increase mobility & connectivity.
Improve transportation connectivity, safety and mobility. Build multimodal transportation options for all users.

Figure 4-3

<table>
<thead>
<tr>
<th>Core Concept</th>
<th>Examples of Supporting Initiatives</th>
</tr>
</thead>
<tbody>
<tr>
<td>Improve traffic flow for motor vehicles along Route 419.</td>
<td>Encourage inter-parcel connections for commercial areas on both sides of Route 419. Consider access management along Route 419. Recommend VDOT review and adjust signal timing and phasing as needed along Route 419 to improve traffic flow.</td>
</tr>
<tr>
<td>Improve the neighborhood road networks in the plan area.</td>
<td>Assess cut-through traffic and speeding. Assess intersection safety within neighborhoods.</td>
</tr>
<tr>
<td>Provide accessible, multimodal connectivity throughout the plan area.</td>
<td>Construct bicycle accommodations along Route 419 to Salem and into the surrounding neighborhoods. Provide pedestrian accommodations, including crosswalks and signals, in the commercial core along Route 419 to Salem and to connect into the surrounding neighborhoods.</td>
</tr>
<tr>
<td>Extend transit service to the plan area.</td>
<td>Consider extending Valley Metro service along Route 419. Consider coordinating and expanding RADAR and CORTRAN services.</td>
</tr>
</tbody>
</table>
4. Expand housing options.
Build new mixed-use developments that provide a variety of housing types and prices.

Figure 4-4

<table>
<thead>
<tr>
<th>Core Concept</th>
<th>Examples of Supporting Initiatives</th>
</tr>
</thead>
<tbody>
<tr>
<td>Establish a buffer between commercial development along Route 419 and the existing residential neighborhoods.</td>
<td>Encourage mixed-use development in the village center between Route 419 commercial frontage and existing low-density neighborhoods.</td>
</tr>
<tr>
<td></td>
<td>Encourage multi-story, compact residential development with smaller unit sizes in the plan area.</td>
</tr>
<tr>
<td></td>
<td>Encourage homes where people can age in place.</td>
</tr>
<tr>
<td></td>
<td>Encourage a range of housing price points.</td>
</tr>
<tr>
<td></td>
<td>Encourage universal design in new housing.</td>
</tr>
<tr>
<td>Encourage multiple housing types for all ages, incomes and abilities in the plan area.</td>
<td></td>
</tr>
</tbody>
</table>

5. Upgrade existing facilities, services and utilities.
Expand public educational and emergency services. Improve storm water infrastructure and stream water quality.

Figure 4-5

<table>
<thead>
<tr>
<th>Core Concept</th>
<th>Examples of Supporting Initiatives</th>
</tr>
</thead>
<tbody>
<tr>
<td>Increase library services in the plan area.</td>
<td>Explore public-private partnerships for small-scale, temporary library spaces in order to serve area patrons.</td>
</tr>
<tr>
<td></td>
<td>Consider adding a book drop box.</td>
</tr>
<tr>
<td></td>
<td>Encourage community partners to add Little Free Libraries.</td>
</tr>
<tr>
<td>Evaluate Fire and Rescue services in the plan area.</td>
<td>Evaluate future needs to determine potential changes.</td>
</tr>
<tr>
<td></td>
<td>Consider drainage improvements on and around Carriage Drive.</td>
</tr>
<tr>
<td>Evaluate and improve storm water infrastructure.</td>
<td>Consider drainage improvements around the intersection of Route 419 at Grandin Road Extension.</td>
</tr>
<tr>
<td></td>
<td>Consider drainage improvements near Grandin Road at Fairington Apartments.</td>
</tr>
<tr>
<td>Evaluate Mud Lick Creek and Barnhardt Creek.</td>
<td>Improve streambed erosion and water quality impairment.</td>
</tr>
<tr>
<td></td>
<td>Create sustainable landscapes that would clean and slow storm water runoff.</td>
</tr>
</tbody>
</table>
Appendix 5. Implementation and Recommendations

The Oak Grove Center Plan presents a vision for the study area in hand with concrete implementation strategies for the next ten years and comprehensive recommendations for the next twenty. The recommendations include future policy actions as well as physical infrastructure desires and needs. Successful implementation depends on continued community engagement, strategic public investment, policy and regulatory tools and financing methods to encourage private development.

Design Principles
Roanoke County will work with the City of Roanoke to develop and/or amend guidelines to implement design principles of the Plan. Cohesive design across the City/County line is important. These guidelines will support the adoption or revision of ordinances dealing with zoning, subdivision of property, and other development matters. Design guidelines and development standards could address: permitted uses; building location, height, design and coverage; lighting; parking; landscaping; pedestrian/bicycle accommodations; streetscape amenities; open space and gathering space; signage; stormwater management and other development features.

Funding Strategies
Roanoke County will invest staff resources to create an interdepartmental team to implement the Plan. Staff will leverage local revenue to obtain funding from state and federal sources for all aspects of the Plan, including multi-modal transportation improvements. Any capital projects will be planned and programmed in the County’s 10-year Capital Improvements Program. Staff will also dedicate time to engage current business and landowners while promoting the Oak Grove area to developers in order to implement the Plan’s vision.

Redevelopment of existing buildings and any new development will depend on private investment, guided by standards that are developed and encouraged by the City and County.

Timing/Phasing
The Oak Grove Center Plan will be implemented over the next 20+ years. The recommendations listed in this Plan are for the first 10 years, while future projects will be implemented in the 10 to 20-year time horizon. Many of the recommendations will be implemented in phases and will evolve over time. As different components of the plan are implemented, periodic reviews of the Plan will be necessary and adjustments made based on changing conditions.
IMPLEMENTATION & RECOMMENDATIONS

Communication
Keeping residents, the business community and the greater area informed about the Plan’s progress will be a high priority. The existing webpage will be transitioned to both market and communicate about development within the Oak Grove area. Current email lists will be used to provide updates to interested parties as progress occurs. Additional opportunities for community engagement may be addressed as part of individual projects recommended in this Plan. Any future updates to the Plan document will include community input.

Accessibility
Implementation of the Oak Grove Center Plan should accommodate and welcome all people through accessible design. Staff will consult with local representatives to recommend improvements that accomplish this goal.

Getting Started
Adoption of the Oak Grove Center Plan is the first step in the implementation process. After adoption, staff will analyze and determine the most appropriate tools and actions to execute the Plan’s recommendations.
Plan Recommendations

The recommendations in this plan fall under five categories: land use, community facilities, transportation, gateway/streetscape improvements and community engagement. Each recommendation is additionally separated into two phases: those which fall within a realistic ten-year timeframe and “future” recommendations that would occur later. This sequencing was determined based on factors including community priorities, staff priorities, funding availability and coordination of related projects.

Land Use Recommendations

Future Land Use Recommendation?
Future Land Use Map?

Review and update design guidelines for the plan area.

- Roanoke County and the City of Roanoke will develop design guidelines and standards to implement the design principles of the Plan. This process will involve the development of new design guidelines and/or revision of existing design guidelines.

Review and update development standards regarding desired land uses, parking, lighting, landscaping, and others to encourage a mixed-use development and a vibrant mix of businesses in a pedestrian-friendly environment.

- Roanoke County and the City of Roanoke will review design guidelines in existing development regulations (Zoning Ordinance, Subdivision Ordinance, etc.) to determine what changes, if any, need to be made to support desired land uses and development patterns. These changes may include, but not be limited to, updates to parking and lighting standards, landscaping and buffering requirements, the placement and orientation of buildings relative to the street, desired land uses including diverse and affordable housing options, and standards for public/private spaces. Additionally, regulations should:
  - Encourage homes where people can age in place.
  - Encourage a range of housing price points.
  - Encourage universal design in new housing.

- Encourage mixed-use development in the village center between Route 419 commercial frontage and existing low-density neighborhoods.
  - Encourage multi-story, compact residential development with smaller unit sizes in the plan area.
  - Establish a buffer between commercial development along Route 419 and the existing residential neighborhoods.

- Target key sites for future economic development opportunities.
  - Roanoke County and the City of Roanoke will continue to work with private property and business owners to identify and support development or redevelopment of potential catalyst sites.
IMPLEMENTATION & RECOMMENDATIONS

Land Use (Future)
Review and update the Oak Grove Center Plan based on changing conditions.
- Implementation of the Plan will occur over the next ten years. After that point, and as different components of the plan are implemented, periodic reviews of the Plan will be necessary and adjustments made based on changing conditions.

Community Facilities Recommendations
Expand the Oak Grove Park trails.
- Extend the trails in Oak Grove Park onto the vacant County-owned parcel and connect to neighboring parcels.

Improve the existing playground, tennis court, restrooms and picnic shelter at Oak Grove Park.
- Explore accessible alternatives for improving Oak Grove Park.

Create new parks and spaces to play.
- Consider locating a dog park in the area.
- Evaluate public use of the Oak Grove Elementary School playground.
- Consider new accessible play spaces for all ages and abilities.

Build a trail network through the study area and connect to the Roanoke River Greenways.
- Connect trails to the Roanoke River Greenway in Salem.

Increase Library Services in the Study Area.
- Explore public-private partnerships to use vacant retail spaces for small-scale, temporary library space in order to increase commercial traffic and serve area patrons. Consider options for a book return drop off at an existing public facility in or near the Oak Grove study area. Encourage community partnerships for the installation and maintenance of Little Free Libraries.

Evaluate Fire and Rescue services in the plan area.
- Evaluate future needs to determine potential changes.

Preserve scenic views of the surrounding mountains.
- New development should protect mountain views from the study area and enhance the natural beauty of the Oak Grove Center.

Evaluate and improve stormwater infrastructure.
- Consider drainage in these areas:
  1. On and around Carriage Drive.
  2. Around the intersection of Route 419 at Grandin Road Extension.
  3. Near Grandin Road at Fairington Apartments.

Create sustainable landscapes that would clean and slow stormwater runoff, thereby improving water quality.
- Evaluate needs and consider improvements for Mud Lick Creek and Barnhardt Creek.
IMPLEMENTATION & RECOMMENDATIONS

Community Facilities (Future)
Implement recommendations from the updated Master Plan for Parks and Recreation.
- Text

Transportation Recommendations

Evaluate traffic flow for motor vehicles along Route 419.
- Recommend a VDOT speed limit and signal coordination study on Route 419 to improve traffic flow.

Consider access management strategies for Route 419.
- Encourage inter-parcel connections for commercial areas on Route 419 as new or redevelopment occurs. Consider closing existing entrances to consolidate access points for commercial areas.

Improve the Route 419/Carriage Drive/Grandin Road SW Intersection.
- Roanoke County will request VDOT to study the functionality of the 419/Carriage Drive/Grandin Road SW Intersection. Roanoke County will seek funding for any improvements recommended from this study.

Improve the Route 419/Grandin Road Extension Intersection.
- Roanoke County will request VDOT to study the functionality of the Route 419/Grandin Road intersection. Roanoke County will seek funding for any improvements recommended from this study.

Improve the Route 419 intersections at Bower Road, Stoneybrook Drive, Etheridge Road and Glen Heather Drive.
- Roanoke County will request VDOT to study the functionality of the intersections of Route 419 at Bower Road, Stoneybrook Drive, Etheridge Road and Glen Heather Drive. Roanoke County will seek funding for any improvements recommended from this study.

Improve the Grandin Road/Sugar Loaf Mountain Road intersection.
- Roanoke County will request VDOT to study the functionality of the Grandin Road/Sugar Loaf Mountain Road intersection. Roanoke County will seek funding for any improvements recommended from this study.

Construct pedestrian and bicycle accommodations on Route 419.
- Construct pedestrian and bicycle facilities along Route 419 from Stoneybrook Drive/Bower Road intersection to the City of Salem border. Install pedestrian signals and crosswalks at intersections along Route 419.

Construct bicycle and pedestrian accommodations along neighborhood streets in the City of Roanoke.
- Construct pedestrian and bicycle accommodations on McVitty Road SW, Grandin Road, Gatewood Avenue SW, Norwood Street SW, and Hidden Valley School Road SW.
IMPLEMENTATION & RECOMMENDATIONS

Construct bicycle and pedestrian accommodations along neighborhood streets in Roanoke County.
- Construct pedestrian and bicycle facilities on Carriage Lane, Hackney Lane, Keagy Road, Grandin Road, Glen Heather Drive, and Sugar Loaf Mountain Road.

Address operational road projects to improve road safety through the study area.
- Work with VDOT to evaluate cut-through traffic on neighborhood streets and reduction of speed limit on Route 419. Increase speed enforcement efforts on Route 419 and neighborhood streets. Assess intersection safety within neighborhoods.

Work with property owners and stakeholders to finalize alignments of the Barnhardt Creek Greenway through the study area.
- Construct the Barnhardt Creek Greenway in the City of Roanoke east of Route 419, and in Roanoke County west of Route 419.

Expand transit opportunities to the study area when and where feasible.
- Work with interested stakeholders to evaluate transit opportunities and funding alternatives, including potential expansion of paratransit and senior transportation services.
  - Consider extending Valley metro service along Route 419.
  - Consider coordinating and expanding RADAR and CORTRAN services.

Gateway/Streetscape Improvements Recommendations

Leverage available state programs and partnerships to construct street and gateway improvements.
- Identify support or funding for streetscape improvements through state programs that create partnerships with localities or local businesses.
- Support or install visual/aesthetic improvements to the Oak Grove Center.
  - Add trees and landscaping along roadways, in medians, between the sidewalk and street, and in parking areas.
  - Add decorative pedestrian and roadway lighting.
  - Add unique street furniture and accessories.
  - Consider gateway and wayfinding signage.
  - Encourage public art.
  - Encourage updates to existing commercial facades.
  - Develop a unique brand.
  - Consider undergrounding utilities.

Ensure the maintenance of landscaping and other streetscape improvements throughout the study area.
- Existing and new landscaping and streetscape improvements will need to be maintained by Roanoke County, local private property owners, or business partners to guarantee the longevity of any enhancements.

Create welcoming gathering spaces.
- Create spaces that are accessible for all users.
IMPLEMENTATION & RECOMMENDATIONS

- Create flexible spaces for indoor and outdoor use.
- Encourage public and private outdoor seating.

Community Engagement Recommendations

Consider public-private partnerships for redevelopment and revitalization opportunities.

- The redevelopment and density patterns called for by this plan will depend on private investment but be guided by standards developed by the County and City. Roanoke County and the City of Roanoke may consider financial incentives as part of public/private partnerships.

Actively seek out developer partners interested in and capable of building mixed use projects.

- Roanoke County and the City of Roanoke will identify potential developers through marketing efforts, networking and requests for qualifications. Events and media exposure will be coordinated to recognize and reward successful developers.

Maintain communication with business and property owners.

- Roanoke County and the City of Roanoke will continue communication with business and property owners about development and redevelopment opportunities and implementation of this Plan. Staff will assist area businesses that wish to learn more about the Plan and share public information materials via the webpage.

Keep residents and the larger area informed about progress.

- The current webpage will shift to both market and to communicate about development within Oak Grove Center. Email lists will be used to update those interested as progress occurs. The community may also be engaged through branding development, transportation and development projects, and future updates of the Plan. County and City departments will receive information on preferred locations for investment, good housing design and retail design for businesses.

Collaborate with local organizations, business groups, existing farmers markets and festivals to utilize new or existing open space areas for programming.

- Roanoke County and the City of Roanoke will encourage public and private organizations to host programs in The Oak Grove Center area and consider allowing outdoor sales so retailers can “bring the store out into the street.”

Seek opportunities for public/private outdoor spaces and public art.

- Temporary and permanent art installations will be considered as part of any redevelopment, events or marketing initiatives. Staff will look for opportunities to add public space in partnership with private redevelopment, and include public space where feasible as part of other public right of way projects.
Memorandum

TO: Planning Commission

FROM: Philip Thompson, AICP
       Director of Planning

DATE: August 28, 2020

SUBJECT: Zoning Ordinance Amendments

At the Planning Commission’s September 1st meeting, staff will discuss with the Commission the status of proposed miscellaneous amendments to the Zoning Ordinance and possible future amendments for the Commission to consider.

If you have any questions, please contact me by phone at (540) 772-2029 or by email at pthompson@roanokecountyva.gov.

PGT:pt