

Clearbrook Community Planning Area

September 24, 2024



INTRODUCTION

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This Plan Summary highlights the key components of the various sections of the Clearbrook Planning Area. The Existing Conditions section features the study area's demographics, community facilities, natural resources, cultural resources, land use, zoning, and the people that participated in the Plan's development.

The Clearbrook Planning Area's goals were inspired by public input and used to develop the Plan's recommendations in the County's Comprehensive Plan Update. Implementation of this Plan will be completed over the next 15 years.

Route 220 Corridor Study (2007)

The Route 220 Corridor Study was adopted by the Board of Supervisors on November 13, 2007, as a component of the Roanoke County Comprehensive Plan. The Route 220 Corridor Study is also a component of this Clearbrook Community Planning Area Summary Document.

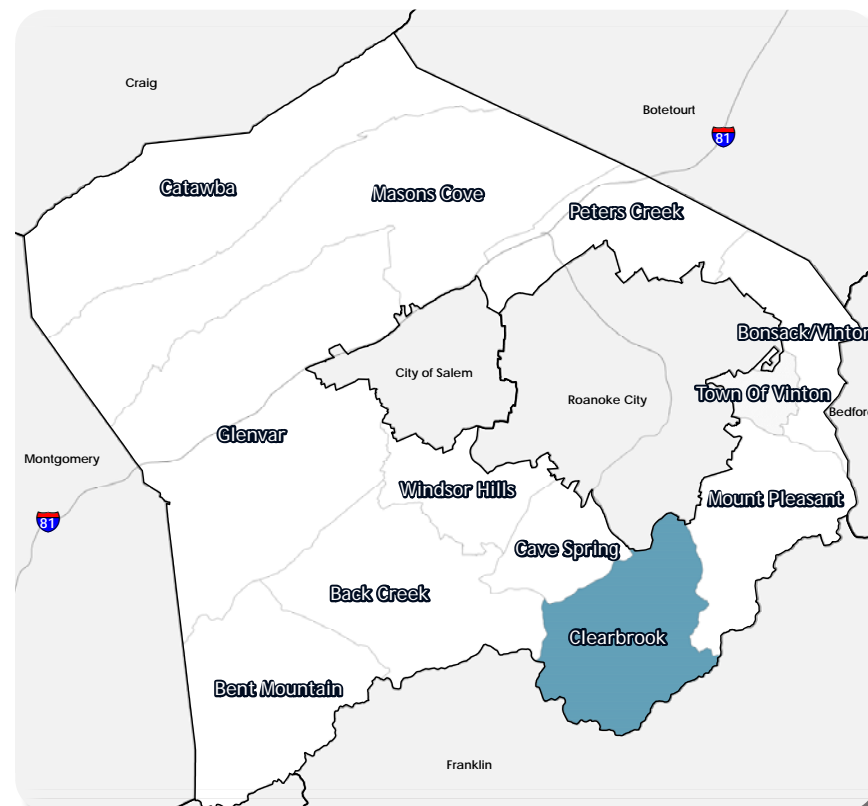
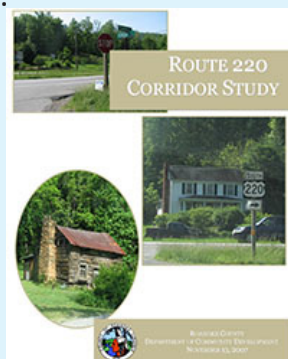


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More detailed information on all of these sections are provided in the Roanoke County 200 Plan.

SUMMARY OF RECOMMENDATIONS



Natural & Cultural Resources

Protect and improve ground, surface and stormwater resources; beautify public areas, viewsheds and roadways; clean up garbage; protect steep slope areas; and protect forests, natural areas, and wildlife habitats.



Parks, Recreation & Tourism

Promote Park Partners Program; evaluate opportunities for parks & greenways/trails; increase trail connections as shown in the Roanoke Valley Greenway Plan; and evaluate park, trail and blueway options.



General Services

Support recycling options and implement recommendations from the assessments of County Fire Department Facilities and the Administration Center.



Libraries

Improve service and enhance existing facility; evaluate programming needs from consumer feedback that serve people of all ages and backgrounds; raise level of engagement with the community; and ensure timely delivery of all circulating materials.



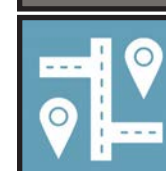
Communications & Technology

Expand and improve high-speed broadband access and cell phone service availability in underserved areas.



Public Safety

Provide efficient delivery of public safety services with minimal response times; enhance public safety staffing; enhance facilities and equipment; and provide a high-level of citizen engagement and education opportunities.



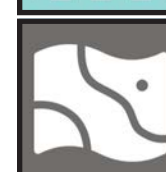
Transportation (Roads)

Continue to improve safety along Route 220 by implementing VDOT's U.S. 220 Arterial Preservation Plan.



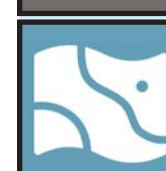
Transportation (Pedestrian Accommodations)

Connect crosswalks planned for Route 220 intersections between Buck Mountain Road/Stable Road and Clearbrook Village Lane/Indian Grave Road with pedestrian accommodations.



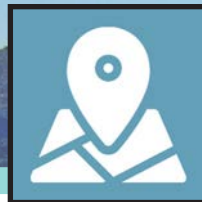
Land Use (Future Land Use)

Amend the Future Land Use Map to preserve the rural and residential character of Clearbrook.



Land Use (Activity Center)

Develop a plan for the Clearbrook Activity Center around the Route 220/Clearbrook Village Lane/Indian Grave Road intersection.



EXISTING CONDITIONS

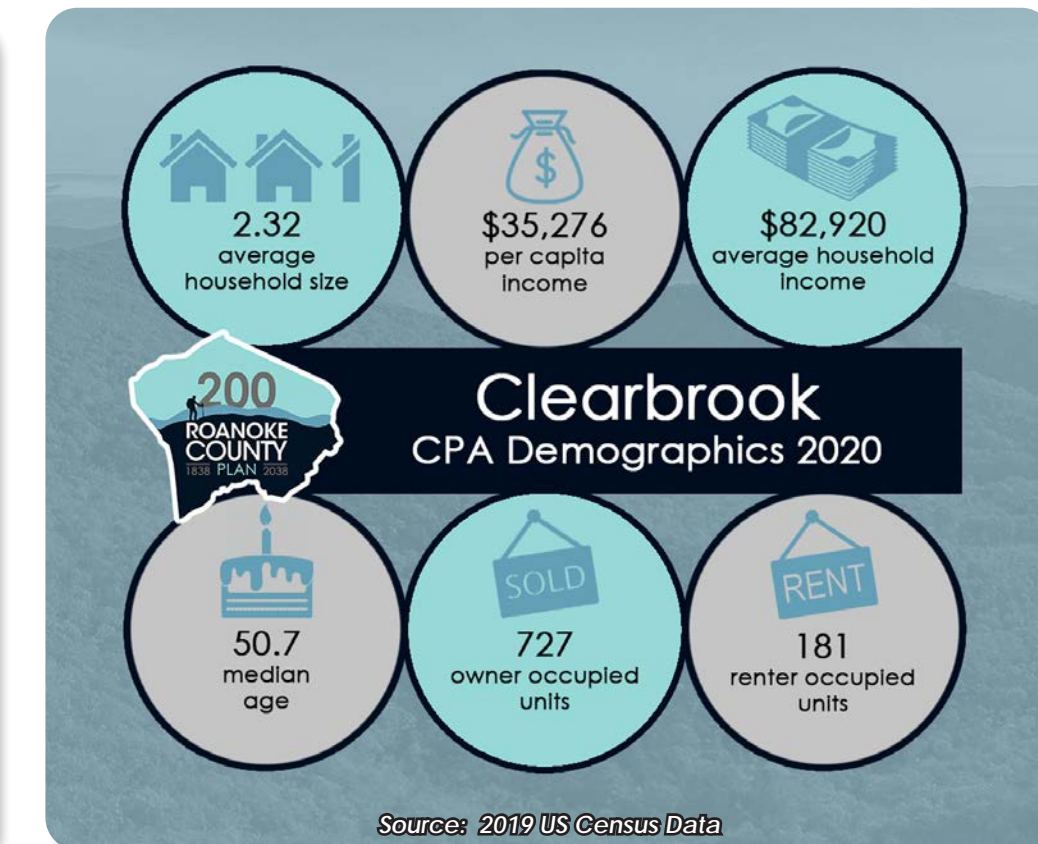
Location, Context, and Boundary

The Clearbrook Community Planning Area (CPA) is located in the southeastern portion of Roanoke County. It is bordered to the north by the City of Roanoke, to the east by the Mount Pleasant CPA, to the south by Franklin County, and to the west by the Cave Spring CPA and the Back Creek CPA. The study area encompasses 1,484 parcels totaling approximately 11,870 acres. The Clearbrook Community Planning Area is home to approximately 2,135 people.

Clearbrook Planning Area includes a small number of businesses along Route 220 in the southern region of the County. This planning area has many amenities including several overlooks along the Blue Ridge Parkway and Roanoke Mountain. The CPA is transected by Back Creek as well as the adjacent Back Creek Road. This area is rural in nature and is approximately six miles from the Cities of Roanoke and Salem.



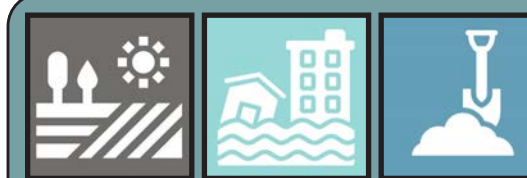
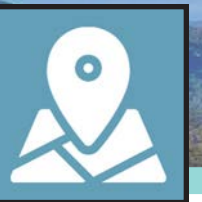
ROANOKE MOUNTAIN



Demographic Trends

- The median age of residents continues to increase as the baby boomer generation ages. The median age in Clearbrook is 50.7 years.
- Countywide, over the last few decades families living in the same house have fewer people, and two-person households are increasing.
- Clearbrook lost 7% of its population from 1983 to 2010, but then grew 4% from 2010 to 2020 to 2,135 people.
- Countywide, there were fewer babies born from 2010 to 2020, but population grew 4.9% due to people moving here from outside the County.
- According to most recent Census data, more than 60% (727) of the housing units are owned, while approximately 40% (181) are rental properties.
- Per capita income is around \$35,280 in the Clearbrook CPA for each individual and the average household income is approximately \$82,920.
- The average household size is 2.32 persons per household.

EXISTING CONDITIONS

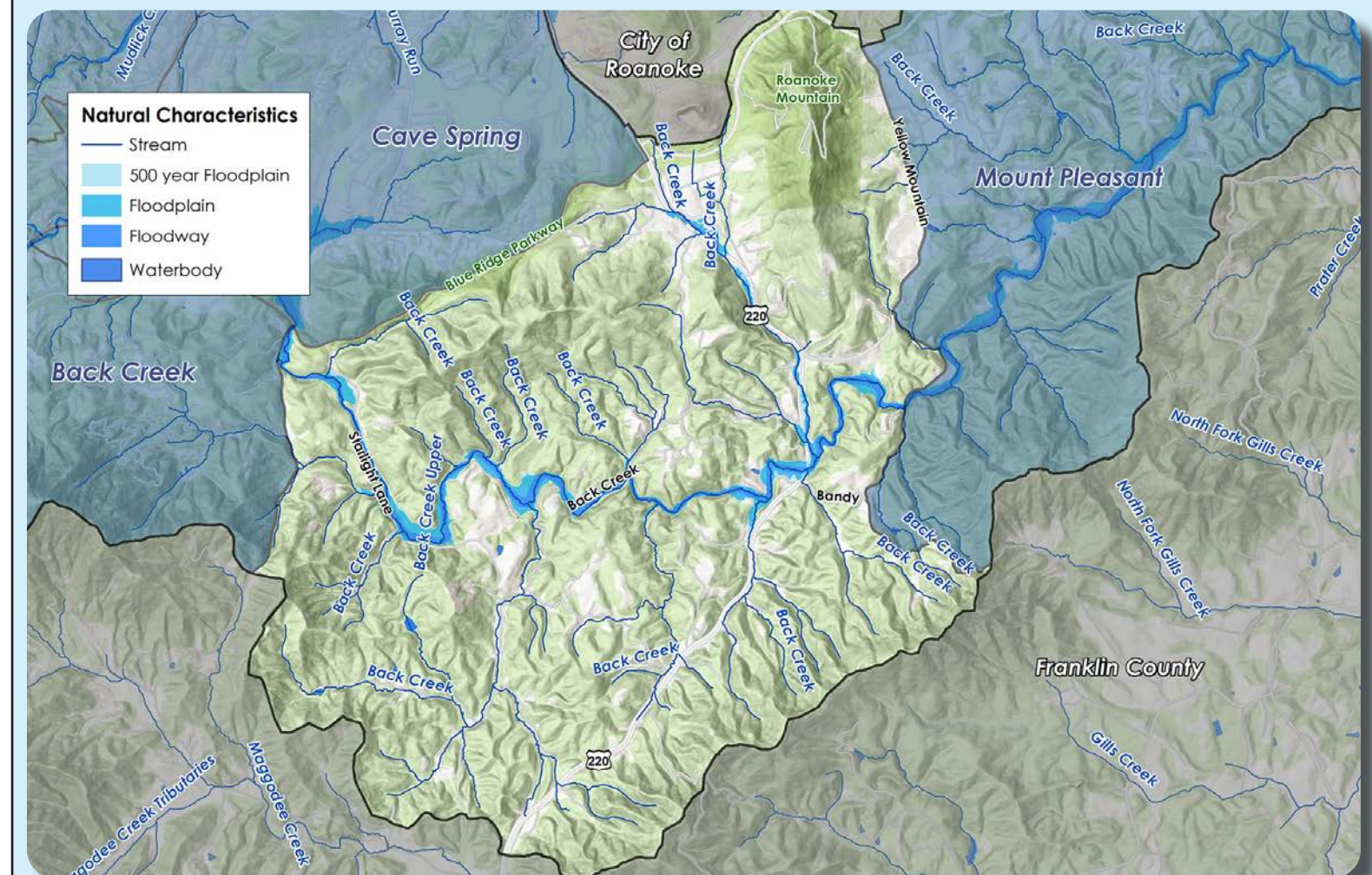


Natural Resources

Topography
Hydrology
Floodplains
Soils

Clearbrook is bisected by Back Creek, with numerous tributaries throughout the CPA. Nearly half (47%) of the acreage in this CPA is calculated as having a “steep slope,” greater than 33%. These natural constraints have limited development in the Clearbrook area, resulting in a rural and scenic setting. Control of erosion and sedimentation and the management of stormwater runoff due to steep slopes and erodible soils can make land development difficult. 342 acres, or 2.9% of all land, are located within the 100-year floodplain. An additional 55 acres (0.5%) are located within the 500-year floodplain. Back Creek is currently listed as impaired. Impaired streams are streams or rivers that do not meet state water quality standards because pollutant levels are too high. The primary pollutant for most of the streams is bacteria (E. coli) that comes from discharges including municipal separate storm sewer systems, livestock, pet waste, unspecified domestic waste and other sources.

Approximately 383 acres of land (3%) in this CPA are under conservation easements. A conservation easement is designed to protect agricultural, forest, historic or open space resources. An additional 482 acres (4%) of land is under public and private protective management.





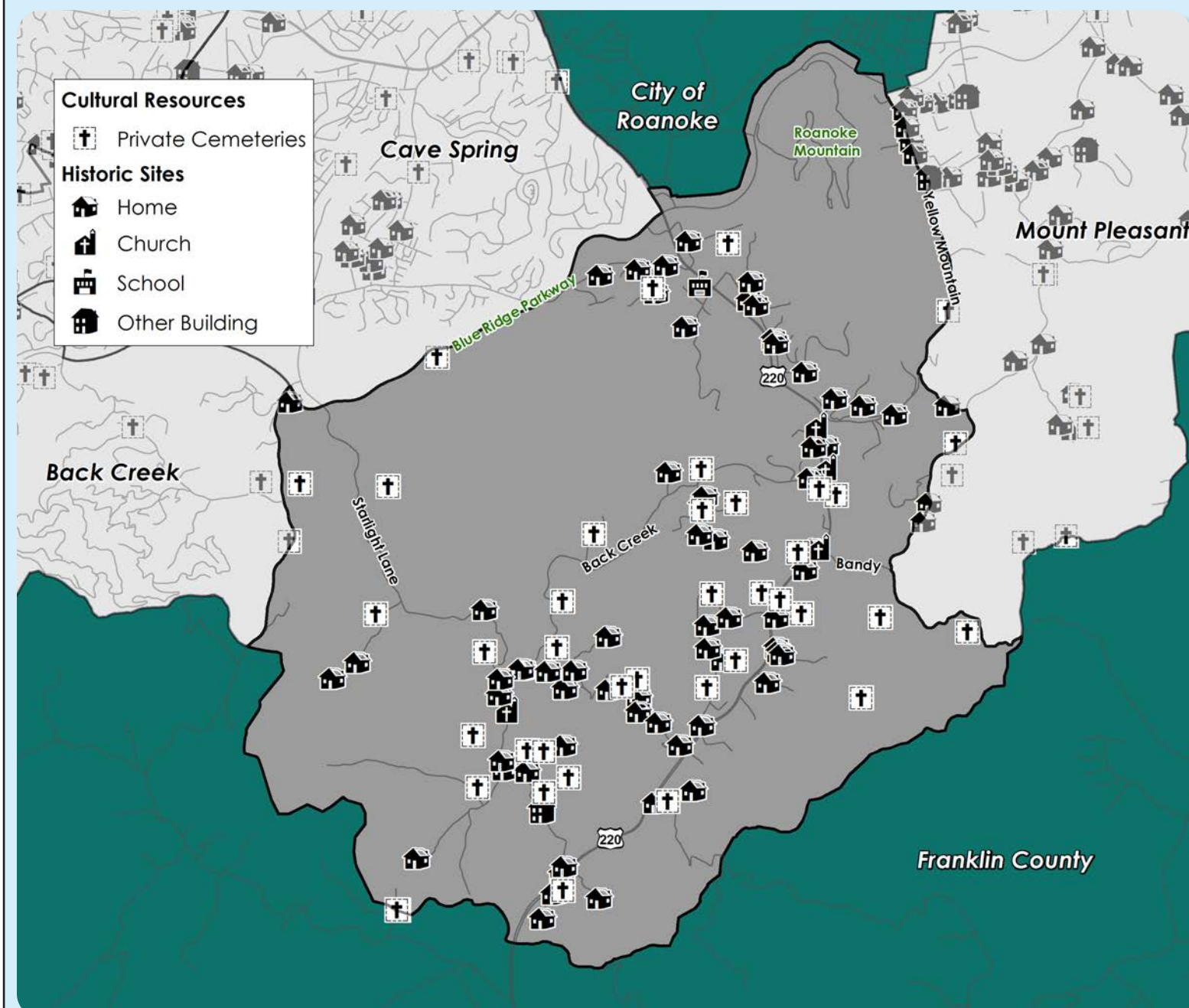
EXISTING CONDITIONS



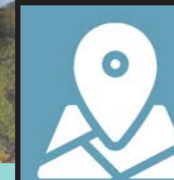
Cultural Resources

Districts
Buildings
Cemeteries

Clearbrook is home to numerous historic resources including homes, farms, churches and private cemeteries. The Blue Ridge Parkway (with a stop at Roanoke Mountain on the north side of the Clearbrook CPA) attracts visitors from across the state and beyond.



Source: Historical Architecture Reconnaissance Survey Report (1992) and National Register of Historic Places



EXISTING CONDITIONS



Community Facilities

Schools
Libraries
Public Safety
Parks, Recreation & Tourism

Clearbrook is a village-like setting in Roanoke County and one of the region's main gateways to the Blue Ridge Parkway. The community can be easily accessed by Route 220 (Franklin Road), the Blue Ridge Parkway, Buck Mountain Road, and Yellow Mountain Road. This CPA is home to recreation spaces such as the Blue Ridge Parkway, Clearbrook Park, Roanoke Mountain and Back Creek.

Clearbrook is served by nearby South County Library in the Cave Spring CPA. The South County Library offers a variety of services for adults, teenagers, children and families. Schools serving the Clearbrook area include Clearbrook Elementary, Cave Spring Middle School and Cave Spring High School. These schools are all under maximum enrollment capacity. This is consistent with most Roanoke County Public School trends.

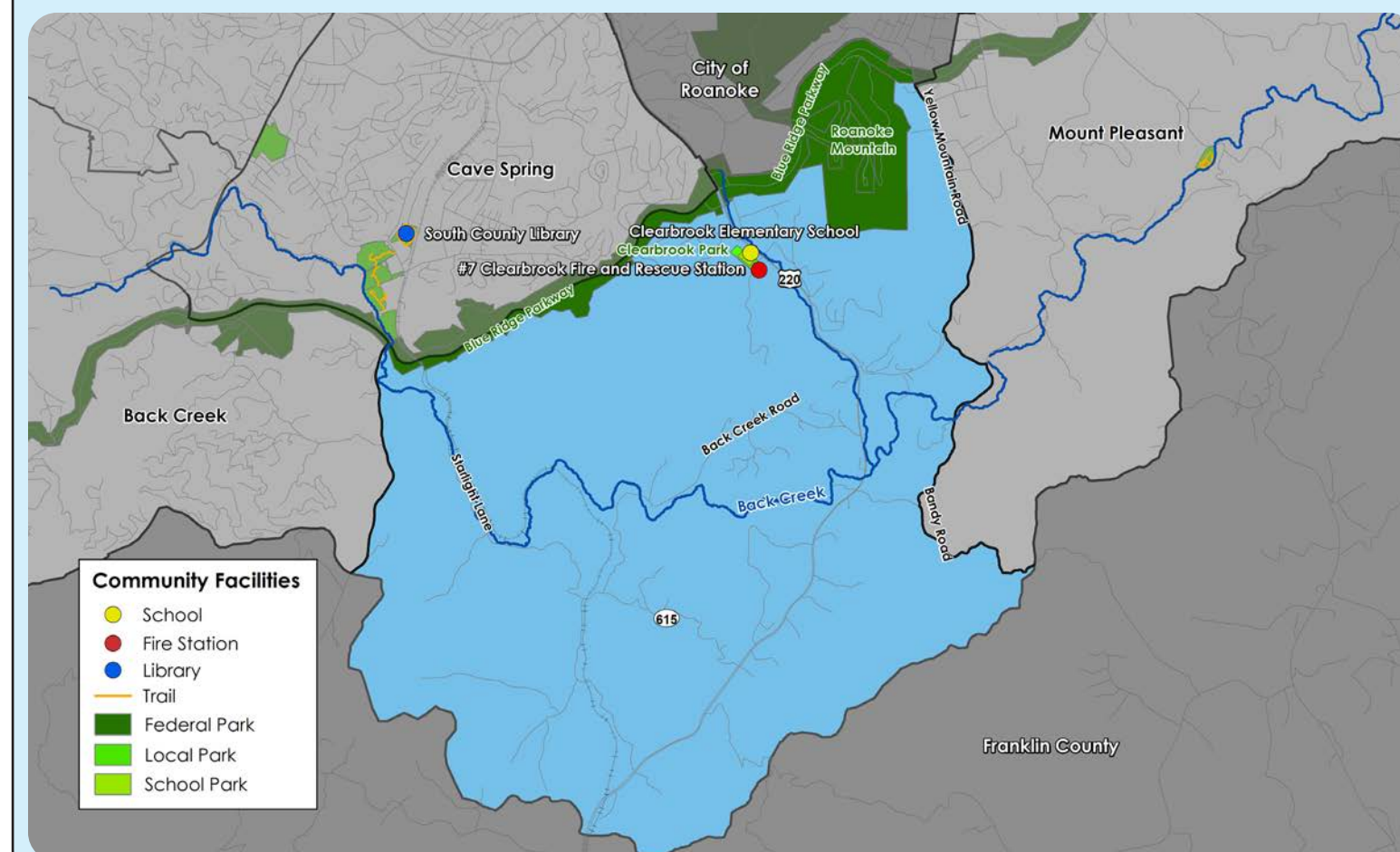
The area is served by the #7 Clearbrook Fire and Rescue Station. Of the 11 Roanoke County Community Planning Areas, Clearbrook ranks in the lower half for Fire-EMS and Police service calls.

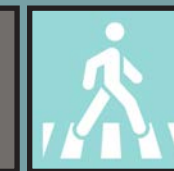
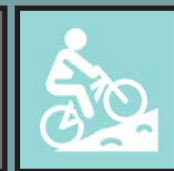
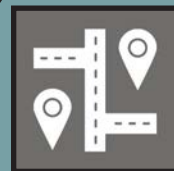
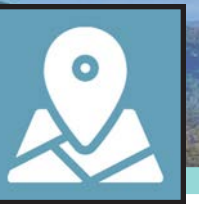
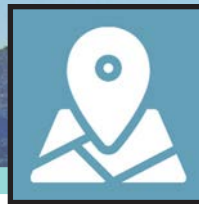


CLEARBROOK
ELEMENTARY SCHOOL



CLEARBROOK FIRE &
RESCUE STATION





Transportation

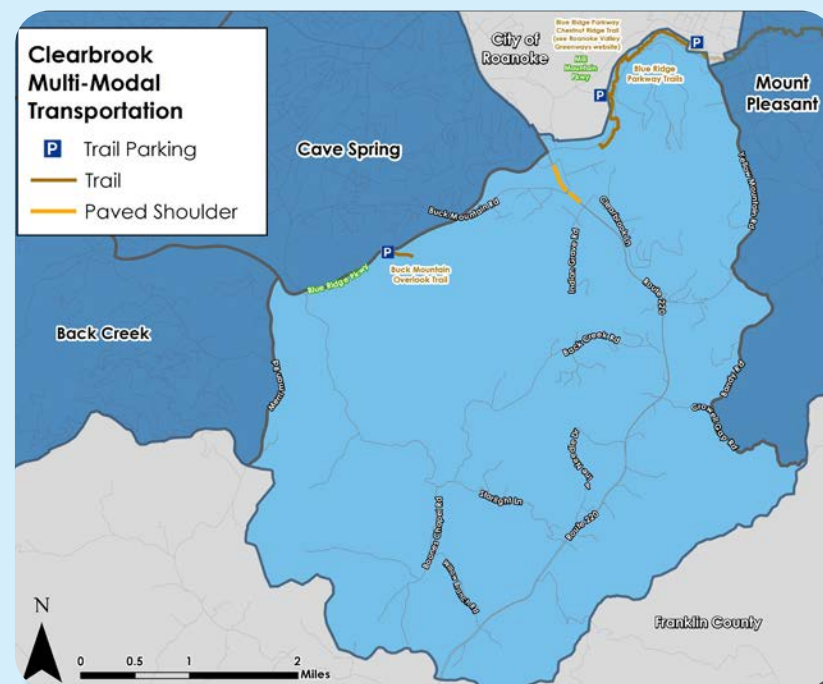
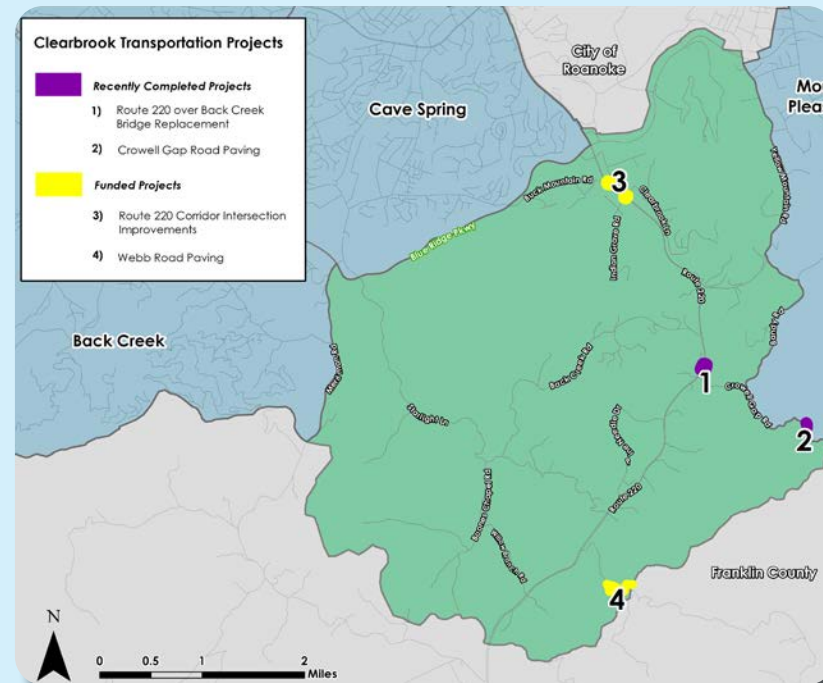
Roads
Transit
Greenways/Trails
Bicycle & Pedestrian Accommodations

Clearbrook is generally rural with hilly topography, so multi-modal infrastructure in the area tends to be recreation-oriented. The Blue Ridge Parkway Trails in the northeast portion of the CPA connect to the Chestnut Ridge trail network, which connects to the Mill Mountain trail network.

The Clearbrook CPA includes two transportation corridors of major significance to the Roanoke Valley: Route 220 and the Blue Ridge Parkway. Route 220 between the City of Roanoke and Franklin County has by far the most vehicle trips in the CPA with over 32,000. Vehicle crashes on Route 220 make up 80 percent of crashes in the CPA.

As a Corridor of Statewide Significance, in 2017 VDOT initiated an Arterial Preservation Program (APP) study of Route 220 between Route 419 and Henry County. This APP study led to further analysis of seven intersections with traffic signals. Four traffic signals in the City of Roanoke and Roanoke County are proposed for Through-Cut modifications, including two in the Clearbrook CPA at Buck Mountain Road/Stable Road and at Indian Grave Road/Clearbrook Village Lane. It is anticipated that the traffic signal modifications will improve traffic flow and will reduce crashes, while also providing pedestrian crosswalks and signals for safer pedestrian travel in the area. Other projects in the area include the recent completion of the Route 220 bridge over Back Creek and paving gravel segments of Crowell Gap Road and Webb Road.

Busiest roadways include: Route 220 between the City of Roanoke and Franklin County (32,271 AADT); Buck Mountain Road between Cave Spring CPA and Route 220 (6,510 AADT); Blue Ridge Parkway between the City of Roanoke and Southbound Route 220 Off-Ramp (2,444 AADT). Annual average daily traffic (AADT) is the total volume of vehicle traffic on a roadway for a year divided by 365 days. Crash data from January 2014 to March 2021 showed that 583 crashes occurred in the Clearbrook CPA, with 464 of these crashes occurring on Route 220.



Clearbrook Traffic & Safety

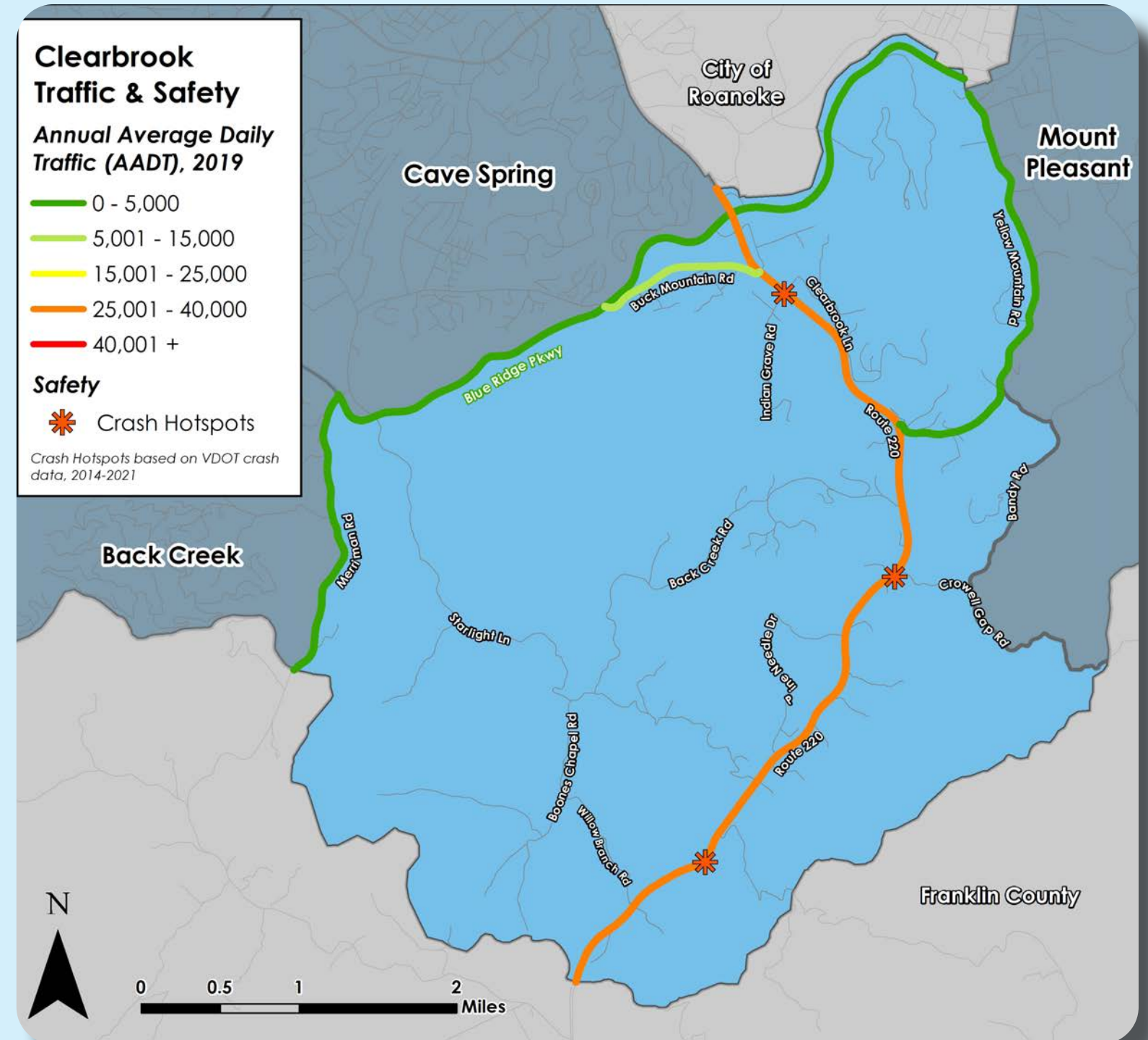
Annual Average Daily Traffic (AADT), 2019

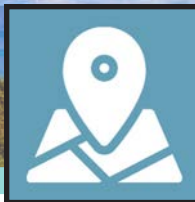


Safety



Crash Hotspots based on VDOT crash data, 2014-2021





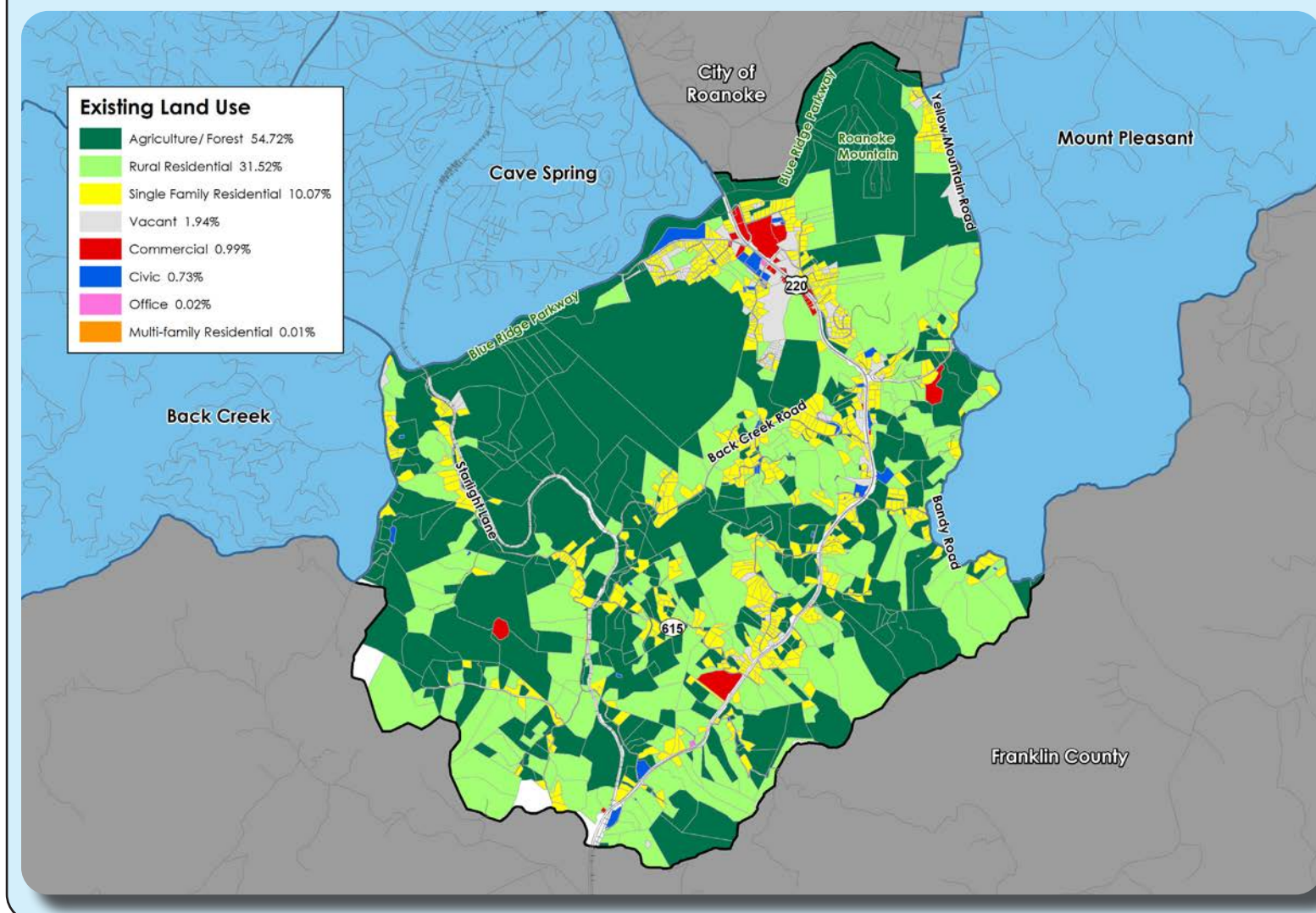
EXISTING CONDITIONS



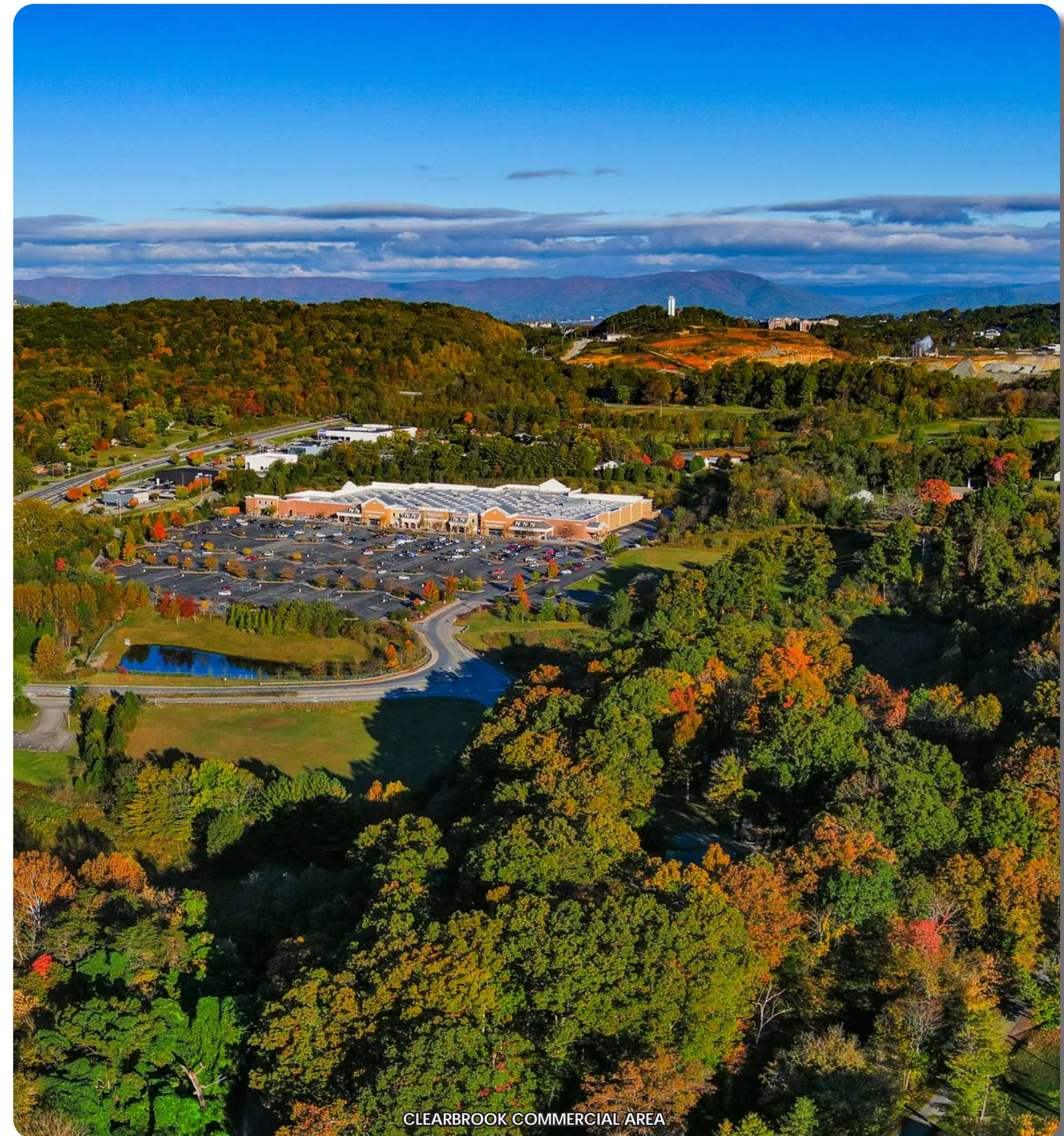
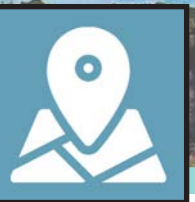
Existing Land Use

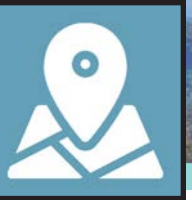
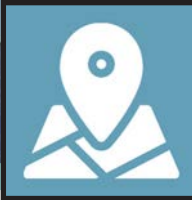
Roanoke Mountain is in the northeast corner of Clearbrook, and the Blue Ridge Parkway runs along its northern border. This close-knit community is known for its rural landscape and the scenic quality of Back Creek and the Blue Ridge Parkway, as well as beautiful views of the ridges and valleys. The busy U.S. Route 220 corridor transects Clearbrook, carrying traffic through a commercial center with luxury car dealers, retailers, a park, medical office, churches and the Clearbrook Elementary School.

55% of the land in this CPA is used for agriculture and forests. The Blue Ridge Parkway and Roanoke Mountain are important recreation and outdoor tourism assets for Clearbrook and the larger region. Back Creek is an important waterway and popular for outdoor recreation. Approximately 42% of the land is developed by rural home sites and single family neighborhoods. Less than 4% of the land in this CPA is comprised of civic, institutional, industrial, commercial or multi-family uses, or it is vacant.



EXISTING CONDITIONS





Zoning

The majority of land in Clearbrook (90%) is zoned agriculturally, while 8% is zoned for rural and low density residential. Commercial and multi-family residential areas make up less than 2% of the land.

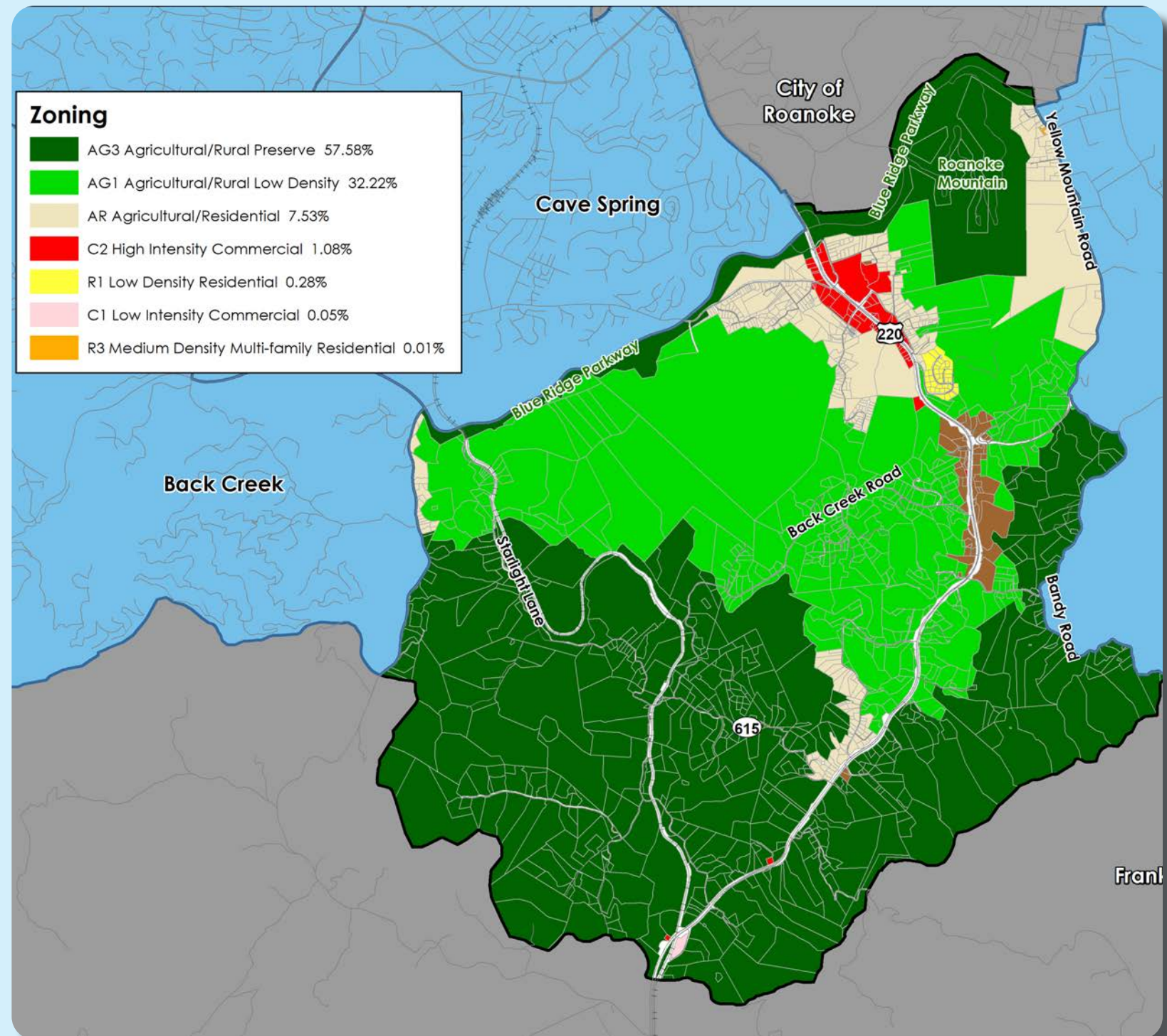
The AG-3 Agricultural/Rural Preserve district and the AG-1 Agricultural/Rural Low-density district, consist of land primarily used as farmland, woodlands, and widely scattered residential development located within the rural service area. The AR Agricultural/Residential district is generally characterized by very low density residential and institutional uses mixed with smaller parcels that have historically contained agricultural uses, forest land, and open space outside the urban service area.

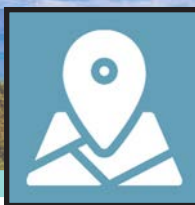
The R-1 Low Density Residential district is established for areas of the County within the urban service area with low density residential development. The R-3 Medium Density Multi-Family Residential district provides areas in the County within the urban service area for medium and high density residential developments such as townhomes and apartments. The C-1 Low Intensity Commercial district provides low-intensity commercial land uses within the urban service area, including small-scale office and retail businesses. In contrast to the C-1 district, the C-2 High Intensity Commercial district provides for a much wider variety and higher intensity of commercial land uses at a regional scale within the urban service area.

The Clearbrook Village Overlay District (CVOD) is unique to the Clearbrook CPA, found only in the Clearbrook Commercial Village area. The purpose of this district is to promote future development that is consistent with the character of the Clearbrook area. Future development in this district is intended to respect the character and historical context of the Blue Ridge Parkway, Clearbrook School, and other social and cultural resources in the Clearbrook area.



VACANT COMMERCIAL ZONED PROPERTIES ALONG ROUTE 220





EXISTING CONDITIONS



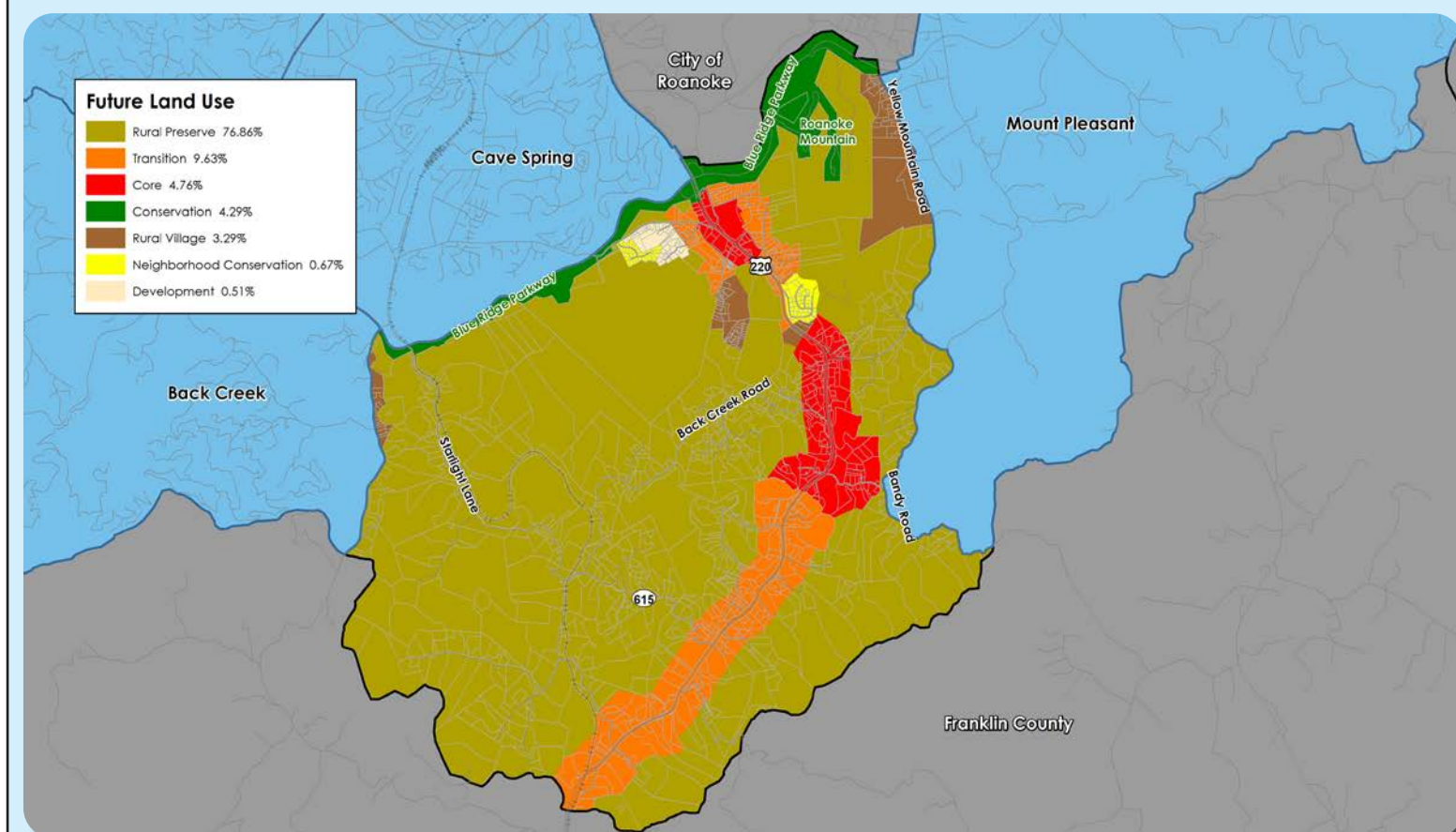
Future Land Use

The map below shows the future land use designations in the Clearbrook CPA from the 2005 Comprehensive Plan. Except for the northern portion centered around Buck Mountain Road, the Clearbrook CPA is not within the County's urban development area. The proportions of Future Land Use designations representing more rural land uses are evidence of this.

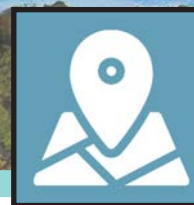
Most of the land in Clearbrook is intended to remain rural and agricultural. 80.2% of the land is designated for Rural Preserve and Rural Village which protects the rural character of the area. 4.3% is designated for Conservation, which includes forest lands near the Blue Ridge Parkway and the peak of Poor Mountain. The Conservation future land use designation is intended to protect environmental, natural, or cultural features from encroaching development.

0.7% of the CPA is designated for the Neighborhood Conservation future land use, which is intended to protect existing residential neighborhoods. 0.5% of the land is designated for Development, which is intended to promote future residential development.

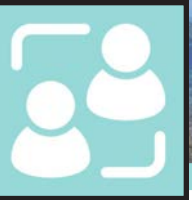
Together, Transition (9.6%) and Core (4.8%) make up 14.4% of the land in the Clearbrook CPA, which is a relatively high proportion designated for commercial future land uses compared to other CPAs. These future land uses are located along Route 220.



EXISTING CONDITIONS



COMMERCIAL AND RESIDENTIAL AREAS ALONG ROUTE 220 IN CLEARBROOK



Fall 2021 Community Meetings - Existing Conditions

Twelve (12) planning meetings were held around Roanoke County in Fall 2021 to collect preliminary feedback about community issues and needs. The community meeting for the Clearbrook CPA was held on October 7, 2021, at Clearbrook Elementary School. There were 15 attendees. Citizens were invited to comment on Land Use, Community Facilities, Transportation, and Protection and Preservation. Comments and suggestions from citizens were collected and assembled by staff into a "Post Meeting Summary" document. A digital copy of this document can be found on the Roanoke County 200 Plan webpage.



Fall 2021 Community Input Highlights:

- Several residents agreed that support is needed for property owners who live along creeks and deal with debris from flooding. Major flooding incidents cause a lot of hardship to property owners, who may wish to simply cut up natural debris and let it float down the stream but do not have the means to haul it out of the creek. There was significant interest in support for stream clean ups.
- Attendees were primarily concerned with the intersection improvements planned for Route 220. They tended to support the idea of improving traffic flows on Route 220, but do not support the elimination of through movements across Route 220.



Spring 2022 Open House Meetings - Draft Goals and Recommendations

Seven (7) Roanoke County 200 Plan open house planning meetings were held around Roanoke County in Spring 2022 for citizens to review draft goals and recommendation options based on the feedback received throughout the Fall 2021 community engagement. Draft goals were developed based on input that we received at the community meetings and online surveys in Fall 2021. Citizens reviewed and provided comments on the new draft goals and recommendations that will shape the draft Roanoke County 200 Plan document. The draft goals and recommendations displayed included natural and cultural resources, land use, community facilities and infrastructure, and transportation. The community meeting for the Clearbrook CPA was held in conjunction with the Cave Spring CPA on April 21, 2022, at the Cave Spring Elementary School. There were 8 attendees.

Spring 2022 Community Survey Highlights:

Natural and Cultural Resources:

The majority (83%) of survey respondents and community meeting participants support recommendations to protect and improve ground, surface and stormwater resources; beautify the County's public areas, viewsheds and roadways; clean up garbage; protect steep slope areas; protect trees and forests, natural areas and wildlife habitats; as well as protection of historic and cultural resources.

Community Facilities and Infrastructure:

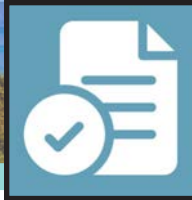
- Parks, Recreation and Tourism: 86% of respondents support the Countywide recommendations as well as the following items pertaining to the Clearbrook CPA. 1. Continue developing programs at the Brambleton Center. 2. Explore new park, greenway and blueway opportunities. 3. Promote Park Partners Program.
- General Services: 87% of respondents support recycling options and assessments of County Fire Department Facilities and the Administration Center building.
- Public Libraries: 88% of respondents support the Countywide library system recommendations.
- Communications and Information Technology: 92% of respondents support expansion and improvement of broadband and cell phone access.
- Public Safety: 85% of respondents support Countywide public safety recommendations.

Land Use:

86% of respondents support the activity centers as shown on the Activity Center Map, while 100% indicated no desire for additional activity centers. 63% of respondents support the proposed changes to the Future Land Use Map.

Winter 2023 Community Meetings - Draft Plan Reveal

Six (6) Roanoke County 200 Plan open house planning meetings were held around Roanoke County in Winter 2023 for citizens to review the Draft Roanoke County 200 Plan Countywide Summary Document and Draft Community Planning Area Documents based on the feedback received throughout the community engagement process. Citizens reviewed and provided comments on the draft Roanoke County 200 Plan documents. The community meeting for the Clearbrook CPA was held in conjunction with the Cave Spring CPA on March 15, 2023, at the South County Library. There were 44 attendees. There were no comments received regarding the Clearbrook area.



RECOMMENDATIONS

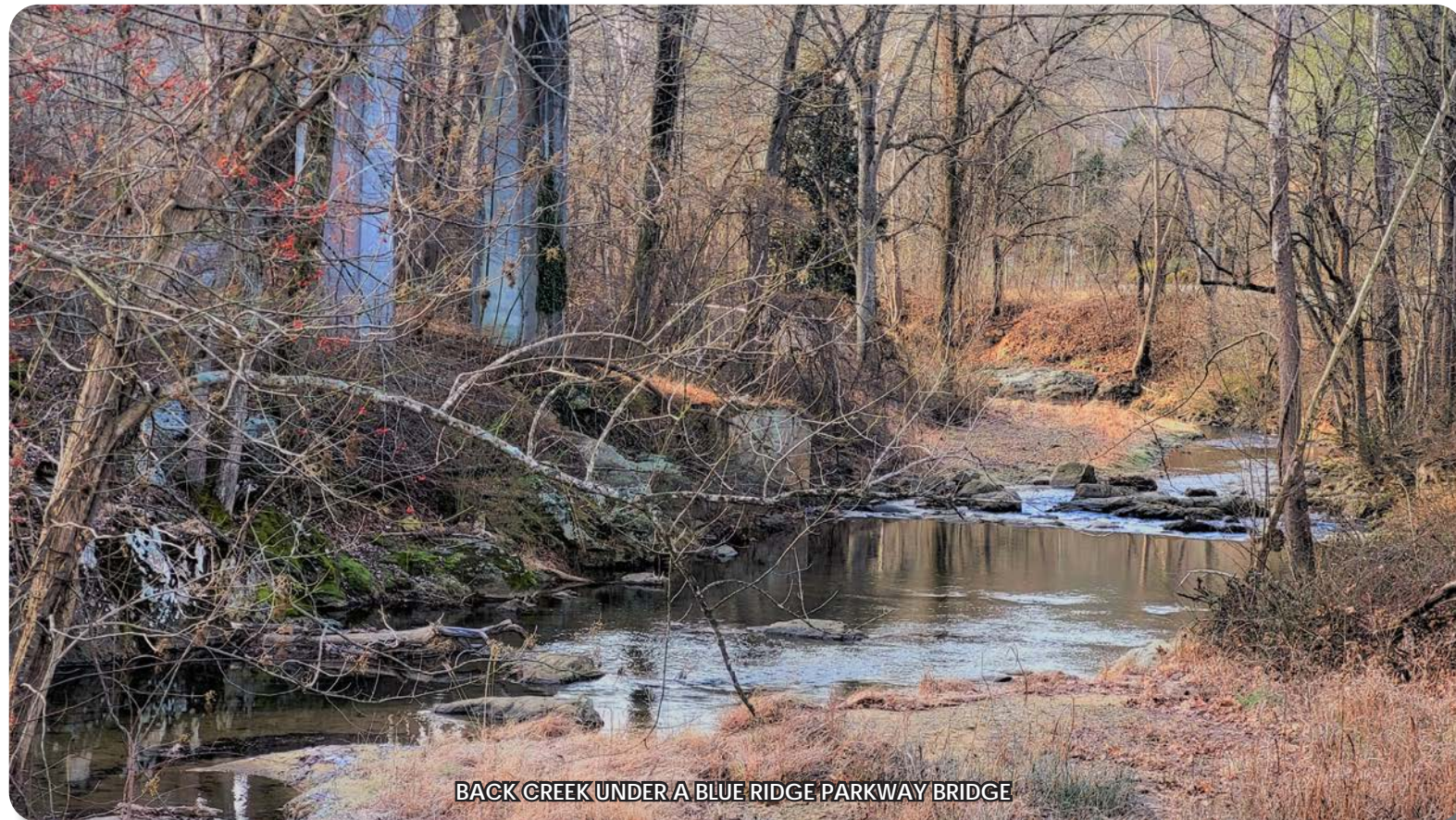


Natural & Cultural Resources

Topography/Viewsheds
Hydrology/Floodplains
Water Quality/Pollution Prevention
Vegetation/Natural Areas
Historic & Cultural Resources

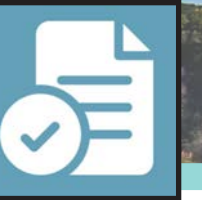
Recommendations

1. Protect and improve the quality of water in our streams, creeks and rivers.
2. **Coordinate with State agencies regarding floodplain risks and prevention.**
3. Reduce quantity and improve quality of stormwater.
4. Protect and prevent risks to surface waterways, reservoirs, underground aquifers and drinking water wells.
5. Beautify County roadways and public areas.
6. Protect viewsheds from the ridges and from the valleys.
7. Clean up and prevent litter and illegal dumping.
8. Protect steep slope areas.
9. Protect trees and forests and increase tree canopy.
10. Protect natural areas and wildlife habitats.
11. Coordinate with State agencies regarding historic and cultural resources, including cemeteries and archaeological sites.

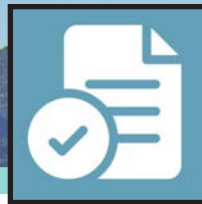


BACK CREEK UNDER A BLUE RIDGE PARKWAY BRIDGE

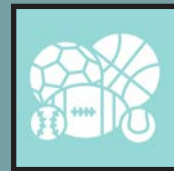
RECOMMENDATIONS



VIEW OF CLEARBROOK CPA FROM ROANOKE MOUNTAIN



RECOMMENDATIONS

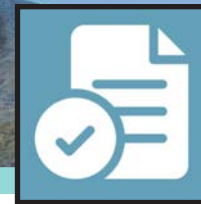


Community Facilities & Infrastructure

Parks, Recreation & Tourism

Parks, Recreation & Tourism Recommendations

1. Evaluate new park, greenway, and blueway opportunities in the community.
2. Evaluate on- and off- road connectivity options between parks, neighborhoods, and community facilities.
3. Continue coordination on regional efforts to enhance and develop outdoor recreation opportunities in our communities.
4. Update the Parks, Recreation & Tourism Master Plan.
5. Continue promotion of the Park Partners Program to encourage citizens and businesses, and organizations to adopt a park, greenway, or trail.
6. Educate citizens on park ordinance updates (i.e., park sign updates, dog-friendly parks/special events and leash laws, drones, etc.).
7. **Continue developing programs that balance community needs with available staffing resources.**
8. Evaluate the needs of existing park and trails (i.e., trail maintenance, tennis court conversion to pickleball, etc.)



RECOMMENDATIONS



Community Facilities & Infrastructure

General Services
Libraries
Communication & Information Technology
Public Safety

General Service Recommendations

1. Evaluate recycling program options.
2. Implement recommendations from the Roanoke County Fire Department Facilities Assessment.
3. Implement recommendations from the Roanoke County Administration Center Assessment.



Public Libraries Recommendations

1. Improve services and continue enhancing facilities.
2. Evaluate programming needs and wants based on a variety of data and customer feedback.
3. Implement responsive, community focused program that serves people of all ages and backgrounds.
4. Ensure timely delivery of all circulating materials.
5. Raise level of engagement with the community, and increase awareness about library services and programs.



Communication & Information Technology Recommendations

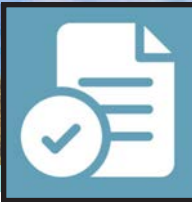
1. Explore opportunities to extend broadband service with universal availability and access to high-speed Internet in unserved and underserved areas.
2. Explore alternative broadband and cell phone service providers for choice and competition.
3. Explore more public-private partnerships to implement more stages of Roanoke County's Rural Broadband Initiative to bring high-speed Internet to homes without broadband access.
4. Explore providing improved cell phone service in unserved and underserved areas.



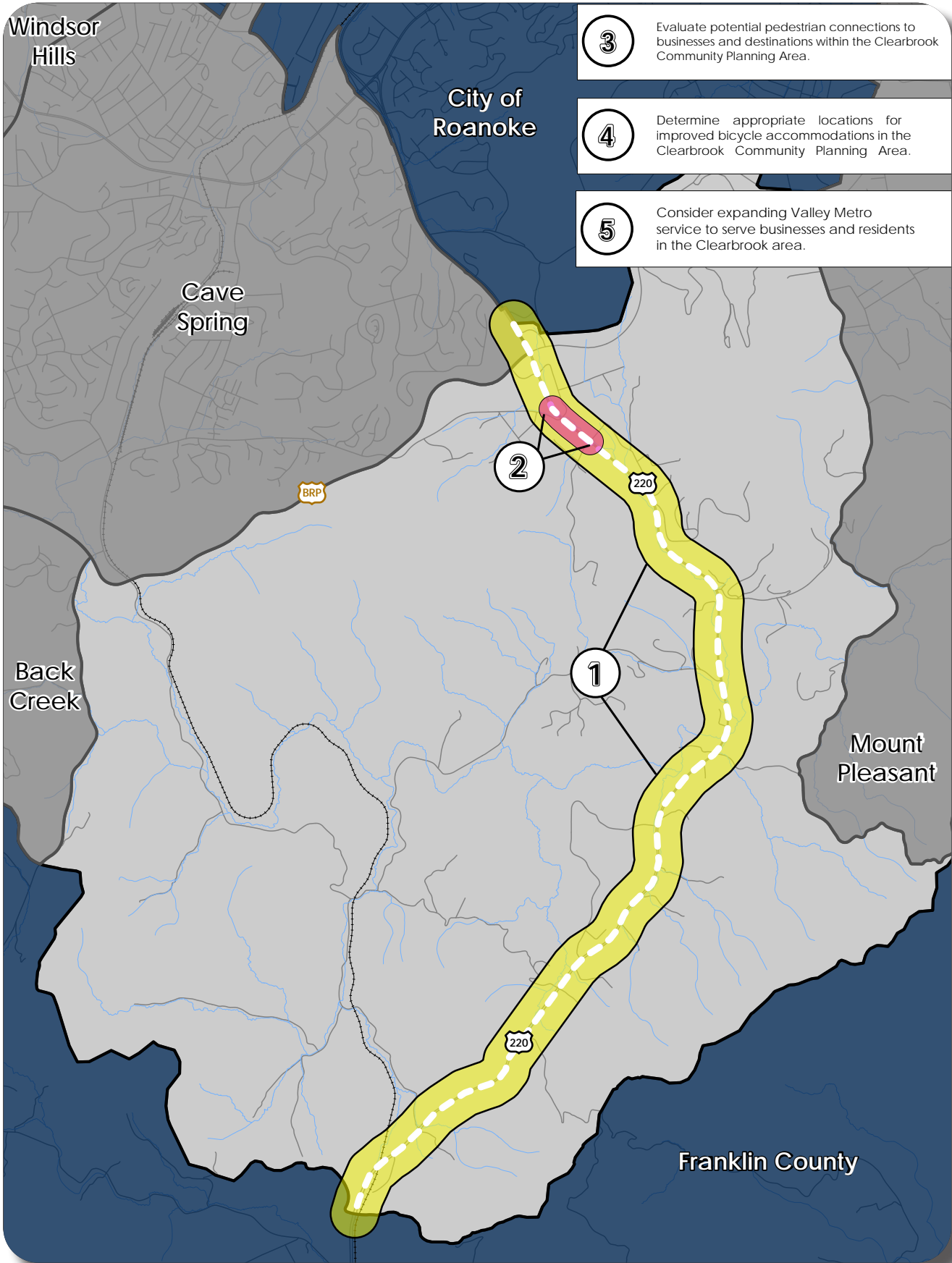
Public Safety Recommendations

1. **Provide the efficient delivery of public safety services with minimal response times.**
2. **Enhance and maintain public safety staffing.**
3. Enhance and maintain facilities and equipment.
4. Provide a high-level of citizen engagement and educational opportunities.





RECOMMENDATIONS



- 3 Evaluate potential pedestrian connections to businesses and destinations within the Clearbrook Community Planning Area.
- 4 Determine appropriate locations for improved bicycle accommodations in the Clearbrook Community Planning Area.
- 5 Consider expanding Valley Metro service to serve businesses and residents in the Clearbrook area.

RECOMMENDATIONS

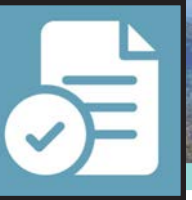
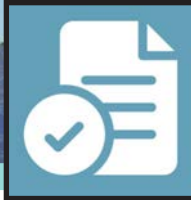


Transportation
Roads
Transit
Greenways/Trails
Bicycle & Pedestrian Accommodations

- Recommendations**
- **Priority transportation projects:**
 1. Continue to improve safety along Route 220 by implementing VDOT's U.S. 220 Arterial Preservation Plan.
 2. Connect crosswalks planned for Route 220 intersections between Buck Mountain Road/Stable Road and Clearbrook Village Lane/Indian Grave Road with pedestrian accommodations.
 - **Other transportation projects:**
 3. Evaluate potential pedestrian connections to businesses and destinations within the Clearbrook Community Planning Area.
 4. Determine appropriate locations for improved bicycle accommodations in the Clearbrook Community Planning Area.
 5. Consider expanding Valley Metro service to serve businesses and residents in the Clearbrook area.



ROUTE 220 - FRANKLIN ROAD IN CLEARBROOK



Land Use

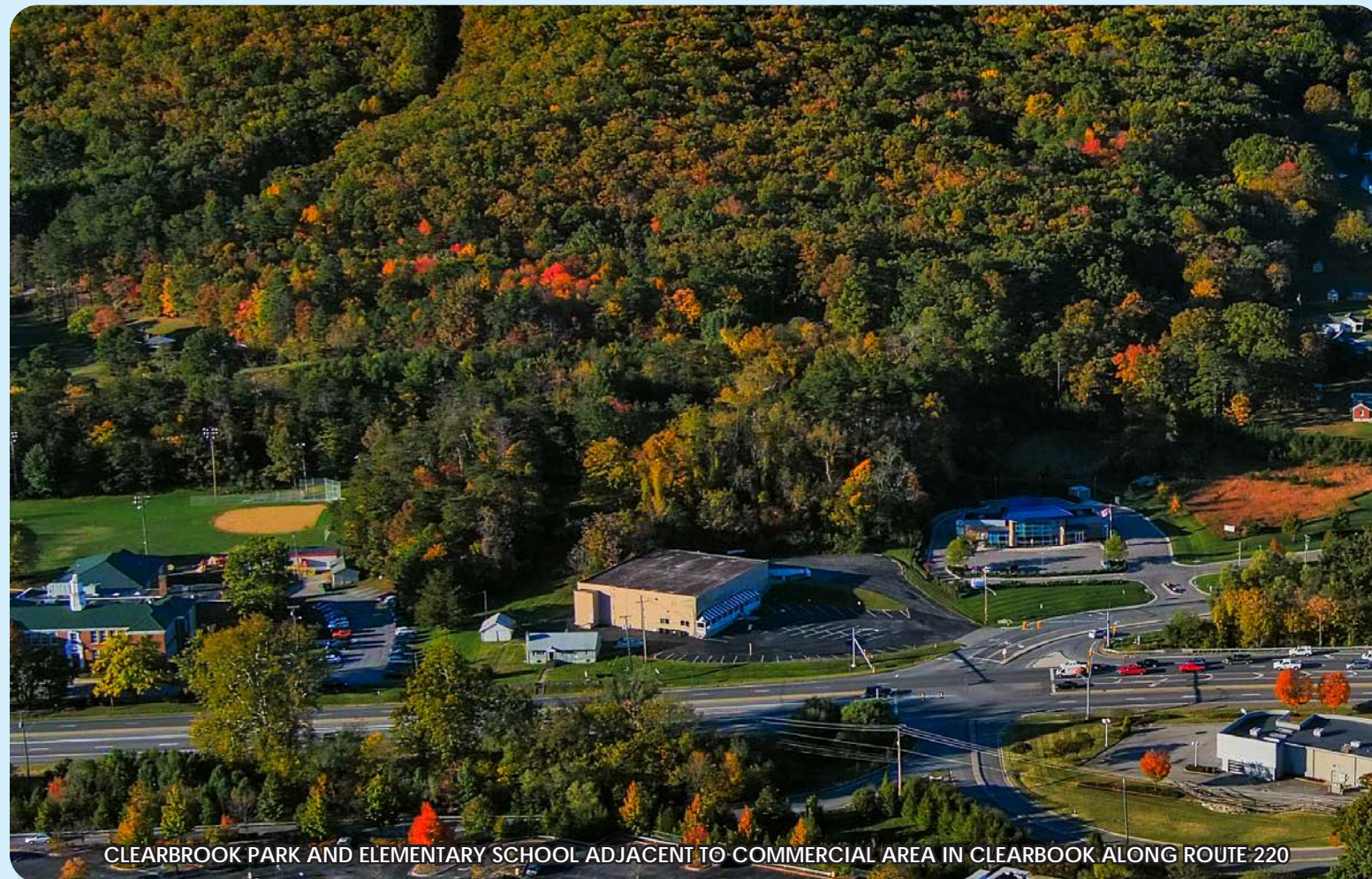
Future Land Use
Activity Center

Residents supported the five (5) proposed changes to the Future Land Use Map in the Clearbrook CPA during the Spring 2022 open house and on the accompanying survey. Four (4) of these changes were from the Rural Preserve designation to the Conservation designation due to steep slopes greater than 33%. The last change was from Development to Neighborhood Conservation to preserve existing residential neighborhoods.

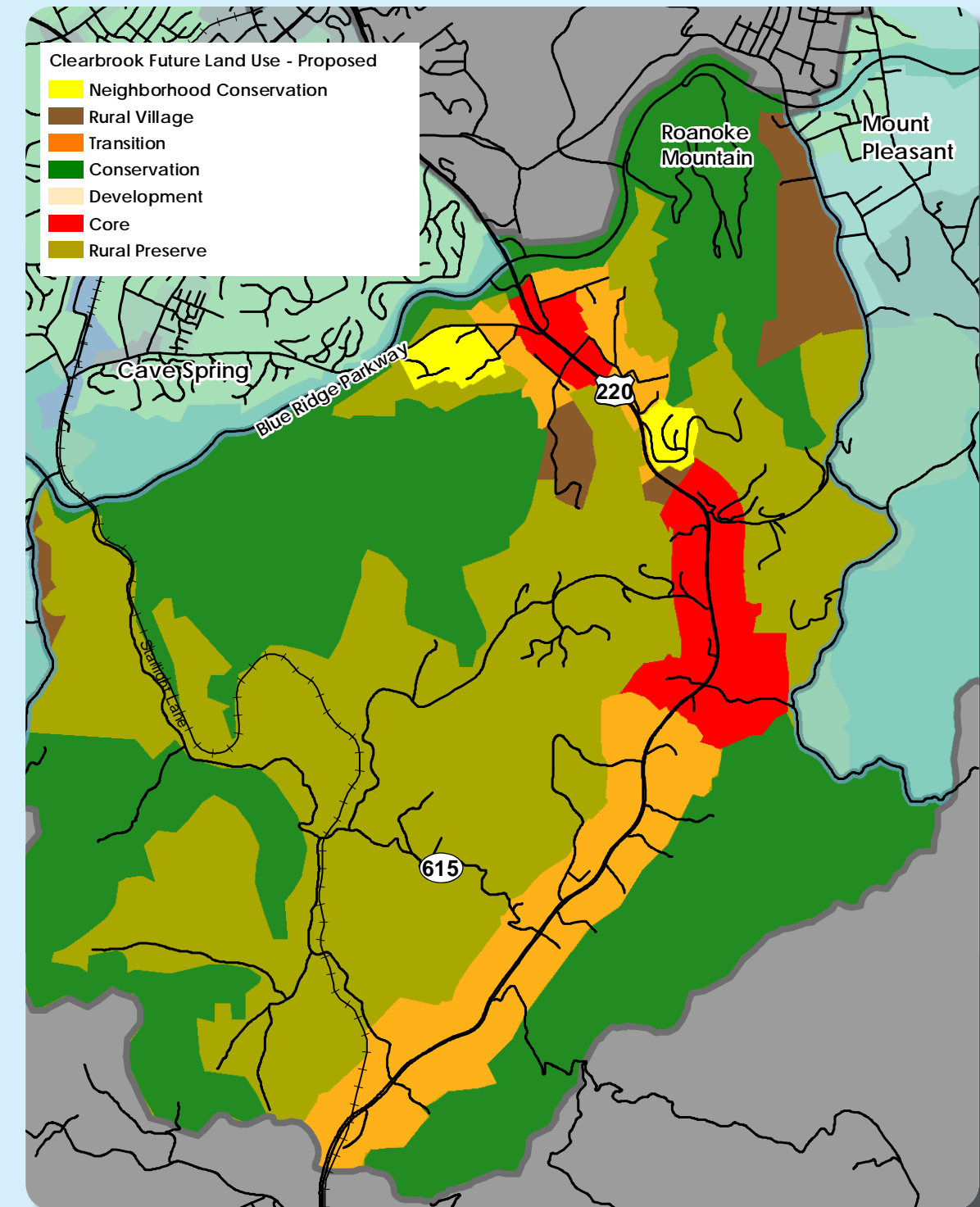
Staff proposed that the area around the existing Walmart be designated as an activity center in the Spring 2022 survey. The majority of respondents (85.7%) supported it.

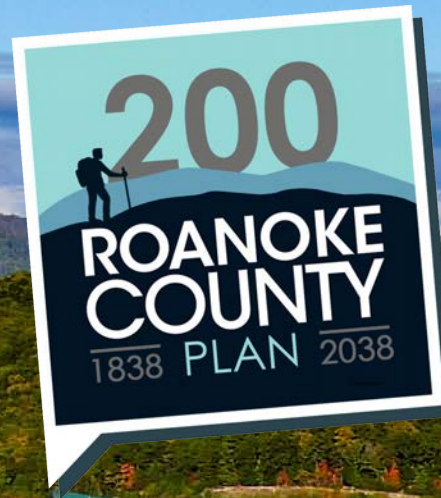
Recommendations

1. Amend the Future Land Use Map as shown in the map to the right to preserve the rural and residential character of Clearbrook.
2. Develop a plan for the Clearbrook Activity Center around the Route 220/Clearbrook Village Lane/Indian Grave Road intersection.



CLEARBROOK PARK AND ELEMENTARY SCHOOL ADJACENT TO COMMERCIAL AREA IN CLEARBROOK ALONG ROUTE 220





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CLEARBROOK

Roanoke County 200 Plan
2024 - 2038



Clearbook Community Planning Area

September 24, 2024