

Reimagine 419



KICK-OFF VISIONING EVENT

September 15, 2016

Agenda

- **6:30: Presentation**
 - Introduction to the team
 - What have we learned?
 - Urban dividend
 - Principles
 - 419 Corridor
 - Overview of the planning schedule, process, and community engagement activities
- **7:00: Community Workshop**
- **8:00 Community Report-Backs**



Stantec's Urban Places Group

The background is a vibrant, abstract painting of a city street. It features various colors like yellow, blue, red, and green, with brushstrokes suggesting buildings, trees, and people. A vertical red sign with the word 'LOBBY' is visible in the upper center. A horizontal sign with the words 'STHING CO.' is partially visible on the right side. The overall style is expressive and artistic.

By helping cities and suburbs alike manage the accelerating pace of demographic, economic, and environmental change, we create more livable, equitable, and resilient communities.

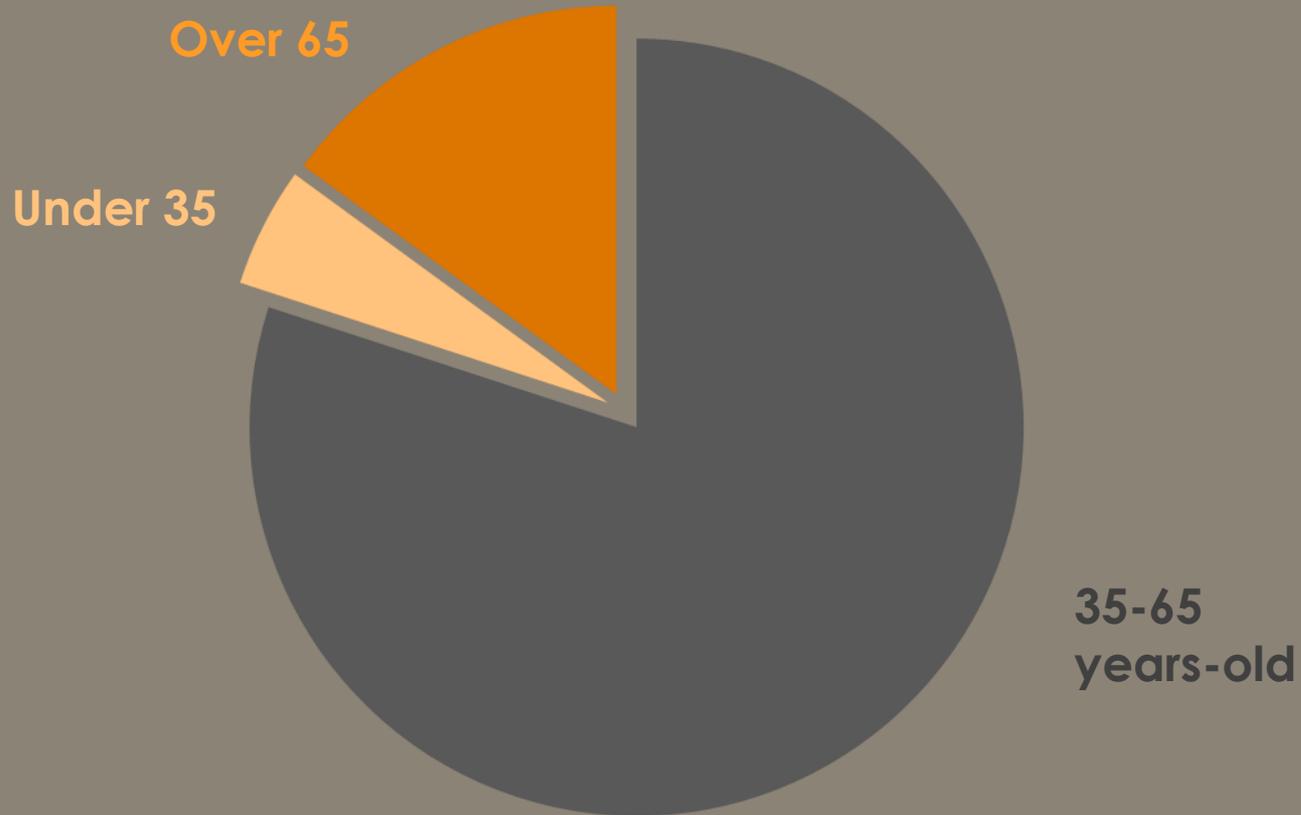
What are we learning?

- Do we have a civic heart? Yes! downtown
- Do we have real estate markets? Yes but not necessarily the right “products”
- Do we have the places we want?
 - To enjoy nature? Yes!
 - To celebrate community? Not enough...
 - To offer us enough choices for living, working, playing? Not enough...
 - To attract and retain folks who will help build our economy? Not enough...
- Do we have mobility choices? Not enough...
- **Have we met all our environmental challenges?** Not enough

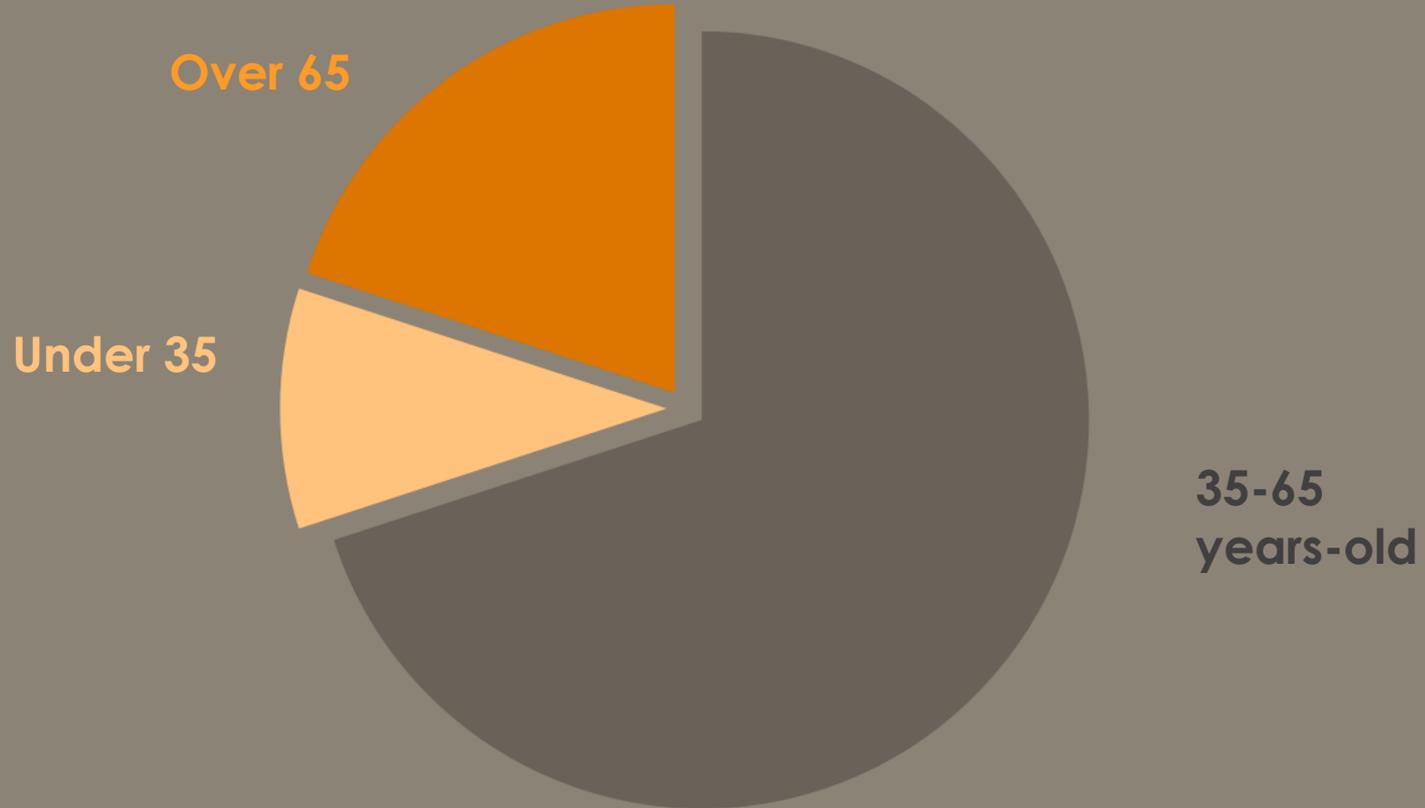


URBAN DIVIDEND

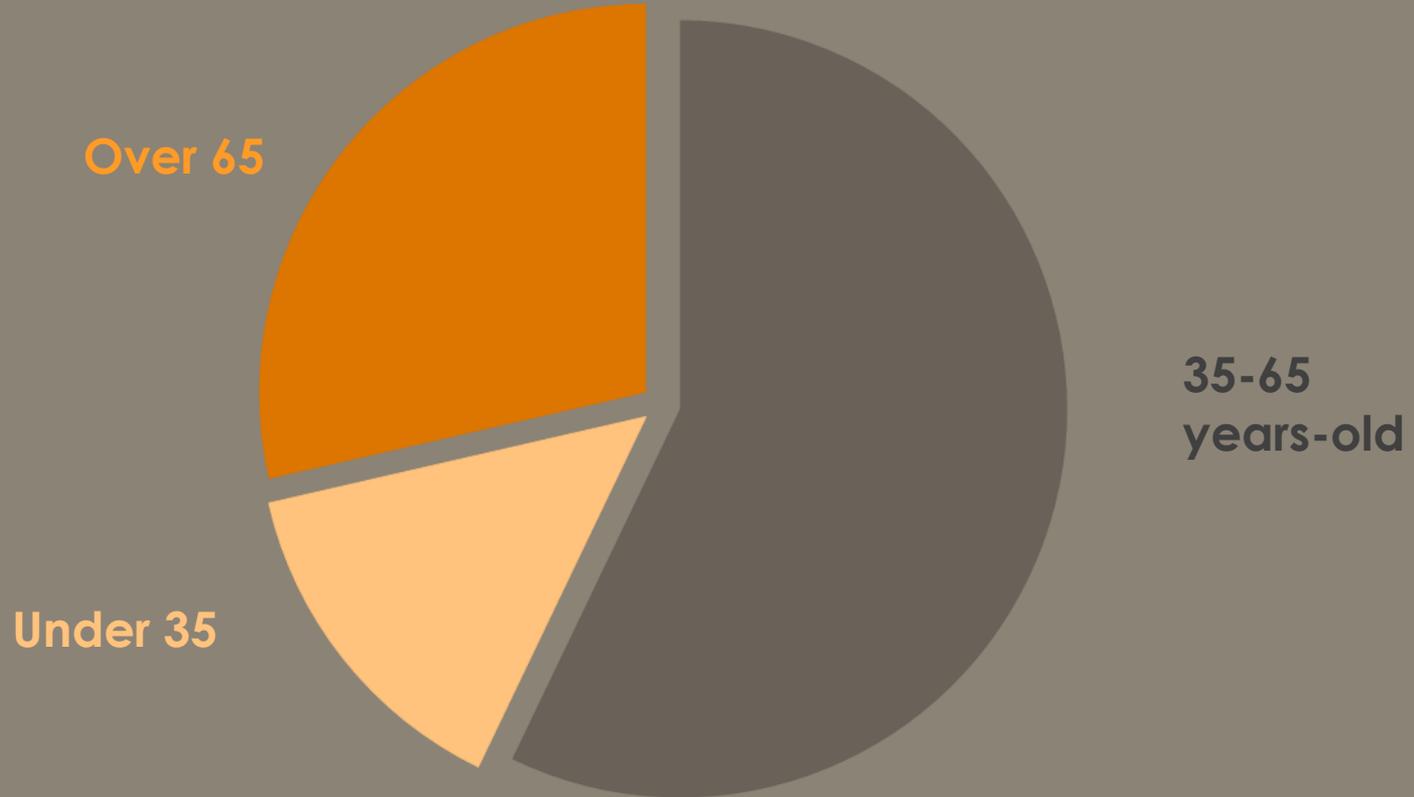
Demographics are destiny: population growth by age: **1990-2010**



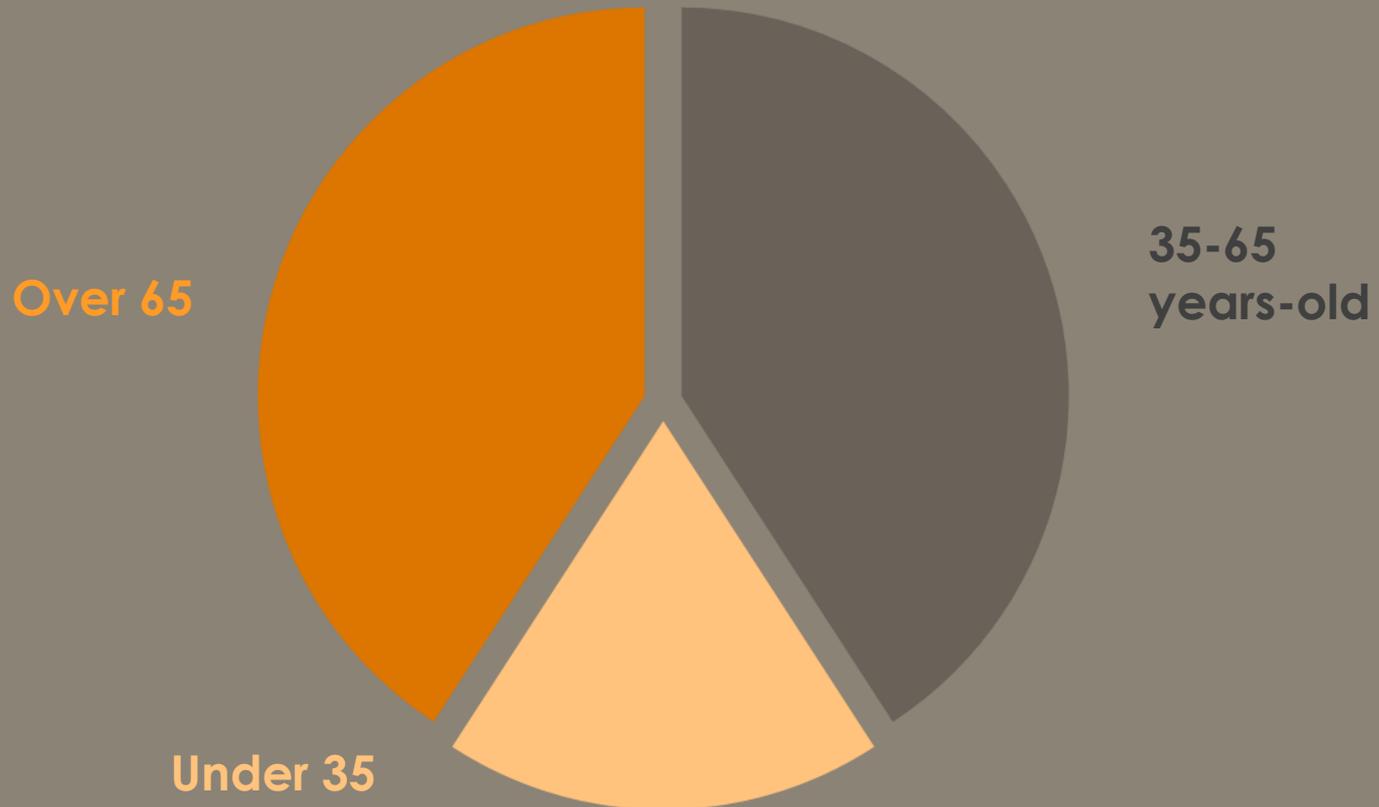
Demographics are destiny: population growth by age: 1994-2014



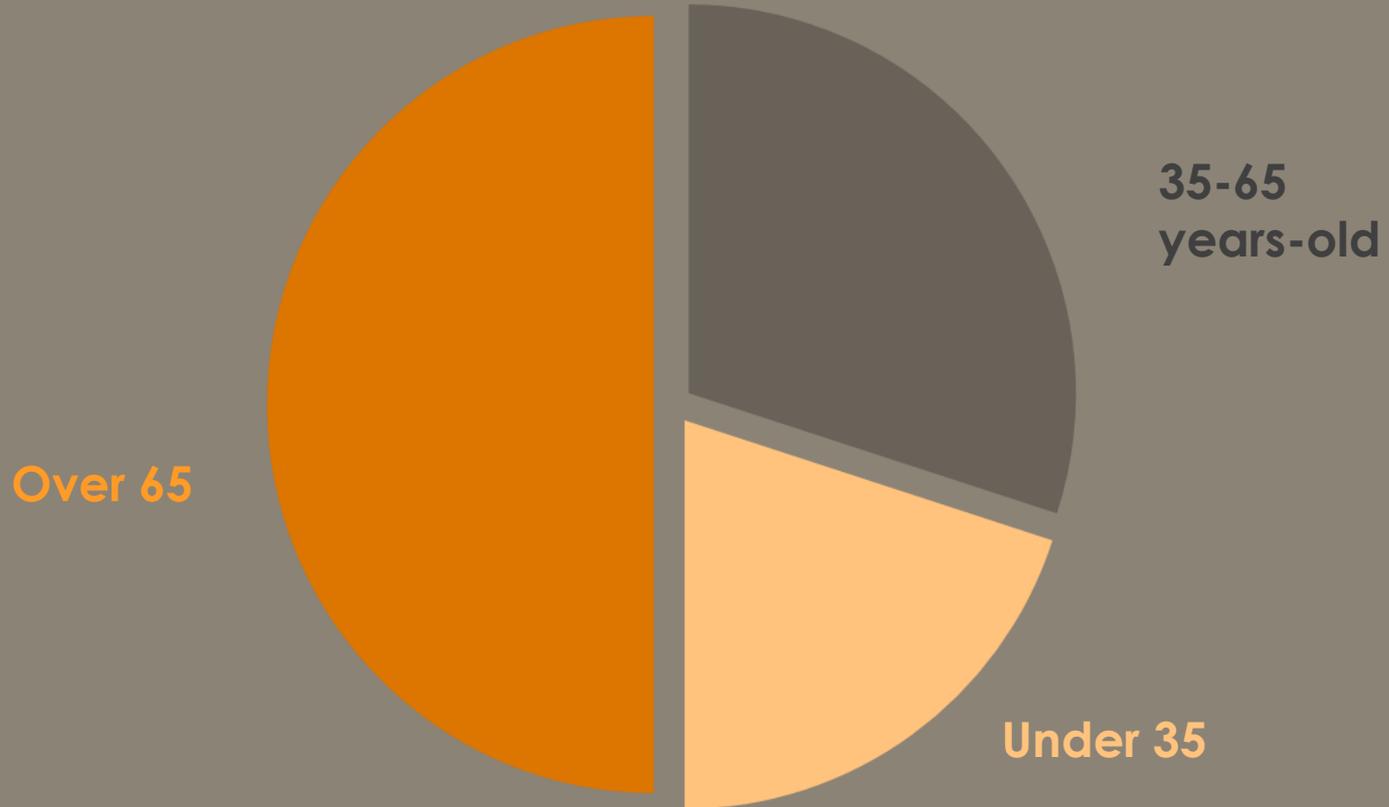
Demographics are destiny: population growth by age: 1998-2018



Demographics are destiny: population growth by age: 2002-2022



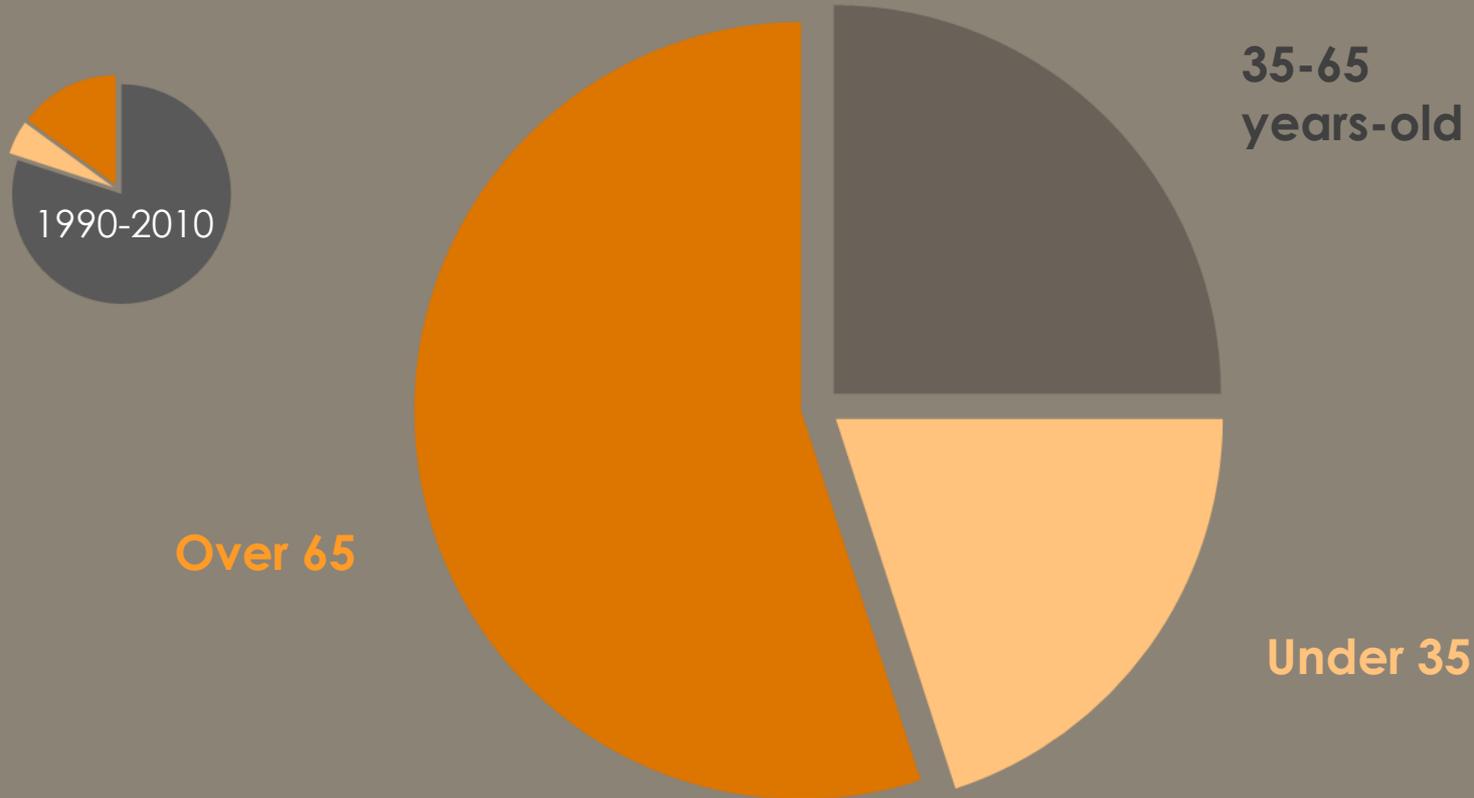
Demographics are destiny: population growth by age: 2006-2026



Demographics are destiny: population growth by age: 2010-30



Demographics are destiny: population growth by age: **2010-30**



Urban dividend

Demographics are destiny: changing, shrinking households

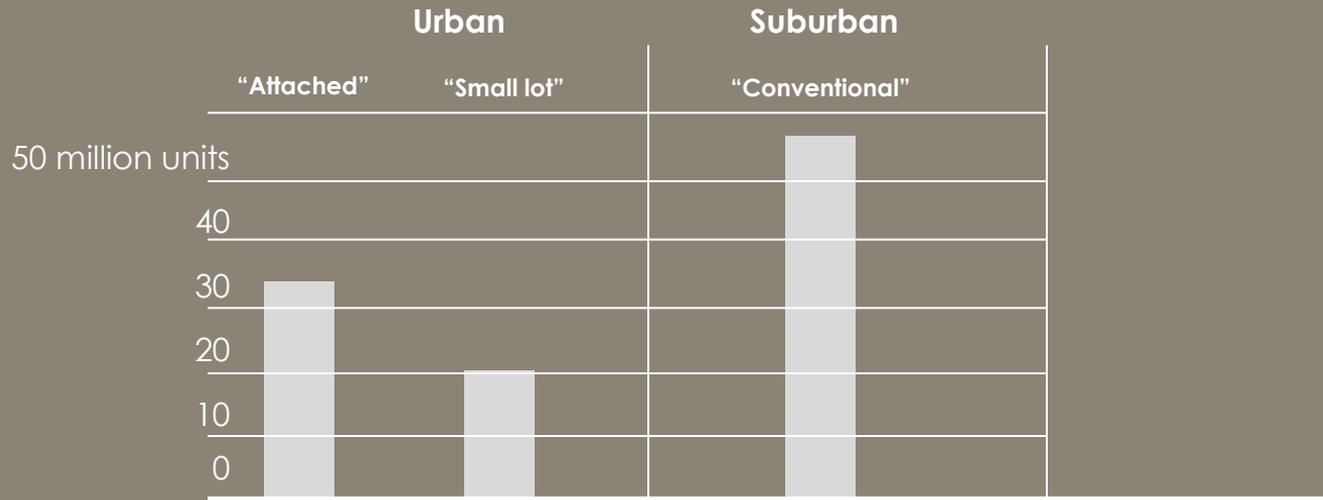


2010-30: 75-80% of new households will be singles or couples

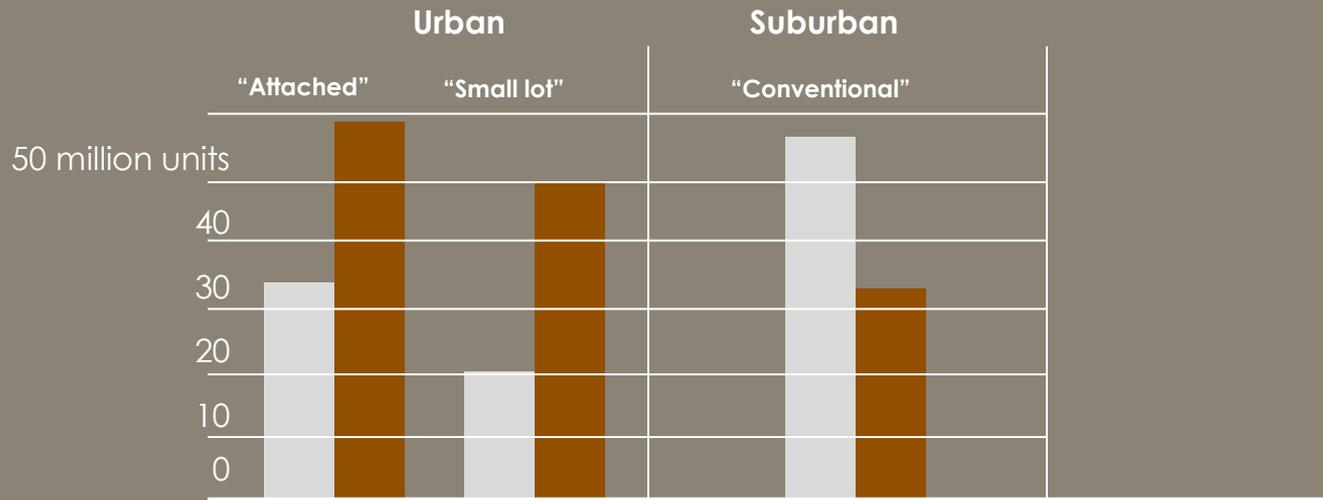


The urban dividend

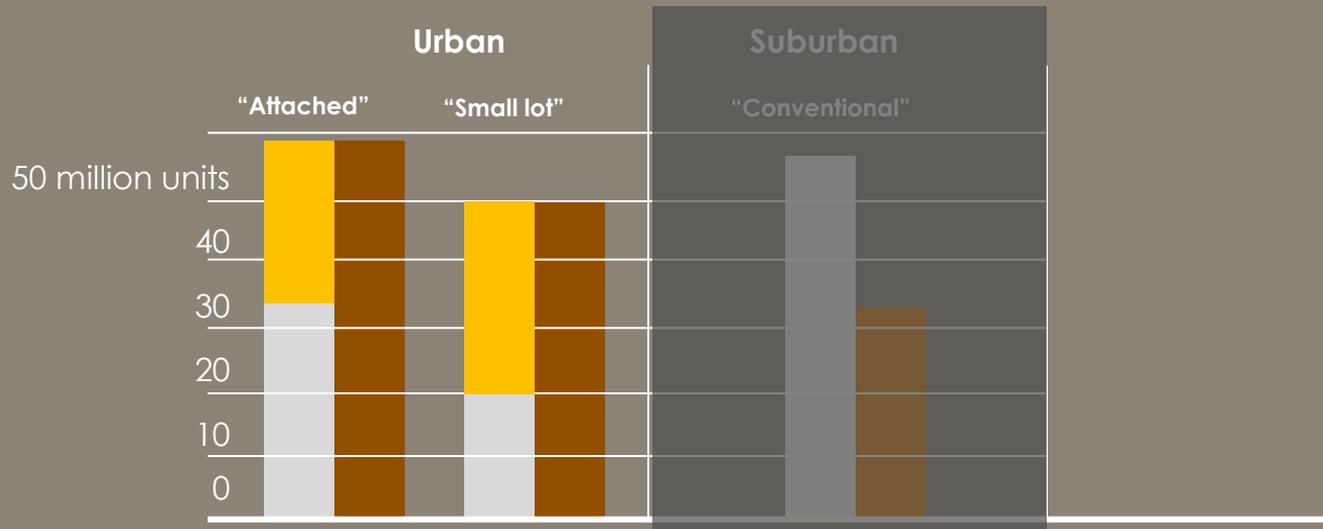
Great housing market reset: US housing supply 2011



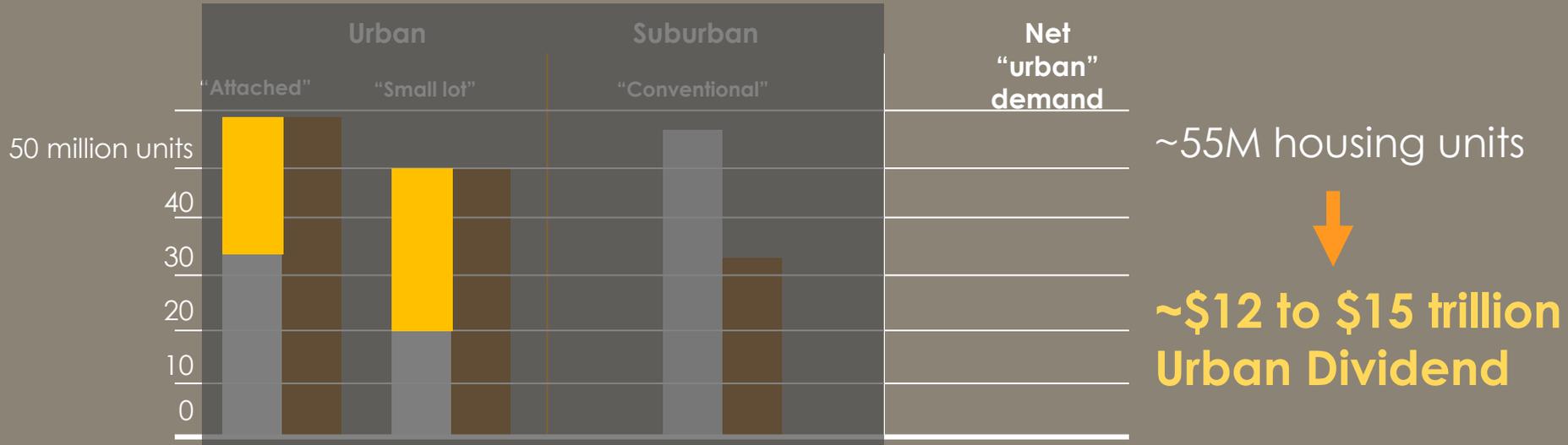
US housing demand 2030



Net “urban” demand, 2011-2030



Net “urban” dividend, 2011-2030



CINEMA

OPENING
TONIGHT
7 PM
SEAN CONNERY
THUNDERBALL









Bath & Body Works

Bath & Body Works

ALASKA



South Bay Mall, Boston



THEATER

burgers

burgers





Pendleton Tact, Clemson SC

ING

MISURA
NEW
REASING



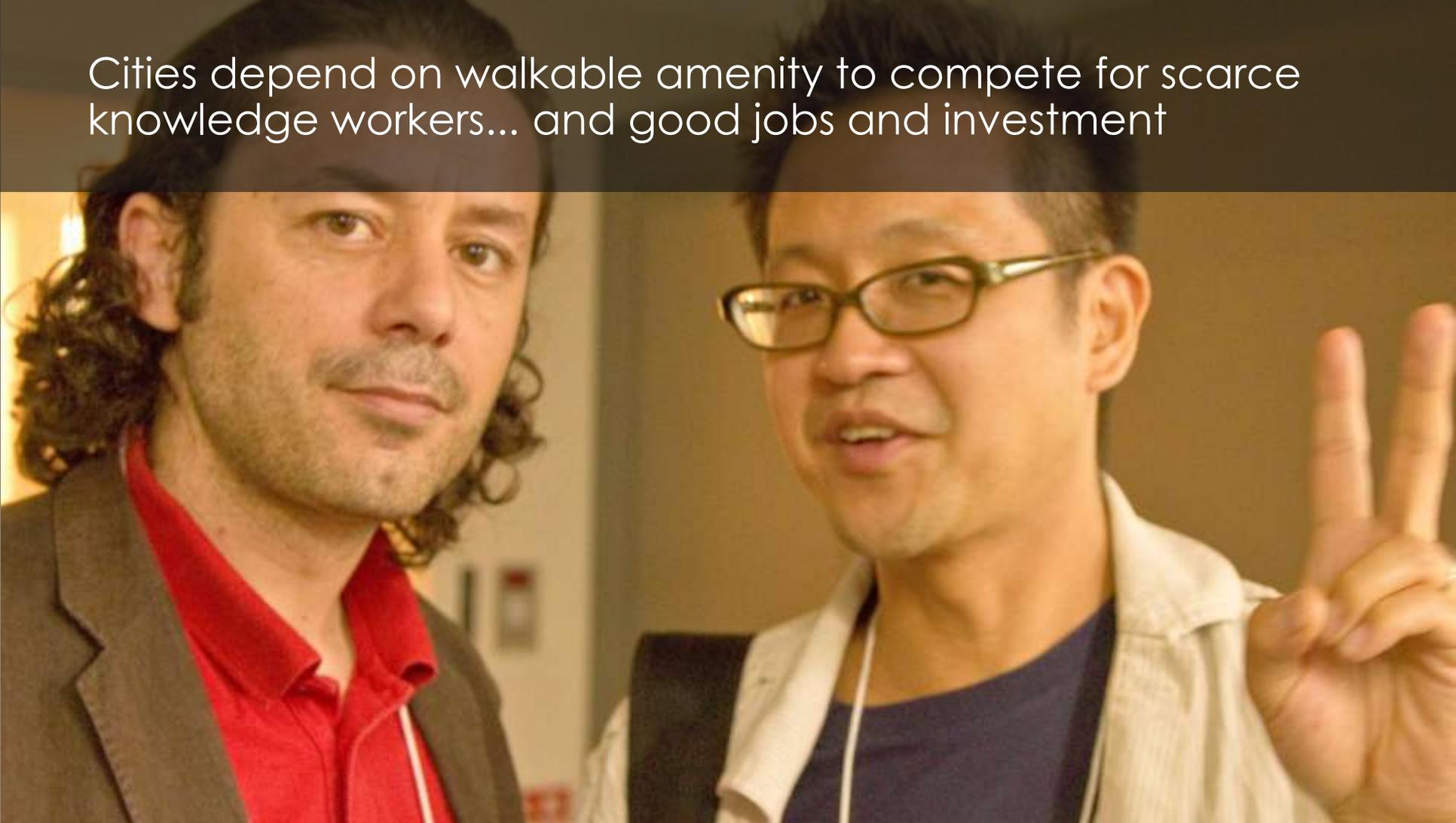
VILLAGE
CANTINA & BISTRO



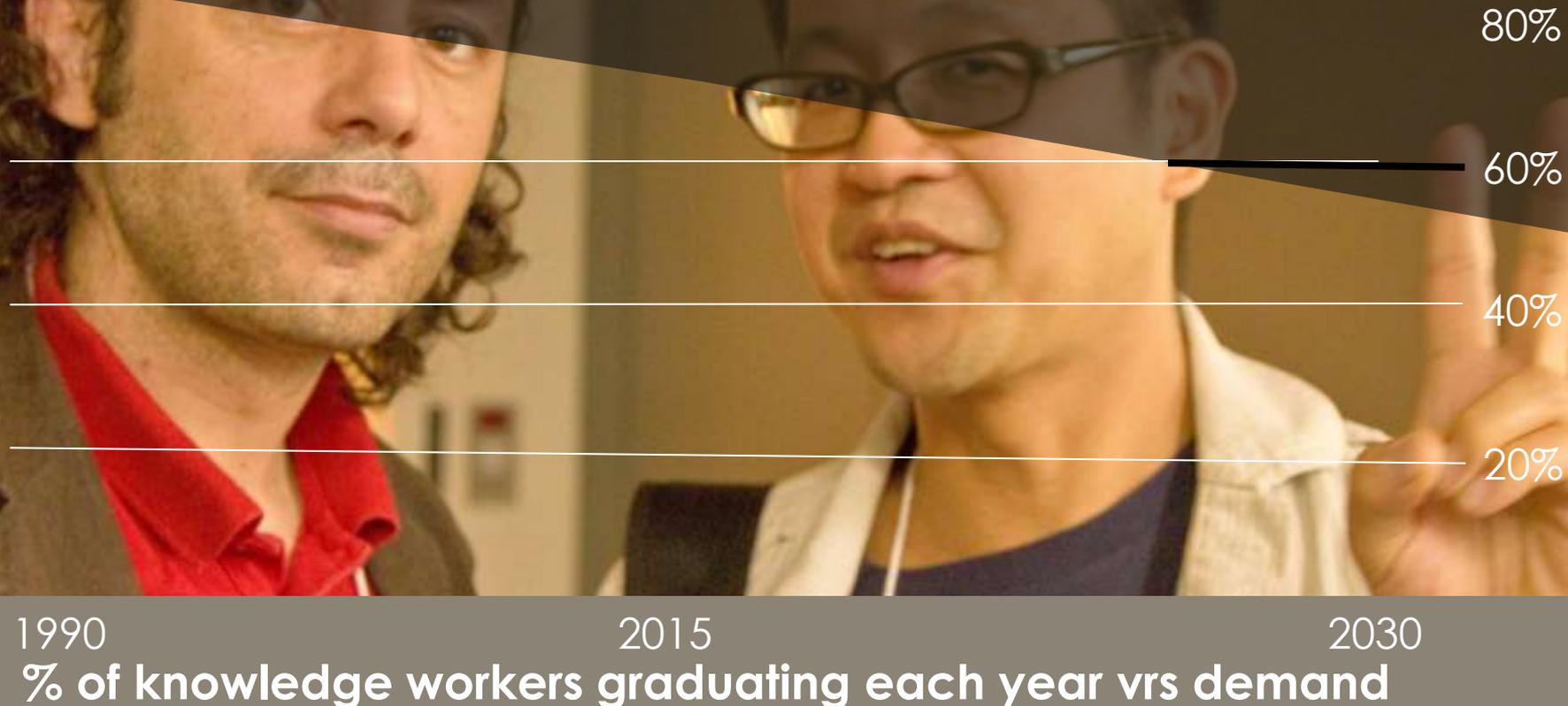
Lark Creek Blue

378
388

Cities depend on walkable amenity to compete for scarce knowledge workers... and good jobs and investment



Cities depend on walkable amenity to compete for scarce knowledge workers... and good jobs and investment



1990

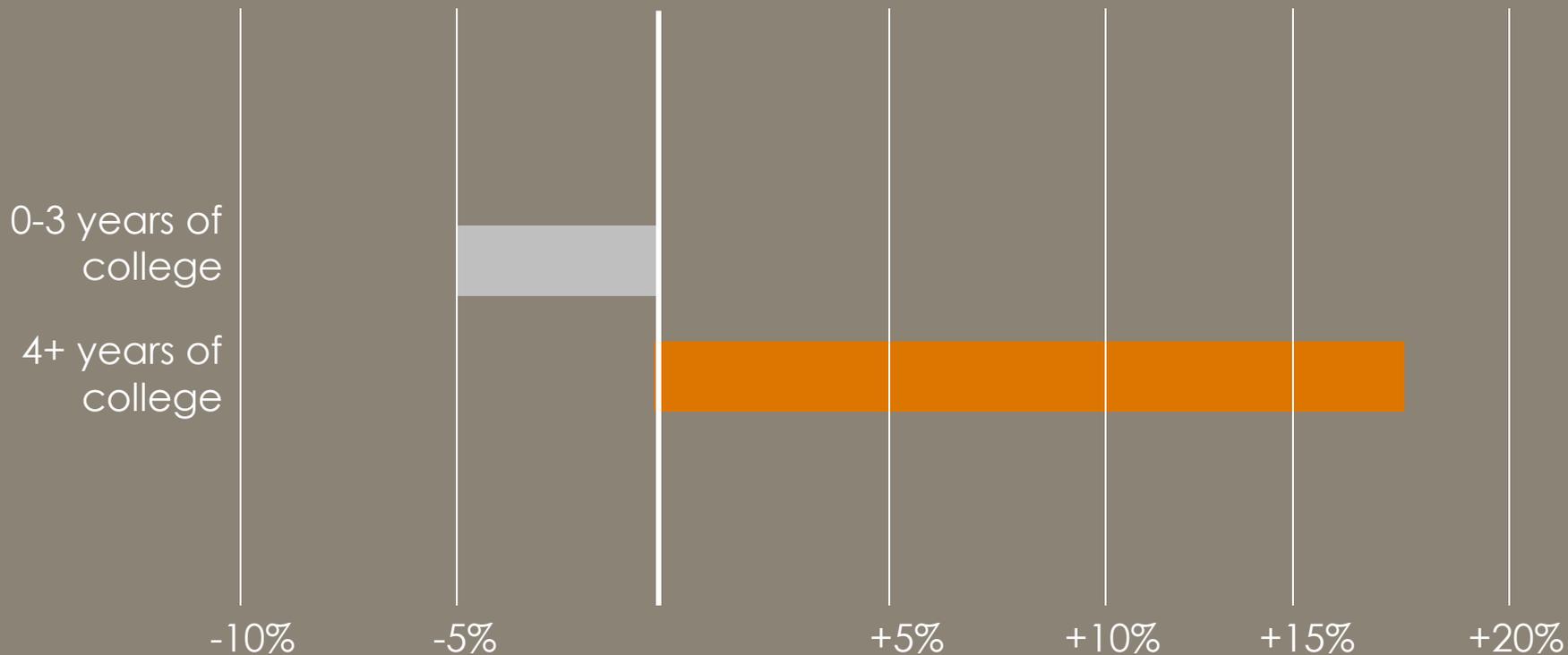
2015

2030

% of knowledge workers graduating each year vrs demand

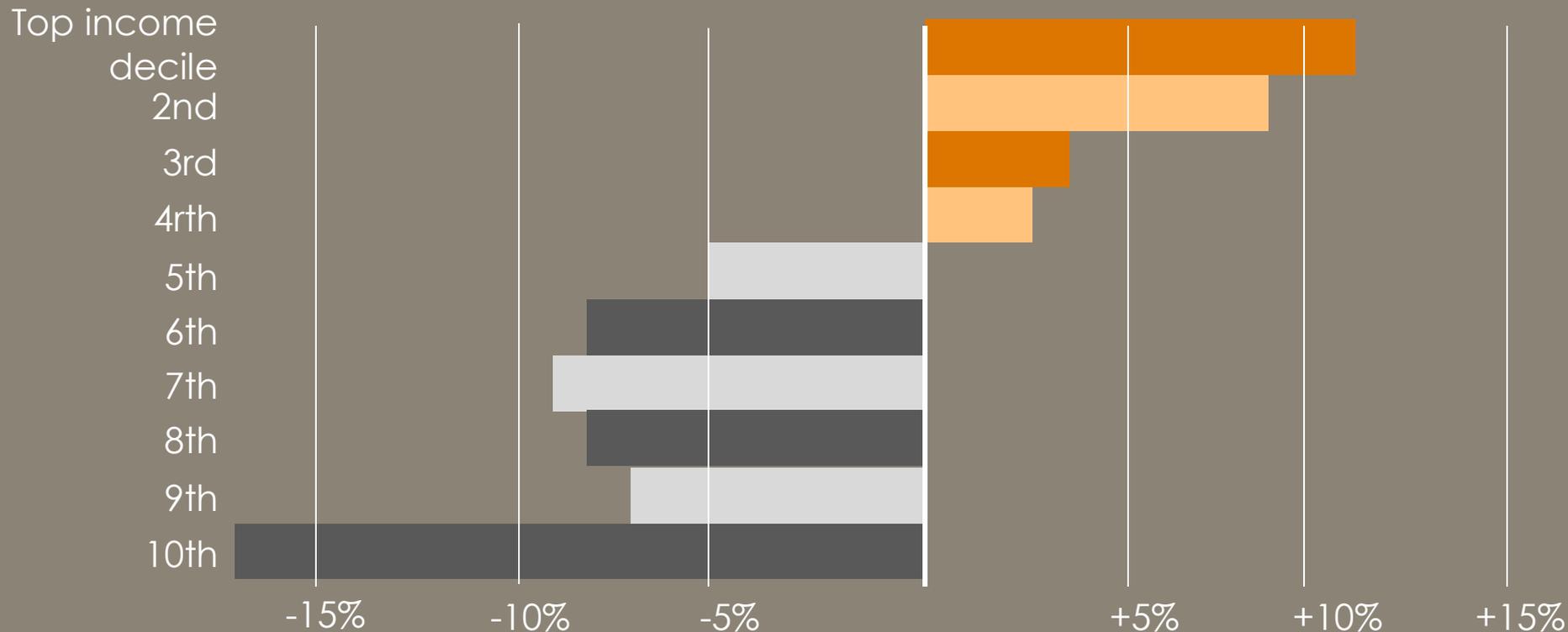
Education increasingly = urban

People who can are making urban choices: household change 2000-14

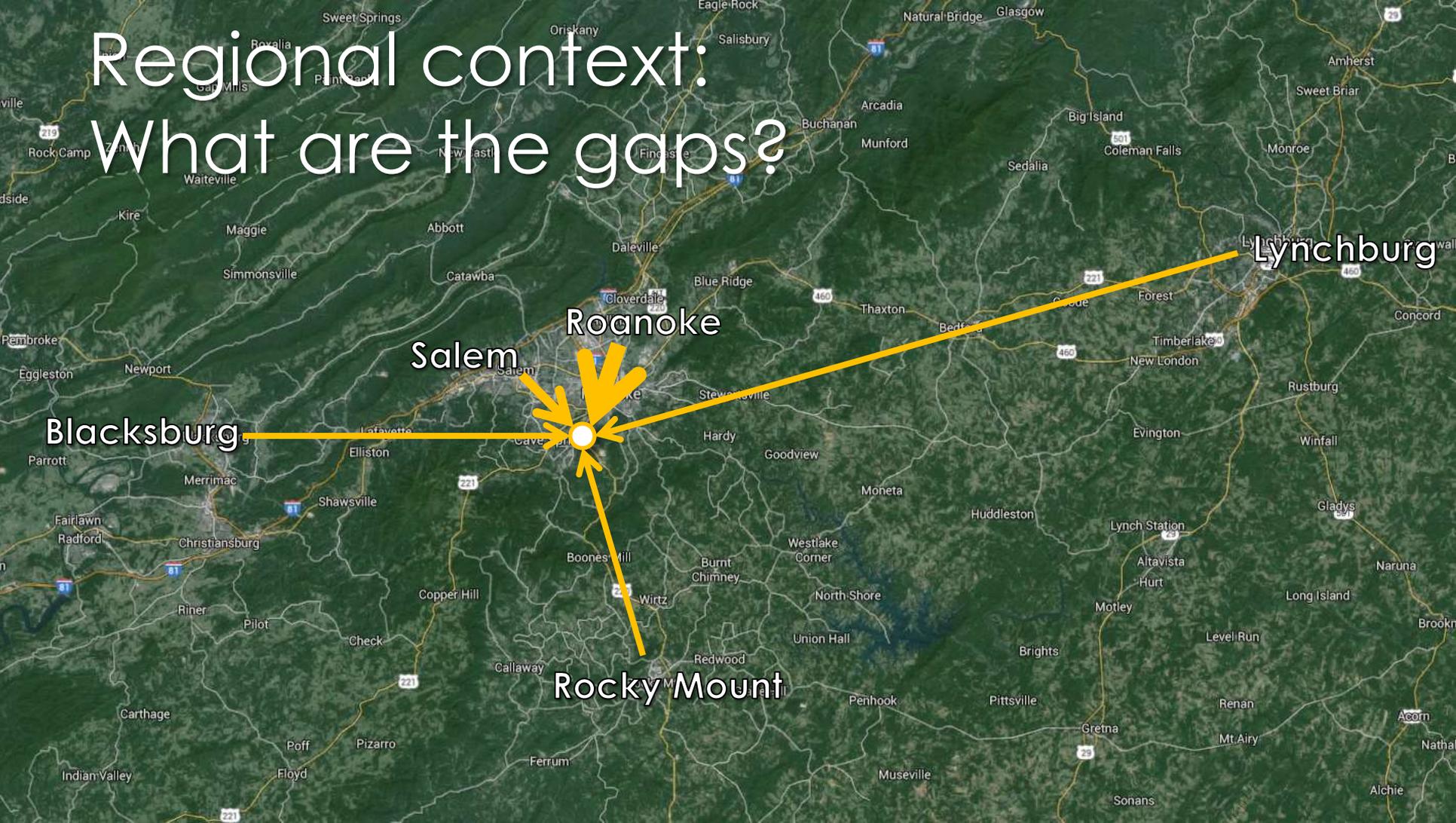


Higher incomes increasingly = urban

People who can are making urban choices: household change 2000-14



Regional context: What are the gaps?



Blacksburg

Salem

Roanoke

Lynchburg

Rocky Mount

Regional context: What are the gaps?

Valley
View Mall

Down-
town

Grandin
Village

VT
Carillon

419
corridor

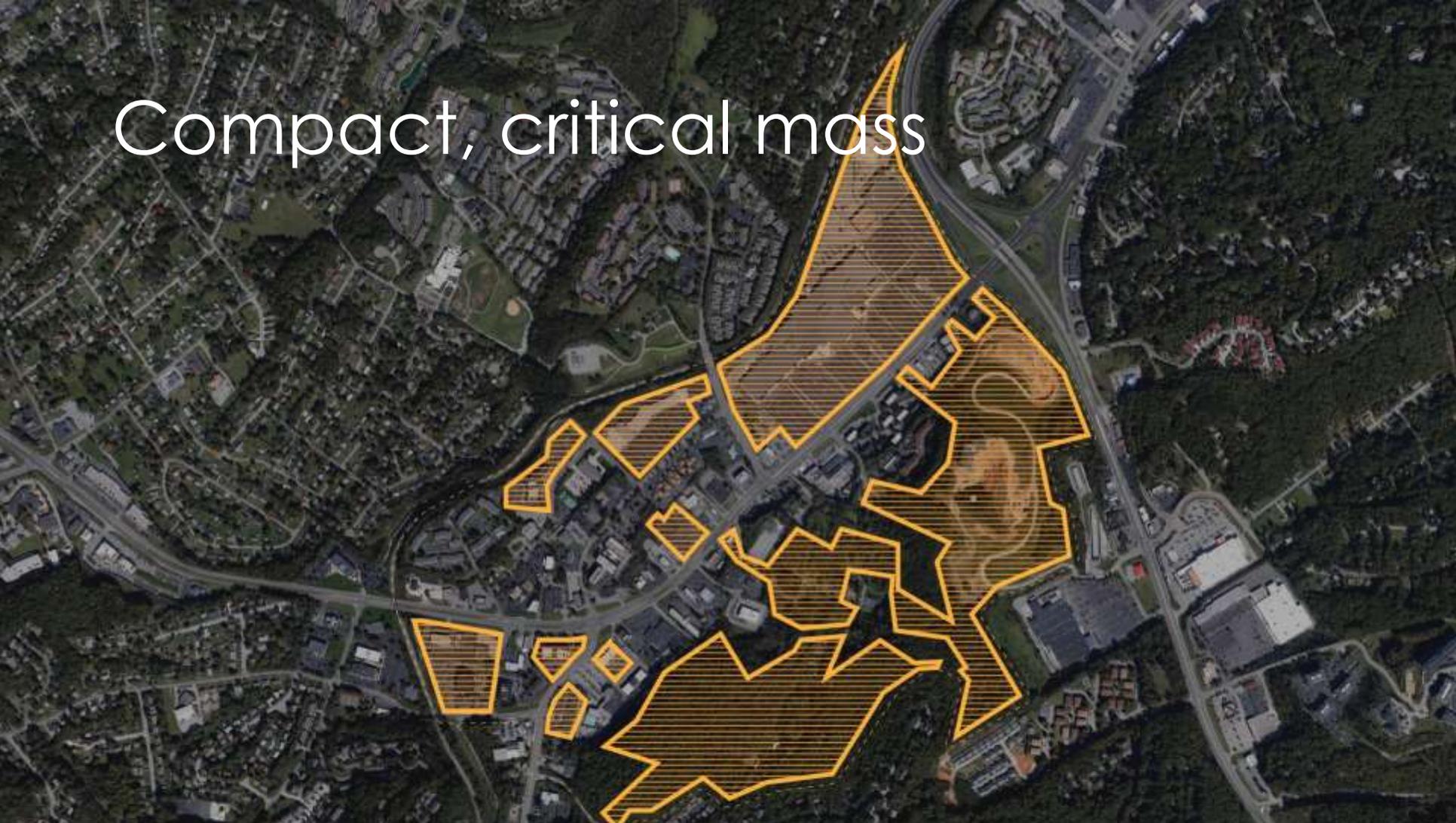




Principles

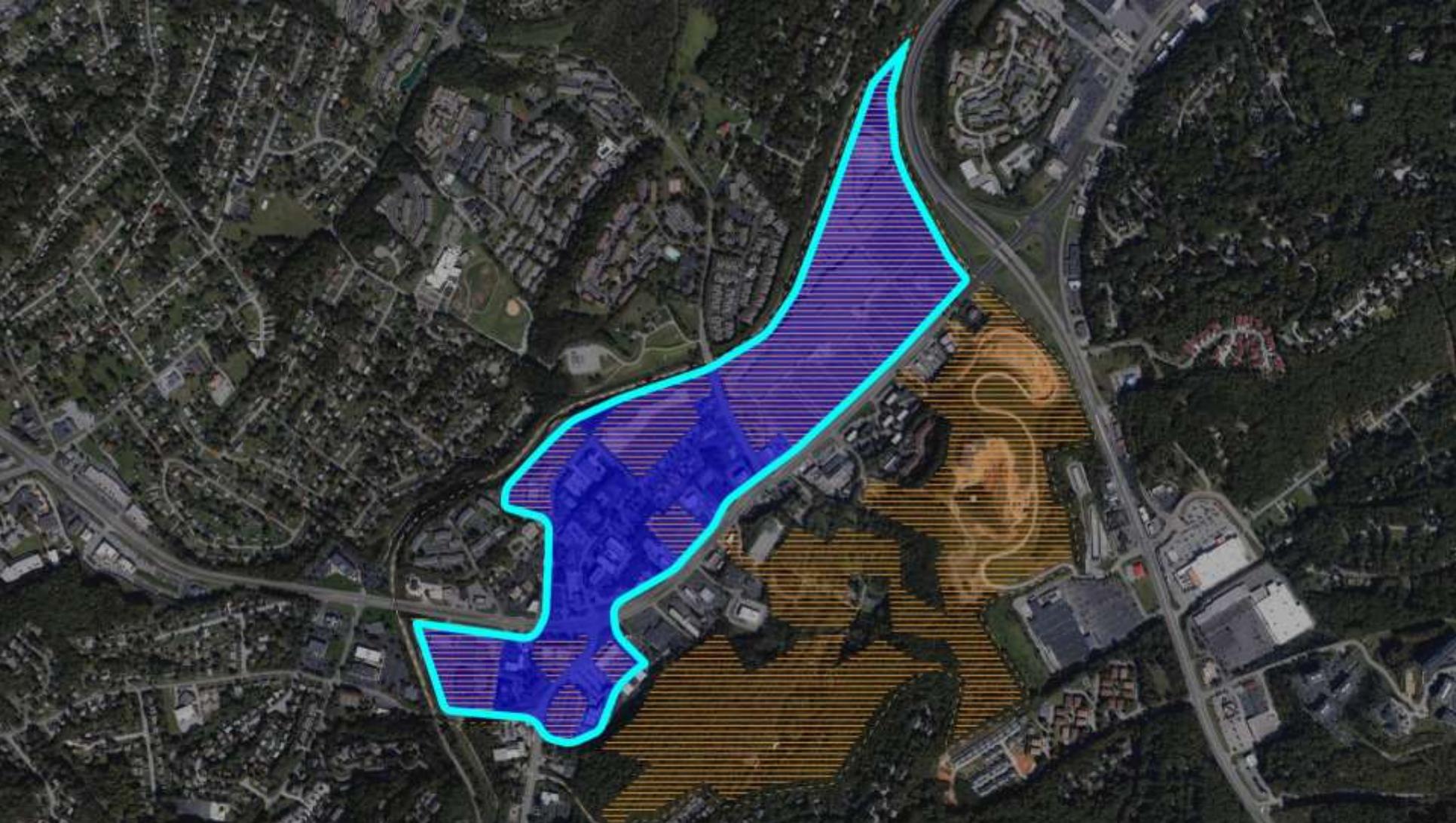
- Compact, achievable, critical mass
- Walkable density
- 5-minutes choices
- Connectivity
- Authenticity

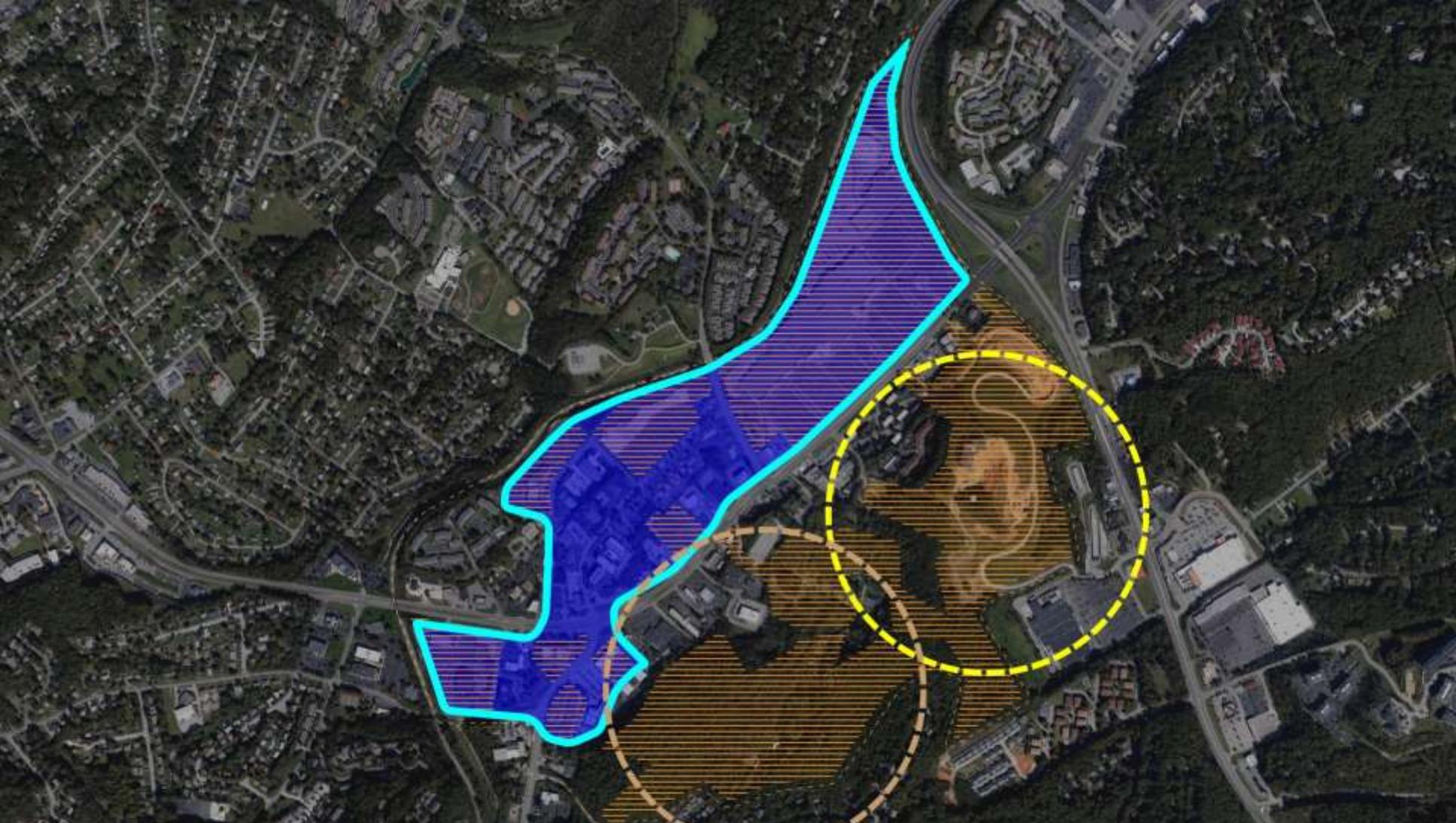
Compact, critical mass



Likelihood of Redevelopment

	“Motivated” ownership	Under-utilized	High infrastructure costs	Disinterested tenants
Large parcels (>10 acres)	Very High	High	Moderate	Low
Moderate parcels (2-10 acres)	High	Moderate	Low	Very low
Fragmented ownership	High	Low	Very low	Very low





Walkable density



Mill Village, outside of Boston



Mill Village, outside of Boston

5-minute choices





Soft sites? Leases?

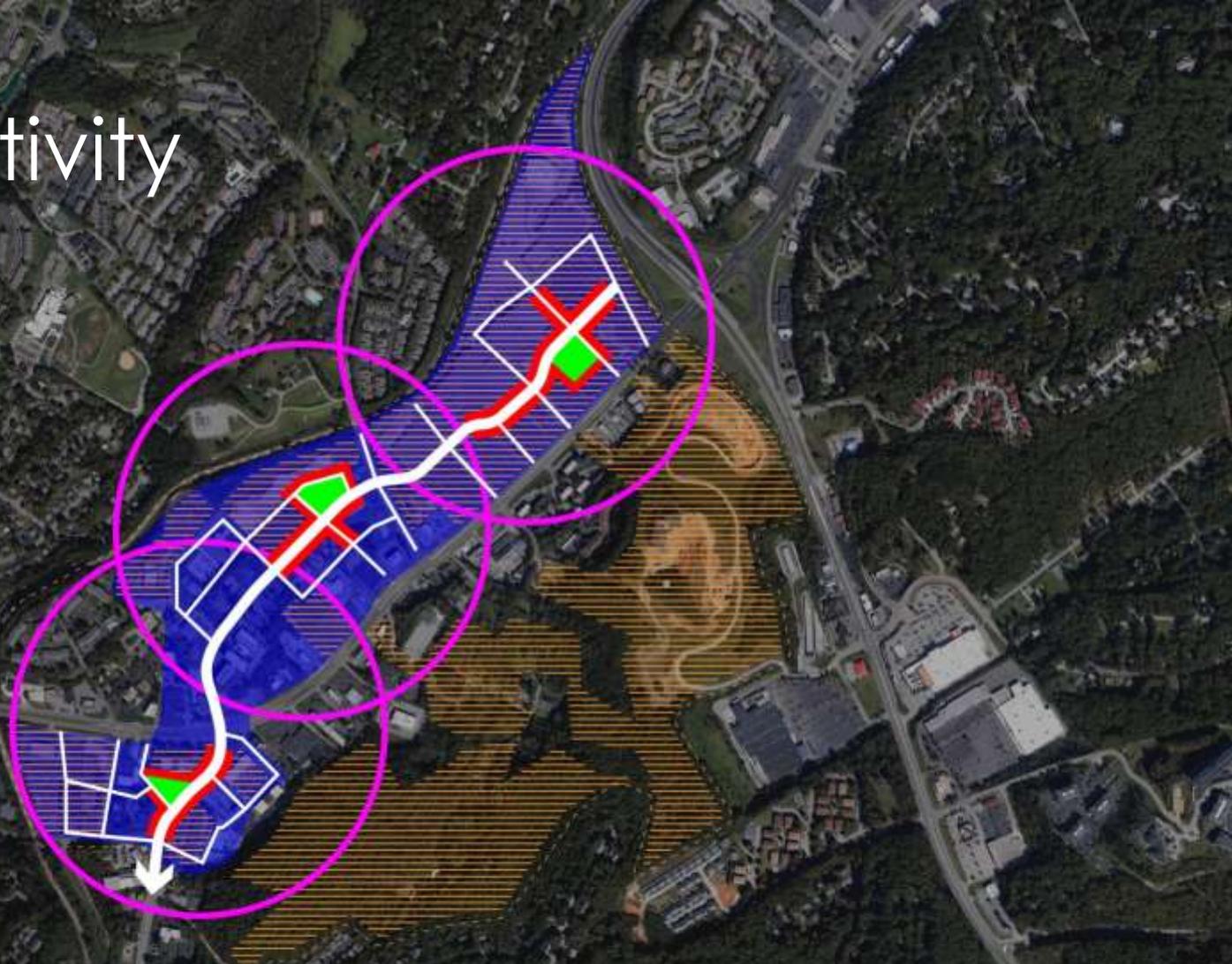
Fragmented or "hard/soft" Critical Mass

visibility

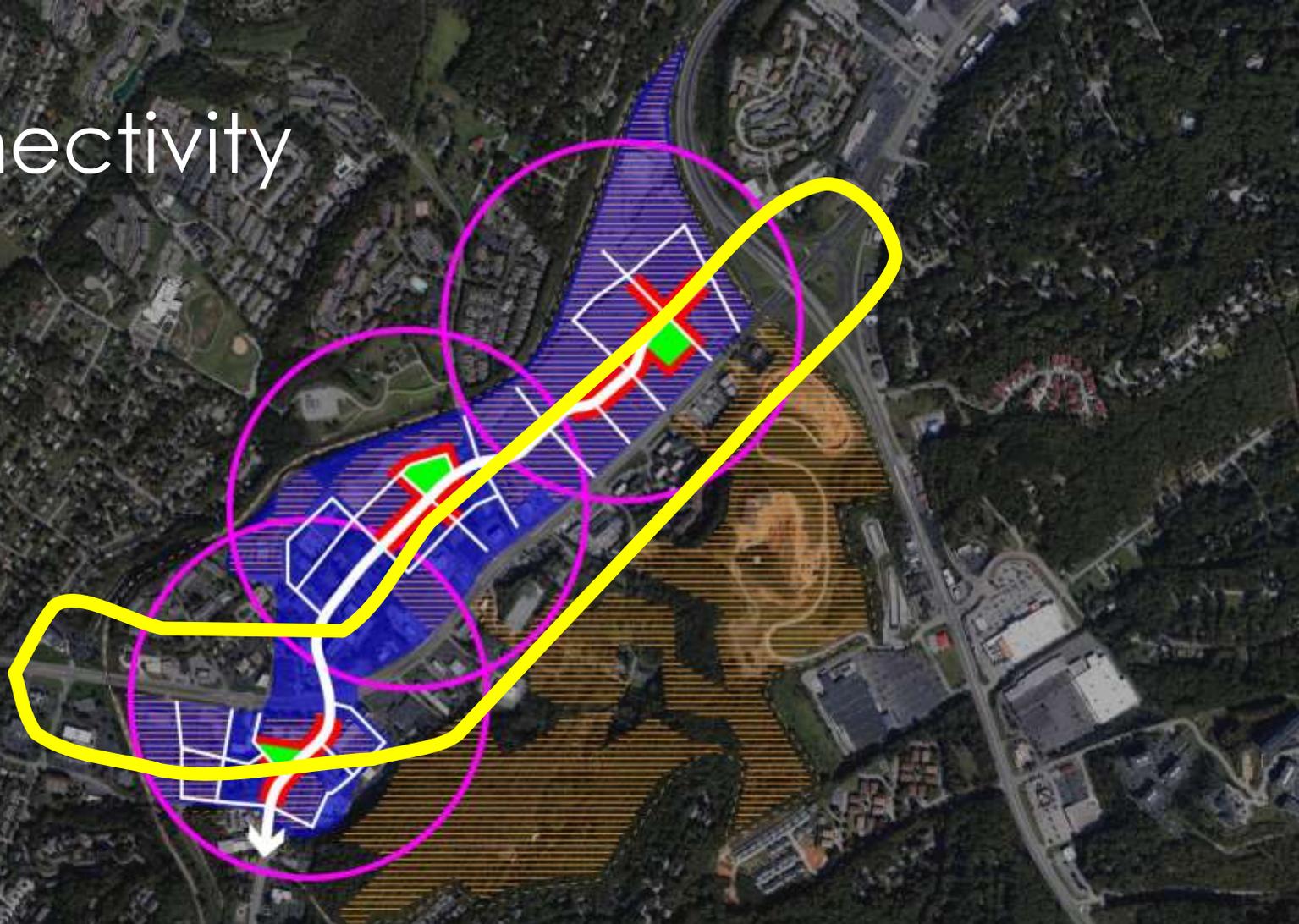
shallow sites

Outmoded office buildings?

Connectivity



Connectivity



Connectivity



Authenticity

An aerial architectural rendering of the Water St. District in Tampa. The image shows a dense urban development with a mix of building styles, including modern glass-fronted skyscrapers and more traditional multi-story structures. A prominent feature is a large, curved building with a white, curved roof. The district is interspersed with green spaces, including parks and landscaped walkways. A waterfront area is visible at the bottom, with a blue body of water and a small boat. The overall scene is bright and clear, suggesting a sunny day.

Water St. District, Tampa



Water St. District, Tampa



Connect **past**



Connect past, present



Connect past, **present**



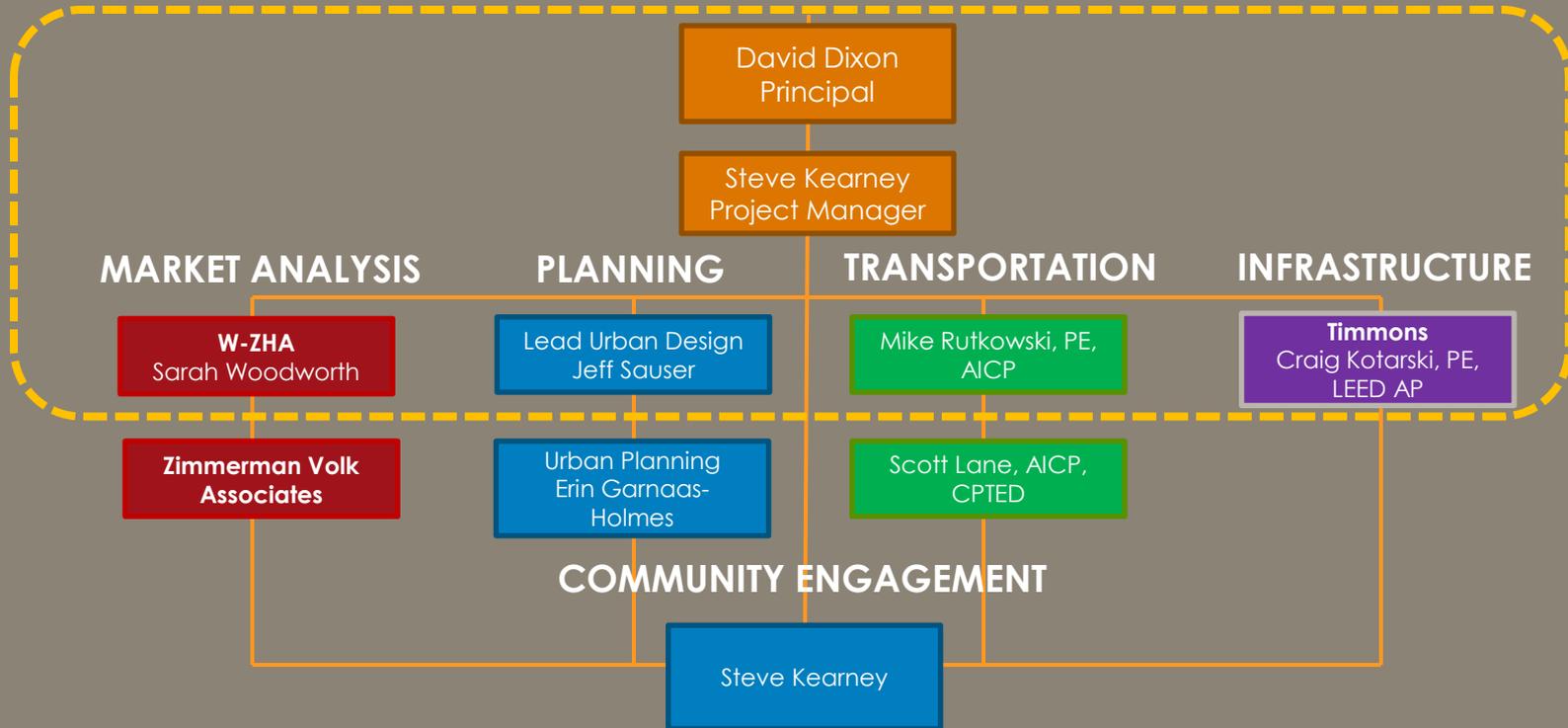


Connect past, present, and future

- Planning Team
- Planning Process
- Community Engagement



County of Roanoke Planning and Development Department

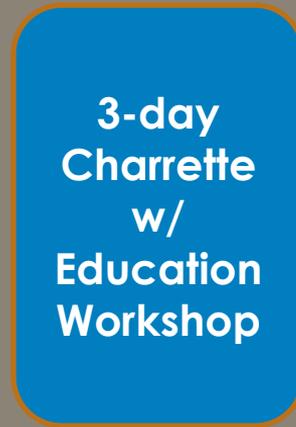


Process

Sept - Oct



Nov - Dec



Jan - Feb



Mar – April



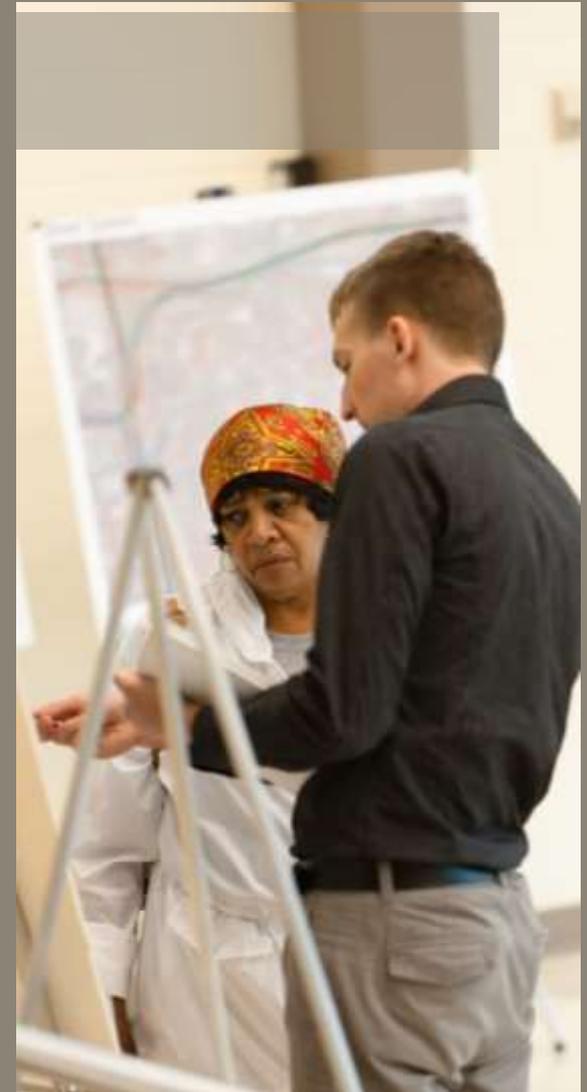
- 25+ Stakeholder Interviews
- Document Review
- Site Analysis
- Market Analysis

- Community Vision/Principles
- Urban Design Framework
- Alternative scenarios

- Catalyst sites
- Development economics
- Urban design guidelines

- Master Plan
- Implementation initiatives

People as partners



Public Participation: Key Events

- **September**
 - Online survey
 - Kickoff event
- **October**
 - Café/Pub Night
- **November:**
 - 3-Day Public charrette
 - School visioning events (optional)
- **December**
 - Café/Pub Night (optional)
- **January**
 - Open House: Draft review
 - Café/Pub Night (optional)
- **February**
 - Open House Draft Final Plan



Online Engagement

The screenshot shows the website for Roanoke County, Virginia, established in 1838. The header features the county logo and a search bar. A navigation menu includes categories like 'I WANT TO', 'DEPARTMENTS', 'RESIDENTS', 'GOVERNMENT', 'VISITORS', and 'BUSINESS'. The main content area displays the breadcrumb path: 'You are here: Home > Departments > Departments H - Z > Planning & Zoning > Community Planning Areas > 419 Town Center Plan'. A sidebar on the left lists various planning documents, with '419 Town Center Plan' highlighted. The main content area features a large banner with the text 'Reimagine 419' over an aerial view of the town center, and a small '419 TOWN CENTER' logo at the bottom.

ROANOKE COUNTY VIRGINIA EST. 1838

Search Our Site

I WANT TO DEPARTMENTS RESIDENTS GOVERNMENT VISITORS BUSINESS

Planning & Zoning

419 Town Center Plan

Glenvar Community Plan

Hollins Area Plan

Mount Pleasant Community Plan

Peters Creek - Hollins Community Plan

Route 220 Corridor Study

Route 221 Area Plan

Vinton Area Corridors Plan

You are here: [Home](#) > [Departments](#) > [Departments H - Z](#) > [Planning & Zoning](#) > [Community Planning Areas](#) > 419 Town Center Plan

419 Town Center Plan

Reimagine 419

419 TOWN CENTER

© Mark Morrow

<http://www.roanokecountyva.gov/419Study>

Workshop Exercises

- Exercise 1: What would a 'town center' look like?
- Exercise 2: Strengths and weaknesses

Questions/Discussion

