

Planning for Economic Development Update

Roanoke County Board of Supervisors Retreat

January 28, 2017

Current Projects

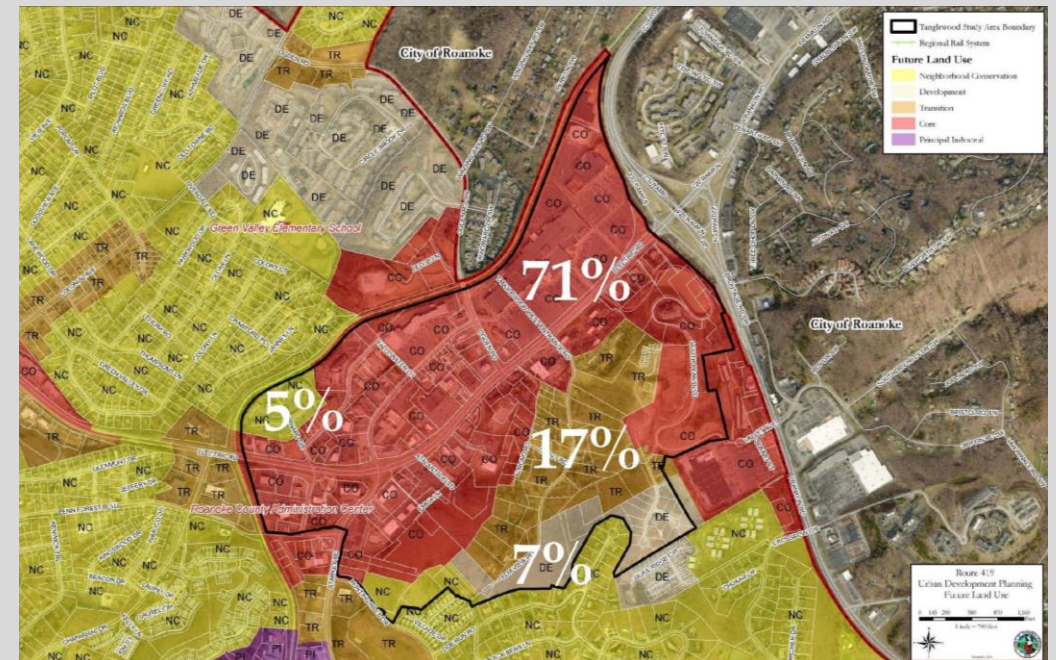
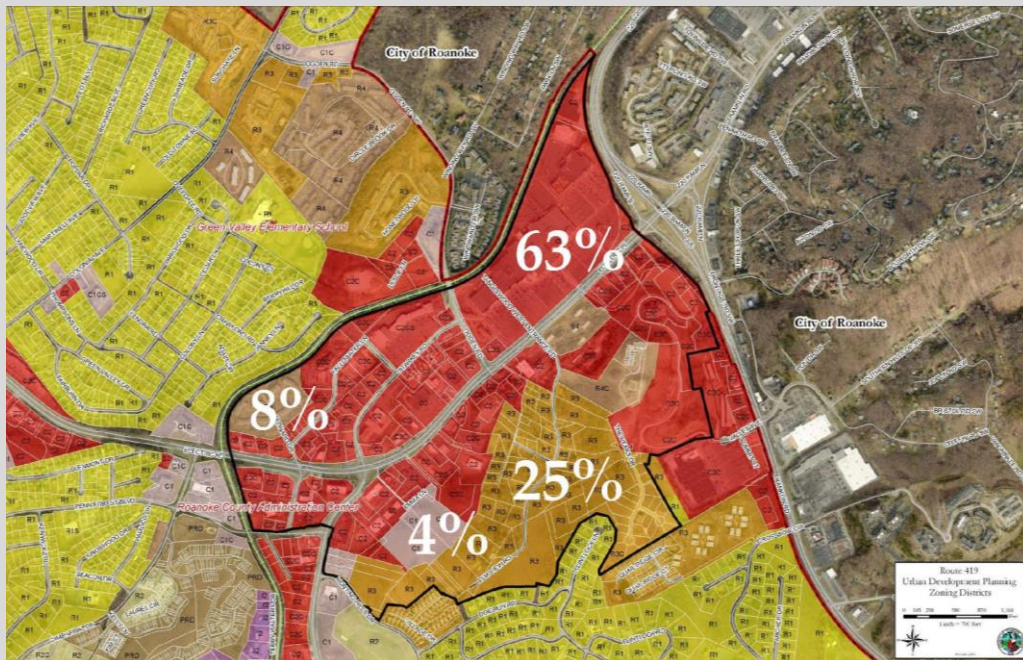
- Reimagine 419 Town Center Study
- Wood Haven Road Properties - Master Plan
- Explore Park Master Plan Implementation



Reimagine 419 Town Center Study

Why did we choose the Tanglewood area?

High-density zoning and land use

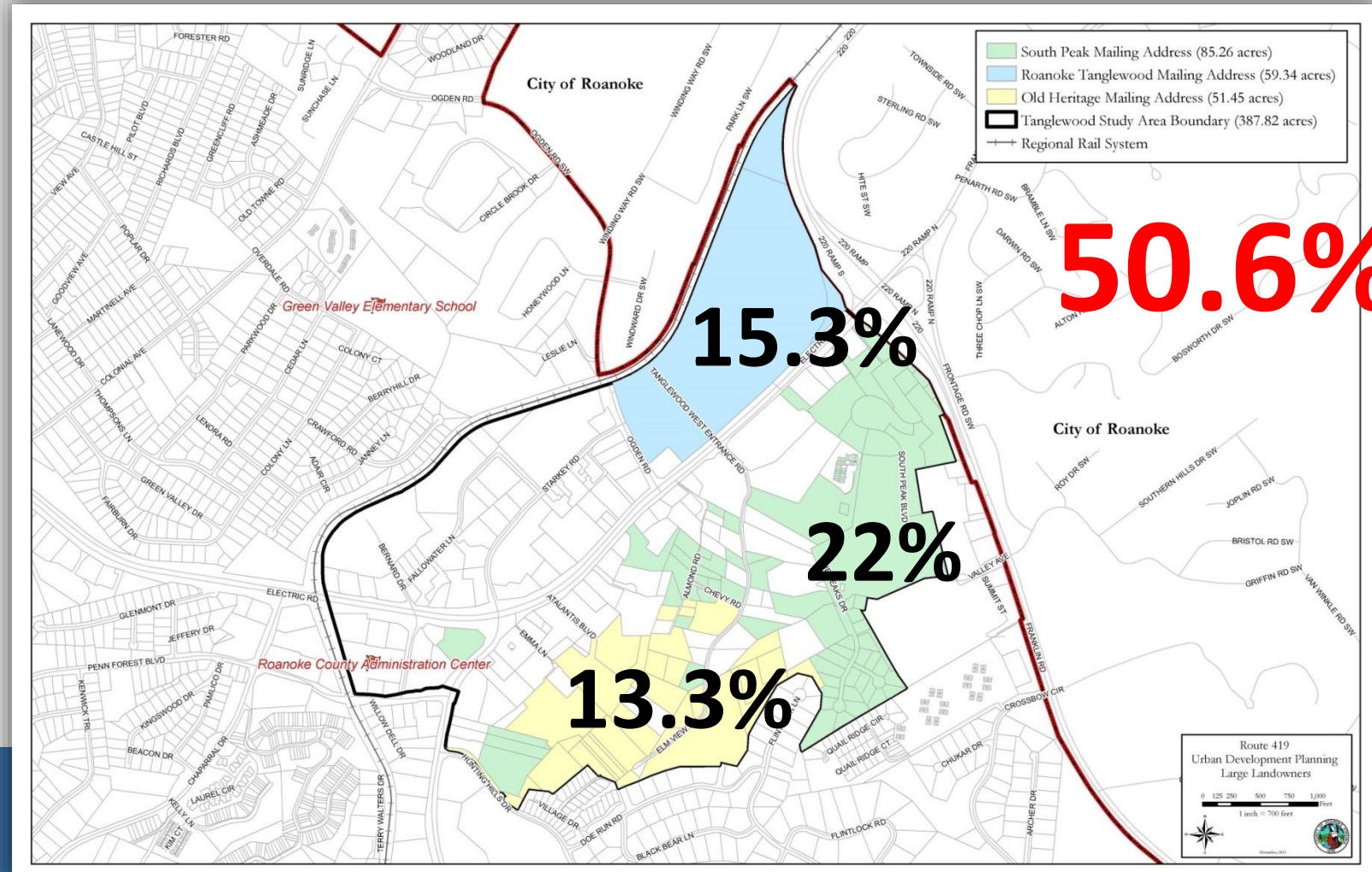


Reimagine 419 Town Center Study

Why did we choose the Tanglewood area?

Property Ownership

- Over 50 percent of the study area is owned by three property owners
 - Smith/Packett: 22%
 - Tanglewood Mall/Blackwater Resources: 15.3%
 - Old Heritage Corporation: 13.3%



Reimagine 419 Town Center Study

Why did we choose the Tanglewood area?

Transportation

- 43,000 vpd
 - Highest traffic count in Roanoke County
 - Third highest traffic count in the Roanoke Valley
- Traffic Congestion/Safety
- Transit Service
- Lack of Pedestrian/Bicycle Accommodations
- 419 Improvement Project
- 220 Interchange Ramp Project



Reimagine 419 Town Center Study

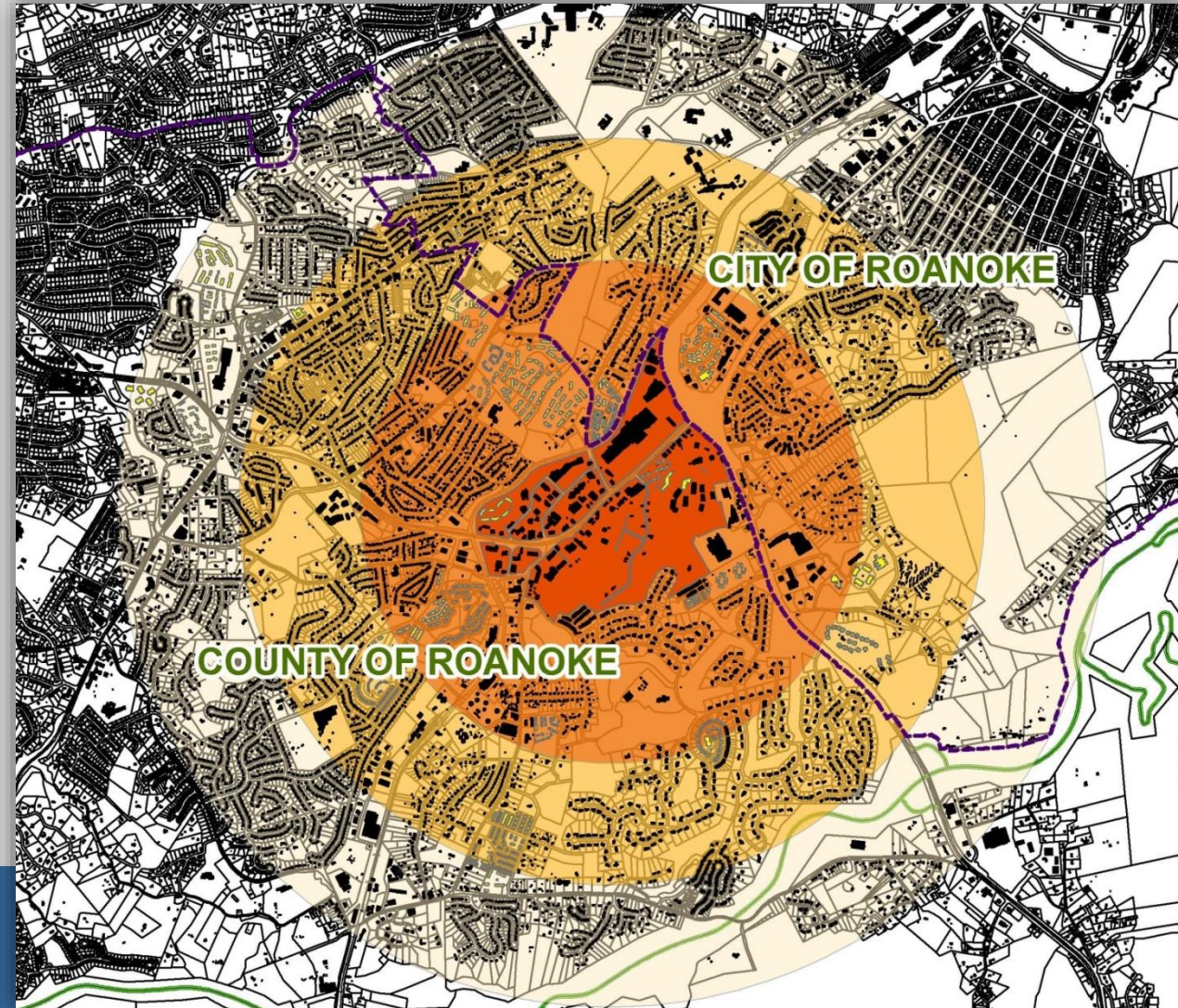
Why did we choose the Tanglewood area?

Multifamily Development

- Within the Study Area: 404 units
- Within 1 mile: 3,011 units
- Within 1.5 miles: 3,754 units
- Within 2 miles: 4,879 units

Demographics

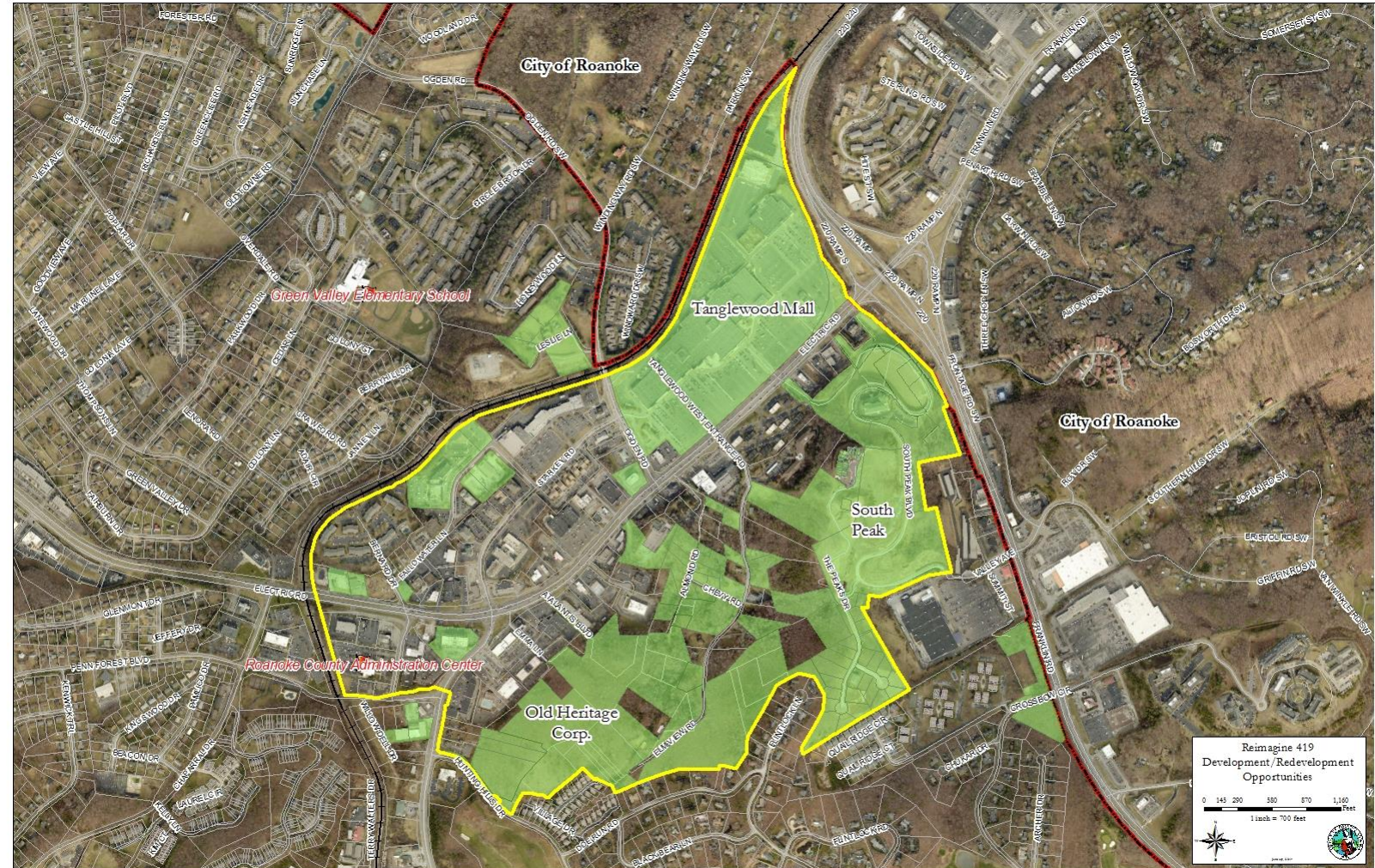
- Population: 5,642, 14,576, 24,401
- Avg. Household Size: 1.88, 1.97, 2.10
- Owner Occupied Units: 1,306, 4,008, 7,008
- Renter Occupied Units: 1,673, 3,316, 4,566
- Median Age: 42.2, 45.5, 45.5
- Median Household Income: \$49K, \$51K, \$54K



Reimagine 419 Town Center Study

Why did we choose the Tanglewood area?

Redevelopment / Development Opportunities



Today



5 years



20 years



Wood Haven Road Properties

History

Lack of Large Sites (100+) in the Roanoke Valley for Economic Development

- **2013 (Feb)** - Regional Economic Development Summit
- **2013 (Dec)**: Establishment of the Western Virginia Regional Industrial Facility Authority (WVRIFA) by:
 - Botetourt County
 - Franklin County
 - Roanoke County
 - City of Roanoke
 - City of Salem
 - Town of Vinton
- **2015** – Site Analysis Study Completed - Timmons Group
 - 165,530 Parcels
 - 10 Sites
- **2016**: WVRIFA acquired 106 acres on Wood Haven Road

Wood Haven Road Properties

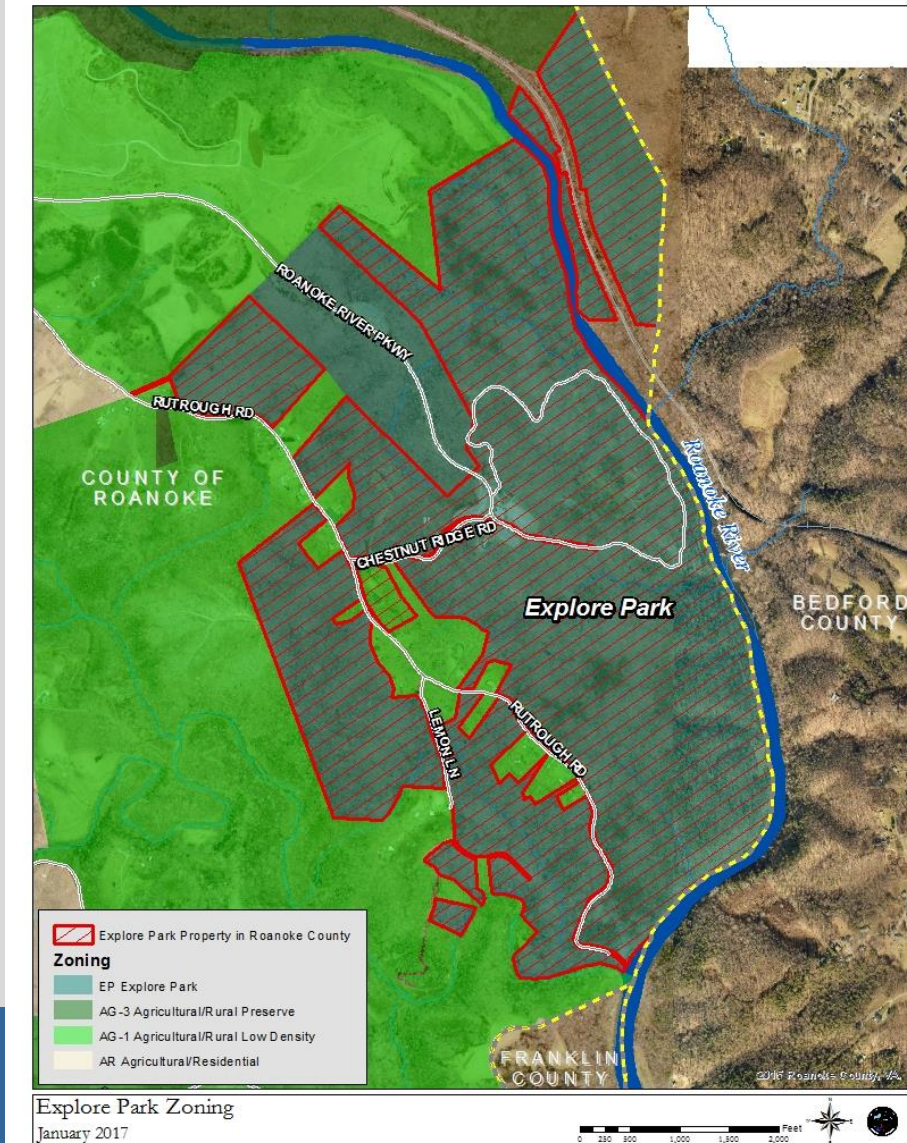
Master Plan Preliminary Timeline

- January: Draper Aden Associates under contract
- **January 31: Community Meeting 1**
- March: Community Meeting 2
- April: Community Meeting 3
- May: Draft Master Plan
- June: Final Master Plan



Explore Park Master Plan *Implementation*

- **Explore Park Zoning District Amendment**
 - Align the district regulations with the Explore Park Adventure Plan
 - Allow surrounding properties to zone property to EP designation
- **Explore Park property rezoning**
 - Reference the Explore Park Adventure Plan
 - Amend 2005 proffered conditions
 - Add new parcels purchased in 2016



Current Projects Characteristics

- Expand Economic Development Opportunities
- Signature Projects for the County/Valley – How we want to be identified
- Placemaking – Improve our Quality of Life
- Engaging our community as partners in the process
- Plans set the table for achieving a desired future



Advancing the Community Strategic Plan

Connect Roanoke County to the World

- Support improvements to the regional transportation network
- Regional cooperation and marketing

Position Roanoke County for Future Economic Growth

- Infrastructure and site development

Promote Neighborhood Connections

- Encourage a multi-modal transportation network
- Plan for mixed-use development and redevelopment opportunities

Be a Caring and Inclusive Community

- Accessibility of services for all populations

Keep Roanoke County Healthy, Clean and Beautiful

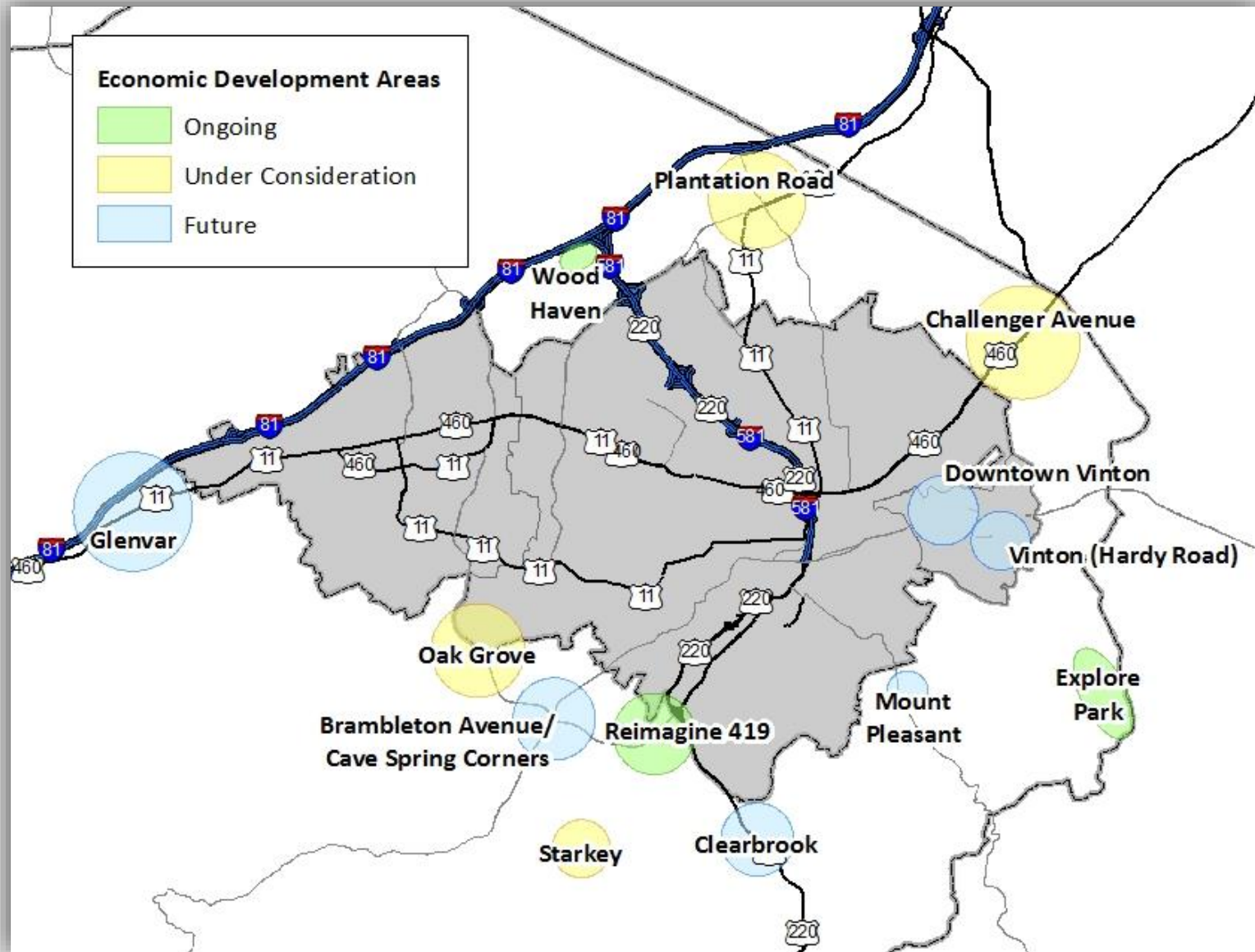
- Outdoor Recreation and Natural Resources



Economic Development Areas

Areas Under Consideration:

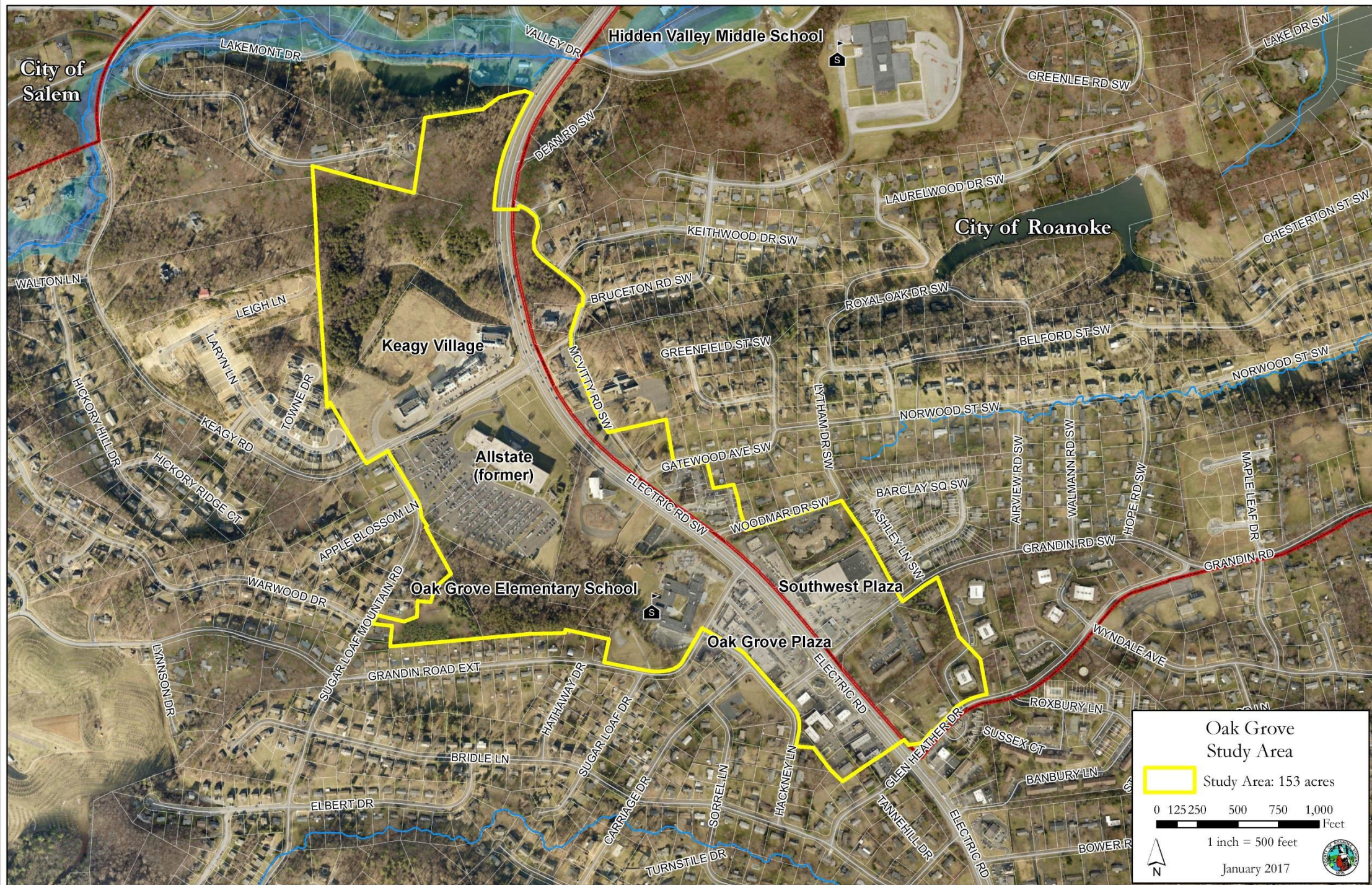
- Oak Grove
- Challenger Avenue
- Starkey
- Plantation Road






Oak Grove

Study Area





Oak Grove Study Area

 Study Area: 153 acres

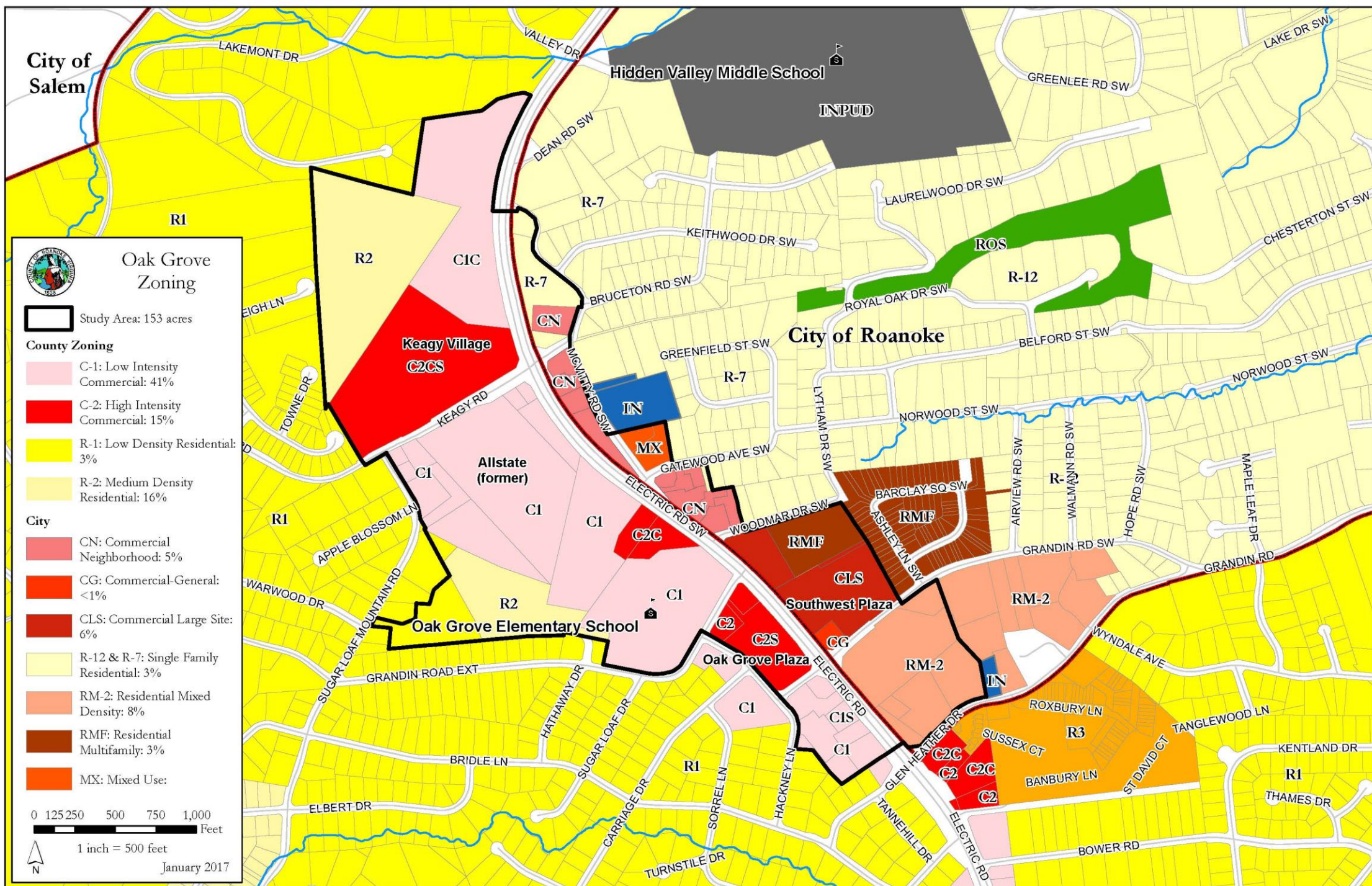
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1 inch = 500 feet

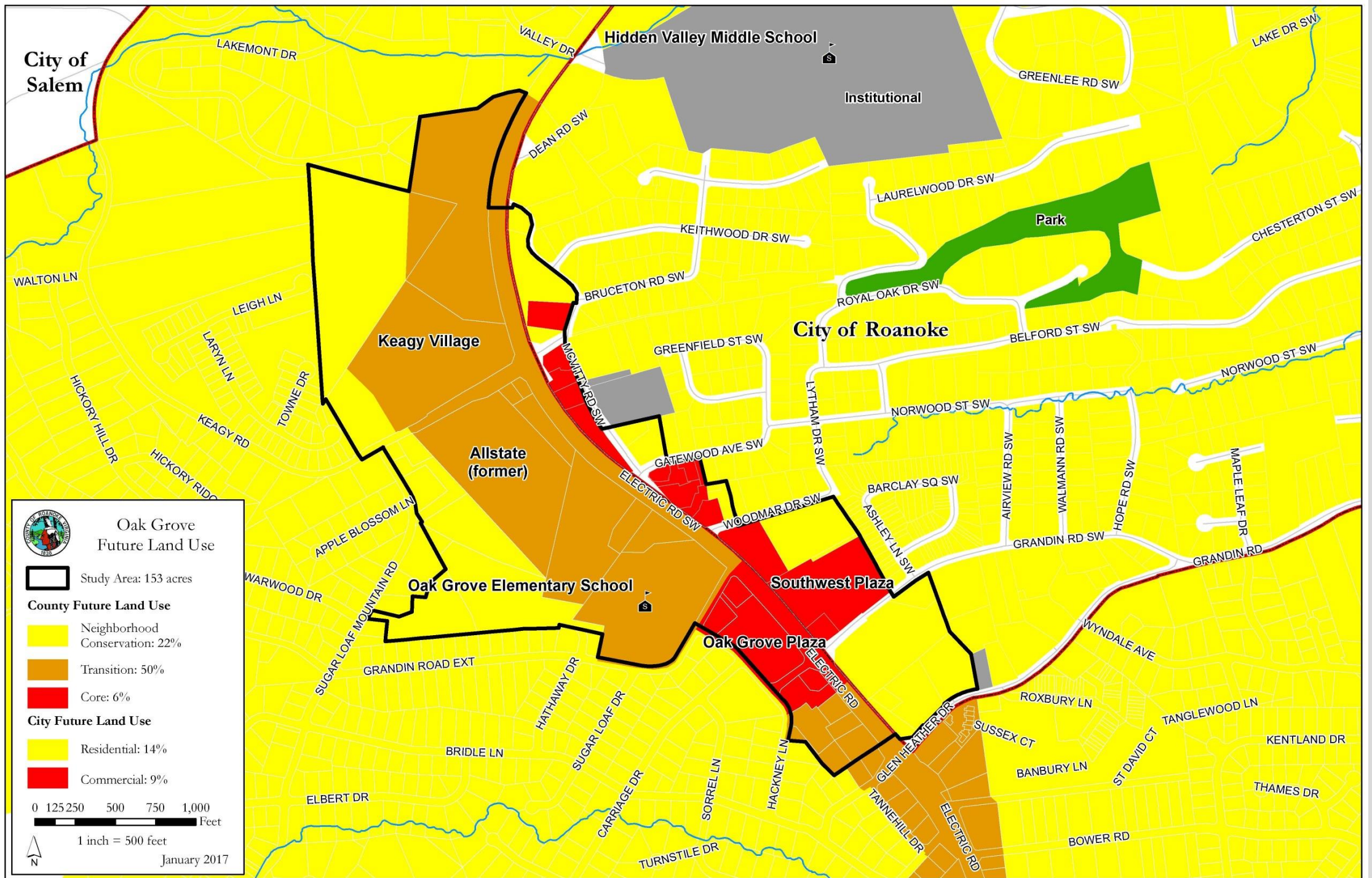
January 2017



Zoning



Comprehensive Plan Future Land Use



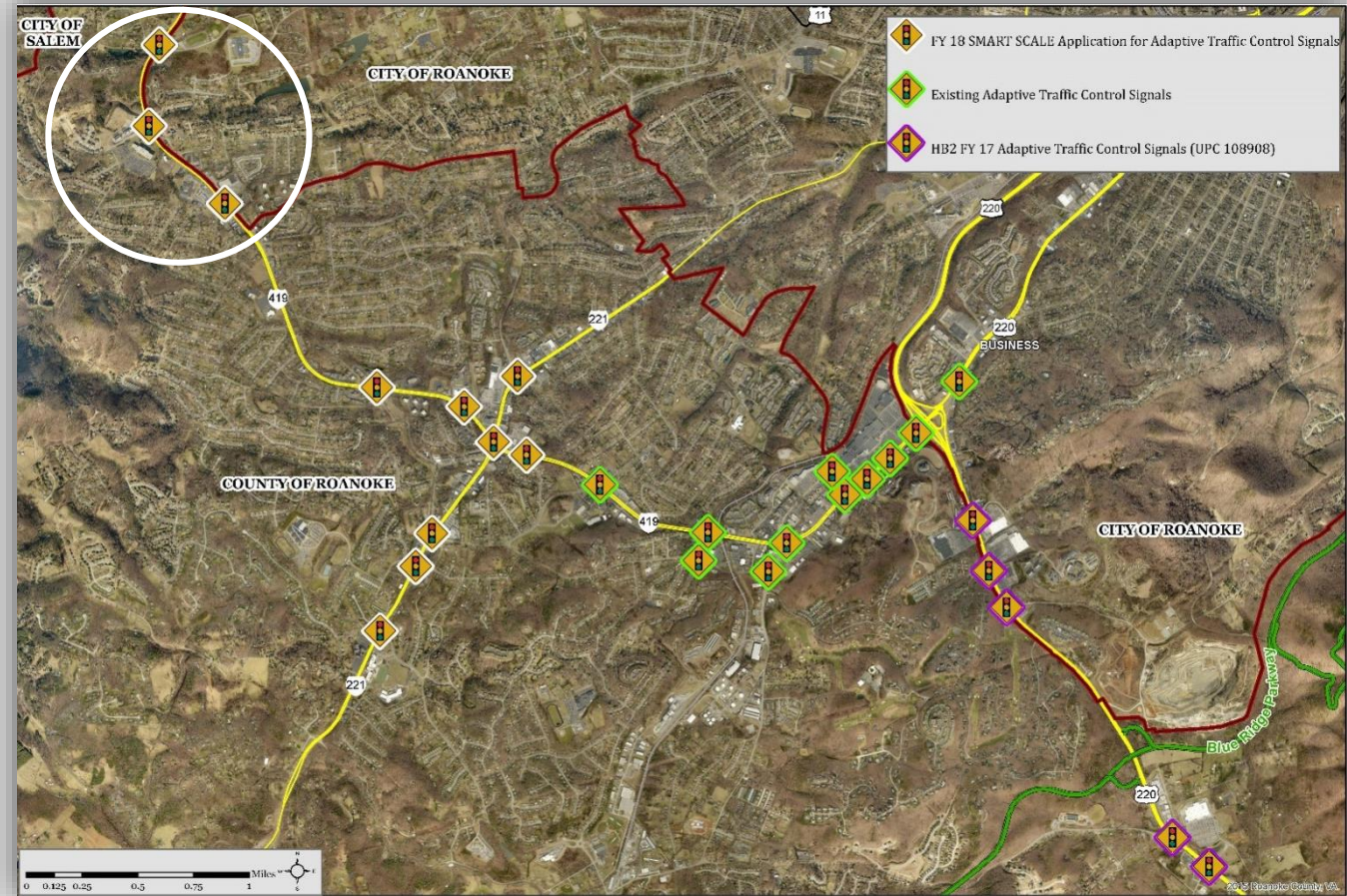
Ownership



Transportation

- 419 - 26,000 Vehicle Trips/Day
- Multiple intersections operate at unacceptable LOS (E or F) during AM and PM peak hours
- 419/221 Adaptive Traffic Control Project
 - Valley Dr/Hidden Valley School Rd
 - Keagy Rd
 - Carriage Ln/Grandin Rd
- Lack of Pedestrian/Bicycle Accommodations
- Access Management

Busy traffic on 419 at mid-afternoon on a weekday



Demographics

	1 Mile	2 Miles
Population - 2016	5,671	20,404
Avg. Household Size	2.22	2.28
Owner Occupied Units	2,003	6,021
Renter Occupied Units	546	2,851
Median Age	50.1	46.9
Median Household Income	\$69,280	\$59,352
White	88.8%	86.5%
Black	2.3%	5.0%
Asian	5.8%	4.6%
Other	3.1%	3.9%
Hispanic Origin	2.6%	3.7%

Redevelopment/ Development



Allstate

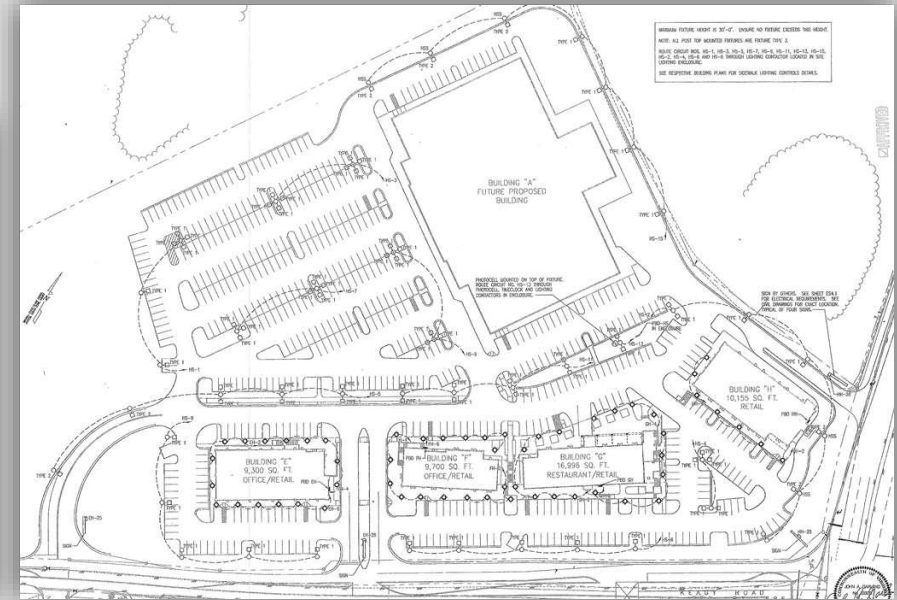
- Built 1969
- Lot Size 20.54 acres
- 165,808 Sq. Ft.
- Building auction beginning 2/27/17



Keagy Village



- 15 Acres in Size
- 4 Buildings Constructed
 - Total Square Feet: 55,285
 - Vacant Square Feet: 34,151 (61.7%)
 - Recent Interest in Project
- Large Building Pad Available
 - Grocery Store (Original Plan)



Oak Grove Plaza

Plaza built in 1964

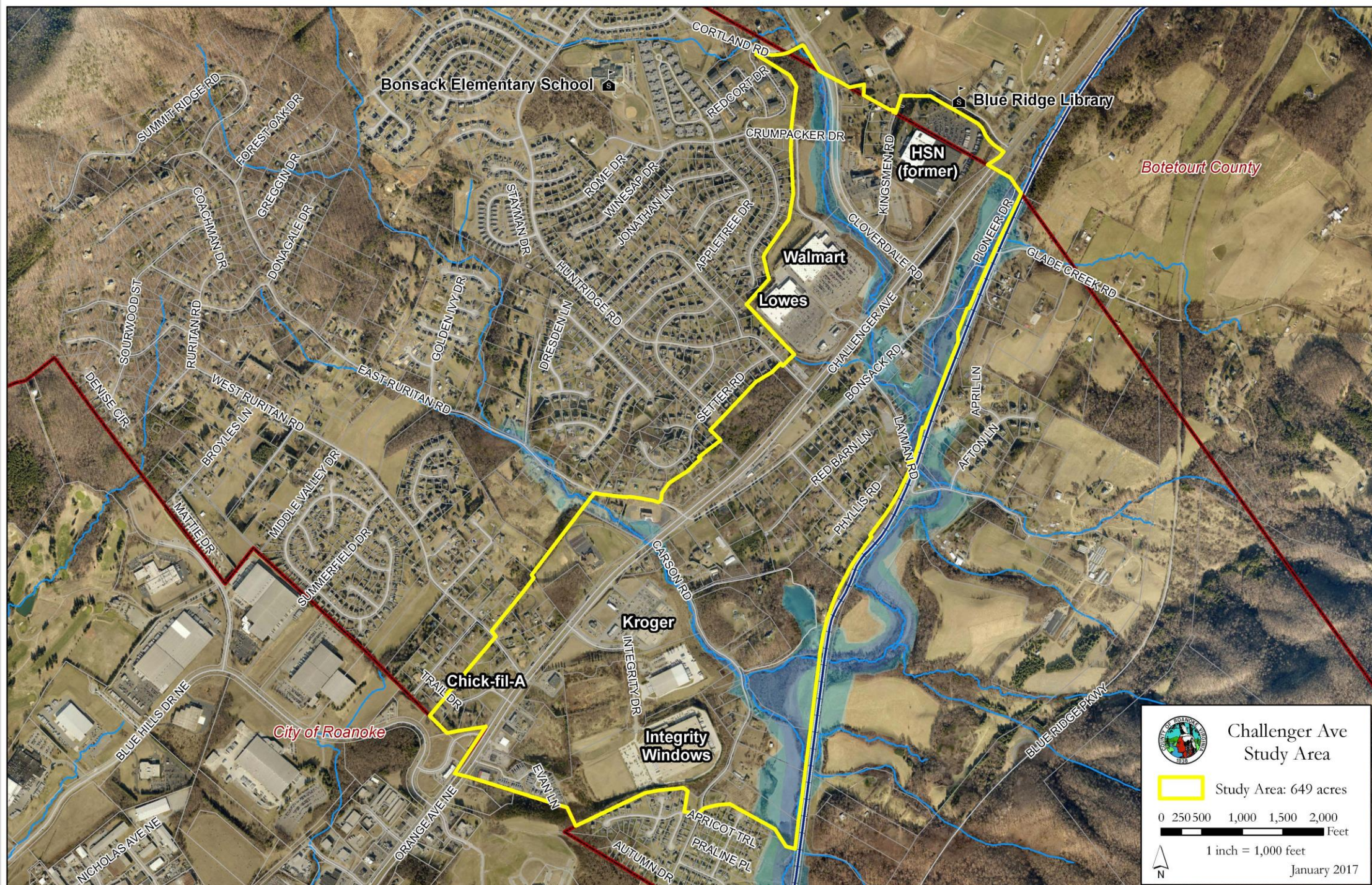
- 4.08 acres
- 49,881 Square Feet
 - Restaurants
 - Retail Sales
 - Church
 - Consignment Store
 - Personal Services
 - Business Support Services



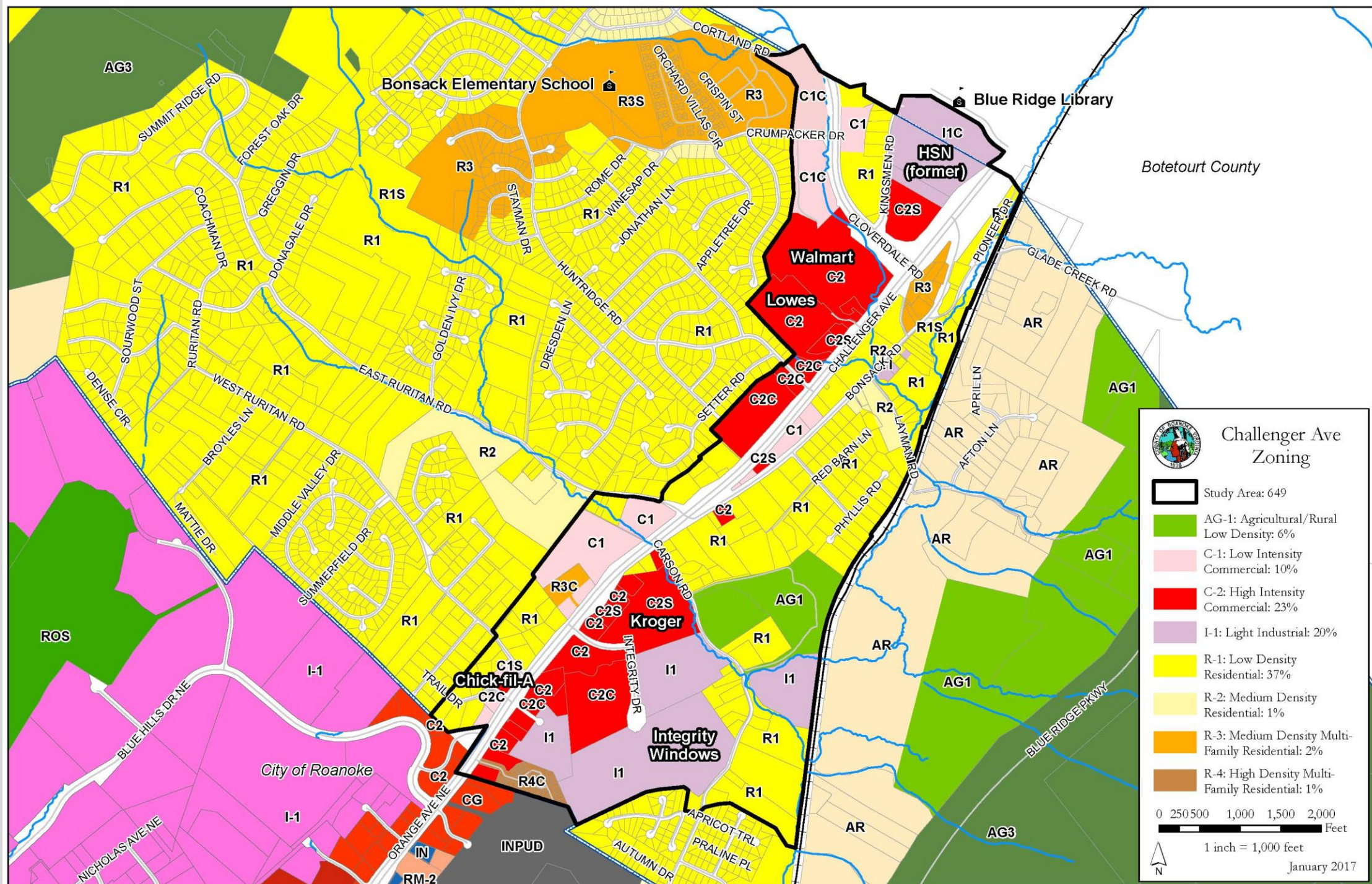


Challenger Avenue

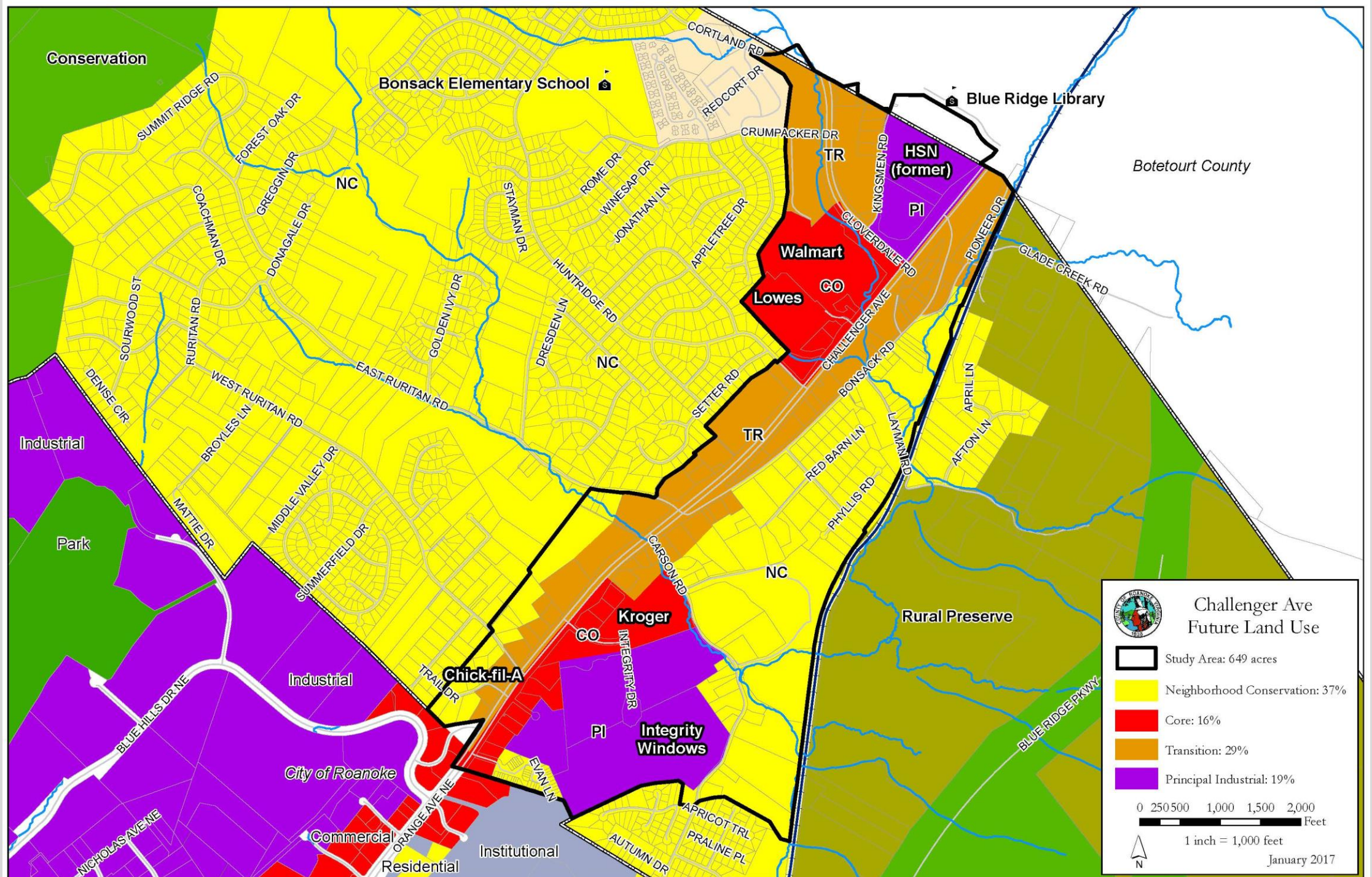
Study Area



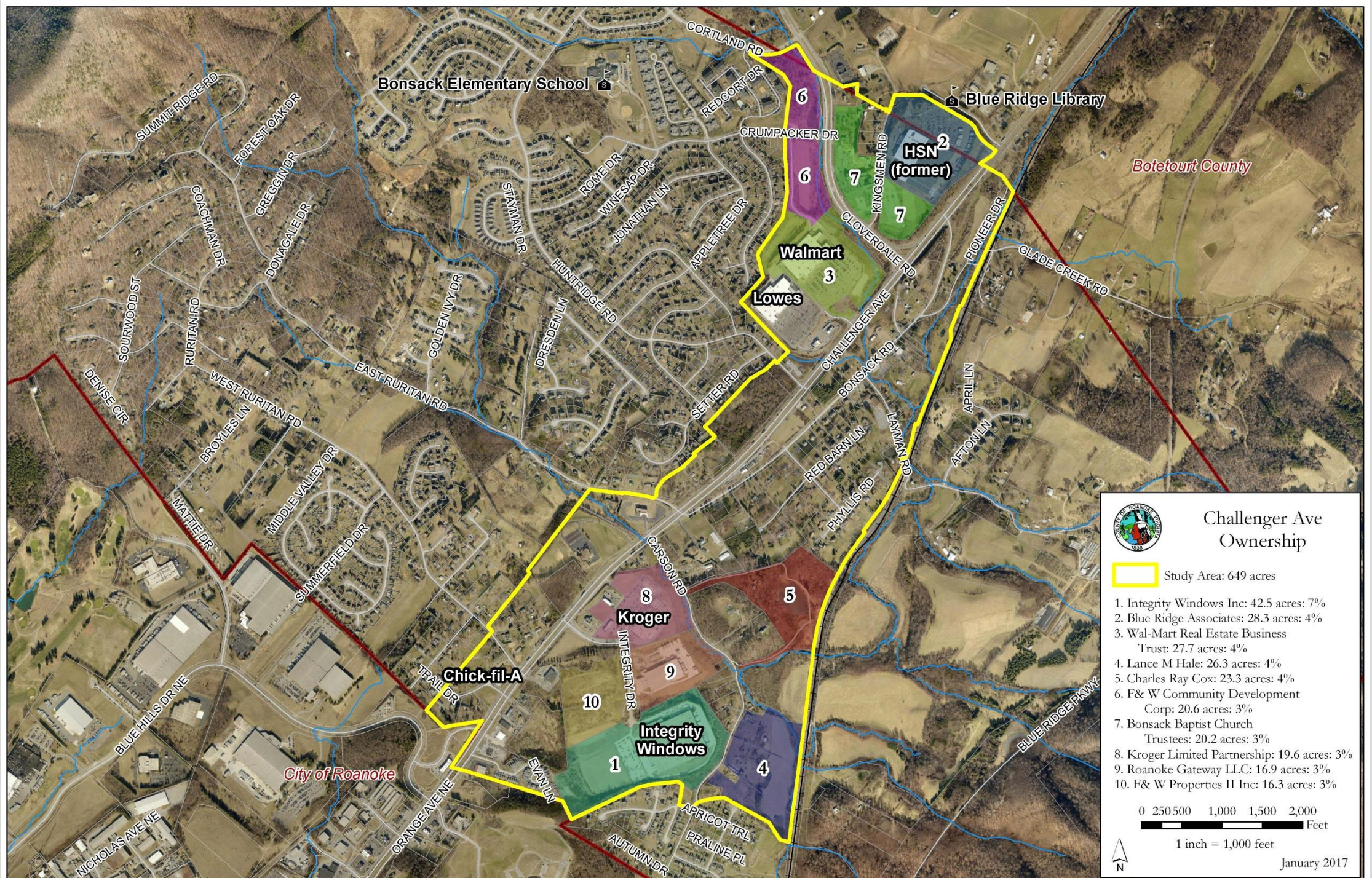
Zoning



Comprehensive Plan Future Land Use



Ownership



Transportation

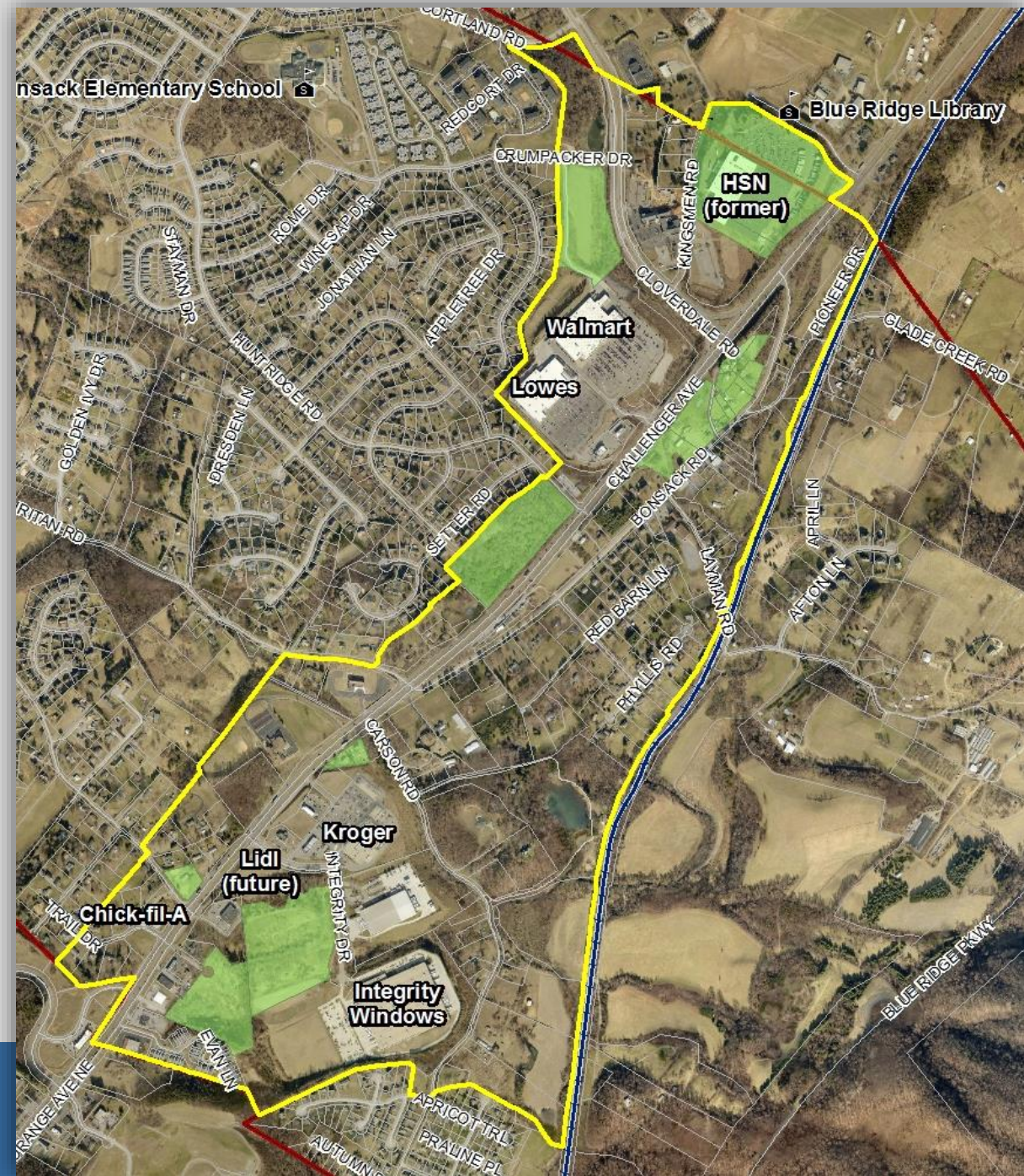
- 460 – 34,000 (26,000) vpd
 - Third highest traffic count in the Roanoke Valley
- 220 – 26,000 vpd
- Traffic Congestion/Safety
- Access Management
- Lack of Pedestrian/Bicycle Accommodations
- Signal Coordination Project with City of Roanoke



Demographics

	1 Mile	2 Miles
Population - 2016	3,961	9,756
Avg. Household Size	2.59	2.52
Owner Occupied Units	1,291	2,964
Renter Occupied Units	242	884
Median Age	43.1	42.8
Median Household Income	\$83,408	\$76,155
White	89.8%	89.1%
Black	5.3%	5.7%
Asian	3.0%	2.7%
Other	1.9%	2.5%
Hispanic Origin	2.2%	2.4%

Redevelopment/ Development



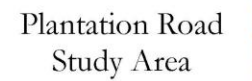
Home Shopping Network Facility

- Built 1990
- Lot Size 28 acres
- 387,558 Sq. Ft.
 - 359,125 Sq. ft. industrial
 - 28,433 office space
- Listed for sale 8/15/16





Plantation Road

[illegible]

0.025 0.05 0.1 0.15 0.2 0.25

1 inch = 700 feet

1 inch = 700 feet

January 2017

Plantation Road Zoning

Study Area: 465 acres

- C-1: Low Intensity Commercial: 2%
- C-2: High Intensity Commercial: 45%
- I-1: Low Intensity Industrial: 29%
- I-2: High Intensity Industrial: 2%
- R-1: Low Density Residential: 17%
- R-2: Medium Density Residential: 1%
- R-3: Medium Density Multi-Family Residential: 5%

0.0 0.25 0.5 0.75 1.0 Miles


January 2017


Botetourt County

Plantation Road Zoning


Study Area: 465 acres

 C-1: Low Intensity
Commercial: 2%


 C-2: High Intensity
Commercial: 45%

 I-1: Low Intensity
Industrial: 29%

■ I-2: High Intensity
Industrial: 2%

 R-1: Low Density
Residential: 17%

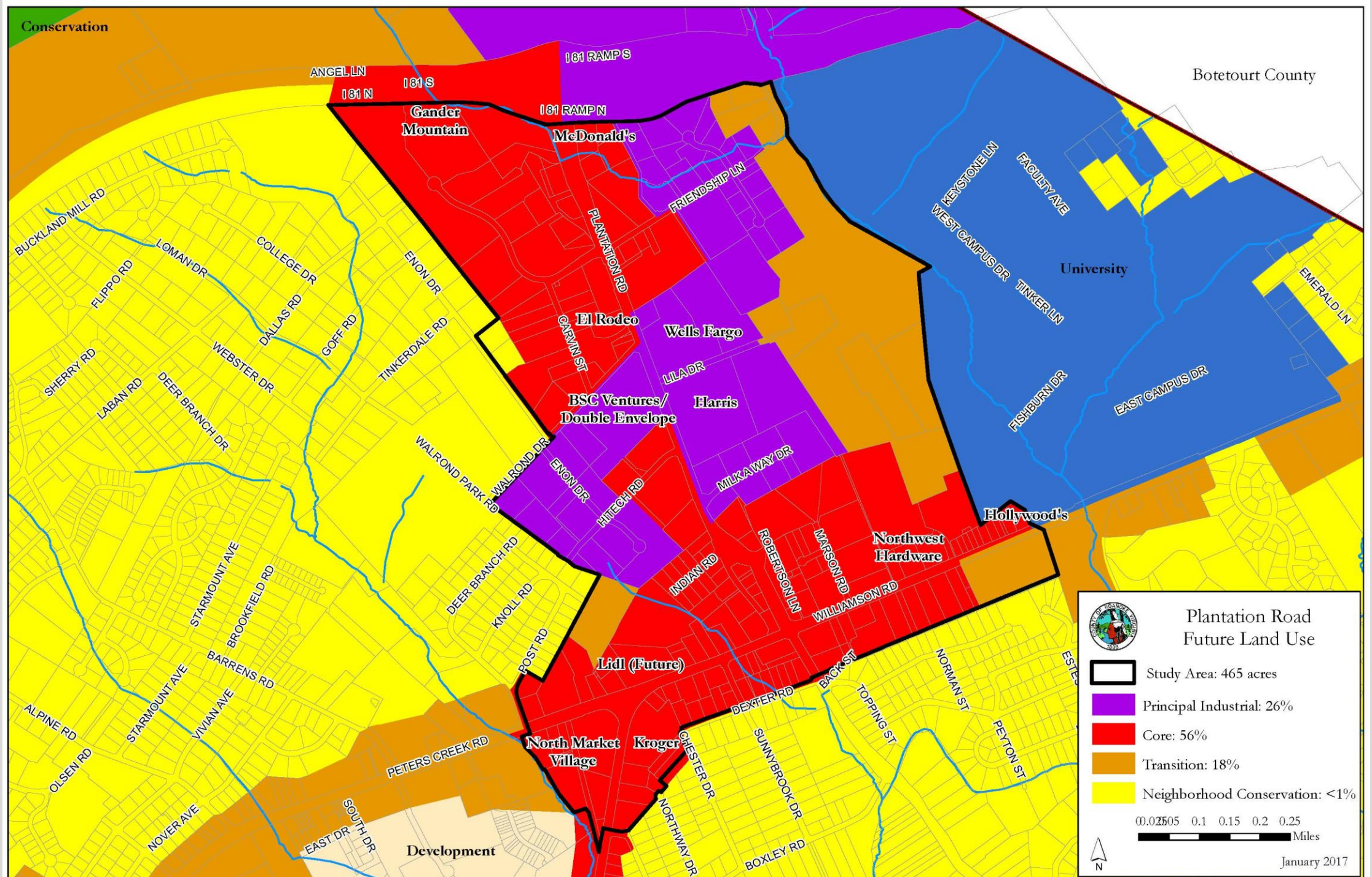
 R-2: Medium Density
Residential: 1%

 R-3: Medium Density Multi-Family Residential: 5%

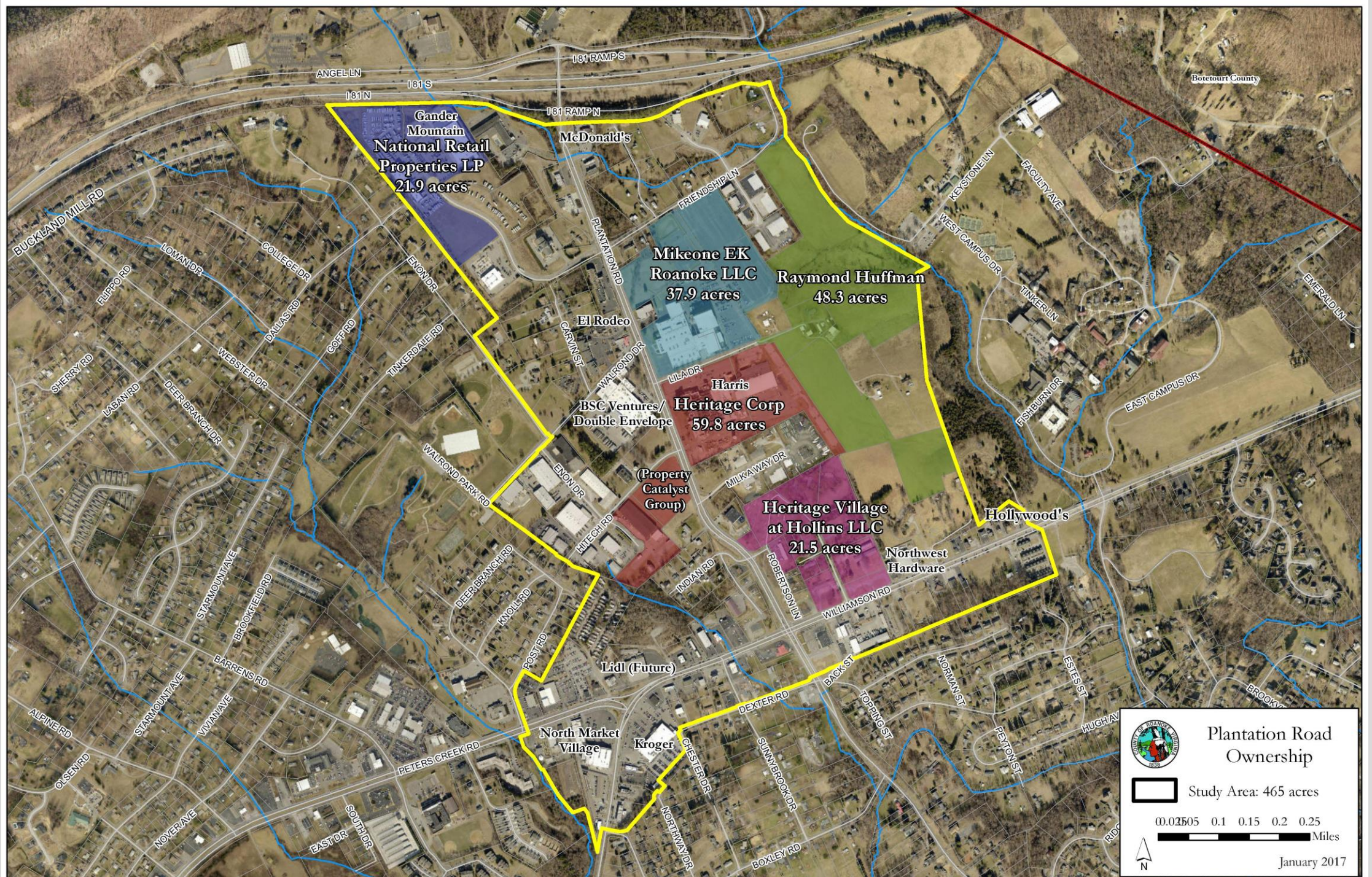
0 0.05 0.1 0.15 0.2 0.25 Miles

January 2017

Comprehensive Plan Future Land Use



Ownership



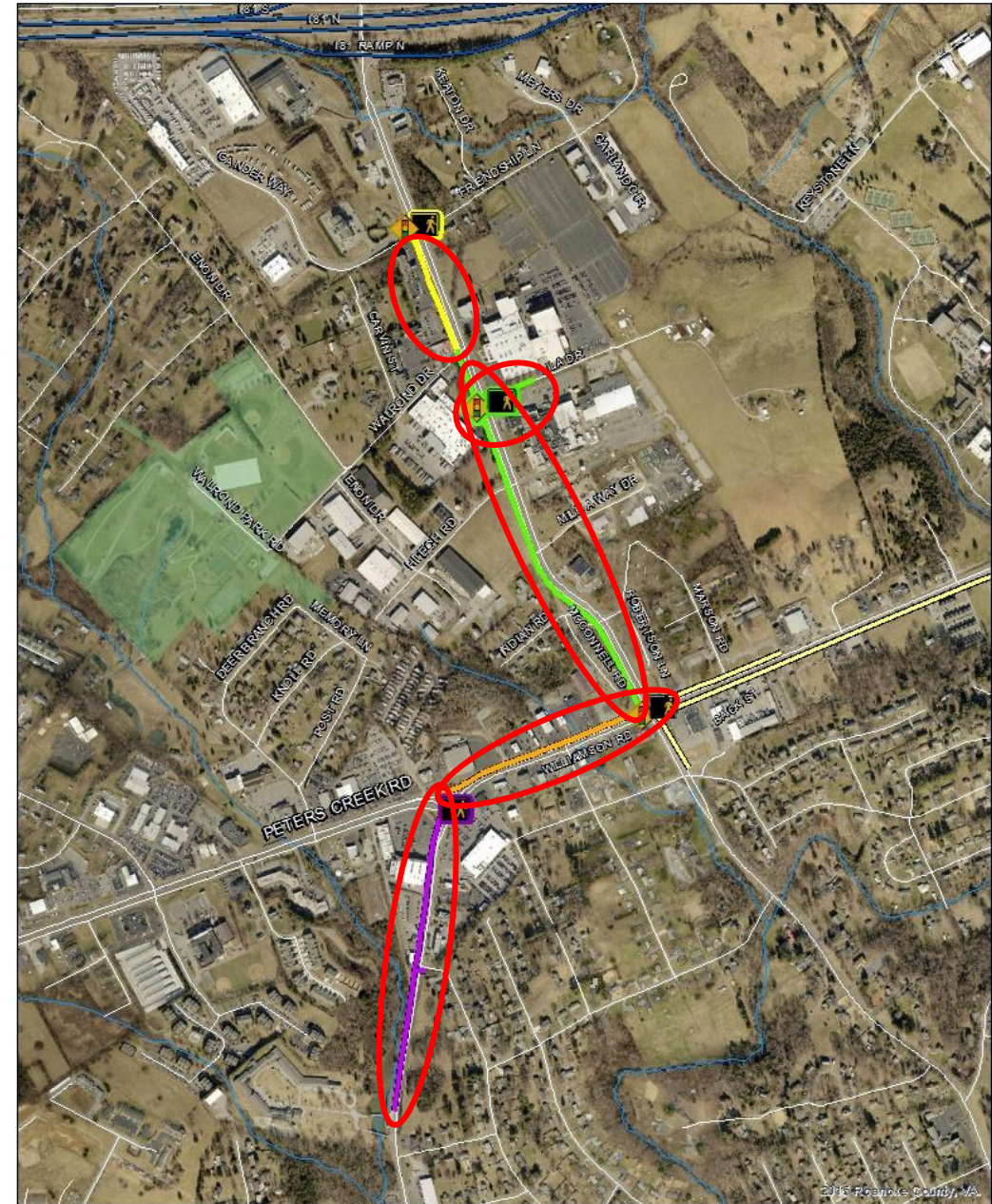
Transportation

- Plantation Road – Gateway Corridor from I-81
 - 16,000 vpd – Williamson Rd to Indian Rd
 - 13,000 vpd – Indian Rd to I-81
- Williamson Road
 - 12,000 vpd
- Peters Creek Road
 - 20,000 vpd
- Access Management
- Some Pedestrian Accommodations
- Lack of Bicycle Accommodations



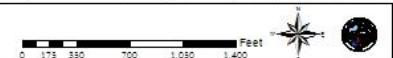
Transportation Projects

- Plantation Road Project, Phase I
 - Williamson Road to Walrond Drive (west side)
 - Construction 2017
- Lila Drive Intersection
 - Preliminary Engineering
 - Construction FY 2021
- Plantation Road Project, Phase II
 - Walrond Drive to Gander Way (west side)
 - Potential Smart Scale funding
- Williamson Road Sidewalk
 - Peters Creek Road to Plantation Road (north side)
 - Funding requested
- Peters Creek Road/Williamson Road Bike and Pedestrian Safety Improvements
 - Williamson Road: Peters Creek Road to North Roanoke Assisted Living
 - Preliminary Engineering
 - Construction FY 2019



Hollins Area Bicycle and Pedestrian Projects

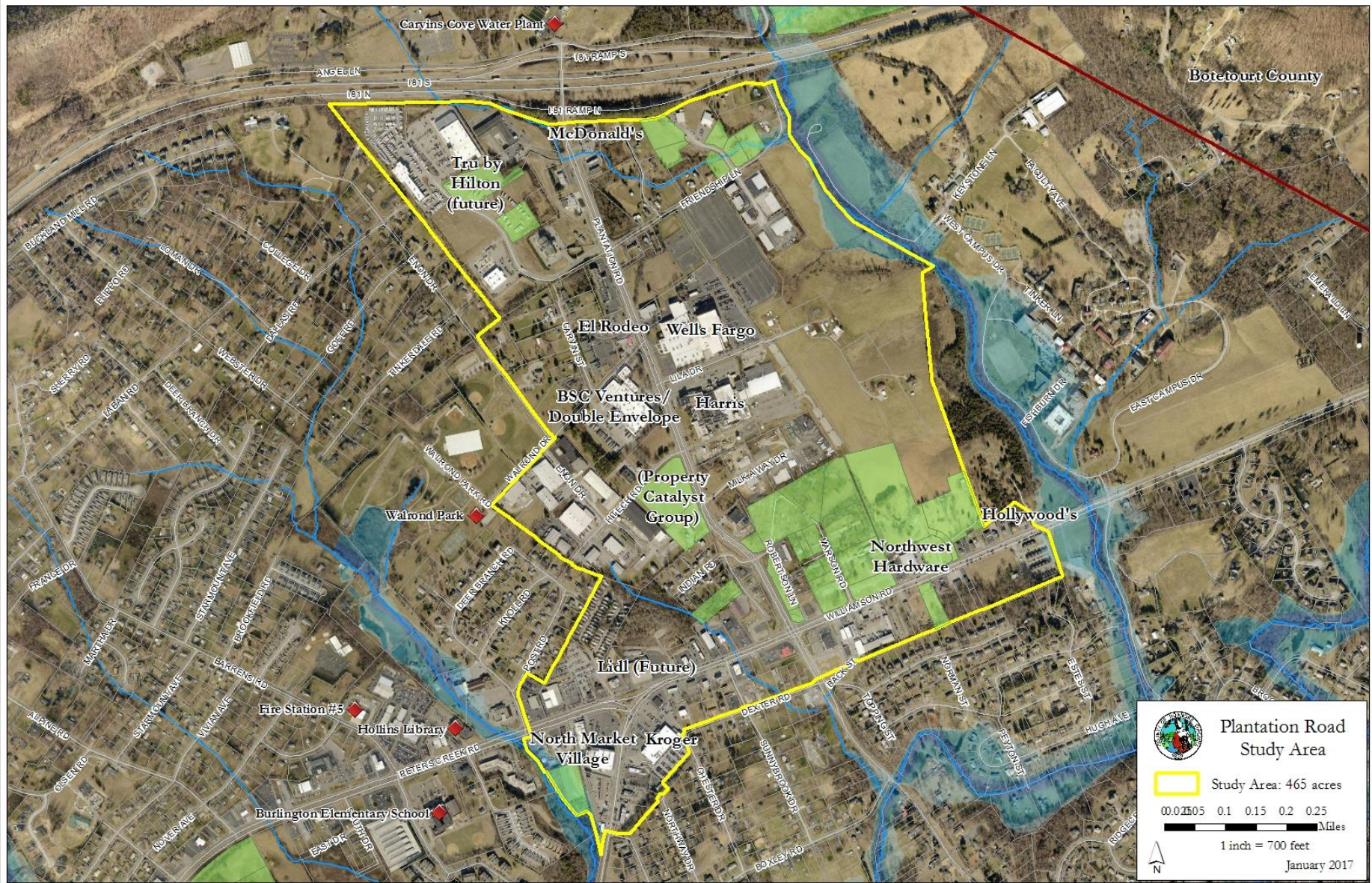
January 26, 2017



Demographics

	1 Mile	2 Miles
Population - 2016	3,075	12,741
Avg. Household Size	2.52	2.27
Owner Occupied Units	813	3,779
Renter Occupied Units	251	1,520
Median Age	43.7	45.4
Median Household Income	\$58,593	\$55,469
White	82.7%	82.9%
Black	9.1%	9.4%
Asian	4.4%	4.2%
Other	3.8%	3.3%
Hispanic Origin	4.5%	4.1%

Redevelopment/ Development



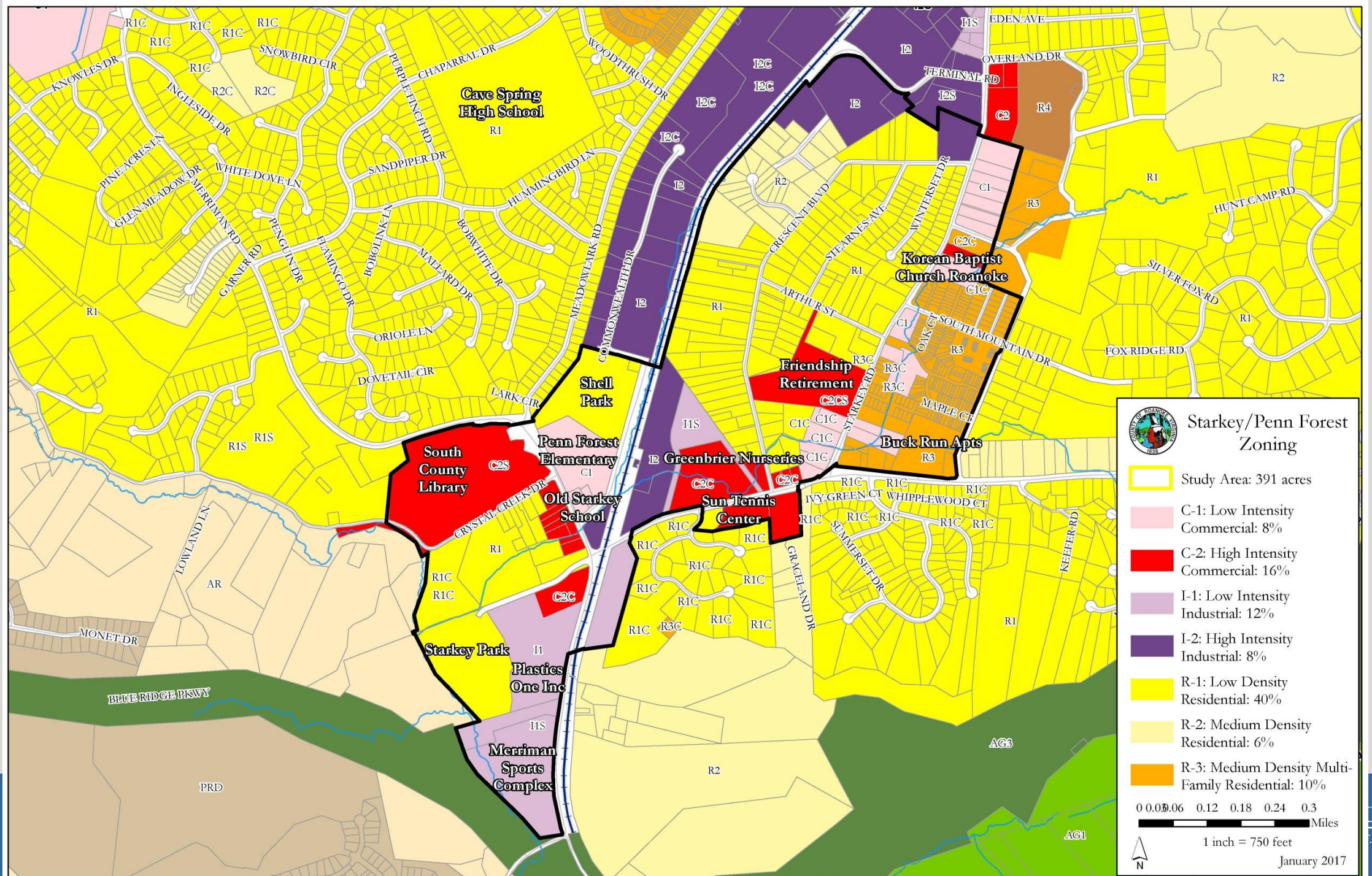


Starkey / Penn Forest

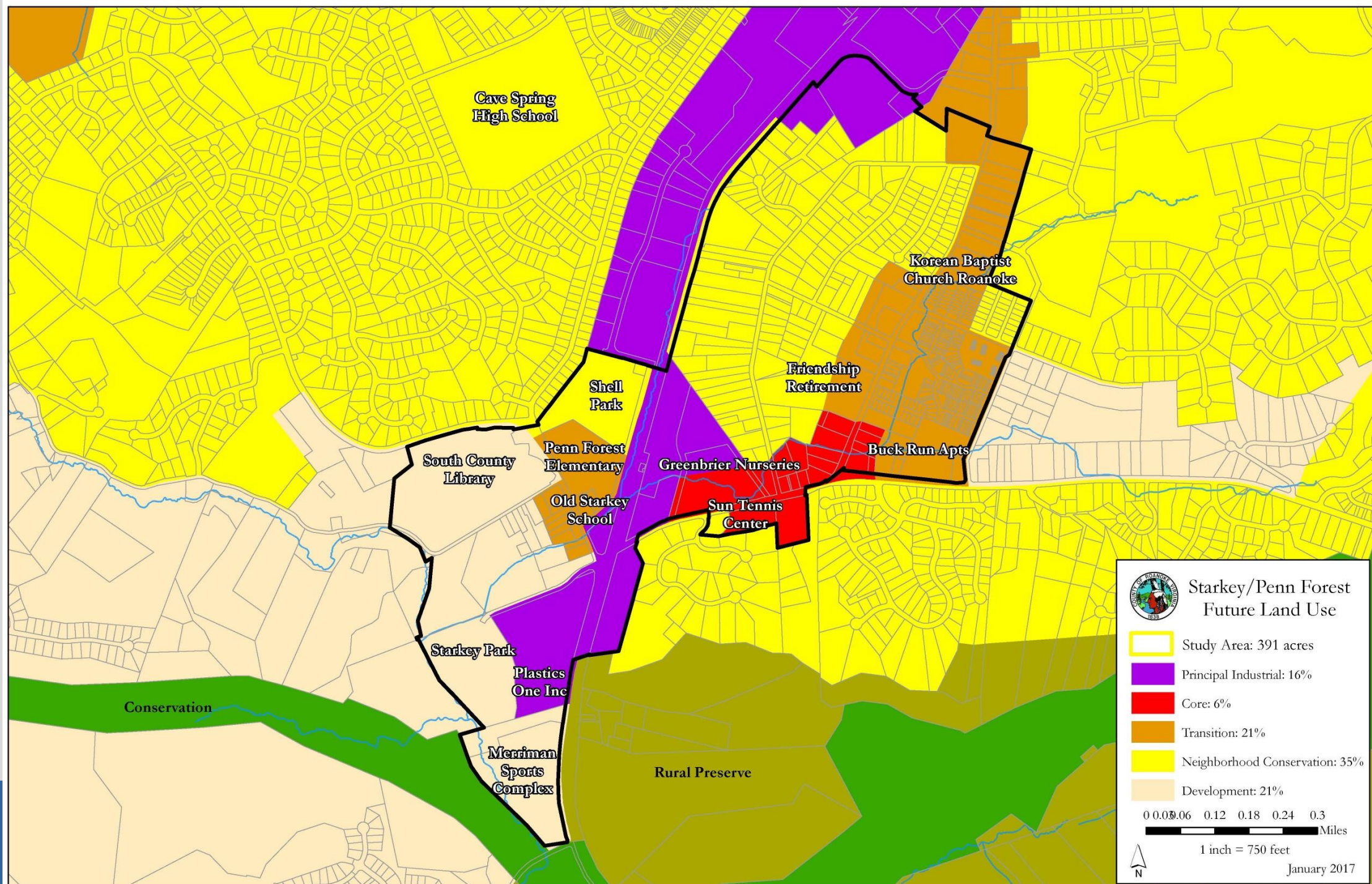
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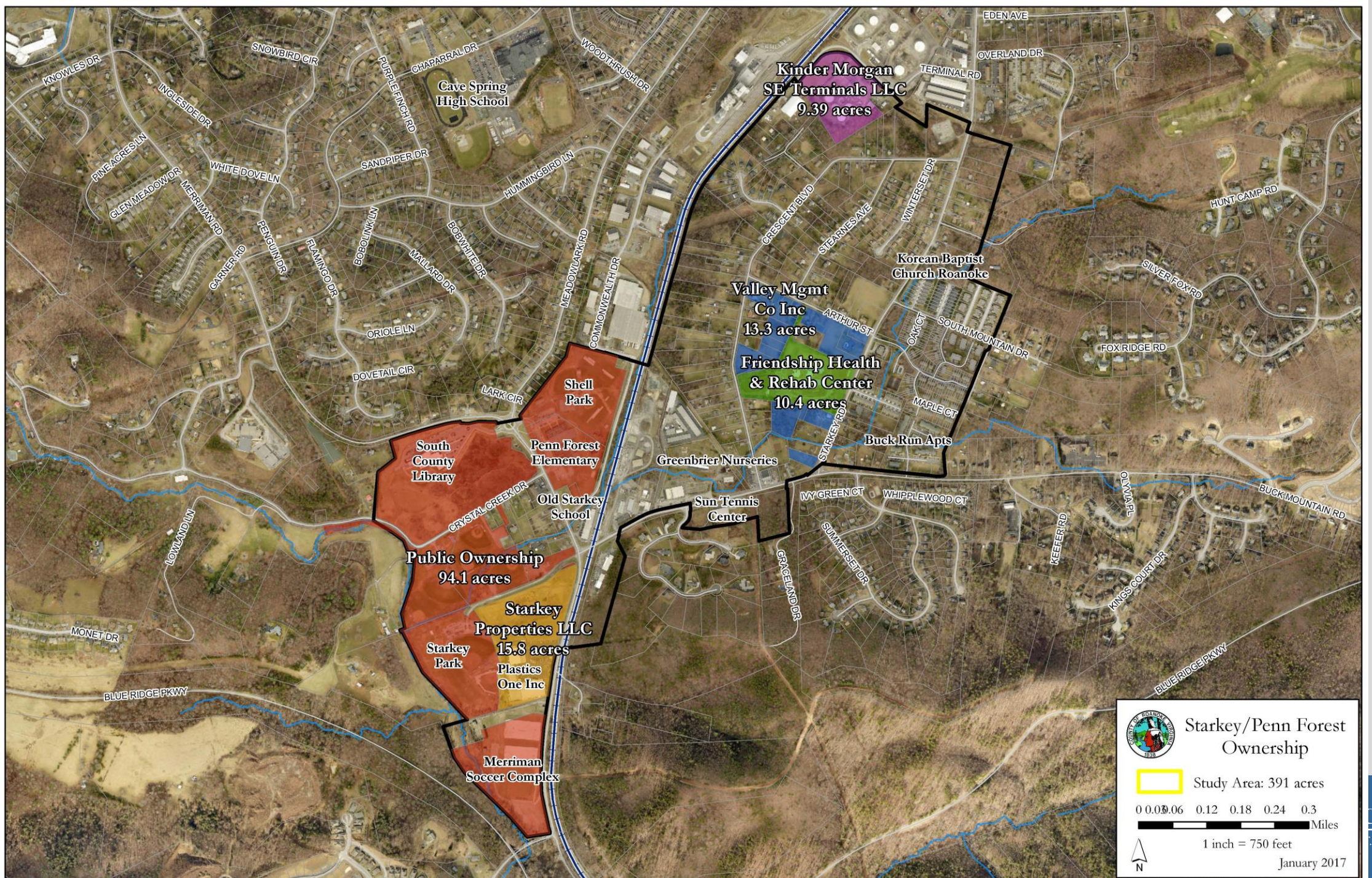
Zoning



Comprehensive Plan Future Land Use

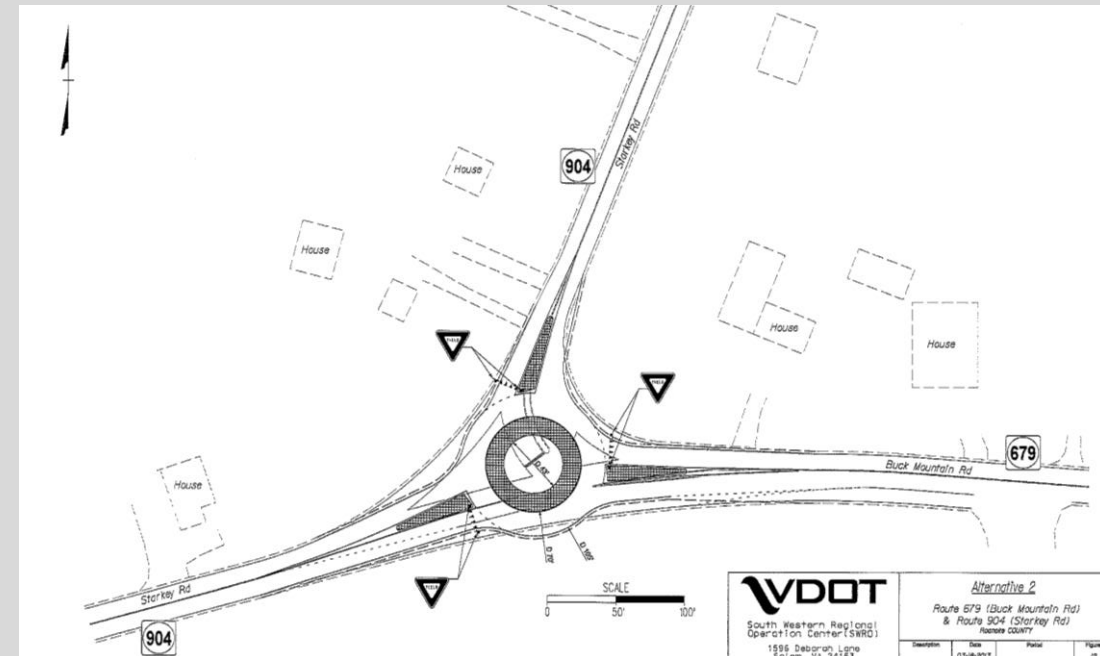


Ownership



Transportation

- Starkey Road
 - 8,400 vpd – Benois Rd to Buck Mtn Rd
 - 7,100 vpd – Buck Mtn Rd to Merriman Rd
- Buck Mountain Road - 7,000 vpd
- Merriman Road – 6,200 vpd
- Starkey Road/Buck Mountain Road Intersection Improvements
 - Cash Proffer
- Starkey Road/Merriman Road Intersection
 - Railroad Crossing
- Very Limited Pedestrian Accommodations
 - Library, School, Parks



Demographics

	1 Mile	2 Miles
Population - 2016	4,232	12,803
Avg. Household Size	2.27	2.37
Owner Occupied Units	1,464	4,080
Renter Occupied Units	401	1,327
Median Age	47.2	47.1
Median Household Income	\$73,003	\$71,723
White	89.4%	88.0%
Black	3.5%	3.8%
Asian	3.7%	4.8%
Other	3.4%	3.4%
Hispanic Origin	2.6%	3.1%

53



Demographics

		Population 2016	Average Household Size	Owner Occupied Units	Renter Occupied Units	Median Age	Median Household Income
Oak Grove	1 Mile	5,671	2.22	2,003	546	50.1	\$69,280
	2 Miles	20,404	2.28	6,021	2,851	46.9	\$59,352
Challenger Avenue	1 Mile	3,961	2.59	1,291	242	43.1	\$83,408
	2 Miles	9,756	2.52	2,964	884	42.8	\$76,155
Plantation Road	1 Mile	3,075	2.52	813	251	43.7	\$58,593
	2 Miles	12,741	2.27	3,779	1,520	45.4	\$55,469
Starkey / Penn Forest	1 Mile	4,232	2.27	1,464	401	47.2	\$73,003
	2 Miles	12,803	2.37	4,080	1,327	47.1	\$71,723

Transportation

	Oak Grove	460 Corridor	Plantation Road	Starkey Road
Traffic Counts	419 – 26,000	460 – 34,000 220 – 26,000	115 – 16,000 11 – 12,000 117 – 20,000	Starkey – 8,400 Buck Mtn – 7,000 Merriman – 6,200
Congestion Ranking	2	1	3	4
Access Management	Yes	Yes	Yes	No
Transit – Existing	No	No	No	No
Transit – Vision Plan	Yes	Yes	Yes	Yes
Bike/Ped – Existing	None	None	Some	Limited
Bike/Ped – Projects	No	No	Yes	No

Redevelopment/Development

	Oak Grove	460 Corridor	Plantation Road	Starkey Road
Acres	153	649	465	391
Land Use Plan	1998	1998	2008	1998
Land Use/Zoning Conflicts	Yes	Yes	Yes	Yes
Development Conflicts	Keagy Village, MFA	Wal-mart, Chick-fil-A	Oppidan Investment (Gander Way)	Friendship/Valley Management
(Re) Development Opportunities	Allstate, Keagy Village, Oak Grove Plaza	HSN, Lidl, F & W, Northside of 460	Heritage Village, Team Hollins, Lidl, Gander Way	Friendship/Valley Management
Other Issues	County Property, City of Roanoke	Flood Zones / Historic Bonsack		Flooding/SWM

Planning for Economic Development

Takeaways for Future Planning Efforts

- Positions County in a pro-active vs. reactive posture
- Provides a process to address potential conflicts between zoning and future land use
- Identifies additional opportunities for in-fill development, mixed-use development, and commercial/industrial development
- Focuses public dialogue on transportation infrastructure needs and scenarios for future residential and commercial development
- Increases efficacy in the planning process as citizens engage in place making activities
- Engages the business community on enhancing commercial corridors and new opportunities for investment

Questions