Planning for Economic Growth

Board of Supervisors Retreat – January 27, 2018

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Presentation Overview

- Economic Development Areas

- Oak Grove Center

- Hollins Center

- Challenger Avenue

- Discussion/Questions

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Roanoke County Zoning

78.35%
Agricultural

17.13%
Residential

1.85%
Commercial

2.17%
Industrial

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County's Goals

"....leaders of the Community Development and Economic Development Departments initiated exploration of potential **opportunities to develop higher density, mixed-use activity areas in our existing commercial corridors …**
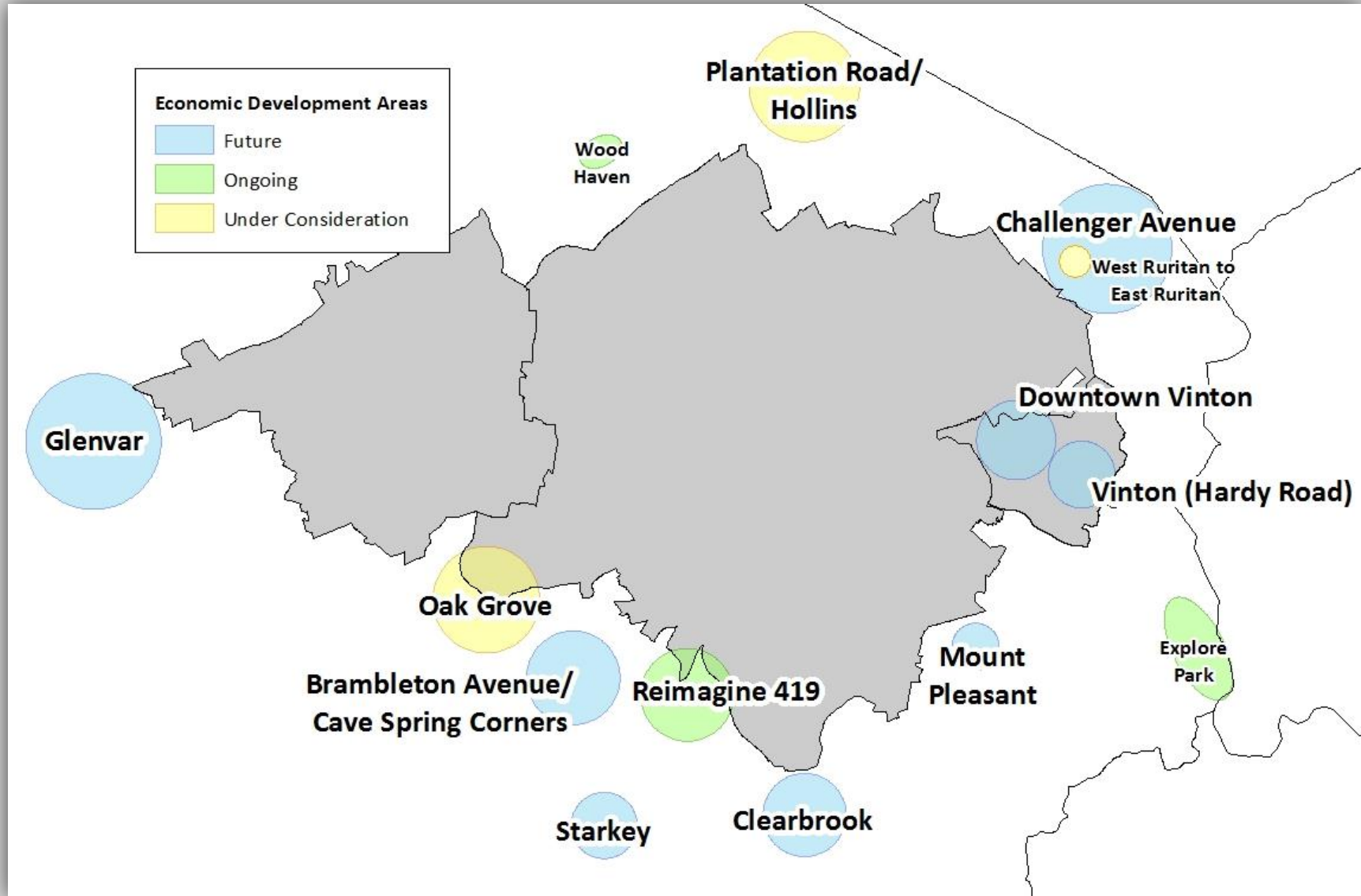
Economic Development Areas

- Located on a **Major Transportation Corridor** with an existing or proposed transit line

- Contains both **employment** and **housing** opportunities as well as **public** and **institutional** uses

- **High population density** relative to neighboring areas

- **Offers potential for mixed-use, walkable development**

Economic Development Areas

Areas of Focus:

- Oak Grove
- Plantation Road/Hollins
- Challenger Avenue

Planning Study Objectives

- Identify opportunities for **higher density residential and commercial development and redevelopment** (alternatives)

- Develop **a multi-modal transportation plan** to include cross street sections, parking needs, recommended improvements and planning cost estimates

- Develop recommendations and planning cost estimates to upgrade **the existing infrastructure systems**

- Develop **design standards** for future development and redevelopment

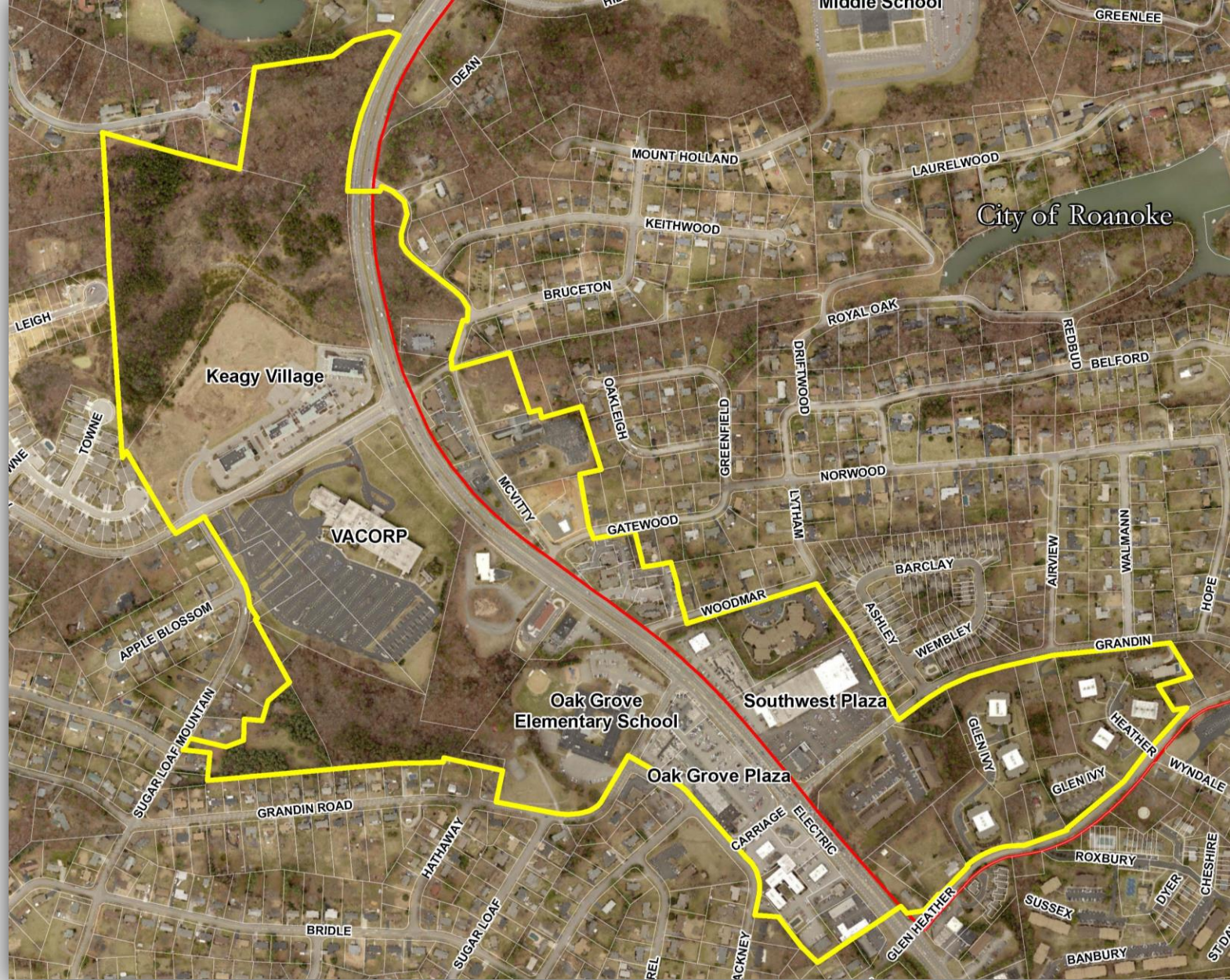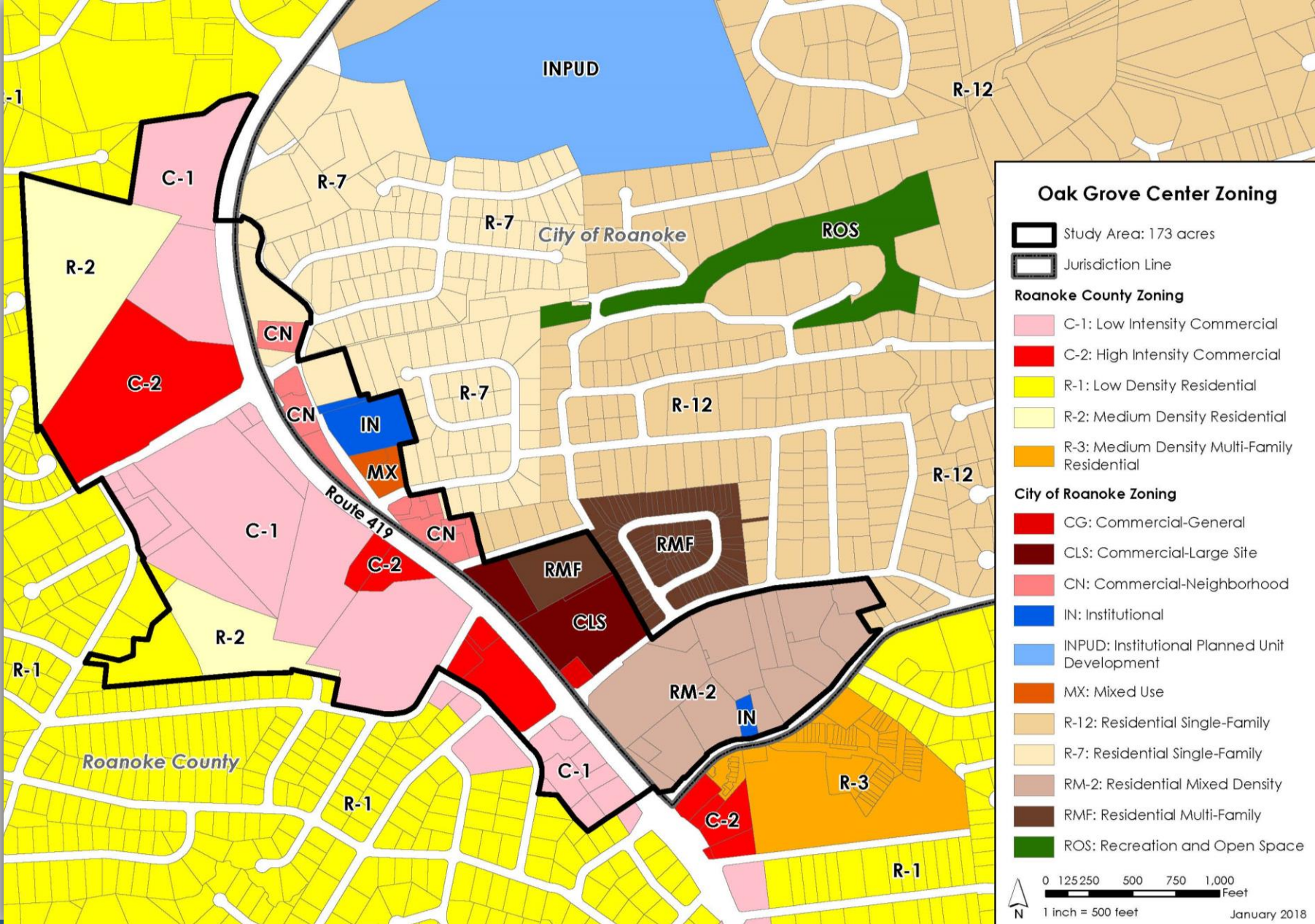- Provide **recommendations** to implement the plan

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Oak Grove Center

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Study Area

173 acres

City parcels: 45

County parcels: 30

Zoning

Oak Grove Center Zoning

Study Area: 173 acres
Jurisdiction Line

Roanoke County Zoning
- C-1: Low Intensity Commercial
- C-2: High Intensity Commercial
- R-1: Low Density Residential
- R-2: Medium Density Residential
- R-3: Medium Density Multi-Family Residential

City of Roanoke Zoning
- CG: Commercial-General
- CLS: Commercial-Large Site
- CN: Commercial-Neighborhood
- IN: Institutional
- INPUD: Institutional Planned Unit Development
- MX: Mixed Use
- R-12: Residential Single-Family
- R-7: Residential Single-Family
- RM-2: Residential Mixed Density
- RMF: Residential Multi-Family
- ROS: Recreation and Open Space

0 125 250   500   750   1,000
Feet
1 inch = 500 feet   January 2018

Future Land Use

Redevelopment Possibilities

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Student Advisory Council Meeting
Visual Preference Survey Results

40% Trolley

32% Sculpture

40% Natural Hiking Trail

60% Modern Mixed Use

36% Organized Park

60% Entertainment Center

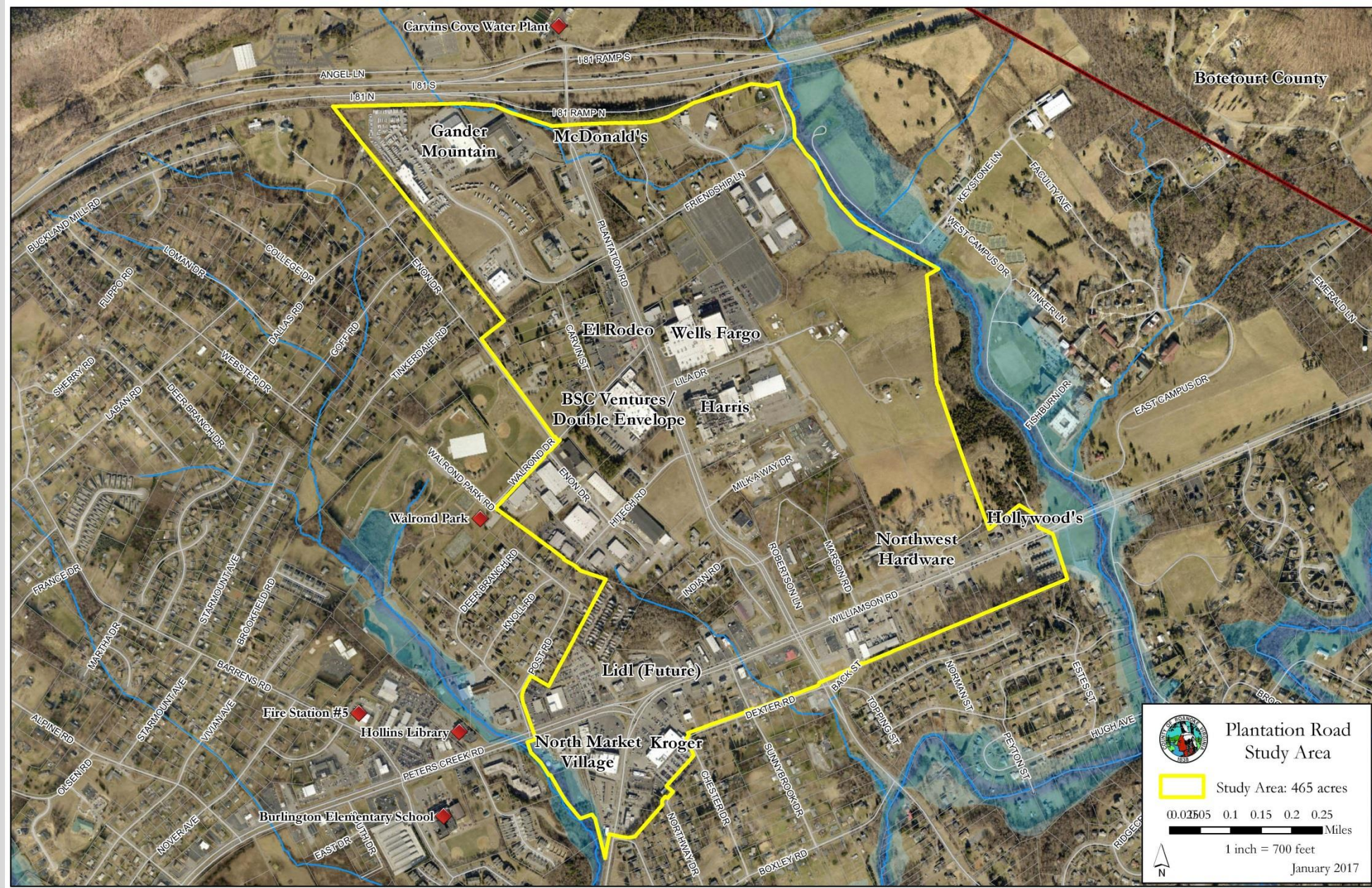60% Off-Road Bike/Ped Facility

44% Modern Apartments

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Hollins Center

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Simulation With Future Signal

- Gateway Corridor into the County from I-81
- Potential for mixed-use redevelopment projects
- Multifamily housing opportunities for Botetourt overflow and Hollins University
- Infrastructure improvements needed in the area to expand development site potential (roads, utilities)
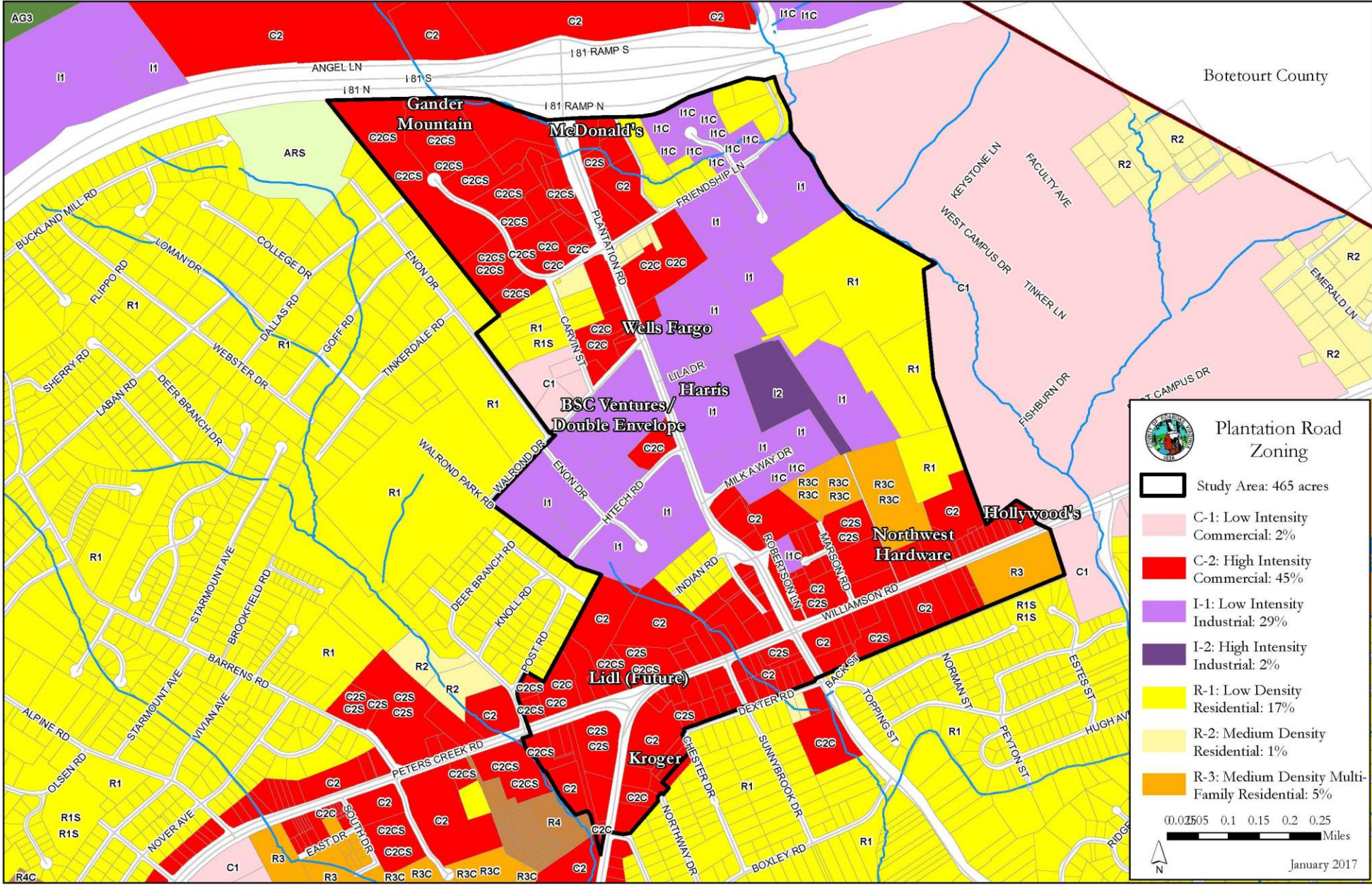- Several pedestrian projects underway in the vicinity

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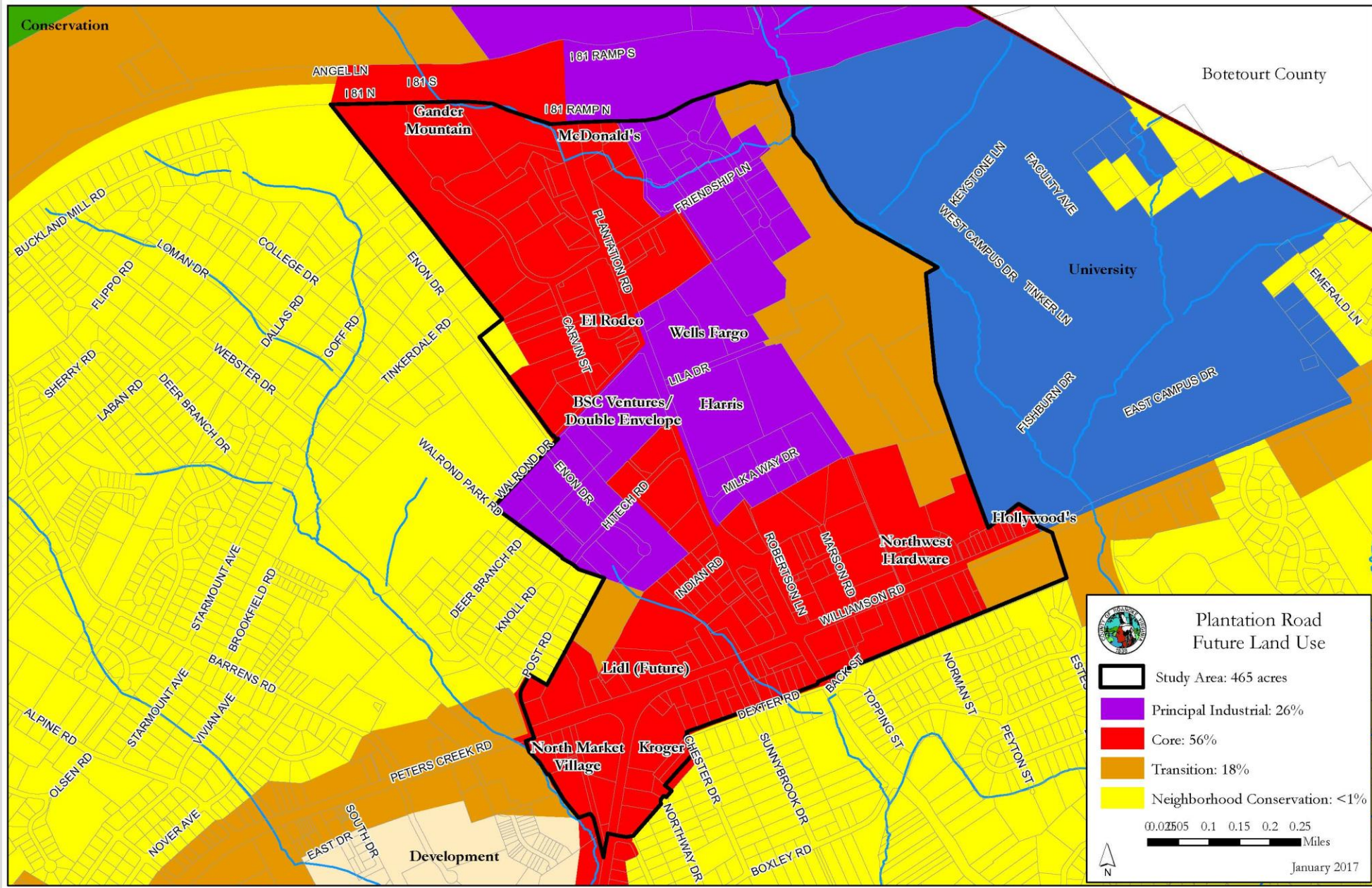VIRGINIA EST. 1838

Study Area

465 acres

Zoning

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%

January 2017

Future Land Use

Plantation Road
Future Land Use

Study Area: 465 acres

Principal Industrial: 26%

Core: 56%

Transition: 18%

Neighborhood Conservation: <1%

January 2017

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Overall Schedule – Oak Grove & Hollins

January-March: Stakeholder Interviews and Small Group Discussions

February-April: Survey Open

March: Community Meetings (Existing Conditions, Issue Identification)

May: Community Meetings (Survey Results; Vision/Goals/Objectives)

June: Roanoke City/Roanoke County Planning Commission Meeting (tentative)

June-September: Develop draft document

September: Community Meetings (Draft Plan)

October-December: Finalize Plan with Planning Commissions, Board of Supervisors and City Council

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Challenger Avenue

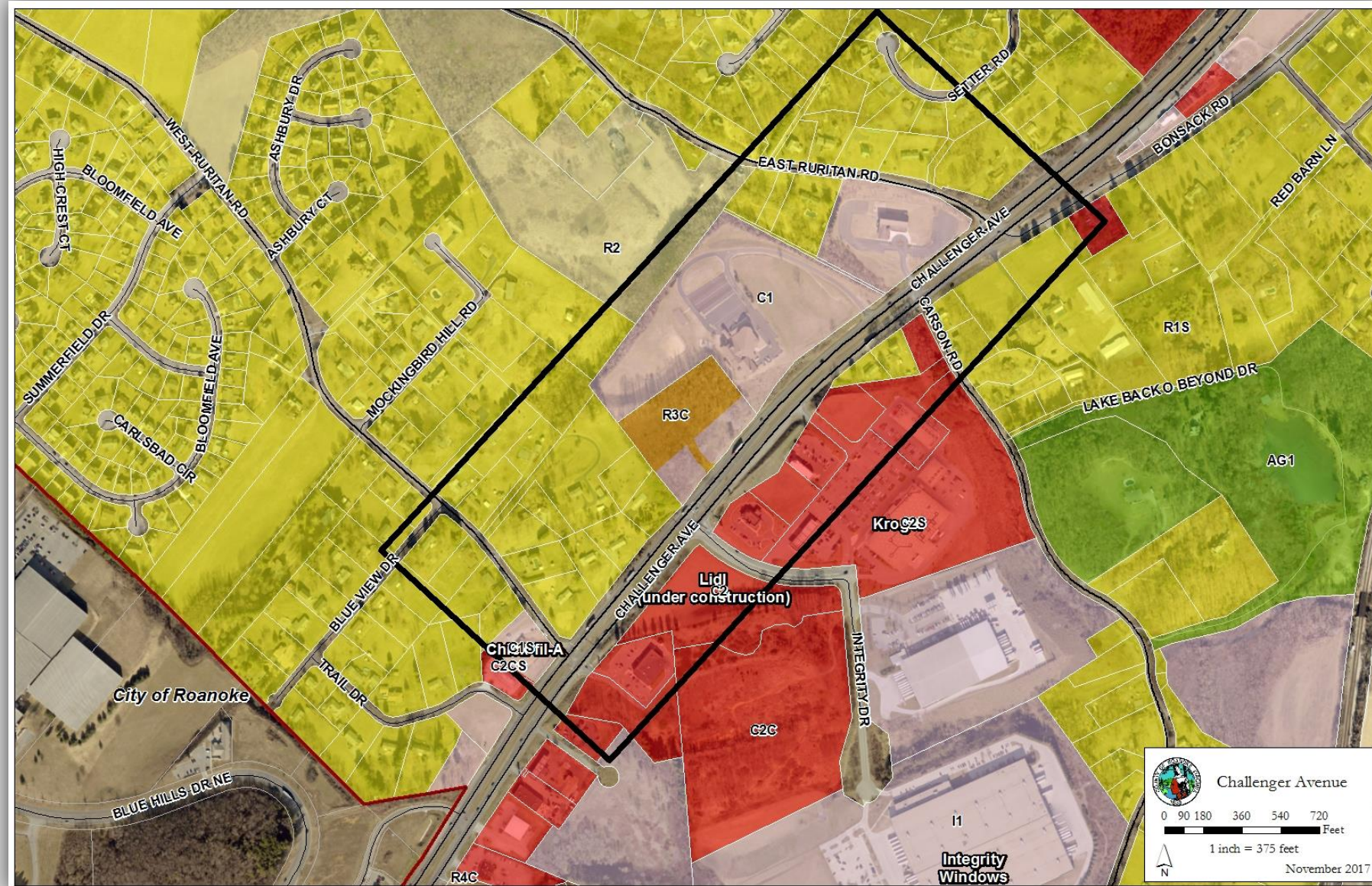ROANOKE COUNTY
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Challenger Avenue: East Ruritan to West Ruritan / City Line

- Study looking at Challenger Avenue between East Ruritan Road and West Ruritan Road/City Line

- Focus on Transportation Access/Safety/Congestion and Future Development Potential
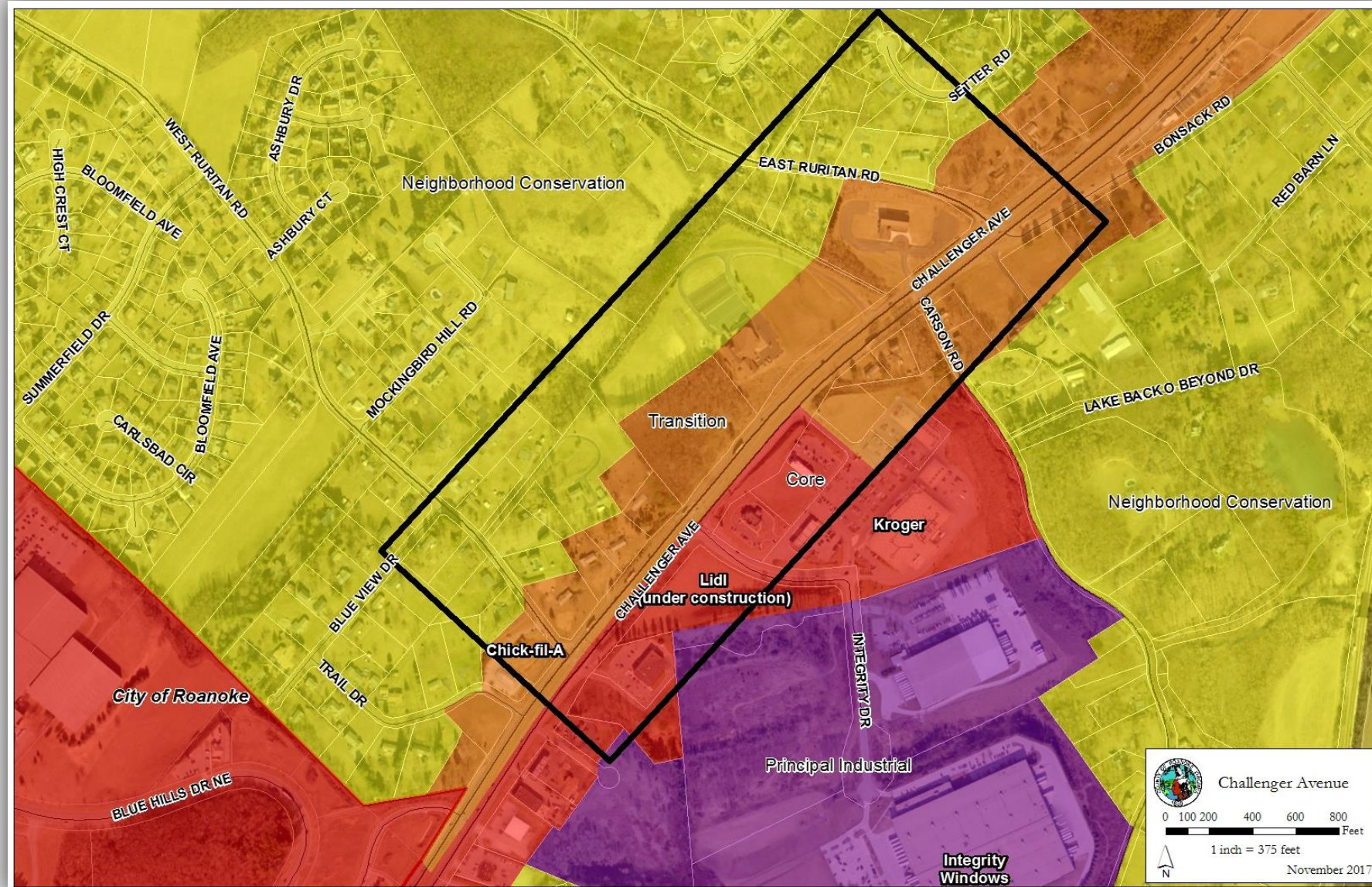
Challenger Avenue: East Ruritan to West Ruritan / City Line

- Zoning Analysis: Is the zoning appropriate along this corridor for future economic growth?

Challenger Avenue: East Ruritan to West Ruritan / City Line

- <u>Future Land Use Analysis</u>: What changes, if any, are necessary for future economic growth?

Overall Schedule – Challenger Avenue

February – March/April: Finalize Project Scope & Consultant Selection

April – August: Development of Conceptual Alternatives

September – October: Community Meetings

November – December: Finalize Recommendations & Implementation Steps

January – March (2019): Finalize Study with Planning Commission & Board of Supervisors

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Discussion/Questions