



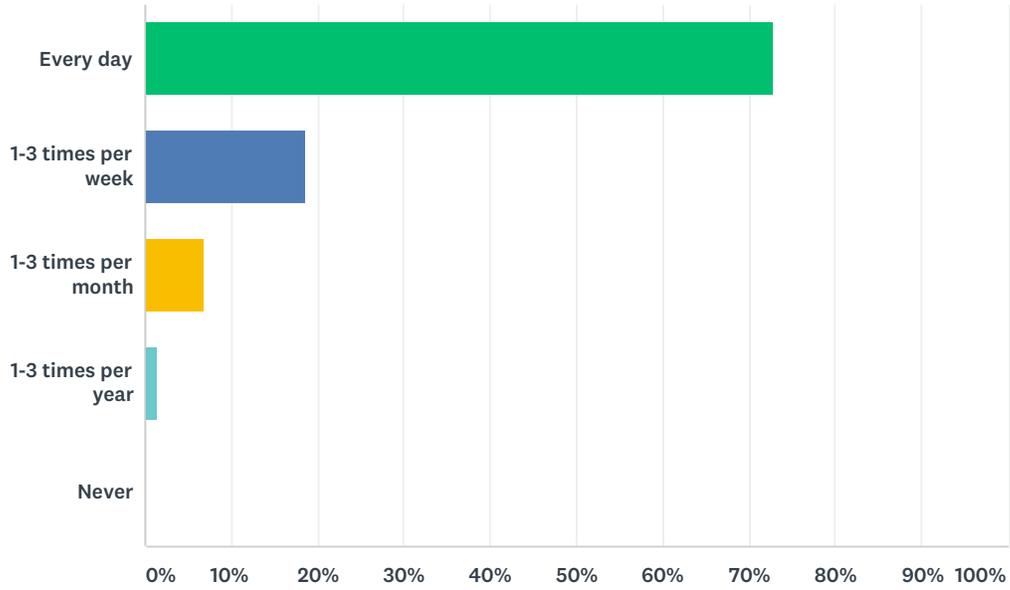
Planning Study

# Survey Results

February 1 - April 7  
393 Responses

### Q1 How often do you visit or travel through the study area? (Choose one)

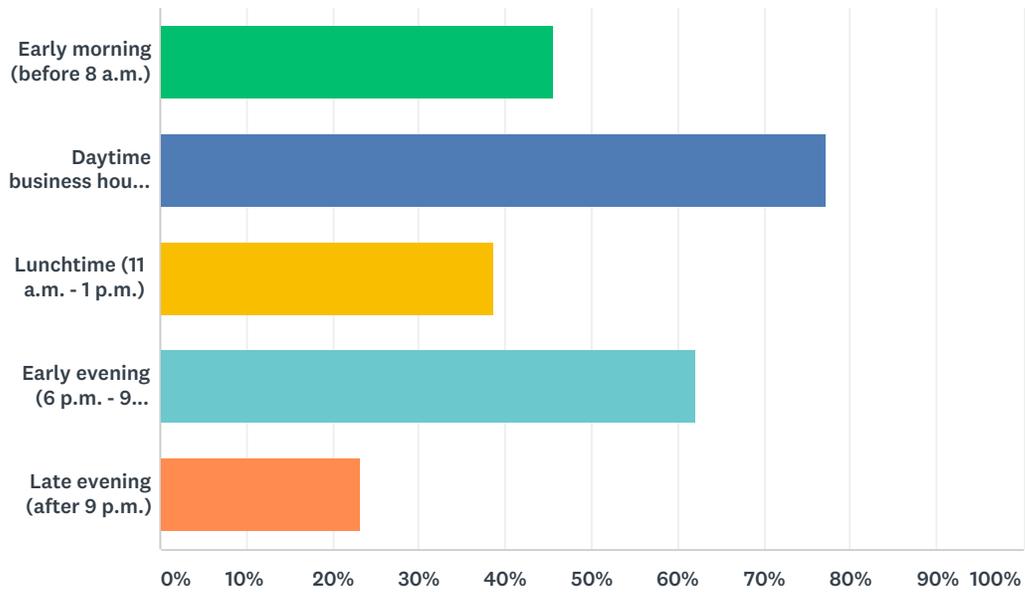
Answered: 391 Skipped: 0



ANSWER CHOICES	RESPONSES	
Every day	72.89%	285
1-3 times per week	18.67%	73
1-3 times per month	6.91%	27
1-3 times per year	1.53%	6
Never	0.00%	0
<b>TOTAL</b>		<b>391</b>

## Q2 What time of day are you usually in the study area? (Check all that apply)

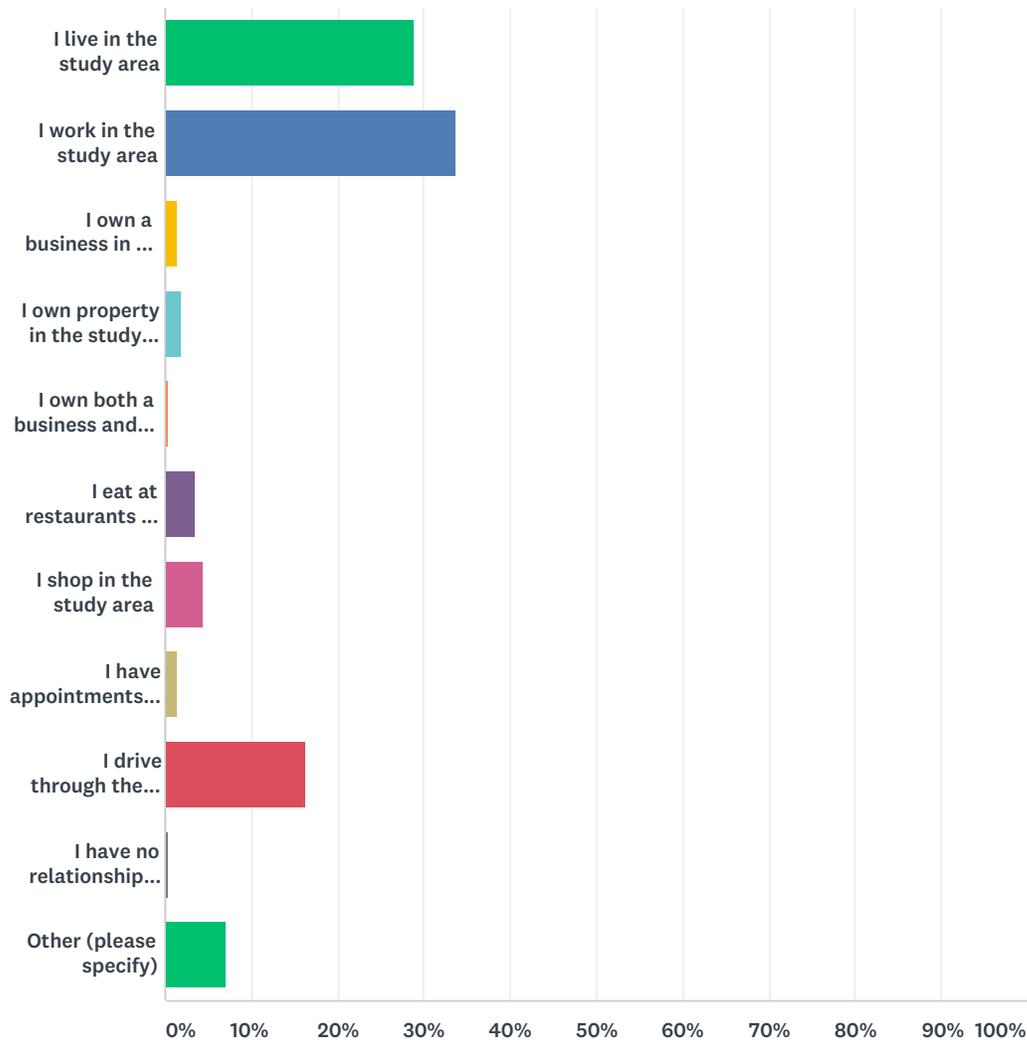
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ANSWER CHOICES	RESPONSES	
Early morning (before 8 a.m.)	45.52%	178
Daytime business hours (8 a.m. - 5 p.m.)	77.24%	302
Lunchtime (11 a.m. - 1 p.m.)	38.62%	151
Early evening (6 p.m. - 9 p.m.)	62.15%	243
Late evening (after 9 p.m.)	23.27%	91
Total Respondents: 391		

### Q3 What is the main reason you travel to or through the study area? (Choose one)

Answered: 391 Skipped: 0



ANSWER CHOICES	RESPONSES	
I live in the study area	28.90%	113
I work in the study area	33.76%	132
I own a business in the study area	1.53%	6
I own property in the study area	1.79%	7
I own both a business and property in the study area	0.51%	2
I eat at restaurants in the study area	3.58%	14
I shop in the study area	4.35%	17
I have appointments in the study area	1.53%	6
I drive through the study area	16.37%	64

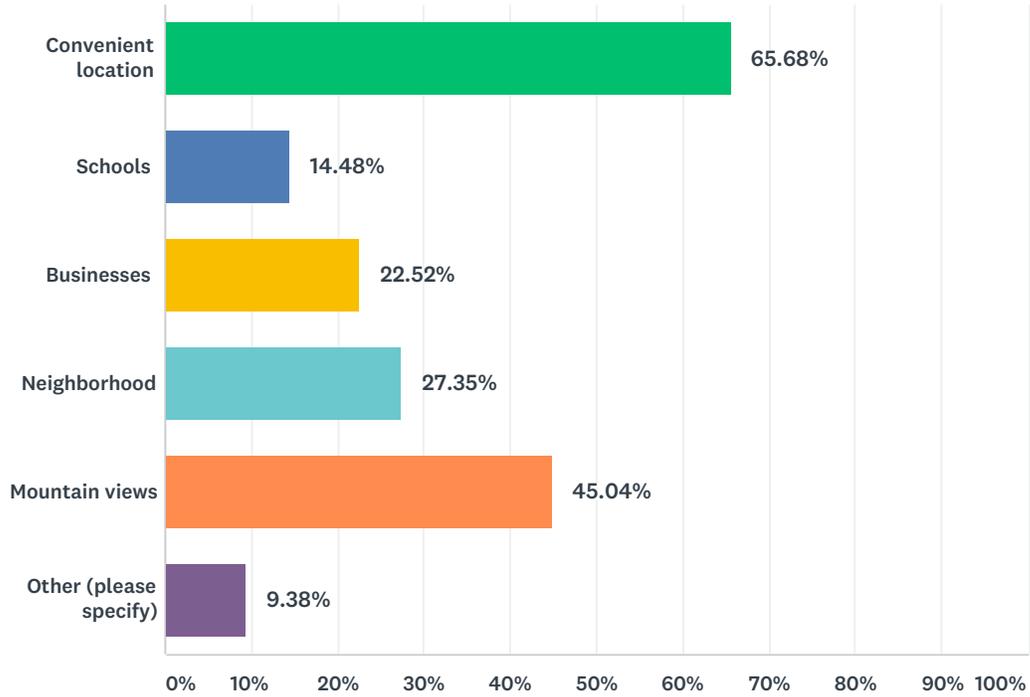
## Hollins Center Planning Study Survey

I have no relationship to the study area	0.51%	2
Other (please specify)	7.16%	28
TOTAL		391

What is the main reason you travel to or through the study area? (Choose one)
Other (please specify)
I eat, shop and drive through the study area
I live near the study area
doing business in the area
Work in area
Family lives in the area
My children attend Community School and we go to events at Hollins University once a week.
live near the study area
advocate for people with disabilities
The people
I study in the study area
I live, work, and eat in the study area and I work adjacent to it.
I work, drive through and eat in the study area. Also thinking of moving to the study area
I live just outside the study area
work at Wells Fargo
Child goes to Community School
I'm a Hollins Student
I live across from Hollins University and drive the area all the time.
I do business in the area but office is not located there
I live less than a mile outside of the study area
On my way to work from summerdean
Family lives in area, childrens' activities in the area, which lead to shopping, and eating in the study area
Hollins
recycle at Hollins...go to events at Hollins
ride bicycle,saalem to troutville & back
Family lives in the area
Live just outside study area, but this is where I shop etc. and travel throughout the study area daily.
Family live in that area
I own a business right outside the study area. I am hoping to be included

### Q4 What do you like best about the study area? (Check all that apply)

Answered: 373 Skipped: 18

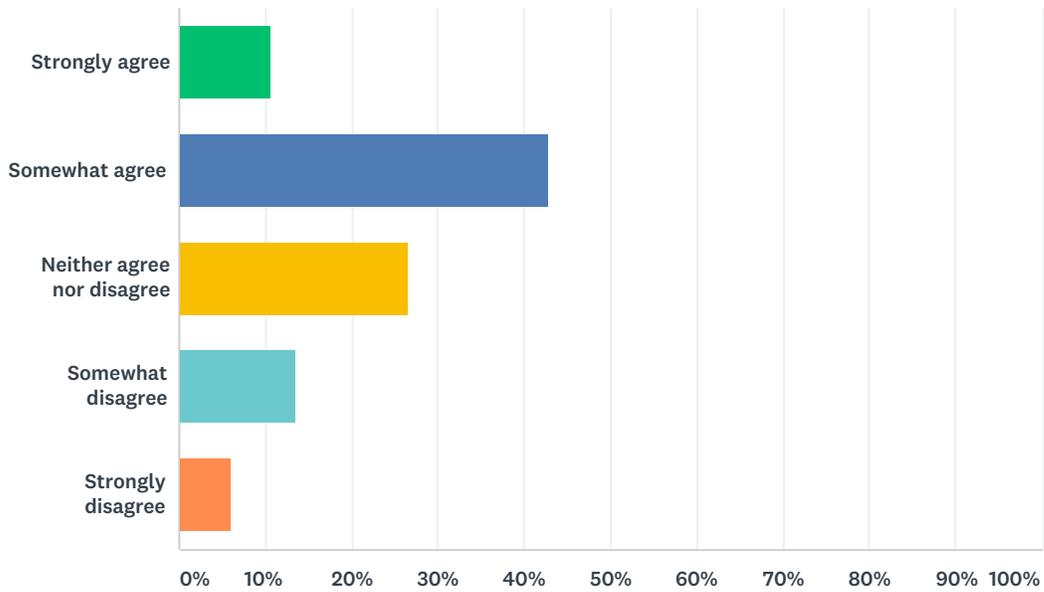


ANSWER CHOICES	RESPONSES	
Convenient location	65.68%	245
Schools	14.48%	54
Businesses	22.52%	84
Neighborhood	27.35%	102
Mountain views	45.04%	168
Other (please specify)	9.38%	35
Total Respondents: 373		

What do you like best about the study area? (Check all that apply)
Other (please specify)
Visiting Hollins University
I like nothing about it. Waste of money. There is no way in valley to bring in new revenue. All this does is spread around money and will close existing businesses.
It's where my job is.
access
my job
N/A
it is where i work
Carvin's Cove
Safe and very quiet neighborhood.
Hollins Library and Natural Resources in the area: mountains, Tinker creek, Carvins Creek, Carvins Cove, Hollins University campus.
making sure it's ADA accessible
the people
the people
I was born across the street where I live now, 66 yrs ago. I love my dead end road but it is really going downhill. No one is keeping their homes up and the ones that live here are actually trashing it up! No one will buy on this street until it is something done to improve the appearance.
Close to where we live. Like the access to outdoor activities, Carvin's cove, and parks.
It's in the county and convenient to stores, restaurants, etc., but it still feels like you get out of the city when you go to Hollins.
Kroger and the new smoke shop
Access to Carvins Cove
Needs to be updated; vitalize with new businesses (restaurants and coffee shops)
restaurants
Racial, ethnic, socioeconomic diversity of population and businesses.
It is a nice community, easily accessible to recreation, interstate and education
it's close to I-81 so my husband can hop on when he volunteers at Wintergreen Ski Resort in the winter.
It is a jumbled mess right now but I would like to like it.
close to I-81
near Hollins University, near library, Kroger, restaurants
proximity to hiking/biking trails
That it still retains a community feel. It hasn't been "citified" yet. It's not all built up.
I work there and live very close
rodes have fair amount of space for bicycle travel
Hollins Univ
It's where I work...
Many things I like about the area. Most of all our business and all the improvements and successes we have seen to the area in the last 12 years.
My job! Other than that, I patronize the businesses but as they are so limited I could not say I like them best.

## Q5 Do you think positive developments are occurring in the study area? (Choose one)

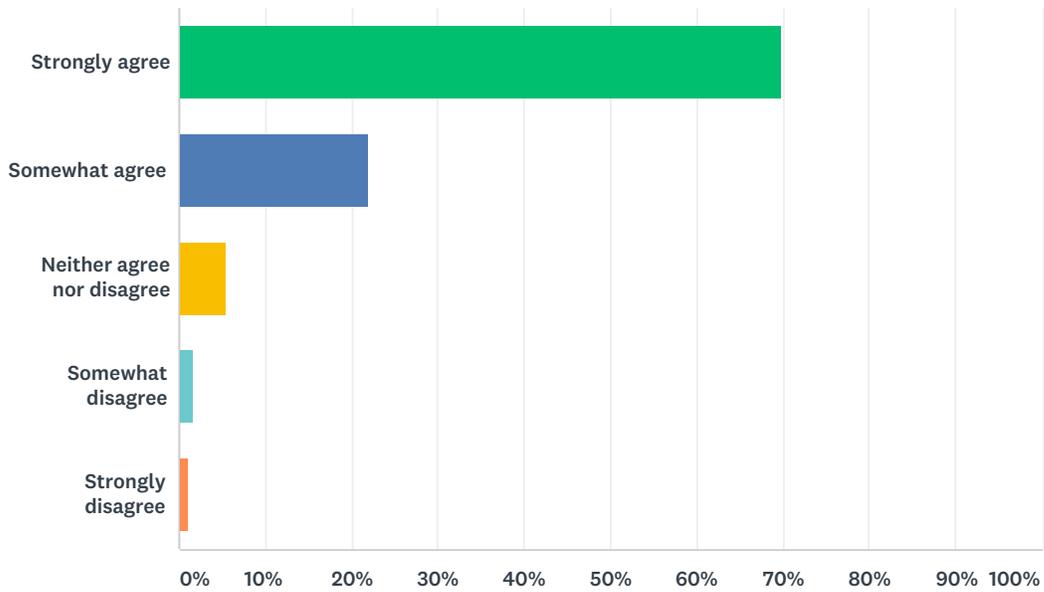
Answered: 373 Skipped: 18



ANSWER CHOICES	RESPONSES	
Strongly agree	10.72%	40
Somewhat agree	42.90%	160
Neither agree nor disagree	26.54%	99
Somewhat disagree	13.67%	51
Strongly disagree	6.17%	23
<b>TOTAL</b>		<b>373</b>

## Q6 Do you think the study area has potential to be better than it currently is? (Choose one)

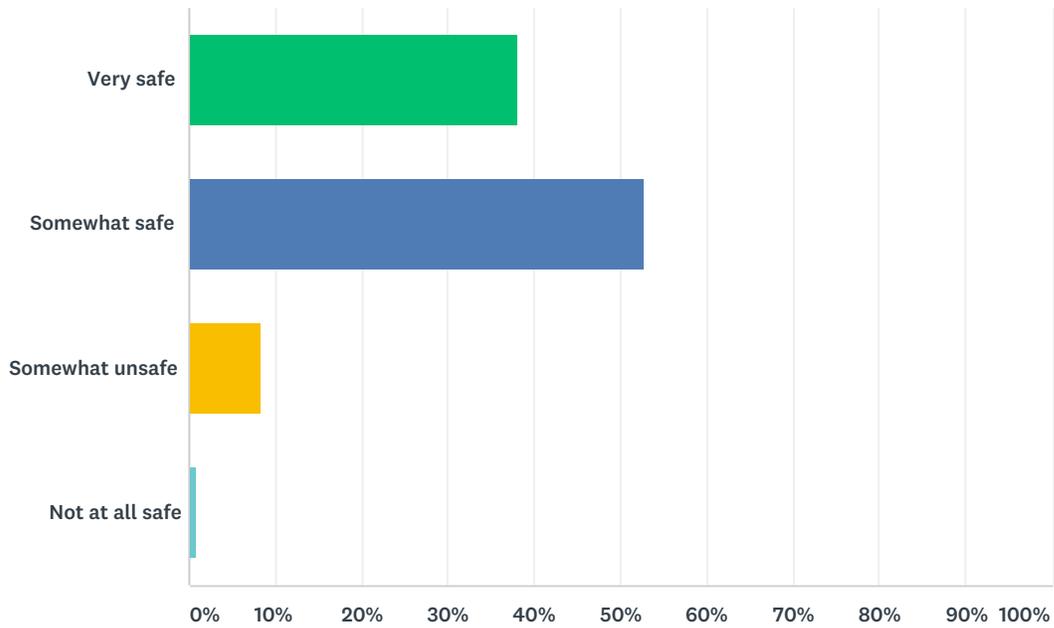
Answered: 373 Skipped: 18



ANSWER CHOICES	RESPONSES	
Strongly agree	69.97%	261
Somewhat agree	21.98%	82
Neither agree nor disagree	5.36%	20
Somewhat disagree	1.61%	6
Strongly disagree	1.07%	4
<b>TOTAL</b>		<b>373</b>

### Q7 How safe is the study area in the evening (6 p.m. - 2 a.m.)? (Choose one)

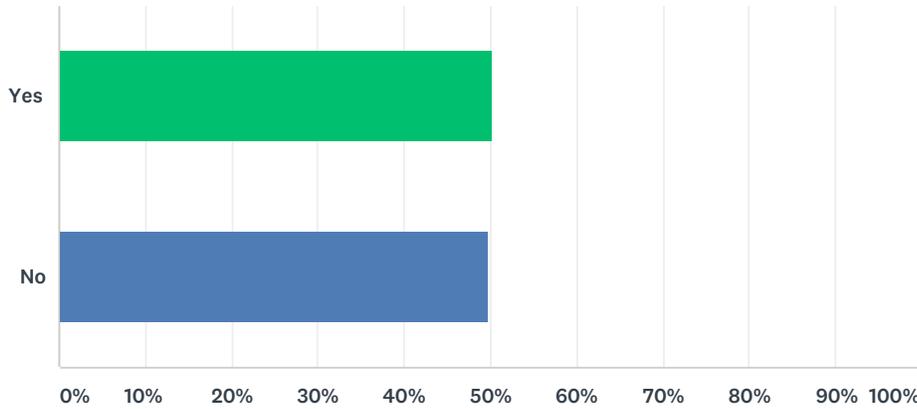
Answered: 373 Skipped: 18



ANSWER CHOICES	RESPONSES	
Very safe	38.07%	142
Somewhat safe	52.82%	197
Somewhat unsafe	8.31%	31
Not at all safe	0.80%	3
<b>TOTAL</b>		<b>373</b>

### Q8 Does the study area currently have distinct or unique qualities that make it stand out from other parts of the Roanoke Valley? (Choose one)

Answered: 373 Skipped: 18



ANSWER CHOICES	RESPONSES	
Yes	50.13%	187
No	49.87%	186
TOTAL		373

## Q9 What are those distinct or unique qualities?

Answered: 178 Skipped: 213

What are those distinct or unique qualities?
Open-Ended Response
Hollins University is there
Creekside, mountain views between 604 and Williamson Road.
Waldron Park, Mountain view, convenience,
Hollins is it own little community with lots of potential for growth.
there are a lot of people who work in this area
This is an old established are to live in...
Access to 81, potential to be a community on its own not part of a larger Roanoke county
College, close to interstate for travelers
Easy access, the ability to have attractive businesses/restaurants
Not as crowded. Close to Botetourt. Less polluted and car heavy. Carvins Cove.
Small town feel that serves as a corridor to Botetourt County with the opportunity to incorporate the benefits of Carvins Cove and a "Greenway" promoting the mountains and building on the outdoor concepts that Roanoke is promoting.
variety of businesses, Hollins college, many churches and schools, mountain views
Hollins University
Carvins Cove, Mountains, Non-congested area but easy access, good employment opportunities.
Park, easy access
Mountain views, new construction, etc...
Views, available space for development, sidewalks on rt 11
Historical
conveiniace
Easy Interstate exit for locals and travelers, Close to Carvins Cove, Bike trails, and Waldron Park
Beautiful views
access to Carvin Cove for recreation
right off interstate and several large employers
Lots business located there.
Nature trails, unique restaurants
closer to highway, businesses and access to the north side of Roanoke.
Great views, convenient to businesses
Close to interstate, unique business (night vision)located in the area, nice park in the area
Low traffic/congestion before construction began.
Nice area, nice views, quite
Easy access to I81, views, Hollins University, access to Greenway & Carvin's Cove
A college area blended with the local community; access to wonderful hiking/scenery at Carvin's Cove.
viewshed, Hollins University, interstate access, high concentration of employees, greenway access
It is not as congested with businesses and traffic.
easy access to I-81 Hollins University Walrond Park
Beautiful views, close proximity to I81 and 581, a beautiful park close by, close to malls and shopping.
Is in the middle of everything, but peaceful.
Not as busy as other areas but still close to everything you need. Great landscape, not too occupied with businesses. Beautiful university campus. Great schools and neighborhoods. My area has a very active neighborhood watch.
Hollins University, many and diverse churches, good schools, neighborhoods,
none really.

it's not the rest of Roanoke
Employment opportunities - safe environment- beautiful views
Hollins University, 2 or 3 excellent restaurants, important retailers (e.g. Northwest Hardware, Audiotronics)
Direct connection to Interstate 81. Also, closely adjacent to walking paths and Waldron Park. Has a real opportunity to begin to help the community to attach to Hollins University and potential restaurant vendors.
Hollins Univ, Carving Cove
Not too crowded
Proximity to Hollins University and Carvins Cove.
Tinker Mountain... when I see Tinker Mountain from I-81, I know I'm home.
Hollins University, proximity to I-81
Hollins University, Carvin's Cove, The Hollins Greenway and Community School
Not congested
Tinker Creek, and the views are nice
natural views, nearness to carvins cove hiking area, small businesses
Mountain views and access to I81
Pedestrian & bicycle paths. New sidewalks.
Hollins University Proximity to Interstate Residential/ Business/ Industrial mix
Our priceless and irreplaceable natural resources - mountain views, creeks, Hollins Univ. campus - all should be preserved and protected. Nearby Appalachian Trail too.
left blank
It is the first exit coming south on I-81 that introduces travelers to the valley. Also, it is home to Carvin's Cove!
It is the first exit coming south on 81 that introduces travelers to the valley. Also, it is home to Carvin's Cove!
convenient access to main roads, Route 11 and I-81
Location is central to a lot of residents
Close, quick access to 81 and the Valley View area
Access to 81, strong community, several small friendly main street type business, areas not developed yet.
proximity to 81, proximity to Hollins University, easy to get to
Close to interstate, Univesity in area
Location....we are located close to doctors, grocery stores, pharmacies, restaurants, businesses, schools and a park. The area really needs to be cleaned up in order to help the looks!
Proximity to Hollins U. and North Plantation Rd. businesses/ Exit 146
- Close to interstate (easy in and out). - One of the 1st exits out-of-towners come to from the North...so a gateway to Roanoke. What can we do to make an inviting space? - Close to Carvins Cove and Loch Haven lake...mountain biking, outdoors
It has a unique personality. With restaurants only found in that area like Hollywood's, it really feels like a small village unto itself. I love that it is quiet and safe, but close to many amenities.
Huffman property is of particular importance since it represents a relatively large parcel that is compatible with industrial development. These parcels are scarce in the Roanoke region. The Huffman property is particularly well suited to industrial based on the adjacent uses, size of property, and access to I-81. This is a valuable (and rare) piece of property in Roanoke County that can produce tax revenue, employment, and economic impact.
View of Tinker Mountain, access to I-81
It is right next to a college and a major interstate

Friendly neighbors, great schools, convenient to all areas of valley, great parks and restaurants, minutes away from hiking, biking, and walking activities.
Beautiful mountain views. Close to the interstate and airport without being too close, deer
Close to 81 than other parts of Roanoke. The Mountain View's & abundance of open & available land to build on. The current study area is a visual embarrassment and improvements need to be done as soon as possible.
Potential development for very easy access on and off I-81. Plus, significant car traffic from employers like Hollins, Pepsi, Lawrence transportation and increased traffic towards Botetourt.
I like trees
Quality of views, recreational opportunities, etc.
The university
Hollins University and the opportunity to continue to develop a pedestrian friendly area that has retail, housing, and businesses.
Mountain views and Hollins college
It is a link between Botetourt and Roanoke Could be viewed as a central/safe area between Roanoke and Botetourt Counties and Roanoke City Convenient to the Interstate-quick travel times North and South
Close to very good schools, lots of employment, surrounded by beautiful nature.
Hollins University
Access to 81, nature activities
Hollins University, very close to I81, some large employers nearby
HOLLINS UNIVERSITY
Access to Carvins Cove Hollins U Tinker Creek Greenway
Great neighborhood feeling, good parks, lots of open space, country/rural feeling with access to shops and recreation.
Location! location!, and access to the interstate, and to shopping centers, and to Va Tech.
Housing development
We are a highly populated area with several large corporations. The prime location right off the interstate makes for a very high volume exit for travelers. We need more in this area- we are super excited about this initiative.
Location to I-81 and location to Botetourt Beautiful views
Hollins University, Walrond Park, and one really good restaurant (Hollywood).
Potential for businesses catering to the needs of the college student population at Hollins University.
Sidewalks in part of the area and access to Greenway trails.
We are very close to I-81, convenient to so many grocery and other stores, great restaurants. Mountain views are awesome. Carvins cove area.
scenic beauty.
Nature trails, close to airport, Carvins Cove, proximity to I81 and 460, near valley view mall.
Diversity. Proximity to the city and "country."
Shopping
"hometown" feel
Closely knit neighborhoods, major roadway access, close to natural recreation, future greenway expansion and close to shopping.
Location
Ease of getting around Quick access to 81 Friendly folks
peaceful neighborhood with businesses I need nearby.
The opportunities of restaurants, shopping to be developed is a must in Hollins with so much land that is vacant and to have the exposure of a short drive off of I81 clearly makes the right fit!

Nearby areas are good family/home locations.
University setting mixed with industrial. But, with a small town feel.
outside city. easy access to interstate. nearby shopping
Just a great place to live
Several hotels in area
Next to and access to Carvins Cove. Hollins U
Hotels and local business
Hollins University, Tinker Mountain views
I-81 traffic, many hotels and employers
Hollins
Interstate access point that is underdeveloped, university, developable land
Hollins University and Hollywoods restaurant
Convenience to 81, 581. Can get anywhere fairly quickly. Also close to airport.
Convenient to 81 and a large area available for business development
excellent logistics to 81 & Rt 11; good traffic flow, but services and aesthetics could be better
Most NVGs used by military were manufactured there. Walrond Park is a gem and should be kept unspoiled. Hollywood's is one of the best restaurants in the Roanoke Valley. Gander Mountain was a great place to shop, not sure what it is going to be like after the transition.
A sense of neighborhood and outdoor play
LOCATION VIEWS
Conveniently located off 81 and near Valley View. Has a nice uncrowded suburban feel.
Hollins university.
Carvins Cove nearby and closest to up and proximity to interstate and a University and A major connection to Peters Creek/Williamson/Plantation Roads
A variety of businesses within walking distance, Hollins College, mountain views and very close to I-81
Disc golf (which needs to be improved), Carvins Cove boating access, Green Ridge rec center, airport.
Unobstructed Mountain View's and access to I-81
Easy access to I81, airport, shopping, beautiful mountain views, Walrond Park, Hollins College, quick to Daleville which has the new brewery, quick acces to the Appalachain Trail!
It is perfectly located between botetourt, downtown, and southwest county. It is close to all necessary roads (I-81, 581, plantation, williamson, peters creek).
It's north county and it's convenient to the interstate and shopping centers.
Proximity to I-81 Nice park in area
Close to University, Recreation, and access to I-81
Location close to the interstate makes it very convenient.
University environment, connection to equestrian and farming interests historically and at present
Hollins University and Tinker Creek and Carvins Creek and potential for more greenways and need to protect mountain views and need for legislation to try to prevent future chemical spills such as happened in Tinker Creek in summer 2017. There is also a STRONG need to increase pedestrian access for walkers to Williamson Rd and Plantation Rd from neighboring residential neighborhoods, especially those across the street from Hollins University, by having MORE SIDEWALKS, especially sidewalks on LaMarre Dr.
It is a gateway to Roanoke County from Botetourt, and it has Roanoke County's only 4 year post-graduate educational institution.
More of a business/industrial employment area.
Proximity to interstate

Views of Tinker Mountain, right off of I-81 without feeling like a commercial strip like Salem, access to Carvins Cove, access to Hollins University
It is a smaller area within the County wherein you can get a lot done at once (restaurants, shopping, car care, etc.)
It is very close to the interstate and the area has a HUGE potential to be a major place of commerce if it is developed correctly.
Close to everything that I need
Close to shopping and eating. Lots of options. But can also feel outside of town in just a couple of mins
Beautiful outdoors
Hollins University, views of Tinker Mountain
Room for greenways (bike & ped) to be separated from the traffic. Mountain views.
Near a nice mountain hike..beside a university.. close to historic downtown Roanoke...varied shopping near-by
Small community appeal.
In my neighborhood, crossroads Rt11 and Plantation Rd/I-81
Clean, friendly, not overly congested businesses Easy to get other places in valley or to 81 Beside great neighborhoods
Waldron park, carvins cove
Proximity to Hollins University
Beautiful views, Hollins Univ., natural beauty
As stated previously, it has what is needed as far as shopping and restaurants. It serves the community just fine.
Close to Carvin's cove. I believe this resource has far more potential than utilized.
Adjacent to I-81 exit Unique customer base/population at Hollins Univ
proximity to Hollins College areas of undeveloped land that could act as a park land proximity to Carvins Cove
Quick and easy access to I-81, lots of land that could be developed for new businesses and restaurants.
natural beauty(mountain views)
Semi rural area, Hollins University and proximity to I81
hollins university is near by
views, location to 81, employment opportunities.
Hollins University, good local restaurants and other small businesses. Neighborhoods are also easily accessible, but quite and well maintain by owners.
accessibility
proximity to Greenway, Carvins Cove, and events at Hollins University.
convenience to 81, Valley View, Airport, college, route 11
Hollins U
Hollins University
convenient to 81. Also centered with Roanoke, Botetourt, Salem just down 81. Hollins University is adjacent

We have beautiful Mountains and many nature loving folks in our community. In viewing our area by our customers. Our area is diverse. We have a wonderful business clientele, retired community, and just hard working individuals that come to our establishment. We try and meet the needs of lots of different price structures of our clientele. The Neighborhood is friendly and safe. Would love to see some improvements to surrounding property of Plantation Road from Sunnybrook Dr. to Williamson Road. This area is constantly littered with trash. We pick up garbage weekly from our property. I think beautifying the area with a bike path or walkway or street lights will be a deterrent for those who wish to drop soda, beer bottles and trash from windows of vehicles, thus keeping the stream clean of litter and debris.

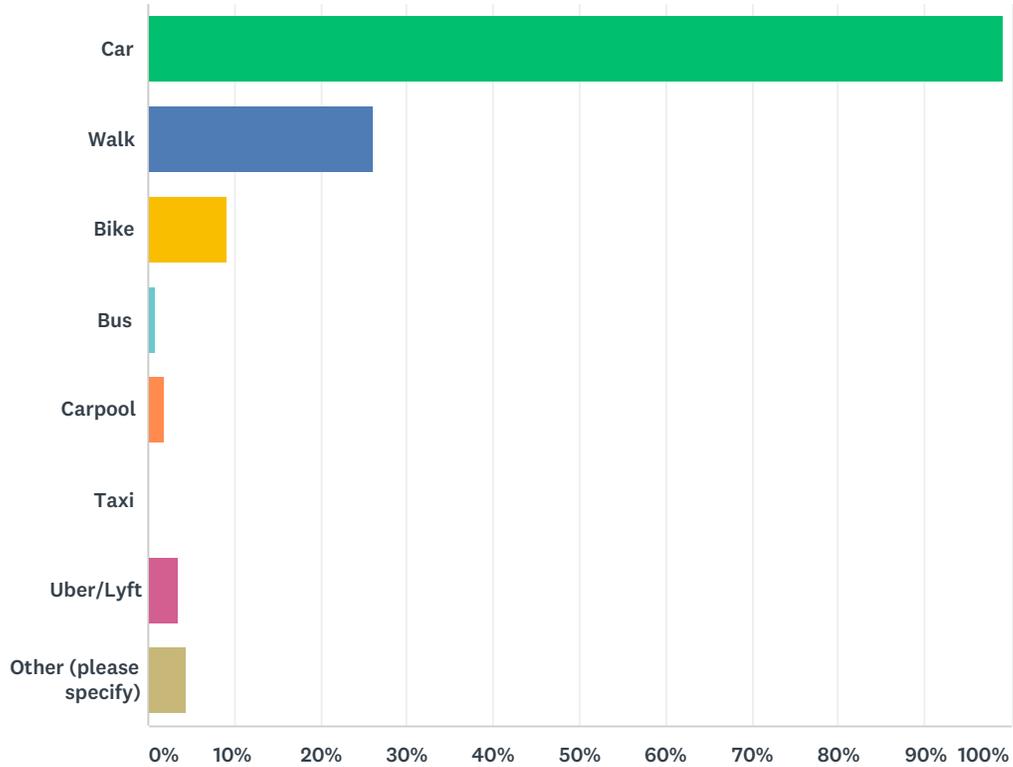
Beautiful landscapes, rec center, good schools

Nice people and less traffic than SW county

It has historic qualities with the university being near there. Plus it i seems like there is a good amount of undeveloped land.

### Q10 What form(s) of transportation do you use in the study area? (Check all that apply)

Answered: 360 Skipped: 31

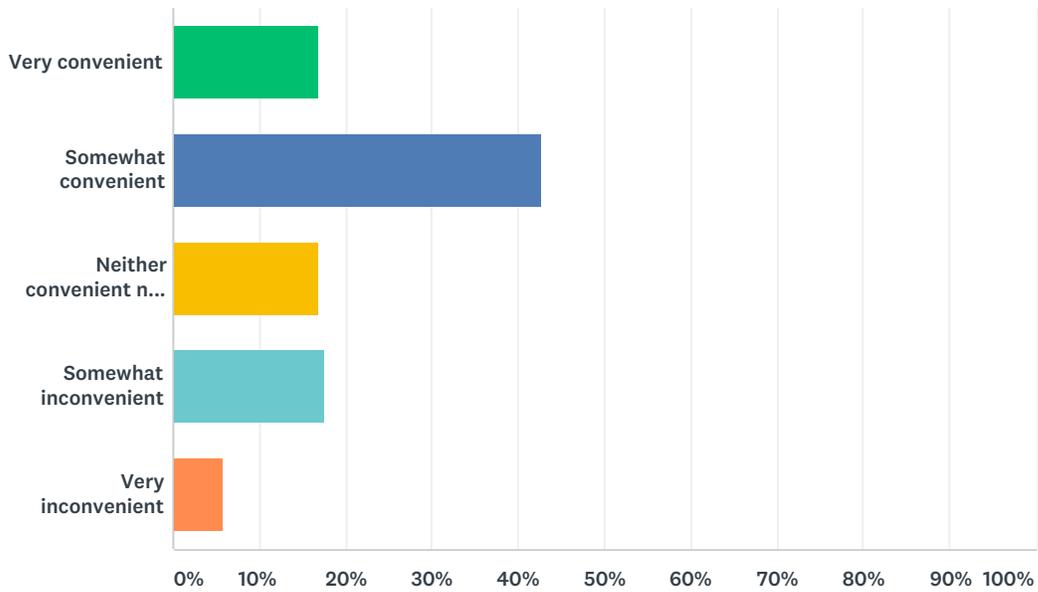


ANSWER CHOICES	RESPONSES	
Car	99.17%	357
Walk	26.11%	94
Bike	9.17%	33
Bus	0.83%	3
Carpool	1.94%	7
Taxi	0.28%	1
Uber/Lyft	3.61%	13
Other (please specify)	4.44%	16
Total Respondents: 360		

What form(s) of transportation do you use in the study area? (Check all that apply)
Other (please specify)
Run
Try to walk but due to the lack of sidewalks or shoulders make it difficult and unsafe
Would love to bike and walk more if we had sidewalks!
Run, Kayak/Boat @ the Cove
Hollins University Shuttle
Would like to use bus, but no Valley Metro service in area
Wheelchair, van
motorcycle
motorcycle
both my husband and I hike and kayak at Carvins Cove
Scooter (moped vehicle)
Airport for business and pleasure travel
Walking
12-14 passenger wheelchair accessible vans
Hiking on the trail to Carvin's Cove

### Q11 What is your opinion about traffic circulation and the road network in the study area? (Choose one)

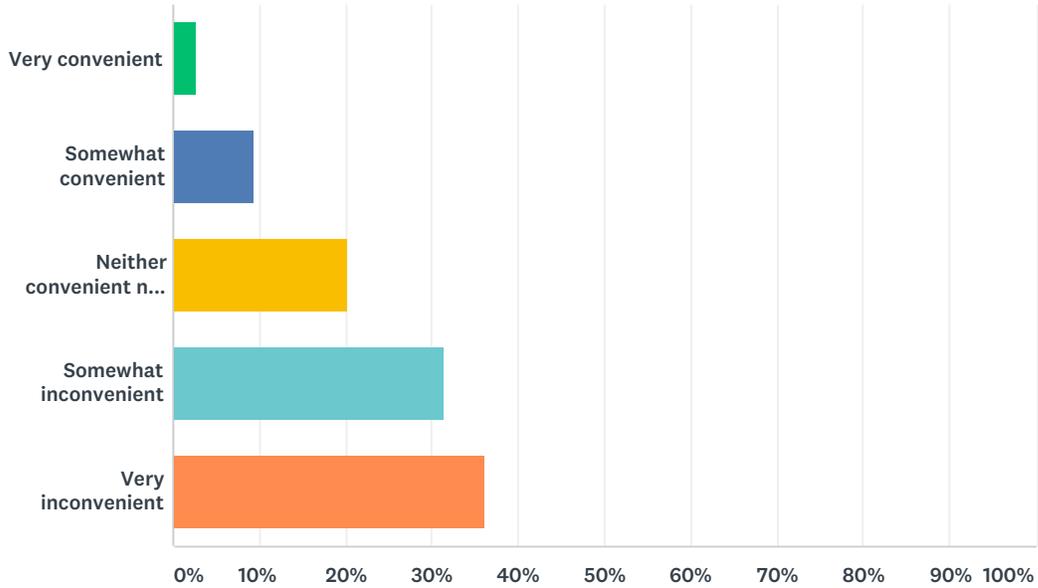
Answered: 360 Skipped: 31



ANSWER CHOICES	RESPONSES	
Very convenient	16.94%	61
Somewhat convenient	42.78%	154
Neither convenient nor inconvenient	16.94%	61
Somewhat inconvenient	17.50%	63
Very inconvenient	5.83%	21
<b>TOTAL</b>		<b>360</b>

### Q12 What is your opinion about walking in the study area? (Choose one)

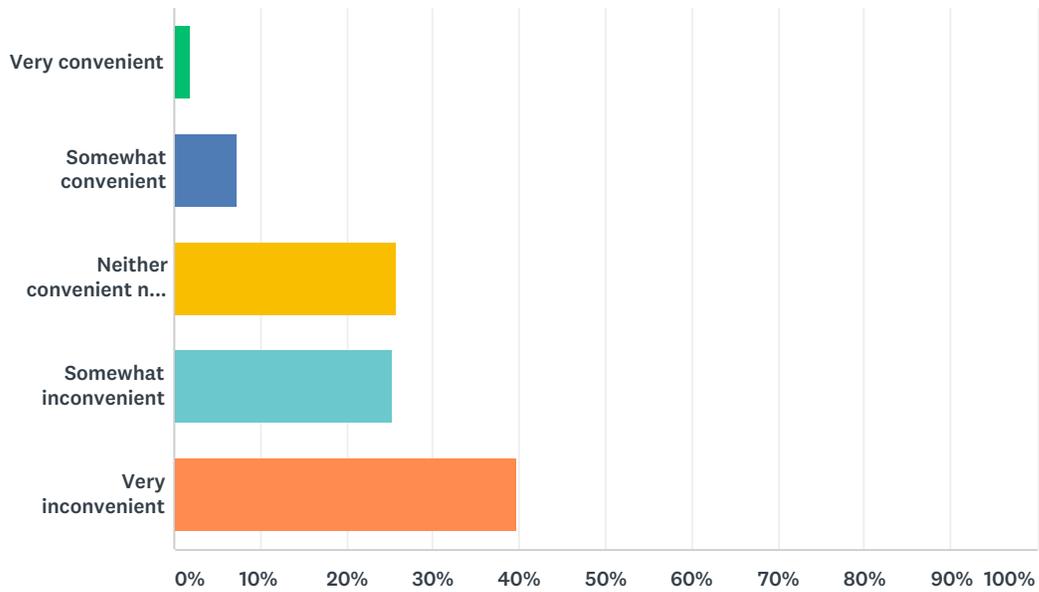
Answered: 360 Skipped: 31



ANSWER CHOICES	RESPONSES	
Very convenient	2.78%	10
Somewhat convenient	9.44%	34
Neither convenient nor inconvenient	20.28%	73
Somewhat inconvenient	31.39%	113
Very inconvenient	36.11%	130
<b>TOTAL</b>		<b>360</b>

### Q13 What is your opinion about riding a bicycle in the study area? (Choose one)

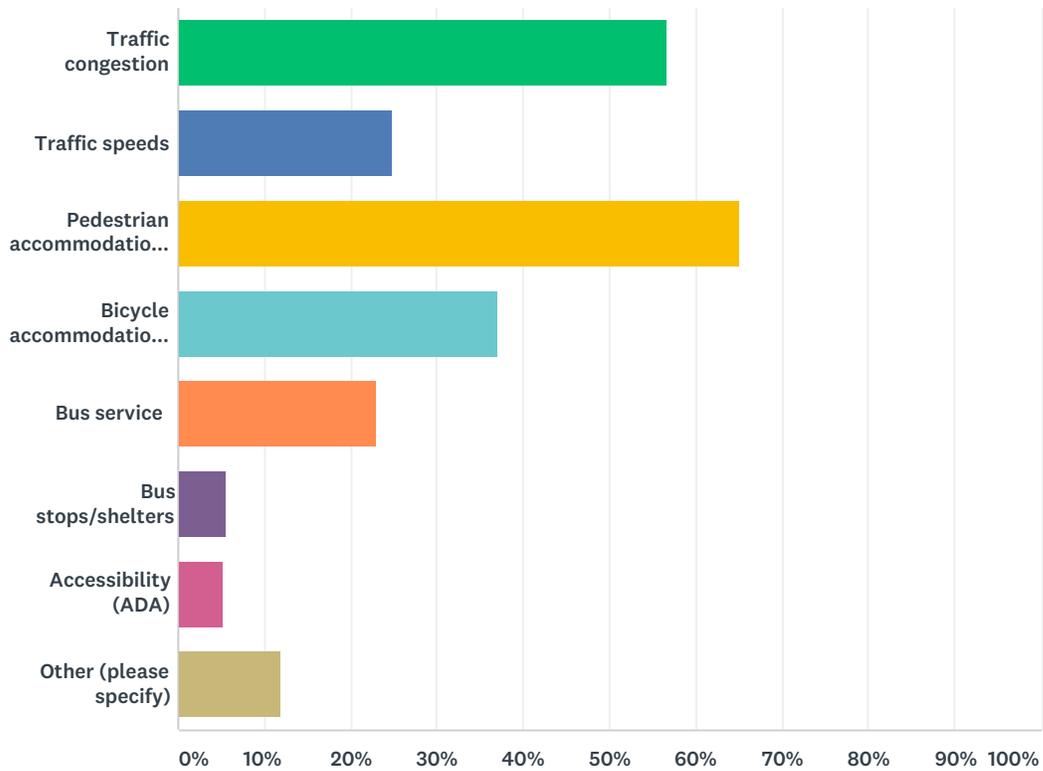
Answered: 360 Skipped: 31



ANSWER CHOICES	RESPONSES	
Very convenient	1.94%	7
Somewhat convenient	7.22%	26
Neither convenient nor inconvenient	25.83%	93
Somewhat inconvenient	25.28%	91
Very inconvenient	39.72%	143
TOTAL		360

## Q14 What are the most important transportation issues in the study area? (Choose three)

Answered: 360 Skipped: 31



ANSWER CHOICES	RESPONSES	
Traffic congestion	56.67%	204
Traffic speeds	25.00%	90
Pedestrian accommodations (accessible sidewalks, crosswalks, lighting)	65.00%	234
Bicycle accommodations (bicycle lanes, Share the Road signs, bicycle racks)	36.94%	133
Bus service	23.06%	83
Bus stops/shelters	5.56%	20
Accessibility (ADA)	5.28%	19
Other (please specify)	11.94%	43
Total Respondents: 360		

What are the most important transportation issues in the study area? (Choose three)
Other (please specify)
no transportation issues
Tractor trailers coming up and down plantations
I walk in my neighborhood. No one seems to obey stop signs or speed limits.
Roanoke County Police uses this area as a speed trap, they always have someone pulled over at all times of the day or night.
Williamson needs to have a "boulevard look" with a strip of trees/shrubbery in the middle to make it look nicer!
Interstate 81
Road in terrible shape
Need additional stoplights to regulate traffic and traffic speeds
traffic is bad because of the construction, without the construction it was fine
Road construction creating congestion and unsafe conditions
Storm drain run off
Good quality bus shelters protecting against sun and rain are sorely needed.
Traffic speeds on Dexter Road
Roads need to be resurfaced
Roads need to be resurfaced
slower traffic
ability to get in and out of businesses without a bunch of U-turns
Difficult to get in and out of businesses, and blind spots going from Plantation to Peters Creek.
It is impossible to get out of our street due to the traffic from Wells Fargo and other businesses on Plantation Rd. Trying to make a left from our street after 3:30 until about 6:30 is impossible!
Traffic lights
Centralized shopping areas...bank, grocery, food options are mostly disjointed and separate...so you have to drive to each
Need a traffic light, especially at Waldron and Plantation Rds., very congested in early morning and late afternoon.
Pot holes in road, no crosswalk for Hollins students to cross the street next to Hollywoods.
Traffic congestion is only at peak business begin and end hours and also because of construction.
need better traffic flow
There should be a bus service that connects to Roanoke City bus service
The road is filled with manholes. It's rough on my vehicle.
current construction in the area
not sure
Too many stop lights - I have never or rarely seen pedestrians or bicycle riders on these streets, and it is ridiculous to promote this use - where are the people going to come from?
The potholes!!!!
i did not have answers here but they were required
Do NOT want any more bicycle lanes!!! Bicycles are a nuisance on the roadways and should be banned.
Pedestrian accommodations are unnecessary and no sidewalks or green areas should take any parking from area businesses. Parking is limited as it is. Don't shoot the existing businesses in the foot.
Tractor trailers using Plantation Road as a cut through to I-81 and Orange Ave. Need to fix cohesion I congestion at the Wal-Mart marketplace on plantation
Car centric development culture is so unfriendly to a university area

I don't see any transportation issues.

Traffic lights every 50' do not help w/ flow nor congestion

Too many ingress and egress points between Gander Way and I81. Also terrible signage (81 directional signs confusing, faded signs for Walrond Park)

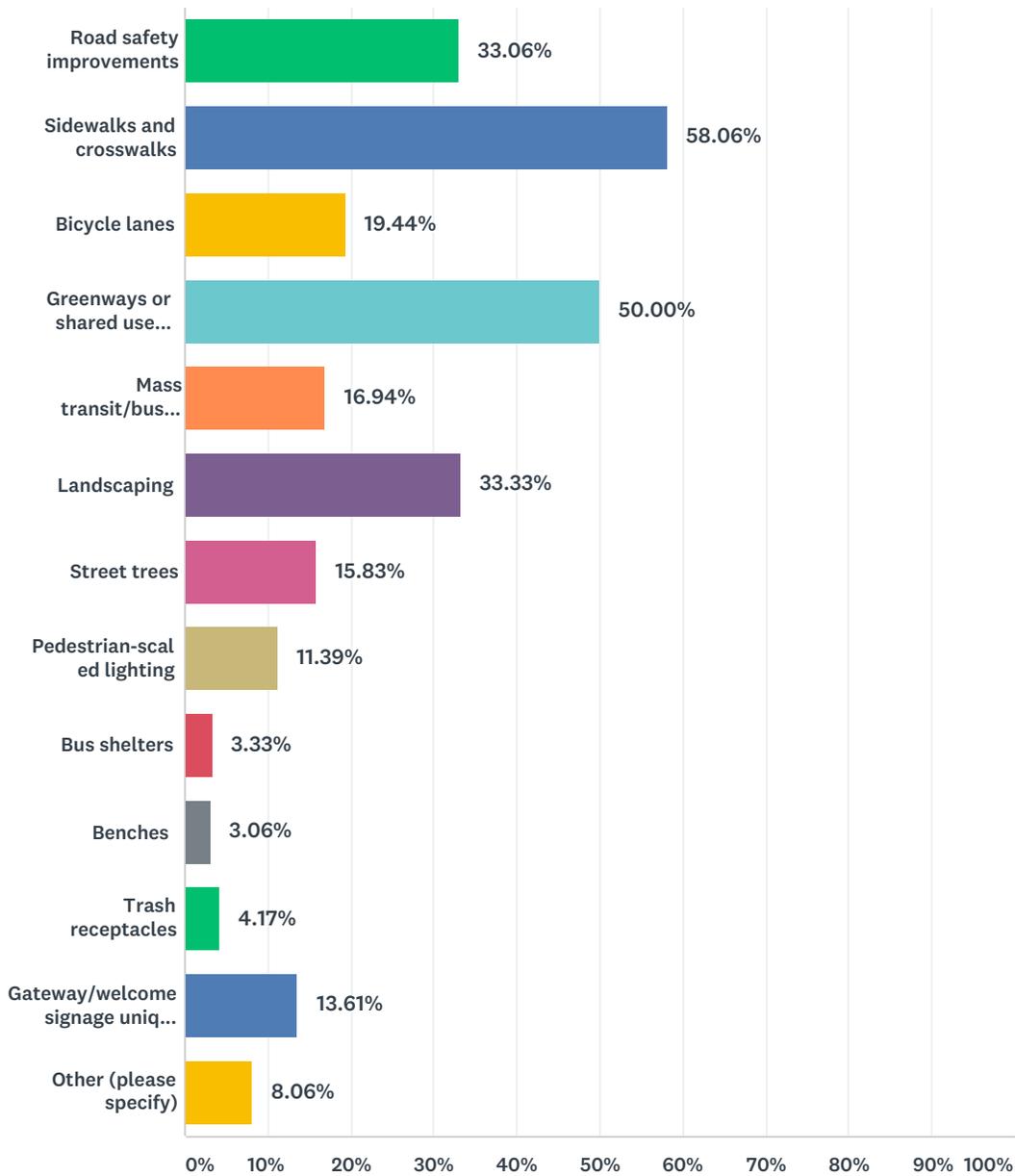
Road is too wide

The traffic light going left from Hollins University to Lee Hwy/Route 11 often does not trip if a person is waiting to turn left there.

Traffic Congestion when there is a wreck on 81 or 5-81. The bottleneck is terrible.

### Q15 What type of transportation and streetscape improvements would you most like to see and/or use in the study area? (Choose three)

Answered: 360 Skipped: 31



ANSWER CHOICES	RESPONSES	
Road safety improvements	33.06%	119
Sidewalks and crosswalks	58.06%	209
Bicycle lanes	19.44%	70
Greenways or shared use paths for pedestrians and cyclists	50.00%	180
Mass transit/bus access	16.94%	61

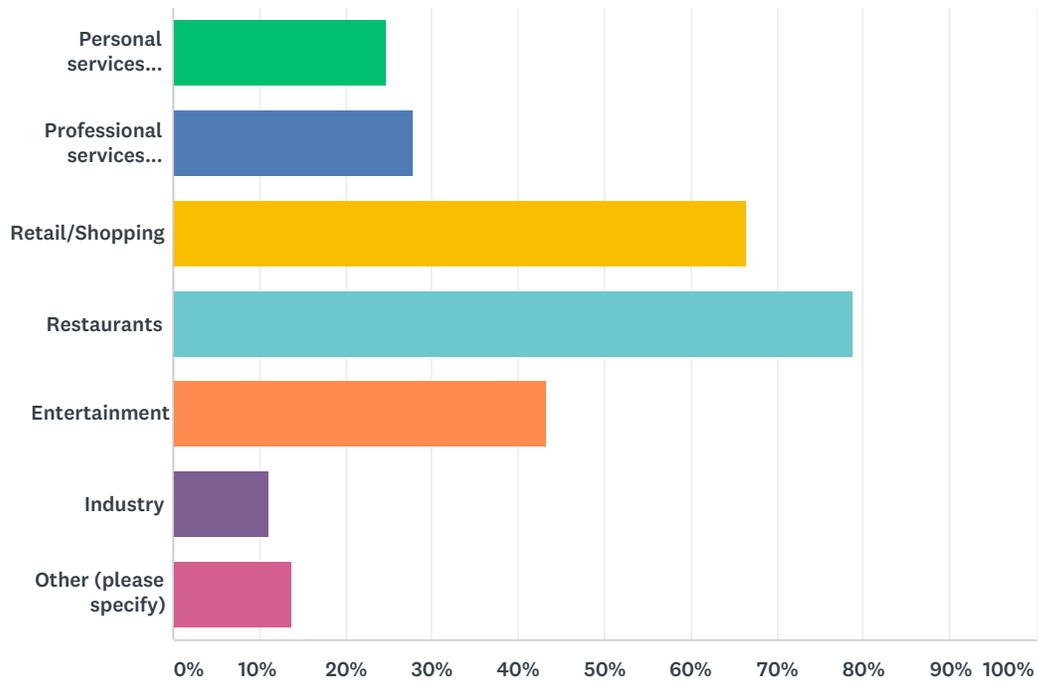
### Hollins Center Planning Study Survey

Landscaping	33.33%	120
Street trees	15.83%	57
Pedestrian-scaled lighting	11.39%	41
Bus shelters	3.33%	12
Benches	3.06%	11
Trash receptacles	4.17%	15
Gateway/welcome signage unique to the study area	13.61%	49
Other (please specify)	8.06%	29
Total Respondents: 360		

What type of transportation and streetscape improvements would you most like to see and/or use in the study area? (Choose three)
Other (please specify)
Leave it as it is
Bury utility lines where possible
privacy for for our now exposed back yard
none
Need additional stoplights to regulate traffis and traffic speeds
restruants - other than hotled and work it is a pass thourgh area.
Street light at Enon Dr.
Public utilities should be added to neighborhood surrounding Waldron Park. Water,sewer and gas service.
A daily Hollins University shuttle loop, instead of only a few days a week.
longer hours for transportation
Street side parking
nicer business fronts, less run down
Better road conditions in general! The streets are torn up and ditches have developed where it used to be yards and ground.
restaurants and shops
Hollins could use a coffee shop. Hundreds of commuters pass through here daily.
lighting
I would like this entire area to become Roanoke's first "ecodistrict" see <a href="https://ecodistricts.org/">https://ecodistricts.org/</a> - a sustainable neighborhood.
None. There is nothing that needs to be done in this area.
Fewer stop lights.
Improvements are coming which is good
Along interstate 81 in the north lane prior to getting to the hollins exit (along buckland mill road to Camping World), precast concrete noise barrier walls make for a nicer appearance AND add to the home values in those neighborhoods. This would be critical to bring in more white collar home buyers.
Plantation Road is being repaired, but a mess at this time. Even if not blocked, road left behind in poor condition. Figure it will be fine when finished, but painful at this time.
Expanded turning lanes for less traffic
Landscaping, bicycle lanes, and greenways are a waste of taxpayer money in this area and would harm the local businesses. Don't do it!
Mass transit connector to downtown Amtrak Passenger Rail service.
Sorry, all of the above
improved signalization & turning lanes to accommodate truck traffic
Improved signage, more streamlined ingress and egress between Gander Way and I81
Native plants

## Q16 What types of businesses are most needed in the study area? (Check all that apply)

Answered: 349 Skipped: 42



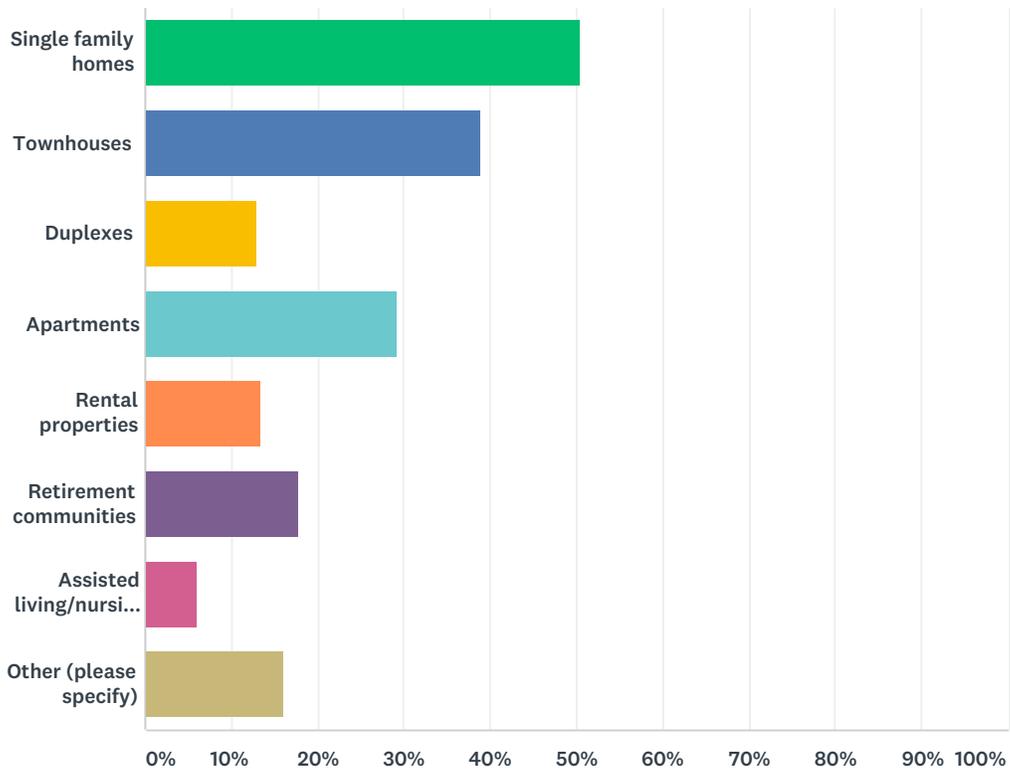
ANSWER CHOICES	RESPONSES	
Personal services (Beauty Salon, Dry Cleaners)	24.64%	86
Professional services (Doctors, Attorneys, Accountants)	27.79%	97
Retail/Shopping	66.48%	232
Restaurants	78.80%	275
Entertainment	43.27%	151
Industry	11.17%	39
Other (please specify)	13.75%	48
Total Respondents: 349		

What types of businesses are most needed in the study area? (Check all that apply)
Other (please specify)
Nothing
It is not the scope of local government to pick businesses, nor to influence the success of one business over another. Keep current zoning.
Coffee shop
Coffee and donut
Coffee shop
Coffee shop, quality restaurants,
Rural King
no opinion / Does not affect me
no opinion
?
None. I like that the study area is less crowded and congested. plenty of other areas in roanoke for that
coffee shop, brewery
Fitness and health centers
Public utilities need to be added to all county neighborhoods south of I-81 and west of Plantation Rd. In the Hopkins area.
Coffee Shop like Starbucks
Coffee shop, restaurant
Parks
none
low density businesses and small scale businesses
more employment for people with disabilities
left blank
Coffee shop!
Coffee shop
Pet centered, ie Veterinarian, grooming, boarding
COFFEE SHOP; outdoor dining restaurant; taphouse with local flavor; boutique shop; bed and breakfast; dog park
Hobby Lobby
INDEPENDENT BOOKSTORES (MULTIPLE) and independent coffee open late
coffee shops
More green areas - trees trees trees
need a local coffee shop and more local restaurants near Hollins
Grocery(coop), daily needs (banks, post office etc)
Bank
I would really like to see a greater variety of restaurants, especially coffee shops
Coffee shop, boutiques, locally owned restaurants/bar
Coffee shop.
none
Starbucks and other fast food
Nothing else is needed. We don't need a downtown area.
Would be great to have a Starbucks and Panera.
Grocery stores...all we have now is a dark, small, Kroger!
Gym/health and wellness center
things that enhance the outdoor activities in the area
Starbucks, healthy casual dining (panera)

Coffee Shops and places to socialize/get a bite to eat that stay open later than 9pm.
NO more hotels or gas stations!
A good coffee shop!
none
Need to turn the area into a Young and Hip Location. Businesses focused on health, nature, organic, local speciality shops & restaurants. Artistic and creative, like Richmond's Carytown.

### Q17 What types of housing are most needed in the study area? (Check all that apply)

Answered: 349 Skipped: 42



ANSWER CHOICES	RESPONSES	
Single family homes	50.43%	176
Townhouses	38.97%	136
Duplexes	12.89%	45
Apartments	29.23%	102
Rental properties	13.47%	47
Retirement communities	17.77%	62
Assisted living/nursing homes	6.02%	21
Other (please specify)	16.05%	56
Total Respondents: 349		

What types of housing are most needed in the study area? (Check all that apply)
Other (please specify)
Good mix already
Nothing
Nothing is needed to be changed. Leave the area to its own natural development
none
a balanced mix of housing
There is plenty of housing within the area. More upscale housing.
Housing appears sufficient. Other things are the deficit.
none
none
none
no opinion / Does not affect me
none
no opinion
none
?
No housing, commerical area
None business area
There are no specific housing types needed in this area.
Not sure adding housing is the right idea.I koo
Affordable housing for students.
housing does not seem to be an issue
Small size houses for elderly, handicapped and young people
low-income housing for disabled people
left blank
left blank
left blank
none
Senior focused communities
Higher end apartments/condos for young professionals
This area is known to have larger lots and non-cookie cutter homes.
Mixed generations, all forms of diversity
Mixed use development (restaurants, shops on street-level with apartments or condos on upper levels)
no others
I don't know
I want to state that the upscale Townhomes and Apartments that will attract millenials would be nice however you must bring those developments that are going to attract them
No knowledge
Nothing
Short term student housing for Hollins students
Whatever the needs to the community are and helps beautify the area
Patio homes
Mixed retail with living over them
no more apartments please
Depends on industry brought in and if you want workers driving into the study area or living in it.
Any housing needs to be carefully evaluated to prevent traffic congestion and negative impacts on all existing neighborhoods

My elderly father is looking for relatively new construction, one level living with a garage. Wants to stay in area. Will likely have to move to Botetourt.

None. This is a business/industrial center.

none. No apartment buildings are needed.

I think there are plenty of housing

No more needed

no idea

already have all those

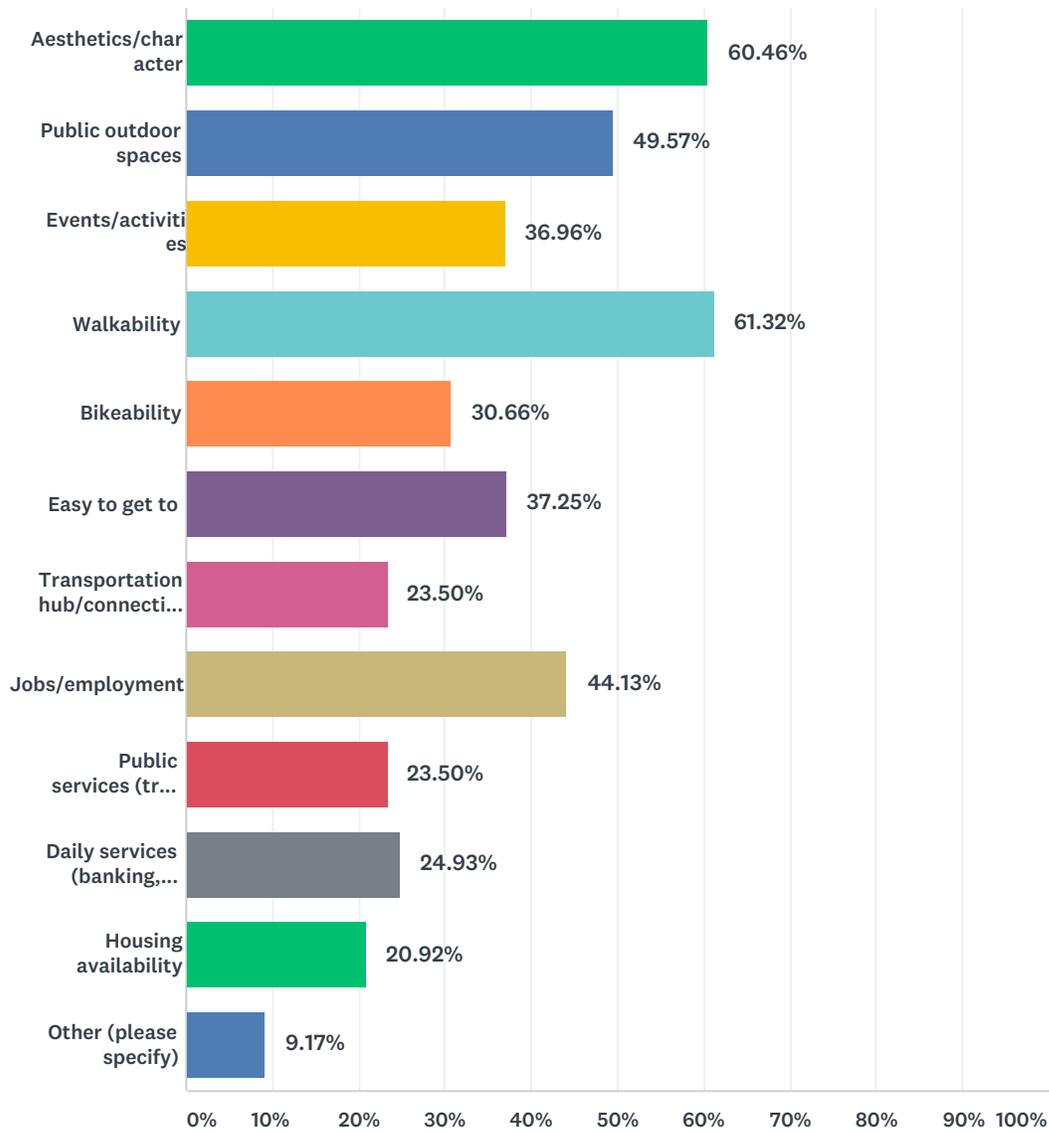
Not familiar with the housing in the area

Modern Industrial Looking Apartments with restaurants below or shopping. To draw younger or retired people to this area. Creating more of a Community with Nicer Grocery Shopping, Coffee Shops. etc.

I do not know.

## Q18 What additional features are important to you for the future success of the study area? (Check all that apply)

Answered: 349 Skipped: 42



ANSWER CHOICES	RESPONSES	
Aesthetics/character	60.46%	211
Public outdoor spaces	49.57%	173
Events/activities	36.96%	129
Walkability	61.32%	214
Bikeability	30.66%	107
Easy to get to	37.25%	130
Transportation hub/connectivity/multi-modal access	23.50%	82

## Hollins Center Planning Study Survey

Jobs/employment	44.13%	154
Public services (trash collection, Police, Fire and Rescue, libraries)	23.50%	82
Daily services (banking, laundromat)	24.93%	87
Housing availability	20.92%	73
Other (please specify)	9.17%	32
Total Respondents: 349		

What additional features are important to you for the future success of the study area? (Check all that apply)
Other (please specify)
Nothing
It is a beautiful part of the valley with diverse businesses, and services. Access to these is currently good and needs no changes.
private residence privacy
Bus service to get to work
Williamson needs to have a "boulevard look" with a strip of trees/shrubbery in the middle to make it look nicer!
no opinion / Does not affect me
no opinion
Public internet access
Public utilities - Water, sewer and natural gas.
Stricter regulations and enforcement of regulations on how the area LOOKS.
Sidewalks and recycling!
No noisy nor polluting, nor high traffic industries.
Preserve & protect natural resources. Our wonderful Hollins branch library needs to be remodeled
ADA accessibility
Clean up the area! There are homes and yards trashed up with junk. Who would want to live in an area surrounded with junked up homes and yards!
Outdoor spaces to hang out
More restaurants that extend beyond fast food. Hollywood's is excellent and is always packed! It would be great to have more spaces that were developed with that kind of establishment in mind. I also think a Starbucks and restaurant like Chipotle would make a killing in this area!
Need new Hollins Library! We are stepchild to other areas in county!
TREES
environmentally friendly practices
Middle and High Schools
I think they should re-open the Wells Fargo Bank Branch
Circular economy. More green, Community gardens, parls, benches, trees... plants...
Good restaurants---I would guess that most people driving in this area are going to work. I'd love more lunch options in the area that wasn't fast food.
Recycling
Nothing
coffee shops, Bistro, street lighting with sidewalks with a village theme
We need sidewalks from the neighborhoods to Williamson Rd so that people can easily and safely walk from area neighborhoods to Williamson Rd. We need Valley Metro bus service further up Williamson Rd, at least as far as Hollins University.
If you want it to look like an industrial area/trailer park - you have nailed it already.
Public utilities in neighborhood near Waldron Park where there is no water, sewer, or gas lines installed
Preserve natural appeal-mountains, parks, Cove
Wow, hard to choose just a few. I think all are a great ideas to consider to make our community a draw for those outside our area. .

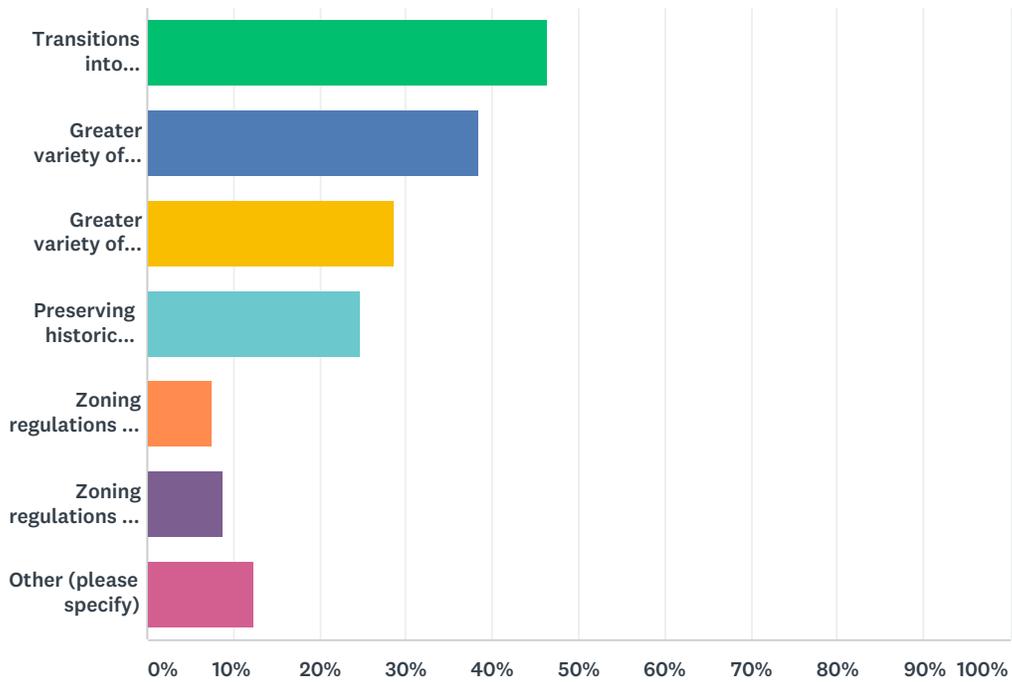
Hollins Center Planning Study Survey

More small-scale employers	17.48%	61
Other (please specify)	7.74%	27
Total Respondents: 349		

What issues related to economic conditions could be improved? (Check all that apply)
Other (please specify)
I like area as is
The economy is fine and strong. We don't need any governmental meddling.
Reroute tractor trailers
No "core" to Hollins (use Grandin for comparison)
More upscale restaurants
we do not need more fast food restaurants
General appearance. Keep businesses, homes, etc., from letting the area look bad. Look at Williamson road towards Roanoke as an example of what NOT to let happen. It matters, and will take down areas and neighborhoods.
no opinion
?
Public wifi access
More action (not just talks) on joint activities between County and institutions like Hollins University
quality of restaurants
Accessibility to be able to get to business areas safely by walking - sidewalks, greenways, etc.
more ADA accessible sidewalks and transportation
left blank
saturation of mental health assistance (North Rke, Kissito, Monticello, Intercept, Minnick) concerning to current and potential residents
Make it nore of a neighbohood community
Need to add walkways and bicycle lanes
none
Cleanup of unsightly areas
Leave it like it is.
No more large-scale employers at all are needed. They are driving the congestion now and it's at a limit.
improvement to ratings on Burlington Elementary School
Williamson Rd and and Route 11 need to be more attractive and appealing. With the proximity to creeks, mountains and the Appalachian Trail, efforts should be made to make the street side areas more beautiful and appealing. Currently, the street side view of much of Williamson Rd and especially Route 11 is very dismal. Landscaping is greatly needed to improve this.
Car centric ugly result in economics suffering. Need buildings pulled to curb like Blacksburg is doing.
Camping World is taking over the world. Fewer large scale employers
Looks like we have the large businesses covered with Wells Fargo, Harris Corp, the New Hometown Bank, Double Envelope, etc. Lets focus on smaller scaled speciality retailers and business's.

## Q20 What land use-related issues could be improved? (Check all that apply)

Answered: 349 Skipped: 42



ANSWER CHOICES	RESPONSES	
Transitions into surrounding neighborhoods	46.42%	162
Greater variety of commercial options for businesses	38.40%	134
Greater variety of housing options	28.65%	100
Preserving historic structures and sites	24.64%	86
Zoning regulations are too restrictive	7.45%	26
Zoning regulations are not restrictive enough	8.88%	31
Other (please specify)	12.32%	43
Total Respondents: 349		

What land use-related issues could be improved? (Check all that apply)
Other (please specify)
Nothing
No changes to current land use and zoning, no additional restrictions.
See prior answer
No opinion
none
no opinion / Does not affect me
no opinion
?
unknown
viewshed protections
keeping green space
Areas along Williamson and Route 11 need to be made more attractive, with more and better landscaping, planting of trees, shrubs, etc.
more ADA and accessible places for disabled people to go.
left blank
I would like to see: road improvements to include walking/bike trails. K9 Aquatics facility, indoor parachuting, planet fitness, IMAX, local police/fire dept events at a facility that can be used for sporting/concert/skating events. Thanks for asking, I would love (it is needed) a traffic light at Dent & Airport Roads.
none of the above
Clean up neighborhoods, getting trashed up which looks awful to visitors passing through Hollins!
Some of these areas (business) needs to be cleaned up and made more attractive!
landscaping around industrial areas (like ITT) to soften; having common areas to shop multiple types of businesses
TREES
aesthetics need to be nicer, more appealing, especially to travelers from the interstate- what do visitors see when they get off of that exit today - Not much!!!
don't know
I don't know enough to answer this question
I'm not sure
more single-family home neighborhoods
Reference to housing options would be options for millennial living
The turning lane from Williamson Roan into Plantation Road in both directions needs to be extended. There is too much traffic turning left onto Plantation Road and WAY TOO MUCH traffice turning right onto Plantation Road from Williamson Road so the middle lane gets backed up. The traffic in the morning and evening are TERRIBLE.
Just leave it alone
None that I'm currently aware of.
Preserve brookside golf course
The area is missing its attempt at beautification. There is no consistency in development. Frankly, the area is ugly now.
Landscaping, too many bushes and signs close to road entrances
dont have an answer other that it is a shame Pizza Den was torn down for what appears to be nothing.
Preserve the area's more rural/ college oriented character while having targeted (and more upscale) development

Please do not destroy the neighborhoods by over development and loosing of zoning restrictions. The neighborhoods need to be more connected to the business areas by sidewalks and greenways. We need an eco friendly and attractive environment, not more density and not more traffic. The Hollins county branch library needs to be remodeled.

No opinion

Public input for Rt 419 was terrific but Roanoke County is not and will not follow public design. Same here!

zoning that prompts commercial property owners to redevelop in a human-centric way

Less industrial

Not familiar with any issues.

I do not know

## Q21 What else would you like to tell us about the study area?

Answered: 157 Skipped: 234

What else would you like to tell us about the study area?

Openness of area by preserved. History of area should be shared. Future energy to be celebrated.

Please leave area alone. This area of valley you feel privacy but close to needed. It will not be with this amount of plans.

Plantation between Hershberger and Route 11 have improved with the turn Lanes but a bicycle lane would be great those curves are pretty dangerous and with the tractor trailers it's even more dangerous

Living in Hollins, it would be nice to have more retail shops and restaurants so we don't have to leave the area to have things to do. A town center with these things would be a very nice addition.

Hollins is a great area with convenience to interstate and a few local stores (Kroger, CVS), but not really anything else. The draw for me to this area was the picturesque view of the mountains. the 'country' feel around the University, Carvins Cove and it's surrounding area. Along with the conveniences of local eateries and shopping. Or at least what we anticipated as conveniences. Once we moved in we found that we don't actually do anything in the Hollins area. Why? Because there is nothing here to entertain us. We, the Hollins community, do not need more neighborhoods, or a bunch of small businesses overcrowding the area. What we need is for residential property values to increase. What we need is a small retail shopping area with entertainment and better dining options. What we need is proper planning for the area. We need a leader. Someone with vision and planning capabilities that can make Hollins a much more desirable area without ruining the way it looks by becoming over commercialized like the upper end of Williamson Rd. We don't want that type of commercialism near the University and our homes. In my opinion, there are a few items that are a must for Hollins to achieve this level of desirability: 1) Restaurants and entertainment. If my wife and I plan on going out for lunch/dinner or an event, it is definitely outside of the Hollins area as there is nothing local to entertain us. I am sure the area would love to see more revenue. Plus, we would like to stay closer to home as we are out for more convenience. 2) Restaurants - We need more variety. Lew's is a staple for the community and should probably be considered a historic landmark of sorts. Hollywood's is ok, but we rarely visit. I don't consider Harbor Inn or fast food when deciding where to eat. We need more upscale dining. We need a pub or a micro-brewery for the locals to go enjoy the game, or an afternoon on the deck enjoying a cold beer and each others company. 3) More ways to spend time outdoors - paths for walking/running/biking/. The addition of a small community park near the University would be nice. Perhaps a dog park. Carvins Cove should be more of a focal point for mountain biking, kayaking, fishing, canoeing, hiking, etc... We have a wonderful area there, but we don't promote it. We could hold an annual marathon that starts and finishes at the cove. (that's a grueling run too!) (continued on next page)

4) The landscape needs to be more inviting and clean to bring more value to the community and the existing neighborhoods, or businesses in to the area. We don't need more housing. Where would you put it anyway? We need to make what we have... better. Small growth is nice, but we definitely don't want to extend the upper Williamson Rd 'busy' area down to this area. It needs to stay more residentially-friendly. It would be nice to be able to get out and walk (safely) down the road to a nice restaurant, a park, winery/tasting room, or pub/micro-brewery. Or, to see an outdoor play or music event, or wine festival. Heck, we could have our own farmer's market. We need entertainment, which in turn creates revenue for the community. What we don't need is a 2 story storage building monstrosity. Nor do we need a 3 story office building. Especially with over-priced rent. We need a small-scale town center. Something with 1 level townhomes or patio homes and retail / office space. We need to give the existing buildings in the area a face-lift. We need to make the community a place where people want to visit and live. A place we can be proud to call our home. If it were up to me, I would stop and look around the areas of Botetourt, Roanoke, Salem, and Vinton. What makes each of these communities unique? What is 'it' about these communities that draws people to them. Why do retail businesses and restaurants open in these areas? Take those unique qualities and re-vamp Hollins. Make it the BEST area in the Valley to be in. There is not a single person in the area that wouldn't want to see their property values increase. Or complain because we have better options for shopping locally, or entertainment. Or complain because they could get out and walk to wherever they wanted/needed to get to, safely. We need our neighbors to be outside, to meet one another, become more friendly and trusting of one another. To work together to make Hollins a great place to live, raise a family, and retire.

In fact, I would like to see Hollins charter its own township to achieve what I like to call 'protective growth'. Where the community can grow in the right direction, with the proper guidance, to produce revenue, but at a slower, more cautious rate. Just throwing an office building in to try to bolster the community is not the best move in my opinion. It's simply not the direction we need to grow in to begin with. That can come later. Since I feel so strongly about the area, I'd like to throw my hat in the ring to become part of a town council, or supervisor, or part of the growth strategy team. I love this area, and want to see it succeed and become something for everyone. Because we really can have it all, right here in Hollins.

The Hollins area has the opportunity to be an enhanced gateway to The Valley. We should make it upscale to a certain degree, but also hold true to it's roots such as Hollins University, the general hard work ethic of SW Virginia, and the outdoors with it's proximity to Carvin Cove, the Appalachian Trail, Tinker Creek, and Carvin Creek.

Someone from Roanoke Co. Business development needs to be working businesses (Restaurants) to locate in Hollins. Incentives!

Traffic During commute time is very congested

I don't see a need for sidewalks... I have lived in this area for 60 years without them... At 70 years of age I don't have a need for them...

Communities around the study area does not have walkable access to the study area.

Lighting and sidewalks .

I would like to move my business to that area as my employees live close to Hollins. There is just not enough real estate opportunities for leasing quality space for small businesses. Daleville's town center is more attractive; but, too far out. Hollins is in desperate need for a neighborhood of this type to attract more business, restaurants, and homeowners to increase the tax revenue making it possible to do greater improvements. A planned community could be the catalyst to make the area grow with the proper control to quality.

need a new library like South Roanoke

Not be so restrictive on businesses trying to move into the area as we have lost out by them moving to Botetourt county

I lived in the area for several years and still work here. I moved because of neighborhood deterioration (dogs barking all day at most houses, junk filled yards, neighborhood roads with cars lining the streets, etc) and lack of much going on here. Have to go somewhere else for decent quality restaurants. Have to go somewhere else for a cup of coffee. This is how neighborhoods go downhill. The main roads are still looking pretty good but must be maintained. Businesses must be held responsible for appearance. Homeowners as well. I know that's not easy, but if you don't, people start moving out (like me) and the neighborhood deteriorates. Slippery slope!

Things are looking up! Great area to grow in.

More restaurants needed (Chilis)

Nothing else at this time

I feel rental properties could inject a large number of people close by which would give restaurants and shops customers. I do not mean traditional apartments - I'm thinking more like unique apartments with character, maybe in the second or third floor of businesses.

Williamson road needs to have a "boulevard look" with a strip of trees/shrubbery in the middle to make it look nicer!

TOO EXPENSIVE!

More restaurants of any kind, lunch / lunch dinner type places/ example Chili's, Chick fil a, Jersey Mikes. Restaurants please...

Turned into a speed trap Greenway project has turned into traffic backups from interstate. Bad enough when accidents on I81 happen and they exit off now construction turned into a 1 lane road. Potholes pavement damaged. I think there should have been more foresight into project.

N/A

need stop lights control at the harris because left run becomes touch during rush hours in afternoon and lunch time.

Great community - I enjoy working In this area very much.

Currently, the area is boring!!! We need more than some gas stations, bad fast-food, and a storage facility. PLEASE, PLEASE, bring some restaurants and retail businesses to the area! There are two major employers in this sector and money available to be spent. We just need the business within reach. I personally spend my lunch break driving to Valley View many days because the study area is dead.

Need additional stoplights to regulate traffic speeds. Short distance from highway causes speeding and unsafe conditions.

Very disappointed in the construction. It is not an area that lends itself to walking/biking, so it seems a waste of money to create this when it will most likely not ever be used for such.

Currently I do not view it as a destination, beyond a specific business I am going to. I would like to see it viewed like the Grandin area, a place to go and stroll before deciding which businesses to go to.

nothing. I work here but would most likely not hang out.

Construction on Plantation has been very disruptive, taken far to long and does not appear to offer more than aesthetic benefit. More construction along these lines will drive people away from the area. I avoid it when I can.

The traffic coming off the interstate makes exiting the plant in the evening almost impossible. The construction crews put the signs so they block the view of on coming traffic.

thanks for taking a strategic look and for the opportunity to participate.

bigger is not always better. I like the "small town" feel of the Hollins Area as it is

I live in the study area and would like to see more locally owned restaurants and perhaps a brewery.

I recently bought a house in the Hollins area. There is a need for more local businesses and gas stations/convenience stores in the Hollins area. With the loss of Food Lion on Williamson Road last year, Kroger is the only close option in this neighborhood, and getting in and out of that location for quick stops during peak hours can be a nuisance. You have to rely heavily on fast food options or chain pizza shops in this area to get a fast meal, which is not ideal. It would be great to see more fitness centers within a reasonable drive besides the Green Ridge. Yoga, Pilates, dance-fitness, cycling, or other class-based studios would bring in younger, active individuals. Most studios like this are in downtown Roanoke or Cave Spring, and this is hard for folks who commute north for work. Lastly, it would be great to see more use of Waldron Park for community events, such as seasonal small farmer's market and family-friendly festivals.

The county needs to complete public utilities in the Waldron Park area. Enon , Goff, Tinkerview, Dallas and Webster roads do not have these services. This should be done at county expense. Thanks for the useless sidewalk on North Plantation. I am sure that it will get plenty of use by the employees that have been laid off by ITT and Wells Fargo.

Need more chain restaurants for those staying at the hotels. Also big named but small retail stores in shopping centers like Trader Joe's would draw more people to the area. Building places with retail stores on first floor and apartments on other floors would be nice. Hollins has the land, it just needs to be developed.

I'm native to the area and would like to see it continue to hold businesses and residents. While I think growth is important I also believe that preserving what we have is important.

More identifiable central business center along the lines of grandin village without interfering with the major transportation arteries

Clients have wondered why we established our business on the north end instead of SW Roanoke. We feel this area is a hidden secret that people aren't aware of.

Lived here since 1968, a time when aspirations for the Hollins area were much higher. Need 50 years later to identify what residents aspire to for their living place. Not easy, but necessary.

Walrond Park needs to be considered in development area. I feel this is a great opportunity to attract our community and neighbors to the area.

Don't cover the area with shoddy subdivisions.

Please complete the greenway project to connect Hollins to downtown Roanoke!

I believe that being so close/easy access from I-81 is something to capitalize on; make the study area something unique and worth visiting not only for us locals, but also for those passing through. A dog park would also be amazing... I often travel into Roanoke City for Highland or Salem is my other option. Something close by would be great!

I love this area and the people! Thank you for doing this study!

Williamson Road is such a drag. Run down shops, redevelopment is huge deal

Starbucks would be a great addition

Recycling is important to our planet and this would be a great addition in this area and curb pickup in our neighborhoods in Roanoke County.

Are those changes genuinely needed? Who stands to benefit the most? The promoters? Who are they?

I have a single family residence grandfathered into a commercial zoning area. That makes my condition on Dexter Road unique.

Library is wonderful, staff is wonderful, needs to be remodeled - it is very important to community. Quality of life will attract businesses & residents. Protect & preserve what is good, make improvements. Prevent future traffic congestion. Transportation alternatives needed. Enhance health benefits of natural resources- promote clean creeks, air, mountains, views. Integrate neighborhoods with commercial areas.

We need more wheelchair accessibility. I am disappointed to see bike trails and accommodations and nothing about wheelchair accessibility.

More options for grocery stores like Trader Joes, variety of cultured restaurants, coffee shop, container store. Make use of existing buildings, make them look nice.

Slow it down and amplify it's small town character.

I live in the area and a change for better shopping,dining,and entertainment would be GREAT.

It seems like this area is at a bit of a crossroads, and I would like to see it go in the direction of middle-class and well kept rather than run-down and industrial, which is how it is drifting.

The roads in this area are in great need of improvement.

Pay attention to people that live here...we can tell you problems you may not even have noticed!

A new library!

looking forward to library renovation to be like South County and Vinton.

With Hollins in the heart of the area, it would be great if we could encourage restaurants and businesses to build near thier campus. Hollywood's is great, but I could see students walking to a Panera Bread, Starbucks or other retail businesses. Right now, none of them are really accessible to people i n Hollins on foot.

Please make this area more bike friendly

coffee shop/cafe would be nice; something nice where Hollins Manor was and land beside NW Hardware.

Definitely needs more walkability/sidewalks. You can't get anywhere without a car and I see people walking on the side of the road all the time which is highly unsafe.

Where commercial and residential mix ,roads and streets need to accommodate residential traffic and large use vehicles with widening of roads, slower speeds,and more friendly lighting and walking areas,stronger police presents to deterrence of drugs and speeding,and robbery in area

These proposed improvements needed to happen 10 years ago. I hope there will be more offered than a greenway? That doesn't generate revenue or increase housing prices in this area. The current state of Williamson road real estate is destroying our property values.

Big potential in this area that feels untapped. Many folks come into Roanoke through the Botetourt interchange and it's such a sad entry into town.

There is a small vacant business space available attached to service station beside McDonald's on Plantation Rd. Perfect for a Dairy Queen/ Donut shop or other business. Need traffic light at McDonald's area due to traffic to and from I-81; very congested.

Don't cut down any trees

I would NOT like to see zero-minimal lot line housing structures similar to the homes off Barrens that were made available/constructed by removing a wooded area. Needs road improvements and safe pedestrian walking/biking areas.

Looking to see how Roanoke can improve its "green" level!

I believe there is a great opportunity to make the Hollins area something really special and to improve the quality of life in this area through a short and long range strategic plan.

Greenways would be highest on my list!

I am excited about the new development for this area!! a great deal of untapped potential here.

I think it is wonderful that you are developing this neighborhood and asking for community input! I would like you to take a look at eco-districts in other countries and to see how the Hollins area can be developed into our own first ecodistrict! Put Roanoke on the map by building a thriving sustainable green neighborhood which takes into account the environment, the economy, and the culture -the people - the three pillars of sustainability.

I currently think of this area as industrial and a place to drive through. There's nothing appealing about it. I'd love to see more mixed-use development and pedestrian pathways. I'd be especially excited for some good casual restaurants. I'd also note that Hollins University is just down the road with a large number of faculty & staff (likely looking for lunch options) and students looking for entertainment and connectivity from campus to this corridor if it had things like restaurants, movie theaters, grocery/ drug store, events, shops, etc.

It looks like a more industrial area. We need options that will draw consumers into the area for recreation and entertainment (shopping, restaurants, events). Hollins students are cut off from the rest of Roanoke and don't have good nearby options for eating and shopping, and many don't have transportation to go elsewhere.

We have some large land parcels that have a lot of potential. And, we have some very old buildings that could use a facelift or even be razed.

Connect both pieces of the Tinker Creek so better access to Carvins Cove and downtown.

That just about covers it.

North Roanoke sometimes gets a bad rap, but the study area is a good place to live and work.

Greenway, more restaurants, landscaping, stores -Target?? IKEA??? build it up!!!

It would be nice to have a few more restaurants in the area and better ways for Hollin University students to cross from the apartment complex community to the University. They typically run across the roadway near Hollywood's to get to campus. The road is too busy and it's not safe. Other than this, I like that the area is less commercialized. I would rather see the area preserved and not built up. You can drive a short distance to get to the Valley View area to get what you need.

more trees needed

I work at Hollins University. It would be wonderful to see the Williamson Rd area be more pedestrian friendly with sidewalks and street lights. The area where the buildings were taken down would be a nice area to put in shops, coffee shop, locally owned restaurant. No tacky strip malls. Businesses that will attract the students and our local community so we don't feel the need to go downtown or to the other side of Roanoke. We need more variety than what is presently here.

sidewalks, sidewalks, sidewalks

update, change, update, change, update, change.GROW

I would like to see apartment living above commercial businesses similar to downtown Roanoke.

Traffic in evenings and mornings is a reason to stay out of area. It does move but backs up at peak periods.

Love living in this area.

The schools are HORRIBLE! I have lived most of my life in the Hollins area. Unfortunately, because my kids go to Burlington elementary school and would feed into northside, we are looking at houses in other areas. We are overlooking three nice houses that we would like to buy because the schools are so bad. We want to give our children opportunities for a bright future. The schools are a big part of that. Unfortunately, schools in the Hollins area are atrocious. It is hurting economic development. I have worked in local government and state government for years, and I highly recommend the foundation for rebuilding Hollins begins with massive improvements in the schools. Without these improvements, it will be difficult to attract new residents, and retain current residents. We want to stay in the area, but feel we cannot because of the schools. A way to sell school improvement is that it is an investment in the future that will provide long-term returns on that investment. It is not just a sunk cost.

I love the many cultures represented in this area. It seems like Roanoke County's only truly integrated middle-class area. It could use a few more upscale or funky businesses and restaurants. I love the ethnic restaurants and markets.

I grew up there and my parents still live there, so we're there all the time. I just LOVE the Hollins area. It's still home and always will be.
Needs more restaurants, retail shopping and greenways
With all of the businesses there is a lack of restaurants nearby that workers can make it to on their lunch hour. Also Starbucks is too far away and with all of the businesses there should be a coffee shop and something other than McDonald's that is fast food.
Hollins is a great area "Live and Work" we just need the "Play" to be added!
Currently it is not safe for walking due to lack of sidewalks and inattention of drivers for pedestrians or bicycles.
more integration with university
More restaurants would be a good add along with a better walking path
Hurry up and build Tinker Creek Greenway in the study area connecting Carvins Cove and existing TC Greenway.
I would like to see a new look for the study area. The extension of the Greenway is important to us because we have to drive far to ride or walk the existing trails. If bike paths are added, I hope widening the roads is an option, rather than just narrowing the existing roads. Let's do this right and create another Grandin area on the north side of town. Let's bring health and wellness closer to the residence so they can take advantage of this great city.
The school zone speed limit for 25 miles an hour for a few yards is ridiculous. It is a hazard for vehicles -- you go from 45 to 35 to 25 within a few seconds.
Needs reason for people in Roanoke and Daleville area to stop and visit. Camping World is a start, but something like IKEA, Trader Joes, Chick-fil-A off of I-81, etc. would be great for residents, commuters, and travelers/college students on I-81.
No industries
Restaurants, restaurants, restaurants.
This area does not need to be developed. It is a semi-rural area that needs to be left alone, not built up like a mall or downtown area.
Unlocked economic potential in a major employment and interstate access corridor
It really needs to be developed more. Has great potential, great space and is very convenient
It is a great area, so put the effort into it.
It is difficult to drive through the area with the construction that is going on. I would like to see a study on the number of pedestrians and bicyclists that use the sidewalks, etc. after it is complete; at 4 million dollars, it will probably come out to about a thousand dollars spent per person using it over 10 years.
It has great potential being wasted with old rundown buildings and Juarez wastes space in general. It brings down the aesthetics of the area.
I love this area as it's "home" to me. I grew up in this area and graduated from Northside High School and when the opportunity came about it's where I finally decided to open my business. Unfortunately, some of the residents from the Assisted Living center a little further down Williamson Road tend to wonder around, ask for change, and loiter which can make consumers feel uncomfortable shopping in the area.
Great place to raise a family
Hollies is an amazing area. We love living here. I'd like to see additional restaurants and shops. As well as safer areas for students to walk and bike in our area.
The ingress and mainly egress from 81 is very unsightly. Getting off 81 heading north is extremely dangerous as currently configured.
I am excited about the project because I believe the area has been overlooked for years. With the college there, the area already has somewhat of a village atmosphere to it.

schools are my biggest concern. We need to create or maintain schools that attractive to future home buyers and businesses. Also when I81 is blocked Walrond Park neighborhood area is starting to sometimes feel the impact with campers, 18 wheelers, etc.

and the airport for travel. We would love to see more grocery store options, gas staions, restaurants and entertainment options. One our biggest problems i the adjoining neighborhood is lack of sidewalks. Walking in the neighborhood is treacherous. Also, a sound barrier from the noise on I81.

It is critical to put the noise barrier walls along I81 northbound coming from Salem. This would improve home values in the buckland mill, belle haven/northwalk area, and wood haven area. It would attract more white collar families and bring more tax revenue to the area.

Need better road maintence on LaMarre Drive, especially, at the intersection of route11. The entrance to LaMarre Dr. on the right is pitiful!!!!

Nice area with opportunity to grow if Plantation Road project comes out as expected. Plantation and Williamson Rd can get busy so some long-term road assessments/plans should be considered if going to add new business and/or neighborhoods.

This is one of my favorite parts of Roanoke County. As a Hollins alumna, it is important to me to build on the college's presence in the area with high quality businesses and planned growth.

Hollins is a nice place to live. Please don't ruin it. We don't need over development or more traffic. We need more sidewalks and landscaping and greenways and bus service. We have many precious natural resources in this area: mountain views, creeks, the Appalachian Trail nearby, and they need to be protected and preserved. We need to make Williamson Rd and Route 11 more attractive and not trashy looking. More residents would patronize businesses on Williamson Rd if they could get to them safely by walking on sidewalks or greenways from the neighborhoods. We need to encourage walking and need bus service to encourage use of mass transit. Hollins University is an important part of this area and its connections to the area should be strengthened and protected. We need to preserve and protect the natural beauty of this area and need to increase the attractiveness of the street views of Williamson Rd and Route 11.

This survey seems heavily tilted towards pushing bike lanes, greens spaces, and pedestrian issues. Don't do it. You will harm local businesses in the area.

Develop Huffman Farm for industrial uses; Hollins Univ. must do more to improve the area. Hollins Univ. is a drag on upscale development.

North Roanoke County is lacking in the health and wellness arena; Southwest Roanoke City/County have all the health food stores, Greenway, etc. Hollins has a lot of potential. Economically, residents in this locality are middle class and could support healthier initiatives. This is not necessarily \*directly\* within the study area, but I strongly believe Hollins needs a health and wellness center/gym. The closest one is Gold's Gym, and not everyone is a fan. I think the old Food Lion location at Brookside Plaza would make for a great gym location. The Hollins area generally does not seem to be great for outdoor recreation (aside from Waldron Park). Another good location for a gym might be within the study area in the same area as Gander Mountain and the hotels.

More County and Hollins gateway signs on 81, Route 11, and Plantation. Many out of towners for Hollins University have no idea they are in Roanoke County AND the area is called Hollins. Since 81 gets 50,000+ cars a day, you would think the county would advertise better.

The Hollins area is a great hub of small business, especially restaurants. I often go to this area to relax and hang out with friends during the evening and on weekends. It is convenient to Botetourt County also. Also, right near Green Ridge Recreation Center.

Please develop this area. ROANOKE COUNTY IS DYING

Historic preservation

Create gateway signage that distinguishes the Hollins and Roanoke County boundaries from Roanoke City, Botetourt County, etc.

If Roanoke County BOS and Planning do not follow public plans then Rt. 419 and Hollins will look like Christinsburg's commercial development.

The area does not have enough sidewalks and no public transportation. It is hard to walk to the library. Greenways for transportation and not just exercise are needed.

This area is so convenient to Carvins Cove, Read Mountain, etc. It is important that it enhance the outdoor culture and make people comfortable outside their vehicles.

My wife and I have lived in North Roanoke for over 20 years. We have discussed moving to South Roanoke and the main reason is the "village" atmosphere. Walking to restaurants, shops etc. is the norm in South Roanoke. Community and other events dot the calendar. This idea seems to be a move in the right direction and on par with what Botetourt is doing.

Its about time for improvements.

I love the location, I live close. I would like more places to eat, but don't want a fast food alley. would like to see a coffee shop, a new library, walking connections to hollins college.

Potential exists on the Route 11 corridor between the intersection and Hollins University to develop a town center vibe. Increase connectivity there after completing current Plantation connection.

Leave it alone. Don't change it's early suburban character. Don't impose on the Enon St. homes and the other homes around Walrond park.

I don't go out of my way to travel to this area because it doesn't provide any unique or exciting amenities that I can't get in SW County

With the proximity to Hollins College, banking and technology firms and the large residential neighborhoods surrounding, this section seems to be a prime spot to create a kind of "town-like" location that has good walkability, lighting and attention to landscaping and natural public spaces.

I would love to see something like Costco something retail wise that is more cost efficient. I would like to see more food place here on hollins and not a valley view not everyone likes to go to the mall. I would like to see maybe like an outlet mall. I know this only in the Hollins area but here is another Idea. The plaza that has the Carpet Factory outlet and Save a Lot on Melrose we need to turn that back into Stores I think that would be an Awesome outlet Mall, People can get back to going places like that and be outside. I really believe that Hollins Road Area has been forgotten about we just need a few improvements and restaurants.

Why aren't there any public utilities in neighborhood behind Waldron Park

North Roanoke pays their fair share of taxes and it seems we are always last to see improvements and upgrades. South Roanoke gets all of the attention it seems. There is a ton of opportunity and room for growth in North County. New home construction, more variety in retail and restaurants would be nice without having to deal with the crime and traffic at Valley View. Restrict public transportation access to cut back on crime spreading to North County.

nice part of the valley,enforce current speed limtis

This is a beautiful, unique area and I hope the positive aspects of it can be maintained and enhanced.

it is a great place to live and work,it just needs manicuring alittle

Please keep in consideration native habitat.

Roads are too wide, so traffic is too fast

I would love for there to be more food options and a coffee shop near Hollins University. We have tons of college students - there should be at least one coffee shop and more food options! :)

I work at Hollins and I'M REALLY hoping that this area can be made more walkable and attractive to students. Right now the area around Hollins is isolated from typical retail activities. It's more of an industrial area and there is a GREAT opportunity for cafes, restaurants, etc, especially considering the Hollins students (especially those w/o cars) who have extremely limited options.

So much potential that I don't think has been looked at yet.

I would love to meet with someone to discuss more. We have been in business for over 20 years. We are business property owners in Roanoke County right beside the planning study area. Would like to be considered within the County Plans. Thank you, Tammy Scaggs- Plantation on Sunnybrook 540-588-2009

I really wish that it were possible for people in this area to take the bus to work. I timed it once, and my 17 minute drive would turn into 60-90 mins., including a transfer and then a 1.5 mile bike ride. Also please, please, please encourage someone to open up a coffee shop. We have not had decent coffee around here since Cafe Soleil. :) Thank you for doing a study.