

Oak Grove Center Plan Update

City of Roanoke and Roanoke County Joint Planning Commission Work Session

June 19, 2018



Presentation Overview



What We've Done

- Community Meetings
- Survey Results
- Stakeholder Interviews
- Roanoke County Public Schools Outreach
- Other Outreach

What We've Heard

- Major Themes

Where We Could Go

Next Steps

Reimagine Oak Grove



Want to know more?
Visit www.RoanokeCountyVa.gov/OakGrove



Share your ideas. Shape your community.



In 2040, what does Oak Grove look like to you? How about a place to EAT. SHOP. ENTERTAIN. CONNECT. all within a short, comfortable walk? Roanoke County and the City of Roanoke are developing plans to make it easier for Oak Grove's residents and visitors to get to the parks, shops, restaurants and amenities that they pass by every day. Share your ideas to shape the future of this community and help build a walkable and dynamic center in Oak Grove.

Want to know more? Visit www.RoanokeCountyVa.gov/OakGrove
Philip Thompson (540) 772-2029 or pthompson@roanokecountyva.gov (Roanoke County)
Wayne Leftwich (540) 853-1104 or wayne.leftwich@roanokeva.gov (City of Roanoke)



**Oak Grove
CENTER**

Planning Study Boundary

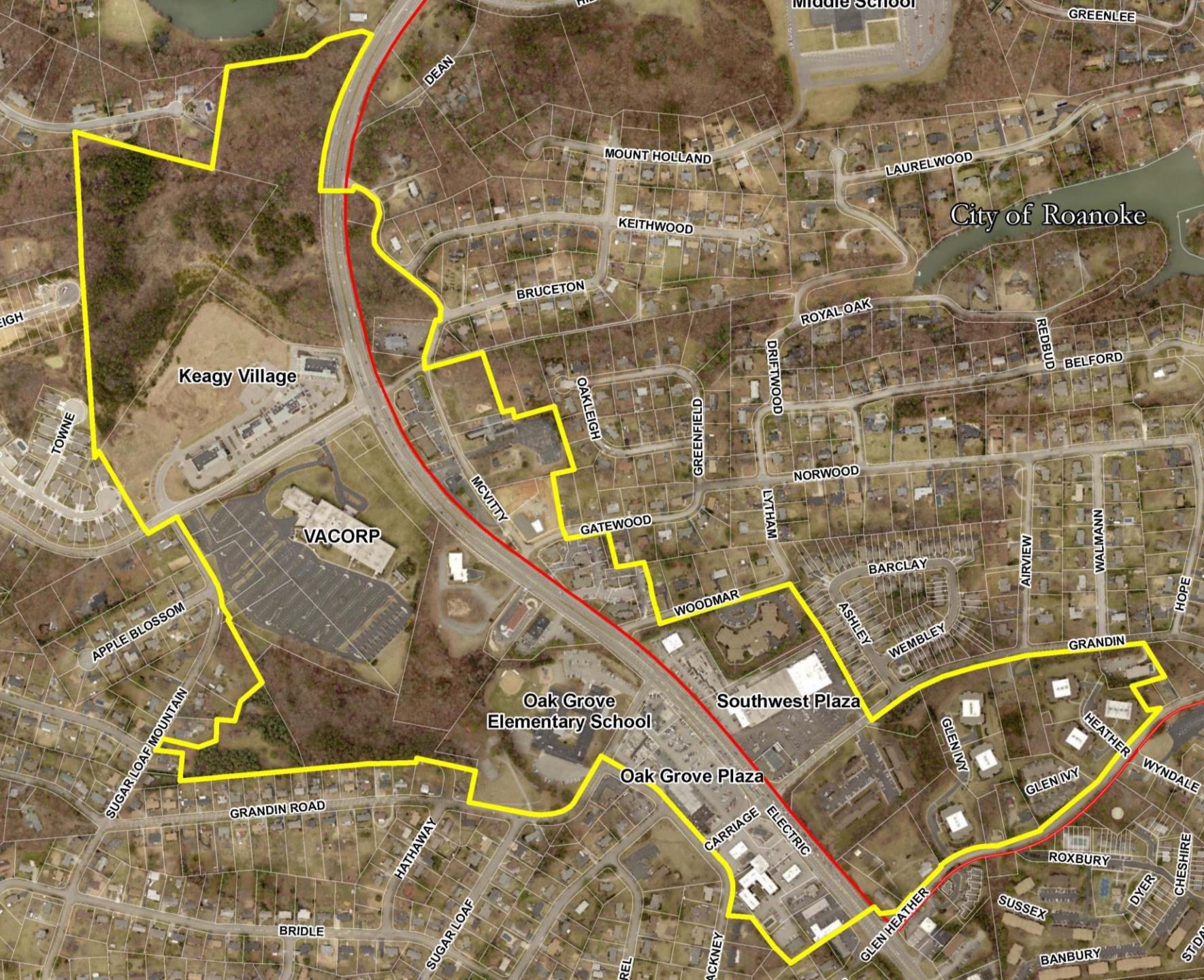
173 total acres

City acreage: 57

County acreage: 116

City parcels: 45

County parcels: 30



Community Meetings



Thursday, March 15: 70

Saturday, March 24: 36

Total Attendance: 106

Saturday, May 19: 30

Thursday, May 24: 33

Total Attendance: 63



Community Meetings – March



Public Input Topic Areas

- Land Use
- Development/Redevelopment
- Transportation
- Natural & Cultural Resources

Methods of Gathering Input

- Surveys, Feedback Forms, Comment Sheets, Map Labeling
- Conversation
- Children's activity table



Community Meetings – March



Summary of feedback received

- Construct bicycle lanes and ADA-accessible infrastructure including crosswalks, sidewalks and greenways
- Expand parks and recreation opportunities, especially trails and activity spaces for kids
- Improve intersections along Route 419 to facilitate traffic flow through the area
- Upgrade commercial buildings and facades
- Add restaurants, cafes, retail, grocery shopping and community spaces for people to hang out



Community Meetings – May



Topic Areas

- Survey results
- Public Spaces
 - Map: County-owned parcel to draw on/list ideas for uses
 - Hidden Valley High School Oak Grove Park exercise
 - Precedent Boards with dots
- Development/Redevelopment
 - Map: Areas where development/redevelopment could take place with a list of uses suggested
 - Precedent Boards with dots
- Transportation
 - Map: Transportation issues and requests to-date
 - Map: Where would you like to walk or bike to?
 - Map: Where would you like to take the bus?



Public Transportation Station



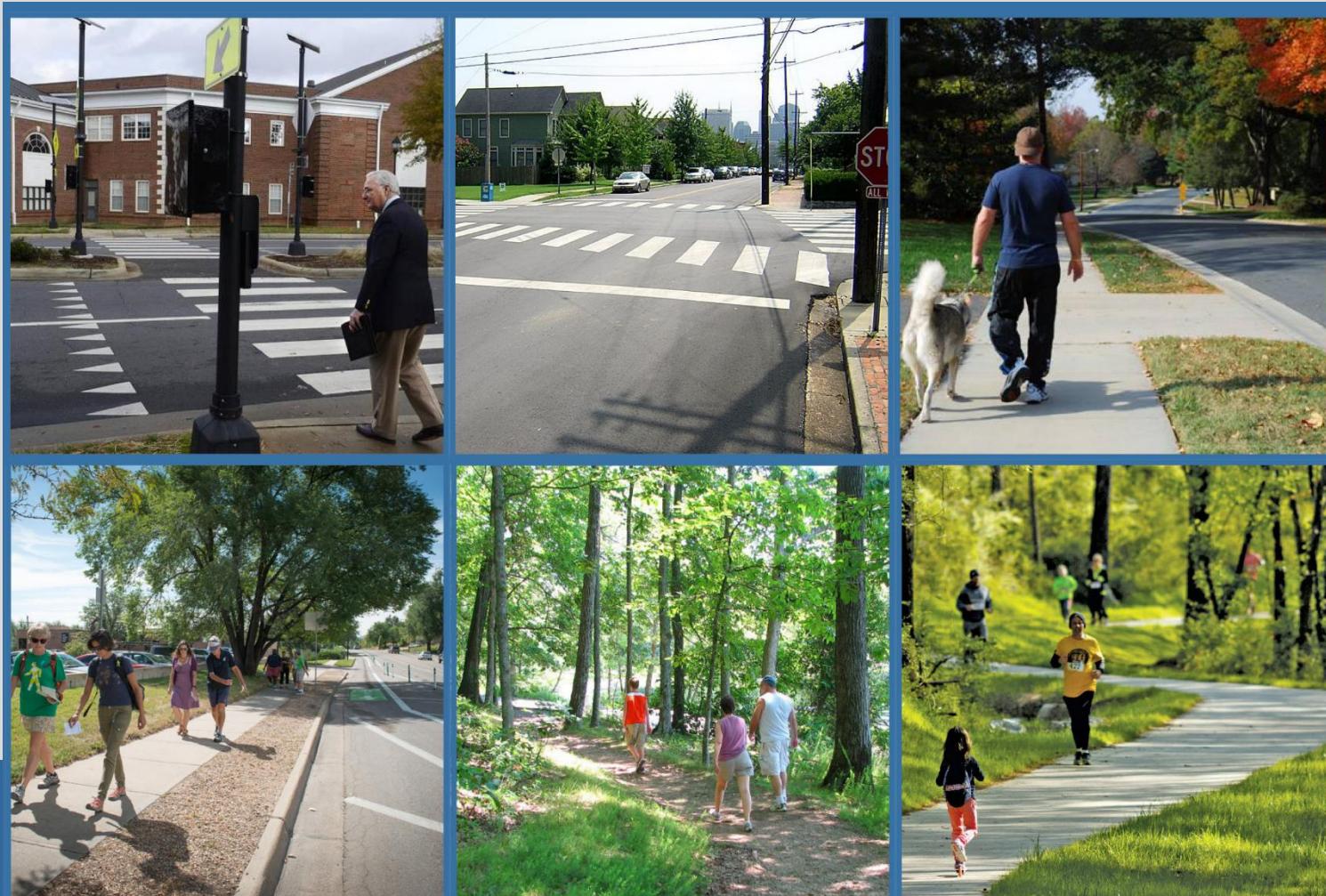
Bike Facilities



Public Transportation Station



Pedestrian/ADA Facilities



Public Transportation Station

Transit/Rideshare Facilities



Private Development Station

Commercial Buildings



Private Development Station

High-Density Housing



Private Development Station



Low-Density Housing



Public Spaces Station

Landscaping and Streetscaping



Public Spaces Station

Outdoor Recreation Spaces



Public Spaces Station

Placemaking Elements





Bike Facilities

Separated Bike-Ped Shared Path



Pedestrian/ADA Facilities

Paved Greenways



Transit/Rideshare Facilities

RADAR and CORTAN Service



Commercial Buildings

Town Center Mixed-Use



Low-Density Housing

Standalone Patio Home



High-Density Housing

3+ Floors Traditional Village/Complex



Landscaping and Streetscaping

Restaurant Outdoor-Seating



Outdoor Recreation Spaces

Natural Water and Play Park



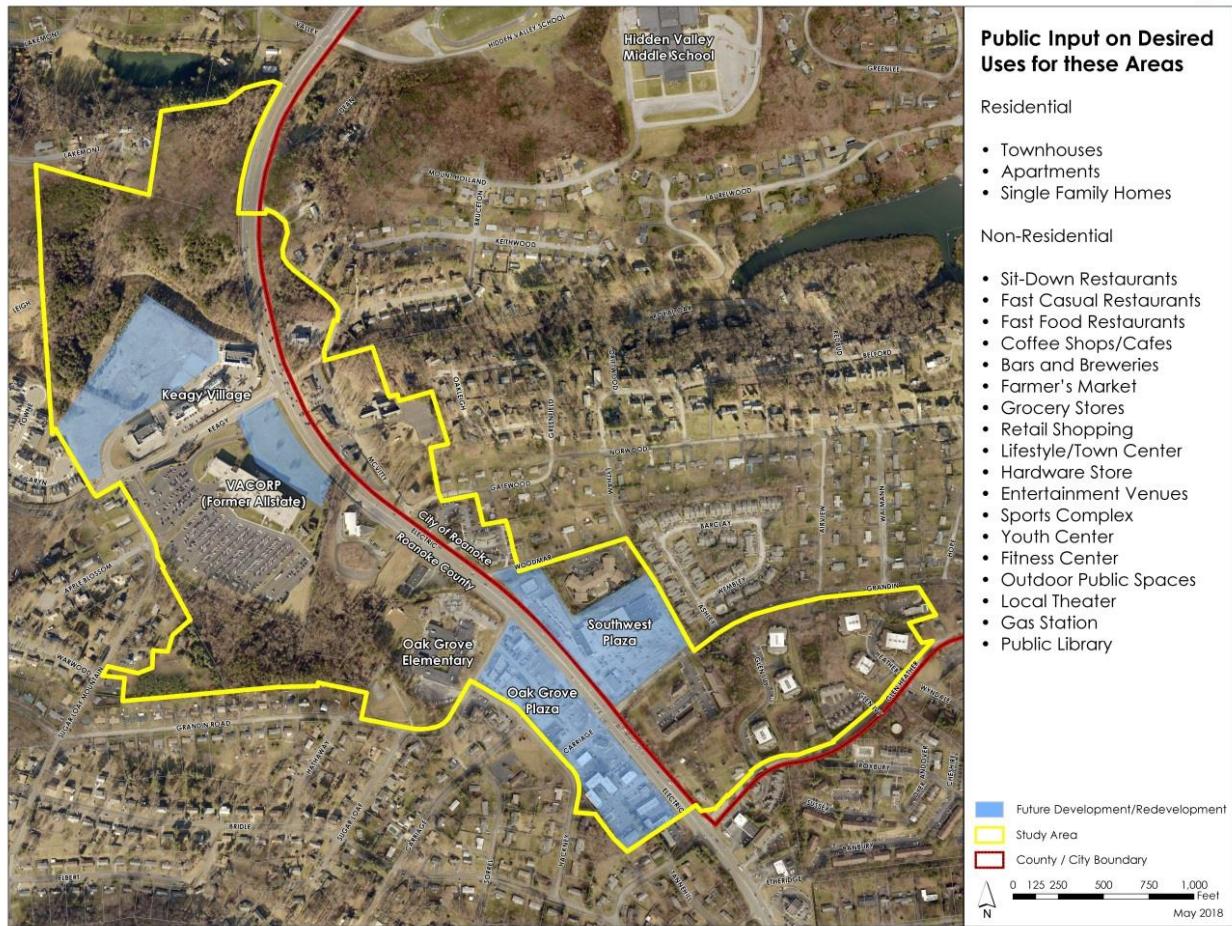
Placemaking Elements

Public Art Sculptures

Community Meetings – May



Future Development/Redevelopment



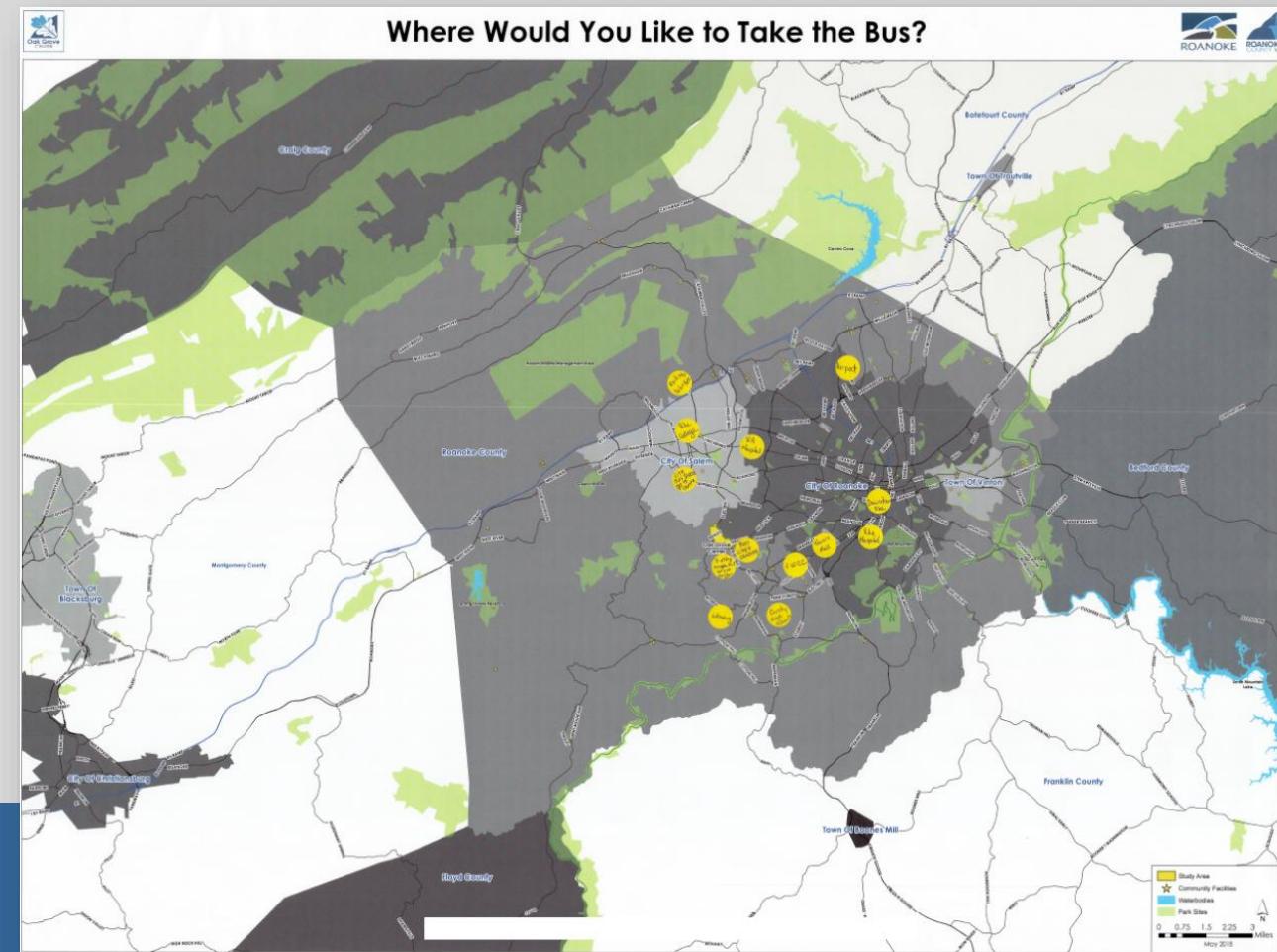
Transportation: Existing Conditions and Public Comments



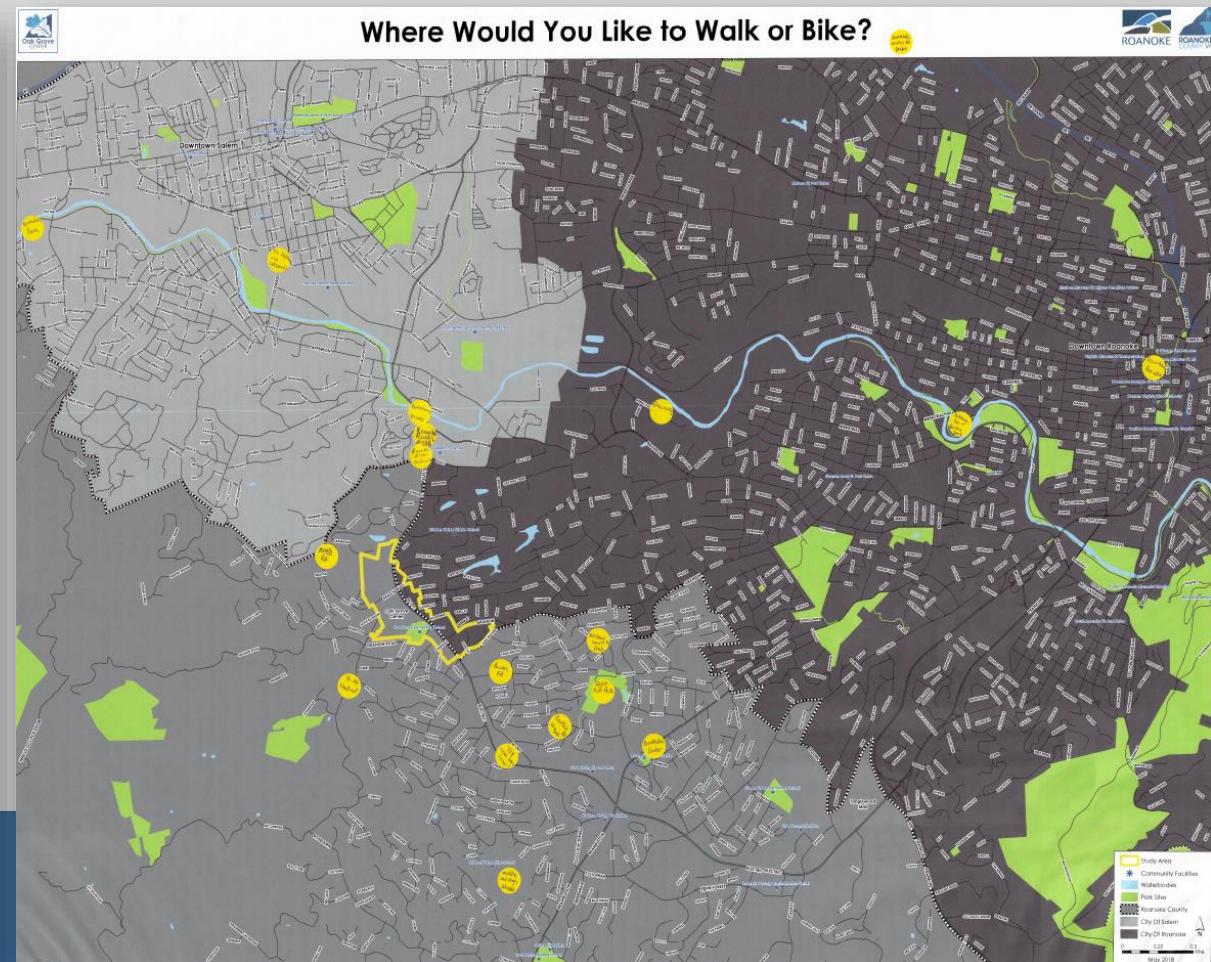
Community Meetings – May



Where Would You Like to Take the Bus?

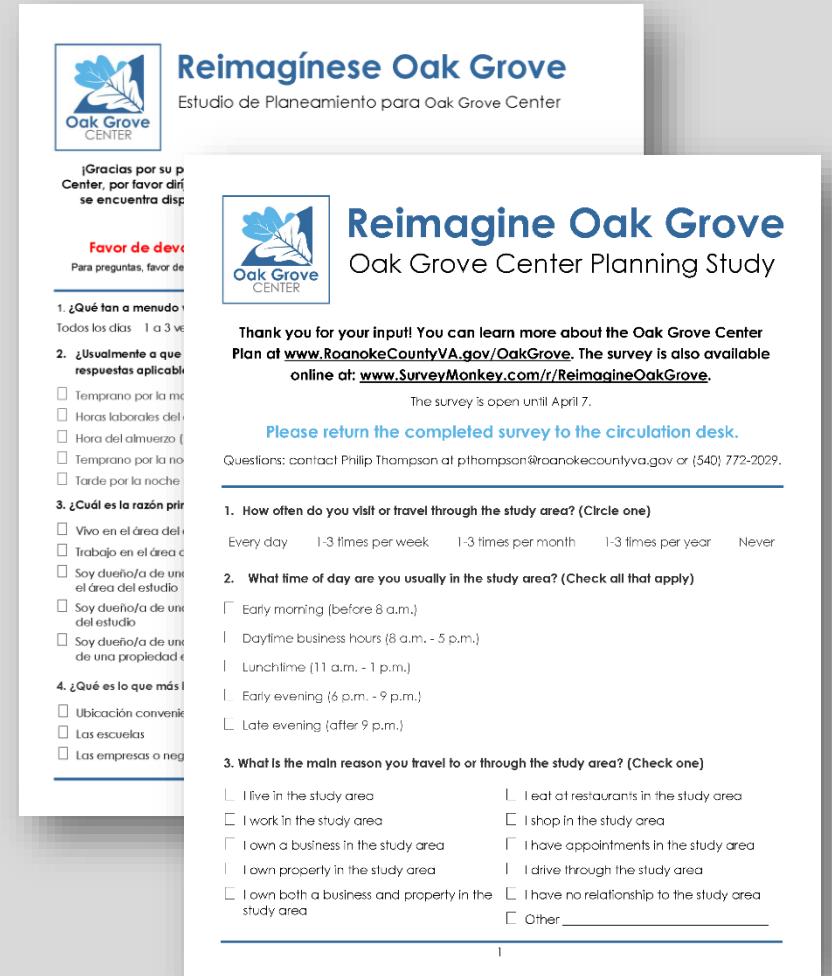


Where Would You Like to Walk or Bike?



Survey

- Open from February 1 through April 7
- English and Spanish versions
- Availability:
 - Online through Survey Monkey
 - Paper copies at all County libraries
 - Paper copies at March community meetings
- Total Completed: 595
 - Spanish: 32



The image shows a screenshot of a survey titled "Reimagine Oak Grove" for the "Oak Grove Center Planning Study". The survey is available in both English and Spanish. The Spanish version is shown on the left, and the English version is on the right. Both versions include a logo for "Oak Grove CENTER" with a stylized leaf icon. The survey consists of several questions with multiple-choice options. The English version includes a note that the survey is open until April 7 and a reminder to return completed surveys to the circulation desk. The Spanish version includes a note that the survey is open until April 7 and a reminder to return completed surveys to the circulation desk.

Reimagine Oak Grove
Oak Grove Center Planning Study

Thank you for your input! You can learn more about the Oak Grove Center Plan at www.RoanokeCountyVA.gov/OakGrove. The survey is also available online at: www.SurveyMonkey.com/r/ReimagineOakGrove.

The survey is open until April 7.

Please return the completed survey to the circulation desk.

Questions: contact Philip Thompson at pthompson@roanokecountyva.gov or (540) 772-2029.

1. ¿Qué tan a menudo visitas el área de estudio?
Todos los días 1 a 3 veces por semana 1-3 veces al mes 1-3 veces al año Nunca

2. ¿Usualmente a qué hora es más probable que las respuestas aplicables?

Temprano por la mañana
 Horas laborales del día
 Hora del almuerzo
 Temprano por la noche
 Tarde por la noche

3. ¿Cuál es la razón principal por la que visitas el área de estudio?

Vivo en el área de estudio
 Trabajo en el área de estudio
 Soy dueño/a de una propiedad en el área de estudio
 Soy dueño/a de una propiedad en una propiedad cercana
 Ubicación conveniente
 Las escuelas
 Las empresas o negocios cercanas

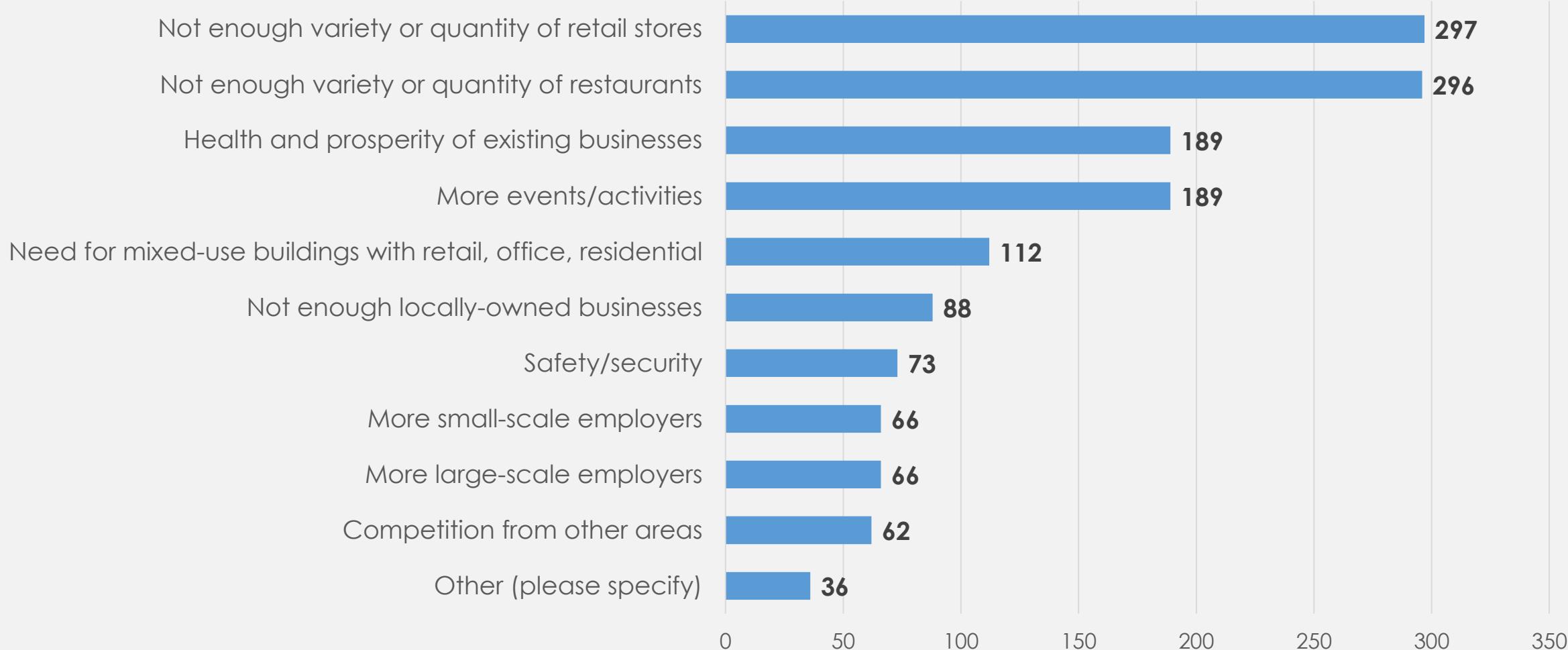
4. ¿Qué es lo que más te atrae de la zona?

I live in the study area
 I work in the study area
 I own a business in the study area
 I own property in the study area
 I own both a business and property in the study area
 I eat at restaurants in the study area
 I shop in the study area
 I have appointments in the study area
 I drive through the study area
 I have no relationship to the study area
 Other _____

Survey Results Summary



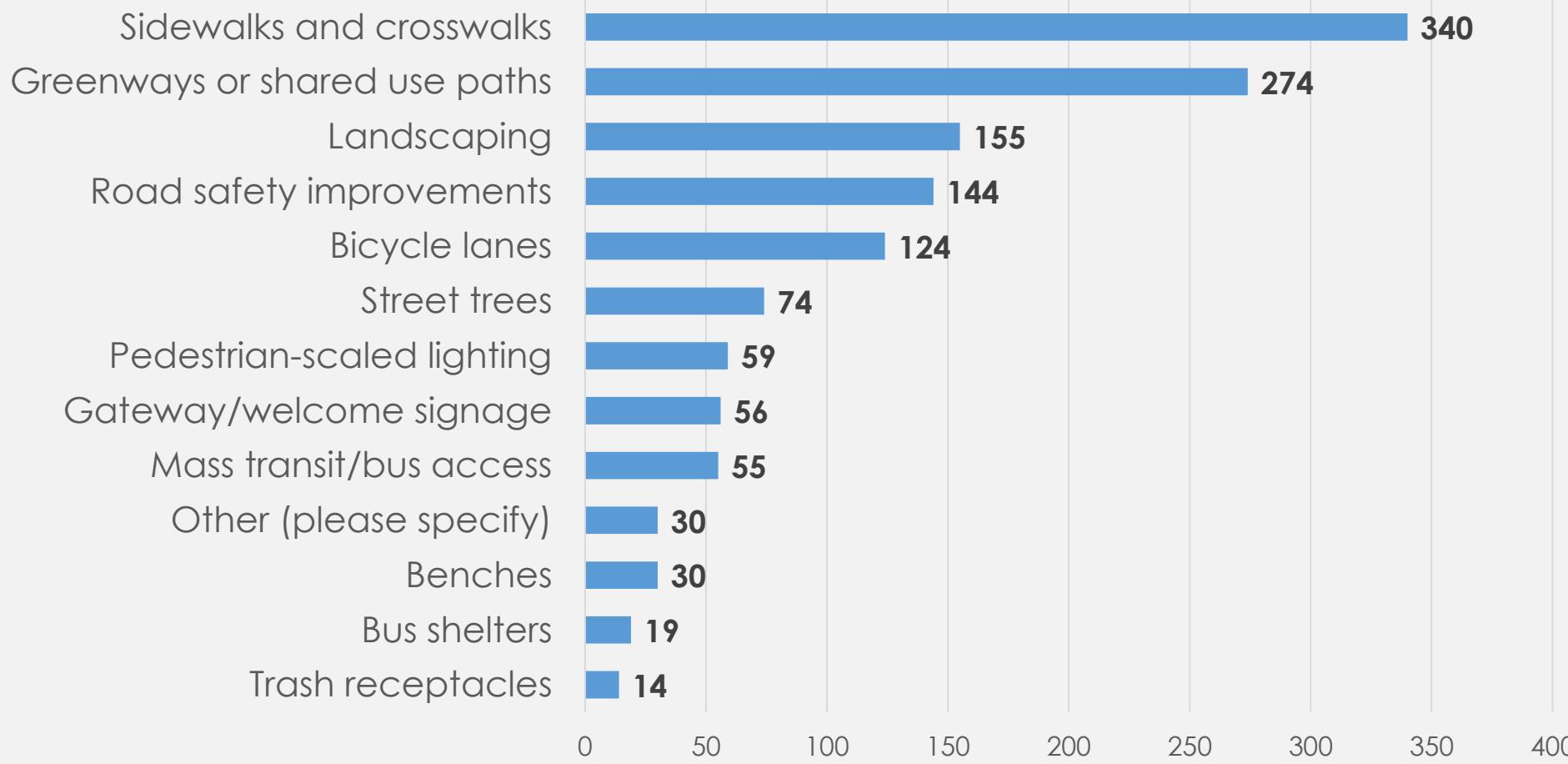
What issues related to economic conditions could be improved?



Survey Results Summary



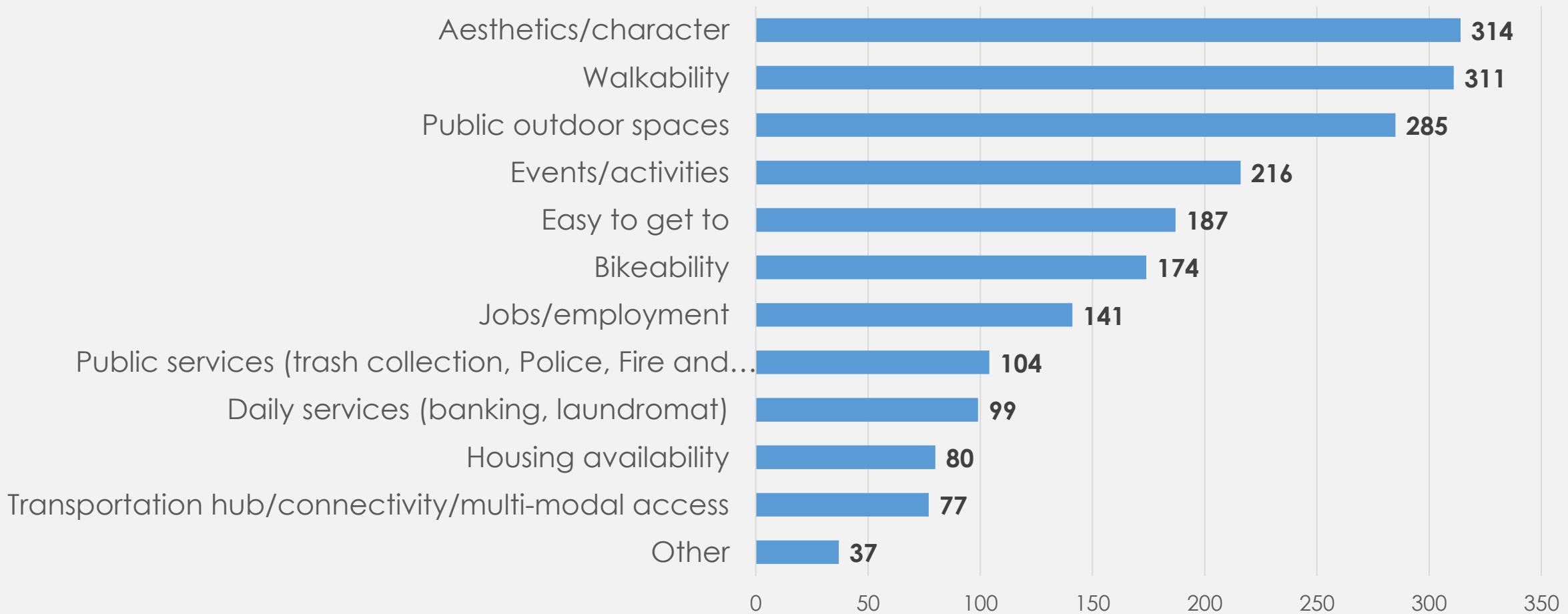
What type of transportation and streetscape improvements would you most like to see?



Survey Results Summary



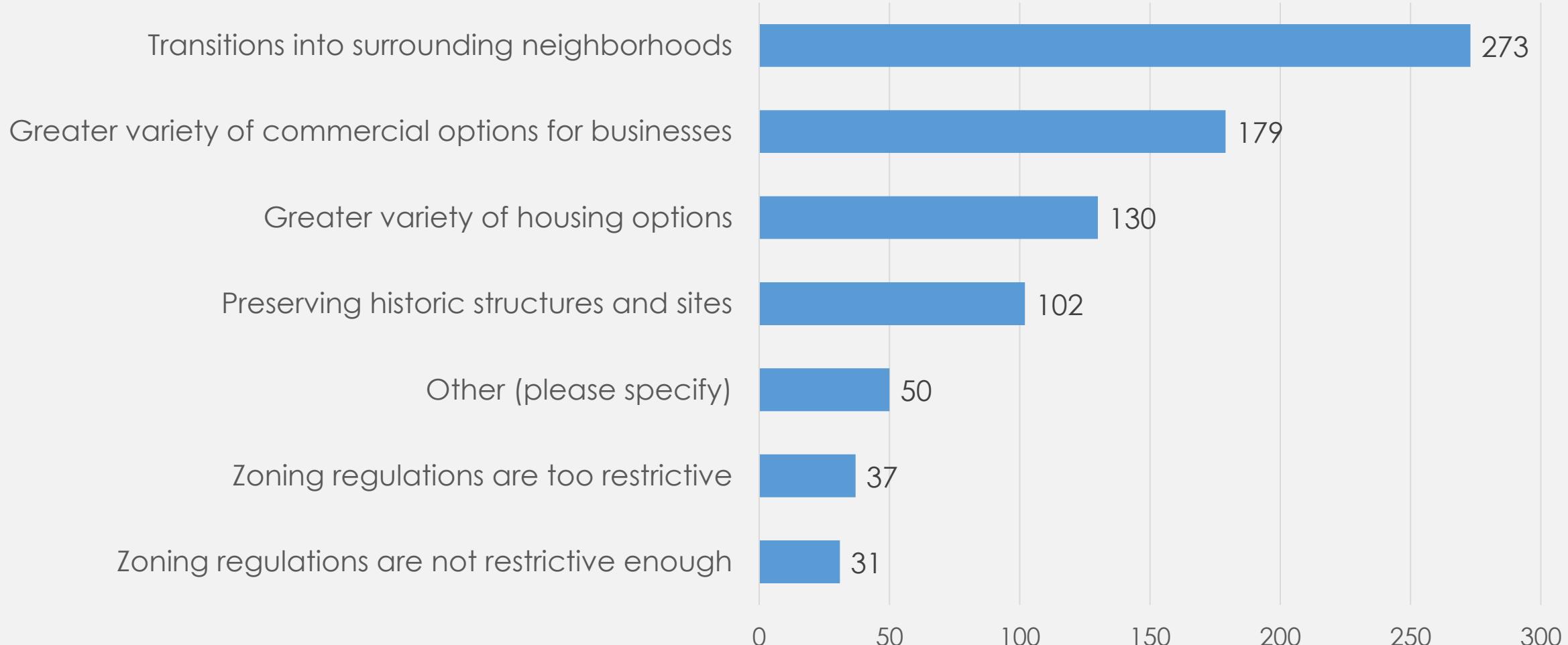
What additional features are important to you for the future success of the study area?



Survey Results Summary



What land use-related issues could be improved?



Stakeholder Interviews



Economic Development



Public Safety



Environment



Planning

Stakeholder Interviews



Utilities



Transportation



Key Property Owners/Tenants

Summary of Stakeholder Interviews



Repurpose properties and improve corridors

- Walkability, bike-ability, connectivity to Roanoke River Greenway & neighborhoods
- Cohesive zoning between Roanoke County and the City of Roanoke
- Streetscaping – trees & landscaping
- Placemaking – community gathering spaces
- Consider allowing small outparcels along Route 419
- Repurpose Oak Grove Park
- Public transportation
- Redevelop Oak Grove Plaza
- Demand for medium-density housing options – young professionals & empty-nesters
- Market demand for office space

Roanoke County Public Schools Outreach



Student Advisory Council (November 1)



Oak Grove Elementary School Faculty
(January 24)



Hidden Valley Middle/High School
Faculty Leadership (February 16)

Roanoke County Public Schools Outreach



Hidden Valley Middle School
Faculty (February 28)



Hidden Valley High School Faculty
(March 28)



Hidden Valley Expo (April 19)



Roanoke County School Board (March 22)

Planning Exercise Results

The most frequent requests included:

- More grocery and restaurant options
- Anchor store and a park with trails behind Keagy Village – Grocery and/or Retail
- Route 419 crosswalks at Grandin Rd. and Keagy Rd.
- Improve Oak Grove Park to create a destination
- Improve facades of existing buildings, such as Oak Grove Plaza, Southwest Plaza, and office parks
- Connect the whole Oak Grove Center with pedestrian and bicycle sidewalks and trails



Student Visual Preference Survey Results



Trolley



Sculpture



Natural Hiking Trail



Modern Mixed Use



Event Space



Entertainment Center



Off-Road Bike/Ped Facility



Modern Apartments

Faculty Visual Preference Survey Results (3)



Trolley



Tiled Mosaic



Greenway



Traditional Mixed-Use Block



Splash Pad and Natural Play



Entertainment Center



Off-Road Bike/Ped Facility



Modern Apartments

Other Outreach



General Plan Outreach

- Tons of Fun activities
- Cave Spring Goodwill
- Study Area Business Visits March/May

Presentations

- Roanoke County Parks, Recreation and Tourism Committee
- BABA
- Greater Deyerle Neighborhood Association
- Back Creek Civic League



Major Themes

- Walkability, bike-ability, ADA, connectivity to Roanoke River Greenway
- Expand park and recreation opportunities, especially trails and activity spaces for kids
- Improve intersections along Route 419 for traffic & pedestrians
- Upgrade commercial buildings and facades
- Streetscaping to improve experience & aesthetics – “green it up”
- Placemaking to invigorate community: restaurants, retail, and community spaces that build on local character





Where We Could Go

Potential Implementation Strategies

- Pedestrian and bicycle improvements (sidewalks, crosswalks, bike lanes, shared use paths)
- Multimodal connections to existing (Roanoke River) and proposed (Barnhardt Creek) greenways
- Placemaking strategies with outdoor seating, public art, landscaping, events, community sign
- Oak Grove Park expansion onto vacant County-owned parcel



Where We Could Go

Possible Actions to Achieve Implementation Strategies

Regulatory/Design

- Zoning Overlay for both jurisdictions
- Design Guidelines for both jurisdictions

Funding/Financing

- Joint transportation applications

Community Outreach

- Explore creation of an Oak Grove Business Association



Next Steps

June: Survey open until June 30 at www.roanokecountyva.gov/OakGrove

Summer: Draft Planning Study

September/October: Joint City of Roanoke/Roanoke County Planning Commission Meeting to discuss Plan Recommendations

Fall: Draft Plan Community Meeting(s)

Winter: Public Hearings



Questions

