

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

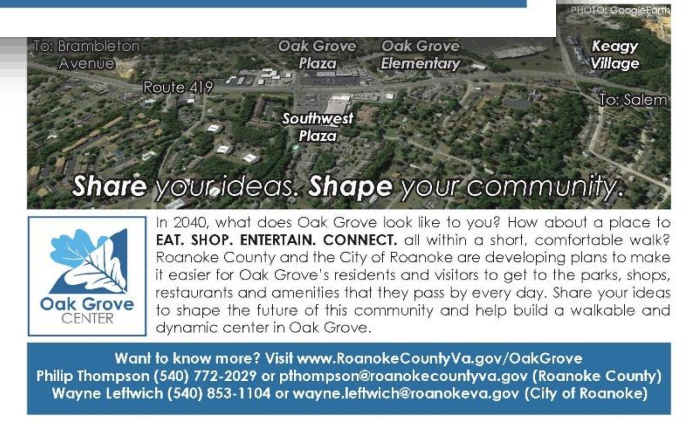
What We've Heard

- Major Themes

Where We Could Go

Next Steps

Reimagine Oak Grove





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**



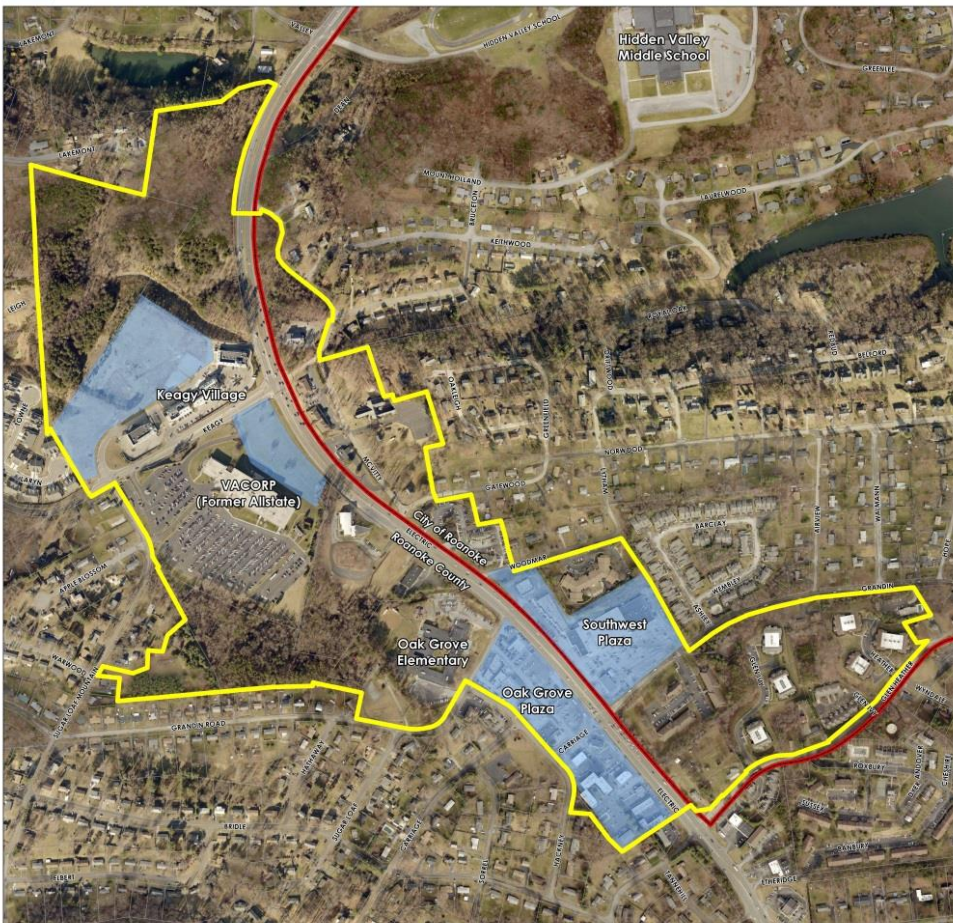
Placemaking Elements

**Public Art
Sculptures**

Community Meetings – May



Future Development/Redevelopment



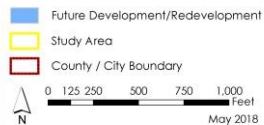
Public Input on Desired Uses for these Areas

Residential

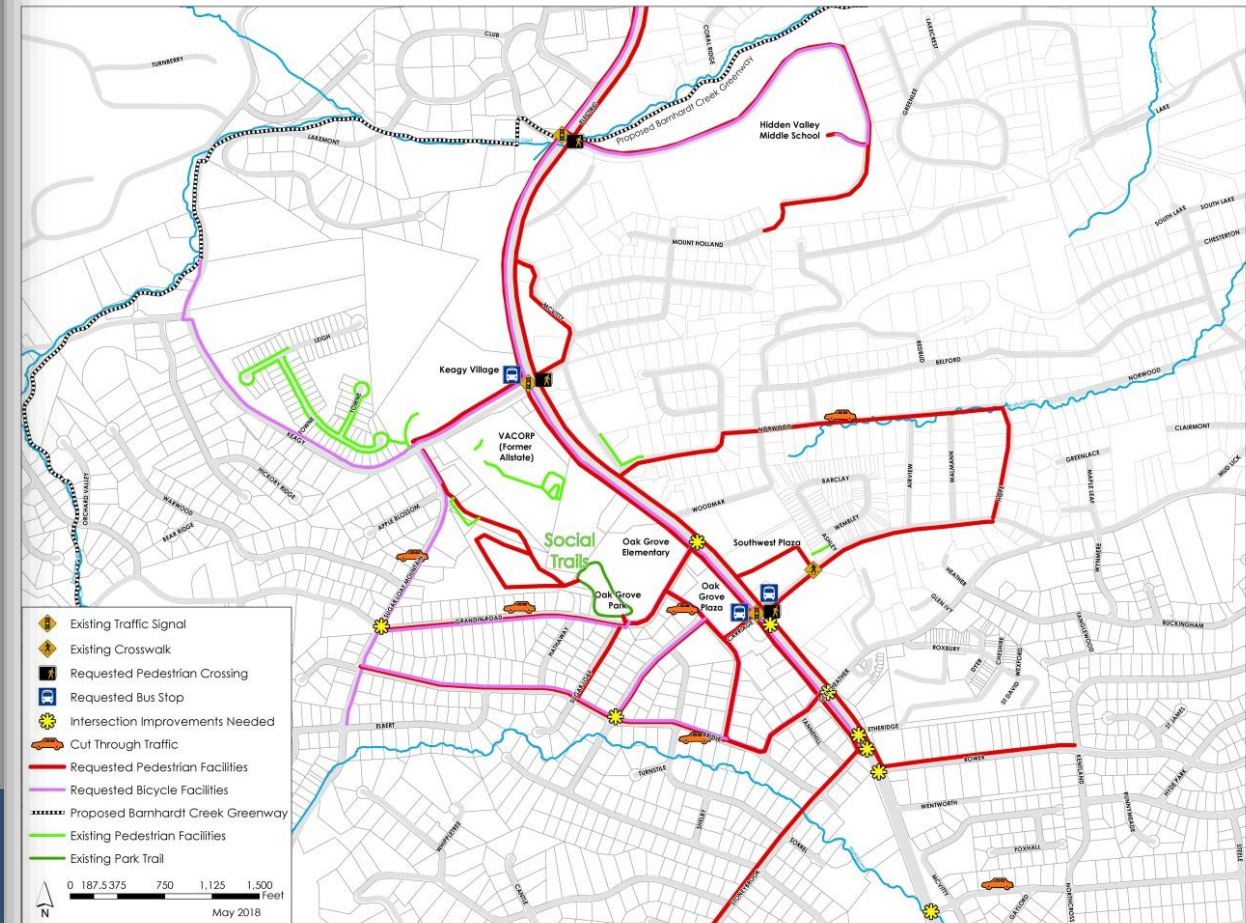
- Townhouses
- Apartments
- Single Family Homes

Non-Residential

- Sit-Down Restaurants
- Fast Casual Restaurants
- Fast Food Restaurants
- Coffee Shops/Cafes
- Bars and Breweries
- Farmer's Market
- Grocery Stores
- Retail Shopping
- Lifestyle/Town Center
- Hardware Store
- Entertainment Venues
- Sports Complex
- Youth Center
- Fitness Center
- Outdoor Public Spaces
- Local Theater
- Gas Station
- Public Library



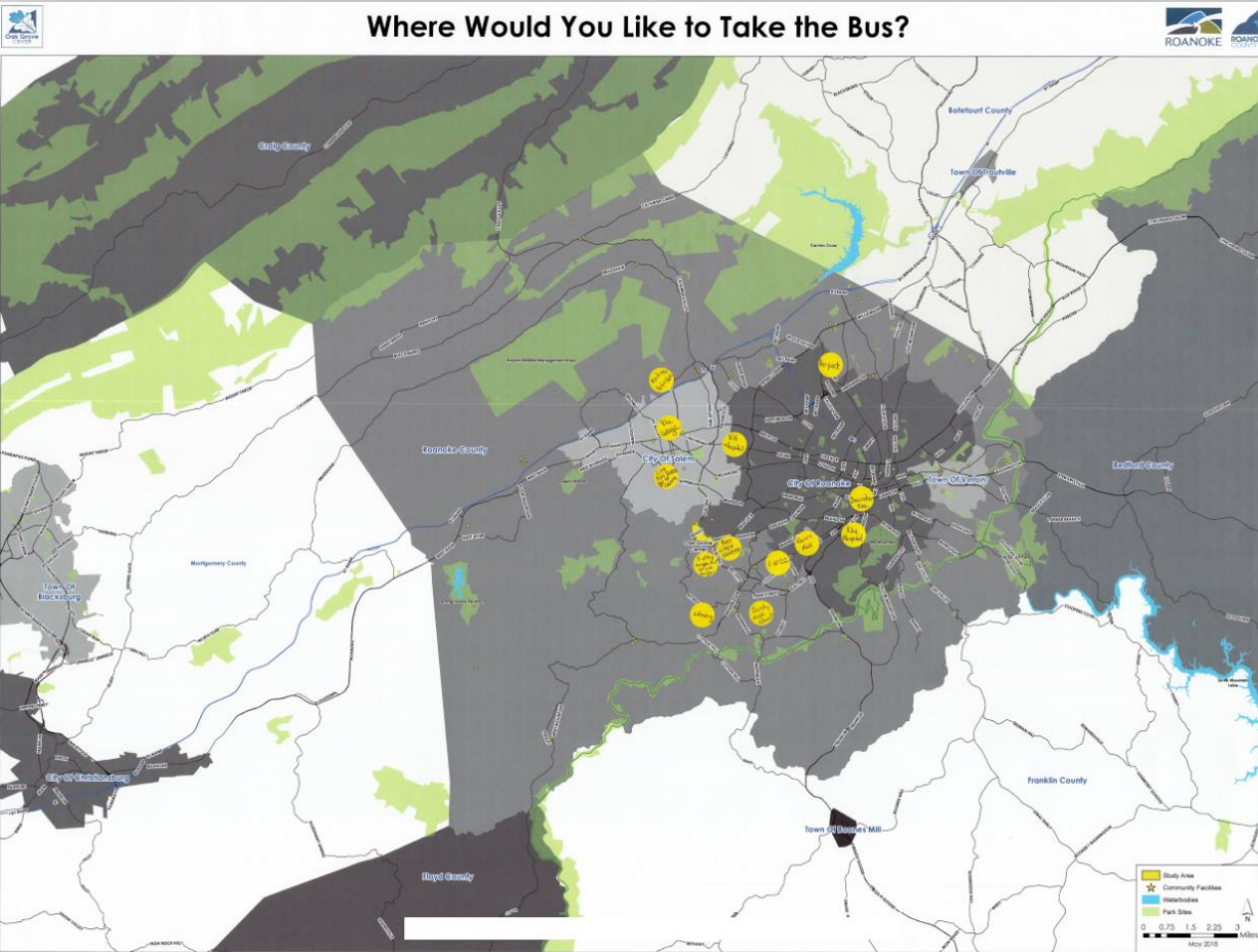
Transportation: Existing Conditions and Public Comments



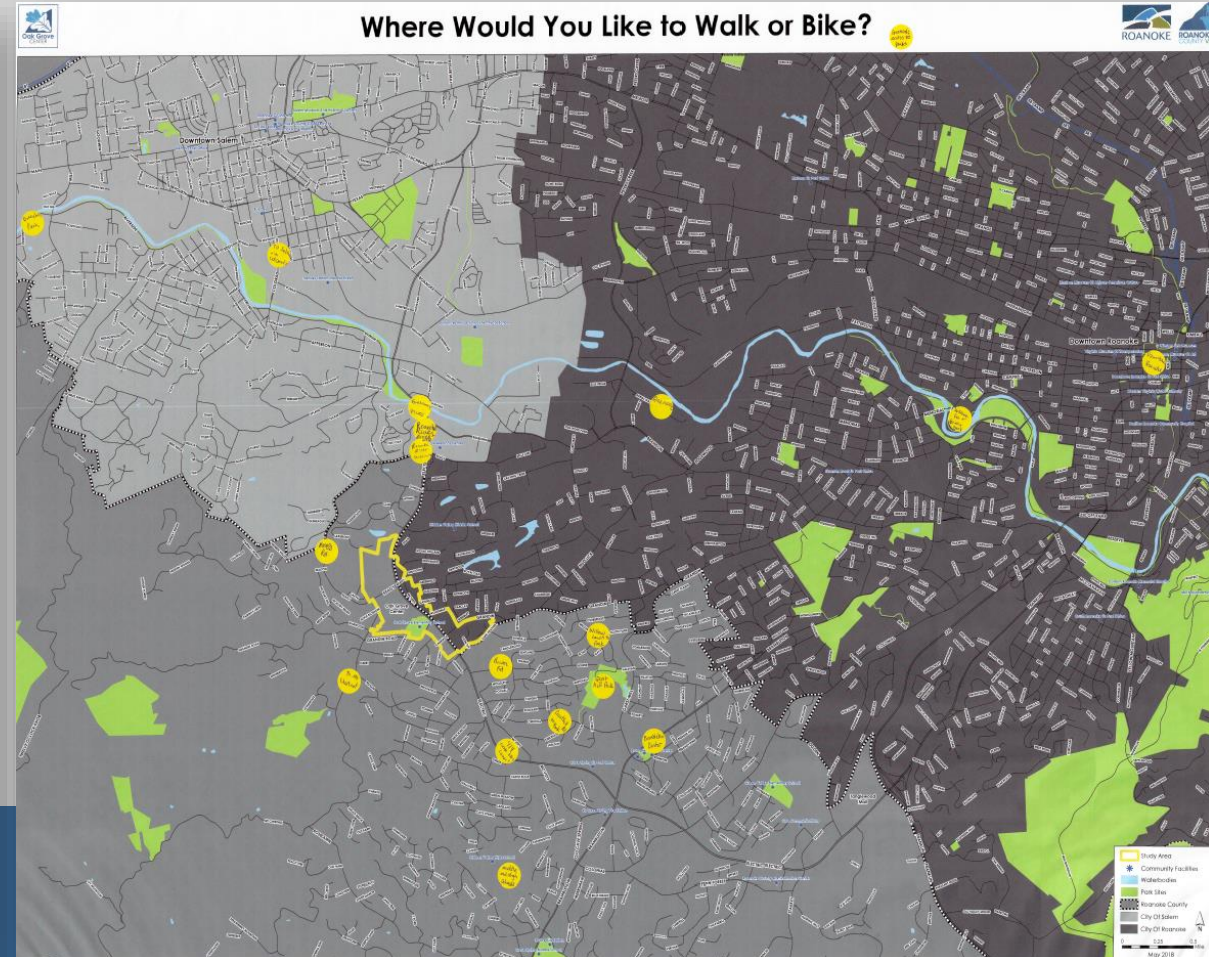
Community Meetings – May



Where Would You Like to Take the Bus?



Where Would You Like to Walk or Bike?



- 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

ROANOKE VIRGINIA

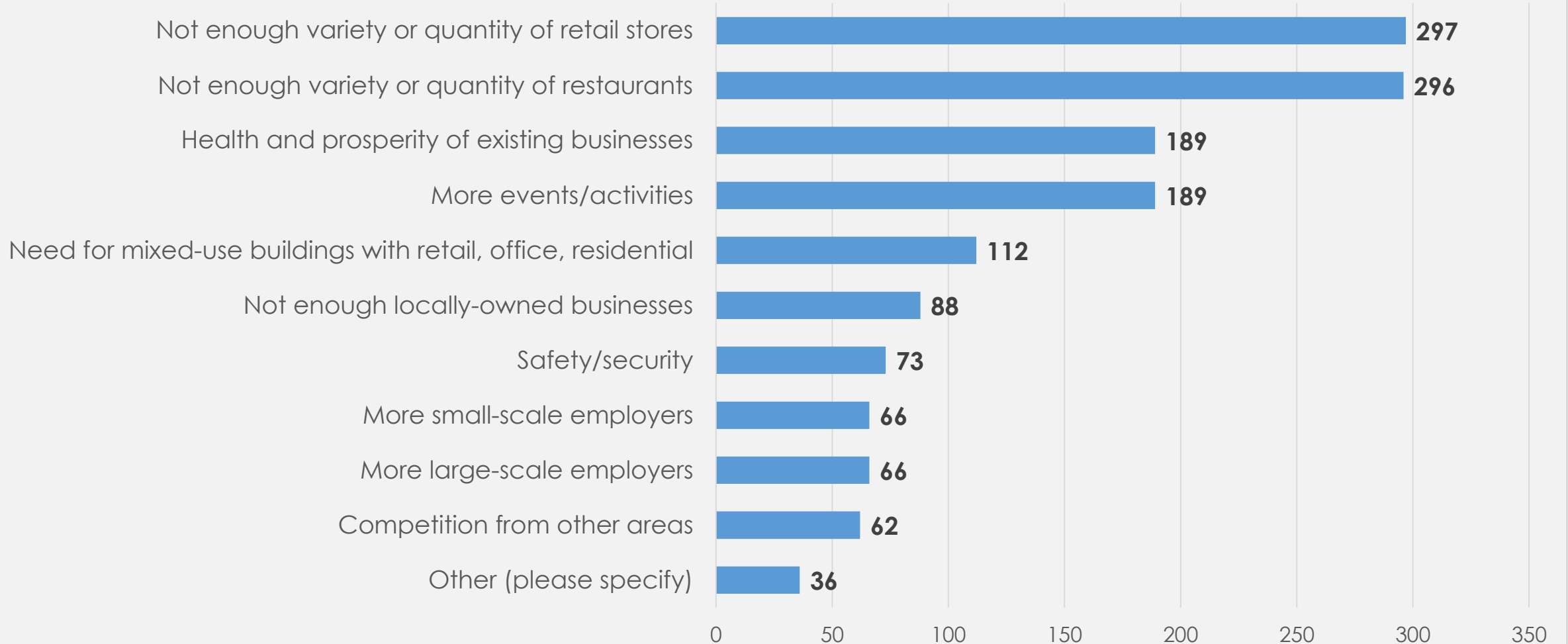


COUNTY EST. 1838

Survey Results Summary



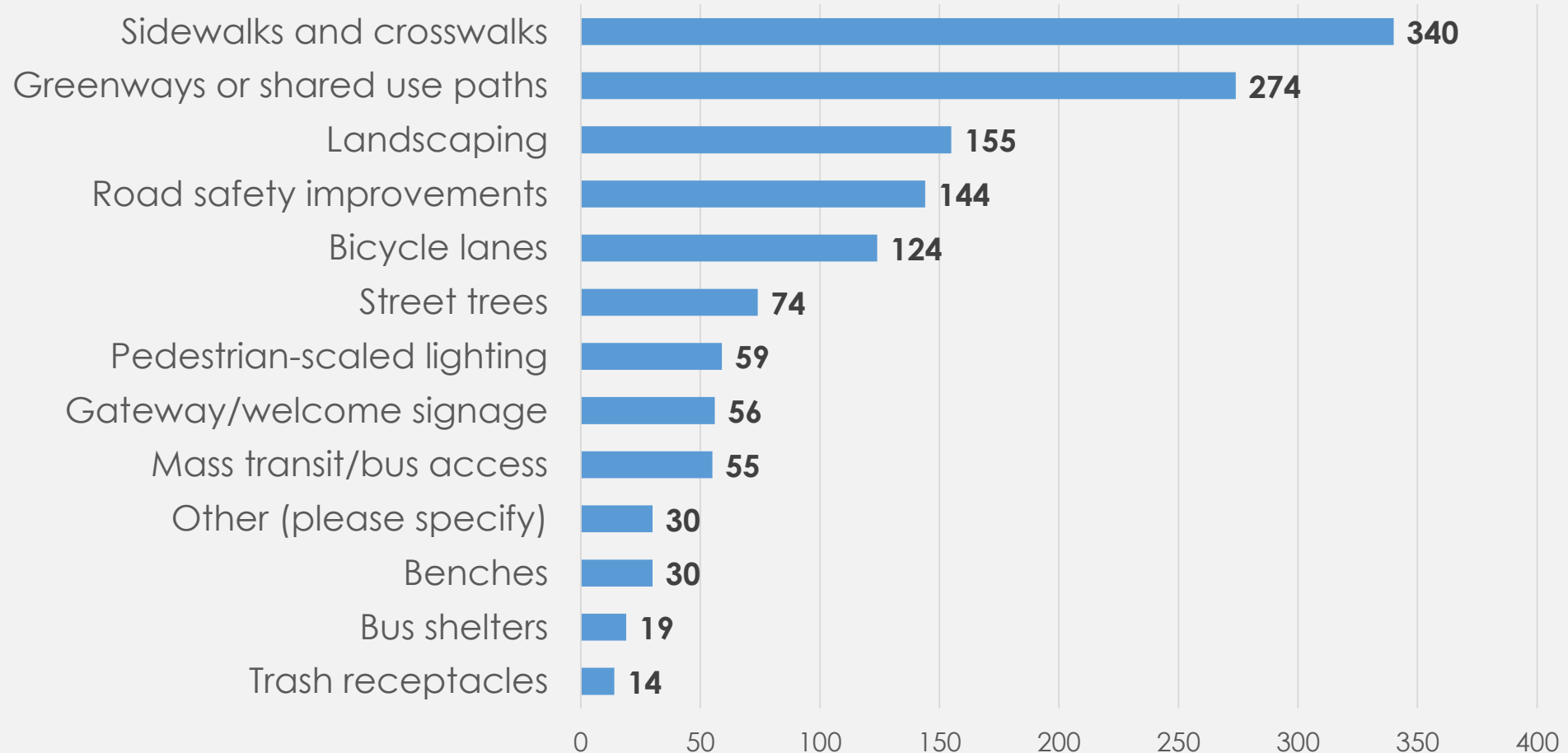
What issues related to economic conditions could be improved?



Survey Results Summary



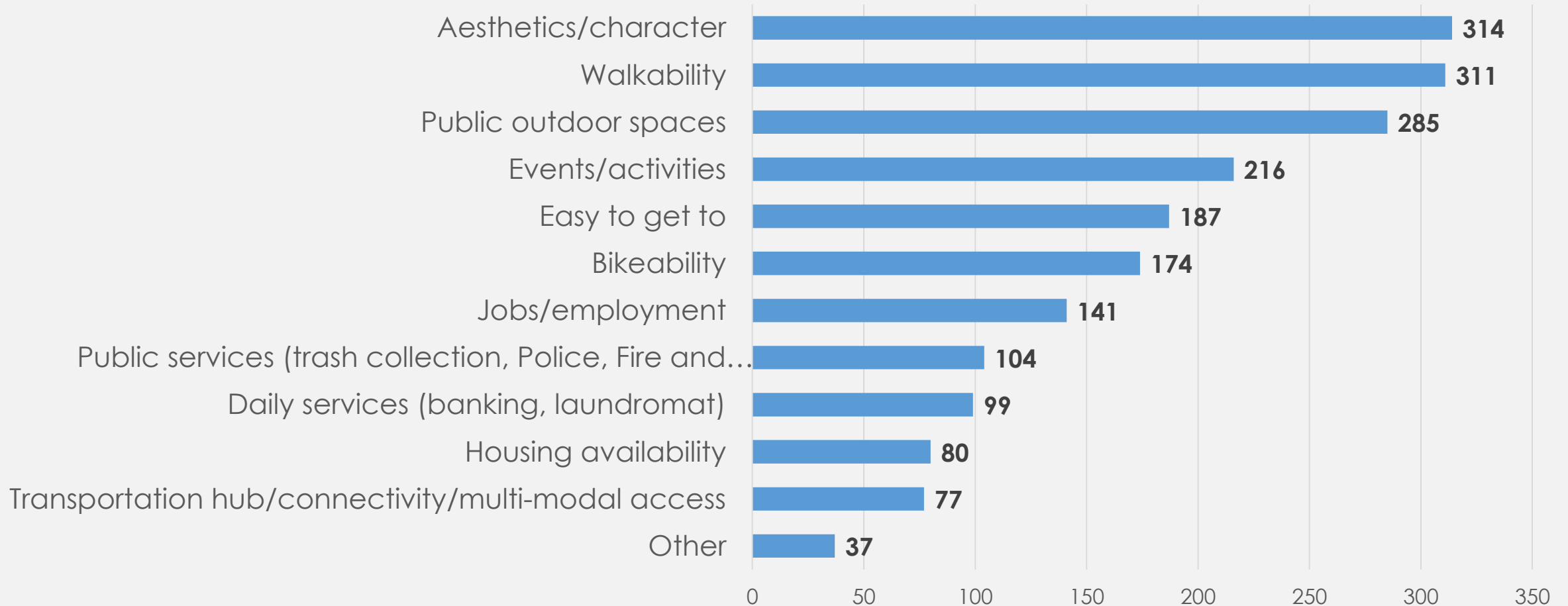
What type of transportation and streetscape improvements would you most like to see?



Survey Results Summary



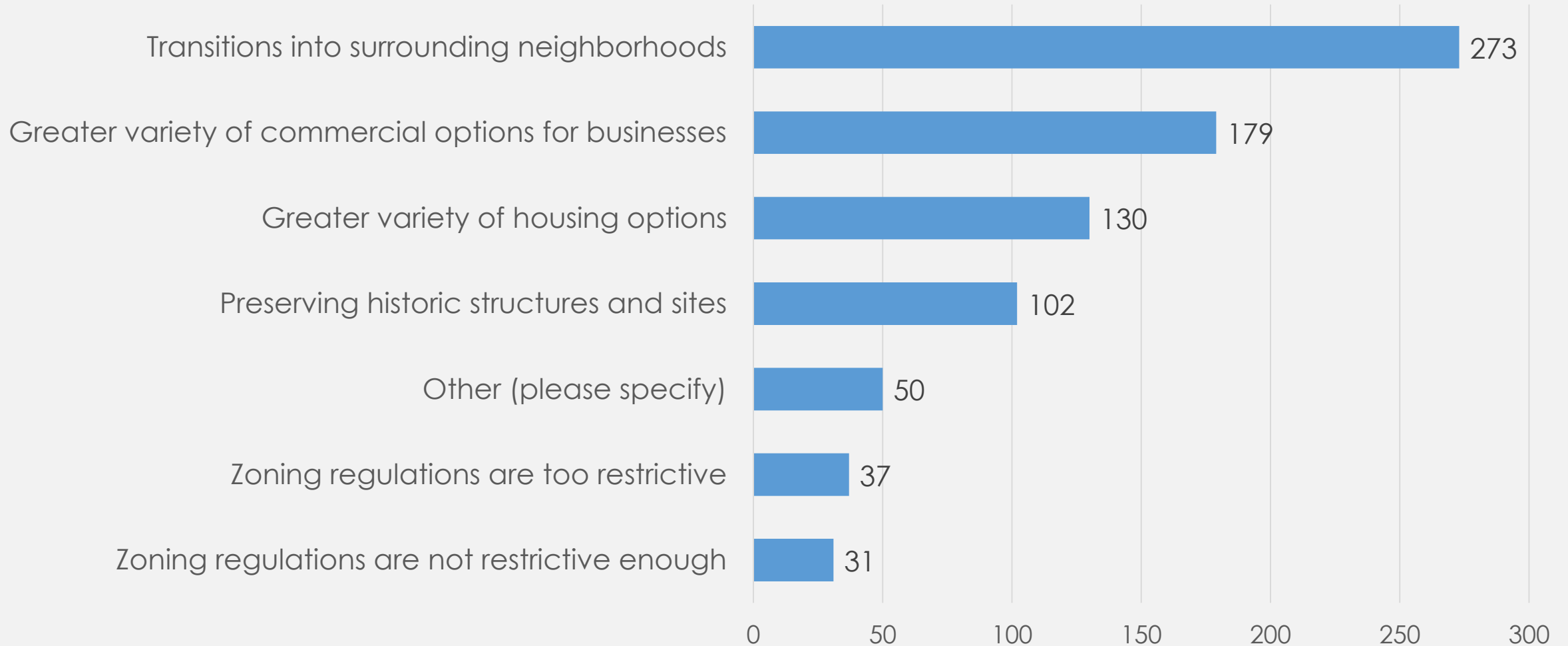
What additional features are important to you for the future success of the study area?



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

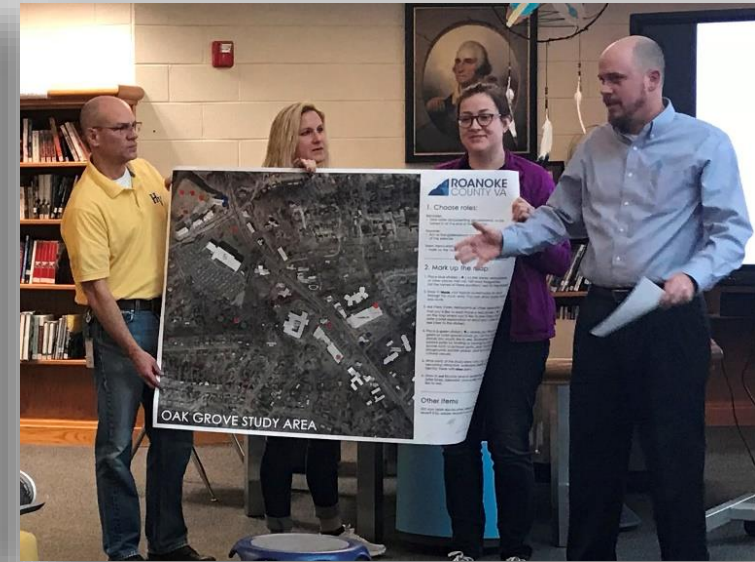
Roanoke County Public Schools Outreach



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

