

# Oak Grove Center Plan

January 8, 2021 | Adopted: March 15, 2021 & March 23, 2021





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## INTRODUCTION

This Plan Summary highlights the key components of the various sections of the Oak Grove Center Plan. The Existing Conditions section features the study area's demographics, community facilities, zoning and land use, as well as existing and funded transportation projects. The Community Engagement section outlines the meetings and activities that the public and stakeholders participated in over the past two years. Over 1300 people participated in the Plan's development.

The Oak Grove Center Plan's Vision and Principles were inspired by public input and used to develop the Plan's Implementation and Recommendations. The recommendations focus on land use, community facilities, transportation, gateway and streetscape improvements and community engagement. The Oak Grove Center Plan will guide future decisions and actions in the Oak Grove area. Implementation of this Plan will be completed over the next 20 years.

### The Oak Grove Center Vision

*Oak Grove is an attractive and vibrant village center. The area boasts thriving businesses, places to gather, housing options and extensive parks and trails. Travel options are safe and accessible for all ages and abilities, and connect the center to adjacent neighborhoods, greenways and surrounding areas.*



Route 419 - Electric Road, Oak Grove Plaza in Roanoke County (left), and Southwest Plaza in the City of Roanoke (right)

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More detailed information on all of these sections are provided in the appendices

# SUMMARY OF RECOMMENDATIONS



## Land Use

Develop design guidelines and development standards to support a pedestrian-friendly, mixed-use village center on Route 419 with a development pattern that is respectful of surrounding neighborhoods. Target sites for future economic development in the plan area.



## Libraries

Increase library services in the study area via public-private partnerships to create flexible, neighborhood-scale library innovations that simultaneously stimulate commercial traffic and serve area patrons.



## Public Safety

Evaluate current facilities as growth occurs in the Oak Grove area.



## Parks, Recreation & Tourism

Improve and expand public recreation facilities like open spaces, playgrounds, play courts and trails at Oak Grove Park and beyond. Preserve scenic views of surrounding mountains from the Oak Grove Center.



## Streets

Improve intersections along Route 419 in the study area. Improve safety and traffic flow on Route 419 and other roads throughout the plan area.



## Bicycle & Pedestrian Accommodations

Provide accessible infrastructure for walking, bicycling and other forms of non-motorized travel to support a vibrant community center connected to existing neighborhoods and community facilities.



## Greenways

Determine an alignment for the Barnhardt Creek Greenway through the Oak Grove Center by evaluating possible routes and communicating with property owners.



## Transit

Pursue opportunities to expand transit to and beyond the Oak Grove Center.



## Gateway/Streetscape Improvements

Explore funding mechanisms and partnerships to install attractive streetscape enhancements and signage that will increase community identity and sense of place. Maintain landscape and streetscape improvements to beautify major corridors, increase walkability and provide respite.



## Community Engagement

Cultivate partnerships between private entities and the County and City to develop the recommendations of the Plan. Continue to communicate and collaborate with civic organizations, property owners and local business via various methods of public engagement.





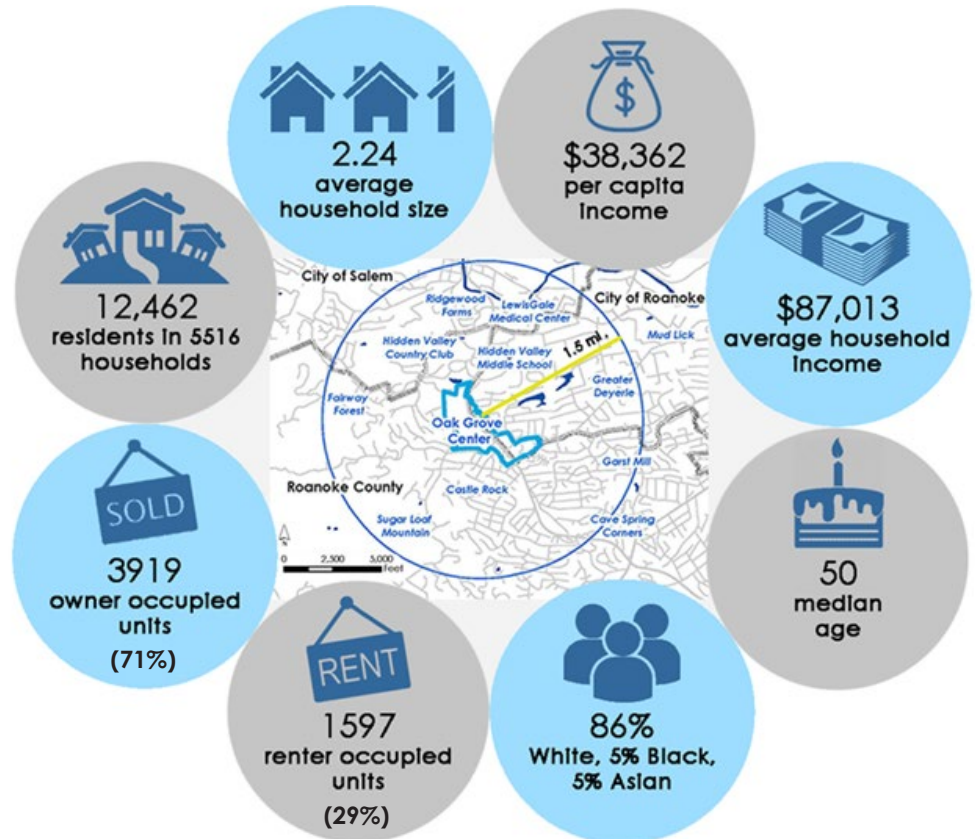
# EXISTING CONDITIONS

## Location, Context and Boundary

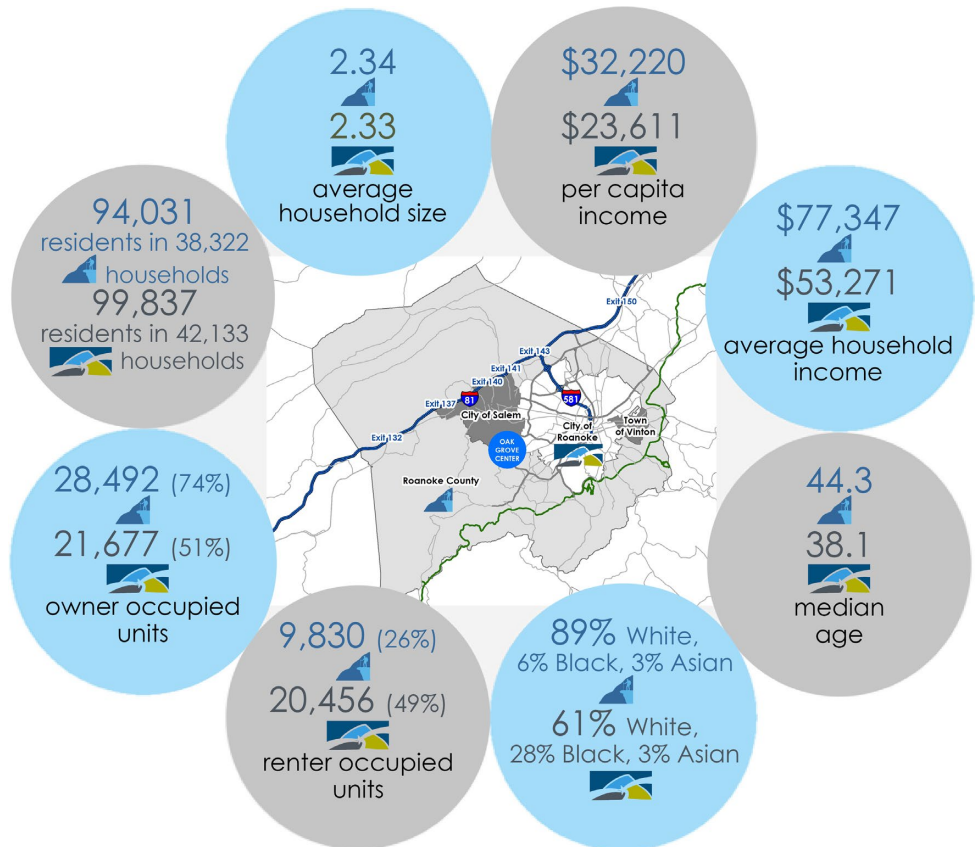
In early 2016, Planning and Economic Development staff identified several activity centers that present opportunities for investment that will improve their economic viability, aesthetics and value. Oak Grove includes a large number of businesses along a busy stretch of Route 419/Electric Road. This study area was chosen due to its high visibility and opportunities for redevelopment.

The Oak Grove Center study area is divided by Route 419, which is the City of Roanoke/Roanoke County boundary. The area is located approximately one-half mile from the City of Salem. The study area is commercial in nature with some multi-family development.

The study area encompasses 75 parcels totaling approximately 173 acres and includes residential, office, commercial and civic uses.



Oak Grove Center Demographics within a 1.5-mile radius from Good Shepherd Lutheran Church; 2018



Roanoke County and City of Roanoke Demographics; 2018



# EXISTING CONDITIONS



## Study Area

173 Acres

75 Parcels

31 in County

44 in City

## Hidden Valley Middle School

### Schools

Roanoke County students in Oak Grove attend Oak Grove Elementary, then Hidden Valley Middle and High Schools. Roanoke City students attend Grandin Court Elementary, Woodrow Wilson Middle and Patrick Henry High Schools. Oak Grove Elementary School, which lies within the Oak Grove study area, was built in 1959 and steadily enrolls approximately 430 students with a maximum capacity of 600 students.

### Public Safety

Oak Grove is a quiet area that generates relatively few emergency calls. Both County and City services have ample coverage of the area. Reciprocal agreements between both jurisdictions encourage cross-border cooperation. Roanoke County services this area from the Rescue Squad building at 3206 Valley Forge Drive and the Fire Station at 4212 Old Cave Spring Road.

### Libraries

There are no public library branches in the Oak Grove area. Roanoke County built the new South County Library Branch four miles away on Merriman Road in 2012. The closest public library to Oak Grove is the Raleigh Court Branch Library, approximately 2 1/2 miles away in Roanoke City.

Keagy Village

Metis Plaza

Oak Grove Elementary School

Southwest Plaza

Oak Grove Plaza



Oak Grove Elementary

### Parks, Recreation & Tourism

Oak Grove Park, adjacent to the Oak Grove Elementary School, has a tennis court, 1/4 mile paved walking circle, portable toilets, picnic shelter, and a baseball/softball diamond near the school. There are two playgrounds at Oak Grove Elementary that are open to the public. Hidden Valley Middle School is nearby and has a 1/4 mile oval track, trails and sports fields.

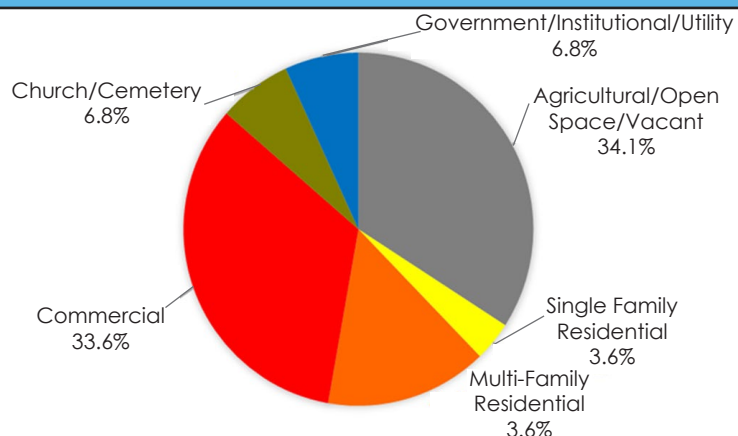




# EXISTING CONDITIONS

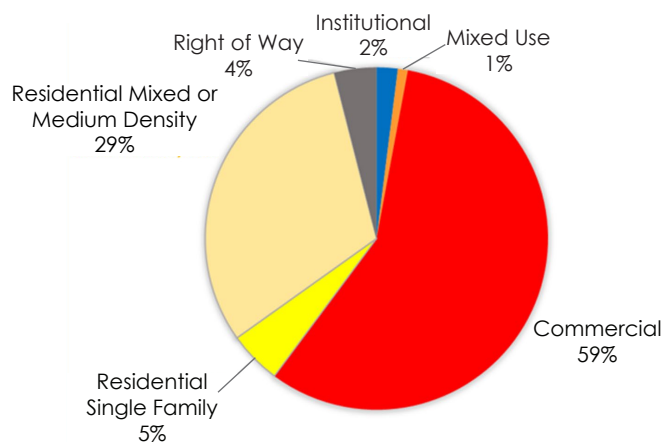
## Existing Land Use

Percent of Total Area



## Zoning Districts

Percent of Total Area

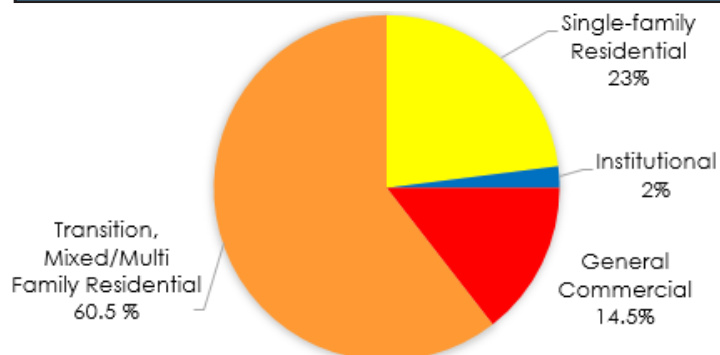


### ZONING DISTRICTS INCLUDED IN GROUPS

Commercial: CG, CLS, CN, C-1, C-2  
Residential Mixed or Medium Density: RM-2, R-2  
Residential Single Family: R-1, R-7, R-12  
Right of Way: Land designated for transportation facilities  
Institutional: Institutional  
Mixed Use: Mixed Use

## Future Land Use

Percent of Total Area



### Land Use and Housing

The Oak Grove Center study area is primarily commercial with some multi-family development. There are some apartment and townhouse or condominium developments. Older commercial areas were developed in keeping with past market trends and zoning policies, resulting in development characterized by large parking lots against the street, frequent entrances, little landscaping, and single-story buildings. Newer commercial development includes greater architectural detail, carefully designed parking lots, and more landscaping. The Oak Grove Center study area is surrounded primarily by single-family neighborhoods built between 1950 and 1980. Multi-family and infill subdivisions were built on undeveloped parcels from 1980 to 2015.



The Townes at Hidden Valley



Keagy Village



Single-family residential neighborhoods encompass the study area



Oak Grove Park



The Park - Oak Grove

### Future Land Use

The Roanoke County and City of Roanoke Comprehensive Plans, including future land use maps, reflect the communities' goals and visions for the future. Commercial and transitional future land uses cover over half of the study area, while a mix of low to high density housing choices comprise two-fifths of the area.

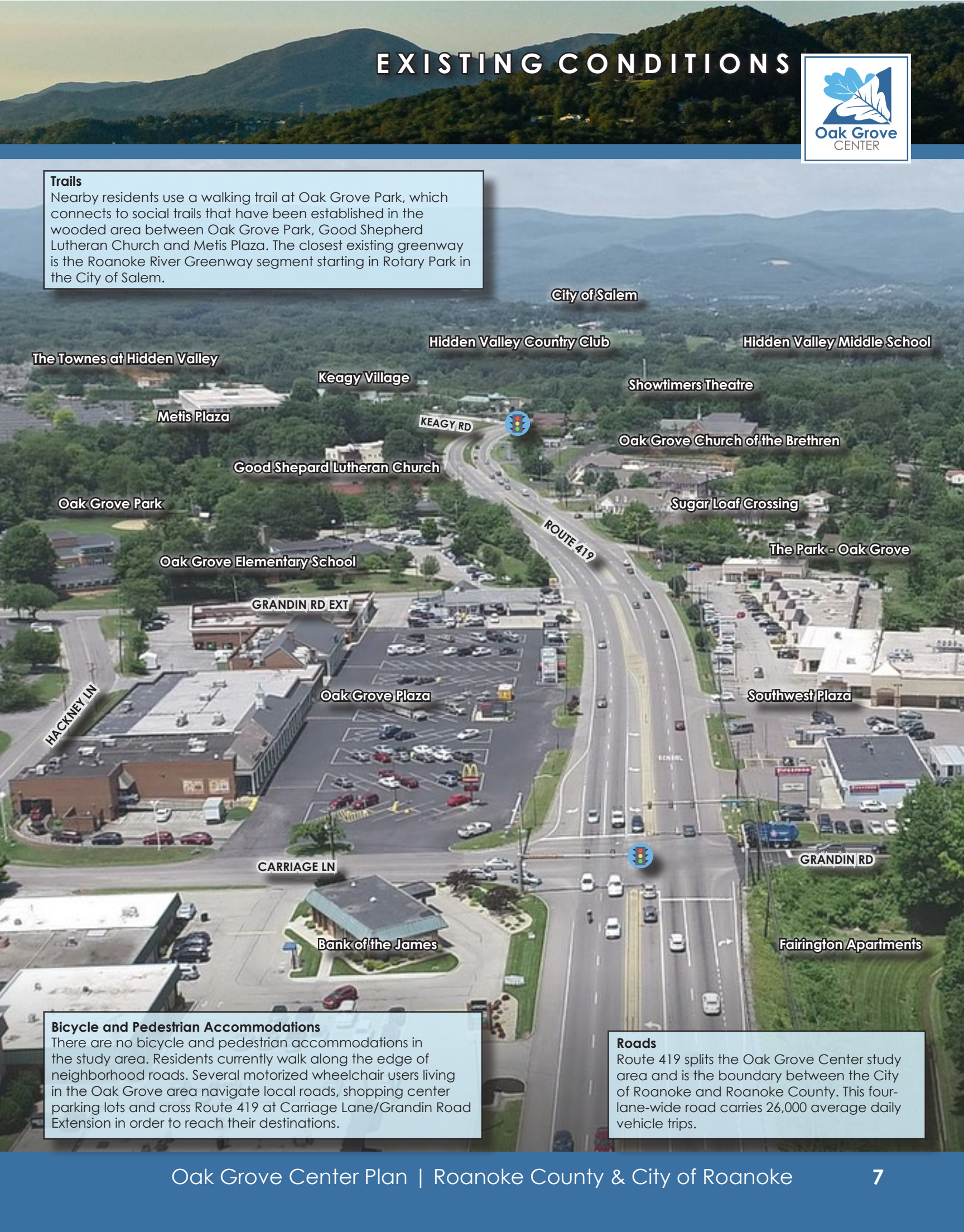


# EXISTING CONDITIONS



## Trails

Nearby residents use a walking trail at Oak Grove Park, which connects to social trails that have been established in the wooded area between Oak Grove Park, Good Shepherd Lutheran Church and Metis Plaza. The closest existing greenway is the Roanoke River Greenway segment starting in Rotary Park in the City of Salem.



City of Salem

Hidden Valley Country Club

Hidden Valley Middle School

The Townes at Hidden Valley

Keagy Village

Showtimers Theatre

Metis Plaza

Oak Grove Church of the Brethren

Good Shepard Lutheran Church

Oak Grove Park

Sugar Loaf Crossing

Oak Grove Elementary School

The Park - Oak Grove

GRANDIN RD EXT

Oak Grove Plaza

Southwest Plaza

HACKNEY LN

CARRIAGE LN

GRANDIN RD

Bank of the James

Fairington Apartments

## Bicycle and Pedestrian Accommodations

There are no bicycle and pedestrian accommodations in the study area. Residents currently walk along the edge of neighborhood roads. Several motorized wheelchair users living in the Oak Grove area navigate local roads, shopping center parking lots and cross Route 419 at Carriage Lane/Grandin Road Extension in order to reach their destinations.

## Roads

Route 419 splits the Oak Grove Center study area and is the boundary between the City of Roanoke and Roanoke County. This four-lane-wide road carries 26,000 average daily vehicle trips.





# COMMUNITY ENGAGEMENT

## Reimagine Oak Grove

### Community Meetings

The study kicked off with two community meetings covering the technical context of the study area, which included land use regulations, environmental conditions and current transportation projects.

#### Meeting Attendance

Thursday, March 15, 2018: 67

Saturday, March 24, 2018: 39

Participants gave feedback on opportunities and challenges that they as residents, business owners and area employees saw for transportation, development and economic growth in Oak Grove. Activities were also available for children.



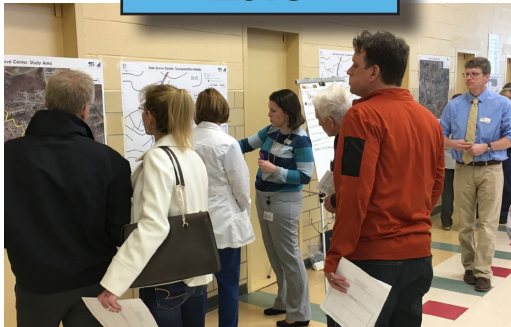
### Advertising Methods

The meetings were advertised in a news release that was shared by the media, County e-newsletters, the County and City websites, County and City social media pages (using paid advertising), and emails to members of the public who signed up online or at previous planning meetings. County and City staff also visited more than 100 businesses within the study area and mailed postcards to addresses within one mile of the study area.

### Community Outreach at Tons of Fun

County and City staff also promoted the Oak Grove Center and other planning studies at Tons of Fun at Tanglewood Mall on February 2, 2018. County table visitors of all ages could design and vote on their favorite style of park. City staff were also in attendance at Tons of Fun promoting the Oak Grove study and the City's Comprehensive Plan. Staff collected email addresses for the study.

## WINTER 2018



### Online Survey

An online survey, open to the public from February 1, 2018, through April 7, 2018, received **595 responses** about the Oak Grove Center area. The survey asked respondents to share opinions and information about their relationship to the study area; their perspectives on how safe, easily accessed, and unique it is; the issues they saw regarding businesses, transportation, housing and land use; and the types of improvements they'd like to see. The online survey was also translated into Spanish (32 completed in Spanish) and paper copies in both languages were available at County libraries and at the community meetings. The survey was promoted on County and City social media and advertised in area mailings, e-newsletters and study fliers. The complete survey results were revealed at the Design Open Houses.



## Reimagine Oak Grove



Want to know more?  
Visit [www.RoanokeCountyVa.gov/OakGrove](http://www.RoanokeCountyVa.gov/OakGrove)

### Stakeholder Feedback

Over the course of the study, staff engaged 63 stakeholders at 20 meetings. These in-depth discussions included a wide range of local staff, community advocates, business representatives and other organizations. The discussions generated several overarching themes shared across the groups, available for reference online. (continued on page 10)





# COMMUNITY ENGAGEMENT



## Design Open Houses

The Design Open Houses presented the results of the community meetings and survey and asked questions related to potential future design options for a new Oak Grove Center.

### Meeting Attendance:

Saturday, May 19, 2018: 30  
Thursday, May 24, 2018: 33

Attendees voted on possibilities for commercial and residential redevelopment, new community spaces and multi-modal transportation improvements. They indicated preferred and not preferred improvements in each category. This visual preference survey helped County and City staff identify design recommendations and priorities.

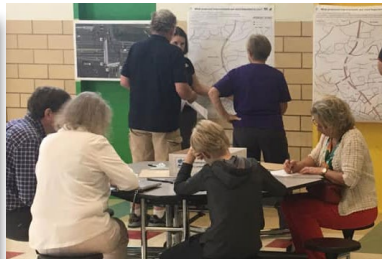


## SPRING 2018

### Other Outreach

Hoping to engage members of the public who may not have heard of the study, staff planned a lunchtime public input session at the Goodwill at Route 419/Brambleton Avenue on March 26, 2018, from noon to 2:00 p.m. A table was set up near the front door, offering shoppers and employees a chance to learn about and discuss the study with staff.

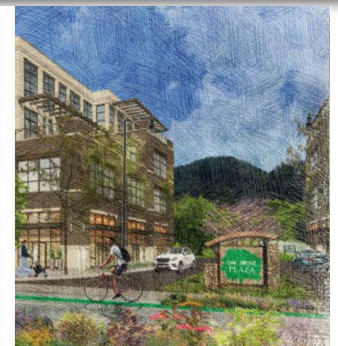
All of the study's engagement activities were promoted on a dedicated webpage and email list, and shared in e-newsletters, Facebook, Twitter, and news releases. Staff did presentations for the Greater Deyerle Neighborhood Association and Back Creek Civic League.



## SUMMER 2018

### Online Design Survey

In order to increase feedback on the preferred and not preferred future design options, the Design Open House exercise was adapted into an online survey. It was available to the public from June 3, 2018, through July 2, 2018, and received **60 responses**.







# COMMUNITY ENGAGEMENT

## Roanoke County Public Schools Planning Workshop & Outreach

Community plans cannot accurately represent the desires of all citizens if they don't engage all age groups, especially those who will be active in the community. Planners often hear from people aged 50 and older, but have to work harder to target younger populations, especially youth.

To that end, planners from Roanoke County and the City of Roanoke conducted several planning exercises with Roanoke County Public Schools (RCPS) students and teachers in the Oak Grove study area. Participants brainstormed ideas for the future, mapped potential recreation, commercial, educational and public spaces, and considered transportation problems and solutions. RCPS students, teachers and staff, mostly under age 50, can help us plan for the future and help us reach these missing age groups and share suggestions for why youth may choose to stay in or return to the area as adults.

## Roanoke County Public Schools Events Timeline

### RCPS Student Advisory Council

November 1, 2017

### Oak Grove Elementary School Faculty

January 24, 2018

### Hidden Valley Middle & High Schools Leadership

February 16, 2018

### Hidden Valley Middle School Faculty Exercise

February 28, 2018

### Roanoke County School Board Presentation

March 22, 2018

### Hidden Valley High School Faculty Exercise

March 28, 2018

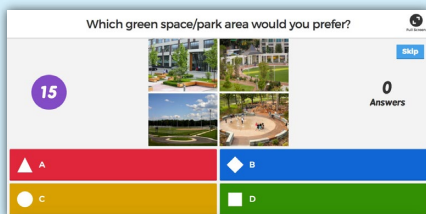
### Hidden Valley High School Titan 21 Expo Event

March 28, 2018



## Visual Preference Survey Results

During a workshop, Roanoke County Student Advisory Council members voted on examples of design improvements in eight categories: Transportation, Public Art, Pedestrian Walkway, Mixed-Use Development, Green Space/Park Area, Commercial Buildings, Bicycle Facilities, and Apartments.

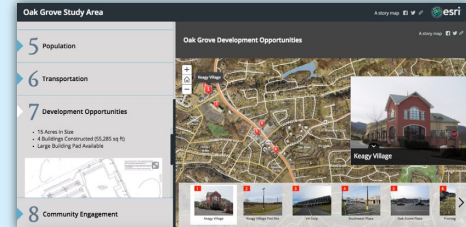


Question View on Screen

## Mapping Activity for the Oak Grove Area

Small groups marked up maps of the Oak Grove study area with:

- Places they go;
- Routes they take; and
- Places, open space and multimodal infrastructure they would like to have there.



*A story map presentation provided background about the physical, political and economic constraints of the area.*

Each group was also asked to mark possible locations for new development or design improvements. Common requests included:

- More grocery and restaurant options
- An anchor store and a park with trails to the back side of Keagy Village
- Route 419 crosswalks at Grandin Road and Keagy Road
- 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

At the end, potential redevelopment concepts were shown:



## Hidden Valley High School Technology Education Student Project

In collaboration with the Oak Grove Center study, Hidden Valley High School (HVHS) students conducted a survey amongst elementary, middle and high school students about potential renovations to Oak Grove Park. Winning features included a dog park, trails, tennis courts, pond, play structures and fitness areas. The HVHS students designed conceptual park plans based upon the results. The plans were shared with Roanoke County Planning staff and displayed at the HVHS Titan 21 Expo event.





# COMMUNITY ENGAGEMENT



Mapping Activity for the Oak Grove Area Results Summary

Roanoke County and the City of Roanoke Planning Departments received 3 awards for the Roanoke County Public Schools Planning Workshop program:



2019 Virginia Association of Counties (VACo) Achievement Award



2020 National Association of Counties (NACo) Achievement Award



2020 American Planning Association Virginia Chapter Old Dominion Innovative Approaches Award



## Oak Grove Park and Vacant Roanoke County Parcel Draft Plan Reveal Exercises

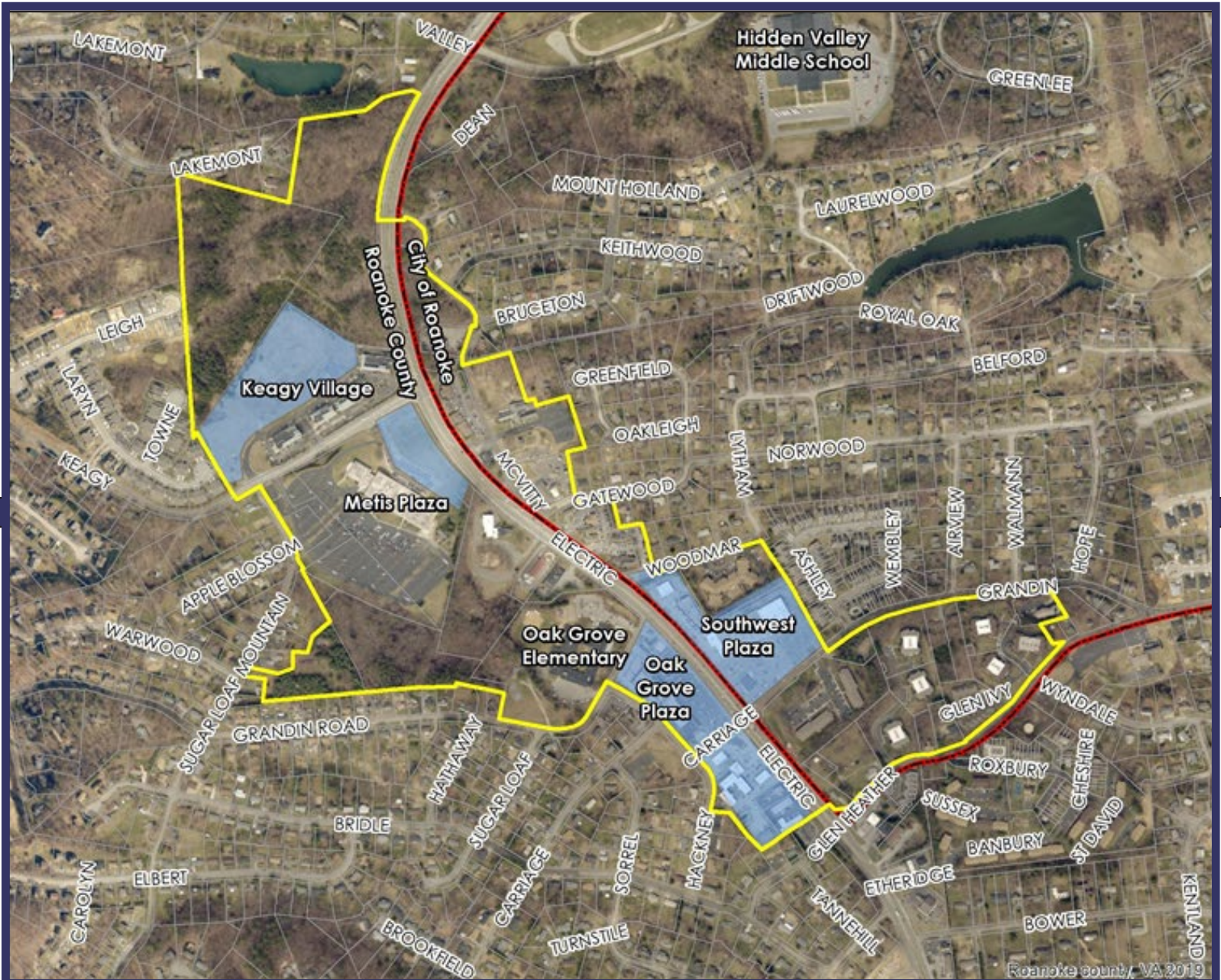
Area residents value and enjoy Oak Grove Park, but expressed that they would like to see new and upgraded features for adults and children. At the Draft Plan Reveal meetings, participants were asked to rank proposed park features, features for children and features for the adjacent, vacant County-owned parcel. The exhibits show in red numbers how participants ranked the importance of different possible enhancements for all users in Oak Grove Park and the neighboring vacant County parcel.







# COMMUNITY ENGAGEMENT



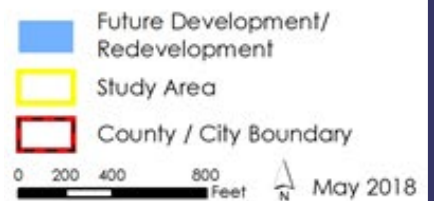
## Public Input on Desired Uses for Future Development/Redevelopment Areas

### 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





## Planning Commissions Work Sessions

Staff provided regular updates about the study to the Roanoke County and City of Roanoke Planning Commissions.

Presentations included information about upcoming community meetings, other engagement exercises and public input received.



**SPRING  
2019**

## Draft Plan Reveal Meetings

A final round of meetings asked participants to consider potential projects and design concepts that built on the previous meeting results.

### Meeting Attendance:

Thursday, May 2, 2019: 130  
Saturday, May 4, 2019: 61

Participants gave feedback on:

- Public space and landscaping concepts, various park improvements and a range of multimodal transportation improvements;
  - Vision and implementation principles for new development and redevelopment; and
  - Future development scenarios that would guide the type of density in the future.
- The meeting exercises were available to take online from May 2 to May 31, 2019.



# OAK GROVE ENGAGEMENT

Online Kickoff Survey: **595**

Community Stakeholders Interviewed: **63**

Community Meetings (March 2018): **106**

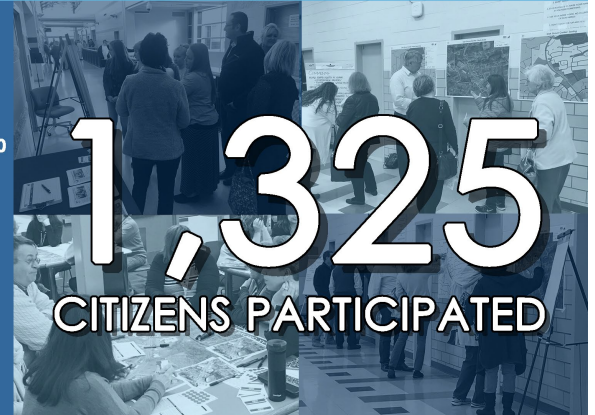
Roanoke County Public Schools Exercises: **150**

Design Open Houses (May 2018): **63**

Online Visual Preference Survey: **60**

Draft Plan Reveal (May 2019): **191**

Online Draft Plan Reveal Exercises: **97**



**1,325**  
CITIZENS PARTICIPATED

**PLANNING  
AHEAD**

## Summary of Major Needs and Suggestions from all Engagement Activities

- Make it walkable, bikeable, ADA compliant, and connected to the Roanoke River Greenway
- Expand park and recreation opportunities, especially trails and activity spaces for kids
- Improve intersections along Route 419 for traffic and pedestrians
- Upgrade commercial buildings and facades
- Streetscaping to improve experience and aesthetics; "green it up"
- Placemaking to invigorate community: restaurants, retail, and community spaces that build on local character







# VISION & PRINCIPLES

## The Oak Grove Center Vision

*Oak Grove is an attractive and vibrant village center. The area boasts thriving businesses, places to gather, housing options, and extensive parks and trails. Travel options are safe and accessible for all ages and abilities, and connect the center to adjacent neighborhoods, greenways and surrounding areas.*



### Principle 1. Create a place where people and businesses want to be.

*Oak Grove attracts people to come and spend time enjoying all the recreational amenities and leisure activities it offers. It is a beautiful and vibrant community center.*

### Principle 2. Improve and expand outdoor amenities.

*Oak Grove offers excellent public play spaces, trails and other recreation facilities for people to enjoy the outdoors.*



Core Concept	Examples of Supporting Initiatives	Core Concept	Examples of Supporting Initiatives
Create welcoming spaces.	Create spaces that are accessible for all users.	Improve existing parks and develop new spaces to play.	Explore accessible alternatives for improving Oak Grove Park.
	Create flexible spaces for indoor and outdoor use.		Consider locating a dog park in the area.
Improve streetscape to enhance the natural beauty of the area.	Encourage public and private outdoor seating.		Encourage public-private partnerships to develop community park or public outdoor spaces.
	Add trees and landscaping along roadways, in medians, and in parking areas.	Build a trail network and connect to greenways.	Consider new accessible play spaces and pocket parks for all ages and abilities.
	Add decorative pedestrian and roadway lighting.		Expand walking trails from Oak Grove Park onto the vacant County-owned parcel and beyond, in collaboration with private property owners.
Create a community identity.	Add unique street furniture and accessories.		Connect trails to the Roanoke River Greenway in Salem.
	Consider placing utilities underground.		Construct the Barnhardt Creek Greenway.
Encourage mixed-use development and a vibrant mix of businesses in a pedestrian-friendly environment.	Consider gateway and wayfinding signage.		
	Encourage public art.		
Encourage event programming.	Improve existing commercial facades.		
	Evaluate development ordinances in order to support desired land uses and development patterns.		
	Consider Design Guidelines for new development and redevelopment.		
	Collaborate with private property owners and County and City staff to hold events in the area.		



# VISION & PRINCIPLES



## Principle 3. Increase mobility and connectivity.

Improve transportation connectivity, safety and mobility. Build multimodal transportation options for all users.

## Principle 4. Expand housing options.

Build new mixed-use developments that provide a variety of housing types and prices.

## Principle 5. Upgrade existing facilities, services and utilities.

Expand public educational and emergency services. Improve stormwater infrastructure and stream water quality.

Core Concept	Examples of Supporting Initiatives	Core Concept	Examples of Supporting Initiatives	Core Concept	Examples of Supporting Initiatives
Provide accessible, multimodal connectivity throughout the plan area.	Construct bicycle accommodations along Route 419 to Salem and into the surrounding neighborhoods.	Establish a transitional area between commercial development along Route 419 and the existing residential neighborhoods.	Encourage mixed-use development in the village center between Route 419 commercial frontage and existing low-density neighborhoods.	Increase library services in the plan area.	Explore public-private partnerships for small-scale, temporary library spaces in order to serve area patrons.
	Provide pedestrian accommodations, including sidewalks, crosswalks and signals, in the commercial core along Route 419 to Salem and to connect into the surrounding neighborhoods.		Encourage multi-story, compact residential development with smaller unit sizes in the plan area.		Consider adding a book drop box or eBranch (kiosk).
Improve traffic flow for motor vehicles along Route 419.	Encourage inter-parcel connections for commercial areas on both sides of Route 419.	Encourage multiple housing types for all ages, incomes and abilities in the plan area.	Encourage homes where people can age in place.	Evaluate Fire and Rescue services in the plan area.	Encourage community partners to add Little Free Libraries.
	Consider access management along Route 419.		Encourage a range of housing price points.		Evaluate future needs to determine potential changes.
Improve the neighborhood road networks in the plan area.	Recommend VDOT review and adjust signal timing and phasing as needed along Route 419 to improve traffic flow.		Encourage universal design in new housing.	Evaluate and improve stormwater infrastructure.	Consider drainage improvements on and around Carriage Drive.
	Assess cut-through traffic and speeding.				Consider drainage improvements around the intersection of Route 419 at Grandin Road Extension.
Extend transit service to the plan area.	Assess intersection safety within neighborhoods.			Evaluate Mud Lick Creek and Barnhardt Creek.	Consider drainage improvements near Grandin Road at Fairington Apartments.
	Consider extending Valley Metro service along Route 419.				Improve streambed erosion and water quality impairment.
	Consider coordinating and expanding RADAR and CORTAN services.				Create sustainable landscapes that would clean and slow stormwater runoff.





# IMPLEMENTATION & RECOMMENDATIONS

## Implementation & Recommendations

The Oak Grove Center Plan presents a vision for the study area. The Plan presents concrete implementation strategies for the next ten years, as well as comprehensive recommendations for the next twenty.

Recommendations include future policy actions as well as physical infrastructure wants and needs. The Plan is derived from two years of community engagement, economic analysis and stakeholder meetings with businesses and property owners.

Successful implementation depends on continued community engagement, strategic public investment, as well as policy and regulatory tools and financing methods to encourage private development.

The recommendations include both the study area and the general vicinity of the study area.



## Land Use

Amend the County's Comprehensive Plan Future Land Use Map as recommended (see map on page 17) and provide detail to the City's future land use map as adopted in City Plan 2040.

Develop design guidelines for the plan area.

Review and update development standards regarding desired land uses, parking, lighting, landscaping, building placement, massing, façade treatment and other standards to encourage a mixed-use development and a vibrant mix of businesses in a pedestrian-friendly environment.

Target key sites for future economic development opportunities

### Land Use (Future)

Review and update the Oak Grove Center Plan based on changing conditions.



Proposed Oak Grove Center Development Pattern (Conceptual)



Traffic Circulation

### Case Studies:



Fairfax Corner, Fairfax, VA



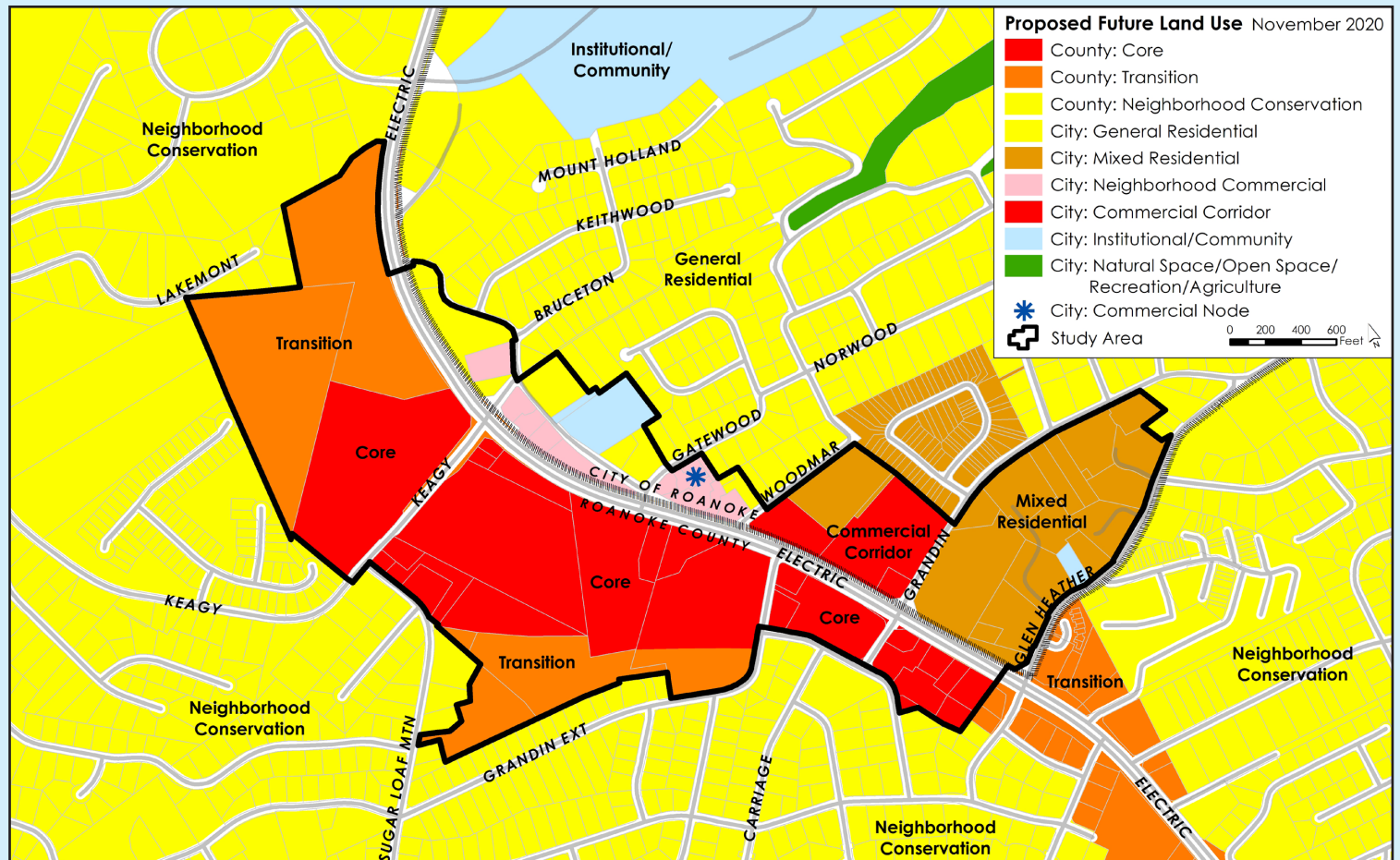
Stonefield, Charlottesville, VA



## Land Use Cont.

With the adoption of the Oak Grove Center Plan, the County's Future Land Use Map will be amended as shown (see map above). This changes portions of the study area that are currently designated as Transition (including the Oak Grove Elementary School, Metis Plaza and Keagy Village and several smaller parcels along Route 419), and Neighborhood Conservation (vacant parcels used as a parking lot) to a Core designation.

The Future Land Use Map reflects the changes from the recently adopted City Plan 2040: this combines the previous "Multi-Family Residential" and "Mixed Density Residential" designation areas to a "Mixed Residential" designation and splits the previous "Commercial" designation areas into "Neighborhood Commercial" and "Commercial Corridor" designations.



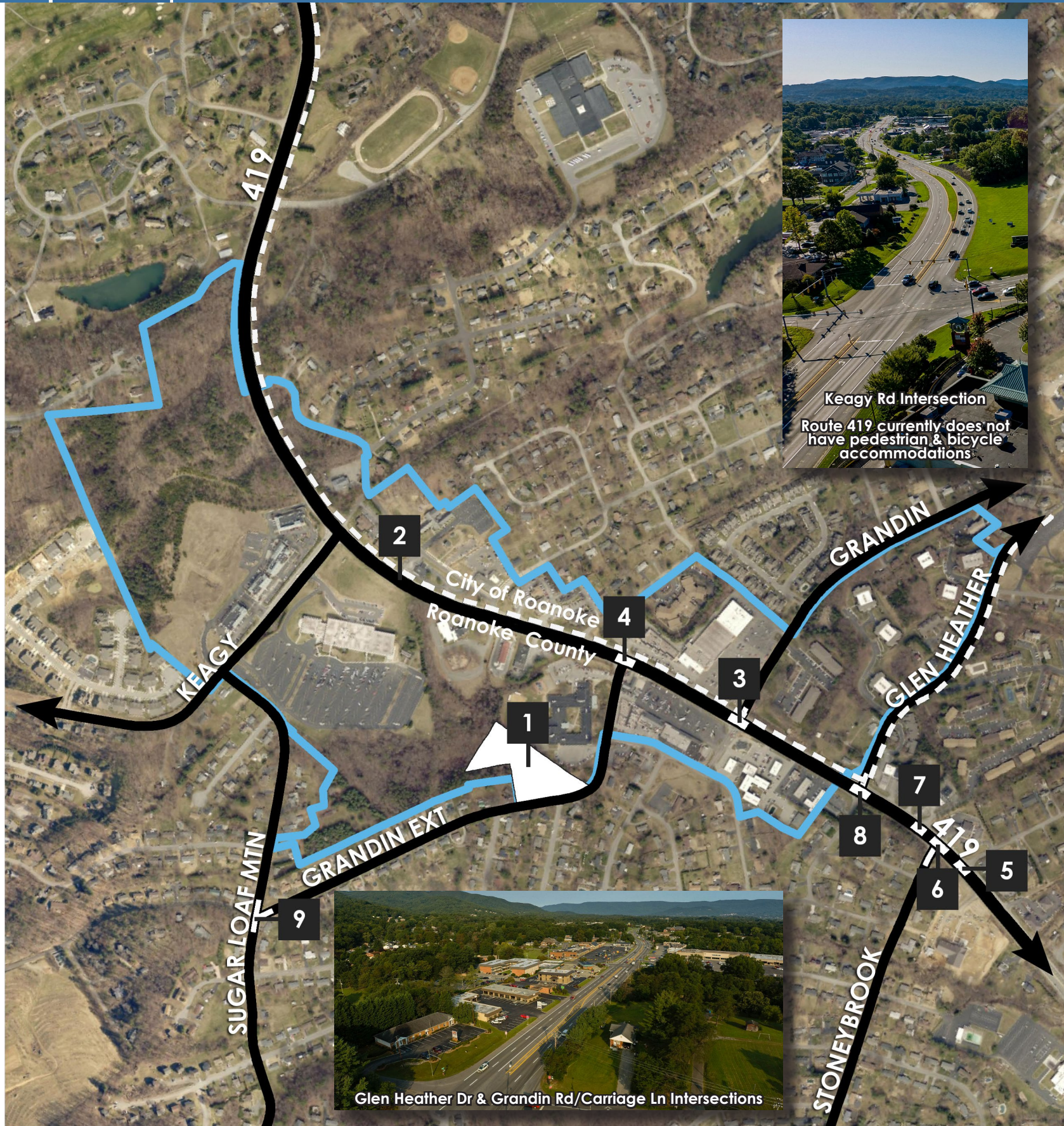
A medium density infill and mixed use type development pattern is recommended for the Oak Grove Center plan area for walkable, dense, one to two-story development with on-street parking, outdoor seating and wide, landscaped sidewalks. This pattern encourages mixed-use development between Route 419 commercial frontage and existing low-density neighborhoods as well as multi-story, compact residential development with smaller unit sizes in the plan area. It showed a large amount of infill development in the western, commercial half of the study area, with new buildings located along 419 in current parking lots, some residential development in the eastern half of the study area, and one large development on the vacant Keagy Village pad site. A transitional area between commercial development along Route 419 and the existing residential neighborhoods should be established and preserved.







# IMPLEMENTATION & RECOMMENDATIONS







## Community Facilities

Libraries  
Public Safety  
Parks, Recreation & Tourism  
Stormwater

Increase Library Services in the Plan Area.

Evaluate Fire and Rescue services in the plan area.

**1** Improve the existing playground, tennis court, restrooms and picnic shelter at Oak Grove Park.

Create new parks and spaces to play and relax.

Build a trail network through the study area and connect to the Roanoke River Greenway.

Preserve scenic views of the surrounding mountains.

Evaluate and improve stormwater infrastructure.

Evaluate needs and consider improvements for Mud Lick Creek and Barnhardt Creek.

### Community Facilities (Future)

Implement recommendations from the Master Plan update (date to be determined) for Parks and Recreation.  
Connect trails within the study area to the Roanoke River Greenway in Salem.



Oak Grove Park paved walking trail & picnic shelter



## Transportation

Streets  
Bicycle & Pedestrian Accommodations  
Greenways  
Transit

**2** Construct pedestrian and bicycle accommodations on Route 419 (from Glen Heather Drive to Keagy Road/Keagy Road at Keagy Village).

Improve traffic flow and safety for motor vehicles along Route 419.

**3** Improve the Route 419/Carriage Drive/Grandin Road SW Intersection.

**4** Improve the Route 419/Grandin Road Extension Intersection.

**5 6 7 8** Improve the Route 419 intersections at Bower Road-5, Stoneybrook Drive-6, Etheridge Road-7 & Glen Heather Drive-8.

**9** Improve the Grandin Road/Sugar Loaf Mountain Road intersection.

Evaluate bicycle and pedestrian facilities along neighborhood streets in the City of Roanoke and seek funding for these facilities.  
Prioritize connections based on available funds.

Evaluate bicycle and pedestrian facilities along neighborhood streets in the County and seek funding for these facilities.

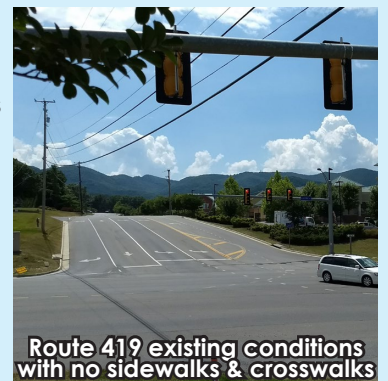
Address operational issues to improve safety throughout the study area.

Work with property owners and stakeholders to determine the alignment of the Barnhardt Creek Greenway through the study area.

Expand transit opportunities to the study area when and where feasible.

### Transportation (Future)

Construct pedestrian and bicycle accommodations on Route 419 (from Glen Heather Drive to Stoneybrook Drive and from Keagy Road/Keagy Road at Keagy Village to the City of Salem border).



Route 419 existing conditions with no sidewalks & crosswalks





# IMPLEMENTATION & RECOMMENDATIONS



## Gateway/Streetscape Improvements

Construct and install gateway and streetscape improvements throughout the study area.

Leverage available state programs (and neighborhood grants in the City of Roanoke) for street and gateway improvements.

Ensure the maintenance of landscaping and other streetscape improvements throughout the study area.



Gateway Concept



Southwest Plaza in the City of Roanoke



County & City Planning staff meeting



Keagy Village in Roanoke County



Planning staff drafted the Oak Grove Center Plan recommendations after hosting three rounds of community meetings



## Community Engagement

Consider public-private partnerships for redevelopment and revitalization opportunities.

Actively seek out developer partners interested in and capable of building mixed use projects.

Maintain communication with business and property owners.

Keep residents and the larger area informed about progress.

Collaborate with local organizations, business groups, existing farmers markets and festivals to utilize new or existing open space areas for programming.

Seek opportunities for public/private outdoor spaces and public art.



Community Meeting





## Vision Statement

“Oak Grove is an attractive and vibrant village center. The area boasts thriving businesses, places to gather, housing options, and extensive parks and trails. Travel options are safe and accessible for all ages and abilities, and connect the center to adjacent neighborhoods, greenways and surrounding areas.”

**January 8, 2021**

**Adopted by City Council: March 15, 2021**

**Adopted by the Board of Supervisors: March 23, 2021**





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**Oak Grove Center Plan**  
January 8, 2021 | Adopted: March 15 & 23, 2021

