



Long-Range Planning



419 Town Center Plan

(Adopted 2019)



On July 23, 2019 the Board of Supervisors adopted a resolution incorporating the 419 Town Center Plan into the Roanoke County Comprehensive Plan. The planning area is 390 acres along Route 419 anchored by Tanglewood Mall, and includes the South Peak planned community, vacant property owned by Old Heritage Corporation as well as numerous commercial, office and high-density residential uses. The plan's implementation is redefining Roanoke County's largest retail destination as a vibrant, pedestrian-friendly, and mixed-use town center. With its easy access and strong demographics, the area is ideal for this kind of redevelopment.



Land Use

Adopt development standards (including design guidelines and zoning regulations) which encourage a safe Main Street environment with indoor and outdoor public and private spaces. Support horizontal and vertical mixed use development. Identify residential, commercial, and office land uses that are preferred for the Town Center.



Public Facilities

Assess the feasibility of moving utility lines underground or behind businesses. Encourage green infrastructure for stormwater retention and treatment that can be designed as amenities that simultaneously provide enhanced landscaping.



Public Safety

Evaluate public safety needs during plan updates. Future growth and redevelopment in the 419 Town Center area may require public investment in relocation or additional Fire and Rescue services.



Public Realm

Encourage native plants, street trees and "green screening" of large gray surfaces and spaces between properties through development standards and transportation projects. Partner with private redevelopment to add public spaces and public art. Encourage outside events and activities.



Streets

Reduce automobile congestion in the vicinity. Update parking standards and build a street network throughout the Town Center. Balance the needs of all users while ensuring pedestrian safety throughout the 419 Town Center with lighting standards, walkways, street crossings and multi-modal infrastructure.



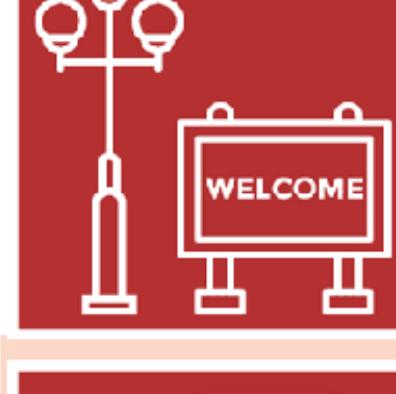
Bicycle & Pedestrian Accommodations

Make the area accessible for all with development standards that include accessible bicycle and pedestrian infrastructure requirements in private redevelopment areas. Include multi-modal infrastructure on public transportation corridors and connect it into adjacent neighborhoods.



Transit

Evaluate feasibility of a separately branded circulator route and trolley to link the Town Center to businesses, hotels, other destinations and target areas. Accommodate buses and bus stops in the redesign of roadways.



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 areas for rest.



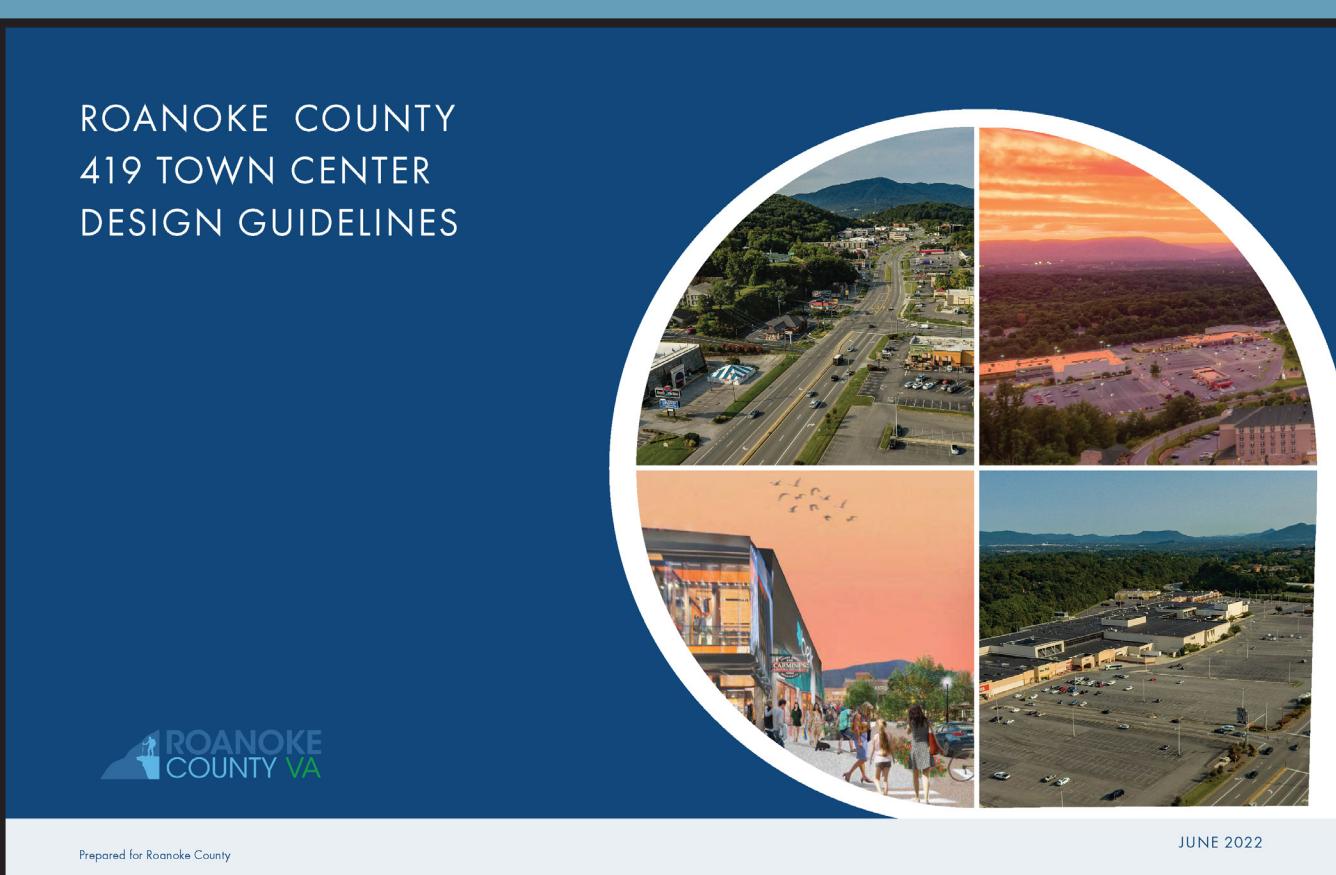
Community Engagement

Establish and promote a unique identity and logo for signage and marketing materials in the area. Continue ongoing communication with business and property owners, local organizations and residents. Promote the 419 Town Center Plan through the 419 Plan's website and provide updates to citizens.



Developer Engagement

Actively seek out developer partners interested in and capable of developing mixed-use projects. Consider financial incentives as part of public/private partnerships on a case by case basis. Promote the Town Center to family-friendly entertainment businesses.



419 Town Center Design Guidelines

(Adopted 2022)



On September 28, 2022 the Board of Supervisors approved an amendment to the 419 Town Center Plan, by incorporating the **419 Town Center Design Guidelines** into the 419 Town Center Plan. The 419 Town Center Design Guidelines are an accompaniment to the 419 Town Center Plan to provide further guidance on the design of both public and private investments and improvements in the study area to help shape the built environment, meet community expectations, provide a vibrant public realm, and maintain a consistent character and high quality of design and aesthetic over the long-term future.



Circulation & Connectivity

- Frequent intersections and mid-block pass-throughs provide numerous travel options and alternative routes, creating the basis for easy and efficient movement throughout the 419 Town Center study area.
- Development projects should work with the County to include design provisions that provide, extend or encourage pedestrian and bicycle connections and access to existing trails, parks, and urban spaces.



Streetscapes

- A variety of streets types will be included in the area, including arterial thoroughfares, main streets, general urban streets, access/service streets, residential streets, public streets, and private streets.



Character Districts

- The 419 Town Center Plan proposes different development types and form within the study area based on the location, setting, and existing land uses. These five different areas, called Character Districts, are described in more detail in the design guidelines.
- There are five Character Districts as follows: Mixed-Use, Town Center Core, Arterial Infill, Residential, and Green Spaces.



Land Use

- It is recommended that certain types of land uses should be allowed in different Character Districts, these land uses are enumerated in greater detail in the guidelines document.
- Open spaces should be located and designed to frame views and create a network of accessible public places that engage people in multiple ways.
- Low Impact Development (LID) features for stormwater management are encouraged to use water as a resource.



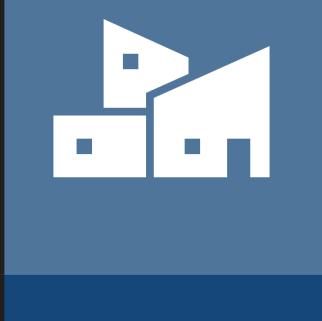
Site Planning

- Proper building location and orientation can reduce walking distances from the sidewalk and make streets more accessible for pedestrians, bicyclists, and transit riders.
- Building entries should be clearly demarcated and accessible from the street and pedestrian corridors. They should be open, inviting, and highly visible.
- Parking can be a major factor limiting the walkability of a place. Parking areas should be designed with a clear hierarchy of circulation for both vehicles and pedestrians.
- Landscaping and Hardscaping should include appropriate materials. Screening should be coordinated with the design and materials of nearby and adjacent buildings in terms of color, quality, scale, and detail.



Public Art

- Public art and cultural amenities are strongly recommended throughout the study area to establish identity, stimulate public spaces, and celebrate regional history and the local art community.



Building Design

- Minimal front setbacks are encouraged.
- Buildings design should have a variety of mass, form, and scale.



Public Realm

- The public realm adjacent to building frontages is the primary area of occupation by the pedestrian and, as such, has significant power to shape the walking experience. It should provide a comfortable, attractive, and maintainable environment that encourages pedestrian use, reinforces movement and activity, and promotes coordination and access with private sector investments.