

Hollins Center Plan Update

Planning Commission Work Session

March 19, 2019

Overview

Listening

Community Outreach

Did We Get It Right?

Draft Plan Reveal Meetings

Next Steps



Listening

Community Meetings Summary



Saturday, March 3, 2018: 42

Thursday, March 8, 2018: 58

Total Attendance: 100

Thursday, May 10, 2018: 37

Saturday, May 19, 2018: 17

Total Attendance: 54

Community Meetings Summary: March

Participants identified a large variety of desired development, including:

- Sit-down restaurants
- Coffee shops
- Bars and breweries
- Entertainment venues
- Specialty grocery stores
- A lifestyle/Town Center
- A youth center
- A sports complex
- Research and development
- Apartments
- Library (relocated)
- Retirement housing

Community Meetings Summary: March

Themes from feedback received:

- Add sidewalks, crosswalks, bike lanes and/or shared-use paths to increase safety for all users in the study area;
- Redevelop commercial areas into a mix of housing, locally-owned businesses and places to hang out;
- Rebuild the library at a more central, connected location; and
- Protect, preserve and enhance natural resources and parks.

Community Meetings Summary: May

Commercial Redevelopment Options:

- **Want** town center mixed-use development
- **Do not want** “big box” anchor stores

Low-Density Housing Options:

- **Want** stand-alone patio homes

High-Density Housing Options:

- **Want** multi-family options with two to three floors
- **Do not want** modern multi-family options with five floors



Community Meetings Summary: May

Public Space Options:

- **Want** pedestrian-oriented signage and lighting, outdoor seating at restaurants and landscaping elements along streets

Outdoor Recreation Options:

- **Want** natural water/play park or a large festival and event park



Community Meetings Summary: May

Pedestrian Options:

- **Want** paved greenways, natural surface hiking trails and sidewalks in both public spaces and neighborhoods

Bicycle Options:

- **Want** separated bike and pedestrian shared use paths
- **Do Not Want** sharrows (bikes share the lane with cars)

Mass Transit Options:


- **Want** expansion of Valley Metro or a community trolley



Survey

Open from February 1 - April 7, 2018

- English and Spanish versions
- Available online and in hardcopy
- Total completed: 393



Reimagínese Hollins

¡Gracias por su participación! Favor dirigirse a la oficina de planificación para obtener más información.

Favor de devolver el cuestionario

Para preguntas, favor de contactar a Philip Thompson al (540) 772-2029.

1. ¿Qué tan a menudo visita o viaja por la zona de estudio? (Círculo uno)

Todas las días 1 a 3 veces por semana 1 a 3 veces por mes 1 a 3 veces por año Nunca

2. ¿Usualmente a qué hora visita o viaja por la zona de estudio? (Marque todas las que apliquen)


☐ Temprano por la mañana (antes de las 8 a.m.)
☐ Horas laborales (8 a.m. - 5 p.m.)
☐ Hora del almuerzo (11 a.m. - 1 p.m.)
☐ Temprano por la tarde (6 p.m. - 9 p.m.)
☐ Tarde por la noche (después de las 9 p.m.)

3. ¿Cuál es la razón principal por la que visita o viaja por la zona de estudio? (Círculo uno)

☐ 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 el área de estudio
☐ Soy dueño/a de una propiedad en el área de estudio

4. ¿Qué es lo que más le gusta de la zona de estudio?

☐ Ubicación conveniente
☐ Las escuelas
☐ Las empresas o negocios



Reimagine Hollins

Hollins Center Planning Study

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

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. How often do you visit or travel through the study area? (Circle one)

Every day 1-3 times per week 1-3 times per month 1-3 times per year Never

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

☐ Early morning (before 8 a.m.)
☐ Daytime business hours (8 a.m. - 5 p.m.)
☐ Lunchtime (11 a.m. - 1 p.m.)
☐ Early evening (6 p.m. - 9 p.m.)
☐ Late evening (after 9 p.m.)

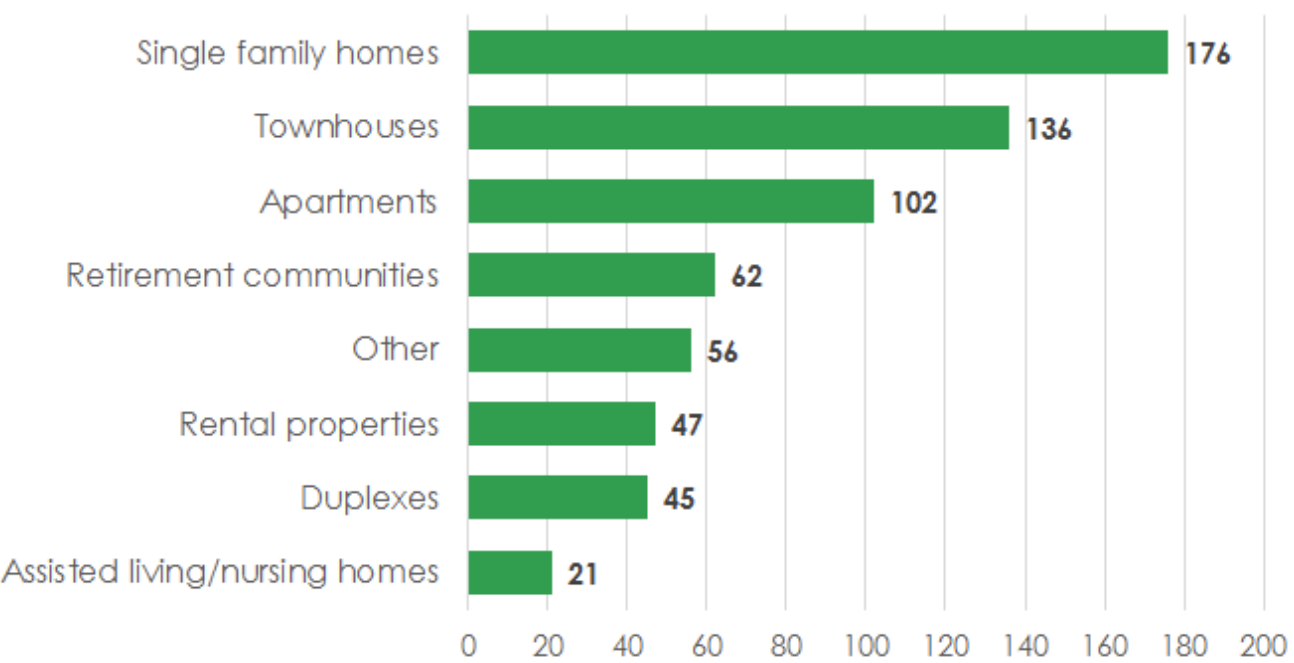
3. What is the main reason you travel to or through the study area? (Check one)

<input type="checkbox"/> I live in the study area	<input type="checkbox"/> I eat at restaurants in the study area
<input type="checkbox"/> I work in the study area	<input type="checkbox"/> I shop in the study area
<input type="checkbox"/> I own a business in the study area	<input type="checkbox"/> I have appointments in the study area
<input type="checkbox"/> I own property in the study area	<input type="checkbox"/> I drive through the study area
<input type="checkbox"/> I own both a business and property in the study area	<input type="checkbox"/> I have no relationship to the study area
	<input type="checkbox"/> Other _____

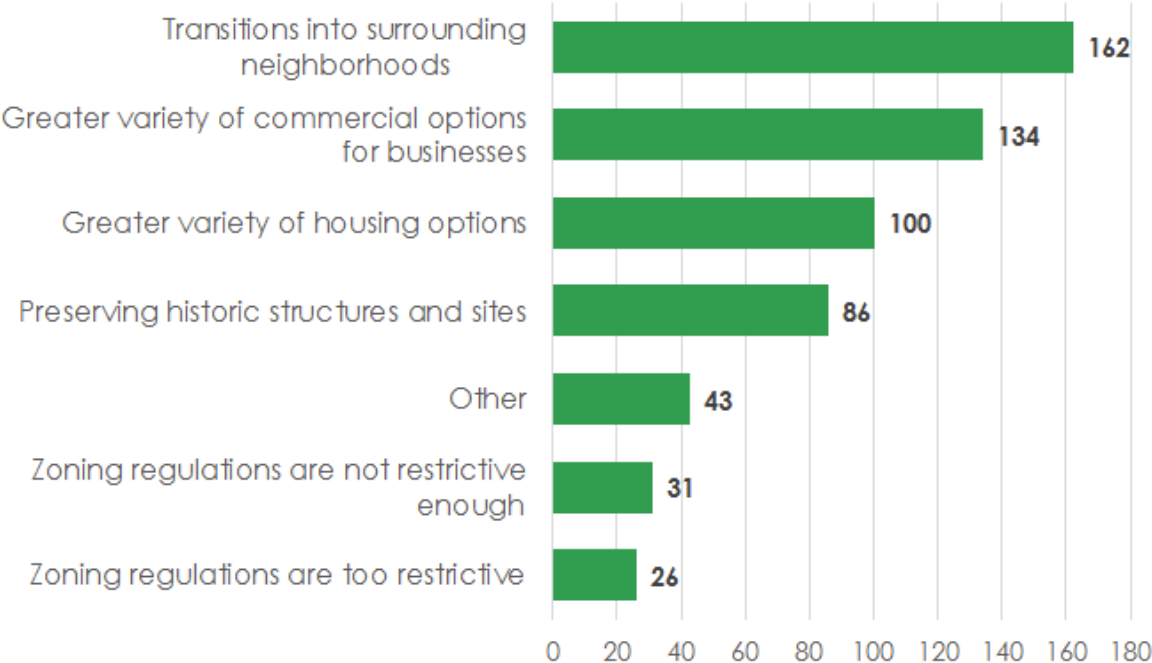
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Survey Highlights: Housing and Land Use

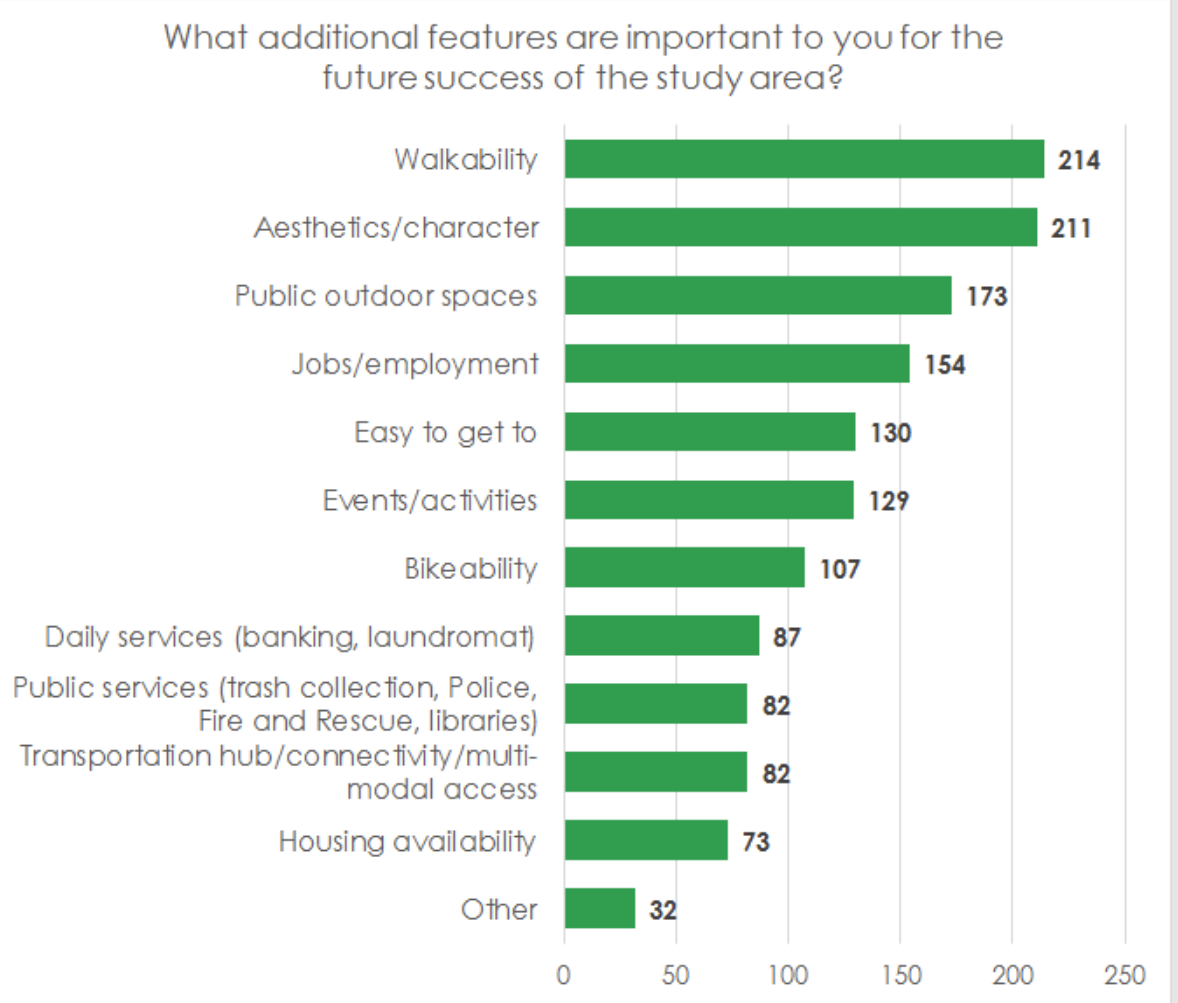
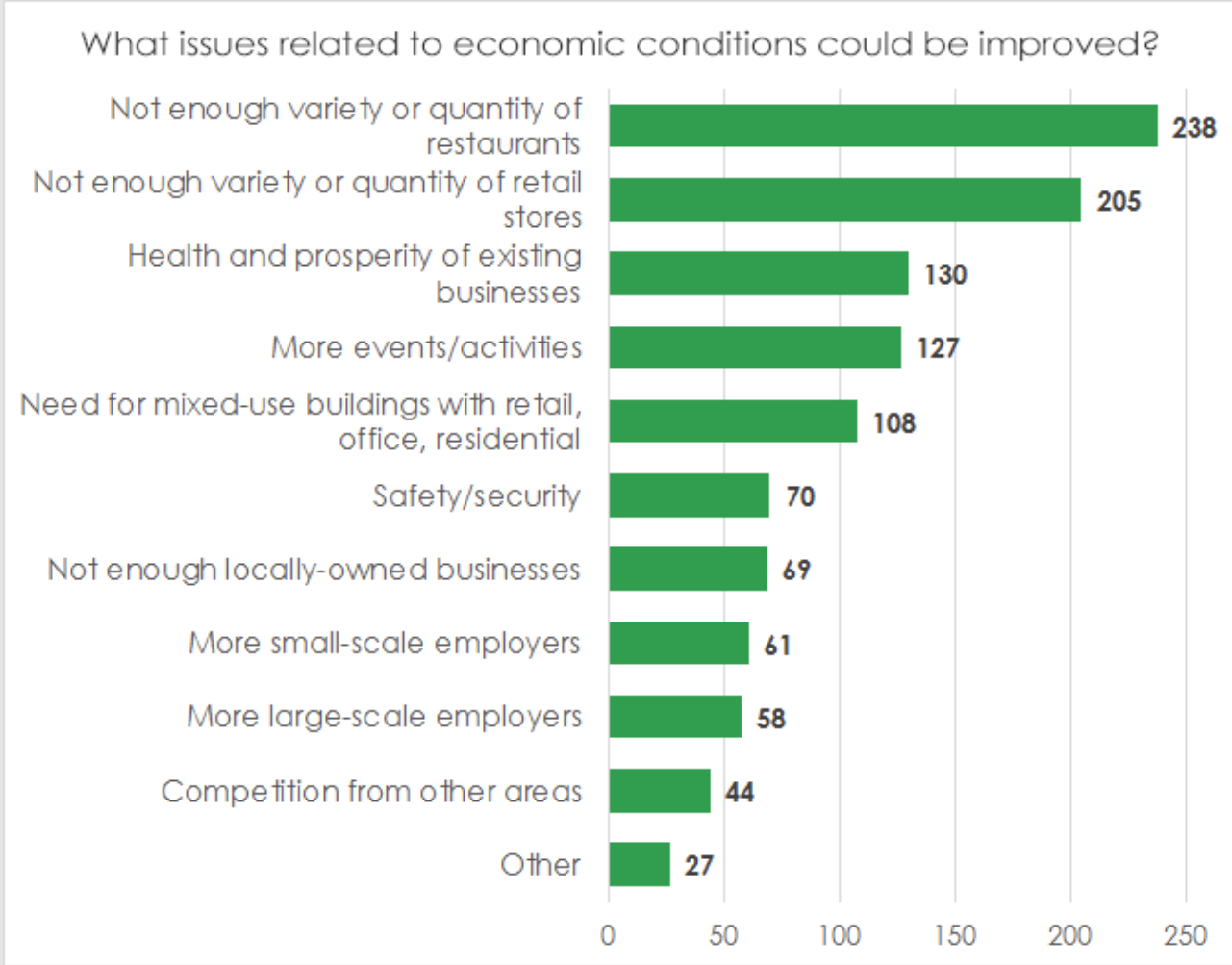
What types of housing are most needed in the study area?



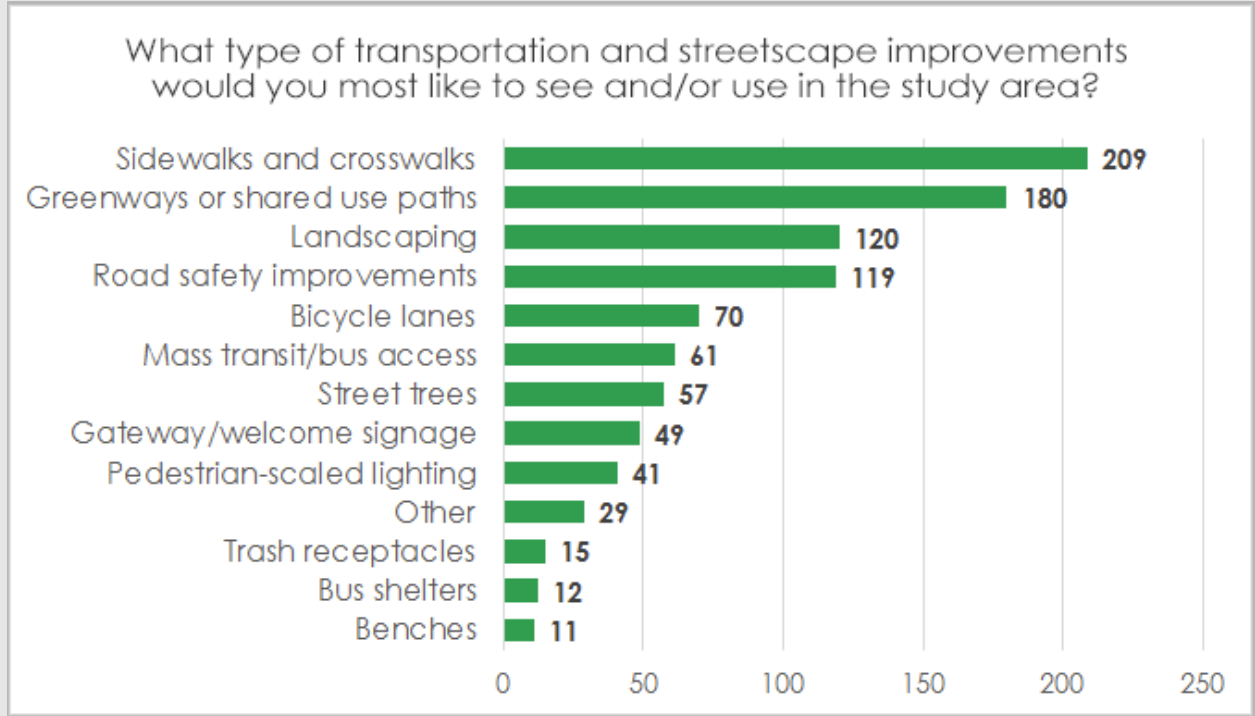
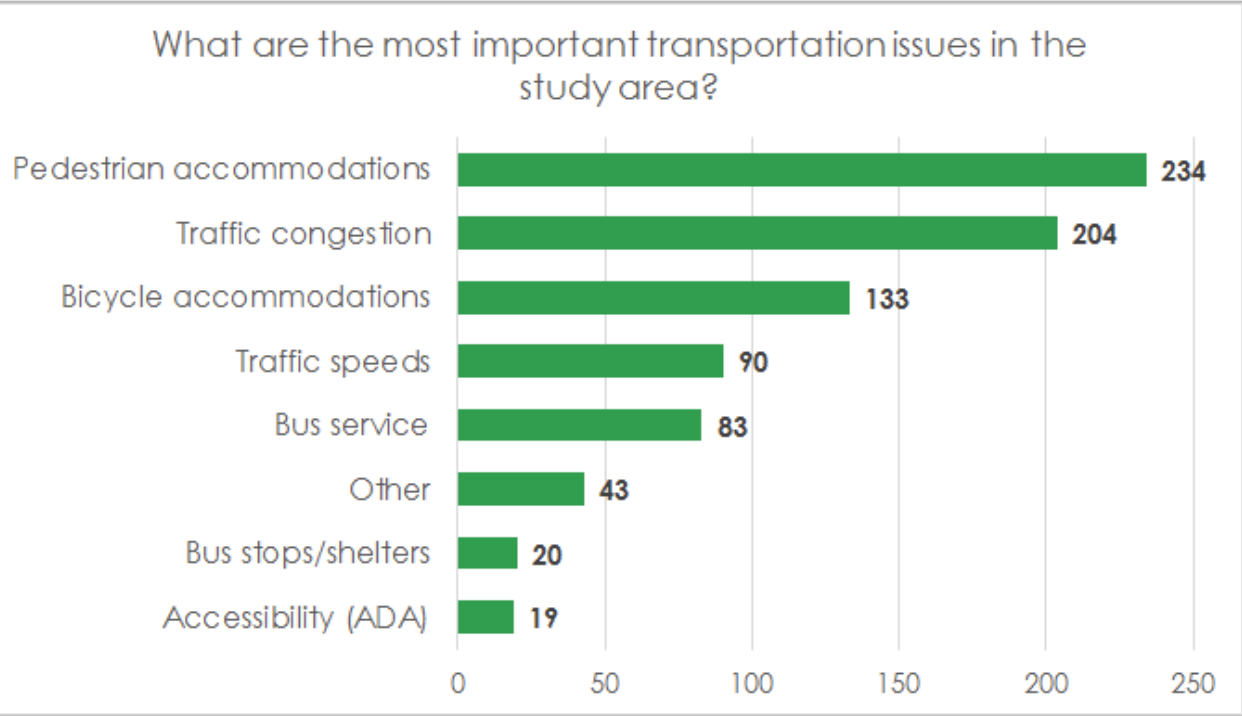
What land use-related issues could be improved?



Survey Highlights: Economic Conditions and Features



Survey Highlights: Transportation and Streetscape



Stakeholder Interviews



Transportation



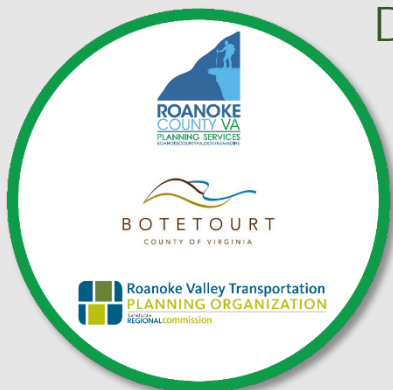
Economic
Development



Key Property
Owners/Tenants



Public Safety



Planning



Environmental



Utilities

Stakeholder Interviews Summary

Development/Businesses

- A mixed-use Town Center (like Daleville Town Center) with multifamily/workforce housing could work well
- Industrial opportunities in this area are desirable to manufacturers and demand is strong
- There are opportunities to collaborate with Botetourt County on projects that will complement both jurisdictions
- The Huffman Farm remains a future opportunity
- More businesses are needed in the area, particularly near I-81 to serve travelers and large employers
- Employees and hotel guests would appreciate more restaurants

Stakeholder Interviews Summary

Transportation

- The Tinker Creek Greenway is an opportunity for new bicycle and pedestrian infrastructure but the challenge is obtaining easements from willing property owners
- Sidewalks are needed throughout the area, particularly to Peters Creek Apartments and North Roanoke Assisted Living; Plantation Road employees would also use new pedestrian facilities
- Public Safety prefers bicycle lanes separated from traffic
- Bus service is requested to serve Wells Fargo and Hollins University
- An Express Bus is desired through Hollins to Greenfield in Botetourt County

Stakeholder Interviews Summary

Public Safety

- The Police Department has challenges in a few areas but crime rates in the area are improving overall
- It would be advantageous for the Hollins Fire Station to be located in a position to more easily respond to incidents on Interstate 81

Infrastructure

- Create an attractive County gateway at Plantation Road and I-81 Exit 146
- The Hitech Road area has small water line sizes resulting in fire flow challenges for new development and redevelopment

Other Outreach

- Study Area Business Visits (3 rounds)
- Williamson Road Area Business Association (2 presentations)
- Wells Fargo Leadership Presentation
- Roanoke County PR&T Advisory Commission presentation
- Roanoke County PR&T Tons of Fun booth
- Peters Creek Road Goodwill outreach



A stylized landscape illustration featuring rolling hills in various shades of green and a winding blue river. The hills are depicted with smooth, curved lines, and the river flows through the valleys. The overall style is minimalist and modern.

Did We Get It Right?

Draft Vision

The Hollins Center is a beautiful, dynamic and inclusive community with a balanced mix of housing, businesses and places to gather.

A regional gateway to outdoor and urban amenities, the Hollins Center is a community with safe and efficient transportation options within and beyond the area.



Draft Principles

1. Continue to improve and expand the multimodal transportation network.
2. Upgrade community facilities.
3. Create a destination.
4. Pursue opportunities for collaboration.



Draft Principles and Core Concepts

1. Continue to improve and expand the multimodal transportation network.

Core Concept:

- Develop a safe, efficient and accessible transportation network that provides a range of choices.



Draft Principles and Core Concepts

2. Upgrade community facilities.

Core Concepts:

- Ensure that public services and facilities meet the needs of the community.
- Enhance major corridors with well-maintained streetscape features.



Draft Principles and Core Concepts

3. Create a destination.

Core Concepts:

- Encourage a mix of commercial and residential uses to serve residents, employees, students and visitors.
- Create a unique sense of place through innovative and high quality development.
- Embrace the outdoors.



Draft Principles and Core Concepts

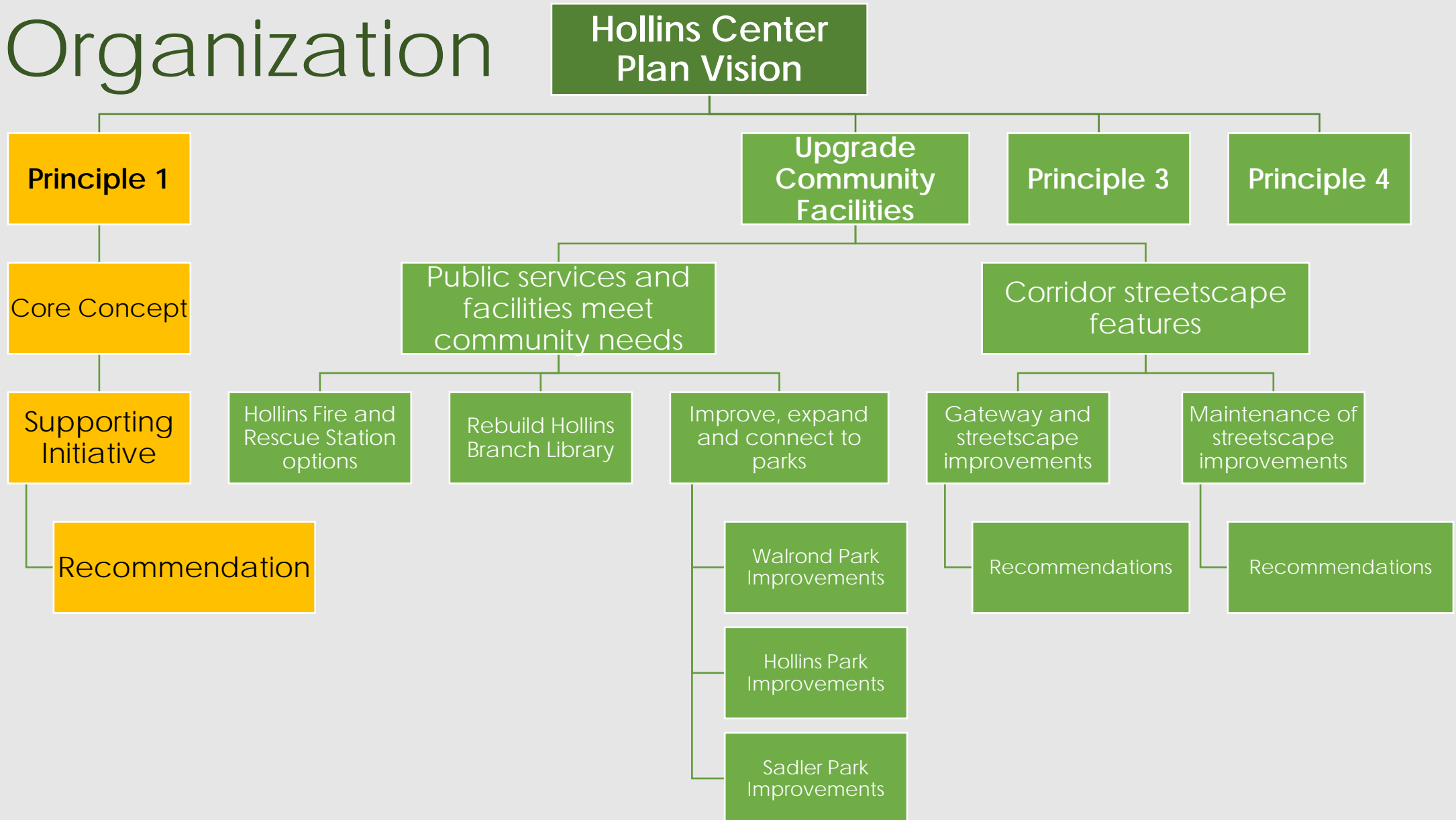
4. Pursue opportunities for collaboration.

Core Concept:

- Engage and collaborate with stakeholders to facilitate change.



Organization



Draft Plan Reveal

Five stations:

1. How we got here / process overview
2. Transportation projects (dots)
3. Gathering space and streetscape components (dots)
4. Future Land Use options (dots)
5. How do you want to stay informed?



Reimagine Hollins
LEARN. WORK. DINE. PLAY.

DRAFT PLAN REVEAL

Saturday, March 23 | 9 a.m. - 12 p.m.
OR
Monday, March 25 | 4 p.m. - 7 p.m.

Open House at Hollins Branch Public Library
6624 Peters Creek Road, Roanoke, VA 24019



Please join us as we reveal the draft Hollins Center Plan. Consider the vision and implementation principles for new development and redevelopment, new community spaces and multi-modal connections in the heart of Hollins. Comment on the plan's key elements for creating a walkable, connected, and active Hollins Center to LEARN. WORK. DINE. PLAY. all in one place. We hope to see you there!

Visit www.RoanokeCountyVA.gov/Hollins
Questions? Contact Philip Thompson at (540) 772-2029
or pthompson@roanokecountyva.gov

CORTAN + STAR service will be available for both meetings.

Next Steps

Tentative Schedule

March 23: Open Comment Period

April 16: Present Draft Plan Reveal Meetings Summary

April 26: Close Comment Period

May 21: Present Comment Summary

June/July/August: Review Proposed Plan, schedule and hold Public Hearing

Questions