



# Hollins Center Plan

Planning Commission Public Hearing

May 5, 2020

# Presentation Overview

- Background
- Plan Contents
  - Introduction
  - Existing Conditions
  - Community Engagement
  - Vision & Principles
  - Plan Implementation and Recommendations
- Questions

# Roanoke County Zoning

**78.35%**

Agricultural

**17.13%**

Residential

**1.85%**

Commercial

**2.17%**

Industrial

# County's Goals

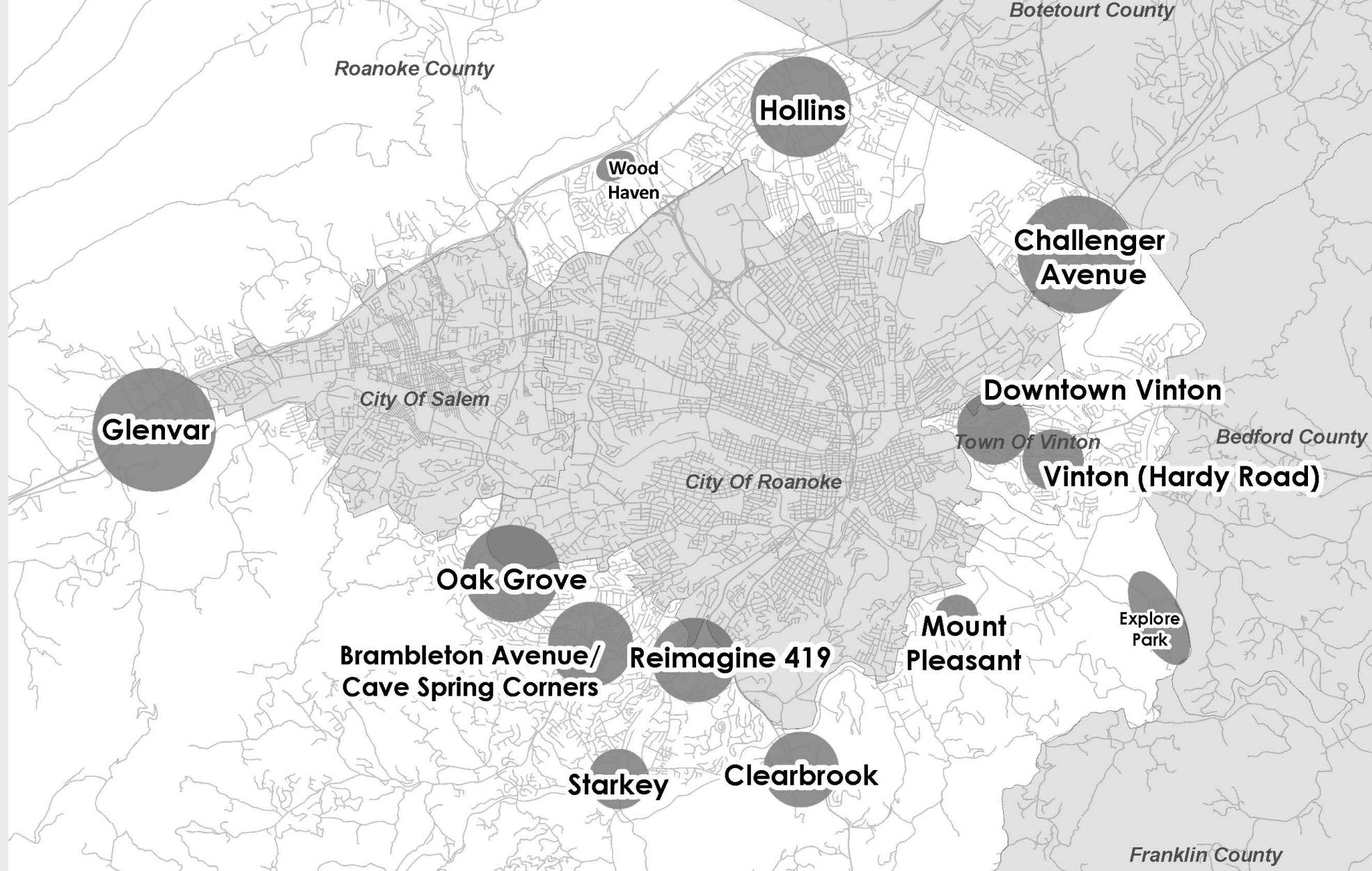
“....leaders of the Community Development and Economic Development Departments initiated exploration of potential **opportunities to develop higher density, mixed-use activity areas in our existing commercial corridors ...**



# Economic Development Areas

- Located on a **Major Transportation Corridor** with an existing or proposed transit line
- Contains both **employment** and **housing** opportunities as well as **public** and **institutional** uses
- **High population density** relative to neighboring areas
- **Offers potential for mixed-use, walkable development**





# Economic Development Areas

# Planning Study Objectives

- Identify opportunities for **higher density residential and commercial development and redevelopment** (alternatives)
- Develop **a multi-modal transportation plan** to include cross street sections, parking needs, recommended improvements and planning cost estimates
- Develop recommendations and planning cost estimates to upgrade **the existing infrastructure systems**
- Develop **design standards** for future development and redevelopment
- Provide **recommendations** to implement the plan

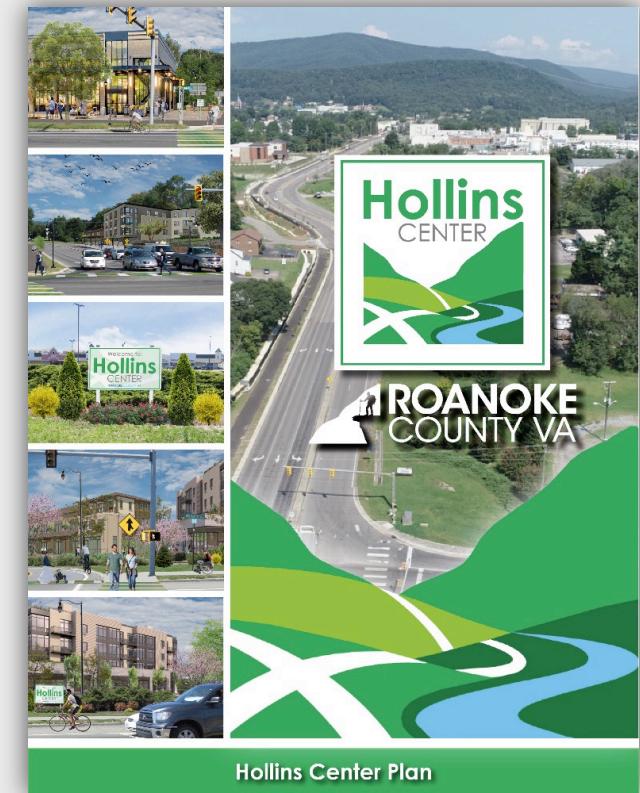


# Hollins Center Plan

# Plan Contents



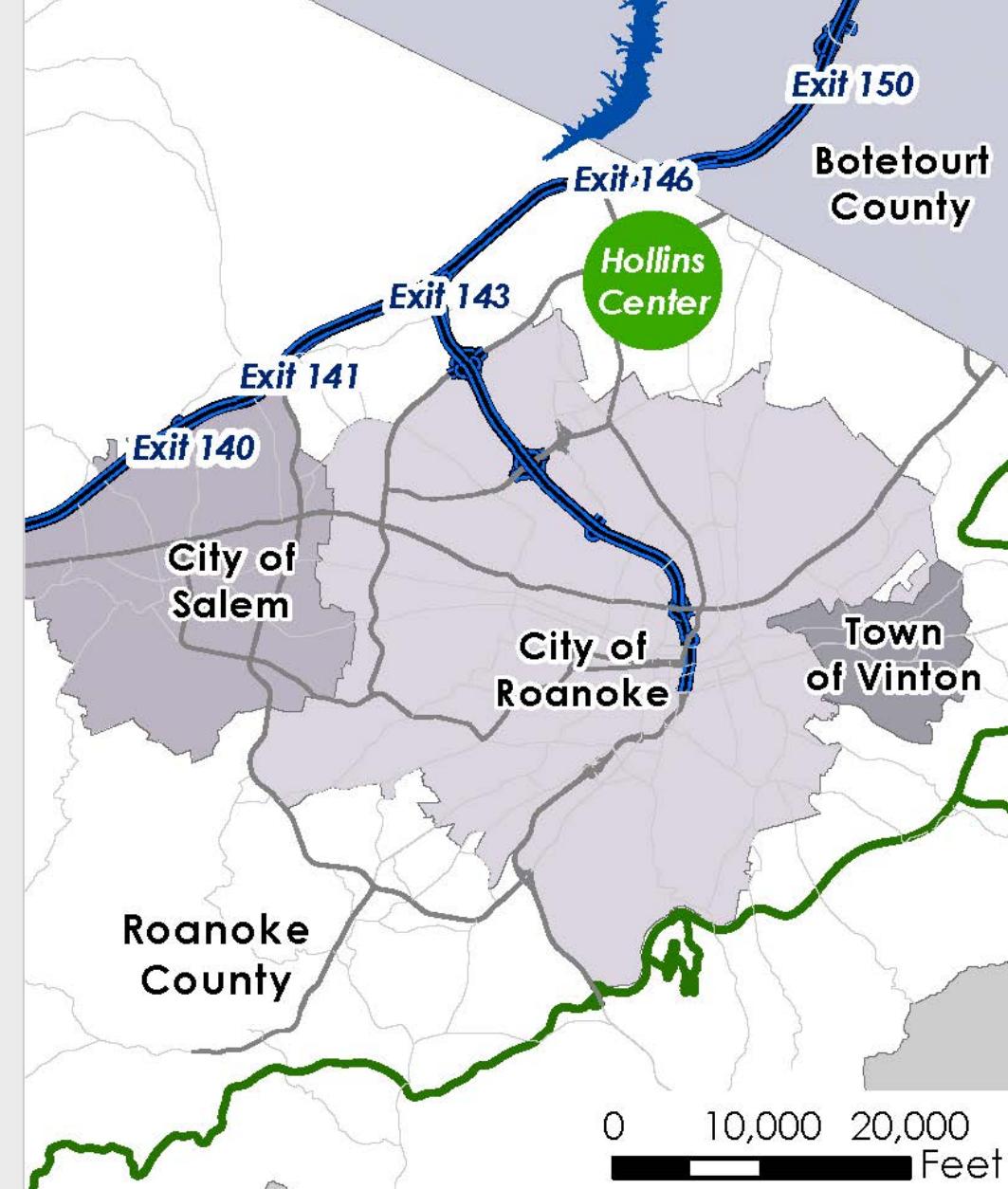
- **Appendix 1: Introduction**
- **Appendix 2: Existing Conditions**
  - Study Area
  - Land Use/Housing
  - Environment
  - Community Facilities and Infrastructure
- **Appendix 3: Community Engagement**
  - Engagement Activities
  - Engagement Results
  - Public Hearings and Adoption
- **Appendix 4: Vision and Principles**
- **Appendix 5: Plan Recommendations and Implementation Strategies**



*Plan Summary Document*

# Introduction

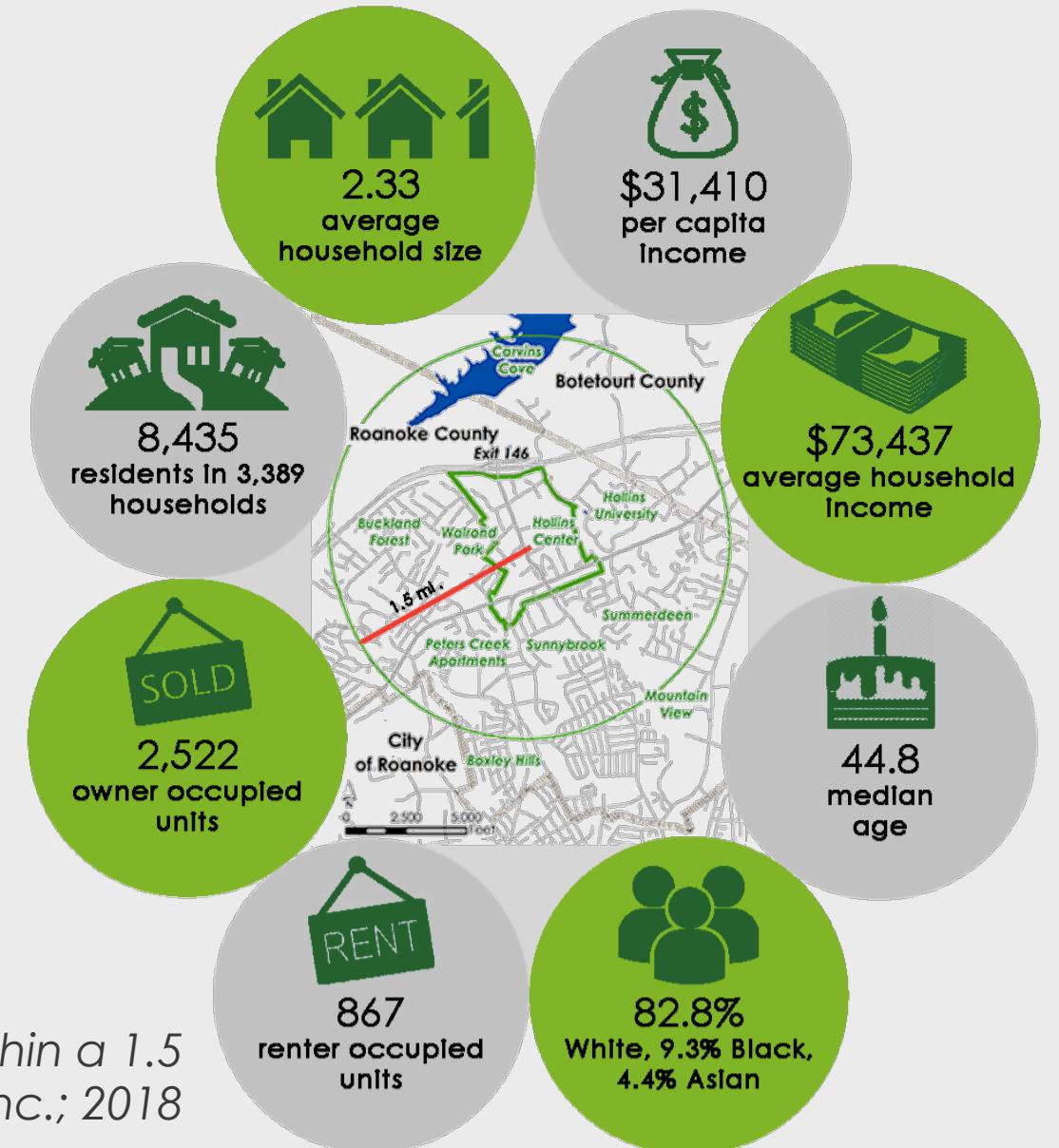
- Hollins was identified as an Activity Center
  - Employment Center
  - Population Center
  - County Gateway
  - Major Corridor



# Existing Conditions

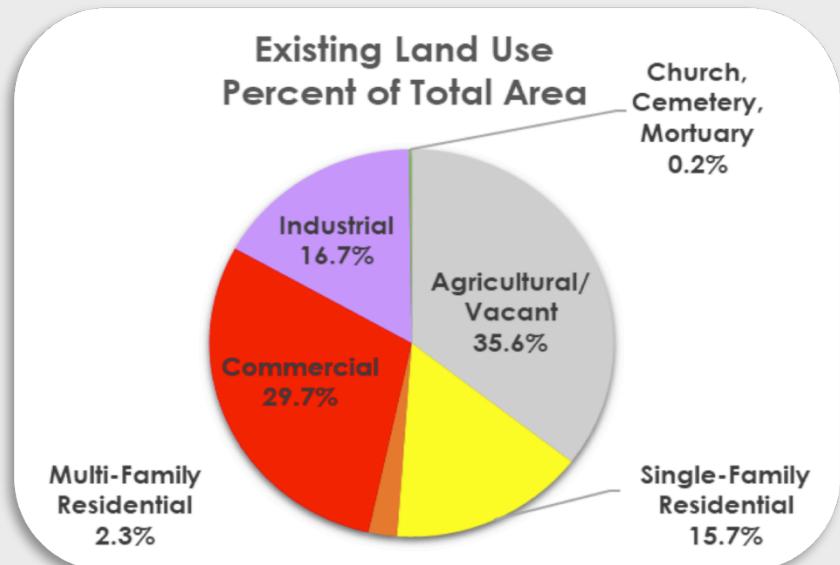
# Demographics & Boundary

- The study area covers 465 acres and over 270 parcels.
- Bounded by I-81 to the north, Williamson Road and Peters Creek Road to the south, Hollins University to the east, and residential neighborhoods and Walrond Park to the west.

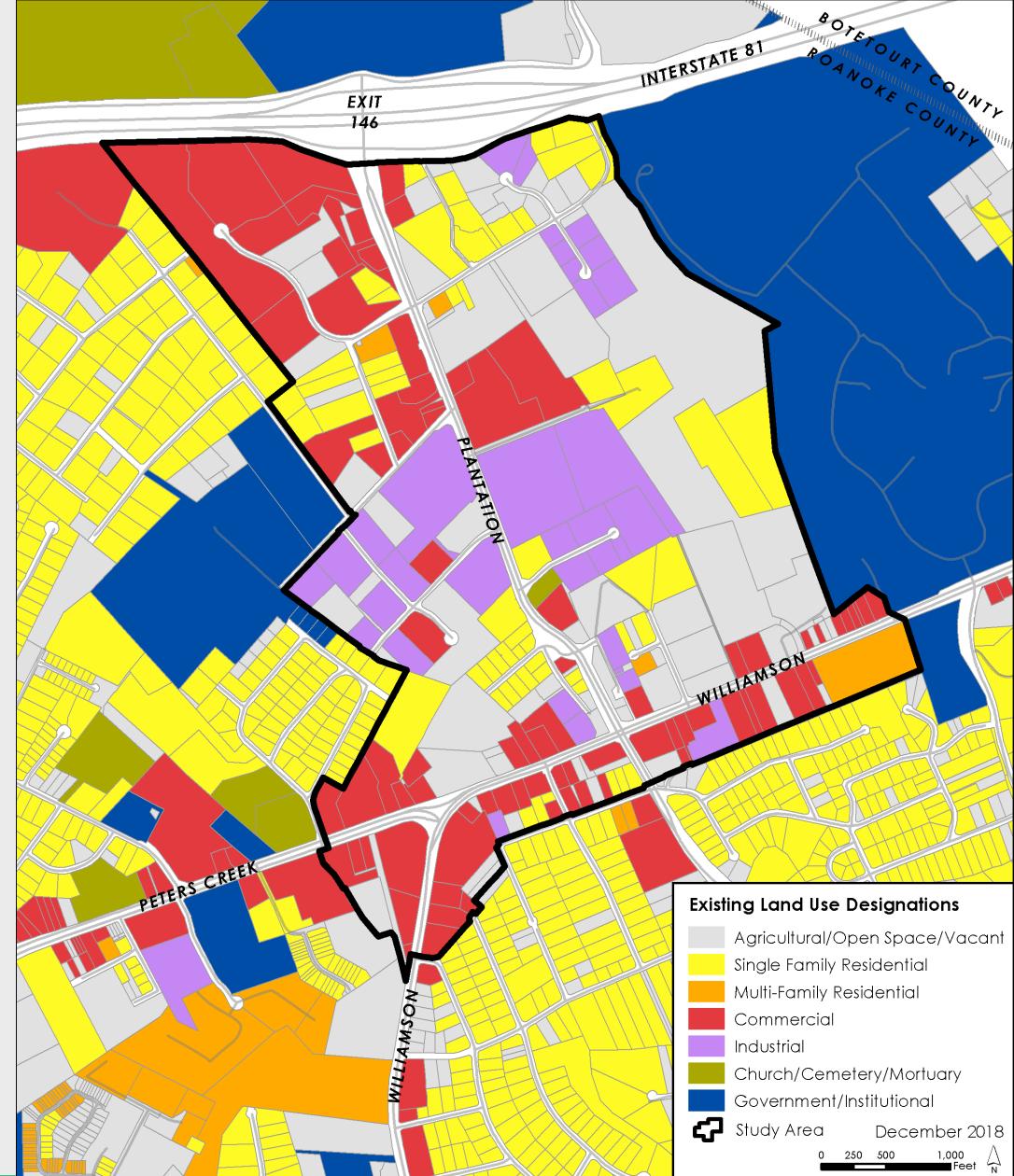


Hollins Center Demographics within a 1.5 mile radius from Elbit Systems, Inc.; 2018

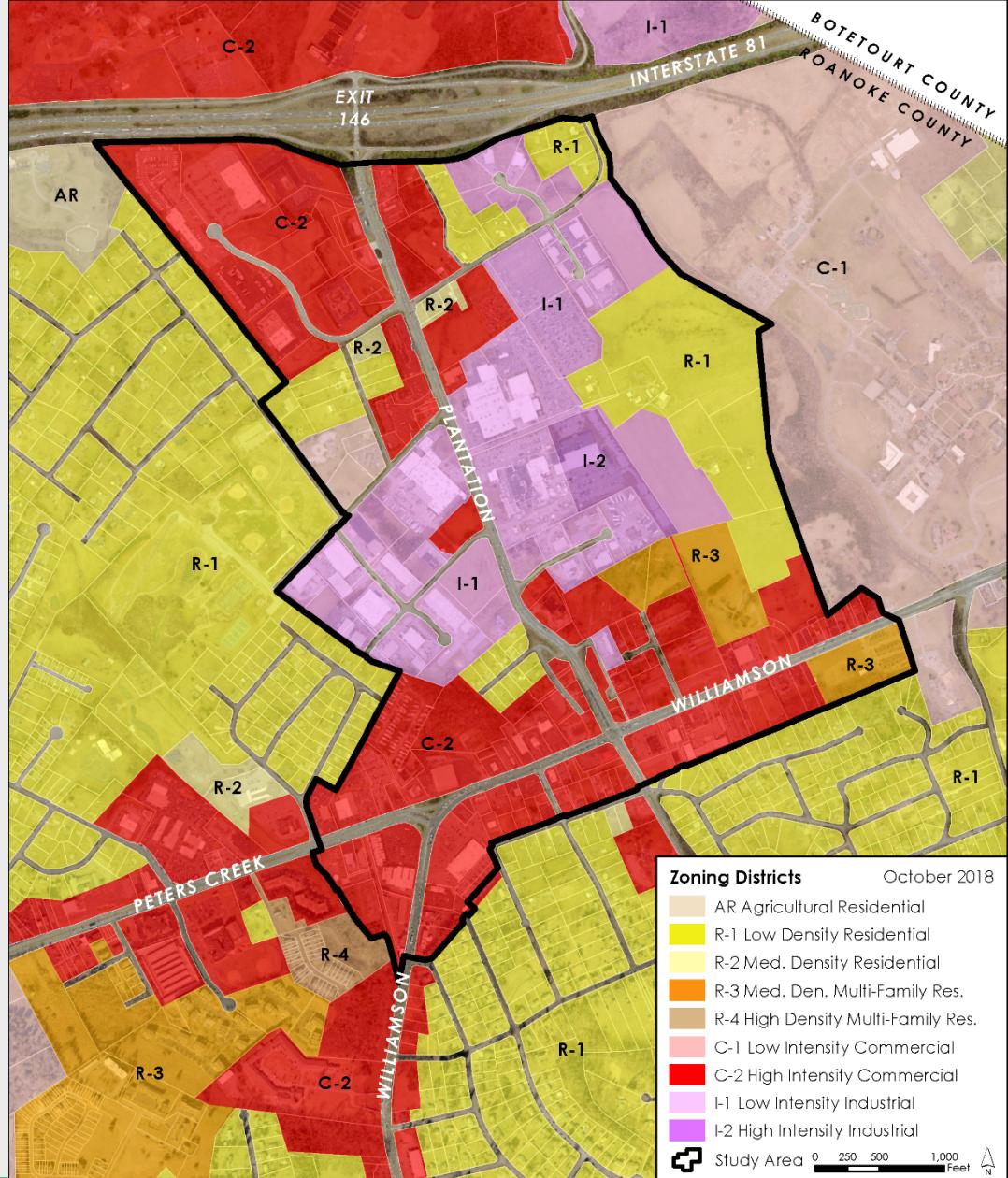
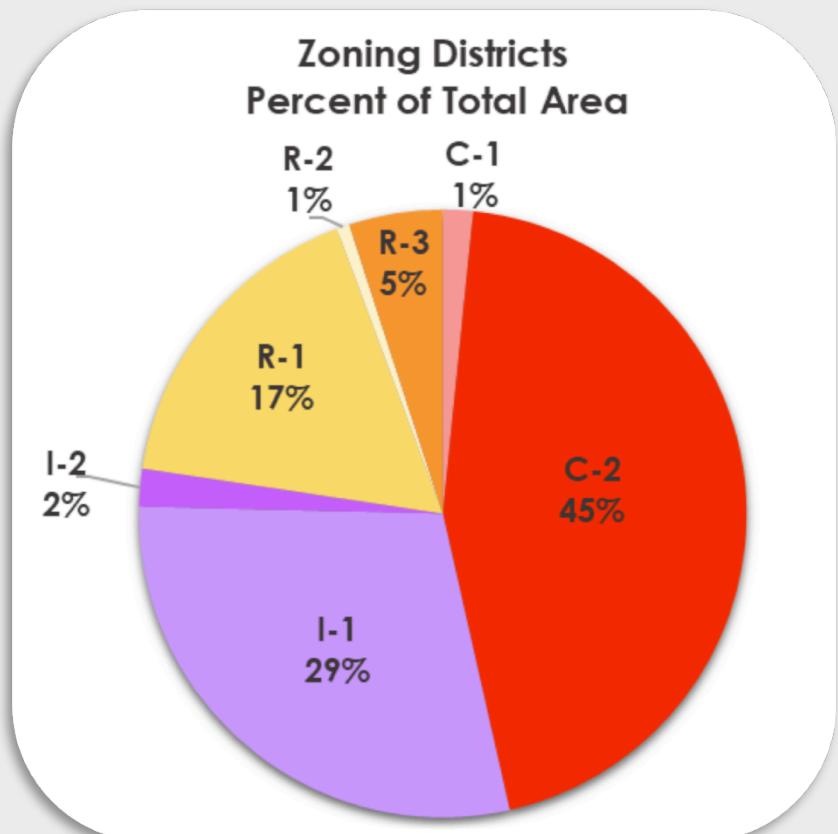
# Existing Land Use



The study area is surrounded by single-family neighborhoods built between 1950 and 1980 and Hollins University.



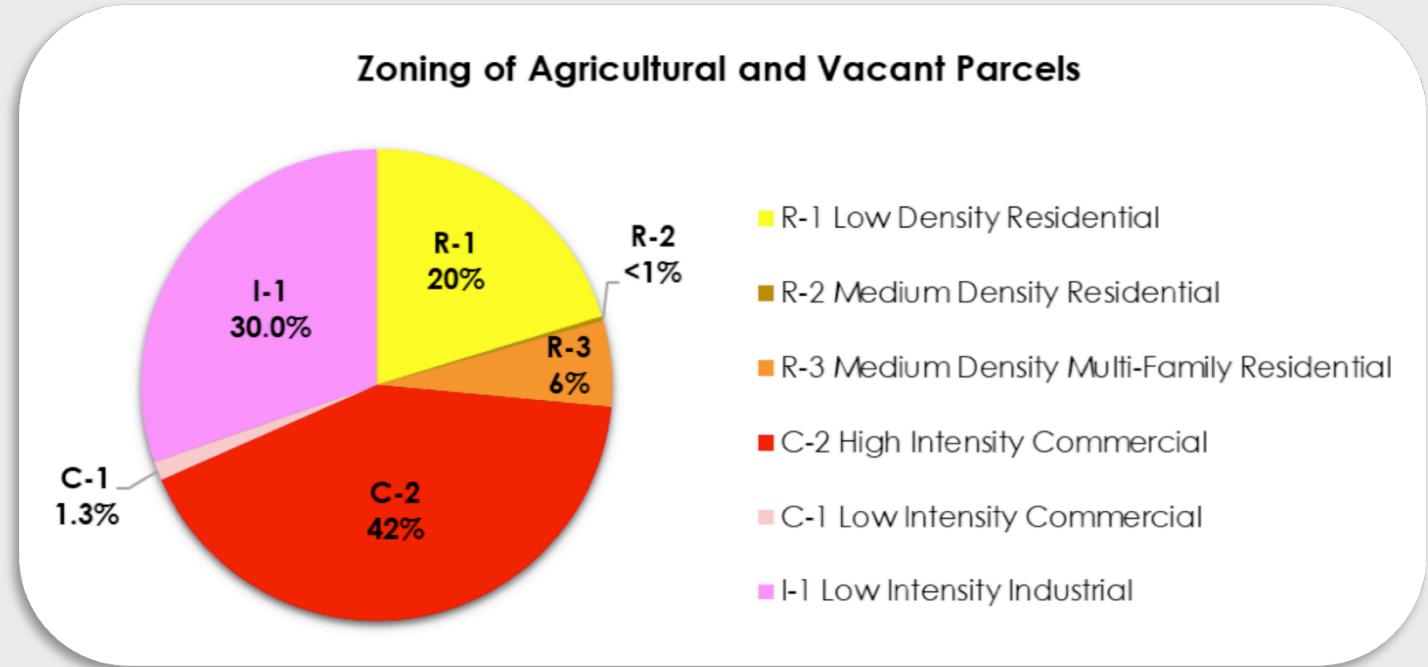
# Zoning



# Zoning Non-Conformance

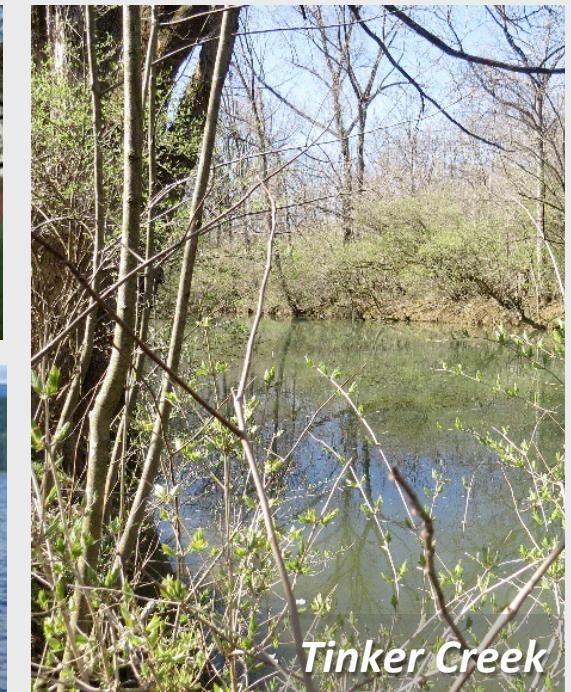
Non-conforming uses in the study area include:

- Agricultural uses adjacent to Hollins University
- A mobile home park
- Several single-family homes



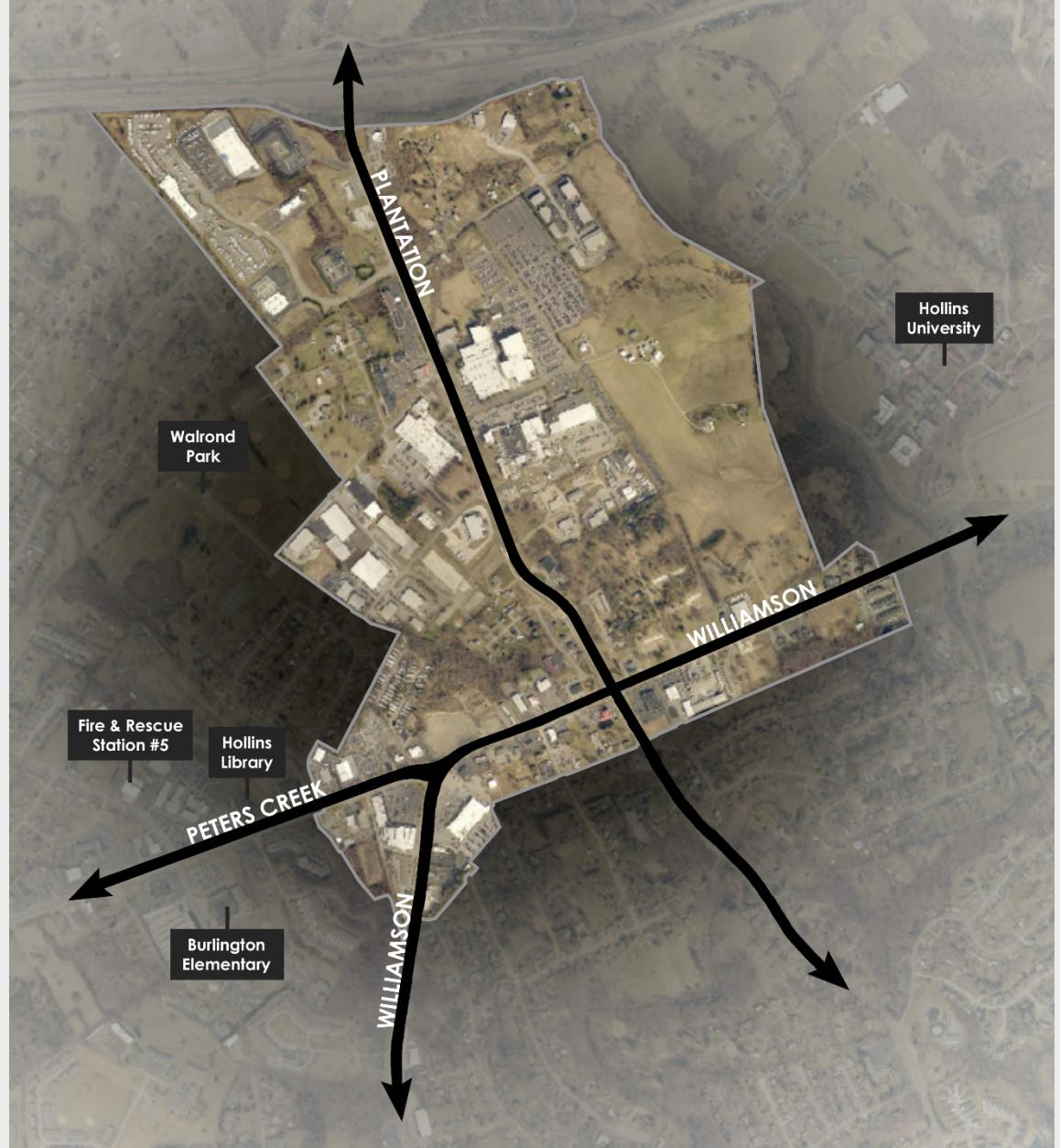
# Environment

- Historic & Cultural Resources
  - The Huffman Farm
  - Hollins University
  - The Old Tombstone
- Natural Resources
  - Tinker Creek
  - Carvins Cove



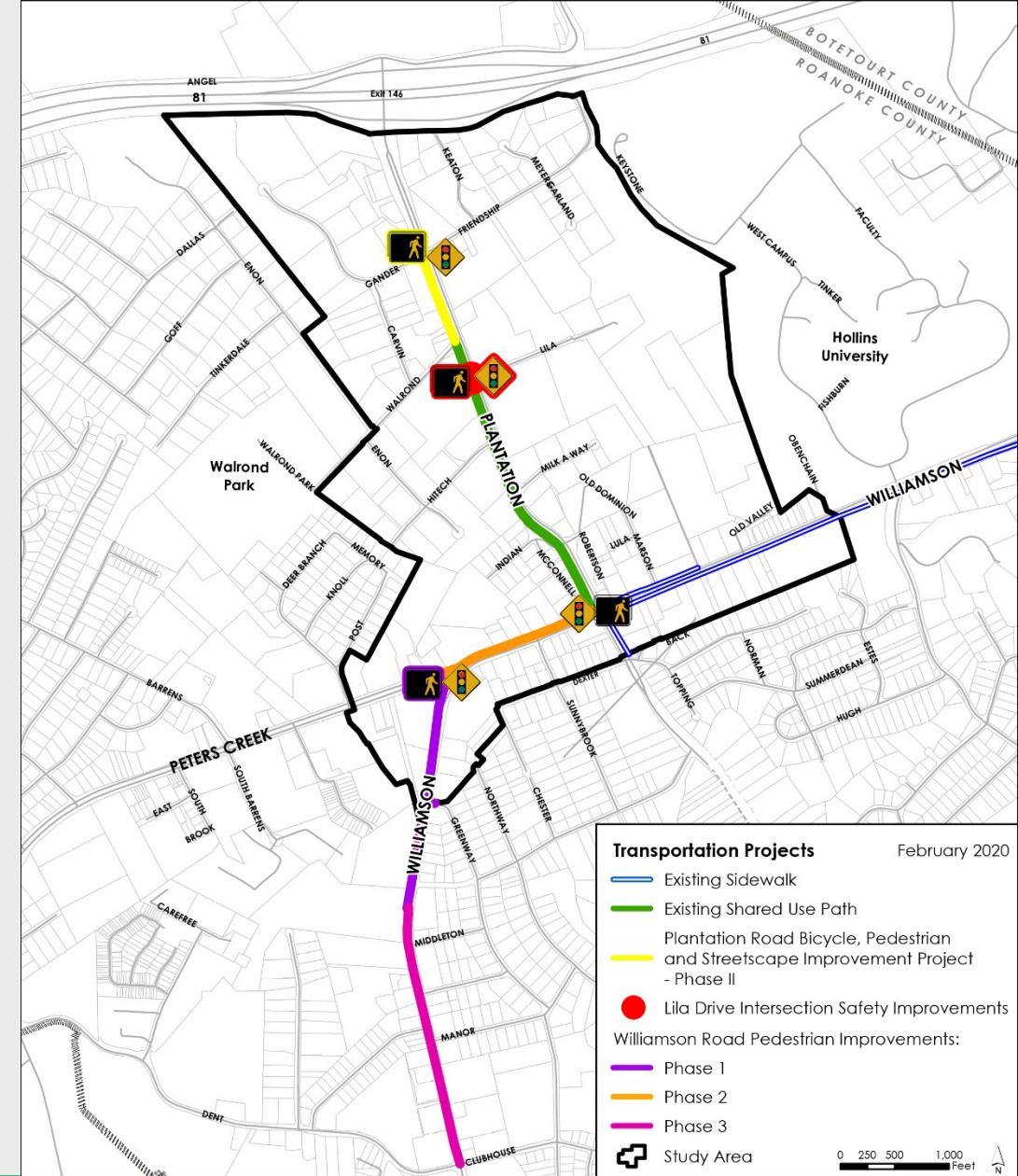
# Community Facilities

- Schools
- Libraries
  - The Hollins Branch Library is the second busiest library in the Roanoke Valley Consortium
- Parks
- Public Safety
  - The Hollins Station was the third busiest station by incident for fiscal year 2018



# Transportation & Infrastructure

- Roads
- Bicycle and Pedestrian Accommodations
- Greenways
- Trails
- Transit
- Regional Transportation Plans



# Community Engagement

# HOLLINS ENGAGEMENT

Online Kickoff Survey: **393**

Community Stakeholders Interviewed: **78**

Community Meetings (March 2018): **100**

Design Open Houses (May 2018): **54**

Online Visual Preference Survey: **58**

Draft Plan Reveal (May 2019): **143**

Online Draft Plan Reveal Exercises: **54**



# Stakeholder Interviews



Transportation



Economic Development



Key Property Owners/Tenants



Public Safety



Planning



Environmental



Utilities

# 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



# Summary of Major Needs and Suggestions from all Engagement Activities



- Redevelop commercial areas and repurpose outdated properties into a mix of housing, locally-owned businesses and places to gather;
- Install placemaking elements (street trees, benches, pedestrian lighting, etc.) and neighborhood connections to foster community identity;
- Enhance corridors with signage, landscaping and multi-modal transportation options including sidewalks, crosswalks, bike lanes and/or shared-use paths;

# Summary of Major Needs and Suggestions from all Engagement Activities, cont.



- Address traffic congestion and lighting to increase safety for all;
- Embrace the outdoors by linking to parks or natural resources, and by protecting open space, creeks and mountain views; and
- Consider rebuilding the library at a more central, connected location.

# Vision & Principles

# Draft Vision

*The Hollins Center is a beautiful, dynamic and inclusive community with a balanced mix of housing, commercial and industrial businesses, and places to gather. As a regional gateway to outdoor and urban amenities, the Hollins Center is a well-connected community with safe, efficient transportation options.*



# Draft Principles

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



# Implementation & Recommendations

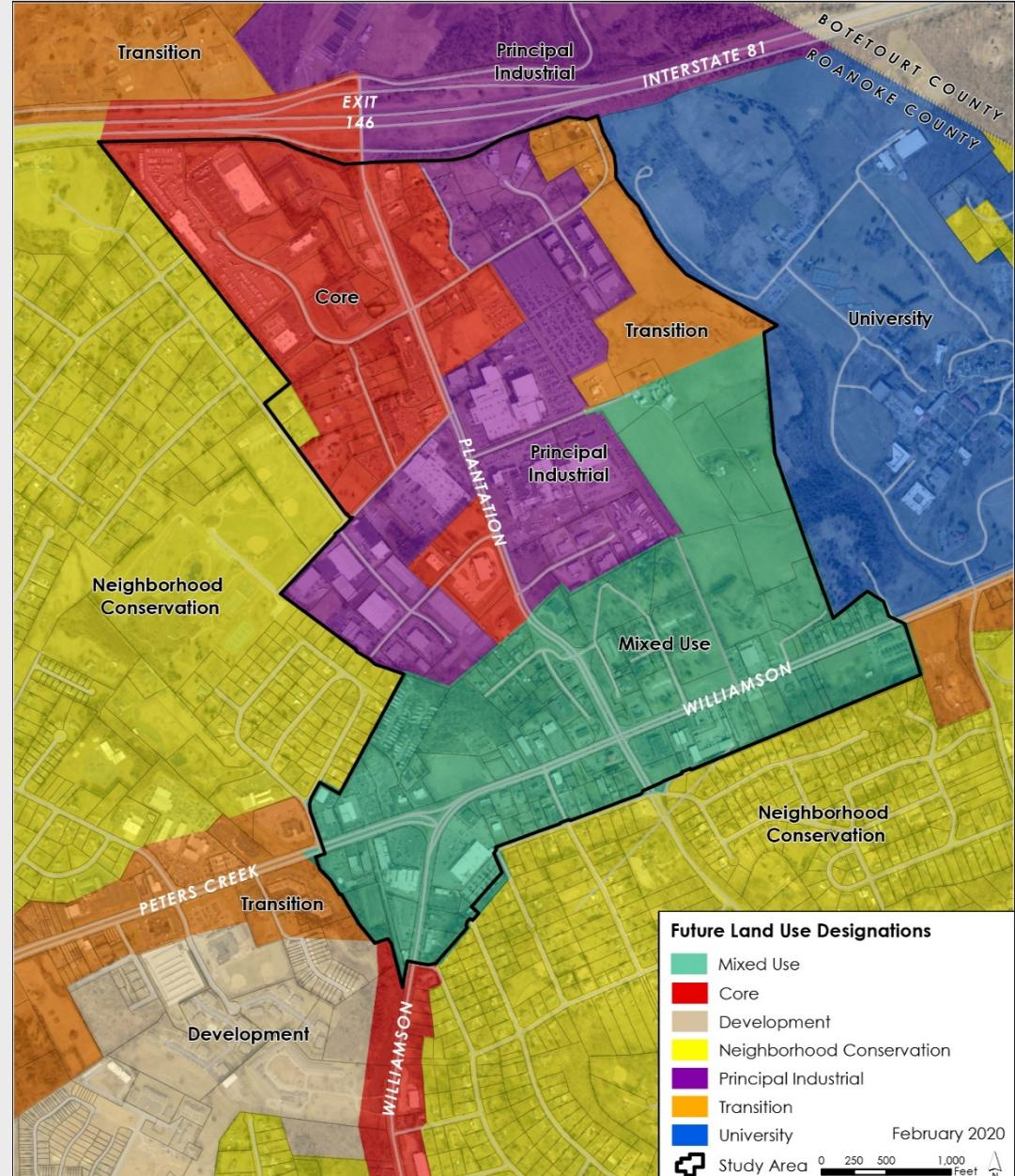
# Implementation

- Design Principles
- Funding Strategies
- Timing/Phasing
- Communication
- Accessibility
- Getting Started
- Plan Recommendations
  - Land Use
  - Community Facilities
  - Transportation
  - Gateway/Streetscape Improvements
  - Community Engagement



# Land Use Recommendations

- Amend the County's Comprehensive Plan Future Land Use Map to change the southern portion of the study area to a Mixed Use designation.
- Review and update design guidelines for the study area.
- Review and update development standards regarding desired land uses, parking, lighting, landscaping, and others to encourage a pedestrian scale mixed-use development pattern.
- Target key sites for future economic development opportunities.



# Gateway/Streetscape Recommendations

- Construct and install gateway and streetscape improvements throughout the study area.
- Leverage available state programs for street and gateway improvements.
- Ensure the maintenance of landscaping and other streetscape improvements throughout the study area.



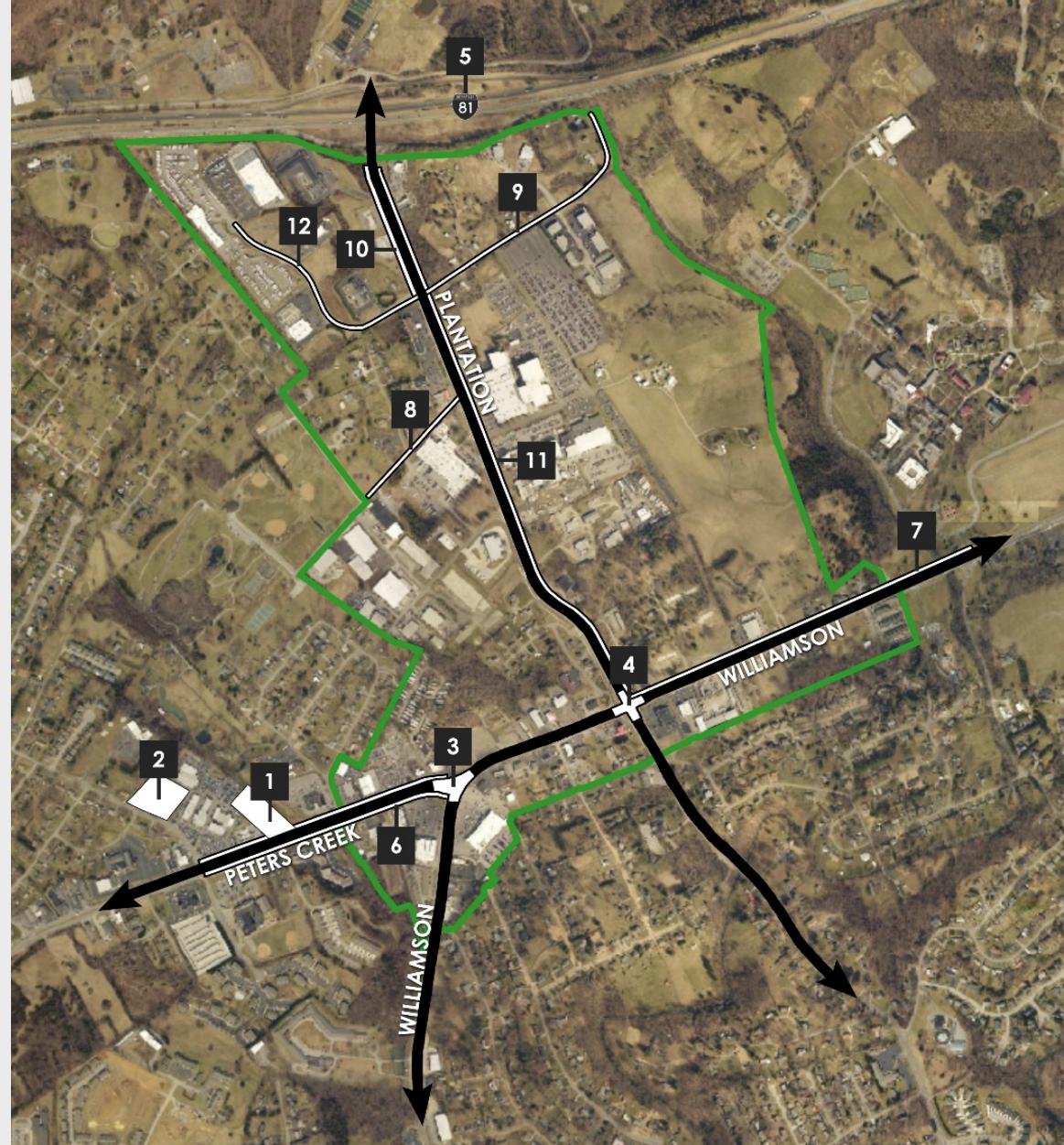
# Community Engagement Recommendations

- 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.



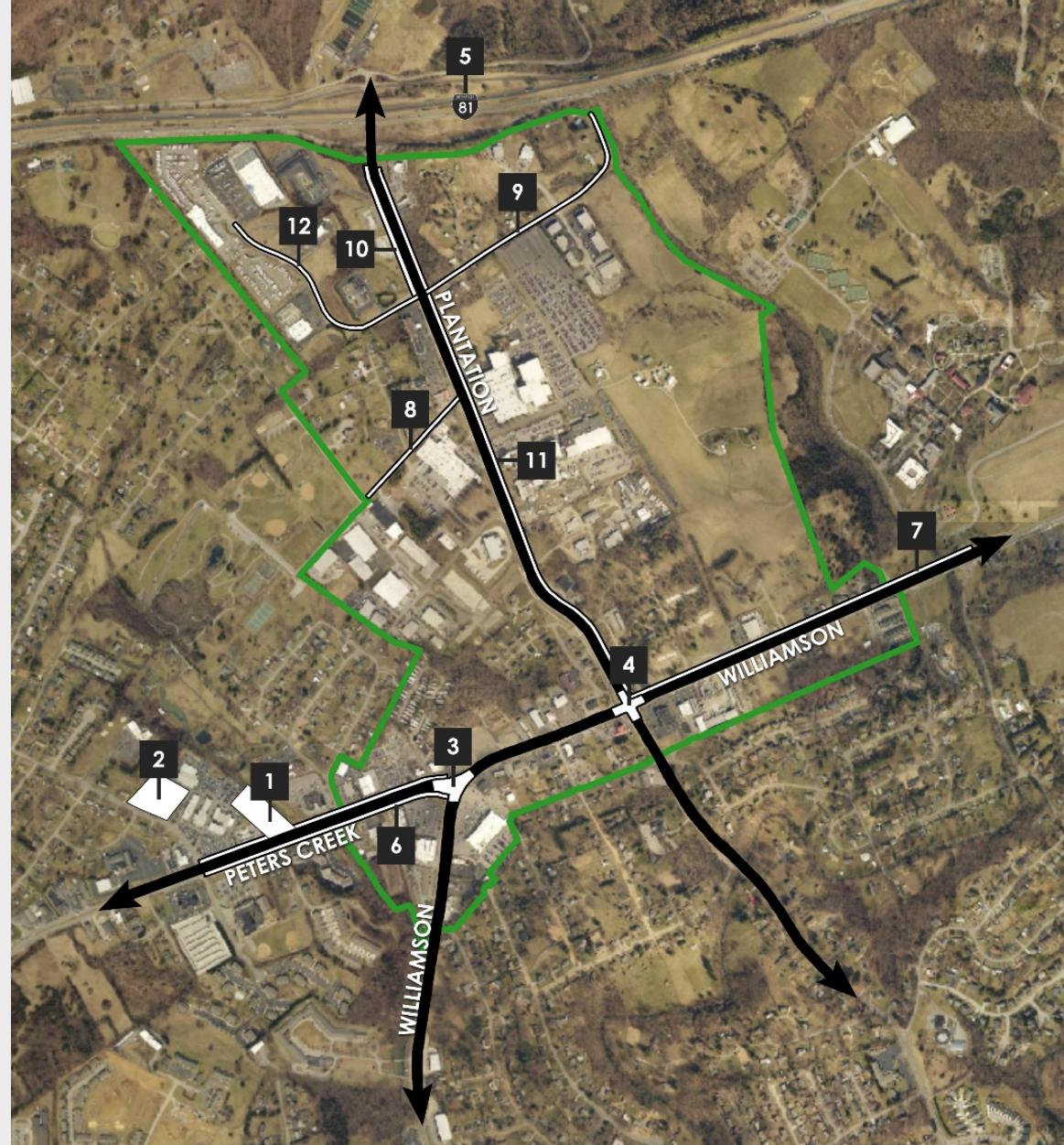
# Community Facilities Recommendations

1. Rebuild the Hollins Branch Library as a 21st Century library for learning and gathering.
2. Consider options for the Hollins Fire and Rescue Station to optimize response times.
- Improve the existing playground, basketball court and picnic shelter at Sadler Park.
- Pave the existing trail at Hollins Park.
- Preserve scenic views of the Read Mountain Preserve.
- (Future) Implement recommendations from the updated Master Plan for Parks and Recreation.



# Transportation Recommendations

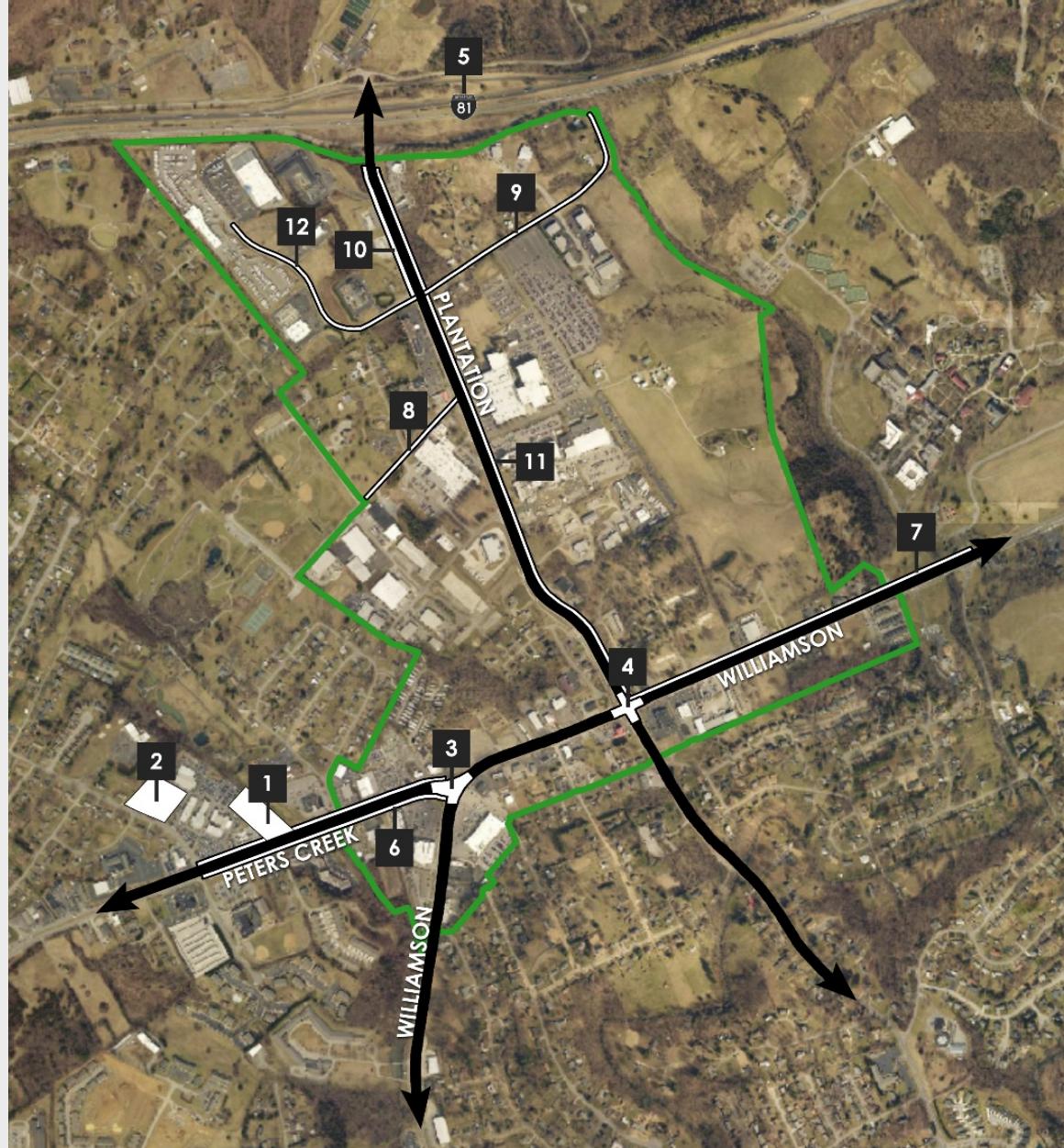
3. Improve the Williamson Road/Peters Creek Road Intersection.
4. Improve the Plantation Road/Williamson Road Intersection.
5. Construct an additional lane on both sides (northbound & southbound) of Interstate 81 from Mile Marker 144 to Milemarker 150.
6. Construct bicycle and pedestrian accommodations on Peters Creek Road from Williamson to Barrens Road.
7. Construct pedestrian accommodations on Williamson Road from Plantation Road to Campus Drive/LaMarre Drive(north side).



# Transportation Recommendations

8. Construct bicycle and pedestrian accommodations on Walrond Drive from Plantation Road to Walrond Park.

- Work with property owners and stakeholders to finalize alignments of the Tinker Creek Greenway through the study area, south of the study area and east of the study area.
- Conduct transportation corridor studies along Williamson Road from Plantation Road to the City of Roanoke, and along Peters Creek Road from Williamson Road to Interstate 581.
- Expand transit opportunities to the study area when and where feasible.

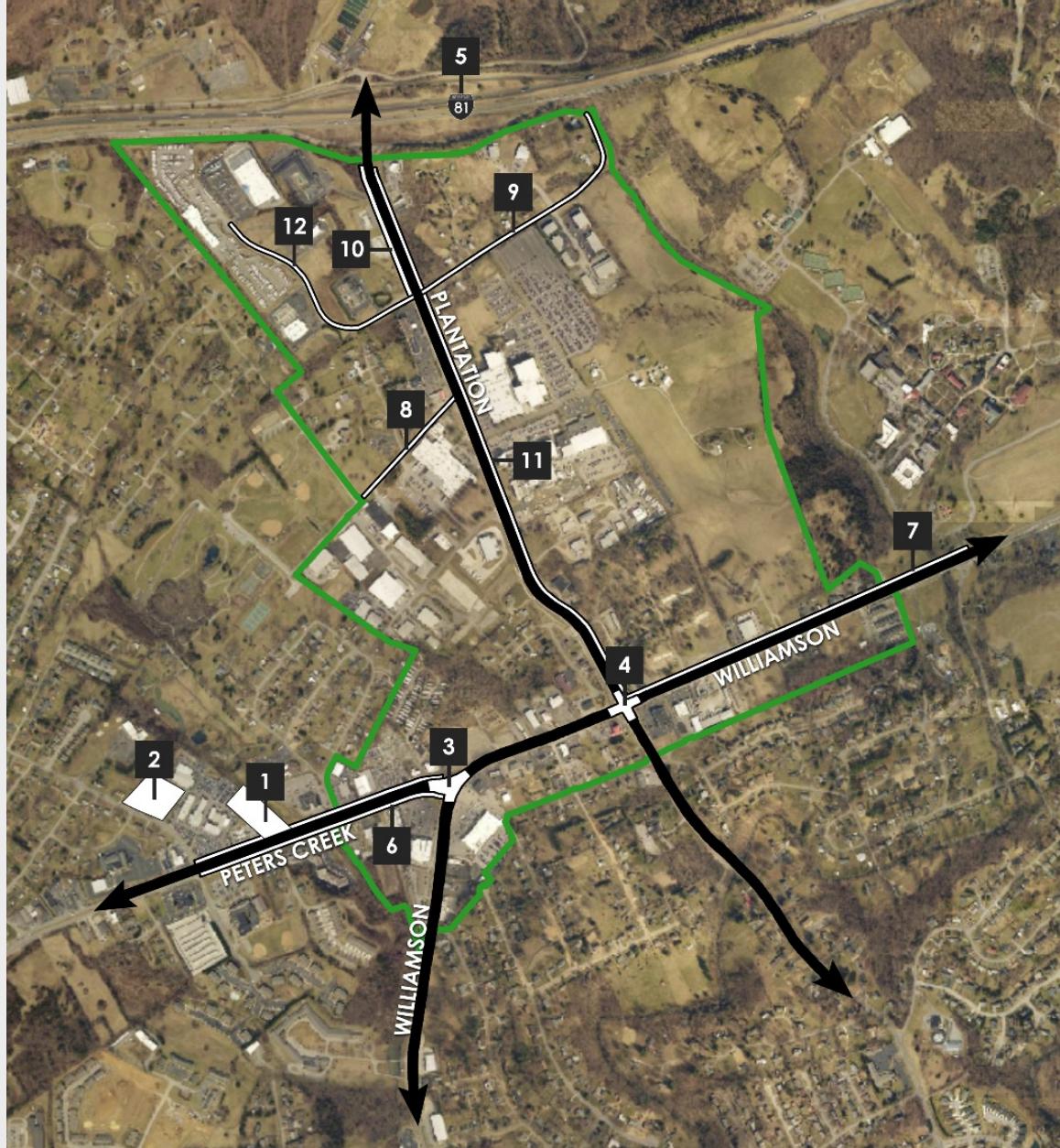


# Transportation Recommendations

9. (Future) Reconstruct Friendship Lane to provide better access to industrial properties, install bicycle and pedestrian accommodations, and to address drainage issues.

10. (Future) Construct bicycle and pedestrian accommodations on the west side of Plantation Road from Gander Way to Days Inn.

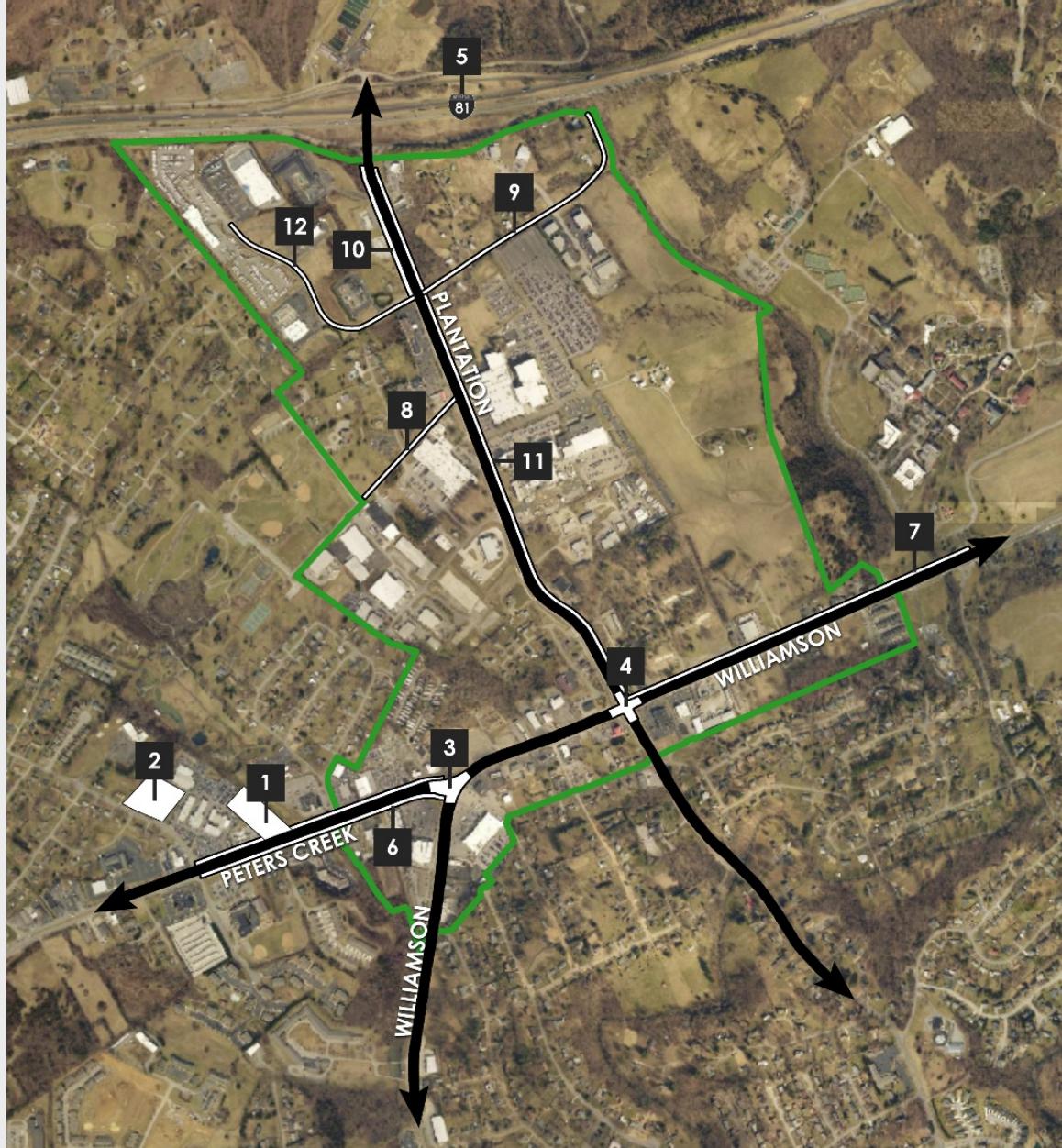
11. (Future) Construct bicycle and pedestrian accommodations on the east side of Plantation Road from Williamson Road to McDonald's



# Transportation Recommendations

12. (Future) Construct pedestrian accommodations on Gander Way from Plantation Road to its terminus.

- (Future) Construct segments of the Tinker Creek Greenway throughout the study area and outside the study area to connect it to the City of Roanoke and Botetourt County.
- (Future) Conduct a transportation corridor study along Williamson Road/Route 11 from Hollins University to Cloverdale.



# Questions