

ROANOKE
COUNTY VA

Hollins Center Plan

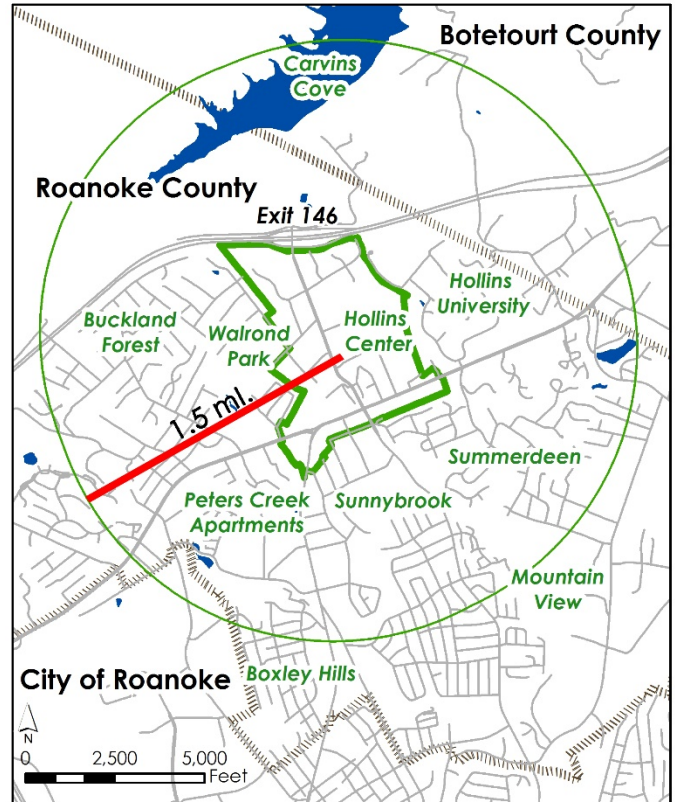
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	Page
Appendix 1: Introduction	1-1
Appendix 2: Existing Conditions	
Study Area	2-1
Land Use/Housing	2-7
Environment	2-15
Community Facilities and Infrastructure	2-20
Appendix 3: Community Engagement	
Engagement Activities	3-1
Engagement Results	3-11
Public Hearings and Adoption	3-17
Appendix 4: Vision and Principles	4-1
Appendix 5: Plan Recommendations and Implementation Strategies	5-1
Appendix 6: Supplemental Community Feedback Results	
Stakeholder Feedback Summary	6A-1
Hollins Center Full Survey Results	6B-1
Visual Preference Survey Results	6C-1
Comments Received on the Draft Plan	6D-1

Appendix 1. Introduction

In early 2016, Planning and Economic Development staff identified key locations throughout the County that would be appropriate for new commercial and residential redevelopment or infill development. These activity centers presented significant opportunities for investment that would improve their economic viability, aesthetics and value. The Hollins Center study area was chosen for its proximity to Interstate 81 and Hollins University, the highest concentration of employment in the County, as well as for multiple redevelopment opportunities.



The Hollins Center Plan began in 2018 and was developed with ample public engagement and input over two years. Approximately 900 people participated in its development by attending community meetings, responding to surveys and commenting on the draft plan. Implementation will be completed over the next 20 years as the Plan guides future decisions and actions in the Hollins area.



Plantation Road commercial corridor

The Hollins Center study area is approximately 465 acres in size, stretching from Williamson Road, Peters Creek Road and Plantation Road up to Interstate 81. The study area has a variety of businesses that include large employers (Wells Fargo, Elbit Systems of America and Double Envelope), regional shopping retailers (camping, recreational vehicle sales and services, hardware), local commercial businesses, (hotels, restaurants, grocery, pharmacy, auto sales and services), office uses (insurance, financial services) and many local industrial businesses.



Williamson Road and Plantation Road intersection



INTRODUCTION

Relationship to the Comprehensive Plan

The Hollins Center Plan was adopted as an amendment to the Roanoke County Comprehensive Plan on July 28, 2020. The Commonwealth of Virginia requires that every locality adopt a Comprehensive Plan for “guiding and accomplishing a coordinated, adjusted and harmonious development of the territory ... which will best promote the health, safety, morals, order, convenience, prosperity and general welfare of the inhabitants” (Code of Virginia 15.2-2223).

Roanoke County’s Comprehensive Plan states that it “is a blueprint for the future growth and development of the County over the next 10-15 years. It provides direction and guidance for both the public and private sectors in making decisions about land development, public services and resource protection. The Plan allows decision makers to study the long-term consequences of current decisions and recognize that today’s actions will impact the County for many years to come.”



A community meeting held at the Hollins Library

This plan is one in a series of area, corridor and community planning studies that aim to provide detailed, area-specific analyses

and recommendations for the areas in which they are conducted, and to aid decision making for future development of those areas.



Draft Plan Reveal participants sharing feedback

Implementation

The Hollins Center Plan will be implemented over the next 20-plus years. The Plan provides an overall vision with recommendations on how to achieve this vision. Specific implementation strategies will need to be studied and evaluated prior to any actions taken by the Planning Commission and Board of Supervisors. It will be necessary to review this Plan and its implementation strategies over time and make any revisions as needed to address changing conditions and any development impacts on existing public services. As progress is made on implementing this Plan, it will also be critical to keep residents, businesses and the general public informed.

Successful implementation of the Plan depends on regulatory tools, continued community engagement and appropriate financing policies that can encourage and guide private development along with strategic public investment.



Conceptual Renderings

The Hollins Center Plan includes numerous conceptual renderings that illustrate development and architectural types. These renderings seek to convey the ideas and concepts collected via community engagement strategies. The conceptual renderings represent possibilities; they do not prescribe specific development.



Development will happen over time, driven by private investment and economic and environmental realities. Staff will work with property owners, businesses and

developers to incorporate recommended design principles, elements and concepts into each project.

Plan Structure

The Hollins Center Plan is divided into several sections (appendices) covering a different aspect of the plan and/or its development. Following this Introduction (Appendix 1) is a section on Existing Conditions (Appendix 2). Existing conditions provides information about the study area, its population and demographics, current and future land uses, zoning and redevelopment opportunities. This section also discusses historic and cultural resources, natural resources, community facilities, the transportation network and infrastructure.



View of nearby Read Mountain from Interstate 81

Community Engagement (Appendix 3) covers the range of public engagement activities that were conducted during the planning process. This section also shows the amount and results of public input and stakeholder feedback received. The Vision and Principles (Appendix 4) section provides one overarching vision and four supporting principles derived from the results of community engagement. This

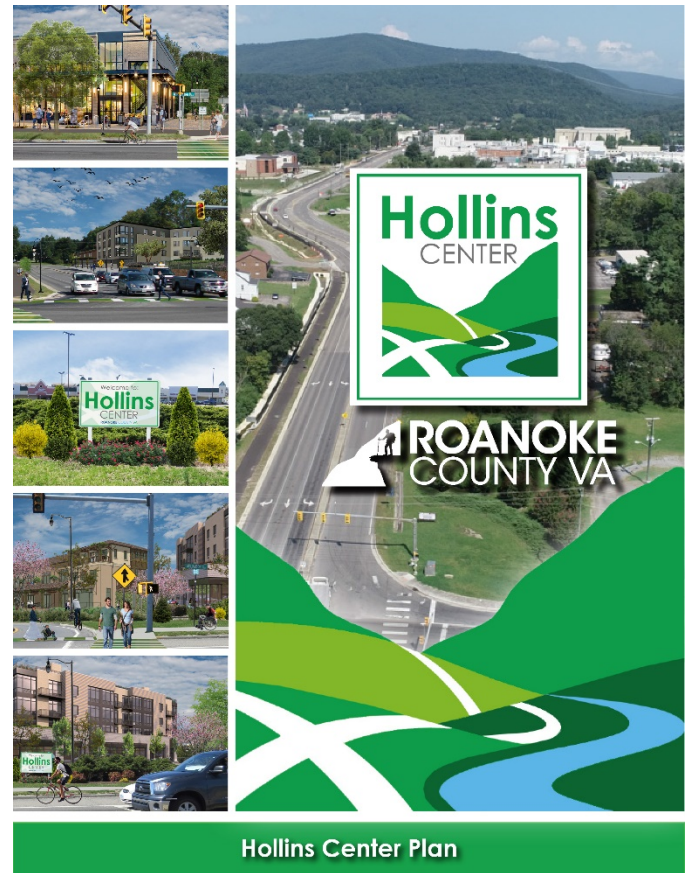


INTRODUCTION

section sets the foundation for the plan recommendations and implementation strategies.

Finally, the Plan's Implementation and Recommendations are detailed in Appendix 5. Recommendations include future policy actions as well as physical infrastructure wants and needs. The recommendations are derived from public input and aim to provide a structure for implementation strategies that will serve the health, safety, prosperity and welfare of the community over the next 10 to 20 years.

Preceding the appendices is a Plan Summary that highlights the key components of the various sections of the Plan. The Summary is provided in an easy-to-read format with many graphics, maps, tables and charts.



EXISTING CONDITIONS STUDY AREA



Map 2-1





EXISTING CONDITIONS STUDY AREA

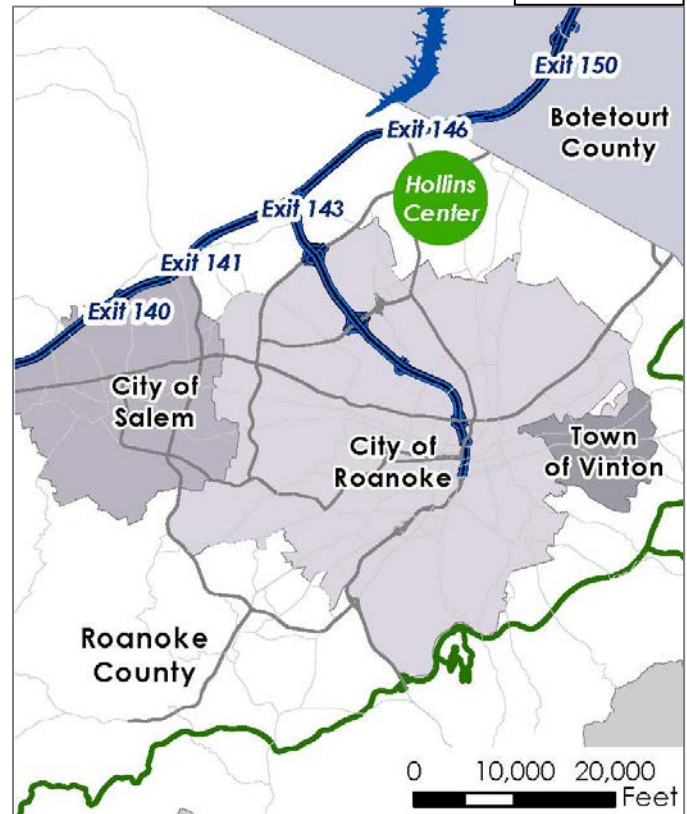
Appendix 2. Existing Conditions Study Area

Location, Context and Boundary

The Hollins Center study area is located in the northeast portion of Roanoke County, adjacent to Interstate 81 (Exit 146) near the Botetourt County boundary. It is roughly bounded by Interstate 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. Plantation Road splits the study area approximately in half.

The study area encompasses over 270 parcels totaling approximately 465 acres and includes residential, commercial and industrial uses. The Hollins Magisterial District has the highest population density in Roanoke County.

Map 2-2



View of the Hollins Center from Tinker Mountain



Hollins Community Welcome Sign



Population and Demographics

Figure 2-3

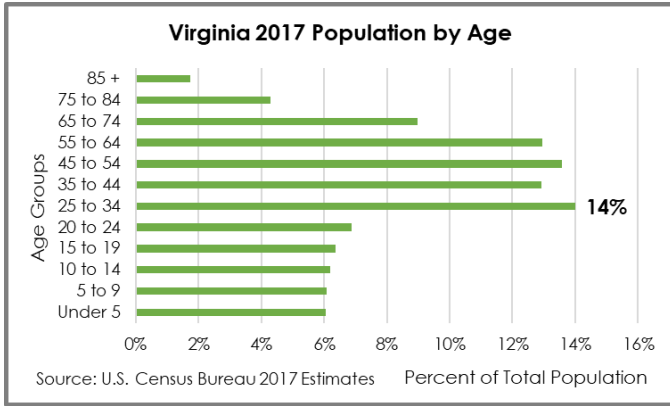


Figure 2-4

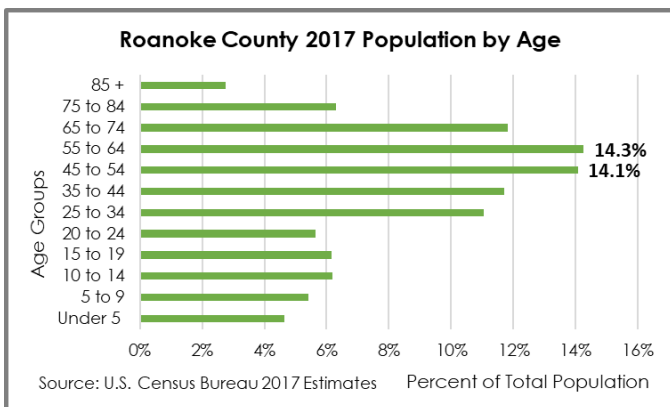
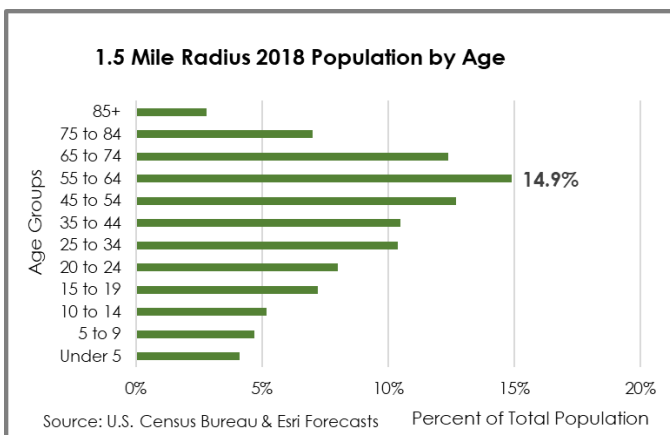


Figure 2-5



The nation's current young adult generations are soon expected to surpass older generations in size as they decline. In addition, the population numbers of younger generations continue to grow due to immigration. In Virginia, where the state's largest age group was age 25 to 34 in 2017, younger adult populations have begun to outnumber the population of residents approaching retirement (see Figure 2-3). However, those approaching retirement age make up the largest population in Roanoke County, resulting in an aging population countywide (see Figure 2-4).

There are few differences in population age trends in Hollins versus Roanoke County except for the 20 to 24 age group, which is 8% in Hollins and 5.6% countywide. This difference may be attributed to the student population at Hollins University (see Figure 2-5). Total population in the Hollins area increased by less than two percent from 2010 to 2018, while the median age increased by two years to 44.8.

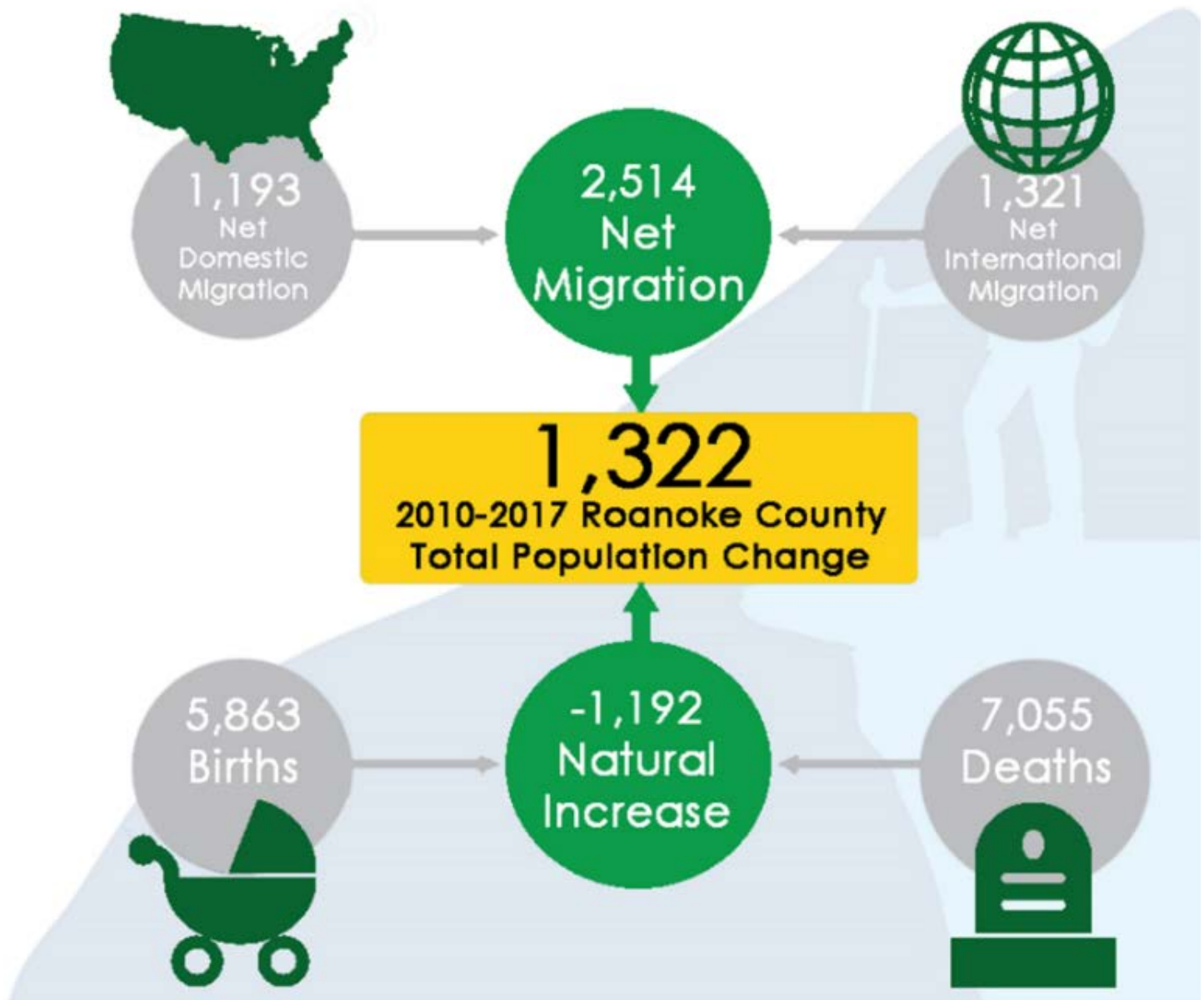


Hollins University students
Source: Hollins.edu



EXISTING CONDITIONS STUDY AREA

Figure 2-6

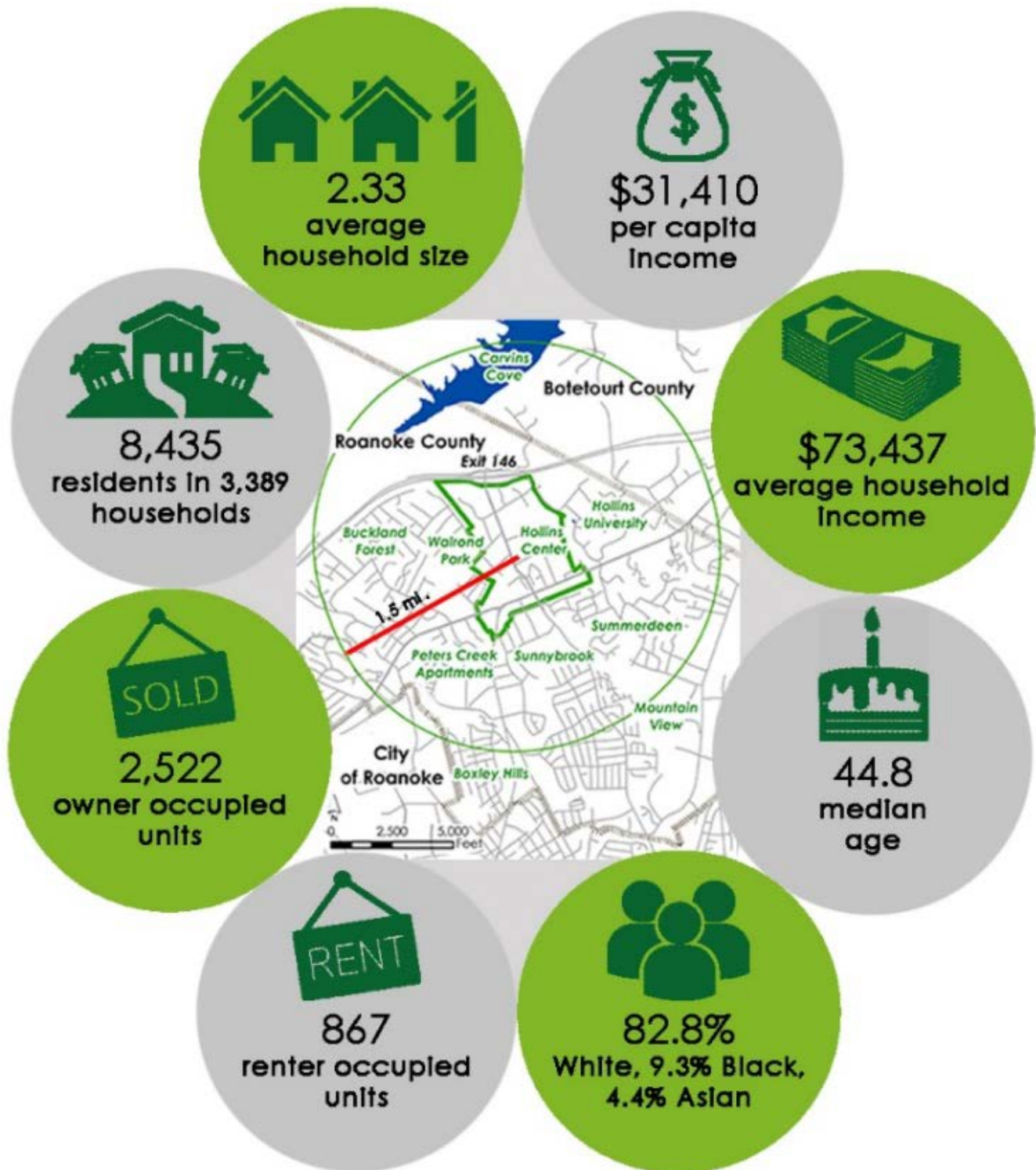


Source: U.S. Census Bureau

In keeping with national trends, Roanoke County's population growth in the last seven years was attributed to new population emigrating from foreign

countries, while the rest migrated here from other localities in Virginia or from other states. Deaths exceeded births, resulting in a natural decrease in population (see Figure 2-6).

Figure 2-7



Hollins Center Demographics within a 1.5 mile radius from Elbit Systems of America; 2018

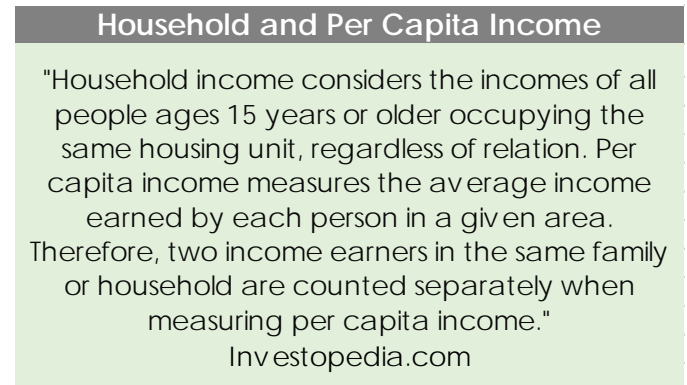
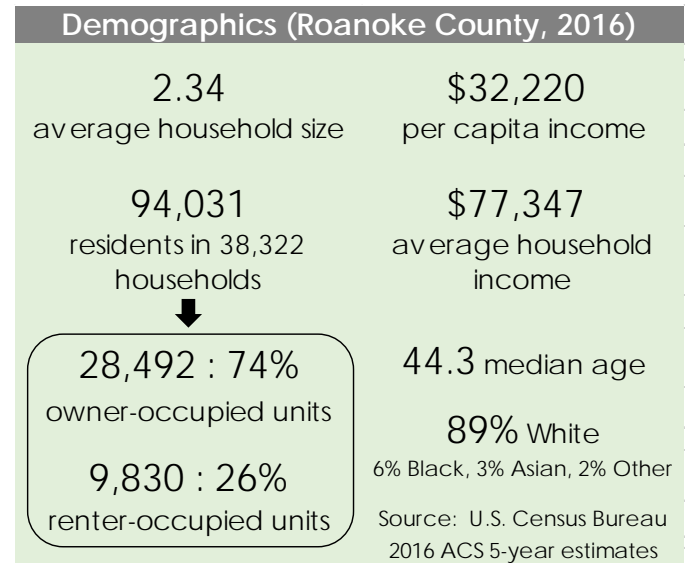


EXISTING CONDITIONS STUDY AREA

To compare the demographics for both Hollins and Roanoke County (see Figures 2-7 and 2-8):

- The percentage of owner-occupied and renter-occupied households is the same, with 74% owner-occupied and 26% renter-occupied.
- Average household size is also essentially the same with 2.34 for the County and 2.33 for Hollins.
- Median age in Hollins is 44.8, only 0.6 years higher than the County median age.
- Hollins and Roanoke County are both predominately white at 83% and 89%, respectively.
- Hollins has nominally higher diversity with 9% Black and 4% Asian populations, as compared to 6% Black and 3% Asian populations countywide.
- Per capita and household incomes are higher countywide at \$32,220 and \$77,347, respectively. In Hollins they are \$31,410 and \$73,437.

Figure 2-8



Per capita income measures the average income per person in a given area
Source: Moz.com

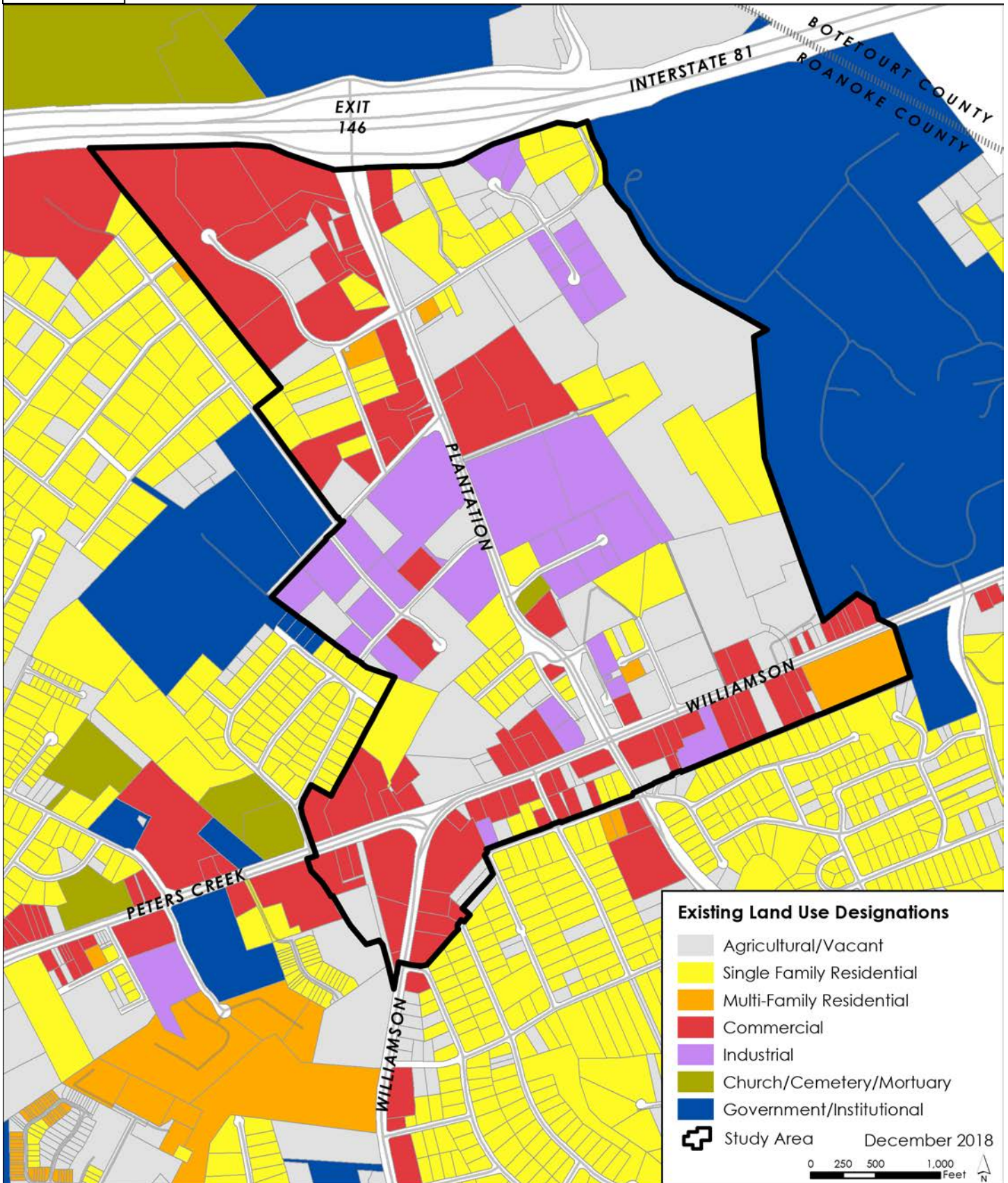


Household income measures the combined income of all residents in a household
Source: miaminewluxury.condos

EXISTING CONDITIONS LAND USE AND HOUSING



Map 2-9





EXISTING CONDITIONS

LAND USE AND HOUSING

Land Use and Housing

Existing Land Use



Williamson and Peters Creek Roads

Existing land use refers to the current use of a parcel of land. The commercial areas along Williamson Road are characterized by single-story buildings with parking in front, strip shopping centers, frequent curb cuts, and drive-through restaurants. The northern end of the Plantation Road corridor near Interstate 81 is developed with businesses primarily serving highway travelers such as restaurants, hotels, and gas stations. Roanoke County's largest employment base is located farther south on Plantation Road. Two manufacturing facilities, Double Envelope and Elbit Systems of America, along with a Wells Fargo call center, are situated at the intersection of Plantation Road and Lila Drive. There are also many small scale industrial operations thriving in the Plantation Road area. Many locally owned businesses line Williamson Road, serving the community as well as travelers.

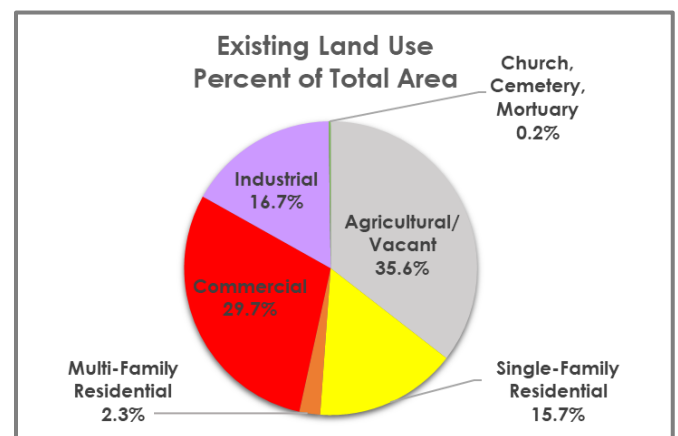
Hollins University Apartments are located in the study area across Williamson Road from Hollins University.



Williamson Road, Tinker Mountain

Of the total 465 acres in the Hollins Center study area, agricultural/vacant are the largest cumulative land uses, accounting for 35.6% of the study area. Industrial establishments account for 16.6% of the study area, and commercial establishments make up 29.7%. Residential uses include 15.7% as single-family homes, and 2.2% as multi-family duplex and triplex. Churches and cemeteries make up 0.2% of the study area (see Figure 2-10).

Figure 2-10

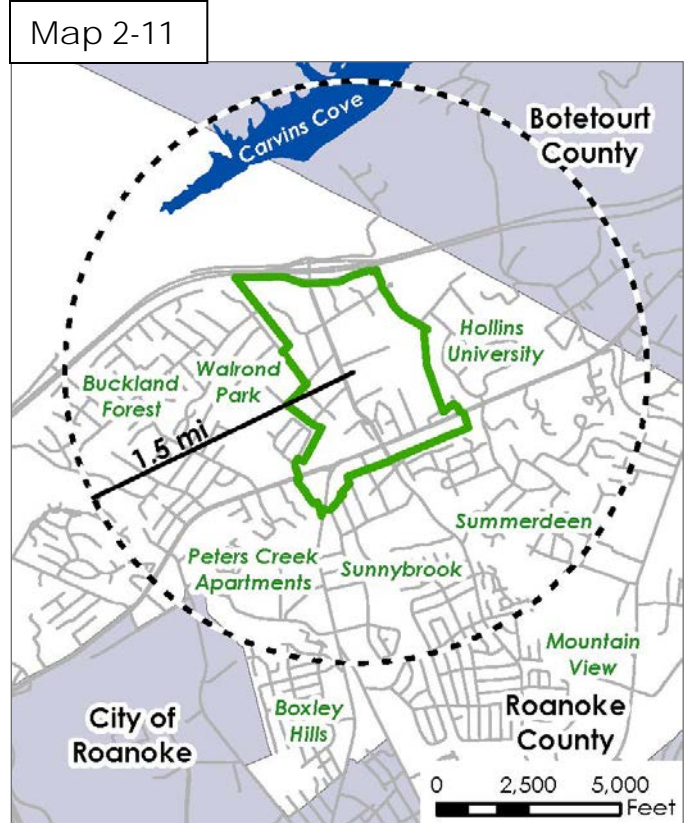


EXISTING CONDITIONS LAND USE AND HOUSING



Surrounding Neighborhoods

The commercial corridors of the Hollins Center study area are adjacent to residential neighborhoods and Hollins University. The Hollins 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 between 1980 and 2015. There are a few multi-family developments in the area. Townhomes on Stonelyn Cottage Court and Peters Creek Apartments are located just outside the study area boundary (see Map 2-11).



A single-family home in the Hollins area
Source: [realtor.com](https://www.realtor.com)

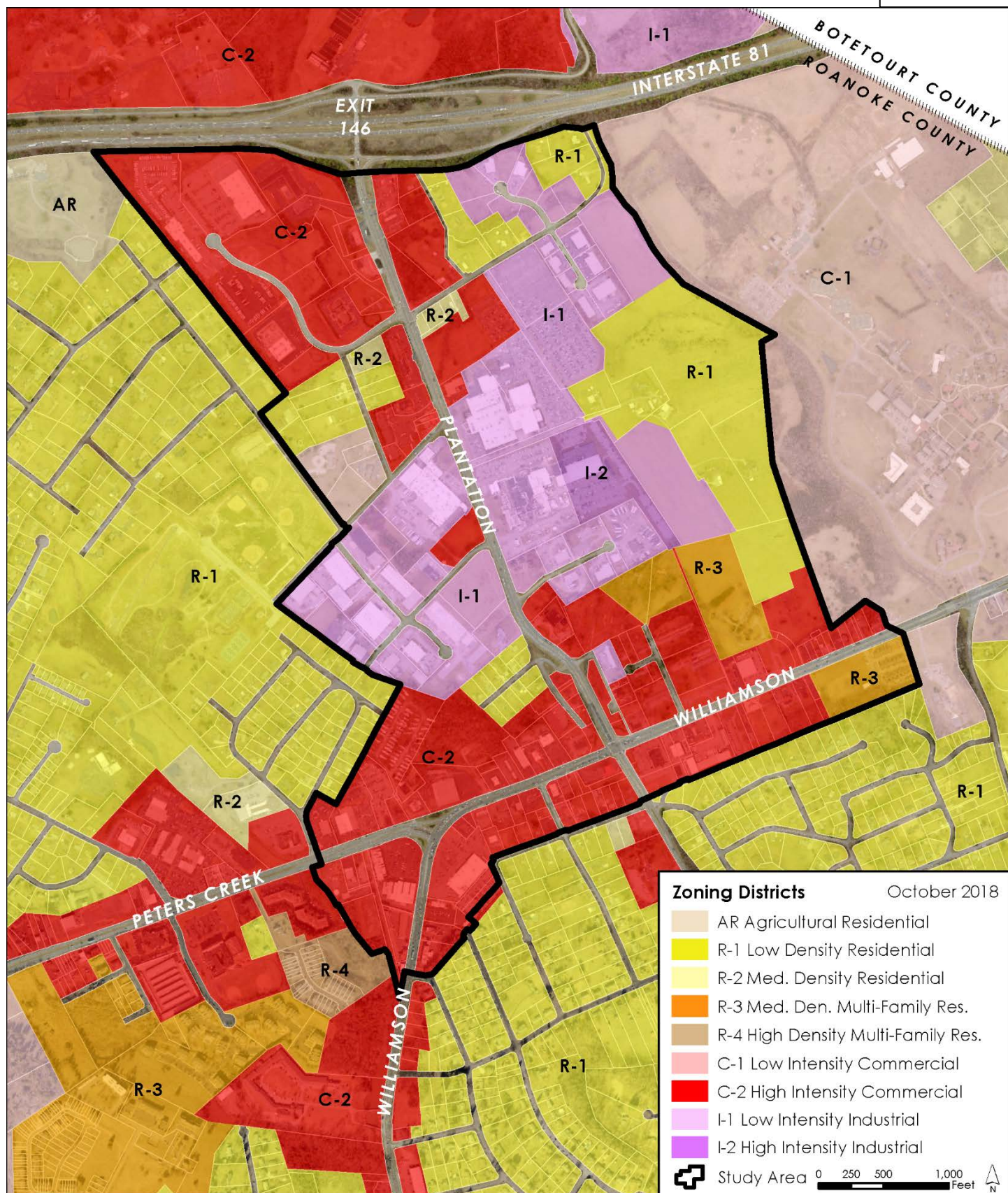


Peters Creek Apartments
Source: [apartments.com](https://www.apartments.com)



EXISTING CONDITIONS LAND USE AND HOUSING

Map 2-12

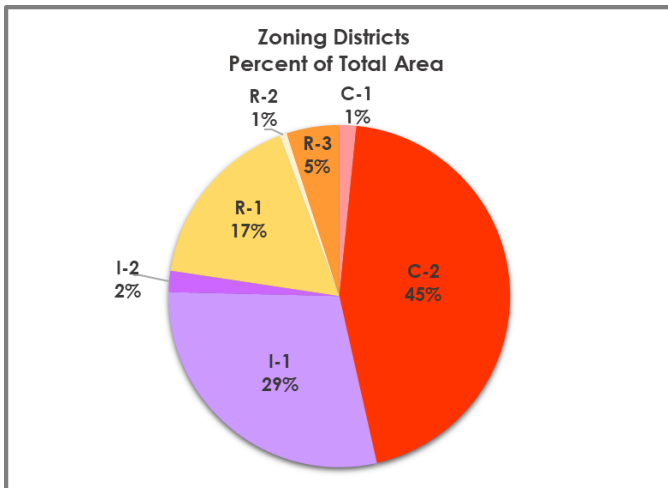




Zoning

The Roanoke County Zoning Ordinance is part of the Roanoke County Code. The official zoning map identifies zoning designations for every property in the County. Together, the zoning ordinance and map regulate what kinds of uses are permitted on a property as well as structure location and size, and other site development characteristics. The Hollins Center Zoning Map 2-12 and Figure 2-13 illustrate zoning designations in the study area.

Figure 2-13



Collectively, C-1 and C-2 commercial districts and I-1 and I-2 industrial districts dominate the study area, making up 46% and 31% of the properties, respectively. The length of Williamson Road, as well as the northern end of Plantation Road near Interstate 81, are lined on both sides by C-2 High Intensity Commercial zoning. C-2 includes a wide variety of retail and service-related uses. I-1 Low Intensity Industrial includes less intensive industrial activities and employment centers, while

I-2 High Intensity Industrial includes more intensive industrial uses. I-1 and I-2 zones are located in the middle of the study area along Plantation Road and along Interstate 81.

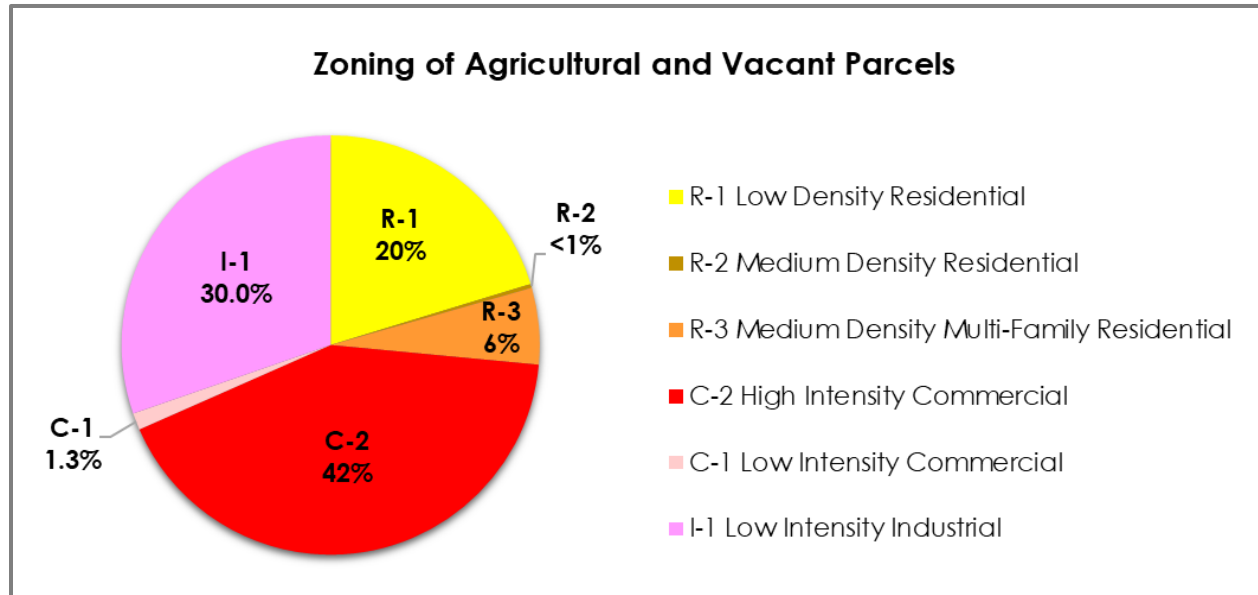
Residentially-zoned properties make up 23% of the study area. There are several areas west of Plantation Road, south of Interstate 81, and adjacent to Hollins University that are currently zoned R-1 and R-2. R-1 Low Density Residential includes primarily single-family detached homes, while R-2 Medium Density Residential allows single-family attached and detached homes. There are four parcels zoned R-3 Medium Density Multi-Family Residential, which permits single-family attached homes, townhomes, and multi-family homes. One of these R-3 parcels fronts on Williamson Road and is owned by Hollins University. The property is currently used for student apartments. The other three parcels are located south of Milk-A-Way Drive and north of Williamson Road.

The Hollins Center study area includes 150 total acres (approximately 32% of the study area) of potentially developable agricultural and vacant land in the study area. Nearly 63 total acres are zoned C-2 High Intensity Commercial, 45.4 total acres are zoned I-1 Low Intensity Industrial, and 30.4 total acres are zoned R-1 Low Density Residential. 9 total acres are zoned R-3 Medium Density Multi-Family Residential, 2 total acres are zoned C-1 Low Intensity Commercial, and 0.4 acre is zoned R-2 Medium Density Residential (see Figure 2-14).



EXISTING CONDITIONS LAND USE AND HOUSING

Figure 2-14



Non-conforming land use refers to uses that were allowed under previous zoning regulations but are no longer allowed by the current zoning regulations. There are several non-conforming uses in the study area including a mobile home park near the intersection of Peters Creek Road and Williamson Road, several single-family homes on Plantation Road and agricultural uses adjacent to Hollins University.

Of the total 465 acres in the Hollins Center study area, 61 acres, or 13%, are currently non-conforming uses. The largest non-conforming use type is agriculture, which is located on parcels zoned R-1 Low Density Residential. There are numerous residential uses occurring on parcels zoned for I-1 Low Intensity Industrial and C-2 High Intensity Commercial (see Figure 2-15). These properties are allowed to have more intensive uses by current zoning than exist at this time.

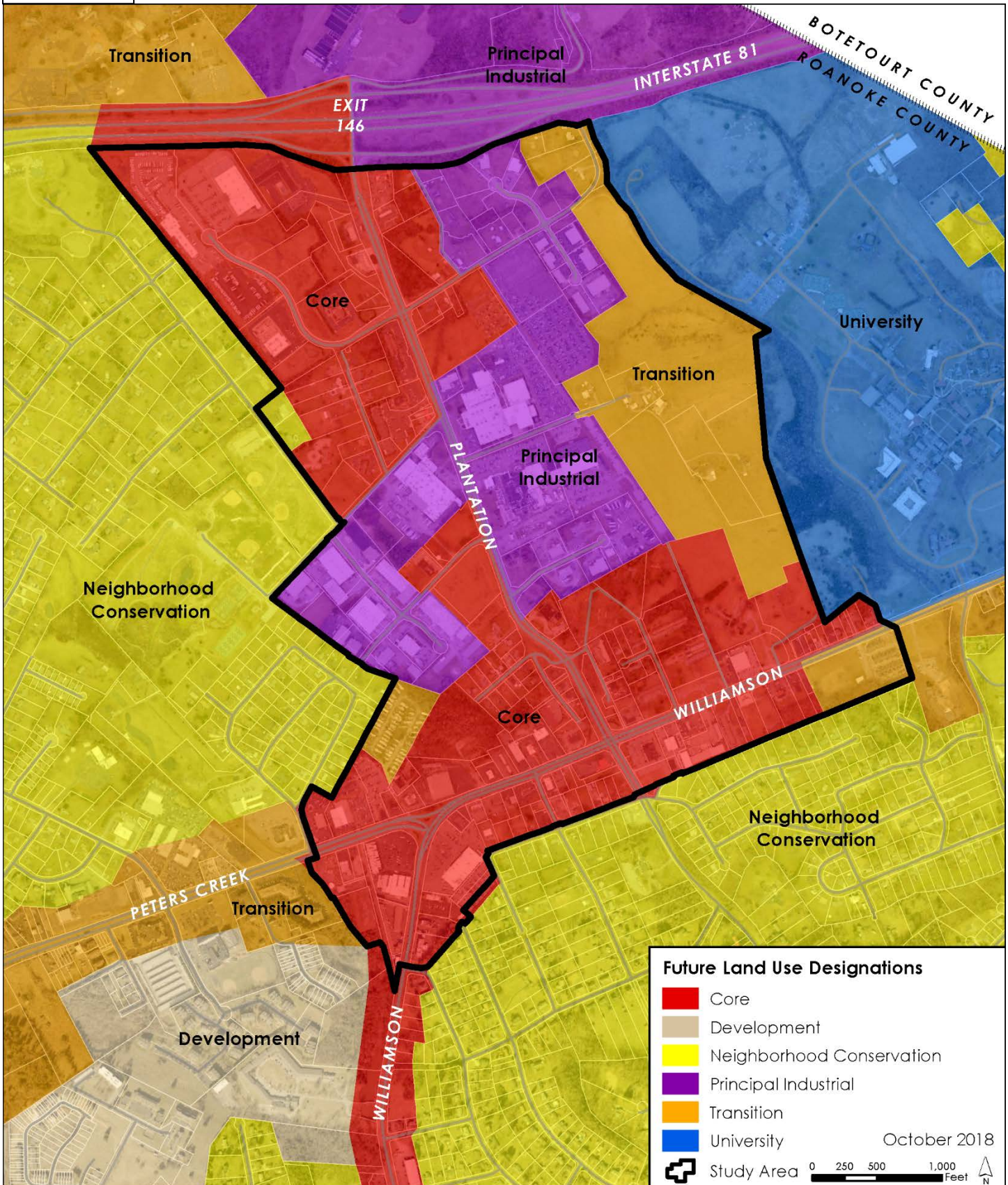
Figure 2-15

Non-Conforming Uses					
Non-conforming Use	Zoning	Parcels	Acres	Percent of Total Non-conforming	Percent of Study Area Acreage
Agriculture	R-1 Low Density Residential	5	43.61	72%	9%
Single-family home	C-2 High Intensity Commercial	13	9.72	16%	2%
Manufactured homes	C-2 High Intensity Commercial	1	5.43	9%	1%
Single-family home	I-1 Low Intensity Industrial	1	1.97	3%	<1%
Totals		20	60.73	100%	13%

EXISTING CONDITIONS LAND USE AND HOUSING



Map 2-16





EXISTING CONDITIONS LAND USE AND HOUSING

Future Land Use



Vacant Properties on Williamson Road

The Roanoke County Comprehensive Plan includes a Future Land Use Guide and Map. The Guide serves as a reference and policy framework for citizens and policy makers for how the County should develop, and is used for evaluation of requested zoning amendments.

The Hollins Center Future Land Use Map (see Map 2-16) shows that the study area has three main designations: Core, Principal Industrial and Transition. Core comprises 57% of the study area, Principal Industrial 26%, and Transition 17%. Figure 2-17 provides additional information regarding these designations.

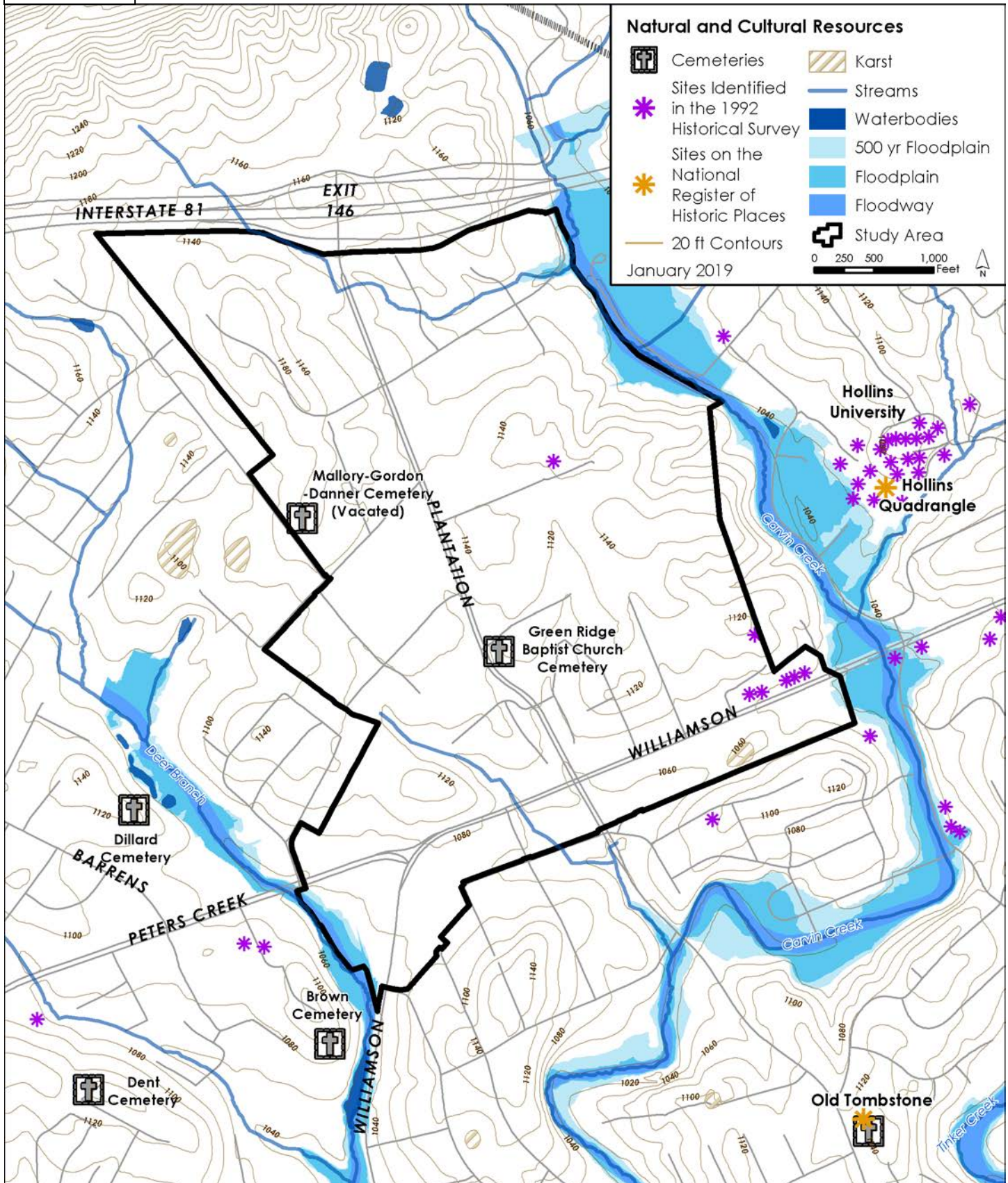
Figure 2-17

Core	Principal Industrial	Transition
<ul style="list-style-type: none"> • High intensity urban development encouraged. • Parallel to business districts in Roanoke, Salem and Vinton. • Appropriate for highway-oriented retail and regional shopping facilities. <p><u>Land Use Types</u></p> <ul style="list-style-type: none"> ❖ General Retail and Personal Services ❖ Office and Institutional ❖ Limited Industrial 	<ul style="list-style-type: none"> • A variety of industry types are encouraged. • Regional employment centers convenient to residential areas and suitable highway access. <p><u>Land Use Types</u></p> <ul style="list-style-type: none"> ❖ Industrial Parks ❖ Freestanding Industrial ❖ Small Industries/Custom Manufacturing ❖ Mining and Extraction ❖ Agricultural Industries 	<ul style="list-style-type: none"> • Orderly development of highway frontage parcels. • Buffers between highways and nearby lower intensity development. • Office, institutional and small-scale coordinated retail. <p><u>Land Use Types</u></p> <ul style="list-style-type: none"> ❖ Office and Institutional ❖ Retail ❖ Multifamily Residential ❖ Single-Family Attached Residential ❖ Parks

EXISTING CONDITIONS ENVIRONMENT



Map 2-18





EXISTING CONDITIONS ENVIRONMENT

Environment

Historic and Cultural Resources



*The Huffman Farm, Hollins University, Carvins Cove
Sources: Roanoke County Economic Development,
Hollins University, Western Virginia Water Authority*

The history of the Hollins community is characterized by agriculture, education, water and transportation. Early settlers in Roanoke County were Scots-Irish and German immigrants who displaced American Indian tribes, establishing an agrarian economy on the relatively flat land with ample water supply. In the 1930s wheat fields, livestock, and dairy farms dominated the Hollins area.

The area takes its name from Mr. and Mrs. John Hollins of Lynchburg, the first donors

to Hollins Institute, now named Hollins University. The University's campus was originally a mineral springs resort named Botetourt Springs. The property began first transitioning to an educational use in 1839 and remains a thriving university today. The Hollins College Quadrangle is listed on the National Register of Historic Places.

Although Hollins is home to the County's largest employment center, there are still remnants of Hollins' agricultural history in the study area. The Huffman farm is comprised of several parcels totaling about 60 acres. Family members raise cattle and cut hay on the farm. The

EXISTING CONDITIONS ENVIRONMENT



Interstate 81 near Hollins

original Huffman farmhouse was identified in a 1992 Virginia Department of Historic Resources survey, and sits at the edge of the farm at 7790 Lila Drive.

A tombstone listed on the National Register of Historic Places remains in the Old Tombstone Cemetery on Plantation Drive (see Map 2-18). Additional sites identified by the 1992 Virginia Department of Historic Resources survey include two homes located near the study area at 6615 and 6621 Peters Creek Road, several structures on Williamson Road, and the Hollins University campus adjacent to the study area. The remnants of the Green Ridge Baptist Church and Cemetery are located near the intersection of Plantation Road and Milk-A-Way Drive. The church had a cultural affiliation with African-American and Euro-American populations, and operated during the second half of the 19th century and the first half of the 20th century.

Beginning with the Great Wagon Road, a major pioneer route, Hollins has long been an important transportation corridor. The Great Wagon Road became Williamson Road/Route 11, an early macadam-paved road which still operates as a regional and interstate corridor as well as a detour route for Interstate 81. With development of the railroad in 1852, the Hollins railroad station became a busy station for both passengers and for shipping agricultural products and livestock.

Over the decades, growth spread from the City of Roanoke north to Hollins, with a gradual conversion of large agricultural lands to suburban and urban developments. The transition from rural to suburban development patterns was hastened by the construction of Interstate 81 between the 1950s and 1970s. During this time several large industries located on Plantation Road, while Williamson Road developed into a commercial corridor. By 1979, Hollins had transformed from a



Williamson Road/Route 11



EXISTING CONDITIONS

ENVIRONMENT

sparsely populated agricultural area to a suburban community with residential subdivisions and commercial establishments arranged along major roads. Development followed the same auto-centric pattern in subsequent decades.

Natural Resources

The Roanoke Valley is located in the Blue Ridge Mountains, in the Valley and Ridge geographical regions of Virginia. Natural resources exist in the form of mountains, forests, caves, rivers and streams, fertile soils, and four distinct seasons. The mountains and forests provide scenic vistas and an abundance of outdoor recreation opportunities. A wide variety of aquatic life thrives in the cool, well-oxygenated water, including Trout and the Roanoke Logperch, an endangered species identified by the U.S. Fish and Wildlife Service.

The Roanoke River originates in the Jefferson National Forest in Virginia's western mountain highlands, flowing east through Montgomery, Roanoke, Bedford and Franklin Counties, the Cities of Salem and Roanoke, and the Town of Vinton; through Southside Virginia, into North Carolina; to the Albemarle Sound and the Atlantic Ocean. The Roanoke Valley was carved by the Roanoke River between the parallel ridges of the Allegheny and Blue Ridge Mountains, resulting in a beautifully scenic, fertile valley ringed by mountains. The geographic location of Hollins affords scenic views of these surrounding

mountains, adding significant character to the area.

The Roanoke River enters Roanoke County in Glenvar, and picks up many short and steep tributaries as it traverses the Valley. The river is constricted naturally by mountainous topography and also by manmade structures such as bridges, rail embankments, and other floodplain development along the river's route. These characteristics can result in flash flooding and flood damage.

Carvins Cove, named after the earliest settler in the Hollins area, William Carvin, is nestled around the base of Brushy Mountain to the north of the study area. Carvins Cove Natural Reserve and Reservoir function as one of the Roanoke Valley's water sources and simultaneously as the second largest municipal park in the nation. 11,363 acres of the reserve are protected by the largest conservation easement in Virginia's history. The City of Roanoke-owned park contains more than 12,000 acres of hardwood and mixed pine forests, a 630-acre reservoir managed by the Western Virginia Water Authority and 60 miles of trails for hiking, mountain biking and horseback riding. Roanoke County provides emergency services for Carvins Cove, which is located in both Roanoke and Botetourt Counties.

The Hollins Center area is relatively flat, with its main source of surface water being Carvin Creek (see Map 2-18). 95 percent of the area's water flows to Carvin Creek, which flows into Tinker Creek and ultimately to the Roanoke River. Flooding

EXISTING CONDITIONS ENVIRONMENT



occurs during significant rain events, resulting in a floodway designation for the creek channel and 100-year floodplain designations adjacent to the floodway. These areas are regulated by the Roanoke County Zoning Ordinance Floodplain Overlay District. The length of Carvin Creek has been listed on Virginia's List of Impaired Waters since 2002 due to violations of the fecal coliform bacteria water quality standard. The primary cause of this impairment is surface water runoff from areas such as parking lots and roads. Karst topography featuring caves and sinkholes is found in and around Walrond Park, south of Williamson Road, and to the east of Plantation Road.



Old Tombstone

Source: Flickr



Tinker Creek



Carvins Cove

Source: Roanoke Outside



The Roanoke River

Source: Roanoke Outside



Tinker Ridge overlooking Carvins Cove Reserve

Source: visitroanokeva.com



EXISTING CONDITIONS

COMMUNITY FACILITIES AND INFRASTRUCTURE

Community Facilities and Infrastructure

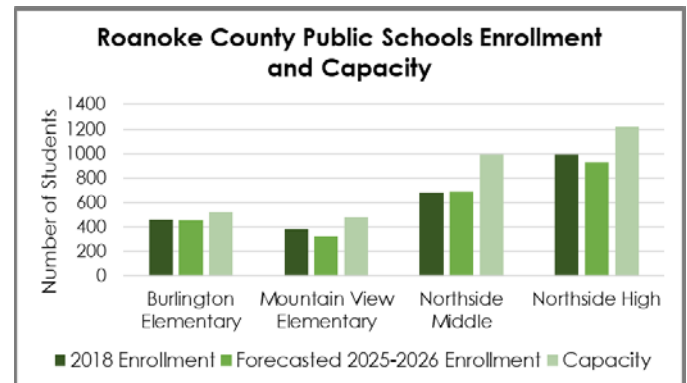
Facilities

Schools

Roanoke County Public Schools serving the Hollins Center area include Burlington Elementary, Mountain View Elementary, Northside Middle and Northside High. None of these schools are located within the Hollins Center study area. Burlington Elementary is just west of the study area boundary on Peters Creek Road (see Map 2-1). Hollins University, a private liberal arts university with graduate and undergraduate academic programs, lies adjacent to the study area on Williamson Road. Enrollment at Hollins University for the 2018-2019 school year is 654 undergraduate women and 145 coed graduate students. Community School, located near the study area on Williamson Road, is a private institution educating children age 3 through middle school. 2018-2019 enrollment at Community School is 150 students.

The public schools serving the Hollins area have extra capacity to absorb future growth. These schools are all below capacity now, and are forecasted to be further under capacity through 2026 (see Figure 2-19).

Figure 2-19



Libraries

The Hollins Branch Library is a 17,900 square foot facility that lies just west of the study area at 6624 Peters Creek Road (see Map 2-1). The Hollins University Private Library, located adjacent to the study area, is open to the public for a fee.

The Hollins Branch Library is the second busiest library in the Roanoke Valley Consortium, which includes Botetourt County, Roanoke County, the City of Roanoke and the City of Salem. Hollins Library circulates 23% of the County's items and averages 600 visitors per day, also 23% of the County's total. Hollins Library restarted Sunday operations in 2018, which has been popular. Hollins is maintaining this high service level without offering the square footage or amenities such as a cafe, multiple study rooms, and the modernized meeting rooms provided by the Vinton and South County Libraries. In 2018, Hollins Library reached capacity and is therefore unable to increase visitors or circulation without a new or modernized building. The popularity of the library is a testament to its value to the community.

EXISTING CONDITIONS

COMMUNITY FACILITIES AND INFRASTRUCTURE



Parks

Walrond Park lies just west of the study area on Walrond Drive (see Map 2-1). Walrond is a busy, popular 40-acre public park offering a variety of passive and active recreation as well as beautiful panoramic vistas. Scheduled baseball, soccer, and softball games are held in Walrond Park, which also offers disc golf, picnic shelters, a soap-box derby track, playground, tennis courts and a 2/3 mile walking path around Walrond Pond. Recent upgrades have been completed to field lighting, the soap box derby track, and disc golf course. A wetland boardwalk was recently constructed and a tennis court was converted into four pickleball courts. A new playground was constructed in 2019. Future plans include construction of the Roanoke County North District Maintenance Shop. Many of the people who work at establishments along Plantation Road enjoy walking or picnicking here at lunchtime.

Sadler Park is located two miles from Hollins Center, north of Williamson Road near the Botetourt County line. Sadler Park features a basketball court and playground, as well as trees and open lawn. Hollins Park is located on Hollins Road, 3 miles from Hollins Center, featuring soccer fields, a 1/3 mile gravel path and a playground. Potential improvements include paving the parking lot, a new picnic shelter and restroom, playground improvements and paving the existing park trail.

Roanoke County's Green Ridge Recreation Center and Splash Valley Water Park are located 2.8 miles from the Hollins Center study area. Green Ridge provides strength training and cardiovascular health equipment, personal trainers, group exercise classes, a walking track, indoor swimming pool, gymnasium, and programmed activities for adults and children. Splash Valley is an outdoor aquatic facility featuring water slides, a children's sprayground, and other water play features.

Public Safety

Roanoke County's Fire and Rescue Department is staffed with a combination of career and volunteer personnel operating out of 13 stations and one administrative office. All career personnel are trained to the Virginia Department of Fire Program Firefighter 2 standard, which is the highest standard for firefighters. All career ambulances are staffed as Advance Life Support ambulances. The Hollins Fire and Rescue Station #5 is located on Barrens Road, just west of the study area. Personnel from this station are the first responders to North Roanoke County and to any traffic accidents on Interstate 81 in Roanoke and Botetourt Counties. Calls to this station can come from a variety of sources: industrial facilities, residences, commercial businesses, interstate auto accidents, and other emergencies. Call diversity can create a variety of challenges for available equipment and responder expertise (see Figure 2-20).



EXISTING CONDITIONS

COMMUNITY FACILITIES AND INFRASTRUCTURE

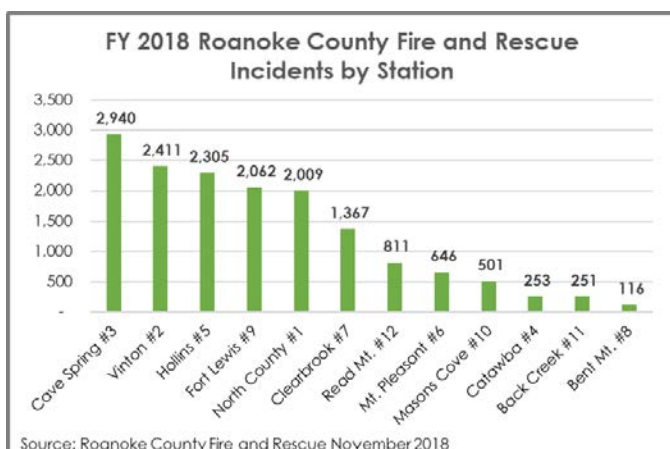
Figure 2-20

Roanoke County Fire and Rescue								
Facility	Acreage	Square Footage	Age of Original Structure	Equipment	Service	Station staff capacity per shift	Total Staff	Total Volunteers
#5 Hollins Fire and Rescue Station	2.5	12,208	1981	Fire Engine, Ambulance, Brush Truck, Command Truck	All hazards response, Advance Life Support, medical response, public education, public standbys	5	18	32

Source: Roanoke County Fire and Rescue, November 2018

The Hollins Station was the third busiest station by incident in Roanoke County for fiscal year 2018 (see Figure 2-21). At this time the Hollins Station does not have adequate coverage and capacity for growth in the Hollins area. Although call volumes were consistently about 2,200 per year between fiscal years 2014 and 2018, future economic growth will present a challenge for the station to respond to calls within the Hollins District without relying on outside stations and agencies.

Figure 2-21



The Roanoke County Police Department records reveal that crime in the Hollins area decreased in 2015, 2016 and 2017, and remained stable in 2018. The most prevalent crimes in the area during that time period were related to illegal drug possession (average 16 per year), driving under the influence of alcohol (average 15 per year) and public intoxication (average 11 per year). In 2018, calls for service increased countywide by approximately 8%. While the majority of these calls are not related to crime, there was an increase in shoplifting and theft from vehicles.

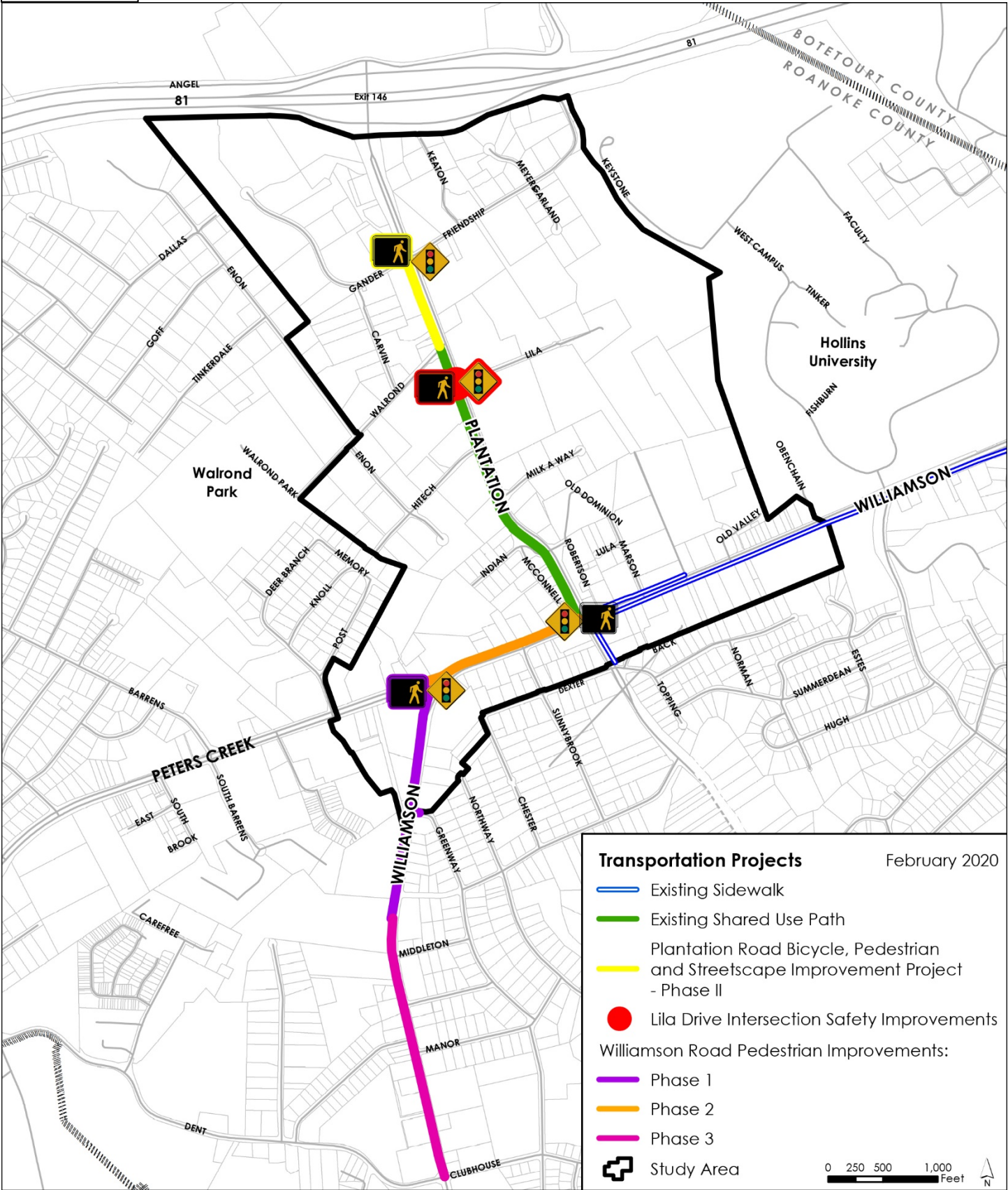


Hollins Fire Station

EXISTING CONDITIONS COMMUNITY FACILITIES AND INFRASTRUCTURE



Map 2-22





EXISTING CONDITIONS

COMMUNITY FACILITIES AND INFRASTRUCTURE

Infrastructure

Roads

Interstate 81 is the northern boundary of the study area. Portions of three primary roads, Plantation Road (Route 115), Williamson Road (Route 11) and Peters Creek Road (Route 117), form the study corridors (see Map 2-22). The 2018 average daily (vehicle) trips for these roads are:

- Interstate 81 near Exit 146 (53,000-63,000)
- Peters Creek Road (19,000)
- Plantation Road (13,000 to 16,000)
- Williamson Road (11,000)

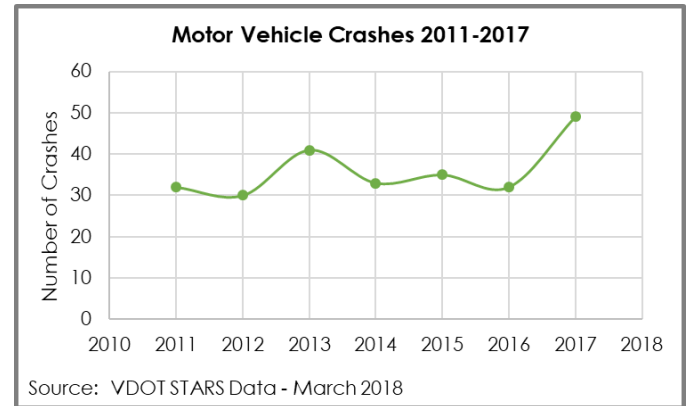
There are no road projects planned in the Hollins Center study area; however, Interstate 81 is being studied as part of a state-led Interstate 81 Corridor Improvement Plan, which was approved by the Commonwealth Transportation Board in December 2018. The General Assembly passed legislation in 2019 to generate revenue for projects identified in the Plan.

A currently funded project will provide additional northbound and southbound lanes on I-81 between Mile Marker 144 (near Interstate 581) and Exit 150 (Route 220 at Troutville). The proposed design will establish a three-lane road in both directions.

The Interstate 81 Exit 150 interchange, four miles north in Botetourt County, was rebuilt in 2018-2019 by the Virginia Department of Transportation to improve safety and traffic flow on Routes 220 and 11. The number of

motor vehicle crashes is increasing in the Hollins Center study area (see Figure 2-23).

Figure 2-23



Over the past ten years, both pedestrian and bicycle fatalities have also been documented in and around the Hollins Center study area.

Bicycle and Pedestrian Accommodations

Currently, people are walking and biking in the Hollins area. Sidewalks are located along Williamson Road between Plantation Road and Hollins Court (south side) and Plantation Road and Marson Drive (north side). Social paths are visible in grassed areas along Williamson Road and Peters Creek Road.

Several bicycle and pedestrian projects were sparked by the implementation strategies included in the 2008 Hollins Area Plan.

2014: Pedestrian crosswalks and signals were installed on all four legs of the Williamson Road/Plantation Road intersection.

EXISTING CONDITIONS

COMMUNITY FACILITIES AND INFRASTRUCTURE



2018: A turnaround was completed at the end of Lila Drive, enabling Roanoke County to request that VDOT accept the formerly private road into its system as a Secondary Street.

2018: Phase 1 of the Plantation Road Bicycle, Pedestrian and Streetscape Improvement Project was completed, which added a ten-foot-wide shared use path to the west side of Plantation Road between Williamson Road and Walrond

Drive. Curb, gutter, storm drain, street trees and a “Welcome to the Hollins Community” gateway sign were also a part of the project.



Plantation Road Shared Use Path
Source: Roanoke Valley Television (RVTV-3)

Other Funded Projects:

2020: A new traffic signal will be installed at the intersection of Plantation Road and Lila Drive. The project will consolidate entrances at Wells Fargo. Pedestrian signals and crosswalks will also be included.

2021: Phase 2 of the Plantation Road Bicycle, Pedestrian and Streetscape

Improvement Project will add sidewalk, curb, gutter and street trees along the west side of Plantation Road between Walrond Drive and Gander Way. The Walrond Drive intersection will also be realigned and pedestrian signals and crosswalks will be added to the Gander Way/Plantation Road intersection.

VDOT has also directed safety funds to this area because of recent bicycle and pedestrian fatalities. A pedestrian was hit and killed by a car while crossing Williamson Road near Greenway Drive in the early morning hours of April 18, 2012. A bicyclist traveling northbound was hit and killed by a car at night in the 6900 block of Williamson Road, near North Roanoke Assisted Living, on November 17, 2016. Another pedestrian was hit and killed by a car while walking along Williamson Road at night near the intersection of Hollins Court Drive on April 27, 2017.

Three pedestrian safety projects are proposed for Williamson Road:

Phase 1: Add pedestrian crosswalks and signals at the intersection of Peters Creek Road and Williamson Road; construct sidewalk along the west side of Williamson Road between Peters Creek Road and North Roanoke Assisted Living. Design is underway and construction is anticipated in 2022.

Phase 2: Sidewalk will be constructed along the north side of Williamson Road to connect the Plantation Road Bicycle, Pedestrian and Streetscape Improvement Project to the Williamson Road sidewalk



EXISTING CONDITIONS

COMMUNITY FACILITIES AND INFRASTRUCTURE

and intersection improvements at Peters Creek Road.

Phase 3: Continue sidewalk along the west side of Williamson Road between North Roanoke Assisted Living and Clubhouse Drive/Dent Road. Design is anticipated to begin in 2023.

See the Transportation Projects map for project locations.



Plantation Road Shared Use Path Phase II Concept

Greenways

The 2018 Roanoke Valley Greenway Plan (Greenway Plan) shows the proposed route for the Tinker Creek Greenway extending from the Roanoke River in the City of Roanoke, through Roanoke County to the Botetourt Center at Greenfield in Botetourt County. Two sections of the Tinker Creek Greenway are existing:

- Wise Avenue to the Roanoke River Greenway, 1.5 paved miles in the City of Roanoke, completed in 2001.

- Trailhead parking lot north of Interstate 81 to Carvins Cove Boat Dock, 2 natural surface miles in Roanoke County and Botetourt County, completed in 2012.

The City of Roanoke has obtained funding to design and construct a 1.8-mile paved segment of the greenway from Wise Avenue to Mason Mill Park. Construction is anticipated in 2022.

The Tinker Creek Greenway map shows the conceptual routes identified in the Greenway Plan.

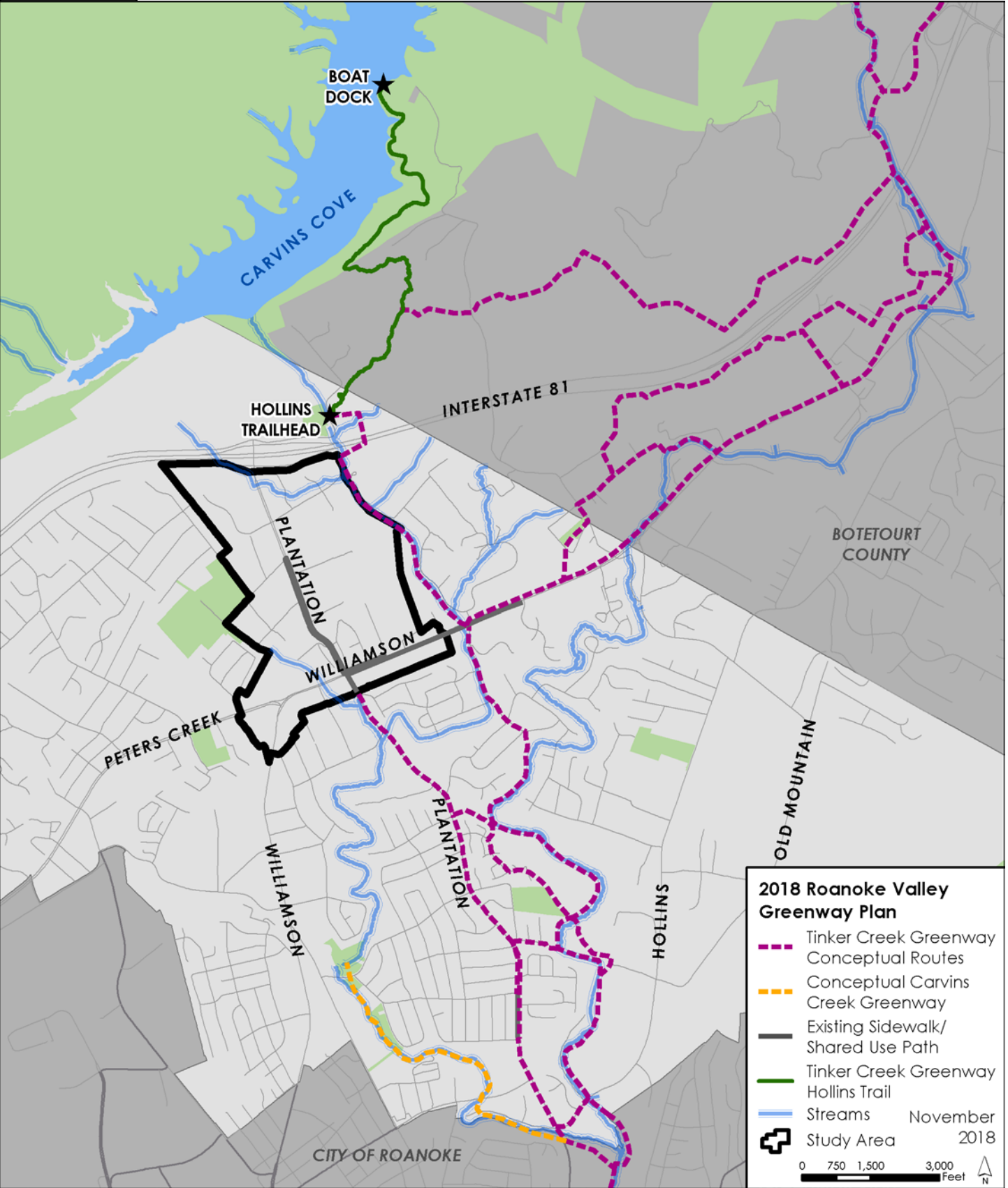
Alignments analyzed between the City of Roanoke boundary and Williamson Road are described as:

- Road Corridor: Roanoke City/Roanoke County boundary to Hollins Road to Plantation Road to Williamson Road.
- Combined Stream-Road Corridor: Roanoke City/Roanoke County boundary along the stream corridor to Mountain View Elementary School connecting to Plantation Road to Williamson Road.
- Creek Corridor: Roanoke City/Roanoke County boundary to Williamson Road along Tinker Creek and Carvin Creek.

EXISTING CONDITIONS COMMUNITY FACILITIES AND INFRASTRUCTURE



Map 2-24





EXISTING CONDITIONS

COMMUNITY FACILITIES AND INFRASTRUCTURE

The Road Corridor option was most preferred by nearby residents. Sections of Plantation Road have wide right-of-way which could fit a greenway/shared use path.

There are three potential routes identified between the intersection of Williamson Road/Plantation Road to reach and continue into Botetourt County:

- 1) Road Corridor: U.S. 11/Williamson Road/Lee Highway corridor from Hollins University to Cloverdale and I-81 underpass at Tinker Creek.
- 2) Combined Stream-Road Route: U.S. 11/Williamson Road/Lee Highway corridor but route off the highway where feasible between Williamson Road at Hollins University and the I-81 underpass at Tinker Creek.
- 3) Off-Road Corridor: Tinker Mountain option; cross under I-81 at Hollins University and continue on the northwest side of I-81, off-road, around the base of the mountain to the Tinker Creek underpass.

The ultimate greenway alignment and surface will depend upon where right-of-way and/or easements can be obtained.

Botetourt County has also obtained funding for design and construction of the Daleville Greenway, which will connect Lord Botetourt High School with the Botetourt Center at Greenfield. Construction is anticipated in 2020. The Tinker Creek Greenway will connect to the Daleville Greenway at Lord Botetourt High School.

Trails

Carvins Cove Natural Reserve contains 60 miles of hiking, biking and equestrian trails. In 2019 Roanoke County and Roanoke Valley Greenways opened the Hinchee Trail, a two-mile segment connecting Salem to Hollins via the trails at Carvins Cove. These trails helped contribute to the Roanoke Valley's designation as



Mountain Bikers at Carvins Cove
Source: Virginia's Blue Ridge

Virginia's Blue Ridge Ride Center, an International Mountain Biking Association (IMBA) Silver-Level Ride Center. Virginia's Blue Ridge is the only East Coast destination to earn the Silver-Level designation from IMBA.

The Appalachian National Scenic Trail passes through Roanoke and Botetourt Counties just north and east of Hollins, including crossing the ridge of Tinker Mountain. The Appalachian Trail is a 2,180-mile long public footpath that traverses the great diversity of natural and cultural beauty along the Appalachian Mountains. The Appalachian Trail is managed by the

EXISTING CONDITIONS

COMMUNITY FACILITIES AND INFRASTRUCTURE



National Park Service, U.S. Forest Service, Appalachian Trail Conservancy, as well as many state agencies and volunteers. These natural resources provide many opportunities for accessing outdoor amenities and culture, while preserving mountain views from the Hollins Center study area. Read Mountain Preserve, a 243-acre preserve will soon be expanded by an additional 300 acres, further protecting mountains views.

Transit

There is currently no fixed-route transit service in the Hollins area. The closest Valley Metro routes run from the City of Roanoke north on Plantation Road past Food Lion and Walmart Neighborhood Market, then west on Hershberger Road with a stop at Edinburgh Square apartments and Friendship Health and Living Community, approximately two miles from the study area.

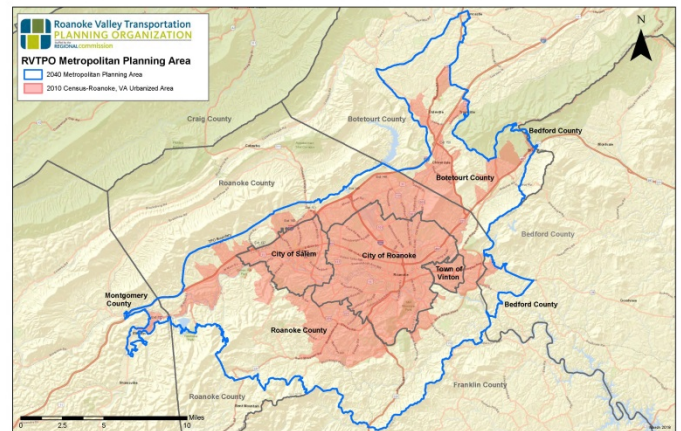
Hollins University contracts with RADAR to provide shuttle service Thursdays, Fridays and Saturdays to Valley View Mall, Center in the Square (Downtown) and Townside Square shopping center.

Regional Transportation Plans

Roanoke County is a member of both the Roanoke Valley-Alleghany Regional Commission (RVARC) and the Roanoke Valley Transportation Planning Organization (TPO). The TPO boundary includes the Roanoke Valley Urbanized

Area, which includes most of Roanoke County with the exception of the Catawba and Bent Mountain areas. The Urbanized Area also includes the City of Roanoke, City of Salem, parts of Botetourt County, Bedford County and Montgomery County.

Map 2-25



The 2016 RVARC Roanoke Valley Transit Vision Plan included recommendations for the Hollins area. Short-term recommendations (2016-2022) focused on expanding transit service to employment and residential areas in the North Roanoke County/ Hollins/ Plantation Road area. More specifically, the Plan recommends implementing a new circulator connecting the activity centers of Crossroads, Hollins/Plantation Road, the DMV and other key locations in North Roanoke County. A medium-term recommendation (2022-2030) proposes improving regional connectivity with new peak hour service between Greenfield/Daleville, Plantation Road and Downtown Roanoke providing transit access to key destinations. A long-term recommendation (2030-2040) expands upon this proposal, by providing a



EXISTING CONDITIONS

COMMUNITY FACILITIES AND INFRASTRUCTURE

consistent all-day connection between Greenfield/Daleville via Plantation Road to Downtown Roanoke. Additionally, a Small Transit Transfer Facility is another long-term recommendation for the Hollins area.

The 2012 Update to the Bikeway Plan for the Roanoke Valley Area Metropolitan Organization identifies Priority and Vision corridors for bicycle accommodations. "Corridors comprising the Priority List generally form the foundation of the current and/or planned bikeway system in the RVAMPO with Vision List corridors supporting the framework of the Priority List and fill in any gaps in connectivity." (Bikeway Plan, p. 111) Several corridors are identified in the Hollins Center area.

Priority List Corridors:

- Plantation Road from Interstate 81 to Williamson Road
- Plantation Road from Interstate 81 to Crowe Hollow Lane (Botetourt County)

Vision List Corridors:

- Peters Creek Road from the City of Roanoke to Williamson Road
- Williamson Road from Peters Creek Road to Botetourt County
- Plantation Road from Williamson Road to the City of Roanoke
- Laban Road from North Barrens Road to Webster Road
- Webster Road from Laban Road to Dallas Road
- Dallas Road between Webster Road and Enon Drive

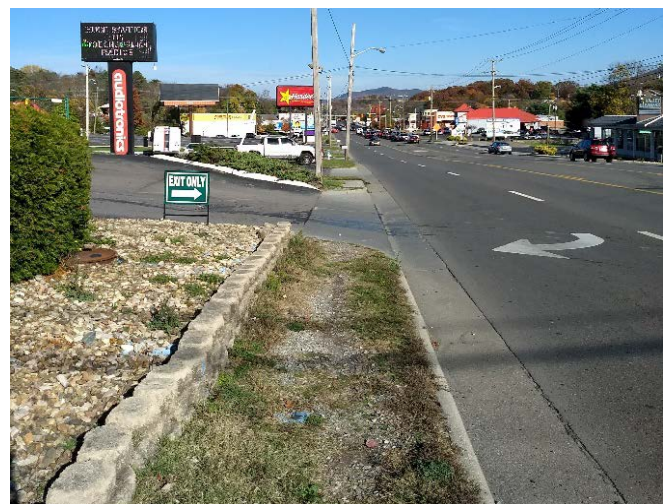
- Enon Drive between Dallas Road and Walrond Drive
- Walrond Drive from Walrond Park Road to Plantation Road

The Plantation Road shared use path provides bicycle accommodations between Williamson Road and Walrond Drive.



Plantation Road Shared Use Path

The 2015 TPO Regional Pedestrian Vision Plan identifies and prioritizes pedestrian accommodations. Figures 2-26 and 2-27 summarize the high priority and medium priority locality projects and include status updates for each project.



Evidence of pedestrian traffic along Williamson Road

EXISTING CONDITIONS COMMUNITY FACILITIES AND INFRASTRUCTURE



Figure 2-26

2015 TPO Regional Pedestrian Vision Plan Locality High Priority Projects			
Road	From/To	Accommodation	Status
Williamson Road	Campus Drive to Plantation Road	Hard Surface Pedestrian Improvements	None
	Plantation Road to Peters Creek Road		Requested additional project funding (2018)
	Peters Creek Road to Greenway Drive		Preliminary engineering underway; Construction 2021
	Greenway Drive to Middleton Road		Preliminary engineering underway; Construction 2021
Plantation Road	Williamson Road Intersection	Signalized Pedestrian Crossing	Completed 2014
	Williamson Road to Interstate 81	Pedestrian Improvements	Completed 2018 Williamson Road and Walrond Drive; Construction 2021 Walrond Drive to Gander Way
	Gander Way/Friendship Lane Intersection	Signalized Pedestrian Crossing	Construction 2021
Peters Creek Road	Williamson Road Intersection	Signalized Pedestrian Crossing	Construction 2021
	Williamson Road to Barrens Road	Hard Surface Pedestrian Improvements	None
	Barrens Road Intersection	Pedestrian Intersection Improvements	None
Friendship Lane	Plantation Road and the (future) Tinker Creek Greenway	Hard Surface Pedestrian Connection between Plantation Road and Hollins University	None

Figure 2-27

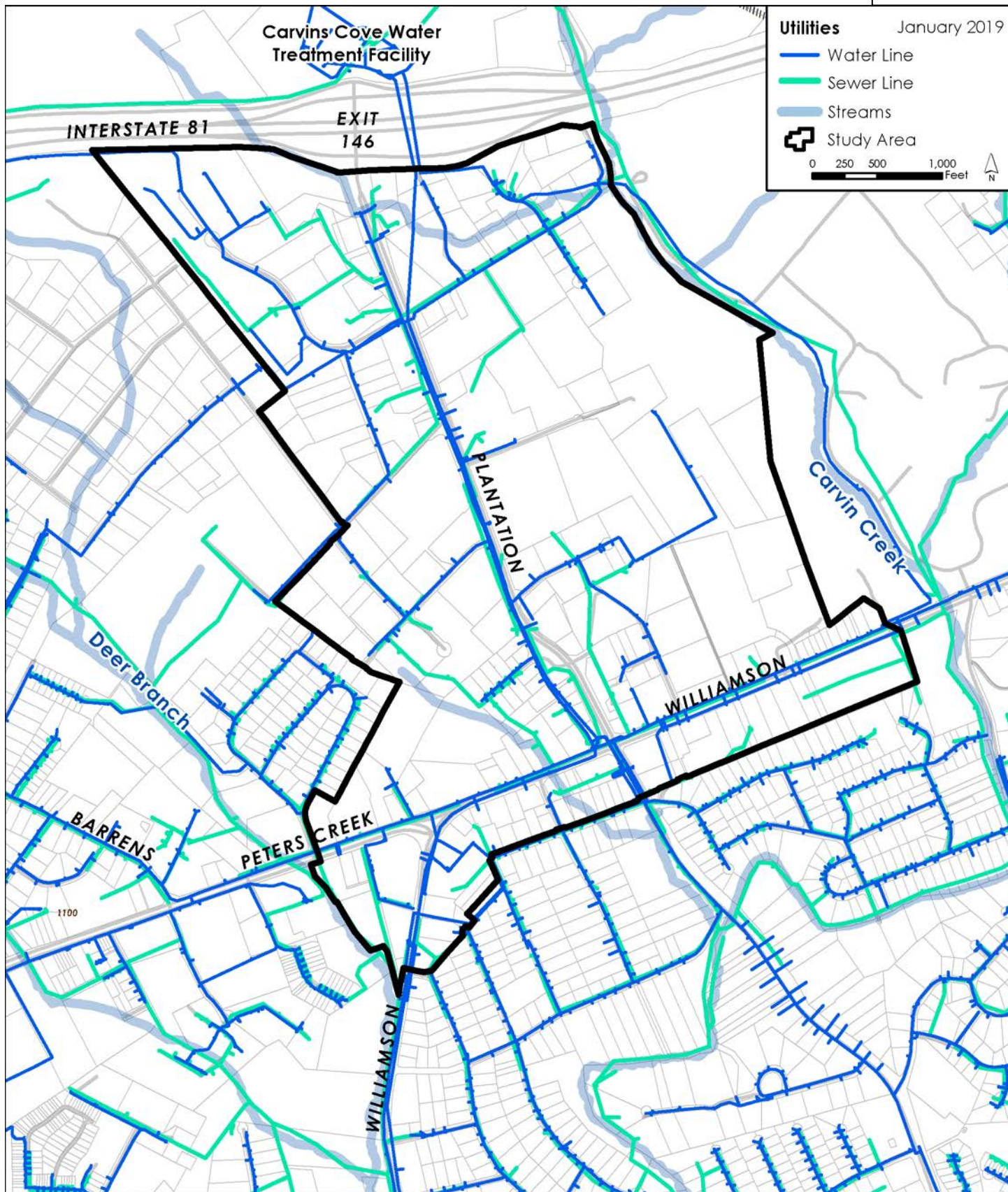
2015 TPO Regional Pedestrian Vision Plan Locality Medium Priority Projects			
Road	From/To	Accommodation	Status
Williamson Road	Botetourt County to Campus Drive	Hard surface pedestrian improvements	None
Peters Creek Road	Barrens Road to Wood Haven Road	Sidewalk	None
Tinker Creek Greenway	Botetourt County to Interstate 81	Greenway hard surface	Completed 2012, natural surface trail

Regional Pedestrian Vision Plan, excerpts Source: Roanoke Valley Transportation Planning Organization



EXISTING CONDITIONS COMMUNITY FACILITIES AND INFRASTRUCTURE

Map 2-28



EXISTING CONDITIONS

COMMUNITY FACILITIES AND INFRASTRUCTURE



Utilities

Water and Sewer

The Western Virginia Water Authority owns and manages public water and sewer utilities in most of the Roanoke Valley, including in the Hollins area. In general, public water and sewer infrastructure in the Hollins area is in good condition.

Most properties in the Hollins area are served by public water and sewer, with the exception of the North Burlington Heights neighborhood which is located north of Walrond Park and south of the Buckland Forest neighborhood.

While there are no water pressure issues, there are some fire flow challenges in locations where water line sizes are small. There are opportunities for upgrading and relocating both water and sewer lines in conjunction with new development.

The Carvins Cove Water Treatment Facility, located just north of Interstate 81, treats and distributes water from Carvins Cove Reservoir. Two 36-inch transmission lines run south under Interstate 81. One transmission line runs to and along Plantation Road, then south along Williamson Road. The other transmission line runs east to Hollins University and then south along Carvins Creek to Williamson Road, runs west and south to Dexter Road, then runs behind Kroger to Williamson Road. The two lines run parallel along Williamson Road until the intersection with Florist Road where they split (see Map 2-28).

Sewer mains generally run along streams and creeks. Sewer lines from all over the area flow to an 18-inch sewer main that runs along Carvins Creek. This sewer main intersects with the Tinker Creek main at the City of Roanoke boundary. From this point, the sewer main follows Tinker Creek to the Roanoke Regional Water Pollution Control Facility located near the intersection of Tinker Creek and the Roanoke River.



The Falls on Carvins Creek 1910 (left)

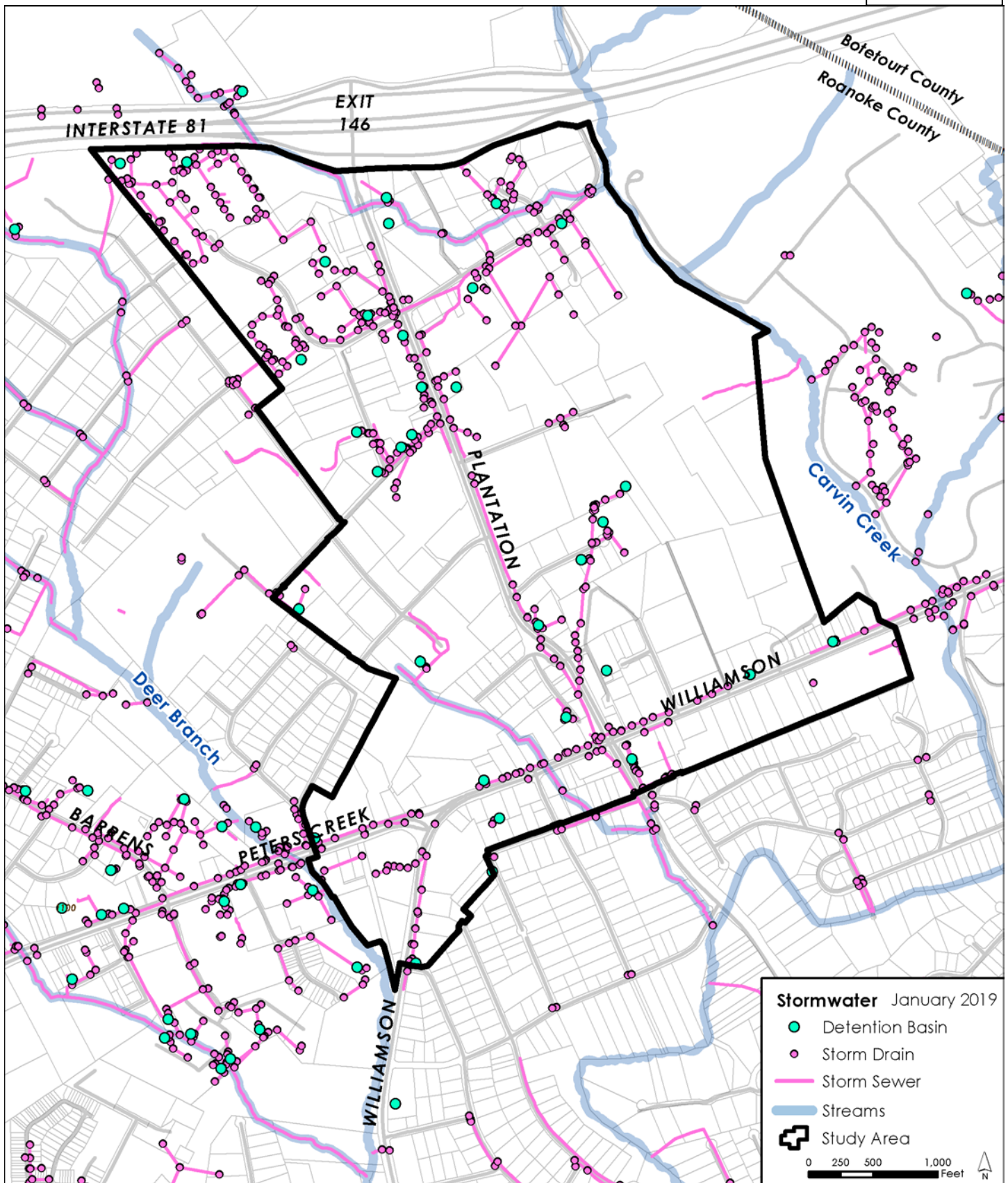
Carvins Creek Dam 2015 (above)

Source: Western Virginia Water Authority



EXISTING CONDITIONS COMMUNITY FACILITIES AND INFRASTRUCTURE

Map 2-29



EXISTING CONDITIONS COMMUNITY FACILITIES AND INFRASTRUCTURE



Stormwater

Starting with the adoption of the Clean Water Act in 1972, stormwater regulations and requirements have changed several times since the majority of the study area was constructed. As a result, the stormwater infrastructure present is located along major roadways widened in the 1990s and in conjunction with newer development. When combined with poor drainage in several areas, there are many places where stormwater infrastructure could be improved. Since new development and redevelopment will need to conform with current regulations, incremental improvements are possible.

Electric

Appalachian Power provides electricity to the study area and to the Roanoke Valley.

Gas

Natural gas and propane are available in the area from Roanoke Gas Company.



Plantation Road Stormwater Infrastructure (above)

Roanoke Valley Broadband Authority (right)

Source: Thompson & Litton

Cable

Several providers offer cable television service, including Cox Cable, Xfinity TV from Comcast, Dish TV and DIRECTV.

Phone

Land line and cell phone service are available through AT&T and Verizon. Sprint and T-Mobile provide cell phone service in the study area.

Internet/Broadband

Internet service is available through Cox Cable Internet, Xfinity Internet from Comcast, ViaSat Satellite Internet and Verizon.

The Roanoke Valley Broadband Authority was established in 2014 by Roanoke County, Botetourt County, the City of Roanoke and the City of Salem. Fiber-optic internet is now accessible throughout the Roanoke Valley. In the study area, broadband conduit runs along Peters Creek Road, Williamson Road, and along Plantation Road between Williamson Road and the Carvins Cove Water Treatment Facility.



Appendix 3. Community Engagement Engagement Activities

In order to build a robust plan supported by the Hollins community, staff sought to engage those who live, work and shop in the area as well as those who care about its regional importance. Public input was gathered throughout the planning process to help shape, define and refine the Plan. The Plan's Vision and Principles include input received from the community and stakeholders through meetings, surveys and other outreach.

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

Saturday, March 3, 2018: 44

Thursday, March 8, 2018: 56

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



Participants examine the study area, March 8, 2018

The meetings were advertised in a news release that was shared by the media, County e-newsletters, the County website, County social media pages (using paid advertising), and emails to members of the public who signed up online or at previous planning meetings. Staff also visited more than 130 businesses within the study area and mailed postcards to addresses within one mile of the study area.



Participants provide feedback, March 8, 2018

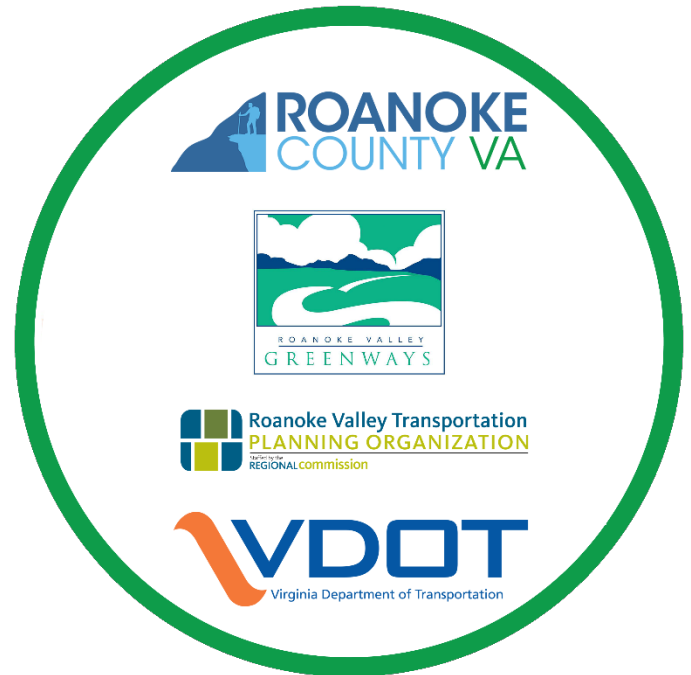
Source: Roanoke Valley Television (RVTV-3)



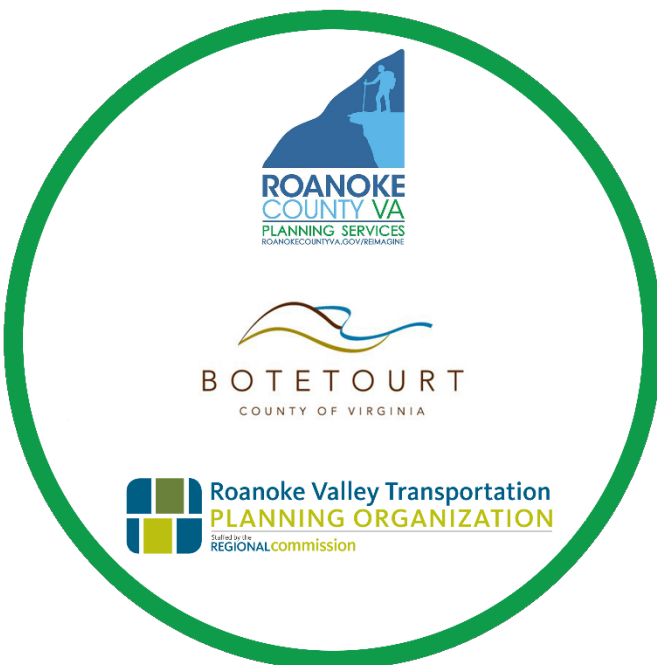
COMMUNITY ENGAGEMENT ENGAGEMENT ACTIVITIES

Stakeholder Feedback

Over the course of the study, staff engaged 78 stakeholders at 18 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.



Transportation Stakeholders



Planning Stakeholders



Economic Development Stakeholders

COMMUNITY ENGAGEMENT
ENGAGEMENT ACTIVITIES



Environmental Stakeholders



Utilities Stakeholders



Public Safety Stakeholders



Property Owners/Tenants Stakeholders



COMMUNITY ENGAGEMENT ENGAGEMENT ACTIVITIES

Online Survey

An online survey, open to the public from February 1, 2018, through April 7, 2018, received 393 responses about the Hollins 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 there. The online survey was also translated into Spanish and paper copies in both languages were available at County libraries and at the community meetings. The survey was promoted on social media and advertised in area mailings, County e-newsletters and study fliers. The complete survey results were revealed at the Design Open Houses in May, available for reference online.



Participants cast votes on potential study area improvements, May 10, 2018

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 Hollins Center.

Meeting Attendance:

Thursday, May 10, 2018: 37

Saturday, May 19, 2018: 17



Community meeting survey station, March 8, 2018

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 staff identify design recommendations and priorities.

COMMUNITY ENGAGEMENT ENGAGEMENT ACTIVITIES



Map 3-1



Potential Redevelopment Areas and Suggestions for Uses (Based on Spring 2018 Public Feedback)

Residential

- Townhouses
- Apartments
- Single Family Homes
- Retirement Housing

Non-Residential

- Sit-Down Restaurants
- Coffee Shops/Cafes

Non-Residential

- Bars And Breweries
- Entertainment Venues
- Farmer's Market
- Specialty Grocery Stores
- Lifestyle Center
- Retail Stores
- Hardware Store

Non-Residential

- Library (relocated)
- Sports Complex
- Youth Center
- Fitness Center
- Outdoor Public Spaces
- Dog Park
- Art Galleries

Non-Residential

- Public Art
- Industrial Uses
- Research & Development

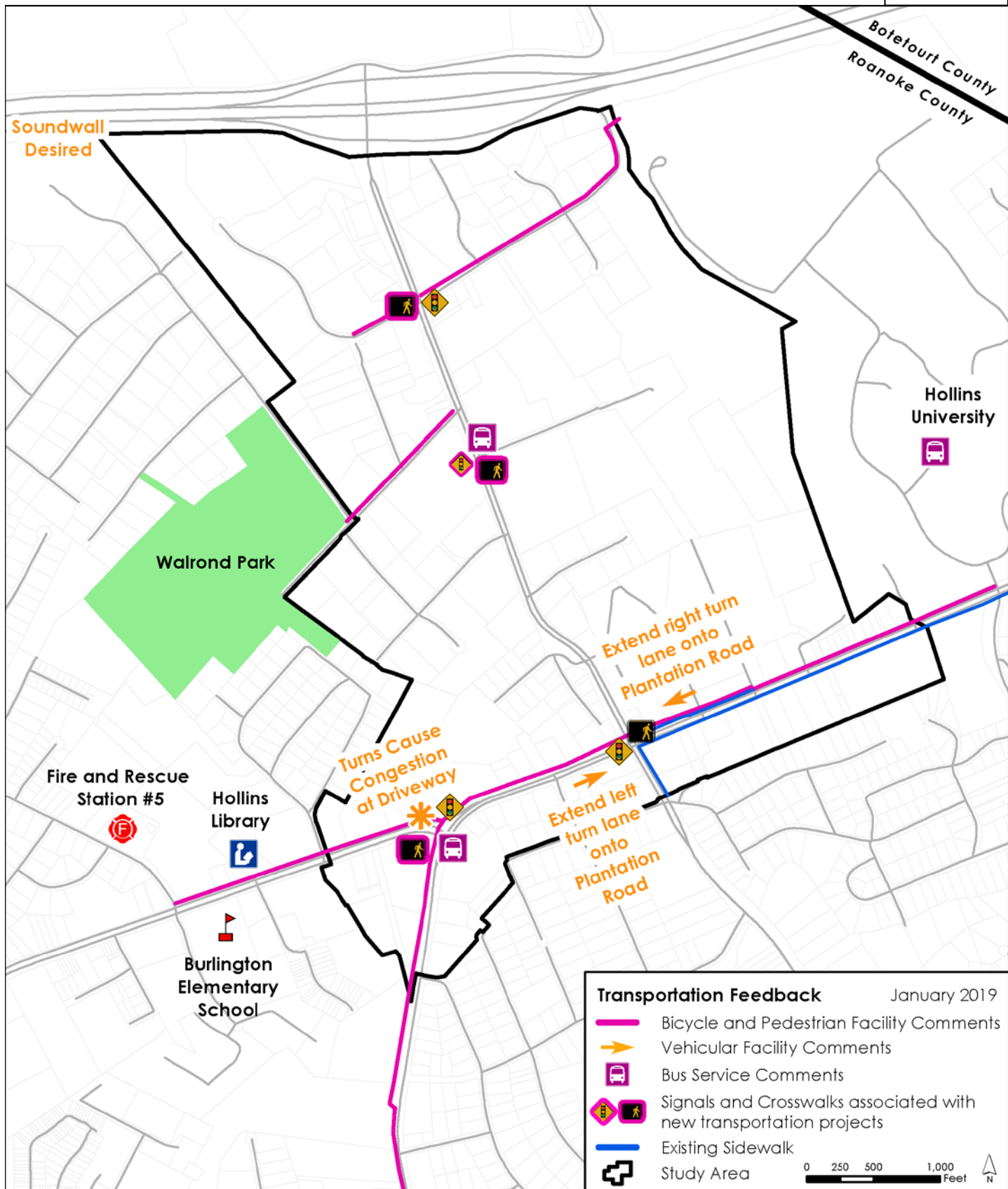
Note: Color indicates boundaries of potential redevelopment areas





COMMUNITY ENGAGEMENT ENGAGEMENT ACTIVITIES

Map 3-2



COMMUNITY ENGAGEMENT ENGAGEMENT ACTIVITIES



Open House Exhibits

A map labeled Potential Redevelopment Areas and Suggestions for Uses (Map 3-1) displayed possible types and sites for development and redevelopment in the study area. The Transportation Feedback map (Map 3-2) showed issues and needs in the study area. Both maps were based on the March meetings' public feedback, survey results and stakeholder interviews. Attendees could also view plans and concepts for several funded multi-modal transportation projects.



Attendees and staff discuss transportation projects at a Design Open House, May 10, 2018

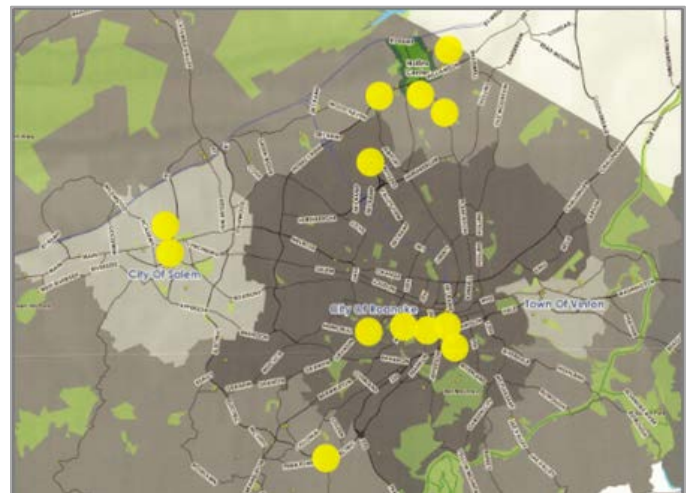
Another map asked participants where in the Roanoke Valley they wanted to walk or bike to from the study area. A final map of the greater region asked participants where they would like to take the bus from the study area. Participants marked their desired destinations on the map.



Participants mark where they want to walk or bike, May 10, 2018

Top Walk/Bike Destinations:

- Surrounding neighborhoods
- Green Ridge Recreation Center
- Hollins Trailhead/Carvins Cove
- Walrond Park



Participants mark where they want to ride the bus, May 10, 2018

Top Bus Destinations:

- Downtown Roanoke
- Along Plantation Road
- Around the study area
- Downtown Salem



COMMUNITY ENGAGEMENT ENGAGEMENT ACTIVITIES

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 58 responses. The full results of the visual preference survey, combining the results of the two meetings and the online survey are available online.

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:

Saturday, March 23, 2019: 59

Monday, March 25, 2019: 84

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 land use scenarios that would guide the type of development to be encouraged in the area.

The meeting exercises were also available online from March 23 to April 26, 2019.



Participants discuss meeting results, March 23, 2019

Draft Plan Reveal Exhibits

The meeting exhibits included a process display showing previous exercises and results. The draft Vision, Principles, and Core Objectives were shared for the first time at this meeting. The interactive exhibits included ranking and comment exercises.



Park Improvements Exercise

COMMUNITY ENGAGEMENT ENGAGEMENT ACTIVITIES



A combined transportation exercise showed a map with all potential road, pedestrian/bicycle and greenway projects and asked participants to rank them within those categories. A parks exercise showed maps of Walrond Park, Hollins Park and Sadler Park with potential improvements and requested comments about other desired improvements for each park.

Two exercises asked participants to rank six types of Gateway/Streetscape Improvements and Community Amenities. The examples were drawn from previous engagement exercises where participants expressed a desire to “green up” the area and create comfortable outdoor gathering spaces.

Finally, a Future Land Use exercise asked participants to pick which of three land use scenarios most appealed to them. The options included a no change scenario, partial mixed use scenario (around the intersections of Peters Creek Road/Williamson Road and Plantation Road/Williamson Road) and full mixed use scenario.

Each exercise included the relevant Principle, Core Concept(s) and Supporting Initiative(s) identified in the draft Plan. The results of each exercise (combining the results from both meetings and online surveys) are available online.

Principle #3: Create a Destination

Core Concept: Encourage a mix of commercial and residential uses to serve residents, employees, students and visitors.



Supporting Initiative: Update the Future Land Use Map

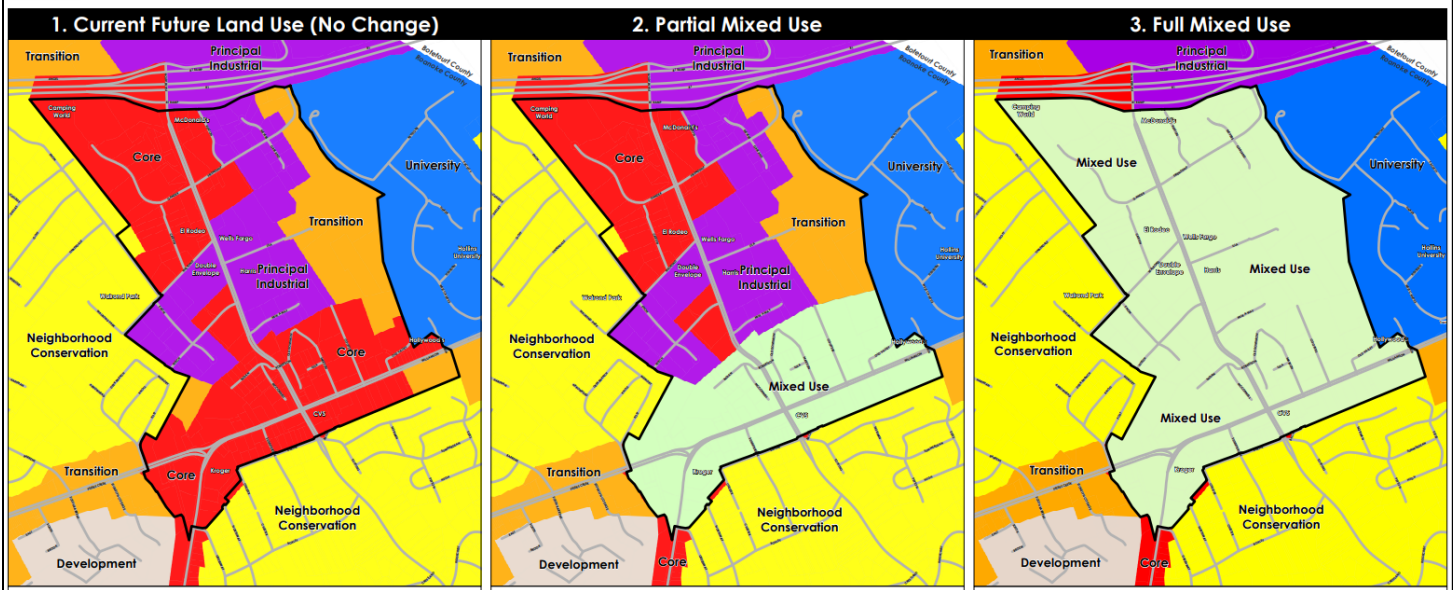
Place a dot below your preferred future land use scenario.

Future Land Use Designations

Neighborhood Conservation (Yellow)
Core (Red)
Principal Industrial (Purple)
Transition (Orange)
Development (Grey)
University (Blue)
Mixed Use (Green)

March 2019

0 250 500 750 1,000 Feet



Future Land Use Exercise



COMMUNITY ENGAGEMENT ENGAGEMENT ACTIVITIES

Planning Commission Work Sessions

Staff provided regular updates about the study to the Planning Commission. Presentations included information about upcoming community meetings, other engagement exercises and public input received. The meetings were held in 2018 on February 6, March 20, April 17 and May 15; and in 2019 on March 19, April 16 and May 21.

Staff also promoted the Hollins Center and other planning studies at Tons of Fun at Tanglewood Mall on February 2, 2018. Kids used a table map and cutouts to design their own County park while staff talked with parents about the upcoming study. Table visitors of all ages could also vote on their favorite style of park. Anyone who provided their email address for the study mailing list was entered into a prize drawing for a business at Tanglewood Mall.



Staff run an input table for customers and employees at a local Goodwill, March 20, 2018



Kids design their own parks at Tons of Fun event, February 3, 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 on Peters Creek Road on March 20, 2018, from noon to 2 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. Paper copies of the spring survey were also available.

All of the study's engagement activities were promoted on a dedicated webpage and email list, and shared in County e-newsletters, Facebook pages and news releases.



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;
- 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.

Engagement Results

The survey results, public meeting exercises and stakeholder discussions brought to light many of the same needs and issues in the study area.

Feedback highlighted that people who live or work near the study area are not only interested in greater convenience for their daily activities, but also in enhancing the appearance of Hollins. Many agreed that the community and Hollins in general was a desirable place to live, work and raise a family, but were frustrated with the lack of many perceived upgrades still needed to elevate its position in the County. Residents from other areas of the County suggested that very little drew them to the area. Local residents were

disappointed to have to go elsewhere in the County for entertainment.

Online Survey

Half of the Hollins Center Survey respondents did not feel that the area had unique qualities. Those who did believed that the area's natural views, access to I-81, outdoor recreation opportunities and Hollins University made it distinct from other areas in the Roanoke Valley. Many hoped visual improvements including gateway signage and landscaping, along with commercial area upgrades and new restaurants, could make Hollins a destination for the greater region.

Asked to choose three different improvements, 60 percent of respondents

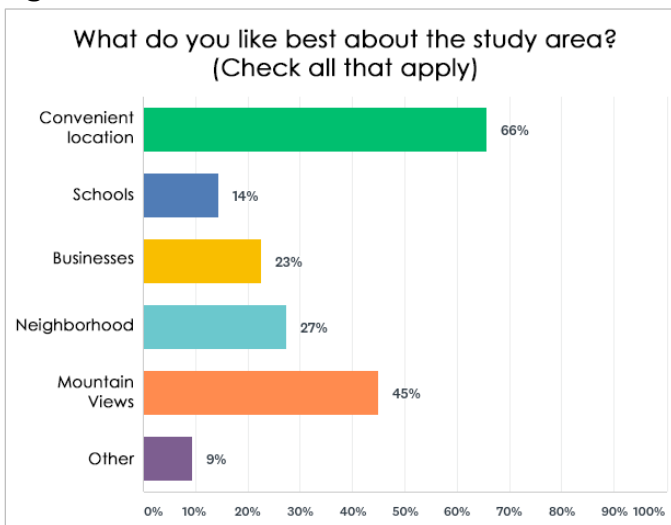


COMMUNITY ENGAGEMENT ENGAGEMENT RESULTS

felt that walkability and the aesthetics or character of the study area were important to its future success. Half of respondents desired public outdoor spaces.

Nearly all respondents use a car in the study area, whereas only 26 percent walk and 9 percent bike. Asked to choose the three most important transportation issues in the study area, 65 percent chose pedestrian accommodations, 56 percent chose traffic congestion and 37 percent chose bicycle accommodations.

Figure 3-3



Two thirds of survey respondents stated that they appreciate Hollins' convenient location

Given the option of three transportation and streetscape improvements, respondents selected sidewalks and crosswalks (58 percent), greenways and shared use paths (50 percent), landscaping (33 percent) and road safety improvements (33 percent).

Survey respondents wanted economic improvements to focus on the variety and quantity of restaurants (68 percent) and retail (59 percent) while supporting existing business (37 percent) and encouraging more local events/activities (36 percent).

At the stakeholder meetings, March community meetings, and in the survey results, 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

Complete results for each exercise and the surveys are available online.

COMMUNITY ENGAGEMENT ENGAGEMENT RESULTS



Design Survey Results

The visual preference survey broke down the broad improvements that were recommended by the Hollins Center Survey results into specific options for redevelopment, placemaking and transportation. This enabled participants to more clearly convey the changes they wanted to see in the study area.



Clockwise from top left, the top results of the commercial and housing visual preference survey show a town center, a typical one-floor shopping center, a modern on-street mixed use and an entertainment complex.

Community meeting participants and online survey takers cast more votes for the commercial redevelopment options than the high or low-density housing options. Of the commercial redevelopment options, survey respondents showed a strong

preference for town center mixed use development, but did not want to see more “big box” anchor stores. Of the low-density housing options, standalone patio homes were preferred. Results were mixed about high-density housing, with most respondents showing some interest in multi-family options with fewer floors.



Clockwise from top left, the top results of the placemaking and outdoor spaces visual preference survey shows restaurant outdoor seating, a natural water and play park, sidewalk rain gardens and street trees.

Of the options for landscaping and streetscaping, most survey respondents wanted outdoor seating at restaurants and greener streets. For outdoor recreation, participants liked the idea of a natural water/play park or a large festival and event park for the Hollins Center area.



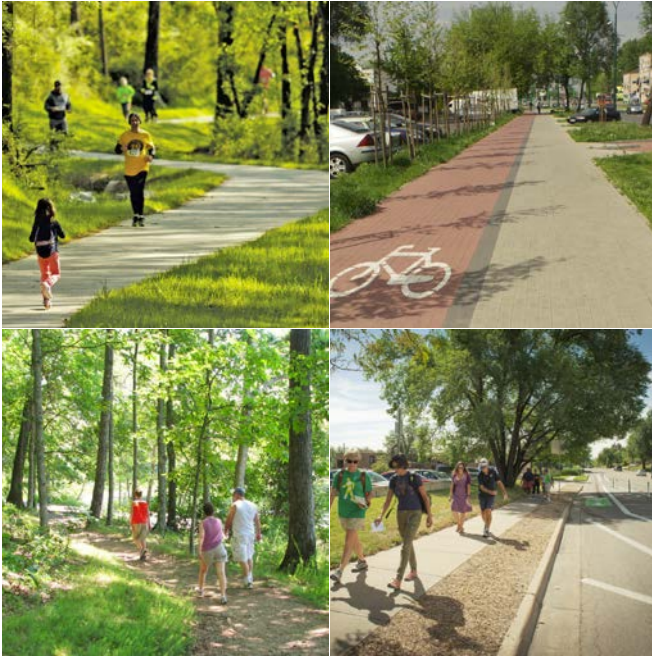
COMMUNITY ENGAGEMENT ENGAGEMENT RESULTS

Survey respondents also liked pedestrian-oriented lighting and signs as placemaking elements.

All visual preference survey images and results are available online.

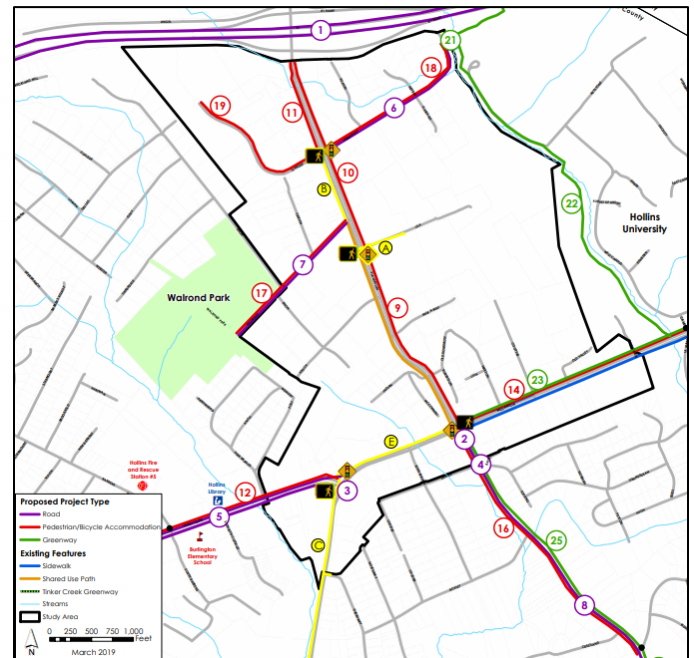
Draft Plan Reveal Results

In addition to the 143 participants who attended one of the meetings, 54 participants completed the exercises for the Draft Plan Reveal online. The following results combine all the input received.



Clockwise from top left, the top results of the transportation visual preference survey shows paved greenways, separated bike-ped shared path, main street sidewalks and natural surface hiking trails.

For pedestrian improvements, survey respondents liked paved greenways, natural surface hiking trails and sidewalks in both public spaces and neighborhoods. The winning choice for bikes was the separated bike and pedestrian shared use paths, with sharrows (bikes share the lane with cars) as the least desired option. Finally, respondents wanted to see an expansion of the Valley Metro bus system or a community trolley to provide transit options.



Transportation projects combined map exhibit

Feedback about transportation needs was received at nearly every event. At the Draft Plan Reveal meetings, staff synthesized the results of previous meetings and surveys and asked participants to rank those potential projects. Potential projects were categorized as road projects, bicycle and pedestrian projects, greenway projects and transit projects.

COMMUNITY ENGAGEMENT ENGAGEMENT RESULTS

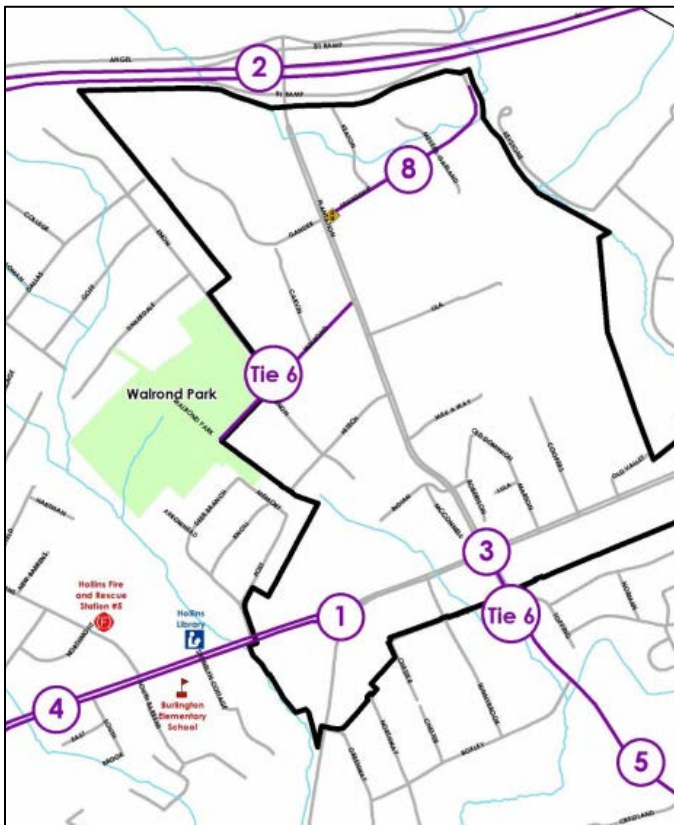


Top 3 Road Projects

1. Improve the Williamson Road/Peters Creek Road Intersection
2. Widen Interstate 81 (support regional and statewide efforts)
3. Improve the Plantation Road/Williamson Road intersection

Top 3 Greenway Projects

1. Construct a greenway segment from the trailhead parking lot under I-81 to Carvins Creek in collaboration with Hollins University.
2. Continue discussions with Hollins University regarding constructing a greenway segment along Carvins Creek from the Friendship Lane bridge at Carvins Creek to Williamson Road.
3. Construct along Williamson Road from Plantation Road to Campus Drive/LaMarre Drive (north side).



Road Project Ranking: Combined Results

Top 3 Bicycle and Pedestrian Projects

1. Peters Creek Road from Williamson Road to Barrens Road
2. Williamson Road from Plantation Road to Campus Drive/LaMarre Drive (north side)
3. Plantation Road from Williamson Road to Lila Drive (east side)

Transit Opportunity Question

68 percent of respondents said that Roanoke County should work with area businesses and Hollins University to determine demand and support for potential expansion of mass transit routes.

Future Land Use Scenarios

Three future land use (FLU) scenarios were presented at the Draft Plan Reveal meetings. Two scenarios recommended changing property within the study area to a Mixed Use FLU designation. The online survey and public meetings results followed the same order (combined here):

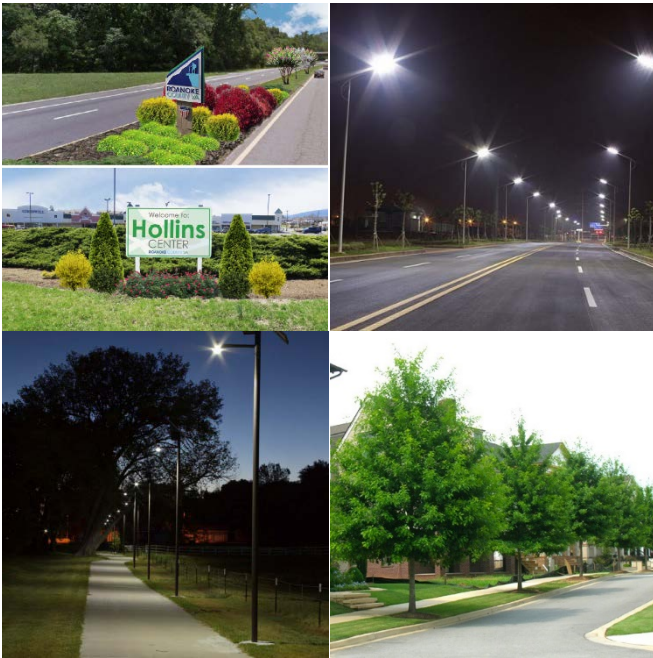
- Full Mixed Use (56%)
- Partial Mixed Use (38%)
- No Change (6%)



COMMUNITY ENGAGEMENT ENGAGEMENT RESULTS

Gateway and Streetscape Features

A final visual preference exercise helped clarify the gateway and streetscape improvements that were suggested at previous meetings. Staff displayed six common examples of streetscape features and asked participants to rank them.



Clockwise from top left, the top results of the gateway and streetscape visual preference survey show gateway features, street lighting, street trees and pedestrian sidewalk lighting.

The most desired element was gateway signage with landscaping. Roadway lighting was the second highest result. Street trees which separate the sidewalk from the street or line a roadway were third, and pedestrian-scale lighting for sidewalks was fourth. Landscaped medians and street furniture (including fixtures such as benches and trashcans) were fifth and sixth respectively.

Community Amenities

A similar exercise asked about the type of community amenities (particularly outdoor amenities) that should be incorporated in the plan. These examples also drew on popular requests from previous meetings or survey results.



Clockwise from top left, the top results of the community amenities visual preference survey show pedestrian connections, playground equipment, places to gather and places for pets.

Participants most liked the idea of pedestrian (and/or bicycle) connections throughout the study area, followed by outdoor play areas. Places to gather was third and places for pets was fourth. Community gardens and public art were fifth and sixth respectively.

Complete results for each exercise and the surveys are available online.

COMMUNITY ENGAGEMENT PUBLIC HEARINGS AND ADOPTION



Public Hearings and Adoption

Planning Commission Public Hearing

The Roanoke County Planning Commission held a public hearing on May 5, 2020 to incorporate the Hollins Center Plan into the Roanoke County Comprehensive Plan. The public hearing was advertised between March 5 to May 5, 2020.

Summary of Advertisement:

- Postcards/Letters Sent: 4,200
(2,100 addresses sent out twice)
- Facebook Reach: 13,840
- Twitter Reach: 11,650
- Email Reach: 1,900

Due to the state of emergency associated with the Coronavirus (COVID-19), all Roanoke County buildings were closed to the public. The public hearing was broadcast live, so members of the public could view the meeting on Roanoke Valley Television (RVTV3) - Channel 3 or on the Roanoke County website.

Beginning with a public comment period held March 5 to May 5, 2020, citizens shared comments online, by email or by phone. 10 comments were submitted through the Hollins Center webpage prior to the meeting. During the public hearing, staff received one comment by email and two by phone. Staff also received four emails on the Plan prior to the public hearing. The Planning Commission voted to recommend approval to incorporate the Hollins Center Plan into the Roanoke County Comprehensive Plan.

Public comments are available online.

Board of Supervisors Public Hearing

On July 28, 2020, the Roanoke County Board of Supervisors held a public hearing and passed a resolution amending the County's Comprehensive Plan by incorporating the Hollins Center Plan into the Comprehensive Plan. The Board approved the Hollins Center Plan as recommended by the Planning Commission.



Appendix 4. Vision and Principles

The vision and principles for the Hollins Center Plan are derived from community feedback, stakeholder interview responses and existing conditions.

Together, the vision and principles set the foundation for plan recommendations and implementation strategies in Appendix 5.

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.

Principles

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

1. Create a destination.

Draw people to places where they can spend time engaging in many different kinds of recreational, educational and leisure activities.

Figure 4-1

Core Concept	Examples of Supporting Initiatives
Encourage a mix of commercial and residential uses to serve residents, employees, students and visitors.	Determine desired land uses that are consistent with the area's vision.
	Provide alternatives to single-family detached homes with a diverse and affordable housing mix for a varied population.
	Consider public-private partnerships for redevelopment and revitalization opportunities.
Create a unique sense of place through innovative and high quality development.	Review and update Design Guidelines for the study area.
	Create pedestrian scale development standards for the study area.
Embrace the outdoors.	Provide multimodal connections to parks and natural resources.
	Protect open spaces, creeks and mountain views.



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

A shared-use path for bicyclists and pedestrians is complete and several more pedestrian projects are slated for construction over the next few years. Build on this momentum to provide safe accommodations for all users on all major corridors.

Figure 4-2

Core Concept	Examples of Supporting Initiatives
Develop a safe, efficient and accessible transportation network that provides a range of choices.	Work with VDOT to address congestion and safety for all users.
	Plan for and construct accessible pedestrian and bicycle accommodations throughout the study area.
	Construct segments of the Tinker Creek Greenway and/or other bicycle and pedestrian facilities.
	Expand transit opportunities to the study area when and where feasible.

3. Upgrade community facilities.

Community facilities in the Hollins area are among the busiest and most visited in the County, and are also some of the oldest facilities with little room for expansion. Roads widened in the 1980s and 1990s were built for cars and did not include aesthetic features, pedestrian or bicycle accommodations desired today.

Figure 4-3

Core Concept	Examples of Supporting Initiatives
Ensure that the public services and facilities meet the needs of the community.	Consider options for the Hollins Fire and Rescue Station to optimize response times.
	Rebuild the Hollins Branch Library as a 21st Century location for learning and gathering.
	Connect public parks (Walrond, Hollins, Sadler) when and where feasible.
Enhance major corridors with attractive streetscape features.	Construct and install gateway and streetscape improvements (lighting, landscaping, signage, street furniture, etc.) throughout the study area.
	Ensure the maintenance of landscaping and other streetscape improvements throughout the study area.

4. Pursue opportunities for collaboration.

Partnerships are important to facilitate and achieve meaningful change. It will be vital to increase awareness of the Hollins Center Plan and provide updates about implementation to stakeholders and the public.

Figure 4-4

Core Concept	Examples of Supporting Initiatives
Engage and collaborate with stakeholders to implement the plan's vision.	Actively seek out developer partners interested in and capable of building mixed use projects.
	Actively promote the area to restaurants, retailers and entertainment businesses.
	Maintain communication with business and property owners.
Continue to engage the community.	Keep residents and the larger area informed about progress.



Hollins Center conceptually shown as a mixed use corridor that is safe for bicyclists and pedestrians.

Appendix 5. Implementation and Recommendations

The Hollins Center Plan presents a vision for the study area in hand with concrete implementation strategies for the next ten years and comprehensive recommendations for the next twenty. The recommendations include future policy actions as well as physical infrastructure desires and needs. Successful implementation depends on continued community engagement, strategic public investment, policy and regulatory tools and financing methods to encourage private development.

Design Principles

Roanoke County will develop and/or amend guidelines to implement the design principles of the Plan. These guidelines will support the adoption or revision of ordinances dealing with zoning, subdivision of property, and other development matters. Design guidelines and development standards could address:



Roanoke County celebrates a new Hollins business building.
Source: RVTV-3

permitted uses; building location, height, design and coverage; lighting; parking; landscaping; pedestrian/bicycle accommodations; streetscape amenities; open space and gathering space; signage; stormwater management and other development features.

Funding Strategies

Roanoke County will invest staff resources to create an interdepartmental team to implement the Plan. Staff will leverage local revenue to obtain funding from state and federal sources for all aspects of the Plan, including multi-modal transportation improvements. Any capital projects will be planned and programmed in the County's 10-year Capital Improvements Program. Staff will also dedicate time to engage current business and land owners while promoting the Hollins area to developers in order to implement the Plan's vision.



Conceptual rendering of Hollins Center sign



IMPLEMENTATION & RECOMMENDATIONS

Redevelopment of existing buildings and any new development will depend on private investment, guided by standards that are developed and encouraged by the County.

Timing/Phasing

The Hollins Center Plan will be implemented over the next 20+ years. The recommendations listed in this Plan are for the first 10 years, while future projects will be implemented in the 10 to 20-year time horizon. Many of the recommendations will be implemented in phases and will evolve over time. As different components of the plan are implemented, periodic reviews of the Plan will be necessary and adjustments made based on changing conditions.

Communication

Keeping residents, the business community and the greater area informed about the Plan's progress will be a high priority for Roanoke County. The existing website will be transitioned to both market and communicate about development within the Hollins area. Current email lists will be used to provide updates to interested parties as progress occurs. Additional opportunities for community engagement may be addressed as part of individual projects recommended in this Plan. Any future updates to the Plan document will include community input.



A new business under construction in Hollins

Accessibility

Implementation of the Hollins Center Plan should accommodate and welcome all people through accessible design. Roanoke County will consult with local representatives to recommend improvements that accomplish this goal.



A "State of the Corridor" community meeting following the adoption of the 419 Town Center Plan

Getting Started

Adoption of the Hollins Center Plan is the first step in implementation process. After adoption, Roanoke County will analyze and determine the most appropriate tools and actions to execute the Plan's recommendations.



Plan Recommendations

The recommendations in this plan fall under five categories: land use, community facilities, transportation, gateway/streetscape improvements and community engagement. Each recommendation is additionally separated into two phases: those which fall within a realistic ten-year timeframe and “future” recommendations that would occur later. This sequencing was determined based on factors including community priorities, staff priorities, funding availability and coordination of related projects.

Land Use Recommendations

Amend the County's Comprehensive Plan Future Land Use Map as recommended in this plan (see map on following page).

- With the adoption of the Hollins Center Plan, the Future Land Use Map will be amended as shown in the Recommended Future Land Use Map. This changes the Core Future Land Use and Transition Future Land Use designations along Williamson Road, Peters Creek Road, and a portion of Plantation Road to the Mixed Use Future Land Use designation.

Review and update design guidelines for the study area.

- Roanoke County will develop design guidelines and standards to implement the design principles of the Plan. This process will involve the development of new design guidelines and/or revision of existing design guidelines.

Review and update development standards regarding desired land uses,

parking, lighting, landscaping, and others to encourage a pedestrian scale mixed use development pattern.

- After developing design guidelines, Roanoke County will review these guidelines against existing development regulations (Zoning Ordinance, Subdivision Ordinance, etc.) to determine what changes, if any, need to be made to these regulations. These changes may include, but not be limited to, updates to parking and lighting standards, landscaping and buffering requirements, the placement and orientation of buildings relative to the street, desired land uses including diverse and affordable housing options, and standards for public/private spaces.

Target key sites for future economic development opportunities.

- Roanoke County will continue to work with private property and business owners to identify and support development or redevelopment of potential catalyst sites.

Mixed Use Future Land Use Designation

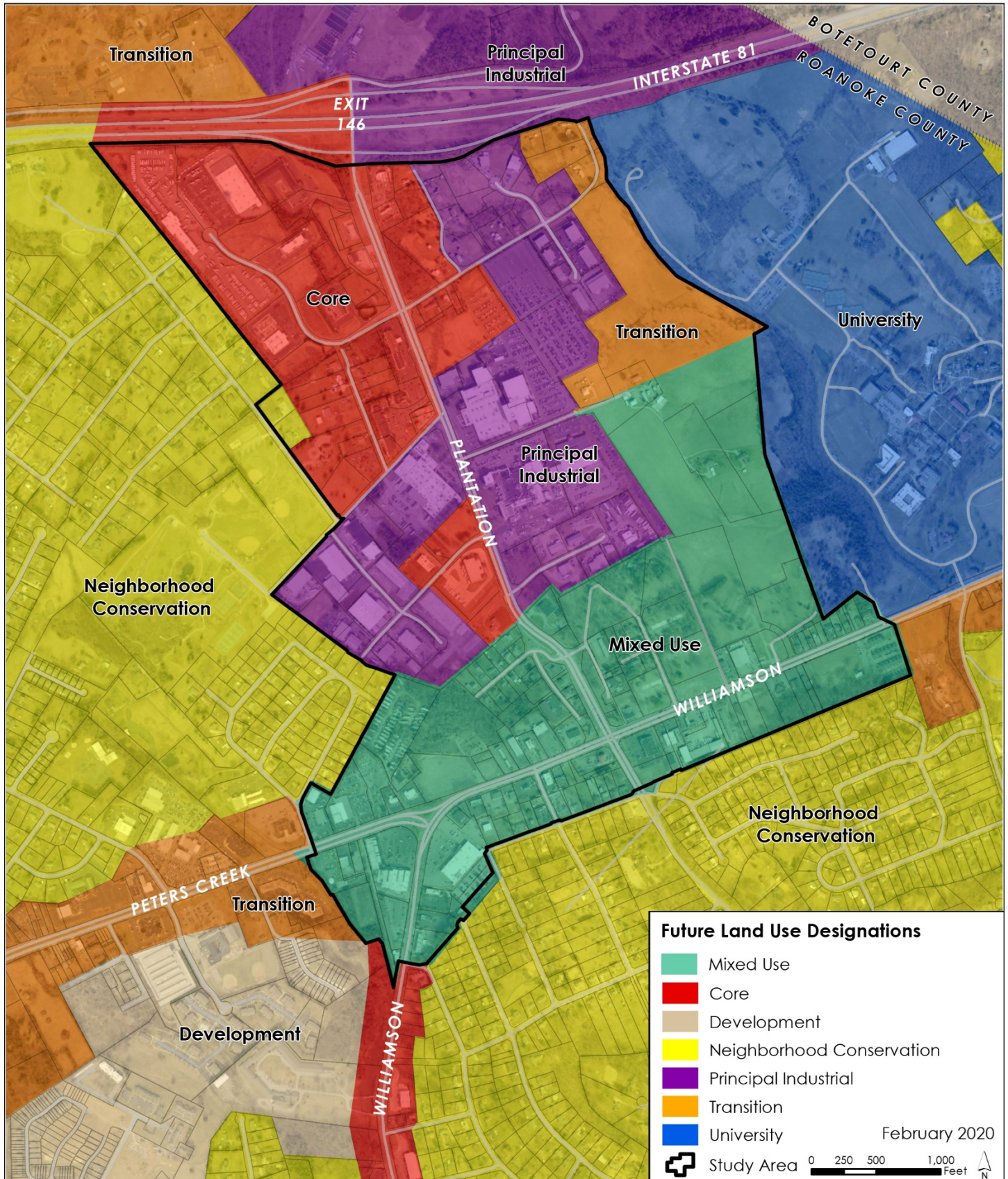
- Mix of uses to be preserved and developed.
- Allows more choices for [re]development.
- High quality design to enhance rural and historic character of the area.
- Pedestrian and vehicular connectivity.

Land Use Types

- ❖ Community Activity Centers
- ❖ Commercial
- ❖ Retail & Personal Services
- ❖ Limited Industrial
- ❖ Mixed Use
- ❖ Office and Institutional
- ❖ Residential
- ❖ Parks & Outdoor Recreation



IMPLEMENTATION & RECOMMENDATIONS





Land Use (Future)

Review and update the Hollins Center Plan based on changing conditions.

- Implementation of the Plan will occur over the next ten years. After that point, and as different components of the plan are implemented, periodic reviews of the Plan will be necessary and adjustments made based on changing conditions.

Community Facilities Recommendations

Rebuild the Hollins Branch Library as a 21st Century library for learning and gathering.

- Consider building a new library at a more central, connected location or rebuild the library at its current location. The Hollins Branch Library is the second busiest library in the Roanoke Valley Consortium, which includes Botetourt County, Roanoke County, the City of Roanoke and the City of Salem. Hollins Library circulates 23% of the County's items and averages 600 visitors per day, 23% of the County's total. Hollins is maintaining this high service level without offering the square footage or amenities such as a cafe, multiple study rooms, and the modernized meeting rooms provided by other County libraries. In 2018 Hollins Library reached capacity and is therefore unable to increase visitors or circulation without a new or modernized building.

Consider options for the Hollins Fire and Rescue Station to optimize response times.

- Consider building a new Hollins Fire and Rescue Station at a different location to optimize response times. The Hollins Fire and Rescue Station #5 is currently located at

7401 Barrens Road. The personnel at this station are the first responders to North Roanoke County and to any traffic accidents on Interstate 81 in Roanoke and Botetourt Counties. Calls to this station can come from a variety of sources: industrial facilities, residences, commercial businesses, interstate auto accidents, and other emergencies. Call diversity can create a variety of challenges for available equipment and responder expertise. The Hollins Station was the third busiest station by incident in Roanoke County for fiscal year 2018. At this time the Hollins Station does not have adequate coverage and capacity for growth in the Hollins area. Although call volumes were consistently about 2,200 per year between fiscal years 2014 and 2018, future economic growth will present a challenge for the station to respond to calls within the Hollins District without relying on outside stations and agencies.

Improve the existing playground, basketball court and picnic shelter at Sadler Park.

- Sadler Park is located two miles from the Hollins Center, north of Williamson Road near the Botetourt County line. Sadler Park features a basketball court and older playground, as well as trees and an open lawn. Improvements to the basketball court and picnic shelter are currently scheduled in the Parks, Recreation and Tourism Department's Capital Maintenance Fund for 2020. The replacement of the playground is scheduled within the next five years.

Pave the existing trail at Hollins Park.

- Hollins Park is located on Hollins Road, three miles from the Hollins Center, featuring soccer fields, a 1/3 mile gravel path and a



IMPLEMENTATION & RECOMMENDATIONS

playground. The paving of the park trail is currently scheduled in the Parks, Recreation and Tourism Department's Capital Maintenance Fund for 2020.

Preserve scenic views of the Read Mountain Preserve.

- Read Mountain Preserve is a 243-acre preserve located approximately 2 miles southeast from the study area. The Preserve includes a parking area, trailhead and natural surface hiking trail. The County will be purchasing an additional 300 acres adjacent to the Preserve. This purchase will help protect mountain views from the study area and additional natural surface trails will be constructed to increase regional outdoor recreation opportunities.

Community Facilities (Future)

Implement recommendations from the updated Master Plan for Parks and Recreation.

- Roanoke County will be updating its Master Plan for Parks and Recreation in 2020. As part of that planning process, an evaluation on the need for outdoor recreation improvements and amenities in the Hollins Center and nearby parks, including expanded walking paths, restrooms, new picnic areas, shelters, benches, pet stations, improved outdoor play spaces for all ages, and new and accessible playgrounds should be conducted. Any recommended improvements for the Hollins Center area and nearby parks should be implemented as funding becomes available.

Transportation Recommendations

Improve the Williamson Road/Peters Creek Road Intersection.

- Roanoke County will request VDOT to study the functionality of the Williamson Road/Peters Creek Road Intersection. Roanoke County will seek funding for any improvements recommended from this study.

Improve the Plantation Road/Williamson Road Intersection.

- Roanoke County will request VDOT to study the functionality of the Plantation Road/Williamson Road intersection, as well as Plantation Road south to its intersection with Dexter Road. Roanoke County will seek funding for any improvements recommended from this study.

Construct an additional lane on both sides (northbound and southbound) of Interstate 81 from Mile Marker 144 to Mile Marker 150.

- This project is part of the Interstate 81 Corridor Improvement Plan, which was approved by the Commonwealth Transportation Board in December 2018. The proposed design will establish a three-lane road in both directions. The General Assembly passed legislation in 2019 to generate revenue for projects identified in the Plan. The project schedule has not yet been determined.

Construct bicycle and pedestrian accommodations on Peters Creek Road from Williamson to Barrens Road.

- Construct sidewalk and bike lanes to connect community facilities to the proposed and funded sidewalk project along Williamson Road.



Construct pedestrian accommodations on Williamson Road from Plantation Road to Campus Drive/LaMarre Drive (north side).

- Construct pedestrian improvements that will connect Hollins University to the southern end of the shared use path on Plantation Road and the partially funded sidewalk along the north side of Williamson Road to the Peters Creek Road intersection.

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

- Construct a multimodal connection or sidewalk/bike lanes along Walrond Drive connecting Walrond Park to the existing pedestrian network.

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.

- The 2018 Roanoke Valley Greenway Plan Update includes multiple alignments for the Tinker Creek Greenway. Future construction of the greenway will require consensus about the most appropriate alignment based on property acquisition. The Greenway Plan identifies connection opportunities such as the Friendship Retirement Community, Mountain View Elementary School, Village at Tinker Creek, Hollins University, the Carvin Creek Greenway, Carvins Cove Natural Reserve, Brookside Park, Hollins Park, Walrond Park, Sadler Park, Community School, Tombstone Cemetery, and to Botetourt County.

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.

- These studies will evaluate the need for road improvements, bike and pedestrian accommodations, and other transportation improvements.

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

- Transit service is an important amenity for large employers and residents in the area. Staff will work with interested stakeholders to evaluate transit opportunities and funding alternatives.

Transportation (Future)

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

- Construct improvements to Friendship Lane to accommodate industrial/commercial growth, provide bicycle and pedestrian connections from Plantation Road to the Tinker Creek Greenway, and provide stormwater and drainage infrastructure.

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

- Construct a multimodal connection to extend the Plantation Road Bicycle, Pedestrian and Streetscape Improvement Project on the west side of Plantation Road between Williamson Road and Gander Way.



IMPLEMENTATION & RECOMMENDATIONS

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

- Construct a multimodal connection or sidewalk/bike lanes to mirror the Plantation Road Bicycle, Pedestrian and Streetscape Improvement Projects that have occurred along the west side of Plantation Road between Williamson Road and Days Inn.

Construct pedestrian accommodations on Gander Way from Plantation Road to its terminus.

- Construct sidewalks extending from the Gander Way/Plantation Road intersection along Gander Way to its terminus.

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.

- Extend the Tinker Creek Greenway from the Roanoke River in the City of Roanoke, through Roanoke County to the Botetourt Center at Greenfield in Botetourt County.

Conduct a transportation corridor study along Williamson Road/Route 11 from Hollins University to Cloverdale.

- This study will help inform the chosen alignment of the Tinker Creek Greenway, as well as other transportation improvements needed along the corridor.

Gateway/Streetscape Improvements Recommendations

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

- As a regional gateway to outdoor and urban amenities, many stakeholders and residents would like to see visual improvements including gateway signage and landscaping. Improvements may include, but not be limited to, lighting, landscaping, signage, street furniture, etc.

Leverage available state programs for street and gateway improvements.

- Streetscape improvements may be supported or funded through state programs that create partnerships with localities or local businesses.

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

- Existing and new landscaping and streetscape improvements will need to be maintained by Roanoke County, local private property owners, or business partners to guarantee the longevity of any enhancements.



Community Engagement Recommendations

Consider public-private partnerships for redevelopment and revitalization opportunities.

- The redevelopment and density patterns called for by the Plan will depend on private investment but be guided by standards developed by the County. Roanoke County may consider financial incentives as part of public/private partnerships.

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

- Roanoke County will identify potential developers through marketing efforts, networking and requests for qualifications. Events and media exposure will be coordinated to recognize and reward successful developers.

Maintain communication with business and property owners.

- Roanoke County will continue communication with business and property owners about development and redevelopment opportunities and implementation of the Plan. Staff will assist area businesses that wish to learn more about the Plan and share public information materials via the website.

Keep residents and the larger area informed about progress.

- The current website will shift to both market and to communicate about development within the Hollins Center. Email lists will be used to update those interested as progress occurs. The community may also be

engaged through branding development, transportation and development projects, and future updates of the Plan. County departments will receive information on preferred locations for investment, good housing design and retail design for businesses.

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

- Roanoke County will encourage public and private organizations to host programs in the Hollins Center area and consider allowing outdoor sales so retailers can "bring the store out into the street."

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

- Temporary and permanent art installations will be considered as part of any redevelopment, events or marketing initiatives. Staff will look for opportunities to add public space in partnership with private redevelopment, and include public space where feasible as part of other public right of way projects.



Appendix 6-A. Stakeholder Feedback Summary

*Overarching goals shared across groups
are in **bold***

Planners (regional)

- **Walkability, bike-ability, connectivity to Roanoke River Greenway**
- **Streetscape improvements – less pavement, more green**
 - Street trees, median trees
- Traffic calming
- **Create attractive, welcoming gateway**
- Develop community center
- **Improve public amenities and stimulate community**
- Farmer's Market, Festival – build on local character
- **Library is important piece of the community**
 - **Build new one in the study area**
- Multi-family housing
- **Add residential with mixed use development in commercial zones**
- Strengthen local businesses already here
- Central gathering space
- Realize the economic benefits of trails
- Realize the public health benefits of trails

Police, Fire & Rescue (County and City)

- **Safe, well-lit pedestrian and off-road bicycle facilities** are needed
 - Peter's Creek Road

- Williamson Road
- Plantation Road
- **Traffic safety improvements** are needed at busy intersections
 - Peter's Creek/Williamson
 - Plantation/Williamson
- For transit to extend into the County system improvements are needed
- Regional reciprocal agreements for fire & rescue would benefit multiple jurisdictions while saving resources
- **Regionalism** approach would benefit all jurisdictions
 - Regional integrated CAD system
 - Local government agreements
- Redeveloped properties have modern infrastructure (sprinklers, etc), so fire risk is lowered
- Add multi-family housing to the area that appeals to young professionals
- **Economic growth to keep young people here**
- New public library
- New Fire & Rescue Station
- Restaurants, niche shops,
- **New development/redevelopment should be mixed use with active commercial**

Transportation (Regional)

- Funding transportation improvements is an ongoing challenge
- Public transportation - strategic extensions of bus service into the County



- Express bus from Downtown Roanoke, through Hollins, to Botetourt

- **Multi-modal connectivity**
- Safe pedestrian facilities
- Walkability, bike-ability, greenway connections
- Improve Peter's Creek/Williamson intersection

Greenways (Regional)

- Walkability, bike-ability, greenway connections
- **Finish Tinker Creek Greenway according to the 2018 Greenway Plan**
- Safe pedestrian facilities are needed
- Realize the economic benefits of trails
- Realize the public health benefits of trails
- Walkability and connectivity between residential and commercial areas
- Reduce the number of curb cuts
- Landscaping in parking lots
- Streetscaping along major corridors

Stormwater (County and City)

- Safe pedestrian facilities are needed
- Protect and improve creeks
- Storm sewer and drainage upgrades

Utilities

- Partner with RV Broadband Authority if new library is built
- Expand broadband to north side of I-81

Economic Development (Regional)

- Sidewalks along the corridor
- Landscaping/Streetscaping
- Walkability, bike-ability, greenway connections
- **Outdoor culture**
- Public transportation/express bus
- Redevelop vacated properties
- New development/redevelopment should be mixed use with active commercial
- Coordinate with Roanoke City for Williamson Road corridor improvements
- No storage facilities on commercial corridors
- More business variety needed on Plantation
- Restaurants, fitness, childcare, microbrewery
- Make Plantation Road at Exit 146, I-81 and Williamson coming from Botetourt nice gateway entrances to Roanoke County
- Create attractive commercial magnet at Exit 146/Plantation Road
- Finish Tinker Creek Greenway to Carvin's Cove and into Botetourt County of Roanoke
- Walkability and connectivity between residential and commercial areas
- Add multi-family housing to the area that appeals to young professionals
- Protect commercial/industrial properties and uses
- **Corporate center**, related to Hollins University
- **Repurpose properties and improve corridors**

COMMUNITY ENGAGEMENT ENGAGEMENT RESULTS



- **Reframe streets**
- **Create destinations**
- Realize the economic benefits of trails
 - Continue toward completion of the Roanoke Valley Greenway Plan
- Rezone to encourage desirable development and redevelopment
- Medium-density housing with aging-in-place amenities
- **Placemaking:**
Community/neighborhood/commercial node
- **Build on local character**

Large Employers/Property Owners/Business Owners and Associations

- Walkability, bike-ability, greenway connections
- Finish Tinker Creek Greenway
- Safe pedestrian facilities are needed
- Public transportation
- Landscaping/Streetscaping
- Public parks connections and enhancements
- New development/redevelopment should be mixed use with active commercial
- Repurpose properties and improve corridors for economic development
- Walkable amenities for young professionals
- Add multi-family housing to the area that appeals to young professionals/work force
- Restaurants, fitness center, childcare
- Pizza, beer, coffee
- Outdoor seating
- Corporate park

- Gathering spaces
- New public library
- Bikeshare
- Hotel
- Placemaking:
Community/neighborhood/commercial node/college
- Catalyst new development projects
- Create attractive, welcoming gateway

Realtors

- Repurpose properties and improve corridors for economic development
- Good schools are important to sustaining viability of the area
- Live/work/play housing is in demand
- New development/redevelopment should be mixed use with active commercial
- Village/Town Center
- Improve Peter's Creek/Williamson intersection – traffic circle
- Workforce housing
- Industrial demand

Environmental

- **Protect the creeks**
- Improve stormwater management, and encourage residents and property owners to help (rain barrels, keep rain on site)
- Reduce light pollution as redevelopment occurs
- Walkability, bike-ability, greenway connections
- Public transportation



Education

- Walkability, bike-ability, greenway connections
- Trees, landscaping, streetscaping
- Catalyst new development projects
- Façade improvements for businesses
- Connections between university and the rest of the community
- Farmer's market as healthy community catalyst
- Create attractive, welcoming gateway
- Coffee shops, sit-down and fast-casual restaurants
- Gathering spaces
- Placemaking:
Community/neighborhood/commercial node/college
- Protect the watershed and creeks
- Public transportation
- Improve the HU entrance with identity/branding aesthetics



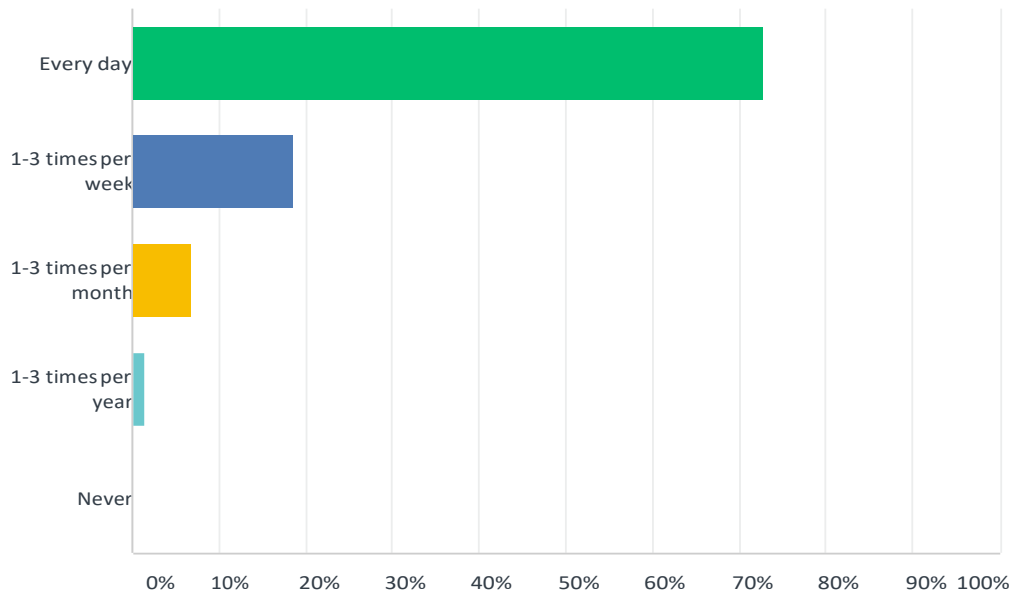
Survey Results

February 1 - April 7 2018
393 Responses

HOLLINS CENTER SURVEY

Q1 How often do you visit or travel through the study area? (Choose one)

Answered: 391 Skipped: 0

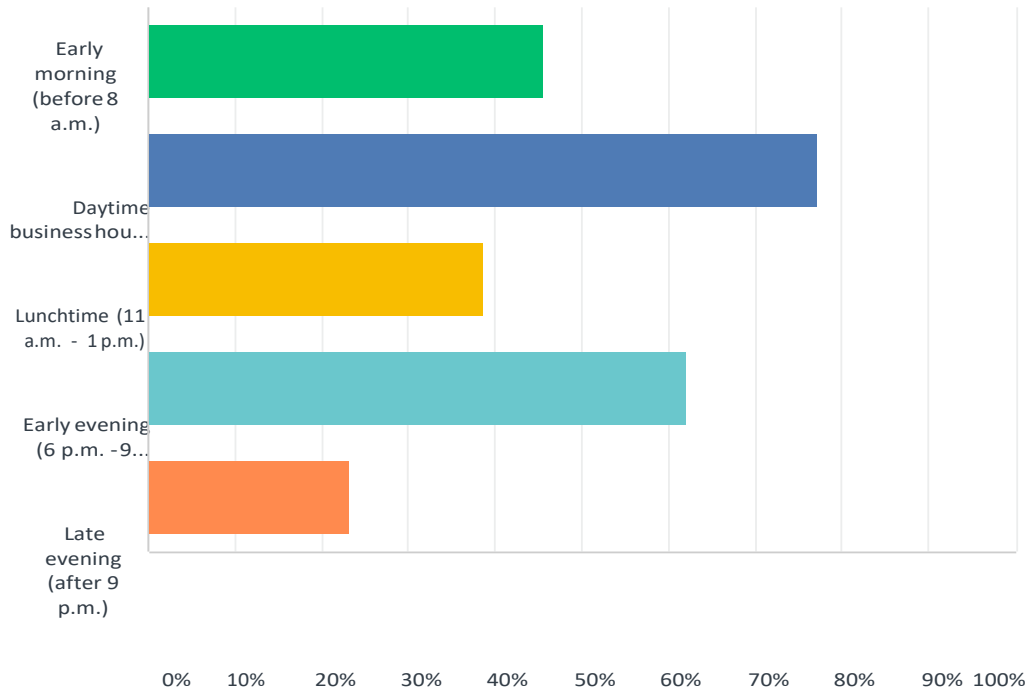


ANSWER CHOICES	RESPONSES	
Every day	72.89%	285
1-3 times per week	18.67%	73
1-3 times per month	6.91%	27
1-3 times per year	1.53%	6
Never	0.00%	0
TOTAL		391

HOLLINS CENTER SURVEY

Q2 What time of day are you usually in the study area? (Check all that apply)

Answered: 391 Skipped: 0

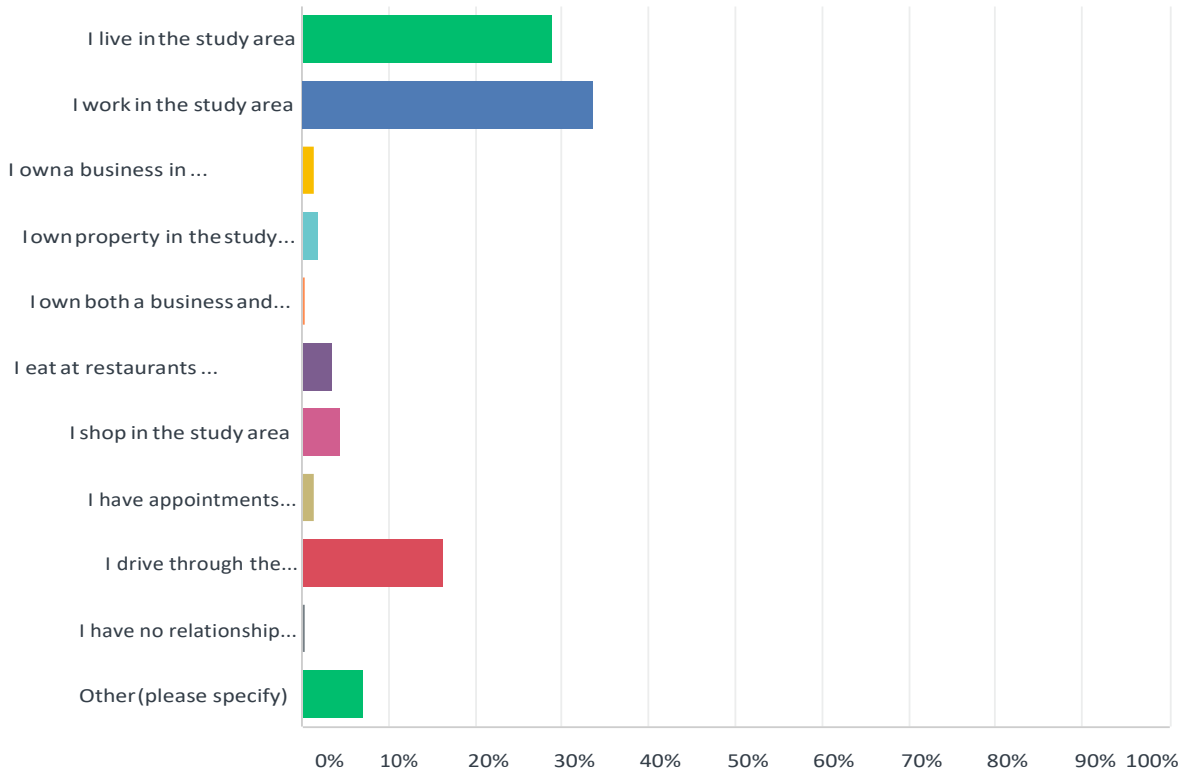


ANSWER CHOICES	RESPONSES	
Early morning (before 8 a.m.)	45.52%	178
Daytime business hours (8 a.m. - 5 p.m.)	77.24%	302
Lunchtime (11 a.m. - 1 p.m.)	38.62%	151
Early evening (6 p.m. - 9 p.m.)	62.15%	243
Late evening (after 9 p.m.)	23.27%	91
Total Respondents: 391		

HOLLINS CENTER SURVEY

Q3 What is the main reason you travel to or through the study area? (Choose one)

Answered: 391 Skipped: 0



ANSWER CHOICES	RESPONSES	
I live in the study area	28.90%	113
I work in the study area	33.76%	132
I own a business in the study area	1.53%	6
I own property in the study area	1.79%	7
I own both a business and property in the study area	0.51%	2
I eat at restaurants in the study area	3.58%	14
I shop in the study area	4.35%	17
I have appointments in the study area	1.53%	6
I drive through the study area	16.37%	64
I have no relationship to the study area	0.51%	2
Other (please specify)	7.16%	28
TOTAL		391

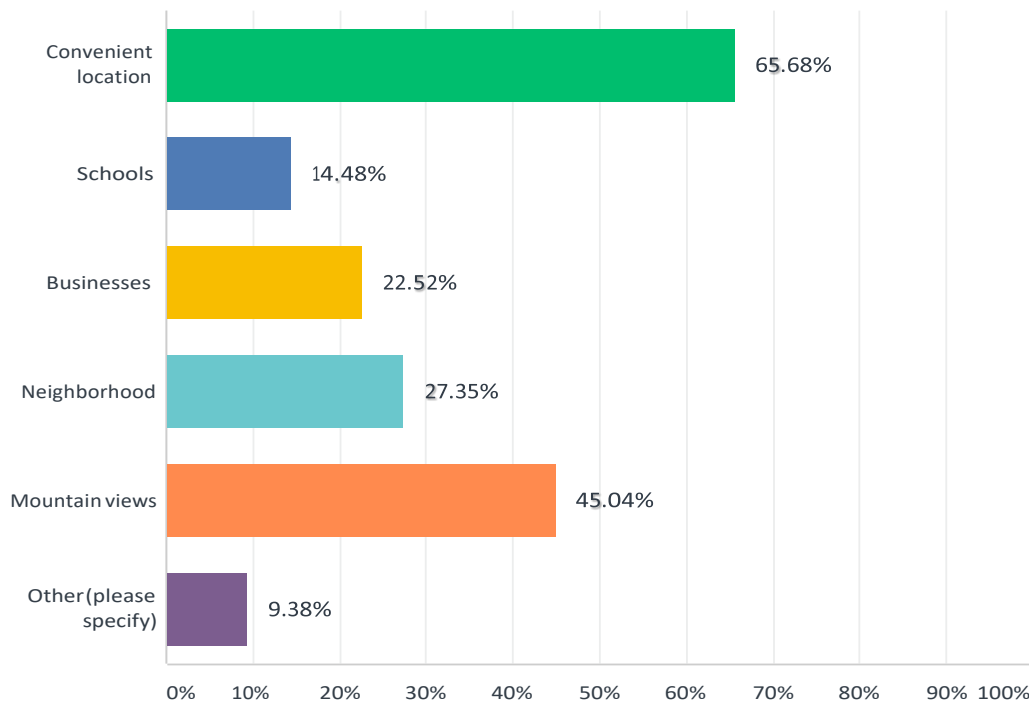
HOLLINS CENTER SURVEY

What is the main reason you travel to or through the study area? (Choose one)
Other (please specify)
I eat, shop and drive through the study area
I live near the study area
doing business in the area
Work in area
Family lives in the area
My children attend Community School and we go to events at Hollins University once a week.
live near the study area
advocate for people with disabilities
The people
I study in the study area
I live, work, and eat in the study area and I work adjacent to it.
I work, drive thorough and eat in the study area. Also thinking of moving to the study area
I live just outside the study area
work at Wells Fargo
Child goes to Community School
I'm a Hollins Student
I live across from Hollins University and drive the area all the time.
I do business in the area but office is not located there
I live less than a mile outside of the study area
On my way to work from summerdean
Family lives in area, childrens' activities in the area, which lead to shopping, and eating in the study area
Hollins
recycle at Hollins...go to events at Hollins
ride bicycle,salem to troutville & back
Family lives in the area
Live just outside study area, but this is where I shop etc. and travel throughout the study area daily.
Family live in that area
I own a business right outside the study area. I am hoping to be included

HOLLINS CENTER SURVEY

Q4 What do you like best about the study area? (Check all that apply)

Answered: 373 Skipped: 18



ANSWER CHOICES	RESPONSES	
Convenient location	65.68%	245
Schools	14.48%	54
Businesses	22.52%	84
Neighborhood	27.35%	102
Mountain views	45.04%	168
Other (please specify)	9.38%	35
Total Respondents: 373		

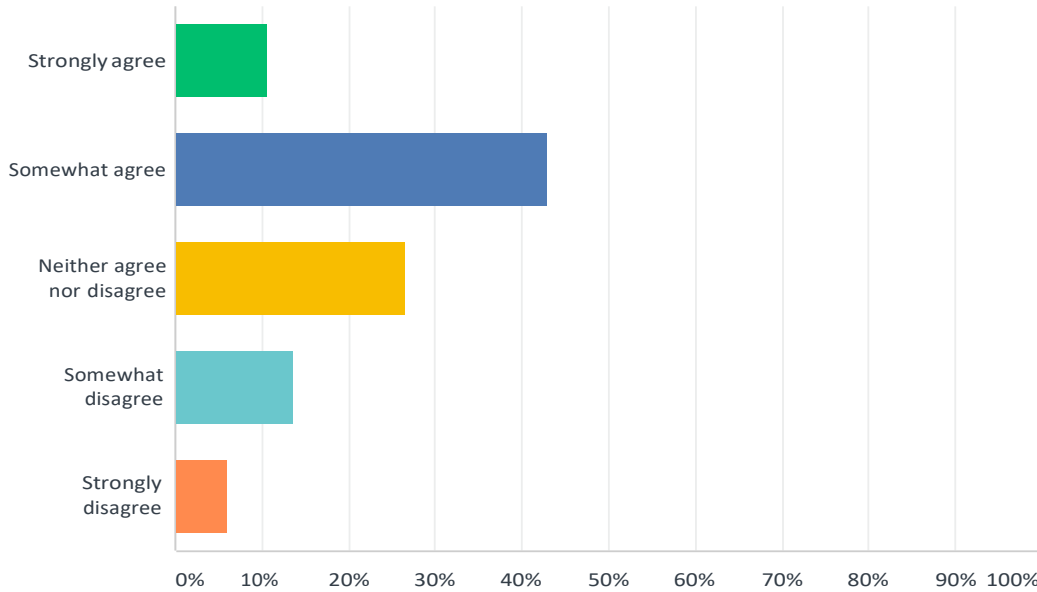
HOLLINS CENTER SURVEY

What do you like best about the study area? (Check all that apply)
Other (please specify)
Visiting Hollins University
I like nothing about it. Waste of money. There is no way in valley to bring in new revenue. All this does is spread around money and will close existing businesses.
It's where my job is.
access
my job
N/A
it is where i work
Carvin's Cove
Safe and very quiet neighborhood.
Hollins Library and Natural Resources in the area: mountains, Tinker creek, Carvins Creek, Carvins Cove, Hollins University campus.
making sure it's ADA accessible
the people
the people
I was born across the street where I live now, 66 yrs ago. I love my dead end road but it is really going downhill. No one is keeping their homes up and the ones that live here are actually trashing it up! No one will buy on this street until it is something done to improve the appearance.
Close to where we live. Like the access to outdoor activities, Carvin's cove, and parks.
It's in the county and convenient to stores, restaurants, etc., but it still feels like you get out of the city when you go to Hollins.
Kroger and the new smoke shop
Access to Carvins Cove
Needs to be updated; vitalize with new businesses (restaurants and coffee shops)
restaurants
Racial, ethnic, socioeconomic diversity of population and businesses.
It is a nice community, easily accessible to recreation, interstate and education
it's close to I-81 so my husband can hop on when he volunteers at Wintergreen Ski Resort in the winter.
It is a jumbled mess right now but I would like to like it.
close to I-81
near Hollins University, near library, Kroger, restaurants
proximity to hiking/biking trails
That it still retains a community feel. It hasn't been "citified" yet. It's not all built up.
I work there and live very close
rodes have fair amount of space for bicycle travel
Hollins Univ
It's where I work...
Many things I like about the area. Most of all our business and all the improvements and successes we have seen to the area in the last 12 years.
My job! Other than that, I patronize the businesses but as they are so limited I could not say I like them best.

HOLLINS CENTER SURVEY

Q5 Do you think positive developments are occurring in the study area? (Choose one)

Answered: 373 Skipped: 18

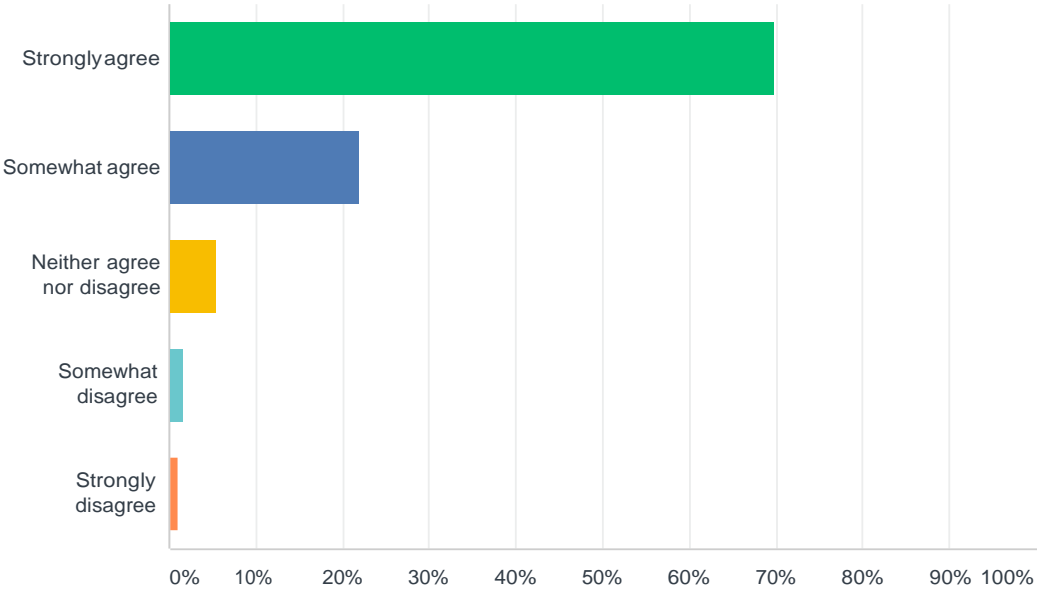


ANSWER CHOICES	RESPONSES	
Strongly agree	10.72%	40
Somewhat agree	42.90%	160
Neither agree nor disagree	26.54%	99
Somewhat disagree	13.67%	51
Strongly disagree	6.17%	23
TOTAL		373

HOLLINS CENTER SURVEY

Q6 Do you think the study area has potential to be better than it currently is? (Choose one)

Answered: 373 Skipped: 18

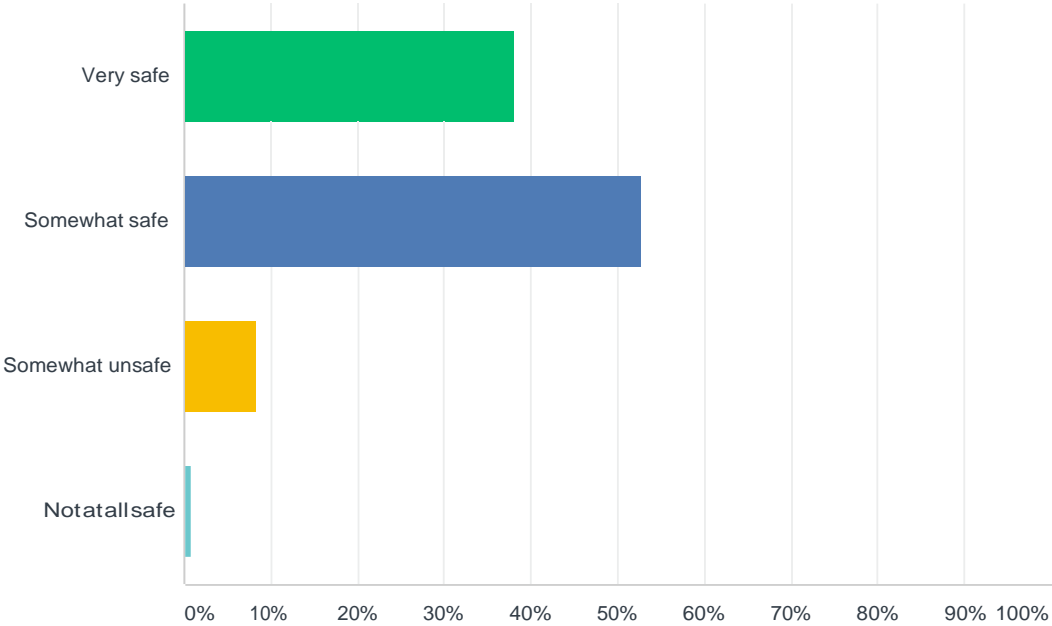


ANSWER CHOICES	RESPONSES	
Strongly agree	69.97%	261
Somewhat agree	21.98%	82
Neither agree nor disagree	5.36%	20
Somewhat disagree	1.61%	6
Strongly disagree	1.07%	4
TOTAL		373

HOLLINS CENTER SURVEY

Q7 How safe is the study area in the evening (6 p.m. - 2 a.m.)?
(Choose one)

Answered: 373 Skipped: 18

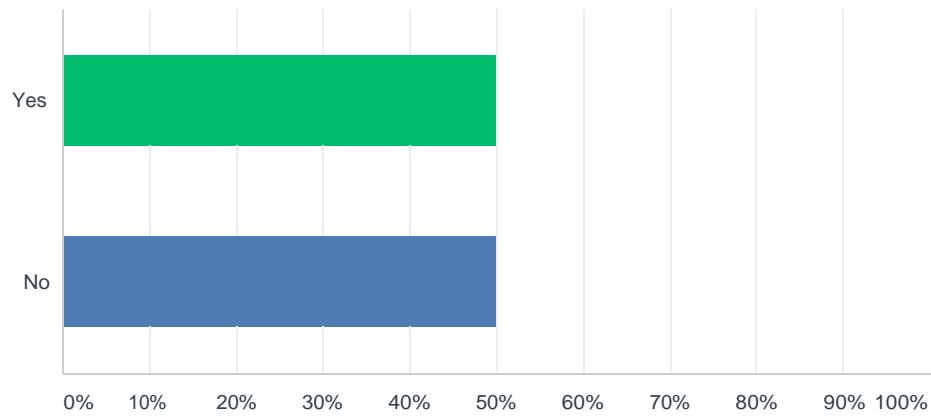


ANSWER CHOICES		RESPONSES	
Very safe		38.07%	142
Somewhat safe		52.82%	197
Somewhat unsafe		8.31%	31
Not at all safe		0.80%	3
TOTAL			373

HOLLINS CENTER SURVEY

Q8 Does the study area currently have distinct or unique qualities that make it stand out from other parts of the Roanoke Valley? (Choose one)

Answered: 373 Skipped: 18



ANSWER CHOICES	RESPONSES	
Yes	50.13%	187
No	49.87%	186
TOTAL		373

HOLLINS CENTER SURVEY

Q9 What are those distinct or unique qualities?

Answered: 178 Skipped: 213

What are those distinct or unique qualities?
Open-Ended Response
Hollins University is there
Creekside, mountain views between 604 and Williamson Road.
Waldron Park, Mountain view, convenience,
Hollins is it own little community with lots of potential for growth.
there are a lot of people who work in this area
This is an old established are to live in...
Access to 81, potential to be a community on its own not part of a larger Roanoke county
College, close to interstate for travelers
Easy access, the ability to have attractive businesses/restaurants
Not as crowded. Close to Botetourt. Less polluted and car heavy. Carvins Cove.
Small town feel that serves as a corridor to Botetourt County with the opportunity to incorporate the benefits of Carvins Cove and a "Greenway" promoting the mountains and building on the outdoor concepts that Roanoke is promoting.
variety of businesses, Hollins college, many churches and schools, mountain views
Hollins University
Carvins Cove, Mountains, Non-congested area but easy access, good employment opportunities.
Park, easy access
Mountain views, new construction, etc...
Views, available space for development, sidewalks on rt 11
Historical
conveiniace
Easy Interstate exit for locals and travelers, Close to Carvins Cove, Bike trails, and Waldron Park
Beautiful views
access to Carvin Cove for recreation
right off interstate and several large employers
Lots business located there.
Nature trails, unique restaurants
closer to highway, businesses and access to the north side of Roanoke.
Great views, convenient to businesses
Close to interstate, unique business (night vision)located in the area, nice park in the area
Low traffic/congestion before construction began.
Nice area, nice views, quite
Easy access to I81, views, Hollins University, access to Greenway & Carvin's Cove
A college area blended with the local community; access to wonderful hiking/scenery at Carvin's Cove.
viewshed, Hollins University, interstate access, high concentration of employees, greenway access
It is not as congested with businesses and traffic.
easy access to I-81 Hollins University Walrond Park
Beautiful views, close proximity to I81 and 581, a beautiful park close by, close to malls and shopping.
Is in the middle of everything, but peaceful.

HOLLINS CENTER SURVEY

Not as busy as other areas but still close to everything you need. Great landscape, not too occupied with businesses. Beautiful university campus. Great schools and neighborhoods. My area has a very active neighborhood watch.
Hollins University, many and diverse churches, good schools, neighborhoods,
none really.
it's not the rest of Roanoke
Employment opportunities - safe environment- beautiful views
Hollins University, 2 or 3 excellent restaurants, important retailers (e.g. Northwest Hardware, Audiotronics)
Direct connection to Interstate 81. Also, closely adjacent to walking paths and Waldron Park. Has a real opportunity to begin to help the community to attach to Hollins University and potential restaurant vendors.
Hollins Univ, Carving Cove
Not too crowded
Proximity to Hollins University and Carvins Cove.
Tinker Mountain... when I see Tinker Mountain from I-81, I know I'm home.
Hollins University, proximity to I-81
Hollins University, Carvin's Cove, The Hollins Greenway and Community School
Not congested
Tinker Creek, and the views are nice
natural views, nearness to carvins cove hiking area, small businesses
Mountain views and access to I81
Pedestrian & bicycle paths. New sidewalks.
Hollins University Proximity to Interstate Residential/ Business/ Industrial mix
Our priceless and irreplaceable natural resources - mountain views, creeks, Hollins Univ. campus - all should be preserved and protected. Nearby Appalachian Trail too.
left blank
It is the first exit coming south on I-81 that introduces travelers to the valley. Also, it is home to Carvin's Cove!
It is the first exit coming south on 81 that introduces travelers to the valley. Also, it is home to Carvin's Cove!
convenient access to main roads, Route 11 and I-81
Location is central to a lot of residents
Close, quick access to 81 and the Valley View area
Access to 81, strong community, several small friendly main street type business, areas not developed yet.
proximity to 81, proximity to Hollins University, easy to get to
Close to interstate, University in area
Location....we are located close to doctors, grocery stores, pharmacies, restaurants, businesses, schools and a park. The area really needs to be cleaned up in order to help the looks!
Proximity to Hollins U. and North Plantation Rd. businesses/ Exit 146
- Close to interstate (easy in and out). - One of the 1st exits out-of-towners come to from the North...so a gateway to Roanoke. What can we do to make an inviting space? - Close to Carvins Cove and Loch Haven lake...mountain biking, outdoors
It has a unique personality. With restaurants only found in that area like Hollywood's, it really feels like a small village unto itself. I love that it is quiet and safe, but close to many amenities.
Huffman property is of particular importance since it represents a relatively large parcel that is compatible with industrial development. These parcels are scarce in the Roanoke region. The Huffman property is particularly well suited to industrial based on the adjacent uses, size of property, and access to I-81. This is a valuable (and rare) piece of property in Roanoke County that can produce tax revenue, employment, and economic impact.
View of Tinker Mountain, access to I-81
It is right next to a college and a major interstate

HOLLINS CENTER SURVEY

Friendly neighbors, great schools, convenient to all areas of valley, great parks and restaurants, minutes away from hiking, bikeing, and walking activities.
Beautiful mountain views. Close to the interstate and airport without being to close, deer
Close to 81 than other parts of Roanoke. The Mountain View's & abundance of open & available land to build on. The current study area is a visual embarrassment and improvements need to be done as soon as possible.
Potential development for very easy access on and off I-81. Plus, significant car traffic from employers like Hollins, Pepsi, Lawrence transportation and increased traffic towards Botetourt.
I like trees
Quality of views, recreational opportunities, etc.
The university
Hollins University and the opportunity to continue to develop a pedestrian friendly area that has retail, housing, and businesses.
Mountain views and Hollins college
It is a link between Botetourt and Roanoke Could be viewed as a central/safe area between Roanoke and Botetourt Counties and Roanoke City Convenient to the Interstate-quick travel times North and South
Close to very good schools, lots of employment, surrounded by beautiful nature.
Hollins University
Access to 81, nature activities
Hollins University, very close to I81, some large employers nearby
HOLLINS UNIVERSITY
Access to Carvins Cove Hollins U Tinker Creek Greenway
Great neighborhood feeling, good parks, lots of open space, country/rural feeling with access to shops and recreation.
Location! location!, and access to the interstate, and to shopping centers, and to Va Tech.
Housing development
We are a highly populated area with several large corporations. The prime location right off the interstate makes for a very high volume exit for travelers. We need more in this area- we are super excited about this initiative.
Location to 1-81 and location to Botetourt Beautiful views
Hollins University, Walrond Park, and one really good restaurant (Hollywood).
Potential for businesses catering to the needs of the college student population at Hollins University.
Sidewalks in part of the area and access to Greenway trails.
We are very close to I-81, convenient to so many grocery and other stores, great restaurants. Mountain views are awesome. Carvins cove area.
scenic beauty.
Nature trails, close to airport, Carvins Cove, proximity to I81 and 460, near valley view mall.
Diversity. Proximity to the city and "country."
Shopping
"hometown" feel
Closely knit neighborhoods, major roadway access, close to natural recreation, future greenway expansion and close to shopping.
Location
Ease of getting around Quick access to 81 Friendly folks
peaceful neighborhood with businesses I need nearby.
The opportunities of restaurants, shopping to be developed is a must in Hollins with so much land that is vacant and to have the exposure of a short drive off of I81 clearly makes the right fit!
Nearby areas are good family/home locations.
University setting mixed with industrial. But, with a small town feel.
outside city. easy access to interstate. nearby shopping

HOLLINS CENTER SURVEY

Just a great place to live
Several hotels in area
Next to and access to Carvins Cove. Hollins U
Hotels and local business
Hollins University, Tinker Mountain views
I-81 traffic, many hotels and employers
Hollins
Interstate access point that is underdeveloped, university, developable land
Hollins University and Hollywoods restaurant
Convenience to 81, 581. Can get anywhere fairly quickly. Also close to airport.
Convenient to 81 and a large area available for business development
excellent logistics to 81 & Rt 11; good traffic flow, but services and aesthetics could be better
Most NVGs used by military were manufactured there. Walrond Park is a gem and should be kept unspoiled. Hollywood's is one of the best restaurants in the Roanoke Valley. Gander Mountain was a great place to shop, not sure what it is going to be like after the transition.
A sense of neighborhood and outdoor play
LOCATION VIEWS
Conveniently located off 81 and near Valley View. Has a nice uncrowded suburban feel.
Hollins university.
Carvins Cove nearby and closest to up and proximity to interstate and a University and A major connection to Peters Creek/Williamson/Plantation Roads
A variety of businesses within walking distance, Hollins College, mountain views and very close to I-81
Disc golf (which needs to be improved), Carvins Cove boating access, Green Ridge rec center, airport.
Unobstructed Mountain View's and access to I-81
Easy access to I81, airport, shopping, beautiful mountain views, Walrond Park, Hollins College, quick to Daleville which has the new brewery, quick acces to the Appalachain Trail!
It is perfectly located between botetourt, downtown, and southwest county. It is close to all necessary roads (I-81, 581, plantation, williamson, peters creek).
It's north county and it's convenient to the interstate and shopping centers.
Proximity to I-81 Nice park in area
Close to University, Recreation, and access to I-81
Location close to the interstate makes it very convenient.
University environment, connection to equestrian and farming interests historically and at present
Hollins University and Tinker Creek and Carvins Creek and potential for more greenways and need to protect mountain views and need for legislation to try to prevent future chemical spills such as happened in Tinker Creek in summer 2017. There is also a STRONG need to increase pedestrian access for walkers to Williamson Rd and Plantation Rd from neighboring residential neighborhoods, especially those across the street from Hollins University, by having MORE SIDEWALKS, especially sidewalks on LaMarre Dr.
It is a gateway to Roanoke County from Botetourt, and it has Roanoke County's only 4 year post- graduate educational institution.
More of a business/industrial employment area.
Proximity to interstate
Views of Tinker Mountain, right off of I-81 without feeling like a commercial strip like Salem, access to Carvins Cove, access to Hollins University
It is a smaller area within the County wherein you can get a lot done at once (restaurants, shopping, car care, etc.)
It is very close to the insterstate and the area has a HUGE potential to be a major place of commerce if it is developed correctly.
Close to everything that I need

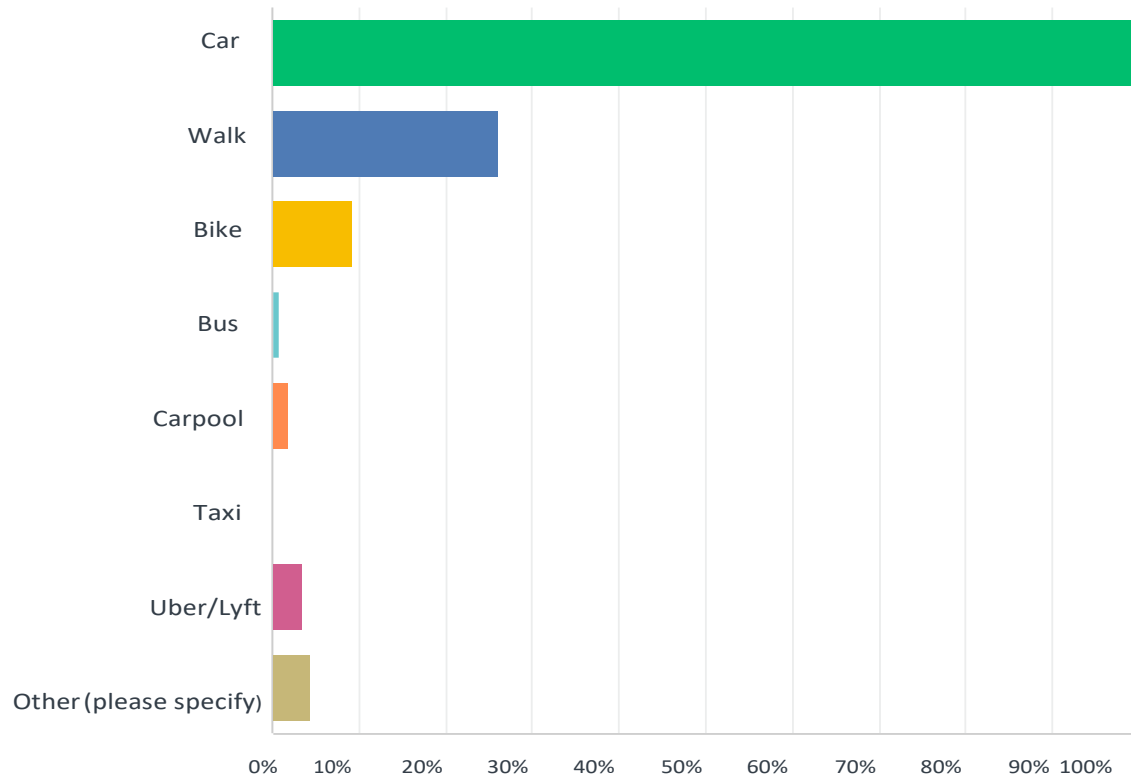
HOLLINS CENTER SURVEY

Close to shopping and eating. Lots of options. But can also feel outside of town in just a couple of mins
Beautiful outdoors
Hollins University, views of Tinker Mountain
Room for greenways (bike & ped) to be separated from the traffic. Mountain views.
Near a nice mountain hike..beside a university.. close to historic downtown Roanoke...varied shopping near-by
Small community appeal.
In my neighborhood, crossroads Rt11 and Plantation Rd/I-81
Clean, friendly, not overly congested businesses Easy to get other places in valley or to 81 Beside great neighborhoods
Waldron park, carvins cove
Proximity to Hollins University
Beautiful views, Hollins Univ., natural beauty
As stated previously, it has what is needed as far as shopping and restaurants. It serves the community just fine.
Close to Carvin's cove. I believe this resource has far more potential than utilized.
Adjacent to I-81 exit Unique customer base/population at Hollins Univ
proximity to Hollins College areas of undeveloped land that could act as a park land proximity to Carvins Cove
Quick and easy access to I-81, lots of land that could be developed for new businesses and restaurants.
natural beauty(mountain views)
Semi rural area, Hollins University and proximity to I81
hollins university is near by
views, location to 81, employment opportunities.
Hollins University, good local restaurants and other small businesses. Neighborhoods are also easily accessible, but quite and well maintain by owners.
accessibility
proximity to Greenway, Carvins Cove, and events at Hollins University.
convenience to 81, Valley View, Airport, college, route 11
Hollins U
Hollins University
convenient to 81. Also centered with Roanoke, Botetourt, Salem just down 81. Hollins University is adjacent
We have beautiful Mountains and many nature loving folks in our community. In viewing our area by our customers. Our area is diverse. We have a wonderful business clientele, retired community, and just hard working individuals that come to our establishment. We try and meet the needs of lots of different price structures of our clientele. The Neighborhood is friendly and safe. Would love to see some improvements to surrounding property of Plantation Road from Sunnybrook Dr. to Williamson Road. This area is constantly littered with trash. We pick up garbage weekly from our property. I think beautifying the area with a bike path or walkway or street lights will be a deterrent for those who wish to drop soda, beer bottles and trash from windows of vehicles, thus keeping the stream clean of litter and debris.
Beautiful landscapes, rec center, good schools
Nice people and less traffic than SW county
It has historic qualities with the university being near there. Plus it i seems like there is a good amount of undeveloped land.

HOLLINS CENTER SURVEY

Q10 What form(s) of transportation do you use in the study area? (Check all that apply)

Answered: 360 Skipped: 31



ANSWER CHOICES	RESPONSES	
Car	99.17%	357
Walk	26.11%	94
Bike	9.17%	33
Bus	0.83%	3
Carpool	1.94%	7
Taxi	0.28%	1
Uber/Lyft	3.61%	13
Other (please specify)	4.44%	16
Total Respondents: 360		

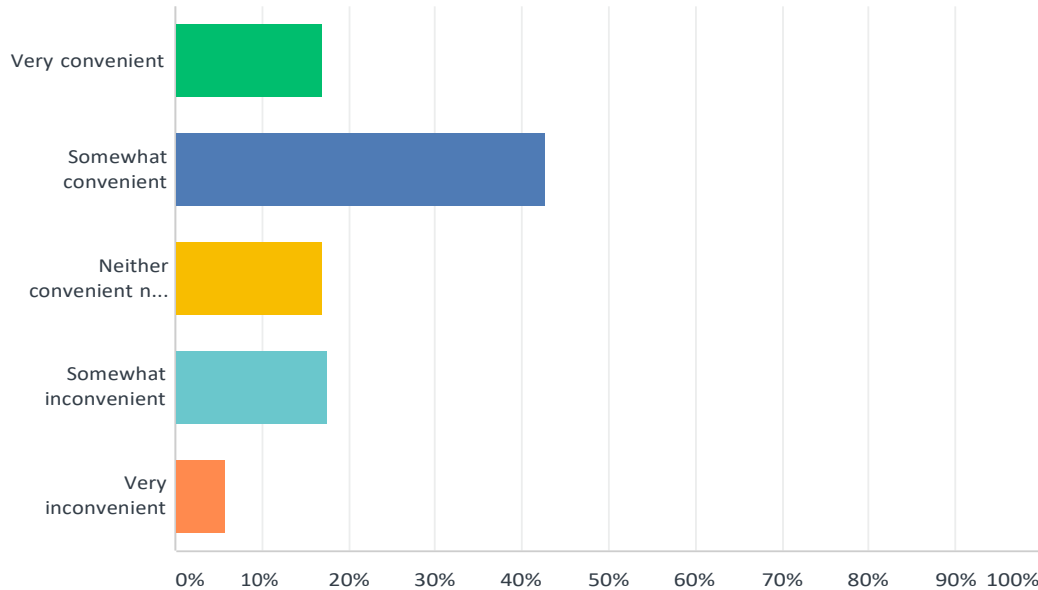
HOLLINS CENTER SURVEY

What form(s) of transportation do you use in the study area? (Check all that apply)
Other (please specify)
Run
Try to walk but due to the lack of sidewalks or shoulders make it difficult and unsafe
Would love to bike and walk more if we had sidewalks!
Run, Kayak/Boat @ the Cove
Hollins University Shuttle
Would like to use bus, but no Valley Metro service in area
Wheelchair, van
motorcycle
motorcycle
both my husband and I hike and kayak at Carvins Cove
Scooter (moped vehicle)
Airport for business and pleasure travel
Walking
12-14 passenger wheelchair accessible vans
Hiking on the trail to Carvin's Cove

HOLLINS CENTER SURVEY

Q11 What is your opinion about traffic circulation and the road network in the study area? (Choose one)

Answered: 360 Skipped: 31

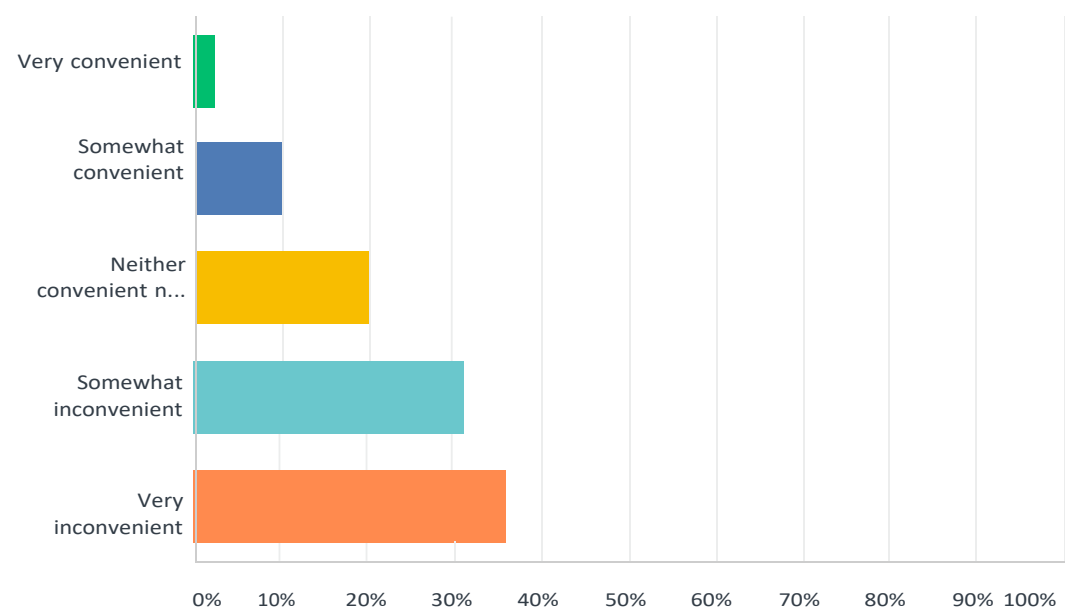


ANSWER CHOICES	RESPONSES	
Very convenient	16.94%	61
Somewhat convenient	42.78%	154
Neither convenient nor inconvenient	16.94%	61
Somewhat inconvenient	17.50%	63
Very inconvenient	5.83%	21
TOTAL		360

HOLLINS CENTER SURVEY

Q12 What is your opinion about walking in the study area? (Choose one)

Answered: 360 Skipped: 31

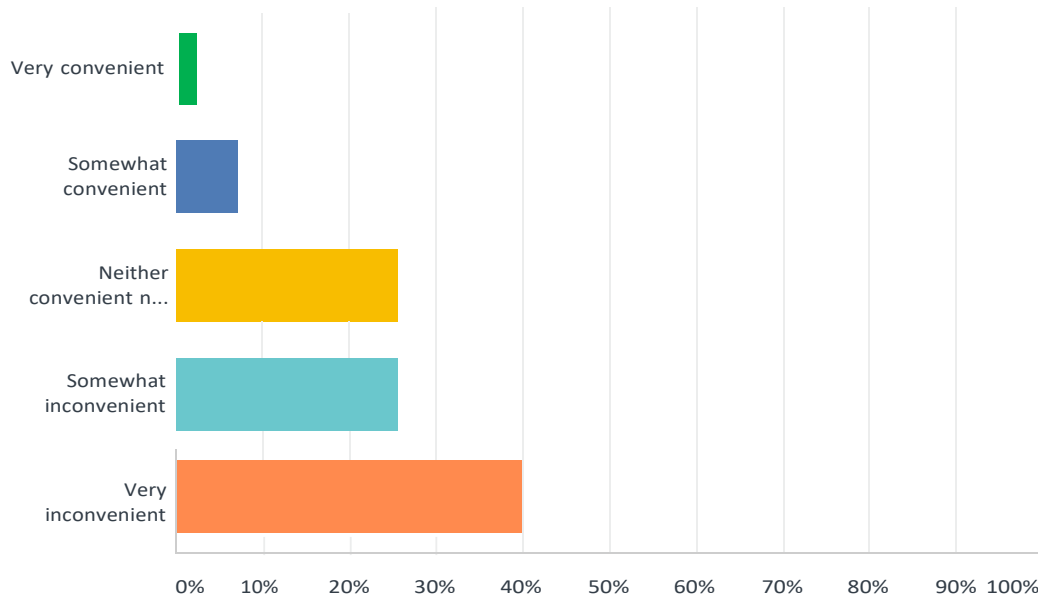


ANSWER CHOICES		RESPONSES	
Very convenient		2.78%	10
Somewhat convenient		9.44%	34
Neither convenient nor inconvenient		20.28%	73
Somewhat inconvenient		31.39%	113
Very inconvenient		36.11%	130
TOTAL			360

HOLLINS CENTER SURVEY

Q13 What is your opinion about riding a bicycle in the study area? (Choose one)

Answered: 360 Skipped: 31

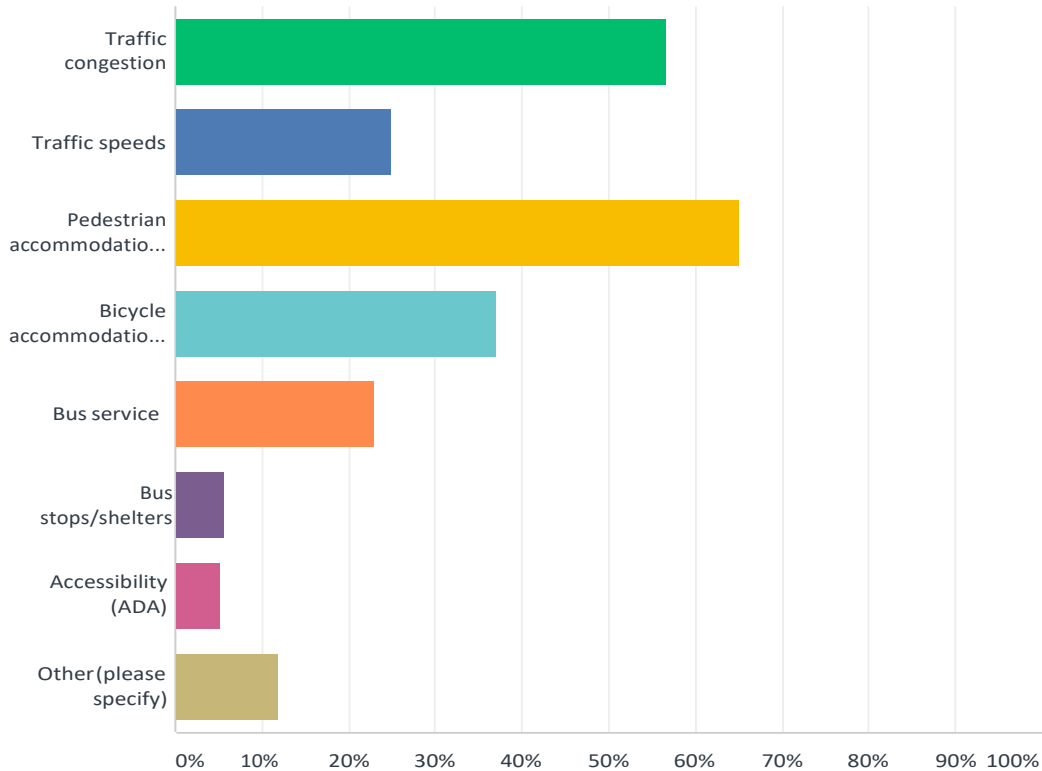


ANSWER CHOICES	RESPONSES	
Very convenient	1.94%	7
Somewhat convenient	7.22%	26
Neither convenient nor inconvenient	25.83%	93
Somewhat inconvenient	25.28%	91
Very inconvenient	39.72%	143
TOTAL		360

HOLLINS CENTER SURVEY

Q14 What are the most important transportation issues in the study area? (Choose three)

Answered: 360 Skipped: 31



ANSWER CHOICES	RESPONSES	
Traffic congestion	56.67%	204
Traffic speeds	25.00%	90
Pedestrian accommodations (accessible sidewalks, crosswalks, lighting)	65.00%	234
Bicycle accommodations (bicycle lanes, Share the Road signs, bicycle racks)	36.94%	133
Bus service	23.06%	83
Bus stops/shelters	5.56%	20
Accessibility (ADA)	5.28%	19
Other (please specify)	11.94%	43
Total Respondents: 360		

HOLLINS CENTER SURVEY

What are the most important transportation issues in the study area? (Choose three)
Other (please specify)
no transportation issues
Tractor trailers coming up and down plantations
I walk in my neighborhood. No one seems to obey stop signs or speed limits.
Roanoke County Police uses this area as a speed trap, they always have someone pulled over at all times of the day or night.
Williamson needs to have a "boulevard look" with a strip of trees/shrubbery in the middle to make it look nicer!
Interstate 81
Road in terrible shape
Need additional stoplights to regulate traffic and traffic speeds
traffic is bad because of the construction, without the construction it was fine
Road construction creating congestion and unsafe conditions
Storm drain run off
Good quality bus shelters protecting against sun and rain are sorely needed.
Traffic speeds on Dexter Road
Roads need to be resurfaced
Roads need to be resurfaced
slower traffic
ability to get in and out of businesses without a bunch of U-turns
Difficult to get in and out of businesses, and blind spots going from Plantation to Peters Creek.
It is impossible to get out of our street due to the traffic from Wells Fargo and other businesses on Plantation Rd. Trying to make a left from our street after 3:30 until about 6:30 is impossible!
Traffic lights
Centralized shopping areas...bank, grocery, food options are mostly disjointed and separate...so you have to drive to each
Need a traffic light, especially at Waldrond and Plantation Rds., very congested in early morning and late afternoon.
Pot holes in road, no crosswalk for Hollins students to cross the street next to Hollywoods.
Traffic congestion is only at peak business begin and end hours and also because of construction.
need better traffic flow
There should be a bus service that connects to Roanoke City bus service
The road is filled with manholes. It's rough on my vehicle.
current construction in the area
not sure
Too many stop lights - I have never or rarely seen pedestrians or bicycle riders on these streets, and it is ridiculous to promote this use - where are the people going to come from?
The potholes!!!!
i did not have answers here but they were required
Do NOT want any more bicycle lanes!!! Bicycles are a nuisance on the roadways and should be banned.
Pedestrian accommodations are unnecessary and no sidewalks or green areas should take any parking from area businesses. Parking is limited as it is. Don't shoot the existing businesses in the foot.
Tractor trailers using Plantation Road as a cut through to I-81 and Orange Ave. Need to fix cohesion I congestion at the Wal-Mart marketplace on plantation
Car centric development culture is so unfriendly to a university area

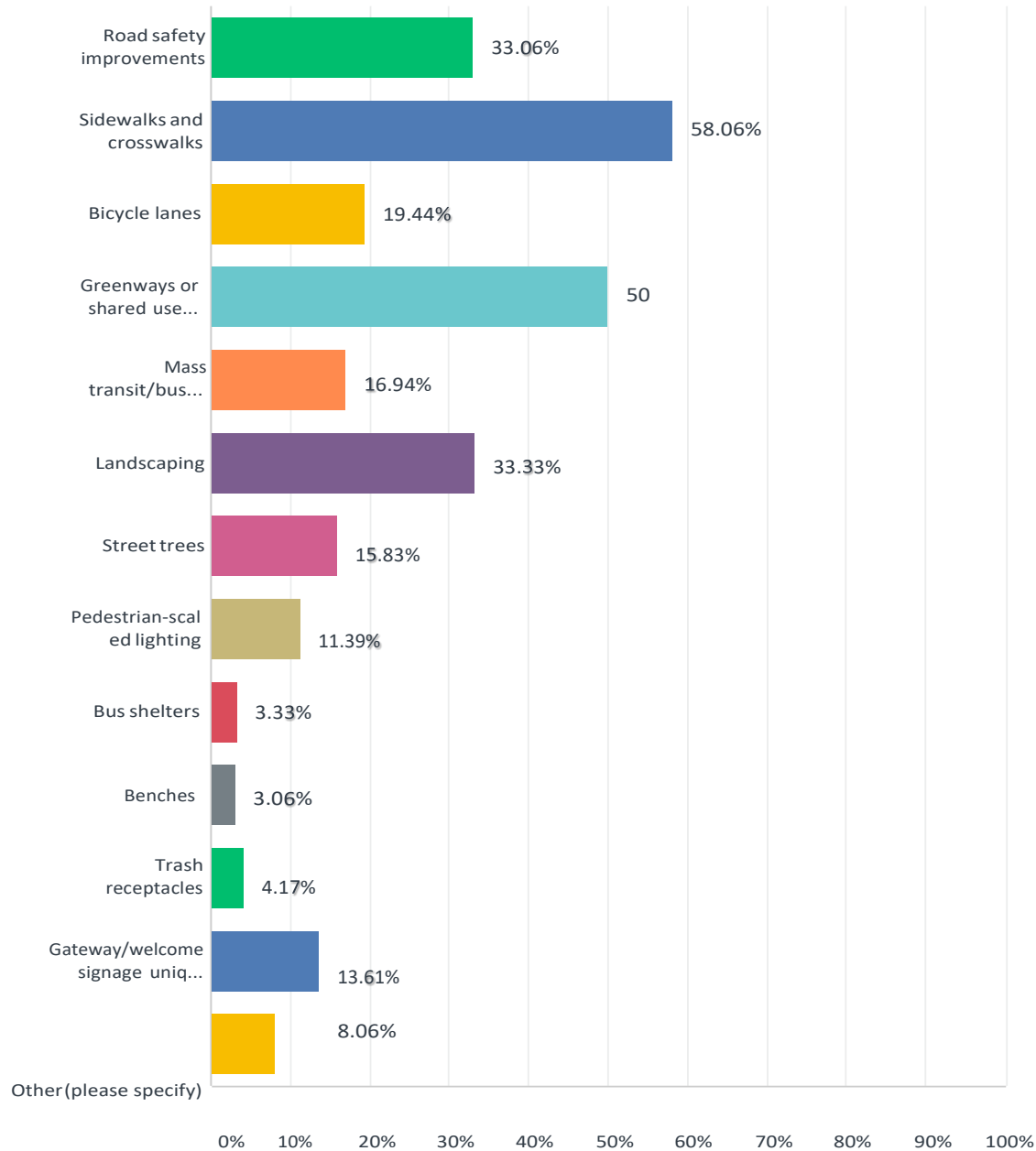
HOLLINS CENTER SURVEY

I don't see any transportation issues.
Traffic lights every 50' do not help w/ flow nor congestion
Too many ingress and egress points between Gander Way and I81. Also terrible signage (81 directional signs confusing, faded signs for Walrond Park)
Road is too wide
The traffic light going left from Hollins University to Lee Hwy/Route 11 often does not trip if a person is waiting to turn left there.
Traffic Congestion when there is a wreck on 81 or 5-81. The bottleneck is terrible.

HOLLINS CENTER SURVEY

Q15 What type of transportation and streetscape improvements would you most like to see and/or use in the study area? (Choose three)

Answered: 360 Skipped: 31



HOLLINS CENTER SURVEY

ANSWER CHOICES	RESPONSES	
Road safety improvements	33.06%	119
Sidewalks and crosswalks	58.06%	209
Bicycle lanes	19.44%	70
Greenways or shared use paths for pedestrians and cyclists	50.00%	180
Mass transit/bus access	16.94%	61
Landscaping	33.33%	120
Street trees	15.83%	57
Pedestrian-scaled lighting	11.39%	41
Bus shelters	3.33%	12
Benches	3.06%	11
Trash receptacles	4.17%	15
Gateway/welcome signage unique to the study area	13.61%	49
Other (please specify)	8.06%	29
Total Respondents: 360		

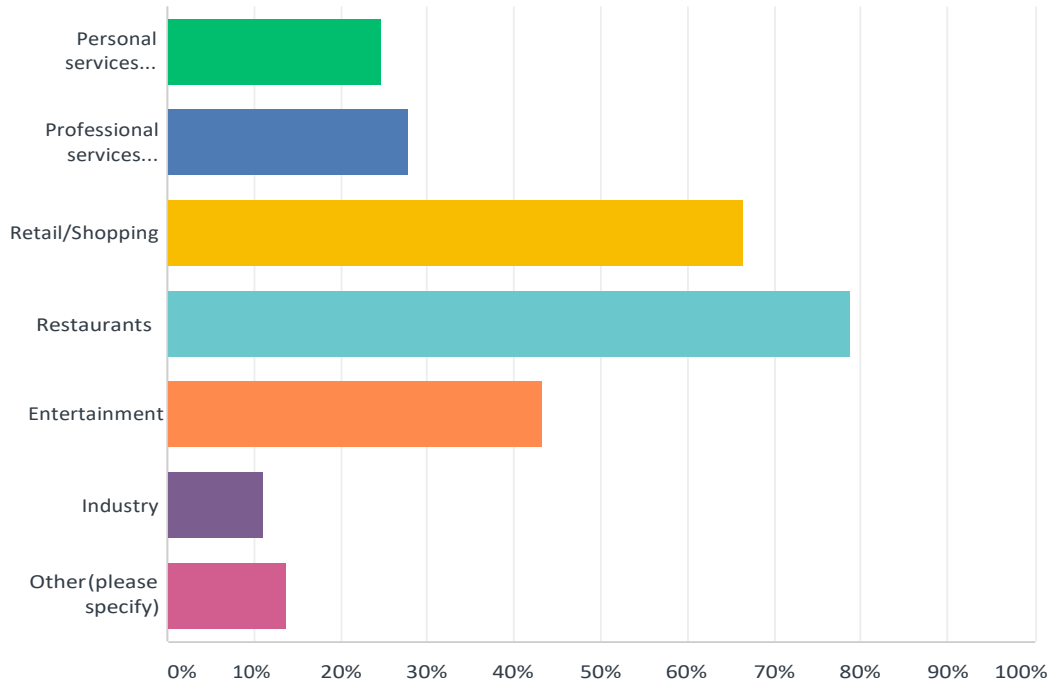
HOLLINS CENTER SURVEY

What type of transportation and streetscape improvements would you most like to see and/or use in the study area? (Choose three)
Other (please specify)
Leave it as it is
Bury utility lines where possible
privacy for for our now exposed back yard
none
Need additional stoplights to regulate traffis and traffic speeds
restruants - other than hotled and work it is a pass thorough area.
Street light at Enon Dr.
Public utilities should be added to neighborhood surrounding Waldron Park. Water,sewer and gas service.
A daily Hollins University shuttle loop, instead of only a few days a week.
longer hours for transportation
Street side parking
nicer business fronts, less run down
Better road conditions in general! The streets are torn up and ditches have developed where it used to be yards and ground.
restaurants and shops
Hollins could use a coffee shop. Hundreds of commuters pass through here daily.
lighting
I would like this entire area to become Roanoke's first "ecodistrict" see https://ecodistricts.org/ - a sustainable neighborhood.
None. There is nothing that needs to be done in this area.
Fewer stop lights.
Improvements are coming which is good
Along interstate 81 in the north lane prior to getting to the hollins exit (along buckland mill road to Camping World), precast concrete noise barrier walls make for a nicer appearance AND add to the home values in those neighborhoods. This would be critical to bring in more white collar home buyers.
Plantation Road is being repaired, but a mess at this time. Even if not blocked, road left behind in poor condition. Figure it will be fine when finished, but painful at this time.
Expanded turning lanes for less traffic
Landscaping, bicycle lanes, and greenways are a waste of taxpayer money in this area and would harm the local businesses. Don't do it!
Mass transit connector to downtown Amtrak Passenger Rail service.
Sorry, all of the above
improved signalization & turning lanes to accommodate truck traffic
Improved signage, more streamlined ingress and egress between Gander Way and I81
Native plants

HOLLINS CENTER SURVEY

Q16 What types of businesses are most needed in the study area? (Check all that apply)

Answered: 349 Skipped: 42



ANSWER CHOICES	RESPONSES	
Personal services (Beauty Salon, Dry Cleaners)	24.64%	86
Professional services (Doctors, Attorneys, Accountants)	27.79%	97
Retail/Shopping	66.48%	232
Restaurants	78.80%	275
Entertainment	43.27%	151
Industry	11.17%	39
Other (please specify)	13.75%	48
Total Respondents: 349		

HOLLINS CENTER SURVEY

What types of businesses are most needed in the study area? (Check all that apply)
Other (please specify)
Nothing
It is not the scope of local government to pick businesses, nor to influence the success of one business over another. Keep current zoning.
Coffee shop
Coffee and donut
Coffee shop
Coffee shop, quality restaurants,
Rural King
no opinion / Does not affect me
no opinion
?
None. I like that the study area is less crowded and congested. plenty of other areas in roanoke for that
coffee shop, brewery
Fitness and health centers
Public utilities need to be added to all county neighborhoods south of I-81 and west of Plantation Rd. In the Hopkins area.
Coffee Shop like Starbucks
Coffee shop, restaurant
Parks
none
low density businesses and small scale businesses
more employment for people with disabilities
left blank
Coffee shop!
Coffee shop
Pet centered, ie Veterinarian, grooming, boarding
COFFEE SHOP; outdoor dining restaurant; taphouse with local flavor; boutique shop; bed and breakfast; dog park
Hobby Lobby
INDEPENDENT BOOKSTORES (MULTIPLE) and independent coffee open late
coffee shops
More green areas - trees trees trees
need a local coffee shop and more local restaurants near Hollins
Grocery(coop), daily needs (banks, post office etc)
Bank
I would really like to see a greater variety of restaurants, especially coffee shops
Coffee shop, boutiques, locally owned restaurants/bar
Coffee shop.
none
Starbucks and other fast food
Nothing else is needed. We don't need a downtown area.
Would be great to have a Starbucks and Panera.
Grocery stores...all we have now is a dark, small, Kroger!
Gym/health and wellness center
things that enhance the outdoor activities in the area
Starbucks, healthy casual dining (panera)

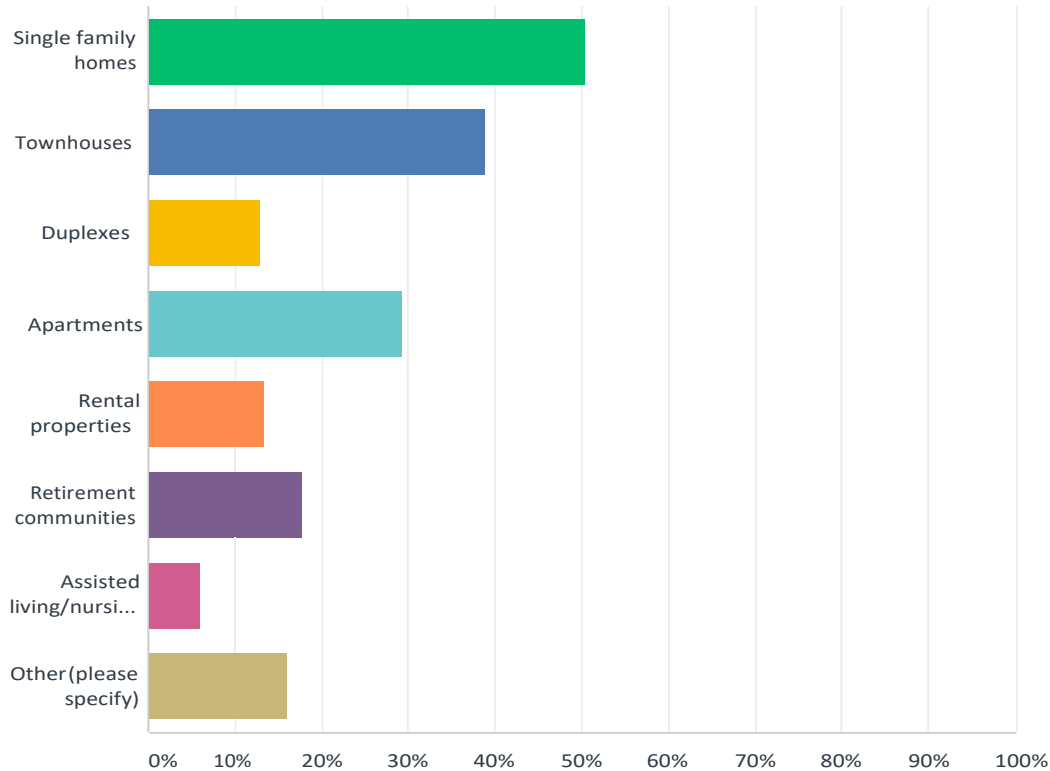
HOLLINS CENTER SURVEY

Coffee Shops and places to socialize/get a bite to eat that stay open later than 9pm.
NO more hotels or gas stations!
A good coffee shop!
none
Need to turn the area into a Young and Hip Location. Businesses focused on health, nature, organic, local specaility shops & restaurants. Artisic and creative, like Richmond's Carytown.

HOLLINS CENTER SURVEY

Q17 What types of housing are most needed in the study area? (Check all that apply)

Answered: 349 Skipped: 42



ANSWER CHOICES	RESPONSES	
Single family homes	50.43%	176
Townhouses	38.97%	136
Duplexes	12.89%	45
Apartments	29.23%	102
Rental properties	13.47%	47
Retirement communities	17.77%	62
Assisted living/nursing homes	6.02%	21
Other (please specify)	16.05%	56
Total Respondents: 349		

HOLLINS CENTER SURVEY

What types of housing are most needed in the study area? (Check all that apply)
Other (please specify)
Good mix already
Nothing
Nothing is needed to be changed. Leave the area to its own natural development
none
a balanced mix of housing
There is plenty of housing within the area. More upscale housing.
Housing appears sufficient. Other things are the deficit.
none
none
none
no opinion / Does not affect me
none
no opinion
none
?
No housing, commerical area
None business area
There are no specific housing types needed in this area.
Not sure adding housing is the right idea.I koo
Affordable housing for students.
housing does not seem to be an issue
Small size houses for elderly, handicapped and young people
low-income housing for disabled people
left blank
left blank
left blank
none
Senior focused communities
Higher end apartments/condos for young professionals
This area is known to have larger lots and non-cookie cutter homes.
Mixed generations, all forms of diversity
Mixed use development (restaurants, shops on street-level with apartments or condos on upper levels)
no others
I don't know
I want to state that the upscale Townhomes and Apartments that will attract millenials would be nice however you must bring those developments that are going to attract them
No knowledge
Nothing
Short term student housing for Hollins students
Whatever the needs to the community are and helps beautify the area
Patio homes
Mixed retail with living over them
no more apartments please
Depends on industry brought in and if you want workers driving into the study area or living in it.
Any housing needs to be carefully evaluated to prevent traffic congestion and negative impacts on all existing neighborhoods

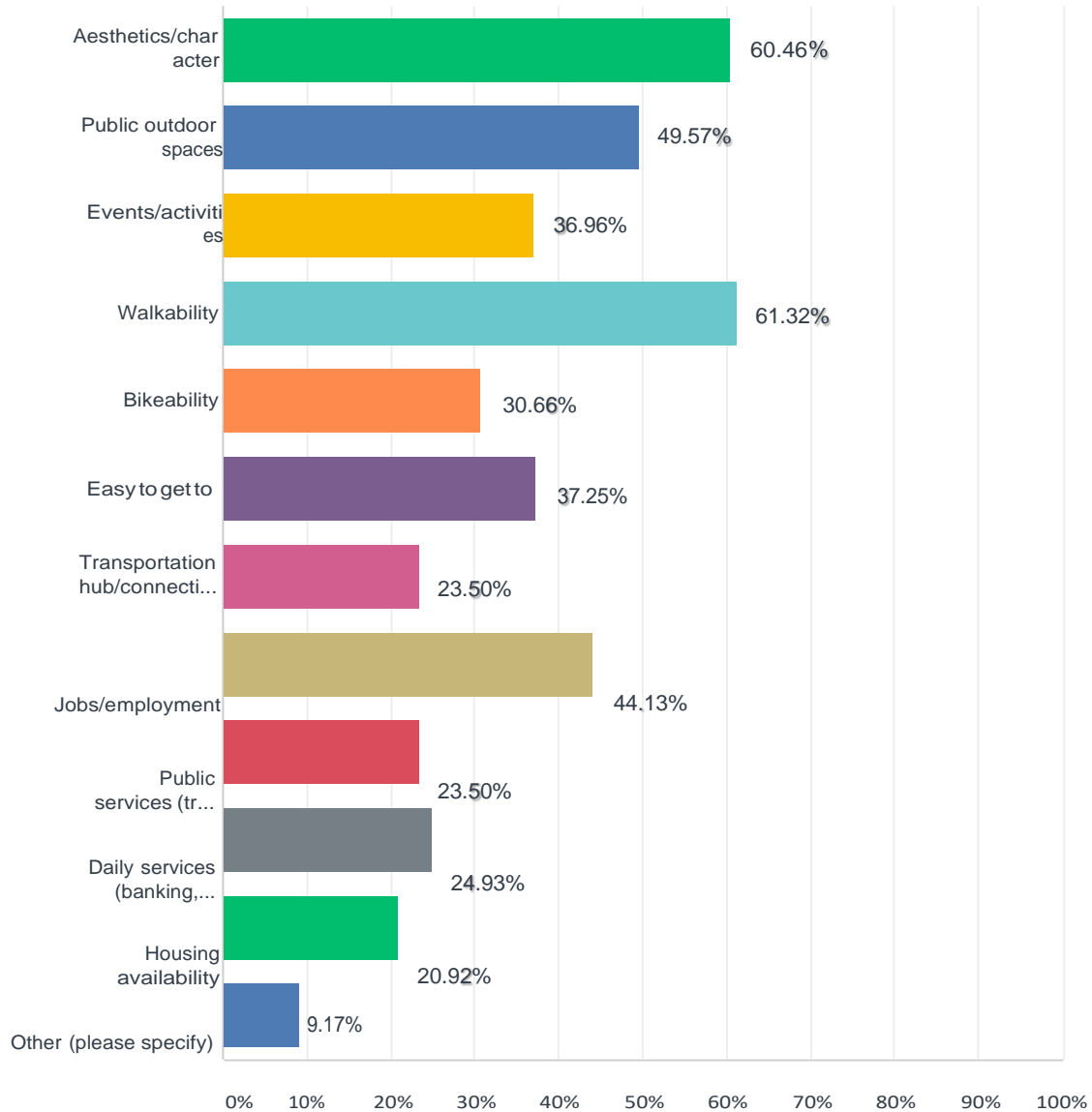
HOLLINS CENTER SURVEY

My elderly father is looking for relatively new construction, one level living with a garage. Wants to stay in area. Will likely have to move to Botetourt.
None. This is a business/industrial center.
none. No apartment buildings are needed.
I think there are plenty of housing
No more needed
no idea
already have all those
Not familiar with the housing in the area
Modern Industrial Looking Apartments with restaurants below or shopping. To draw younger or retired people to this area. Creating more of a Community with Nicer Grocery Shopping, Coffee Shops. etc.
I do not know.

HOLLINS CENTER SURVEY

Q18 What additional features are important to you for the future success of the study area? (Check all that apply)

Answered: 349 Skipped: 42



HOLLINS CENTER SURVEY

ANSWER CHOICES	RESPONSES	
Aesthetics/character	60.46%	211
Public outdoor spaces	49.57%	173
Events/activities	36.96%	129
Walkability	61.32%	214
Bikeability	30.66%	107
Easy to get to	37.25%	130
Transportation hub/connectivity/multi-modal access	23.50%	82
Jobs/employment	44.13%	154
Public services (trash collection, Police, Fire and Rescue, libraries)	23.50%	82
Daily services (banking, laundromat)	24.93%	87
Housing availability	20.92%	73
Other (please specify)	9.17%	32
Total Respondents: 349		

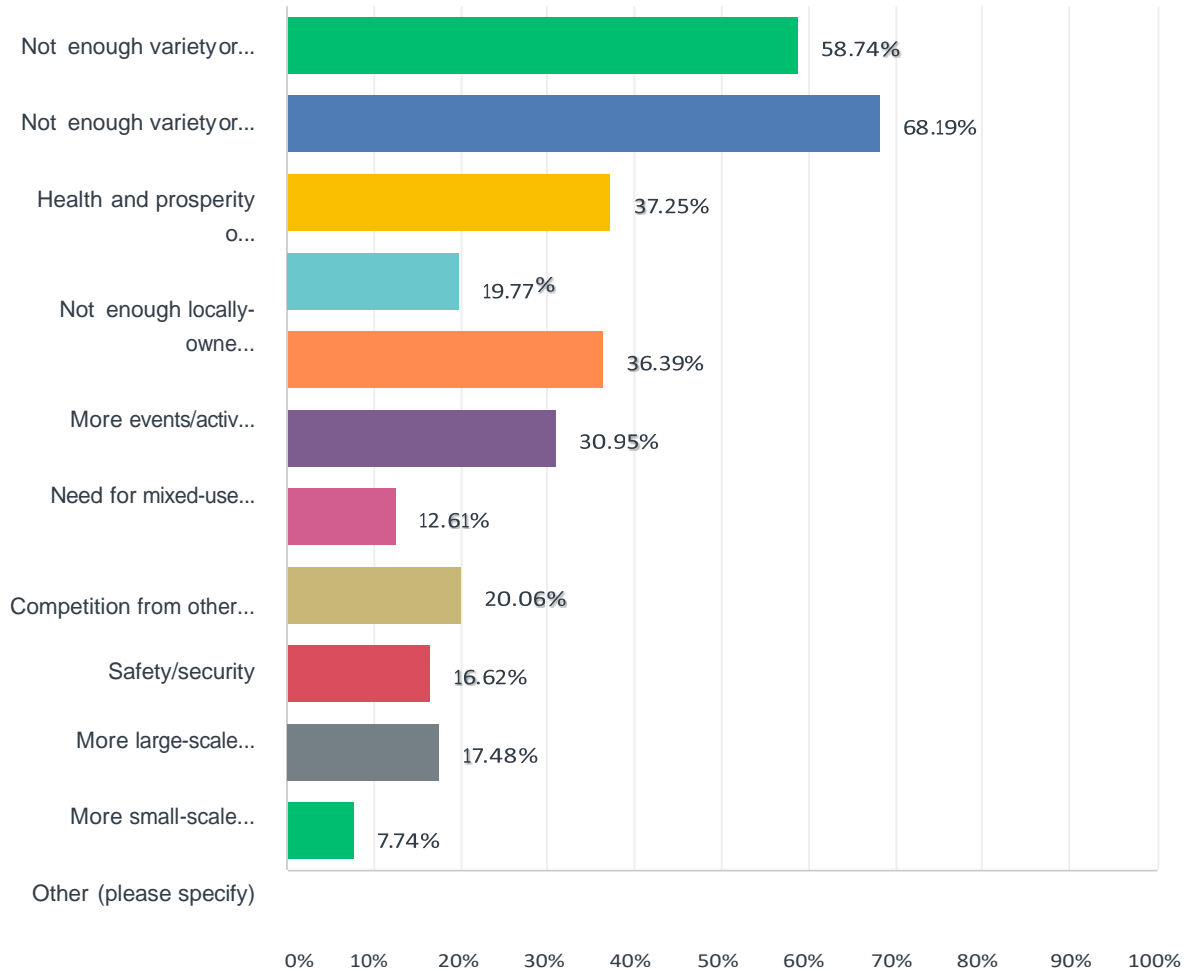
HOLLINS CENTER SURVEY

What additional features are important to you for the future success of the study area? (Check all that apply)
Other (please specify)
Nothing
It is a beautiful part of the valley with diverse businesses, and services. Access to these is currently good and needs no changes.
private residence privacy
Bus service to get to work
Williamson needs to have a "boulevard look" with a strip of trees/shrubbery in the middle to make it look nicer!
no opinion / Does not affect me
no opinion
Public internet access
Public utilities - Water, sewer and natural gas.
Stricter regulations and enforcement of regulations on how the area LOOKS.
Sidewalks and recycling!
No noisy nor polluting, nor high traffic industries.
Preserve & protect natural resources. Our wonderful Hollins branch library needs to be remodeled
ADA accessibility
Clean up the area! There are homes and yards trashed up with junk. Who would want to live in an area surrounded with junked up homes and yards!
Outdoor spaces to hang out
More restaurants that extend beyond fast food. Hollywood's is excellent and is always packed! It would be great to have more spaces that were developed with that kind of establishment in mind. I also think a Starbucks and restaurant like Chipotle would make a killing in this area!
Need new Hollins Library! We are stepchild to other areas in county!
TREES
environmentally friendly practices
Middle and High Schools
I think they should re-open the Wells Fargo Bank Branch
Circular economy. More green, Community gardens, parlors, benches, trees... plants...
Good restaurants---I would guess that most people driving in this area are going to work. I'd love more lunch options in the area that wasn't fast food.
Recycling
Nothing
coffee shops, Bistro, street lighting with sidewalks with a village theme
We need sidewalks from the neighborhoods to Williamson Rd so that people can easily and safely walk from area neighborhoods to Williamson Rd. We need Valley Metro bus service further up Williamson Rd, at least as far as Hollins University.
If you want it to look like an industrial area/trailer park - you have nailed it already.
Public utilities in neighborhood near Waldron Park where there is no water, sewer, or gas lines installed
Preserve natural appeal-mountains, parks, Cove
Wow, hard to choose just a few. I think all are a great ideas to consider to make our community a draw for those outside our area. .

HOLLINS CENTER SURVEY

Q19 What issues related to economic conditions could be improved? (Check all that apply)

Answered: 349 Skipped: 42



ANSWER CHOICES	RESPONSES	
Not enough variety or quantity of retail stores	58.74%	205
Not enough variety or quantity of restaurants	68.19%	238
Health and prosperity of existing businesses	37.25%	130
Not enough locally-owned businesses	19.77%	69
More events/activities	36.39%	127
Need for mixed-use buildings with retail, office, residential	30.95%	108
Competition from other areas	12.61%	44
Safety/security	20.06%	70
More large-scale employers	16.62%	58
More small-scale employers	17.48%	61
Other (please specify)	7.74%	27

HOLLINS CENTER SURVEY

Total Respondents: 349

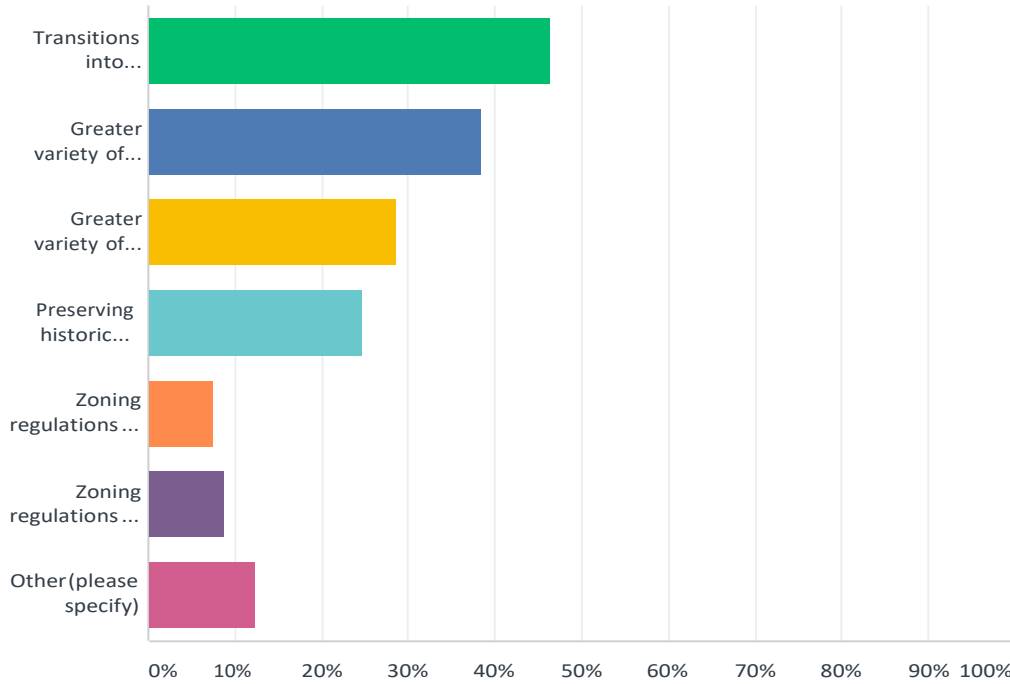
HOLLINS CENTER SURVEY

What issues related to economic conditions could be improved? (Check all that apply)
Other (please specify)
I like area as is
The economy is fine and strong. We don't need any governmental meddling.
Reroute tractor trailers
No "core" to Hollins (use Grandin for comparison)
More upscale restaurants
we do not need more fast food restaurants
General appearance. Keep businesses, homes, etc., from letting the area look bad. Look at Williamson road towards Roanoke as an example of what NOT to let happen. It matters, and will take down areas and neighborhoods.
no opinion
?
Public wifi access
More action (not just talks) on joint activities between County and institutions like Hollins University
quality of restaurants
Accessibility to be able to get to business areas safely by walking - sidewalks, greenways, etc.
more ADA accessible sidewalks and transportation
left blank
saturation of mental health assistance (North Rke, Kissito, Monticello, Intercept, Minnick) concerning to current and potential residents
Make it nore of a neighbohood community
Need to add walkways and bicycle lanes
none
Cleanup of unsightly areas
Leave it like it is.
No more large-scale employers at all are needed. They are driving the congestion now and it's at a limit.
improvement to ratings on Burlington Elementary School
Williamson Rd and and Route 11 need to be more attractive and appealing. With the proximity tocreeks, mountains and the Appalachian Trail, efforts should be made to make the street side areas more beautiful and appealing. Currently, the street side view of much of Williamson Rd and especially Route 11 is very dismal. Landscaping is greatly needed to improve this.
Car centric ugly result in economics suffering. Need buildings pulled to curb like Blacksburg is doing.
Camping World is taking over the world. Fewer large scale employers
Looks like we have the large businesses covered with Wells Fargo, Harris Corp, the New Hometown Bank, Double Envelope, etc. Lets focus on smaller scaled speciality retailers and business's.

HOLLINS CENTER SURVEY

Q20 What land use-related issues could be improved? (Check all that apply)

Answered: 349 Skipped: 42



ANSWER CHOICES	RESPONSES	
Transitions into surrounding neighborhoods	46.42%	162
Greater variety of commercial options for businesses	38.40%	134
Greater variety of housing options	28.65%	100
Preserving historic structures and sites	24.64%	86
Zoning regulations are too restrictive	7.45%	26
Zoning regulations are not restrictive enough	8.88%	31
Other (please specify)	12.32%	43
Total Respondents: 349		

HOLLINS CENTER SURVEY

What land use-related issues could be improved? (Check all that apply)
Other (please specify)
Nothing
No changes to current land use and zoning, no additional restrictions.
See prior answer
No opinion
none
no opinion / Does not affect me
no opinion
?
unknown
viewshed protections
keeping green space
Areas along Williamson and Route 11 need to be made more attractive, with more and better landscaping, planting of trees, shrubs, etc.
more ADA and accessible places for disabled people to go.
left blank
I would like to see: road improvements to include walking/bike trails. K9 Aquatics facility, indoor parachuting, planet fitness, IMAX, local police/fire dept events at a facility that can be used for sporting/concert/skating events. Thanks for asking, I would love (it is needed) a traffic light at Dent & Airport Roads.
none of the above
Clean up neighborhoods, getting trashed up which looks awful to visitors passing through Hollins!
Some of these areas (business) needs to be cleaned up and made more attractive!
landscaping around industrial areas (like ITT) to soften; having common areas to shop multiple types of businesses
TREES
aesthetics need to be nicer, more appealing, especially to travelers from the interstate- what do visitors see when they get off of that exit today - Not much!!!
don't know
I don't know enough to answer this question
I'm not sure
more single-family home neighborhoods
Reference to housing options would be options for millennial living
The turning lane from Williamson Road into Plantation Road in both directions needs to be extended. There is too much traffic turning left onto Plantation Road and WAY TOO MUCH traffic turning right onto Plantation Road from Williamson Road so the middle lane gets backed up. The traffic in the morning and evening are TERRIBLE.
Just leave it alone
None that I'm currently aware of.
Preserve brookside golf course
The area is missing its attempt at beautification. There is no consistency in development. Frankly, the area is ugly now.
Landscaping, too many bushes and signs close to road entrances
don't have an answer other than it is a shame Pizza Den was torn down for what appears to be nothing.
Preserve the area's more rural/ college oriented character while having targeted (and more upscale) development

HOLLINS CENTER SURVEY

Please do not destroy the neighborhoods by over development and loosening of zoning restrictions. The neighborhoods need to be more connected to the business areas by sidewalks and greenways. We need an eco friendly and attractive environment, not more density and not more traffic. The Hollins county branch library needs to be remodeled.

No opinion

Public input for Rt 419 was terrific but Roanoke County is not and will not follow public design. Same here!

zoning that prompts commercial property owners to redevelop in a human-centric way

Less industrial

Not familiar with any issues.

I do not know

Q21 What else would you like to tell us about the study area?

Answered: 157 Skipped: 234

What else would you like to tell us about the study area?
Openness of area by preserved. History of area should be shared. Future energy to be celebrated.
Please leave area alone. This area of valley you feel privacy but close to needed. It will not be with this amount of plans.
Plantation between Hershberger and Route 11 have improved with the turn Lanes but a bicycle lane would be great those curves are pretty dangerous and with the tractor trailers it's even more dangerous
Living in Hollins, it would be nice to have more retail shops and restaurants so we don't have to leave the area to have things to do. A town center with these things would be a very nice addition.
<p>Hollins is a great area with convenience to interstate and a few local stores (Kroger, CVS), but not really anything else. The draw for me to this area was the picturesque view of the mountains. the 'country' feel around the University, Carvins Cove and it's surrounding area. Along with the conveniences of local eateries and shopping. Or at least what we anticipated as conveniences. Once we moved in we found that we don't actually do anything in the Hollins area. Why? Because there is nothing here to entertain us. We, the Hollins community, do not need more neighborhoods, or a bunch of small businesses overcrowding the area. What we need is for residential property values to increase. What we need is a small retail shopping area with entertainment and better dining options. What we need is proper planning for the area. We need a leader. Someone with vision and planning capabilities that can make Hollins a much more desirable area without ruining the way it looks by becoming over commercialized like the upper end of Williamson Rd. We don't want that type of commercialism near the University and our homes. In my opinion, there are a few items that are a must for Hollins to achieve this level of desirability: 1) Restaurants</p> <p>and entertainment. If my wife and I plan on going out for lunch/dinner or an event, it is definitely outside of the Hollins area as there is nothing local to entertain us. I am sure the area would love to see more revenue. Plus, we would like to stay closer to home as we are out for more convenience. 2) Restaurants - We need more variety. Lew's is a staple for the community and should probably be considered a historic landmark of sorts. Hollywood's is ok, but we rarely visit. I don't consider Harbor Inn or fast food when deciding where to eat. We need more upscale dining. We need a pub or a micro-brewery for the locals to go enjoy the game, or an afternoon on the deck enjoying a cold beer and each others company. 3) More ways to</p> <p>spend time outdoors - paths for walking/running/biking/. The addition of a small community park near the University would be nice. Perhaps a dog park. Carvins Cove should be more of a focal point for mountain biking, kayaking, fishing, canoeing, hiking, etc... We have a wonderful area there, but we don't promote it. We could hold an annual marathon that starts and finishes at the cove. (that's a grueling run too!) 4) The landscape needs to be more inviting and clean to bring more value to the community and the existing neighborhoods, or businesses in to the area. We don't need more housing. Where would you put it anyway? We need to make what we have... better. Small growth is nice, but we definitely don't want to extend the upper Williamson Rd 'busy' area down to this area. It needs to stay more residentially-friendly. It would be nice to be able to get out and walk (safely) down the road to a nice restaurant, a park, winery/tasting room, or pub/micro-brewery. Or, to see an outdoor play or music event, or wine festival. Heck, we could have our own farmer's market. We need entertainment, which in turn creates revenue for the community. What we don't need is a 2 story storage building monstrosity. Nor do we need a 3 story office building. Especially with over-priced rent. We need a small-scale town center. Something with 1 level townhomes or patio homes and retail / office space. (continued on next page) We need to give the existing buildings in the area a face-lift. We need to make the community a place where people want to visit and live. A place we can be proud to call our home.</p>

HOLLINS CENTER SURVEY

If it were up to me, I would stop and look around the areas of Botetourt, Roanoke, Salem, and Vinton. What makes each of these communities unique? What is 'it' about these communities that draws people to them. Why do retail businesses and restaurants open in these areas? Take those unique qualities and re-vamp Hollins. Make it the BEST area in the Valley to be in. There is not a single person in the area that wouldn't want to see their property values increase. Or complain because we have better options for shopping locally, or entertainment. Or complain because they could get out and walk to wherever they wanted/needed to get to, safely. We need our neighbors to be outside, to meet one another, become more friendly and trusting of one another. To work together to make Hollins a great place to live, raise a family, and retire. In fact, I would like to see Hollins charter its own township to achieve what I like to call 'protective growth'. Where the community can grow in the right direction, with the proper guidance, to produce revenue, but at a slower, more cautious rate. Just throwing an office building in to try to bolster the community is not the best move in my opinion. It's simply not the direction we need to grow in to begin with. That can come later. Since I feel so strongly about the area, I'd like to throw my hat in the ring to become part of a town council, or supervisor, or part of the growth strategy team. I love this area, and want to see it succeed and become something for everyone. Because we really can have it all, right here in Hollins.

The Hollins area has the opportunity to be an enhanced gateway to The Valley. We should make it upscale to a certain degree, but also hold true to its roots such as Hollins University, the general hard work ethic of SW Virginia, and the outdoors with its proximity to Carvin Cove, the Appalachian Trail, Tinker Creek, and Carvin Creek.

Someone from Roanoke Co. Business development needs to be working businesses (Restaurants) to locate in Hollins. Incentives!

Traffic During commute time is very congested

I don't see a need for sidewalks... I have lived in this area for 60 years without them... At 70 years of age I don't have a need for them...

Communities around the study area does not have walkable access to the study area.

Lighting and sidewalks .

I would like to move my business to that area as my employees live close to Hollins. There is just not enough real estate opportunities for leasing quality space for small businesses. Daleville's town center is more attractive; but, too far out. Hollins is in desperate need for a neighborhood of this type to attract more business, restaurants, and homeowners to increase the tax revenue making it possible to do greater improvements. A planned community could be the catalyst to make the area grow with the proper control to quality.

need a new library like South Roanoke

Not be so restrictive on businesses trying to move into the area as we have lost out by them moving to Botetourt county

I lived in the area for several years and still work here. I moved because of neighborhood deterioration (dogs barking all day at most houses, junk filled yards, neighborhood roads with cars lining the streets, etc) and lack of much going on here. Have to go somewhere else for decent quality restaurants. Have to go somewhere else for a cup of coffee. This is how neighborhoods go downhill. The main roads are still looking pretty good but must be maintained. Businesses must be held responsible for appearance. Homeowners as well. I know that's not easy, but if you don't, people start moving out (like me) and the neighborhood deteriorates. Slippery slope!

Things are looking up! Great area to grow in.

More restaurants needed (Chilis)

Nothing else at this time

I feel rental properties could inject a large number of people close by which would give restaurants and shops customers. I do not mean traditional apartments - I'm thinking more like unique apartments with character, maybe in the second or third floor of businesses.

Williamson road needs to have a "boulevard look" with a strip of trees/shrubbery in the middle to make it look nicer!

HOLLINS CENTER SURVEY

TOO EXPENSIVE!
More restaurants of any kind, lunch / lunch dinner type places/ example Chili's, Chick fil a, Jersey Mikes. Restaurants please...
Turned into a speed trap Greenway project has turned into traffic backups from interstate. Bad enough when accidents on I81 happen and they exit off now construction turned into a 1 lane road. Potholes pavement damaged. I think there should have been more foresight into project.
N/A
need stop lights control at the harris because left turn becomes touch during rush hours in afternoon and lunch time.
Great community - I enjoy working in this area very much.
Currently, the area is boring!!! We need more than some gas stations, bad fast-food, and a storage facility. PLEASE, PLEASE, bring some restaurants and retail businesses to the area! There are two major employers in this sector and money available to be spent. We just need the business within reach. I personally spend my lunch break driving to Valley View many days because the study area is dead.
Need additional stoplights to regulate traffic speeds. Short distance from highway causes speeding and unsafe conditions.
Very disappointed in the construction. It is not an area that lends itself to walking/biking, so it seems a waste of money to create this when it will most likely not ever be used for such.
Currently I do not view it as a destination, beyond a specific business I am going to. I would like to see it viewed like the Grandin area, a place to go and stroll before deciding which businesses to go to.
nothing. I work here but would most likely not hang out.
Construction on Plantation has been very disruptive, taken far too long and does not appear to offer more than aesthetic benefit. More construction along these lines will drive people away from the area. I avoid it when I can.
The traffic coming off the interstate makes exiting the plant in the evening almost impossible. The construction crews put the signs so they block the view of oncoming traffic.
thanks for taking a strategic look and for the opportunity to participate.
bigger is not always better. I like the "small town" feel of the Hollins Area as it is
I live in the study area and would like to see more locally owned restaurants and perhaps a brewery.
I recently bought a house in the Hollins area. There is a need for more local businesses and gas stations/convenience stores in the Hollins area. With the loss of Food Lion on Williamson Road last year, Kroger is the only close option in this neighborhood, and getting in and out of that location for quick stops during peak hours can be a nuisance. You have to rely heavily on fast food options or chain pizza shops in this area to get a fast meal, which is not ideal. It would be great to see more fitness centers within a reasonable drive besides the Green Ridge. Yoga, Pilates, dance-fitness, cycling, or other class-based studios would bring in younger, active individuals. Most studios like this are in downtown Roanoke or Cave Spring, and this is hard for folks who commute north for work. Lastly, it would be great to see more use of Waldron Park for community events, such as seasonal small farmer's market and family-friendly festivals.
The county needs to complete public utilities in the Waldron Park area. Enon, Goff, Tinkerview, Dallas and Webster roads do not have these services. This should be done at county expense. Thanks for the useless sidewalk on North Plantation. I am sure that it will get plenty of use by the employees that have been laid off by ITT and Wells Fargo.
Need more chain restaurants for those staying at the hotels. Also big named but small retail stores in shopping centers like Trader Joe's would draw more people to the area. Building places with retail stores on first floor and apartments on other floors would be nice. Hollins has the land, it just needs to be developed.

HOLLINS CENTER SURVEY

I'm native to the area and would like to see it continue to hold businesses and residents. While I think growth is important I also believe that preserving what we have is important.
More identifiable central business center along the lines of grandin village without interfering with the major transportation arteries
Clients have wondered why we established our business on the north end instead of SW Roanoke. We feel this area is a hidden secret that people aren't aware of.
Lived here since 1968, a time when aspirations for the Hollins area were much higher. Need 50 years later to identify what residents aspire to for their living place. Not easy, but necessary.
Walrond Park needs to be considered in development area. I feel this is a great opportunity to attract our community and neighbors to the area.
Don't cover the area with shoddy subdivisions.
Please complete the greenway project to connect Hollins to downtown Roanoke!
I believe that being so close/easy access from I-81 is something to capitalize on; make the study area something unique and worth visiting not only for us locals, but also for those passing through. A dog park would also be amazing... I often travel into Roanoke City for Highland or Salem is my other option. Something close by would be great!
I love this area and the people! Thank you for doing this study!
Williamson Road is such a drag. Run down shops, redevelopment is huge deal
Starbucks would be a great addition
Recycling is important to our planet and this would be a great addition in this area and curb pickup in our neighborhoods in Roanoke County.
Are those changes genuinely needed? Who stands to benefit the most? The promoters? Who are they?
I have a single family residence grandfathered into a commercial zoning area. That makes my condition on Dexter Road unique.
Library is wonderful, staff is wonderful, needs to be remodeled - it is very important to community. Quality of life will attract businesses & residents. Protect & preserve what is good, make improvements. Prevent future traffic congestion. Transportation alternatives needed. Enhance health benefits of natural resources- promote clean creeks, air, mountains, views. Integrate neighborhoods with commercial areas.
We need more wheelchair accessibility. I am disappointed to see bike trails and accommodations and nothing about wheelchair accessibility.
More options for grocery stores like Trader Joes, variety of cultured restaurants, coffee shop, container store. Make use of existing buildings, make them look nice.
Slow it down and amplify it's small town character.
I live in the area and a change for better shopping,dining,and entertainment would be GREAT.
It seems like this area is at a bit of a crossroads, and I would like to see it go in the direction of middle- class and well kept rather than run-down and industrial, which is how it is drifting.
The roads in this area are in great need of improvement.
Pay attention to people that live here...we can tell you problems you may not even have noticed!
A new library!
looking forward to library renovation to be like South County and Vinton.
With Hollins in the heart of the area, it would be great if we could encourage restaurants and businesses to build near thier campus. Hollywood's is great, but I could see students walking to a Panera Bread, Starbucks or other retail businesses. Right now, none of them are really accessible to people i n Hollins on foot.
Please make this area more bike friendly
coffee shop/cafe would be nice; something nice where Hollins Manor was and land beside NW Hardware.

HOLLINS CENTER SURVEY

Definitely needs more walkability/sidewalks. You can't get anywhere without a car and I see people walking on the side of the road all the time which is highly unsafe.
Where commercial and residential mix ,roads and streets need to accommodate residential traffic and large use vehicles with widening of roads, slower speeds,and more friendly lighting and walking areas,stronger police presents to deterrence of drugs and speeding,and robbery in area
These proposed improvements needed to happen 10 years ago. I hope there will be more offered than a greenway? That doesn't generate revenue or increase housing prices in this area. The current state of Williamson road real estate is destroying our property values.
Big potential in this area that feels untapped. Many folks come into Roanoke through the Botetourt interchange and it's such a sad entry into town.
There is a small vacant business space available attached to service station beside McDonald's on Plantation Rd. Perfect for a Dairy Queen/ Donut shop or other business. Need traffic light at McDonald's area due to traffic to and from I-81; very congested.
Don't cut down any trees
I would NOT like to see zero-minimal lot line housing structures similar to the homes off Barrens that were made available/constructed by removing a wooded area. Needs road improvements and safe pedestrian walking/biking areas.
Looking to see how Roanoke can improve its "green" level!
I believe there is a great opportunity to make the Hollins area something really special and to improve the quality of life in this area through a short and long range strategic plan.
Greenways would be highest on my list!
I am excited about the new development for this area!! a great deal of untapped potential here.
I think it is wonderful that you are developing this neighborhood and asking for community input! I would like you to take a look at eco-districts in other countries and to see how the Hollins area can be developed into our own first ecodistrict! Put Roanoke on the map by building a thriving sustainable green neighborhood which takes into account the environment, the economy, and the culture -the people - the three pillars of sustainability.
I currently think of this area as industrial and a place to drive through. There's nothing appealing about it. I'd love to see more mixed use development and pedestrian pathways. I'd be especially excited for some good casual restaurants. I'd also note that Hollins University is just down the road with a large number of faculty & staff (likely looking for lunch options) and students looking for entertainment and connectivity from campus to this corridor if it had things like restaurants, movie theaters, grocery/ drug store, events, shops, etc.
It looks like a more industrial area. We need options that will draw consumers into the area for recreation and entertainment (shopping, restaurants, events). Hollins students are cut off from the rest of Roanoke and don't have good nearby options for eating and shopping, and many don't have transportation to go elsewhere.
We have some large land parcels that have a lot of potential. And, we have some very old buildings that could use a facelift or even be razed.
Connect both pieces of the Tinker Creek so better access to Carvins Cove and downtown.
That just about covers it.
North Roanoke sometimes gets a bad rap, but the study area is a good place to live and work.
Greenway, more restaurants, landscaping, stores -Target?? IKEA??? build it up!!!
It would be nice to have a few more restaurants in the area and better ways for Hollin University students to cross from the apartment complex community to the University. They typically run across the roadway near Hollywood's to get to campus. The road is too busy and it's not safe. Other than this, I like that the area is less commercialized. I would rather see the area preserved and not built up. You can drive a short distance to get to the Valley View area to get what you need.
more trees needed

HOLLINS CENTER SURVEY

I work at Hollins University. It would be wonderful to see the Williamson Rd area be more pedestrian friendly with sidewalks and street lights. The area where the buildings were taken down would be a nice area to put in shops, coffee shop, locally owned restaurant. No tacky strip malls. Businesses that will attract the students and our local community so we don't feel the need to go downtown or to the other side of Roanoke. We need more variety than what is presently here.
sidewalks, sidewalks, sidewalks
update, change, update, change, update, change.GROW
I would like to see apartment living above commercial businesses similar to downtown Roanoke.
Traffic in evenings and mornings is a reason to stay out of area. It does move but backs up at peak periods.
Love living in this area.
The schools are HORRIBLE! I have lived most of my life in the Hollins area. Unfortunately, because my kids go to Burlington elementary school and would feed into northside, we are looking at houses in other areas. We are overlooking three nice houses that we would like to buy because the schools are so bad. We want to give our children opportunities for a bright future. The schools are a big part of that. Unfortunately, schools in the Hollins area are atrocious. It is hurting economic development. I have worked in local government and state government for years, and I highly recommend the foundation for rebuilding Hollins begins with massive improvements in the schools. Without these improvements, it will be difficult to attract new residents, and retain current residents. We want to stay in the area, but feel we cannot because of the schools. A way to sell school improvement is that it is an investment in the future that will provide long-term returns on that investment. It is not just a sunk cost.
I love the many cultures represented in this area. It seems like Roanoke County's only truly integrated middle-class area. It could use a few more upscale or funky businesses and restaurants. I love the ethnic restaurants and markets.
I grew up there and my parents still live there, so we're there all the time. I just LOVE the Hollins area. It's still home and always will be.
Needs more restaurants, retail shopping and greenways
With all of the businesses there is a lack of restaurants nearby that workers can make it to on their lunch hour. Also Starbucks is too far away and with all of the businesses there should be a coffee shop and something other than McDonald's that is fast food.
Hollins is a great area "Live and Work" we just need the "Play" to be added!
Currently it is not safe for walking due to lack of sidewalks and inattention of drivers for pedestrians or bicycles.
more integration with university
More restaurants would be a good add along with a better walking path
Hurry up and build Tinker Creek Greenway in the study area connecting Carvins Cove and existing TC Greenway.
I would like to see a new look for the study area. The extension of the Greenway is important to us because we have to drive far to ride or walk the existing trails. If bike paths are added, I hope widening the roads is an option, rather than just narrowing the existing roads. Let's do this right and create another Grandin area on the north side of town. Let's bring health and wellness closer to the residence so they can take advantage of this great city.
The school zone speed limit for 25 miles an hour for a few yards is ridiculous. It is a hazard for vehicles -- you go from 45 to 35 to 25 within a few seconds.
Needs reason for people in Roanoke and Daleville area to stop and visit. Camping World is a start, but something like IKEA, Trader Joes, Chick-fil-A off of I-81, etc. would be great for residents, commuters, and travelers/college students on I-81.
No industries

HOLLINS CENTER SURVEY

Restaurants, restaurants, restaurants.
This area does not need to be developed. It is a semi-rural area that needs to be left alone, not built up like a mall or downtown area.
Unlocked economic potential in a major employment and interstate access corridor
It really needs to be developed more. Has great potential, great space and is very convenient
It is a great area, so put the effort into it.
It is difficult to drive through the area with the construction that is going on. I would like to see a study on the number of pedestrians and bicyclists that use the sidewalks, etc. after it is complete; at 4 million dollars, it will probably come out to about a thousand dollars spent per person using it over 10 years.
It has great potential being wasted with old rundown buildings and Juarez wastes space in general. It brings down the aesthetics of the area.
I love this area as it's "home" to me. I grew up in this area and graduated from Northside High School and when the opportunity came about it's where I finally decided to open my business. Unfortunately, some of the residents from the Assisted Living center a little further down Williamson Road tend to wonder around, ask for change, and loiter which can make consumers feel uncomfortable shopping in the area.
Great place to raise a family
Hollies is an amazing area. We love living here. I'd like to see additional restaurants and shops. As well as safer areas for students to walk and bike in our area.
The ingress and mainly egress from 81 is very unsightly. Getting off 81 heading north is extremely dangerous as currently configured.
I am excited about the project because I believe the area has been overlooked for years. With the college there, the area already has somewhat of a village atmosphere to it.
schools are my biggest concern. We need to create or maintain schools that attractive to future home buyers and businesses. Also when I81 is blocked Walrond Park neighborhood area is starting to sometimes feel the impact with campers, 18 wheelers, etc.
and the airport for travel. We would love to see more grocery store options, gas stations, restaurants and entertainment options. One our biggest problems in the adjoining neighborhood is lack of sidewalks. Walking in the neighborhood is treacherous. Also, a sound barrier from the noise on I81.
It is critical to put the noise barrier walls along I81 northbound coming from Salem. This would improve home values in the buckland mill, belle haven/northwalk area, and wood haven area. It would attract more white collar families and bring more tax revenue to the area.
Need better road maintenance on LaMarre Drive, especially, at the intersection of route 11. The entrance to LaMarre Dr. on the right is pitiful!!!!
Nice area with opportunity to grow if Plantation Road project comes out as expected. Plantation and Williamson Rd can get busy so some long-term road assessments/plans should be considered if going to add new business and/or neighborhoods.
This is one of my favorite parts of Roanoke County. As a Hollins alumna, it is important to me to build on the college's presence in the area with high quality businesses and planned growth.

HOLLINS CENTER SURVEY

Hollins is a nice place to live. Please don't ruin it. We don't need over development or more traffic. We need more sidewalks and landscaping and greenways and bus service. We have many precious natural resources in this area: mountain views, creeks, the Appalachian Trail nearby, and they need to be protected and preserved. We need to make Williamson Rd and Route 11 more attractive and not trashy looking. More residents would patronize businesses on Williamson Rd if they could get to them safely by walking on sidewalks or greenways from the neighborhoods. We need to encourage walking and need bus service to encourage use of mass transit. Hollins University is an important part of this area and its connections to the area should be strengthened and protected. We need to preserve and protect the natural beauty of this area and need to increase the attractiveness of the street views of Williamson Rd and Route 11.

This survey seems heavily tilted towards pushing bike lanes, greens spaces, and pedestrian issues. Don't do it. You will harm local businesses in the area.

Develop Huffman Farm for industrial uses; Hollins Univ. must do more to improve the area. Hollins Univ. is a drag on upscale development.

North Roanoke County is lacking in the health and wellness arena; Southwest Roanoke City/County have all the health food stores, Greenway, etc. Hollins has a lot of potential. Economically, residents in this locality are middle class and could support healthier initiatives. This is not necessarily *directly* within the study area, but I strongly believe Hollins needs a health and wellness center/gym. The closest one is Gold's Gym, and not everyone is a fan. I think the old Food Lion location at Brookside Plaza would make for a great gym location. The Hollins area generally does not seem to be great for outdoor recreation (aside from Waldron Park). Another good location for a gym might be within the study area in the same area as Gander Mountain and the hotels.

More County and Hollins gateway signs on 81, Route 11, and Plantation. Many out of towners for Hollins University have no idea they are in Roanoke County AND the area is called Hollins. Since 81 gets 50,000+ cars a day, you would think the county would advertise better.

The Hollins area is a great hub of small business, especially restaurants. I often go to this area to relax and hang out with friends during the evening and on weekends. It is convenient to Botetourt County also. Also, right near Green Ridge Recreation Center.

Please develop this area. ROANOKE COUNTY IS DYING

Historic preservation

Create gateway signage that distinguishes the Hollins and Roanoke County boundaries from Roanoke City, Botetourt County, etc.

If Roanoke County BOS and Planning do not follow public plans then Rt. 419 and Hollins will look like Christinsburg's commercial development.

The area does not have enough sidewalks and no public transportation. It is hard to walk to the library. Greenways for transportation and not just exercise are needed.

This area is so convenient to Carvins Cove, Read Mountain, etc. It is important that it enhance the outdoor culture and make people comfortable outside their vehicles.

My wife and I have lived in North Roanoke for over 20 years. We have discussed moving to South Roanoke and the main reason is the "village" atmosphere. Walking to restaurants, shops etc. is thenorm in South Roanoke. Community and other events dot the calendar. This idea seems to be a move in the right direction and on par with what Botetourt is doing.

Its about time for improvements.

I love the location, I live close. I would like more places to eat, but don't want a fast food alley. would like to see a coffee shop, a new library, walking connections to hollins college.

Potential exists on the Route 11 corridor between the intersection and Hollins University to develop a town center vibe. Increase connectivity there after completing current Plantation connection.

Leave it alone. Don't change it's early suburban character. Don't impose on the Enon St. homes and the other homes around Walrond park.

HOLLINS CENTER SURVEY

I don't go out of my way to travel to this area because it doesn't provide any unique or exciting amenities that I can't get in SW County
With the proximity to Hollins College, banking and technology firms and the large residential neighborhoods surrounding, this section seems to be a prime spot to create a kind of "town-like" location that has good walkability, lighting and attention to landscaping and natural public spaces.
I would love to see something like Costco something retail wise that is more cost efficient. I would like to see more food place here on hollins and not a valley view not everyone likes to go to the mall. I would like to see maybe like an outlet mall. I know this only in the Hollins area but here is another Idea. The plaza that has the Carpet Factory outlet and Save a Lot on Melrose we need to turn that back into Stores I think that would be an Awesome outlet Mall, People can get back to going places like that and be outside. I really believe that Hollins Road Area has been forgotten about we just need a few improvements and restaurants.
Why aren't there any public utilities in neighborhood behind Waldron Park
North Roanoke pays their fair share of taxes and it seems we are always last to see improvements and upgrades. South Roanoke gets all of the attention it seems. There is a ton of opportunity and room for growth in North County. New home construction, more variety in retail and restaurants would be nice without having to deal with the crime and traffic at Valley View. Restrict public transportation access to cut back on crime spreading to North County.
nice part of the valley,enforce current speed limitis
This is a beautiful, unique area and I hope the positive aspects of it can be maintained and enhanced.
it is a great place to live and work,it just needs manicuring alittle
Please keep in consideration native habitat.
Roads are too wide, so traffic is too fast
I would love for there to be more food options and a coffee shop near Hollins University. We have tons of college students - there should be at least one coffee shop and more food options! :)
I work at Hollins and I'M REALLY hoping that this area can be made more walkable and attractive to students. Right now the area around Hollins is isolated from typical retail activities. It's more of an industrial area and there is a GREAT opportunity for cafes, restaurants, etc, especially considering the Hollins students (especially those w/o cars) who have extremely limited options.
So much potential that I don't think has been looked at yet.
I would love to meet with someone to discuss more. We have been in business for over 20 years. We are business property owners in Roanoke County right beside the planning study area. Would like to be considered within the County Plans. Thank you, Tammy Scaggs- Plantation on Sunnybrook 540- 588-2009
I really wish that it were possible for people in this area to take the bus to work. I timed it once, and my 17 minute drive would turn into 60-90 mins., including a transfer and then a 1.5 mile bike ride. Also please, please, please encourage someone to open up a coffee shop. We have not had decent coffee around here since Cafe Soleil. :) Thank you for doing a study.

COMMUNITY ENGAGEMENT ENGAGEMENT RESULTS



Appendix 6-C. Visual Preference Survey Results

		Community Meetings				Online				Total
Hollins Center - May 2018 Design Open Houses		Yes	No	Yes	No	Yes	No	Yes	No	
Commercial Buildings	Town Center Mixed-Use	28	0	10	0	44	3	82	3	79
	1 Floor Shopping Center	13	2	7	2	25	1	45	5	40
	Modern On-Street Mixed-Use	10	2	6	0	26	4	42	6	36
	Entertainment Complex	10	2	3	3	30	4	43	9	34
	Standalone Retail	3	4	0	0	10	7	13	11	2
	Big Box Anchor Stores	7	10	1	10	11	21	19	41	-22
Low-Density Housing	Standalone Patio Home	21	1	8	0	14	7	43	8	35
	3 Floor Townhouse with Garage	9	0	2	0	11	2	22	2	20
	Connected-Row Patio Home	7	1	2	2	11	4	20	7	13
	Multi-Floor Duplex	4	3	2	0	9	7	15	10	5
	3 Floor Townhouse On-Street Parking	0	6	3	0	7	3	10	9	1
	2 Floor Townhome On-Street Parking	1	1	1	1	3	3	5	5	0
High-Density Housing	2-3 Floors Apartment Complex	4	1	3	0	7	1	14	2	12
	3-4 Floors Modern On-Street	6	2	1	1	6	6	13	9	4
	4 Floors Modern On-Street	1	5	6	0	8	6	15	11	4
	3 Floors Apartment Complex	1	0	0	4	3	3	4	7	-3
	4 Floors Apartment Complex	1	5	2	5	4	6	7	16	-9
	5 Floors Modern On-Street	1	16	0	1	3	18	4	35	-31
Placemaking Elements	Bollard Pathway Lighting	7	0	3	1	10	2	20	3	17
	Street Directional Signs	5	0	9	0	5	7	19	7	12
	Community Little Free Library	4	2	1	0	3	4	8	6	2
	Virginia LOVE Branding Art	4	3	0	3	12	11	16	17	-1
	Public Art Sculptures	3	10	1	2	7	11	11	23	-12
	Community Chalkboard Wall	4	14	2	4	3	18	9	36	-27

COMMUNITY ENGAGEMENT ENGAGEMENT RESULTS



Hollins Center - May 2018 Design Open Houses		Yes	No	Yes	No	Yes	No	Yes	No	Total
Outdoor Recreation Spaces	Natural Water and Play Park	9	2	8	0	21	3	38	5	33
	Large Festival and Event Park	16	3	5	0	15	11	36	14	22
	Gateway Fountain and Greenspace	7	0	1	4	14	1	22	5	17
	Mid-Block Social Gathering Space	5	0	2	1	8	1	15	2	13
	Community Dog Park	9	1	0	2	13	9	22	12	10
	Recreational Sports Fields	3	7	2	1	6	14	11	22	-11
Landscaping and Streetscaping	Restaurant Outdoor-Seating	21	1	10	0	30	0	61	1	60
	Sidewalk Rain Gardens	11	2	5	1	16	2	32	5	27
	Street Trees	7	0	5	0	14	2	26	2	24
	Landscaped Street Median	8	1	4	0	13	2	25	3	22
	Pedestrian-Scaled Street Lighting	5	0	2	0	10	2	17	2	15
	Street Island Landscaping	7	1	3	0	8	4	18	5	13
Pedestrian/ ADA Facilities	Paved Greenways	21	0	11	0	29	1	61	1	60
	Main Street Sidewalks	14	0	4	0	19	0	37	0	37
	Natural Surface Hiking Trails	9	0	11	1	20	2	40	3	37
	Residential Street Sidewalks	13	1	5	0	14	2	32	3	29
	Crosswalks at 4-Way Stop Intersection	4	3	2	0	14	3	20	6	14
	Marked Mid-Block Crosswalk	7	1	0	0	5	4	12	5	7
Bike Facilities	Separated Bike-Ped Shared Path	14	0	4	0	19	0	37	0	37
	Off-Street Bike Lane	2	3	0	2	11	3	13	8	5
	High Visibility with Striped Buffer	8	0	0	3	7	7	15	10	5
	Standard Striped Lane	2	2	6	1	3	8	11	11	0
	Buffered Cycle Track	0	8	1	3	7	5	8	16	-8
	Sharrow (Share Lane with Cars)	0	31	0	12	1	26	1	69	-68
Transit/ Rideshare Facilities	Community Trolley	7	1	4	0	15	6	26	7	19
	Bike Share Programs	5	1	4	0	11	5	20	6	14
	Covered Bus Stops	7	0	1	0	6	1	14	1	13
	ValleyMetro Bus System	8	2	6	2	12	13	26	17	9
	Uber, Lyft, and/or Taxi Cab	6	2	0	0	7	5	13	7	6
	SmartWay Stop at a Park and Ride	4	0	3	0	4	11	11	11	0



Appendix 6-D. Comments Received for the Draft Hollins Center Plan

March 6, 2020 – May 5, 2020

Comments received via Survey Monkey

I'm very excited about Hollins being improved. I hope you will consider bringing the improvements/bike/pedestrian paths all the way down to wood Haven road. There are a lot of residential in this area that is part of Hollins but feels left out from the improvements. It would also be great to be able to access the new mixed area without using vehicle.

I hope Hollins will encourage a business plan that makes way for Kroger to expand. This store is the anchor to business and needs expansion, not more competition.

I'm glad to see ADA in this plan. Why not fix what is not working, before starting new projects? You spent millions of dollars on a walk way that is not used much, but you cannot improve public transportation and low income housing for people with disabilities. I really hope to see more options for disabled individuals in all of these plans. Everything has to be wide enough, and level for wheelchairs. No gravel anywhere!

The plan is of professional quality and I appreciate all of the work and research that must have gone into it. I am excited about the possibility of Hollins becoming a true town center, as I think it's what our area desperately needs. I am most interested in the development of greenways and the possibility of having walk-able shop locations and making the community here more of a destination.

I think it is ridiculous to put this center in this area. It is already getting too congested with traffic. You sight in the plan that there have been increased traffic and bike accidents in this area. Use common sense. You should go out further on the other side of Hollins College where there is more open land. You should focus on the greenways that everyone enjoys.

Professional, high quality work put into this plan. The Summary is informative but user friendly with vibrant, easy to read graphics. Excited for improvements in this portion of the County!

It's awesome! Love the graphic-rich "USA Today" version.

There should be more direct access to Carvins Cove and there should be a trail from Carvins Cove connecting it to Hollins College, Walrond Park, and Hollins Library. There seems to be a lot of apartments being built off of Airport Road, but it would be nice if some of that development was

COMMUNITY ENGAGEMENT ENGAGEMENT RESULTS



closer to the college in this center that would bring in shops, restaurants, grocery stores. Don't build any round-a-abouts on the main roads, like at VA Western!

The Hollins Community plan offers hope to this area that hasn't been given the attention and development it deserves with its surrounding Mountain View's, university, and proximity to 81. The new sidewalk was a great start by the county but I'd like to see tables with seating and lighting on the next sidewalks if built. I would like to see the new brick welcome sign have a place to advertise community events. The planters at the end of the new sidewalk need some TLC. The planters near Kroger and Dunkin Donuts need TLC too. It would be nice to see the county help attract something to the Aldi grocery store property and help develop the areas from Hollins College to CVS and near 81. Incentives for more local places like Lew's and Hollywood's would be lovely. Incentives to keep our landmark local restaurants like Lew's and Hollywood's open post COVID-19 would be great, too. This is the county's college town area, let's put in some effort to give it charm like Downtown Salem/Radford/Blacksburg. Some flowers and people on the sidewalks would be a nice start. This area should be the best 81 exit from Staunton to Christiansburg. Instead of a new library it would be nice to see a community center that includes a library.

The Hollins plan is a well rounded plan that people of all of all ages and backgrounds should comprehend well. The plan "summary" document is beautiful and is a nice outline for folks who didn't and will not follow this whole process. The graphics will help keep peoples attention while reading the document. I would like to see collaboration with Hollins University to make this entire area feel less industrial and more like a college corridor. School pride using all of the greens (green crosswalks in the virtual photos are nice), but more green stoplight posts, street lights, and light pole banners would be pretty and show support to Hollins/Northside. I'd also like to see more Hollins signs, specifically something that doesn't look like you are entering the county like the brick one. Something to make the area feel like home for residents and students, yet something that visitors and parents would want to take photos with. Northside Middle/High and Hollins University all have wonderful art departments, so it would be wonderful to see some art in this area, especially on the new asphalt sidewalk in front of the Envelope plant and near the university entrance. I feel like Botetourt, Salem, and Christiansburg have done a nice job getting people to stop at their 81 exits. It would be nice if Roanoke County could get some local and national chains to develop at the interstate exit to make this area more trendy (Tropical Smoothie, Chick-fil-A, Panera Bread, Chipotle would be popular with the university students). There seems to be room near the gas stations and McDonalds for plenty of growth. Building housing here would also be closer than Daleville for commuters to drive to downtown. This area is more traveled by out of towners than Valley View and is one of only 2(?) 81 exits in the county. It would be great to expand the tax base here while helping keep the Camping store and hotels in business. Perhaps even a conference center/event venue now that the big one off Hersberger has closed. There's not many options that are easy to get to that aren't downtown. I see landscaping in the virtual photos. It would be nice to have better landscaping near Kroger and CVS. Both of these areas could be really pretty, considering the views provided by our surrounding mountains. Will there ever be easier/more direct roads to Carvins Cove from this "center"?

COMMUNITY ENGAGEMENT ENGAGEMENT RESULTS



Comments received via Email (Before the Public Hearing)

Ed Brennan, Resident

I have reviewed the draft Hollins Center Plan (Plan) and I have a few concerns that I did not see addressed in the Plan.

Williamson Road is already inadequate for the volume and commercial vehicle use of traffic as it is, and increasing the volume and use will only make the problem worse.

The speed limit on Williamson Road is poorly enforced by the Roanoke County Police Department (RCPD). Vehicles traveling from east to west from about St. Philip's Lutheran Church through the intersection with La Marre Drive continually speed through the 45 MPH section, do not decrease speed where the speed limit decreases to 35 MPH, and frequently drive through the red light at the intersection (traveling in both directions). I witness this on a daily basis. RCPD monitors speed from the vacant lot between J Moore & Company PC and Marson Road about 99 percent of the time, and from the Enon Baptist Church parking lot about 1 percent of the time. After I submitted a speed monitoring request online RCPD monitored speed from the median just east of Hollins Court Drive for three mornings. I witnessed multiple vehicles get stopped for speeding each of those three days in just the few minutes that I traveled through this area. Yet, I have not seen the RCPD monitor speed from that location since.

The traffic light at the intersection of Williamson Road and La Marre Drive is faulty. A vehicle can be waiting at the red light to exit Hollins University well before another vehicle gets to the same red light from La Marre Drive, yet the light will always turn green first for the vehicle coming from La Marre Drive. On numerous occasions, I have been waiting at the red light to exit Hollins University and the light will not change to green.

The Plan makes no allowance for adding a traffic light at Hollins Court Drive. A vehicle turning left (west) from Hollins Court Drive has to cross two lanes of traffic to enter one of the two west bound lanes. This is already unsafe due to the continuous speeding issue described above. Increasing the volume of traffic and not adding a traffic light at Hollins Court Drive will make traveling into and out of this residential street even more unsafe. I trust that my above concerns will be considered and addressed in the final Plan.

Valerie Brooke Stephens, Resident

I wish to please submit the following comments for the Planning Commission public hearing on May 5, 2020 concerning proposed incorporation of the Hollins Center Plan (Reimagine Hollins) into the Roanoke County Comprehensive Plan. Please kindly reply to this email and let me know if it has been received and will be referred to all the members of the Planning Commission for consideration of public comments for the public hearing this evening, May 5, 2020. Thank you.

I agree with most of the recommendations, and the proposals for implementation of those recommendations, of the Hollins Center Plan, and think that incorporation of the Hollins Center Plan into the Roanoke County Comprehensive Plan would be an improvement for the Roanoke County

COMMUNITY ENGAGEMENT ENGAGEMENT RESULTS



Comprehensive Plan. I would appreciate please just to ask some questions and make the comments below concerning the Hollins Center Plan for a few concerns and questions I have regarding the Hollins Center Plan.

Per information on the Hollins Center Plan - Draft 3-15 page concerning Community Engagement/Engagement Results, the following information is stated:

"Future Land Use Scenarios

Three future land use (FLU) scenarios were presented at the Draft Plan Reveal meetings. Two scenarios recommended changing property within the study area to a Mixed Use FLU designation. The online survey and public meetings results followed the same order (combined here):

- Full Mixed Use (56%)
- Partial Mixed Use (38%)
- No Change (6%)

As noted above, the overwhelming choice (56%) of the participants at the Draft Plan Reveal meetings was for the Full Mixed Use future land use (FLU) designation scenario for property within the study area. However, the recommendations for the Hollins Center Plan to be incorporated into the Roanoke County Comprehensive Plan would instead implement only the Partial Mixed Use scenario (see maps on Hollins Center Plan - Draft 3-9 page for details) for property within the study area. I have this question: Why is it being recommended to amend the county's Comprehensive Plan Future Land Use Map to change only the southern portion of the study area to a Mixed Use designation when it is clear that the overwhelming majority of participants at the Draft Plan Reveal meetings preferred the Full Mixed Use designation for significantly much more of the property within the study area than just only for the southern portion? Please see maps on Hollins Center Plan - Draft 3-9 page for comparison and details.

Please also note the following information: "Residentially-zoned properties make up 23% of the study area." See info and details on Hollins Center Plan - Draft 2-11 page.

Please also see the Map 2-9 for Existing Conditions/Land Use and Housing, on Hollins Center Plan - Draft 2-7 page.

Please also see Map 2-12 for Existing Conditions/Land Use and Housing, on Hollins Center Plan - Draft 2-10 page.

Please note the following information on Hollins Center Plan - Draft 2-12 page that:

"Non-conforming land use refers to uses that were allowed under previous zoning regulations but are no longer allowed by the current zoning regulations. ... There are numerous residential uses occurring on parcels zoned for I-1 Low Intensity Industrial and C-2 High Intensity Commercial (see Figure 2-15)."

There are at least 14 parcels for single family homes that were allowed for residential land use under previous zoning regulations but apparently must have been changed at some point in the past to either C-2 High Intensity Commercial or I-1 Low Intensity Industrial zoning designations. I have these questions: Would it not be more fair to the property owners of these single family homes to restore the

COMMUNITY ENGAGEMENT ENGAGEMENT RESULTS



R-1 Residential zoning for their properties? Also, what provisions are there for protection and conservation of residentially zoned properties and neighborhoods in the study area of the Hollins Center Plan and nearby?

Please note that, per Hollins Center Plan - Draft 2-8 page, for Existing Land Use, that: "Residential uses include 15.7% as single-family homes, and 2.2% as multi-family duplex and triplex." As mentioned above, there are also currently at least 14 single family home parcels, being used for residential uses, that are located on properties that were previously zoned residential in the past but which were changed at some point to commercial or industrial zoning designations (whether these changes were done with or without any input from the single family home owners is not clear). Also, per Hollins Center Plan - Draft 2-9 page, regarding surrounding neighborhoods of the study area, "The commercial corridors of the Hollins Center study area are adjacent to residential neighborhoods and Hollins University. The Hollins Center study area is surrounded primarily by single-family neighborhoods..." Please see Map 2-11 on Hollins Center Draft 2-9 page. I have these questions: What provisions and protections will there be for residential home owners in the study area for the Hollins Center Plan and also for the surrounding residential areas of the study area? What will be done to conserve and protect residential neighborhoods in, near, and surrounding the study area of the Hollins Center Plan?

I attended and participated in the community engagement meetings and activities regarding "Reimagine Hollins" that were offered to the public, and I thank the Planning Commission and Roanoke County staff and employees who made those meetings and activities possible and available to the public. It was apparent to me from attending the various meetings for public input for the drafting of the Hollins Center Plan, that the overwhelming majority of those persons attending those meetings and activities strongly favored:

1. Increased pedestrian accommodations for safely walking in the study area, such as sidewalks, and greenways, and for pedestrian accommodations so that persons in existing residential neighborhoods in or near the study area could safely walk or bicycle to retail and commercial areas in the study area and to businesses and work places in the study area.
2. Increased public transportation options for the study area, such as buses and public transit, which would help support economic growth in the study area and provide ways to link businesses and work places with the public and with their employees. The Hollins area is the largest employment center in Roanoke County, but lacks public transportation and transit availability, which is crucial for economic growth. See the Hollins Center Plan - Draft 2-29 page which states: "There is currently no fixed-route transit service in the Hollins area." If Roanoke County wants to attract people to live and work in the Hollins area, and to attract new businesses to locate in the Hollins area, then public transportation and transit options are extremely important.
3. Preserve and protect the irreplaceable natural resources in and near the study area, such as Tinker Creek, the mountains, Carvins Cove, the Appalachian Trail, etc. These resources are vital for attracting tourism and businesses that benefit and depend on tourism, and in attracting businesses that promote clean and green technologies, and in attracting the businesses of the future with good paying jobs. We have an obligation to future generations in Roanoke County to preserve and protect these priceless natural resources that are the heritage of all Roanoke County residents and which are so important for the quality of life for everyone in Roanoke County. Preserving these natural

COMMUNITY ENGAGEMENT ENGAGEMENT RESULTS



resources and preserving scenic views of the surrounding and nearby mountains will make Roanoke County an area that will attract newcomers to come live here and new businesses to locate here.

4. Improve parks and playgrounds in the study area and link parks when possible by greenways, walking paths, trails, etc. Pave the existing walking path/trail at Hollins Park to make it accessible to disabled walkers.

5. Rebuild the Hollins Public Library, which has an aging building that no longer can meet the demands and needs of our citizens and the public, and which is out of date and not energy efficient. There were many days last year that the humidity level in the library indicated that the air conditioning and cooling systems were not working properly, and which not only made the library uncomfortable for patrons and staff, but also risked damaging the materials in the library, such as the books, computers, audiovisual equipment, videos and DVDs, etc., as heat and humidity are not conducive for preserving such items. The usage of the Hollins Public Library is among the highest of all the Roanoke County libraries, and the staff does a great job, but the building is increasingly woefully inadequate to meet the needs of a modern library which the usage of the library requires.

6. Improve the landscaping and visual attractiveness of Williamson Road and Plantation Road to help attract more visitors to the businesses there and also to attract more new businesses. Promote a village center type of development and aesthetic that is pedestrian friendly and walkable and is accessible to walkers and bicyclists.

7. Form partnerships with Hollins University that can benefit the Hollins area and Roanoke County as a whole. This is a potential that is not being utilized.

Steve Grammer, Advocate for people with disabilities

Everything has to be ADA accessible. What opportunities will this bring, for people with disabilities? Before beginning new projects, you need to fix what is broken first.

Liz Belcher, Roanoke Valley Greenway Coordinator

I am in agreement with a lot of the recommendations of the Hollins Center Plan and think that implementation of many of its recommendations will definitely be a great improvement for the Roanoke County Comprehensive Plan. Thank you to the Planning Commission staff and Roanoke County employees for all their hard work, dedication, and service for developing the Hollins Center Plan. I also greatly appreciate the meetings, activities, surveys and opportunities for input that were made available to the public during the development of the Hollins Center Plan and thank everyone who assisted with those and made that possible. Thank you for your consideration of these comments.

Thank you for the opportunity to comment on the Hollins Center Plan. I attended some, but not all, of the meetings and have discussed the plan with several people. The graphics and layout for the plan are very nicely done, public involvement was extensive, and comments were well incorporated into the plan.

COMMUNITY ENGAGEMENT ENGAGEMENT RESULTS



1. I support the inclusion of bicycle/pedestrian/greenway facilities in the plan.
2. I support the concept of improving the Hollins area to be more of a gateway to Roanoke County.
3. I support most of the implementation recommendations, particularly:
 - a. completion of Tinker Creek Greenway, and
 - b. completion of the US. 11 transportation corridor study from Hollins to Cloverdale and beyond (p.5-8).

I believe the plan could be further improved now or at some future date.

4. Completion of the plan and the focus on the “Hollins Center” appear to be driven by economic development opportunities and concerns. In my mind, the plan could benefit from additional economic analysis. The water and sewer maps are good, but it would be nice to have some additional information, such as are the utilities adequate and are all properties within service range. We have a map of agricultural/vacant lands, but no map of underutilized or empty buildings. We have extensive transportation information, but very little employment data and no list of work force job skills that existing businesses have difficulty filling. We have significant citizen input wanting more restaurants, but no analysis of how many restaurants are in the center and the greater Hollins area. Additional economic and real estate information might reveal opportunities or constraints.
5. The study area is narrowly focused to the Hollins Center, but clearly the public thought of this as an “area” plan, not a plan for a commercial or village center. Thus, it is important in the introduction to frame this plan within the context of other plans. Is the older Hollins Area Plan for a larger geographic area? Are there other neighborhood plans that take into consideration the surrounding residential, university, and park properties? Much of the information, existing conditions, input, and recommendations in this plan are beyond the study area boundaries. In what plan should this outside information be included?
6. The last paragraph on page 2-17 is a good explanation for how Hollins got to be the way it is. It seems like this paragraph would be well included in the introduction – this is how we developed from a rural area to an auto-centric area, which we would like to see become more liveable and sustainable in the future.

I encourage you to continue to protect what is good about Hollins – the views, the location, the history, the neighborhoods – so that it can continue to be important to the future of Roanoke County.



Comment received via Call (During the Public Hearing)

Mary Terry, Property Owner

I own property next to Hollins University. Hollins University had been interested in buying our property. I've attended some meetings over the years. I want the Planning Commission to vote for the plan because everything is changing so fast that if they don't vote for their plan they'll be left out.

Comment received via Email (During the Public Hearing)

Martie and David Byrd, Caroline Byrd, Residents

Thanks for the hard work. We are 20+ year residents and have enjoyed seeing the growth.

Questions: With expansion of 81, will sound buffers be added for neighborhoods which border 81 in this area?

We live in Buckland Forest. How will businesses be incentivized to come to this area?

Comment received via Email (After the Public Hearing)

Charles Foster

As new residents to this area, we are pleased that you have developed a 10 to 20 year vision for the Hollins area. We are currently viewing your meeting online and have read the proposed draft plan. We like what we see.

One item we would like for you to consider is a sidewalk on Plantation Road that extends south of the intersection of Plantation and Williamson Roads. My wife and I are both avid walkers and we walk approximately 4 miles on a daily basis; the issue is that we must contend with the traffic without sidewalks. There is a berm but it is narrow and has caused a hazard for us. We have also seen this with walkers and bicyclists who travel past our home on a very frequent basis. Your consideration of this matter would be greatly appreciated.