



Hollins/Wildwood

AREA PLAN

Adopted by City Council
June 20, 2005

ROANOKE
VIRGINIA



vision 2001
2020

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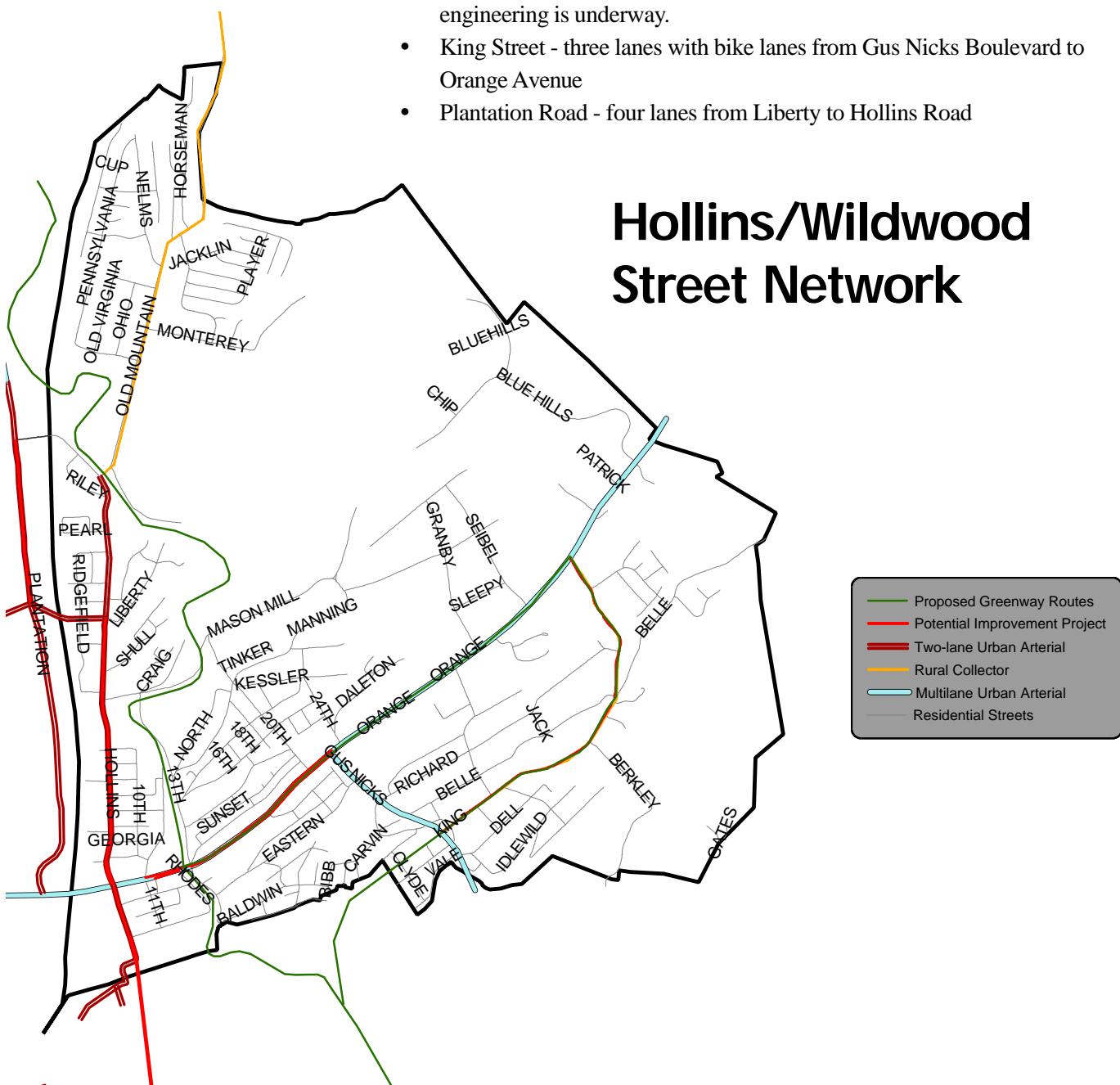
Planning Building & Development

Infrastructure

Transportation

Transportation is one of the major issues affecting Hollins/Wildwood. Traffic volumes on the arterial streets in the area have long been high. There are currently four projects listed in the Roanoke Valley Long-Range Transportation Plan. These projects are not fully funded as of yet:

- Orange Avenue - six lanes from 11th Street to Gus Nicks Boulevard.
- 13th Street S.E./Hollins Road - four lanes with bike lanes from Dale Avenue to Orange Avenue, including a bridge over the railroad tracks. Preliminary engineering is underway.
- King Street - three lanes with bike lanes from Gus Nicks Boulevard to Orange Avenue
- Plantation Road - four lanes from Liberty to Hollins Road



Orange Avenue



Increasing traffic on Orange Avenue is a major concern of residents in the area



Orange Avenue is a four-lane arterial street and is one of the City's most congested. Residents and business owners alike stated concerns with the level of congestion, and fear that it will get progressively worse. Several fairly recent factors contribute to the increase in traffic:

- Increased commercial and industrial development on Orange Avenue.
- Increases in population east of the City in Bedford and Botetourt Counties.
- Increased employment and development in downtown.

The proposed widening of Orange Avenue to six lanes from 11th Street to Gus Nicks Boulevard conflicts with the goals of the comprehensive plan. The street design principles of *Vision 2001-2020* state the need for streets to be capable of accommodating pedestrians and bicycles, and pavement kept to the minimum width necessary. Widening streets generally induces greater vehicle speeds and makes pedestrian crossings difficult and dangerous. In addition, widening streets tends to induce more traffic.

City staff and VDOT are in the preliminary stages of studying possibilities for alternatives to widening Orange Avenue. While it's widely acknowledged that Orange Avenue is beyond its capacity for much of the business day, the source and destination of traffic on this corridor is still not fully understood.

West of Williamson Road and I-581, traffic on Orange Avenue/460W is considerably lighter in both directions. The juncture of Williamson Road and Orange Avenue is a major transportation hub. In addition to the high volumes of traffic on Williamson Road and I-581, downtown is less than a mile to the south. Williamson Road is a major corridor and I-581 is the Valley's only interstate highway. Both certainly receive traffic from Orange Avenue; however, the volume and direction of these trips is uncertain.

To improve traffic flow and conditions on Orange Avenue, a comprehensive approach to the entire corridor needs to be taken. Most of the congestion occurs at the intersections with other arterial streets. The four aforementioned long-range VDOT projects are all heavily traveled streets that intersect Orange Avenue. Improvements to these streets or optimizing the function of these intersections may alleviate some congestion on Orange Avenue. Intersection improvements and the other long-range projects should be considered before undertaking a project to widen Orange Avenue. In addition, alternate connections should be considered given the poor connectivity of streets in areas parallel to the corridor.

Recommendations

Recommended Policies and Actions

Recommendations are organized by the Plan Elements (community design, residential development, etc.). Recommendations take the form of “policies” or “actions.” Policies are principles or ways of doing things that guide future decisions. Generally, policies are ongoing. Actions are projects or tasks that can be completed and have a definite end.

Community Design Policies

- Neighborhood Character: Established neighborhoods should retain their current character and development patterns. Higher density residential development should be concentrated on the edges of commercial development and closer to arterial streets.
- Design: Future commercial development should adhere to the design principles of *Vision 2001-2020* for commercial corridors:
 - Concentrations of higher-density, mixed use development and live/work space at key intersections
 - Minimal curb cuts, shared parking, increased lot coverage, signs co-located, no excessive lighting, and orientation of buildings close to the street
 - Major corridors should have breaks in commercial development
- Zoning: Commercial and residential zoning districts should be clearly delineated with the intensity of uses minimized in some areas.
- Parking: Paved parking spaces should be minimized.
- New Development: Require new developments to incorporate urban amenities (e.g. sidewalks and curbs), and mixed-use (commercial and residential) where possible.
- Orange Avenue Corridor: Update the zoning ordinance to require the design guidelines of *Vision 2001-2020*; buildings should be closer to the street with parking to the side or rear.
- Zoning: Establish commercial boundaries in the update of the zoning ordinance and note transitional areas as a component of the future land use map.
- Parking: Limit the number of parking spaces for new developments in the update of the zoning ordinance.
- Lighting: Address the intensity of lighting in commercial developments as much as is possible under state law.

Community Design Actions

Residential Development Policies

- Neighborhood Character: Older neighborhoods should retain their current residential character.
- Zoning: Zoning should reinforce the existing character of neighborhoods.
- New development: New development should be well-planned and use limited land resources wisely. Infrastructure should be installed in conjunction with new development, including street improvements to address added traffic.
- Property Maintenance: All property should be maintained up to code standards.
- Zoning: Maintain the density of existing neighborhoods in the update of the zoning ordinance, and promote higher densities close to commercial properties and arterial streets.
- Housing Clusters:
 - Support the rezoning of vacant or underutilized large sites for mixed density housing that is consistent with the design guidelines of *Vision 2001-2020*.
 - Consider the development of several properties in the areas denoted on the Residential Development Opportunities map.
- Vacant Parcels: Identify and promote appropriate new development on vacant parcels.
- Property Maintenance: Increase enforcement efforts of staff and reporting of violations by residents.

Residential Development Actions

Economic Development Policies

- Commercial Corridors: Commercial areas should accommodate competitive businesses that have aesthetic and functional compatibility with adjoining residential areas.
- Commercial Centers: Small- to medium-sized concentrations of commercial establishments should be developed differently in terms of mass, parking, landscaping and street orientation than larger strip commercial developments.
- Industrial Districts: Industrial uses should have sufficient land to operate, and have a minimal impact on adjoining properties.
- Village Centers: Village centers should provide a pedestrian-oriented commercial area for nearby residents.
- Zoning: Commercial and residential zoning districts should be clearly delineated with the intensity of uses minimized in some areas.

Economic Development Actions

- Orange Avenue: Maintain commercial zoning that will retain existing businesses and attract new establishments.
- Commercial Centers: Identify or create nodes along Orange Avenue for commercial centers; concentrations of small- to medium-sized commercial establishments. Avoid strip commercial zoning patterns.
- Maximize Use of Existing Commercial Districts: Avoid further expansion of commercial districts to encourage quality development and more efficient use of land in existing districts.
- Industrial Districts: Evaluate underused industrially zoned land and demarcate or rezone to maximize its potential.
- RCIT: Review and revise deed restrictions to promote more efficient land use.
- Hollins Road Village Center: Enhance and denote the village center with landscaping and stamped asphalt crosswalks.

Infrastructure Policies

- Streetscapes: Streetscapes should be well maintained, attractive and functional for pedestrian, bicycle and motor traffic.
- Connectivity: The connectivity of streets and the grid street system should be promoted and maintained.
- Street width: Streets should be kept at the minimum width necessary to accommodate vehicular traffic and on-street parking.
- Sewer/Water: All new developments will be served by public sewer and water lines, unless it can be demonstrated that connection is not possible. Existing development should be evaluated for connections within the framework of existing policies.
- Curb, Gutter and Sidewalk Improvements: New developments and arterial and collector streets should have urban amenities such as sidewalks and curb and gutter. Appropriate species of trees should be planted as a part of such improvements.
- New Development: Infrastructure should be installed in conjunction with new development, including street improvements to address added traffic. Traffic studies by prospective developers may be required.
- Stormwater Drainage: Stormwater runoff should be mitigated as much as possible through improvements that are consistent with the character of the neighborhood.

Infrastructure Actions

- Orange Avenue Corridor: Improve the Orange Avenue corridor with the following considerations:
 - o Identify the arterial streets of the Orange Avenue corridor as Orange Avenue, Hollins Road, Gus Nicks Boulevard, and King Street. Address improvements to the corridor based on collective analysis of how the intersecting arterial streets affect Orange Avenue.
 - o Determine the origin and destination of daily traffic on Orange Avenue.
 - o Analyze and consider development of alternative routes that could efficiently disperse the traffic demand on Orange Avenue, as well as improvements to Hollins Road, Gus Nicks Boulevard, and King Street that would improve the traffic flow on Orange Avenue.
 - o Analyze and consider intersection improvements as an alternative to adding more travel lanes on arterial streets.
 - o Consider adding more travel lanes per the *Roanoke Valley Long-range Transportation Plan* only after exploring other alternatives.
- Hollins Road:
 - o Improve storm water drainage on Hollins Road before installing any additional paved surface improvements.
 - o Consider alternatives to widening Hollins Road north of Orange Avenue such as shoulder improvements.
- Sewer/Water: Install sewer and water connections where possible within the framework of existing connections policies.
- Curb, Gutter and Sidewalk Improvements: Determine the need for improvements based on the following factors:
 - o Install curb, gutter and sidewalk on arterial streets and infill of blocks with incomplete networks.
 - o New subdivisions - all new developments will have curb and gutter, and sidewalk.
 - o In select residential areas, install curb and gutter depending on existing drainage conditions.
 - o Focus improvements in areas that have been identified as having storm water problems. Sidewalks may be installed on only one side where residual right-of-way is limited.
- Stormwater Management: Alleviate stormwater runoff as much as possible through alternatives to curb and gutter. Install curb and gutter in select areas that will alleviate drainage problems.



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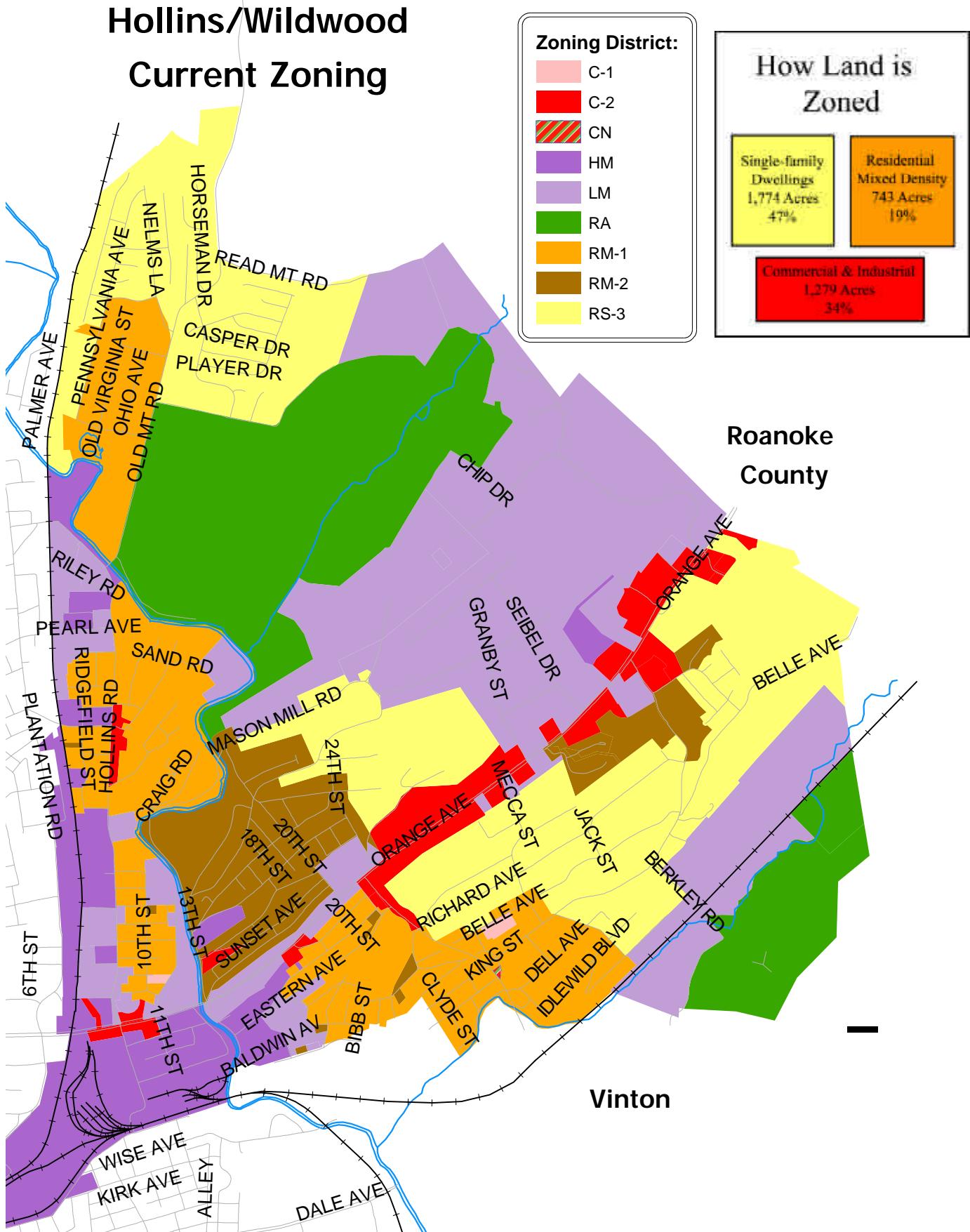
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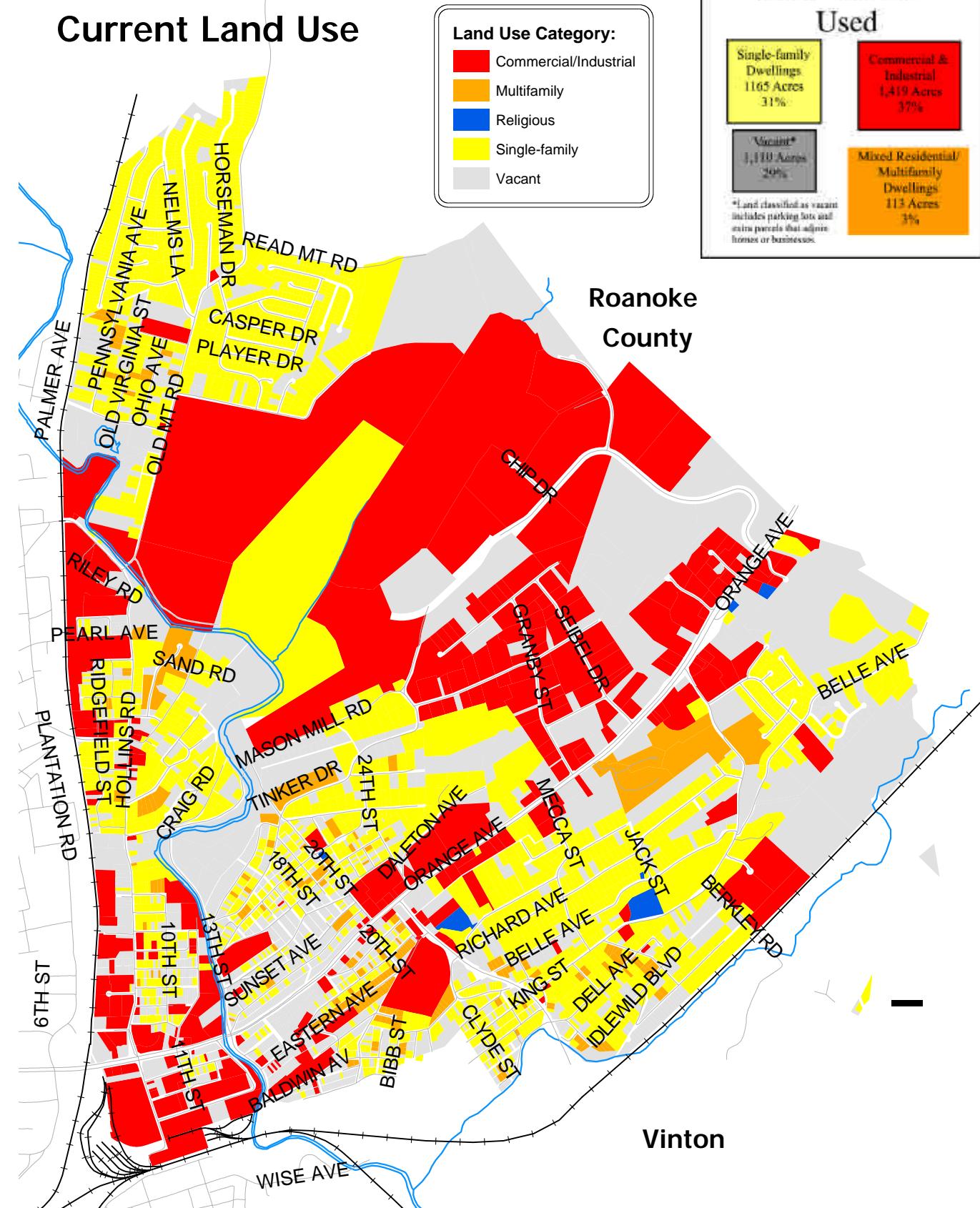
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Hollins/Wildwood Current Zoning



Hollins/Wildwood Current Land Use



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Future Land Use

