HOLLINS AREA PLAN

A COMPONENT OF THE
ROANOKE COUNTY
COMPREHENSIVE PLAN
NOVEMBER 11, 2008

Acknowledgements:

The Hollins Area Plan is a result of collaboration between many groups and individuals representing several different entities and organizations. A well-deserved "thank you" is due to the entire Hollins community as well as to the following individuals:

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Chapter 1:

INTRODUCTION

The Hollins community, as it is known by its residents, is generally located between Interstate 81 to the north, Botetourt County and Read Mountain to the east, Roanoke City to the south and Interstate 581 to the west. Plantation Road (Route 115), Williamson Road (US Route 11) and Peters Creek Road (Route 117) are major thoroughfares that intersect within the Hollins community.

The Hollins community was formerly known as Botetourt Springs which was a prosperous agricultural area during the late 18th and early 19th centuries. The accessibility of Hollins to Interstate 81 and Williamson Road fueled its development into a major commercial and industrial area during the mid 20th century through today.

Currently known as Hollins University, Valley Union Seminary, a coeducational college, was established in the Hollins community in 1842. In 1852, this college became an institution for women and in 1855, the seminary was renamed to Hollins Institute. The school name was changed to Hollins College in 1910, and in 1998, was again renamed to Hollins University. Throughout its history, Hollins University has continued to be a leader in liberal arts education. Preservation of this educational institution is an important component of this study as it is a prominent cultural and historical feature in the Hollins community.

1.0 Purpose

The purpose of the Hollins Area Plan is to determine means by which to improve upon the established commercial, industrial, residential and institutional foundations of the Hollins Study Area.

To improve the Williamson, Plantation and Peters Creek Road corridors in particular, the appearance of established businesses and infrastructure must be carefully considered. Additionally, new development proposals prompted by significant growth pressures must also be closely reviewed. The Hollins area is a prime location for development and redevelopment due to the close proximity of Interstate 81 as well as the location of heavily-traveled US Route 11 (Williamson Road) traversing the Study Area. Several building demolitions have taken place in the last few years to make way for new development. Most of these vacant parcels have not yet been developed. Several vacant commercial and residential buildings are also located in the area.

As a result of its prime location, the Hollins area is a community struggling to maintain its historical and agricultural character amidst the expansion of commercial, industrial and institutional uses. A main recommendation of the Hollins Area Plan is to take cues from existing historic development to be used in rehabilitating and redeveloping older structures as well as in designing new development to create a more cohesive community and a sense of place.

The Hollins Area Plan was developed by Roanoke County staff in collaboration with Hollins residents and business owners, Hollins University students and staff, the Virginia Department of Transportation (VDOT) as well as other organizations and interested parties. This document is intended to serve as a reference and guide for Roanoke County officials, developers, business owners and residents when considering future growth and redevelopment opportunities within the Hollins area.

1.1 Relationship to the Comprehensive Plan

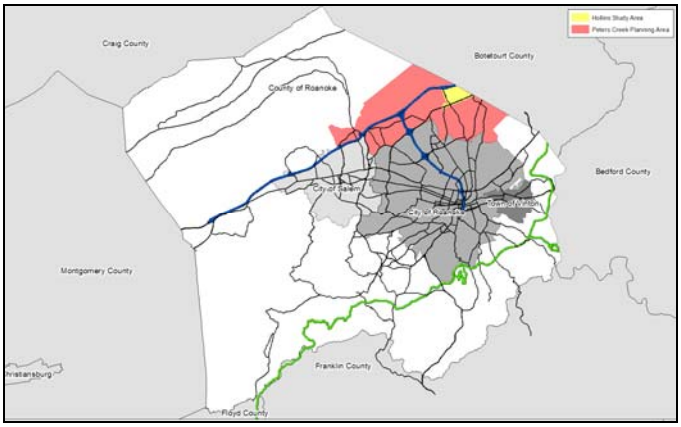
Pursuant to Section 15.2 of the Code of Virginia, Article 3, the Comprehensive Plan, Roanoke County is required to "prepare and recommend a comprehensive plan for the physical development of the territory within its jurisdiction." The Roanoke County Comprehensive Plan states:

The Roanoke County Community Plan 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.

This Plan, which is proposed to be adopted into the Roanoke County Comprehensive Plan, will aid decision-making for future development in the Hollins Area. This document is the fourth in a series of area and corridor planning studies that aim to provide detailed, area-specific analysis and recommendations for the areas in which they are conducted.

1.2 Study Area Boundaries

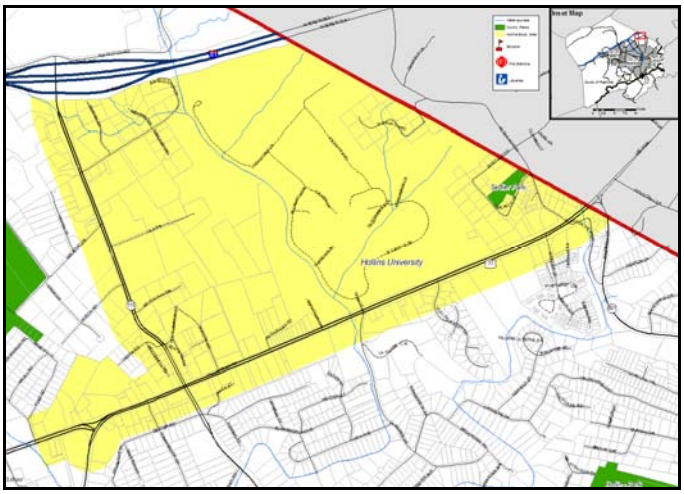
The Hollins Area Plan Study Area encompasses 728 acres in the northeastern portion of Roanoke County (see Graphic 1.01, Hollins Study Area within Roanoke County.) A larger map showing the location of the Hollins Study Area and the Peters Creek Planning Area is located in Appendix A. The Study Area is located within the Peters Creek Planning Area (shown in red), one of 12 Roanoke



Graphic 1.01 Hollins Study Area within Roanoke County

County Planning Areas. The Hollins Study Area measures 5.3 percent of the Peters Creek Planning Area (which measures about 13,650 acres.) The Hollins Study Area also falls within the Hollins Magisterial District.

The limits of the Hollins Study Area include: Interstate 81 to the north; Botetourt County to the east; western frontage parcels along Plantation Road to Williamson Road; southern frontage parcels along Williamson Road to the Peters Creek Road intersection; and frontage parcels along Peters Creek



Graphic 1.02 Hollins Study Area

Road from Williamson Road to Deer Branch Road (see Graphic 1.02, Hollins Study Area.) A larger version of the Hollins Study Area map can be found in Appendix A. All or portions of approximately 350 parcels are included in the Study Area.

1.3 Planning Process

1.3.0 Inventory of Existing Conditions

Research

In order to fully understand the challenges and opportunities present in the Hollins Study Area, staff performed an analysis of existing conditions. This inventory process involved the collection of information regarding environmental resources, land use and community facilities. The research results on existing conditions can be found in Chapter 2.

Mapping

In addition to the existing conditions text, several maps graphically represent the research performed. All maps were created using a

Geographic Information System (GIS) manufactured by ESRI called ArcMap. These maps can be found at the end of the document in Appendix A.

Fieldwork

To provide an accurate representation of the Hollins Study Area as it looks today, staff spent several weeks in Hollins documenting existing buildings, signs, parking lots, utilities and other aspects of the built environment along the major corridors and on the Hollins University campus.

Graphic 1.03 Fieldwork Documentation

3-D Model

To bring the information gathered through research, mapping and fieldwork together, a 3-Dimensional model was created using the GIS programs ArcMap and ArcScene to graphically represent the Hollins Study Area as it appears today. This model will also be used to show how new development could look in the context of the existing community.

1.3.1 Inventory of Area Universities

Staff visited several Virginia universities with the goal of documenting different campus entrances and amenities. The 11 campuses visited include:

- Bridgewater College
- James Madison University
- Longwood University
- Lynchburg College
- Mary Baldwin College
- Randolph College
- Roanoke College
- Sweet Briar College
- Virginia Military Institute
- Virginia Tech
- Washington and Lee

The entrance data and pictures compiled are a resource for the community and Hollins University to consider.

1.3.2 Community Survey

Community surveys were mailed out in mid-April, 2008, to property owners located within and just outside the Hollins Study Area. The surveys could either be mailed back or completed online. More details and results from the community survey can be found in Chapter 3. A copy of the survey is located in Appendix B as Document 4, Hollins Area Plan Community Survey.

1.3.3 Hollins University Surveys

Hollins University emailed students a survey created by County staff in March, 2008. A similar survey was also emailed to faculty, staff and administration employees to gauge thoughts and opinions on a variety of topics. Analysis of these surveys can be found in Chapter 3 and the actual surveys are included in Appendix B as Documents 6 and 8.

1.3.4 Community Meetings

Two community meetings were held at Hollins University to invite the public to review and comment on the progress of the Hollins Area Plan. For more information on these meetings, see Chapter 3.

1.3.5 Business Participation

The Williamson Road Area Business Association (WRABA) represents businesses located along Williamson Road in both Roanoke City and

Roanoke County. Staff has presented to WRABA twice since the plan inception to encourage county business owners and residents to attend and to provide comments at the community meetings.
Several business owners in the Study Area who are not affiliated with WRABA also attended the community meetings.

1.3.6 Hollins University

As Hollins University is by far the largest single landowner in the Study Area, county staff has met regularly with Hollins University staff to share information and updates on the progress of the plan.

1.3.7 Planning Commission

The Roanoke County Planning Commission is tasked with reviewing and refining land use applications and documents, such as the Hollins Area Plan, in their role as an advisory board to the Board of Supervisors. Staff has periodically updated the Planning Commission on the status of the Hollins Area Plan at its work sessions. A special work session was also held on-site in Hollins on July 2nd, 2008. Staff began reviewing the document with the Commission on August 5th, 2008. Additional work sessions were held with the Planning Commission on August 19th, 2008, and September 16th, 2008, to finalize the draft Plan.

1.3.8 Board of Supervisors

Among numerous other duties, the Board of Supervisors decides to approve or deny all land use actions and land use plans. The Board of Supervisors reviewed the draft Hollins Area Plan on November 11, 2008.

1.4 Plan Adoption

The Roanoke County Planning Commission held a public hearing on the Hollins Area Plan on October 7th, 2008. Staff from Hollins University attended the public hearing to speak in favor of the Hollins Area Plan, offer their support, and extend their gratitude for the work put into the plan. There were no citizens in attendance to speak for or against the plan. After careful consideration, the Planning Commission forwarded the Hollins Area Plan to the Board of Supervisors with a favorable recommendation.

After receiving the Planning Commission's recommendation, the Board of Supervisors held a public hearing on November 11, 2008. One citizen spoke in favor of the plan. The Board voted unanimously to approve the Hollins Area Plan and to adopt the plan as part of the 2005 Comprehensive Plan. The Board of Supervisors Resolution of Approval is included in Appendix B as Document 14.

1.5 Plan Structure

The Hollins Area Plan is arranged according to chapters, each covering a different aspect of the plan and/or its development. Following this Introduction, Chapter 2 describes existing conditions in the Hollins Study Area, Chapter 3 documents the community involvement efforts throughout the plan process and Chapter 4 proposes plan recommendations. Relevant graphics, tables and charts are dispersed throughout the plan with maps located at the end in Appendix A. Documents important to the plan can be found in Appendix B.

Chapter 2:

EXISTING CONDITIONS

2.0 Environmental Resources

2.0.0 Wetlands, Floodplains, Streams, Creeks & Drainage

The Hollins Study Area is located in a relatively flat portion of Roanoke County. Areas with little varying topography typically encounter challenges with regards to water management. The main source of surface water is Carvins Creek (see Graphic 2.01, Carvins Creek) which flows through the geographic center of the Study Area. Tinker Creek flows through the extreme southeast corner of the Study Area at the Botetourt County line.

Graphic 2.01 Carvins Creek

Ultimately, all water flowing through the area reaches the Roanoke River, although 95 percent of the Study Area drains to Carvins Creek first with the other 5 percent draining to Tinker Creek. Additionally, just under an acre of the Study Area is classified as being wetlands (ponds), and these areas are concentrated within the northern extent of the Study Area.

According to the Federal Emergency Management Agency (FEMA), the discharge associated with both Carvins Creek and Tinker Creek flows can result in flooding during significant rain events. Due to this threat, some areas in and around these waterways have been both designated as floodway in the immediate channel, and as being within the 100-year floodplain adjacent to these floodway areas. A small amount of FEMA floodplain is also located near an unnamed creek, outside of the Study Area. See Map 3, Hollins Area Plan Water Features in Appendix A for more detail.

All areas located within either floodway or floodplain are subject to more stringent regulations as defined by the County's Zoning Ordinance. The delineation of flood prone areas is derived from the Flood Insurance Study for Roanoke County prepared by FEMA, dated September 29th, 2007, and adopted into the Roanoke County Zoning Ordinance as Section 30-74, Floodplain Overlay (FO) District.

Within the Study Area, 77 acres of land immediately adjacent to both Carvins and Tinker Creeks are subject to the FO District regulations as defined within the Roanoke County Zoning Ordinance. In the areas designated within this overlay, no structure is allowed to be located, relocated, constructed, enlarged, or structurally altered except in full compliance with the terms and provisions defined in the FO District. Additionally, any new development must not adversely affect the capacity of the channels, floodways or any watercourse where the development is proposed.

Flowing at approximately the geographic center of the Study Area, Carvins Creek and its associated 727-acre watershed is the dominant hydrologic feature in the area, covering 693 acres of the Study Area. The length of Carvins Creek has been listed on the Commonwealth of Virginia's List of Impaired Waters since 2002 due to violations of the fecal coliform bacteria water quality standard. According to a 2004 report by the Virginia Department of Environmental Quality (DEQ) the primary cause of this degradation results from urban/suburban runoff within the watershed. Primary sources of this runoff originate from impervious areas within the Study Area such as parking lots and roads.

From its headwaters in Botetourt County, Tinker Creek briefly crosses the southeastern corner of the Hollins Study Area. The Tinker Creek watershed covers 34.5 acres of the Study Area en route to its confluence with the Roanoke River in Vinton. The length of Tinker Creek has been listed on the Commonwealth of Virginia's List of Impaired Waters since 1996 due to violations of the fecal coliform bacteria water quality standard.

2.0.1 Topography

The topography of the Hollins area generally consists of rolling hills and relatively gentle slopes. The predominant topographical feature of the area is the small valley where the Hollins University campus is situated. From the campus, the topography generally slopes upwards towards Plantation Road to the west and Botetourt County to the east.

Graphic 2.02 Topography on Hollins University campus

The elevations within the Hollins Study Area vary from 1,026 feet to 1,164 feet above sea level. The lowest point is found where Carvins Creek exits the planning area, near the main entrance to Hollins University at Williamson Road. The highest point is found atop a hill at the bend of Emerald Drive, located to the east of Hollins University and to the north of Williamson Road. See Map 4, Hollins Area Plan Topography in Appendix A for further information.

Few areas exhibit slopes greater than 33 percent; however, within those areas all development is subject to applicable County ordinances addressing erosion and sediment control and steep slopes. The areas designated as steep slopes present greater challenges for developers to overcome regarding land stabilization, access, retaining walls, fill additions and deletions and creating a favorable overall appearance of the development. See Map 5, Hollins Area Plan Slope in Appendix A to view the slopes identified in the Hollins area.

2.0.2 Soil Suitability

Soil surveys provide insight into some of the development constraints likely to be present in an area. Based upon the type of soil, slope and depth to bedrock, limitations presented by soil profiles can determine what kinds of development are appropriate in a particular area. In the case of Hollins, the entire Study Area is connected to the Western Virginia Water Authority (WVWA) for both public water and sewer service, thus reducing the need for septic systems and wells and reducing the chance of those systems failing in unsuitable soils.

The soil survey carried out by the United States Department of Agriculture (USDA) in 1990 provides definitions of the various types of soils within the Hollins Study Area in addition to defining development limitations presented by each. Although the survey can provide more generalized data based on soil types present, site specific data should be collected at individual properties to determine the limitations presented by soils at those particular locations. Often the limitations can be reduced by incorporating certain technical and design strategies.

Within the Study Area, the predominant soil type is *Chilhowie* in the built-up areas surrounding Hollins University. This soil type is noted as being moderately deep, well drained and slowly permeable. These areas have generally been cleared of trees and serve as a green buffer around the campus in addition to farmland to the west of the campus. Development of these areas is listed as *severe* by the USDA for the development of structures and roadways due to both

the depths to rocks below and the soil classes being variable to shrinking and swelling during periods of drought and flood.

The second greatest concentration of soils are classified as *Urban Land Complex* and *Urban Land,* predominately located in the developed areas of the Hollins University campus, Williamson Road and Plantation Road. These classifications are noted as having a combination of native and fill soils, and are variable with regards to depth, drainage and permeability. These areas have generally been cleared of trees and have been more intensely developed than other parts of the Study Area. Development of these areas is listed as *variable* by the USDA for the construction of structures and roadways due to the mixture of both native and fill soils.

Other significant concentrations of *Silty Loam* soils are located in the developed areas of both Williamson and Plantation Roads. This classification is also variable with regards to depth, drainage and permeability. These areas have generally been cleared and developed. Any development of these areas is listed as *moderate* to *severe* by the USDA for the development of structures and roadways due to both the depths to rocks below in addition to the soil classes being variable to shrinking and swelling during periods of drought and flood. See Map 6, Hollins Area Plan Soils in Appendix A for more detail on soils in the area.

2.0.3 Karst Topography

Karst topography creates landscapes through the breaking down of one or more layers of soluble bedrock, such as limestone or dolomite. Areas of karst can be identified by the formation of sinkholes and caves or a relative absence of surface water. Due to both the hazards and limitations presented by karst landscapes, development in these areas should be limited in scope.

Within the Hollins Study Area, karst topography is fairly limited in the areas it impacts. Areas of karst are limited to areas south of Williamson Road and to the east of Plantation Road. Current development within these locations is limited with the most intensive development located at the Botetourt County line. The remainder of the Study Area does not feature karst topography; however, sinkholes have occurred just outside the Study Area within Walrond Park. See Map 7, Hollins Area Plan Karst Topography and Features in Appendix A for more information on karst areas.

2.0.4 Wildlife

The Virginia Department of Game and Inland Fisheries (DGIF) has conducted inventories of animal species in Virginia and in specific regions. Within a three mile radius of the Hollins University quadrangle, the Virginia DGIF has listed 532 species likely to be found in local waters, forests and other habitats. Of these, 45 have been placed in one of the following state or federal designations: *federal candidate, state endangered, state threatened, federal species of concern, state special concern* and *collection concern*. All federal designations (aside from *species of concern*) entail a legal status under the Endangered Species Act (ESA). State designations require permits for collection or activities affecting the species.

Additionally, one species found in the vicinity of the Hollins Study Area – the Roanoke Logperch (*Percina rex*) – has been earmarked for elevated status under the ESA due to previously or currently diminishing habitat or numbers. The Roanoke Logperch has been found in Tinker Creek, and is listed as a *federally endangered species*, the most critical federal level, meaning it is extremely rare and vulnerable to extinction. This designation is more restrictive than those previously mentioned and requires additional safeguards for the safety of the species.

The Roanoke Logperch is found only in the Roanoke River and Chowan River drainage areas, but it lives predominantly in the Roanoke River and its tributaries. It has been listed as endangered due to a decline in its total population associated with

increasing pollution and siltation of its habitat. Silt is detrimental to the species because it requires clear, cool water, unsilted gravel and rubble in order to nest and to avoid predators.

2.0.5 Vegetation and Open Space

Although the majority of the Hollins Study Area would appear to be highly developed due to its location in an urban environment, there are many open and undeveloped spaces within the interior of the Study Area. Trees and plants are typical of eastern forests and can contain both native and invasive species. The central portions of the Study Area including the Hollins University campus and the neighboring farmlands are characterized by open fields. The higher elevations are generally wooded, and many of the creeks and streams flowing through the area are buffered by substantial vegetation. See Map 8, Hollins Area Plan Open Space and Tree Cover in Appendix A to see vegetated areas.

Graphic 2.03 View of Tinker Mountain and Area Vegetation

Although the Hollins Study Area is bound on three sides by major arterials, there are still significant areas of open space located throughout. The total open space acreage within the Study Area is 167 acres, which represents 23 percent of Study Area. This number was derived by combining the total acreages of vacant parcels, open or undeveloped land, open areas on the Hollins University campus and parcels containing structures valued at less than $20,000 dollars. The $20,000 dollar threshold was determined to be the highest average value of a structure that is not considered to be a principal (or main) structure on a property.

The majority of the open space within the Study Area is passive in nature. Passive open spaces are recreational spaces that involve a low level of development, such as walking trails and open fields accessible to the general public. These passive spaces are primarily located in the lands surrounding the Hollins University campus.

Active open spaces are more intensely developed parklands and recreational spaces that can include amenities such as playgrounds and athletic fields or courts. The only active open spaces within the Study Area are the County-owned Sadler Park at the Botetourt County line and the recreational fields on the Hollins campus.

The largest open space area not held by the University is the Huffman Farm measuring approximately 63 acres. The remainder of the open space is located in areas off of main arterials and in the yet-to-be developed New Century Business Park located off of Friendship Lane. See Map 8, Hollins Area Plan Open Space and Tree Cover in Appendix A to see these open spaces.

2.0.6 Viewsheds

The geographic location of the Hollins Study Area at the northeastern extent of the Roanoke Valley affords scenic views of surrounding ridgelines and mountaintops. Viewsheds are areas that are visible from any particular location, and although not all viewsheds identified in this study are located immediately within the Study Area, the visual aesthetic afforded by these viewsheds adds significant character to the Hollins area.

Eight points were selected from throughout the Study Area with each associated viewshed identified and mapped. The locations include:

- Williamson Road at the Botetourt County Line
- Faculty Avenue, Hollins University
- Peters Creek Road/Williamson Road Intersection
- Williamson Road near North Brook Drive
- Sadler Park
- Williamson Road/Plantation Road Intersection
- Interstate 81 Interchange at Plantation Road
- East Campus Drive, Hollins University

Graphic 2.04 View of Read Mountain from the Wesleyan Church Property

See Maps 9 through 16 in Appendix A for the individual viewsheds. Critical viewsheds were identified from these locations and the analysis showed that several share similar features. See Map 17, Hollins Area Plan Combined Viewsheds in Appendix A to see how the viewsheds overlap.

Graphic 2.05 Brushy and Green Ridge Mountains from the Center of the Study Area

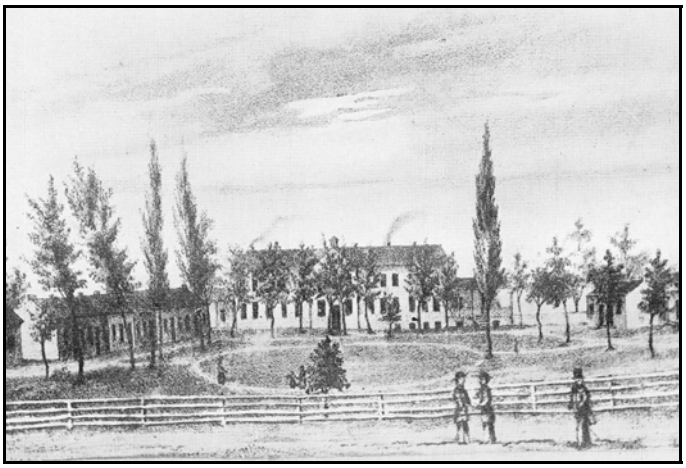
2.1 Area History

2.1.0 Hollins University, Past and Present

Botetourt Springs Resort

Hollins University began as a resort built around mineral springs in a wooded hollow at the base of Tinker Mountain. In 1820, Charles Johnston of Sandusky (south of Lynchburg) established a hotel and named it Botetourt Springs after the nearby county in which he owned land (present Botetourt County.) Mr. Johnston believed that the site of Botetourt Springs was prosperous for a spa, which was a popular commodity in Southwestern Virginia at the time. The resort was also easily accessible due to its location near the turnpike that extended from Washington, D.C. to Tennessee.

The resort consisted of a hotel and cottages oriented towards Tinker Mountain. To the northwest of Tinker Mountain was a beautiful waterfall that fed into Carvins Creek which then flowed through the grounds of the resort. Among the guests who were documented as visitors of Botetourt Springs were Andrew Jackson, Henry Clay and John H.B. Latrobe of Baltimore. While these natural features contributed to picturesque views from Botetourt Springs, the focal points of the resort were numerous mineral springs located on the grounds.



Graphic 2.06 Botetourt Springs Hotel (Niederer, 3)

The chief limestone spring was located at the corner of the present-day West and Main buildings. The spring was considered to contain "freestone" water which was good for drinking. According to Frances J. Niederer in her book *Hollins College: An Illustrated History*, a springhouse was constructed at the site of this spring consisting of limestone blocks with hand-hewn roof timbers. It was held to be the spring of William Carvin and is the oldest structure on the Hollins campus.

Graphic 2.07 Original Sulphur Spring (Niederer, 14)

Graphic 2.08 Relocated Sulphur Spring

Another spring mentioned by Frances J. Niederer on the grounds of the resort was the sulphur spring. According to Charles L. Locke on his arrival to the resort in 1846, "one may smell the water at times from 30 to 40 yards off." For purposes of

promoting each spring, Mr. Johnston would advertise that "hot, cold, and shower baths are provided" at Botetourt Springs. From 1902 to 1917, the Federal Health Department published the results (see Document 1 in Appendix B) of the analysis of the water in the sulphur spring, noting that the water was "pure and wholesome" with high percentages of calcium bicarbonate, magnesium sulphate and chlorine.

The sulphur springhouse was originally built in 1856 and it was later rebuilt in 1960. The sulphur springhouse has been a focal point on the Hollins campus and served as the scene of May Day activities from 1903 to 1966. The spring was eventually relocated in 1985 for the purpose of constructing the Northern Swimming Center. The original limestone spring was piped to its current location in the grassed area near Botetourt Hall (see Graphic 2.09, Springhouse.) The springhouse remains a landmark on the Hollins University campus.

Graphic 2.09 Springhouse

With the emergence of other resorts in the region such as White Sulphur, the popularity of Botetourt Springs began to diminish. In 1839, the famous "watering place" dried up, and the Botetourt Springs Resort was closed.

Roanoke Female Seminary

As documented by Deedie Kagey in her book *When past is prologue: A history of Roanoke County*, In 1839, the Botetourt Springs property was purchased by William Johnston, the nephew of Charles Johnston. At that time William Johnston was serving as Headmaster of a school for girls in Liberty (Bedford), Virginia. William Johnston established the Roanoke Female Seminary at Botetourt Springs, after the newly-chartered County of Roanoke. William Johnston never made any changes to the buildings or to the grounds to accommodate an educational facility. The school was never successful and only drew about one dozen students. In 1842 the seminary was closed and the debt-ridden property was sold. Though Johnston's attempt at establishing a private educational facility on this site failed, the concept evolved through subsequent land owners and investors.

The Valley Union Education Society of Virginia

The property was acquired in 1842 by a Baptist minister from the State of New York, John Bradley. His plan was to purchase the property for the purpose of forming an educational society in the Roanoke Valley. Mr. Bradley established the society by May, 1943, and named it Valley Union Education Society of Virginia. According to Frances Niederer, "this society was chartered on the principle of a joint-stock company, and was to conduct an institution for all denominations." The institution did not prosper under the direction of Reverend Bradley and in 1845 he moved on to Missouri.

On July 1, 1846, the board of trustees of the Valley Union Education Society hired 26-year-old Charles Lewis Cocke to run the school. The trustees were impressed with Dr. Cocke who was currently serving as a business manager and a teacher at Richmond College. Under the supervision of Dr. Cocke, the school began to prosper. In 1852, the co-educational school was opened to females only. This brought the school a new name – Female Seminary at

Botetourt Springs. Dr. Cocke devoted his life "to the higher education of Women in the South."

The school continued to flourish, as did the surrounding area. Transportation to and from the area was becoming easier. In the late 1850s the Valley Stage Coach started running two miles away at Cloverdale. By 1852 the Virginia and Tennessee Railroad was operational with stations at Bonsack and Salem. In addition to the Washington D.C-Tennessee Turnpike, a new road was laid to the southeast of the school grounds. This new turnpike was known as the "McAdamized Road" and was laid along the present Williamson Road (US Route 11) corridor.

In 1855, the Enon Baptist Church was built across the new turnpike. Many of the commencement ceremonies for the Society were held at this church. Baptisms were conducted in Carvins Creek near the present-day location of the highway bridge on Williamson Road.

Graphic 2.10 Enon Baptist Church (Kagey, 173)

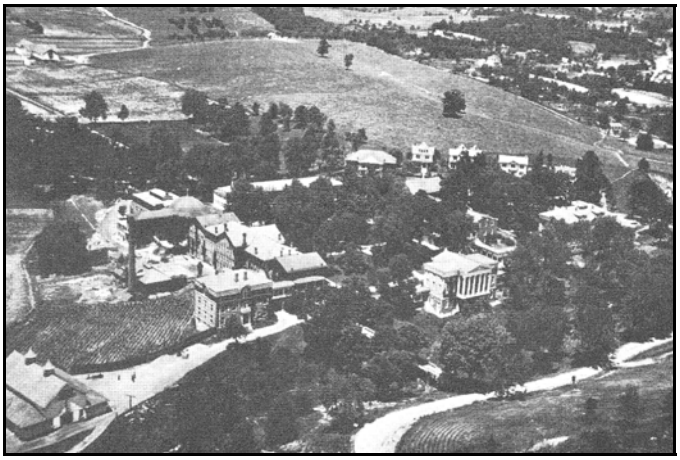
Hollins Institute

In 1855, the name of the seminary was changed to Hollins Institute after the names of the first donors, Mr. and Mrs. John Hollins of Lynchburg. The $5,000 donation provided many opportunities for the school. A dormitory, East Building, was constructed between 1856 and 1858. The Main Building was begun in 1861. Many of the old cottages built for Botetourt Springs were demolished. The existence of the Institute was difficult throughout the next few decades with an epidemic of typhoid fever and the Civil War.

Dr. Charles L. Cocke died in 1901 after devoting fifty-five years to Hollins Institute. He is buried in the family graveyard on the hill overlooking the Hollins campus. Generations of Dr. Cocke's family resided in the Hollins area and are buried in the cemetery.

Hollins College and University

Proceeding the death of her father at the age of 45, Miss Matty L. Cocke assumed the role of the President of Hollins Institute. In 1910 the Board of Governors changed the name of the institution to Hollins College. In 1998 the college was renamed Hollins University.



Graphic 2.11 Hollins College in 1921 (Niederer, 91)

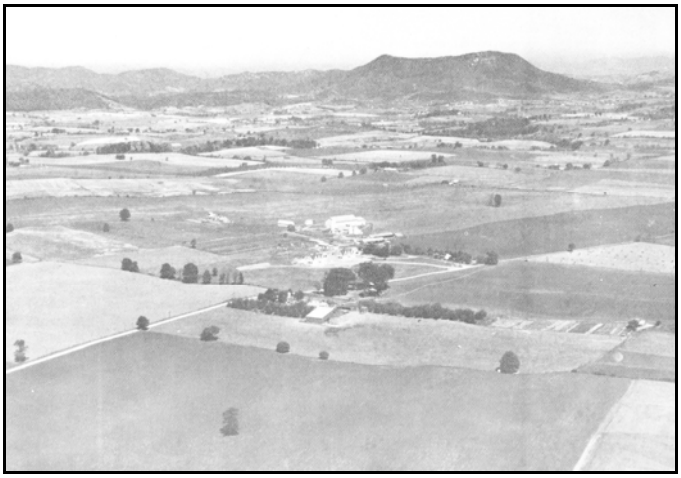
Millstones on Hollins University Campus

In 1954 a millstone from John Hollins' mill on Blackwater Creek in Lynchburg was placed on the front campus with other stones from the old millraces at Carvins Cove and from the Trout farm on Carvins Creek.

2.1.1 Tinker Mountain

Although Tinker Mountain is located primarily in Botetourt County, it remains a prominent feature of the Hollins community. With such an unusual name, many people in and around the

Roanoke Valley have questioned the origin of "Tinker Mountain" and the creek that flows from its base. The most popular theory is the legend of "Old Man Tinker". Legend has it that the old man lived in a cave on the south side of the mountain. He was known as the "The Tinker" because he repaired pots, pans and other items. Rarely did the old man venture into the settlements as he preferred to live alone in the mountain's wilderness.



Graphic 2.12 North Roanoke County (Kagey, 345)

2.1.2 Hollins Study Area

Over the past few centuries the Hollins Study Area has transformed from predominantly rural to suburban or even urban in nature. One means by which to illustrate the development of the area over time is through the analysis of both aerial imagery and construction history.

Aerial photographs can be used to provide a general overview of development patterns. For the purposes of this study aerial imagery from 1953, 1979, 1995 and 2006 covering roughly the same geography were evaluated to show these trends. Additionally, building completion dates were also studied to determine more accurately when buildings shown in the photographs were constructed. See Map 18, Hollins Area Plan Aerial Photograph (1953), Map 19, Hollins Area Plan Aerial Photograph (2006) and Map 20, Hollins Area Plan Structures By Year Built in Appendix A for more information.

1860 through 1950

With aerial imagery unavailable prior to 1953, the earliest structures still standing are clustered on and adjacent to the Hollins University campus. With the earliest structures dating to the 1860s, additional structures were constructed on campus through the mid-20th century radiating out from the central quadrangle. By the turn of the 20th Century, structures were completed at various farmsites including the present-day Huffman Farm by the 1910s. From the 1920s through 1950, additional homes developed along the Williamson frontage near the University and at the Plantation Road / Williamson Road intersection.

1950s through the 1970s

The 1953 aerial illustrates the Hollins Study Area as being relatively low-density and rural in design and layout. The areas to the north along Plantation Road were all rural in character with farms prevalent. Single family homes were constructed between Peters Creek Road and Plantation Road. From Plantation Road to Botetourt County along Williamson Road and outside of the Hollins campus, development was limited to some commercial uses and scattered single family homes. In general, the area appeared to be rural although in the beginning stages of a transition.

It was in this period between the 1950s and 1970s that Interstate 81 was constructed, which prompted construction of several industrial uses along the Plantation Road corridor. ITT and Double Envelope were both completed in the 1950s. The Dominion (now Wachovia) Call Center was constructed in the 1960s and ITT expanded significantly in the 1970s. Additionally, the frontage along Williamson Road also developed into a commercial corridor with multiple restaurants, motels, shops and small-scale office developments. Many of these original buildings still exist today.

During this time, development trends accommodated the automobile. All new commercial

developments featured paved parking areas in front of the structures reaching to both side property lines with little or no landscaping. Additionally, signs were tall, large and typically mounted on poles. Billboards were also popular and several were erected along Williamson Road.

By 1979, the Hollins Study Area had transformed from a rural, agricultural area at the fringe of Roanoke City to a suburban community of its own. The areas to the south of Williamson Road and to the west of Plantation Road had been developed by new homes and subdivisions typical of those constructed throughout the country at this time.

1980s through the 1990s

Through the 1980s and into the 1990s, building data shows additional commercial development primarily at the Peters Creek Road / Williamson Road intersection with the completion of the Market Square North strip center. During this time the Hollins Court and Meadowbrook Village residential subdivisions were also constructed.

The character of the area changed again with the widening of both Williamson and Plantation Roads and the realignment of their intersection by the Virginia Department of Transportation (VDOT). This project served as a catalyst for further residential development adjacent to the Study Area and continued commercial development along these corridors. Areas along Williamson Road west of the Hollins campus that had historically been residential uses were retrofitted for commercial uses with parking areas built to the sides and rear of the structures.

By 1995, additional service retail had developed along the Plantation Road corridor adjacent to Interstate 81. Establishments such as restaurants and gas stations developed in addition to hotels and a continued expansion of the existing industrial businesses. Commercial development also continued along Williamson Road.

The Roanoke County Zoning Ordinance was substantially amended in 1992 which tightened existing regulations with regard to signage, landscaping and other development standards. Additionally, the County initiated a Corridor Matching Grant Program in an effort to provide some relief for business owners who lost property during the VDOT road widening project. The program was created to assist business owners in improving the appearance of their buildings and properties.

2000s

By 2006, the intensity of development along Plantation Road continued to increase and included additional commercial services. The large-scale Gander Mountain retail development opened in April, 2008, with Tractor Supply Company and Camping World following shortly thereafter. Along built-out Williamson Road, some areas began to see redevelopment. The Roanoke Motor Lodge and Budget Motel were demolished by 2007 leaving large parcels open for redevelopment. With the aging of many properties within the Study Area, continued redevelopment efforts are to be expected.

After the adoption of the 1992 Zoning Ordinance amendments and the initiation of the Corridor Matching Grant Program, new development has shown improvements including additional landscaping and the installation of more monument-style signs. With the continual refinement of these ordinances and programs, in addition to changes to VDOT policies requiring greater connectivity and bicycle/pedestrian accommodations, one can expect the future of the Hollins Study Area to continue to transform from an auto-dominated environment to one more focused on the community and the pedestrian.

2.1.3 Oral History of the Hollins Area

On July 7, 2008, staff conducted an interview with William H. "Bill" Bolster in the Hollins area. Mr. Bolster is the great-great-grandson of Charles Lewis

Cocke, the first President of Hollins University. Mr. Bolster provided staff with an oral history of the evolution of the Hollins area, as well as the genealogy of two prominent families within the Hollins area: the Cockes and the Trouts. Bill Bolster's grandparents, Dr. Hugh Trout and Leonora Cocke, owned the farm where the existing Summerdean subdivision is located, just south of the Hollins Study Area. The name of the development came from Dr. Trout's nickname for his wife, "Dean". A transcript of this interview is located in Appendix B as Document 2.

Graphic 2.13 William H. "Bill" Bolster at the Cocke Cemetery

2.1.4 Historic Structures

There are several means by which to identify and document historic structures and places. National, state and local historic designations are utilized for this purpose.

The National Register of Historic Places (NRHP) is a program that was initiated in 1966 and is run by the National Park Service under the U.S. Department of the Interior. The properties identified on the NRHP are:

- Individual properties nominated by governments, organizations or individuals because of their significance
- National Historic Landmarks
- Historic areas in the National Park System

Roanoke County has seven listings on the NRHP. One of these listings, the Hollins College Quadrangle District, was added in 1974. The Quadrangle District listing includes six structures described in Table 2.14, Hollins College Quadrangle District Structures.

The Hollins College Quadrangle District was also listed on the Virginia Landmarks Register (VLR) in 1974. The Virginia Department of Historic Resources (DHR) manages the VLR which was also established in 1966 to document Virginia's important historic properties. In the early 1990s DHR conducted architectural surveys for numerous Roanoke County structures. Within and just outside the Hollins Study Area 27 structures or areas were identified and studied by DHR staff. An additional 11 structures were identified by their architectural type (i.e. Bungalow, Foursquare) but were not studied in-depth. See Map 21, Hollins Area Plan Historic Features in Appendix A for more information.

Table 2.14 Hollins College Quadrangle District Structures (As listed by the National Register of Historic Places)

Building Name	Date Constructed	Architectural Style and Other Information
Botetourt Hall	1890	Octagonal brick structure
Bradley Hall	1890	Romanesque
Charles Cocke Memorial Library	1908	Neo-Classical
East Building	1856-1858	Greek Revival; Considered the most architecturally significant structure in the complex
Main Building	1861	Mixed styles
West Building	1890 and 1900	Originally the hotel for the Botetourt Springs resort; Brick wings were added to either end of the structure in 1890 and the original building was demolished in 1900 and replaced by the current structure

Of the 27 structures or areas studied, 18 are located on the Hollins University campus in addition to the Hollins College Quadrangle District. Most of these buildings were constructed between 1900 and 1920 in the Classical Revival and Colonial Revival

styles and were documented in 1991 as being in good or excellent condition. A building of note is the Springhouse (see Graphic 2.09 on page 11,) built between 1830 and 1850 to serve the Botetourt Springs Resort which operated between 1822 and 1839. This building is the oldest structure on campus although it has been renovated several times. While these buildings have individual merit, as a collection on a university campus already holding a national and state historic district designation, their importance is far greater. The established Hollins College Quadrangle District should be expanded to include as many of the 18 structures identified in the DHR survey as possible.

Graphic 2.15 Main Building, Hollins University

Many of the remaining nine structures studied by DHR are located on Williamson Road. All but five of the structures are located within the Hollins Study Area. It is important to note that since the conclusion of the study in 1992, some of the structures may have been demolished.

There are several original uses listed for the nine structures outside of Hollins University. Four were residences or summer homes, two were farms, and the remaining three structures were constructed as a church (Enon Baptist Church, see Graphic 2.10 on page 12), a store and a water supply (Summerdean Springhouse). The current uses have changed slightly as one of the residences became a store (Kay's Cabin owned by Hollins University), the farms have become residences, and the store and water supply are vacant.

The most notable of these nine structures are the Gray Property and the neighboring Akers House, located at 6615 and 6621 Peters Creek Road outside of the Study Area. The Gray house (built about 1891) and property were originally operated as a farm and the Akers House (built between 1820 and 1830) served as a tenant house. The Gray house is a large American Foursquare with minor Craftsman influence with a mostly original exterior and an intact interior. The Akers House is a Federal-style structure and is one of the earliest houses in Roanoke County with a mostly original exterior, although the interior has been heavily remodeled. Because of the historical significance of these structures, these properties should be considered for nomination to the Virginia Landmarks Register and the National Register of Historic Places.

Other structures of interest include Enon Baptist Church, located at 7971 Williamson Road and constructed in 1855. The church was constructed as the third Baptist church in Roanoke County. A Victorian I-house with an accompanying carriage house is located at 743 Dexter Road and was built between 1890 and 1910 as a summer home for Dr. Trout. Once part of a farm, the house situated at 7790 Lila Drive is a well-maintained American Foursquare constructed between 1900 and 1920.

Where groups of historic structures are noted on Map 21, Hollins Area Plan Historic Features in Appendix A, new development in those areas should be respectful and considerate of the established historic character.

2.1.5 Cemeteries

As documented in the 2000 study *Cultural Expressions of Nature in Sacred Contexts: Documentation of Family & Community Cemeteries in Roanoke County, Virginia* by Thomas S. Klatka, Roanoke Regional Preservation Office, Virginia Department of Historic Resources, there are four cemeteries located in and

around the Hollins Area Plan Study Area. See Map 21, Hollins Area Plan Historic Features in Appendix A, for cemetery locations.

There are three family cemeteries identified in the area. The Mallory-Gordon-Danner cemetery is identified as small and was vacated or relocated in 1997. The Cocke cemetery located on the Hollins University campus (within the Study Area) is 146 years old, is large in size and has at least 85 interments. This well-defined cemetery is still active. The last family cemetery, the Dillard family cemetery, is inactive with five interments and is 158 years old.

Graphic 2.16 Green Ridge Cemetery

One church or community cemetery is located in the Study Area. The Green Ridge Baptist Church and Cemetery is large with 113 interments. The cemetery is 104 years old and inactive. The Green Ridge Baptist Church was located in the vicinity of the cemetery at one time although it no longer exists.

2.2 Land Use

2.2.0 Demographics

The census data for the Hollins Study Area contained in this report was collected from the 2000 United States Census. Although the Hollins Study Area is not neatly defined within census designations, the majority of the population and trends are captured within Block Group (BG) two of Roanoke County Census Tract 302.03 which is located south of Williamson Road. The remainder of the population is located within BG one of Census Tract 302.03 which includes Hollins University and is bound by Botetourt County, Interstate 81, Williamson Road and Plantation Road and BG two of Census Tract 302.05, located west of Plantation Road. See Map 22, Hollins Area Plan Census Block Groups (2000) in Appendix A to see the locations of the Block Groups described.

Since the data was collected in 2000, it is expected that some of this information may differ slightly from current conditions; however, an

Table 2.17 Roanoke County and Hollins Area 1990 and 2000 Census Summary

Roanoke County and Hollins Area**	1990			2000		
	Roanoke County	Hollins Area**	Percentage of Roanoke County	Roanoke County	Hollins Area**	Percentage of Roanoke County
Total Population	79,332	5,199	6.6%	85,778	5,701	6.7%
White/Caucasian	76,520	4,982	6.5%	80,514	5,212	6.5%
Black/African-American	2,021	156	7.7%	3,063	332	10.8%
Other	791	61	7.7%	2,186	157	7.2%
Households	30,355	1,730	5.7%	34,686	2,044	5.9%
Families	22,935	1,402	6.1%	24,960	1,563	6.3%
Persons per Family (Average)	2.96	2.89	97.6%	2.88	2.83	98.3%
Housing Units	31,689	1,832	5.8%	36,121	2,018	5.6%
*Median Family Income	$53,821	$41,112	76.4%	$56,450	$49,142	87.1%
*Median Household Income	$47,018	$36,678	78.0%	$47,689	$42,374	88.9%
*Per Capita Income	$21,194	$18,092	85.4%	$24,637	$20,672	84.0%

* Adjusted to reflect inflation in 1999

**Hollins Area includes Census Tract 302.03 (Block Groups 1 and 2) and Census Tract 302.05 (Block Group 2)

overview of this data is important as it is the best recent inventory of demographic and housing information for the Hollins Study Area. Additionally, it should be noted that the data includes Hollins University students which can affect the overall numbers.

General 2000 Census data for the Hollins Study Area is summarized below. In the table, *Household* included all of the people who occupy a housing unit. *Family* represents a householder and one or more people living in the same household who are related to the householder by birth, marriage, or adoption. *Housing unit* is a house, an apartment, a mobile home, a group of rooms, or a single room that is occupied as separate living quarters. *Per capita income* represents average income per person. Additionally, all 1990 income numbers have been adjusted to reflect inflation by 2000.

In comparison with Roanoke County as a whole, the Hollins Study Area and its immediate vicinity accounts for approximately 6.5 percent of the total county population. In the ten year period between the 1990 and 2000 Census, the area's total percentages of various populations remained similar in addition to the number of housing units, total households and families within the area.

With regards to income, the overall medians when compared to countywide medians are all significantly lower. Student populations typically earn low incomes, which most likely explains the low median income statistics for the area. When adjusted to reflect inflation by 1999, in 1990, both the median family and household incomes were 24 and 22 percent lower than the countywide average. By 2000, this gap had been reduced by half with median family and household incomes being 13 and 11 percent lower than the countywide average. Again, when adjusted to reflect inflation by 1999, in 1990, both the per capita income was 15 percent lower than the countywide average, and by 2000 it was 16 percent lower than the countywide average.

2.2.1 *Existing Land Use*

Existing land use refers to the current functional use of a parcel of land regardless of the structure type, zoning or future land use designation. The parcels included in this analysis are located entirely or partially within the Hollins Study Area, which accounts for a total acreage count over the 728 acres located within in the Study Area.

The predominant land use in the Hollins Study Area is residential at 53.6 percent, although it is important to note that the main Hollins University parcel (which accounts for 284 acres) is included in the residential calculation. Residential use types include single family dwellings, manufactured homes, mobile homes, patio homes, townhouses, garden apartments and duplexes/triplexes. Commercial uses comprise 10.2 percent of the Study Area which include restaurants, convenience stores, service garages, lounges, day care centers, carwashes, supermarkets, strip shopping centers, banks, medical offices, regular offices and hotels/motels. Industrial uses, light manufacturing, warehousing and truck terminals are included in the industrial designation. 7.4 percent of the Study Area is developed by industrial uses. Institutional uses are schools, churches and homes for the aged. These uses encompass 1.9 percent of the Study Area. Vacant parcels are either completely undeveloped or are developed with unoccupied structures. A significant portion of the Hollins Study Area is listed as vacant at 26.9 percent. See Map 23, Hollins Area Plan Existing Land Use in Appendix A for more information.

Table 2.18 Hollins Study Area Existing Land Use Statistics

Descriptions	Acreage	Percentage
Residential	411.74	53.6%
Commercial	78.46	10.2%
Industrial	57.00	7.4%
Institutional	14.48	1.9%
Vacant	206.37	26.9%
Total	**768.05**	**100%**

Table 2.19 Property Ownership by Total Acreage			
Size Ranking	**Owner Name**	**Common Name/Business**	**Total Acreage**
1	Hollins College (or) University Corp.	Hollins University	298
2	Huffman Family (Raymond and Hazel, John, Carolyn)	Huffman Farm	63
3	KTJ LP One Hundred Fifty One	Gander Mountain/Camping World/Tractor Supply Commercial Development	33
4	First States Investors	Wachovia	31
5	ITT Corporation	ITT	29
6	Hollins Manor LLC/HCMF	Hollins Manor/HCMF	16
7	Team Hollins	Old Budget Motor Lodge Property and portion of Old Roanoke Motor Lodge Property	16
8	Bowers	Bowers Property (large residential parcel)	13
9	Autumn Investments LLC	Double Envelope	12
10	Peterson	Peterson Property (large residential parcel)	12
11	Precision Investment Corporation	Sovereign Grace Church/Valley Liquidators and vacant lot	10
12	New Century Development Corporation LLC	New Century Industrial Park	9
13	Community School	Community School	7
14	St Philip Evangelical Lutheran Church	St Philip Lutheran Church	7
15	Kaival LLC	Days Inn	7
16	North View Park Properties LLC	North View Trailer Park	6
17	Williams	Williams Property (residential parcels)	5

2.2.2 Property Ownership

Of the 344 parcels located entirely or partially within the Hollins Study Area, there are 210 individual and group property owners. There are 17 property owners who own five acres or more of land (see Table 2.19, Property Ownership by Total Acreage above.) The largest property holder is Hollins University with 298 acres amongst 14 parcels. The second largest property holders are, collectively, four members of the Huffman family. The Huffman property measures 63 acres over seven parcels. The Gander Mountain/Camping World/Tractor Supply Company commercial development, located partially within the Hollins Study Area, covers the third largest acreage amount (33 acres) and is comprised of two parcels. The Wachovia complex is situated on 31 acres and five parcels and is the fourth largest collection of parcels. Next door to Wachovia, ITT is the fifth largest property owner with 29 acres spread over six parcels on both sides of Plantation Road. See Map 24, Hollins Area Plan Property Ownership in Appendix A for more information.

2.2.3 New Developments

Several areas of the county are experiencing growth pressures and Hollins is no exception. In the last five years, four land use applications (rezonings or special use permits) located in or immediately adjacent to the Study Area have been approved by the Board of Supervisors. Several other properties have been constructed by-right, which means according to

Graphic 2.20 Gander Mountain

Table 2.21 Recent Development Applications (Both Land Use and By-Right)						
Land Use Action	**Old Zoning District Designation**	**New Zoning District Designation**	**Acreage Affected**	**Ordinance Date**	**Project Summary**	**Status**
Rezoning	C-2 S (General Commercial with an SUP)	R-3 C (Medium Density Residential District with Conditions)	8.92	3/28/06	Village at Hollins Ridge was proposed to have a residential, patio-home component off of Williamson Road and a retail center fronting on Williamson Road.	No construction has begun
Special Use Permit (SUP)	R-2	R-2 S	1.264	11/14/06	Proposal to construct 12 townhomes on Williamson Road	No construction has begun
Special Use Permit (SUP)	C-2 (General Commercial)	C-2 (General Commercial with Conditions) and an SUP (for Recreational Vehicle Sales and Service)	38.65	2/27/07	A regional commercial development anchored by Gander Mountain.	Gander Mountain and Tractor Supply Company are open for business; Camping World is under construction
Rezoning	I-1 (Industrial)	C-2 C (General Commercial District with Conditions)	2.276	5/27/08	Proposal to construct a Comfort Suites hotel	No construction has begun
By-right	C-2 (General Commercial)	No Change	1.54	n/a	Proposal to construct a small retail shopping center at Meadowbrook Village	No construction has begun
By-Right	C-2 (General Commercial)	No Change	2.14	n/a	Proposal to expand the existing Hampton Inn hotel	Under Construction
Under Review By-right	C-2 (General Commercial)	No Change	1.98	n/a	Proposal to construct a Sleep Inn hotel	(Site Plan Under Review)

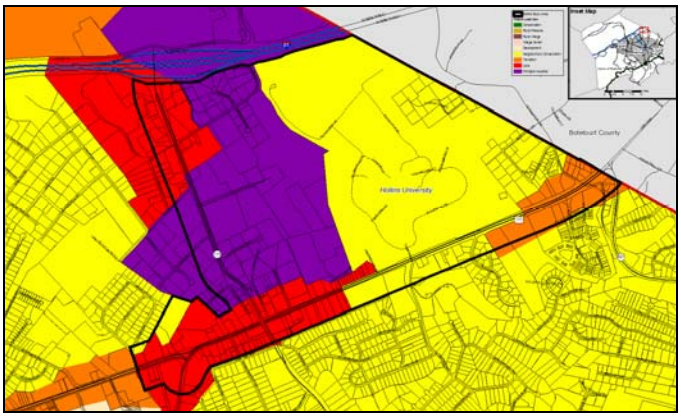
the zoning regulations applicable to the parcel and without any special permission from the Board of Supervisors. The most recent development applications are shown in Table 2.21, Recent Development Applications, below. See Map 25, Hollins Area Plan Upcoming Development in Appendix A for more information.

2.2.4 Future Land Use

The Future Land Use designation for each property in the County can be found on the Future Land Use Map, which is a component of the Comprehensive Plan. These colored categories indicate the type of development that the community wants to see in a particular area. Future land use designations are particularly important when properties are proposed for rezoning from one zoning district to another. See Map 26, Hollins Area Plan Future Land Use in Appendix A for more information.

Half of the Hollins Study Area is labeled as Neighborhood Conservation (shown in yellow) which is intended to conserve and encourage traditional single-family neighborhoods and uses typically found in residential neighborhoods such as parks, schools and churches. Close to one-third (29 percent) of the Study Area is designated Principal Industrial (purple) on the future land use map. This area is intended for

Table 2.22 Hollins Study Area Future Land Use Statistics		
Future Land Use	**Acreage**	**Percentage**
Neighborhood Conservation	336.02	50%
Principal Industrial	194.30	29%
Core	110.02	16%
Transition	28.08	4%
Total	668.42	100%



Graphic 2.23 Roanoke County Future Land Use Map

industrial uses and regional employment centers. The Core (red) category, measuring 16 percent of the Study Area, is appropriate for high intensity urban development including general retail shops and personal services, office and institutional uses as well as limited industrial uses. Highway-oriented retail and regionally-based shopping facilities can also be located in areas listed as Core. Only a small portion (four percent) of the fourth future land use category, Transition (orange), is present in the Study Area. Properties identified as Transition are intended to serve as a buffer between highways and their associated uses and adjacent lower-intensity development. Typical uses include office, institutional and small-scale retail.

2.2.5 Zoning Districts

Every property in the county has a zoning classification which determines what kinds of uses are permitted on a property as well as where a building can be located, how tall it can be and other characteristics.

See Map 27, Hollins Area Plan Zoning Districts in Appendix A for more information. Per Table 2.24, Hollins Study Area Zoning Statistics, the Hollins Study Area is comprised mostly of commercial and industrial zoning districts. The C-1 Office District zoning is the most prevalent, measuring 274 acres and comprising 41 percent of the Study Area. The C-2 General Commercial District is the second largest at 140 acres and 21 percent of the Study Area. The I-1 Low Intensity Industrial District encompasses 96 acres and 14 percent of the Study Area and the I-2 High Intensity Industrial District is small with a nine-acre parcel covering one percent of the Study Area. In all, the commercial and industrial districts comprise 77 percent of the Study Area.

The remaining Study Area acreage is zoned residentially. The R-1 Low Density Residential District is the largest at 65 acres and 10 percent of the Study Area. The second largest is the R-2 Medium Density Residential District which measures 52 acres and covers eight percent of the Study Area. The R-3 Medium Density Multi-Family Residential District is relatively small at 35 acres and 5 percent of the Study Area. There is also a very small portion of R-4 High Density Multi-Family Residential District (0.01 acres).

Table 2.24 Hollins Study Area Zoning Statistics

Zoning Districts	Acreage	Percentage
Commercial		
C-1 Office	274.10	41%
C-2 General Commercial	140.34	21%
Industrial		
I-1 Low Intensity Industrial	96.44	14%
I-2 High Intensity Industrial	8.75	1%
Residential		
R-1 Low Density Residential	65.24	10%
R-2 Medium Density Residential	51.53	8%
R-3 Medium Density Multi-Family Residential	35.10	5%
R-4 High Density Multi-Family Residential	0.01	0%
Total	671.51	100%

2.2.6 County Guidelines and Programs

Commercial Corridor Matching Grant Program

The purpose of the Commercial Corridor Matching Grant Program is to encourage improvements above and beyond current building and zoning requirements to business properties for beautification and economic redevelopment of the highway entrance corridors in Roanoke County. This program is currently in effect in three areas of the county:

- Williamson Road/Hollins Village
- Route 11/460 West in Salem
- Downtown Vinton

The Williamson Road Hollins Village Matching Grant Program started in 1994 after Williamson and Plantation Roads were widened by VDOT. Right-of-way was acquired from many business owners and, in conjunction with the update of the Zoning Ordinance in 1992, site improvements on several properties fell out of conformance with regard to building setbacks, sign setbacks and size, landscaping, parking, and other features. The Matching Grant Program was created to help ease the burden of property owners who wanted to update their properties to help mitigate the streetscape changes.

The basic requirements of the Williamson Road Hollins Village Matching Grant Program are that the subject property must be:

- Located within the Williamson Road/Hollins Village Corridor
- Used commercially or industrially (non-residential)
- Taxed by Roanoke County
- Certified as having no active Zoning Violations

For properties that meet the above requirements, applicants are eligible to receive 50 percent matching reimbursement funds from Roanoke County for completion of site improvements that comply with the Williamson Road Hollins Village Design Guidelines. Many of the projects completed in this corridor have included new signs, additional landscaping and a façade renovation. See Map 28, Williamson Road Hollins Village Corridor Boundary in Appendix A to see the limits of this corridor.

Williamson Road Hollins Village Design Guidelines

The Williamson Road Hollins Village Design Guidelines were created in the early 1990s and revised in 1996. The objective of the document is as follows:

> *…To foster business in the Hollins area by creating an alternative to typical commercial strip development. By using the local context of the historic Hollins village as the theme for the community's design; following traditional visual cues and environmentally sensitive development policies; and interpreting traditional town planning principles in innovative ways to meet the needs of today, Hollins village should provide a hospitable atmosphere and beautiful setting for continued renewal of offices and commerce. (Williamson Road Hollins Village Design Guidelines, page G-2)*

The components of the Guidelines include sections on architecture of commercial buildings with a heavy emphasis on residential-to-commercial conversions, site planning including site circulation and parking, site amenities such as lighting and signage, and landscape guidelines. Primary uses of the document include guidelines for evaluation of Commercial Corridor Matching Grant applications as well as recommendations for encouraging higher quality rezoning and special use permit applications for properties located within the corridor.

Graphic 2.25 Williamson Road Kroger Existing and Proposed Signs

2.3 Community Facilities

2.3.0 Schools

Public schools serving the Hollins Study Area include Burlington Elementary School, Mountain View Elementary School, Northside Middle School and Northside High School. Mountain View is located south of the Study Area on Plantation Circle, Burlington is just outside the Study Area on Peters Creek Road and Northside Middle and Northside High Schools are west of the Study Area off Peters Creek Road across Interstate 581. In regard to the Hollins Area Plan, Mountain View School serves those children residing east of Hollins University, south of Williamson Road and in very close proximity to the Williamson Road / Plantation Road intersection. The Burlington school district covers most of the northern segment of Plantation Road, secondary roads off Plantation approaching Interstate 81 and the area immediately adjacent to the Williamson Road / Peters Creek Road intersection. See Map 29, Hollins Area Plan School Districts in Appendix A for more information.

Enrollment figures at the four schools as of March 31, 2008, are noted below in Table 2.26, School Enrollment Figures.

Table 2.26 School Enrollment Figures (3/31/2008)

Area Schools	Grades	Student Total
Burlington Elementary	Kindergarten – Grade 5	443
Mountain View Elementary	Kindergarten – Grade 5	444
Northside Middle	Grade 6 – 8	794
Northside High	Grade 9 – 12	983

Recent or ongoing facility improvement projects at Burlington Elementary include a front office renovation and library carpet replacement in 2007 and a security gate installation in March, 2008.

At Mountain View Elementary, work includes excavation and grounds seeding in April, 2008, and ongoing drainage improvements.

Graphic 2.27 Burlington Elementary School

Several projects have taken place at Northside Middle School including elevator replacement, football/soccer field expansion, heating/venting/air conditioning, walking track paving, backstop repair, and drainage improvements to the track. All of these improvements were completed from December, 2005, through September, 2007. Ceiling tile abatement bids have been extended into the summer of 2008.

Graphic 2.28 Mountain View Elementary School

At Northside High School a broad range of renovations have been ongoing since October, 2007, with renovated areas reoccupied as phases are completed (construction may continue through June, 2009). The scope of work includes a new administrative/guidance area, new kitchen and cafeteria, new roof, new heating/venting/air

conditioning, a public water hookup, new finishes to building interior and exterior, new student lockers, new auditorium, eight additional classrooms, new locker rooms and gymnasium air conditioning.

Community School, a private facility founded in the early 1970s, is located on Williamson Road and offers programs for early learners (3 to 6 years old), elementary pupils (5 to 11 years old) and middle school students (10 to 14 years old). Community School's goal is to provide a learning environment based on "education, innovation and exploration" with an emphasis on art, music, drama and foreign language. As of May, 2008, 162 students attend Community School.

2.3.1 Libraries

The Hollins Branch Library is located at 6624 Peters Creek Road, just outside the Study Area's southwest boundary. Original portions of the Hollins Branch were constructed in 1971. Following additions, it now contains 17,671 square feet and provides a full range of services to North County residents. The Hollins Branch is the largest of the three freestanding (not contained within a county school building) branch libraries in the county system, behind only the headquarters facility in size.

Graphic 2.29 Hollins Library

General services and programs available at the Hollins branch other than the typical book collections include story times, computers, wireless internet, office machines, computer classes, book clubs, Author Talks, Family Movie Night, video services, special collections and two meeting rooms. The library also hosts special groups for monthly meetings and this location serves as a local voting precinct.

2.3.2 Hollins University Campus

Since its initial establishment in the 1820s as the Botetourt Springs Resort, the area in and around the Hollins University campus has changed significantly. The precursor to Hollins University, the Valley Union Education Society of Virginia was founded in 1842 and the campus has expanded outward from the historic quadrangle since that time. In covering just over 475 acres in Roanoke and Botetourt Counties, Hollins University owns the largest land area in the Study Area at 298 acres.

Graphic 2.30 Hollins University Campus

The focal point of the campus is the central quad. Added as part of the National Register of Historic Places in 1974, this area is bounded by Bradley Hall, Botetourt Hall, the Cocke Memorial Building, Main Building, East Building and the West Building. The East and West Buildings in addition to Bradley Hall serve as academic buildings with Botetourt Hall, the Cocke Memorial Building and Main Building serving as space for university administration and public safety. The quad serves as a central meeting space and location for guests, students, faculty and staff to interact with one another. See the Hollins University Map in Appendix B (Document 3) for more information.

To the east of the quad are academic buildings and residential halls; to the west are academic

buildings and lecture halls in addition to the student center and dining hall. Immediately to the north of the quad are residence halls, athletic and recreational facilities; to the south are the DuPont Chapel and the Robertson Library. The architecture of these structures varies with mostly traditional styles intermixed with contemporary building types.

As one gets further from the quad, development becomes less intense and more dispersed. Along Faculty Avenue are multiple single family homes and duplexes utilized as faculty housing. Once beyond this area, the campus opens up into the equestrian area. Within this area are Hollins' riding facilities and stables for the equestrian programs. Additionally, a tunnel beneath Interstate 81 affords riders access to the northern areas of the Hollins property. The need for grazing fields and open space for these programs as well as the rugged terrain will most likely keep these spaces undeveloped.

In addition to the open space afforded by the equestrian areas to the north, the campus features many other open space areas. The Beale Garden and the Forest of Arden provide for open space in the central campus areas. Athletic fields and other open fields contribute to the overall character of the campus.

Access to the campus is directly from Williamson Road at Campus Drive. The remainder of campus is accessed from a series of private roads radiating from a loop road, named East Campus Drive and West Campus Drive. Parking is dispersed in the areas around the quad, with the primary parking areas located to the northwest and northeast of the central areas of campus.

Pedestrian accommodations are located throughout the campus. The bulk of the campus is accessed primarily on foot; however, few sidewalks are available along the interior roads. A path along Carvins Creek does exist to allow for pedestrian access beneath Williamson Road to reach the Hollins University-owned Hollins Apartments where many students reside.

2.3.3 Parks, Recreation and Tourism

Within Study Area boundaries, Sadler Park is the only park facility maintained by Roanoke County. Sadler Park is accessed from Reservoir Road, is situated on Emerald Lane and adjoins Botetourt County on its northeastern property line. Constructed in the early 1990s, Sadler Park includes a playground, a basketball court, lawn area and portable toilets within its 3.39 acres. Single family residential uses surround the park.

Graphic 2.31 Walrond Park

Close to the Study Area's western limits, construction began on Walrond Park in 1980. Located at 6824 Walrond Drive, its 37.86 acres of previous farmland are situated two blocks west of Plantation Road. An additional 8.81 acres were included later enlarging the park to 46.67 acres. Over time, Walrond Park has become the premier park and recreation facility in northern Roanoke County with a picnic shelter, grills, a cabin, a pond, bathrooms, a water fountain, multiple ballfields, tennis courts, lawn areas and a disc golf course. Activities for kids include tennis lessons and camps, a baseball camp, a football camp, youth art pursuits and a "Pirate's Camp." A driver's safety program and potluck luncheons are offered in the active adult life (55 years old and up) in addition to hatha yoga. The park

adjoins single family residential, office and light industrial uses. The 2007-2011 Capital Improvements Program for Walrond Park, Phase III, states that resurfacing and replacing lighting on the upper five tennis courts, expanding parking, paving the upper baseball area parking lot (Enon Drive), developing a perimeter trail system, improving the pond and wetland areas, adding a picnic shelter, improving security lighting, lighting two soccer fields and improving landscaping are key objectives in addition to replacement lighting for the football/baseball combination field and baseball field #2. Also, the Walrond Cabin which serves as a senior citizen center needs a deck and overall repairs. Capital costs for these items are estimated at $632,000 dollars and improvements are currently deferred. Capital Maintenance Funding has paid for enhancements to the existing restrooms and storage area and will pave the main parking lot.

South of the Study Area, Hollins Park is located at 5688 Hollins Road and provides a playground, soccer fields and walking paths on 13.83 acres. This park was constructed in the mid-1980s and adjoins a small office/industrial facility and single family residential sites. The 2007-2011 Capital Improvements Program notes that the entrance road, two soccer fields and one parking lot are complete and that the North Roanoke Recreation League raised funds and installed lighting for one soccer field. Also planned are a picnic shelter and restroom construction, playground improvements, enhanced landscaping, additional soccer field lighting and paved parking and entrance enhancements. Capital costs are estimated at $410,000 dollars and improvements are currently deferred.

Parks, Recreation & Tourism's Master Plan, prepared in 2006, researched, inventoried and made recommendations on all facets of the county's parks and recreation system. A random sample of 5,000 respondent households were asked a range of questions such as identification of facilities visited over the previous 12 months. Of 28 county facilities listed, Walrond Park was the third most utilized with 22 percent of users. Hollins Park received a nine percent user rate and Sadler Park was the least utilized with less than one percent of respondents visiting that facility during the one-year period.

2.3.4 Fire and Rescue

Since 1981, the overall Hollins area (several times larger than the Study Area) has been served by Station Number 5, a one-story brick and metal building located at 7401 Barrens Road, occupying 2.51 acres one block north of Peters Creek Road. The 12,244 square-foot, six-bay structure houses two pumpers, three ambulances, one ladder truck and one utility vehicle used to carry additional staff or equipment. This station provides career personnel coverage 24 hours a day, every day. Volunteer coverage is in place Monday through Thursday from 6:00 pm until 6:00 am and Friday from 6:00 pm until Monday at 6:00 am. See Map 30, Hollins Area Plan Fire and Rescue District Boundaries in Appendix A for more information.

Graphic 2.32 Hollins Fire Station #5

In 2007, Hollins #5 responded to 3,602 total fire and rescue calls, by far the highest incident response rate of any station in the county (approximately 32 percent of the county total). Of the 2007 incident total, 3,031 were rescue requests and 571 responses were fire calls. In 2006, more than 900 calls for assistance in North County were answered by other fire and rescue facilities due to the high call volume. The Hollins station is first due to multiple nursing homes, five public schools, Hollins

University, thousands of homes and businesses and handles calls for assistance to motorists on portions of Interstates 581 and 81.

Graphic 2.33 North County Fire and Rescue Station Rendering

Construction of a new North County Fire and Rescue Station began in July, 2008, with completion anticipated within one year. This facility will be primarily responsible for the current Hollins district and will assist as second-due in the majority of the remaining Hollins area. It is anticipated that the new station will handle almost one-third of the Hollins #5 calls. The North County station will be state-of-the-art, including multiple bays for emergency response vehicles and living space for personnel. All ambulances will be Advanced Life Support capable. The station will be located on the south side of Hershberger Road between Plantation Road and Oakland Boulevard.

2.3.5 Police

The Roanoke County Public Safety Building, located at 5925 Cove Road, is the headquarters facility for County Police operations. The Public Safety Building, which also houses Fire and Rescue administration and Information Technology for the county, is located approximately 4.5 miles from the Study Area.

Table 2.34 Citizen Calls for Service 1/2006 – 3/2008

Reporting District	Year			Total
	2006	2007	2008 (January - March)	
120	733	968	258	1,950
121	492	523	130	1,143
122	60	67	24	151
207	544	517	79	1,135
211	298	387	77	761
212	383	378	97	858
Total	2,510	2,840	665	5,925

Table 2.35 Officer-Initiated Calls for Service 1/2006 – 3/2008

Reporting District	Year			Total
	2006	2007	2008 (January - March)	
120	1,954	1,553	399	3,877
121	526	377	102	1,004
122	194	118	17	329
207	607	527	84	1,210
211	360	640	147	1,144
212	814	1,118	242	2,163
Total	4,455	4,333	991	9,572

Six Police Reporting Districts exist in the overall Hollins area. Two of those districts, numbered 121 and 122 (see Map 31, Hollins Area Plan Police Reporting District Boundaries in Appendix A) cover most of the actual Study Area. Table 2.34 indicates citizen calls for service data in the overall Hollins area from January, 2006, through March, 2008.

Table 2.35 indicates Officer-Initiated Calls for Service in the overall Hollins area between January, 2006, and March, 2008. As in the previous table, reporting districts *121* and *122*, highlighted in yellow, cover the majority of the Study Area.

Table 2.36 Uniform Crime Report for 2006 and 2007

Crime	Year	
	2006	2007
Aggravated Assault	17	9
Arson	3	5
Burglary	24	17
Larceny	76	64
Robbery	2	4
Forcible Sex Offense	5	8
Simple Assault	45	53
Vehicle Theft	12	3

Table 2.36 references the Uniform Crime Report statistics for the *overall* Hollins area (not broken down by reporting district.) The report indicates offenses noted by category of crime. Note

that the statistics refer to an area much larger than that covered by the Hollins Area Plan.

2.3.6 Utilities

Water

The Western Virginia Water Authority (WVWA) is responsible for providing water, sewer and related services for the citizens of Roanoke City and Roanoke County. The Authority was formed by the Roanoke City Council and the Roanoke County Board of Supervisors on July 1st, 2004. The WVWA treats and delivers approximately 24 million gallons of drinking water per day for 155,000 citizens in the Roanoke area via 1,000 miles of water mains and 50 pumping stations. In addition to providing drinking water, the Authority maintains 4,000 fire hydrants for emergencies.

One of the primary sources of water for the Authority is the Carvins Cove reservoir. It is a 12,700-acre reservoir located in the counties of Roanoke and Botetourt north of Interstate 81, nestled between Tinker Mountain and Brushy Mountain. The reservoir serves as a source of water for more than 130,000 WVWA customers and it provides numerous recreational opportunities for the citizens of the Roanoke Valley including boating, fishing, hiking biking and horseback riding. The land located above the 1,200-foot elevation is owned and operated by the City of Roanoke, while the land below this elevation as well as the reservoir is owned and operated by the WVWA.

The Carvins Cove reservoir receives water from an 11,200-acre drainage area (watershed), as well as from two underground tunnels that carry overflow water from Tinker and Catawba Creeks. At full pond elevation, the reservoir stores 6.4 billion gallons of water. The Carvins Cove Treatment Plant has the capacity of treating 28 million gallons of water every day, but generally treats 11 to 15 gallons of water per day. The plant supplies water to the majority of the City of Roanoke as well as parts of North Roanoke County, including the entire Hollins Study Area. Two water mains run from the Carvins Cove Treatment Plant transporting water from the treatment plant under Interstate 81 through the Hollins Study Area. One water main provides water for the Study Area while the other water main provides water for the City of Roanoke.

The WVWA operates and maintains just over 10 miles of water mains within the Study Area, representing 0.1% of the overall WVWA system. A water tank is located off Williamson Road in the eastern portion of the Study Area adjacent to Hollins University. A pump station is located on the southwestern corner of the Plantation Road and Williamson Road intersection. There are 48 water hydrants located within the boundaries of the Hollins Study Area, representing over 1% of the hydrants operated and maintained by the Authority.

Sewer

The Roanoke Regional Water Pollution Control Facility, operated by the WVWA, serves Roanoke City and Roanoke County. Over 37 million gallons of wastewater are treated by the Authority for its 210,000 residents served in the Roanoke area. The Authority maintains and operates 900 miles of sewer gravity mains, over 22,000 manholes, 21 lift stations and 10 miles of force mains in the service area.

The WVWA operates and maintains over 7 miles of gravity sewer, 0.07 miles of force main and over 200 manholes within the boundaries of the Hollins Area Plan. Respectively, these figures are representative of 0.8 percent, 0.7 percent and 0.9 percent of the WVWA's overall collection system. Based upon the WVWA's Fiscal Year 2009 budget, there are no upcoming Capital Improvement Projects proposed within the study boundary of the Hollins Area Plan.

Hollins Community Development Project

The Hollins Community Development Project was a neighborhood improvement effort between Botetourt and Roanoke Counties. The project was initiated in January 1986 and completed in

March 1989. The project area was comprised of 250 acres and included 79 dwellings and 196 residents. Approximately $2.65 million dollars were spent installing water and sewer utilities, upgrading local roadways, developing a neighborhood park (now Sadler Park) and rehabilitating 43 substandard dwellings. Funding was obtained from the Virginia Department of Housing and Community Development, the Virginia Water Project, Inc., the Virginia Department of Transportation and the Farmer's Home Administration. Both Botetourt and Roanoke Counties contributed nearly $150,000 dollars to the community development project.

The following improvements were made within the Hollins community as a result of the Hollins Community Development Project:

- 18,581 linear feet of new water line installed
- A 205,000 gallon water storage tank was constructed
- 19,673 linear feet of new sewer line was installed
- 43 housing units were rehabilitated
- 3,735 linear feet of roadway were improved to VDOT standards
- A new 3.5 acre neighborhood park was established (now known as Sadler Park)

Stormwater Management

The Roanoke County Comprehensive Plan defines stormwater management as the planned control of surface water runoff that results from rainfall. The goal of stormwater management is to prevent flooding and pollution and to ensure that development impacts are mitigated by stormwater management facilities and water quality best management practices. The primary concerns of stormwater management are to:

1. Minimize the impact of drainage on private property
2. Alleviate existing stormwater problems
3. Manage stormwater discharge control
4. Protect water and stream quality
5. Research potential stormwater management financing methods

Numerous local, state and federal regulations influence stormwater management in Roanoke County, such as the Roanoke County Stormwater Ordinance, the Virginia Stormwater Management Handbook, and the Virginia Pollutant Discharge Elimination System MS-4 Permit (# VAR-0400220.)

There are only two areas utilizing stormwater management facilities within the Hollins Study Area. One area is located on the corner of Friendship Lane and Garland Circle and the second area is located along the frontage of a parcel on Robertson Lane near the intersection of Williamson Road and Plantation Road. In accordance with the *1997 Roanoke Valley Regional Stormwater Management Plan*, the potential for more stormwater management facilities in or around the Study Area is likely as flood events for both existing and developed land use conditions along Carvins Creek are identified ranging from the two-year recurrence interval to the 100-year recurrence interval storms.

Electric

Electrical service for the Hollins Area Plan is provided by Appalachian Power, a subsidiary of American Electric Power Company of Columbus, Ohio. Appalachian Power provides service to approximately one million customers in West Virginia, Virginia and Tennessee.

Gas

The Roanoke Gas Company provides natural gas and propane to residents within the Hollins Study Area. According to the company, Roanoke Gas serves over 70,000 customers. The Roanoke Gas Company was organized in 1883, one year after Roanoke became a city. In 1950, the Roanoke Gas Company received its certificate from the Federal Power Commission and organized the Roanoke Pipe Line Company to build a 30-mile pipeline from Gala, Virginia to Roanoke. The construction of this pipeline

was completed in August of 1950, introducing natural gas to homes and businesses in Roanoke.

Cable

Cable television is available throughout the Hollins Study Area by Cox Communications Inc. and Comcast. Satellite television is available throughout the Study Area through DirectTV and Dish Network.

Telephone

Verizon and Cox Communications, Inc. provide telephone services to businesses and residences throughout the Hollins Study Area.

Internet

High speed internet service is provided throughout the Hollins Study Area by Cox Communications Inc., Comcast, Verizon and B2X Online.

2.3.7 Transportation

Public Transit

Bus service is provided by Valley Metro, or the Greater Roanoke Transit Company to Roanoke City and portions of Salem, Vinton and Roanoke County. South of the Hollins Study Area boundary, Valley Metro buses travel from downtown Roanoke to Hershberger Road and Plantation Road where these two thoroughfares leave city limits and venture to Edinburgh Square on a designated route and as far north as Tiny Trail off of Hollins Road on a variable route. In addition to regular fixed route runs, Valley Metro operates bus service to and from Ferrum College, Roanoke College and Hollins University.

A companion transit service to Valley Metro is RADAR, or Roanoke Area Dial A Ride, a non-profit organization providing rural bus service throughout the Roanoke Valley for over a quarter century. RADAR's services are designed for physically and mentally disabled and transportation disadvantaged individuals. Although no fixed route system is in place, CORTRAN, or County Of Roanoke Transportation offers curb-to-curb service throughout the county, including limited assistance in boarding and unboarding to Roanoke County residents who are certified as senior citizens (at least 60 years old) or as Americans with Disabilities Act, Paratransit Eligible. CORTRAN operates from 7:00 a.m. to 6:00 p.m. Monday through Friday excluding major holidays and days when county schools are closed due to inclement weather. The cost per trip is $3.50 dollars. The percentage of CORTRAN users residing in the Hollins Study Area is not known.

Additionally, RADAR operated a "red line" bus service along Williamson Road and Plantation Road mainly designed to provide transportation from the City of Roanoke into Roanoke County for employees who worked in the Hollins area. This service was funded by the Job Access & Reverse Commute program and was discontinued due to underutilization after approximately 18 months in early 1997.

The Hollins Express is a free shuttle service from the University to Center in the Square in downtown Roanoke, with one stop at Valley View Mall and is available to the general public. Service runs from 4:00 p.m. to 12:00 midnight on Fridays and 12:00 noon to 12:00 midnight Saturdays when the university is in session. See Map 32, Bus Routes in Proximity to the Hollins Study Area in Appendix A for more information.

Bikeways

In the *Bikeway Plan for the Roanoke Valley Area Metropolitan Planning Organization*, a multi-jurisdictional vision for a regional bikeway network was established by the Roanoke Valley Alleghany Regional Commission (RVARC) in August, 2005. The goal of this plan is the establishment of a bikeway network across the Metropolitan Planning Organization (MPO) area to provide greater connectivity and to allow for greater bicycle transit in the Valley.

Graphic 2.37 Bicycle Lane along Memorial Drive in Roanoke City

The Hollins Study Area is the location of one of the "Priority List Corridors" as defined by the bikeway plan, envisioned to run along Plantation Road from Interstate 81 through its intersection with Hollins Road at the Roanoke City limits. As a priority listing the Plantation Road alignment is an important foundation for the greater network, and thus will receive priority for construction funding as it becomes available. Additionally, several other routes are designated as "Vision List Corridors" around Walrond Park and are viewed as routes to fill in gaps in the overall network. See Map 33, Hollins Area Plan Greenways and Bikeways for the proposed bike routes in Appendix A.

Greenways

Greenways are best defined as paths and trails based on natural corridors, canals, abandoned railbeds and other public rights-of-way that serve as recreational amenities. Greenways also enhance and improve connectivity within communities.

Originally developed in 1995 and substantially updated in 2007, the *Roanoke Valley Conceptual Greenway Plan* serves as a guide for greenway development within Roanoke County and across several neighboring jurisdictions. The Roanoke Valley Greenway Commission oversees all planning and implementation of greenways within the Roanoke Valley. In this plan 51 potential greenways are identified along various courses throughout the Valley. The implementation priorities are based on public input, the Greenway Steering Committee and localities within the Valley.

Of the potential greenways identified in the original plan, only the Tinker Creek Greenway directly crosses through the Hollins Study Area. Identified as a Priority #2 Greenway, the Tinker Creek Greenway is planned to run 11 miles alongside Tinker Creek from its confluence at the Roanoke River in Roanoke City to its headwaters at Carvins Cove in Botetourt County. The greenway will incorporate numerous historic sites along its route and will serve as a direct connection between the Roanoke River Greenway and the existing trail network at Carvins Cove.

Graphic 2.38 Pedestrian Walkway beneath Williamson Road

With a conceptual plan complete in 2000 through the Hollins Study Area, the greenway will parallel Carvins Creek and pass beneath Williamson Road utilizing an existing pathway. From that point, the greenway will wind through the western portions of the Hollins University property before crossing beneath Interstate 81 en route to Carvins Cove. Hollins University has included the greenway in its master plan and as of the 2007 Greenways Plan Update, this stretch of the greenway should be completed within five to ten years. See Map 33,

Hollins Area Plan Greenways and Bikeways for more information in Appendix A.

Pedestrian Accommodations and Amenities

As part of a fully integrated, multi-modal transportation network, pedestrian accommodations must be made in an effort to promote the mode as a viable transit option. What are considered to be pedestrian amenities can range from sidewalks and greenways to benches and water fountains. At present, the Hollins Study Area is lacking in many of these types of amenities that would serve to promote pedestrian transit as a viable mode within the Study Area. Currently, just over one mile of sidewalk is in place with the longest continuous stretch located on the southern side of Williamson Road between Plantation Road and Hollins Court at a distance of ¾ of a mile. A signalized pedestrian crossing is located at Williamson Road and Campus Drive at the entrance to Hollins University. Other amenities include three WRABA refuse bins located at the Williamson/Peters Creek and Williamson/Plantation intersections. See Map 34, Hollins Area Plan Sidewalks and Pedestrian Amenities in Appendix A for more information.

Traffic Counts

The VDOT traffic estimates shown in Table 2.39 identify trends in road usage (Annual Average Daily Traffic or AADT) from 2001 to 2006. For the most part, the traffic counts remain fairly steady with a few exceptions. The segment of Plantation Road between Indian Road and Interstate 81 shows slightly increasing traffic counts by 2,000 trips to 14,000 AADT between 2001 and 2005, although the count drops by 1,000 trips to 13,000 AADT for 2006. Peters Creek Road from Roanoke City to Williamson Road also shows a 2,000 AADT increase between 2001 and 2006. Two road sections of note are located along Interstate 81. From Interstate 581 to Plantation Road (the length of one exit) the AADT increases from 54,000 to 59,000 AADT (an increase of 8.5 percent) from 2001 to 2006. Surprisingly, from Plantation Road to the Botetourt County Line, the AADT drops over the same timeframe from 53,000 to 48,000 AADT (a reduction of 9.4 percent.) See Map 35, Hollins Area Plan Traffic Count Estimates (2006) in Appendix A for more information.

Accident Counts

Roanoke County Police Department statistics compiled for 2006, 2007 and the first quarter of 2008 indicate that 229 crashes occurred within and in the vicinity of the Hollins Area Plan study boundaries. The actual Study Area represents less than half of the overall reporting district region. Crash totals for 2006 and 2007 were similar with 99 and 114 reported, respectively. An additional 16 accidents were reported for the period of January through March of 2008.

By street section, 122 accidents occurred on or near Williamson Road with 18 crashes causing personal injury (20 of the 122 crashes happened on

Table 2.39 VDOT Annual Average Daily Traffic Estimates by Route Section 2001-2006

Route Section	Annual Average Daily Traffic Estimates					
	2001	2002	2003	2004	2005	2006
Route 11 (Lee Highway)						
Roanoke City Line to Botetourt County Line	14,000	14,000	14,000	14,000	13,000	14,000
Route 115 (Plantation Road)						
Crestland Drive to Route 11	9,600	9,400	11,000	11,000	11,000	9,600
Route 11 to Indian Road	15,000	15,000	15,000	15,000	15,000	15,000
Indian Road to Interstate 81	12,000	12,000	13,000	13,000	14,000	13,000
Route 117 (Peters Creek Road)						
Roanoke City Line to Route 11	19,000	19,000	20,000	20,000	19,000	21,000
Interstate 81						
Interstate 581 to Route 115 (Combined Traffic Estimated for 2 Parallel Roads)	54,000	55,000	56,000	58,000	58,000	59,000
Route 115 to Botetourt County Line	53,000	53,000	51,000	51,000	51,000	48,000

private property with Williamson Road as the closest street.) 91 accidents were reported on Plantation Road during the 2 ¼ year period with personal injuries resulting in 34 of those crashes. The Peters Creek Road / Williamson Road intersection vicinity had 16 crashes reported to the police. The Interstate 81 / Plantation Road interchange saw nine accidents over the 27-month period. One fatality occurred within the Study Area at the Williamson Road / Sunnybrook Drive intersection.

Table 2.40 Roanoke County Police Department Accident Statistics 1/2006 – 3/2008

Accident Location	Year			Total
	2006	2007	2008 (Jan – March)	
Peters Creek Road*	5	9	2	16
Plantation Road	39	48	4	91
Williamson Road	55	57	10	122
Total	99	114	16	229

*Indicates Peters Creek Road / Williamson Road Intersection

Based on reported data, the Williamson Road / Plantation Road (signalized) intersection had 20 crashes over the 27-month period, the highest rate within area plan boundaries. Other high accident-reported locations included Peters Creek Road / Williamson Road with 16 crashes and Williamson Road / LaMarre Drive where 13 accidents were reported from January, 2006, through March, 2008.

Interstate 81

The bridge over Interstate 81 (I-81) at the northern terminus of Plantation Road (Exit 146) is receiving $1,040,000 dollars in reconstruction improvements. The project will replace the bridge riding surface, part of routine maintenance, and began in April, 2008. Work is expected to be completed by November, 2008.

In 1998, the Virginia Department of Transportation released the *Interstate 81 Improvement Study* detailing proposed changes to right-of-way, cut-and-fill, pavement, and structures that indicated significant alterations to the existing Plantation Road interchange. The plans show that at approximately the Friendship Lane intersection with Plantation Road a new access to and from I-81 would be constructed east of the existing ramps proceeding in a northeasterly direction. At least nine properties would be taken to make room for this rebuild. Additionally, a longer, wider bridge would be constructed to service properties north of the interstate (particularly the water plant.) It is not known when or if this project will be completed.

Graphic 2.41 Plantation Road Bridge over I-81 Maintenance Work

Long-Range Transportation Plans

The 2005 Roanoke County Comprehensive Plan refers to long range (2025) priorities and recommendations for primary and secondary roads in the county. The 1.5 mile segment of Williamson Road from Roanoke's corporate limits to Peters Creek Road (the extreme northern tip of which is within the study boundary) calls for the highway to be four-laned. Also, the 2.2 mile segment of Plantation Road from Roanoke's corporate limits to Williamson Road (the extreme southern tip of which is inside the study boundary) calls for this road to be four-laned. Both road segments are currently two-laned.

Chapter 3:

COMMUNITY INVOLVEMENT

3.0 Community Survey

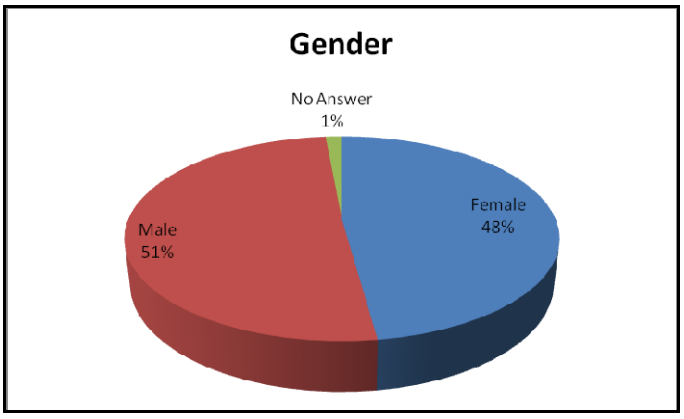
Staff mailed 507 community surveys to property owners located within and adjacent to the Hollins Study Area on April 11th, 2008. Citizens were asked to mail the survey or to complete it online by May 2nd, 2008. A total of 68 surveys were received for a response rate of 13.4 percent. A copy of the Hollins Area Plan Community Survey and the Survey Results are included in Appendix B as Documents 4 and 5.

The survey covered the following topics:

- Demographics
- Community Likes and Concerns
- Commercial Corridor Matching Grant Program
- Development Preferences
- Infrastructure Improvements
- Additional Comments

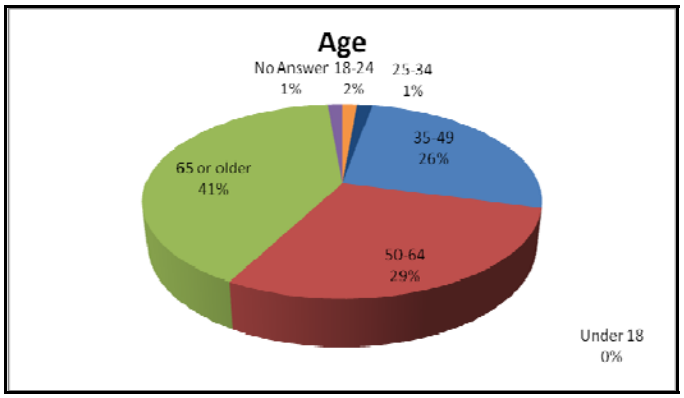
3.0.0 Demographics

The survey respondents were split almost evenly between male (51 percent) and female (48 percent) with one percent not responding.



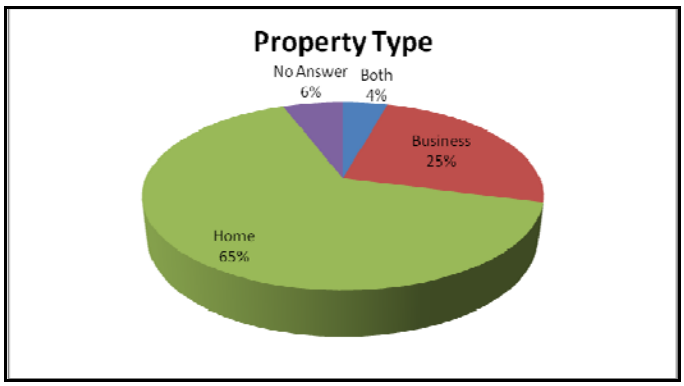
Graphic 3.01 Community Survey Gender Results

When asked what age group respondents fit into, 41 percent answered 65 years or older, 29 percent responded 50 to 64 years old and 26 percent replied 35 to 49 years old. This data indicates that the Hollins area surveyed is generally comprised of property owners aged 50 and over (70 percent.)



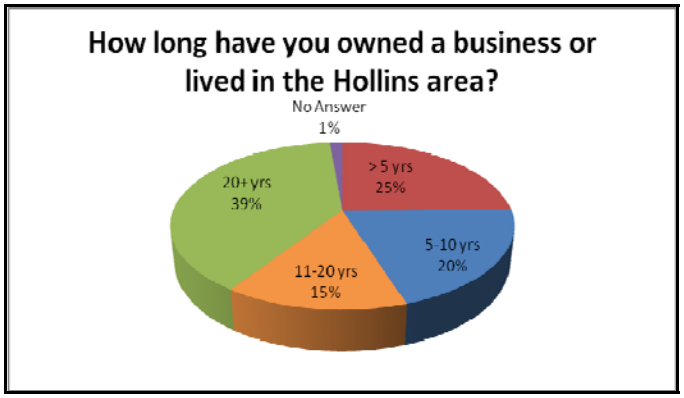
Graphic 3.02 Community Survey Age Results

Over half of the citizens surveyed own a home (65 percent) and one-quarter own businesses (25 percent.)



Graphic 3.03 Community Survey Property Ownership Results

When asked the question, "How long have you owned a business or lived in the Hollins area?" with the exception of 39 percent of respondents answering 20 or more years, the remaining groups



Graphic 3.04 Community Survey Longevity Results

were fairly well split with 15 percent replying 11 to 20 years, 20 percent answering 5 to 10 years and 25 percent responding less than five years.

3.0.1 Community Likes and Concerns

The next two questions encouraged thoughtful responses using open-ended blank spaces. The full bar charts showing all categorized responses are located in the Survey Results in Appendix B (Document 5).

The top five responses to the question "What do you like most about your community?" included:

1. Convenience/Proximity (to destinations)
2. Appearance
3. Character
4. Quiet/Peaceful
5. Interstate 81 (close to Interstate, easy access)

The five most common answers to the question, "What concerns do you have with respect to your community?" were:

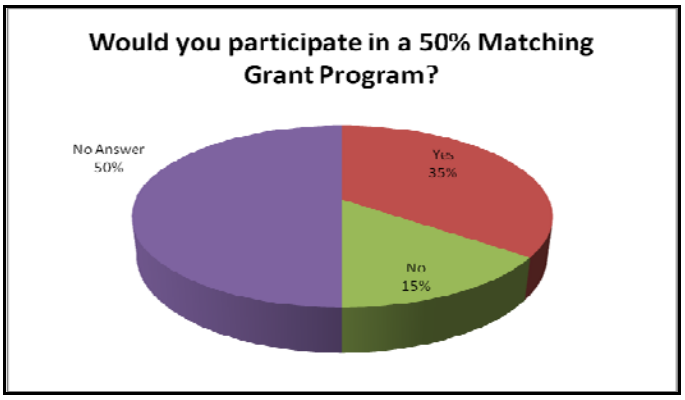
1. Traffic
2. Commercial/Industrial Development
3. Roads/Intersections/Other Transportation
4. Appearance
5. Pedestrian Accommodations

3.0.2 Commercial Matching Grant Program

In analyzing only the business-owner survey responses, the answers indicated that most owners are:

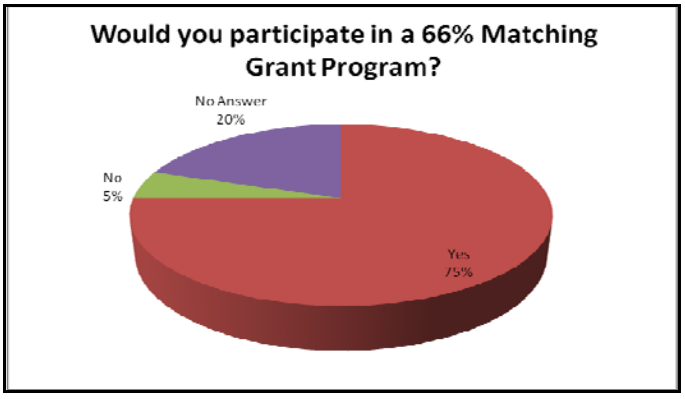
- Male (70 percent)
  - Female: 25 percent
  - No answer: 5 percent
- 50 years of age or older (80 percent)
  - 65 or older: 45 percent
  - 50 to 64: 35 percent
  - 35 to 49: 15 percent
  - No answer: 5 percent
- Hollins business owners only (85 percent)
  - Hollins business and homeowners: 15 percent
- Hollins business owners for 20 or more years (70 percent)
  - 11 to 20 years: 10 percent
  - 5 to 10 years: 5 percent
  - Less than 5 years: 15 percent

The Roanoke County Corridor Matching Grant Program was established in the early 1990s to provide a means for business owners to improve the appearance of their businesses and property. The program currently provides 50 percent County matching funds up to $20,000 dollars for site or building façade improvements. When business owners were asked if they would participate in the 50 percent Matching Grant Program, half did not answer the question, 35 percent answered "yes" and 15 percent replied "no."



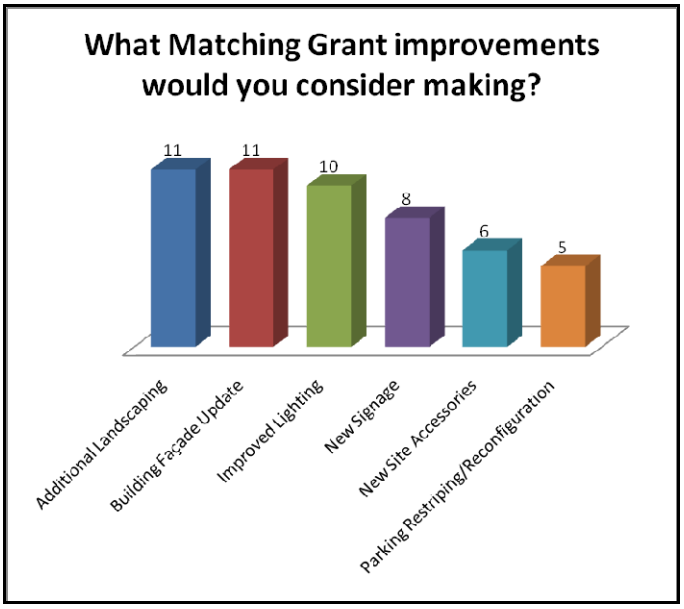
Graphic 3.05 Community Survey 50 percent Matching Grant Results

Those answers changed significantly when the matching amount was hypothetically changed to 66 percent matching funds, leaving the business owner paying 33 percent. The number of "yes" responses more than doubled to 75 percent, the "no" responses dropped to five percent and only 20 percent did not answer the question.



Graphic 3.06 Community Survey 66 percent Matching Grant Results

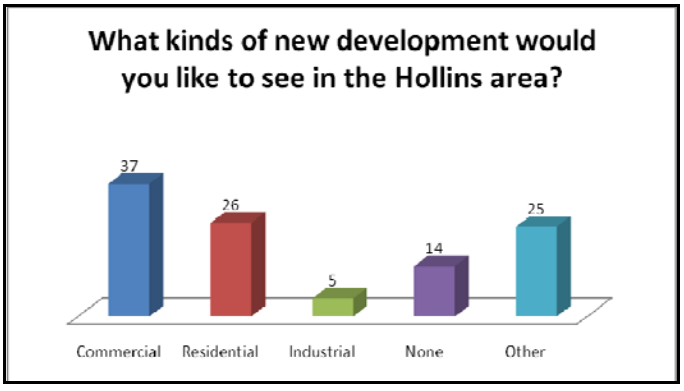
To follow up these questions about the program, business owners were asked what kinds of improvements permitted under the Commercial Matching Grant Program they would consider making. The two most common answers were adding landscaping and updating building façades. The third highest answer was improving lighting, followed by new signage, new site accessories and parking restriping or reconfiguration.



Graphic 3.07 Community Survey Matching Grant Improvements Results

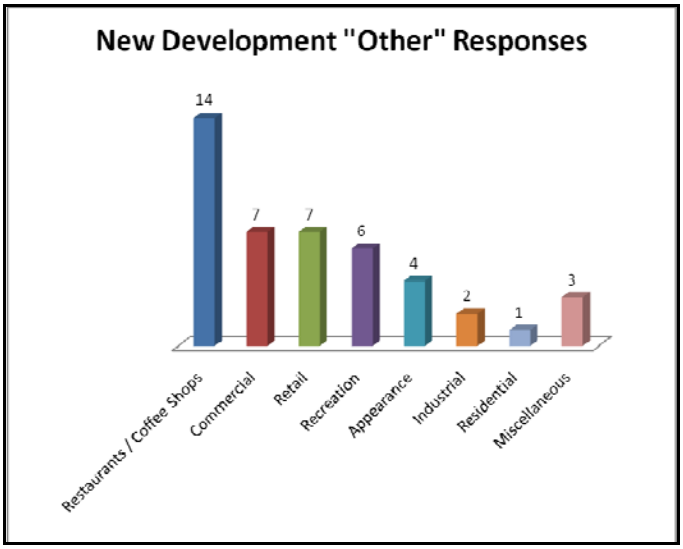
3.0.3 *Development Preferences*

Responses to the question, "What kinds of new development would you like to see in the Hollins area?" included "commercial" 37 times, followed by "residential" checked 26 times and "industrial" answered five times.



Graphic 3.08 Community Survey New Development Results

25 "Other" responses are charted in a separate bar graph. Following the most common "commercial" response for new development, the top three answers under "other" responses include commercial uses such as restaurants/coffee shops, commercial (more specific) and retail.



Graphic 3.09 Community Survey New Development "Other" Results

3.0.4 *Infrastructure Improvements*

Survey respondents were also asked about infrastructure along the main corridors. The full bar charts showing all answers to both questions including categorized "other" responses are located in the Survey Results in Appendix B (Document 5).

The top five responses to the question "What kinds of improvements would you like to see along Williamson and Peters Creek Roads?" included:

1. Underground utilities
2. Community signs
3. Street trees
4. Landscaped medians
5. Sidewalks

The five most common answers to the question, "What kinds of improvements would you like to see along Plantation Road?" were the same as

the answers for Williamson and Peters Creek Roads, although in a different order:

1. Street trees
2. Underground utilities
3. Landscaped medians
4. Sidewalks
5. Community signs

3.0.5 Additional Comments

Several people included additional comments at the end of the survey in open-ended blank spaces. See the Survey Results in Appendix B (Document 5) for the full bar chart showing all categorized responses. When categorized, the most common five answers concerned:

1. Road, intersection or other transportation issues
2. Commercial development
3. Miscellaneous comments
4. Appearance
5. Hollins University

The results of the survey were posted for the public on the Roanoke County Community Development webpage.

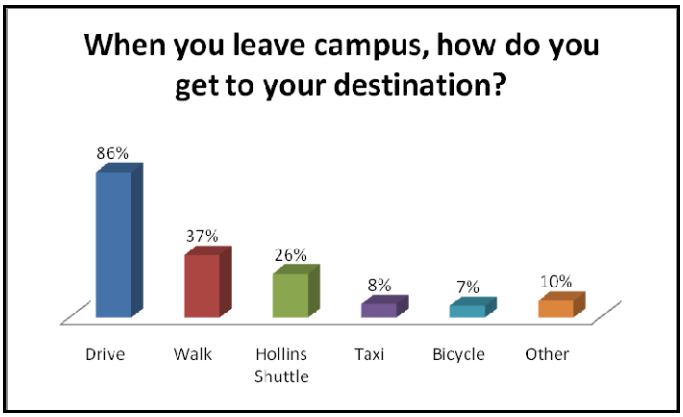
3.1 Hollins University Surveys

In addition to the Community Survey, Hollins University also conducted a survey with their students and faculty/staff in March, 2008. The surveys were offered through Survey Monkey, an online service. The questions covered topics such as demographics, transportation means, Williamson Road infrastructure improvement, destinations and new businesses desired in the area. With the exception of modifications to a few demographics questions, the questions were identical in both the student and faculty/staff surveys.

3.1.0 Student Survey

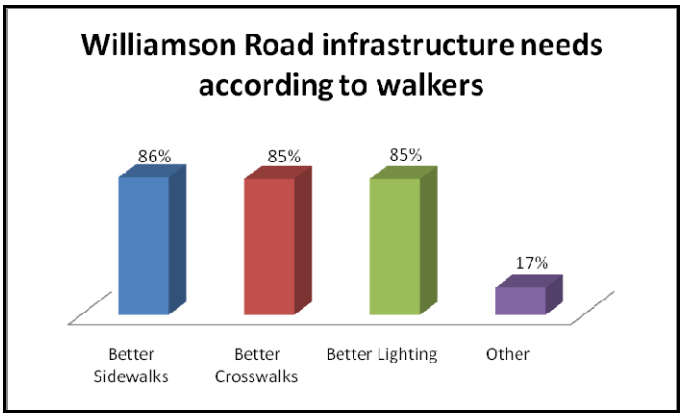
An e-mail was sent to 799 Hollins University students (undergraduate, graduate and Horizon) requesting participation in the survey. 248 students answered the survey for a response rate of 31.0 percent.

83 percent of students responded that they are between 17 and 25 years of age and 74 percent live on-campus. When asked how they leave campus, the majority (86 percent) answered that they drive although only 71 percent have cars. 37 percent walk, 26 percent use the Hollins Shuttle which runs on the weekends only, eight percent take a taxi and seven percent ride a bicycle. 67 percent of students answered that they would use public transportation (bus or train) to reach their destinations if there was a stop at Hollins University.



Graphic 3.10 Student Survey How Students Leave Campus

Students also answered questions about walking along Williamson Road. 44 percent of students walk to nearby destinations along Williamson Road and most of those students requested better sidewalks (86 percent,) better crosswalks (85 percent) and better lighting (85 percent.)



Graphic 3.11 Student Survey Williamson Road Infrastructure Needs

There are no bicycle lanes provided in the vicinity of Hollins University. When bicycle riders were asked if they ride their bikes on area roads, 47 percent responded yes. To follow up on that question, bicycle riders were asked if they would ride their bikes if bicycle lanes were provided. Most of the respondents answered yes (87 percent.)

Students were also asked questions about the kinds of places that they go. The top five destinations included:

1. Grocery Store/Drug Store
2. Restaurants/Coffee Shops
3. Shopping Centers/Malls
4. Movie Theaters/Bowling/Other Entertainment
5. Doctors/Healthcare

When asked "What is your favorite place to go in the Roanoke Valley?" the top five responses were:

1. Downtown
2. Shopping Centers/Malls
3. Parks/Trails/Recreation/Exercise
4. Restaurants
5. Mill Mountain Star

The top five answers to "What kinds of businesses would you like to see in the Hollins University area" included:

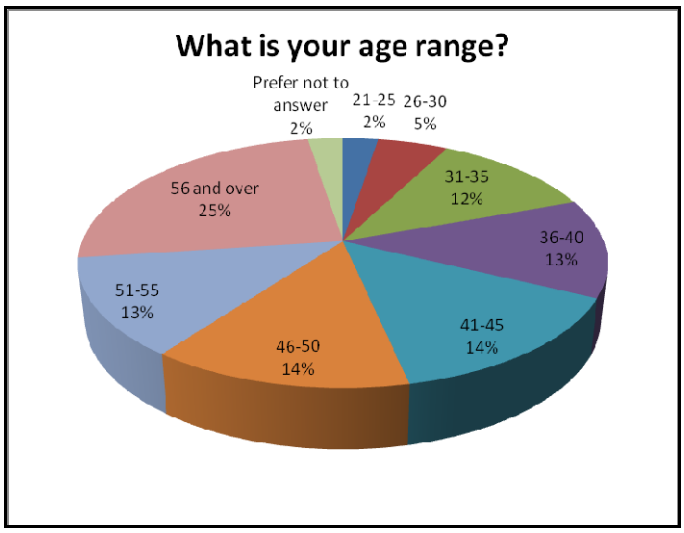
1. Restaurants
2. Retail
3. Entertainment
4. Coffee Shops
5. Grocery Stores/Drug Stores

The survey as well as the full set of Hollins University Student Survey results are located in Appendix B as Documents 6 and 7.

3.1.1 Faculty Survey

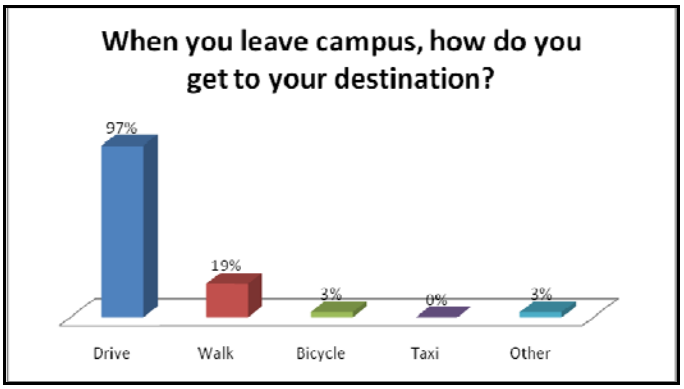
All 377 Hollins University faculty, staff and administration employees also received a survey. 118 surveys were completed totaling a 31.3 percent response rate.

The age range for the faculty, staff and administration employees was distributed much more equally than the age range of the students with seven percent between 21 and 30, 25 percent between 31 and 40, 28 percent between 41 and 50 and 38 percent over 51 years of age.



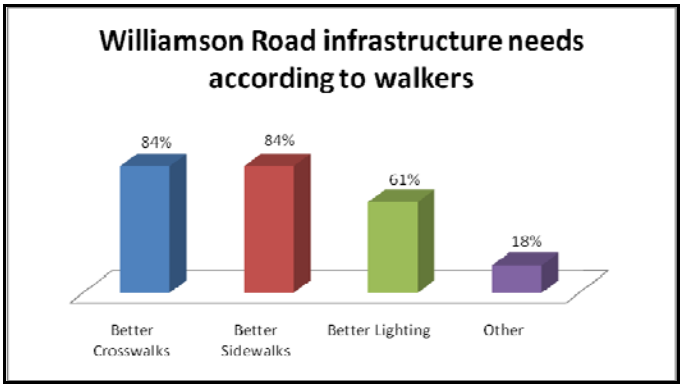
Graphic 3.12 Faculty Survey Age Range

When asked how they leave campus, almost all respondents drive (97 percent,) 19 percent walk and three percent ride bicycles. Accordingly, 98 percent of respondents have cars. When asked if they would ride public transportation if it was available with a stop at Hollins University, 48 percent responded yes.



Graphic 3.13 Faculty Survey How Faculty Leaves Campus

32 percent of respondents answered that they walk along Williamson Road. Of those walkers, 84 percent requested better crosswalks and better sidewalks and 61 percent requested better lighting for pedestrians.



Graphic 3.14 Faculty Survey Williamson Road Infrastructure Needs

When bicycle riders were asked if they ride their bikes on area roads, 61 percent responded yes. 93 percent answered that they would use bike lanes, if provided, to ride to their destinations.

The top five answers to the question, "When you leave campus, what kinds of places do you go (other than home or work?) included:

1. Grocery Stores/Drug Stores
2. Restaurants/Coffee Shops
3. Shopping Centers/Malls
4. Parks/Trails/Recreation
5. Personal Services (Beauty Salon, Nail Salon, Tanning)

When asked "What is your favorite place to go in the Roanoke Valley?" respondents answered:

1. Downtown/City Market
2. Parks/Trails/Recreation
3. Grandin Village
4. Restaurants
5. Blue Ridge Parkway

The Hollins University Faculty, Staff and Administration employees also had several requests with regard to new businesses in the area:

1. Restaurants
2. Other Retail
3. Coffee Shops
4. Grocery Stores
5. Movies/Bowling/Other Entertainment

To view the Faculty/Staff/Administration Employees survey and full survey results, see Appendix B, Documents 8 and 9.

3.2 Community Meetings

3.2.0 April Community Meeting

A series of Community Meetings were held on April 28th, 2008, at the Ballatore Gallery in the Moody Student Center at Hollins University. For the convenience of residents and business owners, the meetings were held at three different times throughout the day (9:00am, 2:00pm and 7:00pm.) 507 property owners located within and adjacent to the Study Area were mailed notices with information about the community meetings. Approximately 28 citizens attended the meetings.

Graphic 3.15 Hollins Area Plan April Community Meeting Maps

Graphic 3.16 Hollins Area Plan April Community Meeting Presentation

Several maps were set up in three different groupings (History, Environment and Land Use/Development) with a blank flipchart provided at each for citizens to write comments and questions. Staff presented an overview of the Hollins Area Plan study outlining the following:

- Study Area boundaries
- Hollins area demographics
- Development pressures
- Possible Plan components
  - Streetscape Improvement Plans
  - Commercial Corridor Matching Grant Program changes
  - Williamson Road Hollins Village Design Guidelines changes
  - Hollins University Historic District
  - Viewshed Conservation Plan
  - Zoning Overlays
- Planning Process
  - Hollins University Student and Faculty Survey synopses
  - Ongoing tasks
  - Future tasks
  - Steps for Plan adoption

Upon conclusion of the presentation, staff answered questions and received comments. Comments and questions received included primarily transportation and development questions as well as environmental concerns. See Document 10, Hollins Community Meeting 1 Comments and Questions, in Appendix B for further details regarding citizen questions and concerns.

3.2.1 July Community Meeting

The second Community Meeting was held on July 31st, 2008, at 7:00pm at the Ballatore Gallery in the Moody Student Center at Hollins University. A total of 515 notices were mailed to property owners within and adjacent to the Hollins Study Area as well as to attendees from the first community meetings. Approximately 21 people attended the meeting. Staff gave a presentation outlining the draft Hollins Area Plan with emphasis on the Community Survey results and four Future Land Use scenarios. A three-dimensional computer model of the Hollins Study Area was also shown. Questions and concerns raised at the conclusion of the meeting included several VDOT-related topics, implementation of the Hollins Area Plan, business attraction and taxes. See Document 11, Hollins Community Meeting 2 Comments and Questions, in Appendix B for additional details.

Graphic 3.17 Hollins Area Plan July Community Meeting Maps

3.3 Business Community

3.3.0 Williamson Road Area Business Association

On April 15th, 2008, staff presented an overview of the Hollins Area Plan to the members of the Williamson Road Area Business Association (WRABA) at their monthly meeting. Staff also invited WRABA members to the April 28th, 2008, Community Meeting, answered questions and received comments. WRABA members were mainly concerned with zoning and future land uses in the Hollins area and how the plan would affect existing businesses.

At the July 15th, 2008, WRABA meeting, staff also invited members to attend the July 31st, 2008, Community Meeting.

3.3.1 Local Realtors

Since the first meeting notice was mailed to property owners staff has received phone calls from realtors inquiring about the Hollins Area Plan and its potential effects on properties listed within the Study Area. Staff also met with two realtors in early May to discuss the Hollins Area Plan and the parcels they had listed for sale.

3.4 Hollins University

Hollins University is a major landowner in the area occupying 41 percent (298 acres) of the Hollins Study Area. Because of Hollins University's significant presence in the area, County staff has met several times with Hollins Administration staff beginning in February, 2008, to share information regarding and related to the Hollins Area Plan. The University has also hosted both of the community meetings.

3.5 Planning Commission

Since the inception of the Hollins Area Plan in February, 2008, staff regularly updated the Planning Commission as to the Plan's status. A special work session was also held on-site in Hollins in July.

3.5.0 Joint Roanoke City / Roanoke County Planning Commission Meeting

Because the Hollins Study Area is located a short distance from Roanoke City, staff conducted a joint Work Session with the Roanoke City and the Roanoke County Planning Commissions on April 15th, 2008, at the Roanoke County Administration Center. Roanoke County staff presented an overview of the Hollins Area Plan detailing the Study Area, the preliminary plan goals, community involvement strategies and possible recommendations and implementation strategies. A draft 3-D, computer-generated version of the Hollins Study Area was also presented.

3.5.1 Special Planning Commission Work Session

On the morning of July 2nd, 2008, staff led the Roanoke County Planning Commission on a walking and driving tour of the Hollins Study Area. The

Graphic 3.18 Planning Commission Special Work Session

purpose of the meeting was to orient the commissioners to the issues and opportunities present in the Hollins Study Area, such as a lack of sidewalk and parcels ripe for redevelopment. Staff showed the commissioners several sites of interest including Hollins University. On campus, staff asked the Commissioners to note common features that they liked for possible consideration as characteristics for inclusion in design guidelines for the Williamson Road corridor between Plantation Road and Botetourt County.

Chapter 4:

PLAN RECOMMENDATIONS

4.0 Plan Goals

The three main goals of the Hollins Area Plan are as follows:

1. Improve upon the established commercial, industrial, residential and institutional foundations while balancing industrial and commercial pressures with the needs of the community;
2. Enhance the visual appearance of Williamson and Plantation Roads; and
3. Anticipate growth pressures and create standards for quality development.

These goals can be achieved by implementing the following plan recommendations including changing the Future Land Use Map, creating new zoning overlays for a historic district and an entrance corridor, conserving viewsheds, modifying the Commercial Corridor Matching Grant Program along with updating the Williamson Road Hollins Village Design Guidelines, planning for gateway and streetscape improvements and supporting transportation improvements such as van service and bicycle lanes.

4.1 Future Land Use Changes

The future land use designations in the Hollins Study Area were last modified during the 1998 Comprehensive Plan rewrite. Several changes have occurred since this time including new commercial developments and demolition and redevelopment of several commercial structures. With an ideal location just off of Interstate 81 and aging structures, the Hollins area is again poised for substantial new development and redevelopment. The Future Land Use Map should be updated to account for new development already constructed as well as for anticipated proposed redevelopment of key parcels. The following Future Land Use Map scenarios propose such changes.

4.1.0 Current Future Land Use Map / Scenario 1

As the Future Land Use Map exists today, half of the Hollins Study Area is designated Neighborhood Conservation, almost one-third is labeled Principal Industrial, 16 percent is identified as Core and four percent is classified as Transition.

Table 4.01 Hollins Study Area Future Land Use Scenario 1

Future Land Use	Acreage	Percentage
Neighborhood Conservation	336.02	50%
Principal Industrial	194.30	29%
Core	110.02	16%
Transition	28.08	4%
Total	668.42	100%

The first Future Land Use Scenario does not propose any changes to the existing future land use designations. See Map 36, Hollins Area Plan Future Land Use Scenario 1 in Appendix A for more information.

4.1.1 Future Land Use Scenario 2

The second Future Land Use Scenario incorporates basic changes needed to update the future land use designations according to the established uses on the ground as well as the underlying zoning. See Map 37, Hollins Study Area Future Land Use Scenario 2 in Appendix A for more information.

The proposed future land use modifications include:

- Changing the main Hollins University parcel (zoned C-1 Office) and other small parcels near the Botetourt County line (zoned R-2 Medium Density Residential) owned by Hollins University from Neighborhood Conservation to University, a new proposed future land use designation:

  A future land use area that would guide a mix of educational, institutional, limited commercial, recreational, and open space uses related to a college or university campus. University areas are applied to lands owned by Hollins University and

integral/contiguous to the central campus. Other lands owned by the University may be included in other future land use designations that are more appropriate to their existing or future land uses. Proposed land uses adjacent or in close proximity to the University designated areas should be encouraged to compliment the Hollins University architectural and land design themes, and university activities.

See Document 12, University future Land Use Designation, Land Use Types and Land Use Determinants in Appendix B for more details regarding the proposed University Future Land Use Designation. The University Future Land Use designation, if adopted, could also lead to the creation of a new University zoning district that would be more appropriate for Hollins University than the existing C-1 Office zoning district.

- Converting the remaining Neighborhood Conservation along Williamson Road that is developed by the Hollins Apartments (zoned R-3 Medium Density Multi-Family Residential,) Community School (zoned C-1 Office,) commercially-leased structures owned by Hollins University, Enon Baptist Church and a residence (all zoned C-1 Office) to the more appropriate Transition designation
- Including the remainder of the Team Hollins property off of Williamson Road adjacent to Hollins University and the Huffman Farm that is zoned R-3 Medium Density Multi-Family Residential and C-2 General Commercial in the Core designation (from Principal Industrial)
- Converting the remainder of the HCMF property (zoned C-2 General Commercial and one parcel zoned I-1 Light Industrial) and other adjacent parcels (zoned R-3 Medium Density Multi-Family Residential) at the corner of Williamson and Plantation Roads from Principal Industrial to Core
- Updating one parcel on Deer Branch Road and half of a parcel on Williamson Road that are zoned C-2 General Commercial from Neighborhood Conservation to Core
- Changing a mobile home park between Williamson Road and Memory Lane that is zoned C-2 General Commercial from Neighborhood Conservation to Transition

The proposed future land use totals for Scenario 2 put the new University designation as the highest acreage count encompassing 41 percent of the Study Area. The Principal Industrial category is reduced by four percent to 25 percent of the Study Area, the Core use increases by five percent to 21 percent of the Study Area, the Transition designation rises by 3 percent to seven percent of the Study Area, and Neighborhood Conservation drops significantly due to the creation of the University designation by 44 percent to 6 percent of the Study Area.

Table 4.02 Hollins Study Area Future Land Use Scenario 2

Future Land Use	Acreage	Percentage
University (new designation)	276.13	41%
Principal Industrial	163.82	25%
Core	142.62	21%
Transition	48.69	7%
Neighborhood Conservation	37.16	6%
Total	668.42	100%

4.1.2 Future Land Use Scenario 3

The third Future Land Use Scenario incorporates the changes proposed in Scenario 2 with additional modifications. See Map 38, Hollins Area Plan Future Land Use Scenario 3 for more information.

The proposed Future Land Use changes for Scenario 3 include:

- Converting the Hollins University frontage along the north side of Williamson Road (zoned C-1 Office and R-2 Medium Density Residential) to Transition from University (Neighborhood Conservation and Transition in Scenario 1)
- Expanding the Core designation north along Plantation Road to encompass a residential neighborhood along Indian Road that is currently zoned R-1 Low Density Residential but is designated Principal Industrial, several undeveloped Principal Industrial ITT parcels (zoned I-1 Light Industrial) as well as the newly-rezoned Patel Comfort Suites property (from I-1 Light Industrial to C-2 General Commercial zoning) also categorized as Principal Industrial
- Changing the designation of a large portion of residential and agricultural land along the western Hollins University property line currently zoned R-1 Low Density Residential and I-1 Light Industrial from Principal Industrial to Transition

The modifications proposed for Scenario 3 slightly reduce the percentage of University-designated land by 2 percent to 39 percent of the Study Area, increase Core by two percent to the second-highest future land use in the Study Area with 23 percent, increase Transition by 13 percent to 20 percent of the Study Area, reduce Principal Industrial by 12 percent to 13 percent of the Study Area and the Neighborhood Conservation figures remain unchanged from Scenario 2 with 6 percent of the Study Area.

Table 4.03 Hollins Study Area Future Land Use Scenario 3

Future Land Use	Acreage	Percentage
University (new designation)	259.91	39%
Core	154.38	23%
Transition	132.56	20%
Principal Industrial	84.41	13%
Neighborhood Conservation	37.16	6%
Total	668.42	100%

4.1.3 Future Land Use Scenario 4

The final Future Land Use Scenario amends a few of the changes made in Scenario 3 to a more conservation-minded approach. See Map 39, Hollins Area Plan Future Land Use Scenario 4 in Appendix A for more information.

The proposed changes for Scenario 4 include:

- Changing the residential and agricultural land along the western Hollins University property line from Transition as shown in Scenario 3 (originally Principal Industrial) to Conservation (property currently zoned R-1 Low Density Residential and I-1 Light Industrial)
- Reverting the Friendship Lane parcels from Transition back to the original designation of Principal Industrial (currently zoned R-1 Low Density Residential and I-1 Light Industrial)
- Converting the Hollins University frontage on Williamson Road to the east of Campus Drive back to University shown in Scenario 2 (originally Neighborhood Conservation) but leaving the frontage to the west of Campus Drive as Transition as proposed in Scenario 3 (also originally Neighborhood Conservation.)

Table 4.04 Hollins Study Area Future Land Use Scenario 4

Future Land Use	Acreage	Percentage
University (new designation)	270.15	40%
Core	154.38	23%
Transition	54.67	8%
Principal Industrial	89.89	13%
Neighborhood Conservation	37.16	6%
Conservation	62.17	9%
Total	668.42	100%

4.1.4 Adopted Future Land Use Map

The Board of Supervisors approved the Hollins Area Plan and adopted it as part of the 2005 Comprehensive Plan on November 11, 2008. Future land use changes are an important component of the adopted Hollins Area Plan. See Map 40, Adopted

Hollins Area Plan Future Land Use Map in Appendix A to view the new future land use designations for the study area.

The adopted future land use modifications include several of the cleanup changes shown in Scenario 2 and additional changes proposed in Scenario 3. Specifically, the changes include:

- Changing the main Hollins University parcel (zoned C-1 Office) and other small parcels near the Botetourt County line (zoned R-2 Medium Density Residential) owned by Hollins University from Neighborhood Conservation to the new University designation
- Changing the designation of a large portion of residential and agricultural land along the western Hollins University property line currently zoned R-1 Low Density Residential and I-1 Light Industrial from Principal Industrial to Transition
- Expanding the Core designation north along Plantation Road to encompass a residential neighborhood along Indian Road that is currently zoned R-1 Low Density Residential but is designated Principal Industrial, several undeveloped Principal Industrial ITT parcels (zoned I-1 Light Industrial) as well as the newly-rezoned Patel Comfort Suites property (from I-1 Light Industrial to C-2 General Commercial zoning) also categorized as Principal Industrial
- Converting the remaining Neighborhood Conservation along Williamson Road that is developed by the Hollins Apartments (zoned R-3 Medium Density Multi-Family Residential), Community School (zoned C-1 Office), commercially-leased structures owned by Hollins University, Enon Baptist Church and a residence (all zoned C-1 Office) to the more appropriate Transition designation
- Including the remainder of the Team Hollins property off of Williamson Road adjacent to Hollins University and the Huffman Farm that is zoned R-3 Medium Density Multi-Family Residential and C-2 General Commercial in the Core designation (from Principal Industrial)
- Converting the remainder of the HCMF property (zoned C-2 General Commercial and one parcel zoned I-1 Light Industrial) and other adjacent parcels (zoned R-3 Medium Density Multi-Family Residential) at the corner of Williamson and Plantation Roads from Principal Industrial to Core
- Updating one parcel on Deer Branch Road and half of a parcel on Williamson Road that are zoned C-2 General Commercial from Neighborhood Conservation to Core
- Changing a mobile home park between Williamson Road and Memory Lane that is zoned C-2 General Commercial from Neighborhood Conservation to Transition

Table 4.05 Adopted Hollins Area Plan Future Land Use

Future Land Use	Acreage	Percentage
University (new designation)	274.13	41%
Core	154.38	23%
Transition	118.35	18%
Principal Industrial	84.41	12%
Neighborhood Conservation	37.16	6%
Total	668.42	100%

There are significant changes between the old and new (adopted) future land use designations. The residential Neighborhood Conservation designation acreage drops from 50 percent to 6 percent of the study area as Hollins University and several Neighborhood Conservation parcels along Williamson change designations. Accordingly, the new University designation for Hollins University properties covers the greatest percentage of the study area at 41 percent. The commercial Core classification increases from 16 to 23 percent of the study area and Transition also expands from 4 to 18 percent of the study area. Principal Industrial is cut by over half from 29 to 12 percent of the study area

as many of the parcels with this designation are changed to Core and Transition.

4.1.5 Future Land Use Designation Refinements

Roanoke County utilizes only 11 future land use designations to classify approximately 250 square miles. As a result, these designations are broad in scope. To distinguish the Hollins Study Area from other areas of Roanoke County it is important to further define the types of uses and appearances desired within the Hollins Study Area.

Neighborhood Conservation (Yellow)

The Neighborhood Conservation designation is intended for the following uses:

- Single-family residential uses, attached and detached;
- Neighborhood institutional centers such as parks, schools, religious assembly facilities, recreational and park facilities, community meeting areas and clubs; and
- Low-impact commercial services to serve the local neighborhood.

The areas proposed to remain Neighborhood Conservation in Scenarios Two through Four are currently developed by residential uses and should continue to be preserved. No modifications are proposed for Neighborhood Conservation in the Hollins Study Area.

Transition (Orange)

The Transition designation generally serves as a buffer between highway uses and lower-intensity development. Appropriate Transition uses include:

- Planned office parks and independent facilities in park-like surroundings with a high degree of architectural and environmental design;
- Small-scale planned and clustered retail uses;
- Garden apartments;
- Townhouses; and
- Public and private recreational facilities.

These uses are appropriate for the Hollins Study Area and no refinements are proposed.

Core (Red)

High-intensity urban development and larger-scale highway-oriented retail uses are encouraged in the Core designation:

- Planned shopping centers and clustered retail uses;
- Planned office and institutional developments; and
- Planned limited industrial uses in economic opportunity areas.

While the Core uses proposed are appropriate for development at interstate interchanges and along major roads, the character of the Hollins area and the historic architecture of Hollins University should be emphasized in any new development or redevelopment at this location. To avoid the Plantation Road interchange (Exit 146) looking like any other interchange across the country, "big box" retail stores and generic strip shopping centers should be avoided. Restaurants and other businesses serving travelers should be distinctive in appearance and representative of the Hollins area. All industrial uses should be redirected towards nearby lands designated as Principal Industrial.

Principal Industrial (Purple)

A variety of industrial types are encouraged in the Principal Industrial designation, such as:

- Manufacturing, storage, marketing and wholesaling of agricultural products;
- Small industries and custom manufacturing;
- Mining and extraction;
- Conventional freestanding industrial uses, warehouses, wholesalers and storage yards; and

- Planned industrial parks as employment centers that may include mixed land uses including supporting retail services.

Agricultural uses should continue to be permitted for the existing farms located within the Study Area; however, new agricultural uses should not be allowed. Mining and extraction uses are not appropriate for this area of Roanoke County and should be prohibited. Other low-intensity industrial uses should be permitted, provided structures along Plantation Road incorporate historic design cues from Hollins University into their sites. Storage yards should be permitted as long as they are not located directly on or can be easily viewed from Plantation Road.

4.2 Zoning Overlays

The two proposed zoning overlays in the Hollins area will encourage higher-quality development by customizing site standards for non-residential parcels located along Williamson, Plantation and Peters Creek Roads. The zoning overlays would be geared towards new construction, substantial additions and significant reconstruction. To adopt these zoning overlays, a separate action must be taken by the Board of Supervisors.

4.2.0 Hollins University Historic District

The Hollins College Quadrangle District is one of only seven Roanoke County listings on the National Register of Historic Places (NRHP) and it is also listed on the Virginia Department of Historic Resources (DHR) Virginia Landmarks Register (VLR.) The Quadrangle District is comprised of six historic structures dating from the mid-1800s to the early 1900s. DHR identified and surveyed 18 additional structures on the Hollins campus in 1991. These buildings should be nominated for inclusion on the NRHP and the VLR.

Only at the local level can regulations be crafted to protect such structures. Section 15.2-2306 of the Code of Virginia states:

> *Any locality may adopt an ordinance setting forth the historic landmarks within the locality as established by the Virginia Board of Historic Resources, and any other buildings or structures within the locality having an important historic, architectural, archaeological or cultural interest…amending the existing zoning ordinance and delineating one or more historic districts, adjacent to such landmarks, buildings and structures, or encompassing such areas, or encompassing parcels of land contiguous to arterial streets or highways…found by the governing body to be significant routes of tourist access to the locality or to designated historic landmarks, buildings, structures or districts therein…The governing body may provide for a review board to administer the ordinance…The ordinance may include a provision that no building or structure, including signs, shall be erected, reconstructed, altered or restored within any such district unless approved by the review board…as being architecturally compatible with the historic landmarks, buildings or structures therein.*

This legislation enables Roanoke County to adopt a new historic zoning district to encompass the identified historic structures and to create a review board for approval of certain changes within the historic district.

A Hollins University Historic District could include the main campus parcel and it could also extend along the frontage parcels of Williamson Road from Botetourt County to Plantation Road. With the assistance of an Architectural Review Board, not only the Hollins University campus but also the Williamson Road corridor would benefit from architectural review of new development. A proposed goal of the Board could be to take cues from existing historic development to be used in rehabilitating and redeveloping older structures as well as in designing new development to create a more cohesive community and a sense of place.

Williamson Road Hollins Village Design Guidelines

The architectural and site standards by which new development would be held could be an updated and improved version of the Williamson Road Hollins Village Design Guidelines. These Guidelines are currently used to determine the merit of Commercial Corridor Matching Grant applications located within the Williamson Road Hollins Village corridor (see Map 28, Williamson Road Hollins Village Corridor Boundary in Appendix A) and for land use applications (special use permits and rezonings) located within the same boundary that are heard by the Planning Commission and the Board of Supervisors.

4.2.1 Entrance Corridor Overlay District

The Hollins Entrance Corridor Overlay District (ECOD) would encourage higher-quality new development as well as appropriate renovations to existing commercial and industrial structures to enhance the character of the Plantation and Williamson Road corridors. The ECOD is proposed to include all frontage properties except parcels developed by single-family residential uses located within 400 feet of the edge of Right-of-Way along the following corridors:

- Plantation Road from Interstate 81 to Williamson Road;
- Williamson Road from Plantation Road to Peters Creek Road; and
- Peters Creek Road from Williamson Road to Deer Branch Road.

The ECOD could eliminate certain uses, such as a Rubble Landfill or a Private Aviation Facility that would be out-of-character with the existing community. Development standards for properties located within the ECOD could also be changed to require, for example, that parking lots be located to the side or rear of structures, that freestanding signs be monument-style, and that light pole heights have a maximum height.

4.3 Commercial Corridor Matching Grant Program

As it is currently structured, the Commercial Corridor Matching Grant Program is administered through the Roanoke County Economic Development Authority (EDA.) The program provides 50 percent matching funds with a $15,000 dollar matching cap through the EDA and an available $5,000 dollar increase ($20,000 dollar total) approved through the Board of Supervisors to property owners located in certain areas for building façade and site improvements. Businesses within the Williamson Road Hollins Village Corridor Boundary have participated sporadically in the last several years with an average of one application approved per year over the last three years.

To improve participation in the program and therefore the appearance of the area, the following program changes should be considered:

1. Expand the Boundary to include:
   - Gander Way
   - Friendship Lane to and including Garland Circle and Meyers Drive
   - Williamson Road to the Roanoke City line
2. Retain an architecture firm to respond to inquiries from business owners to design three options for the owner to choose from
3. Initiate an application fee that would help cover the architectural design fee
4. Provide templates for monument sign design and landscaping design
5. Create incentives through Economic Development for use of green building and Low Impact Design techniques
6. Determine tiered levels of funding or matching percentages dependent upon:
   - Type of project
     - Façade renovations would qualify for $50,000 dollars
     - Monument signs would qualify for $20,000 dollars

  - Landscaping would qualify for $15,000 dollars
- Percentage of compliance
  - 33 percent matching funds: Less than Zoning Ordinance compliance
  - 50 percent matching funds: Meeting Zoning Ordinance compliance
  - 66 percent matching funds: Achieving Design Guidelines compliance

The Hollins Area Plan Community Survey results showed that business owners would much prefer a 66 percent funding match over a 50 percent funding match. If the program were to be restructured in any of the ways proposed, it is likely that program participation would increase.

4.4 Viewshed Conservation

Tinker Mountain to the northeast of the Study Area has been identified multiple times as significant to the overall identity of the Study Area. Historically, its peak has played a significant role for Hollins University with their annual Tinker Day celebration, where classes are spontaneously canceled and all students, faculty and staff hike to the top of the mountain. Visible from all seven of the surveyed locations, currently the summit is the site of numerous communications towers and a significant cleft containing power transmission lines. For future preservation purposes, joint efforts with Botetourt County will be necessary as the peak is located within its jurisdiction.

Graphic 4.06 Tinker Mountain

The second most visible feature is Read Mountain to the southeast of the Study Area with its summit prominently visible from all locations except

Graphic 4.07 Read Mountain

East Campus Drive. Much of the summit is protected with a conservation easement and is under development as parkland to be operated by Roanoke County. As such, the integrity of this sensitive area is less vulnerable to development than other areas visible from the Study Area. Additional development towards its base is regulated by ordinance, with the upper areas being subject to steep slope ordinances.

To the north, Brushy Mountain is prominently viewed from all but two of the identified locations. Fortunately, the area in and around the summit is owned by Roanoke City as part of the Carvins Cove Natural Reserve and in April, 2008, a conservation easement was placed on 6,185 acres approaching the ridgeline. This easement prevents grading, blasting, mining and large-scale development from occurring in these areas. With the easement in place, the overall integrity of its appearance will remain for future generations.

Graphic 4.08 Brushy and Green Ridge Mountains

As the ridgelines traverse towards the southwest en route to Montgomery County, many of them are visible in some form from throughout the Study Area. Of the identified peaks, Fort Lewis Church Mountain is the most prominent landmark. Visible from all locations except the Interstate 81 interchange, the majority of its peak is part of the Havens Wildlife Management Area, owned by the Commonwealth of Virginia. With this designation its development is extremely limited which is appropriate as its rugged terrain is not conducive to any significant type of development.

Additional ridges such as Coyner Mountain to the east in Botetourt County are prominently viewed from throughout the Study Area. Again, these sensitive areas can only be protected through cooperative efforts with Botetourt County. To address these areas in addition to those present in Roanoke County, a collaborative and comprehensive plan for viewshed preservation needs to be developed for the entire Roanoke Valley to preserve these views for future generations.

4.5 Gateway and Streetscape Improvements

Gateway and streetscape improvements typically achieve the most positive visual impact and change in a community for the amount of funds spent. Several design aspects can be included and considered for streetscape plans, including:

- Sidewalks
- Crosswalks with Pedestrian Signals
- Improved Road and Pedestrian Lighting
- Underground Utilities
- Bicycle Lanes
- Street Trees
- Landscaped Medians
- Community Signs
- Light Post Banners
- Street Furniture (benches, trash receptacles, etc.)

4.5.0 Pedestrian Facilities and Amenities

Sidewalks

While sidewalks have been constructed along short portions of Williamson Road, sidewalks are needed along the entire length and on both sides of Williamson Road and Peters Creek Road within the Hollins Study Area. Sidewalks are also needed along the western side of Plantation Road. The most immediate need is for sidewalks along the Williamson Road and Peters Creek Road frontage between Hollins University (Campus Drive) and Deer Branch Road. Additionally, these sidewalks could be expanded to create a greater pedestrian network to connect with Walrond Park and the Hollins University segment of the Tinker Creek Greenway. Sidewalks ranked fifth in priority along Williamson and Peters Creek Roads and fourth along Plantation Road in the Hollins Area Plan Community Survey. Over 80 percent of Hollins students and faculty, staff and administration employees surveyed agreed that better sidewalks are needed along Williamson Road.

Graphic 4.09 Dirt Path along Williamson Road

Crosswalks with Pedestrian Signals

Due to the volume of pedestrians from Hollins Manor and Hollins University walking along Williamson Road, the intersection of Williamson and Plantation Roads has the greatest need for a signalized pedestrian crossing. The second priority for a signalized crossing is the intersection of Williamson and Peters Creek Roads. With large residential areas in the immediate vicinity and a significant population of college students, having these amenities are critical in the ability of the residents to have a viable, safe means of traversing the corridor on foot. The Hollins Community Survey results showed that crosswalks with pedestrian signals ranked sixth in priority for Williamson and Peters Creek Roads as well as for Plantation Road. Additionally, over 80 percent of Hollins students and over 90 percent of Hollins faculty, staff and administration employees surveyed responded that better crosswalks are needed along Williamson Road.

Pedestrian Lighting

Pedestrian lighting should be included alongside sidewalks for safety reasons. Nicely designed light poles can also be used to display banners and hang planter baskets. The Hollins University surveys indicated that over 80 percent of students and over 70 percent of faculty, staff and administration employees who walk along Williamson Road contend that better pedestrian lighting is needed.

Utilities

Utility poles are typically located within the right-of-way and can be positioned in direct conflict with proposed sidewalks and landscaping. In the Hollins Area Plan Community Survey, the top streetscaping priority for citizens was undergrounding utilities along Williamson and Peters Creek Roads. Similarly, undergrounding utilities was the second highest requested streetscape priority along Plantation Road.

Other Amenities

Other types of street furniture such as refuse bins, benches and bicycle racks should be considered as part of the streetscape project as well.

4.5.1 Landscaping

Street Trees

Street trees provide shade, relief from heat, environmental and aesthetic benefits. The streetscape plans should provide street trees either between the curb and sidewalk or behind the sidewalk. The Hollins Area Plan Community Survey ranked street trees as the first priority along Plantation Road and the third priority along Williamson and Peters Creek Roads.

Landscaped Medians and Community Signs

Landscaped medians also provide a significant aesthetic benefit for any corridor. The Community Survey ranked landscaped medians fourth and third in priority ranking for Williamson/Peters Creek Roads and Plantation Road. Community identification signs are also important features at locations marking community entrances. These can be placed in landscaped medians. Community signs ranked second for Williamson and Peters Creek Roads and fifth for Plantation Road in the Community Survey.

4.5.2 Road Cross-Sections

As a part of the conceptual streetscape plans, road cross-sections will be designed to show typical road sections for certain locations with the Hollins Study Area.

4.6 Hollins University Segment of the Tinker Creek Greenway

4.6.0 Greenway Construction

The Hollins University portion of the Tinker Creek Greenway is shown in the 2007 Greenways Plan Update. While a rough alignment of the greenway has been identified between Williamson Road and Carvins Cove Reservoir, more definite

potential route options are currently being marked in the field for consideration by Hollins University.

This segment of the Tinker Creek Greenway will start at the walkway under Williamson Road and will continue along the west side of Carvins Creek on Hollins University property until crossing the creek just south of Keystone Lane. The greenway will continue northward along the eastern side of Carvins Creek turning eastward at Interstate 81 and crossing underneath the interstate utilizing an existing tunnel. The alignment will continue along property Hollins University owns on the northern side of Interstate 81 and will cross onto their Botetourt County property. The only other property owner located between the Hollins property and the Roanoke City-owned Carvins Cove Reservoir is the Tanger family. The

Graphic 4.10 Carvins Cove Reservoir (viewed from the southwest)

Tangers have agreed to allow the greenway to cross their property.

The next steps in completing the greenway are:

- Determining and surveying the final alignment;
- Recording access easements for greenway use granted to Roanoke County; and
- Constructing the greenway to include a 50- to 70-foot-wide bridge and two culvert crossings.

4.6.1 Shared Greenway Parking Lot

Hollins University owns a commercial parcel at 7770 Williamson Road that currently houses Hollywood's Restaurant. This parcel is located near the proposed greenway route. The University is interested in expanding the available parking for the restaurant and has agreed to partner with Roanoke County to construct a shared parking lot for use of both Hollywood's Restaurant and greenway patrons. The parking lot is planned to be environmentally friendly.

Graphic 4.11 Hollywood's Restaurant

4.7 Transportation Improvements

4.7.0 Bicycle Lanes

The *Bikeway Plan for the Roanoke Valley Area Metropolitan Planning Organization* identifies "Priority List Corridors" and "Vision List Corridors" for bike lane additions. These lanes should be incorporated into any streetscape modification plans taking place in the Hollins Study Area.

4.7.1 Transit Extension

In light of commercial growth along the Plantation Road corridor including Gander Mountain, Camping World and Tractor Supply in addition to existing employment and institutional destinations including Wachovia, ITT, Double Envelope and

Hollins University, the provision of van service to the Hollins area may be viable for workers and students. The Job Access and Reverse Commute program is still considered to be the best option among available programs. 14 to 20 passenger vans could be utilized to shuttle patrons to and from work and school locations with run hours determined by shift changes. Federal dollars account for half of such a program's funding and local or private funding would provide the other 50 percent for the operation under Job Access and Reverse Commute.

With regards to the non-driving aging population, CORTRAN is the recommended public transportation option for this area.

4.7.2 Future Traffic Projections

The Virginia Department of Transportation (VDOT) has projected traffic counts for major roads within the County until the year 2040. While the estimates for Route 11 do not change, every other segment of Plantation Road, Peters Creek Road and Interstate 81 increase. This potential increase in traffic could benefit local businesses by increasing their visibility but could also be a detriment if congested areas are created that motorists avoid. The most notable increases are along Interstate 81 from Interstate 581 to Plantation Road with an increase over 25 years of 45,208 trips (52 percent) and between Plantation Road and the Botetourt County line with an increase of 31,584 trips (47 percent.)

4.8 Funding Sources

There are several means by which to raise funds for the improvements proposed in this Plan.

4.8.0 Economic Development

Staff has worked with the Department of Economic Development throughout the course of the Hollins Area Plan as the recommendations involved could have significant impacts from both a planning and an economic development standpoint. Among the funding ideas proposed are:

- Utilizing Public Private Partnership (PPP) funds
- Using untapped funds from the Commercial Corridor Matching Grant account
- Soliciting corporate sponsorships from large commercial and industrial business owners in the Study Area
- Creating a special tax district for commercial and industrial properties to generate funding for improvements to be made within the Study Area that would ultimately benefit those business owners

4.8.1 Virginia Department of Transportation

The Virginia Department of Transportation administers the Federal SAFETEA-LU program

Table 4.12 VDOT Projected Future Daily Traffic Estimates by Route Section

Route Section	Future Daily Traffic Estimates				
	2015	2025	2030	2035	2040
Route 11 (Lee Highway)					
Roanoke City Line to Botetourt County Line	13,550	13,550	13,550	13,550	13,550
Route 115 (Plantation Road)					
Crestland Drive to Route 11	*	*	*	*	*
Route 11 to Indian Road	17,549	19,824	20,962	22,100	23,238
Indian Road to Interstate 81	16,330	18,206	19,144	20,082	21,020
Route 117 (Peters Creek Road)					
Roanoke City Line to Route 11	19,680	20,198	20,456	20,715	20,974
Interstate 81					
Interstate 581 to Route 115 (Combined Traffic Estimated for 2 Parallel Roads)	86,766	104,849	113,891	122,932	131,974
Route 115 to Botetourt County Line	66,913	79,546	85,863	92,180	98,497

* Estimates for Route 115 from Crestland Drive to Route 11 are extremely high and were therefore not included.
Estimates are linear projections based on traffic history per Statewide Planning System.

(Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy for Users) for the Commonwealth of Virginia. The SAFETEA-LU program runs through 2009 and is a Transportation Enhancement program intended to improve non-motorized transportation, enhance the public's traveling experience, revitalize communities and improve the quality of life. The reimbursement program applies to the following facilities and activities:

1. Pedestrian and bicycle facilities
2. Bicycle and pedestrian safety and educational activities
3. Acquisition of scenic easements and scenic or historic sites
4. Scenic or historic highway programs including welcome centers
5. Landscaping and scenic beautification
6. Historic Preservation
7. Rehabilitation of historic transportation buildings, structures or facilities
8. Preservation of abandoned railway corridors and conversion to trails
9. Inventory, control and removal of outdoor advertising
10. Archaeological planning and research
11. Environmental mitigation to address water pollution and wildlife protection
12. Establishment of transportation museums

A 20 percent local funding match is required for this program and the deadline for applications is December 1st, 2009.

4.8.2 Other Funding

Funds may also be available through County revenues and Hollins University contributions.

4.9 Schedule of Implementation Strategies

Document 13, Schedule of Implementation Strategies, in Appendix B contains implementation strategies for this Plan. The strategies are grouped by topic – commercial matching grant program, entrance corridor, greenways, historic resources, maintenance programs, pedestrian amenities, streetscape improvements, transportation improvements and viewshed conservation – and by timeframes. The timeframes are Tier 1 (0-5 years), Tier 2 (6-10 years) and Tier 3 (10+ years). Some strategies are planned to be completed within one tier, others cross timeframes (this is due to some strategies starting later within a given timeframe or a strategy that may have multiple phases), and a few are included in all three tiers (typically ongoing strategies). The schedule also lists those responsible parties that would be involved for each strategy. These may change over time by adding or deleting responsible parties. Being listed as a responsible party does not commit that party to any funding obligations.