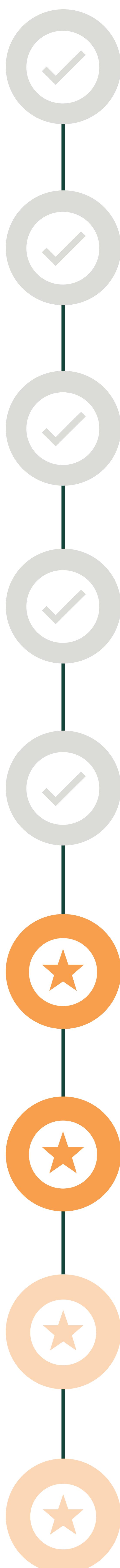




PLANNING PROCESS



Existing Conditions

January 2025 – June 2025

Analysis of the existing conditions of study area characteristics and demographics.

Stakeholder Interviews

March 2025 – August 2025

Perform interviews and group discussions to gather input from stakeholders about the needs and issues of the study area.

1st Round of Community Meetings

April 2025 – May 2025

Present information on the existing conditions of the study area to the public to gather input about the needs and issues of the study area.

1st Community Survey

April 2025 – June 2025

Public survey open to review the existing conditions of the study area and gather input on needs and issues.

Develop Draft Goals, Objectives, & Recommendations

June 2025 – October 2025

Plan goals, objectives, and recommendations drafted in response to input received from the community and stakeholders.

2nd Community Meeting

October 2025

Provide the public an opportunity to review the drafted goals, objectives, and recommendations and provide feedback.

2nd Community Survey

October 2025 – November 2025

Public survey open to review the drafted goals, objectives, and recommendations and provide feedback.

Finalize Glenvar Center Plan

December 2025 – January 2025

Incorporate the feedback from the 2nd round of community meetings and finalize the goals, objectives, and recommendations.

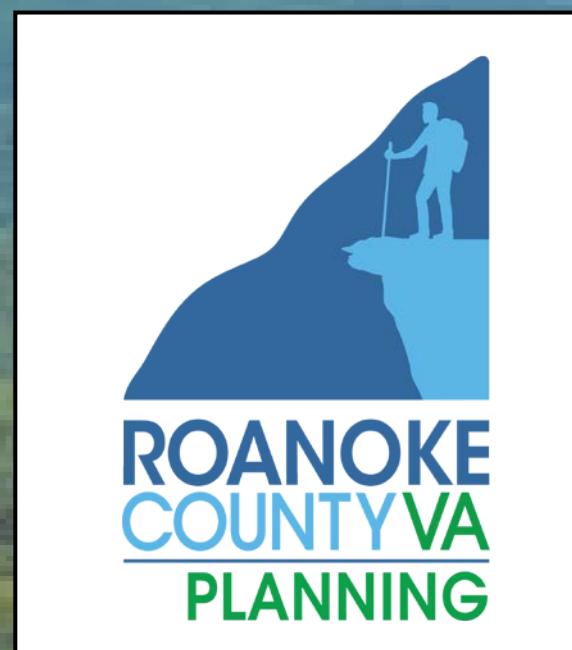
Glenvar Center Plan Adoption

February 2026 – March 2026

Present the Glenvar Center Plan to the Planning Commission and Board of Supervisors for adoption.



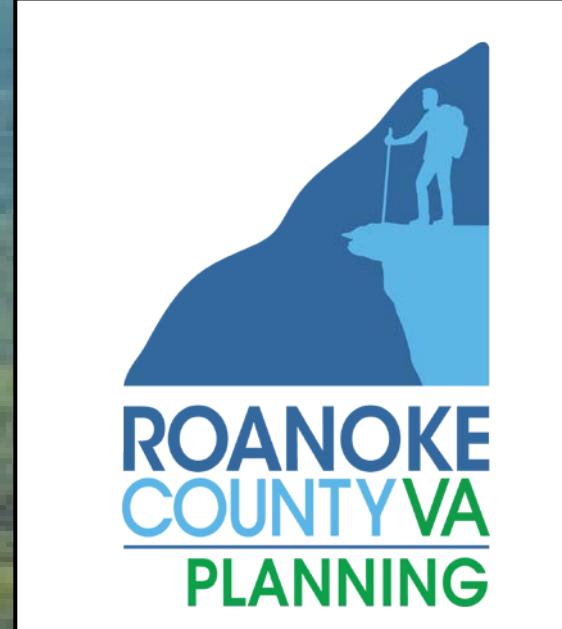
WHY YOU ARE HERE



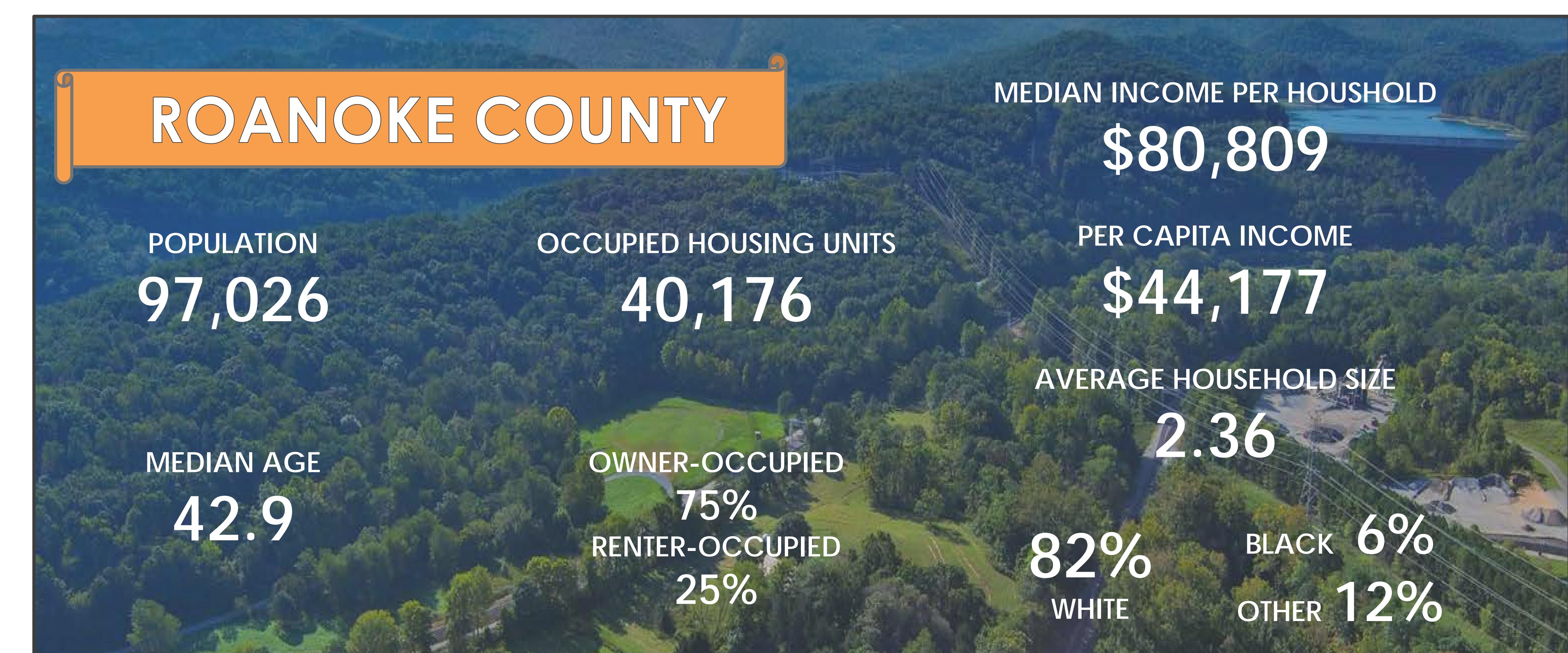
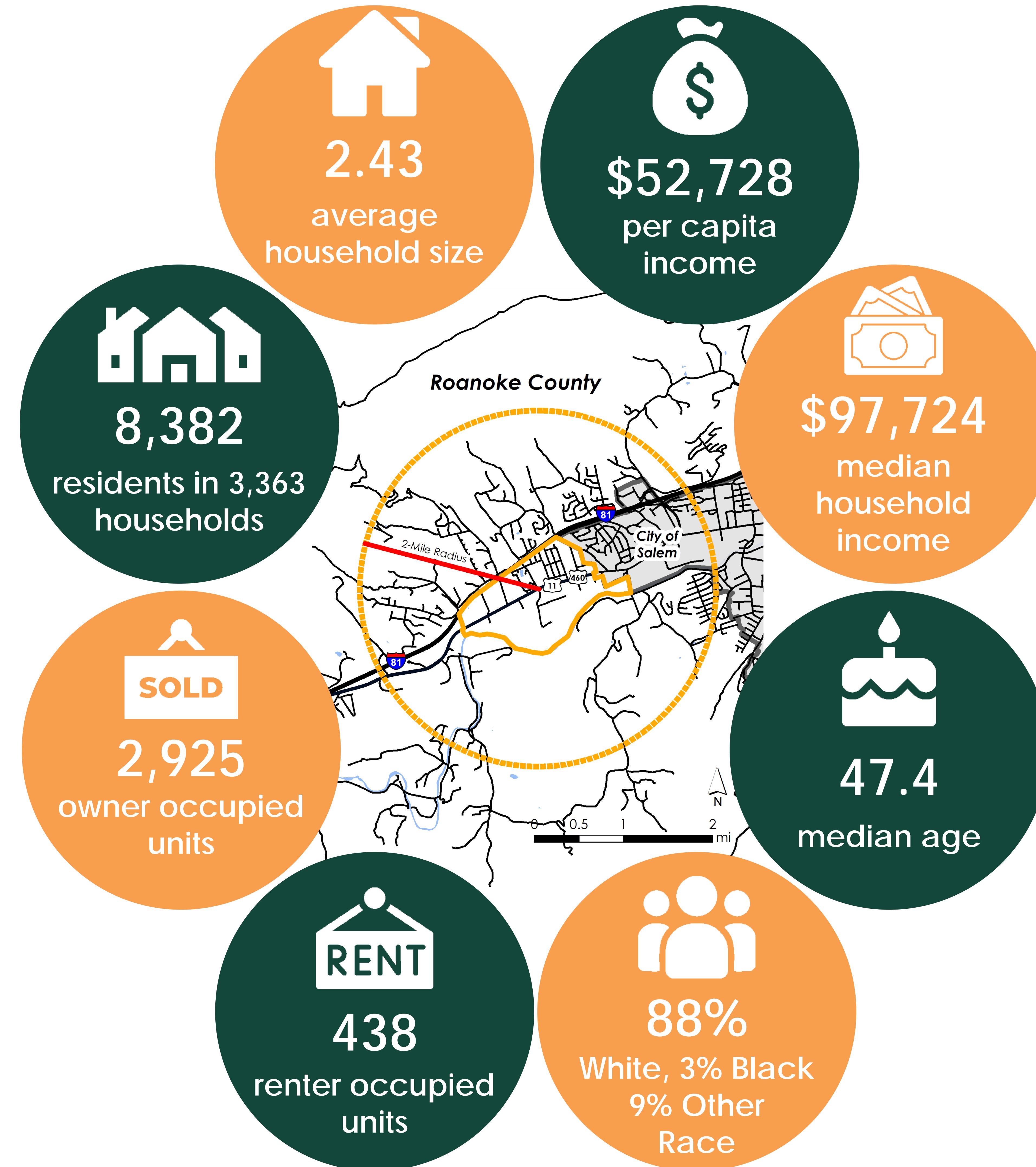
Roanoke County is hosting a community meeting to gather feedback on draft recommendations that have been developed for the Glenvar Center Plan study area based on input received from stakeholders and community members during the April and May 2025 community meetings.

At this meeting, please help us gather feedback by:

- Reviewing existing conditions of the study area
- Reviewing the results of the community survey
- Reviewing drafted recommendations
- Provide feedback on:
 - Potential transportation projects
 - Streetscape Improvements
 - Outdoor Spaces
 - Commercial Development



DEMOGRAPHICS



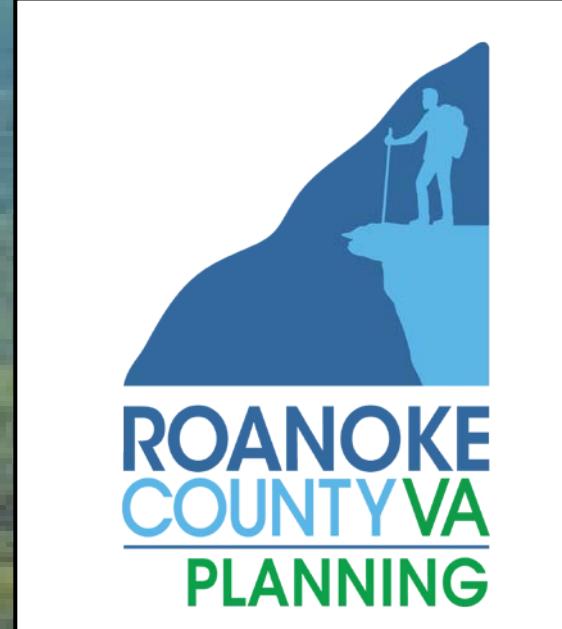
Glenvar Center Demographics within a 2-mile radius of the Intersection of West Main Street and Garman Road, ESRI 2024 Forecasts

Source: U.S. Census Bureau 2020 Decennial Census

Source: 2023 American Community Survey 1-Year Estimates



STAKEHOLDER FEEDBACK



Stakeholder Meetings were held between March and August 2025 with Public and Private Entities that included:

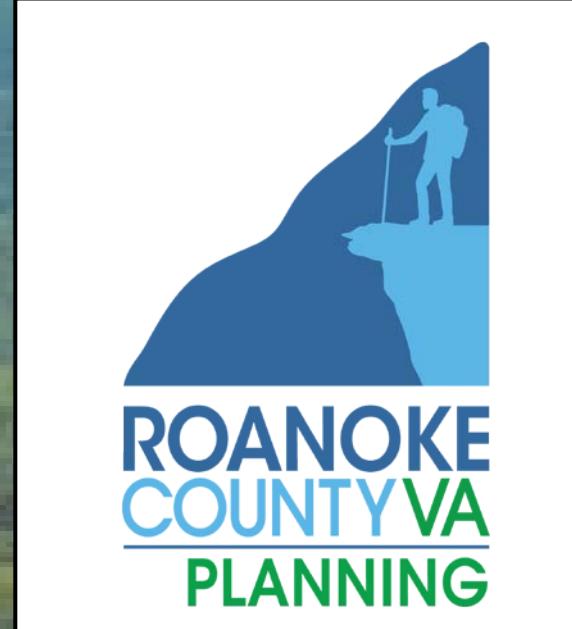
- **Public Entities:** City of Salem; Salem-Roanoke Chamber of Commerce; Virginia Department of Transportation; Western Virginia Water Authority; and the following Roanoke County Departments: Libraries; Parks, Recreation, & Tourism; Police; and Fire & Rescue.
- **Private Entities:** Blue Ridge Beverage; Koppers; Medeco; New Millenium; Richfield-Friendship Living; and Salem Animal Hospital.

Overall, the recurring themes from all meetings emphasized the importance of **improving traffic congestion and safety** and the **need for daily services, restaurants, and alternative transportation options** for residents and employees. Smaller-scale growth is supported but there is a need for **incentivizing appropriate infill, redevelopment, and housing options** and **investing in utility infrastructure**. Participants highlighted the need for **balancing growth with preservation of Glenvar's rural appeal and community facilities**, along with the need for **corridor beautification**. Existing partnerships between public and private entities were highlighted, emphasizing the importance of strengthening **collaboration between governing bodies and partners** in other sectors and across jurisdictions.

Transportation	Infrastructure & Utilities	Land Use & Zoning	Economic Development	Housing Development	Community Facilities	Natural Resources
Feedback: <ul style="list-style-type: none">• Interstate 81 detours cause disruptive traffic congestion• Safety issues exist along West Main Street/Route 11/460• Multimodal transportation options needed to improve connectivity• Transit expansion high priority for commuters• Need for tractor trailer parking regionally	Feedback: <ul style="list-style-type: none">• Need for utility expansion in and around the study area, including water, sewer, broadband internet, and gas• Adequate water and sewer capacity to accommodate future growth• Water and sewer extension challenges exist related to topography and funding	Feedback: <ul style="list-style-type: none">• Study area has redevelopment potential, including mixed uses• Regulatory tools should incentivize redevelopment of industrial parcels• Desire for improved gateway beautification and corridor appearance• Need for restaurants and services for employees• Desire for hotel to accommodate visitors	Feedback: <ul style="list-style-type: none">• Technology is shifting workforce skillset needs• Pre-graduation technical training benefits local industries• Corridor beautification will help attract businesses• Glenvar area well-positioned for smaller businesses• Opportunities for industrial expansion in western Roanoke County	Feedback: <ul style="list-style-type: none">• Need for more affordable housing• Limited housing diversity, including patio homes and multi-family• Demand for senior and workforce housing• Support for mixed-use, walkable development projects along West Main Street/Route 11/460 at a scale appropriate for the Glenvar area.	Feedback: <ul style="list-style-type: none">• Glenvar schools seen as a vital community asset• Relationships exist between schools and local industries• Pedestrian safety and traffic improvements are needed near schools• Green Hill Park is a community destination, but traffic flow issues persist during high-traffic events	Feedback: <ul style="list-style-type: none">• Strong community value placed on natural scenery and access to open space.• Issues with flooding in some areas during storm events
Key Themes: <ul style="list-style-type: none">• Identify areas to study further for transportation safety and congestion improvements• Expand connectivity and multimodal options• Continue regional collaboration on transportation options and improvements	Key Themes: <ul style="list-style-type: none">• Partner with utility providers to support extension of utility networks	Key Themes: <ul style="list-style-type: none">• Advance regulatory tools to encourage infill and redevelopment• Support reinvestment and adaptive reuse of existing land uses• Identify improvements for gateway and corridor appearance	Key Themes: <ul style="list-style-type: none">• Support workforce development and training• Invest in cleanup of properties and right-of-way enhancements along corridor	Key Themes: <ul style="list-style-type: none">• Expand housing options for various income levels• Balance housing development with commercial services	Key Themes: <ul style="list-style-type: none">• Identify areas to study further for pedestrian safety and traffic improvements• Support partnerships between schools and businesses	Key Themes: <ul style="list-style-type: none">• Balance development with environmental protection.• Improve stormwater management and flood mitigation



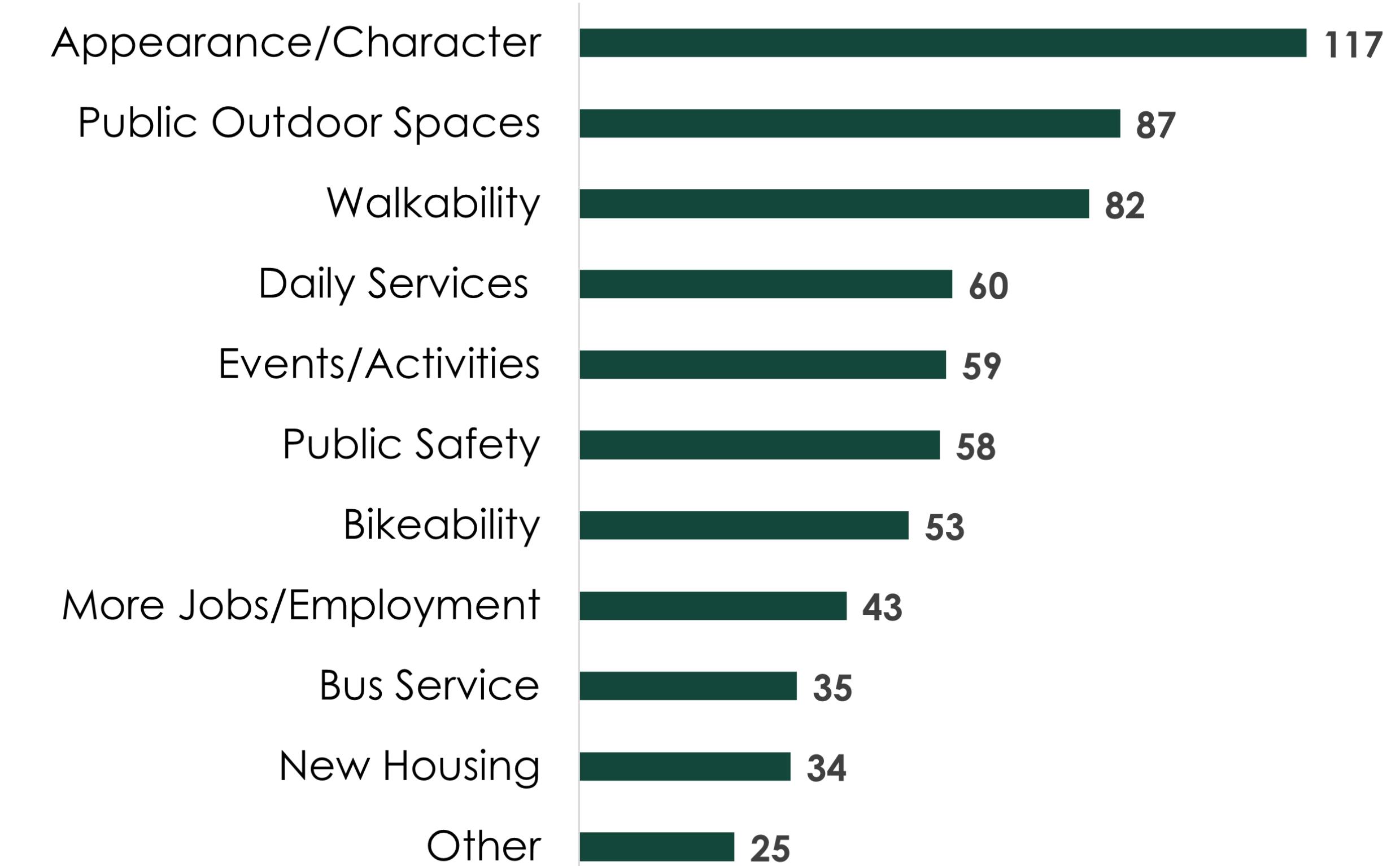
SURVEY RESULTS: RELATIONSHIP TO STUDY AREA & GENERAL FEEDBACK



What is your relationship to the study area?

Answer Choices	Response
I live in the study area	64
I own property in the study area	38
I work in the study area	32
I own a business in the study area	7
I shop in the study area	76
I eat at restaurants in the study area	62
I have appointments in the study area	43
I drive through the study area	126
I have no relationship to the study area	4
Other	31

What features do you think are important to the future success of the study area?



Do you have any concerns about the study area?

Top categories of concerns:

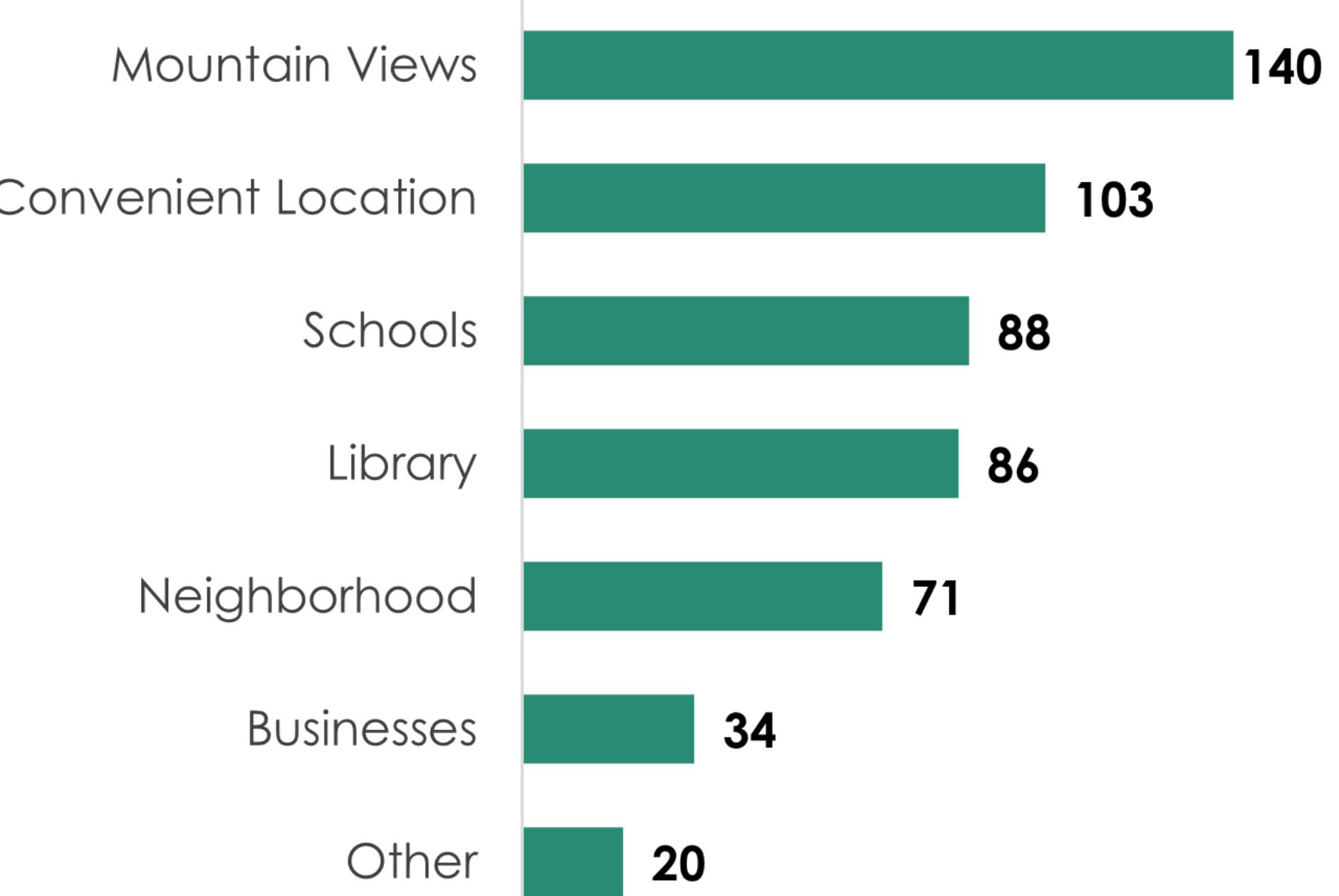
1. Traffic Congestion and Transportation Infrastructure
2. Desire to Preserve the Rural Character and Scenic Beauty
3. School Capacity and Safety
4. Interest in Thoughtful, Balanced Development
5. Natural Environment and Aesthetics

Please identify up to three (3) important issues facing the study in the next 15-20 years.

Top categories of issues noted:

1. Traffic (76)
2. Lack of Restaurants & Retail (34)
3. Vehicular Transportation (31)
4. Housing (29)
5. Growth & Development (26)
6. Lack of Multimodal Transportation (25)

What do you like best about the study area?



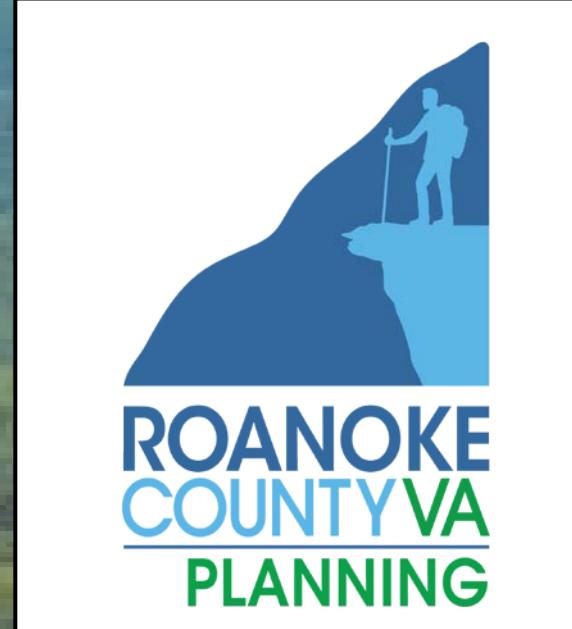
What else would you like to tell us about the study area?

Top categories of responses:

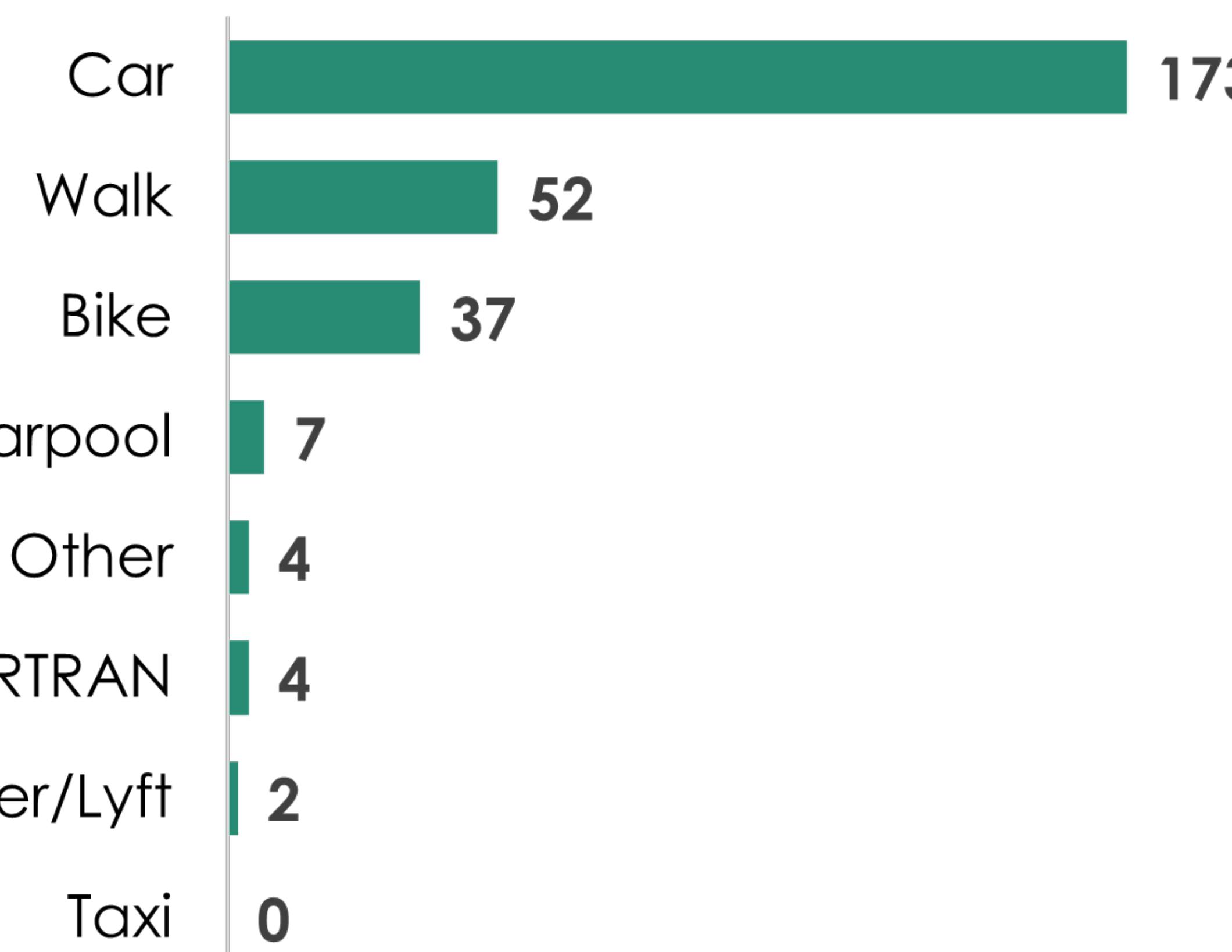
1. Preserving the area's rural character and community identity
2. Traffic, infrastructure, and roads
3. Beautification and aesthetics
4. Community amenities and public services
5. Design of housing and development



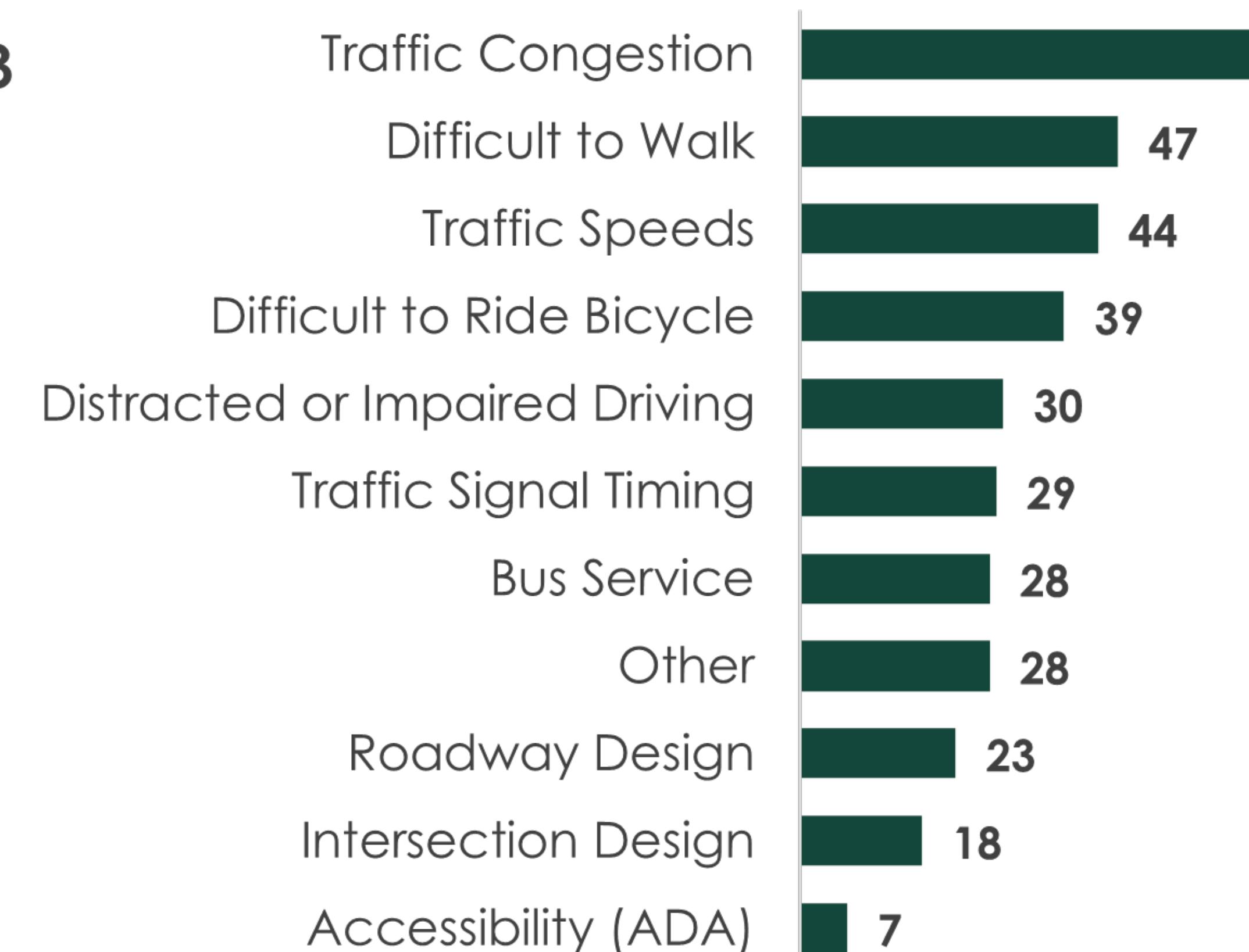
SURVEY RESULTS: TRANSPORTATION & DEVELOPMENT - CHALLENGES/OPPORTUNITIES



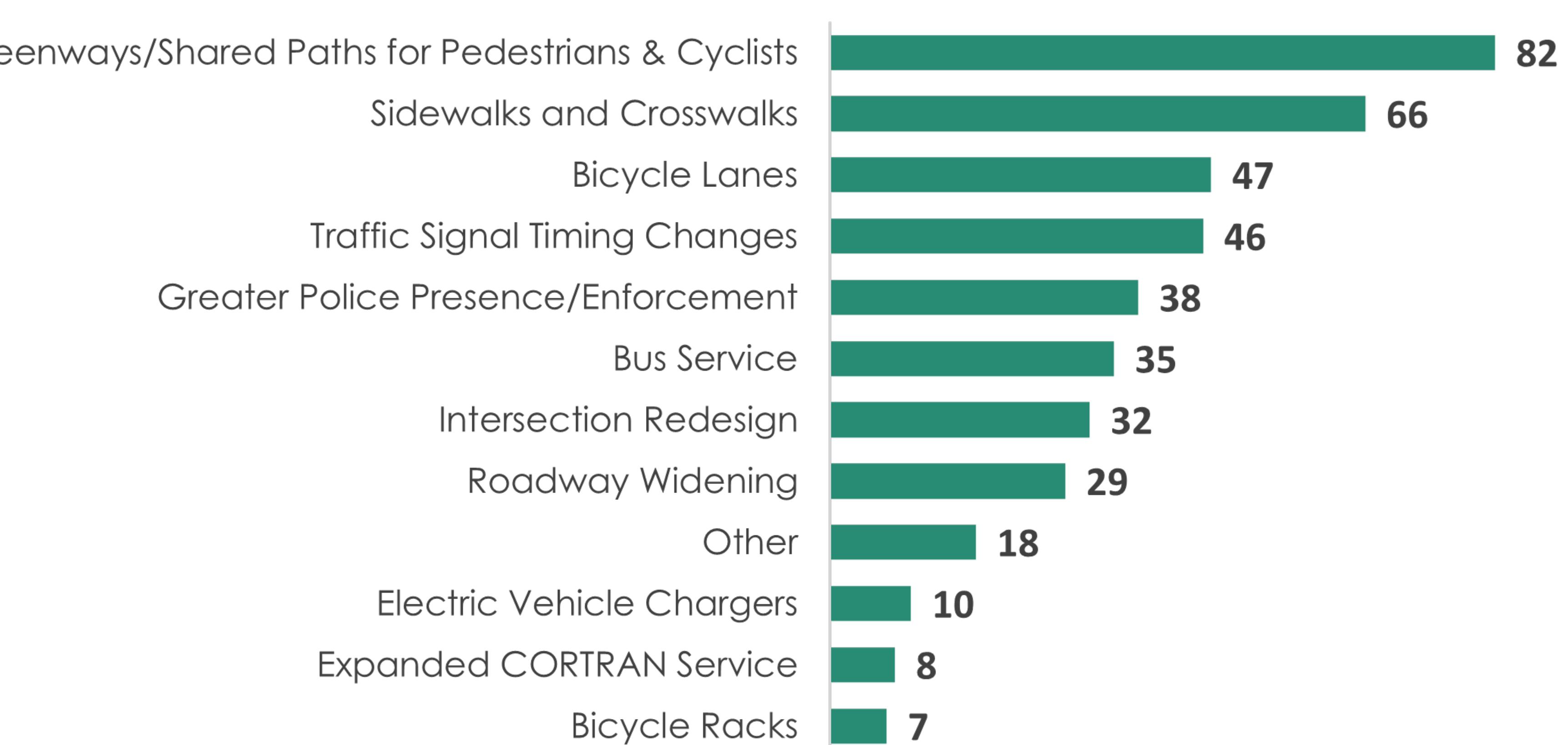
What form(s) of transportation do you use in the study area?



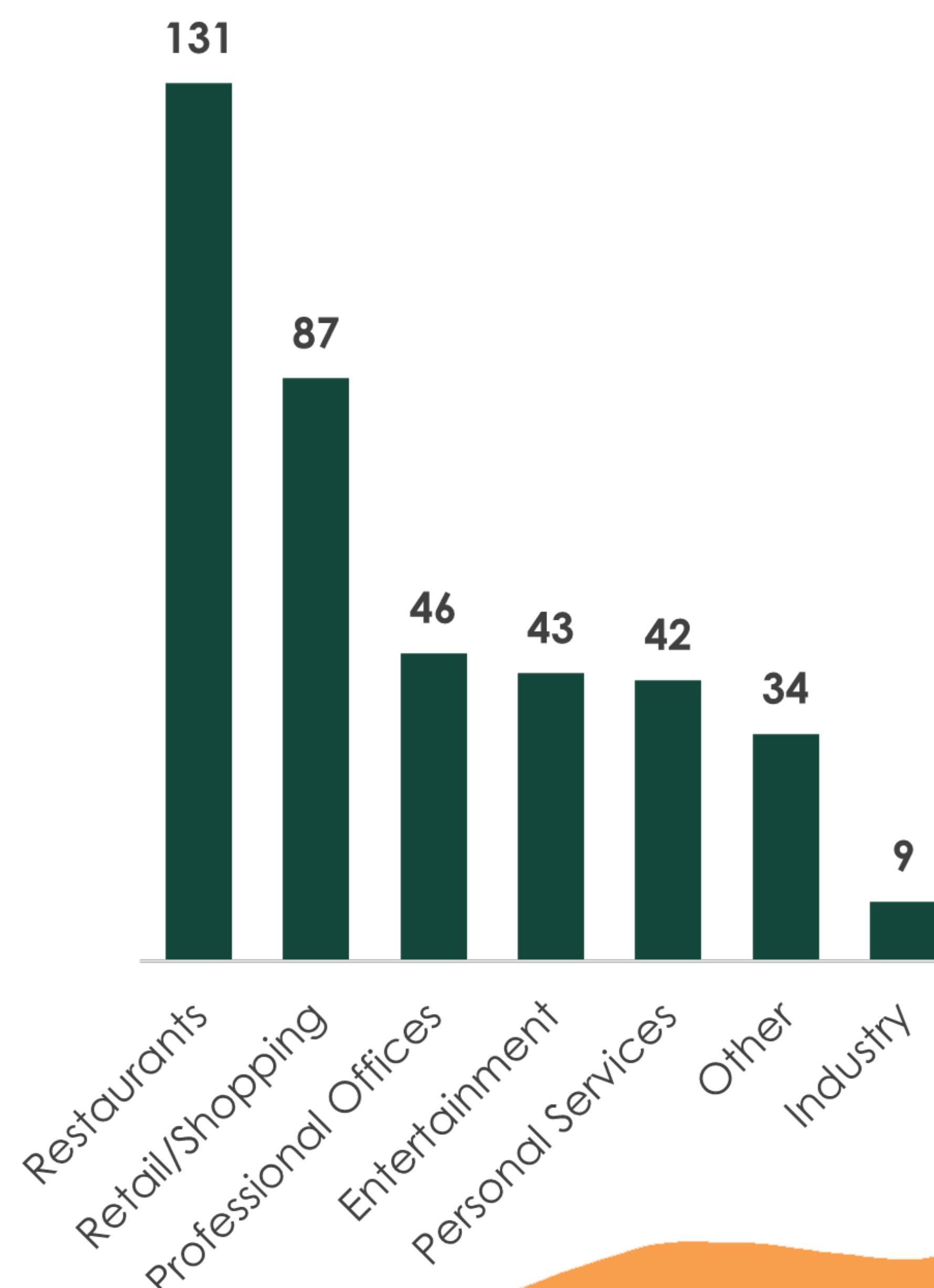
What are the most important transportation issues in the study area?



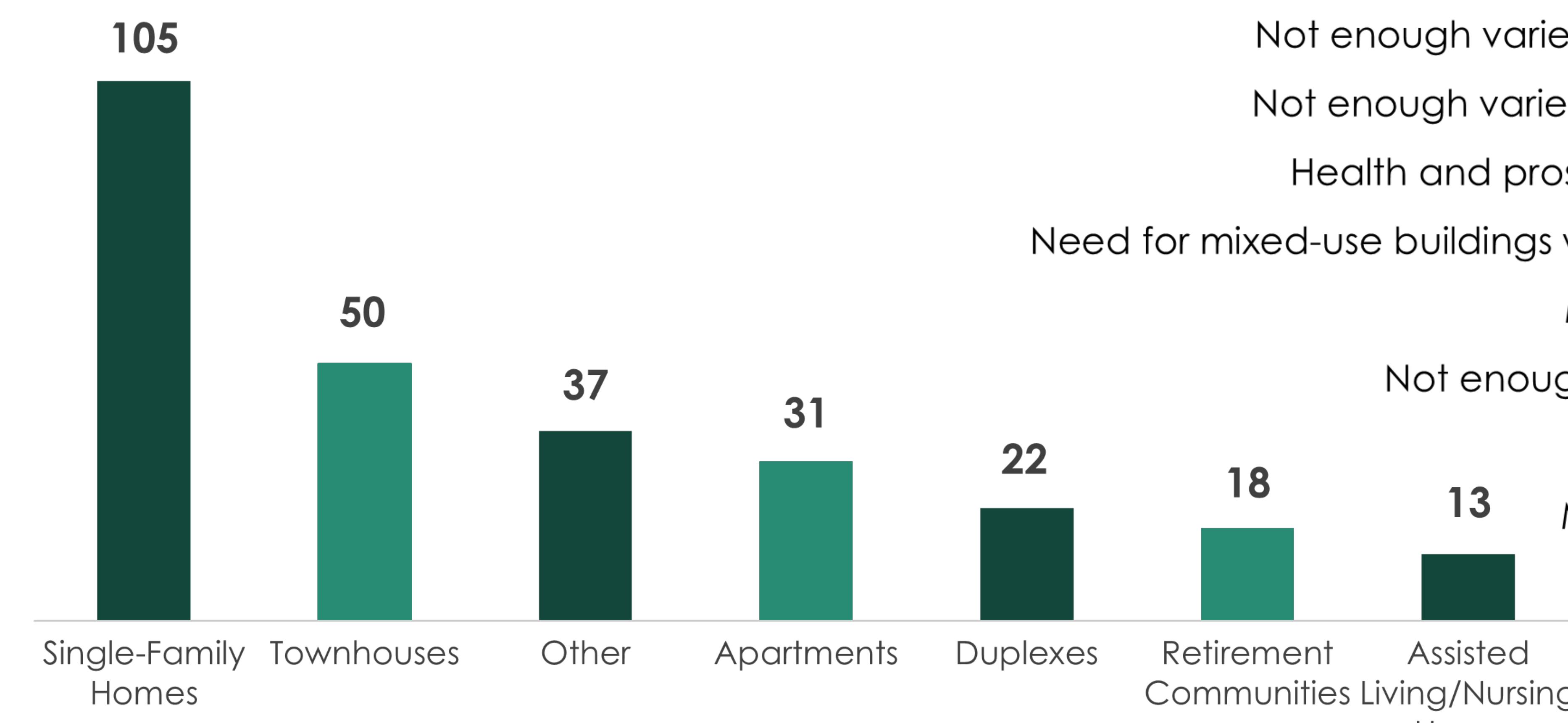
What type of transportation improvements would you like to see and/or use in the study area?



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



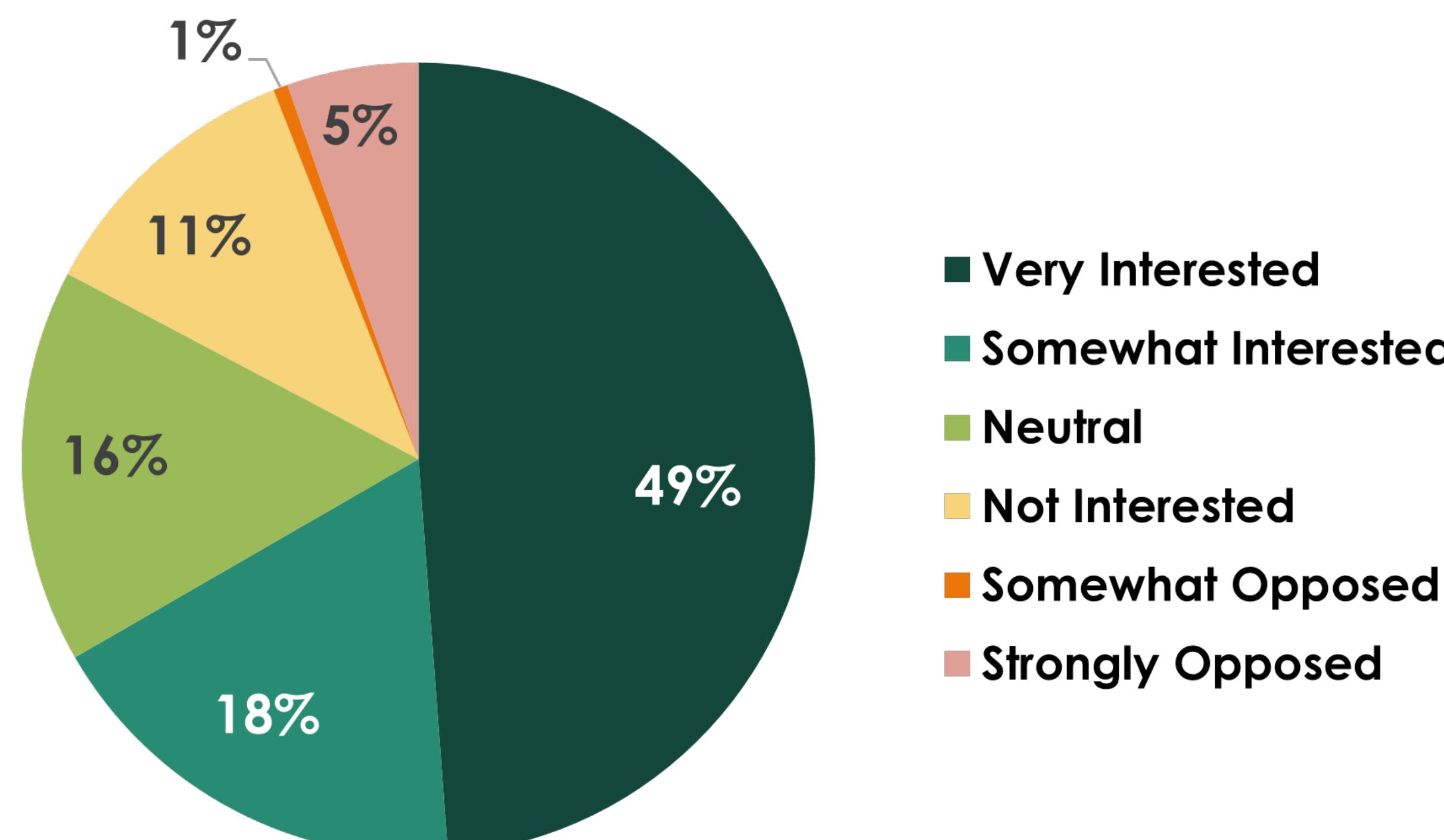
What types of housing are most needed in the study area?



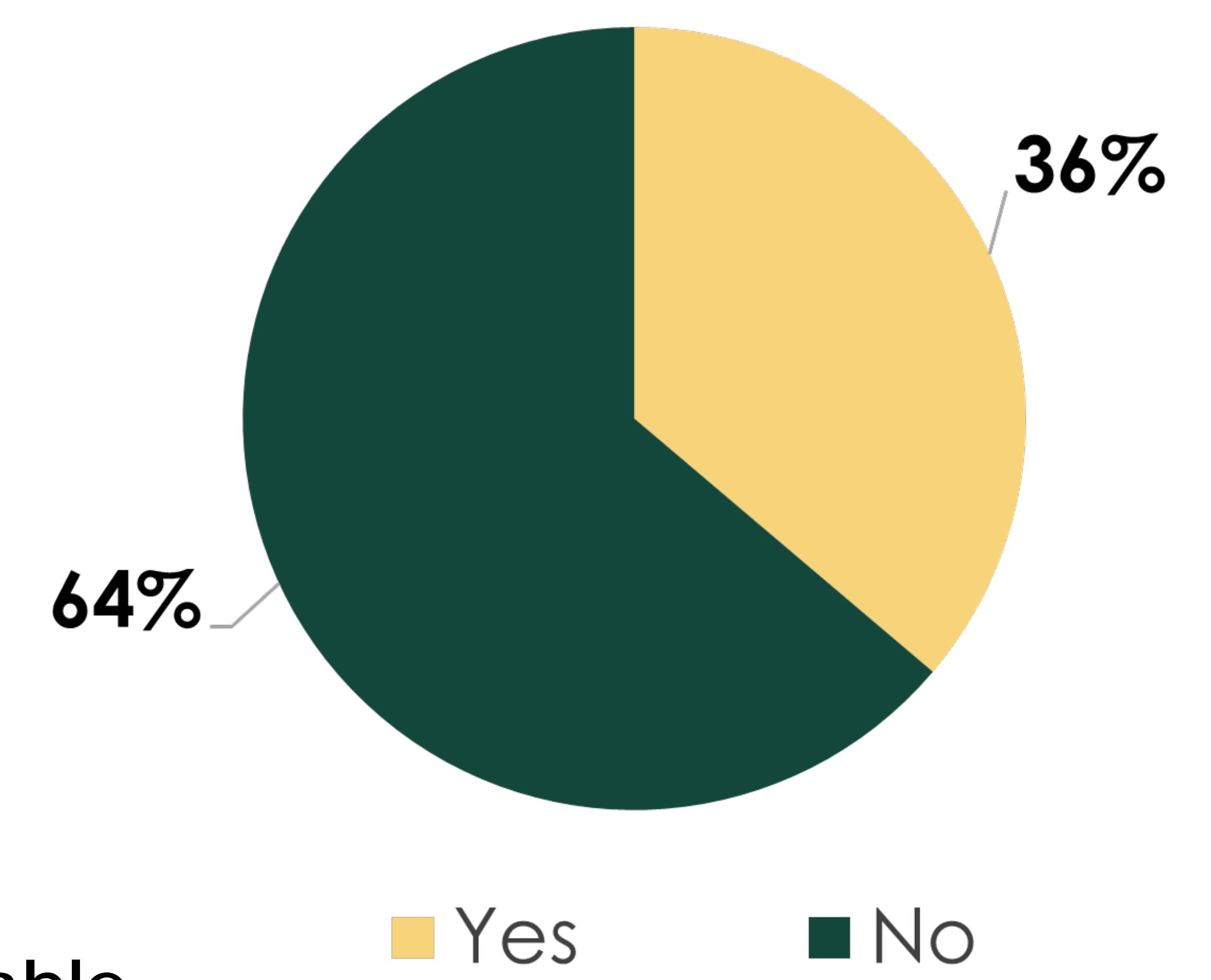
What issues related to economic development could be improved?



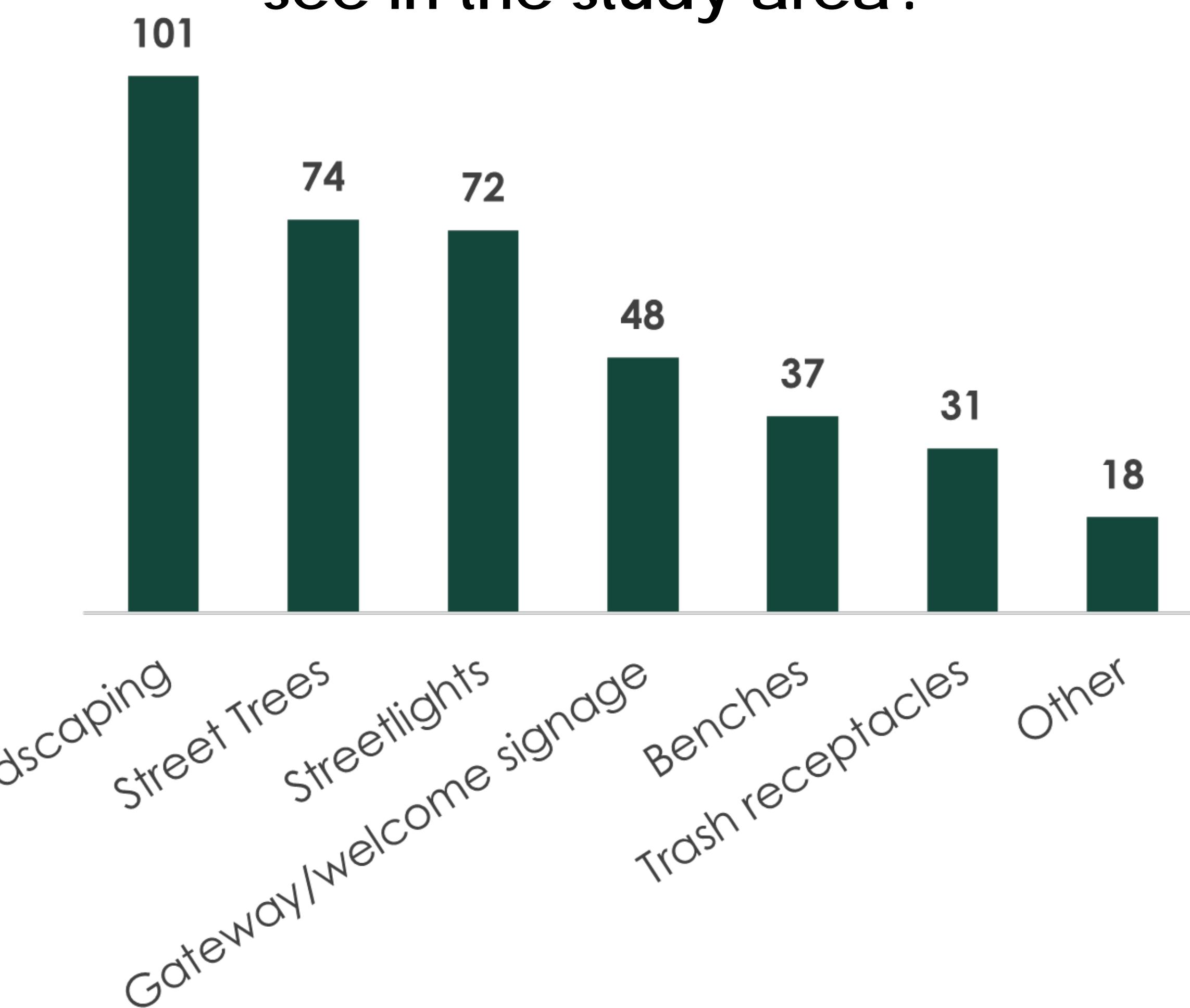
Are you interested in adding public green spaces such as parks or community spaces to the study area?



Do you think Roanoke County facilities in or near the study area need to be improved?



What type of streetscape improvements would you like to see in the study area?



What Roanoke County services not currently available in the study area would you like to see in the future?

Top 5 categories of responses were:



What environmental issues are there in the study area?

