



# Route 419: Placemaking and the Art of Leveraging

**Virginia Municipal League Annual Conference**  
**October 4, 2021**



# Roanoke County

- Population
  - County: 97,000 (includes Town of Vinton)
  - Roanoke Metro Area: 325,000
- Size: 250 square miles
- Shape: Donut that surrounds the City of Roanoke and City of Salem
- Character:
  - Suburban in the Roanoke River valley
  - Rural/agricultural beyond the mountain ridges
- Transportation:
  - Interstate 81/U.S. 11/U.S. 220/U.S. 460
  - Blue Ridge Parkway
  - Amtrak



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# Placemaking Step 1:

*Select the Place*

# Roanoke County Zoning

**78.35%**

Agricultural

**17.13%**

Residential

**1.85%**

Commercial

**2.17%**

Industrial

# County's Goals

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





# Identified Economic Development Areas

## Tanglewood Study Area

Located on a <b>Major Transportation Corridor</b> with an existing or proposed transit line	<ul style="list-style-type: none"><li>• Intersection of U.S. Route 220 and Route 419 (third highest traffic volume in the Roanoke Valley)</li><li>• Valley Metro bus service to Tanglewood Mall</li></ul>
Contains both <b>employment</b> and <b>housing</b> opportunities as well as <b>public</b> and <b>institutional</b> uses	<ul style="list-style-type: none"><li>• Several office buildings and retail uses including Tanglewood Mall</li><li>• Three apartment complexes</li><li>• Roanoke County Administration Center</li></ul>
<b>High population density</b> relative to neighboring areas	<ul style="list-style-type: none"><li>• Highest population density in the County and adjacent to single-family detached neighborhoods</li></ul>
<b>Offers potential for mixed-use, walkable development</b>	<ul style="list-style-type: none"><li>• Yes, with a sidewalk and bicycle lane project funded along Route 419 in front of Tanglewood Mall</li></ul>



# Placemaking Step 2:

*Study the Area and Include  
Significant Community  
Engagement*



# 419 Town Center Plan Process

County hired Stantec for the Plan, which included:

- Stakeholder Interviews
- Retail Market Analysis
- Residential Market Analysis
- Community Survey – 350+ responses
- Extensive public engagement
  - Kick-off Visioning Event – 150+ attended
  - Barrel Chest Open House – 60+ attended
  - Roanoke County Employee Event – 90+ attended
  - Three-Day Design Workshop – 150+ attended
  - Transportation Scenarios – 60 attended
  - Draft Plan Reveal – 200+ attended
- Route 220/Route 419 Interchange Analysis

Generated developer interest and excitement in the corridor



#### Upcoming Events

- Draft Plan Presentation on March 23
- Public Comment Period March 23 - April 21
- Planning Commission Public Hearing May 2

#### Previous Events

## Reimagine 419

Spring 2017 Update More information at [www.roanokecountyva.gov/419](http://www.roanokecountyva.gov/419)

#### Attend the Draft Plan Reveal Community Meeting!

Thursday, March 23 | 6:30 - 8:00 p.m. | South County Library  
6303 Merriman Rd, Roanoke, VA 24018

CORTRAN and STAR service will be extended until 9 p.m. for this meeting.

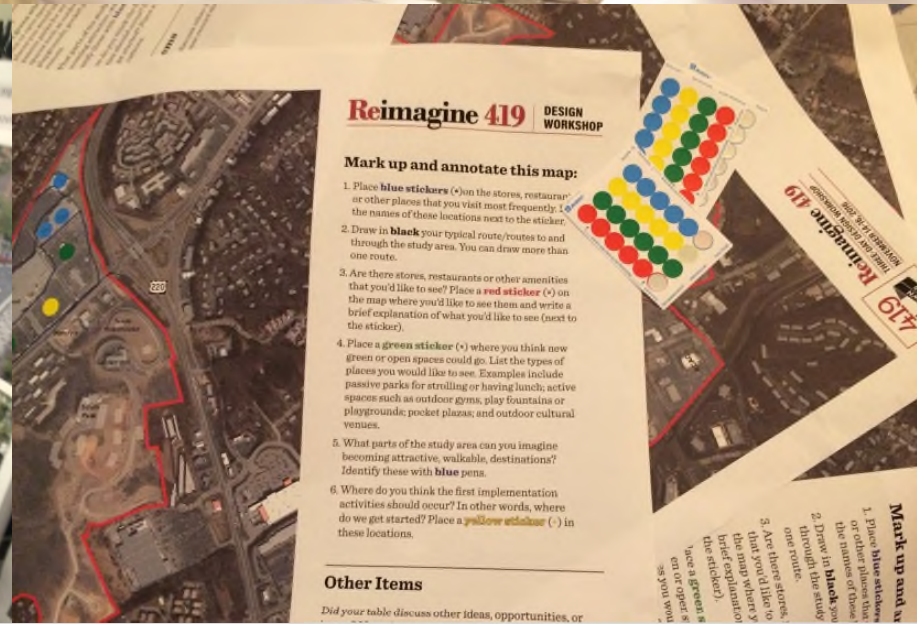


Get a detailed overview of the elements of the Draft 419 Town Center Plan:

- Redevelopment scenarios
- Transportation improvements to make the entire area more walkable, bikeable, accessible and connected









# 419 Town Center Plan Principles

1. Harness the power of our location and market strengths to enhance the Town Center's livability
2. Create an authentic place
3. Improve connectivity
4. Celebrate the Town Center's nature and the corridor's natural setting
5. Promote a sense of community and inclusion





# 419 Town Center Plan Vision

- A. Interchange Improvements
- B. Tanglewood Mall Redevelopment
- C. Old Country Plaza Redevelopment
- D. Madison Square Redevelopment
- E. Electric Road Improvements
- F. Walkable and Accessible Intersections
- G. New Traffic Signal – Fallowater Lane Ext.
- H. Signature Office Development Sites
- I. Multifamily Development
- J. Network of Trails
- K. Main Street Retail
- L. Community Green Space





# Placemaking Step 3:

*Adopt the Plan and  
Begin Implementing*

# Implementation Activities: Transportation

## Route 419 Streetscape Improvements (Ogden Rd. to Route 220)

- Project includes:
  - Third lane to Route 220 southbound ramp
  - Sidewalks
  - Bicycle lanes
  - Pedestrian signals/crosswalks
  - Bus shelter
- Funding Sources:
  - Highway Safety Improvement Program
  - SMART SCALE





# Implementation Activities: Transportation

Route 419 Streetscape Improvements completion anticipated in December 2021





# Implementation Activities: Transportation

## Fallowwater Lane Extension

- Project includes:
  - Upgrading the existing private road to public road standards
  - Connecting to Chevy Road
  - Constructing sidewalk on the south side of the roadway
- Funding sources:
  - Secondary Six-Year Plan
  - Revenue Sharing Program





# Implementation Activities: Transportation

Fallowwater Lane Extension completion anticipated Spring 2022





# Implementation Activities: Transportation

## Route 419/Route 220 Diverging Diamond Interchange

- Project includes:
  - Constructing a diverging diamond interchange under the existing bridges which will eliminate a northbound Route 220 ramp
  - Reducing traffic signal phases at three Route 419 intersections
  - Bicycle lanes
  - Sidewalk connections
- Funding sources:
  - Surface Transportation Block Grant
  - SMART SCALE
- Construction anticipated in 2024





# Implementation Activities: Transportation

## Route 419/Route 220 Diverging Diamond Interchange





# Implementation Activities: Transportation

## Route 220 Signalization Improvements

- Project includes:
  - Modifying four City/County signalized intersections with Through-Cut configurations to eliminate crossing Route 220 to allow more green time for all movements
  - Pedestrian crosswalks and signals
- Funding source:
  - VDOT Six Year Improvement Program
- Construction anticipated 2024



# Implementation Activities: Transportation

## Route 419 Streetscape Improvements, Phase 2 (Ogden Rd. to Starkey Rd.)

- Project includes:
  - Road widening
  - Bicycle lanes
  - Sidewalks
  - Starkey Road Through-Cut with pedestrian signals and crosswalks
  - Fallowater Lane Ext. Restricted Crossing U-Turn
- Funding sources:
  - Surface Transportation Block Grant
  - SMART SCALE
- Construction anticipated 2029





# Implementation Activities: Transportation

Tanglewood-Area Funded Transportation Projects	Construction Start	Funding	
		Federal/State	County
Route 419 Widening, Safety and Multimodal Improvements (Ogden Rd. to Route 220)	Under Construction	\$6,500,000	\$0
Fallowater Lane Extension	Under Construction	\$2,900,000	\$1,400,000
Route 419/220 Diverging Diamond Interchange	2024	\$17,500,000	\$0
Route 220 Signal Improvements	2024	\$10,200,000	\$0
Route 419 Streetscape Improvements, Phase 2 (Ogden Rd. to Starkey Rd.)	2029	\$18,500,000	\$0
<b>Total Funding</b>		<b>\$55,600,000</b>	<b>\$1,400,000</b>
<b>County Match is 2.5% of the Total Project Funding</b>			

# 419 Town Center Vision



## **A. Interchange Improvements**

B. Tanglewood Mall Redevelopment

C. Old Country Plaza Redevelopment

D. Madison Square Redevelopment

## **E. Electric Road Improvements**

## **F. Walkable and Accessible Intersections**

G. New Traffic Signal – Fallowater Lane Ext.

H. Signature Office Development Sites

I. Multifamily Development

J. Network of Trails

K. Main Street Retail

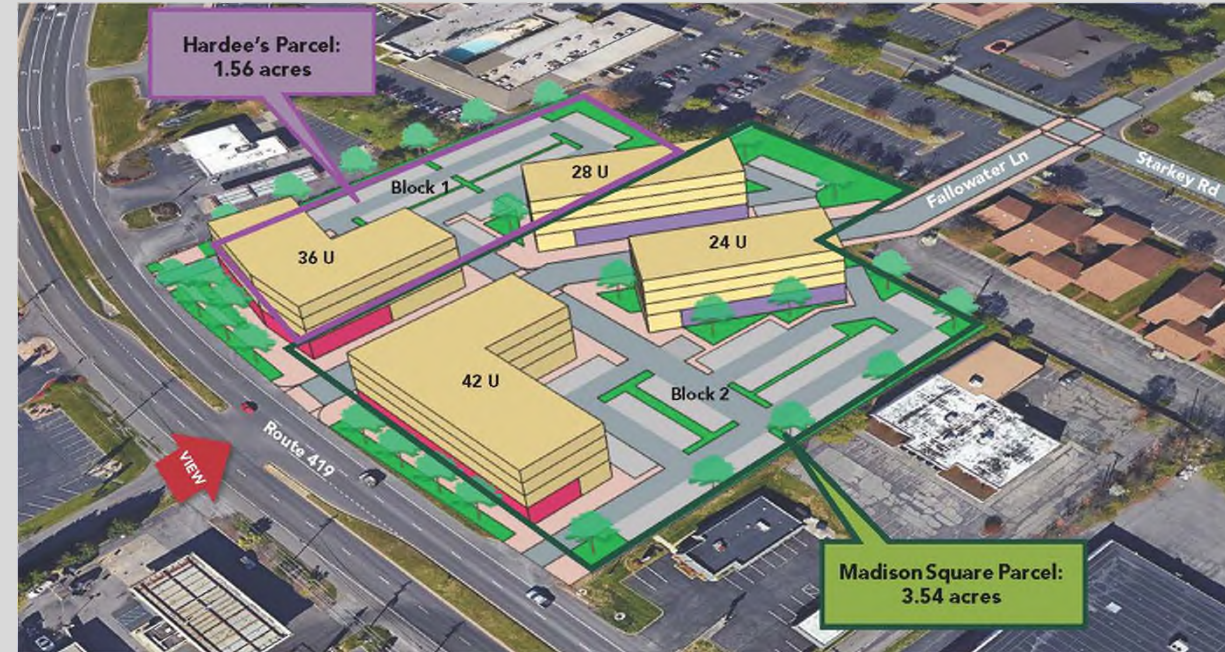
L. Community Green Space



# Implementation Activities: Planning

## 419 Town Center Design Guidelines

County received an Office of Intermodal Planning and Investment (OIPI) technical assistance grant to translate the vision and Plan into design guidelines that will shape development and inform updates to development codes





# Implementation Activities: Economic Development

## Fallowwater Square Redevelopment

- 2-story, 16,000 sq. ft. office building
- Long & Foster will occupy 8,355 sq. ft.
- Boone Homes will occupy 2,000 sq. ft.





# Implementation Activities: Economic Development

## The Ridges

- Land zoned for R-3 for multifamily development
- Ongoing conversations about development on a challenging site with rock and steep slopes





Michael's  
Now Open



Aspen  
Dental



BLAZE PIZZA

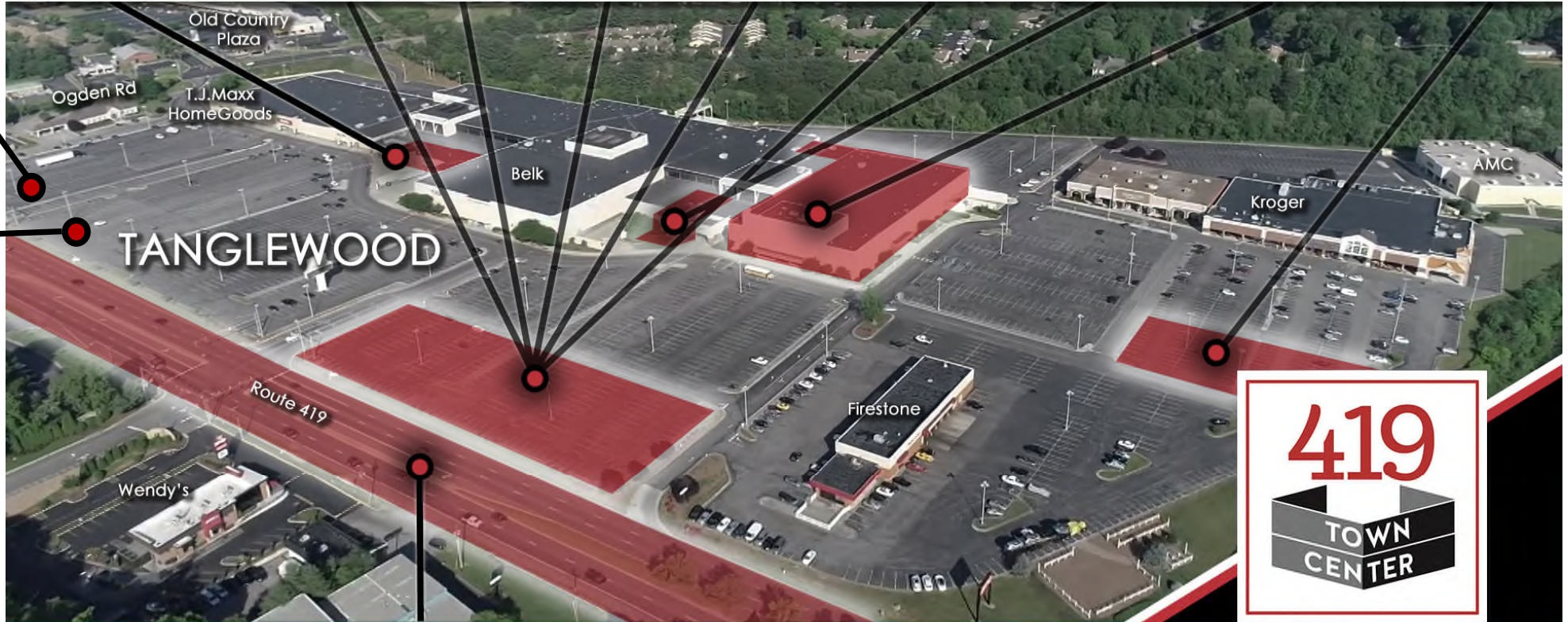


CARILION  
Children's

Kroger  
Now Open

chili's  
GRILL & BAR

POPEYES



### Route 419 Widening, Safety, and Multimodal Improvements: Under Construction

The congested area of Route 419, Electric Rd, near Tanglewood Mall will be improved with an additional southbound travel lane, plus bicycle and pedestrian accommodations. Improvements will extend from the County line at Route 220 to Ogden Rd. Estimated cost: \$6.5 million

**Improvements Include:** 1.) Adding one southbound, outside lane from Ogden Rd to Route 220, Franklin Rd. 2.) Adding pedestrian crosswalks and signals at Ogden Rd, Elm View Rd and South Peak Blvd. 3.) Adding sidewalks on the opposite side of the street from Ogden Rd to South Peak Blvd. 4.) Adding sidewalks on the Tanglewood Mall side from Ogden Rd through the Route 220 underpass. 5.) Consolidating three bus stops into one bus shelter. 6.) Reducing pavement widths and add bicycle lanes to the outside of the travel lanes.



# Implementation Activities: Economic Development

## Carilion Children's Tanglewood Center to open in October

- 150,000 square feet total leased by Carilion Clinic
- Estimate 1,500 vehicle trips per day



# Implementation Summary: Planning and Economic Development

Tanglewood-Area Investment	Amount	
	Private	County
Stantec Route 419 Town Center Study (including Interchange Analysis)	\$0	\$325,000
Route 419 Surveying between Starkey Road and Ogden Road	\$0	\$47,000
OIPI Technical Assistance for Design Guidelines	\$100,000 (State)	\$0
Fallowater Square Investment	\$5,000,000	\$0
Tanglewood Mall Investment (by end of 2022)	\$40,000,000	\$0
<b>Total Funding</b>	<b>\$45,100,000</b>	<b>\$372,000</b>
<b><i>County Leverage is less than 1% of the Total Investment</i></b>		
<b><i>172 new employees anticipated at Tanglewood Mall</i></b> <b><i>\$600,000 per year in expected new tax revenues (sales, food and beverage and business license fees)</i></b>		



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# And Finally, Kudos to the County!



## Your Best Idea for the Valley's Future

- Platinum: Renovate 419 Tanglewood area
- Gold: More mountain bike trails
- Silver: Growth in transportation such as walking and biking





# Questions

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419 Town Center Plan and Implementation  
[www.roanokecountyva.gov/419](http://www.roanokecountyva.gov/419)

Roanoke County Transportation Story Map  
[www.roanokecountyva.gov/TSM](http://www.roanokecountyva.gov/TSM)