Figure 5.3: Generalized land use and Functionally Classified Road Network along the North Carolina to West Virginia Corridor – U.S. 220

Figure 6.1: Strategy matrix for the North Carolina to West Virginia Corridor – U.S. 220

Figure 7.1: Suggested goals to enhance the North Carolina to West Virginia Corridor – U.S. 220

List of Tables

Table 2.1: Annual Average Daily Traffic in Henry County

Table 2.2: Annual Average Daily Traffic in the City of Martinsville

Table 2.3: Annual Average Daily Traffic in Franklin County

Table 2.4: Annual Average Daily Traffic in the Town of Rocky Mount

Table 2.5: Annual Average Daily Traffic in the Town of Boones Mill
Corridors of Statewide Significance (CoSS), originally introduced as Multimodal Investment Networks (MINS) in VTrans2025, were conceptualized as corridors in which high-priority multimodal projects would be implemented - as opposed to a single-mode response to mobility issues - and where statewide investment was to be focused. MINS, and presently, CoSS are to accommodate all modes of travel and are comprised of vehicular highways (and parallel roads), rail infrastructure, transit services, airports, and port facilities. Additionally, CoSS must connect regions, states, or major activity centers such as cities or large towns; must accommodate a high travel volume; and must provide a unique function to the state and/or address statewide goals.\(^1\)

**North Carolina to West Virginia Corridor – U.S. 220**

\(^1\) Draft – Virginia’s Corridors of Statewide Significance, Chapter 3. Page 25.
Introduction to the North Carolina to West Virginia Corridor - U.S. 220

The North Carolina to West Virginia Corridor, U.S. 220, within the West Piedmont Planning District, extends from the North Carolina border at the District’s southern end to Roanoke County at its northern end. The corridor passes through Henry and Franklin counties, as well as the Town of Ridgeway, the City of Martinsville, the Town of Rocky Mount, and the Town of Boones Mill. This section, and those that follow, present a significant amount of information pertaining to this corridor.

- Parallel roadways adjacent to U.S. 220 are included in addition to the main corridor roadway – ex. U.S. 11 in addition to Interstate 81.\(^2\)
- U.S. 220 extends from Waverly, New York to Rockingham, North Carolina; the corridor is 680 miles in length and is about 183 miles in length in Virginia.
- The Ferrum Express provides transit service between Ferrum College and downtown Roanoke on Thursdays, Fridays, and Saturdays; stops are also made in Rocky Mount.
- Norfolk Southern Railroad operates rail infrastructure between Roanoke and Martinsville which connects with the Heartland and Crescent corridors in Roanoke.
- Blue Ridge Airport is located a few miles west of the corridor in the West Piedmont Planning District.
- The corridor serves logging interests in the state.\(^3\)
- The corridor serves as a link between Interstates 81 and 64 for freight and passengers and serves as a shortcut between Roanoke and Clifton Forge.\(^4\)

---


Section 1: Freight

- According to VTrans 2035: *Virginia’s Long-Range Multimodal Transportation Plan*, published in March 2010, trucking accounted for 77.4 percent of the tonnage of freight hauled along the North Carolina to West Virginia Corridor, and 22.6 percent was transported by rail service. In terms of value of freight, trucking hauled 99.5 percent and rail only hauled 0.5 percent.\(^5\)

- Regarding origin and destination of freight, 89.2 percent was considered through-transport along the corridor, 3.8 percent was inbound into Virginia, 5.1 percent was outbound from Virginia, and 1.8 percent was internal.

- Freight movement along the corridor is expected to increase, as population along the corridor is expected to increase, along with changes in national and international logistics and industry structure which are anticipated to take place. Increased freight movements will demand adequate road and rail capacity to handle these anticipated increases. The proposed Interstate 73 would likely divert a significant amount of truck traffic from the corridor. Norfolk Southern has no current plan to update its rail facilities along this corridor.\(^6\)

---


Section 2: Vehicular Traffic (AADT)

Even when accounting for planned roadway expansions and other planned improvements, by 2035, the highway system is expected to degrade. Therefore, localities and the West Piedmont Planning District Commission must identify the areas of worst degradation and plan for improvements accordingly. If Interstate 73 is constructed, it should take some pressure off of the corridor.

In terms of annual average daily traffic (AADT) along the North Carolina to West Virginia Corridor, the City of Martinsville consisted of about 5 percent of weighted AADT, Henry County accounted for nearly 6 percent, and Franklin County consisted of about 6 percent. Regarding total commercial unit trucks along the corridor, the City of Martinsville comprised about 2 percent, Henry County about 10 percent, and Franklin County comprised between 10 and 11 percent.  

---

Tables 2.1 – 2.5 below show the AADT for localities within the West Piedmont Planning District through which the North Carolina to West Virginia Corridor passes. These estimates are based on 2010 data from the Virginia Department of Transportation.

**Henry County AADT**

<table>
<thead>
<tr>
<th>Link ID</th>
<th>Route Prefix</th>
<th>Route Number</th>
<th>Route Alias</th>
<th>Physical Jurisdiction</th>
<th>Link Length</th>
<th>Start Label</th>
<th>End Label</th>
<th>AADT</th>
</tr>
</thead>
<tbody>
<tr>
<td>020335</td>
<td>US</td>
<td>00220</td>
<td>Greensboro Rd</td>
<td>Henry County</td>
<td>3.05</td>
<td>North Carolina State Line</td>
<td>Bus US 220 S, Church St</td>
<td>9800</td>
</tr>
<tr>
<td>020334</td>
<td>US</td>
<td>00220</td>
<td>Greensboro Rd</td>
<td>Henry County</td>
<td>0.34</td>
<td>Bus US 220 S, Church St</td>
<td>SCL Ridgeway</td>
<td>10000</td>
</tr>
<tr>
<td>020338</td>
<td>US</td>
<td>00220</td>
<td>Greensboro Rd</td>
<td>Town of Ridgeway</td>
<td>0.36</td>
<td>SCL Ridgeway</td>
<td>SR 87 Morehead Ave</td>
<td>10000</td>
</tr>
<tr>
<td>020349</td>
<td>US</td>
<td>00220</td>
<td>Greensboro Rd</td>
<td>Town of Ridgeway</td>
<td>0.58</td>
<td>Morehead Ave</td>
<td>NCL Ridgeway</td>
<td>19000</td>
</tr>
</tbody>
</table>

**Table 2.1: Annual Average Daily Traffic in Henry County**

<table>
<thead>
<tr>
<th>Link ID</th>
<th>Route Prefix</th>
<th>Route Number</th>
<th>Route Alias</th>
<th>Physical Jurisdiction</th>
<th>Link Length</th>
<th>Start Label</th>
<th>End Label</th>
<th>AADT</th>
</tr>
</thead>
<tbody>
<tr>
<td>002031</td>
<td>US</td>
<td>00220</td>
<td>William F Stone Hwy</td>
<td>Henry County</td>
<td>3.94</td>
<td>US 58; US 58 A L Philpott Hwy</td>
<td>SR 57 Appalachia Dr</td>
<td>16000</td>
</tr>
<tr>
<td>002032</td>
<td>US</td>
<td>00220</td>
<td>William F Stone Hwy</td>
<td>Henry County</td>
<td>4.00</td>
<td>US 58; US 58 A L Philpott Hwy</td>
<td>44-609 Dillons Fork Rd</td>
<td>16000</td>
</tr>
<tr>
<td>002033</td>
<td>US</td>
<td>00220</td>
<td>William F Stone Hwy</td>
<td>Henry County</td>
<td>0.65</td>
<td>44-609 Dillons Fork Rd</td>
<td>SR 57 Appalachia Dr</td>
<td>14000</td>
</tr>
<tr>
<td>002034</td>
<td>US</td>
<td>00220</td>
<td>William F Stone Hwy</td>
<td>Henry County</td>
<td>0.77</td>
<td>SR 57 Appalachia Dr</td>
<td>SR 57 Fairystone Pkwy, Bus US 220 Virginia Ave</td>
<td>16000</td>
</tr>
<tr>
<td>002035</td>
<td>US</td>
<td>00220</td>
<td>Virginia Ave</td>
<td>Henry County</td>
<td>1.98</td>
<td>44-669 Murry Hill Lane</td>
<td>Franklin County Line</td>
<td>16000</td>
</tr>
</tbody>
</table>

**Martinsville City AADT**

<table>
<thead>
<tr>
<th>Link ID</th>
<th>Route Prefix</th>
<th>Route Number</th>
<th>Route Alias</th>
<th>Physical Jurisdiction</th>
<th>Link Length</th>
<th>Start Label</th>
<th>End Label</th>
<th>AADT</th>
</tr>
</thead>
<tbody>
<tr>
<td>651836</td>
<td>US</td>
<td>00220</td>
<td>Memorial Blvd</td>
<td>City of Martinsville</td>
<td>0.71</td>
<td>SCL Martinsville</td>
<td>Starling Ave</td>
<td>21000</td>
</tr>
<tr>
<td>651835</td>
<td>US</td>
<td>00220</td>
<td>Memorial Blvd</td>
<td>City of Martinsville</td>
<td>0.25</td>
<td>Starling Avenue</td>
<td>Broad Street</td>
<td>16000</td>
</tr>
<tr>
<td>651832</td>
<td>US</td>
<td>00220</td>
<td>Memorial Blvd</td>
<td>City of Martinsville</td>
<td>0.85</td>
<td>Broad Street</td>
<td>Fayette Street</td>
<td>12000</td>
</tr>
<tr>
<td>651830</td>
<td>US</td>
<td>00220</td>
<td>Memorial Blvd</td>
<td>City of Martinsville</td>
<td>0.65</td>
<td>Fayette Street</td>
<td>NCL Martinsville</td>
<td>14000</td>
</tr>
</tbody>
</table>

**Table 2.2: Annual Average Daily Traffic in the City of Martinsville**
Table 2.1 shows the highest AADT along the North Carolina to West Virginia Corridor in Henry County to be located from Ridgeway, in the area of Morehead Avenue (VA 87), to about 3 miles north along the corridor, along three different sections of Greensboro Road (U.S. 220); the AADT recorded for all three sections was 19,000 vehicles per day. The second-highest AADT recorded along the corridor in Henry County, 16,000 vehicles per day, was recorded in several different locations. The first two locations extended from Greensboro Road (U.S. 220) north of Ridgeway to the intersection with U.S. 58, then from U.S. 58 north to Dillons Fork Road (VA 609). The second portion of this corridor within the county that exhibited an AADT of 16,000 vehicles per day extended from the corridor’s intersection with Appalachian Drive (VA 57) north to Murry Hill Lane (VA 669); this segment of the corridor was also divided into two sections.

Within the City of Martinsville, as shown on Table 2.2, the highest AADT was 21,000 vehicles per day and was recorded between the southern Corporate Limit of Martinsville and Starling Avenue. The second-highest AADT in Martinsville, 16,000 vehicles per day, was recorded between Starling Avenue and Broad Street.

<table>
<thead>
<tr>
<th>Link ID</th>
<th>Route Prefix</th>
<th>Route Number</th>
<th>Route Alias</th>
<th>Physical Jurisdiction</th>
<th>Link Length</th>
<th>Start Label</th>
<th>End Label</th>
<th>AADT</th>
</tr>
</thead>
<tbody>
<tr>
<td>020290</td>
<td>US</td>
<td>00220</td>
<td>Virgil H Goode Hwy</td>
<td>Franklin County</td>
<td>1.90</td>
<td>Henry County Line</td>
<td>33-605 Henry Rd</td>
<td>15000</td>
</tr>
<tr>
<td>020289</td>
<td>US</td>
<td>00220</td>
<td>Virgil H Goode Hwy</td>
<td>Franklin County</td>
<td>3.96</td>
<td>33-605 Henry Rd</td>
<td>33-718 McNeil Mill Rd</td>
<td>14000</td>
</tr>
<tr>
<td>020288</td>
<td>US</td>
<td>00220</td>
<td>Virgil H Goode Hwy</td>
<td>Franklin County</td>
<td>6.70</td>
<td>33-718 McNeil Mill Rd</td>
<td>BUS US 220 S of Rocky Mount</td>
<td>15000</td>
</tr>
<tr>
<td>020287</td>
<td>US</td>
<td>00220</td>
<td>Franklin County</td>
<td>Franklin County</td>
<td>2.62</td>
<td>BUS US 220 S of Rocky Mount</td>
<td>SCL Rocky Mount</td>
<td>17000</td>
</tr>
<tr>
<td>020450</td>
<td>US</td>
<td>00220</td>
<td>Town of Rocky Mount</td>
<td>Franklin County</td>
<td>0.56</td>
<td>SCL Rocky Mount</td>
<td>SR 40</td>
<td>17000</td>
</tr>
<tr>
<td>020286</td>
<td>US</td>
<td>00220</td>
<td>Town of Rocky Mount</td>
<td>Franklin County</td>
<td>1.35</td>
<td>SR 40</td>
<td>BUS US 220 N of Rocky Mount</td>
<td>21000</td>
</tr>
<tr>
<td>020160</td>
<td>US</td>
<td>00220</td>
<td>Town of Rocky Mount</td>
<td>Franklin County</td>
<td>0.30</td>
<td>BUS US 220 N of Rocky Mount</td>
<td>NCL Rocky Mount</td>
<td>24000</td>
</tr>
<tr>
<td>020159</td>
<td>US</td>
<td>00220</td>
<td>Franklin County</td>
<td>Franklin County</td>
<td>3.43</td>
<td>NCL Rocky Mount</td>
<td>33-697 SOUTH</td>
<td>24000</td>
</tr>
<tr>
<td>020493</td>
<td>US</td>
<td>00220</td>
<td>Virgil H Goode Hwy</td>
<td>Franklin County</td>
<td>3.97</td>
<td>33-697 S Wirtz Rd</td>
<td>SCL Boones Mill</td>
<td>21000</td>
</tr>
<tr>
<td>020285</td>
<td>US</td>
<td>00220</td>
<td>Town of Boones Mill</td>
<td>Franklin County</td>
<td>1.32</td>
<td>SCL Boones Mill</td>
<td>NCL Boones Mill</td>
<td>24000</td>
</tr>
<tr>
<td>020157</td>
<td>US</td>
<td>00220</td>
<td>Franklin County</td>
<td>Franklin County</td>
<td>1.17</td>
<td>NCL Boones Mill</td>
<td>33-613 Nafl Rd</td>
<td>26000</td>
</tr>
<tr>
<td>020284</td>
<td>US</td>
<td>00220</td>
<td>Franklin Rd, Virgil H Goode Hwy</td>
<td>Franklin County</td>
<td>0.37</td>
<td>33-613 Nafl Rd</td>
<td>Roanoke County Line</td>
<td>25000</td>
</tr>
</tbody>
</table>

Table 2.3: Annual Average Daily Traffic in Franklin County
Tables 2.3, 2.4, and 2.5 provide AADT for various segments of the North Carolina to West Virginia Corridor in Franklin County, Rocky Mount, and Boones Mill. In Franklin County, the segment which had the highest AADT, at 26,000 vehicles per day, extended from the northern Corporate Limit of Boones Mill north to Naff Road (VA 613). The second highest AADT recorded in the county, 25,000 vehicles per day, occurred from Naff Road (VA 613) north to the Roanoke County Line. Another section of the corridor which experienced relatively high levels of AADT included U.S. 220 Business north of Rocky Mount, extending north to Wirtz Road (VA 697) (two sections, as articulated by Tables 2.3 and 2.4), which was recorded at 24,000 vehicles per day (for both sections). Table 2.5 shows AADT for U.S. 220 within the Town of Boones Mill from its southern Corporate Limit to its northern Corporate Limit. The AADT for this corridor segment was 24,000 vehicles per day.

Figure 2.1 illustrates sections of anticipated traffic overcapacity along the North Carolina to West Virginia Corridor. In the West Piedmont Planning District, two areas of potential problems have been identified. The first is located at the junction of U.S. 220 Business and U.S. 58 (Memorial Boulevard South) in the City of Martinsville. The second is located in the Town of Rocky Mount in the vicinity of U.S. 220 Business (Main Street) and Pell Avenue and Franklin Street (VA 40).
In terms of accidents along the North Carolina to West Virginia Corridor within the region, the greatest concentration of accidents was in northern Franklin County, between Roanoke County and Rocky Mount. There was a total of five high-crash locations at regular intervals along this segment of the corridor. Also in Franklin County, another high-crash location was U.S. 220 about midway between the Henry County Line and the Town of Rocky Mount. In Henry County, one accident trouble spot was U.S. 220 in the vicinity of Oak Level. Another area of concern was the corridor’s junction with U.S. 220 Business (Virginia Avenue) at Bassett Forks. Further south in Henry County, high-crash locations included the U.S. 220 Bypass at its junction with U.S. 58 west of Martinsville and the junction of the corridor with the U.S. 58 Bypass south of Martinsville. A cluster of two high-crash locations along the corridor was located just north of the North Carolina State Line, south of the Town of Ridgeway. Many localities have identified crossovers, the large number of driveways and entrances, lack of turn lanes, and general lack of access management as sources of safety concerns. Figure 2.2 illustrates high crash locations [...]

Figure 2.1: Map highlighting anticipated areas of congestion along the North Carolina to West Virginia Corridor – U.S. 220
along the corridor. Additionally, the mountainous and curvy nature of U.S. 220 contributes to the likelihood of vehicular crashes. \(^8\)

---

Section 3: Major Distribution Centers

Major distribution centers in the West Piedmont Planning District, located along the North Carolina to West Virginia Corridor, are located in the Martinsville area; this includes Nautica. Other distribution centers are located in the Roanoke area and include Advance Auto Parts, Orvis Company, Home Shopping Network, and Hanover Direct. Figure 3.1 below illustrates the locations of major distribution centers along the corridor.  

Figure 3.1: Major distribution centers in Virginia

---

Section 4: Population Projections

Population projections show a small increase in population by the year 2035 for the West Piedmont Planning District. The Virginia Employment Commission (VEC) model predicts a 2035 population for the region of 260,317, whereas the NPA Data Associates model projects the population to be 258,456. According to an NPA Data Associates population density projection map to 2035 contained within the VTrans 2035 Virginia Statewide Multimodal Transportation Plan, growth of the West Piedmont Planning District is expected to be 5.1 percent, or 258,456. Along the North Carolina to West Virginia Corridor, the Central Shenandoah Planning District is the region anticipated to experience the largest population density growth, expected to grow by 18.9 percent by 2035. According to the 2010 Census, the population of the West Piedmont Planning District was 249,182. Figure 4.1 below depicts the projected population density along the corridor in 2035.\textsuperscript{10}

\begin{figure}[h]
\centering
\includegraphics[width=\textwidth]{populationprojection.png}
\caption{The VTrans population projection for 2035 illustrates anticipated population density changes in 2035 by planning district. Expected population changes in 2035 for planning districts located along the North Carolina to West Virginia Corridor are varied, with the Central Shenandoah Planning District increasing the most, at 18.9 percent, and the West Piedmont Planning District increasing the least, at 5.1 percent.}
\end{figure}

It is anticipated that there will be an increase in the 65 and over age group for the West Piedmont Planning District, with this cohort accounting for over 20 percent of the region’s population in 2020 and 2030. Of the three planning districts through which the corridor extends, the West Piedmont Planning District is expected to have the highest share of the age 65 and over population in 2020 and 2030. The projections in Figure 4.2 below, generated by the Virginia Transportation Research Council, illustrates the age 65 and over population by planning district for 2010, 2020, and 2030.

![Figure 4.2: Population projection over age 65](image)

Figures 5.1 and 5.2 pertain to vehicle access points per mile, as well as average daily traffic located along various segments of the North Carolina to West Virginia Corridor. The University of Virginia Center for Risk Management of Engineering Systems performed a Corridor Trace Analysis study using a graph-like format to identify vehicle access points per mile and average daily traffic in sections of corridors throughout the Commonwealth. Figure 5.1 illustrates how the products of the study articulate data pertaining to the corridors, using U.S. 50 as an example. Figure 5.2 is a Corridor Trace Analysis of the North Carolina to West Virginia Corridor. The figure illustrates the approximate number of vehicle access points per mile and average daily traffic of each segment of the corridor, including the West Piedmont Planning District, by the corridor’s mileage from beginning to end. The Corridor Trace Analysis for the region showed vehicle access points per mile to be variable, but generally not significantly greater than ten. The average daily traffic in the region was fairly stable at just over 10,000 vehicles per day, except for some variability at the region’s south end.12
Figure 5.1: Overview of Corridor Trace Analysis to determine Access Points per Mile and Average Daily Traffic

Figure 5.2: Corridor Trace Analysis of the North Carolina to West Virginia Corridor – U.S. 220
Figure 5.3 illustrates existing land uses along the North Carolina to West Virginia Corridor in the West Piedmont Planning District. The most common land uses are residential and agricultural. Other land uses include industrial, public/semi-public, and commercial and are located intermittently throughout the corridor, but mostly in the vicinity of the region’s population centers.
Section 6: Corridor Strategies

As a component of VTrans 2035, a North Carolina to West Virginia Corridor Strategies vs. Functions Matrix was developed, shown as Figure 6.1 below. This matrix presents a number of strategies developed for the corridor, then compares the strength of each strategy to one of three functions – Link between I-81 and I-64/Connection to West Virginia, Scenic Route/Tourism, and Logging/Freight Route.

<table>
<thead>
<tr>
<th>Strategies</th>
<th>Link between I-81 and I-64/Connection to West Virginia</th>
<th>Scenic Route/Tourism</th>
<th>Logging/Freight Route</th>
</tr>
</thead>
<tbody>
<tr>
<td>Complete construction of Interstate 73 between I-81 and the North Carolina border, separating through traffic from local traffic along the corridor.</td>
<td>![Strong Correlation] ![Medium Correlation] ![Weak Correlation]</td>
<td>![Medium Correlation]</td>
<td>![Strong Correlation]</td>
</tr>
<tr>
<td>Increase safety along the North Carolina to West Virginia Corridor by addressing high crash areas and making necessary improvements, including the addition of turn lanes and the clearing and/or improvement of interchanges along the roadway.</td>
<td>![Medium Correlation] ![Strong Correlation]</td>
<td>![Strong Correlation]</td>
<td>![Strong Correlation]</td>
</tr>
<tr>
<td>Improve transit in rural areas along the North Carolina to West Virginia Corridor by offering increased demand-responsive services and services for the elderly and disabled.</td>
<td>![Weak Correlation]</td>
<td>![Weak Correlation]</td>
<td>![Strong Correlation]</td>
</tr>
<tr>
<td>Improve access management.</td>
<td>![Weak Correlation]</td>
<td>![Weak Correlation]</td>
<td>![Weak Correlation]</td>
</tr>
<tr>
<td>Implement Intelligent Transportation Systems (ITS) throughout the North Carolina to West Virginia Corridor as appropriate.</td>
<td>![Weak Correlation]</td>
<td>![Medium Correlation]</td>
<td>![Strong Correlation]</td>
</tr>
</tbody>
</table>

Figure 6.1: Strategy matrix for the North Carolina to West Virginia Corridor – U.S. 220
Strategies specific to the North Carolina to West Virginia Corridor

- Construct Interstate 73 between Interstate 581 in Roanoke and the North Carolina border.
  - The interstate will be a faster and safer alternative for freight and passenger traffic than the North Carolina to West Virginia Corridor.
- Address high crash rates along the corridor and make necessary improvements to increase safety.
  - Add turn lanes and consolidate entrances.
  - Identify other areas along the corridor that exhibit safety deficiencies, conduct roadway safety audits for these, and develop and implement recommendations.
- Improve rural transit by offering additional demand-response service, and services to benefit the elderly and disabled.
  - Most local comprehensive plans call for increased modal options, less reliance on single-occupant vehicles, and demand-response service to be provided to more rural areas.
- Improve access management.
  - Lack of turn lanes, especially left-turn lanes.
  - Consolidate entrances, cluster new development, and add turn lanes at consolidated entrances.
- Implement intelligent transportation systems (ITS) along the corridor (and Interstate 73) where appropriate.
  - Would include message signs for drivers
  - Air facilities should consider available navigational aid systems.
  - Other ITS initiatives.\(^\text{13}\)

## Section 7: VTrans 2035 Goals:

VTrans 2035 has advanced six goals intended to enhance the North Carolina to West Virginia Corridor. These goals, listed below, are correlated to a number of strategies, as listed in Figure 7.1. Like Figure 6.1, this matrix shows the correlation between the goals and the strategies listed.

<table>
<thead>
<tr>
<th>Strategies</th>
<th>Safety and Security</th>
<th>System Maintenance and Preservation</th>
<th>Mobility, Connectivity, and Accessibility</th>
<th>Environmental Stewardship</th>
<th>Economic Vitality</th>
<th>Coordination of Transportation and Land Use</th>
</tr>
</thead>
<tbody>
<tr>
<td>Complete construction of Interstate 75 between I-581 in Roanoke and the North Carolina border, separating through traffic from local traffic along the corridor.</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Increase safety along the North Carolina to West Virginia Corridor by addressing high crash areas and making necessary improvements, including the addition of turn lanes and the closing and/or improvement of crossovers along the roadway.</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Improve transit in rural areas along the North Carolina to West Virginia Corridor by offering increased demand response services and services for the elderly and disabled.</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Improve access management.</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Implement Intelligent Transportation Systems (ITS) throughout the North Carolina to West Virginia Corridor as appropriate.</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
</tbody>
</table>

Figure 7.1: Suggested goals to enhance the North Carolina to West Virginia Corridor – U.S. 220

**Suggested goals to enhance the North Carolina to West Virginia Corridor**

- Safety and Security.
- System Maintenance and Preservation.
- Mobility, Connectivity, and Accessibility.
- Environmental Stewardship.
- Economic Vitality.
Coordination of Transportation and Land Use.\textsuperscript{14}

\textbf{Section 8: Strategies from other Plans}

Below is a variety of recommendations from several plans that are pertinent to the efficient development of the North Carolina to West Virginia Corridor.

- Increase transportation demand management (TDM).\textsuperscript{15}
- If possible, integrate a transit strategy with park and ride facilities.\textsuperscript{16}
- For future development, consider management of access point densities to promote safety, mobility, and economic development. Consider proffers to ensure compensation for land development impact to sections of the adjacent corridor. Investigate site selection and setback distance initially toward areas of land development ranking which are high, which have high access point densities, and which comprise high volumes of traffic.\textsuperscript{17}
- MPOs and localities should focus planning efforts on areas with a coexistence of features, high land development rankings, high access point densities, and high volumes of traffic.\textsuperscript{18}

\textbf{Section 9: Conclusion:}

The information presented above discusses many aspects of the North Carolina to West Virginia, U.S. 220 Corridor, ranging from freight movement to land uses, among many others. The communities through which this corridor passes are dependent upon its effective development for their prosperity and the well-being of their citizens. The effective development of this corridor will depend not on one entity, but rather, collaboration among various interests including counties, independent cities, MPOs, planning district commissions, the Virginia Department of Rail and Public Transportation (DRPT), the Virginia Department of Transportation (VDOT), and others. This corridor – and others like it - provides a unique function to the communities and the people it serves, as well as the Commonwealth of Virginia; its future development will determine how efficiently and safely it functions, as well as how effectively it serves local communities, including the degree of business investment that occurs within them.

\textsuperscript{15} Draft – Virginia’s Corridors of Statewide Significance, Chapter 3. Page 28.