



Fairland, Villa Heights Neighborhood Plan

Roanoke |
Virginia

<u>Contents:</u>	
Introduction	1
Community Design	11
Residential Development	16
Economic Development	20
Infrastructure	23
Public Services	29
Quality of Life	31
Recommendations	34
Implementations	43
Acknowledgements	44



Introduction

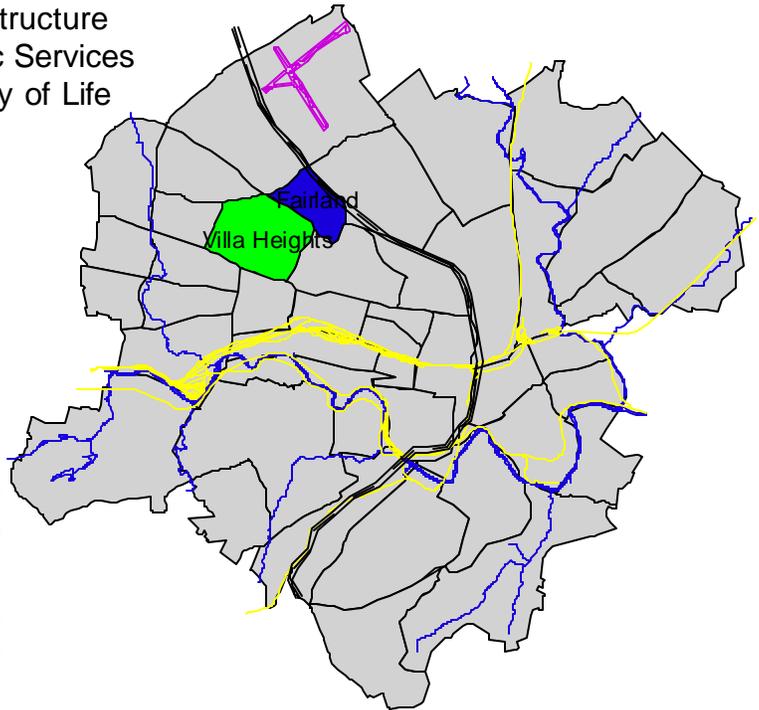
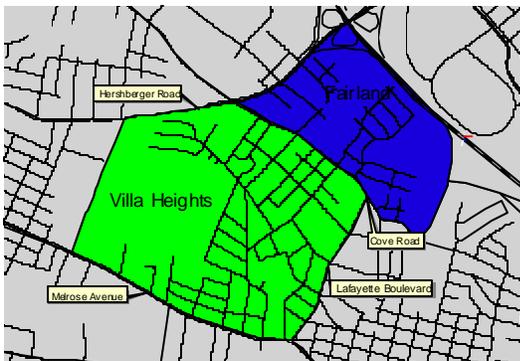
The Fairland and Villa Heights neighborhoods are set within the overall fabric of neighborhoods that make up the City of Roanoke. Each neighborhood benefits from positive growth and development of the city as a whole, yet each neighborhood is distinct.

Fairland and Villa Heights are located in the northwest quadrant of the city with Fairland abutting Interstate-581, Hershberger Road, and Cove Road. Villa Heights abuts Melrose Avenue, Lafayette Avenue, and Cove Road. Because of the neighborhoods' locations and arterial streets, area residents have convenient access to other neighborhoods and parts of the city, by way of Cove Road, Melrose Avenue, Hershberger Road, and Interstate 581.

Elements

This neighborhood plan is a component of *Vision 2001-2020*, Roanoke's comprehensive plan, and contains the following general elements:

- Community Design
- Residential Development
- Economic Development
- Infrastructure
- Public Services
- Quality of Life



Neighborhood Planning

In 1985, *Roanoke Vision*, the City's comprehensive plan, declared Roanoke a City of Neighborhoods. A major recommendation was to develop plans for each neighborhood. *Vision 2001-2020* continues support for neighborhood-based planning for a livable and sustainable city. Roanoke's neighborhoods will be more than just places to live: they will be the nucleus for civic life. Their local village centers serve as vibrant and accessible places for business, community services and activities, including higher density housing clusters (*Roanoke Vision 2001-2020*).

The Fairland and Villa Heights Neighborhood Plan establishes a shared vision and desired future for the neighborhood. Residents, government officials, and city staff collaborated to develop this plan as a framework for the future. Neighborhood groups and organizations, including the Fairland Civic Organization, various departments within city government, and individual residents and businesses, must work together to achieve the goals and help shape the future of the neighborhood.

A neighborhood plan is a document used by the City to guide actions for neighborhood improvement. The plan uses the ideas and knowledge of the people who live and work in the community to set goals and manage change over time. This neighborhood plan includes recommended actions for neighborhood improvement. Such actions could include zoning changes, physical improvements, and special programs to help market the community. The plan will also set priorities so that the most important actions are completed as soon as possible. Once the plan is completed, it is officially adopted by City Council as a component of the overall Comprehensive Plan.

*Home on Glenrose in
the Villa Heights Neighborhood*



Strategic Initiatives

Planning staff conducted a detailed study of current neighborhood conditions, especially land use patterns and infrastructure. Residents were involved throughout the development of the plan through a series of four workshops given on October 9th and 23rd of 2003, November 13th, 2003 and June 3rd, 2004. Major initiatives identified through the process included:

- **Residential Development** – encourage the design and development of new housing that is compatible with existing structures, attract new homeowners by developing infill parcels, make the neighborhood more attractive by placing greater emphasis on code enforcement violations, and emphasize rehabilitation of substandard housing.
- **Infrastructure** – improve storm water drainage, emphasizing Cove Road, Lafayette Boulevard and Fairland Road. Improve streetscapes by providing proper maintenance of trees and shrubs, planting new street trees, shade and ornamental trees, and improving sidewalks, curb and gutter system for the entire neighborhood. Establish traffic safety measures for Lafayette Boulevard, Cove Road, and incorporate alternative transportation measures for bicycles.
- **Economic Development** – identify the areas around the intersection of Cove Road and Lafayette Boulevard and the intersection of Lafayette Boulevard and Melrose Avenue as Village Centers. Consider establishing incentives for small business development within these areas.
- **Code Enforcement** – improve the area's appearance by continuing to target the neighborhood for code enforcement.

This plan makes recommendations for neighborhood improvements over the short and long term. City government will be a major factor in implementing this plan, but citizen involvement is essential, particularly with respect to monitoring properties and code violations.

The Neighborhood

Development

Fairland and Villa Heights are primarily single-family neighborhoods. Fairland is a newer neighborhood, with most homes built since the 1950s. Villa Heights saw development of homes starting in the 1930s and a later development surge in the 1970s. Both neighborhoods are well established and continue to see housing development by way of infill development and replacement of older homes with new. Today, both neighborhoods have a wide range of home styles with small commercial pockets at both ends of Lafayette Boulevard.

View of Lakeview Street in the Fairland Neighborhood



Population

The population of Fairland and Villa Heights increased between 1990 and 2000. It appears that most of the population increase is accounted for by increases in the number of younger people less than 18 years old.

The percentage of Black population increased during the last decade from 76% to 80%, while the White population decreased from 23% to 16%. Other races such as Latino and Asian increased more than five fold.

<i>Fairland and Villa Heights Demographic Trends 1990-2000</i>			
	1990	2000	% Change
Population	3988	4332	+9%
Black	3043	3483	+15%
White	916	692	-25%
Other	29	157	+441%
Households	1482	1755	+18%
Owner	904	983	+9%
Renter	578	772	+34%
Ages			
0-17	845	1172	+39%
18-34	1065	880	-17%
34-65	1501	1663	+11%
65 and older	577	617	+7%
Source: U.S. Census Bureau; 1990 and 2000 Census			

Fairland / Villa Heights

<i>Population and Housing 2000</i>						
	Fairland	Percentage	Villa Heights	Percentage	Roanoke	Percentage
Population	1492		2840		94,911	
Black	1201	80%	2282	80%	25,380	26%
White	221	15%	471	17%	65,848	69%
Other	70	5%	87	3%	3,683	4%
Ages						
0-17	519	35%	653	23%	18,383	19%
18-34	390	26%	490	17%	25,218	27%
35-64	487	33%	1176	41%	35,750	38%
65 and over	96	6%	521	18%	15,560	16%
Households	649		1106			42,003
Owners	191	29%	792	72%	23,637	56%
Renters	458	71%	314	28%	18,366	44%
Source: U.S. Census Bureau; 2000 Census						
Fairland - Tract 2, Block Group 2, Block 2001-2013, 2027, 2029, 2030, 2998, 2999						
Villa Heights - Tract 1, Block Group 1, 2						
<i>Note: Some percentages do not equal 100% due to rounding.</i>						

View of Linwood Street in Villa Heights



Population Trends In 2000, the population for both neighborhoods was 4,332, for a total of 4.6% of Roanoke's population. The largest age bracket is 35 - 64. In the Fairland neighborhood alone, population is 1,492, with 649 households, and in Villa Heights, the population is 2,840, with 1,106 households. Census data indicate the following trends:

- Homeownership rates are very high in Villa Heights (72%). Fairland however, has a very low rate (29%) due to a large number of multifamily units in the West Wind apartment complex. The combined ownership rate for both neighborhoods is 56%, which is consistent with Roanoke's overall rate.
- Both neighborhoods have a predominantly Black population (80%).
- Villa Height's age profile is similar to Roanoke's while Fairland has a proportionally greater number of young people and fewer elderly people.

Community Design

The Fairland and Villa Heights neighborhoods have a mixture of traditional and suburban development patterns, characterized by interconnected streets, medium to large lots (6,000 sq. ft. or greater), and one to two-story homes in a variety of housing styles.

Most of Fairland's land area contains single-family detached dwellings on medium to large lots. Housing styles are typically modern brick ranches. West Wind is a multifamily development built in the early 1980s with 288 units at the northern edge of the neighborhood. Small commercial uses along Hershberger Road and Cove Road are the main areas of commercial activity. Most of Fairland's single-family homes were built in the 1950s.

Subdivided in 1910, Villa Heights was one of Roanoke's earliest suburban areas. The southern part of the neighborhood contains mostly traditional house styles with front porches. Moving north through the neighborhood, one encounters more modern styles such as ranches and split-levels.

Residents who attended the workshops tended to be longer-term residents who've lived in the area for over ten years. Villa Heights residents seemed to have a strong sense of community as many knew each other on a first-name basis and attended the same schools. Residents report that a common meeting place is the front porch.

*Aspen Street in the
Fairland Neighborhood*



Roanoke Country Club is located on the western edge of the Villa Heights neighborhood. This area has a clubhouse, an 18-hole golf course, and several town homes. This area is surrounded by trees and though the club is fenced in indirectly it has a positive effect on the Villa Heights neighborhood. A Methodist home for the elderly is located next to the Roanoke Country Club. The home has a two-story complex building, in addition to small town home units for people who need assistance.

Both neighborhoods have several different styles of homes ranging from large farmhouses, American Four/squares, small Bungalows and modern Ranch styles. Some streets within Villa Heights have many styles represented on a single street. Several homes have front yard setbacks far from the street, resulting in inconsistent building lines along the street. A few large sized lots of 40,000 to 45,000 square feet remain in Villa Heights. These lots could be subdivided, but lack of street frontage would be an issue. Otherwise, housing development opportunities are limited to infill development of existing lots.

Sidewalk systems in the neighborhood are aging and inconsistent in many areas. Some are in need of repairing or replacing, and the sidewalk system needs to be completed. Many residents feel sidewalks are an important neighborhood asset.



Methodist Home for Adults

*Zoning and
Land Use*

Zoning and land use patterns in both neighborhoods can be summarized into six general categories:

- Traditional Residential – most, if not all, of the core of both neighborhoods is primarily single-family detached houses. Zoned as a Residential Single-Family District (RS-3), it is intended to provide for medium population densities, and to promote and encourage the revitalization and preservation of single-family neighborhoods in the inner areas of the city. RS-3 allows for the development of small and irregularly shaped lots.
- Residential Multifamily – near Hershberger Road there are two multifamily complexes, both zoned Residential Multifamily Medium Density District (RM-2). RM-2 is intended to encourage the preservation and enhancement of city neighborhoods that have historically developed with medium population densities, and to encourage infill development in existing neighborhoods and to accommodate the efficient use of utilities.
- Commercial Corridor –a strip of commercial zoning is found along the north side of Melrose Avenue south of Villa Heights. However, most of the parcels are actually used for residential purposes.
- Village Center – there is a small commercial node at the corner of Cove Road and Lafayette Boulevard. Zoned General Commercial District (C-2), this district is intended to enhance existing neighborhood shopping areas and provide a range of neighborhood retail, and service establishments.



*Roanoke Country Club
in Villa Heights*

- Small Village Center – located on Melrose Avenue at the corner intersection of Lafayette Boulevard there is a small commercial strip zoned General Commercial District (C-2), the area contains local businesses on a small neighborhood scale (i.e. cleaners, barber shop, convenience store, etc.).
- Villa Heights Park – This area of public land located on Clifton Avenue and Prillaman Street. It is the heart of the Villa Heights neighborhood and has high pedestrian activity.

Roanoke Country Club – This privately owned recreation facility, is a 119-acre area zoned Residential Single-family District (RS-3). The area has a golf course, clubhouse, and several homes on its grounds. This area is isolated from the rest of the neighborhood by a fence and tree buffer.

<i>Fairland and Villa Heights Existing Zoning</i>		
Zoning	Number of Parcels	Percentage of Parcels
Residential Single Family 3 - RS-3	570	35.8%
Residential Multifamily 1 - RM-1	905	57 %
Residential Multifamily 2 - RM-2	14	.9%
Commercial Office - C-1	67	4.2%
General Commercial - C-2	36	2.3%
Light Manufacturing - LM	1	.01%
Total	1593	100%
Source: City of Roanoke, Department of Planning Building and Development		



*Home on Lorraine Road
in the Villa Heights Neighborhood*

<i>Fairland and Villa Heights Existing Land Use</i>		
Land Use	Number of Properties	Percentage of Land
Single-Family	1260	79%
Two - Family	58	3.6%
Multifamily	9	.6%
Commercial	27	2%
Industrial	2	.1%
Vacant	216	13.6%
Religious Institution	7	.4%
Park	10	.6%
Group Facility	4	.3%
Total	1593	100%
<i>Source: City of Roanoke, Department of Planning Building and Development</i>		

Residential Development

Roanoke takes pride in its history and its architecture of older homes, but within the Villa Heights neighborhood some of the older housing stock has deteriorated, and left abandon. Neighbors complain of blight conditions with older homes and building code enforcement inspectors work routinely to respond to substandard conditions. The homes in the Fairland neighborhood are not as old as the homes in Villa Heights. Most of the code enforcement issues in Fairland involve outdoor storage or inoperative cars.

Most of the residential dwellings in Fairland were built as single-family dwellings between 1950s and 1970s. Since the early 1980s, new single-family housing development has been sparse, while there was an increase in multifamily development.

Villa Heights also has seen limited development in the past twenty years. Scattered around the neighborhood are two-family dwellings, but single-family homes are the predominant housing type. Few empty parcels are available for development.

After World War II, many veterans settled in the area establishing it as a bedroom community. Many original homeowners are still occupying their homes. Homeowner retention is a positive attribute to a neighborhood but subsequently produces an effect in which older homeowners find it more difficult to maintain their homes.

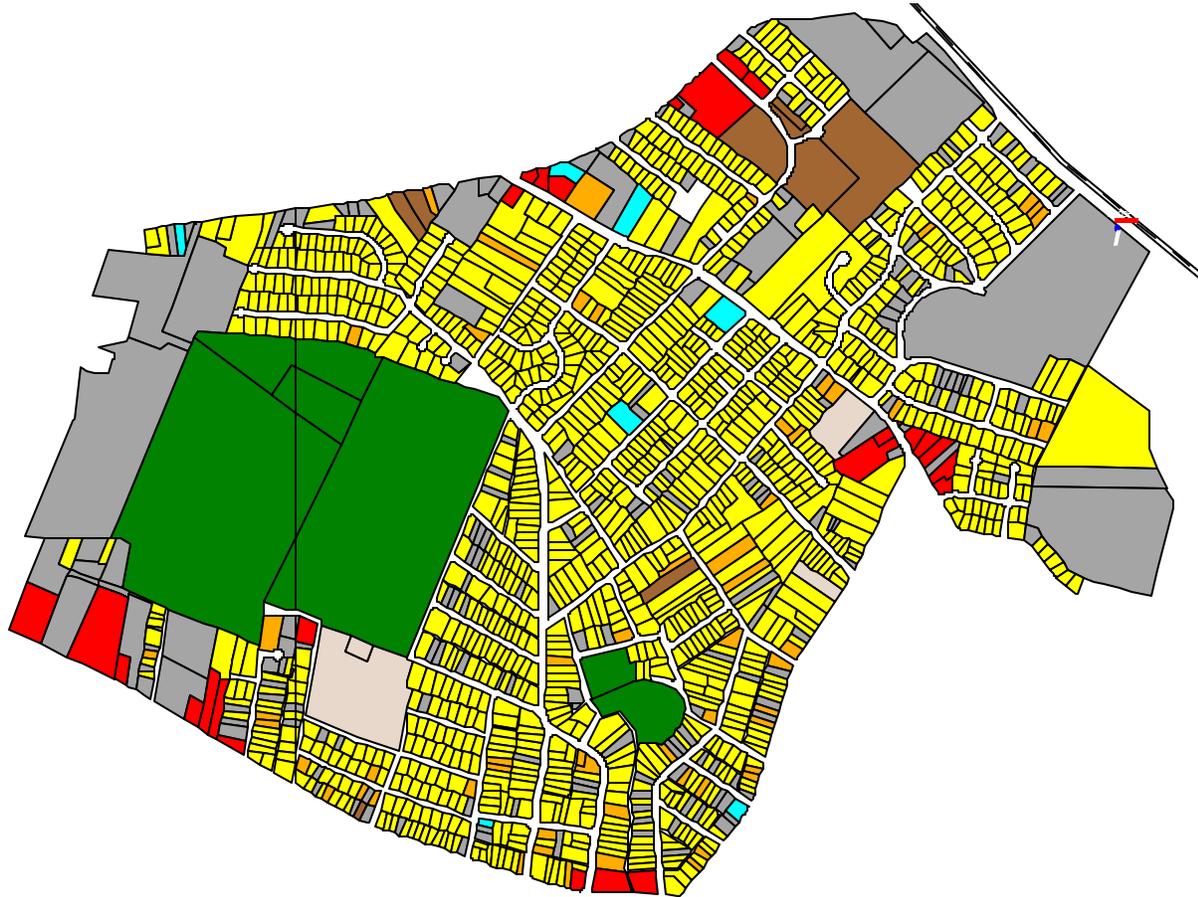
In the Fairland area, the newest and largest multifamily development is West Wind Apartments. It is comprised of 24 buildings with 288-apartment units. Access is from Ordway Road. The complex contains recreation facilities, including a swimming pool.

Located in the Villa Heights neighborhood on Hershberger Road are Valley View Gardens apartments. Built in 1974, it is a small apartment community consisting of four, three -story apartment buildings. Access is from Hershberger Road and resident parking is located in front of each building. The apartment complex does not contain any recreational facilities

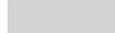
Homes on Ordway in the Fairland Neighborhood

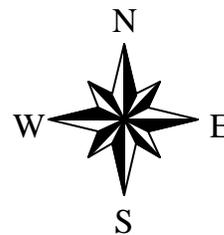


Fairland and Villa Heights Existing Land Use

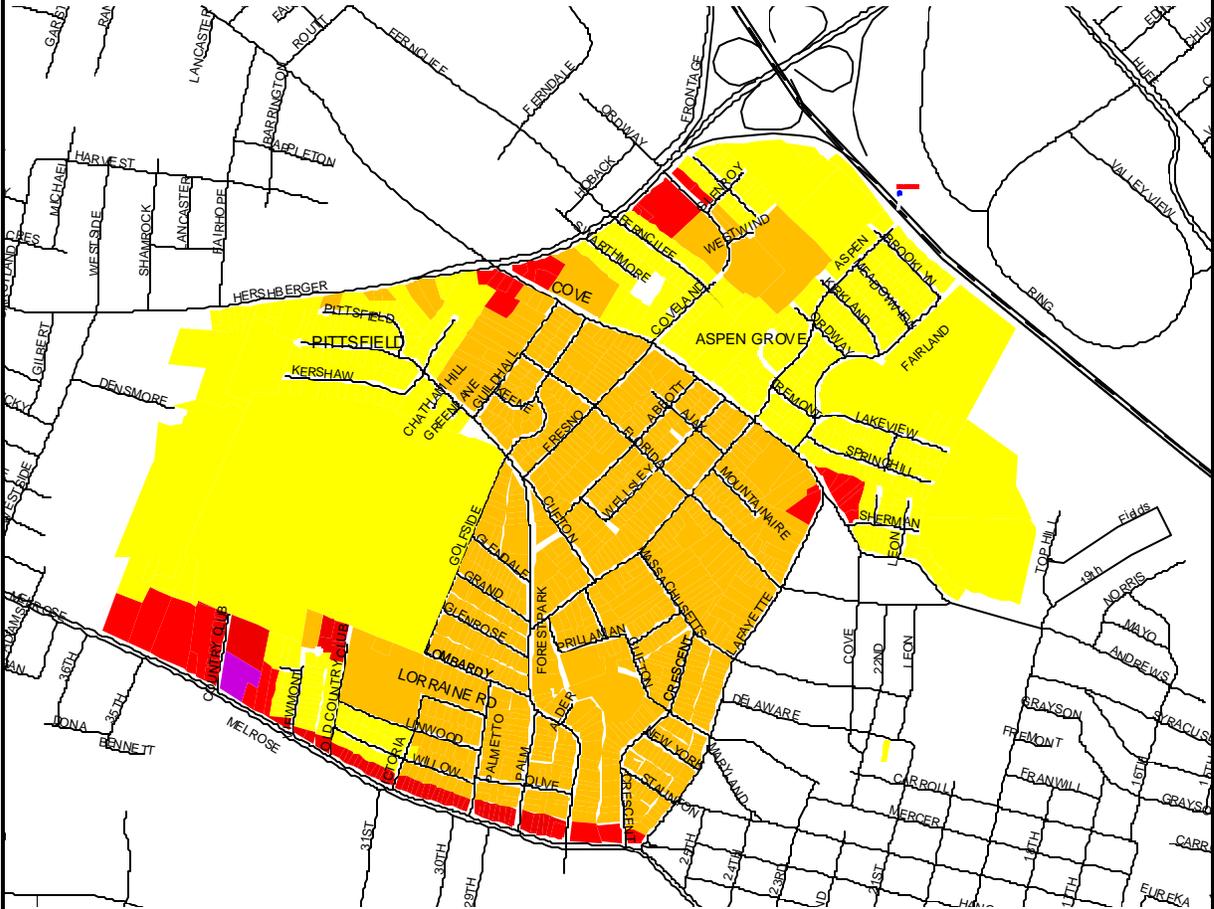


Land Uses

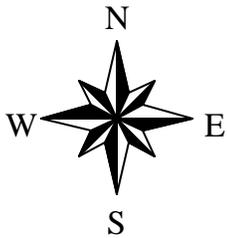
-  **Single-family**
-  **Multifamily**
-  **Institutional**
-  **Commercial**
-  **Group Facility**
-  **Recreation / Open Space**
-  **Vacant**



Fairland and Villa Heights Zoning



- Zoning**
-  Residential - Single & two family
 -  Residential - Multifamily
 -  General Commercial
 -  Light Industrial



*Developable
Parcels*

Within the Fairland neighborhood, are several large tracts of land that have not been developed. These parcels are located next to Interstate 581, and range from 8 acres to 36 acres. Flood plain issues limit full development of these parcels. Two parcels totaling seventeen acres and zoned RS-3 are located next to the Hershberger Road and Interstate 581 interchange. The parcels would be conducive to a mixed residential/commercial development with street patterns connecting to the existing grid pattern. Along Fairland Road is a 32 - acre parcel zoned RS-3, which would be appropriate for single-family residential development. Any new street is recommended to be an extension of the same street grid pattern already present. Contiguous to the property on Fairland Road is a 36 - acre parcel also zoned RS-3. Single-family residential and existing street patterns are recommended for any new development for this area. Each of these parcels is partially located within floodplain zones, which will have impacts on the development potential of any of the sites.

Aspen Grove in the Fairland Neighborhood



Economic Development

Downtown should continue to be the major employment center of the Roanoke Valley, but it is important to provide quality job opportunities and services throughout the city. The Fairland and Villa Heights Neighborhoods have mainly retail commercial development opportunities available. Businesses are typically locally-owned and are located along arterial streets such as Melrose Avenue and Hershberger Road. National chains and franchises are few except for the gas station on Cove Road. Some commercial structures are showing signs of age, with deterioration of the structures. In 2000, a large commercial chain (Home Depot) built a home improvement store on Ferncliff Road adjacent to the Fairland neighborhood. The development of the store has moderately increased traffic on Hershberger Road.

Area residents indicated that easy access to shopping is one of the advantages of living in the area. While the neighborhood does not have a wide variety of commercial establishments, commercial vacancy rates are low. Neighborhood shopping areas are utilized by surrounding residents; however, the commercial areas are not pedestrian or bicycle friendly.

Vision 2001-2020 promotes the village center concept, and identifies the intersection of Cove Road and Lafayette Boulevard as a potential village center. The village center concept promotes small commercial nodes with high-density residential elements as a strategic initiative for the neighborhood. C-2, General Commercial, is the most common type of Commercial Zoning. However, CN Neighborhood Commercial would be more appropriate in most cases.



Corner of Melrose Avenue and Lafayette Boulevard (commercial area).

Economic Development Opportunities

Corner of Cove Road and Lafayette Boulevard

This area provides an excellent opportunity for a village center to improve the aesthetics and livability of the Fairland and Villa Heights area. A village center is a place where residents live, work and shop in a local setting. Existing businesses in the area include a gas station, restaurant, barbershop, and small grocery store. This area already has the beginnings of a mixed-use development. Better design elements for this area would help attract more local businesses and provide a better overall image of the neighborhood. Beautification projects such as flowers, signs, and trees as well as infrastructure improvements are needed.

Corner of Melrose Avenue and Lafayette Boulevard

This area is an established small village center. Existing businesses include a small drug store, restaurant, a convenience store, cleaners, clothing shop, music store, beauty salon, barbershop, and professional office. A small strip mall houses most of the businesses mentioned. The area needs attention to design character and additional beautification projects are needed. Attractive design in landscaping and building facades would help the overall image of the area.

Land adjacent to Fairland Lake

This is a parcel of land of 32 acres, zoned RS-3 located on Fairland Road. The northern edge of the property is in a flood plain the area located next to Interstate 581. Currently the land is vacant, with some vegetation and rolling terrain. This area could be utilized for additional housing. Due to its location, the ingress and egress from the site would not be appropriate for commercial use. Residents of Fairland are very concerned about development of this property. Residents feel that future development should be residential in nature and consistent with existing fabric of the neighborhood.



Business in Villa Heights neighborhood

Land at the ramp of Hershberger Road and Interstate 581

Two parcels totaling 17 acres are located next to the Hershberger Road and Interstate 581 interchange. The property could be developed as mixed residential/commercial development with street patterns connecting to the existing street grid, connections to Brooklyn Drive, Glenroy Street, and Coveland Drive. Ingress and egress would be from Glenroy Street off Ordway Drive.

Land adjacent to Fairland property

This property is contiguous to the property on Fairland Road, it is a 36-acre parcel zoned RS-3, and is also partially in flood zones. This area should be developed as single-family residential use.

Corner of Melrose Avenue and Lafayette Boulevard (commercial area)



Commercial area on Cove Road



Infrastructure

Both neighborhoods have an interconnected street system. The main thoroughfares that serve the neighborhood are Cove Road, Lafayette Boulevard, Aspen Street, and Forest Park Boulevard. Together, these streets move traffic into and around the neighborhoods. Arterial streets provide convenient access to I-581, Valley View, and other parts of the city. Local and collector streets provide for good vehicular and pedestrian circulation.

Within each neighborhood are incomplete sidewalk systems. Villa Heights has inconsistent sidewalks within the older parts of the neighborhood, where it transitions to areas built within the last thirty years. Fairland has sidewalks only on Tremont Drive and partially on Aspen Street. Residents feel that sidewalks are an important amenity for pedestrian safety.

Residents have concerns about safety on Cove Road, Forest Park and Lafayette Boulevard, which has a problem with speeders and blind spots at intersections (i.e. Florida Avenue, Clifton Street and Staunton Avenue). In the last three years, Cove Road has seen increases in traffic from three new developments, one off Aspen Street (Aspen Grove) and two subdivisions located less than a mile from the Hershberger Road boundary of Fairland. Residents feel that these safety issues should be addressed with traffic calming measures, in addition to trimming or removing vegetation to improve visibility at intersections.

Homes on Forest Park Avenue



*Street Drainage
Improvements*

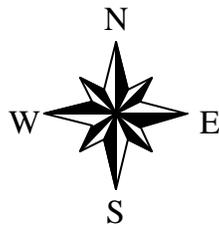
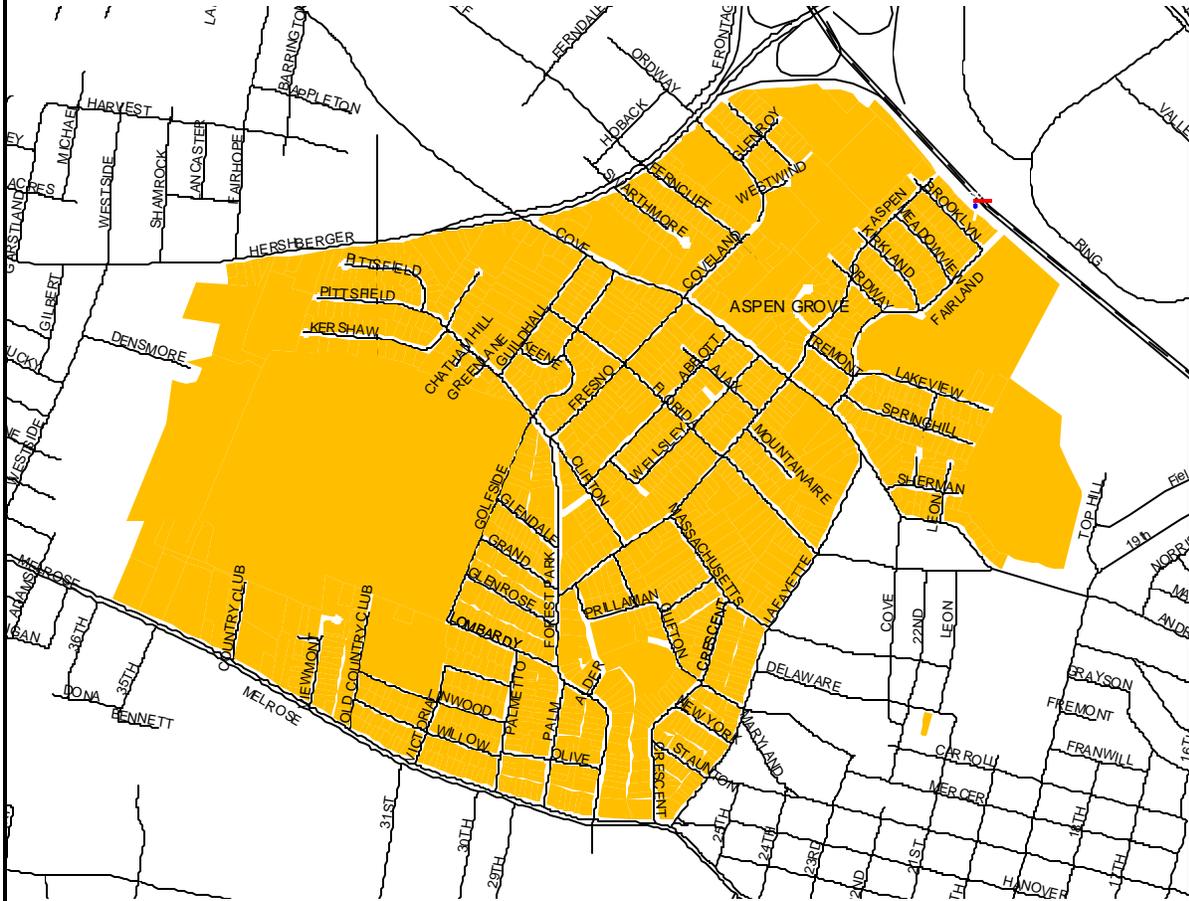
Certain areas of the Fairland / Villa Heights neighborhoods suffer from drainage problems (i.e. Aspen Street, Clifton Street, Prilliman Avenue, etc.). However, some drainage areas have been addressed within the City's Capital Improvement program. The City has a detailed list of all known drainage and flooding problems in this area and are working hard to address them and/or waiting for projects to be funded.

In 2003, the Roanoke Valley Area Metropolitan Planning Organization (RVAMPO) produced a draft of the long-range transportation plan 2025. Listed on its long range plan are street improvements to Cove Road from Peters Creek Road, Lafayette Boulevard for three lanes including bike lanes. Estimated cost for this project is \$14.4 million. The long range plan serves two primary purposes: 1) It provides a list of projects which could "graduate" to the more near term should unanticipated additional funding become available; and 2) It provides a sense of direction for citizens to ascertain how the regional transportation system would change if additional funding sources are available in the future.

Aspen Grove



Fairland and Villa Heights Streets



*Drainage Project
Improvements*

In addition to the recommended improvements to Cove Road, the Villa Heights neighborhood has eight projects on a waiting list of unfunded Capital Improvement Plan drainage projects. Projects for Villa Heights drainage system rank from number eight to number 109, but a project could be moved in ranking depending on the severity of the problem.

Projects include:

- Replace culvert under Melrose Avenue box and channel
- Storm drain on Forest Park Boulevard beginning at Palm Street
- Palm Avenue to Aspen Street storm drain
- Storms drain system to be installed on Glenrose Avenue, Glendale Avenue and a portion of Grand Avenues
- Storm drain on Golfside Avenue and Forest Park Boulevard
- Storm drain on Aspen Street with connection to Alder Street, Prilliman Avenue, Clifton Street and Dudley Street.
- Storm drain on Clifton Street to Aspen Street one block of Ajax Avenue and one block of Wellsley Street to Cove Road.
- Plug existing drainage well and connect inlet to existing storm drain system

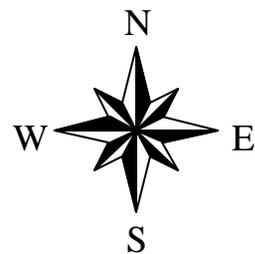


Homes on Linwood Avenue in the Villa Heights Neighborhood

Flood Zones in The Fairland Neighborhood



-  **Floodway**
-  **Floodzone 500 year**
-  **Floodzone 100 year**



*Gateway
Beautification*

Both neighborhoods are well served by public bus service. Valley Metro has several stops in each neighborhood. Many residents use the bus system, but complain that the system is complicated and bus service is limited in coverage area and hours of operation. Residents also commented that they would like to see covered bus stops with benches. Shelters could also be an opportunity to post information about routes and schedules.

Vision 2001-2020 views gateways as important elements in defining different areas of the city, and enhancing the neighborhood's image. Villa Heights neighborhood does not have a welcome sign that denotes its boundaries. Fairland has a neighborhood sign located at the corner of Aspen Street and Ordway Drive. However, the sign is not visible from the main thoroughfare. The main gateways into the neighborhoods are:

- Melrose Avenue and Lafayette Boulevard
- Cove Road and Lafayette Boulevard
- Hershberger and Cove Road
- Cove Road and Aspen Street
- Palm Street and Melrose Avenue
- Ferncliff Avenue and Hershberger

Each of these gateways should be enhanced by the addition of landscaping and gateway signs. Residents expressed interest in beautification of these areas to improve impressions when entering the neighborhoods. Gateway enhancements should be in coordinated with streetscape improvements, tree planting, and landscaping.

Small commercial area on Cove road



Public Services



Fire Station #9 that responds to Fairland and Villa Heights

Public safety is of great concern and is crucial to improving any neighborhood's future. Several residents from the Villa Heights neighborhood expressed a perceived increase in criminal activity particularly on streets surrounding Villa Heights Park and on Lafayette Boulevard. Residents feel they need more police presence in the neighborhood, by either bicycle or patrol car.

Community Oriented Policing Effort (C.O.P.E.) units were employed by the Roanoke Police Department. The Police Department uses a portion of the Villa Heights Recreation Center as a satellite office. The Street Crimes Sergeant operates from this facility and patrol officers, detectives, and supervisors use the building periodically to write reports, use the telephone, and meet with citizens. While the COPE staff had a significant positive impact in the area, fewer officers were available for this service.

Since the drafting of this neighborhood plan, the Roanoke City Police department has, restructured to a geographic zone policing method. The Department has divided Roanoke into four (4) zones, Northwest, Northeast, Southwest, and Southeast. Each zone has a Community Resource Officer that is overseer on current happenings within their assigned zone. The restructuring have brought positive reports on policing and positive reports from citizens. Crime reports in the last three years show a decrease in reports taken and a decrease in most categories of crime.

Station 9 at 24th Street and Melrose Avenue and Station 5 on 12th Street and Loudon Avenue provide fire and emergency medical response to the Fairland and Villa Heights neighborhoods. In addition, the area also receives fire and ambulance service from station #13 located at Appleton and Peters Creek Road, and station #10 located at the airport. Current response times average four minutes. The Fire/EMS Master Plan proposes relocating Stations #10 and #13 from their current locations to a more central site, and replacing them with one large station and multi-service facility serving the same coverage area. The location of the new station is currently being evaluated.



Villa Heights Recreational Center

Code enforcement is a major issue for residents. Some vacant lots in both neighborhoods have an abundance of vegetation and debris. Junk cars and junk outdoor storage are recurring violations. Effective code enforcement is essential to future revitalization efforts and must be aggressively pursued in the Fairland and Villa Heights neighborhood.

All residents have public refuse and recycling collection. Roanoke has made a commitment by stating in the overall comprehensive plan to recycle material wherever feasible. Many residents participate in the recycling program.

Quality of Life

The Villa Heights Park is located west of Lafayette Boulevard on Clifton Street. The park is 5.7 acres and features a recreation center in a historic building. In addition, the park has a number of outdoor recreation facilities:

- Football field
- Baseball diamond
- Basketball courts
- Children Playground Equipment
- Open space
- Recreational center

The recreation center is a house built ca. 1830 that has been renovated into a community center. Within the center is a community room, art & craft rooms, ping-pong table, and kitchen and office space. It is a community asset for the neighborhood and a significant historical structure. During the public workshops, residents expressed the need for the park to have a walking trail and more recreational activities and facilities for the elderly, such as shuffleboard, and chess and checker tables.



View from Roanoke Country Club in Villa Heights neighborhood

The department of Parks and Recreations has conducted further workshops concerning the future of the historical house at Villa Heights Park. From the workshops residents have compiled a list of several programs they would like to see active, different partnerships with churches and organizations, and present issues. Many of the programs listed were consistent with the programs given in the neighborhood plan workshops, such as senior activities, arts & crafts, and after school programs. Partnerships are a critical component to the success of the center, residents listed schools, churches, Valley Metro, libraries and the police department as a source for assistance and collaboration of events. Issues listed were transportation for seniors, safety, participation, and promotions of programs. The workshops were a source of tremendous value in evaluating and planning future endeavors for the park



*Church on Palmetto in
the Villa Heights neighborhood*

Various churches in the area offer their facilities for community meetings and activities. Of the seven churches located within the neighborhoods, many have outreach programs for the area. Residents mentioned that they would like to see the churches in the area come together and have a stronger presence in the neighborhoods.

Forrest Park School



Children in the Fairland/Villa Heights neighborhood attend Forrest Park Elementary School, William Ruffner Middle School, and William Fleming High. Forest Park School is located on Melrose Avenue, just south of Villa Heights. William Ruffner and William Fleming are located just north of the Fairland neighborhood. While there are three schools within the area, many youth are not involved with organized sports or clubs. The city's Youth Services offer different programs aimed at children for activities and programs for development of skills such as job training, interview skills, and resume-building. Churches in the neighborhood have youth leagues in various sports, in addition to after school programs and a computer lab.

The Fairland Civic Organization is the neighborhood organization for the Fairland neighborhood. Their concerns and mission are to work toward beautifying the neighborhood as a whole, while improving the community as a desirable place to live. The Villa Heights neighborhood organization is active as individuals but currently they are not meeting as group.

Each neighborhood is unique in its number of people, businesses, and groups who have vested interest in the neighborhoods future growth and development. All play a part and should participate in the common goals and development of the neighborhood's future.

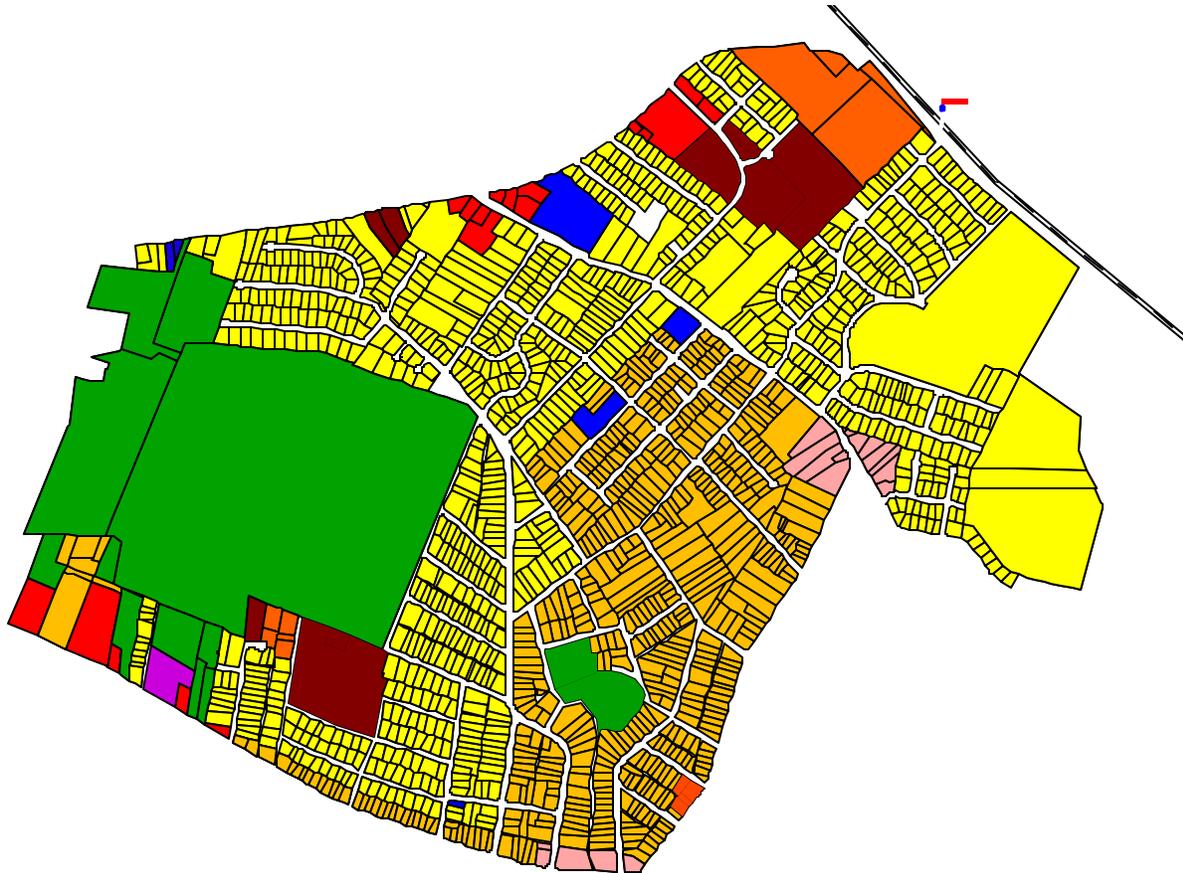
Recommendations

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

The Future Land Use plan on the following page is the most important recommendation of this plan. It specifies how future development should take place. Zoning is the principal tool that is used to implement the future land use plan. Some of the current zoning is not consistent with the future land use plan, so the plan recommends changes in zoning so that future development will be consistent with the future land use plan.

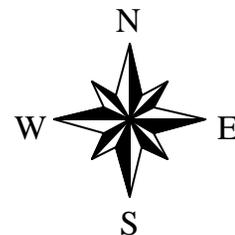


Future Land Use



Land Use

- Single Family Residential
- Single & Two Family Residential
- Multifamily
- Office Residential Mix
- Village Center
- General Commercial
- Light Industrial
- Recreation/Open Space/Park
- Institutional



Community Design

Policies

1. Roanoke will encourage development of Fairland and Villa Heights as a mixed traditional and suburban neighborhood model prescribed by Vision 2001-2020. Compatibility between diverse uses will be encouraged through quality design.
2. New development should enhance and contribute to the neighborhood's long-term viability. New development should be compatible with the scale, setbacks, and style of the current housing stock.
3. Streets are to be designed to support auto, pedestrian and bicycle traffic. Interconnected street patterns should be retained and enhanced.
4. Village Center development should be identifiable and neighborhood oriented. In addition, it needs to be accessible for pedestrians and bicyclists.

Actions

1. Identify specific areas for opportunities to establish neighborhood identity through community gateways.
2. Develop a streetscape safety improvement strategy for Lafayette Boulevard, Cove Road, and Forest Park Boulevard. Priority should be on Cove Road.
3. Encourage collaboration of community groups and churches to initiate beautification projects with a priority on improving gateways.
4. Change zoning at the intersection of Cove Road and Lafayette Boulevard to neighborhood commercial to encourage a mix of uses.
5. Initiate comprehensive rezoning to encourage the desired development patterns in accordance with the Future Land Use map.
6. Discourage strip commercial development along Melrose Avenue.
7. Identify vacant lots and develop neighborhood initiatives for development of those lots in a manner consistent with the policies of this plan.
8. Evaluate Villa Heights area for inclusion in the Neighborhood Design District Overlay.

Residential Development

Policies

1. Roanoke will encourage the Fairland and Villa Heights neighborhoods to be mixed-use urban neighborhoods with opportunities for housing, employment, and services for all ages, races, and incomes.
2. Ensure the design of new infill housing is compatible with the existing uses.
3. Maintain home ownership rates through financing programs for homebuyers particular to the neighborhood.
4. Encourage better stewardship of vacant properties by working with area neighbors and the Department of Housing and Neighborhood Services to increase their level of vigilance of housing maintenance in addition to targeted code enforcement.
5. Support residential development on the empty parcel adjacent to Fairland Road.

Actions

1. Collaborate with community organizations and housing developers to find ways to maintain and increase home ownership in the neighborhoods.
2. Insure that new housing development and infill-housing models are consistent with design guidelines of Vision 2001-2020.
3. Improve the networking system between the neighborhood and Roanoke City departments for code violations reporting.
4. Encourage programs with incentives for homeownership for people interested in living in the neighborhoods.
5. Expand the Rehabilitation District to the Villa Heights neighborhood and expansion of the Rental Inspection Program.

Economic Development

Policies

1. Support, retain, and expand business development that is compatible with neighborhood character and scale.
2. Village Centers need to complement the existing fabric of the neighborhood and have a strong pedestrian link into its surrounding areas.
3. Support village center development at the intersection of Cove Road and Lafayette Boulevard and at the intersection of Melrose Avenue and Lafayette Boulevard.
4. Ensure good relationships between residential and commercial development through thoughtful site and building design and landscaping.
5. Encourage a mix of commercial uses that will improve the vitality and connectivity of existing neighborhood areas.
6. Discourage strip development along Melrose Avenue.

Actions

1. Reevaluate limits of commercial areas with the update of the zoning ordinance, based on the future land use map.
2. Market the area Village Centers with emphasis on commercial uses with minimal noise and lighting impacts.
3. Support new development in the area that will encourage the appropriate use, design, and scale consistent with existing land use.

Infrastructure

Policies

1. Streetscapes will be attractive and well maintained.
2. Major streets (i.e. Cove Road, Hershberger Road, and Lafayette Boulevard) will be designed to accommodate pedestrians, bicycles, and motor vehicles.
3. Connectivity of streets will be maintained and enhanced.
4. Streetlights should provide adequate illumination while avoiding glare and light pollution.
5. Storm water problems will be addressed through public improvements.
6. Functional alleys should be maintained.
7. Ensure arterial and collector streets have safe pedestrian accommodations such as sidewalks or pedestrian pathways.
8. Plant species of street trees that enhance the historic character of the neighborhood such as oaks and maples.

Actions

1. Consider gateways with neighborhood signs at the intersection of Hershberger Road and Cove Road, Melrose Avenue and Lafayette Boulevard, and Cove Road and Lafayette Boulevard.
2. Improve public transportation service by considering extended service hours and providing covered bus stops with seating for the elderly and handicapped.
3. Encourage neighborhood organizations and the Department of Neighborhood Services to sponsor tree-planting projects.
4. Address safety issues of speeders and blind sight lines on Lafayette Boulevard and Cove Road with traffic calming measures, and/or trimming or removing bushes.
5. Address storm water drainage problems on Cove Road, Pittsfield, Forest Park Boulevard, Aspen Street, Lakeview Drive, and Springhill Drive.
6. Create the bicycle connections on Lafayette Boulevard and Cove Road and streetscape improvements along Melrose Avenue identified in the Vision 2001-2020 plan.
7. Implement appropriate measures for traffic calming on Lafayette Boulevard, Cove Road, Forest Park, and Aspen Street.
8. Coordinate new sidewalk and/or curb and guttering with repairs and addition of amenities such as street trees, shade, and ornamental.
9. Assess arterial and collector streets for pedestrian and bicycle accommodations.

Public Service

Policies

1. Aggressively enforce property maintenance and nuisance codes.
2. Support collaboration with the Roanoke Neighborhood Advocates.
3. The city will continue providing excellent fire/EMS protection to the Fairland and Villa Heights neighborhoods.
4. The city will continue to encourage solid waste recycling.
5. Support neighborhood watch programs and other Crime Prevention Through Environmental Design (C.P.T.E.D) principles that will enhance the safety and character of the neighborhood.

Actions

1. Distribute information on code enforcement efforts in the neighborhoods.
2. Continue incentive programs that encourage affordable housing opportunity for police officers living in the neighborhood.
3. Enhance communication between residents, the neighborhood organizations, and the city of Roanoke, for increased awareness of neighborhood, and assistance programs offered.
4. Increase police presence within the neighborhoods.

Quality of Life

Policies

1. Support community empowerment by building neighborhood based organizations.
2. Villa Heights Park should be maintained as a community asset.
3. The tree canopy should be maintained and increased throughout the neighborhood.
4. Encourage neighborhood churches to coordinate efforts to improve the quality and range of outreach services.

Actions

1. Revitalize the Villa Heights neighborhood organization.
2. Consider planting trees with large canopies (i.e. Oaks, Maples, and/or Ash) along streets with existing large canopy trees.
3. Work with the Department of Parks and Recreation to determine the priority and feasibility of developing some of the following needs:
 - a. More senior activities and benches
 - b. New exercise trail around the park
 - c. New water fountain
 - d. Improved recreation center facility
4. Improve neighborhood appearance by beautifying gateway areas and consider the following areas for gateway signs:
 - a. Melrose Avenue and Lafayette Boulevard for Villa Heights
 - b. Cove Road and Lafayette Boulevard for both neighborhoods
 - c. Hershberger and Cove Road for both neighborhoods
 - d. Cove Road and Aspen Street for Fairland

Funding

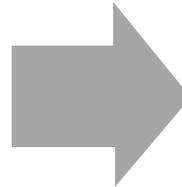
Funding for major infrastructure projects is generally provided through the city's Capital Improvement Program. Funding can come from a variety of sources, including CDBG, transportation funding, state and federal funds, and general revenue. The Capital Improvement Program is developed by identifying needed projects and matching them with potential funding sources. Each project is reviewed and ranked in terms of priority.

The chart on the following page identifies major projects, their time frame, the lead agency or department, and potential sources of funding. The cost of most projects such as streetscape improvements cannot be determined until more detailed planning is completed.

How large projects are funded: The Capital Improvement Program

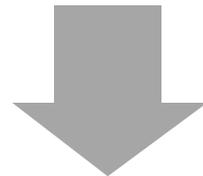
Funding Sources

Bonds
General revenues
State and Federal
CDBG
Project grants

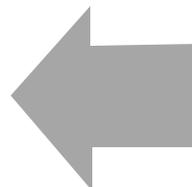


Needed Projects

Parks
Buildings
Economic Development
Streets, sidewalks and bridges
Storm drains



**Priority projects &
their funding**



**5-year
Capital
Improvement**

Implementation

Actions	Participants	Timeframe
Community Design		
Gateway Beautification	NG / HNS	5 years
Vacant lot development	HNS	5-10 years
Comprehensive Rezoning	PBD	1 year
Residential Development		
Implement home ownership programs	NG / HNS	Ongoing
Implement Neighborhood Design District	PBD	3 years
Identify development opportunities	NG / HNS / PBD	1 year
Economic Development		
Develop Village Center at the intersection of Cove Road, Lafayette Boulevard	ED / PBD	1 – 4 years
Infrastructure		
Address storm water problems on Cove Road	PW	5-10 years
Plant street trees, Improve streetscapes	PW / HNS	2-5 years
Address safety issues on Lafayette Boulevard	PW / EN / TD	1-3 years
Repair and complete sidewalk and curb system	PW	5-10 years
	TD / NG / PW	1-5 years
Public Services		
Enact program for neighborhood crime prevention and code enforcement violations.	PD/ NG / CE	1-2 years
Quality of Life		
Continued maintenance of Villa Heights Park	PR / NG	Ongoing
Develop Neighborhood Watch Program in the Villa Heights area.	PR / NG/HNS/PD	1-2 years

HNS: Housing & Neighborhood Services ~ **PBD:** Planning Building and Development ~ **CE:** Code Enforcement ~ **NG:** Neighborhood Groups ~ **PD:** Police Department ~ **PR:** Parks and Recreation Department ~ **ED:** Economic Development ~ **PW:** Public Works ~ **EN:** Engineering Division ~ **TD:** Transportation Division

Acknowledgments

City Council

Mayor C. Nelso Harris
Vice Mayor Beverly T. Fitzpatrick, Jr.
M. Rupert Cutler
Alfred T. Dowe, Jr.
Sherman P. Lea
Brenda L. McDaniel
Brian J. Wishneff

Planning Commission

Chairman Robert B. Manetta
Vice Chairman Fredrick M. Williams
Gilbert E. Butler, Jr.
Paula Prince
D. Kent Chrisman
Henry Scholz
Richard A. Rife

Planning Building & Development

Brian Townsend, Director

Project Manager

Jacques Scott, City Planner

Thanks to the residents, businesses, and property owners who participated in the community workshops.

Special thanks to the members of the Fairland Civic Organization, Villa Heights Crime Prevention Organization for their active involvement in development of the plan.