



Gainsboro

NEIGHBORHOOD PLAN

ROANOKE
VIRGINIA



vision 2001
2020

Adopted by City Council March 17, 2003

Contents :

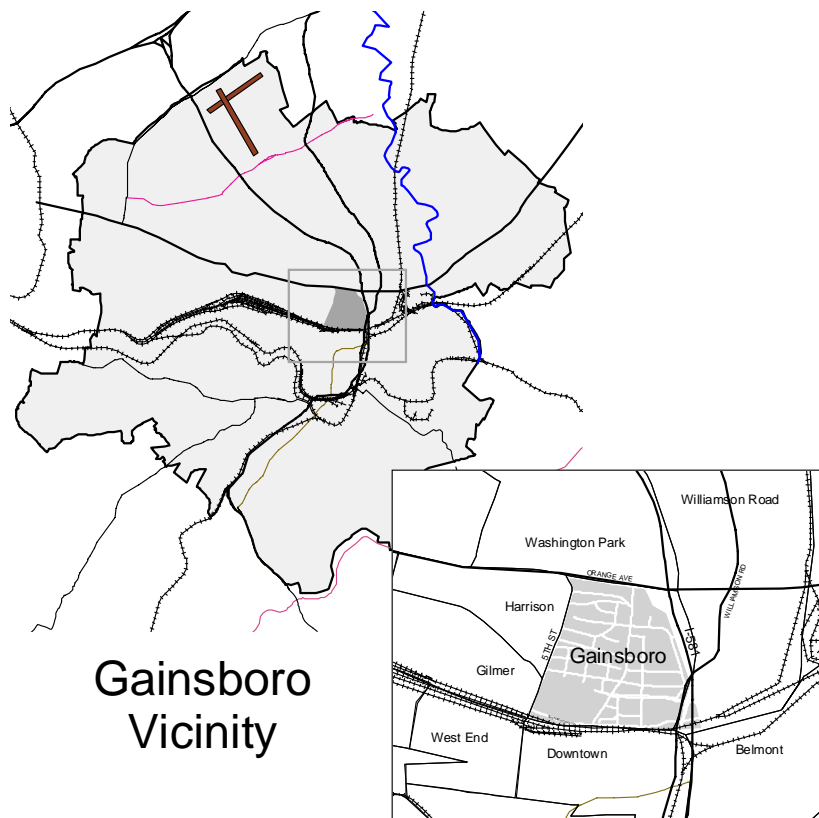
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Planning Building & Development

Introduction

Gainsboro, Roanoke's oldest village, is part of the overall neighborhood fabric of Roanoke. Located in the heart of Roanoke just north of the City Market, Gainsboro is bounded on the north by Orange Avenue, on the west by 5th Street, on the east by I-581 Williamson Road, and on the south by the Norfolk Southern Railway tracks. Because of its central location and access to major arterials, Gainsboro has convenient access to other neighborhoods, downtown, and other parts of the city. The neighborhood provides a variety of opportunities for living, from suburban-style development to more traditional historic areas.

This plan will become an integral part of *Vision 2001-2020*, Roanoke's comprehensive plan. *Vision 2001-2020* recommends that neighborhood organizations, civic groups, and businesses be involved in the development of neighborhood plans. The Roanoke Department of Planning Building and Development, along with Nottingham Associates, worked with neighborhood representatives, residents, property owners, and business owners to prepare this neighborhood plan. Through numerous work sessions, the community's issues, opportunities, and areas of greatest need were discussed. This involvement formed the basis for the plan's recommendations and assured that community interests, as well as the overall concerns of the city, were addressed.



A group of interested community representatives consistently attended work sessions. Their historical perspectives, thoughtful input, and direct comments were invaluable to the development of this plan. Discussion was organized around six key neighborhood planning elements:

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

The Community Design element looks at physical design features and land use patterns. Residential Development addresses existing and new housing opportunities. Economic Development deals with commercial and industrial development in the neighborhood. The Infrastructure element evaluates transportation systems and utility systems such as water, sewer, and storm drainage. The Public Services element assesses fire/EMS, police and other city services. Finally, the Quality of Life element addresses recreational opportunities, environmental issues, education, and community development. Each plan element contains information about current conditions and issues.

Strategic Initiatives

While this plan contains many recommended policies, there are five Strategic Initiatives on which implementation should be focused:

- **Housing Development:** A comprehensive, community-endorsed housing strategy is required. The strategy should promote rehabilitation, maintenance, well-designed infill development, and increased resident ownership.
- **Henry Street Revitalization:** Henry Street is important to the neighborhood's overall revitalization because it will provide a nucleus around which the neighborhood can develop.
- **Conservation:** Zoning changes are needed to establish future land use patterns and architectural design standards that will protect the character of the neighborhood. Eligible residential areas should be nominated for listing on the National Register of Historic Places and Virginia Landmarks Register. Historic designations will promote rehabilitation and high quality infill development.
- **Capacity Building:** Gainsboro's residents are willing participants in determining the future of their neighborhood. Neighborhood-based organizations will be crucial to initiating and sustaining revitalization efforts. The many groups and individuals working toward Gainsboro's revitalization should collaborate to ensure open communication and awareness of development projects.
- **Infrastructure:** Gainsboro should have safe, well-designed streets and other infrastructure. Traffic management and street design must be evaluated and improved to ensure compatibility with the neighborhood setting.

History

Gainsboro's history and character make it one of the city's strongest and most distinctive neighborhoods. The name Gainesborough (later shortened to Gainsboro) formerly referred to an area that was centered on the present intersection of Orange Avenue and Williamson Road. Developer William Rowland laid out the area and it was named after its founder and financier, Major Kemp Gaines. The Town of Gainesborough was incorporated in 1835. When the Virginia and Tennessee Railroad arrived in 1852, it passed to the south of Gainesborough. Commerce and population began to move south toward the railroad in the area of downtown and the present-day Gainsboro neighborhood. This new settlement was called Big Lick and the older areas were referred to as Old Lick. Old Lick became a predominantly African American community. Old Lick and Big Lick eventually became Roanoke in 1882.

Most of the development in what is now the Gainsboro neighborhood occurred between 1890 and 1940. Beginning in the 1920s, the Gainsboro neighborhood transformed from a predominantly white residential neighborhood to a predominantly African American community, with its own institutions, businesses, and leaders. Gainsboro is noted for its development between 1900 and 1920, when Henry Street became the cultural and commercial center of the African American community. Gainsboro in the 1930s was the center for Roanoke's minority businesses, public facilities, housing and services.

Saint Andrews Catholic Church



Residents included teachers, doctors, ministers, nurses, small business operators, and artisans. The area is notable as one of the few places in the South where the African American community developed self-sufficient institutions and services such as a library, hospital, school, newspaper, and hotel .

The area of Wells, Gilmer, and Patton Avenues and Henry Street played a key role in the growth and development of Roanoke. The area was home to one of the major railway systems in the United States and was selected as the site for the Hotel Roanoke. In the late 1800s, several major religious denominations built their first churches in the area.

Today, Gainsboro has numerous landmark buildings that provide a link to Roanoke's past. Buildings on the National Register of Historic Places include St. Andrews Catholic Church, Hotel Roanoke, the Gainsboro Library, and the Norfolk & Western Railway buildings (now the Higher Education Center and Eight Jefferson Place). Portions of the residential areas of the neighborhood have been identified as eligible for listing on the National Register.

In addition to important landmark buildings, the neighborhood was home to several African Americans whose life achievements had an impact on our nation. The home of Oliver W. Hill, a renowned civil rights lawyer, is located on Gilmer Avenue. Judge Edward R. Dudley, the first black United States ambassador, also lived on Gilmer Avenue in Gainsboro. Dr. J.H. Roberts, Dr. J.B. Claytor, Dr. S.F. Williman and Dr. L.C. Downing, all were residents of the Gainsboro community and all were founders of the Burrell Memorial Hospital. Originally located on Henry Street, the hospital was chartered in 1915, and was one of the first to serve the African American community of the Roanoke Valley.

Like many inner-city neighborhoods in America, the Gainsboro community continues to deal with the consequences of the urban renewal programs of the 1960s and 70s that displaced many families and businesses. The general sentiment today in America, and in Gainsboro, is that urban renewal was something done to the community instead of with the community. One of the main purposes of this plan is to ensure that the community is involved in determining its own future and that the community's goals and interests are reflected in future development, ultimately leading to a better and more vibrant Gainsboro.

¹ Baratta, Erin, *Gainsboro Historic Context*, 1992, Roanoke Regional Preservation Office (Virginia Department of Historic Resources)

Community Values

Through the workshops and input from residents, the following general values were agreed upon:

- Encourage increased homeownership levels in the neighborhood.
- Protect the architectural character of the neighborhood. New buildings should respect the existing neighborhood character with respect to scale and design. Existing residential areas should be protected from encroachment by commercial uses.
- Encourage continuing personal development through educational, cultural and historical resources.
- Ensure that all residents and owners responsibly maintain their properties.
- Promote a safe, crime-free environment for those who live, work, and play in the neighborhood.
- Welcome diverse nationalities, races, ages, and income levels.

Historic Gainsboro Library



Community Design

Land Use and Zoning

Land use in Gainsboro is diverse. While much of the land is used for single-family residential, the neighborhood contains considerable amounts of high-density residential, commercial, and industrial uses. Zoning patterns generally reflect the existing land uses. However, the areas that are zoned RM-2 (multifamily residential) actually have single- and two-family residential as the predominant land use. Over half the parcels are vacant.

Land Use	# Parcels	%	Acres	%
Single-family	243	37%	36	20%
Duplex	36	5%	5	3%
Townhouse	10	2%	2	1%
Multifamily	4	1%	2	1%
Institutional	6	1%	42	24%
Industrial	6	1%	34	19%
Commercial	13	2%	16	9%
Vacant/Other	336	51%	39	22%
TOTAL	655	100%	176	100%

West of Gainsboro Road is zoned mainly Residential Multifamily, Medium Density (RM-2), except for the Coca Cola plant, which is zoned Light Manufacturing (LM). The northwest portion of the neighborhood is suburban in character. The detached single- and two-family dwellings in this area were built in the late 1970s and early 1980s. Most of these homes are modern ranch style structures situated on larger lots.

Homes on Patton Avenue



East of Gainsboro Road is predominantly zoned Light Manufacturing (LM) and Central Business District (C-3). The northeastern part of the neighborhood is zoned mostly LM, with some commercial uses. The major uses in this area are Holiday Inn Express, YMCA, contractor supply warehouses, and Roanoke Catholic School. The southeast portion of the neighborhood is mainly zoned C-3, Central Business District, and RM-2, Residential Multifamily. This area has major institutional uses such as Gainsboro Library, Hotel Roanoke, the Higher Education Center, Social Security Administration, First Baptist Church, and the Dumas Center. The southeastern portion also has residential areas such as the Historic Gainsboro District, Our Lady of the Valley, and Eight Jefferson Place. Henry Street is also located in the southeastern part of the neighborhood.

The part of the neighborhood north of the Coca Cola plant is where Gainsboro's oldest housing is located. Most of the single- and two-family detached homes were built between 1890 and 1940. The most commonly-found house styles are Folk Victorian, Queen Anne Victorian, and related vernacular styles. Many of the homes in this area are small and positioned on long, narrow lots. Some lots are only 20 to 25 feet in width and side yards are very small.

Physical Layout

The terrain in Gainsboro is rolling with some steep grades. The elevated areas of the neighborhood along Cherry and Patton Avenues allow for some of the best panoramic views of the Roanoke Valley and downtown. The neighborhood environment is unique and expresses the diverse character of the city.

Streets are generally arranged in a grid pattern, but the grid has been modified and interrupted by numerous street and redevelopment projects. The historic parts of the neighborhood have narrow, interconnected streets, while the redeveloped suburban areas have wide streets that terminate in dead ends.

The traditional areas feature compact lots that are deep and narrow and range from 2,500 to 5,000 square feet. Building forms generally follow the lot pattern and occupy 40-50% of the lot. Most houses are set within 30' of the street. In contrast to the traditional areas, the modern suburban area has large lots, ranging from 7,000 to 18,000 square feet. Houses typically occupy only 7-15% of the lot area and are set back from the street 30' or more.

Vision 2001-2020 recommends that new residential development incorporate traditional neighborhood design principles rather than suburban patterns. In Gainsboro, future development should respect (and be guided by) traditional development patterns rather than those of the redeveloped areas.



View from Cherry Avenue

Gateways

Gateways distinguish Gainsboro from other areas and are important to the image of the neighborhood. *Vision 2001-2020* views gateways as very important elements in defining different areas of the city. The neighborhood has six principal gateways:

- Gainsboro Bridge
- Wells Avenue at Williamson Road/I-581
- Fifth Street at Orange
- Fifth Street at Shenandoah
- Gainsboro Road at Cherry Avenue
- 1st Street (Henry Street) Bridge

The Gainsboro Bridge and the Wells Avenue gateways feature attractive masonry signs, brick sidewalks, historic lighting fixtures, tree-lined streets, and brick crosswalks. Fifth Street serves as a gateway to two neighborhoods: Gainsboro and Gilmer. Fifth Street along its length generally has a neglected appearance. In addition, there are no sidewalks between Orange and Madison Avenues. Trash, broken glass, and overgrown weeds are common along this segment of the street. Northwest Neighborhood Environmental Organization is proposing a new development along Fifth Street between Centre and Loudon Avenues. The plan calls for reconfiguration of Fifth Street with a landscaped median and on-street parking. This project should improve the appearance of this neighborhood gateway.

Gainsboro Road at Cherry Avenue features a masonry sign marking the entrance to Historic Gainsboro. The presence of large parking lots in this area makes this a weak gateway in terms of appearance.

The neighborhood's northern boundary along Orange Avenue is a wooded and steeply graded strip of land that creates a defined neighborhood edge. Most of the property is owned by the Roanoke Redevelopment and Housing Authority. This plan recommends that the property remain as undeveloped green space that could potentially

Wells Avenue



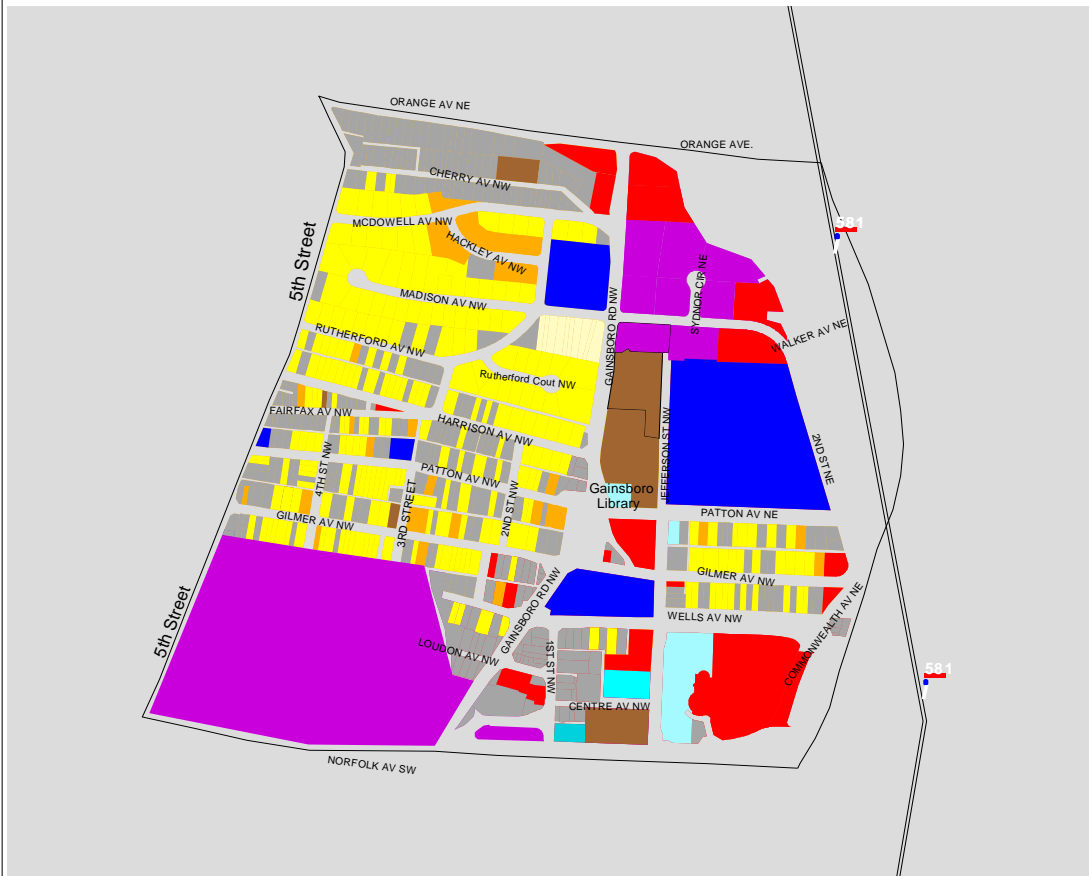
Gainsboro Road



5th Street

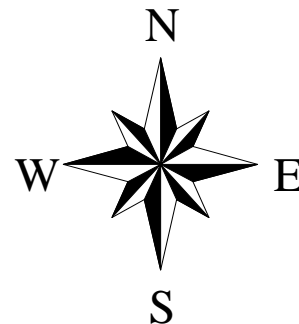


Existing Land Use

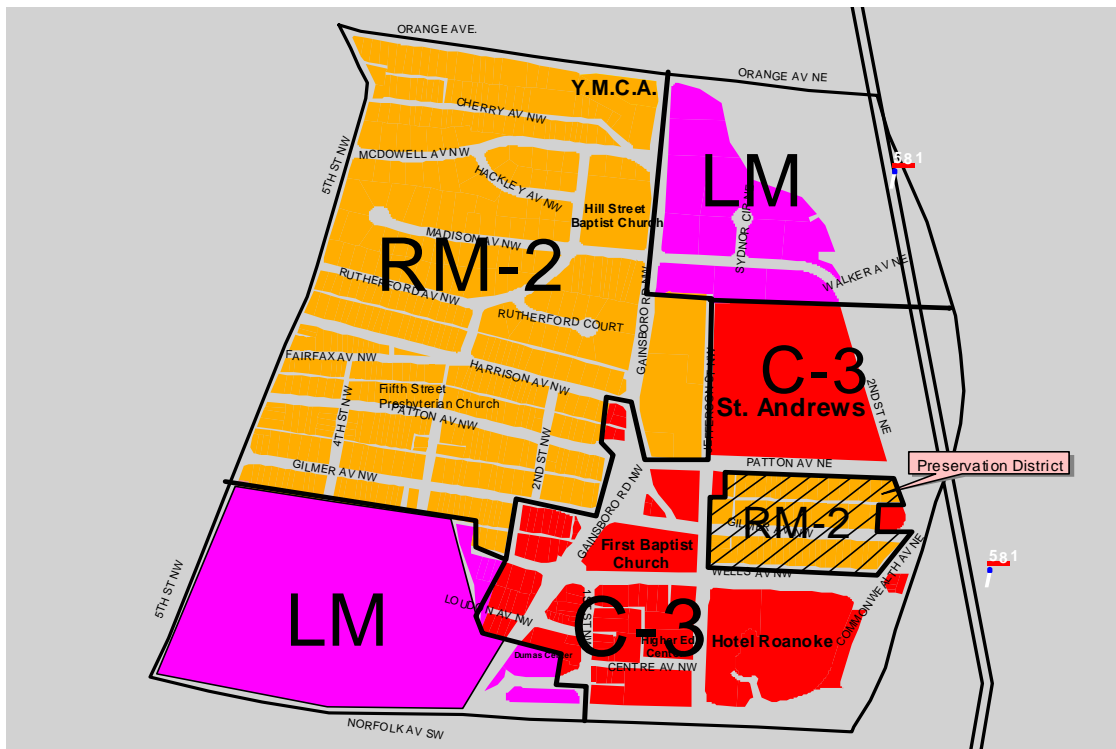


Gainsboro Existing Land Use

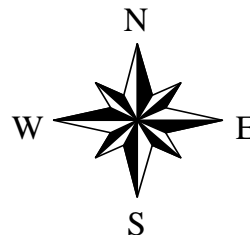
- Single family
- Townhouse
- Two family
- Multi family
- Commercial
- Industrial
- Park/Open Space
- Parking facility
- Religious
- School/Public facility
- Vacant



Existing Zoning



- Gainsboro Existing Zoning**
- RM-2 Residential Multifamily
 - H-2 Neighborhood Preservation District
 - C-3 Central Business District
 - L-M Light Manufacturing



Gateways

be planted with attractive landscaping and flowers.

Henry Street is located just north of the First Street Bridge adjacent to the Higher Education Center. As this area is revitalized, it will become a major gateway into the neighborhood from downtown.

Community Design Issues:

- Steep terrain and relatively small lots make development challenging
- Fifth Street needs attention along its entire length
- Over half the lots are vacant
- Neighborhood lacks a recognizable activity center
- RM-2 zoning permits higher density than what actually exists in the neighborhood.

*Eight Jefferson Place
During Renovation*



Residential Development

Population and Housing

Gainsboro is one of the few urban neighborhoods in Roanoke that has seen population growth; population increased from 767 in 1990, to 967 in 2000 (U.S. Census). The neighborhood gained 200 residents, in part due to the opening of Our Lady of the Valley Nursing Home which can accommodate 170 residents. Eight Jefferson Place will feature 80 upscale apartments with a capacity of 150 residents, so continued population growth is certain. The majority (73%) of the population is African American. Between 1990 and 2000, there was a slight increase in white and other race/multiracial populations. The home ownership rate in Gainsboro is 41.5%, well below the city rate of 56%.

Population			
	1990	2000	Change
Total Population	890	935	+5%

Racial Composition						
Race	Gainsboro 1990		Gainsboro 2000		Roanoke 2000	
	# people	% distribution	# people	% distribution	# people	% distribution
African American	703	79%	686	73%	25,380	27%
White	183	21%	218	23%	65,848	69%
Other race or multiracial	4	<1%	31	4%	3,686	4%
TOTALS	890	100%	935	100%	94,914	100%

Age Distribution (%*)			
Age bracket	Gainsboro 1990	Gainsboro 2000	Roanoke 2000
0-17 years	20%	24%	23%
18-39 years	27%	23%	31%
40-64 years	19%	23%	31%
65+ years	33%	29%	16%
* percentages may not equal 100% due to rounding			

Housing Tenure						
	Gainsboro 1990		Gainsboro 2000		Roanoke 2000	
Owner Occupied	148	40.5%	149	41.5%	23,637	56.3%
Renter Occupied	217	59.5%	210	58.5%	18,366	43.7%
Total Occupied Housing Units	365	100%	359	100%	42,003	100%
Vacant Housing Units	88		44			

Housing Character

Roanoke's older neighborhoods have a unique character that is defined in part by the design of the housing. While there are many architectural styles in Gainsboro, structures tend to share design features that are essential in defining the character of the neighborhood. Many residents feel that this consistent design character is very important and that it should be protected. Residents are concerned about the design of new infill houses and feel that they should "fit in" with the historic homes of the neighborhood. Furthermore, they feel that compatible design of new homes is essential to attracting new people to the area. Zoning protections such as the H-2, Neighborhood Preservation District, and the NDD, Neighborhood Design District, can be used to help protect the character of the neighborhood. The sections of Patton and Gilmer Avenues east of Jefferson Street currently have the H-2 overlay in place.

Housing Conditions

The 21st Century Challenge study, sponsored by the Roanoke Regional Housing Network, surveyed the exterior conditions of housing units in inner-city neighborhoods of Roanoke, including Gainsboro. The study found that there are considerable amounts of fair to poor housing conditions in the southwestern area of Gainsboro. In addition, an area survey conducted by Roanoke inspectors indicated a concentration of code violations in the southern part of the neighborhood. Like many older neighborhoods, Gainsboro has areas with blighted conditions. Areas with oldest housing stock tend to have more code and maintenance violations, such as outdoor storage, junk cars, and poor property conditions.

The issues associated with vacant lots and infill housing is complex and requires a partnership between the public and private sectors to develop strategies for specific areas. Neighborhood groups are actively working to improve housing conditions in the area. In consideration of development pressures given Gainsboro's location near downtown, residents' concerns center on the continued viability of the residential portions of the neighborhood. Their goals focus on keeping homeowners in the neighborhood, having renters become homeowners, and promoting responsible property ownership. The outcome should be the elimination of destabilizing conditions created by irresponsible rental property owners. Strategies should strive to retain a range of housing options that will permit responsible residents to remain in the neighborhood.

Key Residential Development Opportunities

- **Cherry Avenue:** There are several vacant parcels on Cherry Avenue owned by the Roanoke Redevelopment and Housing Authority. The area has beautiful views of the Roanoke Valley. This site is appropriate for single-family residential or townhouse development. New development in this area should be compatible with the urban design of the historic portions of the neighborhood. The current zoning is RM-2 (multifamily residential). New zoning patterns should provide for single family detached dwellings by right and should require a special exception for duplex or townhouse development.
- **Individual infill lots on Gilmer, Fairfax, Patton, and Harrison Avenues:** The Roanoke Redevelopment and Housing Authority owns nearly half of the vacant land in Gainsboro. Most vacant parcels are very narrow and have steep grades. These parcels are appropriate for single-family or two-family residential development. Infill houses should be carefully designed to ensure compatibility with existing houses. The current zoning is RM-2 (multifamily residential). New zoning patterns should provide for single family detached dwellings by right and should require a special exception for duplex or townhouse development.

Key Residential Development Opportunities

- Old Loudon Avenue: This property fronts on Gainsboro Road and is located behind the Big Brothers and Big Sisters headquarters adjacent to the Coca Cola plant. Due to its proximity to Henry Street, this site is appropriate for multifamily-development. The site has a great view of downtown and is close to the Higher Education Center. The current zoning is C-3 (Central Business District). New zoning for this site should allow for high-density residential development.

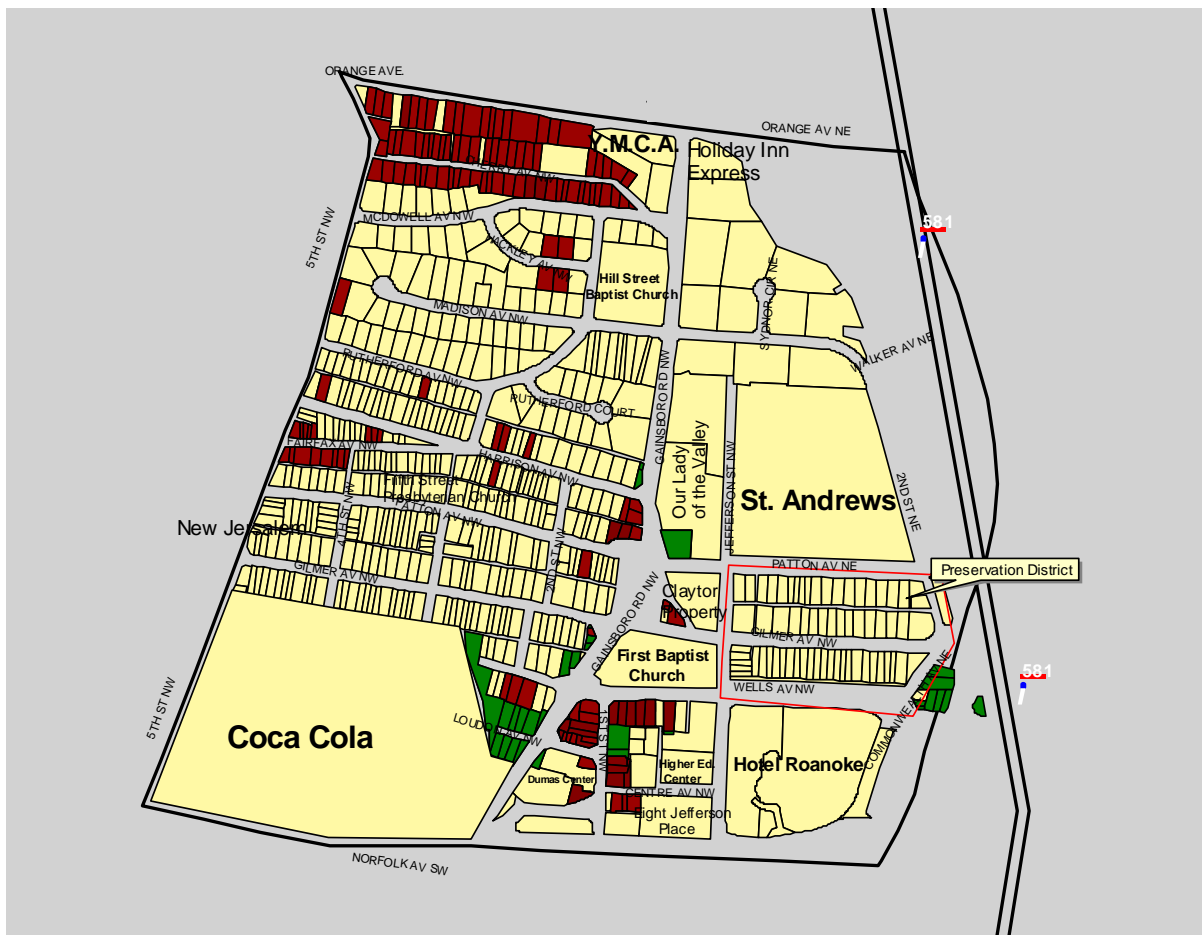
Residential Development Issues


- Concentrations of poor housing and vacant lots
- Owner occupancy rates are low compared to citywide.
- Newer housing in the northwestern portion of the neighborhood is in good to fair condition.
- Over 50% of the lots are vacant.
- 60% of the houses were rated in good condition and 40% were fair to poor (RRHN, June 2001)
- Ownership of vacant lots by the Roanoke Redevelopment and Housing Authority is an opportunity to encourage appropriate development. There is potential for a local community development corporation to have an active role in developing housing in partnership with the Housing Authority. Vacant lots can be assembled into "packaged" development projects that may be attractive to private developers.
- Greatest population increases are expected in the 0-17 years and over-65 age brackets.
- Pockets of housing decline and lower rents attract lower income renters and sustain demand for absentee landlords.
- Concerted efforts to market the neighborhood are needed.



Our Lady of the Valley Nursing Home

City of Roanoke & Housing Authority Owned Property



 City - Owned

 Roanoke Redevelopment and Housing Authority



Economic Development

A key to sustaining and revitalizing the neighborhood is to provide for job-generating uses as an integral part of the neighborhood. New interest in the development of Henry Street should provide momentum to improve and develop all areas of the neighborhood. From a business perspective, Gainsboro should take advantage of its locational advantages to retain and attract businesses that import revenues from customers located in the neighborhood, city, and region.

Henry Street Village Center

The Dumas Center

The *Vision 2001-2020* Comprehensive Plan recommends development of village centers as an economic development strategy to strengthen neighborhoods. Many of

Roanoke's traditional neighborhoods developed as villages - areas that are somewhat self-contained in that they are places where people can live, work, shop, play, and interact in a walkable local setting. Village centers offer amenities typically not found in suburban areas, such as convenient access to schools, cultural amenities, local shops, and places of employment.

Henry Street was once Gainsboro's village center and, in its prime, was a major economic hub for the region's African Americans. During the days of racial segregation, it was one of the few places where African Americans had access to essential goods

and services as well as entertainment.

The Outlook Roanoke downtown plan recommends building on the success of the Higher Education Center and working with the efforts of the Roanoke Neighborhood Development Corporation to implement the Henry Street Initiative.



The Ebony Club



Outlook Roanoke further recommends that the Ebony Club be restored and brought back to useful life and that new office construction could be used to rebuild the urban character of Henry Street.

The following groups have development proposals for the revitalization and rebuilding of Henry Street:

- Roanoke Neighborhood Development Corporation (RNDC) is a non-profit, community-based organization that is collaborating with the City of Roanoke and the Roanoke Redevelopment and Housing Authority to facilitate development in Gainsboro. In 1998, RNDC initiated planning to revitalize the Henry Street area. Its major project in the planning stage is the Crew Suites, an office and retail development proposed as a catalyst for future development.
- Total Action Against Poverty (TAP) is a community action organization that owns the old Dumas Hotel building. TAP has established the Dumas Center for Artistic Development as a youth development and community arts center that will house the Harrison Museum of African American Culture, the Downtown Music Lab, the Dumas Drama Guild, and other cultural resources.

The Roanoke Redevelopment and Housing Authority, as the owner of most of the land on Henry Street, will necessarily be a major participant in future development.

Mixed-use Opportunities

The Claytor property between Patton and Gilmer Avenues, which is occupied by a building that has been vacant for several years, would be appropriate for multiple uses such as multifamily residential, live-work, or lower-intensity commercial uses. The current zoning is C-3 (Central Business District). New zoning for this site should promote uses and building scales appropriate for a village center.

Future Commercial and Industrial Development

New development must reflect the needs of the neighborhood with respect to design, parking, pedestrian access, and traffic flow. Development should also assist the neighborhood economically by providing job assistance, opportunities for advancement, involvement with neighborhood projects, and neighborhood development. Planning for new development should consider its role in the overall revitalization of the neighborhood.

Future commercial development should generally be limited to the southeastern portion of the neighborhood (except the Historic Gainsboro district) and at the intersection of Gainsboro Road and Orange Avenue (see Future Land Use map). Limiting commercial development to these areas will preserve residential areas and avoid land use conflicts. Industrial development will be limited to the existing industrial areas.

Economic Development Incentives

Henry Street has a great advantage in promoting economic development because it is designated both as an Enterprise Zone and as a Technology Zone. In these zones, state and local incentives such as tax credits are available. Listing on the National Register of Historic Places could also make rehabilitation incentives available.

A key element in promoting economic development is having a well-trained workforce. The Roanoke Higher Education Center is the region's hub for higher education and workforce training. In November 2002, the center opened Virginia Western Community College's Corporate Center for Workforce Development and Training. Programs that promote a well-trained workforce can help to attract investment and quality jobs to the neighborhood, the city, and the region.

Economic Development Issues

- Revitalization efforts on Henry Street have been delayed.
- There is renewed interest in residential development in the area bordering downtown.
- Successful projects such as the Higher Education Center, Hotel Roanoke, and Eight Jefferson Place have led to discussions about development pressures and the continued viability of Gainsboro's residential areas.
- Henry Street and nearby areas have the potential to cluster a mix of institutional, cultural, commercial, and educational uses that benefit Gainsboro residents as well as draw from broader markets.
- Potential National Register and Virginia Landmarks Register designations offer incentives that can contribute to a favorable investment climate.

Higher Education Center



View from Jefferson Street



The Lawson Building



Infrastructure

Transportation



Jefferson Street

Several major streets provide access into and within Gainsboro, including Orange Avenue, Gainsboro Road, Wells Avenue, and Williamson Road. These four-lane arterials move high volumes of traffic. Gainsboro Road and Fifth Street are the major north-south streets and function as gateways between the neighborhood and other parts of the city. Gainsboro Road was realigned in the mid-1990s to provide access between downtown and Orange Avenue. The southern part of Gainsboro has narrow streets roughly arranged in an interconnected grid. The northern part of the neighborhood is characterized by a suburban street pattern with wide pavement. The development pattern in this area is disconnected by numerous dead-end streets. The primary street linkages to surrounding areas are Fifth Street, Gainsboro and Williamson Roads. The pedestrian bridge provides access between First Union Plaza and Hotel Roanoke. The First Street Bridge, which has been closed to vehicular traffic for a number of years, has been identified for substantial rehabilitation. The rehabilitation project will include both vehicular and pedestrian access between Gainsboro and downtown.

Residents have concerns about safety on Fifth Street, which is notorious for its steep topography and blind spots at Rutherford, Madison, and Gilmer Avenues. Residents feel that safety issues should be addressed with traffic management and traffic calming measures, rather than by widening.

Several industrial developments in and around the neighborhood generate truck traffic. Residents are concerned about truck traffic using residential streets. Traffic management strategies should ensure that trucks use major arterial streets when accessing industrial establishments.

Alleys are an important part of Gainsboro's traditional neighborhood fabric. They provide access to the rear of properties for parking and, in some cases, provide locations for utilities. Residents feel that alleys should be retained, but that more effective maintenance is needed.

Corner of Gilmer Avenue and Gainsboro Road





Gainsboro Road

Valley Metro, the public bus system, has several stops in the Gainsboro area. Many residents use this system, but complain that the system is overly complicated and that bus service is limited in coverage area and hours of operation. Valley Metro has programs to help new riders use the system. Neighborhood groups could provide a forum for publicizing the availability of these services to residents. Residents also commented that they would like to see covered bus stops with benches.

With increased development in the southeastern part of the neighborhood, the demand for parking has increased. Residents have expressed concern with parking spilling over into the residential areas. Roanoke has responded to these concerns with a major investment in a new parking garage as well as an ordinance to make a residential parking permit program available.

Transportation Projects

The Gainsboro Road realignment was a major project undertaken in the late 1990s to provide a connection between downtown and Orange Avenue. The project sparked considerable controversy that ultimately resulted in a number of design improvements such as crosswalks and trees. Still, the street has design characteristics such as wide lanes that encourage high traffic speeds that are inappropriate for a neighborhood setting. Despite the design improvements, physical design of Gainsboro Road creates a disconnection between the areas on either side of the street. In response, this plan recommends street design and traffic calming measures along this corridor.



I-581 next to the Gainsboro Neighborhood

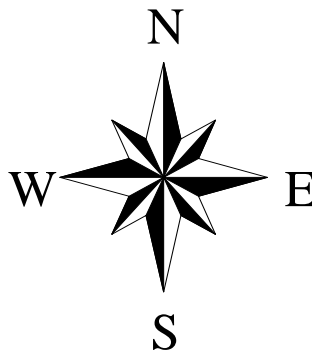
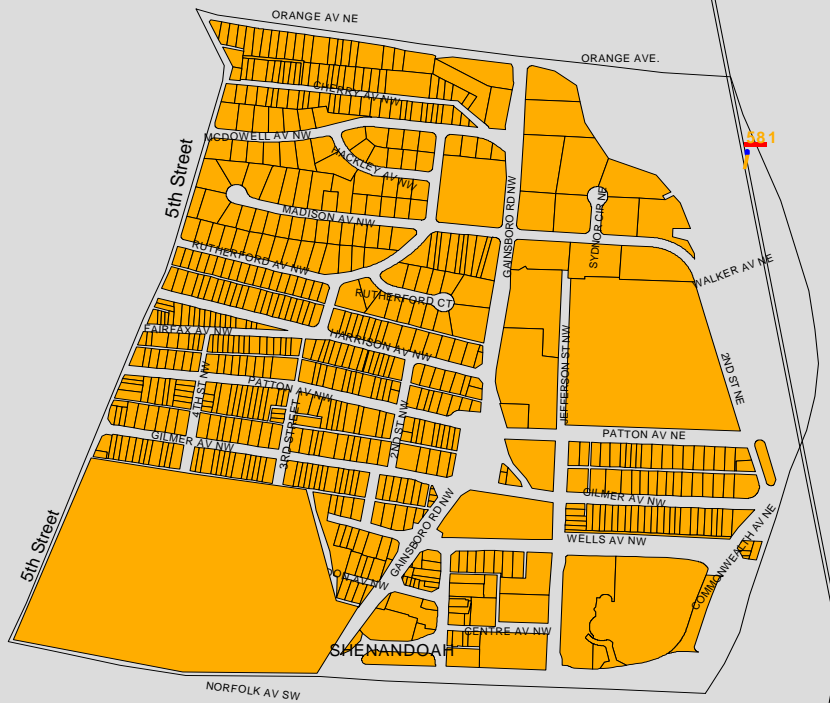
Wells Avenue was realigned as part of the Hotel Roanoke project. Overall, this street is well-designed with a center median, on-street parking, brick crosswalks, covered transit stop, decorative lighting, trees, and landscaping.

Residents of Gainsboro and surrounding neighborhoods are very concerned about proposed Interstate 73. The Virginia Department of Transportation (VDOT) has held hearings about the proposed highway. The route approved by the Commonwealth Transportation Board uses the existing I-581 corridor, which directly borders Gainsboro on the east. If widened, the road could severely affect Gainsboro. Special planning efforts will be needed to ensure that negative impacts are minimized. The Federal Highway Administration has recently implemented a new planning process called "Context Sensitive Design" that works to minimize impacts of highways on the surrounding neighborhood environments. Such a process should be used if the project proceeds within the I-581 corridor.



5th Street

Gainsboro Streets



Curbs and Sidewalks

Most areas have sidewalks and curbs, but many are in disrepair due their age. However, some north-south streets lack sidewalks. Fifth Street should be a priority for installation of new sidewalk and curb. Residents feel sidewalks should be consistent with other areas and that they should be provided throughout the neighborhood.

Street Lighting

Street lighting, mostly located at intersections, is adequate throughout most of the neighborhood. With the exception of Wells Avenue and Gainsboro Road, street lights are generally "cobra-head" fixtures mounted high on utility poles. Wells Avenue and Gainsboro Road have decorative, pedestrian-scaled light fixtures. Overgrown tree limbs often block lighting in some areas. Residents believe that additional lights in mid-block would be beneficial to the community and the lighting theme should be consistent throughout the entire neighborhood. Adequate lighting can also work to reduce fear and the perception of crime.

Infrastructure Issues

- Major arterial streets in and around the neighborhood contribute to traffic through residential areas.
- The design of Gainsboro Road encourages higher traffic speeds.
- Concerns about spillover parking.
- Truck traffic uses neighborhood streets.
- Fifth Street has safety issues.
- Alleys need maintenance.
- Some areas are missing sidewalks and curbs.
- Information about using public transportation is needed.
- Some areas need improved street light coverage.

Wells Avenue, patterned sidewalks



Patton Avenue, historic brick sidewalks



Public Services

Public Safety

Station One in downtown, Station Five on Twelfth Street, NW, Station Two on Noble Avenue, NW, and Station Nine on 24th Street, NW, provide fire and emergency medical response to Gainsboro. Current response times average four minutes. Roanoke has decided to consolidate stations Five and Nine in the northwest area into a single large station along with other public services. The location of the new station is currently being evaluated. The Roanoke Fire/EMS department follows a national "Resource Allocation Model" as its standard for response times. The standard is to respond to 90% of calls within four minutes.

Crime Prevention

Roanoke Police Department records of incoming calls requesting police assistance for Gainsboro show the majority of the calls for services were for alarms, domestic disorders, noise violations, or alcohol/drug violations.

Code Enforcement

Code enforcement is a major issue for residents. Many vacant lots in the neighborhood have weeds and debris on them. Junk cars and junk storage are also recurring violations. Effective code enforcement is essential to future revitalization efforts and must be aggressively pursued in the Gainsboro area.

Automated solid waste collection is provided on-street in the neighborhood. Residents had few concerns about solid waste collection, except that vehicles periodically block the narrower streets. Recycling collection services are provided as well. Participation in the recycling program should be increased to encourage overall awareness of the neighborhood's environment.

Public Services Issues

- The perception of crime is higher than reality.
- Code violations can encourage criminal activity. Gainsboro has numerous repeat offenders with respect to nuisance codes.

Quality of Life



First Baptist



Homes on Gilmer Avenue

Roanoke *Vision 2001-2020* recommends that needed public services be provided in easily accessible locations. Gainsboro has good access to public services due to its location adjacent to downtown and the availability of public transportation. In addition, the Gainsboro library is located within the neighborhood.

While public services are available close to the neighborhood, residents expressed concern about the lack of many retail goods and services. Expanding services within the neighborhood is important to promoting livability. Proposed development on Henry Street should address this need.

While the Higher Education Center, Harrison Museum and various churches in the area offer their facilities for activities, there is no central place for Gainsboro residents to gather, socialize, and participate in positive community activities. Such a place should be considered as an essential piece of the overall Henry Street development.

Residents indicate that senior citizens lack access to social activities, educational activities, and senior services. Increased access to programs, or increased awareness of existing programs, may be warranted.

Historic Resources

Fortunately, Gainsboro has retained many of its historic buildings. In addition to the historic residential fabric, the neighborhood has many individual landmark structures including Hotel Roanoke, Gainsboro Library, Norfolk & Western General Office Buildings, Ebony Club, Dumas Hotel, and St. Andrews Catholic Church. Masonry stone signs are positioned at key gateways to recognize the neighborhood's heritage and signify entrance into the neighborhood.

In 1991, the Virginia Department of Historic Resources completed a historic resource review in anticipation of several street widening projects. The review determined that parts of Gainsboro were eligible for listing as a historic district on the Virginia Landmarks Register and National Register of Historic Places. Before the area receives this designation, it must undergo a historic survey and be formally nominated. This designation carries no regulations or restrictions on design, but makes state and federal rehabilitation tax credit incentives available.

Homes on Gilmer Avenue



Some residents feel that the local Neighborhood Preservation District (H-2), should be expanded to encompass 5th Street, Harrison Avenue, Gainsboro Road, and Gilmer Avenue. The H-2 district regulates new construction, modifications to structures, and demolitions to ensure appropriateness to the historic district. Residents feel that the H-2 district would protect the historic character of the area and encourage revitalization. Others feel that they would not be able to afford the requirements of the historic overlay. Incentives could offset additional costs of rehabilitation. The Neighborhood Design District is another zoning tool that can be used to encourage compatible development. The NDD regulations are limited to new construction in the district.

Cultural Resources

Henry Street's rich heritage is an important historic and cultural resource. Future developments will solidify Gainsboro's status as a home to important cultural amenities for the region. The Dumas Center for Artistic Development is a notable cultural endeavor located in the old Dumas Hotel. Organizers are planning for a new theater, stage, and music education lab. The Harrison Museum of African American Culture recently decided to relocate to the Dumas Center, thus establishing a presence in Gainsboro.

Schools

Children in Gainsboro attend Lincoln Terrace, Crystal Springs, Jackson Middle, and Lucy Addison Aerospace Magnet School. While Lincoln Terrace and Addison are just outside of the Gainsboro area, other schools are located at considerable distances from the neighborhood. Older children attend Patrick Henry High in southwest Roanoke. Roanoke Catholic is a private school located in the Gainsboro neighborhood.

The Higher Education Center is a common facility for sixteen institutions and agencies to offer training and educational opportunities from high school through advanced graduate studies.

Parks & Recreation

Currently there are no parks in the Gainsboro neighborhood, but Booker T. Washington Park is located just north of Orange Avenue. The park facilities include a full range of recreational opportunities, including a swimming pool, playgrounds, a baseball diamond, basketball, tennis courts, football and soccer fields, picnic shelters, and restrooms. Washington Park contains an old building known as the Caretaker's House. The house is thought to occupy the site of the first house built in Roanoke. While Washington Park is directly adjacent to the neighborhood, residents must cross Orange Avenue, a busy four-lane arterial street. For younger children, it is effectively separated from the neighborhood.

The YMCA Family Center is located on the corner of Gainsboro Road and Orange Avenue. Members enjoy a weight room, aerobic classes, and sports-related activities. In addition, it is used for community activities and rents for private use. The Gainsborough Southwest Neighborhood Organization is currently working to develop the property on the corner of Fifth Street and Fairfax Avenue for a small play area geared toward children fourteen and under. Plans for the play area feature a walking track, ball court, sand pit, and a set of monkey bars.

Greenways

Roanoke *Vision 2001-2020* recommends that greenways be developed to link important destinations throughout the city. Greenways are corridors of protected space used for recreation, conservation, and transportation. The planned Lick Run Greenway will connect Valley View Mall with Hotel Roanoke and will run along the eastern edge of Gainsboro. The greenway will create a well-defined eastern edge for the neighborhood and serve as a recreational and transportation amenity.



Lick Run

Neighborhood Organizations

Gainsboro has several community organizations that actively work with City departments, policy makers, businesses, and private institutions. Each organization focuses on a specific area of Gainsboro, but all are striving for the common goal of making the community a better place to live, work, and play.

The Historic Gainsboro Preservation District, Inc (HGPD) was incorporated in March 1992, as a small group of residents in the southeast sector of Gainsboro sought to save their homes from encroaching four-lane roads and other developments proposed for the Gainsboro area. HGPD was instrumental in preventing an alignment of Wells Avenue which would have all but eliminated southeast Gainsboro's residential community, and securing local H-2 designation for part of Gainsboro, and national and state historic designation for the Gainsboro Branch Library. Several purposes of the organization are to preserve the neighborhood's historic character, retain, restore and improve existing streets, and sidewalks and improve the environmental quality and appearance of Gainsboro. Its motto is "Bringing The Best of Yesterday Into Tomorrow" for Roanoke's oldest neighborhood.

Gainsborough Southwest Community Organization (GSCO) evolved out of a series of meetings in the summer of 1998. Residents in the area of Wells, Gilmer, Patton, and Harrison Avenues, NW, formed a neighborhood group that is now a member of the Roanoke Neighborhood Partnership. Their concerns were the need to address vacant and abandoned property, poor and deteriorating houses, and overgrown lots. Their mission is to improve the overall quality of life in their neighborhood and to maintain the design and character of the neighborhood. The GSCO will work cooperatively with other organizations within the boundaries of Gainsboro and with neighboring partnership organizations.

Gainsboro Neighborhood Alliance (GNA) is an outgrowth from the former Gainsboro Neighborhood Development Corporation, which was established in the late 1970s. It was reorganized in the spring of 1997 when new officers were elected. Their mission is "to diligently work toward the beautification of Gainsboro while improving the community as a desirable place to live and work, with the assistance of city government personnel." GNA objectives are to promote housing for caring homeowners, as well as education and religion. Its membership consists of businesses, organizations, and residents.

The neighborhood has a number of people and groups who have vested interests in the future growth and development of Gainsboro. In addition to its residents, businesses are important members of the community. The neighborhood's churches, homeowners, renters, and businesses should be participants in the future growth and development of Gainsboro.

Quality of Life Issues

- Access to parks and playgrounds is limited.
- The neighborhood lacks a community gathering place.
- The need for convenient affordable day care increases.
- Several churches duplicate community services that could be more effective if resources were coordinated.
- Students must attend public schools outside of the neighborhood.
- Participation in after-school programs is limited to students involved in organized sports.
- Truancy is a problem.
- There is limited access to basic services within the neighborhood (grocery, drug store, other retail services).



Fifth Avenue Presbyterian Church



First Baptist Church

Hill Street Baptist Church



St. Andrews Catholic Church



Recommendations

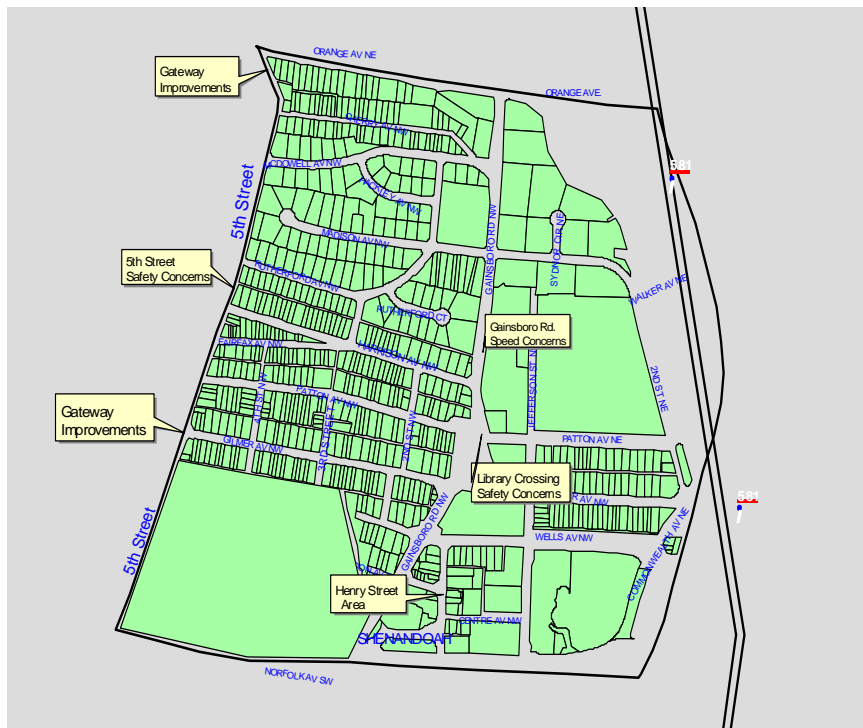
Recommended Policies and Actions

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. Generally, policies are ongoing. Actions are projects or tasks that can be completed and have a definite end.

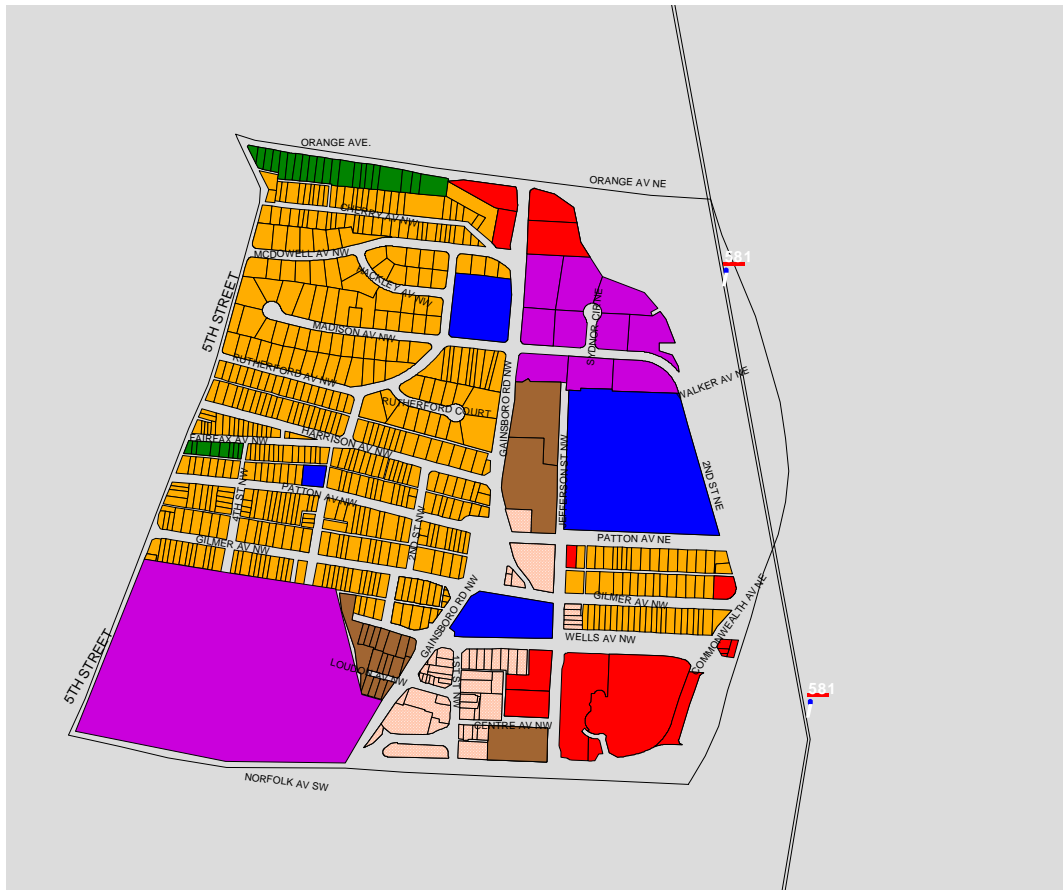
Future Land Use

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.

The *Land Use and Infrastructure Changes* map graphically illustrates many of the plan’s recommendations.

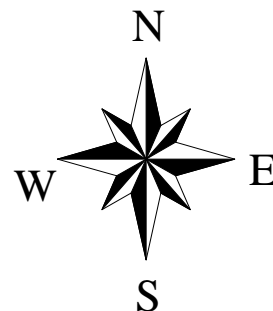


Future Land Use



Future Land Use

- Single and Two family residential
- Multi family residential
- Village Center
- Commercial
- Industrial
- Religious
- Park/Open Space



Community Design

Policies

- Roanoke will encourage Gainsboro to be a mixed use urban neighborhood with opportunities for housing, employment (with opportunity for advancement), and services for all ages, races, and incomes. Compatibility between diverse uses will be encouraged through high quality design of buildings and sites.
- Gainsboro is recognized as having unique architectural and historic value to Roanoke. Therefore, Roanoke will ensure that future development is compatible with the existing historic neighborhood fabric. The design of new development should enhance and contribute to the neighborhood's long-term viability.
- Henry Street will become a major village center that will be the focal point of the neighborhood. It should have uses that serve the surrounding neighborhood as well as those that appeal to broader markets. First floors of buildings should be dedicated to higher intensity commercial uses and upper floors should be dedicated to lower intensity uses such as offices and residences. Buildings ranging from 2-4 stories should be the norm. In some cases, buildings taller than four stories may be appropriate, but should be carefully considered in order to preserve important vistas into and from downtown. Henry Street should include a central square as a community gathering place. The village center can also include some high-density residential development in appropriate locations.
- Development on Henry Street should implement the general principles contained in RNDC's development concept such as public spaces, attractive streetscapes and landscaping, building placement, structured parking, and mixed uses.²
- The immediate area surrounding the Henry Street village center should be used for higher density residential development such as apartments and townhouses. Lower intensity business development such as offices would also be appropriate in this area. (See Future Land Use map)
- Areas farther away from the village center will be medium density residential, primarily single family residences. A limited number of duplexes may be scattered throughout these areas, with corner lots being the most appropriate locations. (See Future Land Use map)
- Streets and public spaces will be designed to support a walkable community.
- Parking will be de-emphasized as a land use by encouraging the use of on-street parking, structured parking, and shared parking arrangements. Where parking is provided on development sites, it should be located to the rear or to the side of buildings.

² RNDC Sketchbook for the Yard at Henry Street, dated July 13, 1998, as adopted by the Roanoke Redevelopment and Housing Authority.

Community Design

Actions

- Initiate a comprehensive rezoning to encourage desired development patterns in accordance with the Future Land Use map.
- Implement historic district (H-2) and Neighborhood Design District (NDD) zoning overlays to preserve the historic character of the neighborhood and provide quality design standards for new development.
- Establish a central square as part of the Henry Street project.
- Review the design of major streets and initiate projects to create pedestrian and bike friendly corridors where automobile traffic travels at speeds appropriate for a neighborhood setting.
- Target infrastructure improvements in support of private development where the proposed uses and designs implement the recommended policies and actions of this plan.
- Initiate beautification projects in the neighborhood, with a priority on improving gateways.
- Encourage collaboration of community groups to landscape and beautify private properties.

Residential Development

Policies

- Ensure that the design of new infill housing is compatible with the historic architecture.
- Encourage an increase in the home ownership rate to at least 50%.
- Focus housing development efforts on providing market-rate housing; an adequate supply of affordable housing is currently available in the neighborhood. However, the neighborhood should retain a mix of housing opportunities.
- Encourage property owners to increase their level of housing maintenance above minimum standards.
- Encourage stewardship of vacant properties.
- Retain the historic lot division patterns to encourage compatible development. However, combination of multiple lots may be desirable for larger scale developments.
- Market Gainsboro as a community rich in history, tradition, and pride - building on its location and natural features.

Actions

- Implement NDD, Neighborhood Design District, and/or H-2, Neighborhood Preservation District, zoning overlays throughout the residential portions of the neighborhood.
- Create a multi-agency strategy to develop new housing in the neighborhood and improve existing housing through private and public investment.
- Develop a walking tour for historic places in the Gainsboro neighborhood.
- Market and sell publicly-owned properties to developers who are willing to develop the lots in a manner that respects the character of the neighborhood. Work with owners to market privately-owned vacant properties.
- Review building codes to ensure flexibility in the rehabilitation of older structures.



Homes on Gilmer Avenue

Economic Development

Policies



*Hotel Roanoke and view of
First Union Tower*

- Establish Henry Street as a major village center where business, civic, cultural, entertainment, educational, institutional, and related uses are clustered. It should have uses that serve the surrounding neighborhood as well as those that appeal to broader markets. First floors of buildings should be dedicated to higher intensity commercial uses and upper floors should be dedicated to lower intensity uses such as offices and residences. Buildings ranging from 2-4 stories should be the norm. In some cases, buildings taller than four stories may be appropriate, but should be carefully considered in order to preserve important vistas into and from downtown. Henry Street should include a central square as a community gathering place. The village center can also include some high-density residential development in appropriate locations.
- Development on Henry Street should implement the general principles contained in RNDC's development concept such as public spaces, attractive streetscapes and landscaping, building placement, structured parking, and mixed uses.
- Support employment initiatives that train Gainsboro residents and offer support services (i.e., workforce development, transportation, and day care) that enable them to take advantage of job advancement opportunities throughout the region.
- Encourage collaboration between neighborhood organizations and Henry Street developers so that community needs are identified and considered.
- Support initiatives that retain and expand businesses that create jobs and increase spending and investment in the City that enhance the quality of life and economic position of Gainsboro residents. New development should provide employment opportunities for Gainsboro residents that have opportunities for advancement.
- Continue support for the growth of the Higher Education Center.
- Encourage rehabilitation and adaptive reuse of existing commercial buildings.

Actions

- Implement zoning that will encourage the appropriate uses and scales in the Henry Street village center.
- Encourage the use of Enterprise Zone and Technology Zone incentives.
- Support private and public revitalization efforts on Henry Street that reflect the values of the Gainsboro community.
- Evaluate the market for a grocery store that can be conveniently located to serve northwest neighborhoods and downtown.

Infrastructure

Policies



2nd Street

- Major streets will be attractive and will be designed for pedestrian and bike accommodations. Major streets will be designed to move traffic smoothly, but at speeds that promote the livability of the neighborhood.
- If the I-73 project proceeds along the I-581 corridor, Roanoke will encourage the use of a Context Sensitive Design process to minimize negative impacts on the neighborhood.
- Safety issues on Fifth Street will be addressed through traffic management and traffic calming measures rather than by widening.
- The Henry Street village center will have special public infrastructure such as pedestrian-scale lighting, textured crosswalks, wide sidewalks, public art, covered bus stops, and street furniture.
- Connectivity of the street system will be maintained and should be enhanced. Existing connections to downtown will be retained.
- Functional alleys will be maintained. Residents should have a primary stewardship role in maintaining alleys, with City assistance provided as needed.
- Neighborhood gateways will be designated with attractive signs and landscaping.
- Streetlights will provide adequate illumination of streets while avoiding glare and light pollution.

Actions

- Review the design of major streets and initiate projects to create pedestrian and bike friendly corridors where automobile traffic travels at speeds appropriate for a neighborhood setting. The priority for traffic calming measures should be on Gainsboro Road. Develop a neighborhood-specific streetscape plan for sidewalks, street signs, curbs, curb cuts, travel lanes, planting strips, and street lighting.
- Identify priority areas and work with Roanoke's Transportation Division to address street lighting needs.
- Retain access across on the First Street Bridge.
- Monitor parking needs in the area and address spillover parking from adjacent development (e.g., Hotel Roanoke, Civic Center, Higher Education Center) through implementation of the residential parking permit program and expansion of on-street parking.
- Coordinate a planning study for improving the appearance and safety of Fifth Street between Shenandoah and Orange Avenues.

Infrastructure

Actions

- Establish attractive gateways at the intersection of Fifth Street and Orange Avenue and along Fifth Street between Shenandoah and Gilmer Avenues.
- Implement beautification plans for areas around industrial uses.
- Assess public transportation service for potential improvements such as improving neighborhood bus stop areas by adding benches and shelters and providing information to residents about routes and schedules.
- Encourage neighborhood organizations to sponsor tree-planting projects.
- Encourage the use of truck routes on Shenandoah, Jefferson, and Wells Avenues, rather than use of residential streets.



5th Street

Public Services

Policies

- The Roanoke Fire/EMS Department will continue to provide excellent response to Gainsboro and other neighborhoods. For all parts of Roanoke, including Gainsboro, the department will work to meet the goal of responding to 90% of calls within four minutes and will continually work to improve response times.
- Continue community policing programs in partnership with community groups to ensure clear objectives, sustained information flow, aggressive enforcement, and effective community outreach.
- The Police Department will place emphasis on crime prevention and long-term strategies to reduce crime and perceptions of crime. Neighbors should work with City law enforcement to report, deter, and prosecute criminal activity.
- Roanoke will aggressively enforce property maintenance and nuisance codes and will encourage partnership approaches with community groups to identify, report, track, and resolve code violations.
- Encourage increased participation in recycling programs.

Actions

- Address street lighting (see Infrastructure)
- Establish Neighborhood Watch programs throughout the neighborhood.
- Continue incentive programs that encourage police officers to live in Roanoke neighborhoods.
- Initiate concentrated code enforcement efforts in the neighborhood.
- Incorporate Crime Prevention Through Environmental Design (CPTED) principles in new development, while respecting good urban design principles.



Home on Patton Avenue

Quality of Life

Policies

- Encourage collaboration with organizations that promote positive community esteem and stimulate an interest in cooperation, area history, acceptance, and involvement with life-long learning.
- Support efforts to empower the community by building locally-controlled organizations that will improve services offered to Gainsboro residents and expand business, housing, workforce development, and social service opportunities.
- Strengthen, expand, and improve coordination in order to improve the service delivery system in the following priority areas:
 - After-school recreational programs (elementary through high school)
 - At-risk youth programs
 - Senior services
 - Affordable day care with flexible hours
 - Mental health services
 - Family counseling
 - Expanded library services
- Encourage neighborhood churches to coordinate efforts to improve the quality and range of outreach services.
- Support development of tutoring and after-school programs for the children of Gainsboro.
- Provide high quality public spaces and parks in the neighborhood.
- Develop themes that emphasize the historic character of the neighborhood as well as its role as a center for African American heritage.

Actions

- Form neighborhood-based work groups for each Neighborhood Plan element to oversee implementation and report on progress.
- Coordinate regular meetings between various stakeholder organizations.
- Initiate coordinated strategy among service providers to leverage resources and expand programs to address areas of greatest need targeted at the most vulnerable segments of the community.
- Create a locally-based and controlled organization that helps to improve the delivery of the most needed services working in collaboration with service providers. Explore ways to better coordinate and bundle services to benefit families.
- Support the Gainsborough Southwest Community Organization's efforts to develop a play area.
- Survey and nominate portions of Gainsboro for the Virginia Landmarks Register and the National Register of Historic Places.

Implementation

Funding

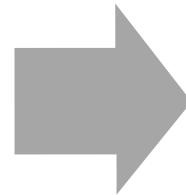
Funding for major infrastructure projects is generally provided through the city's Capital Improvement Program. Funding can come from a variety of sources, including CDBG, transportation funding, state and federal funds, and general revenue. The Capital Improvement Program is developed by identifying 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
- Others

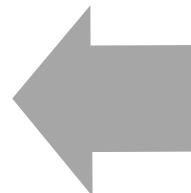


Needed Projects

- Parks
- Buildings
- Economic Development
- Streets, sidewalks and bridges
- Storm drains
- Schools



Priority projects & their funding sources identified



5-year Capital Improvement Program

Conditions for Success

The priorities and implementation strategies reflect the areas of greatest need expressed by Gainsboro residents and represent a "road map" for establishing a more detailed work program that includes measurable goals, and objectives, and timing. This plan outlines what needs to be accomplished in a general sense to establish a framework for future efforts.

Achieving these goals and objectives will require the cooperation of stakeholders working together. Implementation will depend on stakeholder participation and investment. Given available resources, a neighborhood plan is a critical step in organizing for success. The plan sets the stage for managing an accountable process, making investments, and maximizing outcomes.

The mission for Gainsboro is to enhance the quality of life for families by improving access to economic opportunity and services that respond to the community's needs. Its vision is to work together as a community to ensure that Gainsboro will continue to reflect its history, traditions, positive values, and family-oriented lifestyle.

Strategic Initiatives

While this plan contains many recommended policies, there are five Strategic Initiatives on which implementation should be focused:

- Housing Development
- Henry Street Revitalization
- Conservation
- Capacity Building
- Infrastructure

Actions	Participants	1	2	3	4	5	Ongoing
Comprehensive rezoning	PBD		*	*			
Design overlay (H-2, NDD)	PBD			*	*		
Historic survey and nomination	PBD	*					
Develop housing strategy	HNS	*	*				
Neighborhood marketing	CG						*
Encourage vacant lot development	RRHA/HNS		*	*	*	*	
Review building codes	PBD						*
Develop public spaces	RNDC	*	*	*	*		
Review street designs	PW/PBD		*				
Infrastructure improvements	PW	*	*				
Gateway projects	PW	*	*				
Enterprise zone	ED	*					
Technology zone	ED		*				
Henry Street Development	RNDC/ED/RRHA	*	*	*	*	*	*
Market study for grocery	ED		*				
Street lighting improvements	TD		*	*			
Monitor parking	TD		*				
Bus schedules/ bus stop shelters	VM			*	*		
Tree planting	P&R	*	*				*
Assess truck routes	TD		*				
Neighborhood watch programs	PD						*
Continue incentives for police officer residency	HNS/RRHA/PD	*					*
Targeted code enforcement	HNS	*					
Neighborhood work groups	RNP	*					*
Stakeholder meetings	RNP		*				*
Service provider strategy	RNP		*				*

RNP: Roanoke Neighborhood Partnership ~ PBD: Planning Building & Development ~HNS: Housing and Neighborhood Services (code enforcement)
 CG: Community Groups ~ PD: Police Department ~ P&R: Parks and Recreation Department ~ ED: Economic Development ~ PW: Public Works
 ~ VM: Valley Metro ~ TD: Transportation Division ~ RNDC: Roanoke Neighborhood Development Corporation ~ RRHA: Roanoke Redevelopment and Housing Authority

Acknowledgments

City Council

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