



Greater Raleigh Court Neighborhood Plan

NEIGHBORHOOD
PLAN

Adopted by City Council
May 21, 2007

ROANOKE
VIRGINIA



**Planning Building &
Economic Development**

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Introduction

Neighborhood Planning

In 1985, *Roanoke Vision*, the City's comprehensive plan at the time, called for the preservation and enhancement of existing neighborhoods and recommended that City policies and actions support neighborhood revitalization and preservation. The current comprehensive plan, *Vision 2001-2020*, continues support for neighborhood-based planning for a livable and sustainable city.

Neighborhood plans are official documents adopted by City Council as components of the City's comprehensive plan. The recommended policies are used to guide future decisions. The recommended actions are carried out collaboratively by citizens, the City, and neighborhood organizations.

Staff from the City of Roanoke's Department of Planning Building and Economic Development involved the community in the development of this update to the original 1999 Greater Raleigh Court neighborhood plan. Planners worked with neighborhood groups and citizens to identify priorities and issues of concern. Their input helped shape the recommended policies and actions in this plan.



High Priority Initiatives

Based on public input and the staff’s evaluation of conditions in Greater Raleigh Court, five items have been identified as the priority initiatives of this plan:

- Maintain a range of housing options throughout the neighborhood.
- Enhance business activity in Grandin Village by improving marketing and parking.
- Increase code enforcement efforts within the neighborhood.
- Reduce cut-through traffic on neighborhood streets while maintaining the residential character of those streets.
- Expand the types of facilities available at existing parks and identify opportunities for smaller “pocket parks” throughout the neighborhood.

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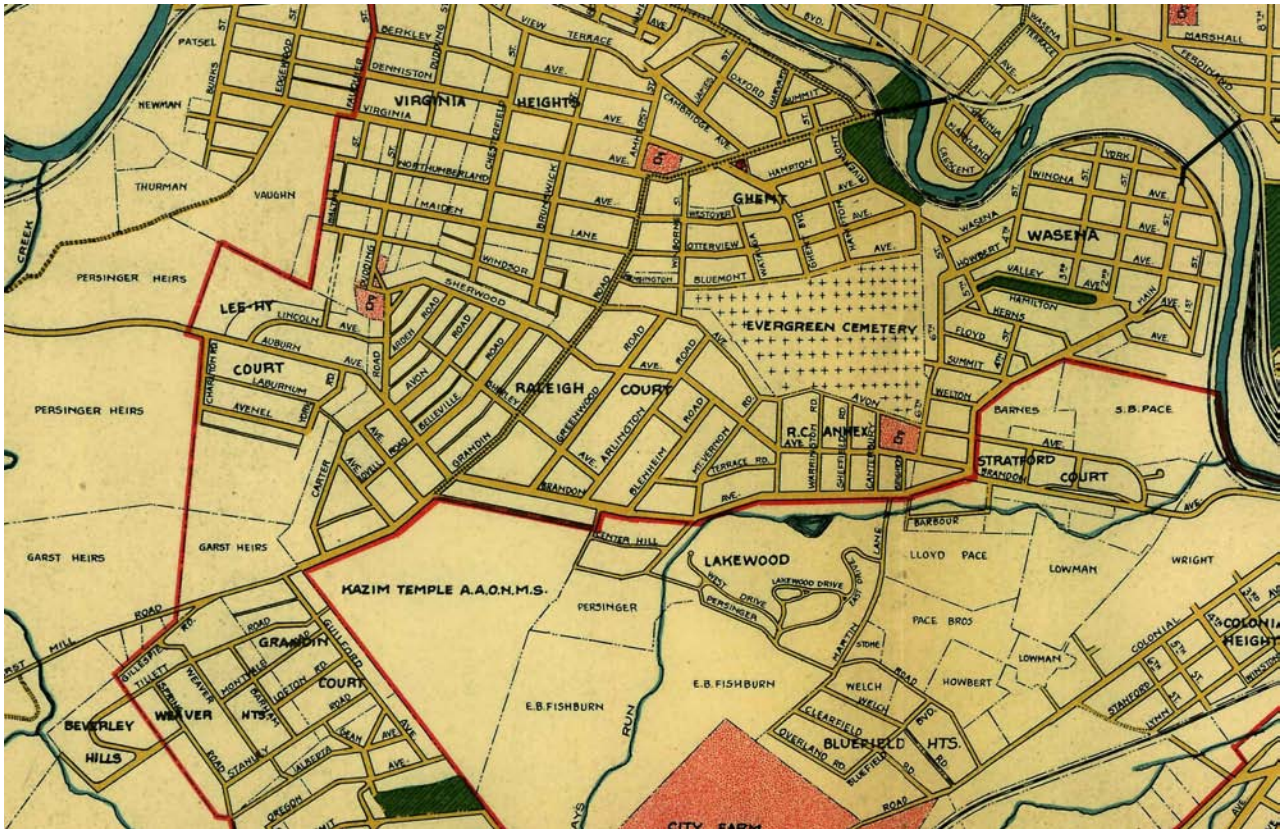
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1928 Map of Greater Raleigh Court prior to annexation

Development History



1924 Photo of Raleigh Court Presbyterian Church school

The Greater Raleigh Court Neighborhood is historically linked to adjacent neighborhoods including Norwich, Grandin Court, Greater Deyerle, Waseha, and Franklin Road/Colonial Avenue. Settlement in the area began in the mid-1700s by Scots-Irish and German immigrants as was typical of the entire Shenandoah Valley. By the early 1800s, mills and farms were established, and in 1838, Roanoke County was formed from Botetourt County. With the completion of a wooden bridge spanning the Roanoke River in 1895, westward development into the current neighborhood soon began. The first land development corporation was formed in 1906 with two more to follow. After being divided into lots and streets, the land was annexed into the City of Roanoke in 1919. With the extension of the streetcar down Grandin Road (1915), and the establishment of a church (1919), a school (1922), a fire station (1922), a concrete bridge (1925), and a theater (1932), Raleigh Court boomed as one of the city's first suburbs. Today it is a destination neighborhood that many citizens want to call home.

Before Raleigh Court became the sought-after neighborhood that it is today, two important immigrant families first settled here, the Persingers and the Hannahs. The Jacob Persinger family emigrated from Germany in 1735 and spelled their name Perdschinger. John Persinger, Jacob's son, acquired land south of the Roanoke River and by 1805 owned the western end of Norwich Bottom and land to the south. John's three sons, William (1800-1870),

James (1808-1884), and Jacob all acquired property in the area.

William Persinger, John's eldest son, acquired 272 acres in the northwest corner of the current neighborhood along the Roanoke River. In 1825, he built a large brick house at the current southwest corner of Roanoke Avenue and Burke Street, just inside the Norwich neighborhood. Farming on the fertile bottom lands of the river, diverse agricultural crops were grown, especially corn; the Persingers also raised cattle and hogs. A grist mill to grind corn and wheat operated along the river near the present site of the Roanoke Concrete Production Holdings. William Persinger's house stood until the 1960s when it made way for an industrial site.



"White Corners"

James Persinger, John's middle son, originally lived in a log house at the present day 1606 Persinger Road before commissioning Benjamin Deyerle, a prolific designer at the time, to build his brick residence. Completed in 1856, the large Greek Revival style brick house was called "Hunter's Rest." Today it is known either as The James Persinger House or White Corners, which refers to the heavy corner pilasters on the two-story house. James Persinger amassed a 573-acre tract that he probably used for dairy farming. White Corners currently remains in private ownership on a large corner lot with original brick outbuildings.

Benjamin Deyerle was credited with constructing some of the finest homes in the Roanoke Valley between 1845 and 1866, two of which are in the adjacent Greater Deyerle neighborhood. Just as James Persinger did, Deyerle replaced his log house with his own brick house Lone Oaks (1850) on his property along Mud Lick Creek. Listed as a farmer by occupation, Deyerle's property also contained numerous outbuildings and a mill. Deyerle is also credited with building the imposing Belle Aire (1849) residence for Madison Pitzer, on a knoll overlooking his 1,600-acre tract. Both houses are excellent examples of the Greek Revival style and area listed on the National Register of Historic Places.



Children playing in the park below Memorial Bridge circa 1925. Notice the old bridge being demolished in the background. Below circa 2007.

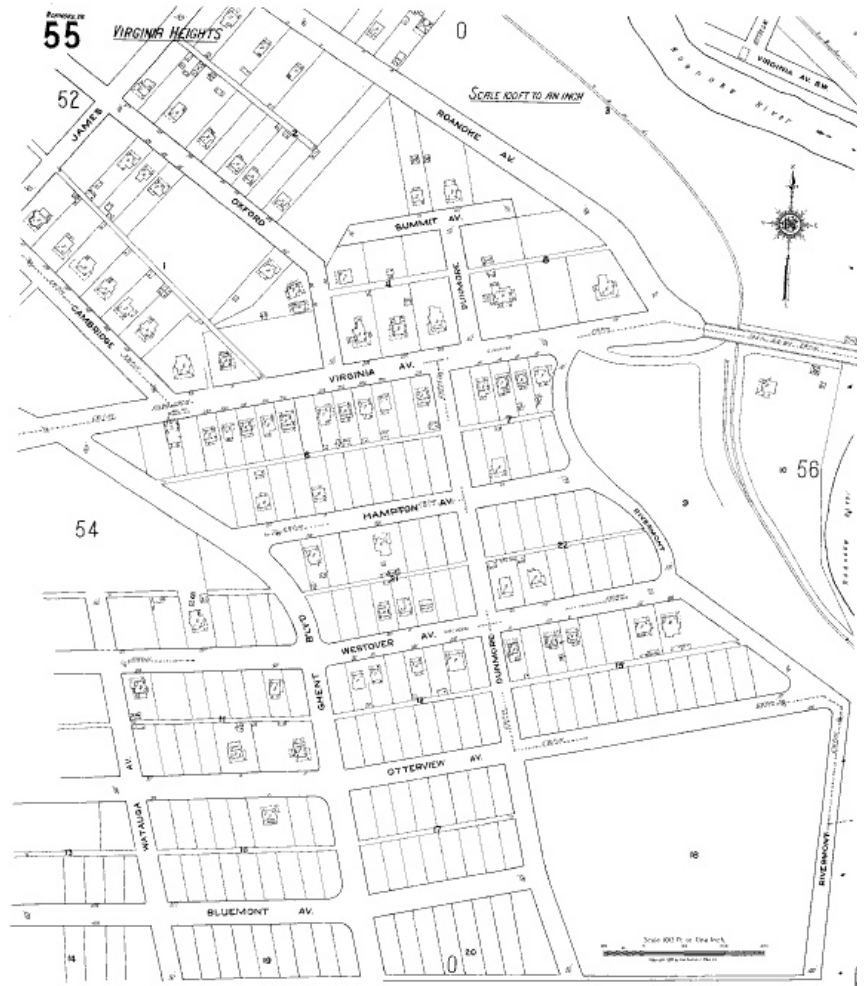


The other important immigrant family that settled the area that would become Greater Raleigh Court was the Hannah family. The patriarch, Erwin Hannah was described as a colorful character, who in 1754, lived near Cloverdale at the southern end of Tinker Mountain in a frontier building known as the Stone House. Hannah had been a trader and storekeeper at the ferry in Buchanan and it is presumed that he carried that occupation to the Stone House. He also reportedly kept a trading post on land that he owned in the present day neighborhood. Hannah's career varied considerably from serving as a justice for the county to inciting trouble with the Indians by getting a chieftain drunk and making improper advances to the chieftain's wife. Erwin Hannah left the area, and died in 1761.

Patterson Hannah, one of Erwin Hannahs descendents through his daughter returned to the area and in 1832 built his residence, Solitude. By 1853, Patterson Hannah owned the largest tract of land in the neighborhood, covering 861

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acres over the eastern half of the neighborhood, into Wasena, and across the Roanoke River. The Hannah family continued to enjoy diverse occupations as Patterson apparently owned a racetrack where the present day Evergreen Cemetery is located. Horse racing was an established sport in the valley by 1800, but gained popularity in the mid-1800s with several racetracks operating around Roanoke.



1919 Sanborn Map of Memorial Avenue



Memorial Avenue Bridge

During the last quarter of the nineteenth century when the City of Roanoke was chartered (1884) large farms flourished that would soon become the new neighborhood. In 1891, the wooden Woodrum Bridge spanned the Roanoke River at present-day 13th Street and Memorial Avenue, and development began with Memorial Avenue and Grandin Road quickly established as the main travel route from downtown. The construction of the first Virginia Heights Elementary School in 1907, a one-room school, on the hill overlooking the “T” intersection of these two roads solidified the streets prominence in the neighborhood.

Land development began briskly in 1907 when both the Metropolitan Land Corporation and the Virginia Heights Corporation raced to sell the first tracts. The Virginia Heights Corporation sold the first lots in 1906 and filed the first plat in May 1907 on land north of Sherwood Street on part of William Persingers former property. Many lots sold but house building was slow. Prior to widespread automobile ownership, future residents were waiting for the extension of the streetcar line.

The Metropolitan Land Corporation sold their first lots to Dr. C. G. Cannady at the site of the present day 1915 Grandin Road. In 1910, the Raleigh Court Corporation purchased the Metropolitan Land Corporation subdivision along with Dr. Cannady’s 116-acre dairy farm on the southeast side of Grandin Road. At this time, there were only several houses in this original section of Raleigh Court and most were on street corners. The land that the Raleigh Court Corporation owned was touted as a “high-class residential project.” In 1919, when most of Raleigh Court and Virginia Heights was annexed into the City of Roanoke, deeds stipulated that lots could not be sold to Syrians or Negroes and that no swine could be kept on the property.

With the promise of city utilities, the building of the new Virginia Heights School in 1922, and the construction of the Memorial Street Bridge in 1925, development reached a peak. The area became known as Raleigh Court, which was attributed to the Raleigh Court Corporation that bought and sold the majority of the land in the neighborhood; it more recently became known as the Greater Raleigh Court Neighborhood to incorporate the smaller subdivisions within its boundaries such as Virginia Heights, Ghent, Lakewood, and Lee-Hi Court.

Between 1900 and 1910, land developers bought and subdivided the farms and sold them as lots with the Wasena Land Corporation, Virginia Heights Corporation, and Raleigh Court Corporation as the major land companies. A drive to sell lots in 1908 offered “concrete sidewalks, lights, gas, telephone and Crystal Spring water.” By 1915, construction was booming and the streetcar line was extended from downtown along Memorial Avenue down Grandin Road to Brandon Avenue. Potential home buyers wanted city services and in 1919, Raleigh Court and Virginia Heights were annexed into the City of Roanoke. In 1925, the Woodrum Bridge was replaced by the current concrete



The “Old English” Tudor Revival style Raleigh Court Library Branch is currently a neighborhood ice cream shop.

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Memorial Street Bridge, and development reached its peak. Inspired by the City Beautiful Movement, the classically-detailed bridge honors war veterans. By 1925, few vacant residential lots remained in the core area of Raleigh Court.

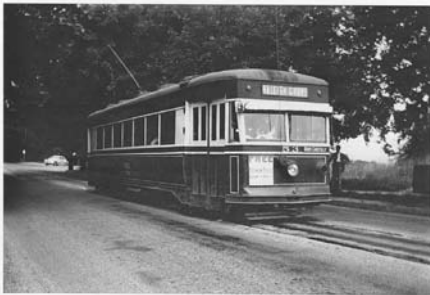
The period between World Wars I and II marked the height of construction activity in the Grandin Road commercial area. After Virginia Heights was annexed to the City in 1919, several civic buildings were constructed such as the 1922 Virginia Heights School and the 1922 Fire Station No.7 on Memorial Avenue, and the 1931 Raleigh Court Branch Library at 1916 Memorial Avenue designed in the “Old English” Tudor Revival style by Eubank & Caldwell. The construction of the Virginia Heights Baptist Church in 1919 anchored the important intersection of Memorial Avenue and Grandin Road. Eubank & Caldwell also designed the 1926 Virginia Heights Masonic Lodge at 1326-1328 Grandin Road, depicting the best example of Classical Revival architecture in the area.

The extension of the streetcar down Grandin Road to Brandon Avenue (the route to Salem) helped create the core commercial strip along Grandin Road and Memorial Avenue. After the mid-1920s, earlier dwellings and apartment buildings gave way to commercial stores; small grocery stores and drugstores surfaced such as Brice’s Drug, Jamison’s Grocery, the Mick or Mack, the Piggly Wiggly Supermarket, Clore’s Drug, and The Great A&P Tea Company.

The only suburban movie theatre in Roanoke, the Grandin Theatre opened on March 26, 1932 with the screening of “Arrowsmith” at 1308-1312 Grandin Road. The theater was designed by Eubank & Caldwell in classic theatre style with a mix of Spanish Colonial, Colonial Revival, Italian Renaissance, and Classical Revival styles that reflected the fantasy of the movies of the early twentieth century. Originally known as the Community Theater, it cost \$150,000 to build. The Grandin Theater has always been an integral part of the neighborhood and survives as the only historic movie theater in Roanoke.

After World War II, the neighborhood continued to thrive, with a larger grocery store, dry cleaners, and service stations that reflected the new dominance of the automobile. In 1947, the streetcar lines were removed and in 1959, the last Raleigh Court Corporation lot was sold. Due to increased development pressures on the neighborhood in the late 1970s, the Greater Raleigh Court Civic League was formed and in 1981 became the first neighborhood to be involved in planning efforts with the City of Roanoke’s planning department. In 1992, the neighborhood was declared Neighborhood of the Year by Neighborhoods USA. The Greater Raleigh Court neighborhood continues today as a distinct neighborhood and the Grandin Road commercial area survives as the largest and most vibrant of the commercial centers that developed as part of the early twentieth century suburbs.

The author wishes to thank Alison Blanton and Susan Koch for their previous research work.



Brill Master Unit number 53, with both poles up, at the end of the Raleigh Court line on Grandin Road near Laburnum in the summer of 1948.

-Gordon S. Hamilton photo

Neighborhood Demographics



A young family in the neighborhood

Between 1980 and 1990, the population in Greater Raleigh Court decreased 6% from 11,227 to 10,571. However, it rebounded in 2000 with 11,200 people. Twelve percent of the City’s population lived in the Greater Raleigh Court neighborhood in 2000.

Over the years, the neighborhood became more racially diverse. The majority of the population is white although this number decreased from 97% in 1990 to 92% in 2000. In that same time period, the black population increased from 2% to 5% and other races increased from 1% to 3%.

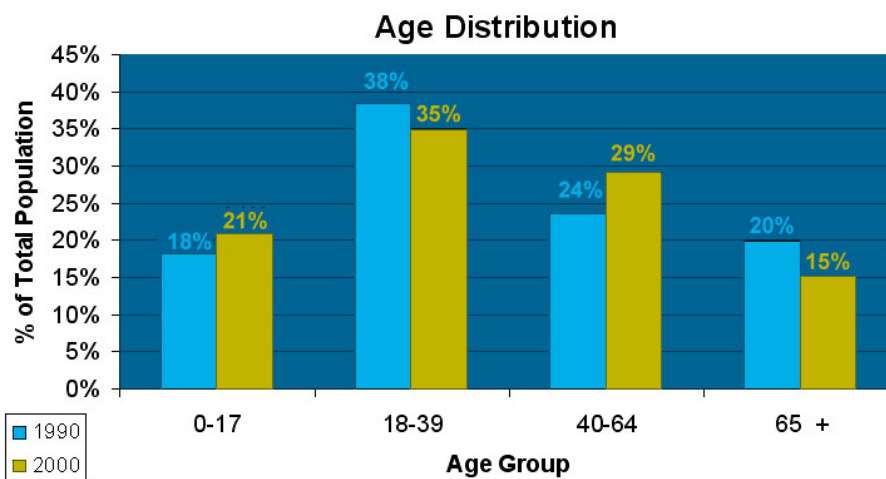
Population and Households

	1990	2000	% Change
Households	5,188	5,428	5%
Population	10,571	11,200	6%
White	97%	92%	-5%
Black	2%	5%	3%
Other Race	1%	3%	2%

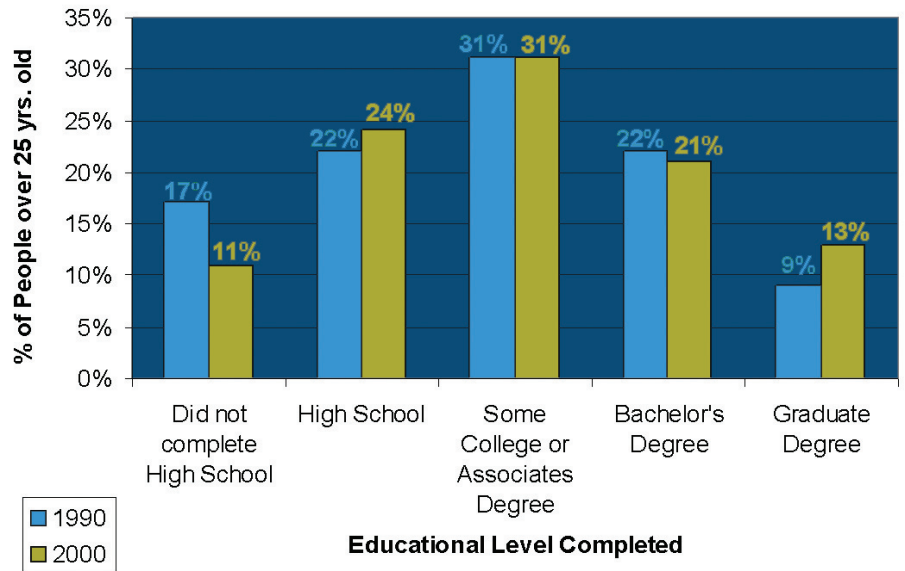
Source: Census 2000

The age distribution fluctuated between 1990 and 2000. In that time, Greater Raleigh Court experienced increases in the young (0-17) and middle-age (40-64) age ranges and decreases in the young adult (18-39) and elderly (65+) age ranges, as shown in the table below. As a percentage of the total population, the 18-39 age group remained the largest with 35% of the total population and the 65+ age group was the smallest with 15% of the population.

More residents in the neighborhood had completed high school and more people possessed graduate degrees. The biggest change, as shown on the next page, was the 6% decrease in the number of people 25 and over who had not completed high school.



Source: Census 2000



Source: Census 2000

A common correlation to the level of education is a higher income level. The median income in Greater Raleigh Court increased more than 50% from \$25,421 in 1990 to \$38,449 in 2000. The number of households making \$50,000-\$99,999 more than doubled and those earning above \$100,000 tripled. Likewise, the number of households earning 0-\$19,999 decreased by almost one half, as shown in the graph below.

The Greater Raleigh Court neighborhood, based on the demographic data presented, appears to have attracted more households with children and in general, a more educated, higher wage earning population.



Source: Census 2000

Neighborhood Organizations

(Text for this section courtesy of the Greater Raleigh Court Civic League)



The **Greater Raleigh Court Civic League (GRCCCL)** was organized in 1978 after two Grandin Road residents, Kitty Roche and Anne Glenn, rallied neighbors together to protest a zoning variance. From that knot of concerned citizens grew an active neighborhood organization that works to preserve the character of the community and promote the welfare of the citizen membership.

Representing Raleigh Court, Center Hill, Ghent, Lakewood, Lee-Hy Court, Rosalind Hills, Virginia Heights, and Westhampton, the GRCCCL encourages understanding of and participation in our city government and has a strong voice in city affairs.

Since its beginning, the league has been involved in numerous issues of concern to neighborhood residents. The league has been successful in influencing design of the nursing home along Grandin Road, the renovation of Grandin Village, replacing street trees, slowing speeders, and preventing crime. The league won a Neighborhood of the Year Award from Neighborhoods USA in 1992 for a project that helped catch a thief and stop a string of burglaries.

Today the civic league is involved with other issues as well, including litter, traffic, zoning, and greenway planning within the neighborhood. The league is working closely with the Grandin Village Business Association to keep the commercial section of the neighborhood vibrant and attractive.

The league publishes an award-winning newsletter, sponsors neighborhood events, and in cooperation with the Grandin Village Business Association, co-sponsors the Grandin Road Childrens Holiday Parade.



The **Grandin Village Business Association (GVBA)** consists of local businesses located in the village. The group meets bi-monthly to discuss issues and activities in the village commercial area. The Association serves as an advocate and a resource for businesses to approach in times of need. The organization prides itself on the success of the local businesses in the village. The Association co-sponsors the Grandin Road Childrens Holiday Parade which has been an annual success since its humble beginnings. The Association also hosts the “Renaissance Christmas” event on Friday nights every December. During this event village businesses stay open later than normal to make the village come alive at night during the holidays.

Community Design

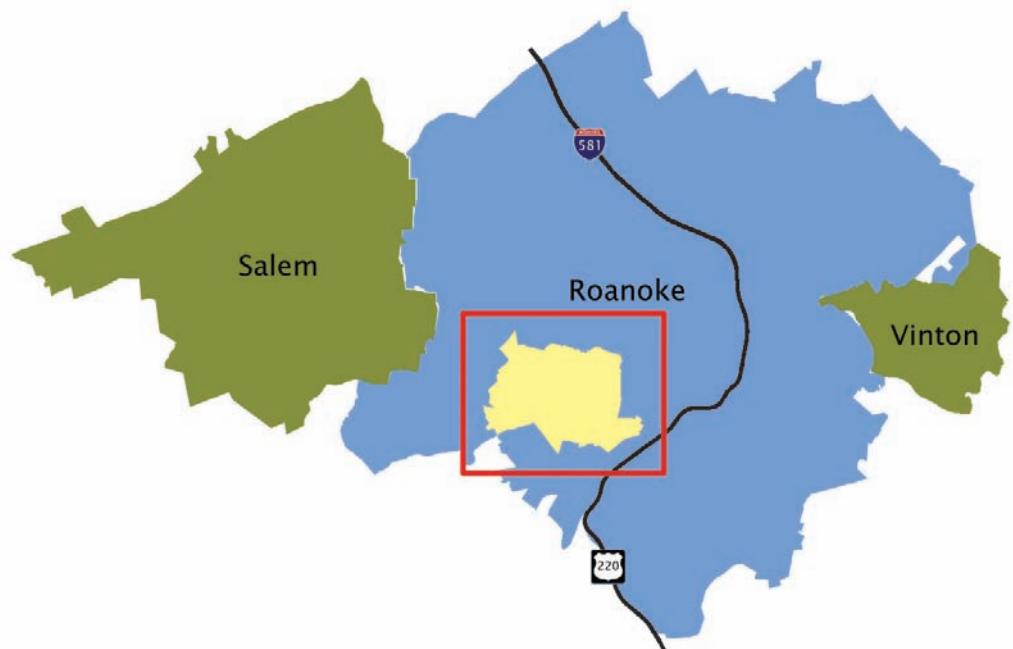
Physical Layout

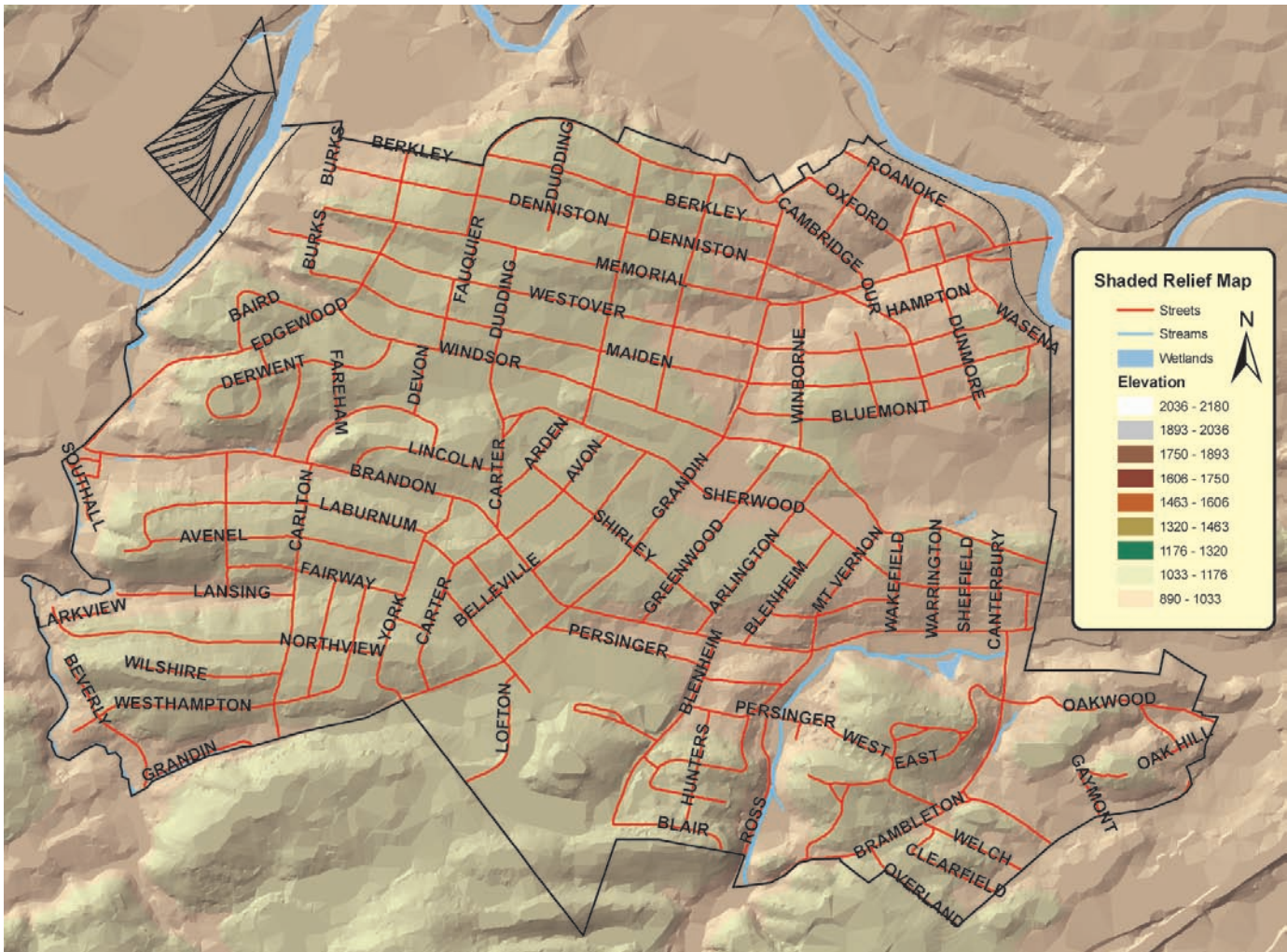
The Greater Raleigh Court neighborhood is located roughly 2 miles from downtown between the Wasena and Greater Deyerle neighborhoods. It covers 2-1/2 square miles and has a rolling topography. The neighborhood surrounds the Patrick Henry High School campus on the north, east and west sides.

Greater Raleigh Court contains a variety of neighborhood settings from pre-WWII (streetcar suburbs) traditional areas to the post-WWII suburban style areas. Traditional development patterns are located in the northern part of the neighborhood with tree-lined streets and sidewalks. Most houses are two stories with a front porch on the ground level. Grandin Road and Memorial Avenue contain large homes, some of which have been converted to apartments. Most streets are laid out in a grid pattern; however, there are many offset and angled streets providing interest and variety. The southeast and southwest portions of the neighborhood include more of a suburban design lacking sidewalks and in some cases, curb and gutter.

Small commercial establishments blend into the neighborhood. On-street parking or parking in private lots is common. Grandin Village is currently the best example of a thriving village center in the Roanoke area.

Residents take pride in the high quality of life of their neighborhood but have concerns about potential negative effects of higher density residential and commercial development.





Shaded Relief Map showing topography of the neighborhood

Zoning and Land Use

The predominant land use in Greater Raleigh Court is residential. The second and third most predominant land uses are institutional and commercial respectively. There is green space located throughout the neighborhood and a small number of industrial uses along the northern fringes of the neighborhood.

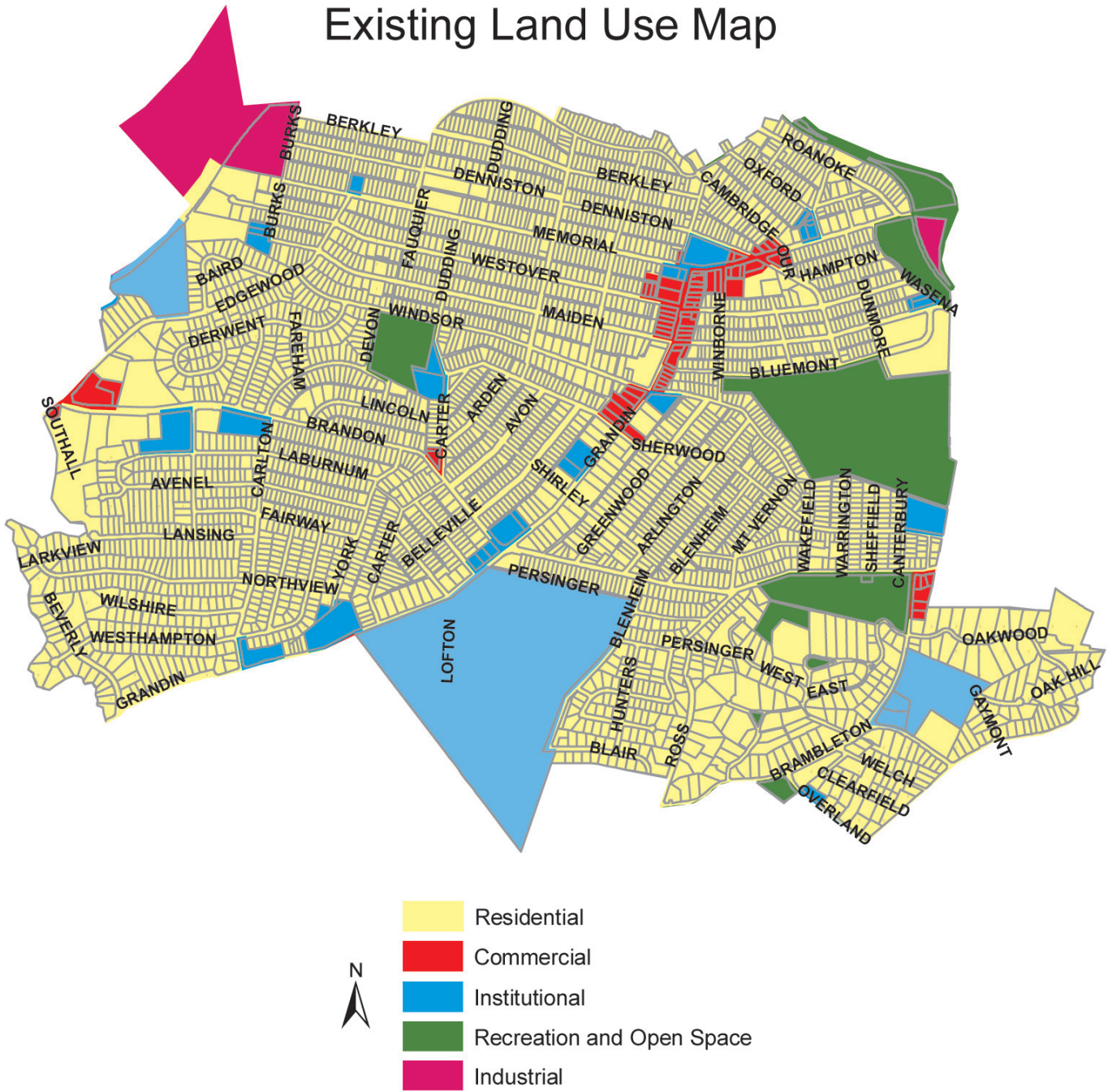
The neighborhood features a mix of residential zonings. However, the high concentration of single-family houses has long been cited as one of the neighborhood's foremost attributes. R-5, Residential Single-family District, R-7, Residential Single-family District, and RM-1, Residential Mixed Density District, cover ninety percent of the neighborhood. Patches of R-12, Residential Single-family District, and RMF, Residential Multifamily District, are found on the southeastern and western parts of the neighborhood. IN, Institutional Districts, are scattered throughout the neighborhood where churches and schools are found. CN, Commercial-Neighborhood Districts, are located along Grandin Road, Memorial Avenue, Brambleton Avenue, and the corner of Edgewood Street and Brandon Avenue.

Existing Zoning Map



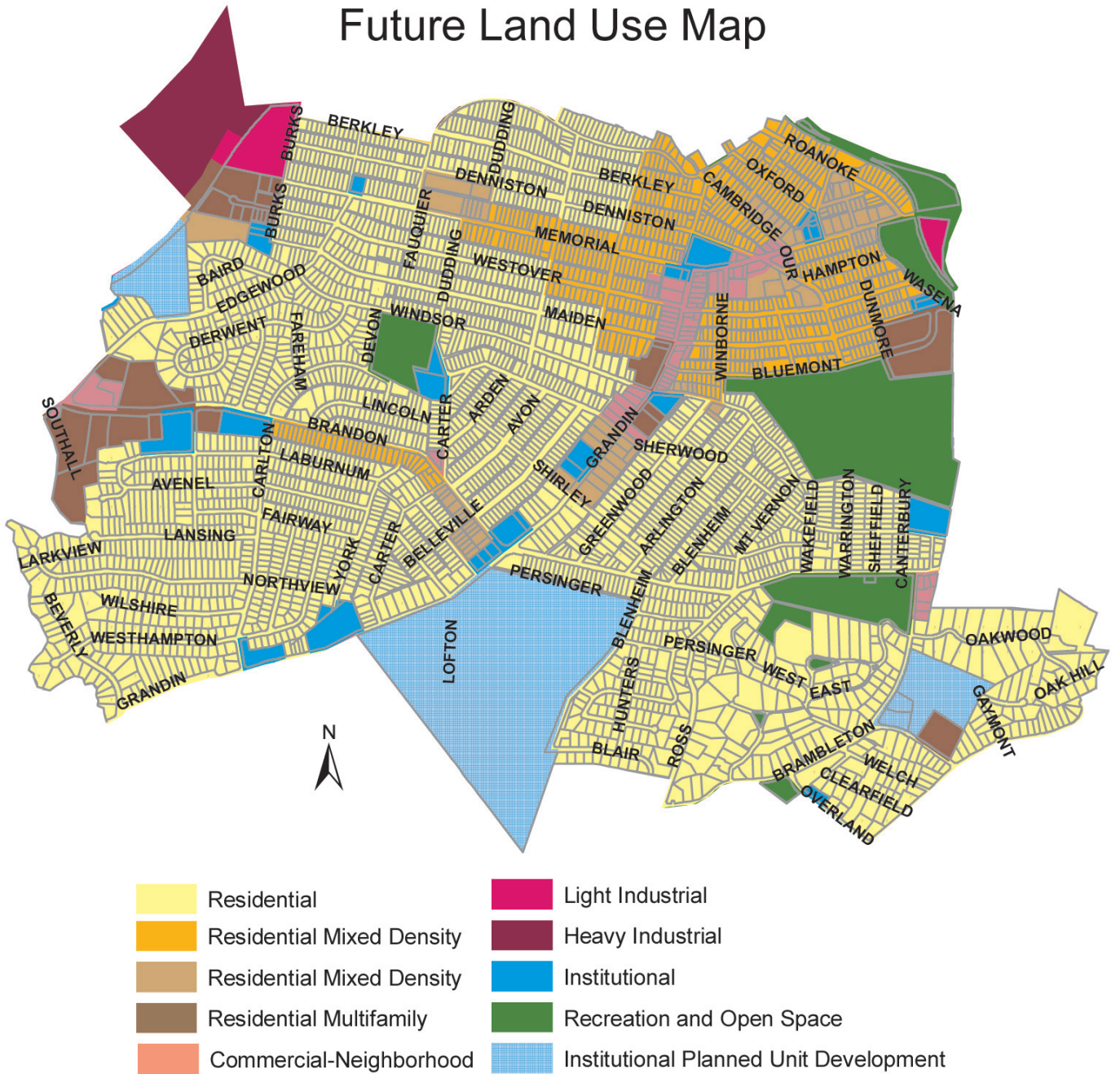
In December of 2005 Roanoke adopted a new zoning ordinance. The new ordinance has enhanced development standards with respect to landscaping, parking and lighting. Some new districts were created, yet most are comparable to the previous districts in terms of permitted land uses. As the existing zoning and existing land use maps illustrate, the 2005 comprehensive zoning essentially reinforced existing land use patterns.

Existing Land Use Map



The maps in this section illustrate existing land use designations. This plan also includes a future land use map that identifies anticipated boundaries between different residential densities as well as commercial, industrial, and other areas of the neighborhood.

Future Land Use Map



Residential Development

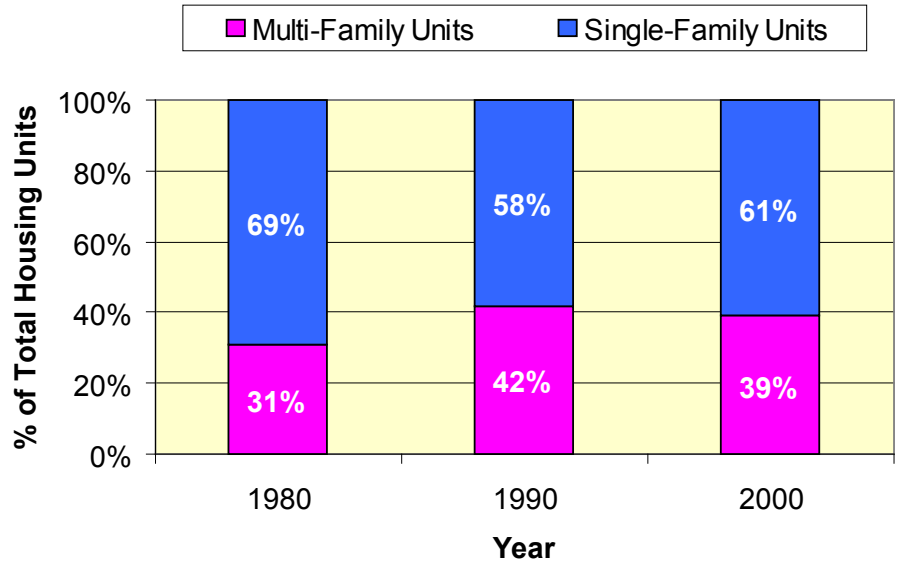


Traditional style houses in the neighborhood

Greater Raleigh Court has a diversity of housing types that includes single and multifamily residences as well as rental and owner-occupied homes. Most of the single-family homes in the neighborhood date back from the 1920s to the 1950s. Apartment complexes were constructed between the late 1940s and 1970s. Ensuring a healthy balance of housing options is essential to the continued viability of the neighborhood.

Since 1980, the number of housing units has consistently increased 2% from 5,549 in 1980, 5,682 in 1990, and 5,766 in 2000. The breakdown of single versus multifamily units can be seen in the figure on the following page. Between 1980 and 1990 multifamily units increased 11%. This was due in part to the construction of new apartments but also because of the conversion of large older homes into multiple units. By 2000, this trend had shifted and some of those homes were converted back to single-family units.

A major concern of residents as noted in the 1999 neighborhood plan was “reducing the number of multifamily housing units – or at a minimum, holding the number of units at the current level.” Based on the data presented, this trend has reversed. The City of Roanoke has taken further action to prevent future conversion of single-family to multifamily homes through the rezoning effort in 2005. Existing multifamily homes in single-family zones may continue to operate as such, but new multifamily homes are restricted to multifamily or mixed density zones as shown on the zoning map in this plan.



Circa 1939 Tudor Revival Bungalow in the neighborhood

Residents of the neighborhood are investing more in upgrading and maintaining their homes. At the same time, neighborhood amenities, such as Grandin Village, are redeveloping as attractive gathering places. Due to the private and public investments that have taken place, Greater Raleigh Court has become a popular neighborhood.

Census 2000 sample data in the next table show that of the Greater Raleigh Court residents polled in 2000, only half had also lived there in 1995. That means that half of the residents in 2000 were “new” to the neighborhood, or had lived there for less than 5 years. “New” residents came primarily from other neighborhoods within the City of Roanoke or elsewhere in Virginia. Of those residents who moved to Greater Raleigh Court from other states, the majority came from the south.

Residence in 1995

Same house in 1995	49%
Different house in 1995:	
Within the City of Roanoke	24%
Elsewhere in Virginia	15%
From the Northeast	2%
From the Midwest	1%
From the South	5%
From the West	2%
From a foreign country or at sea	3%

*STF3: P24 data, Census 2000
Tract/Block #'s: CT-17 BG-2, CT-18 BG-3 and BG-4,
CT-19 BG-1 BG-2 BG-3 BG-4, CT-20 BG-1 BG-4 BG-5*

Code Enforcement

Despite the influx of new residents and the fact that more residents are investing in their homes, the neighborhood still experiences problems with code enforcement, and it is a major concern of residents. Some of the problems include parking on front lawns, storage on front porches, overgrown lawns, and not putting away trash cans promptly after pick-up. Improved efforts to provide strict code enforcement would go a long way towards maintaining the overall appearance of the Greater Raleigh Court neighborhood.



Existing traditional four-square house on Maiden Lane



Existing townhouses on Winborne Avenue



House on Idavere Street

Residential Development Opportunities

Neighborhood residents value housing options (rent or own) with a range of affordability. During the public meetings, residents cited the desire for up-scale housing. This type of housing does not currently exist as apartments or as condominiums. Should some of the existing apartment buildings be renovated in the neighborhood, these upgrades should provide mixed housing for a range of income levels. Additionally, a few vacant lots are still available in the neighborhood for infill housing. Since most of the land within the neighborhood has already been developed, these are the two best opportunities for expanding housing options. As infill and redevelopment occur, it is important that the design of new construction fit in with the traditional character of the neighborhood. The City is currently in the process of developing a “Pattern Book,” which would help guide the design of appropriate new development and to add modern amenities to traditional housing.

Greater Raleigh Court provides many amenities that make it attractive for young families. Residents have noted their desire to see more young professionals and young families move into the neighborhood and remain in the neighborhood as their children grow up. Greater Raleigh Court is a unique neighborhood because it offers the opportunity for life-cycle housing. Residents have the opportunity to rent an apartment when they are young adults, purchase a small home as they begin a family and move into a larger home as their space requirements increase. When they eventually become empty-nesters, they have the option of moving again to a smaller home as their space requirements are less and, if needed later in life, reside in an assisted living facility such as the Raleigh Court Health Care Center.



Economic Development



Grandin Village at the north end of Grandin Road

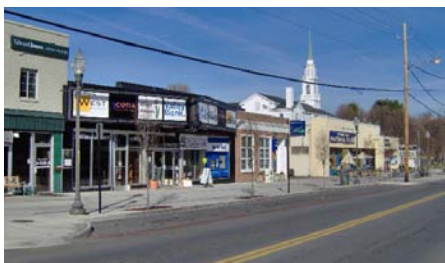
Grandin Village

Nodes of commercial development along Grandin Road and Memorial Avenue have played an important role in the neighborhood's history and add to the area's small town quality. There are three concentrations of commercial development: Grandin Village, Edgewood/Brandon village center, and the Brambleton/Brandon village center.

The Grandin Village business area is anchored by the Grandin Theatre and has a healthy mix of businesses that support, and are supported by, the surrounding neighborhood. Sidewalks, street trees, large windows at street level, architectural details, and a new streetscape combine to create a pedestrian-oriented atmosphere.

The area features neighborhood-oriented services such as a laundromat, gas station, restaurants, banks, ice cream shop, book store, professional offices including an architecture firm, and a local furniture store. There are two grocery stores; Roanoke Natural Foods Co-op and Mick-or-Mack.

Vision 2001-2020 promotes the village center concept – small commercial nodes with high-density residential elements – as a strategic initiative for development in City neighborhoods. *Vision 2001-2020* specifically identifies Grandin Village at the intersection of Grandin Road and Memorial Avenue, yet there are other pockets of commercial development in the neighborhood. Streetscape improvements in and around the neighborhood's village center have been made and vastly improve the ability to accommodate safer and more active spaces for walking, bicycling, and social interaction.



Most village centers date back several decades, some before the advent of zoning in Roanoke in 1928. The area has grown but periodically struggled through the years. A 1996 study found that sixty percent of business in the village comes from the surrounding neighborhood. The village and neighborhood are dependent on each other for success.

The Grandin Theatre has played a major role in the recent resurgence and success of the village center. With the revitalization of the theatre in the mid 1990s, it has become a major entertainment venue in the valley. The sidewalk in front of the theatre is lined with stars that have the names of those who donated funds to the restoration of the theatre.

Another example of new found commercial vitality is the former CVS store. CVS closed its Grandin Road location several years ago leaving a fairly large empty building in the village. Local businessmen and developers got together and decided to revitalize the space. A small cafe, pharmacy, florist, and bank are located in the new space. The revitalization has been a success and serves as a local meeting place for those in the neighborhood.

One result of the 1999 neighborhood plan was the idea for a new streetscape in the village. The streetscape was built between 2003 and 2005 and has transformed both the look and feel of the village. Improved pedestrian amenities such as crosswalks and traffic calming are included in the streetscape.

Grandin Village includes many restaurants such as Grace's Pizza, Surf & Turf, Rockfish Grille, CODA, Happy Beli-Deli (Coop), and the Community Inn. The Community Inn has been in the village for 30 years and is a staple of the community. Norberto's, Spikes, Pop's, and the Village Grill are located on Memorial Avenue. On warm days and nights, outdoor dining creates a friendly and welcoming atmosphere for those passing through the village.

Reid's Fine Furnishings is located in the village and is a major retailer of fine home furnishings. The store encompasses the largest amount of space of any business in the village. Next to Reid's Fine Furnishings on the corner of Grandin and Westover Avenue is a book store named "Too Many Books."

Business activity in the neighborhood is currently strong and steady, especially in Grandin Village where most available space is filled. Many in the business community have expressed interest in locating their business in or near the village, such as smaller consulting firms and doctors offices. In fact, the president of the Grandin Village Business Association stated that many businesses had their best year ever in 2006.



Surf & Turf



The Grandin Theatre



Norberto's



Natural Foods Co-op

Brambleton Avenue/ Brandon Avenue

The Brambleton Avenue/Brandon Avenue village center serves as the eastern gateway to the neighborhood. A florist, cellular retailer, pizza shop, and computer retailer and repair service are located in the village. It is a relatively small village center when compared to Grandin Village. This center is auto-oriented. New streetscape and pedestrian improvements would benefit the village and create a better tie-in to the neighborhood north of the village and Lakewood Park to the west. Businesses here have changed over the years; land use has always been commercial.

There is an existing traffic signal at the intersection of Brambleton and Brandon. Traffic turning left from Brandon to Brambleton occasionally backs up during morning and afternoon commutes. This village center should be studied further for future streetscape enhancements especially with its location adjacent to the park.

Flooding is an issue in the area because of its location along Murray Run. Much of the village center lies within the 100-year flood plain.



Brandon Avenue/Edgewood Street Village Center

Brandon Avenue/ Edgewood Street

Vision 2001-2020 identifies the Edgewood Street/Brandon Avenue area as a potential village center. The intersection of Edgewood Street and Brandon Avenue is busy and is a central point for neighborhood commercial activity. While at present this area has some village center attributes and is entirely auto-oriented, additional commercial establishments and streetscape improvements would enhance its identity, beauty, and attract more people. Establishments have the potential to serve the surrounding neighborhood and at the same time reap the benefit of the steady flow of traffic on Brandon Avenue. High density residential exists within walking distance of the center. This village center also serves the adjacent Greater Deyerle neighborhood to the west.

Streetscape improvements to this section of Brandon Avenue should be performed in accordance with any future improvement projects. Any improvements to the village center should focus more on overall beautification and pedestrian accommodation rather than a change to the function of the streets. Improvement strategies should address the following goals:

- Improve pedestrian safety including bump outs at crossings.
- Minimize disruption to the surrounding residential neighborhoods.
- Maintain 35 mph travel speeds that are appropriate for the street's function and the character of adjacent development.
- Retain capacity to handle current and future volumes, while not inducing more traffic.

Transportation



Brandon Avenue at Edgewood Street looking east

Existing Street Network

The major thoroughfares in Greater Raleigh Court are Memorial Avenue, Grandin Road, Brandon Avenue, Edgewood Street, Brambleton Avenue, and Overland Road. Traffic counts in the table on the following page show the amount of traffic carried by these streets. The number of vehicles per day using these streets has decreased over the last 15 years except for Overland Road, which has experienced a large increase in traffic.

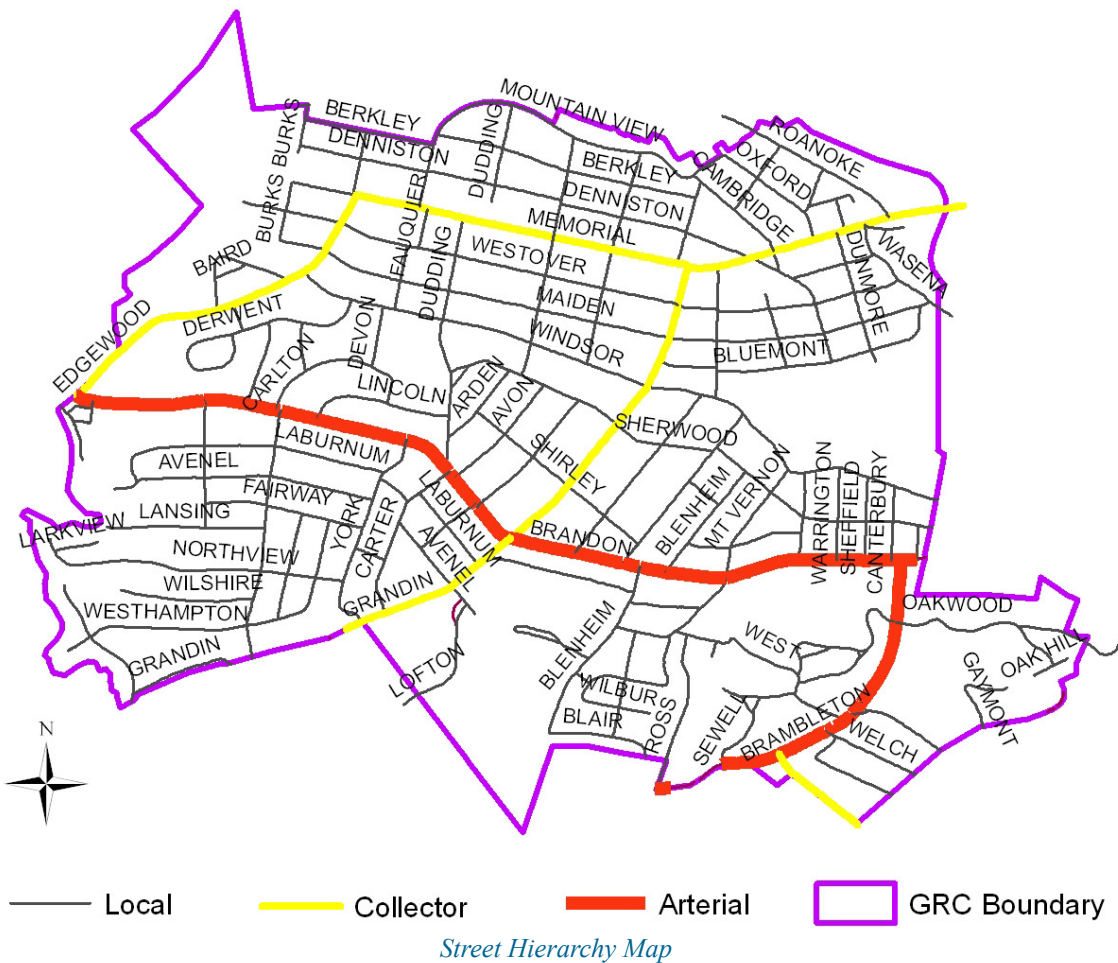
Local streets in the traditional parts of Greater Raleigh Court are generally interconnected and narrow, averaging 25 feet of paved surface often with on-street parking. Homes along these streets also typically have an alley behind them. The suburban streets in the neighborhood are wider averaging 30-35 feet of pavement. On-street parking is not as common since most homes have driveways.

Residents noted some local streets such as Windsor Avenue and Carlton Road often experience high traffic volumes and high speeds. The Grandin Road/Brandon Avenue intersection should be studied to see if improvements would reduce the tendency to use local streets as an alternate to avoid delays.

Greater Raleigh Court Traffic Counts

Street	Section between	Average Daily Traffic (1990-1992)	Average Daily Traffic (2005)	Percent Change
Brandon	Edgewood and Grandin	14,635	13,648	-7%
Brandon	Grandin and Brambleton	17,082	16,456	-4%
Grandin	Brandon and Memorial	10,540	8,562	-19%
Memorial	Grandin and Memorial Bridge	15,022	13,465	-10%
Brambleton	Brandon and Overland	10,057	8,333	-17%
Overland	Brambleton and Colonial	7,132	10,277	44%
Edgewood	Brandon and Memorial	9,435	7,011	-25%

Data sources: 1990-1992 data = Roanoke Valley Area Long Range Transportation Plan 1995-2015, VDOT, Fifth Planning District Commission
 2005 data = Virginia Department of Transportation 2005 traffic counts



Parking



Grandin and Westover with pedestrians

Patrons of Grandin Village businesses have commented that parking availability around the Village is confusing. It is unclear to users where parking is free and which spaces are reserved for particular businesses. They have also noted an apparent lack of parking during peak times such as Friday or Saturday evenings. A parking study and better signage or markings could help ease the confusion and determine whether or not there is sufficient parking and identify/explore shared parking arrangements.

Parking in the village is a concern of many in the neighborhood and one of the issues discussed at the public meetings. The new streetscape created some additional parking spaces but parking is still limited along Grandin Road. There are several private parking lots in the village, one of which requires patrons to pay for their space. The Natural Foods Co-op is very strict on parking in their lot. Virginia Heights Baptist Church provides additional parking behind the Co-op. This lot is full on Sundays during church hours.

Residents near Patrick Henry High School have experienced problems with students parking on the local streets during school hours which reduces the available parking for residents. The City implemented a residential parking permit program on Avenel Avenue and Laburnum Avenue in January 2007. In the few months that this program has been in place, it appears to be deterring students from parking on these streets.

Residents have also commented that locations with multifamily housing, particularly in the traditional parts of the neighborhood, often experience a lack of on-street parking. Parking off an alley in designated areas should be encouraged.

Future Transportation Plans

Presently there are no projects in the VDOT Six-Year Improvement Plan (Fiscal Years 2007-2012) for the Greater Raleigh Court Neighborhood. There are also no projects identified in the Roanoke Valley Area Long-Range Transportation Plan 2025 or the City's current Capital Improvement Program (CIP).

Public Transit



Valley Metro serves the neighborhood

The Greater Raleigh Court neighborhood is well served by two Valley Metro public bus routes: 71/72 and 65/66. Routes 71 (outbound) and 72 (inbound) link downtown and Lewis Gale Hospital. At the hospital, a transfer option is available via routes 91/92 to locations within the City of Salem including downtown Salem, the Salem Civic Center, Roanoke College, and the Veterans Affairs Medical Center.

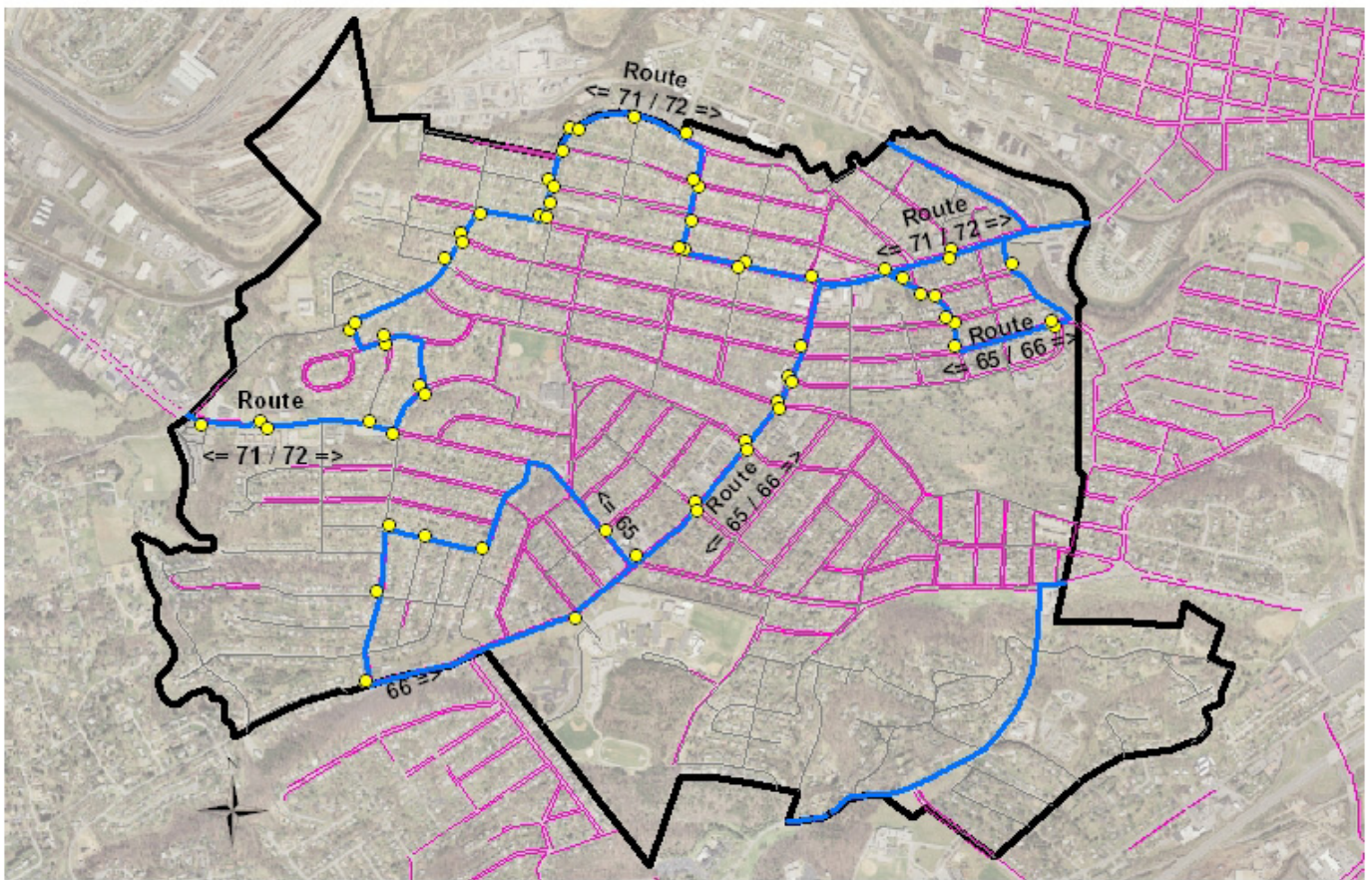
Route 65/66 is a loop route through the neighborhood. The outbound route, 65, goes from downtown to the intersection of Carlton Road and Grandin Road. The route number then becomes 66 as it travels inbound to downtown. Along the 65/66 route, the bus travels through the Grandin Village looping through southwestern portions of the Greater Raleigh Court neighborhood to Patrick Henry High School and back through the Village towards downtown. The map on the following page shows these routes as well as the neighborhood's current bus stops.

In late 2006 Valley Metro installed new bus stop signs. Bike racks are also available on the buses giving residents the option of taking their bikes on the bus for multi-modal trips. A subsidiary company, RADAR, provides on-demand, curb-to-curb transit service for the physically or mentally disabled, or transportation for disadvantaged individuals.

Through the public involvement process, residents of the neighborhood requested better transit access in Grandin Village. The heart of Grandin Village is considered to be the block along Grandin Road between Memorial Avenue and Westover Avenue. Currently, route 71 provides the closest stop to the Village at the intersection of Memorial Avenue and Amherst Street. On the return, route 72 stops at Memorial Avenue and Brunswick Street; this is one block west of the Village. The next bus stop is not until Oxford Avenue; there should be another bus stop between these two stops. Routes 65 and 66 should also have bus stops within the heart of the Village.

Providing bus stops in Grandin Village will encourage more people to use public transit, especially those wanting to access the stores, restaurants, or theater in the Village. Bus stops serving Grandin Village should have attractive transit shelters and benches along inbound routes. The bus stop in front of Patrick Henry High School should also be equipped with a transit shelter and benches.

Bus stops along other parts of the route should be evaluated. In some locations such as Faquier Street, there appear to be too many stops. Transit stops may be needed at intersections such as Edgewood Street at Windsor Avenue and Maiden Lane, Grandin Road at Guilford Avenue, and Brandon Avenue at Carter Road.



● Bus Stops — Bus Routes — Sidewalk □ GRC Boundary

Current route map with bus stops shown

Bicycle and Pedestrian Accommodation

In all neighborhoods, multi-modal transportation is encouraged. Pedestrian and bicycle transportation is encouraged by providing complete sidewalk systems and bicycle accommodations on streets that connect to public transit as well as schools, parks, libraries, and commercial areas. Walking and bicycling to destinations promote Active Living, an initiative discussed later in this plan. Active Living is not only beneficial to individuals health and fitness, it benefits the transportation system by reducing traffic and parking needs.

Regional Bikeway Plan 2005 identifies routes for on-street bicycle accommodation as either “priority” for short-term consideration or “vision” for long-term consideration. The plan lists Grandin Road from Memorial Avenue to Brandon Avenue as a priority route for bicycle accommodation. The vision list includes Grandin Road south of Brandon Avenue to Garst Mill Road, the entire length of Brandon Avenue, and Brambleton Avenue from Brandon Avenue to the City Limit. Bike lanes exist on Memorial Avenue between Grandin Road and Memorial Bridge. Future bicycle accommodation may occur as bicycle lanes, shared-use lanes with motor vehicles, or as paved shoulders, where curbs do not exist. Off-street bicycle accommodations are provided through greenways, which continue to expand as they gain more popularity. Greenways are discussed in the Parks and Recreation section of this plan.

Residents in the traditionally designed areas of Greater Raleigh Court greatly value sidewalks and the connectivity they provide for leisure and to access neighborhood destinations. The sidewalk system is well-established along streets with houses fronting them. Streets that do not provide access to the front of houses often do not have sidewalks. This is an area for improvement as the neighborhood hopes to provide better connectivity of the sidewalk system. Another key area is along Brandon Avenue from Edgewood Street to Carlton Road. Sidewalks along this stretch should be part of an attractive streetscape that encourages walking to the Brandon Avenue/Edgewood Street Village Center. Additionally, residents have noted that at nighttime, it is often dark in places along sidewalks. New or improved streetlights would eliminate these “dark spots.”

Some intersections in the neighborhood are difficult for pedestrians to cross, particularly during peak hours. Brandon Avenue at Edgewood Street, Carter Road, Grandin Road, and Brambleton Avenue are important pedestrian crossings. The intersection with Edgewood Street is next to commercial areas that have been identified as a Village Center. Walking in this area is desirable and any improvements that can be made to this intersection would encourage more pedestrians. Carter Road and Grandin Road are both used by students accessing Woodrow Wilson Middle School and Patrick Henry High School. Improvements should be investigated to see if there are ways to make these crossings safer for students walking or bicycling to school. The intersection of Brandon Avenue and Brambleton Avenue is the main crossing for residents walking to Lakewood Park and should be evaluated for possible upgrades.



Public Services

Fire/EMS

Fire/EMS response is provided by Station #7 located at the intersection of Memorial Avenue and Denniston Avenue. It houses an engine and a ladder truck. Plans are currently being discussed to include enhancing EMS service to the GRC area. Currently the EMS units from Station 3 (downtown) and Station 4 (Peters Creek South) provide EMS service to the neighborhood.



Station 7



Engine 7



Ladder 7

Police

The Roanoke City Police Department has identified four policing zones in the City. The Greater Raleigh Court neighborhood is located in Zone 3. Each zone has a zone commander who is responsible for all police activities in their zone. Police staff continuously work with neighborhood residents to reduce the number of break-ins and burglaries in the neighborhood. Staff regularly attend Greater Raleigh Court Civic League meetings. The police also enforce the parking permit program in the neighborhood implemented by the Transportation Division. The program reduces the number of Patrick Henry High School students parking on the streets adjacent to the school.

Curb, Gutter, and Sidewalk

Because much of Greater Raleigh Court is a traditional neighborhood, many streets feature curb, gutter, and sidewalk on both sides. However, some residential streets only have curb, particularly those with a more suburban character. On some streets it is not feasible to install curb, gutter and sidewalk due to the lack of right-of-way width, rolling topography, and drainage constraints.

Additional curb, gutter, and sidewalk improvements are needed on some streets whereas other residential streets could benefit from just curb installation. A number of factors should be considered when making decisions for the installation of curb, gutter and sidewalk:

- *Vision 2001-2020*: The comprehensive plan addresses streetscape improvements as a priority, including sidewalk installation.
- The Subdivision Ordinance: The ordinance requires that developers install curb, gutter, and sidewalk whenever subdividing land for development.

- Improved connectivity within the sidewalk network and to destinations within the neighborhood including schools, bus stops, parks, and village centers.
- Width of the available right-of-way: Many streets in the area are not wide enough to install sidewalks, but can accommodate curb and gutter.
- Pedestrian safety and volume of traffic: Sidewalk installation improves pedestrian safety, especially on heavily traveled streets.
- Storm water drainage problems: curb and gutter can reduce runoff to lots below the grade of the street.

Specific locations brought up in the public workshops that need curb gutter and sidewalk are:

- 2400 block of Memorial Avenue, south side.
- Creation and maintenance of curb, gutter, and sidewalk on portions of Berkley Avenue and Mount Vernon.
- Portion of Sherwood between Grandin Road and Woodrow Wilson Middle School currently lacking sidewalk on one side.
- Maintain sidewalks along Sherwood behind the Grandin Road Post Office.
- South side of Brandon Avenue between Carlton Road and Edgewood Street.
- Various infill locations along Northview Drive

Requests for curb, gutter and sidewalk improvements are submitted to the Engineering Division of the Department of Public Works. All requests are reviewed by several City departments and rated based on their need, feasibility, and relationship to any concurrent City project areas. One criterion is the location's inclusion in a neighborhood plan.

Water and Sewer

Public sanitary sewer and water are available to all areas of the Greater Raleigh Court neighborhood. Sewer lines are equally dispersed throughout the neighborhood, located along rights-of-way and easements through various properties. Water lines are present on every street in the neighborhood.

Scattered septic systems exist in the neighborhood. Property owners should connect directly to the sanitary sewer system due to maintenance and other related issues relating to older or failing septic systems. All new construction will need to connect to public water and sewer as these services are provided throughout the neighborhood.

Stormwater Management

Greater Raleigh Court differs from many other neighborhoods in that it does not have any major stormwater management issues. Except for the very few areas adjacent to the Roanoke River at Memorial Bridge and at Mudlick Creek along Edgewood Street, and downstream of Lakewood Park, no known flooding problems exist.

The lower elevations of Ghent Hill Park are subject to flooding from the Roanoke River. Plans are currently underway to implement the Roanoke River Flood Reduction Project along this section of the river. Much of the land under Memorial Bridge will be bench cut to help reduce flooding. The flood reduction changes at Memorial Bridge will be the only ones affecting the Greater Raleigh Court neighborhood.

The southern end of Edgewood Street is subject to flooding from Mudlick Creek. The paved street surface is located immediately adjacent to the creek and is only several feet above the normal surface level of the water. During strong thunderstorms with heavy rains, Edgewood Street floods, stopping traffic and leaving debris scattered along the road.

Flooding also occurs to some extent in Lakewood Park along Murray Run Creek. Water originating in southwest Roanoke County flows along this creek to the Roanoke River at Smith Park. Homes along Ross Lane and Mt. Vernon Road are located in the 100-year floodplain. Due to the culvert system under Brambleton Avenue, water backs up in the park until flood waters recede. The water level in the lake at Lakewood Park rises some during floods but most of the water is directed through the concrete channel adjacent to the lake.

The neighborhood is mostly residential therefore it has a low percentage of impervious surface area compared to more commercial areas. However, based on the age of the neighborhood, use of modern stormwater management practices to reduce peak flow from the developed areas and to address water quality are generally not present in the neighborhood.



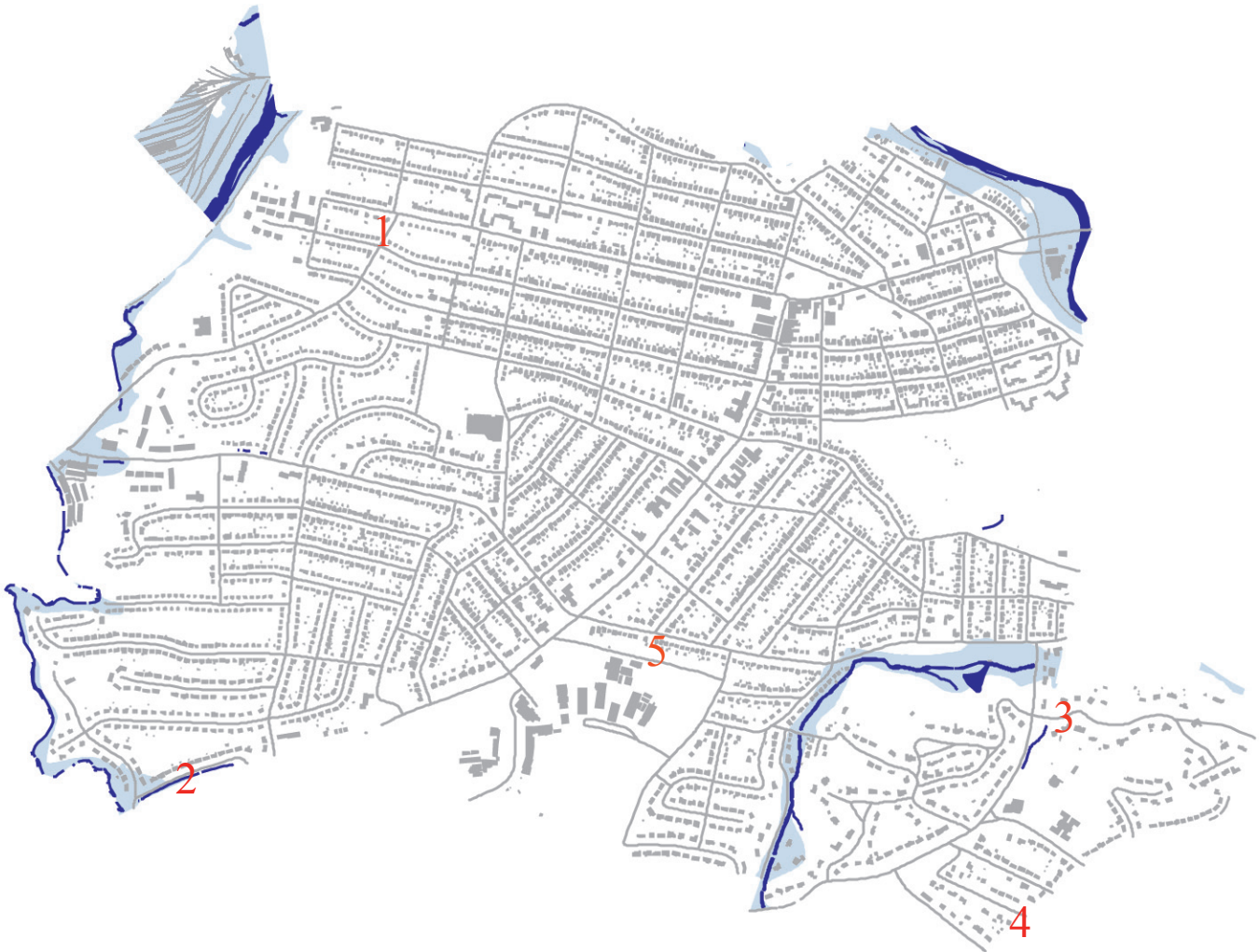
Mudlick Creek at the western end of Lansing Drive, S.W.

Stormwater improvement projects are catalogued in the Capital Improvements Program (CIP) by the Engineering Division. The CIP includes rankings and budget estimates for each project. There are currently five projects in Greater Raleigh Court and all are stormwater related. None is currently a high priority compared to other projects throughout the City.

Greater Raleigh Court Capital Improvement Projects

Map #	Rank	Project Name	Project Description	Estimated Cost
1	26	Westover Ave (2500 blk) alley between Westover & Memorial	System to prevent home & yard flooding from CMP on Edgewood	\$86,000
2	42	Grandin Rd. Drainage Project 2600/2700 Blocks	Approx. 1,000' 48" RCP to replace open ditch between Grandin Road	\$220,000
3	78	1117 Oakwood Drive	Install approx 460' 42" RCP, 4 Inlets and 1 manhole - upgrade undersized system	\$138,500
4	108	1108 Clearfield Road	25 feet of 18" Storm drain to drain standing water in back yard	\$6,000
5	150	1900 block Brandon Avenue	Connect existing outfall to an existing storm drain system	\$213,000

Source: 2005 Roanoke City Capital Improvements Plan



Greater Raleigh Court Floodplain Map

Solid Waste Management



The "One-armed Bandit"

The Division of Solid Waste Management provides weekly curbside, and some alley collection of residential refuse, bulk and brush, recycling, commercial refuse collection, seasonal collection of leaves, and hazardous waste. Increasing the volume of recycling in the City is a goal stated in *Vision 2001-2020*. Recycling helps conserve energy and natural resources, reduces solid waste, protects the environment, and creates jobs to help the economy. Curbside recycling is provided on a weekly basis on the same day as residential refuse collection. To maximize the productivity of the program, recycling is collected in two categories: paper products and bottles and cans. The staff of the Solid Waste Management division alternates collection of these two every week. Paper, including newspapers, junk mail, chipboard boxes (cereal, pasta, gift, etc.), and corrugated cardboard, are collected one week. The following week, aluminum, tin cans, clear glass bottles, and plastics numbers 1 and 2 are collected. The Greater Raleigh Court Civic sponsors regular neighborhood cleanups.

Utilities

Electrical service, telephone, and cable TV utilities are generally above ground and available throughout the neighborhood. Natural gas and public water/sewer are underground utilities also located throughout the neighborhood. Street lighting is provided throughout the neighborhood and is generally located at corners. The lighting along Brandon Avenue, Grandin Road, and Memorial Avenue is sufficient for public safety. Some citizens expressed interest locating more lighting mid-block along neighborhood streets to increase security.

Fiber and Telecommunications

Fiber and telecommunications lines serve the Greater Raleigh Court neighborhood via Brandon Avenue, Edgewood Street, Westover Avenue, Grandin Road, Carter Road, Arden Street, Chesterfield Street, Brambleton Avenue, Sherwood Avenue, and Memorial Avenue. Access from these corridors is provided by individual service providers to residents for the purposes of phone, high-speed internet, and other data transmission functions. The zoning ordinance adopted in December 2005 addresses cell towers via the Wireless Telecommunications Policy. The policy presents specific guidelines that must be followed when looking to place a cell tower in the City.

Education

Schools

Students in Greater Raleigh Court attend Grandin Court Elementary, Raleigh Court Elementary, Wasena Elementary, Virginia Heights Elementary, Woodrow Wilson Middle School, James Madison Middle School, and Patrick Henry High School. Roanoke Valley Governors School (RVGS), a center for the study of advanced courses in science, mathematics, computer applications, and technology is located on the campus of Patrick Henry High School. All schools in the neighborhood are accredited by the Commonwealth of Virginia based on the overall achievement of students on the Standards of Learning (SOL) tests.

Neighborhood support for area schools is high. Through its civic league and other organizations, Greater Raleigh Court has supported renovations to area elementary and middle schools, as well as construction of the new Patrick Henry High School.

It is the desire of the Greater Raleigh Court neighborhood to continue support and help increase student performance of its schools. Strong, academic schools give incentives to families to move to a neighborhood and keeps families from moving out. The residents of Greater Raleigh Court want their schools to attain high academic ratings, challenge all students to be successful, and recognize students' success.

The Roanoke City Schools Board of Education, school administration, and City Council have primary responsibility for administering and financing the school system. It is vitally important for Greater Raleigh Court and the City that our schools are outstanding, and this excellence be widely recognized.

Roanoke City Public Schools welcomes inquiries and has several options open to residents interested in becoming involved with the schools. The school division continues to be interested in getting more residents involved in its goal of establishing strong home, school, business, and community relationships that support student achievement. Citizens in the neighborhood are encouraged to become active in the schools' communities through volunteering their time and talents. Becoming active in the schools allows residents to feel more invested in the schools.



Patrick Henry High School



Woodrow Wilson Middle School

Youth

The City of Roanoke has a long-standing commitment to its youth. The Youth Comprehensive Plan is a component of *Vision 2001-2020*. The plan outlines findings from the interviews with youth and youth organizations. The City of Roanoke's youth need more programs, places to go, and team work on their behalf among all sectors of the community. They want to know that their community values them. This includes finding employment opportunities, attending schools with caring climates, and living in safe, clean and caring neighborhoods. They need to have their opinions valued and sought after. This includes supportive families who communicate positively and adult role models who encourage youth development. When these things happen, people agree that the desired future of the City of Roanoke's youth will start to be reality. Creating after-school sports programs for neighborhood youth and other extra-curricular activities will improve not only the quality of life in the neighborhood but will create a greater sense of community among the neighborhood's youth.

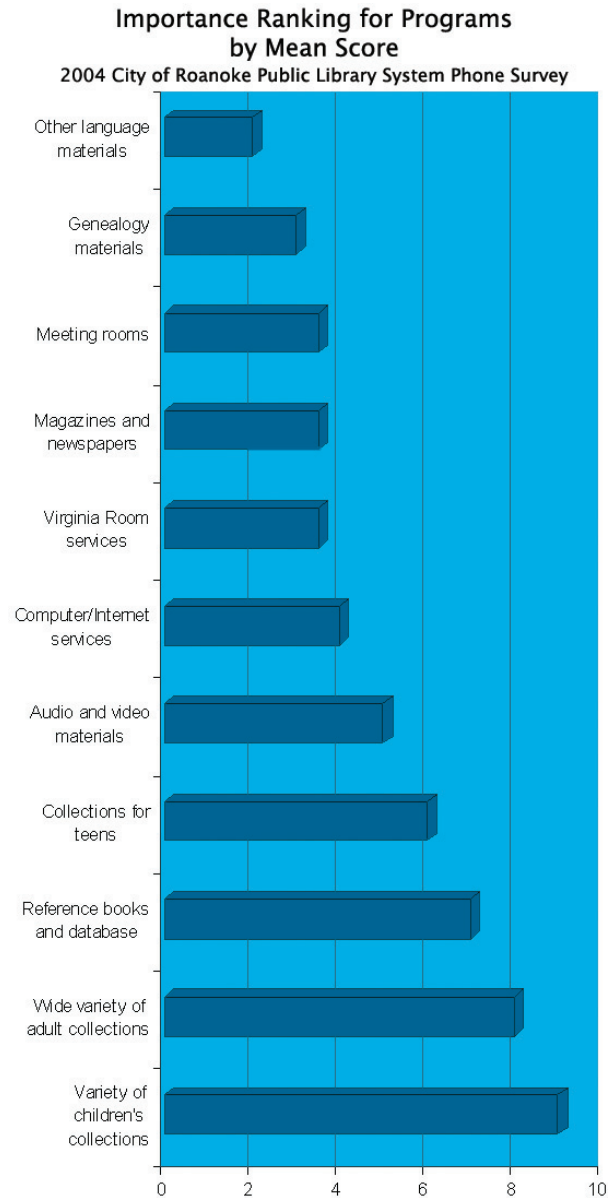
Public Library



The Raleigh Court Branch of the Roanoke City Libraries is located on Grandin Road in front of Patrick Henry High School. Residents and students from Patrick Henry High School use the library often and value it as a community resource. The library hosts a variety of programs for families and also serves as a neighborhood meeting place.

During the public involvement process, residents noted the library was in need of more space due to the large volume of customers it serves everyday. Residents also felt the library needed to update its available resources, and add more resources, activities, and programs. The 2005 Library Comprehensive Study phone survey results showing the most wanted programs by City residents is on the following page.

The Roanoke Library Comprehensive Study includes the following related to recommendations and initiatives. “The telephone survey and focus group sessions illustrate the Roanoke library user places high importance and high satisfaction with the library core services as children’s and adult collections. However, the low library use as a percent of City residents indicates that the non-traditional services provided by many contemporary library services would expand library use.



Children’s programming is viewed as an important service provided by the City of Roanoke: currently this service is offered four times during the month at two library facilities as compared to twenty-eight times and six libraries in the county library system. A dedicated children’s theater would offer the library customer more frequent children’s events, such as story time, puppet shows, crafts, etc...without disturbing other library customers.” No programming or expansion initiatives were made specifically relating to the Greater Raleigh Court Branch in the study.

Parks and Recreation

The Active Living Initiative



Active Living by Design is a concept that promotes environments that offer choices for integrating physical activity into one's daily life. By designing structures, communities, environments, and spaces that reduce automobile reliance and support pedestrian and bicycle activity, the built environment can help improve public health by promoting active living, a way of life that integrates physical activity into daily routines.

Routine physical activity is necessary to provide a longer life while preventing unnecessary illness and disability, reducing obesity, enhancing physical and mental health, and maintaining a high quality of life. A healthy environment that is designed to positively affect physical activity by providing pedestrian-friendly amenities would: encourage walking and biking; promote human interaction and social cohesion; remove barriers to activity for everyone; and make healthy levels of physical activity attainable for large numbers of people during their daily routine.

It is the desire of the City to help create livable, healthy, and attractive environments with a special focus on the landscape design of our built environments in our neighborhoods, public spaces, parks, greenways, trails, and streetscapes. By designing human-scale communities with buildings, signs, lighting, vegetation, and other improvements, people can feel more comfortable interacting in and moving around their basic sidewalk system in the neighborhood within a safe and visually stimulating system of parks, greenways, and trails.

Greater Raleigh Court, because of its traditional neighborhood design, is naturally conducive to Active Living. Additional improvements for connections to greenways, village centers, schools, churches, and parks will promote this initiative even further.

Public Parks

Greater Raleigh Court has numerous public parks within and close to the neighborhood with a variety of amenities. In addition, there are recreational facilities associated with neighborhood schools, recreational centers, and privately-owned parks. The table on the next page lists the facilities available at each of these parks and the map on page 38 shows the location of the parks.

Residents of the neighborhood greatly value these parks and use them frequently. Through the public involvement process, residents made suggestions about how they would like to see their parks and green spaces improved. For Lakewood Park, residents recommend adding a second basketball court and sculptures or other features for older children to congregate. They also recommend adding more benches for parents and a picnic shelter. Residents would also like to see a dog park, possibly in Fishburn Park, and another skateboard park, preferably near Grandin Village, added to the available

Parks in and near Greater Raleigh Court

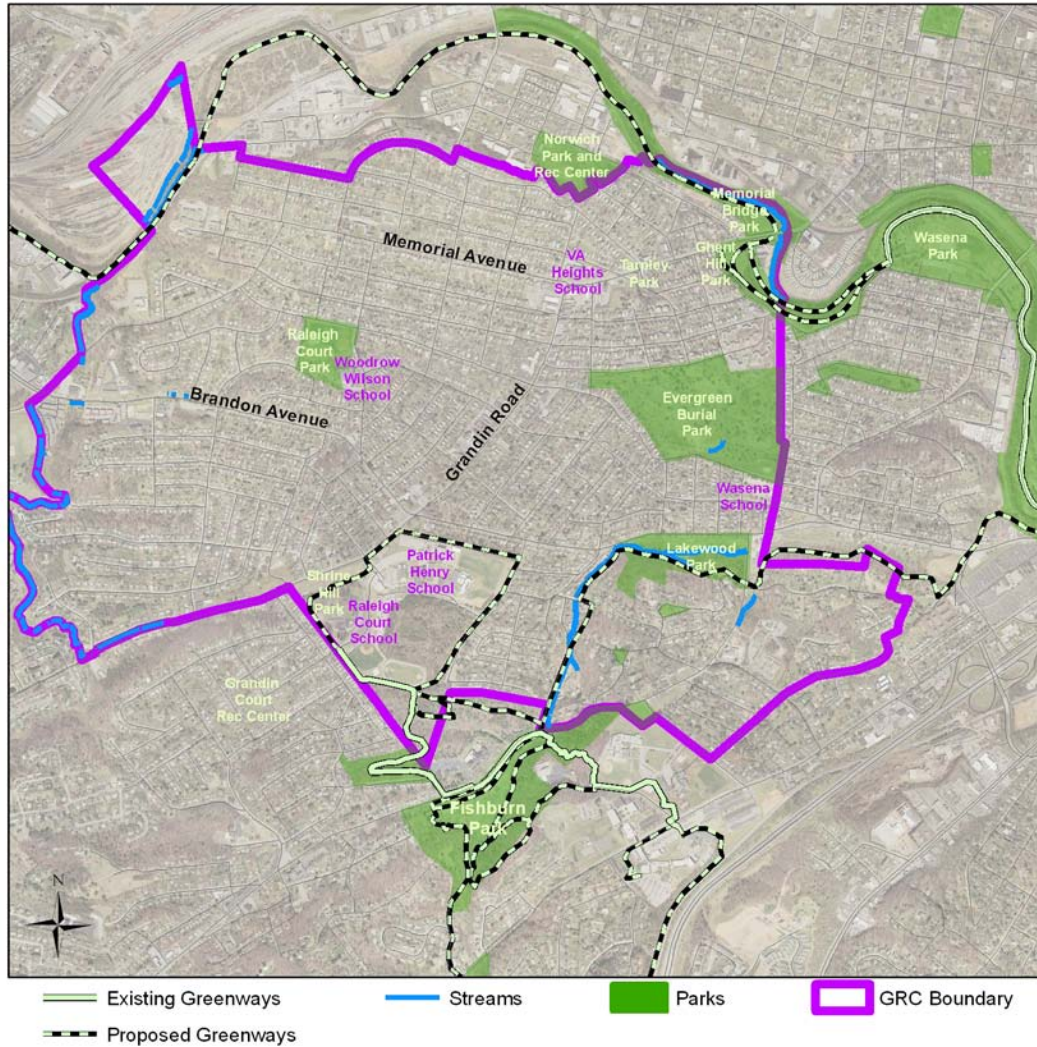


Public Parks	Available Facilities
Ghent Hill Park	10 acres: open green space
Lakewood Park	18 acres: 1 basketball court, playground
Memorial Bridge Park	4.5 acres: open green space
Raleigh Court Park	9 acres: 2 tennis courts, 1 basketball court, youth softball & football fields, playground
Shrine Hill Park	21.5 acres: 3 tennis courts
Raleigh Court School	Playground
Virginia Heights School	Playground
Wasena School	Playground
Patrick Henry High School	Outdoor athletic fields and track
Private Parks	
Tarpley Park	Playground
Various churches	Playgrounds
Nearby Parks	
Grandin Court Recreational Center	3 acres: playground, 1 basketball court; Center has a game room, TV/VCR, kitchen, craft room, dance floor and meeting space for up to 49 people.
Fishburn Park	43 acres: picnic shelter for 24 people, 2 tennis courts, playground, greenway
Norwich Park and Recreational Center	11 acres: 1 basketball court, playground, softball field, Center has a game room, TV/VCR, Sony Play Station 2, kitchen, gymnasium, craft room, and meeting space for up to 120 people.
Wasena Park	41 acres: 3 picnic shelters with capacity for 54, 24, or 12 people, 4 tennis courts, 1 basketball court, playground, 2 softball fields, skateboard park, greenway

amenities. The idea of creating a community garden was presented during the meetings. A possible location for such a garden is the Memorial Bridge Park.

Throughout the neighborhood, there are pockets of green space. The residents would like to see these pockets developed into public “pocket” parks. Pocket parks are typically small parcels that, depending on the space available, could contain public art, benches, or trees and landscaping.

Another amenity to the community is the Woodrow Wilson Middle School Fitness Center. The fitness center offers cardio and strength equipment, classes and personal trainers. The center is open every day for four hours except Sunday. Membership is currently offered for a fee of \$18 monthly.



Greenways and Walking Trails

Two greenways serve the Greater Raleigh Court neighborhood. The Roanoke River greenway, when complete, will provide a shared-use paved pathway spanning the entire length of the City along the river. Currently, a feasibility study is underway with the Army Corps of Engineers to determine the best options of connecting the existing greenway in Wasena Park to Memorial Bridge Park. The Roanoke Valley Greenway Commission’s main goal is to have the Roanoke River greenway completed by 2012.

The Evergreen Burial Park is a large cemetery located in the center of the neighborhood and its driveways are often used by residents as walking trails. The Murray Run Trail begins at Shrine Hill Park and continues to Fishburn Park, James Madison Middle School and Fishburn Elementary School. It is Roanoke’s most natural urban trail and is currently 1.6 miles long. The City has plans to work with the Greater Raleigh Court Civic League to upgrade the trail, its landscaping and signage where it begins in Shrine Hill Park. The next phase of this trail will include a corridor feasibility analysis starting in late 2007 to see how the trail will connect Virginia Western Community College to Tanglewood Mall.

Recommendations

Community Design

Policies:

- The neighborhood should retain its overall traditional character and development patterns. New development should be compatible with the neighborhood, consistent with the design guidelines of *Vision 2001-2020*, and use limited land resources efficiently.
- Future commercial development should adhere to the design principles of *Vision 2001-2020* for village centers:
 - o Concentrations of higher-density, mixed use development and live/work space at key intersections.
 - o Minimal curb cuts, shared parking, increased lot coverage, signs co-located, no excessive lighting, and orientation of buildings close to the street.
- Commercial and residential zoning districts should be defined to provide compatible transitions between land uses.
- Off-street parking spaces and impervious surfaces in commercial areas should be minimized.
- Existing village centers should remain compact in terms of land area. Existing areas should become more intensely developed and denser before geographic expansion is considered.
- No rezonings should take place for commercial/mixed use areas until all currently vacant properties zoned commercial/mixed use areas have been considered.

**Residential Development
Policies:**

- Maintain a range of housing options throughout the neighborhood.
- Protect Greater Raleigh Court’s traditional character and its property values, upholding the neighborhood’s desirability as a place for families and individuals to live.
- Infill development should be aesthetically and functionally compatible with the architecture and design of the surrounding development.
- Protect the value of existing homes by ensuring that new residential development is compatible with the architectural character of the surrounding neighborhood.
- Code enforcement inspectors should take a proactive approach to addressing property maintenance violations.

Actions:

- RD A1: Incorporate mixed housing options when older apartments are renovated to include a variety of rates for both rent and own options.
- RD A2: Develop new approaches and use existing programs to assist elderly or disabled homeowners with the maintenance of their homes.
- RD A3: Create a neighborhood-based program to assist property owners in identifying reputable contractors.
- RD A4: Update the Greater Raleigh Court Civic League’s website to not only be a resource for current residents but also a marketing tool to encourage new residents to relocate to the neighborhood.
- RD A5: Increase code enforcement efforts within the neighborhood, particularly for weeds, trash, and outdoor storage.

**Economic Development
Policies:**

- Existing under-used commercial properties within the village centers should be considered for development or redevelopment before rezoning additional land for commercial use.
- Small-scale businesses or medical offices should be recruited to Grandin Village as well as retail or restaurants to Brambleton village.
- Existing commercial properties should be used to their fullest potential, with minimal land dedicated to parking and maximizing on-street parking.
- Further commercial development on Grandin Road south of Sherwood Avenue should be discouraged.
- Consider retail/office development along Memorial Avenue only when existing commercial areas are fully developed.

Actions:

- ED A1: Attract more locally-owned businesses to the neighborhood, particularly Grandin Village and provide support as needed to retain existing local businesses.
- ED A2: Market existing businesses in the Grandin Village through branding.

Transportation Policies:

- New developments and arterial and collector streets should have urban amenities such as sidewalks, curb and gutter. Appropriate species of trees should be planted as a part of such improvements.
- Streetscapes should be well maintained, attractive and functional for pedestrian, bicycle and motor vehicle traffic.
- Streets should be kept at the minimum width necessary to accommodate vehicular traffic, on-street parking, and bicycle accommodations where appropriate.
- Citizens are encouraged to use public transit, walk, and bicycle to minimize the number of trips made in personal motor vehicles.

Actions:

- T A1: Enhance key bus stops with attractive bus shelters and benches.
- T A2: Evaluate the possibility of new bus stops within or closer to Grandin Village.
- T A3: Construct sidewalks in locations described in this plan to provide improved connectivity and maintain existing sidewalks.
- T A4: Expand the on-street bicycle network to provide better accommodation on regional bicycle routes.
- T A5: Evaluate the need for measures to reduce traffic speeds and/or volumes on residential streets.
- T A6: Improve the safety of pedestrians and bicyclists at key intersections along Brandon Avenue.
- T A7: Conduct a parking study of the available parking in Grandin Village.
- T A8: Improve signage and/or markings for reserved or pay parking spaces in Grandin Village.
- T A9: Follow-up on the newly implemented residential parking program and make additional improvements, if needed.
- T A10: Study the Grandin Road/Brandon Avenue intersection to see if any level of service improvements can be made.

Public Service Policies:

- Police officers should keep neighborhood residents informed of significant occurrences of crime trends in the area.
- Fire/EMS stations should be outfitted to provide efficient and effective response.
- Focus drainage improvements in areas that have identified storm water problems.

Actions:

- PS A1: In select residential areas, install curb and gutter depending on existing drainage conditions. Refer to the Storm Drainage CIP list on page 32.
- PS A2: Continue to install curb, gutter and sidewalk according to identified priorities.
- PS A3: Work with American Electric Power to evaluate street lighting needs.
- PS A4: Clean and maintain the alleys to keep them clear and usable.
- PS A5: Continue communication between neighborhood organizations, Housing and Neighborhood Services, and the Police Department regarding crime activities and methods of prevention.
- PS A6: Improve Fire/EMS Station Number 7 per the recommendations of the Fire/EMS Strategic Business Plan.

**Education
Policies:**

- Encourage the Greater Raleigh Court Civic League to create the Raleigh Court Schools Council.
- Expand library branch to encourage updating its available resources, adding more resources, activities, and programs.

Actions:

- E A1: Evaluate opportunities to expand or construct a new Raleigh Court Library branch within the neighborhood and evaluate options for including more children’s and adult programs, resources, activities, and programming opportunities.
- E A2: Seek additional community involvement, such as issue-oriented working groups and mentoring programs as well as neighborhood use of school facilities.
- E A3: Develop and publicize performance measurements to give a more in-depth understanding of the city’s schools’ academic achievements.

**Parks and Recreation
Policies:**

- Enhance park and recreation facilities within the neighborhood.
- Promote *Active Living* within the community.
- Incorporate planting trees in new streetscapes, park improvements, school grounds, and other public areas.

Actions:

- PR A1: Identify locations and plan for pocket parks.
- PR A2: Incorporate public art within school grounds, parks, and greenways.
- PR A3: Provide a new or incorporate within an existing park, a skateboard park or skateboard facilities.
- PR A4: Create a dog park.
- PR A5: Develop the park under Memorial Bridge.
- PR A6: Expand the available facilities at Lakewood Park.
- PR A7: Promote the use of bicycles and walking to reach destinations through increased marketing.
- PR A8: Hold community events that encourage *Active Living*.

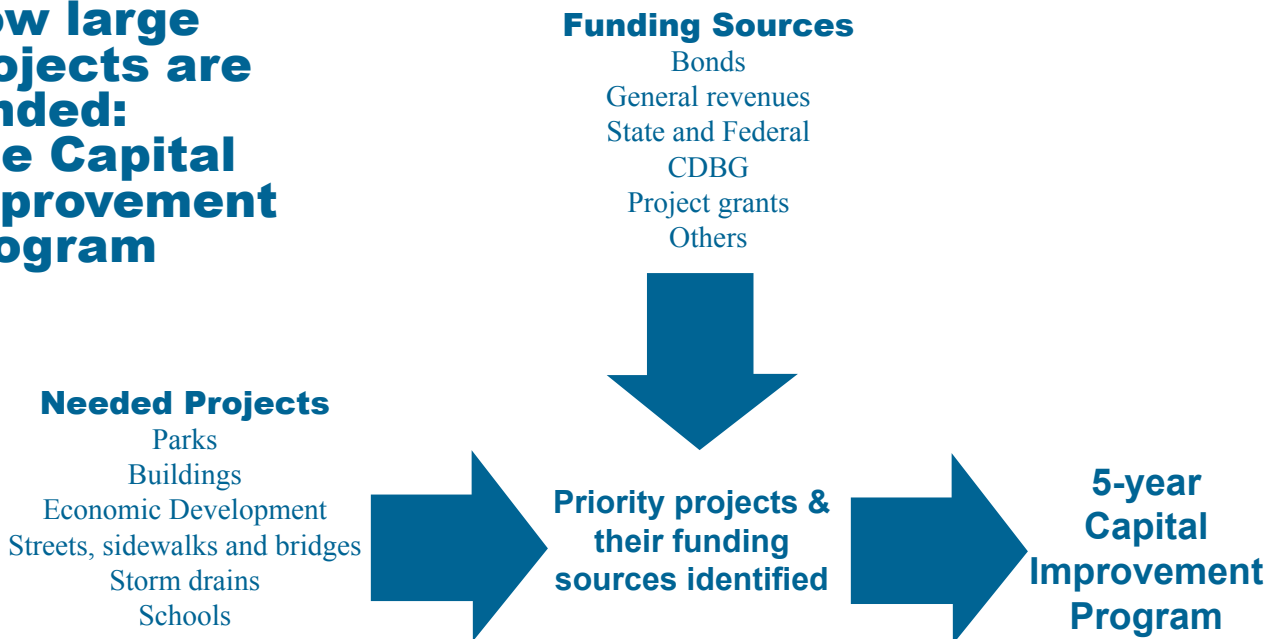
Implementation

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 Community Development Block Grants, 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 is usually determined after more detailed planning is completed.

How large projects are funded: The Capital Improvement Program



Schedule

Below is a general guide to the time needed to carry out the actions of this plan. It is intended to assist with scheduling priority projects, but does not provide a specific time frame for each item.

Action	Y-1	Y-2	Y-3	Y-4	Y-5	Ongoing	Participants
RD A1: Incorporate mixed housing options when older apartments are renovated.						*	PB & ED, HNS
RD A2: Develop programs to assist elderly or disabled homeowners maintain their homes.		*					GRCCCL
RD A3: Create a program to identify reputable contractors.		*					PB & ED
RD A4: Update the Civic League’s website.	*						GRCCCL
RD A5: Increase code enforcement efforts.						*	HNS
ED A1: Increase neighborhood commercial establishments and provide support to retain existing local businesses.						*	PB & ED, GVBA
ED A2: Better market the Grandin Village.	*						PB & ED, GVBA
T A1: Enhance key bus stops.			*				PB & ED, TD, VM
T A2: Evaluate new bus stops within Grandin Village.	*						PB & ED, TD, VM
T A3: Construct sidewalks.						*	EN
T A4: Expand the on-street bicycle network.						*	PB & ED, TD
T A5: Evaluate the need for measures to reduce traffic speeds and/or volumes on residential streets.						*	PB & ED, TD
T A6: Improve the safety of pedestrians and bicyclists at key intersections.						*	TD
T A7: Conduct a parking study for Grandin Village.		*					PB & ED, EN
T A8: Improve signage/markings for parking spaces in Grandin Village.		*					GVBA
T A9: Follow-up on the residential parking program.	*						TD
T A10: Study Grandin Road/Brandon Avenue intersection to see if any level of service improvements can be made.		*					TD
PS A1 & A2: Continue curb, gutter & sidewalk construction as prioritized.						*	EN
PS A3: Study the need for more street lights.			*				TD, AEP
PS A4: Encourage and promote maintenance and cleaning of the alleys.						*	GRCCCL
PS A5: Make crime activities and prevention methods known to citizens.						*	PD, HNS, GRCCCL
PS A6: Improve Fire/EMS Station #7.					*		FD

Implementation

Action	Y-1	Y-2	Y-3	Y-4	Y-5	Ongoing	Participants
E A1: Evaluate opportunities to expand or construct a new Raleigh Court Library branch within the neighborhood and evaluate options for including more children's and adult programs, resources, activities, and programming opportunities.						*	LI
E A2: Seek additional community involvement, such as issue-oriented working groups and mentoring programs as well as neighborhood use of school facilities.	*						RCPS (admin)
E A3: Develop and publicize performance measurements to give a more in-depth understanding of the city's schools' academic achievements.						*	RCPS (Admin), SB
PR A1: Identify pocket parks.				*			P & R, GRCCCL
PR A2: Incorporate public art.						*	PB & ED, P & R, RCPS, GRCCCL
PR A3: Provide more skateboard facilities.					*		P & R
PR A4: Create a dog park.	*						P & R
PR A5: Develop the Memorial Bridge park.				*			P & R
PR A6: Expand the facilities at Lakewood Park.					*		P & R
PR A7: Promote Active Living.						*	P & R, GRCCCL
PR A8: Hold events to encourage Active Living.						*	P & R, GRCCCL

GRCCCL = Greater Raleigh Court Civic League

GVBA = Grandin Village Business Association

PB & ED = Planning Building and Economic Development

FD = Fire Department

AEP = American Electric Power

TD = Transportation Division

PW = Public Works

HNS = Housing and Neighborhood Services

RCPS = Roanoke City Public Schools

WVWA = Western Virginia Water Authority

SB = School Board

EN = Engineering

P & R = Parks and Recreation

PD = Police Department

LI = Libraries

VM = Valley Metro