



Morningside/Kenwood/ Riverdale



NEIGHBORHOOD PLAN

ROANOKE
VIRGINIA



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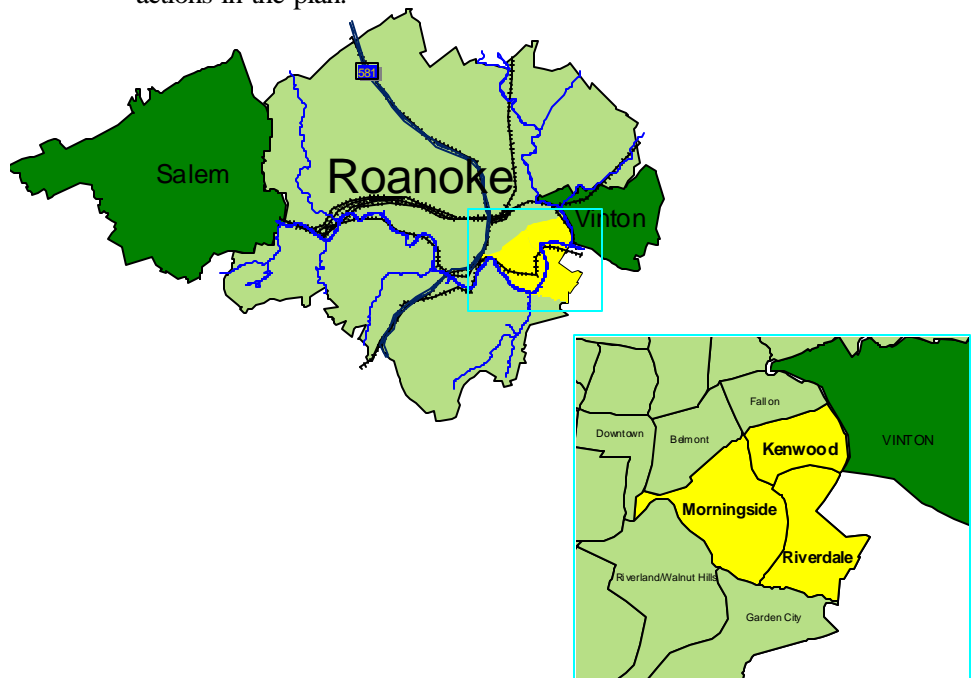
Planning Building & Development

Introduction

The Morningside, Kenwood, and Riverdale neighborhoods are located in the southeast section of Roanoke. The neighborhoods are older and well established. Development patterns vary throughout the area. Morningside and Kenwood are relatively dense traditional neighborhoods, while Riverdale has a more suburban character. Commercial development is concentrated in centers along arterial streets. Industrial uses are concentrated along the Roanoke River.

The American Viscose plant was an important employer that attracted families to settle in the area. The plant closed in 1958, but the neighborhoods continue to offer a variety of housing options and public services, including elementary and middle schools, a branch library, a boys and girls club, and two expansive parks. The area has convenient access to the commercial areas along the Bullitt-Jamison and Dale Avenue corridor and businesses on Ninth Street, 13th Street, and Bennington Street.

The planning staff involved the community in the development of this plan. Planners worked with residents and property owners in the late winter and early spring of 2003 through a series of workshops to identify issues of concern. Community input was used to guide development of the policies and actions in the plan.



High priority initiatives

This plan proposes five priority initiatives:

- Comprehensive zoning changes
- Housing maintenance and upkeep
- Physical improvement of main corridors
- Encouraging vibrant village centers
- Addressing zoning code violations such as inoperable vehicles and outdoor storage

These initiatives are reflected in the policies and actions located in the Recommendations section.

There are many nice views from the neighborhoods of the surrounding mountains. This view from the Morningside neighborhood is of Mill Mountain.





A view from Redwood Road in the Riverdale neighborhood. Downtown can be seen in the distance.

Plan Elements

Discussion in this plan is organized into six Plan Elements:

- Community Design - looks at physical design and land use patterns
- Residential Development - addresses existing and new housing opportunities
- Economic Development - deals with commercial and industrial development
- Infrastructure - evaluates transportation systems and utility systems such as water, sewer, and storm drainage
- Public Services - assesses Fire/EMS, police, and other city services
- Quality of Life - examines recreational opportunities, environmental issues, education, and community development

Each plan element contains information about current conditions and issues.

Community Design

Physical Layout



This picture of Pechin Avenue shows how the hilly terrain dictates the street patterns in the area.

The Morningside, Kenwood, and Riverdale neighborhoods are located southeast of downtown. Morningside and Kenwood have a traditional neighborhood design with narrow, tree-lined streets arranged in a grid system. However, given the hilly terrain of the area, many streets do not connect or have shorter blocks than average. The southeastern section of the Riverdale neighborhood, bordering Roanoke County, is suburban in its development patterns, with large lots and curving streets.

Ninth Street, Bennington Street, 13th Street, and Dale Avenue are the most visible and heavily-used corridors in the neighborhoods. Each arterial's streetscape should offer a welcoming impression of the area and adequately support pedestrian, bicycle, auto, and transit traffic. Features such as clearly defined on-street parking and bike lanes, street trees, and well-marked or "articulated" crosswalks can enhance a streetscape. Some arterial streets already incorporate many principles of good street design: for example, 13th Street features several tree-lined median strips. More design features similar to this are needed to improve the appearance and function of the streets. Traffic calming designs which encourage autos to travel at safe and manageable speeds are also a key consideration for streetscape enhancements.

Collector streets like Buena Vista Boulevard and Kenwood Boulevard provide access from residential areas to arterial streets. Many collector streets feature sidewalks, planting strips, and mature street trees. It is key for collector streets to maintain their residential character and appealing streetscape while supporting traffic circulation through the neighborhoods. In several cases in the area, collector streets need basic infrastructure improvements to build on their aesthetic appeal and overall function. Buena Vista Boulevard needs curb and gutter installations to improve on-street parking and storm water drainage, as well as to better define the street.



Montrose Avenue: a collector street with excellent infrastructure provides easy circulation for pedestrians and autos alike.

Physical Layout (cont.)

In general, smaller residential streets are narrow, single lane streets with parking on one or both sides. This type of street is often referred to as a "yield street," when cars traveling in opposite directions meet, one car must yield to let the other pass. This type of street is very effective in promoting neighborhood-appropriate traffic speeds. Many streets have accessible alleys. Alleyways are seven to ten feet wide and provide residents with rear access to their properties. Most alleys are graveled, but some are paved with cobblestone or brick.

Land Use Patterns



Roanoke River: Taken from the 9th Street Bridge in front of the former American Viscose Plant. Historically the river played a critical role in land use development.

The area has typical land use patterns found in other traditional urban neighborhoods throughout the city. Primarily, the industrial land uses are near or along the Roanoke River. Commercial nodes are found on arterial streets, mostly at the larger intersections, i.e. Riverland Road and Bennington Street, 13th Street and Jamison Avenue. Over two-thirds of the properties are residential uses, mostly located on smaller residential streets.

Of the residential land uses, almost two-thirds of the land is used for single family dwellings. A medium density land use pattern is found in Morningside and Kenwood, while a low density residential land use pattern covers most of the Riverdale neighborhood. There are few high-density residential uses in the area. The multifamily complexes are located in the Kenwood and Riverdale neighborhoods, each of which is located in or near an existing village center or a larger intersection. Only six percent of the total land is used for duplex or multifamily use. Multifamily dwellings tend to be located in apartment complexes, rather than scattered within the neighborhood.

An example of housing density and design in the Morningside neighborhood.



Land Use Patterns (cont.)

Over 20% of the land is vacant. Vacant parcels are dispersed in residential, commercial, and industrial areas. Many parcels have steep topography, which limits their development potential. In several cases, vacant land provides a valuable buffer and green space for residential areas.

Generally, future land use should be guided by existing land uses. *Vision 2001-2020* recommends that neighborhoods function as villages, where there is an opportunity to live, work, play, shop, and interact in a neighborhood setting.

Community Focus

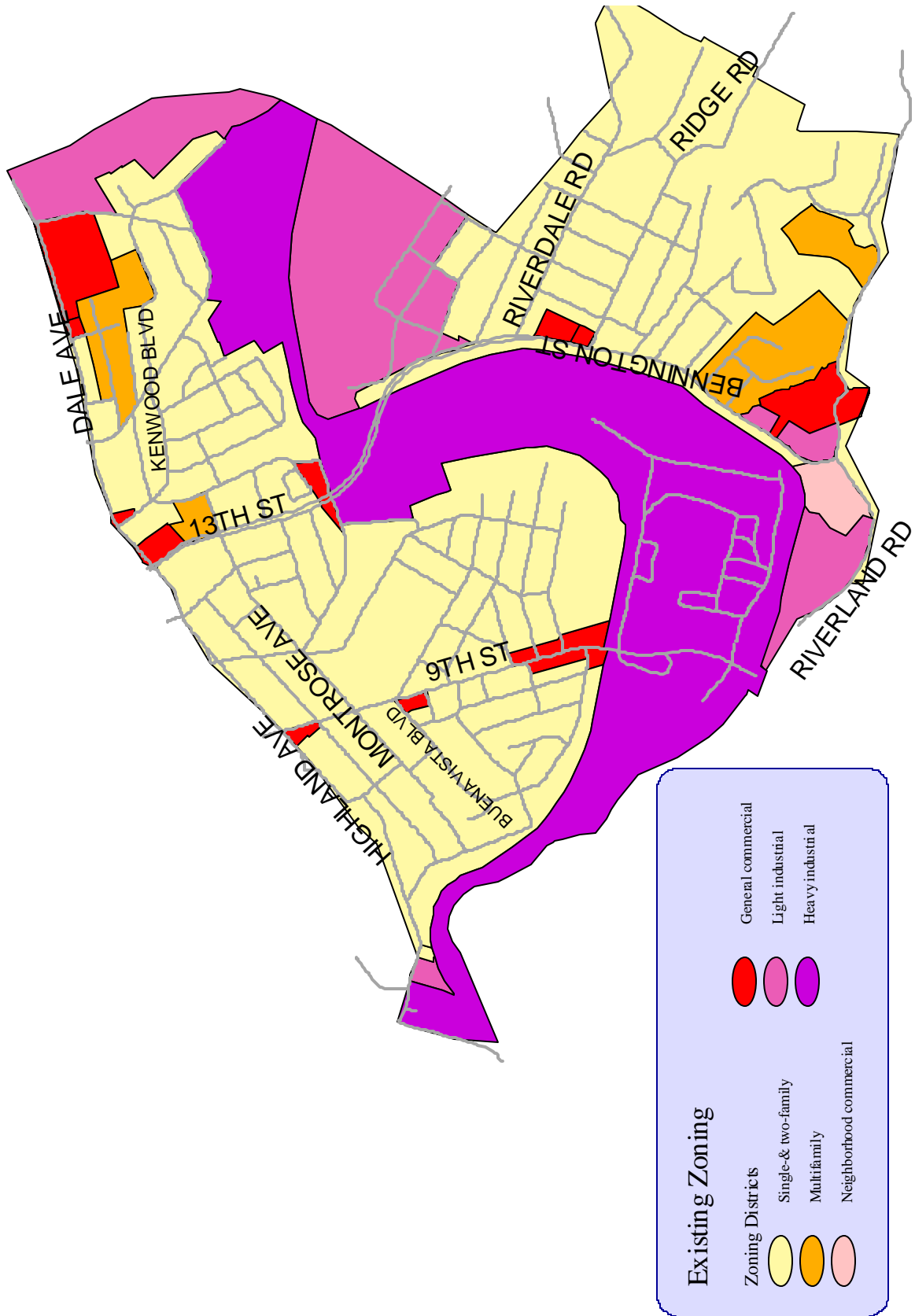
Jackson Park is a primary focus for the community. Jackson Park is a 23-acre green space that features Buena Vista Recreation Center—a historic landmark known for its Greek Revival style architecture. The Jackson Park Library and the Jackson Middle School are resources where residents gather for community events, learning, and recreation. Whether watching a youth softball game at Jackson Park, gathering for a book club at the library branch, or using a treadmill at the Jackson Park Fitness Center, this area is a common destination for the community.

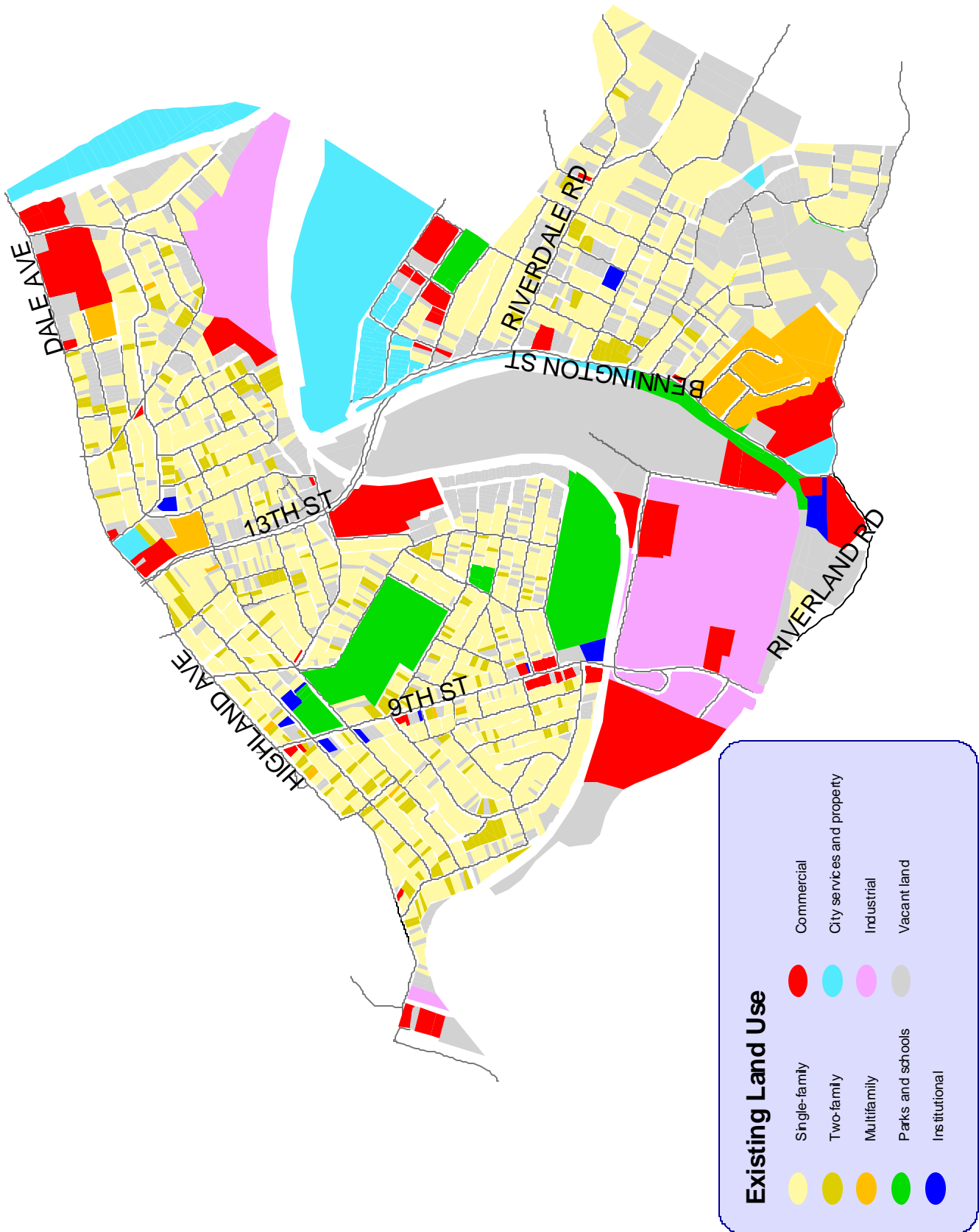


Jackson Park: the lighted multipurpose athletic field is used for baseball/softball and soccer/football.

Jackson Park Library Branch: as part of the Roanoke Public Library system, the branch provides convenient access to books and other media materials. It is also a community gathering place.







Residential Development

The Morningside, Kenwood, and Riverdale areas have been well established since the early 1900s. The average age of a home in the area is over 40 years, with more than 25% of the current housing stock being constructed during the 1920s. Compared with the city as a whole, the area has a much greater percentage of homes built prior to 1940. Architectural styles range from larger, two-story Queen Anne and American Foursquare homes, to smaller examples of Colonial Revival, Bungalow, and Ranch style homes. Most of the new residential development is small Ranch style houses in the Riverdale neighborhood.

Rehabilitation Districts

Morningside and Kenwood are designated as Rehabilitation Districts. This designation means that the city recognizes that an area is at risk of deteriorating and makes properties, and the area in general, subject to anti-blight programs and eligible for rehabilitation incentives. One program, the Rental Inspection Program, requires that residential rental properties in these neighborhoods be inspected every two years before they can be rented.

Population

Overall, the population decreased by three percent between the Census 1990 and Census 2000. The area has a slightly older population in comparison to the city. The greatest percentage of difference is in the 40 to 64 age group. Since the number of housing units increased, the population loss can be attributed to fewer people per household. The shift toward smaller households is a citywide (and national) trend.



An example of housing architecture on Tayloe Avenue

AGE DISTRIBUTION: COMPARISON BETWEEN AREA AND ROANOKE

	Area	Citywide
0-17 Years Old	26%	25%
18-39 Years Old	32%	37%
40-64 Years Old	28%	22%
65 Years and Over	14%	16%

Source: U.S. Census

Rental Housing

The area has an ample supply of affordable housing options. Nearly three out of every five apartments rents for less than \$500 per month and the median house value is over \$20,000 less than the city's median value. Almost 10% of the total housing units are publicly-subsidized. Roanoke Redevelopment and Housing

Authority (RRHA) has two public housing developments in the area. Jamestown Place, located on Bennington Street, has 150-townhouses. Morningside Manor, located on 13th Street in the Kenwood neighborhood, is an apartment building with a 105 units providing independent living for the elderly and disabled. RRHA has issued 77 Section 8 vouchers to families living in the area.

HOUSING: CITYWIDE COMPARISON

	Area	Citywide
Median house value	\$57,157	\$80,300
Rents below \$500 per month	59%	66%
Persons per household	2.4	2.6
Owner-occupied	58%	56%
Renter-occupied	42%	44%

Source: U.S. Census



Morningside Manor: located near the village center at the corner of 13th Street and Dale Avenue and in close proximity to two bus lines, it is a convenient location for both residents and their visitors.

PUBLIC AND SUBSIDIZED HOUSING

	Units
Total housing	3375
Public housing	255
Publicly-subsidized housing	77

Source: U.S. Census

RACIAL COMPOSITION

	1990	2000
White	96%	91%
Black	3%	5%
Other Races and Multiracial	1%	4%

Source: U.S. Census

Housing Conditions

During the neighborhood workshops, residents expressed concerns regarding the overall condition of the housing stock. Many homes have deferred maintenance issues that detract from a block's overall marketability and attractiveness. When these issues are not addressed properly, they eventually lead to code violations and deterioration of the structure. The expansion of current assistance programs and the development of new assistance programs could help homeowners fix up their properties and stabilize their block and surrounding neighborhood.

Residential Zoning

The area has two types of residential zoning: RM-1 (residential multifamily, low density) and RM-2 (residential multifamily, medium density). RM-1 is generally single family homes with scattered duplexes (with a special exception permit). RM-2 permits multifamily development outright. In most cases, apartment complexes and buildings are found in RM-2 zoning districts. There are 2,014 residentially-zoned properties in the area: 88% single family use, 11% two family use, and 1% multifamily use. Some defined areas may warrant a change to single family zoning, particularly in the Riverdale area.

HOUSING: CENSUS 1990 vs. CENSUS 2000

	1990	2000
Housing units (occupied)	3067	3128
Owner-occupied	59%	58%
Renter-occupied	41%	42%
Persons per household	2.5	2.4

Source: U.S. Census



An American Foursquare home on Munford Avenue

Economic Development

Village Centers

Morningside, Kenwood, and Riverdale have a number of existing village centers that provide convenient access to basic goods and services such as convenience stores, drug stores, auto parts stores, hair salons, and grocery stores. A village center is characterized by a mixture of high-intensity uses, neighborhood-oriented retail, office, and residential uses. It should have sidewalks and pedestrian links to the surrounding area.

A village center should be limited in size to prevent encroachment into residential areas and to provide well-defined business areas. Different sizes of village centers have different capacities and purposes as well. A larger village center might have some larger-scale businesses, such as a supermarket, that attract customers from several surrounding neighborhoods, while a small village center generally features smaller community-oriented services, such as a gas station or a Laundromat.



Small Village Center: located on Bennington Street between Edgerton Avenue and Riverdale Road.

Large Village Center: corner of 9th and Bullitt Avenue. Center extends down 9th Street past Highland Avenue into the Morningside neighborhood.



Village Centers (cont.)

There are eight village centers in the area:

Small Village Centers:

- Bennington Street between Edgerton Avenue and Riverdale Road
- 9th Street at Buena Vista Boulevard
- 13th Street at Tayloe Avenue
- Bullitt-Jamison corridor between 12th and 14th Streets
- 9th Street between Woodrow Avenue and the railway

Large Village Centers:

- Riverland Road/Bennington Street/Route 116
- 9th Street north of Highland Avenue
- Parkside Plaza on Dale Avenue

The village center at the intersection of Riverland Road, Bennington Street, and Route 116 has potential for out-parcel development. New development should minimize parking in the front of the building and create a more significant streetscape along the corridors.

Large Village Center: the Riverland Road/Bennington Street/Route 116 village center features two grocery stores, a fire station, and a church, among other uses.



Village Centers (cont.)



Former Light's grocery: On the corner of Kenwood Boulevard and Greenbrier Avenue, could be the location of a low-intensity use that blends well with the surrounding neighborhood.

Both Morningside and Kenwood once had corner stores scattered within their residential areas. Many of these buildings remain and contribute to the neighborhood's "fabric." The former Light's grocery, for example, is an important landmark for the Kenwood neighborhood. While their viability as corner stores is questionable, these buildings should be preserved and reused. There are many possibilities for adaptive reuse for low-intensity businesses that would be compatible with surrounding residential uses.

Parkside Plaza, near the city limits on Dale Avenue, is a future development opportunity. It was originally developed as a small strip shopping center. *Vision 2001-2020* encourages a "grey field redevelopment" model that develops street frontage buildings for retail uses and the larger rear buildings for light industrial uses, with parking on the interior of the development. Parkside Plaza is an ideal candidate for this type of redevelopment.



Parkside Plaza: an excess of parking spaces for the current commercial uses. Redevelopment should reduce parking and add interior landscaping.

Parkside Plaza: development along Dale Avenue should incorporate green space for an aesthetically pleasing design.



Industrial Development



Roanoke Industrial Center's Management Office

The industrial corridor for the neighborhood runs along the Roanoke River. Much of the land is located between the railroad tracks and the Roanoke River. Over 38% of the land in the three neighborhoods is zoned for either light or heavy manufacturing. The large parcel located in the former sludge field is in the floodway and scheduled to be in-filled and used for industrial development. Several uses located in the area are American Electric Power, Hooker Furniture, and City of Roanoke Water Pollution Control Plant. The Roanoke Industrial Center, occupying a large portion of the former American Viscose Plant, has over 40 tenants leasing 1.1 million square feet.

The former American Viscose plant was identified in Vision 2001-2020 as an "underutilized industrial area" that is a future development opportunity. The site has number of issues, most notably, its location within the flood plain. In addition, the site could have environmental contamination issues that would need to be addressed before redevelopment could take place.

Enterprise Zone

The Enterprise Zone One allows businesses to qualify for many local and state economic incentives, including façade grants and rehabilitation of existing structures tax credits. The local incentives for the Enterprise Zone One will be available through December 31, 2003. Efforts are underway by the City of Roanoke to have the zone reauthorized by the state. The Roanoke Industrial Center will remain part of the proposed zone.



Hooker Furniture: landscaping and well-kept administrative buildings enhance its presence in a residential section of the Kenwood neighborhood.

Infrastructure

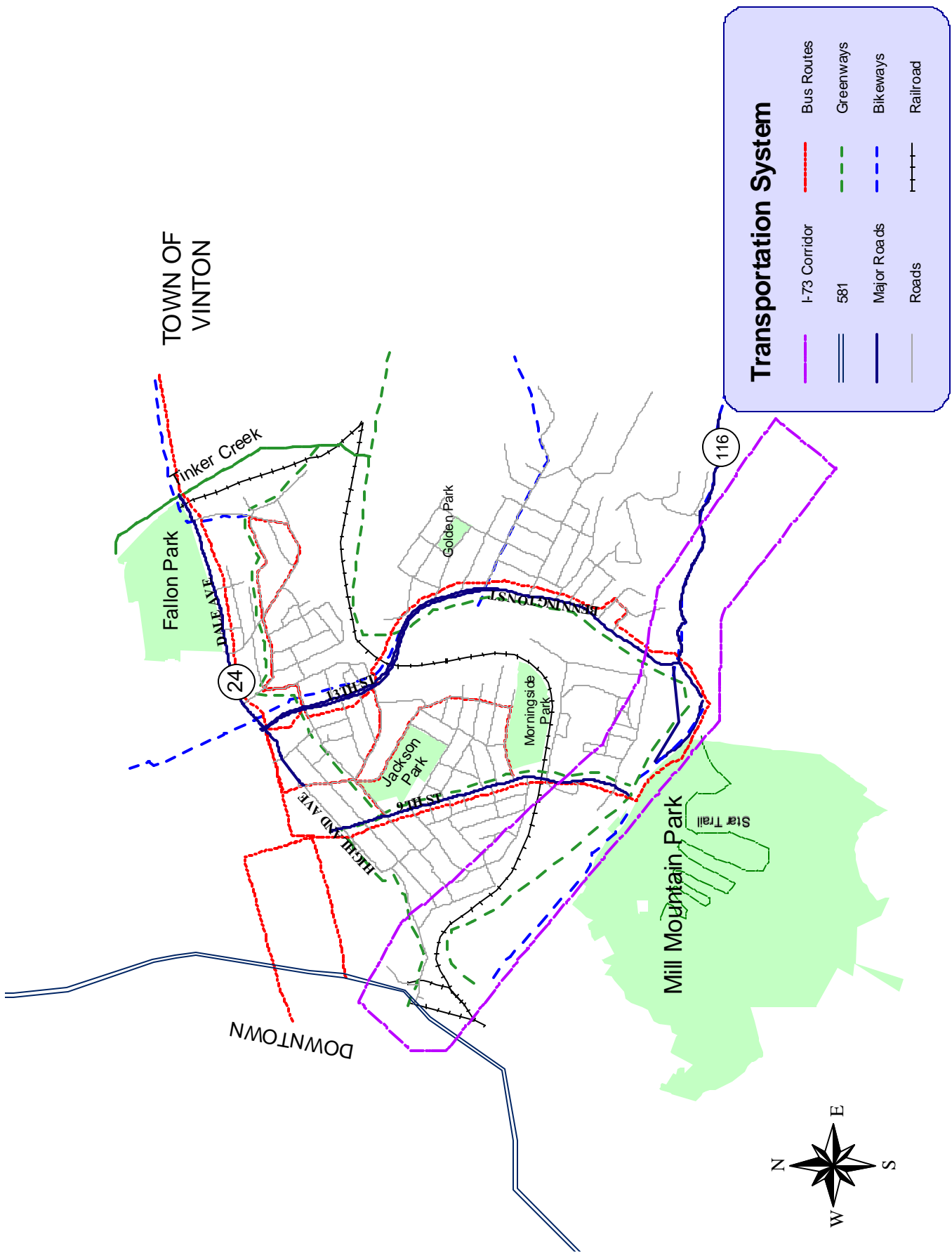
Morningside and Kenwood have a connected grid street-system that provides drivers and pedestrians with numerous travel routes. The eastern portion of the Riverdale neighborhood differs from the rest of the area in that it is more suburban in character. This section bordering the county has a less consistent street pattern, with many streets lacking sidewalk and curb.

The arterial streets serving the area are 9th Street, Dale Avenue, 13th Street, Bennington Street, and Riverland Road. The major collector streets in the area are Riverdale Road, Kenwood Boulevard, and Buena Vista Boulevard.

According to the *Roanoke City Thoroughfare Plan*, almost all of the arterial streets adequately support current traffic levels. Dale Avenue from Jamison Avenue to the Vernon Street intersection is the exception: the corridor was determined to have traffic levels above its intended capacity.

Corner of 9th Street and Montrose Avenue





Streetscapes



Highland Avenue: with large planting strips and well-established large-species trees, it is an excellent example of an effective streetscape.

An effective streetscape combines a high level of function with a pleasant curb appeal. It blends the City's infrastructure (utilities, streets, sidewalks, etc.) and the surrounding land uses (homes, businesses, parks, etc.) seamlessly to provide a higher quality of life for residents.

Vision 2001-2020 emphasizes improving and enhancing existing streetscapes:

Roanoke's streetscapes should be welcoming and attractive multi-modal linkages that carry vehicle traffic, pedestrians, and bicycles safely and efficiently to and from their destination.

The type and location of a street should be considered in light of any future infrastructure improvements. For example, smaller residential streets in the eastern portion of the Riverdale neighborhood may not require curb and gutter given the suburban character of the area. On the other hand, Buena Vista Boulevard, a heavily used collector street in the Morningside neighborhood, would be greatly improved with curbing.

Improvement strategies for arterial streets should address the following goals:

- Improve overall livability along the street
- Improve pedestrian safety
- Minimize disruption of the existing neighborhood
- Retain capacity to handle current and future volumes, while not inducing more traffic
- Reduce speed - at least 85% of the traffic should travel at 30 m.p.h. or less
- Keep commuter traffic off of side streets
- Ensure other thoroughfares carry their fair share of traffic

Streetscape and traffic-calming measures can respond to these goals. Following are some potential streetscape/traffic-calming tools that may be used:

- Planting large-species trees on both sides of the street
- On-street parking
- Installing curb extensions at intersections and mid-blocks to reduce crossing distance for pedestrians and define parking lanes
- Marking pedestrian crossings with stamped asphalt or other material to a change in color and texture
- Painting the shoulder to reduce the apparent pavement width and keep traffic away from street trees
- Speed tables (elongated speed bumps) and raised intersections

The arterial and heavily traveled streets are the top priorities for streetscape and traffic-calming improvements:

- ★ **Dale Avenue**
- ★ **Riverland Road/Bennington Street/13th Street Corridor**
- ★ **9th Street**

Dale Avenue

Dale Avenue, from the 13th Street intersection to the city boundary line, is the northern edge of the Kenwood neighborhood. Dale Avenue is considered the eastern portion of the Bullitt-Jamison corridor and is the primary thoroughfare leading into Vinton. Dale Avenue currently supports traffic levels above its intended capacity. It is important that the corridor at least retain its current capacity. The street consists of four, 12-15 foot lanes with a 10-12 foot median strip or turning lane. With approximately 83 feet of public right-of-way along Dale Avenue, the travel lanes are overly wide for vehicles and encourage motorists to travel at unsafe speeds. Several streetscape measures could achieve an enhanced street design and calm traffic. Any improvements should be consistent with the improvements implemented in Bullitt-Jamison Corridor as part of the "Southeast...By Design" project.

Dale Avenue (cont.)

The following potential streetscape/traffic-calming tools may be used along Dale Avenue:

- Planting large-species trees on both sides of the street
- As trees in the center median require replacement, they should be replaced with larger species trees
- Marking pedestrian crossings with stamped asphalt or other material to create a change in color and texture, especially in front of Fallon Park Elementary School
- Painting the shoulder to reduce the apparent pavement width and keep traffic away from street trees

Riverland Road/ Bennington Street/ 13th Street



Foot path along the arterial Bennington Street demonstrates heavy use by pedestrians.

This corridor provides an important connection through southeast Roanoke. Many city and regional drivers use the corridor to access Route 24 to the east and the Riverland and Garden City neighborhoods to the west. By 2015, over 23,000 vehicles per day are projected to travel on Bennington and 13th Street between Riverland Road and Dale Avenue (*Roanoke Valley Area: Long Range Transportation Plan 1995-2015*). The corridor is sufficiently wide, but lacks sidewalks and streetscape enhancements. Bennington Street is subject to occasional flooding due to its proximity to the Roanoke River. The Roanoke River Flood Reduction Project should reduce some flooding and preserve and enhance the greenway along the river front. The street is two lanes from the Riverland Road/Route 116 three-way intersection to the Riverdale Road intersection and widens to four lanes through 13th Street. The 13th Street corridor, from Bennington Street to Jamison Avenue, is a nice thoroughfare in the area. Median strips, a sidewalk on the west side, and street trees on the east side add to its appeal. No sidewalk exists along most of Bennington Street, although a well-worn foot path indicates heavy pedestrian traffic through this area.

Suggested streetscape improvements include:

- As trees in the center median require replacement, they should be replaced with larger species trees
- Plant appropriate species trees along the narrow planting strip. Street trees along the planting strip help define the street and create the perception of a narrower passage way for drivers causing them to slow their speeds
- Add sidewalk along the east side of Bennington Street to provide pedestrian access to village centers along 13th Street and the village centers
- Plant large species trees along the edge of the Water Pollution Control Plant

9th Street

The 9th Street arterial corridor is a wide, two-lane street. Many commercial vehicles, including tractor-trailers, use this route to access the commercial-industrial businesses at the southern end of the street. From the railroad tracks to the village center at the corner Jamison and 9th Street, it is important to define the residential and retail areas in an effort to slow the average speed of vehicles and create a more pedestrian-friendly streetscape. The narrow planting strips and deteriorating curbs do not provide an adequate edge and buffer between the street and the sidewalk. Some suggested streetscape improvements include:

- Mark parking lane on east and west sides of the street from Highland Avenue to Morgan Avenue
- Mark pedestrian crossings with stamped asphalt or other material to create a change in color and texture on the corner of Montrose Avenue, Penmar Avenue-Buena Vista Boulevard, Morehead Avenue (on west side), and Buena Vista Boulevard (near bridge) intersections
- Replace or build up curb to standard heights
- Plant appropriate street trees along planting strips where feasible
- Plant large-species trees on property bordering the Jackson Middle School

9th Street: the sweeping boulevard offers great potential to add to an already pleasant streetscape. In this picture, street trees along Jackson Middle School property, articulated crosswalks for students, and striped parking lane(s) are possible improvements.



I-73

The corridor for the planned I-73 interstate cuts along the western edge of the Morningside and Riverdale neighborhoods. The project is in the preliminary stages of planning and little is known about the future design of the highway. However, it is certain that the highway will have a profound negative effect on the Morningside and Riverdale neighborhoods. There may be an opportunity to reduce the negative impacts to the surrounding neighborhoods through "Context Sensitive Design." The idea of Context Sensitive Design is promoted by the Federal Highway Administration as an approach to make the project work better within existing communities. The City should advocate the use of the design concept to mitigate some negative impacts. If the project proceeds, future land use and development will need to be reevaluated along the entire corridor through the city.

Flood Reduction

Flooding is a concern among residents in the Riverdale area. At the very least, flooding can be an inconvenience which closes streets and makes traveling difficult. At its worst, flooding can cause major damage to private and public property and put residents in dangerous, possibly fatal, situations. Eleven percent of the properties in the area are partially or entirely within the 100-year flood plain.

In a joint effort by the Corps of Engineers and City of Roanoke, the Roanoke River Flood Reduction Project was designed to reduce annual flooding damage by 50% along the Roanoke River. Final construction plans, land acquisition, and utility relocations are underway. Phase I (from the Water Pollution Control Plant to Wasena Park) is scheduled to start construction in late 2003, pending federal funding. Also included in this project is a 10-mile recreation trail. The channelization project will benefit the region beyond simply limiting flood damage. It will increase the recreational opportunities along the river, stabilize and beautify the riverfront, and encourage pedestrian and bicycle traffic.

Bicycle/pedestrian connections

The Morningside and Kenwood neighborhoods have a sufficient network of sidewalks, especially along the arterial and collector streets. Some segments of sidewalks have deteriorated in places and are nonexistent in others. In many blocks on smaller residential streets, sidewalks are impractical due to factors such as the narrow width of public right-of-way and steep grades and embankments of the topography.



A view of the Tinker Creek greenway from the Kenwood Boulevard access.

The Riverdale neighborhood lacks sidewalks in many areas. Bennington Street, an arterial street, lacks sidewalks along much of the corridor through the neighborhood. Heavy foot traffic has caused well-worn paths to form along the east side of the street. A sidewalk is necessary for a safe pedestrian path.

The recreation trail, proposed as part of the Roanoke River Flood Reduction Project, will add a valuable connection for pedestrian and bicycle traffic to access other city neighborhoods and parks. Special attention should be given to ensure that Riverdale residents have safe and convenient access to the trail.

The Tinker Creek Greenway opened in 2001 and provides recreation and transportation connections along the eastern border with Vinton. The trail connects to Kenwood Boulevard, providing access from within the neighborhood.

Public Services

Transit service

Overall, the area is well covered by the Valley Metro bus service. There are two bus routes that run through or near the three neighborhoods and are within a short walk for most residents.

Community Resources and Assets

There are two schools in the area: Morningside Elementary School and Jackson Middle School. A fitness center is located at Jackson Middle School and is open to all city residents for a nominal fee. The Jackson Park Library is one of six branch libraries in Roanoke. The Boys & Girls Clubs of Roanoke Valley operate a community center that provides after school and weekend activities for youths.

Police

Roanoke Police Department divides the city into 14 districts. All three neighborhoods are part of district 13. In 2001 and 2002, the most calls for service in the neighborhoods were regarding disorders, animal offenses, and larcenies. The police department operates a satellite police station out of the Old Fire House #7 located on Jamison Avenue in the adjacent Belmont neighborhood.

Fire/EMS

Fire Station 6 is located on Jamison Avenue and is the closest in proximity to the Kenwood and Morningside neighborhoods. It is home to the Engine 6, Medic 6, and Tech 1 crews. Fire Station 11 is located in the Riverdale neighborhood on Riverland Road. It houses the Engine 11 crew. In addition, it is the location of a regional training facility.



Morningside
Elementary School.

Jackson Middle School



Code Enforcement

There has been an increase in the number of building code violation cases over the last few years. The general increase may not be attributable to a deteriorating housing stock as much as to the increased number of code violation inspectors hired in the last few years and increased educational efforts by the COPE (Community Oriented Policing Effort) Unit of the Roanoke Police Department and the Roanoke Neighborhood Partnership. In addition, residents raised concerns regarding increased zoning violations including outdoor storage and inoperable vehicles.

Solid Waste Management

Trash collection is provided from the alley in most areas. Automated collection has transferred some refuse collection to the street.



A City of Roanoke utility worker out checking on a water meter in the Riverdale neighborhood.

Quality of Life

Parks and Recreation

The area has four parks: two neighborhood parks and two community parks. Neighborhood parks serve as the recreational and social focus for the neighborhoods. The emphasis is on informal activity and passive recreation. Most neighborhood parks are two to nine acres in size. Bennington Park is located in the Riverdale neighborhood on Bennington Street between Riverdale Road and Pike Lane. The park is three acres in size and provides scenic open space and excellent access to the Roanoke River for recreational and sporting opportunities. Located in Riverdale, Golden Park is a four-acre site located on Carlisle Avenue between Spruce Street and 16th Street. The park offers many amenities, including a picnic shelter with restrooms and picnic tables, lighted basketball and tennis courts, and a large open area for field sports, such as soccer and softball.



Morningside Park: offers valuable greenspace in the Morningside neighborhood.

Community parks serve the recreational needs of the larger community. They are also intended to preserve unique landscapes and open spaces. Community parks range in size from 10 to 100 acres. The 26-acre Morningside Park features playgrounds, basketball courts, tennis courts, a baseball diamond, and open space. Situated off Morgan Avenue, the park provides an excellent edge and buffer between the residential and industrial areas. Much of the equipment (including signs and fencing) is in poor condition and the playing fields could better utilize the available space. A master plan for the park is needed to recommend improvements. The plan should also consider ways to enhance the park's accessibility and appearance from Ninth Street.

Jackson Park is a 23-acre site located in the heart of the Morningside neighborhood. It includes the Buena Vista Recreation Center, a historic landmark noted for its unique architecture. The building is open on a part-time basis to provide recreational and social programs to the community. For example, the Parks and Recreation Department sponsors old-fashioned country square dances for adults every first and third Friday of the month. The park features lighted tennis courts, a basketball court, baseball field, playground, and a picnic shelter. In addition, Fallon Park is a high-use facility abutting the Kenwood neighborhood on the north side of Dale Avenue. This park is 68-acres in size and features a swimming pool, ball fields, tennis courts, playground, and plenty of open space.

Parks and Recreation (continued)

The Mill Mountain Star Trail (part of the Mill Mountain Greenway) is 1.7 miles long and climbs steadily from Riverland Road across from the AEP substation to the Mill Mountain star. The trail is a natural surface. The Tinker Creek Greenway is a mile-long paved trail running from Fallon Park to Kenwood Boulevard.

Health



Mill Mountain Star Trail: leads from the access (in picture) off Riverland Road to the top of Mill Mountain.

Carilion Roanoke Community Hospital and the Roanoke Memorial Hospital are in close proximity to the neighborhoods. The numerous medical clinics in Old Southwest are accessible from many parts of the neighborhood. The Presbyterian Center on Jamison Avenue provides periodic health and immunization clinics for residents of the neighborhood. The Boys & Girls Clubs of Roanoke Valley along with the Delta Dental Plan of Virginia sponsor the program, "Smart Smiles." "Smart Smiles" provides regular checkups and transportation to eligible children who lack insurance or are underinsured. Preliminary planning for a health clinic is underway. The Southeast Health Coalition is working to establish a clinic to meet the needs of the area.

The Boys & Girls Clubs of Roanoke Valley: the 9th Street facility is the organization's headquarters and features several activity rooms, including a golf practice room.



Fitness Center: Residents have year-round access to new and modern fitness equipment in the facility attached to the Jackson Middle School.

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, found on page 38, 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 Future Land Use map graphically illustrates many of the plan's recommendations.

Community Design Policies

Future development: All areas, except for the eastern section of Riverdale, should follow the traditional neighborhood model prescribed by *Vision 2001-2020*.

Village centers: Neighborhood activity will be focused into eight village centers. Development in these areas should be dense and compact in size. Uses in village centers should generally be neighborhood-oriented commercial with some uses serving the larger community.

Medium- to high-density residential development: Residential development such as townhouses and apartments should be located in and near the village centers.

Areas between village centers: Single-family residential development will be the primary use pattern. Two-family dwellings and commercial uses may be interspersed throughout these areas, but the dominant housing type will be single-family.

Building scale: Buildings in small and pedestrian-oriented village centers should have at least two stories to encourage efficient use of limited commercial land, diverse uses, and a compact village design. Residential buildings should be at least two stories in most cases except in limited areas such as Riverdale and sections of Kenwood, where one-story buildings are common. The number of stories should be guided by the surrounding buildings.

Building location: To encourage a pedestrian environment and desirable streetscape, buildings in village centers should be placed close to the street, immediately adjacent to the sidewalk. Auto-oriented village centers should encourage viable streetscapes and pedestrian walkways. Storefronts in small and pedestrian oriented village centers should be limited to the front of the property line to maximize the rear yards. Established building lines of existing development should be used to guide placement of infill dwellings.

Plant street trees: Trees should be planted along arterial and collector streets. Mature trees with substantial canopies are an important part of a well-designed street. Preferably, they should be in the planting strip between the sidewalk and the street to create separation between pedestrians and motor vehicles. If the planting strips are too narrow, trees may be planted in curb extensions or another location within the public right-of-way.



13th Street: larger species trees on the center median would provide greater tree canopy, offering more shade and an aesthetically appealing streetscape.

Community Design Policies (continued)

Incompatible land uses: Industrial uses should have as minimal impact as possible on adjoining residential areas in terms of visibility, noise, and air quality.

Limit surface parking: Through zoning ordinance revisions, limitations to surface parking lots should be developed and on-street parking encouraged.

Community Design Actions

Lower residential density: Lower zoning density from multifamily to single- and two-family in selected areas (between village centers), leaving higher density zoning in and around village centers.

Encourage corner commercial: Develop and implement zoning regulations to encourage appropriate reuse of corner commercial buildings.

Implement infill design regulations: Establish the Neighborhood Design District zoning overlay to ensure that new construction is compatible with the traditional design of existing development.

Implement village center zoning: Change zoning in village centers where needed to encourage a mix of uses and building scales that are appropriate in a neighborhood setting. Zoning codes should promote the development of well-designed commercial structures that encourage pedestrian activity.

Install curb and gutter: Install curb and gutter where needed on key collector streets, such as Buena Vista Boulevard. Collector streets should have clearly defined borders with on-street parking. The channeling of storm water caused by new drainage patterns will need to be addressed.

Replace unhealthy or dead trees with large species trees: As current street trees along the street edges or in median strips die or are removed, large species trees should be planted to increase the canopy coverage and overall appeal of the streetscape.



Lack of curb often leads to cars parked on sidewalks which impedes pedestrian traffic.

Residential Development Policies



A well-maintained older home on Highland Avenue.

Housing maintenance: Housing maintenance codes will be strictly and aggressively enforced.

Communication with landlords: Landlords should be aware of public services, programs, and property maintenance standards.

Market the neighborhoods : Advertise and promote the strengths of the neighborhood, with an emphasis on promoting the positive attributes of the housing stock.

Demolition for parking: Demolition of houses is a last resort and should only be undertaken when rehabilitation options are sufficiently explored and found to be infeasible. Zoning regulations will discourage the demolition of houses for parking lots and will encourage on-street parking for periodic uses. Requests for zoning changes or special exceptions should be denied if they result in the demolition of a viable residential structure for parking.

Zoning patterns: Zoning patterns will support housing revitalization and desired future residential land use patterns and encourage the preservation of single-family housing.

Conversion of single-family homes: Control the conversion of single-family homes to duplexes by requiring a special exception process.

Residential Development Actions

Zoning changes: Support zoning changes to better regulate parking in front yards.

Provide informational packets to landlords: In a proactive effort to engage landlords, a packet of brochures, fact sheets, and other informational handouts could be provided to landlords regarding available public services, programs, and maintenance standards.

Market the neighborhoods: Develop materials and create liaisons with the appropriate groups, i.e. realtors associations, chamber of commerce, etc., to market the neighborhoods' strengths, especially the abundance of larger, affordable homes, convenient locations, and a pedestrian-oriented neighborhood design.

Economic Development Policies

Environmental compliance: Ensure compliance with pollution and other environmental regulations for industrial uses in the area. Residential and industrial uses have coexisted in this area since its settlement. Clean water and clean air are critical components to maintain a high degree of quality of life.

Economic incentives: Encourage businesses in the Roanoke Industrial Center to use the Enterprise Zone incentives and other economic incentives available through public sources.

Economic Development Actions

Apply for Enterprise Zone reinstatement: Apply for the reinstatement of the Enterprise Zone One area in 2004.

Commercial development: Encourage development of commercial services, i.e., restaurants, drug stores, etc., in designated village centers. Two large village centers, Parkside Plaza on Dale Avenue and the Bennington Street and Riverland Road village center, have retail space and vacant land available.



Several out-parcels are prime for development in the Bennington Street/Route 116/ Riverland Road village center

Infrastructure Policies

Village center streets: Special attention will be given to the quality of public street spaces in village centers. Decorative sidewalks, lamp posts, street furniture, trees, and other public improvements will distinguish village centers.

Streetscapes: Streetscapes should be well-maintained, attractive and functional for pedestrian, bicycle, and motor vehicle traffic. Traditional neighborhood streets should have urban amenities such as sidewalks and curb and gutter.

Street width: Streets should be kept at minimum necessary to accommodate vehicular traffic and on-street parking.

Infrastructure Actions

Develop site-specific plans: Develop plans for streets at gateways and village centers.

Improve streetscapes: Implement and conduct streetscape improvements on the following priority streets:

- Dale Avenue
- Riverland Road/Bennington Street/13th Street
- 9th Street

9th Street Corridor: Offers great potential for streetscape improvements. In picture, the northern view leads from the Morningside neighborhood into the Belmont neighborhood



Public Service Policies

Appearance and security: Roanoke will use multi-departmental approaches to make each neighborhood clean and safe.

Housing maintenance and nuisance abatement: Roanoke will aggressively enforce housing maintenance codes and use public nuisance abatement ordinances to compel compliance. Encourage citizen participation in the identification of code violations.

Open and functional alleys: Zoning regulations will encourage the use of alleys for access to parking in rear. Unused/undeveloped alleys should be vacated, with the land being sold to adjoining property owners.

Crime prevention and community involvement: Build on and continue current activities aimed at educating residents on crime prevention methods and involving more residents to interact and work with the police to reduce crime.

Public Service Actions

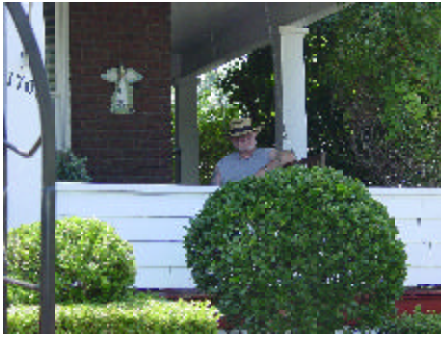
Distribute code enforcement information: Distribute code enforcement information, such as flyers and brochures, to citizens to encourage the reporting of violations.

Inspections and clean-up: Regularly inspect alleys, streets, and properties and coordinate quick clean-up of problem areas.



A cobblestone alley between 7th and 8th Streets. Clean alleys make it easier for residents to access their properties and the city to provide public services, such as garbage pickup.

Quality of Life Policies



Residents enjoying their front porches also act as an effective deterrent against petty crime.

Curfew enforcement: Police will enforce curfew ordinances as a strategy for reducing vandalism and disorder violations.

Eliminate excessive dog barking: The Police Department's Animal Control Unit will help educate dog owners of noise ordinances and follow up with enforcement if necessary.

Litter and weeds: Ensure that city and state properties are well-maintained and free of weeds and trash.

Neighborhood watch groups: Continue to use existing neighborhood watch groups and other community groups to communicate "quality of life" concerns to police officers. Police interact regularly with neighborhood groups at meetings and on a day-to-day basis.

Quality of Life Actions

Crime prevention education: Continue efforts to educate residents and stakeholders on better ways to secure their personal property and welfare.

Establish a neighborhood organization in the Riverdale neighborhood: Currently the Riverdale neighborhood has an established watch group which addresses quality of life issues as it pertains to criminal and nuisance activities. The area may benefit from establishing a neighborhood organization with a broader mission to address a wider array of issues and work more effectively with other neighborhood groups and City agencies.

Reduce speeding: Reduce speeding by implementing traffic-calming street designs and regular enforcement efforts.

Develop master plan for Morningside Park: Develop plan for potential improvements to the park with special consideration to enhancing the park's visibility and accessibility from 9th Street.

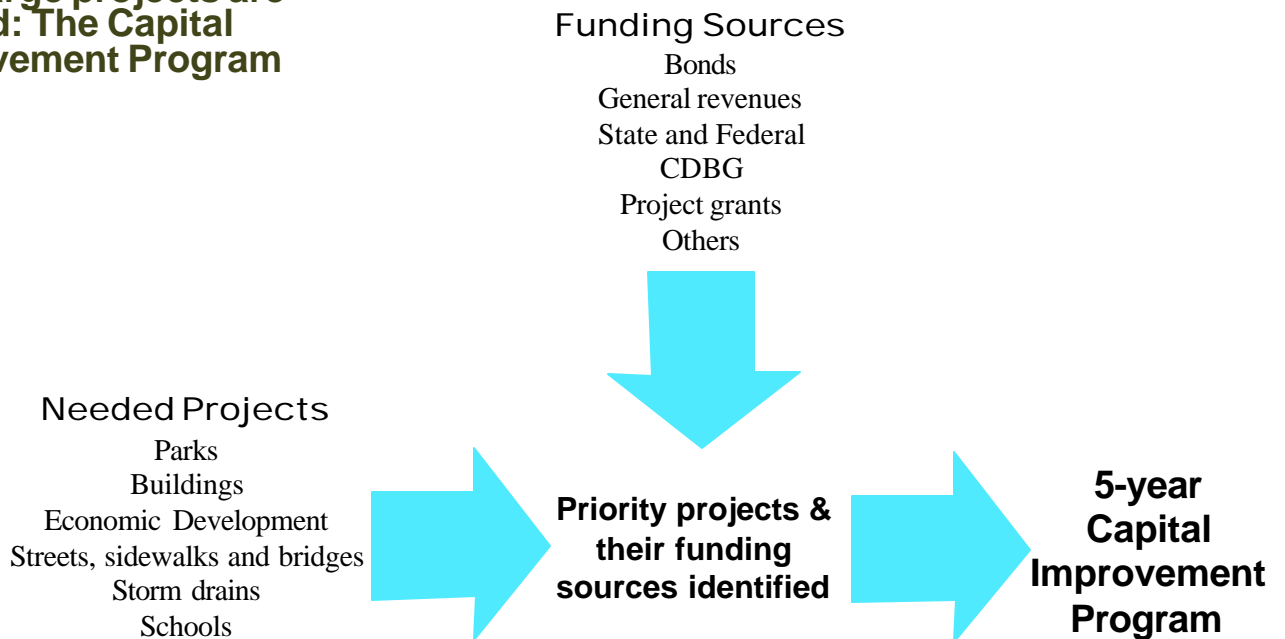
Implementation

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

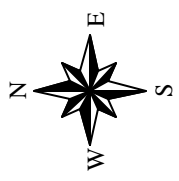
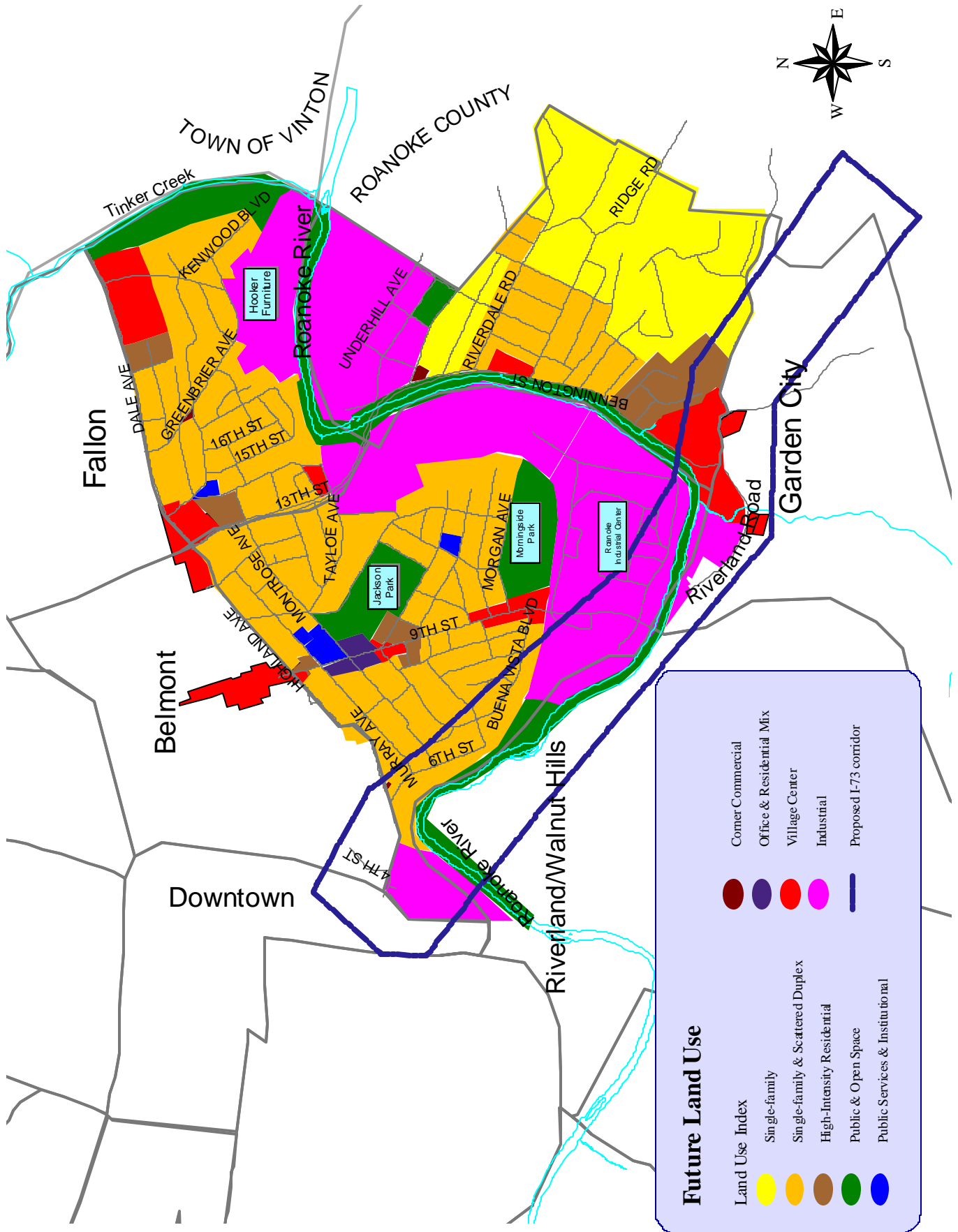


Actions, time frames, participants, and potential funding

ACTIONS	1	2	3	4	5	Ongoing	Lead Agency	Potential Funding Sources
Zoning changes	*						PBD	PBD operating budget
Distribute code enforcement information	*					*	HNS	HNS operating budget
Provide informational packets to landlords			*	*	*		HNS	HNS operating budget
Develop site-specific plans for streets at gateways and village centers		*	*	*	*		PBD PW	PBD and PW operating budgets
Improve streetscapes			*	*	*		PW	TEA-21, Bond, PW operating budget
Regularly inspect alleys, streets, and properties						*	PW	PW operating budget
Replace unhealthy or dead trees with large species trees						*	PW P&R	PW operating budget
Morningside Park master plan			*				P&R	P&R operating budget
Establish a neighborhood organization in the Riverdale neighborhood		*					HNS	HNS operating budget
Crime Prevention Education		*				*	PD	PD operating budget
Reduce speeding through enforcement and traffic-calming					*	*	PD, PBD PW	TEA-21, PD,PW, &PBD operating budgets
Apply for the reinstatement of the Enterprise Zone One area		*					ED	ED operating budget
Encourage development of needed commercial services			*	*			ED	ED operating budget
Market the neighborhoods						*	ED HNS	HNS and ED operating budgets

Abbreviations:

ED = Roanoke Economic Development Department
HNS = Roanoke Housing and Neighborhood Services
PBD = Roanoke Planning Building and Development
PD = Roanoke Police Department
P&R = Roanoke Parks and Recreation
PW = Roanoke Public Works
TEA-21 = Transportation Enhancement Act (federal transportation funding)



Future Land Use

<ul style="list-style-type: none"> Land Use Index Single-family Single-family & Scattered Duplex High-Intensity Residential Public & Open Space Public Services & Institutional 	<ul style="list-style-type: none"> Corner Commercial Office & Residential Mix Village Center Industrial Proposed I-73 corridor
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Acknowledgments

City Council

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