



# Peters Creek North

## NEIGHBORHOOD PLAN

ROANOKE  
VIRGINIA



**vision** 2001  
2020

Adopted by City Council December 16, 2002

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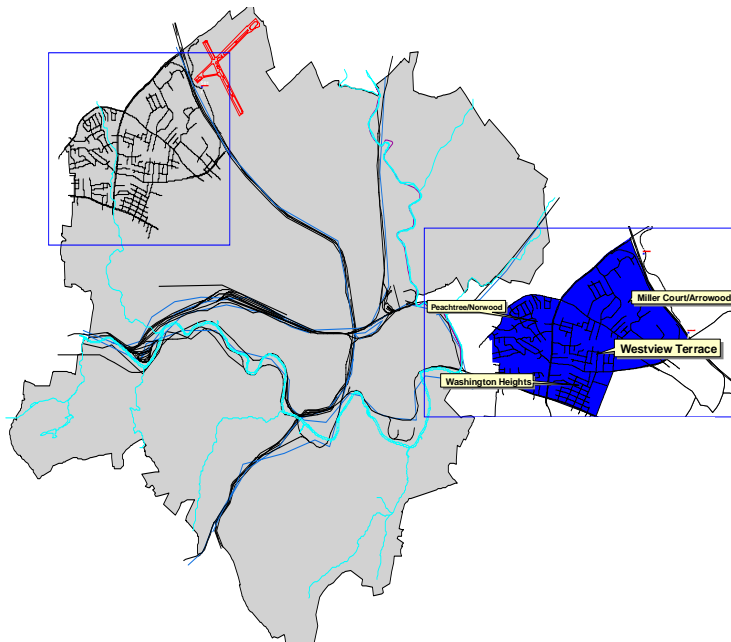
**Planning Building & Development**

# Introduction

Peters Creek North is a collection of neighborhoods in the overall fabric of neighborhoods that make up our city. Each neighborhood benefits from the positive growth and development of the whole city, yet each neighborhood is unique. Peters Creek North is located in the northwest quadrant of the city, bounded by Hershberger Road and Roanoke Country Club on the east, Melrose Avenue on the south, I-581 on the north, and the City of Salem on the west. Its suburban setting has easy access to downtown, Valley View Mall, and countless other services. As with many city neighborhoods, continued revitalization and improvement are crucial to a bright future and a continued high quality of life.

This neighborhood plan is the continuation of *Roanoke Vision 2001-2020*, the city's 20-year comprehensive development plan. *Roanoke Vision* (1985) recommended neighborhood plans to provide more detailed information on the neighborhood and provide better guidance in making decisions that affect Peters Creek North. The plan addresses the following elements:

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



**Peters Creek  
Vicinity**

Planning staff conducted detailed study of current neighborhood conditions, especially land use patterns and infrastructure. Residents were heavily involved throughout the development of the plan through tours, workshops, and participation on neighborhood planning committee. Major issues identified through the process include:

- Construction of curbs and gutters
- Multifamily zoning of vacant land
- Traffic
- Flooding

The plan makes recommendations for neighborhood improvement and development. Most recommendations are for action over a 5-year period; however, some recommendations are longer term. Major recommendations include:

- Changing the neighborhood's zoning in appropriate locations
- Providing for a complete system of curbs and gutters
- Improving traffic on Hershberger Road and Cove Road
- Minimizing property damage from flooding

Though city government will be a major participant in implementing this plan, citizen involvement is essential. Residents of Peters Creek North need to take an active role in neighborhood improvement.

## **About this Plan and Roanoke Vision 2001-2020**

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

# Community Design

The Peters Creek North Neighborhood Plan establishes a shared vision and desired future for the neighborhood. Residents, government officials, and city staff collaborated to develop this plan as a framework for the future. Some of this plan's goals are short-term (within 5 years). Others will take longer to accomplish. Many groups and organizations, including the Miller Court Neighborhood Alliance, Northwest Crime Stoppers, Peters Creek Civic League, various departments within city government, individual residents and businesses, must work together to achieve the goals and help shape the future of the neighborhood.

## Zoning and Land Use Patterns

Peters Creek North is mostly single-family residential and zoning patterns tend to reflect this land use. Most of the neighborhood is zoned RS-3, which is appropriate for the smaller lots common in the area. Garden apartment complexes are scattered throughout the neighborhood, some of which are quite large. These are generally zoned RM-2. Nonconforming residential uses do not appear to be a problem in the area.

## Housing

The predominant housing style in Peters Creek North is the small suburban-style ranch home common in the 1950s and 60s. The oldest area is the Washington Heights section of the neighborhood, which has small homes that were developed in a grid pattern. The other parts of the neighborhood typically have brick ranch homes or suburban split-levels. These sections commonly have cul-de-sacs and curved streets; sidewalks and street trees are rarely found in the neighborhood. Newer developments are more in line with small lots and ranch style homes in cul-de-sacs.

The Peters Creek area has seen a noticeable increase in the number of apartment complexes and renter-occupied homes. Many of the larger rental properties are well maintained and managed, but others are showing signs of age and neglect. While there are not many large, older homes in the area that can be divided into apartments, many of the small affordable homes have switched ownership to absentee landlords. While adequate supply of affordable rental housing is needed and encouraged, home ownership should continue to be a top priority, as well as proper maintenance of residential properties.

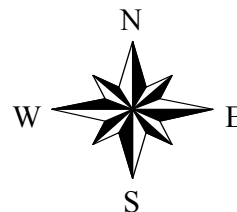
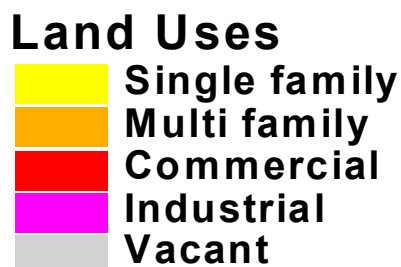
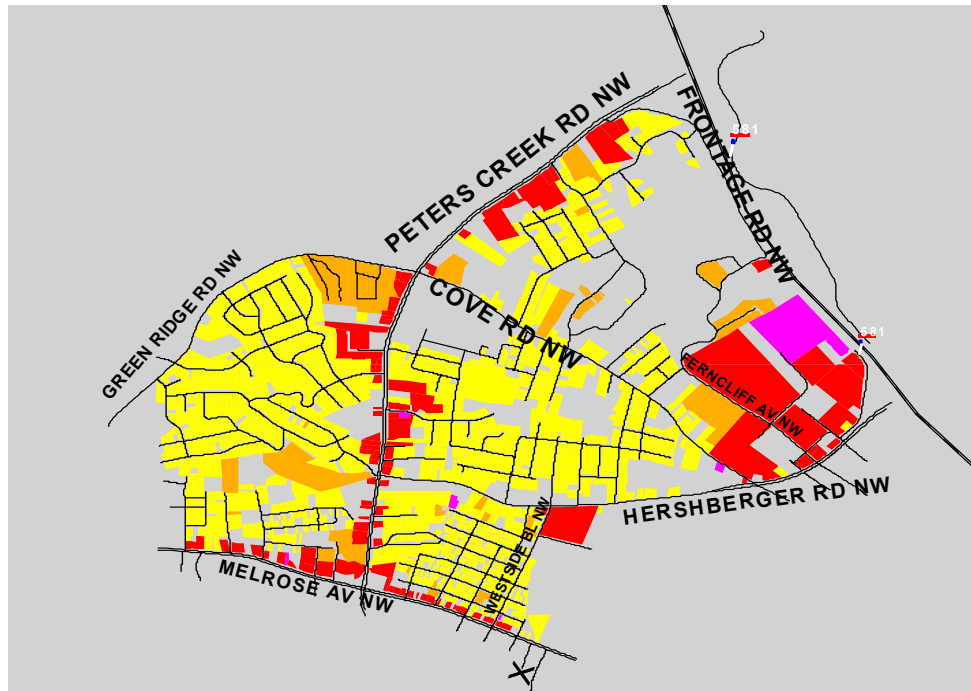
On the whole, Peters Creek North has not experienced many of the blighted conditions found in some other city neighborhoods. The Washington Heights neighborhood, with its older and denser housing stock, usually has more code and maintenance violations, such as outdoor storage, junk cars, and poor property conditions. Other parts of the area do experience some of those problems as well, and code enforcement remains a pressing issue.

## Commercial and Industrial Development

The largest commercially zoned area is along Peters Creek Road; the next largest area is along Melrose Avenue. Commercial design is automobile-oriented with a variety of strip commercial, car lots and office uses. As with many strip commercial developments, the parking is located in the front, with buildings set behind parking lots.

Most, if not all, industrially zoned land is located along Frontage Road, next to Interstate 581, east of the Peters Creek North neighborhood. Presently the new Johnson and Johnson Innotech plant encompass a large portion of the industrial zoning for the neighborhood.

## Peters Creek Neighborhoods Existing Land Use



# Residential Development

## Population and Demographics

Peters Creek North had a population of 5,612 in 1990, about 6% of the City's population. The area experienced a small decline in population from 1990, but a less substantial 1% decline in the number of households. The number of people per household also decreased from 2.49 per household to 2.38 per household.

Peters Creek North in 2000-2001, experienced an increase in housing units. Single-family dwellings make up over 65% of the housing stock in the neighborhood, which is slightly higher than the rest of the city. Owner-occupied units compose over 60% of the neighborhood, which is about 10% higher than the citywide average. However, both the number of single-family and owner-occupied units decreased slightly between 1990 and 2000.

While the majority of people in the Peters Creek North area are white, the neighborhood experienced a decrease of 5% in its white population and a gain of 7% in its African-American population. Also, the area is becoming increasingly older, with the 35-64 and over 65 years old groups experiencing the largest gains in population.



The population of Peters Creek North, as is true throughout the city, is becoming increasingly older. As this trend continues, increased housing options for elderly residents will need to be provided. Since many of the homes are newer and smaller than those in other neighborhoods, a problem with property upkeep for older residents is not a particularly pressing issue. However, many senior citizens will be unwilling or unable to live in a residence by themselves.

Providing elderly housing in the area will give residents the option of staying in the same neighborhood where they have likely lived for many years. In addition, elderly housing can provide high-density residential development on the city's scarce developable land without the increased demand for services such as schools and infrastructure that is usually associated with multifamily housing.

Education levels in Peters Creek North are slightly below those of the rest of the city. However, the number of residents with high school diplomas or some college is higher than average. Income levels are also significantly higher than Roanoke as a whole. The vast majority of residents fall within the middle-to upper income ranges between \$20,000 and \$99,999 per year. In addition, the number of people below the poverty level is 8%, which is significantly lower than the city's poverty level of 12%. Overall, Peters Creek North remains a solid, middle-class community, with diverse population and income levels.

## **Residential Development Opportunities**

The neighborhood has a generous amount of vacant land (well over 100 acres) that has the potential for future development. While most parcels are not big enough to support the large-scale subdivisions like the neighborhood experienced in the 50s, 60s, and 70s, the scarcity of developable land in the city and the availability of infrastructure makes development in these areas attractive and likely.

*Peters Creek has a diversity of housing types, styles and sizes.*





The neighborhood is primarily a single-family residential neighborhood, but most of the newer development in the area has been single-family homes and large apartment complexes. The amount of large vacant parcels in the area provides excellent opportunities for new market-rate housing that the city needs to remain healthy. More single-family residential development should be encouraged throughout the area. However, because many of the sites have constraints such as drainage problems, the city should consider incentives to expedite residential development in those problem areas.

Because of the assortment of development patterns and architectural styles in the area, many options are available for new residential development. The need for maintaining a consistency in style is not as necessary as it is in older city neighborhoods. However, new development should still maintain consistent development patterns with existing residential development. New subdivisions should connect to the existing street network to maintain traffic circulation and incorporate new development into the community. Cul-de-sacs, while common in suburban localities, do not work well in a dense urban environment and should be avoided.

*Homes in the Miller Court/Dansbury Area*



Since many of the vacant parcels in the area are fairly large in size (3 acres or more) planned developments should be considered as a development option. This will increase the options available for density, development standards such as setbacks, road widths, and housing types. Some limited commercial development can be included as well. Developers can include dedicated open space, a much needed amenity in the area, in return for increased density.

Also, middle and upper-income housing, which is needed to help diversify housing types in northwest Roanoke, could be provided with the inclusion of affordable housing options such as apartments or townhouses. Integrating limited multifamily housing in single-family development is preferred over continued development of large garden apartment complexes.

**Following are some notable development opportunities in the area:**

**Westview Terrace** - The site is already subdivided and has some infrastructure in place, including sewer and water. This site should be developed as a primarily single-family residential community.

**Longwood Drive/Wyoming Avenue** - Several contiguous sites are located in the Washington Heights neighborhood north of Longwood Drive and Wyoming Avenue.

*Before and after development,  
Westview Terrace area*



These sites provide an opportunity to develop new middle- and upper-income housing that will help to stabilize the property values in the adjacent neighborhoods, as well as providing improved traffic and pedestrian circulation. The sites are relatively small for typical residential subdivisions, so unified or coordinated development is probably necessary. Incentives may be needed to help facilitate new development south of Hershberger Road. New middle- and upper-income housing should be encouraged in the Longwood Drive area.



*Fairhope/Westview Terrace Area*



*Peachtree/ Norwood Area*

**Routt Road** - This 3-acre parcel is currently zoned RM-2, except for the frontage along Cove Road, which is zoned RS-3. Because of the site's strategic location near shopping areas, transit lines, and William Fleming High School, multifamily housing could be an appropriate use for this site. However, care should be taken by the developer to make any new development compatible with the existing single-family neighborhood. Design amenities should be considered when the site is developed.

**Peters Creek Area** - Several large vacant tracts still remain west of Peters Creek Road. Because of the suburban setting, these parcels could be desirable for the development of market-rate single-family housing. However, flooding and drainage issues as well as sensitive natural areas must be considered in future residential development. Regardless of these conditions, adding new development is still desirable. It will create opportunities to add quality new housing, solve drainage problems, and connect isolated neighborhoods. New single-family development should be encouraged in the Peters Creek area.

**Miller Court** - Several large parcels remain available in the Miller Court neighborhood. Because of their proximity to the airport and problems with drainage and standing water, these sites have not been economically feasible for residential development. However, as developable land in the city becomes scarce, development pressures will increase. New single-family development is the most appropriate land use for these sites, but the land constraints will require some additional site development to make new housing marketable.

**Hershberger/Cove Road** - Several large vacant sites are located to the west of the intersection of Cove Road and Hershberger Road. This area is located at the intersection of two busy streets and near I-581, and will experience a lot of pressure to develop as commercial. However, the collection of shopping centers already located on Hershberger Road generates a high level of traffic and has already raised the concerns of the residents in adjacent neighborhoods.

This area offers a great opportunity for a wide variety of residential development. When all of these parcels are combined, the site is quite large and could work effectively as a planned development. Multi-family housing and townhouses are appropriate, but should be concentrated to the east of the site where commercial uses are predominate. The western end of the site should remain mostly or entirely single-family to reflect the character of the adjacent neighborhoods. Some commercial development could be incorporated into the site, but it should be neighborhood oriented and generate very little traffic.

**Washington Heights Infill** - The Washington Heights neighborhood still has a sizable number of vacant lots that provide opportunities for infill development. These lots are generally small and scattered, and are relatively inexpensive. Habitat for Humanity has built several new homes in the neighborhood with generally positive results.

Because the houses in the neighborhood are smaller and architecturally modest, some non-profit neighborhood organization programs could be utilized to aid in home building that would fit into the neighborhood fabric. By building new infill houses in Washington Heights, the neighborhood can benefit from the added stability that is provided by adding new homeowners in an area that is experiencing a high level of transition. Non-profit developers should work with the neighborhood group and the city to help facilitate new housing development.

**Countryside Golf Course** - Though still functioning as a golf course, this site could be a development opportunity in the future. Mixed density residential development would be most appropriate. Opportunities to connect neighborhoods should be pursued.

*Countryside Golf Course*



# Economic Development

## Neighborhood Business Trends

Though the major employment center of the Roanoke Valley should continue to be downtown, it is still important to provide quality job opportunities throughout the city. The expansion of the Johnson and Johnson Innotech plant demonstrates the enormous economic development opportunity available in this area. Adequate land should be identified in the vicinity of Innotech for any spin-off development that might occur.

Recent development of large commercial enterprises such as Home Depot has highlighted the potential conflict between residential and commercial land uses. Residents are worried that more residential and vacant land will be taken for commercial development, especially if

transportation improvements make the area even more accessible. A detailed land use plan is needed to clearly delineate the areas appropriate for residential and commercial use.

Residents indicated that easy access to shopping is one of the advantages to living in the area. While the neighborhood does have a wide variety of retail establishments available, the proliferation of vacant commercial buildings and shopping centers is a problem. The negative perception created by vacant buildings and empty parking lots could hurt the retail climate in the area. In addition, reusing existing commercial sites will prevent the need for taking existing

neighborhoods or scarce vacant land for future retail development.



*Above: Home Depot on Hershberger. Right: Corner of Hershberger and Cove Road.*



*Corner of Peters Creek Road and Melrose Avenue*

While some local businesses are located in the area, national chains and franchises predominate. Home Depot is located on Ferncliff Avenue. In addition, the neighborhood enjoys easy access to Valley View Mall.

Very few offices and employment centers are located in this part of the city. However, the new Johnson & Johnson Innotech plant, with 600 future employees, has finished construction on Frontage Road, and WDBJ 7 has finished its studios off of Ordway Drive. In addition, a new Marriott Courtyard hotel is presently being constructed on Ordway Drive.

## Commercial and Industrial Zoning

The vast majority of commercial uses in Peters Creek North are either strip commercial businesses located along major roads or in older shopping centers. Many of these businesses are showing signs of age, with deteriorating structures and numerous vacant storefronts. Shopping centers in particular have a high vacancy rate and large expanses of parking that are mostly empty.

*Vision 2001-2020* recommends that the intersections of Peters Creek and Cove Road, and Peters Creek and Melrose be areas of development opportunities for commercial development. Most of the commercial zoning in the neighborhood is C-2, General Commercial District zoning along Melrose Avenue, Hershberger Road, and Peters Creek Road. The C-2 district, with its parking and setback requirements, tends to encourage linear commercial development with numerous curb cuts and individual parking areas.

A few areas are zoned C-1, Office District, which only allows office development, but these are usually located along major arteries as well. The only areas that are zoned for industrial uses are along Frontage Road near the new Innotech plant.

*WDBJ Channel 7 Headquarters*



## Economic Development Opportunities

**Burlington Coat Factory Home Depot Area** - This area provides an excellent opportunity to improve the aesthetics and livability of the Peters Creek North area. With the opening of the new Johnson & Johnson Innotech plant, two schools, hotels, apartments, and single-family houses, this area already has the beginnings of a mixed-use development. Additionally, several hotels are located adjacent to this area. Better use of this shopping area could help attract tourists to local businesses during their stay in Roanoke and provide a better overall image of the Roanoke Valley. Future development of this area should be encouraged.

**City Line Square Shopping Center** - City Line Square is strategically located at the intersection of Peters Creek Road and Cove Road. It currently includes a Food Lion and several smaller retail shops, with few or no vacancies. There is a large, underused parking lot in front of the retail area, along with two out parcel buildings. The frontage along Peters Creek Road is still mostly undeveloped. Additional retail or office development in City Line Square is desirable to serve the needs of the population in this part of the city. Further development should be accommodated and parking requirements should be reduced.

*Marriott Courtyard on Ordway Drive*



*Food Lion on Cove Road*



# Infrastructure

## Transportation

Peters Creek North is served by several major arterials, including Peters Creek Road, Hershberger Road, Cove Road, and Melrose Avenue. Wide rights-of-way, high speeds, and high traffic volumes characterize all these roads. Peters Creek Road and Melrose Avenue have numerous commercial uses, usually with several curb cuts creating traffic conflict and access problems. The recent completion of the Peters Creek extension south of the area has provided better access between northwest and southwest, but it has also significantly increased the amount of traffic on the entire road. In addition, fatal accidents on Hershberger Road have highlighted the safety problems that exist there.

The Department of Transportation rates streets and intersections by using Level of Service (LOS) ratings of A-F, with LOS A meaning little or no congestion and LOS F meaning badly congested. Hershberger Road between Cove and Peters Creek was projected to be operating at LOS D in 2000. In addition, the northern approach of Peters Creek Road at Melrose Avenue is projected to be operating at LOS F and the southern approach at Hershberger Road is projected to be operating at LOS E in 2000. The projection for the year 2015, show that much of Cove Road will be operating at LOS F as well.

## Transportation Plans

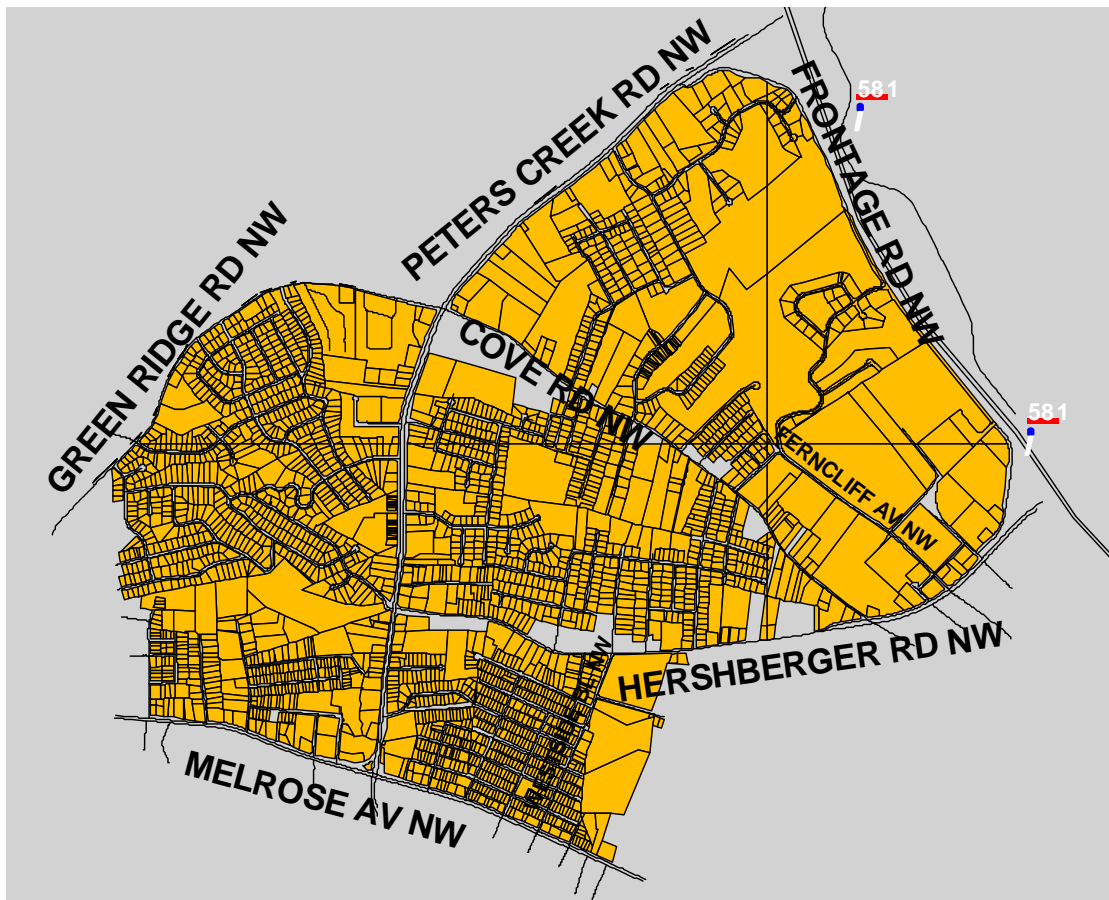
There are currently no transportation improvement projects in the area that are funded in VDOT's Six-Year Plan. However, improvements to Hershberger Road between Cove Road and Peters Creek Road are planned in the Twenty-Year Roanoke Valley Long-Range Transportation Plan. The Twenty-Year Roanoke Valley Long-Range Transportation Plan recommends a 6-lane divided road for this part of Hershberger Road. The Roanoke City Thoroughfare Plan also recommends widening a portion of Peters Creek Road to six lanes.

Many of the high-volume arterial roads that serve the neighborhood, including Hershberger Road, Peters Creek Road, and Cove Road are beginning to experience significant traffic problems. While all of these need to be addressed, it is not financially feasible to solve all the problems at this time.

Traffic on Cove Road has increased immensely due to two new single-family home subdivisions. Oak Leaf Manor on the north side of Cove Road will have an expected forty four (44) more single-family homes. Garst Farm is a new single-family home subdivision located south of Cove Road that will bring more than fifty (50) new single-family homes to the area.

The neighborhood does recognize the need to improve safety and traffic conditions on Cove Road and Hershberger Road. However, the city should recognize the potential negative impacts that could be created by a six-lane thoroughfare in a primarily residential area. A four-lane option should be considered instead, creating an urban boulevard rather than a suburban throughway. An extensive corridor study for the entire length of Hershberger Road and Cove Road should be undertaken to assess all potential impacts before either road is improved.

Many of the residential areas in Peters Creek North have poor traffic circulation due to the haphazard development patterns that occurred. There are many one street cul-de-sac and dead end streets that channel all traffic onto busy arterial roads. In addition, many of the multi-street subdivisions channel all traffic onto arterials at one or two intersections, most of which are not signalized. Increasing the options for vehicular traffic will help improve access and safety, as well as dispersing the traffic that uses residential streets.



## Alleys

Public alleys are not as common in this part of the city as they are in the neighborhoods closer to downtown. However, the Washington Heights neighborhood does have alleys on most streets and some others are scattered throughout the rest of Peters Creek North. Alleys do serve a public need, especially in Washington Heights, where dense development and lack of infrastructure makes parking and trash collection difficult. Many of the alleys, though, are unimproved paper alleys that have never been used. The city should improve and maintain those alleys that are needed to provide services to residents and close those that are no longer needed or whose location make improvements infeasible. This will reduce the city's responsibility for ongoing maintenance.

## Sidewalks, Curbs Gutters

There are very few existing sidewalks in Peters Creek North. Most development was built before sidewalks and curbs were required as a condition of subdivision. Sidewalks can be more often found along the major roadways, especially Melrose Avenue and Westside Boulevard. Curbs are more common, but many streets still do not have them. Some streets without curbs have small swales or makeshift curbs formed from asphalt. Addressing the lack of sidewalks and curbs in the area is a high priority of Peters Creek residents. The absence of sidewalks and curbs causes many problems, including poor drainage, parking in front yards, poor pedestrian circulation, and lack of delineation between public and private space.

## Storm Drainage

*Part of Peters Creek, on Peach  
Tree Drive*



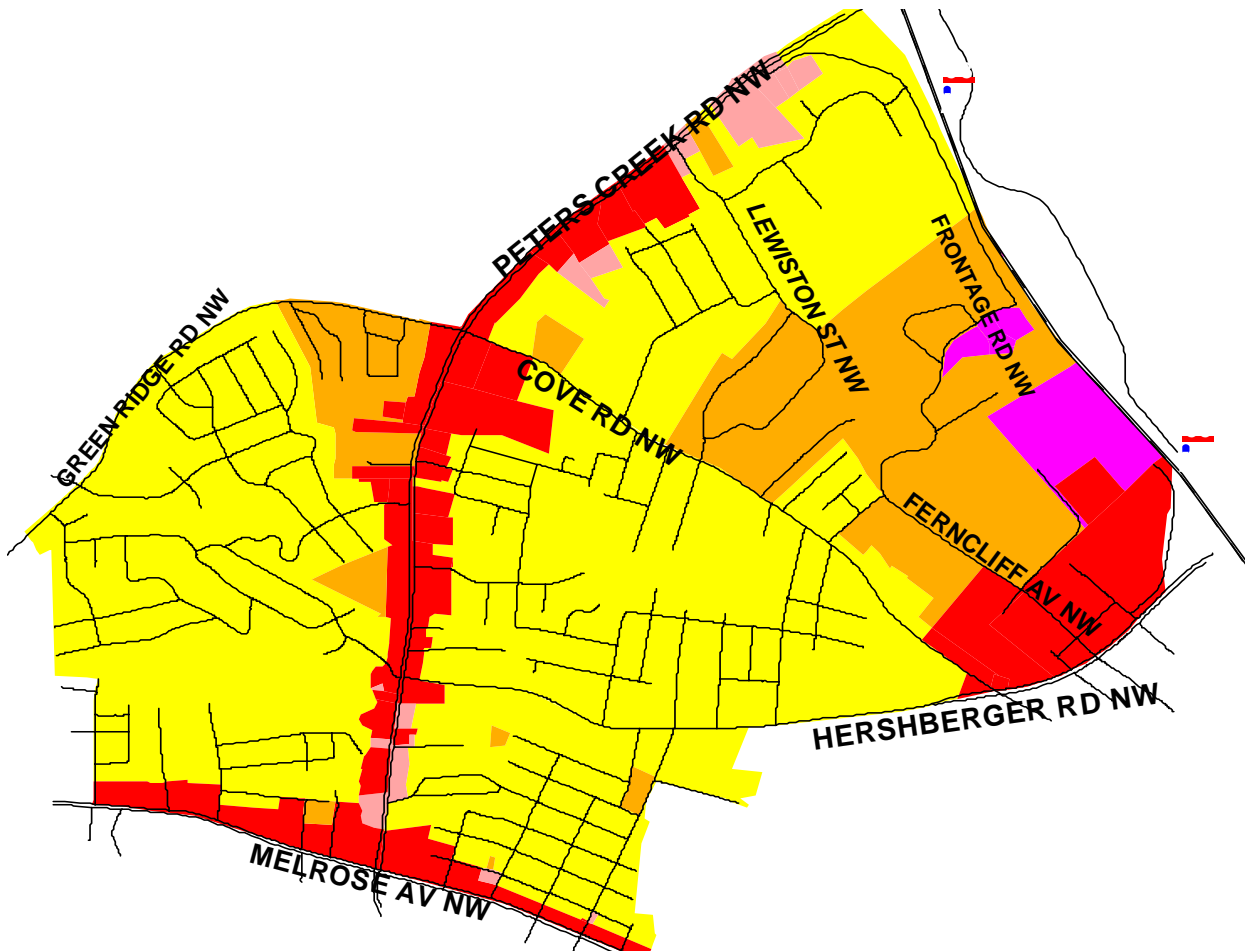
Because new sidewalks and curbs are needed throughout the city, it is unlikely that funding will be immediately available to provide them in Peters Creek North. Current sidewalk and curb improvements should be concentrated in areas where there is an imminent need due to safety or serious drainage problems. When

streets are improved or new streets are built, sidewalks and curbs should be provided to prevent the need to construct them in the future. Based on recent changes to city policies, new subdivisions will be required to include sidewalks and curbs to prevent the city from bearing the costs of these in the future.

Certain areas of the Peters Creek North neighborhoods suffer from drainage problems. However, some areas have been addressed with drainage projects, but others have not yet been addressed within the City's Capital Improvement Program. The City has a detailed list of all known drainage

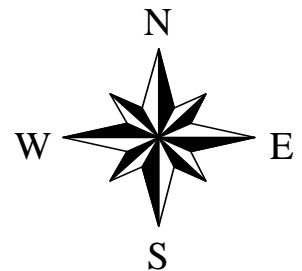
and flooding problems in this area. All of Peters Creek North is in the Peters Creek or Lick Run watersheds.

# PETERS CREEK NORTH ZONING



## Peters Creek North Zoning

-  RS Single Family Residential District
-  RM Multifamily Residential District
-  C-1 Office District
-  C-2 General Commercial District
-  LM Light Manufacturing



## CURRENTLY IDENTIFIED STORM DRAINAGE PROJECTS IN PETERS CREEK NORTH



*Hershberger Road*

- Harvest Lane
- Youngwood Drive
- Peters Creek Road Bridge
- Detention Basin, Peters Creek Tributary A
- Detention Basin, Peters Creek Tributary B
- Enlarging Frontage Road
- Enlarging Sioux Ridge Crossing
- Raising and Enlarging Northwood Drive
- Raising Laura Drive
- Raising Shenandoah Bible College Entrance
- Broad lawn Road
- Meadowbrook (1900)
- Meadowbrook, Channel Stabilizing
- Raising and Enlarging Westside Boulevard

### Storm Drainage

The inability to address all of the storm drainage problems in the neighborhood is part of a larger issue. The city currently has over \$34 million in needed storm drainage projects. Only \$500,000 per year is available for construction, mostly from bond issues. As with curb and sidewalk funding, a long-term funding strategy should be developed to address the city's storm drainage needs. The funding shortfall creates the need to set priorities, so Engineering ranks each project according to criteria such as safety, damage caused, frequency of the problem, number of people affected, and cost.

## Water & Sewer

While most of the neighborhood has public sewer and water, significant portions of it still do not. Some or all of the Miller Court, Dansbury Acres, Arrow Wood, and Fairhope subdivisions are still on wells and/or septic systems. Because lots in the area are relatively small, environmental problems could occur when septic fields fail or wells go dry. Since adjacent homes and subdivisions already have public water and sewer service, existing lines can be extended into the unserved areas. The price of sewer hookup fees has been an issue that prevented this problem from being solved in the past. Also, many of the homes that do use city sewer are connected with sump pumps that cause some flow problems.

## Flood Plain Management

Flooding is an issue of serious concern to many Peters Creek North residents. The Peters Creek flood plain affects many of the properties in the area. Numerous residential properties in the Norwood subdivision experienced extensive flood damage in both 1985 and 1989. Many of the businesses on Peters Creek Road and Melrose Avenue have experienced flooding as well. In addition, the stream channel is experiencing significant erosion due to increased storm water runoff caused by urbanization.



*Cove Road*

The city has undertaken some major flood control projects on Peters Creek. Two detention basins have recently been completed upstream in Roanoke County, and the creek has been dredged and snagged to remove silt and debris that could cause increased flooding. This has reduced the number of properties in the flood plain by almost 20% along Peters Creek. However, approximately 100 more still remain in the 100-year flood plain. Remaining homes should be flood proofed or purchased as funding permits, concentrating on properties that are located furthest in the flood plain and therefore at the greatest risk of damage due to flooding.

The most effective flood control measure is for the city to purchase properties that are at risk for flood damage. Money still remains for further flood-proofing efforts in the area. However, the number of affected properties is so great that this is extremely cost prohibitive. Additionally, the Federal Emergency Management Agency (FEMA) has strict cost-benefit ratio requirements for what flood measures can be completed using federal funds. The city is beginning a new program to try to purchase some of the existing homes that still remain in the flood plain.

## Street Lighting

Street lighting is very good throughout most of the neighborhood, but is inadequate in some places. Streetlights are generally located at intersections; some additional lights in mid-block locations could help to improve deficient areas.

# Public Services

## Human Services

*Vision 2001-2020*, recommends educational systems, and human services be linked to skill-based training programs and to state-of-the-art health care to enhance and support a healthy and productive life. Peters Creek North generally has adequate access to these services because of its location in the city. Nevertheless, some services need to be provided on a neighborhood level. *Vision 2001-2020*, recommends a community-based system that will bring human and health services to the neighborhood.

## Schools

William Fleming High School, William Ruffner Middle School, and Westside Elementary School are all located within the boundaries of Peters Creek North. Westside Elementary School for the Performing Arts and William Ruffner Middle School both are Roanoke's magnet schools, which provide a unique learning opportunity to attract students from around the city. All students in the Peters Creek north area attend William Fleming High School and William Ruffner Middle School. Younger children in the area attend Westside Elementary and Preston Park Primary/Oakland Intermediate elementary schools

## Crime Prevention

Crime prevention remains a priority of residents. Police have worked closely with groups to address the problem with success, but intense activity seems to recur. In February of 2000, City Council passed an ordinance advocated by neighborhood watch groups that would allow city abatement of public nuisances. This ordinance was seen as an important tool for enhancing crime-fighting efforts. Most people in Peters Creek North value the safe environment their neighborhood provides. However, some residents feel that crime is increasing, especially those residents in Washington Heights. Police were dispatched for 3,595 real or

*William Fleming High School*



suspected offenses in 1999, which is a 25% increase from 1994, although reports tend to go up when crime watches are formed. The rate of reports of 400 to 500 per thousand people in Peters Creek North is much less than the 800 to 900 reports per thousand people for Roanoke as a whole.

Many residents feel that noise is a particular problem in their neighborhood. The problem with enforcement tends to be catching violators.

## Code Enforcement

Residents indicated that litter is still a problem throughout the neighborhood. Neighborhoods throughout Roanoke regularly sponsor litter cleanups on Clean Valley Day. Better participation from residents in the Peters Creek North neighborhoods would help reduce litter problems in the area. The existence of litter seems to encourage more litter. In addition, improving appearances, litter/debris cleanups are considered an effective Crime Prevention Through Environmental Design measure.

Residents say nuisance violations such as outdoor storage, inoperative motor vehicles, and weedy properties can be a problem but are not widespread. Eyesores negatively affect the surrounding properties and quality of life in the neighborhood. Enforcing the various city codes can improve the appearance of the neighborhood.

Code enforcement was chosen by residents as a topic of special concern. They noted that violations seem to be concentrated in certain areas of the neighborhood, which could be targeted by proactive inspections, especially in Washington Heights and the Edgelawn Avenue area. Residents also felt that bulk solid waste pick-up was not frequent enough.

## Fire and EMS

Currently the Fire Department is installing new hydrants along Peters Creek and Cove Roads. The majority of Peters Creek North is served by Fire Station #13 on Peters Creek Road. This is a fairly new station with a double company, which means it has an engine and a ladder truck. The median strip in front of Station 13 was recently reconfigured to provide easier access, subsequently reducing response time by 20 seconds.

## Roanoke Regional Airport

Significant parts of the neighborhood, especially Miller Court, are located within the runway approach of the Roanoke Regional Airport. Airplanes cause some noise problems, although the city has taken some steps to soundproof and install air conditioning in particularly vulnerable homes. In addition, the Airport Commission has purchased and demolished houses in the areas that experienced the greatest noise-related problems.



# Quality of Life

## Parks and Recreation

No parks exist in this part of the city. The presence of Countryside golf course and some undeveloped airport-owned properties do provide the area with some open space. However, recreational opportunities available to residents are limited.

Most of Peters Creek North was developed when prevailing thought was to provide larger lots rather than parks and open space. The lack of parks and recreational opportunities in Peters Creek North is a concern of both residents and city staff. The vast majority of the residents are not within the service radius of any city parks. Additionally, residents mentioned the need for at least one community center in the area.

The amount of land that is undeveloped because of the airport or flooding presents some excellent opportunities for park development. The airport property in particular is already publicly owned and would require minimal funding for acquisition. In addition, flood plain properties with limited or no development potential could also be acquired at minimal cost and could reduce flood hazards. Greenways and bike trails are important quality of life elements that are missing from the Peters Creek North area. No greenways currently exist in the planning area.

*Stone Pillars, in the Washington Heights area*



## Greenways

The Roanoke Valley Conceptual Greenway Plan recommends greenways along the Peters Creek and Hershberger Road corridors. In addition, opportunities might exist to extend the Lick Run Greenway between Hershberger Road and Peters Creek Road. Potential opportunities exist to enhance the greenway system in the Roanoke Valley through the use of utility easements, acquisition of flood plains, and riparian buffer zones, possible residential and commercial greenway-specific land dedications, and the use of bike-lanes and greenway-dedicated sidewalks on low-volume residential streets.

## Neighborhood Organizations

Several recent development proposals, including Garst Farms property, Oak Leaf Manor, the Planned Parenthood Clinic, and the new Sheetz gas station have created controversy. These situations highlight the need for increased citizen involvement in land use decisions. Notifying area neighborhood organizations of potential rezoning, special exceptions, and other pending development proposals can help alleviate the perception that decisions are being made without residents' input.



*Garst Farms, new subdivision*

Many of the recent development controversies occurred on sites that were appropriately zoned for those uses; therefore no public hearings were required for approval. Area residents need better awareness of the processes and regulations associated with zoning so they can have a greater understanding of what types of development are possible and what the potential impacts may be. Active neighborhood organizations are a valuable asset to community involvement, as well as an important link between the city and its residents.

Neighborhood organizations provide readily available channels to disseminate information, services, and resources. Currently, the only members of the Roanoke Neighborhood Partnership in Peters Creek North is the Miller Creek Neighborhood Alliance and the Peters Creek Civic League. While this is an important organization, it only represents a small percentage of Peters Creek North residents.

**Miller Court Alliance** - The Miller Court Neighborhood Alliance formed in 1999 and is a member of the Roanoke Neighborhood Partnership. The group was originally formed as a neighborhood watch, but has since taken on more activities. The boundaries include Portland Avenue, Ben Street, Thelma Street, Oleva Street, and Hillendale Road.

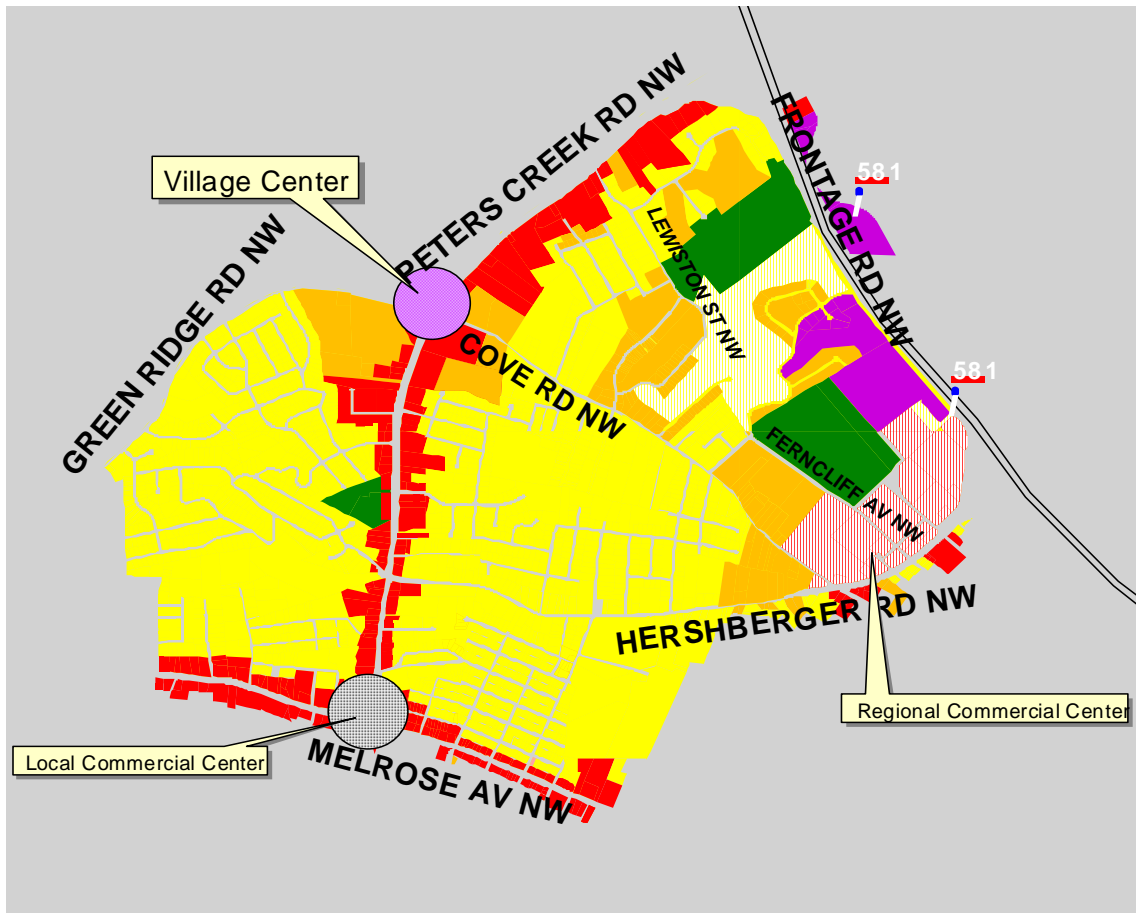
**Northwest Crime Stoppers** - The Northwest Crime Stoppers is a neighborhood watch group that represents the Washington Heights area and portions of the Fairhope area. The organization is active, holding monthly meetings and supporting a large membership. The Crime Stoppers probably have the potential to become a more involved neighborhood group in the future, expanding into other neighborhood improvement activities.

**Peters Creek Civic League** - The Peters Creek Civic League originally formed in the 1980's in response to flooding problems east of Peters Creek Road. While the group has recently become active, some of the former leaders indicate that community involvement in the area is difficult to achieve. However, the foundation of the old organization was used to revive its most recent activities.







*Laurelridge in the Miller Court/  
Dansbury Area*

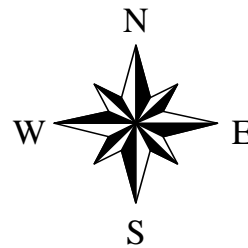


# PETERS CREEK NORTH FUTURE LAND USE



## Future Land Use Key:

-  Single Family Residential
-  Multifamily Residential
-  Mixed Density Residential
-  Commercial
-  Industrial
-  Park/Open Space/Public



# Recommendations

## Residential Development

### Policies

- Encourage development of market-rate housing in the neighborhood.
- Involve neighborhood residents in development and land use decisions.
- Encourage better maintenance of rental properties.
- Encourage new housing to be compatible with the existing community.
- Encourage housing for the elderly that is designed to maximize access to nearby services and residential communities.
- Discourage new isolated subdivisions and one-street cul-de-sacs.
- Connect new subdivisions to the existing street network.
- Provide sidewalks and pedestrian connections to existing neighborhoods.
- Integrate new multi-family housing with the community.
- Encourage infill development to reflect the character of the surrounding neighborhood.

### Westview Terrace area:

- Encourage development on smaller lots typical of those found throughout the city.
- Encourage minimal setbacks to foster a sense of community.
- Encourage development with infrastructure and amenities typical of traditional neighborhoods, including sidewalks, grass planting strips, street trees, and streetlights.
- Encourage connections with existing and future subdivisions.
- Reduce the importance of the automobile by locating garages in the rear, developing narrow streets and driveways, and limiting driveway entrances for new residential development.



*Washington Heights Area*

### Longwood Drive area:

- Street connections should be provided between Washington Heights and Longwood Drive.
- Sidewalks and other pedestrian connections should be provided.
- Traffic calming measures should be provided to prevent cut-through traffic.
- development.
- Develop a neighborhood park for apartment residents and residents of nearby residential development.

### Rouff Road area:

- Encourage development to be compatible with existing community.
- Provide parking in the rear with access via an alley or narrow private drives for future residential development.
- Develop a neighborhood park for apartment residents and residents of nearby residential development.



*Peters Creek near Hershberger Road*

**Peters Creek area:**

- New development should ensure that storm water runoff will not add to current flooding problems.
- Flood plain areas should be dedicated as potential greenways and open space.
- New streets should connect to the existing street network on all sides.

**Actions**

- Provide incentives to encourage market-rate housing.
- Identify larger parcels for potential planned developments.
- Support programs that encourage home ownership.
- Continue notification of neighborhood groups of rezoning, special exception, and variance petitions.
- Provide training sessions to increase process awareness of zoning / development.
- Allow the construction of higher-density housing where appropriate to provide housing for elderly residents, using planned development, where appropriate.
- Identify opportunities for developing small parcels in the area.

## Economic Development

### Policies



*Peters Creek and Melrose*



*Peters Creek and Cove Road*



*Ferncliff Avenue, open space*

- Concentrate commercial uses in commercial nodes.
- Encourage redevelopment of vacant and underused commercial property before allowing new commercial zoning.
- Encourage good relationships between commercial and residential development through thoughtful site and building design, landscaping, and transitional uses.
- Develop new retail and office space on large vacant parking lots.
- Encourage mixed uses to improve vitality and continuous use of commercial areas.
- Orient new commercial development to the street and use shared parking whenever possible.
- Provide for limited industrial development in the vicinity of the Innotech plant.
- Encourage more office development in commercial areas.

### **Ferncliff Avenue (Burlington Coat Factory /Home Depot) area:**

- Office space and other employment generating uses should be provided.
- Creative use of shared parking and public transportation access should be incorporated into projects.
- High-density residential uses, particularly corporate apartments or elderly housing, should be provided.
- Employee-related services, such as restaurants and banks, should be encouraged to serve the needs of office and plant workers.
- Entertainment uses should be encouraged to increase use of the area in the evenings.
- Landscaping and street trees should be incorporated into new development.
- Pedestrian connections should be provided to existing residential areas and hotels.
- New retail establishments should be street and pedestrian-oriented.
- Parking should be provided on street and in the rear of structures.

## Economic Development

### City Line Square Shopping Center area:

- Vehicular and pedestrian connections should be provided to the adjacent residential areas.
- Vehicular and pedestrian connections should be provided through the existing shopping center.
- Landscaping should be used to reduce the visual impacts of the asphalt parking lot.
- On-street parking and public transportation access should be utilized to the extent feasible.

Implement zoning patterns to:

- Prevent encroachment of intense commercial uses into residential areas.
- Encourage revitalization of older shopping centers and commercial buildings.
- Provide more employment opportunities in the area.

### Actions



*Across from City Line Square  
Shopping Center*



## Infrastructure

### Policies

- Improve street lighting in the neighborhood.
- Improve the public sewer and water system.
- Improve storm water drainage.
- Reduce the impacts of flood damage.
- Improve the sidewalk/curb system.
- Improve traffic circulation and connections.
- Maintain public alleys and close undeveloped or unneeded alleys.
- Encourage all utility providers to coordinate infrastructure improvements.
- Install curb and gutter consistent with the parameters of the *Vision 2001-2020* comprehensive plan.

### Hershberger Road and Cove Road improvements:

- Number of lanes should be kept to the minimum necessary.
- Sidewalks and/or greenways should be provided to accommodate pedestrians and bicyclists.
- Street trees should be provided between the sidewalks and curb to reduce the visual, noise impacts on surrounding residences, and provide separation of pedestrian and vehicular traffic.
- Design and posted speed should not exceed 35 mph.
- A landscaped median and turn lanes should be provided.
- Aboveground utilities should be buried or consolidated onto fewer poles.
- A corridor specific plan should be completed to evaluate transportation, land use, and community impacts prior to construction.
- Lane width should be kept to the minimum necessary.
- Traffic calming devices should be incorporated.



*Hershberger Road*

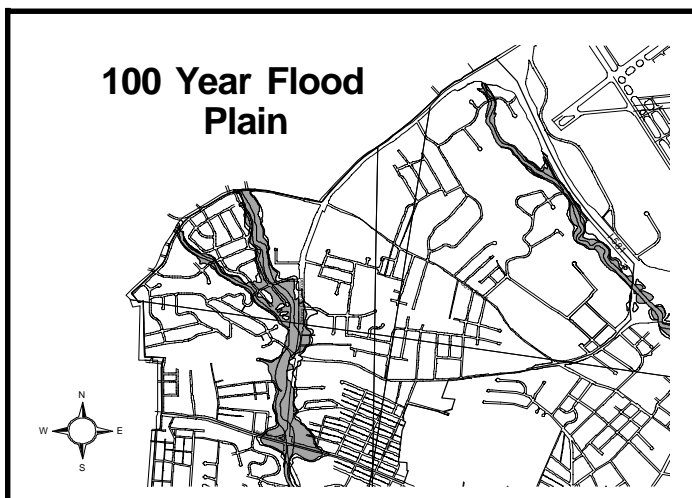
### When developing curb and sidewalks for the neighborhood.

- Concentrate new infrastructure on improving pedestrian circulation to important destinations.
- Construct new sidewalks and/or curbing as funding permits throughout the neighborhood, with priorities on completing piecemeal areas and correcting safety hazards.
- Require developers to install sidewalks and curbs at rezoning, special exception, or subdivision stage in a manner consistent with current city policy.
- Provide planting strips at least six feet wide when new sidewalks and curbs are installed.

## Infrastructure

### Actions

- Identify priority areas and work with Traffic Engineering to develop plans for new streetlights and/or increased wattage of existing streetlights.
- Improve safety at the intersection of Garstland Drive and Cove Road.
- Start a program to encourage residents to turn porch lights on at night.
- Extend sewer and water lines to those areas not currently served.
- Identify water and sewer lines that need to be replaced.
- Assist residents who currently use sump pumps to find better alternatives.
- Identify priority needs and construct new curbs and storm drains as funding becomes available.
- Identify which properties still remain in the 100-year flood plain after recently completed flood control projects by issuing new elevation certificates.
- Purchase any flood prone properties that meet federal cost-benefit ratio standards as funding permits.
- Continue flood-proofing programs, concentrating on those properties that are at most risk of flooding.
- Create a program for regular maintenance of creek bed and banks by property owners.
- Reopen the former Highland Farm Road between Routt Road and Country-side Drive and extend Fairhope Drive and Dansbury Drive north.
- Pave the unimproved portion of Wyoming Avenue between Gilbert Road and Westside Boulevard.
- Encourage new developments and subdivisions to complete links in the street pattern.



## Infrastructure

### Actions

- Request the dedication of right-of-way for an alley on the east side of Westside Boulevard between Wyoming and Kentucky Avenues if the adjacent parcels are developed.
- Permanently close and vacate the public alleys that are currently undeveloped or unused:
  - East side of Portland Avenue.
  - South side of Edgelawn Avenue.
  - East side of Westside Boulevard between Kentucky and Tennessee Avenues.
  - East side of Westside Boulevard between Tennessee and Maine Avenues.
  - West side of Monroe Street between Tennessee and Maine Avenues.
  - East side of Westside Boulevard between Maine and Vermont Avenues.
  - Alley that runs north and south between Kentucky and Tennessee Avenues.
  - Alleys on the south side of Virginia Avenue between Monroe Street and Adams Street.



*Entrance to Oak Leaf Manor,  
new subdivision off Cove Road*

## Public Services

### Policies

- Incorporate Crime Prevention Through Environmental Design (CPTED) principals in new development.
- Support continued efforts of the Northwest Crime Stoppers and Miller Court Neighborhood Alliance.
- Improve communication between residents and police to target places and times where increased patrol would be most effective.

### Actions

- Coordinate neighborhood group and crime watch group efforts such as holding a joint National Night Out event, coordinating cleanups and holding joint meetings.
- Initiate a process for residents to report suspected violations of maintenance codes.
- Initiate a targeted enforcement/maintenance effort in Washington Heights, especially for overgrown properties, yard/porch storage, and bulk waste items.

*Homes in the Peachtree/Norwood Area.*



## Quality of Life

### Policies

- Increase recreational opportunities in the area.
- Improve non-motorized transportation and circulation in the neighborhood.
- Reduce litter and trash/improve cleanliness of streets.
- Encourage overall improvement of neighborhood appearance.

### Actions

- Construct a bike trail or bike lanes on Hershberger Road.
- Identify greenway alternatives along Peters Creek and Peters Creek Road.
- Examine the feasibility of extending the Lick Run Greenway to Peters Creek Road and placing greenways on the vacant airport property.
- Study feasibility of constructing a community or youth center in the area.
- Initiate targeted cleanups by neighborhood groups and encourage residents to participate in cleanups.
- Identify specific locations and properties that could be obtained and developed as "neighborhood" parks with a focus on sites that are not buildable because of flooding or other encumbrances.



*Homes in the Westview Terrace area.*

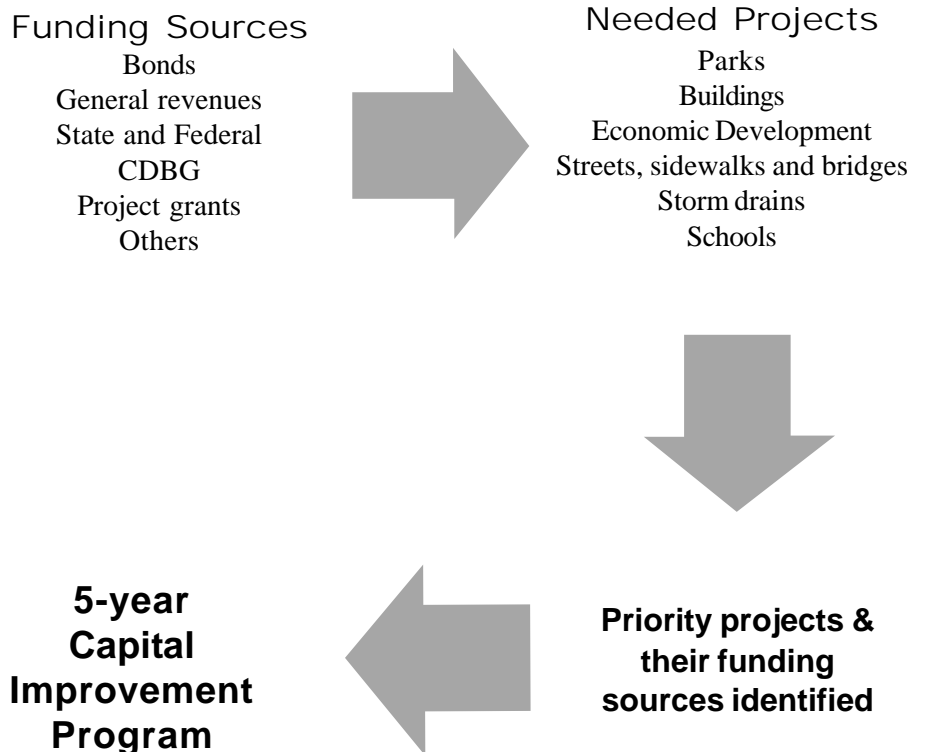
# Implementation

## 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



# Implementation

<i>Actions</i>	<i>Participants</i>	<i>1 yr.</i>	<i>2 yr.</i>	<i>3 yr.</i>	<i>4 yr.</i>	<i>5 yr.</i>	<i>Ongoing</i>
<b>Residential Development</b>							
Implement home ownership programs	NG / PB / RNP	****	****	****	****	****	*
Develop infill regulations	PB / CE	****					
Identify small parcels for development	PB / NG / RNP		****				
Plan housing for the elderly	PB / NG		**	***			
<b>Economic Development</b>							
Revitalize older shopping centers and commercial buildings	PB / ED			****			*
Change zoning to prevent encroachment	PB	****					
Develop new commercial buildings on large parking lots	ED / PB			***	****		
<b>Infrastructure</b>							
Address safety issues on Cove and Hershberger Roads	EN	**	****				
Address flooding problems	EN / PW		**	***	****	****	
Improve Hershberger and Cove Roads	EN / UT / PW		**	***	****	****	
Identify water and sewer line replacement	PW / UT		**	****			
Improve drainage systems	EN / PW			**	***	****	
Construct new sidewalks and curbs	EN / PW		*	***	***	****	
Extend water and sewer lines in identified areas	EN / UT			*	***	****	
Close undeveloped alleys	PB / NG	*	**	***	****		
<b>Public Services</b>							
Enact program for neighborhood crime prevention and code enforcement violations.	PD / NG / CE	*	****				
Enact CPTED principles	PD/NG/CE/RNP	*					*
<b>Quality of Life</b>							
Identify and develop neighborhood park	PR/NG/PB/RNP		*	**	****		
Develop greenway and bike trails	PR / NG		***	****			
Conduct youth center feasibility study	NG / PB / RNP		**	***	****		

RNP: Roanoke Neighborhood Partnership ~ PB: Planning and Building ~ CE: Code Enforcement ~ NG: Neighborhood Groups ~ PD: Police Department ~ PR: Parks and Recreation Department ~ ED: Economic Development ~ PW: Public Works ~ EN: Engineering Department ~ UT: Utilities

# Cost Estimates

## Curb and Gutter

Street	Section	Side	Estimated Cost
Peach Tree	Showalter to Northwood	Both	\$ 66,900
Northwood	Laura to Showalter	Both	\$ 298,000
Laura	1900 and 2000 Blocks	Both	\$ 56,000
Barnett	1600 Block	East	\$ 5,000
Northwood	5000 Block	Both	\$ 21,000
Appleton	3502 to Barrington	South	\$ 28,000
Elva	Lonna to Meadowbrook	Both	\$ 3,840
Lewiston	4400 Block	South	\$ 21,000
High Acres Road	3800 Block	North	\$ 3,000
Oleva	Hillendale and Portland	North	\$ 3,300
Tennessee	Westside to Van Buren	North	\$ 7,000
High Acres Road	Shamrock to Fairhope	South	\$ 8,500
Guernsey	Springbrook to Garstland	North	\$ 10,800
Thelma	Hillendale to Portland	Both	\$ 23,200
Ben	Hillendale to Portland	Both	\$ 30,000
<b><u>TOTAL COST</u></b>			<b><u>\$585,540</u></b>



**Sidewalks and Curbs**

<b>Street</b>	<b>Section</b>	<b>Side</b>	<b>Estimated Cost</b>
<b>Peters Creek</b>	Melrose to Hershberger	Both	\$ 6,000
<b>Westside</b>	Melrose to Virginia	East	\$ 11,250
<b>Ferncliff</b>	Ferndale to Routt	North	\$ 65,250
	<b><u>Total Cost</u></b>		<b><u>\$ 82,500</u></b>

**Drainage Projects**

<b>Street</b>	<b>Description</b>	<b>Estimated Cost</b>
Harvest Lane	1,300' of 24" storm drain	\$ 125,000
	Curb and Gutter	\$ 51,600
	<b><u>Total Cost</u></b>	<b><u>\$ 176,600</u></b>
Youngwood Drive	620' of 48" reinforced concrete pipe in ditch	\$ 126,500
	Curb and Gutter	\$ 73,000
	<b><u>Total Cost</u></b>	<b><u>\$ 199,500</u></b>
Vermont Avenue	Storm drain/Curb and Gutter	\$ 33,000
	Sidewalk	\$ 15,000
	<b><u>Total Cost</u></b>	<b><u>\$ 48,000</u></b>

**Street Improvement**

<b>Street</b>	<b>Improvement</b>	<b>Estimated Cost</b>
Dansbury Drive	Sidewalks/Curbs	\$ 166,100
	Clearing/Grading/Drainage	\$ 11,000
	Pavement	\$ 26,400
	Sanitary Sewer	\$ 38,700
	Storm Drains	\$ 217,000
	Street Trees	\$ 18,000
	<b><u>Total Cost</u></b>	<b><u>\$ 477,200</u></b>

## Acknowledgments

### **City Council**

Mayor Ralph K. Smith  
Vice Mayor C. Nelson Harris  
William H. Carder  
William D. Bestpitch  
M. Rupert Cutler  
Alfred T. Dowe, Jr.  
Linda F. Wyatt

### **Planning Commission**

Chairman Robert B. Manetta  
Vice Chairman Richard A. Rife  
Gilbert E. Butler, Jr.  
S. Wayne Campbell  
D. Kent Chrisman  
Melvin L. Hill  
Frederick M. Williams

### **Planning Building & Development**

Brian Townsend, Director

### **Project Managers**

Jacques Scott, City Planner  
Scott Whiteman, Former City Planner

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