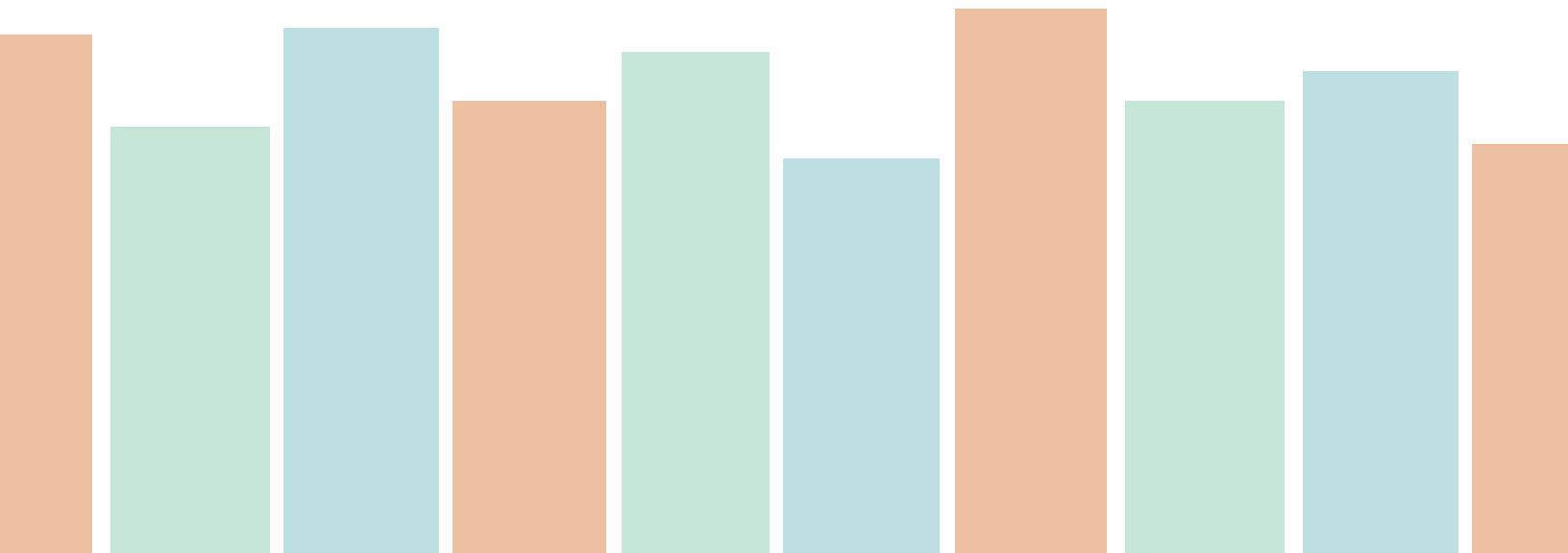


DRAFT

City Plan 2040

Executive Summary





Vision

City Plan 2040 is a comprehensive plan that will guide investment and decision-making in Roanoke over the next 20 years. The plan recommends policies and actions that work together to achieve the following vision.

In 2040, Roanoke will be:

- *A city that understands its natural assets and prioritizes sustainable innovation.*
- *A city that ensures the health and safety of every community.*
- *A city that considers equity in each of its policies and provides opportunity for all, regardless of background.*
- *A city that interweaves design, services, and amenities to provide high livability.*
- *A city that promotes sustainable growth through targeted development of industry, business, and workforce.*
- *A city that collaborates with its neighbors to improve regional quality of life.*

Themes

City Plan 2040 is guided by six themes drawn from the American Planning Association's (APA) Best Practices for Comprehensive Plans. The APA identified six principles necessary to ensure a sustainable community. This plan extends those principles into themes that target pressing community concerns, while anticipating Roanoke's future needs. These themes will ensure a holistic planning approach that addresses environmental, social, and economic well-being. The following six themes will inform the elements of the plan.

- Harmony with Nature
- Healthy Community
- Interwoven Equity
- Livable Built Environment
- Resilient Economy
- Responsible Regionalism

Elements

The elements of City Plan 2040 consist of priorities, policies, and actions. The plan's priorities are the most prominent areas of concern identified by the community. The plan's policies create a decision-making guide to address each priority. The plan's actions are specific steps needed to implement each policy and achieve the long-term vision of City Plan 2040.





Interwoven Equity

In 2040, Roanoke is a diverse and inclusive community with access and opportunities for all, including education, housing, healthcare, employment, and quality of life. Roanoke recognizes how these opportunities are interconnected and how past actions have created barriers, limited opportunities, and eroded trust for underserved communities, particularly the African-American community. To ensure a high level of equitable inclusion, the City will maintain continuous community engagement.



Equitable and Strategic Delivery of Services

Roanoke recognizes that equitable service delivery is needed for a harmonious community. Policies for equitable and strategic delivery of services focus on removing barriers and providing quality services. These include preparing easily accessible information, developing varied and affordable housing options, and prioritizing infrastructure in areas of need.



Trustworthy Government

Roanoke recognizes that past interactions have eroded trust in certain communities. Policies for trustworthy government focus on community healing and government accountability. These include creating a group that oversees equity within the City and correcting past inequitable actions through policy.



Break the Cycle of Poverty

Roanoke recognizes inequities in the community and the need to break the cycle of poverty within disadvantaged neighborhoods and among residents. Policies for breaking the cycle of poverty focus on increasing opportunities for improving socioeconomic status. These include prioritizing at-risk populations, quality education, and equitable economic development.



Inclusive Culture

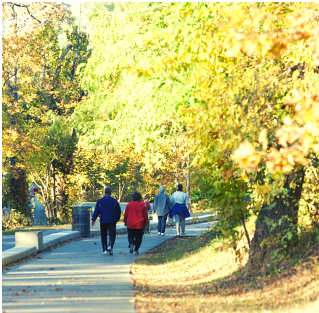
Roanoke recognizes the need to create a culture of inclusion and to celebrate diversity throughout the City. Policies for inclusive culture focus on developing an informed and empowered city. These include building capacity for neighborhood organizations to connect and serve the community and celebrating those of all backgrounds.





Healthy Community

In 2040, Roanoke engages a holistic and equitable approach to building and ensuring the physical and mental health of our community by empowering citizens with the knowledge and resources to achieve healthy living and to strive for accountability as individual members of a connected society.



Safety

Roanoke recognizes the physical safety of its residents and visitors is of utmost importance. Policies for safety will focus on the built environment along with City services and amenities. These include safe streets for all modes of transportation, crime prevention, and improved social connections.

Wellness

Roanoke recognizes that all aspects of health need to be addressed in order to improve the quality of life for all members of the community. Policies for wellness focus on proactively addressing mental, physical, and social health. These include providing for community centers and recreational facilities, health education, and resource facilities.

Mental Health and Substance Abuse

Roanoke recognizes that substance abuse is a national health epidemic that is strongly tied to mental health. Policies for mental health and substance abuse focus on increasing the resources available and community education. These include supporting medical and rehabilitation facilities, discussing mental health and substance abuse openly, and encouraging educational programs.

Access to Affordable Healthy Food

Roanoke recognizes that many of its communities are located in a food desert and may not have access to fresh healthy foods. Policies for access to affordable healthy food focus on creating partnerships to increase the availability of such foods and incentivizing their purchase. These include encouraging healthy eating through the school system, promoting existing food programs, and considering new incentives.



Harmony with Nature

In 2040, the City of Roanoke will boast a clean, resilient environment in which everyone will live and prosper in harmony with nature through innovative, sustainable, and resilient practices that nurture community health, embrace recreational opportunities, protect our natural resources, address the local aspects of climate change, support ecosystem services, and foster appreciation and understanding of the City's relationship with its natural surroundings.



Clean and Tidy City

Roanoke recognizes that a clean, well-maintained environment helps to improve quality of life. Policies for clean and tidy city focus on upholding an aesthetic that creates a sense of pride in all residents.



Clean Energy and Alternative Transportation

Roanoke recognizes that sustainable energy provision and transportation improves human and environmental health. Policies for clean energy and alternative transportation focus on improving options for renewable energy and infrastructure for different modes of transportation, such as biking and public transit.



Green Convenience

Roanoke recognizes that more sustainable choices will need to be made in order to combat climate change. Policies for green convenience focus on making it easier for residents to make sustainable choices through education, incentives, and partnerships.

Outdoor Recreation

Roanoke recognizes that outdoor recreation is vital to the regional economy. Policies for outdoor recreation focus on protecting natural assets and promoting outdoor recreation as a health and tourism driver.

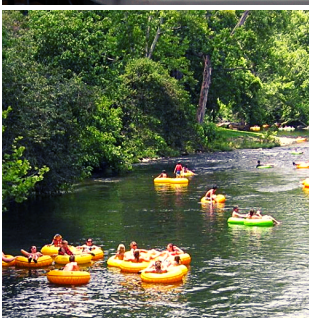


Water Management

Roanoke recognizes that there are increased risks for flooding and pollution of local waters. Policies for water management focus on maximizing efforts to reduce flooding and impediments to local rivers and tributaries.

Sustainable Land Development

Roanoke recognizes the need for more thoughtful land development. Policies for sustainable land development focus on promoting sustainability and resiliency in development standards.



Tree Stewardship

Roanoke recognizes the vital services that trees provide to the community. Policies for tree stewardship focus on increasing local education on the natural services provided by trees and protecting, nurturing, and expanding the tree canopy.



Livable Built Environment

In 2040, Roanoke is a growing, historic cultural hub with vibrant neighborhoods for all; housing that is safe, accessible, affordable, and varied; advanced technology to provide access opportunities for all; and an integrated multi-modal, user-friendly transportation system.



Complete Neighborhoods

Roanoke recognizes the importance of neighborhoods that provide safe and convenient access to needed goods and services. Policies for complete neighborhoods focus on walkable and bikeable access to daily needs for people of all ages and abilities.

Housing

Roanoke recognizes the need for housing in a range of types and levels of affordability. Policies for housing focus on meeting the future needs of a growing and diverse population.

Interactive Spaces

Roanoke recognizes that vibrant spaces create a sense of community and social interaction. Policies for interactive spaces focus on creating physical, public places for people to come together.

Growth

As a steadily growing city, Roanoke recognizes the need to plan for increasing population. Policies for growth focus on compact development that takes into account surrounding neighborhood patterns and nearby natural assets.

Arts and Culture

Roanoke recognizes the impact arts and culture has on community well-being and tourism. Policies for arts and culture focus on integrating arts and cultural activities in physical design, and neighborhood revitalization strategies that highlight local talent.

Regional Transit Approach

Roanoke recognizes the need to cooperate with regional partners to improve transit. Policies for a regional transit approach focus on improving transportation connections and options.

Complete streets

Roanoke recognizes the need for streets that are safe for all users. Policies for complete streets focus on improved infrastructure and education on all modes of transportation, such as bicycling and walking.



Responsible Regionalism

In 2040, the region will plan, act, and promote itself cohesively, with consideration of each community's political autonomy and social identity. Each community lends its unique assets and resources to developing the region's economy and quality of life. The region will work together to provide exceptional educational opportunities and public services. The region will see more success because it began to compete economically as a unified entity.



Regional Identity

Roanoke recognizes the importance of having a marketable regional identity. Policies for regional identity focus on working with regional partners to create a unified vision. These include improving connections between governments, promoting regional assets such as outdoor recreation, and identifying other drivers unique to the region.



Working Relationships

Roanoke recognizes the need for good relationships with neighboring municipalities. Policies for working relationships focus on improving and maintaining communication with local governments in the region. These include regular meetings, partnerships with nonprofits and other nongovernmental players, and cooperation and coordination.



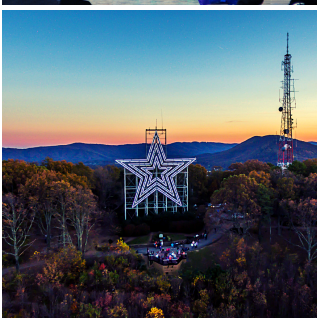
Planning Amenities

Roanoke recognizes that decisions made within the City have an impact on our neighbors and vice versa. Policies for planning amenities focus on coordinating regional planning for civic needs. These include land use, housing, transportation, economic development, public services, and civic amenities.



Collaboration

Roanoke recognizes the benefits of harmonizing planning efforts. Policies for collaboration focus on pursuing opportunities for partnerships to provide public services and civic amenities. These include identifying areas of overlap and working to synchronize delivery of services.





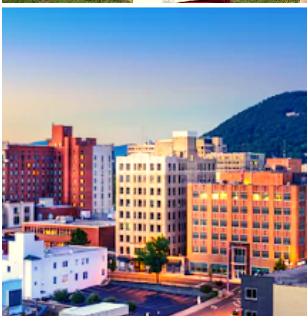
Resilient Economy

In 2040, Roanoke's economy will continue its sustainable growth through the recruitment of a diversity of industry, revitalization of under-performing and underutilized commercial spaces, support of local business, and continued partnerships with players who value, support, and celebrate each other's successes. Our economy will be built on strong collaboration that promotes workforce development for those of all backgrounds.



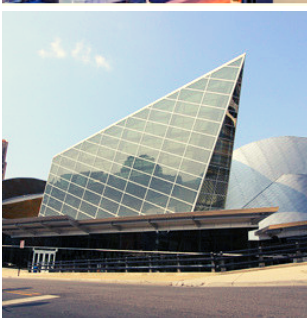
Create a More Diverse Economy

Roanoke recognizes that having a wide range of industries creates a more stable and resilient economy. Policies for creating a more diverse economy focus on being proactive in market research, capitalizing on local assets, and supporting local industries.



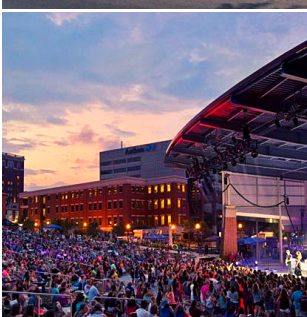
Establish Stronger Regional Economic Ties

Roanoke recognizes that local business is part of a larger economy connected to regional partners. Policies for establishing stronger regional economic ties focus on leveraging nearby higher education institutions, working with local tourism agencies, and creating relationships with various public and private partners.



Revitalize Aging and Failed Facilities

Roanoke recognizes that it is limited in land that can be newly developed, but rich in properties that have the potential to be redeveloped. Policies for revitalizing aging and failed facilities focus on identifying viable opportunities, providing incentives, and connecting buyers to sellers.



Equitably Support Local Business

Roanoke recognizes the importance of providing resources to help create and expand local business. Policies for the equitable support of local businesses focus on increasing education of current resources and providing for new business support services.



Support Opportunities for the Employable

Roanoke recognizes the need for a strong, skilled workforce in the current economic environment. Policies for supporting opportunities for the employable focus on outreach, talent connection, and workforce development and training.

Promote Active Community Partners

Roanoke recognizes the benefits of supporting local businesses and partners that invest in the community. Policies for promoting active community partners focus on celebrating partners that support local development initiatives, encouraging community support programs, and providing education about these programs.