

South Roanoke

NEIGHBORHOOD
PLAN

Adopted by City Council
February 19, 2008

ROANOKE
VIRGINIA



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Thanks to all the residents and property owners who participated in the community workshops. A special thanks to the *Neighbors in South Roanoke* neighborhood association for their assistance with this plan and their continued commitment to the area's quality of life.



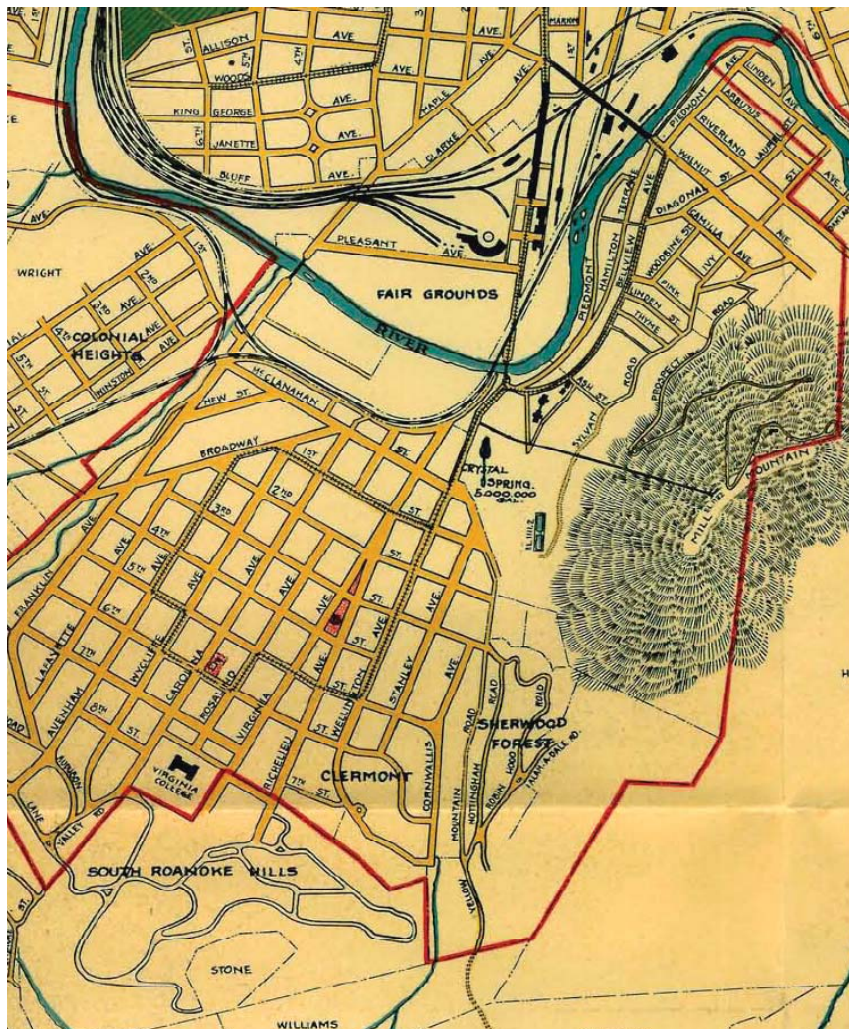
The map shows the Roanoke area in Virginia. Salem is to the west of Roanoke. Roanoke is the central city, and South Roanoke is a neighborhood in the south. A red box highlights South Roanoke, and a callout box labeled "South Roanoke" points to it. A compass rose is in the bottom left corner.



New addition to Carilion Roanoke Memorial Hospital

The neighborhood was originally developed with single-family homes on spacious lots. Over the years, apartments, townhouses and condominiums have been added to the residential mix. South Roanoke is well known locally for its vibrant and long-standing village center on Crystal Spring Avenue, and is bordered by numerous medical and other office facilities. The neighborhood is virtually a village unto itself with a wide array of housing, employment, medical, service, and retail options.

Perhaps more so than any other neighborhood in the City, South Roanoke has stood the test of time and has managed to avoid the consequences of social and economic changes other neighborhoods have not withstood.



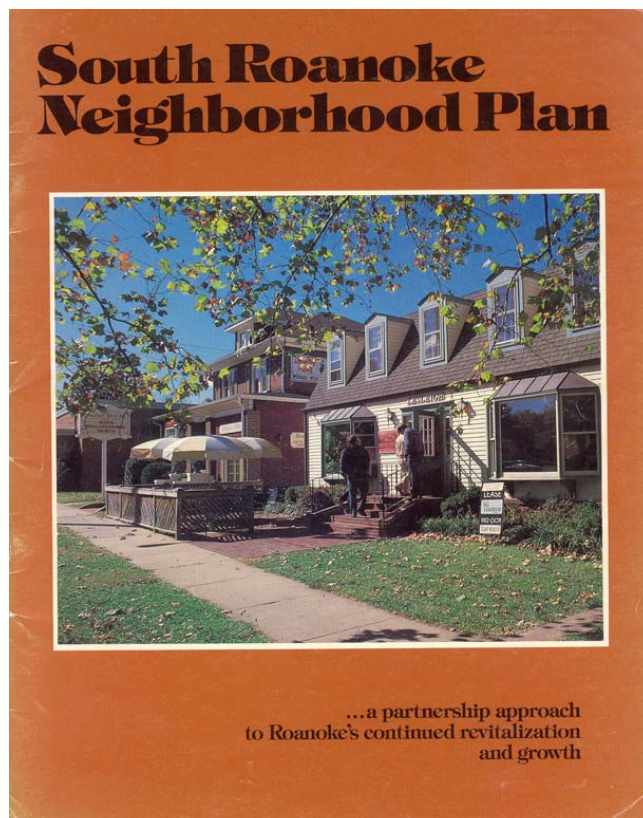
Map of South Roanoke in the 1928 Comprehensive Plan

The twentieth century saw dramatic changes in American norms and values that affected the physical and cultural fabric of our communities. America's inner-city and older suburban neighborhoods were besieged by the development of the interstate highway system and the subsequent suburbanization of metropolitan areas that continues today. Roanoke was no exception to this trend, and the impacts are still evident in many of its older neighborhoods. Amid these changes, South Roanoke stands today as somewhat of a relic in the American landscape; an early traditional neighborhood that continues to thrive and has emerged unscathed from the turbulent eras of the twentieth century.

Neighborhood Planning

The original South Roanoke Neighborhood Plan was adopted in 1988. This plan replaces the original plan as a component of *Vision 2001-2020*, Roanoke's Comprehensive Plan.

Planning staff initiated development of this plan with three public meetings held at Crystal Spring Elementary School in 2007. The public input from those meetings, combined with the policies of *Vision 2001-2020*, form the foundation for the recommendations of this plan.



Planning staff and residents during one of the public workshops at Crystal Spring Elementary School

Cover of the first South Roanoke Neighborhood Plan. *This document was the first neighborhood plan developed in the City. Many of the same attributes are cited in it and this plan, an indication of the stability of the neighborhood.*

History

Long before South Roanoke became the desired, tree-lined neighborhood we know today, and long after the occupation of the land by the Totera and Cherokee tribes, it was largely owned by pioneer Mark Evans, his wife, and three sons: Daniel, Nathaniel, and Peter. Evans, of Welsh descent, traveled to Roanoke by the way of Pennsylvania and settled in the Roanoke Valley in the late 1740s. Tasker Tosh, another settler from Pennsylvania, acquired land just north of Evans in what is today the northern edge of South Roanoke.



Early picture of Crystal Spring

Although Evans filed for a land grant of 1,910 acres from King George II of Britain in 1746, most, if not all, of the land was not formally conferred until after his death in 1748. The land grant was received by his son Daniel. The grant included some of the most fertile land and best water sources in the Roanoke Valley. The Evans tracts included land that spanned from where the Roanoke Regional Airport is today to Franklin County. The land holding included a spring, which was known by several names such as “Big Spring,” “Fountain,” and “McClanahan’s Spring.” Since 1881, it has been known as “Crystal Spring.” Evans, with the help of his son, Daniel, built their home and grist mill (1750) about 400 feet below the spring. The mill operation expanded to include saw, wheat, and corn mills. As the Evans’ mills were the principal mills for the frontier region, Mill Mountain was named to distinguish its geographic location overlooking the mills. According to F.B. Kegley’s *Virginia Frontier: The Beginning of the Southwest, the Roanoke of Colonial Days (1740-1783)*, the Evans Mill was “the most important mill on the frontier” as it was used for storage by troops during the French and Indian War and other conflicts with the Native Americans.



Early aerial view of South Roanoke

After the death of his father, Daniel established his home on the same tract of land, known as “Big Spring Place” where he lived with his wife Rhoda and two daughters until his death in 1755. Upon his death, his two daughters were made the wards of neighbor and fellow settler William McClanahan, Sr. It was during this time that a young Captain George Washington inspected the area’s frontier forts and water sources for the militia during the French and Indian War and he stayed one night at the home of Mrs. Rhoda Evans.

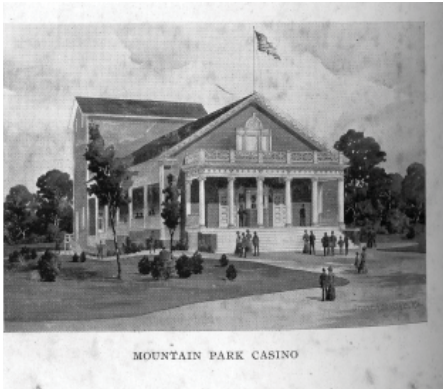
By 1795, William McClanahan, Sr. had acquired 3,170 acres of land which included the Big Spring, all of Mill Mountain, and west to what is today Franklin Road. McClanahan was not a newcomer to the area. He settled into the valley in the mid-1730s and owned the majority of what is today northwest Roanoke. McClanahan built his home near the spring, on the plot of land that is now owned and occupied by the First Presbyterian Church. Today his namesake, McClanahan Street, is a prominent street through the neighborhood.

After William McClanahan, Sr. died in 1820, his lands were passed down two generations to Elijah G. McClanahan (William Sr.'s great grandson), who was a prominent citizen in Big Lick and president of the Bank of Virginia. By 1881, Elijah G. McClanahan had assembled over 1,800 acres of land through inheritance, purchase, or both. He sold 143 acres of "Big Spring" property to the Roanoke Land and Improvement Company for \$5,000.00. Six years later, the same land was again sold, this time to the Roanoke Water Works. Two years after receiving their charter, Roanoke Water Works sold all its holdings to a newly chartered company, Roanoke Gas and Water Company.



Virginia College

The decades following the 1880s were a boom time for Roanoke. The land south of the Roanoke River was no different. In 1889, one of the most significant purchases in the history of Roanoke was made. Roanoke Gas and Water Company purchased all the McClanahan interests south of the Roanoke River, consisting of approximately 1,100 acres. Of this acreage, 837 acres were granted to the Crystal Spring Land Company, who announced in 1890 that factories would be built on the property. At the same time, the Crystal Spring Land Company also received a charter from the Roanoke City Council for a franchise to operate a streetcar railway to their land holdings in South Roanoke.



Mountain Park Casino in 1904

By the mid 1890s, an iron bridge was built across the Roanoke River at Jefferson Street, linking the Crystal Spring Land Company holdings with the growing downtown. In 1891, Roanoke Gas and Water Company obtained Mill Mountain and built a switchback carriage road up the southern edge to the summit. The road allowed for public access to the mountain, where the company built the resort hotel, the Rockledge Inn, which operated until the late 1920s.

Construction of the Roanoke Hospital began in 1893. The precursor to Carillon Roanoke Memorial Hospital and Carilion Roanoke Community Hospital, this small facility expanded with several additions in the 1900s. To the south of the hospital, the Virginia College of Roanoke was established as a school for "genteel ladies." The college expanded in 1919. The building was bought and sold several times during the Great Depression, before it was torn down in 1939.

The Rockledge Inn was not the only recreational facility to be built in the area in the 1890s. According to Raymond Barnes's, *A History of the City of Roanoke*, Roanoke Country Club began its life near Crystal Spring in April of 1899. Mountain Park opened in 1903 at the base of Mill Mountain. By the

time of the park's closing in 1922, it had a dedicated street car stop complete with waiting shelter, a wooden roller coaster called "The Thriller," a casino, a dancing pavilion with refreshment stand, novelty game booths, bowling, and picnic pavilions. In 1911, the Incline Railway opened to passengers, who could purchase a round trip to the mountain's summit for fifty cents.

Despite slow lot sales, the neighborhood infrastructure continued to be platted and constructed by the Crystal Spring Land Company. In 1909, under President T.W. Goodwin, installation of sidewalks began and the Crystal Spring Street Railway Company extended the streetcar line west from Virginia College. By 1910, the street car loop was complete, connecting the area with downtown.

In 1913, residents of the Crystal Spring development began to discuss and circulate a petition requesting incorporation into a town. When the petition came up for a vote, a local judge dismissed the petition on the grounds that the petitioners were not qualified to vote, nor did they own their property. In 1915, the Circuit Court decreed that South Roanoke, Mill Mountain, and parts of the land owned by Roanoke Gas and Water Company were to be annexed into the City of Roanoke.

With city amenities and services, the South Roanoke neighborhood began to flourish and grow during the "Roaring Twenties." In 1922, John H. Parrott and his son, John C., purchased Mountain Park and a large tract of neighboring land owned by Major Joseph A. Sands for development. The Parrotts incorporated into the Clermont Land Company and began developing Clermont Heights with development loosely based on the designs suggested by John Nolen, a famous city planner who wrote Roanoke's first two comprehensive plans in 1907 and 1928.

Along with increased building and inhabitants came the problem of street maintenance. To improve conditions, in the early 1920s the streets and roads of South Roanoke received Macadam, similar to today's blacktop hard surfacing. By 1923, residents began complaining that too many of the streets were being used for speedways, particularly Avenham Avenue, despite the sharp curve at the end. Prior to and during the Prohibition era, Yellow Mountain Road and Avenham Avenue—especially once Avenham Avenue was paved in 1923—had been used by moonshiners moving their product to Franklin County as a way to avoid the police and revenue agent roadblocks set up on other thoroughfares. In addition, December 1925 marked the opening of the completed Roanoke to Rocky Mount Highway, which traveled along what is now Franklin Road, and allowed vehicles to travel from New York to Florida on hard-surfaced roads.



Early picture of the Mill Mountain Incline, above, and aerial view of Mill Mountain and South Roanoke, below.





River's Edge Sports Complex with the Roanoke City Mills in the background



Fire Station Number 8

Crystal Spring Land Company continued to develop and sell more lots. By 1927, they were offering “attractive lots” in Sherwood Forest, a wooded area just outside the City limits also known as South Roanoke Hills. Sherwood Forest, with its newly-constructed winding mountain roads and larger lots sizes, was something new and more suburban than most Roanoke residents had previously seen, and Barnes noted that, “residents of higher economic brackets were deserting [again] their old homes on Jefferson, 2nd, and 3rd Streets, to build larger, more attractive homes in the newer sections of South Roanoke.” Sherwood Forest was the precursor to later suburban development on similar land in the southern end of the neighborhood.

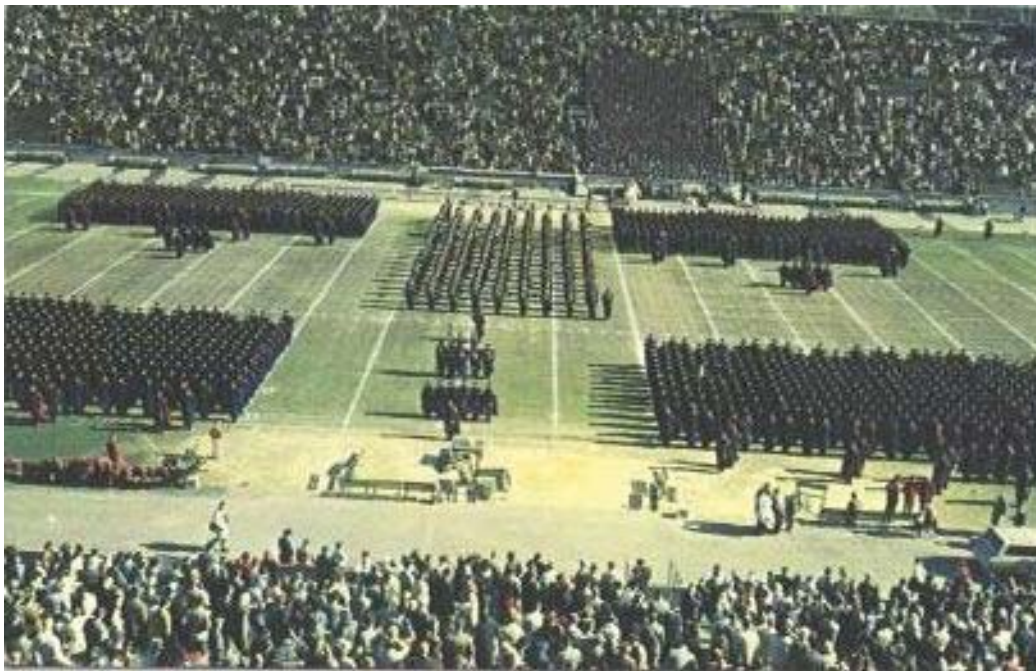
It must be noted that while the Crystal Spring Land Company was developing the area for residential expansion, heavy commercial, industrial and open space land uses were being developed along the banks of the Roanoke River. Junius P. Fishburn, his son, and the Crystal Spring Land Company, came together in 1935 and donated three acres of land fronting Roanoke River to the City to allow for the creation of South Roanoke Park. However, long before it became South Roanoke Park, this land served many uses. It was one of the first trash dumps (landfill) in the area, was a *Hooverville* camp during the Great Depression, and home to companies such as the Roanoke Brick Company and Grigg's Packing Company Cold Storage. Other nearby companies included a Dr. Pepper Bottling Company, several steel industry businesses, two lumber companies, and the Roanoke City Mills, which recently relocated to Roanoke County to make way for the Riverside Center for Research and Technology.

The area's growth also led to enhanced public services in the neighborhood. In 1916, after annexation, the City purchased the four-room schoolhouse that served as the Crystal Spring School from Roanoke County. In 1918, the City purchased seven lots from the Crystal Spring Land Company at the corner of Carolina Avenue and 6th Street (now 27th Street). In 1922, construction began and the new Crystal Spring Elementary School opened for the 1923-24 school year in an eleven-room building under the leadership of Principal Bertha Starritt.

The South Roanoke Fire Station No. 8 opened on January 23, 1929. Designed and constructed with neighborhood input, the Fire Station was built on the land where Virginia Avenue (Crystal Spring Avenue) and Richelieu Avenue converge. The fire station has served as a neighborhood focal point since its construction.

The 1940's brought the neighborhood two of the City's most noteworthy structures, the Roanoke Star and Victory Stadium. Junius Fishburn and his wife donated Mill Mountain to the City with the restriction that it would be used for public benefit. In 1949, the Roanoke Merchants Association erected the world's largest manmade star on the north face of the mountain atop South Roanoke with the intention of it only being there temporarily during Christmas. However, public support led to its permanence. The Roanoke Star is on the National Register of Historic Places and has come to identify the City as the "Star City of the South."

Victory Stadium was constructed in 1942, and was named to lend support for the allied troops during World War II. With over 25,000 seats the Stadium was the largest in Virginia at the time. While it was built primarily to host high school football games, its size allowed the City to host an annual Thanksgiving Day football game between Virginia Tech and Virginia Military Institute until 1969. The game was preceded by a parade from downtown to the stadium. Game day events became a tradition for many Roanokers, but especially for South Roanoke residents, many of whom had ties to the universities and lived in close proximity to the stadium.



Early Picture of Victory Stadium prior to the annual Thanksgiving Day football game between Virginia Tech and Virginia Military Institute



First Presbyterian Church

Col. Elijah McClanahan was the first elder of “Big Lick Church” before it moved from Gainsboro to downtown, and finally to South Roanoke, where it opened in 1929.



This house on Stanley Avenue was originally owned by Charles Lewis Pitzer, Patrick Henry High School’s first principal.

Over the years the stadium was used for other events including stock car races, concerts and fireworks on the Fourth of July. Several state and regional high school football games were held there, including the 1971 Group AAA state championship game in which T.C. Williams of Alexandria defeated Andrew Lewis of Salem. The game was depicted in the Disney film *Remember the Titans* in 2000. The stadium was demolished in 2006.

Much of South Roanoke’s history in the second half of the Twentieth Century is perhaps more vital to the City’s overall development than the neighborhood itself. The growth of the national economy in the post war era, the development of the interstate highway system and the accompanying suburbanization of America’s cities, all had a devastating impact on older neighborhoods near downtown. By World War II, South Roanoke was a premier address in the Roanoke Valley, and it remained so afterwards. Not that South Roanoke was not impacted by the major social, political, and cultural changes of the times; additional portions of the northern end of the neighborhood were zoned for multifamily residential use in 1966, as were many areas of the City. During this period, the area experienced increases in crime and property maintenance violations as more renters replaced homeowners who were leaving the City.

The unconventional style of suburban development that the Crystal Spring Land Company began with Sherwood Forest continued with new subdivisions in the southern end of the neighborhood. At the same time, commercial development steadily arose at the neighborhood’s peripheries on Franklin Road, McClanahan Street, and in southwest Roanoke County. Roanoke Memorial Hospital was built nearby on Jefferson Street in 1953 and a recent addition was completed in 2006. In 2000, the South Jefferson Redevelopment Plan was adopted by City Council for the area along the Roanoke River north of the neighborhood, and redevelopment of the area continues.

Gradually, South Roanoke evolved from a suburban outpost into a vital part of the City. Today, it is easy to assume that South Roanoke has and always will be a pristine neighborhood, unaffected by myriad changes at its margins. Yet a cursory glance at many of the nation’s cities and Roanoke’s early neighborhoods belies such an assumption. South Roanoke stands today as a proud exception to the norm; a neighborhood that continues to look and feel much the same for each generation, while drastic changes continue right outside its door.

Neighborhood Demographics

Between 1980 and 1990 the population of South Roanoke increased by 10% from 5,126 to 5,654 but then decreased by 14% to 4,857 individuals in 2000. Approximately five percent of the City's population lived in the neighborhood in 2000. The drop in neighborhood population may be attributed to empty nesters relocating from the neighborhood to nearby patio homes and condominiums (e.g., Southwood and Pheasant Ridge). Based on discussion with neighborhood residents and school enrollment numbers, young families are moving into homes vacated by empty nesters and an increase in neighborhood population and possibly household size is anticipated in the report of 2010 census data.

Population and Households

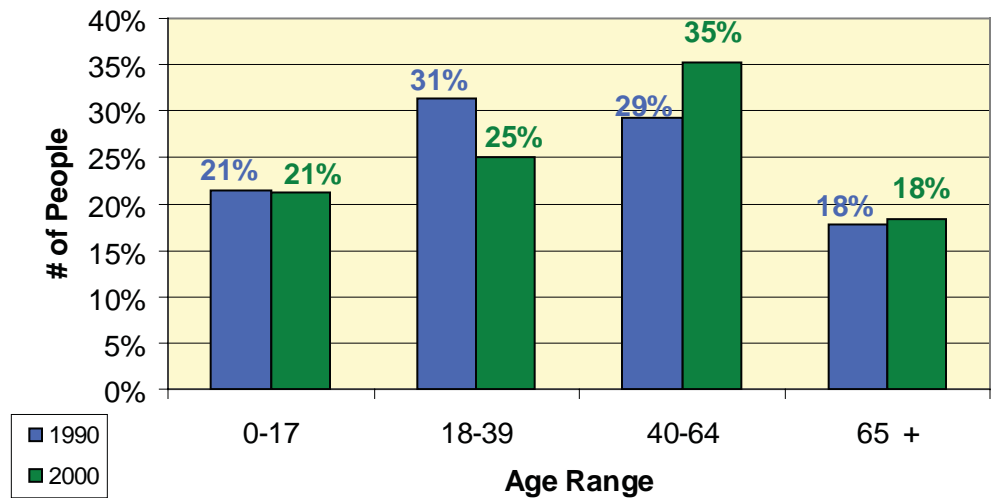
	<u>1980</u>	<u>1990</u>	<u>2000</u>
<u>Population</u>			
Total Households	2,066	2,505	2,224
Total Population	5,126	5,654	4,857
White		5,402 (96%)	4,596 (95%)
African American		188 (3%)	177 (4%)
Other race		64 (1%)	84 (2%)

Source: U.S. Census Bureau,

The neighborhood is less racially diverse compared to the City as a whole. There has been a slight increase in the overall percentage of residents of African American and other racial backgrounds. However, this is also due to a slight decrease in the white population.

The age distribution in the neighborhood has fluctuated, based on percentage of the neighborhood population. The percentage of young adults in the neighborhood in 2000, compared to 1990, decreased by 6% while the percentage of middle aged residents increased by 6%. The percentage of children under the age of 17 and adults over the age of 65 remained constant. Based on current school enrollment data it is anticipated that the percentage of children and young adults will show increases in the 2010 census. In addition, anecdotal evidence indicates that the neighborhood has undergone a demographic shift since the 2000 Census, with many older residents selling their homes to young families.

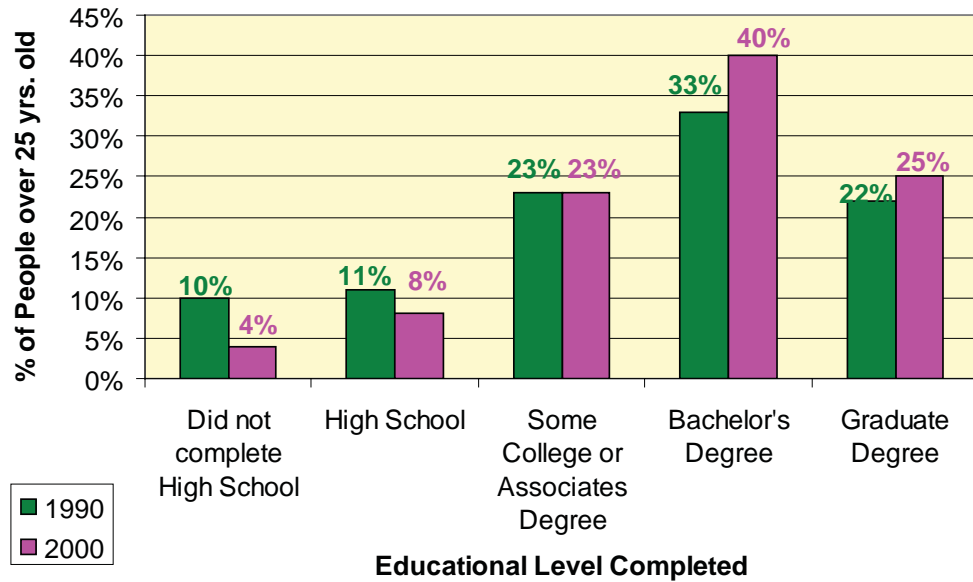
Age Distribution (1990-2000)



Source: U.S. Census Bureau,

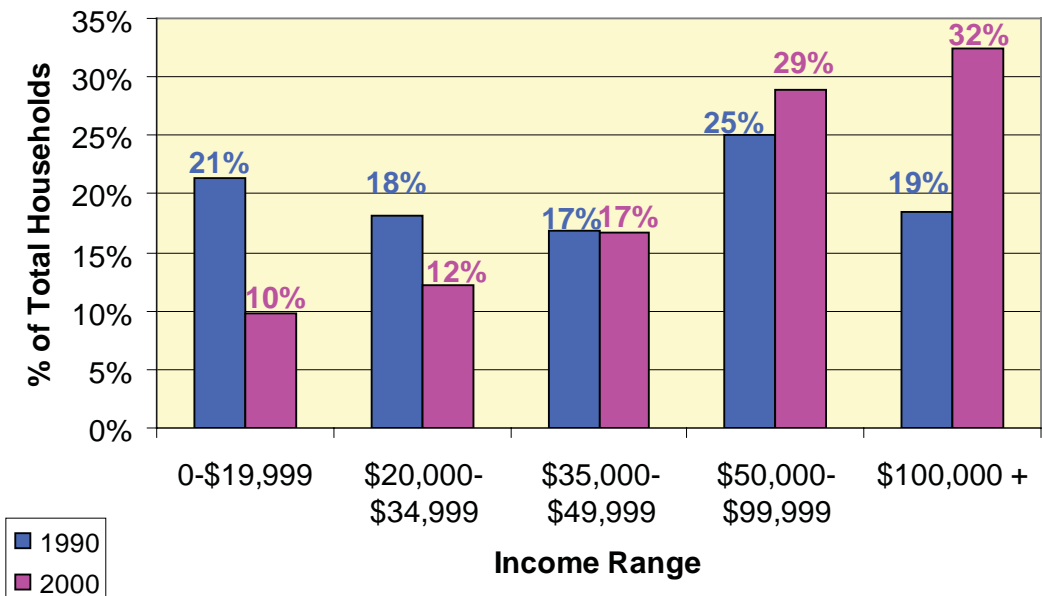
There is typically a correlation between education and household income levels and this correlation holds true in the South Roanoke neighborhood. In 2000, 65% of neighborhood residents over the age of 25 held a bachelor's or graduate degree, over three times higher than the City-wide average of 19%. The median household income in South Roanoke in 2000 was \$73,115, almost 2.4 times the City average. The household income level in the neighborhood increased by 63% from 1990 to 2000 keeping well ahead of the of inflation rate of 36% during the period.

Educational Attainment of Persons over 25 yrs.



Source: U.S. Census Bureau,

Household Income (1989-1999)



Source: U.S. Census Bureau,

Neighborhood Organization



Neighbors in South Roanoke was organized in the 1980s as a way for neighborhood residents to have a collective voice on important matters. Neighbors in South Roanoke holds regular meetings and keeps residents informed on issues that affect the area such as parks, greenways, sidewalks, trees, zoning, trash collection, schools, traffic, and youth activities. The organization is run by a volunteer board of directors.

Prior to Neighbors in South Roanoke, the East South Roanoke Neighborhood Association was formed by a group of residents, primarily on Cornwallis Avenue, to oppose a widening of Yellow Mountain Road. The association was successful in communicating their position to City officials, and for various reasons Yellow Mountain Road was not widened.

The East South Roanoke Neighborhood Association was also instrumental in organizing residents to voice concerns with zoning, land use and crime issues in the northern end of the neighborhood. After the 1966 Zoning Ordinance permitted an increased number of multifamily housing units in that part of the neighborhood, gradually some older single-family homes were replaced with apartments. Residents noticed problems around rental properties and coordinated an informal neighborhood watch to monitor those areas.

The activities of the East South Roanoke Neighborhood Association led to the creation of Neighbors in South Roanoke, which covers a broader geographic area, has bylaws and is a member of the Roanoke Neighborhood Advocates (formerly the Roanoke Neighborhood Partnership).

*'Fair Acres' house on
Avenham Avenue*



Priority Initiatives

Based on resident input and the staff's evaluation of conditions in South Roanoke, four priority initiatives have been identified for this plan:

Schools

- Work with the school system to address increased enrollment at Crystal Spring Elementary

Transportation

- Improve McClanahan Street to reduce traffic speeds
- Improve Reserve Avenue in conjunction with the Parks and Recreation Master Plan

Parks

- Maintain the current park facilities, including passive use park land at River's Edge Sports Complex.
- Maintain land adjoining the fire station as is for public recreational use
- Develop Reserve Avenue/ River's Edge Sports Complex as a destination, "signature" park, per the Parks and Recreation Master Plan

Community Design:

- Base any zoning decisions on the Future Land Use map.
- Complete the Architectural Pattern Book for Residential Neighborhoods and use as a guide for variance, special exception and rezoning applications.
- Better integrate the northern, commercial area (north of McClanahan Street) into the rest of the neighborhood.

Community Design

Physical Layout



End of Cornwallis Avenue



*River's Edge Sports Complex with
Carilion Roanoke Memorial Hospi-
tal in the background*

There are two physically distinct sections of the neighborhood, which can be defined roughly as the northern and southern sides of 29th Street. The steep topography of Yellow Mountain was once a natural limit to early development. As residential demand increased, the southern end of the neighborhood on the other side of Yellow Mountain was developed.

The northern portion of the neighborhood from McClanahan Street to 29th Street was constructed prior to WWII and has a traditional grid street system with alleys, sidewalks, street trees, curbs and gutters over the rolling topography. Rights-of-way are 80 feet in width for streets running north/south and 60 feet in width for streets running east/west, all with 30 feet of pavement.

Residents expressed a desire to see large deciduous street trees retained and replaced when necessary to calm traffic, cool street temperatures and improve aesthetics. The Urban Forestry Plan recommends an overall 40% tree canopy within the City to be achieved through public and private tree plantings. An action identified by this plan states that ‘trees on City streets in downtown Roanoke, downtown neighborhoods, traditional neighborhoods and village centers will be maintained and the number of such trees will be increased.’ New trees should be planted within the rights-of-way in accordance with the City’s Street Design Guidelines which gives direction on appropriate species and placement.

The Crystal Spring Village Center anchors the neighborhood. Businesses abut the sidewalk with some restaurants featuring outdoor dining. Structures were generally built between 1930 and 2000. A streetscape project in the village center was completed in 2007 to improve on-street parking, landscaping and sidewalks.

Surrounding the village center is a mixture of dwelling types including single-family, two-family and multifamily. Single-family residential construction consists of two-story homes, most with a front porch, located close to the street on lots with an average of 7,000 square feet. Most homes were built in the 1910s and 1920s with the predominant styles being Foursquare, Bungalow and Victorian. Parking is provided on-street, off alleys, or in driveways that pull to the side of homes. Two-family and multifamily dwellings are located in converted single-family residences or multistory buildings with structured parking or rear surface lots.



View of the northern edge of the neighborhood from Mill Mountain



This tree on Carolina Avenue was planted in 2005, replacing the original, which fell after over 100 years of life in the street.

Reserve Avenue is the northern boundary for the purposes of this plan. However, the rail line is the unofficial northern edge of the neighborhood. McClanahan Street is a wide collector street that serves as a gateway to the neighborhood from Franklin Road and Jefferson Street. It is lined with a variety of offices, mostly professional. Although there are sidewalks on each side of the street on most blocks, the street is not very conducive to pedestrians due to the speed and volume of traffic. As a result, the northern side of the street is spatially isolated from the rest of the neighborhood.

East of Jefferson Street, McClanahan Street becomes Yellow Mountain Road, which extends to the south over Yellow Mountain and the Blue Ridge Parkway. Yellow Mountain Road is a narrow two-lane street that connects



Dentil molding on the cornice of a building in the Crystal Spring Village Center



Apartment building on Richelieu Avenue across from the Crystal Spring Village Center. The number of apartments and townhomes around the village center is vital to the health of the businesses there.

the neighborhood to Garden City to the south. It also provides access to the Sherwood Forest subdivision, which was the first suburban style development in the area. It is on the eastern edge of the neighborhood with homes perched on the mountainside overlooking the older section of the neighborhood and the City.

The southern portion of the neighborhood was constructed mostly after WWII. Topography is steep in this section, with curvilinear and often dead-end streets, with no curb, gutter or sidewalk. Rights-of-way are 40 feet to 50 feet in width with 20 feet to 30 feet of pavement. This portion of the neighborhood is strictly single-family dwellings with deep setbacks from the street on a minimum of 10,000 square foot lots. The majority of homes were constructed between the 1930s to 1950s. Ranch and Colonial Revival are two commonly found styles. Parking is predominantly off-street in driveways.

Much of this part of the neighborhood is disconnected from the grid street pattern of the older, northern section, with the exception of Avenham Avenue. It extends from Franklin Road east to its intersection with Broadway Avenue. Avenham Avenue was part of the neighborhood's early development on the northern end, and provided a connection to Franklin Road, the area's major arterial street. A few homes were built along its southern end prior to 1920; however, most of the houses there today were constructed between the 1930s and 1950s. During this period, several subdivisions also developed off Avenham Avenue, with it being the only access in and out of the neighborhood.

Avenham Avenue is a two-lane street with a width of 60 feet of right-of-way and 35 feet of pavement on the southern end, but has 80 feet of right-of-way and up to 40 feet of pavement width on its northern end. It is an undulating street, which combined with the wide pavement, encourages driving speeds well above the 25 mile per hour limit. The issue of traffic and speeding on Avenham has been noted by residents and City Transportation staff has recently devised a plan to address it (see the Transportation chapter).

Franklin Road, which is also U.S. Route 220 Business, is just west of the neighborhood and many neighborhood houses abut its commercial properties. It is a busy four-lane suburban arterial street that provides four points of access into and out of the neighborhood. The steep topography on the eastern side of Franklin Road provides a natural buffer between the commercial uses and the residential properties in the neighborhood. Maintaining this natural separation from Franklin Road has been vital to the adjoining real estate in the neighborhood and needs to be considered in any future redevelopment on the eastern side of Franklin Road.

Zoning and Land Use



Offices on McClanahan Street.

Development on and north of McClanahan Street is primarily of a modern architectural style and suburban layout with buildings set back from the street and parking in front; however, recent development, such as the medical office structure below, combine a more traditional urban design orientation with modern architectural form.



South Roanoke has an ideal land use pattern; the denser and more intensive uses are focused around the village center and arterial streets, while the less dense uses are further from this activity in more isolated surroundings. Residential densities generally fall off from north to south.

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

The commercial and multifamily uses are concentrated in the northern end closer to the arterial streets on the edge of the neighborhood. The northern, or pre-WWII, portion of the neighborhood contains a harmonious mixture of uses including neighborhood commercial, single-family, two-family, multifamily, and institutional. Commercial zoning districts include CN, Commercial-Neighborhood, INPUD, Institutional Planned Unit Development, and MX, Mixed Use. A small village center serving the neighborhood with restaurants, offices, retail shops, a grocery store, a post office and a pharmacy is located along the western side of Crystal Spring Avenue. Commercial uses are also found along McClanahan Street, Reserve Avenue, and Jefferson Street, including medical offices and financial institutions.



As with other Roanoke neighborhoods that were developed in the early 20th Century, South Roanoke has a number of brick Four Square houses, such as this one on Stanley Avenue



Medical office on McClanahan Street



Many streets in the southern end of the neighborhood are curvilinear.



Residential zoning districts include RM-1, Residential Mixed Density, RM-2, Residential Mixed Density and RMF, Residential Multifamily, surrounding the village center and extending along Broadway, Longview, and Stephenson Avenues. The remainder of the northern portion of the neighborhood is R-5, Residential Single-Family, where minimum lot sizes are required to be at least 5,000 square feet. Institutional Districts for churches, schools, and other institutional uses, are scattered throughout the neighborhood.

The southern, or post WWII, portion of the neighborhood is zoned R-12, Single-Family Residential, which has a minimum lot size of 12,000 square feet. There are a few RA, Residential Agricultural, lots containing single-family dwellings.

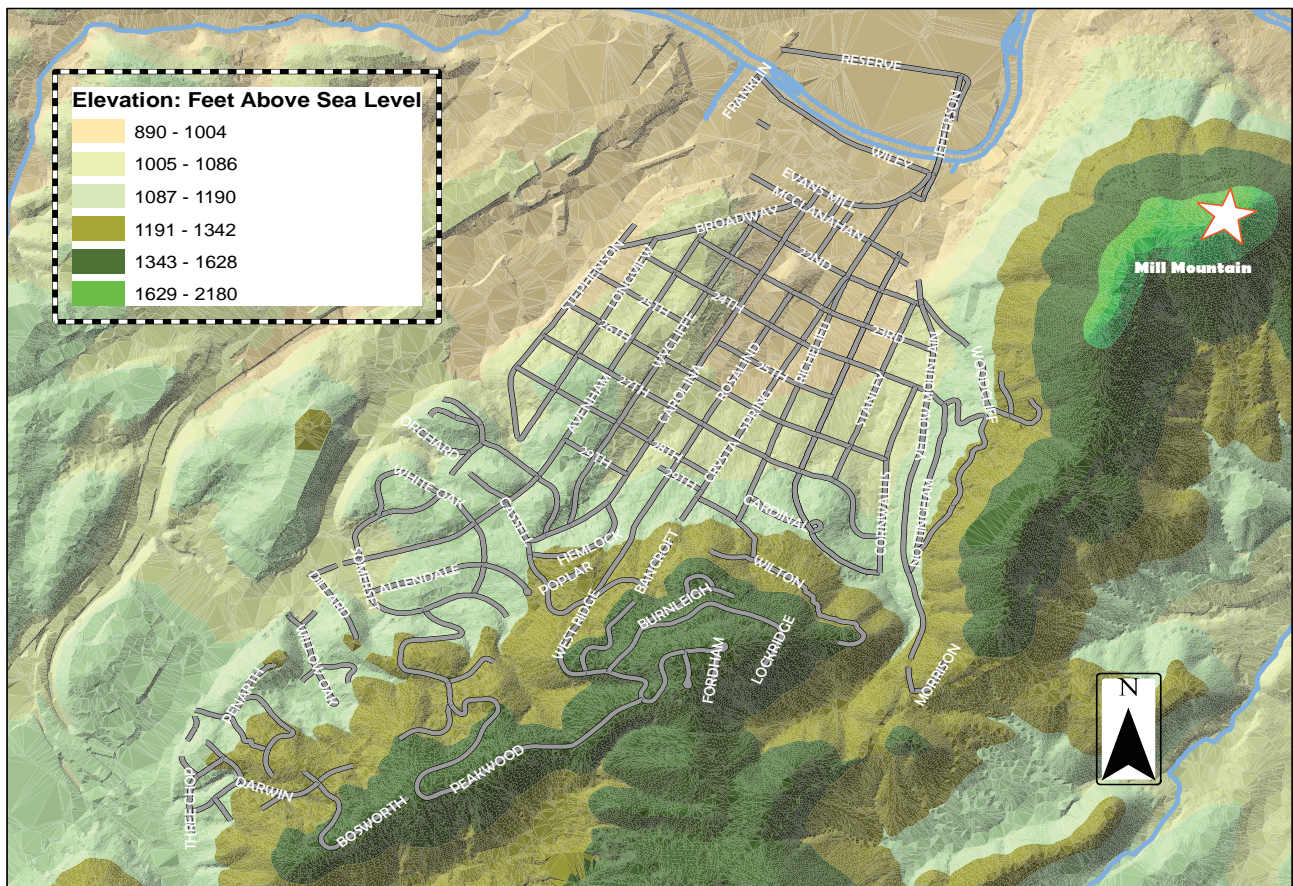
Both passive and active open space is located around the edges of the neighborhood in Fern Park, River's Edge Sports Complex and Mill Mountain in the ROS (Recreation and Open Space) zoning district. Additional play space is located at Crystal Spring Elementary and adjacent to Fire Station No. 8, both of which are heavily used by residents. Crystal Spring Elementary is zoned IN, Institutional District, which is appropriate for an educational facility and associated recreation space. The open space located adjacent to Fire Station No. 8 is zoned RM-2, Residential Mixed Density District.

The Department of Real Estate Valuation lists 169 properties as vacant, defined by a lack of a building. Some of these may be parking lots or additional yards for adjoining properties. While some of these lots might have development potential, there is very little land that provides opportunities for development.

Residents are extremely proud of their neighborhood, mentioning the village center, architectural character, and walkability as a few of its assets in terms of community design. A few concerns were voiced by residents including a fear of commercial and multifamily encroachment into single-family areas, the height of new construction, a lack of pedestrian connections to destinations outside of the neighborhood and the visibility of utilities and surface parking lots.

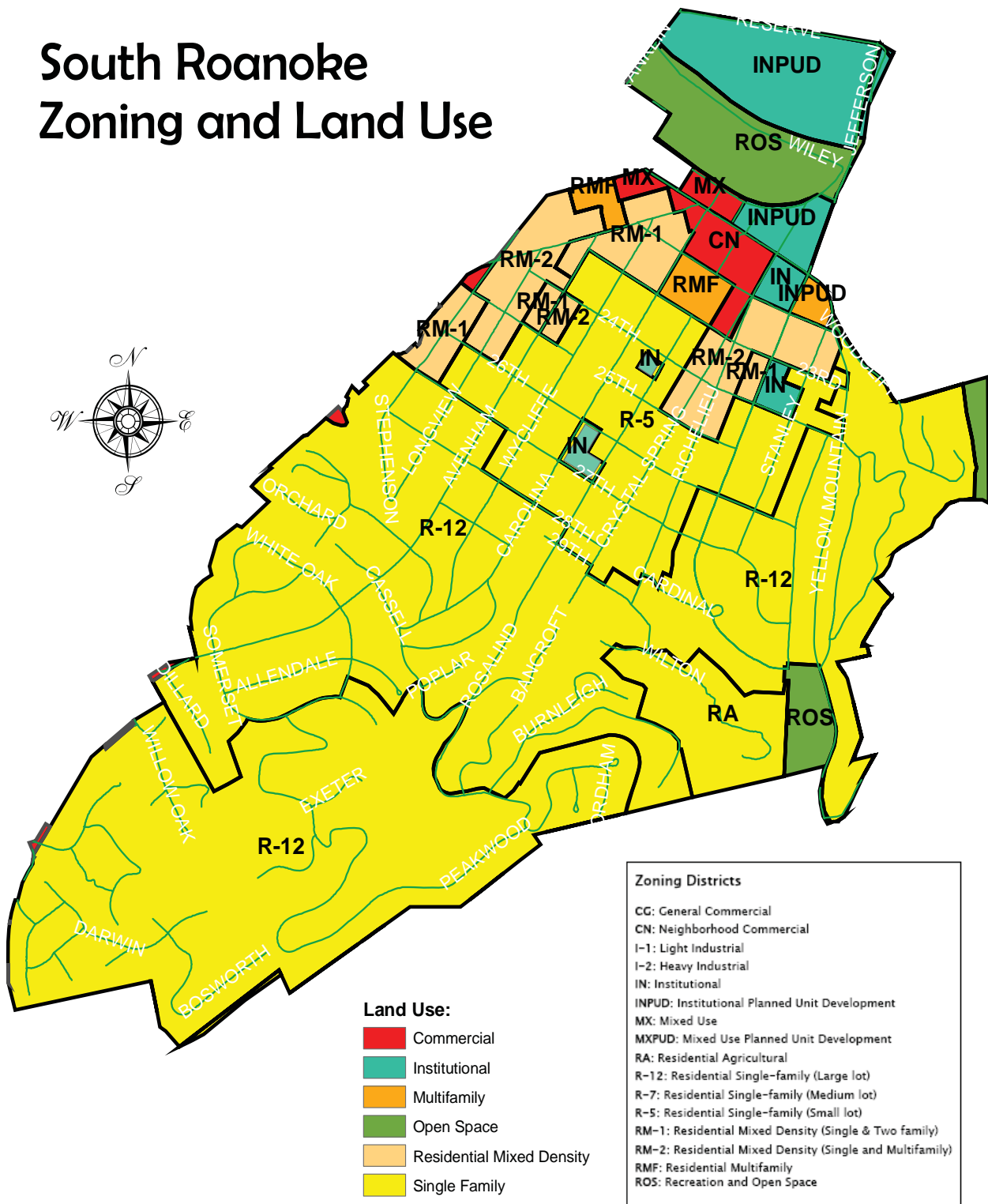
Community Design Issues:

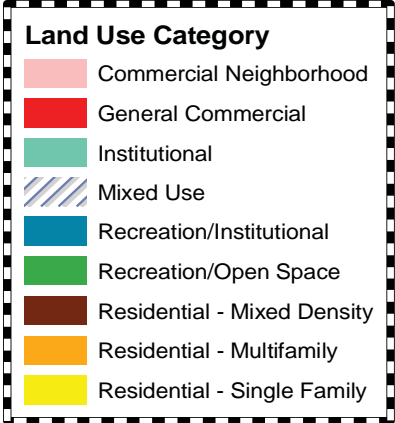
- Encroachment of commercial and multifamily development in single-family areas.
- Lack of pedestrian connections to destinations outside of the neighborhood.
- Disconnect between the northern side of McClanahan Street and the core neighborhood.
- Lack of neighborhood identification.
- Inability to plant large trees in narrow planting strips.
- Visibility of utilities and surface parking lots.
- Design of Avenham Avenue allows for faster traffic speeds



Shaded Relief Map showing topography of the neighborhood

South Roanoke Zoning and Land Use





Residential Development



House on Rosalind Avenue

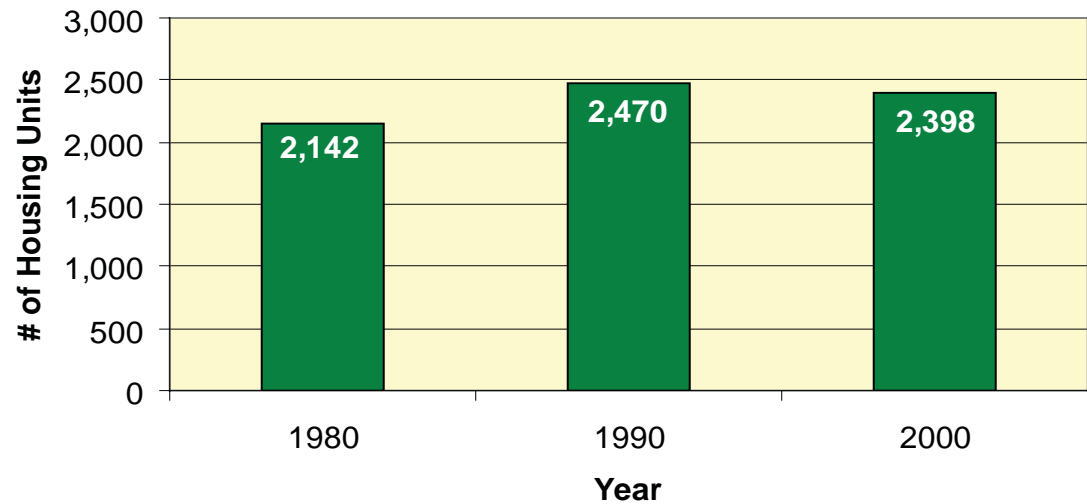


House on 27th Street

The City's Strategic Housing Plan identifies South Roanoke as an 'Urban Advantage Neighborhood' meaning that it displays unique characteristics that set it apart from other areas of the City. The characteristics include walkability, significant neighborhood anchors such as schools and churches, a thriving commercial area, and integrated housing types. South Roanoke has a wide range of housing options, including single-family, two-family, condominiums, townhomes and apartments. Rental as well as owner-occupied homes can be found for all housing types. These attributes attract and can accommodate a variety of households including families with children, empty nesters and young professionals, ensuring the marketability and long-term success of the neighborhood.

Residents say the quality of housing is a major draw for the neighborhood. Preserving the early housing stock helps to retain the neighborhood's sense of character and continuity in design. While new housing units have been added to the neighborhood over the years, the real estate market in the neighborhood has remained healthy enough to promote a higher level of design and construction quality.

Total Housing Units



Source: U.S. Census Bureau,



House on Stanley Avenue

In recent years, town homes and condominiums have been developed around the Crystal Spring Avenue village center. This form of housing was noted as lacking during the planning process of the City's Strategic Housing Plan. Demand appears to be high as South Roanoke continues to see growth in these units (e.g., Cherry Hill on 23rd Street and The Fairfax on Jefferson Street). Cherry Hill features 24 units and was completed in 2001. The Fairfax contains 39 units and at the time of the planning process was in the final stages of construction.



Apartment building on 22nd Street and Richelieu Avenue, across from the Crystal Spring Village Center.

During the planning process, residents noted a generational change within the neighborhood as many older residents were moving out and being replaced by younger families with children. Specifically, it was said that a number of residents have left South Roanoke and relocated to the patio home development, Southwood, across Franklin Road. It was noted that with the recent development and change in homeowner demographics, enrollment has increased at Crystal Spring Elementary School (see the Public Services chapter). While the effect of residential growth on City services such as the school system is a great concern, the neighborhood remains very attractive to new homebuyers and should be able to accommodate more residential growth.

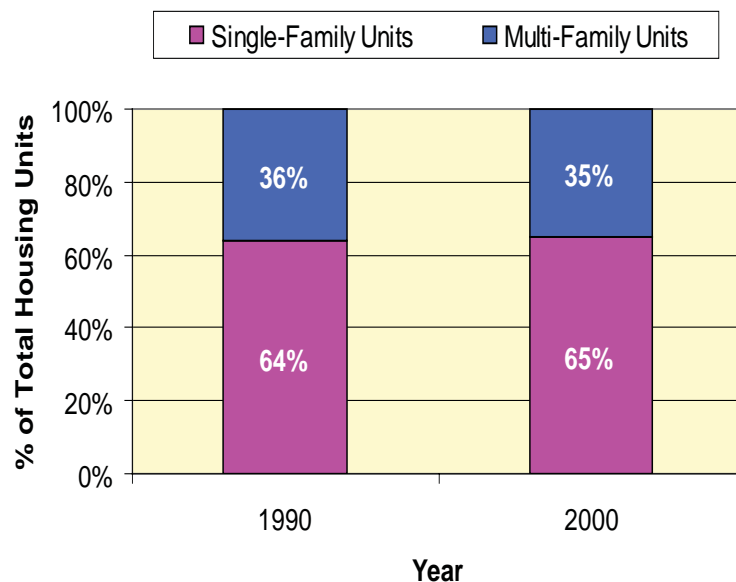
Wilton is a proposed residential development located to the south of the neighborhood off of Peakwood Drive. The first section of the subdivision has been approved for 28 parcels ranging in size from approximately 0.2 acres to 4 acres. A second section has been identified consisting of over 14 acres. Residents of South Roanoke have expressed concern about the development's potential impact on public services. However, this development is a by-right subdivision. If all development regulations are met, approval will be given. Subdivisions creating three or more parcels are required to submit a Compre-



The new Fairfax (above) and Cherry Hill (below) condominiums.



Single vs. Multi-Family Units



Source: U.S. Census Bureau,

hensive Development Plan, which is then reviewed by various City departments including Fire, Traffic, Economic Development, Building, Solid Waste Management, Zoning, and Engineering, as well as the Western Virginia Water Authority to ensure development standards have been met prior to approval.

Current zoning patterns generally reflect the character of the neighborhood's development with higher density residential development in the northern end of the neighborhood and lower density residential development to the south. One potential exception is a two-block stretch of Stephenson Avenue between 25th and 27th Streets. This area has a mix of multifamily, two-family and single-family dwellings. However, its zoning (RM-1, Residential Mixed Density District) allows only single-family development by-right and two-family and townhouse development by special exception, which requires approval by the City's Board of Zoning Appeals.

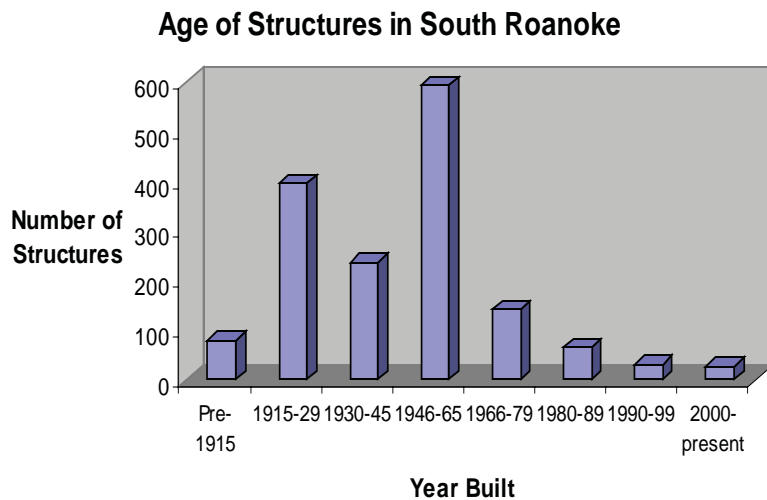


Lots on Stephenson Avenue abut commercial properties on Franklin Road. However, unlike the southern end of the neighborhood where the grade of the land provides a natural buffer from Franklin Road, the grade here is shallower to the rear of these properties and exposure to the traffic on Franklin Road is considerably greater. In the future, the proximity to Franklin Road and Broadway Avenue may lessen the desirability of these two blocks for single-family residency. In addition, interest in these blocks for commercial development may arise. To maintain the residential character of this street, these two blocks of Stephenson Avenue should retain its residential zoning designation.



It was also suggested that a senior living facility would be an ideal addition to the neighborhood, given the recent exodus of older residents. In particular, it was said that a number of older residents moved to Southwood, a recent development of patio homes on the west side of Franklin Road. The number of condominiums recently developed may help in this regard, however housing to keep seniors in the neighborhood should be considered in the future.

South Roanoke has a wide variety of housing styles



Key Issues:

- Lack of senior living facility allowing older residents to remain in the neighborhood.
- Encroachment of commercial and multifamily uses into the single-family areas.
- Recent residential growth increasing school enrollment

Economic Development

South Roanoke is bordered by numerous commercial and medical facilities, and contains one of the City's oldest and healthiest village centers. The number of businesses in and around the neighborhood, and the lack of vacant commercial land, demonstrates the economic vitality of this part of the City.



South Roanoke has a considerable variety of business activity in and around its periphery, such as the small businesses on Crystal Spring Avenue (left), biomedical research at the South Jefferson Redevelopment Area (above) and offices on McClanahan Street (below).



Crystal Spring Village Center



In accordance with *Vision 2001-2020*, the City has identified village centers for capital improvements, with Crystal Spring Avenue being one of them. At the time of the planning process, work was nearing completion on the Crystal Spring Avenue streetscape project. The project features widened sidewalks, new planters, trees, and period lighting on Crystal Spring Avenue. In addition, a gazebo and seating area will be installed in the median in the middle of the street. The improved streetscape will both enhance the pedestrian experience and add parking spaces to the village center.

Residents identified the village center as one of the defining features and major assets of the neighborhood. The village center contains retail stores, a post office, a bank, offices, and restaurants. Tinnell's and Lipes have been in operation since shortly after the buildings were constructed in the 1920s, and have become icons to Roanoke residents. Tinnell's (est. 1937) is one of the valley's oldest independently-owned grocery stores and Lipes is one of the valley's oldest independently-owned pharmacies. Both are favorites of South Roanoke residents, and also bring in many customers outside of the neighborhood. Both have been frequently photographed and depicted in paintings by local artists, and have been lauded by residents as vital to the neighborhood.



*Crystal Spring Village Center Before
Streetscape Improvements*



*Crystal Spring Village Center After
Streetscape Improvements*

The South Jefferson Redevelopment Area



The South Jefferson Redevelopment Area comprises 110 acres and borders the neighborhood to the north. Although it is not within the boundaries of South Roanoke, development in this area will certainly impact its surrounding neighborhoods. The redevelopment plan was produced by the Roanoke Redevelopment and Housing Authority and is a collaborative effort of the City and Carilion. The latter is the primary source of development; however, the land was acquired through a large capital investment by the City.

The biomedical research park is the City's major economic development initiative and is projected to create thousands of new jobs when fully developed. As a neighbor to the area, South Roanoke's businesses will benefit from the proximity to these jobs, as will the neighborhood's real estate offerings. The area includes Carilion's Roanoke Memorial Hospital, which recently completed a building expansion and incorporated its services from Roanoke Community Hospital.



View of the Roanoke City Mills looking south. The mills have relocated to Roanoke County and this site will be developed as part of the South Jefferson Redevelopment Area.

Franklin Road



View of Ivy Market from Stephenson Avenue

Franklin Road borders the neighborhood on its western side and is a major commercial corridor. In 2007 the Ivy Market development's first tenant, Ukrop's Grocery Store, opened in the shopping center at Franklin Road and Wonju Street.

While residents support the businesses on Franklin Road, they also made it clear during the planning process that commercial encroachment into the residential areas was a concern. The steep slope of the land abutting the eastern side of the commercial properties on Franklin Road provides a natural buffer for the neighborhood and limits the impact of the commercial development. Therefore, encroachment into the neighborhood is less likely on the Franklin Road corridor, and is more of a concern on streets such as Broadway Avenue, McClanahan, and Jefferson Streets.

Office District on Jefferson Street and McClanahan Street



Carillion offices on McClanahan Street

Jefferson and McClanahan Streets feature a variety of medical and financial service offices on the edge of the neighborhood. Carilion operates offices along Jefferson Street and the eastern end of McClanahan Street, while several other medical offices and financial institutions line McClanahan Street. McClanahan Street is a wide street that is one of the main gateways into the neighborhood. It narrows down to two lanes east of Crystal Spring Avenue.

McClanahan Street has no on-street parking between Rosalind and Crystal Spring Avenues. On-street parking on both sides of the street would help slow traffic and add spaces for visitors to offices and the Crystal Spring village center. Because parking creates a barrier between traffic and the sidewalk, the street would become more pedestrian friendly. On-street parking between Rosalind and Crystal Spring Avenues should be evaluated to determine if it would be safe and feasible.

Economic Development Issues

- Fear of encroachment into the residential core.
- Poor integration between commercial and residential districts in the northern end of the neighborhood.

Transportation

Existing Transportation System

Street patterns were designed and constructed over the course of nearly a century, beginning with the original grid on the north end of the neighborhood. Initiated by the Crystal Spring Land Company in the 1890s, the grid was complete by 1920. This portion of the neighborhood features good internal connections and is easily accessible from outside of the neighborhood in all directions. The streets in the southern end of the neighborhood are of a



suburban design and reflect the period of their construction and the mountain terrain they were built upon. Most of these streets were constructed by 1940, with some, such as those in Edgehill Estates and the higher slopes along Stone Mountain, developed primarily in the 1950s and 1960s. Some small streets were developed as recently as the 1980s. The streets in the southern end of the neighborhood are typically narrow and curvilinear, with cul-de-sacs or dead ends. Avenham Avenue is the primary access for most of this later development in the neighborhood.

Arterial and Collector Streets



View of intersection of McClanhan Street and Franklin Road.

Franklin Road is the major arterial street that serves the neighborhood. Franklin Road connects to Route 419, which serves as a beltway for much of the southwestern side of the valley. Franklin Road is also one of the City's main gateway streets, connecting to downtown via the Old Southwest neighborhood. Residential properties abut the rear of commercial properties on Franklin Road's eastern side. The capacity of the street is adequate for projected traffic and there are no current plans for improvements to Franklin Road.

There are six collector streets in the neighborhood (five in the residential portion) as identified in the City of Roanoke's Street Design Guidelines. Collector streets provide a combination of mobility through an area, and accessibility to specific destinations. Some users of collector streets are passing through to destinations outside the neighborhood, some are using them to access destinations within the neighborhood, while local residents use them as their primary route to and from their home. Collector streets often have residential properties with driveways fronting the street as is the case on Avenham and Broadway Avenues, and to a lesser extent, Yellow Mountain Road. The network of six collector streets provides residents with numerous travel options. In addition, they facilitate density and commerce in the surrounding area.

The following table presents a summary of VDOT traffic count data for collector streets in the neighborhood as well as for Franklin Road. Comparing data from 2003 and 2006 shows increases in traffic on Broadway Avenue, Jefferson Street, McClanahan Street and Yellow Mountain Road, while traffic decreased on Reserve and Avenham Avenues. With the exception of the increase in traffic on Jefferson Street, all changes in traffic levels were 10% or less.

Virginia Department of Transportation Traffic Count Summary
Neighborhood Collector Streets and Adjacent Arterials

Street/Segment	2003	2006	Change
Franklin Road			
U.S. 220 to Penarth Rd.	23000	24000	↑
Penarth Rd. to Wonju St.	18000	17000	↓
Wonju St. to McClanahan	9800	10000	↑
McClanahan to 581 underpass	9400	9100	↓
Wonju St (Franklin to Colonial)	14000	14000	--
Yellow Mountain Road	2100	2300	↑
McClanahan	6800	7300	↑
Jefferson			
McClanahan to Reserve	6300	8400	↑
Reserve to Walnut	12000	14000	↑
Broadway	7200	7700	↑
Reserve Ave.	5800	5200	↓
Avenham Ave. (at White Oak/Clydesdale)	5900	5600	↓

Specific descriptions, concerns and opportunities for these collector streets are listed below.

Avenham Avenue

Avenham Avenue extends from and generally runs parallel to Franklin Road until its terminus with Broadway. The use of Avenham Avenue allows access to the residential areas of the neighborhood and to McClanahan Street while avoiding traffic signals on Franklin Road. The City of Roanoke has performed additional traffic counts on Avenham Avenue which also show decreasing trends in traffic levels.



Avenham Avenue's width and topography contribute to high vehicular speeds



Location	Avenham Average Daily Traffic Counts	
	May 2004	Aug 2007
White Oak	7600	6600
Cassell	6100	5400
South of 26th Street	5600	4900
24th Street	3700	3600

Despite slight decreases in traffic volume, the speed of traffic is a concern to residents of the neighborhood as the entire length of the street is residential. Due to the undulating terrain and wide pavement width of Avenham Avenue, drivers are enticed to drive faster on it both by its natural and built characteristics. Portions of the street are excessively wide and various narrowing methods could be considered for traffic calming. However, it should be noted that a comprehensive traffic calming project that would affect all of Avenham Avenue would be extremely costly in relation to the number of vehicles and properties served.

In lieu of a major project for the street, Transportation staff recently completed a change to the intersection of Franklin Road and Avenham Avenue. From Franklin Road, the right-turn ramp-style lane onto Avenham Avenue has become a dead-end. An exclusive right-turn lane on Franklin Road was created with a storage lane that requires motorists to slow down and yield onto Avenham. The intent of the project is to reduce the speed of automobiles turning onto Avenham and encourage traffic not destined for the neighborhood to stay on Franklin Road, as it is a four-lane arterial street more capable of handling traffic.

During the planning process, residents requested that stop signs be placed at some of the intersections to slow travel speeds. In evaluating potential solutions, Transportation staff advised that stop signs are not recommended to control speeds, and indicated that previous studies have not determined that

installation of multiway stop signs meet criteria established in the Manual of Uniform Traffic Control Devices. Rather, the placement of signs will more likely simply increase noise levels and result in poor compliance with additional signs. However, any future improvements to Avenham Avenue should take all potential options into consideration, particularly in the event of a major capital improvement project to redesign the street.

Possible improvements to reduce traffic speeds on Avenham Avenue that may be done piecemeal or in a comprehensive project include:

- Striping each side to create a defined area for on-street parking. The presence of vehicles parked on the street may reduce travel speeds.
- Installation of curb extensions or bulb-outs at intersections to reduce the travel lanes.

Broadway Avenue

Broadway Avenue is a three-block street from Franklin Road to McClanahan Street. Broadway Avenue's western terminus at Franklin Road provides access to the newly opened Ivy Market retail center and access to U.S. Route 220, Colonial Avenue and Towers Shopping Center. The City's Transportation Division is currently working on intersection improvements at Broadway Avenue and Franklin Road, which should improve traffic flow through the intersection, encouraging traffic to stay on Franklin Road until it reaches McClanahan Street.

Broadway is as wide as Avenham Avenue, yet has not been the focus of as much concern from residents, perhaps due to its short length, on-street parking, and denser development. Residents noted that the intersection of Broadway Avenue and McClanahan Street is confusing.



*Sidewalk infill construction on
Broadway Avenue*

Jefferson Street



The 22-2300 blocks of Jefferson Street are exceedingly wide, encouraging faster vehicular speeds.

Jefferson Street provides a direct connection from the neighborhood to downtown and to park space and new development along Reserve Avenue. It also feeds traffic to Roanoke Memorial Hospital on the edge of the neighborhood and into the commercial area along McClanahan Street. The character of Jefferson south of McClanahan Street is drastically different as it serves as a two-lane local street fronted by residential units. However, the pavement width of Jefferson Street south of McClanahan remains wide (where there was once a street car line) and is excessive for a residential neighborhood. Landscaped medians or narrowing of the roadway should be considered for traffic calming.

McClanahan Street



Motorists turning left have the right of way at this intersection, adding to driver confusion.

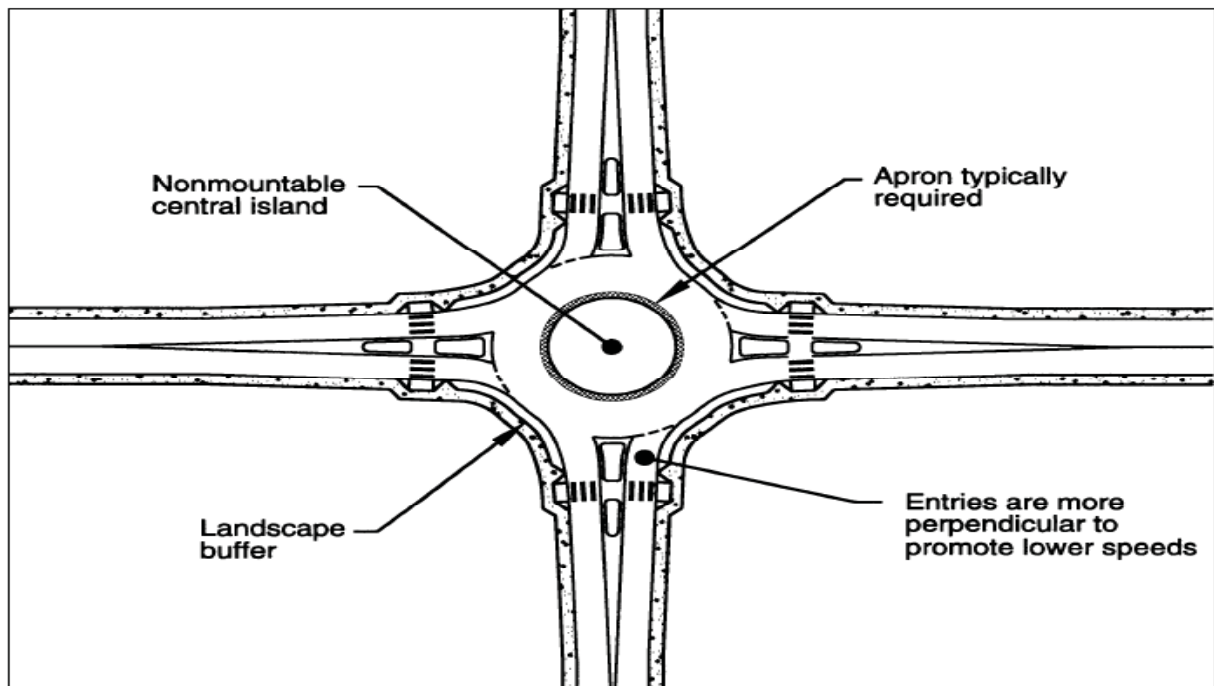
McClanahan Street is primarily a commercial street with a mixture of professional and medical offices beginning at Franklin Road, aligned as a continuation of Brandon Avenue. McClanahan has one eastbound lane with a right-turn lane onto Broadway Avenue, but has two lanes heading west for most of its stretch from Crystal Spring Avenue.

There is concern with the confusing, angled intersection with Broadway Avenue. Any improvements to this intersection will require extensive analysis and it will likely be difficult to alter the performance of this intersection through any minor interim measures. In its present state, the intersection is confusing to newcomers, but is not hazardous or time consuming for motorists. Recent traffic counts indicate the predominant travel demand continues to exist between Broadway Avenue and McClanahan Street. Volumes do not currently appear to warrant the installation of a traffic signal and the accident history does not suggest that modifications are required.



Installation of a traffic circle is one possible improvement to this intersection. The geometry of the intersection, skewed angle between Broadway and McClanahan, slope of Broadway and close proximity of the intersection of McClanahan and Carolina, would need to be factored into a more detailed analysis.

Typical Configuration – Urban Compact Roundabout



Source: Federal Highway Administration – Roundabouts: An Informational Guide)

As noted previously, the north side of McClanahan Street is disconnected from the southside. Residents noted that while there is pedestrian access in the form of crosswalks to cross the street to reach River's Edge Sports Complex to the north, it is uninviting and doesn't feel safe during business hours.



McClanahan is the de facto northern border of the neighborhood and needs to be better integrated with it.



Potential improvements to McClanahan Street, based on the City's Street Design Guidelines might include:

- Increasing on-street parking on north side of the street – on-street parking is currently available on the north side of the street between Jefferson and Crystal Spring. This parking could be extended west to the intersection with Rosalind as there are few entrances on this side of the street. (On-street parking options on the south side of McClanahan would need to be evaluated more closely due to numerous entrances for the various commercial properties on this side of the street.) Providing a dedicated parking area will reduce the effective travel width to 13 feet in each direction which still allows for bicycle accommodation. It will also unify and help reconnect the north and south sides of the street.
- Stamping or raising crosswalks and curb extensions – improved crossings, particularly at the intersection with Rosalind will create a defined and visible pedestrian route and reduce the crossing length for pedestrians.
- Planting additional trees where possible – adding street trees in planting strips and other landscaping in curb extensions to improve the streetscape.

These improvements would serve to narrow the cart width of the street at crossings from the current 40 feet to approximately 26 feet. This allows for wide single travel lanes in each direction and for turn lanes at key intersections by eliminating on-street parking in these areas. If implemented the streetscape would be similar to Memorial Avenue between Cambridge Avenue and Memorial Bridge in the Raleigh Court neighborhood. (It should be noted that the average traffic level on McClanahan is half that of Memorial so the configuration should function well.)



Street Design Guidelines: Collector Streets

These diagrams from Roanoke’s Street Design Guidelines show two “retrofit and preferred multi-modal options” for collector streets in traditional neighborhoods, of which South Roanoke is one. The design above shows on-street parking on both sides of the street with street trees between the sidewalk and curb. The design below includes bicycle accommodations.



Reserve Avenue



Reserve Avenue is located at the northern edge of the neighborhood between the developing biomedical park and park space. The street is currently four lanes and provides a connection between Franklin Road and Jefferson Street. Reserve Avenue can serve as a gateway to medical facilities that may alleviate some congestion in the neighborhood when its intersection with Jefferson Street is reconfigured.

Preliminary streetscape designs are currently being discussed for the north side of Reserve Avenue. However, the design will be contingent upon further development of the amphitheater/River's Edge Sports Complex and the South Jefferson Redevelopment Area. With the South Jefferson Redevelopment Area on its northern side, and a potential amphitheater development on its southern side, Reserve Avenue is likely to see significant increases in traffic. Improvements to Reserve Avenue should be consistent with the Street Design Guidelines.

Yellow Mountain Road

Yellow Mountain Road runs from its intersection with Jefferson Street and McClanahan Street up the slopes of Mill Mountain and provides access to the neighborhood from the east. Residents raised issues about speeding on Yellow Mountain Road near its intersection with 24th Street. The right-of-way and pavement width of Yellow Mountain Road is narrow, which limits options for traffic calming. It should be maintained in its current width and not widened, as that would likely exacerbate problems with speeding.

Multi-Modal Transportation



Cyclist crossing McClanahan Street on the recently improved block of Crystal Spring Avenue.

All streets should provide means for multimodal transportation (pedestrians, bicycles, and motorized vehicles). Pedestrian and bicycle transportation are encouraged by providing complete sidewalk systems and bicycle accommodations. Pedestrian accommodations in the traditional portion of the neighborhood can be improved by completing gaps in the sidewalk system and providing marked crosswalks at busy intersections. Particular areas of concern are 24th Street near the Crystal Spring Village Center, and the intersection of Broadway Avenue and Franklin Road to access Ivy Market, although sidewalks are in the process of being added on this section of Broadway Avenue.

Because of low traffic volumes and speeds, local streets should provide safe bicycle travel without special accommodations. Accommodations, as identified in the City's Street Design Guidelines (e.g., wider travel lanes, marked bike lanes, etc.) may be required on collector streets because of higher volumes of traffic and higher speeds. Specific neighborhood concerns include multimodal access to the Roanoke River Greenway which requires crossing McClanahan Street and passing through the commercial portion of the neighborhood as well as access at the Crystal Spring Village Center. Accommodations that could be considered to improve multimodal transportation in the neighborhood could include:

- Designating a bike route from the southern portion of the neighborhood along Avenham Avenue into the traditional portion of the neighborhood
- Marking a clear crossing on McClanahan Street for bicycles and pedestrians, potentially including curb extensions and a raised crossing to slow traffic.
- Considering an additional route along Jefferson Street to provide green way access near the hospital.
- Improvements on Franklin Road at its intersection with Broadway Avenue that will allow pedestrians a safer crossing to the Ivy Market development.

Providing pedestrian and bicycle accommodations on local streets on the hillsides in the southern portion of the neighborhood is difficult due to steep slopes that would make installation difficult and expensive. Neighborhood workshops did not raise multimodal transportation as a concern in these areas.

Public Transit Service



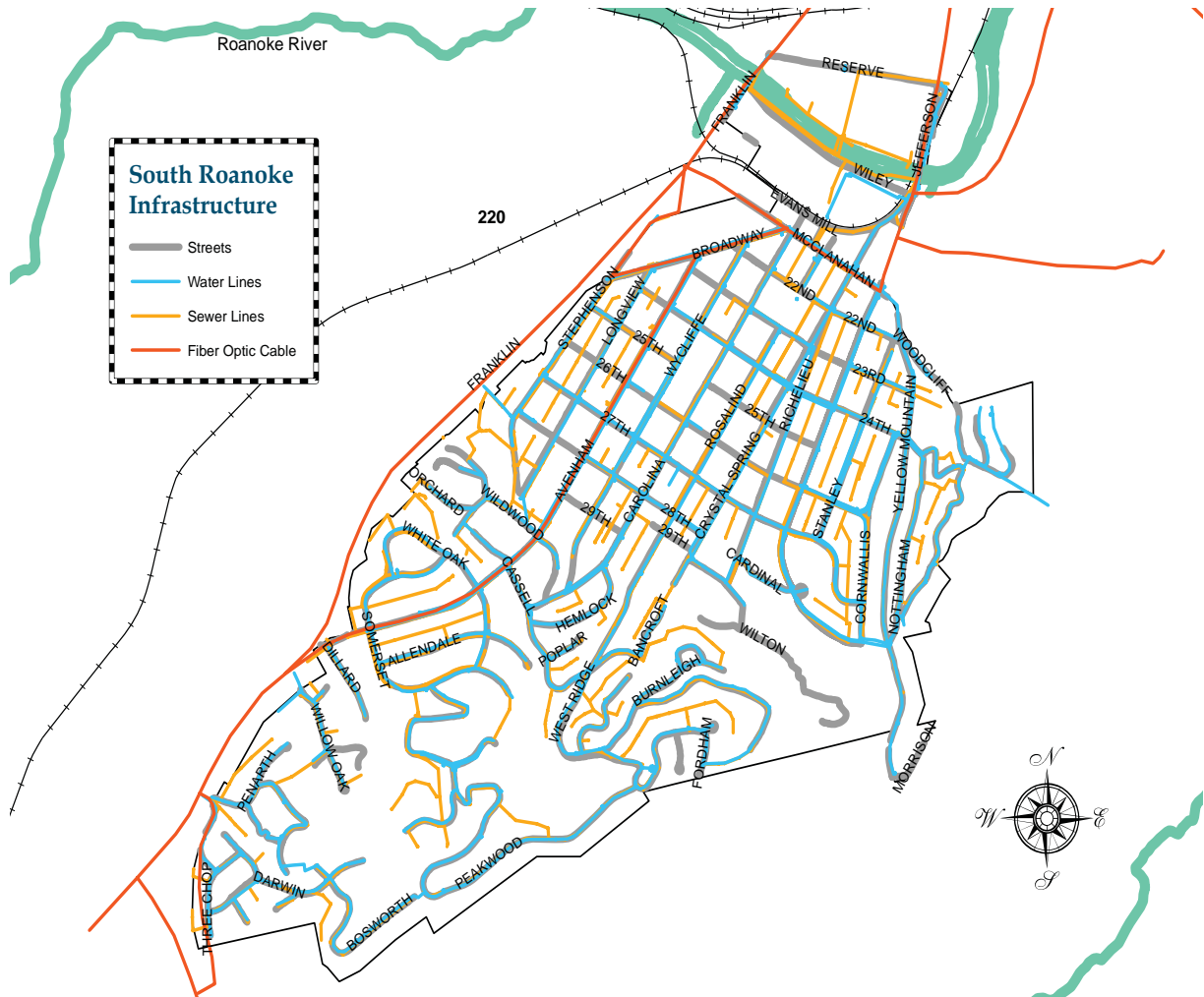
Currently, fixed-route transit service to the South Roanoke Neighborhood is provided by Valley Metro routes 51/52 and 55/56. On-demand, curb-to-curb transit service is provided by RADAR for physically, mentally disabled, or transportation disadvantaged individuals. Neighborhood residents have expressed wishes for more convenient fixed-route transit service.

Route 51/52 extends from downtown to Tanglewood Mall and back, passing directly through the neighborhood. The route passes along Jefferson and 26th Streets and onto Avenham Avenue as it passes through the neighborhood. Once in the morning and once in the afternoon this route is altered to pass along McClanahan and Broadway on its way to Franklin Road thus offering service to the commercial establishments in the area in addition to the residential portions of the neighborhood.

Route 55/56 also connects downtown and Tanglewood Mall while skirting the edge of the neighborhood along Franklin Road. The route also provides service to Towers Shopping Center and Virginia Western Community College.

The City is considering a rubber-tired trolley service connecting downtown to the South Jefferson Redevelopment Area and Carilion Memorial Hospital along Jefferson Street. This service would be provided by Valley Metro and the route would provide another transportation option to and from downtown. As demand and route times are evaluated, the residents would like Valley Metro to consider extending the route to McClanahan Street to provide better access to the residential portion of the neighborhood.

Infrastructure



Water, Sewer, and Fiber access within the neighborhood

Sewer and Water

Public sanitary sewer and water serve most of the South Roanoke neighborhood. Due to the steep topography in parts of the neighborhood, there are some homes that are not connected to public sewer and water lines. No problems with connections to the public sewer and water lines have been reported recently. Likewise, there have been no recent issues with private facilities that have caused problems.

Stormwater Management

The South Roanoke neighborhood is primarily located on hillsides with steep slopes descending from ridgelines with an increasingly gentle grade towards the Roanoke River to the north and Franklin Road and a portion of Ore Branch to the west. The developed portion of the neighborhood is generally well drained and not subject to flooding. There are no streams or perennial surface water discharges in the neighborhood with the exception of the Roanoke River that passes through park space in the northern portion of the neighborhood. There are several natural drainage ways/ephemeral stream channels on the hill sides in the neighborhood. Fern Park is a good example of such a drainage way.

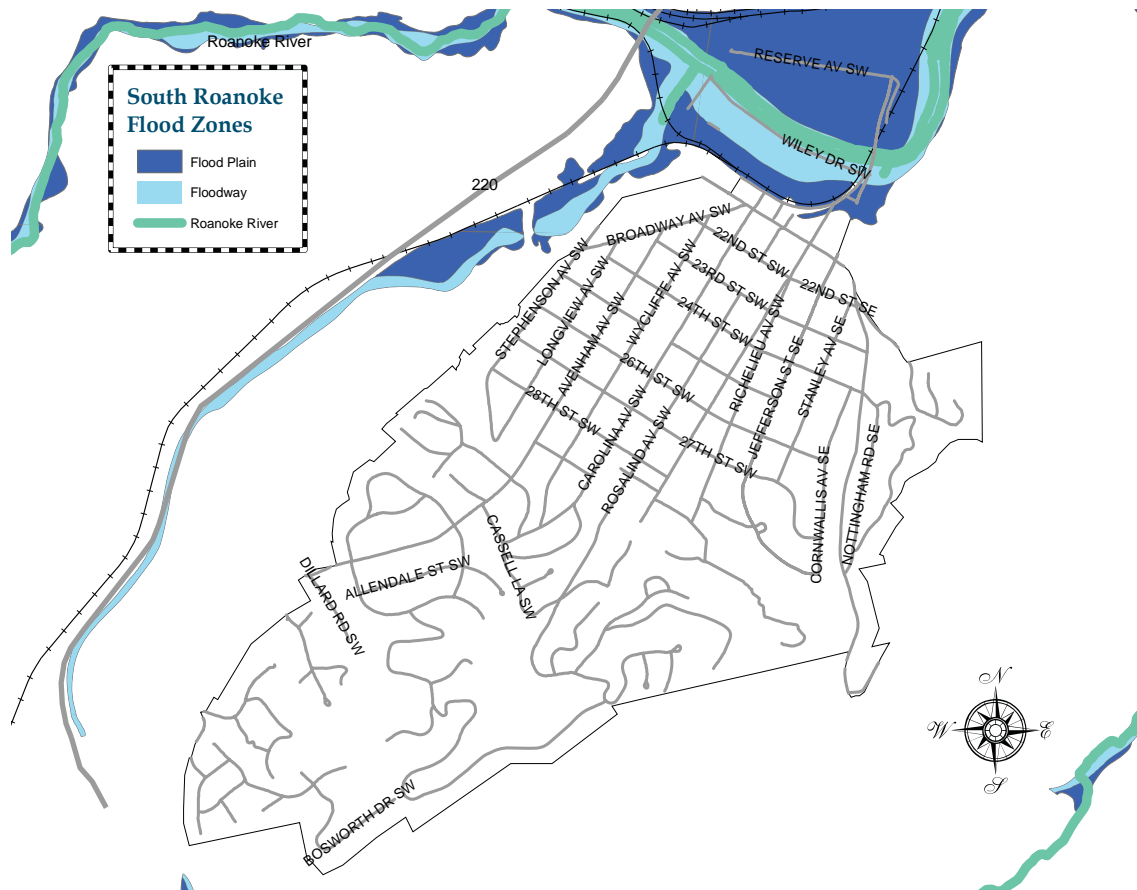
The Norfolk Southern main line tracks between the developed portion of the neighborhood and the River's Edge Sports Complex generally establishes the boundary of the 100-year flood plain of the Roanoke River, with low lying areas along Evans Mill Road near the Carilion Rehabilitation Center also located within the 100-year flood plain. The River's Edge Sports Complex and open space to the north of the river form a broad, flat terrace subject to periodic flooding by the Roanoke River. A berm is planned along the north bank of the Roanoke River from Franklin Road to the Norfolk Southern rail line near Jefferson Street as part of the Roanoke River Flood Reduction Project and will likely be constructed by late 2008. The flood reduction project will reduce the frequency of flooding in the area.

No specific drainage issues were identified in the neighborhood workshops held as part of the plan update process. However, several projects are catalogued in the storm drain Capital Improvements Program (CIP). The CIP includes rankings and budget estimates for each project with projects for the neighborhood summarized in the table below.

Storm Water Capital Improvement Plan Projects

CIP Rank	Name	Description	Estimated Cost
50	3024 & 3025 Maywood Road/Cassell Lane	Install 265' of 15" reinforced concrete pipe (RCP) and one inlet	\$28,000
58	3281 White Oak Road	Upgrade existing storm drain pipe	\$64,000
66	845 Woods End Lane	Install two manholes, 500' of curb and gutter (CG-6), 18" and 24" RCP and residential entrances	\$127,457
80	101 27 th Street (2407 Stanley Ave./1600 blk of 26 th Street)	Inlet and stormdrain to drain alley	\$56,600
91	Crystal Spring Avenue (2500 block)	Remove existing drop inlets and 18" RCP and replace with new drop inlets (DI-3B) and 24" RCP to expand system	\$23,000
168	2825 Longview Avenue	Install 150' of 18" RCP to replace the inadequate , existing 10" pipe	\$13,728

No large scale stormwater management projects are currently planned for the neighborhood. However, the City has adopted a new Stormwater Management Ordinance, effective January 1, 2008. This ordinance covers both the quantity as well as the quality of runoff from development activities and requires a reduction in runoff from redevelopment activities (i.e., reuse of previously developed property).



South Roanoke Flood Zone Map

Curb, Gutter, and Sidewalk

The traditional portion of the neighborhood generally has an established curb, gutter, and sidewalk system. However, there are gaps in the system where infill is appropriate and maintenance of sidewalks was also raised as a potential concern. Collector streets and corridors to the village center, greenway/park areas, elementary school are the highest priority for a complete system of curb, gutter and sidewalk. Likewise, extending the sidewalk system to access destinations outside the neighborhood should be considered (e.g., extending sidewalk west along Broadway Avenue to access Ivy Market).

The following map shows the existing sidewalk system and the proposed primary and secondary areas for sidewalk infill.

- Primary – complete infill of north-south running streets generally to the north of 29th Street; completion of infill on 22nd, 23rd, 26th and 27th Streets that provide access to the village center, elementary school and Fern Park; and extend sidewalk along Wiley Drive and Broadway Avenue to Franklin Road.
- Secondary – complete remaining infill over time for a complete sidewalk system.

Drainage issues also must be considered when curb and gutter are added to a street as these features concentrate flow which must be directed to a pipe, ditch or other management structure (e.g., retention, infiltration). On streets on the steep hillsides, installation of curb, gutter, and sidewalk is not feasible due to the steep slopes, and potential drainage issues caused by further channeling flow.



Most of the northern end of the neighborhood has a network of sidewalks, however, several streets need to be completed such as this section of McClanahan Street, above, and Crystal Spring Avenue, right.



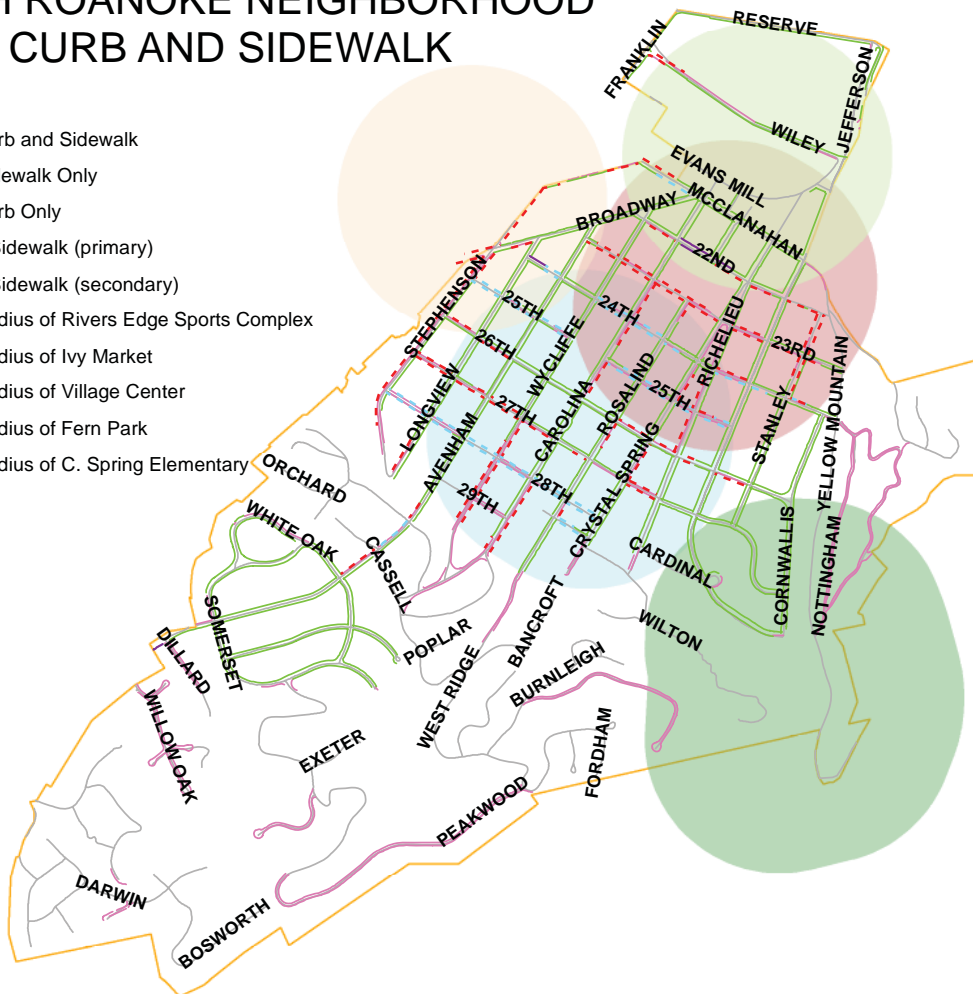
Requests for curb, gutter, and sidewalk improvements are submitted to the Engineering Division of the Department of Public Works. All requests are reviewed by several City departments and rated based on their need, feasibility, and relationship to any concurrent City project areas. One criterion is the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

Curb, Gutter and Sidewalk Priority List

Location	Current Rank	Priority based on Neighborhood Plan
Broadway Avenue (Stephenson to Franklin)*	n/a	High (primary route)
Carolina Ave at 24 th Street*	174	High (primary route)
Carolina Avenue and 22 nd Street*	55	High (primary route)
Carolina Ave (3037)	6	Low
Franklin, Wonju, Broadway*	47	High (primary route)
Heatherton (3706 to Darwin)*	252	Low
McClanahan Street (infill Carolina to Franklin)*	n/a	High (primary route)
Peakwood Drive (3498, 3712)*	284, 258	Low
Rosalind Avenue (2962)*	132	Low
Stephenson Avenue (2000, 2100 blocks)*	256	High (primary route)
Wiley Drive (extend to Franklin Road)*	n/a	High (primary route)
22 nd Street west from Crystal Spring*	n/a - designed as part of Village Center streetscape - awaiting funds	High (primary route)
* Request listed in Capital Improvements Plan		
+ Request from neighborhood plan workshops		

SOUTH ROANOKE NEIGHBORHOOD CURB AND SIDEWALK

- Existing Curb and Sidewalk
- Existing Sidewalk Only
- Existing Curb Only
- - - Proposed Sidewalk (primary)
- - - Proposed Sidewalk (secondary)
- 1/4 Mile Radius of Rivers Edge Sports Complex
- 1/4 Mile Radius of Ivy Market
- 1/4 Mile Radius of Village Center
- 1/4 Mile Radius of Fern Park
- 1/4 Mile Radius of C. Spring Elementary



One challenge for completion of the sidewalk system is created by the wide public rights-of-way on the east-west (numbered) streets (typically 80 feet). In many locations, homeowners have constructed wide driveways and parking areas that are located within this wide right-of-way. To avoid disturbing these improvements, homeowners could consider vacating a portion of the excess right-of-way along a block face. The proceeds from the sale of right-of-way could potentially be used to fund the sidewalk improvements in the neighborhood. In effect, the home owners gain property for a small fee and the fee is then used for neighborhood improvements. Such an effort would require significant neighborhood coordination through *Neighbors in South Roanoke* to be effective.

Fiber and Telecommunications

Fiber and telecommunications lines serve the South Roanoke neighborhood via specific corridors. These corridors are located along Avenham and Broadway Avenues, McClanahan and Jefferson Streets, north of McClanahan. Access from these corridors is provided by individual service providers to residents.

Parks and Recreation

Public Parks

South Roanoke has a large regional park, a smaller neighborhood park and immediate access to hundreds of acres of public open space on Mill Mountain and along the Blue Ridge Parkway. The neighborhood is situated on hillsides sloping up from the Roanoke River with access to large swaths of park land along Mill Mountain, East Ridge and Chestnut Ridge. An informal trail network can be accessed from Fern Park that extends to the top of the ridge and allows connections to the Chestnut Ridge Trail and trails on Mill Mountain. The following table identifies public park space in and adjacent to the neighborhood.

Public Parks and Facilities	
Fern Park	9 acres Playground
Crystal Spring Elementary*	1 acre Playground Basketball court Hard top and artificial grass surfaces
Green space at Fire Station/Village Center	0.5 acres Open space
River's Edge Sports Complex	27 acres Illuminated soccer, football, baseball and soccer fields Illuminated tennis courts Playground
Reserve Avenue site	35 acres Soccer, football, baseball and soccer fields Indoor gym space <i>Future signature park</i>
Nearby Facilities	
Crystal Spring Park	±3 acres Tennis courts
Mill Mountain Area	±2 square miles Green space w/ trails
* Park space at Crystal Spring Elementary is managed by Roanoke City Schools, artificial turf was installed on a portion of the playground by <i>Neighbors in South Roanoke</i> in conjunction with the school.	



River's Edge Sports Complex is accessible via the pedestrian tunnel (above) under the railroad tracks. The park is one of the City's largest, however most of its fields, such as these below, are reserved for programmed activities.



South Roanoke contains the River's Edge Sports Complex with several soccer, football and baseball/softball fields along with tennis courts and play ground. Across the river from this complex is additional open space currently used for additional sports fields. These facilities provide a large area of open space; however, these fields are programmed for structured athletic activities and tournaments, often limiting availability to neighborhood residents for use. Neighborhood residents desire un-programmed, flat open space that can be used for informal activities.

Open space at the Crystal Spring village center and fire station offers an opportunity for community space. This space is often used as a social gathering area and for recreation. Residents expressed a concern about the recently installed water well on the parcel adjacent to the Crystal Spring fire station, owned by the Western Virginia Water Authority. Residents report that the well head interferes with the ability to use the space for informal sports activities and is an eyesore.

The largest impact to the neighborhood for future recreation space is the proposed creation of a "signature park" along the Roanoke River at the current River's Edge and Reserve Avenue sites. A proposed approach to the park includes a combination of outdoor adventure and family recreation. This theme could be developed into a signature park that would well support the community needs for sports facilities, music, strong play features, tie into the Roanoke River, and support downtown economic and visitor needs as well as tie the park into Mill Mountain. Features that were presented in a draft Master Plan included an outdoor adventure park, lazy river, kayak and raft park, amphitheater, signature playground and splash ground, picnic shelters, loop walking trails, restaurants, retail shops, coffee and ice cream areas, sports bar, and indoor hospitality and program space.

The Active Living Initiative

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



While there are sidewalks in the northern end of the neighborhood, it could be more pedestrian and bicycle friendly

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

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

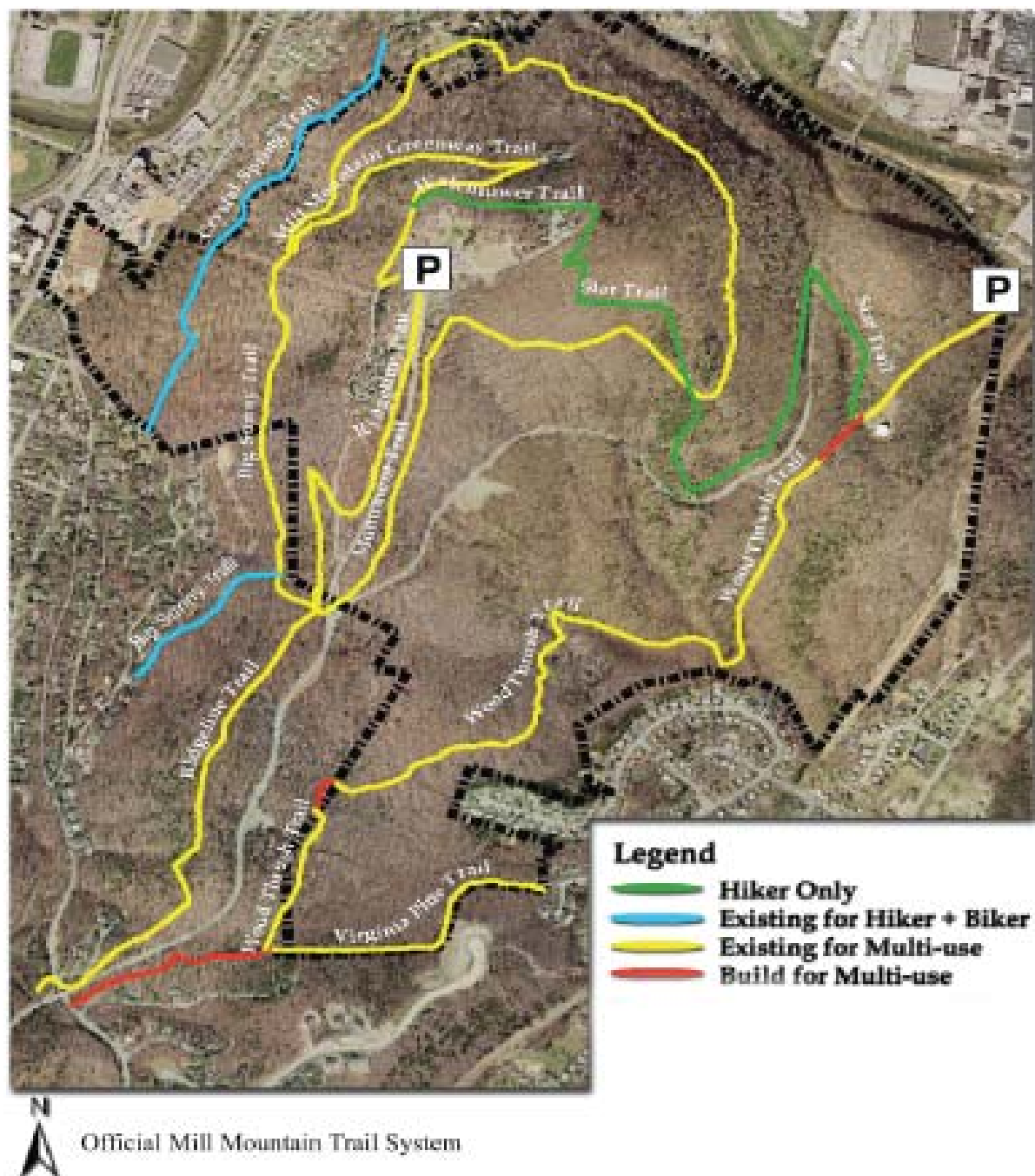
Greenways and Walking Trails



A runner enjoys the Roanoke River Greenway along Wiley Drive

Support for the Roanoke River Greenway and access to trails along Mill Mountain was clearly expressed in the neighborhood workshops. The Roanoke River Greenway, when complete, will provide a shared-use, paved pathway spanning the entire length of the City along the river. By late 2008, the greenway will extend from Wasena Park through the River's Edge area to the eastern edge of the City, creating a 5-mile section of trail. Eventually, the greenway will extend from Dixie Caverns to Explore Park, creating a 30-mile trail. Roanoke's portion of the Roanoke River Greenway should be complete by 2012, in conjunction with the flood reduction project.

A network of trails is present on Mill Mountain and adjacent ridges (Mill Mountain Greenway, Star Trail, Chestnut Ridge Trail, etc.). Trail access is highly valued by the neighborhood with an associated concern for a lack of a readily available consolidated map of trails and identification for trails in the area. The Mill Mountain Park Management Plan, adopted by City Council in February 2006, includes a trail plan for the park with official trails identified along with proposals for trail signs and information kiosks. The map of trails from the plan follows. The Mill Mountain Trail system can be accessed from Fern Park, Woodcliff Road, Robin Hood Road and Yellow Mountain Road.



Public Services

Police

Recent data indicate that crime is not an overriding concern. Other than occasional break-ins, crime has never been a major concern in the neighborhood.

Of the City's 14 police districts, the two (3 and 9) that comprise the area received the third and fourth fewest calls for service during the last fiscal year. Animal offenses, disorderly conduct, and larceny comprise the most frequent calls for service to the police department.

Fire/EMS



Fire Station Number 8

Fire suppression and medical first response is provided by Fire-EMS Station 8 located at 2328 Crystal Spring Avenue. This station houses one fire engine with medical first response capability. Emergency Medical Services (EMS) transport is provided out of Fire-EMS Station 1, located at Franklin Road and Elm Avenue.

Fire-EMS Station 8 is one of the oldest in the City, and is a landmark in the neighborhood. Residents value its presence and voiced support for its continued operation. The station serves as the polling place for the South Roanoke No. 1 precinct.

Solid Waste Management

The Division of Solid Waste Management provides weekly collection of residential refuse, bulk & brush, recycling, commercial refuse collection, seasonal collection of leaves, and hazardous waste. Increasing the volume of recycling is a goal of *Vision 2001-2020*. Recycling helps conserve energy and natural resources, reduces solid waste, protects the environment, and creates jobs. Recycling is collected in two separate categories; 1) paper products, (newspapers, junk mail, chipboard boxes, and corrugated cardboard); and 2) bottles and cans (aluminum, tin cans, glass bottles, and plastic containers numbers 1 and 2). Collection alternates weekly by category, e.g., if paper is collected one week, the following week, bottles and cans are collected.

Schools and Libraries

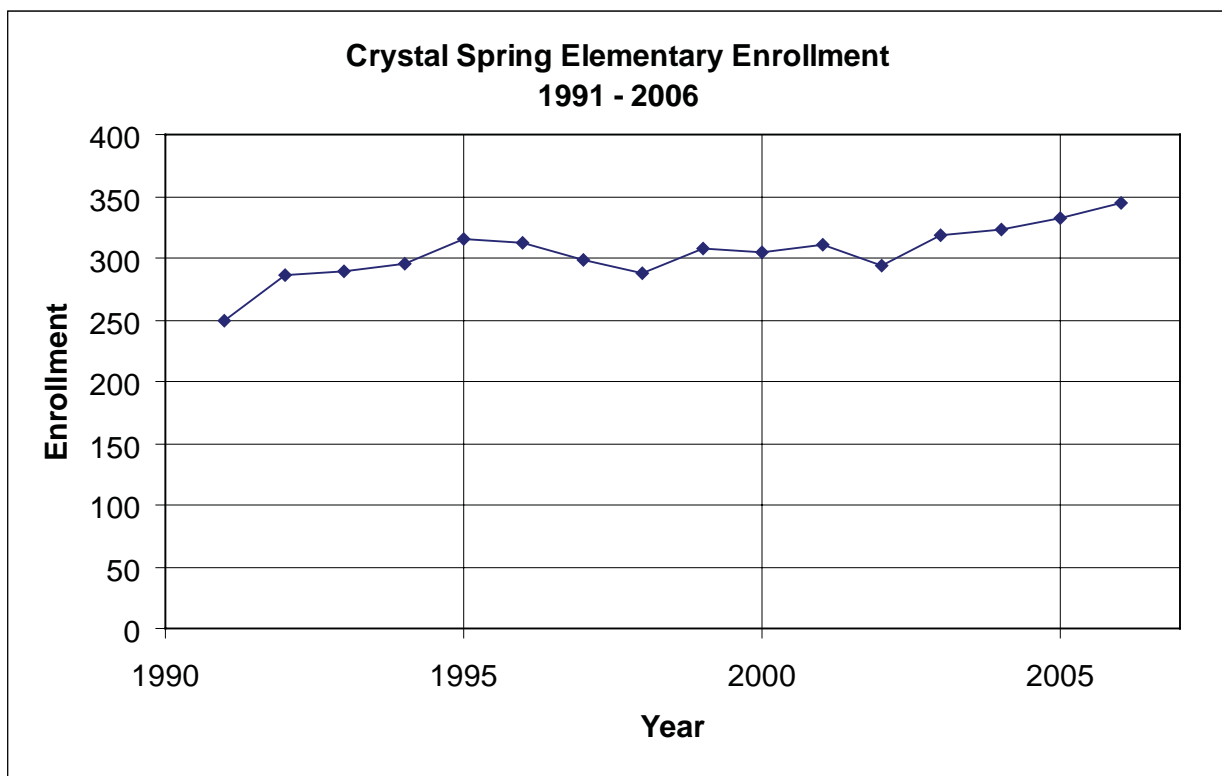
Students in South Roanoke attend Crystal Spring Elementary School, James Madison Middle School, and Patrick Henry High School. The main library downtown is the closest and most convenient. During the planning process, the absence of a branch library was not raised as an issue by residents.

Crystal Spring Elementary School



Crystal Spring Elementary is the only school within the neighborhood. Between 1991 and 2006 enrollment at the school increased by 38% (95 students). While this is a large increase, the chart below demonstrates the variability in enrollment throughout this period. In seven of the years, enrollment was below 300 students. Enrollment rose every year between 1991 and 1995, then reduced every year until 1998, rose gradually until 2001, declined in 2002, and then rose every year to the present.

While predicting enrollment based on these numbers is difficult due to the volatility over the last 15 years, overcrowding in kindergarten has become an issue in recent years. Enrollment in kindergarten classes has exceeded full capacity, forcing the school to bus students to Fishburn Elementary School. School administrators are aware of this issue and have been monitoring it closely.



At the time of the planning process, the school administration was considering various options to deal with recent demographic shifts in the City's population.

Recommendations

Community Design Policies:

- Established neighborhoods should retain their overall character and development patterns, while incorporating new development that is compatible with the neighborhood, the design guidelines of *Vision 2001-2020*, and efficiently uses limited land resources.
- Commercial and multifamily zoning districts with building height limits greater than that of single-family zoning districts should be confined to the village center and surrounding properties along McClanahan Street, Broadway Avenue, 22nd Street, Jefferson Street, Longview Avenue, and Stephenson Avenue.
- Future commercial development should adhere to the design principles of *Vision 2001-2020* for village centers:
 - o Concentrations of higher-density, mixed use development and live/work space.
 - o Increased lot coverage, co-located signs, efficient lighting, on-street parking, pedestrian accommodations and orientation of buildings close to the street that emphasizes pedestrian activity.
- Require new residential developments to incorporate the traditional neighborhood model and urban amenities such as sidewalks and curbing, where applicable.
- Off-street surface parking lots should be limited. Where necessary, surface lots should be located to the side or rear of buildings and heavily landscaped to minimize their visibility.
- New utilities should be located underground and existing utilities should be screened from view.
- Neighborhood gateways should include signage to identify the neighborhood.
- The tree canopy should be maintained and increased per the City's Urban Forestry Plan.

Community Design Actions:

- Maintain current zoning patterns of village center surrounded by higher density residential development.
- Complete the Architectural Pattern Book for Residential Neighborhoods and use as a guide for variance, special exception and rezoning applications.
- Limit surface parking lots and encourage use of on-street parking for periodic uses.
- Encourage commercial development on Reserve Avenue and Franklin Road with multiple pedestrian connections to the neighborhood.
- Screen the fire station well head and the Water Authority parking lot.
- Participate in City's adopt a park/street/spot program for residential street and island beautification efforts.
- Consider the placement of neighborhood signs on one or more of the following streets:
 - o Avenham Avenue
 - o McClanahan Street
 - o Broadway Avenue
 - o Yellow Mountain Road
- Consider using the Percent for Public Art Program or other alternatives to design neighborhood identification signs that will create a heightened sense of place and community identity per the Public Art Plan.
- Street trees should be installed in accordance with the City's Street Design Guidelines.
- Where possible, large deciduous trees should be used when replacing tree canopy within the City's rights-of-way.

Residential Development Policies:

- Established residential neighborhoods should retain their current character. Zoning should reinforce the maintenance of this character.
- A variety of housing options should be available in South Roanoke.
- Infill development should be aesthetically and functionally compatible with adjoining development.

Residential Development Actions:

- Maintain current zoning pattern of higher density residential development around the village center and in the north of the neighborhood and lower density residential development extending to the south.
- Consider requests to accommodate zoning changes that would allow for a senior housing complex in the northern end of the neighborhood.
- Encourage low maintenance housing options such as townhomes and multifamily units to allow older residents to remain in the neighborhood as they transition from single-family dwellings.
- Complete the Architectural Pattern Book for Residential Neighborhoods and use as a guide for designing residential infill.
- Encourage market rate housing in accordance with the City's Strategic Housing Plan.

Economic Development Policies:

- The current zoning and development patterns of the village center should be maintained. The village center should be preserved and marketed as a historic amenity and vital asset to the community.
- The South Jefferson Redevelopment Plan should be implemented while promoting its proximity to South Roanoke.
- Industrial uses and large scale commercial development are not compatible in the neighborhood. Where such uses abut the neighborhood, they should have as minimal impact as possible on adjoining residential areas in terms of visibility, noise and air quality.
- Parking: The supply of on-street parking should be maximized along commercial streets.

Economic Development Actions:

- Maintain the current zoning and development patterns in and around the village center.
- Expansion of the village center should only be considered if all commercially zoned properties are occupied and the neighborhood identifies particular needs.
- Preserve and market the village center as a historic amenity and vital asset to the community.
- Implement the South Jefferson Redevelopment Area Plan and promote its proximity to South Roanoke's housing and businesses.
- Encourage denser development patterns on Franklin Road: for commercial development sites to prevent encroachment into residential areas, and better integrate commercial and residential development.
- Avoid further expansion of commercial districts to encourage quality development and more efficient use of land in existing districts
- Limit commercial development near residential uses to neighborhood commercial and office uses.
- Consider removal of the no parking signs on McClanahan Street between Rosalind Avenue and Jefferson Street.

Transportation Policies:

- Maintain the residential character of all streets south of McClanahan Street.
- Discourage widening of any neighborhood streets for additional travel lanes.
- Traffic-calming measures should be considered where appropriate to influence travel speeds.

Transportation Actions:

- Monitor traffic levels on collector streets in the neighborhood.
- Encourage residents to park on street; thereby, narrowing the effective street width and reinforcing slower travel speeds.
- Consider the following on Avenham Avenue:
 - o Striping each side to create a defined area for on street parking.
 - o Installation of curb extensions or bulb-outs at intersections to reduce the travel lanes.
 - o Evaluation of other methods that will reduce traffic speeds.
- Evaluate the effectiveness of the recent reconfiguring of the entrance to Avenham Avenue from Franklin Road.
- Time traffic signals along Franklin Road so that traffic can travel at the speed limit from the Tanglewood Mall area to McClanahan Street or Reserve Avenue with minimum stops at traffic signals, thus encouraging automobile traffic to stay on Franklin Road.
- Consider improvements on Franklin Road at or near its intersection with Broadway Avenue that will allow pedestrians a safer crossing to the Ivy Market development. Any improvements should be consistent with the Franklin Road/Colonial Avenue Plan.
- Consider installation of landscaped medians in the 21-2200 blocks of Jefferson Street to reduce vehicular speeds.
- Continue to monitor the intersection of Broadway Avenue and McClanahan Street, and consider improvements if necessary.
- Consider improvements that will enhance pedestrian activity on McClanahan Street such as:
 - o Increasing on-street parking
 - o Stamping or raising crosswalks
 - o Curb extensions
 - o Planting additional trees where possible
- Maintain Reserve Avenue in a four-lane configuration (unless long-term traffic demand supports reduced width) and implement plan for improved streetscape and intersection at Jefferson Street.
- Maintain Yellow Mountain Road in its current design. Do not add to or widen the existing travel lanes.
- Identify a multimodal connection from the neighborhood to River's Edge.
- Implement a rubber tire trolley between Carilion Roanoke Memorial Hospital and Downtown and consider future expansion into residential areas of the neighborhood.

Infrastructure Policies:

- Streetscapes should be well maintained, attractive and functional for pedestrian, bicycle and motor traffic, and traditional neighborhood streets should have urban amenities such as sidewalks and curb and gutter. Appropriate species of trees should also be planted along streetscapes.
- The connectivity of streets and the grid street system should be promoted and maintained.
- Streets should be kept at the minimum width necessary to accommodate vehicular traffic and on-street parking.

Infrastructure Actions:

- Per the curb, gutter and sidewalk map:
 - o Complete sidewalk infill in the northern, traditional portion of the neighborhood.
 - o Do not consider installation of sidewalks within existing development in the southern portion of the neighborhood.
 - o Consider roll back curb installation or other alternatives in most of the southern portion of the neighborhood, if it will improve storm water runoff conditions.
- Consider a neighborhood approach to vacate excess rights-of-way and use proceeds to construct sidewalk improvements.
- Complete priority storm water projects in the Capital Improvements Plan as funds become available.

Parks and Recreation Policies:

- Park land should be maintained and available for use by neighborhood residents.
- Greenways: Safe connections to nearby parks, trails and greenways should be established.
- Pedestrian Amenities: Residents should have facilities for pedestrian mobility within the neighborhood.
- Street Trees: Street trees should be installed in accordance with the City's Street Design Guidelines.

Parks and Recreation Actions:

- Community space: Maintain the public land of the grassy median in the village center adjoining the fire station as community space. Shield the water well head with appropriate landscaping.
- Passive Use Park Land: Maintain and continue passive use park land (areas not dedicated to programmed activities) of River's Edge Sports Complex for the general public.
- Recreation amenities: Develop recreation attractions/amenities in space along the Roanoke River as identified in the Parks & Recreation Master Plan.
- Greenways: Provide connections to River's Edge Sports Complex, Roanoke River Greenway, and trails on Mill Mountain and adjacent ridges.
- Mill Mountain Trails: Implement way-finding signs and information kiosk per the Mill Mountain Trails Plan included in the Mill Mountain Park Management Plan.
- Tree Canopy: Where possible, large deciduous trees should be used when replacing tree canopy within the City's rights-of-way.

Public Services Policies:

- Police officers should keep neighborhood residents informed of occurrences of crime in the area
- Fire/EMS stations should be outfitted to provide the most efficient service possible

Public Services Actions:

- Inform neighborhood residents of occurrences of crime in the area
- Fire/EMS stations should be outfitted to provide the most efficient service possible

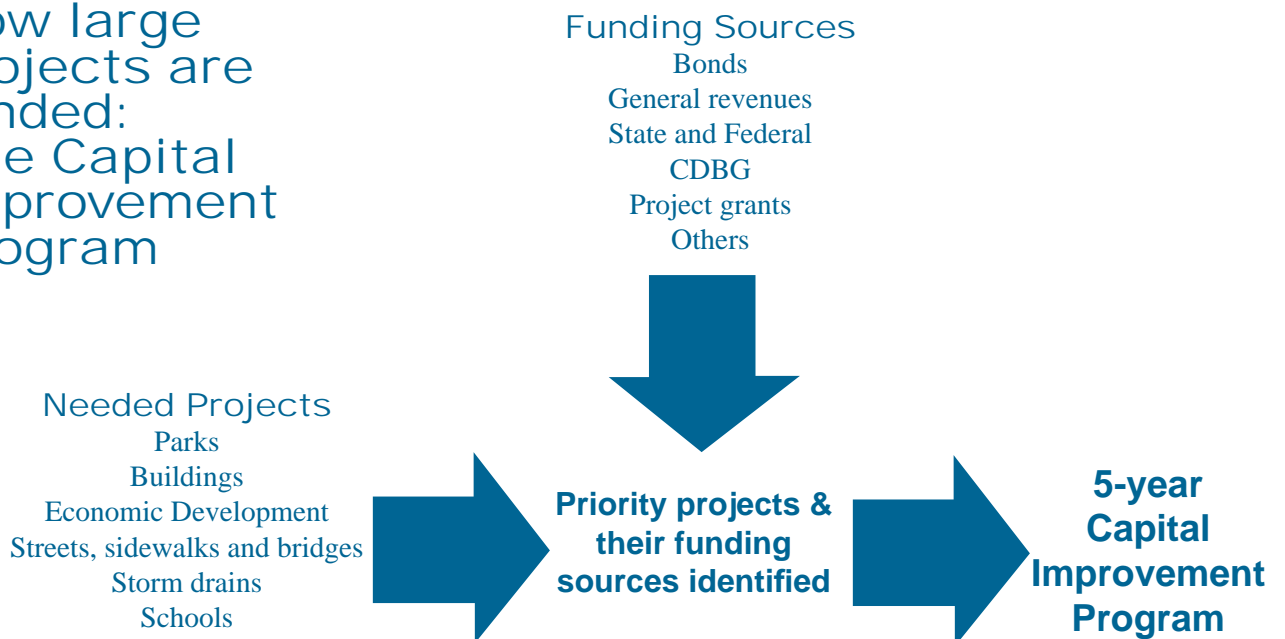
Implementation

Funding

Funding for major infrastructure projects is generally provided through the City's Capital Improvement Program. Funding can come from a variety of sources, including Community Development Block Grants, transportation funding, state and federal funds, and general revenue. The Capital Improvement Program is developed by identifying needed projects and matching them with potential funding sources. Each project is reviewed and ranked in terms of priority.

The chart on the following page identifies major projects, their time frame, the lead agency or department, and potential sources of funding. The cost of most projects such as streetscape improvements is usually determined after more detailed planning is completed.

How large projects are funded:
The Capital Improvement Program



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

Action	Y-1	Y-2	Y-3	Y-4	Y-5	Ongoing	Lead Agency	Potential Funding Sources
Complete the Architectural Pattern Book	*						PB & D	PB & D Operating Fund
Screen the fire station well head and the Water Authority parking lot.		*					Fire/EMS, P&R	Fire/EMS, WVWA Operating Fund/Neighborhood Grants
Install neighborhood gateway signs	*						NS	NS Operating Fund/Grants
Implement the South Jefferson Redevelopment Area plan			*				RRHA	RRHA, various City departments & private investment
Consider on-street parking on McClanahan Street			*				TD	TD Operating Fund
Consideration of various traffic calming measures on Avenham Avenue			*				TD	TD Capital Account
Time traffic signals on Franklin Road	*						TD	TD Capital Account
Consider improvements on Franklin Road at or near its intersection with Broadway Avenue		*					TD	TD Capital Account
Consider installation of landscaped medians in the 21-2200 blocks of Jefferson Street				*			TD	TD Capital Account
Consider improvements that will enhance pedestrian activity on McClanahan Street			*				TD	TD Capital Account
Make improvements to Reserve Avenue in conjunction with the River's Edge Sports Complex and the South Jefferson Redevelopment Area					*		TD	TD Capital Account, Private investment
Implement a rubber tire trolley between Carilion Roanoke Memorial Hospital and downtown	*						VM	VM, City, grants
Complete sidewalk infill in the northern, traditional portion of the neighborhood Per the curb, gutter and sidewalk map				*			EN	EN Capital Account
Complete priority storm water projects in the Capital Improvements Plan as funds become available.					*		EN	EN Capital Account
Develop recreation attractions/amenities in space along the Roanoke River per the Parks & Recreation Master Plan.	*						P & R	PW Capital Account
Provide multi-modal connections to the River's Edge Sports Complex, Roanoke River Greenway and trails on Mill Mountain and adjacent ridges.			*				P & R	Various City departments & private investment
Implement way finding signs and information kiosk per the Mill Mountain Trails Plan included in the Mill Mountain Park Management Plan.			*				P & R	P & R Capital Account
Maintain the tree canopy within City rights-of-way.						*	P & R	P & R Operating Fund

PB & D = Planning Building and Development
 VM = Valley Metro
 WVWA = Western Virginia Water Authority

TD = Transportation Division
 PW = Public Works
 NS = Neighborhood Services

EN = Engineering
 P & R = Parks and Recreation
 RRHA = Roanoke Redevelopment and Housing Authority