

Recommendations

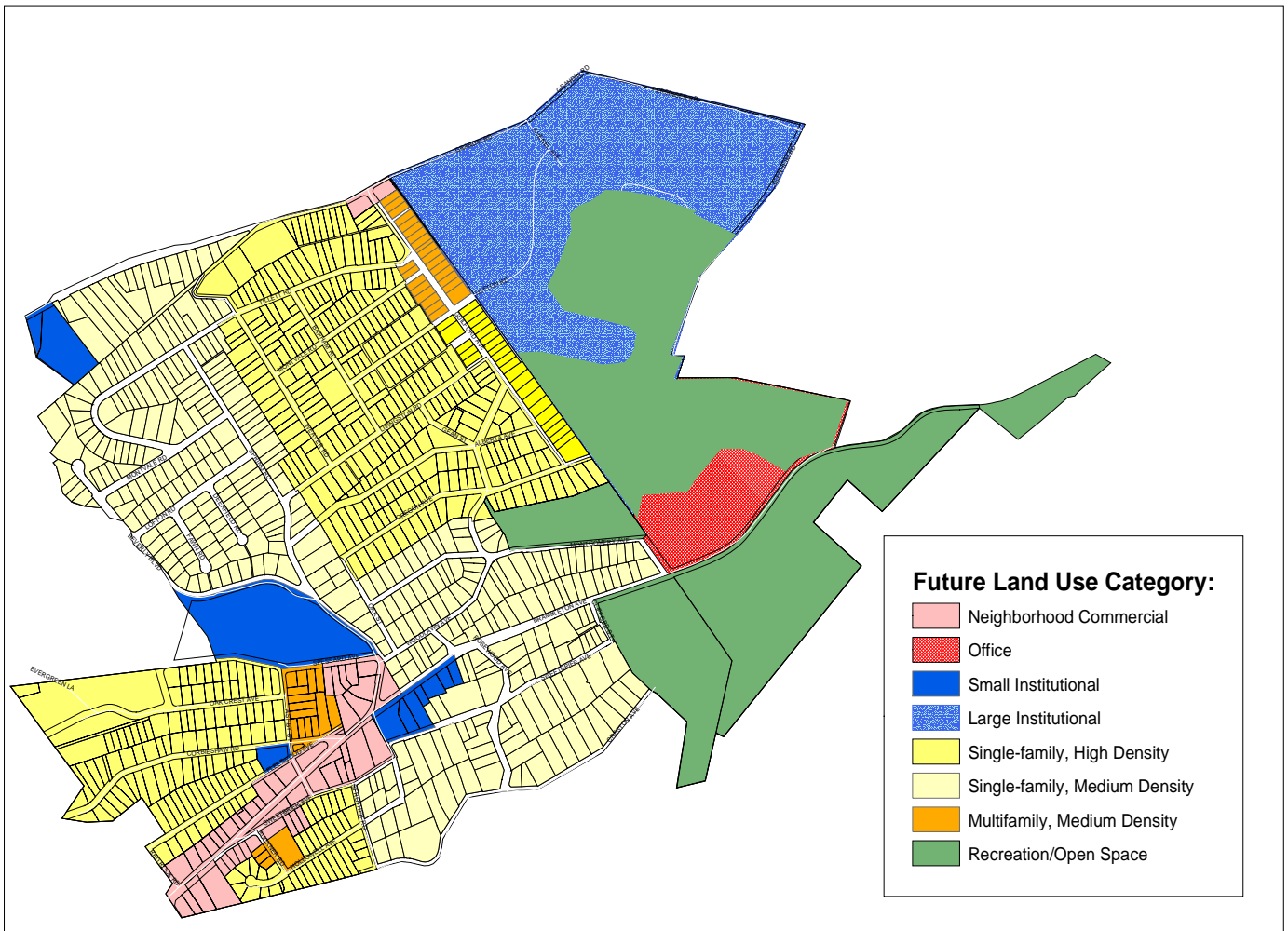
Recommended Policies and Actions

Recommendations are organized by the Plan Elements (community design, residential development, etc.). Recommendations take the form of “policies” or “actions.” Policies are principles or ways of doing things that guide future decisions. Generally, policies are ongoing. Actions are projects or tasks that can be completed and have a definite end.

Future Land Use

The *Future Land Use* plan is the most important recommendation of this plan. It specifies how future development should take place. Zoning is the principal tool that is used to implement the future land use plan.

Grandin Court Future Land Use



Community Design Recommendations

Policies

- Village Center development will be encouraged along the western segment of Brambleton Avenue and at the intersection of Grandin Road and Guilford Avenue. Village centers should be dense, compact in size, and identifiable. Uses in village centers should generally be neighborhood-oriented commercial, but should also contain some businesses that serve a larger market.
- Medium- to high-density residential development such as townhouses and apartments should be located near the village centers.
- Areas between village centers will be designated for primarily single-family dwellings.
- Community identity will be established at important nodes and locations in the neighborhood.

Actions

- Change zoning in village centers where needed to encourage a mix of uses and building scales that are appropriate in a neighborhood setting. Development codes should promote development of well-designed commercial structures that encourage pedestrian activity.
- Install gateway signs at locations identified in the Infrastructure/Gateway section of the plan. Work with the Grandin Court Civic League to obtain matching grant funds through the Department of Neighborhood Services to install neighborhood gateway signs.

Residential Development Recommendations

Policies

- New infill housing should be well designed and be compatible with the existing housing stock in scale, massing, and architectural styles and details.
- Generally, higher density residential uses will be centered in and around village centers. Between village centers, residential densities will be lower to reflect existing development patterns.

Actions

- Develop design guidelines for new infill housing that are universal in that they apply to both traditional and modern styles. Such guidelines can help communicate with builders what is appropriate in the neighborhood and provide guidance for land use decisions such as special exceptions.
- Change residential zoning to reflect appropriate densities in relation to village centers.

Economic Development Recommendations

Policies

- Support development of compact village centers in Grandin Court and encourage appropriate development in them. Most businesses will be neighborhood serving, but village centers will ideally contain some larger-market businesses. These commercial areas should not expand beyond their current boundaries.
- Infrastructure improvements will be targeted to support village center development.
- To encourage a pedestrian environment and desirable streetscape, new buildings in village centers should be placed close to or immediately adjacent to the right-of-way. Storefronts should be limited in width (25- 40-ft.).
- Parking is recognized as a necessity, but should not be allowed to dominate any development. Parking should be located primarily on-street. Zoning regulations should consider the availability of on-street parking when determining appropriate levels of on-site parking. Where additional parking is warranted, it should be located to the rear or side of buildings.
- The village center on Brambleton Avenue should make a distinct change in character when entering from Roanoke County. The development pattern and infrastructure should more resemble a main street than a continuation of the strip commercial pattern found in the County.

Actions

- Provide for general beautification, traffic calming, and better signage along Brambleton Avenue to promote more business activity.
- Limit surface parking. Develop mechanisms to limit surface parking lots and encourage use of shared parking lots and on-street parking. Look for opportunities to create on street parking when planning infrastructure improvements.

Infrastructure Recommendations

Policies

- Streets and gateways should be attractively designed. Specific attention should be placed on Brambleton Avenue because it is a major gateway to Roanoke. Functionally, streets will accommodate autos, pedestrians, and bicycles. Trees should be used to create a canopy over streets, so large species of trees should be used whenever possible.
- Special attention will be given to the quality of public street spaces in village centers. Decorative sidewalks, lamp posts, street furniture, trees, and other public improvements will distinguish village centers.
- Manage traffic to promote livability, commerce, convenience, and safety.

Actions

- Develop site-specific plans for the Brambleton Avenue village center.
- Improve the streetscape of Brambleton Avenue and Grandin Road. Traffic-calming strategies should be incorporated into improvements. The priority should be on providing an improved pedestrian environment.
- Infill curb, gutters, and sidewalks on neighborhood collector streets as needed.
- Develop safe bike/pedestrian connections through the neighborhood to link schools, libraries, village centers, downtown, and greenways.
- Install special infrastructure in village centers such as decorative lights, street furniture, textured sidewalks, and covered transit stops.
- Continue regular bus transportation available within a five-minute walk of residential areas.
- Develop a pedestrian/bike path along Brambleton Avenue from Woodlawn Avenue east to Fishburn Park.
- Maintain Brambleton Avenue as a two-lane street. Consider intersection improvements to improve safety and convenience without increasing capacity.
- Consider reducing speed limit along the residential area of Brambleton Avenue. (Currently being implemented).

Public Services Recommendations

Policies

- Citizens and police will work cooperatively to promote a safe and crime-free neighborhood.

Actions

- Reactivate the Grandin Court Civic League and continue to improve liaison activities with the Roanoke Police Department.

Quality of Life Recommendations

Policies

- Residents should be involved in neighborhood improvement and advocacy.
- Maintain and enhance the recreation, parks, and open space.
- Maintain and increase tree canopy.
- Promote the proposed greenways in the neighborhood.

Actions

- Reactivate the Grandin Court Civic League.
- Determine appropriate role and function of the Grandin Court Recreational Center; study parking arrangements for the facility.
- Continue greenway development.
- Preserve wooded areas.
- Plant street trees.